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Showmen Optimistic On Outdoor Upswing

Substantial Spring Business Tabs New Season Break in Economic Picture

By TOM PARKINSON

CHICAGO — Outdoor showmen are one up on the financiers and industrialists who are searching for bright spots in the economic picture. For show business, the upswing to end the recession may already have gotten under way.

The Steiner rodeo in Shreveport did big business despite rain. St. Louis Police Circus this spring drew 37,000 more paid admissions. Natatorium Park in Seattle doubled its 1957 pace on early weekends. A concession supply house reports it is shipping unusually large orders to several carnivals and circuses, and the reports so far continue along much the same favorable lines.

During the winter outdoor showmen were apprehensive about what this spring would bring. For they were clobbered last fall. About Labor Day the bottom dropped out of circus business, which until then was good. Ice show dates in the fall were not good. Late fairs of September and October proved to be weak.

But early exposure this spring has brought optimism and some pretty substantial business. There are exceptions. Clyde Beatty Circus is scoring very well except in places like Youngstown, O., which are dependent on the steel industry. Winter circuses generally have equaled or edged over their 1957 totals, with a notable exception being Detroit. The show there, along with automobile business, was down.

In the amusement park and carnival fields, riding devices are doing well. Many places are buying high-priced new units, chief among which is a German unit, the Wild Mouse. Amusement seekers have ready money available for the operator with rides—either new or old standbys.

Major ride operator Floyd E. Gooding notes conservatively that early dates have yielded lower grosses, but matinees are doing

Sawbucks Cue Prosperity

SHAFTER, Calif.—Circus ticket sellers, who measure prosperity by the number of big-denomination bills they see, are reporting the 10's and 20's are turning up in quantity again.

On the Kelly-Miller Circus the heavy money first was noticed in Gallup, N. M., where uranium-rich Indians presented big bills when they bought tickets.

Now in California, the show's ticket men report the incidence of 10's and 20's is great again. This indicates prosperity in contrast to the times when the ticket buyers set nickels and dimes on the ticket counters.

SURVEY RANKS AIR LISTENERS 85% ADULT

NEW YORK—The grown-ups outnumber the kids in the radio audience, it seems, so some changes in thinking are due. Radio today has "a predominantly adult audience, reaches more adults than old-line network affiliates did and reaches more impressionable younger women," reports station rep Adam Young via Pulse data.

"No critic of modern radio has offered factual evidence to substantiate the charge that audiences are heavily juvenile and therefore of little import to national advertisers," the report underlines. Stations and some webs have "sought to compensate for their loss in popularity by questioning the quality of the modern radio audience."

"Since a radio station must satisfy the desires of the many, not just one segment of the population, one look at the leading stations in virtually every market proves beyond a doubt that modern operators are catering to adults," and the stations cited are indie or at least non-network-owned and without prime affiliation, according to the Young treatise. In the markets surveyed by Pulse, all within the top 25, audience composition showed 84.9 per cent adults, 11.7 per cent teen-agers and 3.4 per cent children. New York ran 88.8 per cent adult, 8.1 per cent teen-ager, 3-1 children.

While repstudies and web studies depreciate each other, the latter have upheld the Young stand that teen-agers comprise a tiny part of radio's listeners.

Waxers Greet Dog Days With Usual Silly Song Rash

Zany Novelties and Zany Sounds Again Click on Chart Sundials

By BOB ROLONTZ

NEW YORK — The summer season is here again and the silly song season is here again too. This is not coincidental. Each spring and summer the a.&r. men look about for lighter fare, partly to interest the kids at the beach or out in the country, and partly because the summer just seems to call for wacky songs.

Probably the "hottest" new song about these days is a little novelty item called "The Purple People Eater." In just two weeks Sheb Wooley's "Purple People Eater" has leaped to No. 1 on The Billboard Best Selling Records chart. And this is certainly a wacky song dealing as it does with a guy with one eye and a horn who eats purple people.

Top Dog-Day Entrants

But this isn't all. For the past three weeks The Billboard has some wild spotlighted new novelty records. These are "Take Me to Your President" by Jim Lowe, "Op" by the Honeycones, and the new Andy Griffith recording "Juanita Beasley." All are clever novelty etchings. The Jim Lowe disk deals with moon people who land on earth and ask for food; the Honeycones cutting concerns a new type of pig-Latin for teen-agers, and the Andy Griffith record is a zany tribute to a dame named Beasley.

This week another new summer novelty came in on the A-Bell label featuring Count Von Blitzstein. This cutting contains a version of the standard song (sung?) by a terribly off key singer supposedly in a cafe on the French Riviera while a waiter pleads with him to get away from the piano before he drives all of the customers away. (We are not allowed to tell the ending.)

Zany Sounds, Too

But zany songs are not all that the a.&r. men are looking for during the summer heat wave. New sounds are also being sprung upon the public. The plunk, plunk, plunk of banjos is more prevalent upon more records than at any time since Eddie Peabody was playing the Steel Pier in Atlantic City. And the use of novelty sounds is rampant. A new record by Bobby Darrin on Atco, called "Splish Splash," even uses the sound of splishes and splashes in the bathtub to make the musical sound effects. Another wacky item, called "Got a Match," on a number of labels features a deep voice speaker saying "Got a Match?" in between the instrumental portions.

Summer has always been the time of the novelty smashes. Mitch Miller's biggest hit, "The Yellow Rose of Texas," was a smash two years ago in the summer. The original and often imitated "Flying Saucer No. 1" by Buchanan and Goodman was a summer skyrocket. Elvis Presley's biggest hit to date,

(Continued on page 8)

NEWS OF THE WEEK

New Concepts May Bring Pop Talent Bookings Back to Black . . .
Recession, constant exposure on TV and high asking prices for disk talent have combined to hurt the market for record artist package tour bookings. Emphasis on smaller unit of vocal acts plus instrumental combo on shorter tours is seen as a way of getting back to a profitable level of operation and a method of keeping acts working. . . . Page 2

Retiring Petrillo Weeps; Blasts West Coast Rebels . . .
James Caesar Petrillo bowed out as president of the American Federation of Musicians with a tearful farewell speech last week at the AFM's 61st annual convention in Philadelphia. Herman D. Kenin was elected as his successor. Keynote of Petrillo's opening address was an emotional indictment of the rebel group in Los Angeles. . . . Page 3

Peak RIAA Membership laid to Pressing Industry Matters . . .
Record Industry Association of America has shown a sharp rise in membership in the last three months, with total now at all time high

of 60. Increases are attributed to vital industry matters such as 1. Stereo disks. 2. Impending expiration of AFM contracts, and 3. Proposed changes in the Copyright Law. . . . Page 3

Recording Session Boom Despite Pokey Disk Sales . . .
Altho sales of records are not booming, the number of recording sessions being held today are greater than ever. Some studios are unable to accommodate all comers. Reason may be the need for a hit on part of many labels. . . . Page 5

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Witch Doctor Gets the Bird

NEW YORK — David Seville, who had one of the wackiest records of the year, and one of the smash hits of the year, with "Witch Doctor" has followed it up with another goofy novelty. This one, which was released this week on the Liberty label is called "The Bird on My Head," a title which undoubtedly has the distinction of being the most unusual of the summer season. "The Bird on My Head" is on a "Witch Doctor" kick, with the same Donald Duck type voice that Ross Bagdasarian (the real name of D. Seville) featured on "Witch Doctor." The interesting thing about "Witch Doctor" by the way, was that in spite of its unsingable and hard to remember gimmicks, almost every child between five and nine was able to sing the lyrics. Ask any parent.

Smaller Acts, Lower Costs New Pattern on P. A. Tours

Bookers Say TV Appearances Kill Theater Draw of R&R Stars

By REN GREVATT

NEW YORK — The pattern of pop and rock and roll personal appearance bookings may be considerably altered within the next few months. Emphasis, according to present plans of leading packagers, may lean toward the smaller, more compact, low-budget units, with the focal point of the package being the band rather than the individual vocal talent.

Reasons for the new outlook on packaging are numerous. "There's no question," according to booker Tim Gale, who recently moved from his own agency into the larger GAC set-up, "that TV appearances of hit record artists have hurt the personal appearance business badly."

The sentiment is echoed by Milt Shaw, exec of Shaw Artists Bureau, who said "TV is crippling the package show business." Shaw added that, for example, "If we put a Fats Domino on the Patti Page TV show, we know definitely that his box office draw suffers for at least three weeks afterward."

'Amateurs' on Stage

Some spokesmen contend that many of the record artists of today rank amateurs when it comes to getting on a stage and doing an act. "After they've done their one or two or three hit-record arrangements, they've had it," said one, "and that can't help but hurt their

in-person appeal, especially when as so often is the case, they don't know how to really sell themselves.

"The situation has a curious bit of irony. Everybody feels that they've just got to get a singer or a group on the Dick Clark show or any number of other local TV jockey shows to get a record kicked off. So the record is kicked off. That's fine. But at the same time, the artist helps cool his appeal as an attraction. The record companies don't care. But for the bookers, man, it can hurt plenty."

Another problem is that competing promoters in the field are all after the same hot acts of the moment. The asking prices, therefore, go sky high. Result is that when a big package of a dozen acts goes on the road, the nut can be so high that only full houses at all stops with admissions as high as \$3 a head can bring a profit. "When everybody gets his taste and some of those tastes are bulps," said one booker, "we've got little to show for our efforts."

They're Cool Now

Other problems revolve around recent disturbances involving rock and roll shows. The Alan Freed Boston incident did nothing to help the situation, observers agree.

Many auditorium and theater managers have decided to play it cool for the time being to see which way the public whims may blow. Last week's episode involving chanter Jerry Lee Lewis in England and roll up in a bad light.

The answer, according to Gale, may lie in a different concept of package booking, which he plans to follow for the summer at least. "We plan first of all, to de-emphasize the use of the term 'rock and roll.' Our summer packages, to be known as 'Your Summer Dance Party,' will carry a six or a seven-piece band to cater to the kids' basic desire for dance music. With the band, we'll send out no more than three or four acts.

"The affair will start with a couple of dance sets. Then the acts will come out one by one for one or two songs each and the dance will start again. Each act will get a couple of chances to work at each performance. In this way, the kids get dancing, which is what they really want, and they see some of the better disk acts. But the acts can't be out front long enough to wear out their welcome.

"Naturally, we'll hope to do better on our take for Fridays, Saturdays."
(Continued on page 39)

Cut-Rate Warned On Victor Disk Ads

NEW YORK — Bruno New York Inc., New York distributor for RCA Victor Records, has officially requested a number of local cut-raters to cease advertising Victor LP disk product "at prices which are economically unsound." The possibility of such a move was predicted in The Billboard last week (June 2).

In wires to various discounters, Bruno mahoff Irving Sarnoff said their actions were "detrimental to the reputation and good will of the RCA Victor trade mark." Sarnoff added that in the opinion of Bruno, price-cutting to a level below the actual wholesale cost constitutes unfair competition. The wires called for an immediate cessation of newspaper advertising of such prices.

Contacted for comment, Sarnoff told The Billboard: "We don't intend to stand by and watch these fellows destroy our good name and trade mark. Discounting in itself is the American competitive system in action. But when you ad-

vertise to the consumer at prices lower than what dealers have to pay for the records themselves, that's terrible. That's certainly not the American way of doing business.

"I don't think it's stereo that's making these people do what they're doing. Stereo isn't going to be that big that soon. There are 23 million phonos in the U. S. which play regular LP's. Are people going to junk those?"

Reminded that altho many dealers were selling at below wholesale, actually only a few were advertising such prices in the papers, Sarnoff added that "Even one of them is like a bad pimple. It hurts you all over.

"If these dealers don't co-operate with our request," he said, "we feel we have enough on our side to warrant some kind of legal action. Our lawyers were in on the preparation of these telegrams and they believe we have a strong case."

STEREO DISKS SPAN ATLANTIC

CHICAGO—A hint of how fast stereo disks may encircle the world was contained last week in the word from Irving B. Green, Mercury prexy, that he has received a trans-Atlantic phone call from his French affiliate, Barclay-Disque, urgently requesting that Green speed the shipment of tapes so the French diskery can start production of stereo disks.

Mere has announced a July release of its first stereo packages and now may find itself only nosing out its French affiliate.

JERRY L. LEWIS TELLS HIS SIDE IN OPEN LETTER

MEMPHIS, Tenn. — Jerry Lee Lewis, Sun Records rockabilly star, has replied to critics in England and the United States, via an open letter. "There must be a little good even in the worst people," Lewis told his fans and critics.

"This whole thing started because I tried and did tell the truth. I told the story of my past life, as I thought it had been straightened out. I sincerely wanted to be worthy of the decent admiration of all the people, young and old, that admired what talent (if any) I have. If you don't believe that the accuracy of things can get mixed up when you are in the public's eye then I hope you never have to travel this road I'm on.

"I hope that if I am washed up as an entertainer," Lewis continued, "it won't be because of this bad publicity, because I can cry and wish all I want to, but I can't control the press or the sensationalism that these people will go to get a scandal started to sell papers. If you don't believe me, ask any of the other people who have been victims of the same."

Columbia Line Of '58 Phonos Gets Airing

NEW YORK — The Columbia Records Phonograph division will show off its new 1958 line of phonographs this week. The first regional meet is set for Los Angeles today (9); the second will be held in Chicago on Wednesday (11) and the third will be held in New York on Friday (13).

The meetings are being held for the firm's field personnel, distributors, etc. At the New York meet prexy Goddard Lieberman, veepee Herb Greenspun, phonograph chiefs Jim Sparling and Milt Selkowitz will all be present.

The new Columbia phono line will include sets equipped to play stereo disks in addition to the standard 33's and 45's. The firm is also understood to have a conversion kit that can be used with last year's Columbia phonos to play stereo records. Another of Columbia's subsidiaries is bringing out a cartridge for stereo disk use.

Russ Chorus In Decca Pkg.

NEW YORK—Feature package of the June Decca gold label release will spotlight the National Chorus of Russian Song, in its record debut in America. The group, which recently appeared at the Brussels Fair, is under the baton of A. V. Sveshnikov. The 95-voice chorus sings a selection of Russian folk songs in the package to be known as "Along the Volga."

Other gold label sets for June include "A Sibelius Song Recital," by the famous Finnish basso, Kim Borg, and the L'Amoureux Orchestra of Paris, under Igor Markevitch, performing Beethoven's Sixth (Pastorale) Symphony.

Decca has also announced that its renowned German baritone, Dietrich Fisher Dieskau, has won the Grand Prix de L'Academie Charles Cross for his Decca dishing of "A Schumann Song Recital."

Atlantic Racks Flock of Hits

NEW YORK—Atlantic Records and its subsidiary, Atco, have bounced back into the spotlight with a bevy of hits. The diskery estimates that the month of May has been its second biggest month of all time, with the operation racking up combined sales of over one million units.

Firm's current biggest single is "Yakety Yak" by the Coasters on Atco. Altho out only several weeks, Atco has moved 400,000. Bobby Darrin's "Splish Splash" on the same label is currently breaking big, and Hutch Davie's "Wood-chopper's Ball" continues with strong sales altho released three months ago.

On the parent label, Atlantic, the late Chuck Willis' "What Am I Living For?" is at the half-million sales mark, and a new single is being held up because it is still moving strongly. The Willis album, "King of the Stroll," is one of the biggest packages the diskery has had to date. Strong albums released recently include the Modern Jazz Quartet, Jimmy Giuffre and Chris Connor, in addition to Willis.

Strong singles, in addition to those mentioned, include Betty Johnson's "Dream," the Drifters' "Moonlight Bay," Clyde McPhatter's "Come What May," and Ray Charles' "Yes Indeed"—all current.

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Sex and Sax Stars Sign M-G-M Pacts

NEW YORK — M-G-M Records chief Arnold Maxin, has added a flock of new talent to the label, headed by thrush and pic star Jane Russell and jazz tenor saxist Sonny Rollins. Maxin also announced the firm's initial stereo release of "at least a dozen albums" will be in August and that M-G-M dealers will be protected against any price reductions of LP monaural disks "at least till the end of the year."

Other acts newly signed in addition to Miss Russell and Rollins, include thrush Sallie Blair, the Jacks and Jills, Joe (Harmonica) Harper, Lew Prince, the Bachelors, the Elgins, the Velairs and the Tophatters.

On the stereo side, Maxin said the first release will include the "Gig" sound track; "Yesterday and Today" with Maurice Chevalier; and "Jazz by Rollins," with Sonny Rollins. Various sound track items may also be included in the releases.

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Job Shuffle Hits Chicago Studio Heads

CHICAGO—Recording studio personnel in this area are involved in a large-scale game of musical chairs.

The most significant change appears to be on the verge of happening at Universal Recording Corporation. Prexy Bill Putnam has been in Los Angeles for several days negotiating a deal which is expected to result in his moving out there. In this event, Universal management would be assumed by Bernie Clapper and Mason Coppinger, altho Putnam is not expected to relinquish his interest in the firm. The change is expected to be announced in the next week or two.

Meanwhile, Malcolm Chisholm, a former Universal engineer, has taken charge at Sheldon Recording Studios, affiliated with Chess Records. Jack Weiner, the former Sheldon mahoff, left to open a mastering studio of his own.

Terry Moss, a tape duplicator from Omaha, is known to be planning to set up shop in Chicago, and has approached Universal on the possibility of taking over its duplicating trade and equipment.

To involve everybody in the game, Bruce Sheldon, a former Minneapolis studio owner, employed for several months at RCA Victor studios here, is in earnest negotiation with Universal to fill the manpower gap about to be created if Putnam moves.

Westminster Opens Regular Stereo Issue

NEW YORK — Westminster will release its first stereo disks next week, beginning a monthly issue. The series will have four-color processed jacket covers and two-color liners easily distinguishable from monaural releases.

Debut items include seven classical albums, featuring Beethoven's Symphony No. 5 with Rodzinski and the London Philharmonic; Tchaikowsky's Symphony No. 4, by same; "Scheherazade," "Rhapsody in Blue," "1812 Overture," "Romeo and Juliet Overture-Fantasy" and Saint-Saens' Organ Symphony.

Also to be released is the Berlioz Requiem (simultaneously on monaural and tape) which was staged in its original Paris setting. Vega Records, repped in the U. S. by Westminster, conceived and paid for the elaborate waxing.

Pop albums include Joan Merrill's "How Did He Look?" "Liebert Takes Richmond," "Indian Love Call," "Deustschmeister on Parade" and Mary Lou Brewer's "My Man," all previously released on LP's. The diskery plans no reduction in monthly monaural releases.

U. S. DISKS GROWING IN POPULARITY OVERSEAS

HOLLYWOOD — Jim Bailey, director of administration and finance for Dot Records, who returned from Europe last week, said he noted a decided upswing in popularity for U. S. disks abroad and a seemingly prosperous economy everywhere.

Germany, he said, was particularly prosperous, record-wise, with yearly single sales totaling nearly 50,000,000, of which about 4,000,000 are American. Last year, he said, Holland, with a population of 11,000,000, sold 12,000,000 disks. Italy sold 20,000,000 and France about 12,000,000.

However, Bailey opined, the record business is really just starting

CHI SYMPHONY TO TOUR RUSSIA

CHICAGO — The slightly lifted Iron Curtain, under which numerous musicians have lately been scampering, will now go up another notch to accommodate the Chicago Symphony Orchestra and its maestro, Fritz Reiner. A six-week tour in late summer of 1959 has been arranged by the American National Theater and Academy.

The orchestra hopes to extend the tour to take in major Western European capitals. Appearances at the 1959 Luzerne Festival have already been set.

Merc Mixes Jazz, Pop in July Package

CHICAGO—The stable appeal of jazz is reflected in Mercury's July LP release, which includes five jazz items in a 10-package litter.

Topping the list is "Sarah Vaughan After Hours at the London House," recorded in the niterly recently at 2 a.m. before an invite-only audience of deejays, press and celebs. The slicing comes out on the Mercury tag, while the remaining four jazz morsels are on Em-Arcey. They are "Terry Digs the Duke," a Terry Gibbs treatment of Ellingtoniana; "Four Swinging Shepherds," a flute quartet composed of Buddy Collette, Bud Shank, Harry Klee and Paul Horn; "The Nearness of You," by Helen Merrill; and a new platter of "Blues By Big Bill Broonzy."

The five pop items on the Merc label are "Like, Be My Guest," a collection of wackery by Rozelle Cayle, which the label frankly warns deejays not to play; "The Banjo Minstrel Man," by John Cali; "Songs That Make the Juke Box Play," a country offering by Jimmy Skinner, and "Tangos and Pasodobles," by Luis Quebola.

Diskeries Flock Into RIAA Ranks

NEW YORK — Membership in the Record Industry Association of America has shown a sharp increase in the last three months, with the total at an all-time high of 60. John Griffin, RIAA executive secretary, notes that the increase may be attributed to the fact that there are currently several matters of vital concern to the industry as a whole.

These matters include: 1) Expiration at the end of the current

year of the labor contract with the American Federation of Musicians; 2) technical problems resulting from the introduction of stereophonic disks; 3) proposed changes in the Copyright Law which would affect the fundamental economics of record marketing.

Diskeries which have joined the RIAA recently include 20th-Fox Record Corporation, Rex Productions, Inc., Grand Award Record Corporation, Tops Music Enterprises, Inc., United Artists Records, Inc., National Recording Corporation, Vanguard Recording Corpora-

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MANUTI FAILS IN BID

Petrillo Retires, and Everybody Weeps; Kenin Gets Post

By JUNE BUNDY

PHILADELPHIA — The 61st annual convention of the American Federation of Musicians was undoubtedly the most emotional meet in the history of the union. It was also the wettest. As predicted by The Billboard (May 19) there wasn't a "dry eye" in Convention Hall here Tuesday (3) when James Caesar Petrillo bowed out of the AFM presidency with a tearful farewell speech.

Handkerchiefs were also in order the following day when Petrillo's hand-picked successor, Herman D. Kenin (the union's West Coast rep) was elected prexy by a margin of nearly two to one over Local 802 chief Al Manuti.

The new AFM president won't wield as much authority as Petrillo, since—at the suggestion of Kenin and Petrillo — the delegates voted Thursday (5) to scrap the much criticized Article 1, Section 1, of the AFM constitution, which em-

powered the president to annul any section of the constitution, by-laws or other basic rules. It also gave him authority to substitute rules of his own making.

Hand for Manuti

Altho defeated, Manuti polled some 608 votes and pulled one of the biggest hands of the day when Petrillo called him up on the stage to address the crowd. Manuti pledged his support in the unity drive, pointing out that two major issues—the TV and recording company contracts—are coming up next February.

Petrillo embraced both Kenin and Manuti after their speeches, but the scene couldn't match Tuesday's for sock emotional impact. That demonstration had everything including a snake dance of delegates playing instruments and carrying banners reading "Stay, Jimmy," "Jimmy, You're the Most," and "Jimmy, We Need You." An additional note of sentiment was the presence on the stand of

Petrillo's favorite Waldorf-Astoria bartender.

Weeping unashamedly, Petrillo used up two handkerchiefs and several minutes before he began his half hour farewell speech. At one point he shifted, "Should of brought a diaper along!" He concluded by endorsing Kenin as his choice for a successor.

Biennial Convention

Petrillo also won his long-running fight to ease the union financial burden by holding con-

(Continued on page 39)

AGAC Skeds Pub Parley, Coast Meeting

NEW YORK—Three important meetings are now in the works involving the American Guild of Authors and Composers (formerly SPA), highlighted by a second meeting with publishers leading to a new AGAC contract, to take place here June 24.

Other meetings include the annual session of the West Coast wing of the group June 7, to be presided over by prexy Burton Lane and counsel John Schulman. This meeting will name a new West Coast chairman to succeed Harry Ruby who is withdrawing because of a new project involving a TV show.

A first meeting with West Coast publishers has been set for June 19. A spokesman said that in the East, the publishers who attended the first get-together several weeks ago are being invited back, while any other publishers who wish to attend will be welcome. No new invitations will be issued.

Grand Award, W'house Tie-In

NEW YORK — Grand Award Records has tied up with the Westinghouse Corporation for a special record package for customers who buy new Westinghouse phonos. There are three different Gift Record Libraries, all culled from the regular Grand Award LP line. Each gift package contains six Grand Award LP's, with Westinghouse and Grand Award featured on each cover.

The three different packages includes an instrumental set of background music, another set called the party package with Honky Tonk, Charleston music, etc., and another set called the Prestige package featuring the Paul Whiteman ork, Parisian songs, etc. Westinghouse is making up window streamers, dealer cards to push the Westinghouse-Grand Award tie-in.

Hanover, New Label, Busy

NEW YORK — Hanover Records, new indie, announced a flurry of activity on the distributor and talent levels. Len Levy, Hanover mahoff, added Seaboard Distributing, Oklahoma City. Levy also announced that foreign deals had been set with Compo Company, Ltd., for Canada; Aussie Records, Inc., for Australia and New Zealand, and Trutone Africa, Ltd., for Johannesburg. S. A.

On the talent level, Laura Leslie, former Sammy Kaye thrush, and Dean Edwards, familiar to the Brill Building cats as song writer Eddie Deane, have been signed.

Merc Drops 78's; May Set Pattern

CHICAGO—Mercury Records last week became the first important label to announce it is abolishing production of 78 r.p.m. disks. The decision is effective immediately.

While the recent general increase in the price of 78's to \$1.15 was a long-range move toward driving the old warhorse off the market, Merc's decision was made suddenly and it may force some quick re-evaluations in other diskeries.

What forced the issue, according to Irwin Steinberg, Merc veep-

treasurer, was an examination of sales reports of "Twilight Time" by the Platters, a current hit pushing the 1.5 million water mark. The disk has been a strong seller in the r.&b. shops, where the 78 disk also has been enjoying its last remaining strength. Yet, overall sales of "Twilight Time" show 98.2 per cent via 45's, and only 1.8 per cent on 78's. Such a breakdown, Steinberg said, signals the fact that the gas has run out on the old-style vehicle.

If there is any significant loss in sales by the step, Steinberg indicated, it will be more than made up by the advantages of simpler bookkeeping, increased storage space and more effective inventory controls. He predicted that distributors and retailers alike would greet the move with sighs of relief.

For some time Merc has been limiting 78's to its top artists in the r.&b. market. No return privilege has been given since the \$1.15 price was established.

An interesting sidelight on the dying days of the 78 disk has been a slight upsurge in its popularity during the spring and early summer. Trying to account for this, Steinberg learned the demand

(Continued on page 36)

Jazz Stereo in Elektra Pkg.

NEW YORK—Elektra Records has announced a new package release containing three stereo disks at \$5.95, a stereo sampler at \$2.98 and three monaural LP's at \$4.98.

In addition to the sampler, previously announced, the stereo release includes "In the Glory Land," containing traditional jazz by Ken Davern and His Salty Dogs; "The New York Jazz Quartet Goes Native," with Mat Mathews, Herbie Mann, Joe Puma and Whitey Mitchell, and "The Original Trinidad Steel Band in Stereo."

The monaural group includes three folk packages. These are "Unholy Matrimony," with songs about married life by Paul Glayton; "Theodore Bikel — Russian Gypsy" and "Erik Darling," a folk program with banjo and guitar accompaniments.

RCA Readies Powerful Sets

NEW YORK — RCA Victor during the next month will market a powerful seven-band all-transistor radio, weighing less than 12 pounds and operating on flashlight batteries, it was announced by Raymond W. Saxon, vice-president and general manager, RCA Victor and Victrola division.

Called the Strato - World III (Model IMBT6) the set has a standard AM band plus two ship to shore and amateur wave bands and four international short-wave bands. It will be nationally advertised at \$195.

Movie Diskeries Scramble For First Call on Sound Tracks

Costs, Star Problems, Label Activity Make for a Dwindling Supply

By CHARLES SINCLAIR

NEW YORK — Steady shrinkage of the number of musical sound tracks with strong album potential, matched against growing activity of movie-owned record labels is causing a new round of backstage scrambles in both the movie and disk industries.

Anxious to guarantee steady supply of what is obviously one of their biggest sources of material, the movie labels are now putting pressure—albeit cautiously—on the front offices of their film parents to get the jump on sound track deals.

"We're in the discussion stage now with film producers distributing thru 20th Century-Fox to work out arrangements whereby we'll have a possible 'first refusal' on sound tracks," says Henry Onorati, prexy of the 20th-Fox record offshoot. Some of these deals are for tracks on pictures that haven't been shot yet, and won't be in release until 1959."

An example of such a sound track sought currently by Onorati

is that of Cole Porter's "Can-an," which will star Maurice Chevalier and Marilyn Monroe—neither currently committed to an outside label. The picture won't even start filming at 20th-Fox until mid-summer.

The movie labels, however, are limited in just how hard they can push the front-office brass. The situation was summed up neatly by the United Artists diskery:

"United Artists is a co-owner of many independent films for which it has arranged the producer's financing and distribution. We feel entitled, therefore, to the position that we have a built-in 'prior right' to sound tracks of these pictures. But we must play it by ear. No picture company is going to endanger a multi-million-dollar production for the sake of a record album."

Such a situation, incidentally,

has just happened at UA. The movie parent is about to release "Kings Go Forth," a major starring vehicle for Frank Sinatra, produced by Frank Ross.

UA made a liberal offer for the music track—but it went to Sinatra's regular recording label, Capitol, and UA didn't push it any further, even tho Sinatra doesn't sing in the film.

Attempts to move in early in the sound track race are also reportedly being made by the new Colpix Records offshoot of Columbia Pictures and the new record subsidiary of Warner Brothers, altho neither are inclined to discuss their plans or methods.

What keeps the scramble at a fast pace in the platter industry, as the new movie labels try to steer sound tracks away from the major labels, is a genuine shortage

(Continued on page 10)

List Price Solution: Bigger Discounts?

NEW YORK—Increased dealer discounts, considerably beyond the currently accepted 38 per cent, may provide a partial answer to the burning question of what to do about monaural LP list prices in the stereo age. The suggestion came in a week which saw continuing speculation on what diskeries would do to protect dealers.

Some labels have already indicated that a firm front is in prospect, at least until the end of the year. London Records has given this guarantee to dealers, and M-G-M this week announced a similar intention (see separate story). On the other hand, a recent statement indicating a hold-the-line price policy on new releases and best sellers by RCA veepee George Marek, drew some questions from New York dealer Sam Goody. Goody asked for more specifics (see separate story).

Mercury is running a temporary special of \$1 off on all albums, to add confusion the dealers' outlook on the situation, altho the label has given no indication that this is a permanent change.

Possibility of extra discounts over the more or less traditional 38 per cent was raised by several diskery spokesmen and was seen as an

"out" for diskeries in the continuing controversy over price. The higher discount structure would become permanent rather than a special deal, it was stressed. This would enable diskeries to avoid the curse of an actual price cut and would, in effect, leave it up to the dealer himself to decide his own prices. The list would remain the same. If a dealer could sell at list, his profit would be more. But if he operated on say a 50 to 55 per cent markup instead of 38 per cent, he could drop the price \$1 and still make a decent profit.

If a diskery later on elected to drop the price officially the dealer could "still get hung," according to one retailer, but "this would be a

(Continued on page 10)

AFM Report Urges Federal Subsidy

WASHINGTON — Federal subsidy is the only way to preserve professional American musicianship from its dangerous decline, according to Henry Kaiser, counsel to American Federation of Musicians.

Kaiser's comment was made before a House Education and Labor

Subcommittee holding hearings on the Thompson (D., N. J.) and other bills to set up a Federal Advisory Commission on the Arts, last year. The Kaiser statement was accompanied by an AFM research report, "The National Crisis in Music," and both were released in recent issue of the hearing record.

The AFM research report showed a drop of over 40 per cent in employment of musicians since 1930, despite increases in recording and transcribing. Average wage

(Continued on page 10)

'PEOPLE EATER' TOPS THE LIST

NEW YORK — Sheb Wooley's M-G-M novelty smash, "The Purple People Eater," is one of the fastest-moving disks this year. It popped onto The Billboard's Best Selling Singles Chart in the number seven slot last week, and is now the number one record in the country—just three weeks after it was released.

Except for some of Presley's records, "Twilight Time" by the Platters is the only other disk within the past few months to reach the number one position in such a short period.

CASE OF DOUBLE MISTAKE

Abe Lincoln? No Singer, He, But He Led Biggest Band

HOLLYWOOD — As researchers will tell you, their profession's margin of error sometimes can be too broad for comfort. Rarely does a goof take on the historical significance as the one made by a New York outfit seeking biographical info on disk artists. This one was compounded—two errors were made simultaneously.

A questionnaire was sent to

Sam Goody Has Some Questions

NEW YORK — Colorful cutter, Sam Goody, has described as "encouraging" recent statements by RCA Victor veepee George Marek regarding price guarantees on "all new releases as well as our best sellers." Goody said, however, in a letter to Marek, released this week, that some very important questions remain unanswered.

In the letter, Goody raised the following questions: 1. What about presently existing floor stocks? 2. For how long after issue is a "new release" protected? 3. What is a "best seller" and how long does it retain this character? 4. How do you propose to implement this promise?

Goody pointed out that he had a duty to his clientele "to maintain an inventory sufficiently complete and adequate to fill their needs." He alluded to a previous price cut, which he said resulted in a loss to him of \$300,000 in inventory value. "Neither RCA nor any other manufacturer has ever shown the slightest interest in attempting to make good our losses."

"Your statement, as published in The Billboard," continued Goody, "gives us reason to hope that your policy will be an enlightened one and we ask only that it be taken out of the realm of high sounding phrases and made workable." A copy of the Goody letter went to the top execs of a dozen leading diskeries.

Meanwhile on another front, additional encouraging words to dealers were voiced by Norris Saurman, manager of the record department of Krich-New Jersey, Inc., Victor's Newark distrib. In a letter, Saurman notified dealers that "any monaural album presently in the RCA Victor catalog that has or will have a stereophonic counterpart released during 1958, may be exchanged for the stereo version, dollar for dollar, as of January 1, 1959."

Hearings on ASCAP Make A Hit Book

WASHINGTON — The 732-page printed record of the Roosevelt (D., Cal.) Small Business Subcommittee hearings on American Society of Composers, Authors and Publishers practices will be "summer reading" for hundreds of the society's members, Guy Freedman of Alex Templeton publishing firm has written the Congressman.

Roosevelt read the Freedman letter into the Congressional Record last week (4), while reporting on the aid to small businessmen in the music industry by his subcommittee. The hearing record was described by many ASCAP members as one of "lasting value" which "reads better than a novel," Freedman wrote.

Committee staffers note that The

(Continued on page 10)

Grand Award Stereo Debut; Eight Albums

NEW YORK — Grand Award has joined the ever-lengthening list of diskeries issuing stereo LP's. The Grand Award stereo releases will consist of eight stereo sets, and they will be on the market by June 15. They will list for \$4.98 and will consist of some of the best-selling items from the Grand Award catalog.

The list of albums to be available on stereo include: "Paul Whiteman—Hawaiian Magic," "The Roaring 20's," "The Flirty 30's," "Knuckles O'Toole," "Waltzes for Dancing," "Roman Spectacular," and the two albums by the Bobby Byrne Orchestra playing song hits of the Tommy and Jimmy Dorsey Orchestras and of the Glenn Miller Orchestra.

Grand Award has been recording all its albums in stereo for the past year and a half according to prexy Enoch Light, and thus has a substantial catalog on which to draw for additional stereo releases.

Falcon Label Now Abner

CHICAGO—Vee Jay Records is changing the name of its subsidiary, Falcon, to Abner Records.

A breakout side on Falcon, "For Your Precious Love," by Jerry Butler and the Impressions, called attention to the label and brought a request to change the name from Falcon Records in Texas, distributors of Spanish wax. Ewart Abner, Vee Jay general manager, said he had not previously known of the Texas firm because it is not listed with the AFM.

Jazz Stereo Cut by Argo

CHICAGO—Argo Records, affiliated with Chess and Checker, has announced the debut of its stereo disk line in mid-August. Dave Usher, a&r staffer, has already cut album dates by Ralph Sharon, Chubby Jackson and Ahmad Jamal, all leading small jazz combos.

Carlton Gets Townsend Disk

NEW YORK — Carlton Records has snagged a recording by Ed Townsend, now hot on Capitol Records with "For Your Love." Carlton's waxing was originally a demo, reportedly offered to Capitol but turned down by the diskery. Carlton secured the diskings thru his Coast rep, Don Genson, who obtained them via the writers of the two tunes, Dave Coleman and Billy Sherman. Tunes are "Border Town Cathedral" and "A Woman's Intuition." Carlton augmented the backing on the diskings and is rushing them out this week.

On the LP level, Carlton Records will bring out both monaural and stereophonic LP's in July. These will mark the first LP's issued by the label. About a dozen LP's of both monaural and stereo will be released.

Report Coral Changes Go On

NEW YORK — Reports continued to be heard from various areas this week on changes in the Coral Records distribution network. Officials within the organization, however, maintained continued silence. "We have no comment at this time," was the reply to a query posed by The Billboard.

In the wake of reports last week of the closing of the Coral Cleveland branch and changes in Buffalo, Dallas and Philadelphia, it was learned this week that the changes will go further than just these four areas.

Reliable sources outside the company indicated Coral branches will continue to be maintained in New York, Chicago, Detroit and Los Angeles. In the case of branches, Cleveland was the only one closed. But in numerous other areas it was known that indie distributors were getting their notices in a steady stream.

Reports filtered in from both California and various Eastern sectors that Coral distributors, learning that the pink-slip routine was on the way, were busily seeking other lines to fill the gap.

The move to bring Coral distribution into the Decca network of branches was seen as an effort to consolidate and strengthen the Decca set-up.

The current changes would be likely to take official effect around the first of July since the distributor agreements carry a 30-day cancellation clause for either party.

Portable Tape Recorder Has 4-Hour Play

HOLLYWOOD — U. S. rights to a German-made portable tape machine capable of playing up to four hours of recorded fare by using a tape magazine were acquired last week by Lew Chudd, president of Imperial Records. Chudd is currently in Europe completing the deal while on his two-week overseas business junket.

The unit, known as the Aieda, will be assembled in the U. S. The parts to be manufactured at Hamburg, Germany. To equip it for stereo tapes, Chudd is asking the manufacturer to add a second speaker to the unit in place of the radio it now contains. It will be priced between \$100 and \$125 and is light enough to be carried by a child. It will be ready for marketing this fall.

'Fair Trade' Not Dead Yet; Bill Wins Backing in House

NEW YORK — In spite of the fact that many people in the record business and many other businesses as well have written off "fair trade" there is unexpected support in the House of Representatives for a "fair trade" bill introduced by Representative Oren Harris, Democrat, of Arkansas, this session. The bill is given an excellent chance of passage this session of Congress, according to Washington observers.

The Harris bill would allow a manufacturer to fix retail prices on his merchandise in all States, if the merchandise moved across State lines, just by announcing the prices to storekeepers. There are provisions for stiff enforcement.

In the Senate, Senator Humphrey, Democrat, of Minnesota, introduced a companion bill, but its chances of passage this session seem slim. What this means, it would appear, is that next session,

Disk Studios Hum At a Record Pace

NEW YORK — Recording activity is currently going ahead at a capacity pace, despite the fact that record sales are moving slowly. Herb Sachs, of Capitol Studios, expresses the general view when he states: "There's been no decrease in indie dates; we've been recording as late as 3 a.m." Another studio said it was having difficulty scheduling dates because of the extremely heavy demand for studio time.

When sales are good, studio executives opine, the manufacturers are inclined to ride with what they've got in the can, but when things are rough, they will work all the harder for a hit. So, despite the fact that manufacturers have been having a tough tussle with distributors, some of whom have been paying with records instead of loot, and despite fact that many distributors have been getting tardy payments from dealers, the indies are nevertheless putting aside enough loot to maintain a high level of dishing sessions.

That recording is progressing at a peak level is confirmed by the office of Harry Fox, publishers' agent and trustee. Al Berman of the Fox office states that requests for licenses are "coming in in grooves. . . . We are working against a backlog."

4 C&W Units Sign for USO O'Seas Tours

CINCINNATI—Anton Scibilia, veteran unit show producer who has been concentrating on USO bookings the last several years, last week inked four country and western units for overseas tours for USO.

Al Runyan and His Westernaires kick off a 12-week trek of the Far East July 19. A second unit, highlighting the Down-Homers, begins a European USO jaunt in August, with a group headed by Don Presley covering the same area, starting in September. A "Grand Ole Opry" package, headed by Roy Acuff and his unit, with Red Brasfield, begins a European tour in October.

Scibilia, formerly associated with the Frank Sennes office, Cincinnati, and the Karl Taylor Agency, Dayton, O., now operates out of his home in Franklin, O. Illness and injuries sustained in an auto accident two years ago have curtailed his activity somewhat.

if enough pressure is put upon the legislators in both the House and Senate, there is still a chance for a "fair trade" bill.

The pressure exerted so far has been put on by the National Association of Retail Druggists, which drafted the Harris bill. But more than just one retail druggist have pressured Congress for passage of the bill; other manufacturers, wholesalers and retailers of appliances, records, hardware, home furnishings, etc., are for it.

The record business today, and the prices charged for records by leading discount houses (The Billboard, June 2) is one of the reasons so many manufacturers and record stores are in favor of a "fair trade" bill. At the present time leading discounters are selling LP's at 40 to 50 per cent off list, which is giving the average dealer considerable concern.

Commenting on the apparently anomalous situation of slow sales and peak recording activity, one observer commented: You know how it is with an indie—one hit can save everything."

A checkup of singles arriving at The Billboard for review purposes also indicates that the production level is as high as ever. Well over 100 are arriving weekly.

AFM Fund, Put At \$5 Mil, Not Covered in Bill

WASHINGTON — Tho there is no specific item on the legality of the AFM Musicians' Performance Trust Fund in the Senate-passed labor welfare fund bill, an amendment to cover this aspect of union funds could be tacked on in the House. The House Education and Labor Committee is now considering the Douglas Bill (S. 2888) to force disclosure of welfare and pension plans.

Testimony by AFM counsel, Henry Kaiser, before a House Labor Committee last year put the performance trust fund at \$5 million in 1957.

A bill introduced in May, 1957, by Rep. Phil Landrum (D., Ga.), chairman of the House Labor Standards Subcommittee, would have required written assignment by employees before any moneys from collective bargaining could be diverted into a union fund. This bill appears almost certainly "dead," according to spokesmen for the Perkins (D., Ky.) Labor Management Relations Subcommittee, which is handling the welfare fund legislation. (The Billboard, May 13, 1957.)

However, it was reported that some members of the subcommittee may soon huddle over possible amendments to cover the musicians' performance trust fund. (Continued on page 10)

Stereo Cutter By Fairchild

NEW YORK — Fairchild Recording Equipment Corporation has come up with a stereo cutter system, Model 641. This new stereo cutter will cut two channel recordings in the "45-45" system and will handle conventional lateral records at 16, 33 or 45 rpm speeds. It is the only stereo cutter now on the American market in addition to Westrex.

The Fairchild stereo cutter is now being used by a number of labels now cutting stereo disks. Many firms are using the Westrex stereo cutter, which was one of the first available for stereo disks.

Speer to Direct USIA Press Dept.

WASHINGTON — Appointment of Robert P. Speer as director of the press and publications service of the U. S. Information Agency effective July 1, was announced last week (6) by USIA Director George V. Allen.

Speer, a former United Press writer, succeeds Frank L. Dennis, who leaves Government service to join the American Petroleum Institute. Speer hails from Minneapolis and has served with the USIA in Seoul, Korea and Saigon. In July, 1957, he was assigned to Washington as special assistant to USIA's deputy director and later was chief of the agency's evaluation staff.

The Billboard Weekly Index RECORD SALES IN RETAIL STORES

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

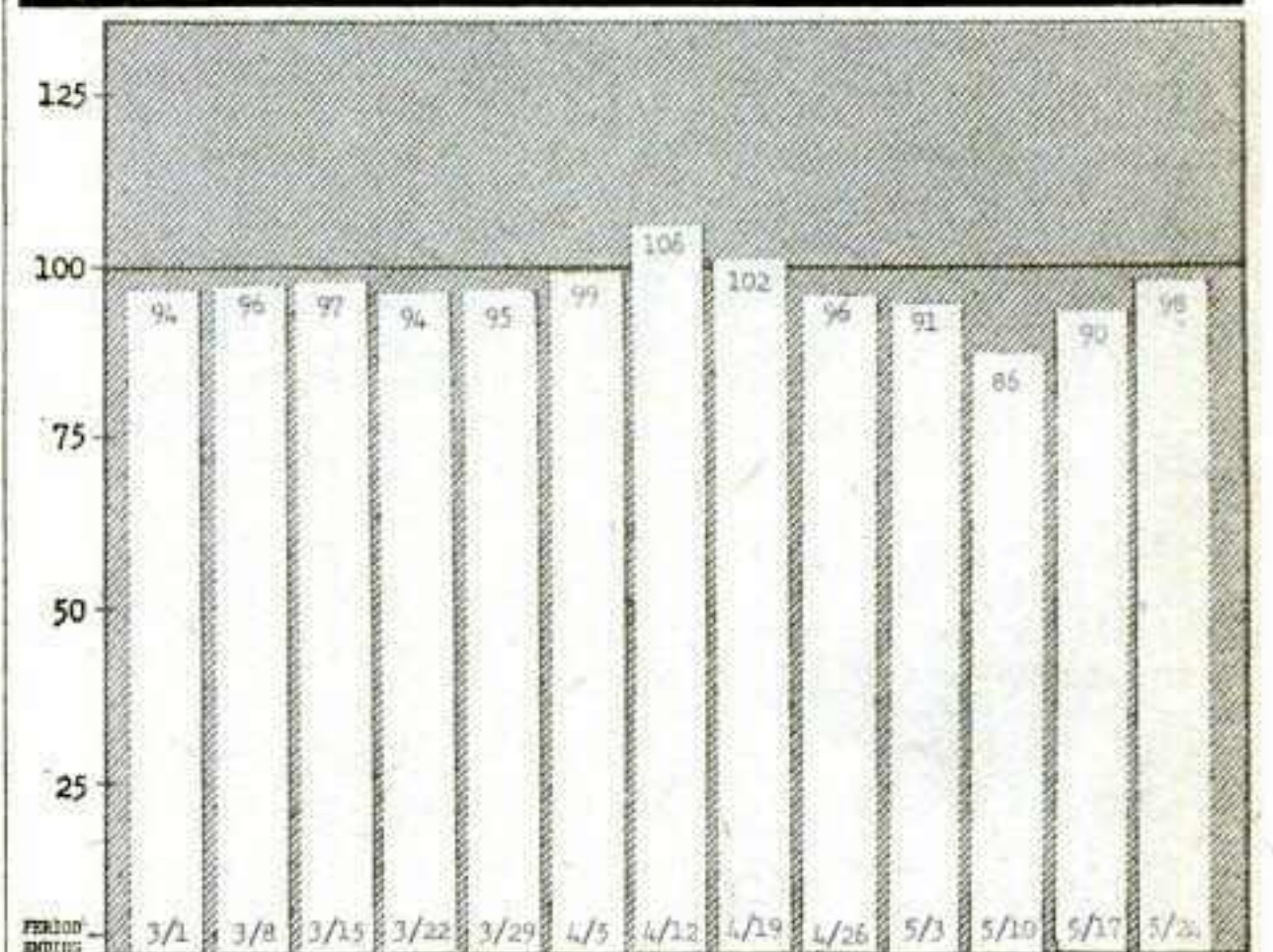


Total unit record sales are now closer to par than they have been in over four weeks. Inching upward for the second week in a row, they are now just 2 per cent off the average weekly sales for the period from June thru November, 1957. The major factor in the increase for the current period is the 11 per cent jump taken by 45 singles, with 33's r.p.m. just about holding its own.

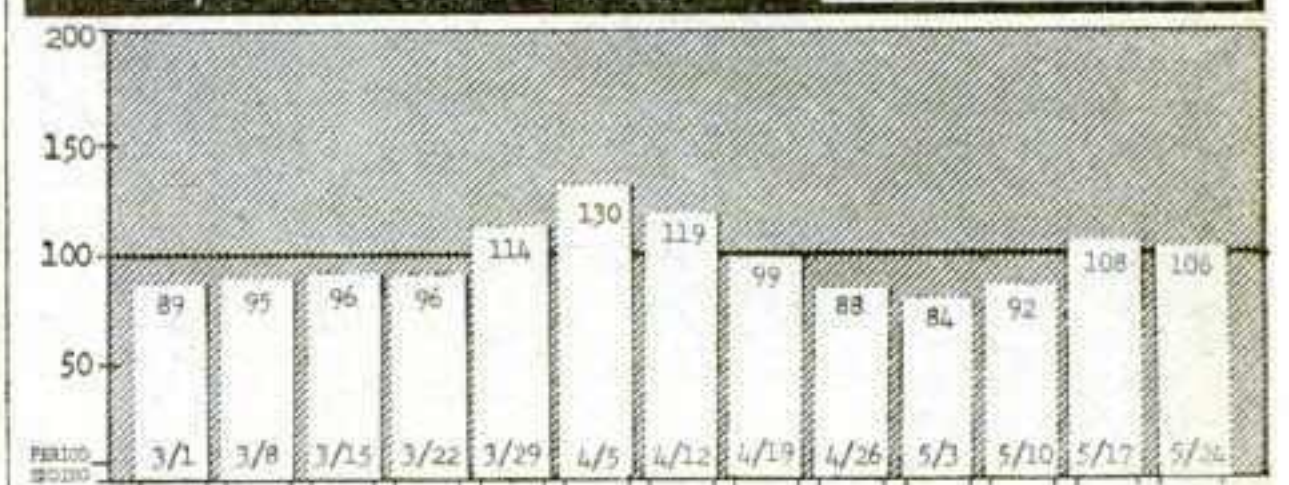
The 78 singles slipped a little from their previous week's figure, which was high for the year for this speed. EP's took a slight jump up but are still way off from both par and their previous high for the year.

The cushion (above par) that has been prevalent for the past two periods for LP's contains a substantial amount of low-priced merchandise.

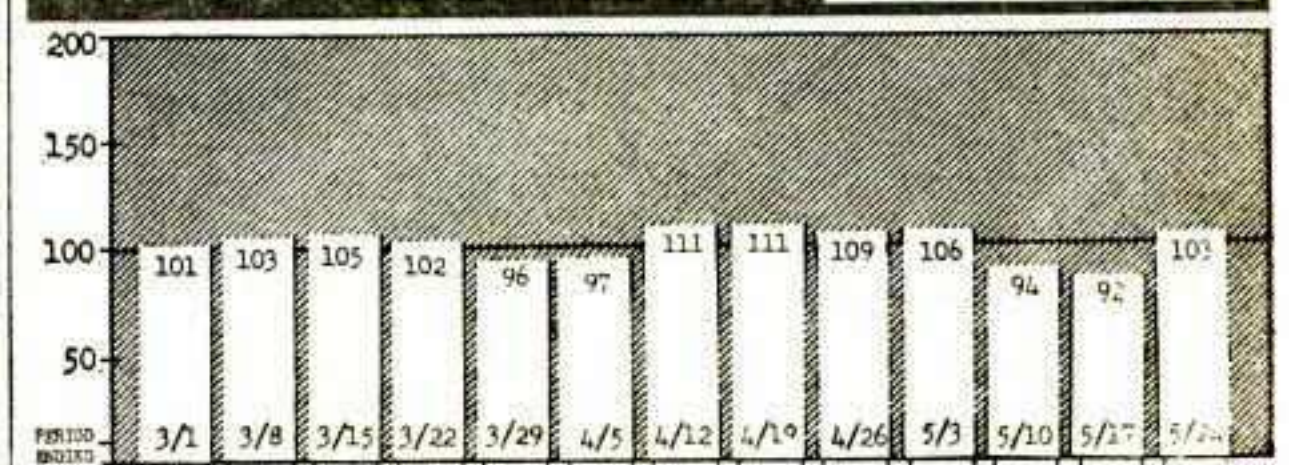
TOTAL UNIT RECORD SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



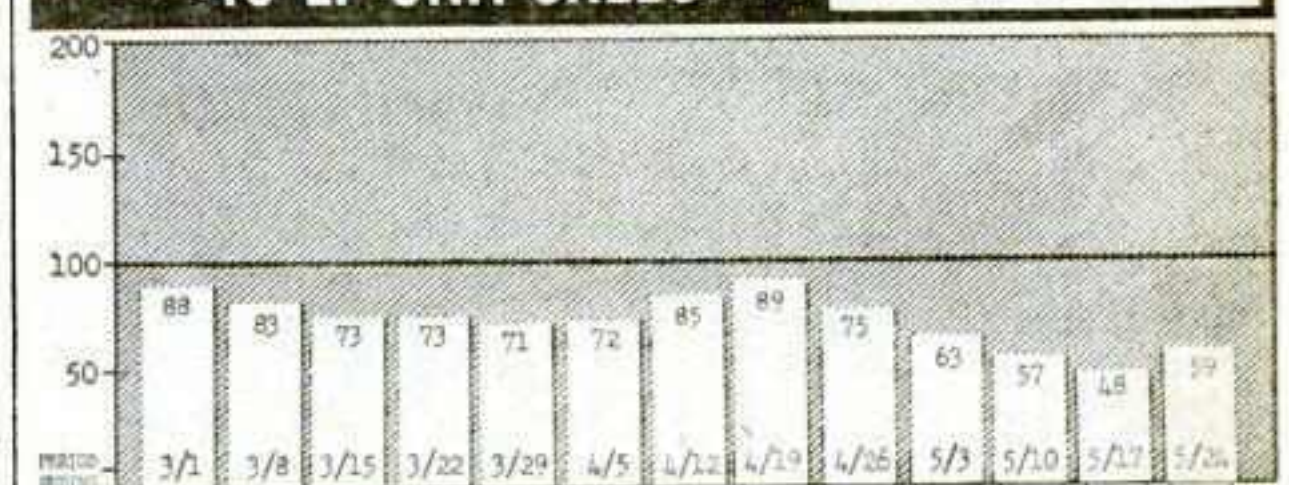
33 1/3 - 12" UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



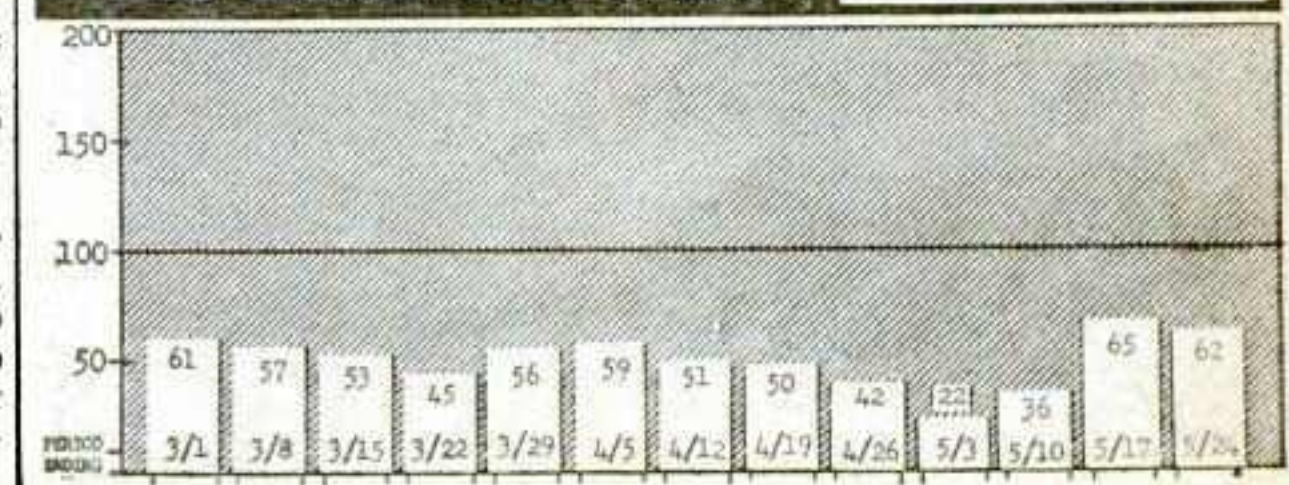
45 SINGLES UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



45 EP UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



78 SINGLE UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



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A Hit Never Passed This Way Before . . .

NEW YORK — There are all sorts of squabbles in the music business, especially among publishers and writers. Some are serious and menacing and others are teapot tempests. Occasionally one explodes with a touch of humor, and yet at the same time has its bit of pathos as well. Such a one is the current dispute between Murray Wizell and Irving Melcher over a song titled "I May Never Pass This Way Again."

The story of the song itself is a minor epic. Murray Wizell, one of the patriarchs of the music business, former professional manager of large ASCAP firms, and now a publisher on his own, was inspired to write the lyric to the song after a rather dark period in his career. The song, an inspirational item, was the first Wizell ever penned. After writing the lyric, and, according to Wizell, getting the theme for the music firmly planted in his mind, he decided to look about for a collaborator, since he does not write music.

Enter Irving Melcher

Wizell thought about it for a bit and called Irving Melcher, another music business veteran and writer or co-writer of many hits. Melcher had been having a dull period, too. According to Wizell he asked Melcher to write the music to his inspirational lyric, because Melcher was an old, old friend. There was little for Melcher to do, according to Wizell, since he, Wizell already had the tune to go with his lyric. (According to Melcher he not only had to compose the tune but help fix up the lyric as well.)

After the duo finished the tune Wizell took it to Perry Como, an old friend. Como "flipped" over the song, and promised to do it on his TV show. Wizell then obtained from Melcher an okay to take the song to any publisher as long as the pubber was ASCAP (Melcher has long been a member) and as long as the pubber was AGAC (formerly SPA). What did Wizell do then? He published the tune via his Oval music firm, a BMI music company, and made Progic music another BMI firm, the selling agent.

A few months later Perry Como performed the tune twice on his TV show. As the trade saying goes "the switchboard lit up like mad." Perry promised to record it for RCA Victor. Before he could do so, kinescopes of his show were shown in England, and the British flipped over Como's rendition of

the tune "I May Never Pass This Way Again."

Enter Csida-Grean

Irving Melcher was happy over the reaction to the song, but upset over its being in a BMI firm. He has a strong loyalty to ASCAP. He sought help and arrived at the Csida-Grean office, headed by Joe Csida and Charlie Grean, owners of Trinity and Towne Music firms. He explained that he never signed a contract with Wizell and wanted to take his half of the song away from Wizell and put it in an ASCAP and AGAC firm. Csida-Grean checked with their lawyer, found out the song was copyrighted in both Melcher's and Wizell's names, and put Melcher's half in their AGAC firm, Csida-Grean Associates.

Meanwhile, due to Como's broadcasts, calls came in to Wizell to record the song. He leased the world rights (excluding the U. S.) to Chappell for a goodly sum. In England Robert Earl cut the tune for Philips; in the U. S. Jo Stafford cut the tune for Columbia. Both records were released last month. Altho the Stafford disk did little here, the Earl disk started selling in England, and the sheet music sales started climbing there as well.

Enter the Lawyers

By this time, Wizell and Melcher were no longer very tight with one another. Wizell felt he had been "betrayed" by his friend; Melcher felt Wizell had not lived up to his obligation to put the song in an ASCAP firm. As the tension increased the lawyers took over, one for Wizell, one for Melcher. After weeks of haggling and getting nowhere, Wizell filed suit against Melcher, Csida-Grean Associates, Chappell and Co., on the basis that he had employed Melcher as a songwriter for hire and that he owns the entire world copyright for the song.

Last week Wizell and his lawyer asked the court for a show cause order for a temporary injunction to restrain the three defendants from dealing with the song in any way inconsistent with the exclusive ownership of the song by Murray Wizell doing business as Oval Music. The judge took the matter under advisement, with a decision due this week.

Back in England

Meanwhile, the song became the hottest thing in England, bidding fair to become a smash on the continent as well. It became in May the number one sheet music seller

CLEFFER HAS CLIBURN SHOCK

NEW YORK — Possibly the only New Yorker who has no desire to go to a Van Cliburn concert, or to buy one of the mop-haired pianist's recordings, is songwriter Walter Marks, who is currently at work penning a musical comedy.

With his wife, actress Jill Kraft (who dubs the English voice for French sexpot Brigitte Bardot in films), Marks lives in the Osborne, a rambling apartment house diagonally across from Carnegie Hall.

His immediate neighbor, who, according to Marks "practices like a fiend for eight hours a day, but mostly at night, on the other side of the wall": pianist Van Cliburn. "We have to go to the movies to get away from him," wails Marks.

in Great Britain. And the Robert Earl record turned into a big hit. The tune looks like a solid money maker. Perry Como, miffed at not having the disk out first, cut the tune for an album. But in England the calls for it were so great that RCA Victor released it there as a single.

Now both Wizell and Melcher stand to make some real loot from the song. In spite of their differences, they are both back on top again. The case may go down in legal annals as the first new copyright to be disputed even before it got exposed. But, that's the music business.

'Coffeehead' Leaving WEMP

NEW YORK — Another key deejay resigned from his station last week. Veteran disk jockey Bob (Coffeehead) Larsen is leaving WEMP, Milwaukee, August 1, at the termination of his present contract with the station.

Larsen said he is making the move because he wishes to concentrate more on TV and WEMP has no video affiliate. The jock's early morning show 6-10 a.m., has been commercially sold out since its inception 10 years ago.

He has been active in local Milwaukee TV recently on WISN-TV and last year emceed a WITI-TV quiz show "Batter Up."

Cabot Readies Summer Pkg.

NEW YORK — Cabot Records, now swinging with the original version of "Got a Match" by the Daddy-O's, is putting together a big package release for the summer season. The diskery expects to announce the successor to Paul Wexler as general manager of the label within the next four weeks. Wexler steps down as boss on July 1 to take over as sales manager of the new Columbia Pictures label, Colpix.

Diamond C Label To Cut Four Sides

CINCINNATI — A new recording firm, under the Diamond C label, makes its debut here soon. Company's first four sides will be cut by Gene Gross, brother of Ernie Gross, of Fred Waring's Glory Voices Quartet.

Heading the new firm as president and general manager is Dick Caywood, big time North Middletown, Ky., horse breeder and show judge. Herbert Creekmore, local public relations man, is vice-president. Two of the tunes to be waxed by Gross are "Close to Me" and "Chill, Thrill Baby," both penned by Caywood.

DISTRIBUTOR NEWS

By HOWARD COOK

Harry Finfer, of Universal Records Distributing Company in Philadelphia reports strong action on "Rebel Rouser" by Duane Eddy on Jamie. Finfer states that the initial reaction has been tremendous. "Yakety Yak" by the Coasters on Atco is also a strong disk at Universal. "Splish Splash" by Bobby Darin on Atco looks like a smash. "Be Sure My Love" by the Dubs on Gone is showing well. Other strong platters include "One Summer Love" by Joe Fuller on Hi and "I'll Always Be in Love With You" by Rosemary June on Paris. Best selling LP at Universal is "Ahmad Jamal" on Argo.

At Seaway Distributors, Inc., Columbia Distributors in Cleveland, John Cohen lists "Baubles, Bangles and Beads" by the Kirby Stone Four as his hottest single. Following are "Enchanted Island" by the Four Lads, "The Only Man on the Island" by Vic Damone and "The Things We Did Last Summer" by the three G's. Strongest brand new disk is Johnny Mathis' "A Certain Smile." Hottest LP's are "Sing Along with Mitch" by Mitch Miller and "Everybody Happy, Everybody Sing" by Ken Griffith. Seaway is currently engaged in a unique summer promotion. The gimmick awards each LP buyer stamps which are redeemable for Columbia records and phonographs. Stereo employees are also awarded the same amount of stamps as the customer—a feature which makes the promotion an incentive to sell as well as buy. This sales program will continue thru July. Cohen reports that the results have been very gratifying.

Vince Penn of Southern Wholesalers, Inc. in Washington, RCA Victor distributors, names "Patrician" by Perez Prado as his number one disk. A close second is "Blue, Blue Day" by Don Gibson. Strongest new release is "Cervega" by Boots Brown. Top LP is the "South Pacific" sound track.

NEW YORK SCENE: Pete Garris of Tico Distributing Company thinks "I Think of You" by Austin Cromer on Roulette will be a big one. "Shy and First Blush" by Sonny Till on Roulette has been going well. "Ice Cream Man" by Leslie Uggams on Roulette looks like a winner. "Dreams Are for Fools" by the Revlons on Pet is a hot disk. "Judy" by the Casuals on Back Beat is moving. "Pete With a Latin Beat" by the Pete Terrace ork on Tico is showing strong signs. Strongest albums are "Italy Revisited" by the Di Mara Sisters and "Curtain Going Up" by the Dukes of Dixieland on Roulette.

NOTES IN THE MAIL: Al Hirsch of Malverne Distributors, Inc., in New York writes that "Got a Match" by Frank Gallup on ABC-Paramount is starting to move. Other ABC-Paramount disks that are strong include "You Need Hands" by Eydie Gorme, "Big Name Button" by the Royal Teens, "Dottie" by Danny and the Juniors and "I Lost My Love Last Night" by Johnny Nash. Hottest Kapp releases are Roger Williams' "Young and Warm and Wonderful" and "Tiptoe Thru the Tulips" by Russ Hamilton. "Over the Weekend" by the Playboys on Cameo is doing well. Ditto "I Would" by Margie Rayburn on Liberty. Best selling albums are "Paul Anka," "Eydie Gorme Vamps the Roaring Twenties" and "Sing a Song of Basie" by Dave Lampert and Annie Ross on ABC-Paramount. Kapp Albums that are selling well include Roger Williams' "Till," "Roger Williams Plays Gershwin" and "The Fabulous Kate" by Kate Smith. On World Pacific "A Sure Thing" by David Allen and "South Pacific in Hi-Fi" by Chico Hamilton are going well. Hirsch writes that Ella Fitzgerald on Verve is in a class by herself.

Sam Weiss of Superior Record Sales in New York reports strong sales activity on the following records: "I Love You So" by the Chantels on End; "I Believe in You" by Robert and Johnny on Old Town; "Just a Dream" by Jimmy Clanton on Ace, and "Music, Music, Music" by Ahmad Jamal on Argo.

Bob Heller of Chips Distributing Company, Inc., in Philadelphia writes that "Cha-Hua-Hua" by Hugo and Luigi on Roulette is big. "Don't Go Home" by the Playmates on Roulette and "You'd Be Surprized" by Kathy Linden on Felsted are also moving strong. Best selling LP is "101 Strings Play the Blues" on Somerset.

BRIEFS: Rev Records will now be handled by Chips Distributing Company in Philadelphia. Latest release for Rev is "Dear 53310761" by the Threeteens. . . Palladium Records has appointed distributors in several top markets. These include Leonard Smith, Albany, N. Y.; M & N Distributing Company, Buffalo, N. Y.; Hit Record Distributors, Cincinnati; Music Sales Company, Memphis; National Recording Company, Atlanta; Alpha Distributing Company, New York; General Distributing Company, Baltimore; M & S Distributors, Chicago; Allen Distributing Company, Richmond and Quality Records, Ltd., in Toronto, Canada. . . Aston Records, helmed by Herb Cohen, is the new distributor for Somerset Records in Pittsburgh. The new firm is located at 1901 5th Ave. in that city.

MILWAUKEE: Morley-Murphy, Columbia Records Distributors lists "Enchanted Island" by the Four Lads and "The Only Man on the Island" as their top disks. . . Strongest Decca Platters are "Ol' Man River" by Earl Grant and "When" by the Kalin Twins. . . Hottest new RCA Victor releases, according to Taylor Electric Company, are "Patricia" by Perez Prado and "Boppin' in a Sack" by the Lane Brothers. . . Shereo Distributors names "Got a Match" by the Daddy-O' on Cabot as their top item. . . Capitol Records Distributors calls "Angel Baby" by Dean Martin their strongest new record. Bob Thompson sales boss of Capitol Records in Milwaukee, is the proud father of a girl. . . Records Unlimited is now handling the Allstate Record Distributing Company lines as sub-distributor in the Wisconsin territory. Carmen La Rosa has switched from the Allstate sales staff to the Records Unlimited roster along with Bill Farrell. Farrell will handle all promotional efforts for the Allstate labels. Headquarters will be in the new Records Unlimited offices at 1716 No. 3rd St.

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NETWORK TV

'Sing Along' Fulsomely Wholesome

Sing Along
 Stars: Jim Lowe, Tina Robin, Somethin' Smith and the Redheads. Director, Mel Ferber. Producer, Lee Cooley. Music, Harry Sosnik. Sustaining. CBS-TV, 7:30-8 p.m., EDT, June 4.

A symptom of summer, "Sing Along," proved a pleasant, low pressure half hour in its initial airing, suitable for warm weather viewing. The simple format has singers chanting the first choruses

and inviting everyone to sing on second. Lyrics are flashed for viewers in varying ways, some of them inventive. There's also a weak participation gimmick with the audience asked to send in limericks.

Standout of the opener was Tina Robin, whose energy level was up. Jim Lowe made a clean-cut, friendly emcee, but his energy was down. June Roselle, subbing for Florence Henderson, wobbled as she warbled, while

Somethin' Smith suffered from the confines of a bland format. Camera shots of the studio audience in song were delightful, the production was bright scenically and Mel Ferber's direction kept everyone fluid, but the wholesomeness was overdone.

Tunes included "Ain't She Sweet," "Around the World," "Almost Like Being in Love" and "Mandy," all properly familiar. The lyrics need to be shown a fraction earlier, tho, while we're all still on the end of the previous line. Whether the homey series can survive autumn winds is a question. Bob Bernstein.

MOTION PICTURE

'Key' Rates as Blockbuster Fare

The Key
 A Carl Foreman Picture. Directed by Carol Reed. Stars: William Holden, Sophia Loren, Trevor Howard. Screenplay by Carl Foreman. Music composed and conducted by Malcolm Arnold. Columbia Pictures Release. Reviewed at special screening New York, June 4.

"The Key," from which Columbia Records is soon to issue a sound-track LP plus a title ballad single, has virtually everything in its favor as film entertainment in the blockbuster class.

It has a powerful and adult yarn, magnificent suspense whipped up by the skilled hand of Carol Reed, performances that are probably the best its cast members have ever given, and the sense of subtle audience satisfaction that comes from knowing you've seen a film made by masters of the art. It is also virtually a textbook exercise in the correct use of sound-track music to point up film drama.

Malcolm Arnold's music is used sparingly, and never plastered like sirup. Audiences will be con-

scious of it only in isolated scenes—such as the hilarious, carousel effect when skipper Bill Holden is putting a new navy crew thru its seagoing paces, and a thematic, tender underlining of love scenes between Holden and Sophia Loren—as the story of wartime tugboat captains, who pass the key to Sophia's apartment between them as a death token, unfolds.

Good as the music score is (and it's excellent), it presents a problem. So well is it integrated in the film's structure that listening to the score out of context will probably be as frustrating as to read only the right-hand pages of an exciting book. Charles Sinclair.

NIGHT CLUB

Steverino in Relaxed Nitery Debut

Steve Allen is currently making his first nitery appearance at the plush Roundtable, one of New York's newest and swankiest East Side supper clubs. Backed by the Steve Allen All-Stars, a group which features Terry Gibbs on vibes; Mundell Lowe, guitar; Gus Bivona, clarinet and drummer Gary Frømer and bassist Gary Peacock from Gibbs' own crew, the versatile performer presents a relaxed and light brand of jazz.

Allen's style of jazz is pleasant and easy to take, and his excellent sidemen more than compensate for what is lacking in his group approach. On the numbers which spotlighted Allen alone at the keyboard, he appeared most at ease and sounded most at home. The packed room enthusiastically approved of the Allen treatment on several blues tunes, including an Allen original, "The Roundtable Blues," which was written especially for this engagement, a

swift run of "Lady Be Good" and other Allen compositions.

Climax of each set has Allen joining Gibbs on vibes for a four-hand go on a blues-swinging, "Now Is the Time." Gibbs regularly uses this gimmick in appearances with his own quartet. It's an effective stunt, and this, too, is well-received.

The Allen crew alternates with the Tyree Glenn Quartet. Glenn plays both vibes and trombone. His current rhythm includes Hank Jones on piano; Tommy Potter, bass, and Sonny Greer, drums. Howard Cook.

LOCAL RADIO

A Smoother Freed Returns to Air

After a many-week hiatus, due to a road tour and the celebrated Boston affair, jockey Alan Freed returned to the airwaves this week via a new stamping ground, WABC-Radio, N. Y. The man who built his local rep as king of the big beat and the coiner of the expression "rock and roll," has very definitely cooled in his new exposure. No more the fran-

tic chiming in at the end of a record, no more the uninhibited exuberance over the triplet-backed wailing solo and group acts. Freed has come back in a cloak of smoothness and calmness, which is no doubt going to expand his over-all appeal as a jock considerably.

The disk selection on show caught (3) was largely of a Top 40 variety, which included such

items as "Return to Me," by Dean Martin, and Art and Dotty Todd's "Chanson d'Amour," which might formerly have never made it on a Freed airing. Not that there isn't just enough of the old Freed to continue his appeal to juves, the letters and wires are still read with their flowery dedications. But the over-all appeal of the delivery is just as strong for kids and more palatable for adults. The gimmick of writing in to become "an Alan Freed platter picker" is likely to reveal a good picture of audience acceptance. Ren Grevatt.

tion is warbled by Jerry Lee Lewis (who is also seen) over the credits. Also of disking interest are two "dialogs" in bop jargon; one, an account of Columbus' discovery of America, is delivered by John Drew Barrymore. Russ Tamblin, Barrymore, Jan Sterling (a very pretty schoolmarm), Jackie Coogan, Ray Anthony and Mamie Van Doren star in the film as various narcotics agents, users, pushers and misguided youths. Pic is doing big business at Loew's State, N. Y. (Cook)

over "Splish Splash." The Coasters proved visually adept in "Yakety Yak" and "Searchin'," while Gerry Granahan, a handsome lad with video appeal, rendered "No Chemise, Please" with the assistance of girls from the studio audience. Ed Townsend and Johnny Nash also lip-synched pleasantly. Steady audience clapping marked the show, and Clark essayed some comedy bits which could be forgotten. Best spot was allotted Sheb Wooley and "Purple People Eater," with a youngster playing the title role stealing the scene. Best bets for in-person futures: Darin and the Coasters. (Bernstein)

High School
 "High School Confidential" has its moments of interest concerned with the smashing of a school narcotics ring. Unfortunately, much of it strays to include other social activities of today's teenagers. The title song of the MGM-Albert Zugsmith produc-

REVIEWED IN BRIEF

Music Bingo

"Music Bingo," a new audience participation show which debuted Thursday (29) over NBC-TV, is a dull, unimaginative blend of "Name That Tune," Bingo and the old parlor game, musical chairs. It has little to offer entertainment-wise. However, its audience gimmick, whereby viewers can win prizes by filling in bingo cards at home, may well have enough greed appeal to put the stanza on top. Other versions of the game are chalking of sizable ratings on local TV, which indicates there's a definite market for this type of format. (Bundy)

Dick Clark Show

Each Saturday more disk clicks are making TV debuts on ABC's Dick Clark nighttime stanza, with mixed success. Highlight of the May 31 telecast was Bobby Darin, a poised chanter with a definite charm who socked

Randy Weston
 If Randy Weston continues to grow creatively and technically as he has over the past year, he bids fair to become one of the important jazzmen in another few years. And he has a chance of being equally as important a composer. As caught at the Five Spot, N. Y., June 3, Weston has gained confidence and style. He has outgrown dependency on Monk and is creating his own style with a sure touch and vivid ideas. (Rolontz)

'Have a Happy' Pro And Con R&R Debate

By JUNE BUNDY

Right Now!

CBS-TV, 1:30-2 p.m., EDT, May 31 (Caught again).

It takes more than two deejays to start a fight over rock and roll, especially when the two jocks—Alan Freed and Art Ford—both line up on the "pro" side of the argument, as they did on "Right Now!" last Saturday (31) afternoon.

Admittedly it was a pleasant change from the usual rock and roll discussion shows on TV, wherein practically every adult in sight blasts the idiom. However, the Ford-Freed mutual agreement society didn't make for much controversy, and moderator Ron Cochran was obviously perplexed by the "all's right with r.&r." aura surrounding the "debate."

The only concession Ford made to his anti-r.&r. billing was to advise that Freed be more selective and play only the "better" rock platters. As for himself, Ford said he played quieter r.&r. disks on his own show, even tho he does cater to an older audience than Freed.

A third panelist—A. D. Buchmeuller, executive director of the Child Study Association—opined that adults often let their own anxieties influence their thinking on the dangers of r.&r. for teen-agers. He also came out firmly against arbitrary censorship of r.&r.

Freed attributed some of the anti-rock and roll hysteria to the "whole ASCAP situation." As for Boston, Freed denied that any statement of his had incited trouble there, pointing out that he recently played 42 other cities "without incident."

Of moral responsibilities of r.&r. performers Ford pointed out that Hollywood and swing musicians had far worse records. Freed, who had interpreted the remark as reference to "Jerry Lee Lewis and his child bride," explained: "Jerry's a Southern boy, and Tennessee boys get married quite young."

TV Could Borrow Leaf From Radio's 'Scope of Jazz' Book

By BOB ROLONTZ

"Scope of Jazz"

"Scope of Jazz," WBAI-EM, New York, 11-12 p.m., EDT, May 29.

Glory Be! There is an intelligent and literate jazz program on radio. It is informal and unpretentious in its very simplicity—a rare thing these days, especially in jazz shows—is probably what makes it both interesting and listenable. The show is "Scope of Jazz" and it has become one of the best mail puller for FM indie WBAI in New York since it started six months ago.

One of the most important aspects of any jazz show is the people who run it, and in Nat Hentoff and Gunther Schuller "Scope" has lined up two of the top men in the field. On the show caught, Schuller, a classical and hip jazz musician, was away, but the erudite jazz writer Hentoff and jazz critic Martin Williams handled their tasks very well indeed.

This show was dedicated to a study of Thelonious Monk, and in a sense was a long-overdue tribute to the jazz pianist and composer.

Martin and Hentoff discussed Monk's career chronologically, playing his recordings from the 1940's and continuing up to the present. Before and after each record they discussed his style of playing, his compositions and his growth as a creative artist.

Starting with the early Monk recordings of "Let's Call This" and "Swing to Bop," they ran thru his waxings of "Stompin' at the Savoy," "Flyin' Hawk" and "Sweet and Lovely." In Between Martin and Hentoff talked about his occasionally "stride" piano work, his harmonic and rhythmic style, his melodic improvisations, his humor and his instrumental idea. And they talked about his contributions to jazz and his compositions, comparing him favorably to such greats as Jelly Roll Morton, Fats Waller and the Duke. It was most informative. Now if only this type of show could be aired nationally on TV!

'Rock-a-Bye Baby' Pleasant Lullaby for Lewis Fandom

By TOM NOONAN

"Rock-a-Bye"

Stars: Jerry Lewis, Marilyn Maxwell, Coonie Stevens, Salvatore Baccaloni, Reginald Gardiner, Hans Conreid. A York production for Paramount release. Screenplay by and directed by Frank Tashlin. Produced by Jerry Lewis. Reviewed at sneak preview New York Thursday (29). Running time: 95 mins.

Jerry Lewis' latest flick is a single act which should run the merry course of healthy grosses but doesn't enhance the comic-turned-actor-turned-singer in any field. But with his usual antics, some very funny, and the inclusion of tunes by Harry Warren and Sammy Cahn, a capable supporting cast and a new face, Connie Stevens, to add freshness, Lewis has produced highly acceptable entertainment for his fans. VistaVision, color and excellent shots of three babies who figure centrally in the plot add to the proceedings.

Story line has a small town TV repairman (Lewis) pining away for the childhood sweetheart (Marilyn Maxwell) who has made it big as a Hollywood star. When the star must hide her triplets, she picks the poor slob back home, with her kid sister (Miss Stevens) pitching in to help raise the infants. Father of the ladies (Baccaloni) suspects wrong-doing. Anyone but a real Lewis fan should leave the theater smiling but not completely content.

Songs are handled by Lewis ("Dormi Dormi" with Baccaloni, "In the Land of La La La" with his own son Gary and "Love Is a Lonely Thing") and Connie Stevens, with Miss Maxwell scoring in a comic production number, "White Virgin of the Nile." Of the six tunes, three have been waxed by many artists (two by Lewis for Decca) but possibly they all missed the boat. There's no release of Miss Stevens' offering, "Why Can't He Care for Me?" It has the makings of another "Tammy."



Film Strike Can Cost Jobs, Petrillo Warns

PHILADELPHIA — James C. Petrillo predicted to delegates at the American Federation of Musicians' convention here last week that the union's 15-week-old strike against the film studios would wind up with all 275 staff jobs for movie musicians abolished and the local permanently weakened.

He placed the responsibility for the strike on the fact that he had allowed the Los Angeles Local 47 committee to sit in on the negotiations. He said the Local 47 negotiators presented 65 costly and "unjust" demands to a "sick industry, an industry that is on its way out."

He said the demands would have meant an increase of \$13,000,000 a year (five times what they've been paying) in music bills for the studios, and added: "You cannot win at the bargaining table when the injustices are all on the one side, and I am sorry to say that in this case all the injustices were on our side." The moral of the story, he said was that members knew nothing about negotiating their own contracts, and should leave that responsibility to the international executive board.

Raps Read Group

Petrillo aimed numerous blasts at Cecil Read's Musicians Guild of America — estimating the "rebels" strength at 150—alho he didn't refer to Read by name. He opined that, by setting up a "dual union" and challenging the jurisdiction of

the AFM before the National Labor Relations Board, the "rebels" were blocking settlement of the strike since the film studios can't move until the NLRB hands down a decision.

However, he said, the movie moguls "aren't going to deal with the rebels even if they have to use scab musicians." He also claimed Read had originally wired his approval of the strike, but switched sides because Petrillo hadn't answered the wire. "We got the scabs scabbin' on themselves" he cries. "This is treason in a labor movement."

The Trust Fund, said Petrillo, will pay out around \$6,000,000 during the coming year; while payments to striking 47 members will total \$400,000 (\$80 per man each week)—an all-time high in strike benefits.

Bigger Fund, But . . .

On Wednesday (4) the harrassed chief of the Los Angeles Local, Eliot Daniel (praised by Petrillo as "one of us"), told the delegates that he would like to see the Trust Funds grow twice or three times as big, but under methods of operation which would be acceptable to both 47 members and the Federation. He said he had proposals to make to the executive board on this matter and pledged his support to new president Kenin. He also opined that film producers would like to use more live music if some method satisfactory to both sides could be found.

Daniel outlined the West Coast strike situation for the delegates, and said he felt they had evinced a warmer attitude toward Local 47 delegates this year than last year. He described Southern California

(Continued on page 10)

Clark, Freed Line Up Rival Holiday Shows

NEW YORK — If everything works out as planned there will be a hot time in this old town come Labor Day weekend, with the strong possibility that deejays Dick Clark and Alan Freed will be opposing each other with rock and roll shows at two different theaters. Alho all negotiations are under wraps, Clark appears to be set for a big-time rock and roll show at the Brooklyn Paramount Theater, long a Freed domain.

Freed, meanwhile, is this very week negotiating for a theater in which to place his rock and roller, long a fixture at some theater in this town on the holiday weekend. It is understood that Loew's State Theater is under discussion as well as others in Manhattan and Uptown. There is even a possibility that Freed may open his show even earlier than Labor Day, to get the jump on the Clark r.&r. spectacular.

'CERTAIN SMILE' IS THE BUSIEST

NEW YORK — The title song from 20th Century-Fox's "A Certain Smile" continues to shape as the best-covered movie song of the current season.

Total number of waxings of the ballad has now swelled to nine, with more in sight. So far, the biggest of them is easily Johnny Mathis' version for Columbia Records, alho etchings have been done by Decca, RCA Victor, Atlantic, Rika, Big "B," Linn, Patio and by the film company's own subsidiary, 20th-Fox Records.

Oddity in the situation is that the movie label is going with the only instrumental version of the tune, since Mathis' rendition is used in the picture's sound track but was unavailable to the 20th-Fox diskery.

Louis Sterling Dies in London; Disk Pioneer

NEW YORK — Sir Louis Sterling died in London last week after a long illness. He was 72 years old. Sterling, one of the true pioneers in the record business was born in Manhattan's Lower East Side. He later moved to London where he became a British subject and achieved international fame as a philanthropist and personality in various entertainment media both in England and America.

He was associated with the Columbia Phonograph Company and active in the young CBS and NBC radio networks. Sterling became president of Electric & Musical Industries after Columbia Records was acquired by EMI.

With the purchase of Columbia Records, which was owned by the Radio Corporation of America, Sterling was the head of an international network of recording companies. RCA also owned the Victor Talking Machine Company and controlled His Master's Voice, the British Victor company. All these companies were eventually combined into EMI.

Sterling was also associated with the Dreyfus brothers, heads of the American and British Chappell Music firms. As such, he was directly involved in the publishing and financing of many Broadway and East End musical shows.

Steling was noted for his generosity to servicemen during the war and for his activities in British charities. In recent years, after he retired from EMI, he was connected with the English branch of the Warburg banking family.

He is survived by his widow, Cissy, and a sister, Mrs. Pauline Surrey.

Hot Weather Novelty Wax

• Continued from page 1

"Hound Dog" was a summer special.

What makes the summer the time of zany songs, strange lyrics, novelty, etc., is probably clear to students of psychiatry and mass sociology. Or perhaps it's because spirits are lighter and people are happier when the sun is shining. Whatever it is, there is little doubt that summer is the time of wacky songs and this summer is the summer of the "Purple People Eater," and the splishes and splashes, etc.

PETRILLO TURNS IT ON TO KILL LIFE-SALARY

PHILADELPHIA—One of the most colorful chapters in the four-day American Federation of Musicians convention here last week took place Wednesday (4) when retiring James Caesar Petrillo spent more than 30 minutes begging the delegates to cancel a resolution extending his \$20,000-a-year (plus expenses) presidential salary for life.

Petrillo took the position that it would not be honorable for him to receive the pension while he was drawing \$26,000 a year net as head of the Chicago local. Instead he proposed the pension go into effect only if he resigned from the Chicago post.

Petrillo didn't make his position known on the pension until the original resolution had been passed with only a scattering of "no's." He told the crowd, "I lost money on this job and I'm not going to start making it now."

He added, somewhat bitterly: "You know damn well I wouldn't take it. Still, some of you voted 'no' . . . What does a man have to do to show his honesty? . . . I know you'd pass it if I say so, but I'm

not going to say so. . . . When a few of you said 'no' you hit me right in the heart. . . . Kick me around but don't hurt the next president."

By that time the delegates were begging him to take the pension, effective immediately. A Louisiana delegate averred, "He's going to take it whether he likes it or not." However, Petrillo finally won out, by pleading, "I beg you put this provision in the resolution. I need it! I'll feel better. Won't you let me go home felling better? Please!"

Mystery of Big Maybelle: Who Has Her?

NEW YORK—"Who's got the contract and what does it say?" was the question being asked this week by several very interested parties in a mixup which might well come to be known as the Big Maybelle affair.

It seems that the r.&b. singer, long associated with Herman Lubinsky's Savoy label, went to Vanguard Records to offer her singing services. When Lubinsky heard of this, a great scream went up from his Newark headquarters across the river to the effect, "How can you do this? We've got a two-year signed contract with her." Lubinsky's attorney Ben Starr showed the contract to Vanguard counsel Paul Kern, at which Vanguard decided to lay off since, according to Kern, "The contract looked completely valid to me."

Thereupon, Big Maybelle and her manager, Phil Landwehr journeyed to the office of M-G-M Records prexy, Arnold Maxin, where a recording deal was quickly arranged. Maxin did this on Landwehr's notification that Maybelles' contract with Savoy expired May 13, 1958. An album was forthwith cut and jacket art was prepared and printed.

Enter Herman Lubinsky again with more screams from Newark. At press time, an attempt was underway by George Abramson, M-G-M operations manager, to get Landwehr to provide his copy of the contract to compare it with

(Continued on page 10)

Tops Answers Suit by MPHC

HOLLYWOOD — Tops Records last week filed an answer to the Music Publishers Holding Corporation suit, charging the Warner Bros. subsidiary with violating anti-trust laws and damaging its business reputation to the tune of five million dollars. In its cross complaint, Tops claimed that the MPHC action filed last November was calculated to put Tops Records and other low-price labels out of business, thus decreasing competition in the record industry because Warners itself was on the threshold of invading the field with its own label.

Tops further claimed it will substantiate this allegation by proving the MPHC head, Herman Starr, threatened Sam Dickerman, a Tops official, to drive Tops out of business and destroy the other low cast labels.

MPHC's action against Tops concerned the latter's use of eight

(Continued on page 10)

U. S. Jazz Acts Line Up for British Tours

LONDON — Jazz acts from America will continue to occupy much of the spotlights here for the summer and early fall with bookings now set or in the making.

The Hi-Lo's, prominent State-side jazz-oriented vocal quartet, will make their initial appearance in Britain in a three-week concert tour to start September 14. The tour will be preceded by dates in Cannes and Ostend, Belgium.

Soprano saxist Sydney Bechet and blues singer Jimmy Rushing are being lined up for fall visits, with Rushing expected to make a tour with the Humphrey (Hump) Lyttelton band.

An all-star jazz package is expected here for concerts in September. The deal, being worked out by London agent Harold Davison, and Jack Green of the American Willard Alexander office, will include such cats as J. J. Johnson and Kai Winding on their debut in Britain, Oscar Pettiford, Horace Silver and likely Miles Davis, Art Blakey and Max Roach. Green arrives here Saturday (14) to finalize plans for the tour with Davison.

Cap Enjoins 'Joey' Album

NEW YORK—Capitol Records has obtained a temporary restraining order against Design Records' "Pal Joey" album. The label has filed suit against the label (Pickwick Sales Corporation), its New York distributor Mortimer Kline, and Macy's, alleging that the Design LP cover is a duplicate of Capitol's Columbia sound track "Pal Joey" album.

Capitol alleges that the Design LP's "identical design" and statement that it consists of "songs from the Columbia Pictures production of Rodgers and Hart's 'Pal Joey'" constitutes a deliberate attempt to trade on the success of Capitol's album and that the public will purchase the Design album in the belief they are getting Capitol's sound track package.

Capitol is asking for damages, an accounting of profits, and an order directing the destruction of all of Design's "Pal Joey" albums, including those in the hands of dealers.

Lang Handles La Rosa

NEW YORK—Bernie Lang has signed a personal management pact with chanter Julius LaRosa. Lang continues his management of Johnnie Ray.

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47/20-7252

RONALD AND RUBY

RCA VICTOR

'Hit Parade' Gets New Life, Format at CBS

NEW YORK—Fast work on the part of CBS-TV program execs Hubbell Robinson and Lou Cowan has given a new lease on program life "Your Hit Parade," the veteran musical series over which the ax has been hanging at NBC-TV.

Just as Madison Avenue bets, were down that the program was headed for limbo, the CBS team is said to have sold American Tobacco prexy Paul Hahn on a completely revamped format and a time period that would lead off an evening's line-up instead of tagging it. Result: switch for the 23-year-

old series to Fridays, 7:30-8 p.m., on CBS-TV this fall, with the ciggie firm's Hit Parade brand picking up at least half-sponsorship.

The show's current line-up of singers, which includes Tommy Leonetti, Alan Copeland and Virginia Gibson, won't be around when the CBS face-lift goes into effect. The new format is slated to "retain the flavor" of the original "Hit Parade," but will go in for a guest star policy, a new permanent cast of two fem and one male vocalist, and more emphasis on production values of musical numbers.

There's likely to be less emphasis on the ranking order of tunes performed, since the gimmick of surveying music taste and building programs around the result has long since been diluted by "Top 40" deejays and other music shows based on popularity charts.

20th-Fox Set For Air Rush On 'Bravados'

NEW YORK — 20th Century-Fox is taking to the air for a musically slanted blockbuster promotion campaign behind one of its sizable feature releases, "The Bravados."

The main element of the drive is a musical jingle series specifically designed to pre-sell the film, and set on both network and spot exposures which 20th-Fox feels will reach an audience of some 80,000-100,000 radio listeners.

The jingle—which has been used, incidentally, as the basis for a "Bravados" title song already waxed as an early release from the new 20th-Fox record offshoot — will start its radio schedulings on the weekend of June 21, following with another blast on the weekend of June 28.

Network exposures, on a list of participating vehicles, have been signed on NBC, Mutual and ABN radio webs. Backstopping this will be spot purchases on indie radio outlets, totaling to 1,500 exposures. A minimum of three outlets will carry "Bravados" spots in virtually every market; in cities where only two networks are aired, indie locals will fill out the schedule.

Coupled with the national radio advertising, 20th-Fox is launching a sizable deejay promotion campaign around the jingle-derived title song and taped interviews with stars Gregory Peck and Joan Collins.

In major cities like New York, Chicago and Los Angeles, be-

BRIGITTE TO BE MINIATURE U. N.

BRUSSELS—Ed Sullivan, a sharp cat when it comes to matters of high-level diplomacy, will air on June 15 a special show in his Sunday series, filmed at the Brussels World Fair, which is aimed at "promulgating a better international understanding."

Sullivan's headline guest, scheduled for the show, who fills this lofty purpose nicely: French cinemorsel Brigitte Bardot, soon to be heard thrashing for the first time in the upcoming "Girl in the Bikini."

Olds Takes Bing's First ABC Package

DETROIT — Oldsmobile has bought full sponsorship of Bing Crosby's 90-minute specials next season on ABC-TV. The singer will produce and headline a minimum of two telecasts and a maximum of four in this series. His new contract with ABC provides for a minimum of two spectaculars per year for five years, plus development and production of 10 new video series in partnership with the network. Crosby Enterprises and ABC will co-finance.

It's almost a certainty that the first Oldsmobile show will co-star Frank Sinatra, who duetted so successfully with Crosby last fall on the Edsel show. Sinatra is penciled in for several specials during the season at ABC.

The Crosby appearances will be simulcast on ABN, the ABC radio web. The singer's contract is termed "exclusive," which, according to past practices, means he'll do some but not many guest shows on the other networks.

WFTL Shuffle Drops C&W

FT. LAUDERDALE, Fla. — WFTL here, just bought by Joseph C. Amato, will overhaul its entire schedule, eliminating country and western music shows. "The population is heavily North and Midwest emigrants," explains Amato, current general manager of WESO, Southbridge, Mass., who'll become president of WFTL. The station, oldest in Broward County, was owned by the Daily-Sunday News here.

tween five and seven outlets will be used to hit warm-weather radio listeners.

Ford Renews Ernie; Como Segs Sold Out

NEW YORK — Two of NBC-TV's biggest musical properties made sweet sounds at the cash register last week as they scored major sales for the upcoming season.

Ford Division of Ford Motor, for the third straight season, inked Tennessee Ernie Ford on a 52-week renewal effective October 2, with the contract handled via J. Walter Thompson.

The Perry Como Show, which continues to ride in the top spot in ratings among regularly scheduled tunefests, reached sellout mark. The current sponsors of the show—Sunbeam, American Dairy, Kimberly-Clark, RCA-Whirlpool, and Noxema—renewed, and Chemstrand (which ran last season without rating success on "Sally," a vidfilm

series, signed on as a newcomer for fall.

Also renewed in burst of sales activity at NBC-TV: The Steve Allen Show, by Greyhound Corporation, which inked a renewal deal covering half sponsorship on alternate weeks, starting July 13, of the musical variety series.

In the non-musical field, NBC wrapped up renewal deals on "The Californians," with Singer and Thomas J. Lipton; "Gillette Cavalcade of Sports," with Gillette Razor; the Alcoa-Goodyear drama series, and "Twenty-One," with Pharmaceuticals, Inc.

New sales were made to Bristol-Myers for "Peter Gunn," adventure vidfilm package, and to Colgate-Palmolive for "Dotto," a quiz series debuting July 1.

BALANCED PROGRAMMING

Wooing, Not Sermon Is Best DJ Approach

By CHARLES SINCLAIR

Can deejays "educate" listeners musically, and still conform to current trends in music and recorded talent?

This question was posed to readers of The Billboard's "After Hours" feature recently. Several platter spinners and music or programming execs promptly contributed their opinions.

In essence, the panelists, who represented a wide variety of U. S. cities, felt that the average deejay could not expect to overhaul the musical tastes of his listeners single-handedly. However, the nation's jocks (the



LEONARD

panelists felt) could register progress in this direction by giving a close, hard look to the variety of music played on their shows.

Said Lee Leonard of Lima, Ohio's, WIMA: "I feel it is a bit presumptuous of a deejay, or any entertainer, to feel he must educate his audience. I try to program all types of music with the best balance of sound and tempo so that all can hear music they like without being beaten over the head."



NORRIS

In substantial agreement was Barry Norris, a KFJB, Marshalltown, Ia., jock.

"By playing a mixture of fine music, along with some of the current crop of pop tunes, you tend to awaken an adult listener's interest in good music. The bubble-gum set has to be dealt with patiently."

Buck Leigh, platter-spinner at WTRC, Elkhart, Ind., took a different tack. Leigh is of the opinion that a disk jockey can play only the records available to him. "Accordingly," he adds, "this places the responsibility for better popular music on songwriters. Why don't talented composers study the devices and motivations in amateur songwriter's hits, and use them to write songs that are better physically?"



LEIGH



MONROE

Joyce Monroe, of Atlanta's indie, WQXI, took exception to the basic question, and delivered a sharp feminine comment:

"Disk jockeys have already educated listeners musically," she said. "How else could the current musical and talent trend have come into being, except thru the impact of mass air play?"

What is needed, Miss Monroe feels, is a move to "re-educate in the same manner, not by conforming to the trend, but by weaning listeners away from it."

Education - by - deejay - influence, in any case, is no easy task. So indicated F. Bruce Parsons Jr., of WCTC, New Brunswick, N. J. "The deejay is the man between the devil and the deep blue sea," he said.

"He wants to please his audience and he must please the company he works for. Nine times out of 10, the public does not go for the kind of music that the program director or manager of a station wants to air. For pleasing the listener, station manager and sponsor, I think that variety is



SHAW

the only answer. Outside of a few who might follow a goat over a cliff, I don't think it is possible to educate the listener musically."



PARSONS

Even firmer in this opinion was morning deejay Charlie Shaw, of WOLF, Syracuse. Said Shaw:

"If we are out to educate the listeners, then we need more educational stations. I firmly believe that if we concentrate on entertaining, rather than educating, we'll all be better off."

From V. Knotty, head of Seattle's Knotty Music, Inc., came a sizzling blast at the idea of public music education.

"The auto industry tried to educate the public. With the ultimate in salesmanship, they could not sell souped-up juke boxes. The music industry has tried the same. Screeching hi-fi distortion, amplified adenoids, Westerns with monotonous triplets on a tin can," he said.

"All the monkey antics devised can't sell it. Deejays will be replaced by automation, unless they return to artistry and honesty."



KNOTTY

Radio Music Gets a Plug Re Culture

NEW YORK — The enormous distribution of radio in this country, and its use of a wide variety of music as the basic programming element, is responsible for America's shift from an "import" to an "export" nation, musically speaking, in the opinion of Mark Schubart, Dean of the Julliard School of Music.

Sounding off in a new CBS Radio brochure titled "Listening to Radio," Schubart said:

"I am firmly convinced that upon this foundation of musical enlightenment has been based the enormous growth in the number of symphony orchestras thruout the country, as well as the increasingly high level of artistic achievement of our native-born and native-trained musicians."

SCOREBOARD ON TV FALL PLANS

Bought

"Arthur Murray Party," variety, NBC-TV, Thursdays, 10:30 p.m., no sponsor yet.

"Jackie Gleason Show," variety, CBS-TV, Fridays, 8:30-9 p.m., for Lever Bros., and Pharmaceuticals, Inc.

"Dotto," quiz also seen as a daytime strip, NBC, Tuesdays, 9-9:30 p.m., for Colgate-Palmolive. Starts July 1, with winter run hinging on summer ratings.

"The Rifleman," Western ABC-TV, Tuesdays, 9-9:30 p.m., for Procter & Gamble, Miles Labs and Ralston-Purina.

"Interplay," live drama from Canadian Broadcasting Corporation, ABC, Sundays, 10-11 p.m., no sponsor yet.

Renewed

"Red Skelton Show," ABC, Tuesdays, 9:30-10 p.m., for Pet Milk and S. C. Johnson.

"To Tell the Truth," CBS, Tuesdays, 9-9:30 p.m., for Marlboro Cigarettes and Pharmaceuticals, Inc.

"Ernie Ford Show," variety, NBC, Thursdays, 9:30-10 p.m., for Ford Motor Company.

"Your Hit Parade," moving from NBC to CBS, Fridays, 7:30-8 p.m., for American Tobacco, with Toni dropping alternate sponsorship.

"\$64,000 Question," CBS, moving to Sundays, 10-10:30 p.m., for Revlon and P. Lorillard.

Canceled

"\$64,000 Challenge," CBS, Sundays, 10-10:30 p.m.

"Broken Arrow," ABC, Tuesdays, 9-9:30 p.m., by Miles Labs and Ralston Purina.

"Jane Wyman Show," NBC, Thursdays, 10:30-11 p.m., by Quaker Oats and Hazel Bishop.

AFM Report Urges Fed Subsidy

• Continued from page 4

of full-time musicians in 1954 was \$3,454 per year, with \$1,786 the average earning on music activity of part-time musicians, according to a nationwide survey made in 1956 for the AFM by Research Company of New York, covering economic status of musicians in 1954.

'Horrible Word'

Kaiser told Congressmen he hoped a National Advisory Commission as proposed in the bill would be "realistic" enough to advise federal subsidy to promote live musicianship before the well of talent dries up. "Subsidy, like spit, is a horrible word," Kaiser said bluntly. However, Uncle Sam subsidizes many nephews in industry, like farming, power, aviation, and he should do no less for a national product like live music, which is of vital importance in our international cultural exchange, Kaiser pointed out.

Murderous inroads on live musicianship have been made by the 20 per cent cabaret tax and by technological advances, the AFM study points out. Live music was replaced by talkies, in movie houses. Juke and wired music replaced it in taverns, restaurants and hotels. Dancing is done to records at deejay "hops," and broadcasting has gone almost entirely to records and transcripts.

The report was emphatic that the decline in employment of live musicians is "in no way" due to any loss of interest in good music on the part of the public. On the contrary, survey of the 1954 symphony, musical plays, opera and ballet showed marked increase in employment of musicians over earlier years. Unfortunately, this type is seasonal employment, and would account for full-time work for only 1,500 musicians.

Employment Off

Among other painful statistics, the report showed that out of 252,000 members in the AFM in 1954, active proportion had dropped from highs of 77 per cent in earlier years, to under 50 per cent in 1954. Even among the "actives," the rate of employment had dropped sharply. Nearly 35 per cent of the

total membership had done completely over to outside, non-musical work in 1954, as against 25.0 per cent in 1930. "Inactives," teachers, copiers, arrangers and retired musicians, accounted for about 15.5 per cent of 1954 membership.

Full-time annual employment for musicians is dwindling and pay remains low. In 1954 there were less than 300 full-time movie studio jobs, paying about \$8,600 a year average. There were 1,267 radio staff jobs at about \$7,400 a year and only 314 full-time TV staff jobs for musicians, averaging slightly over \$4,000 a year. Total employment, part and full-time, would have provided full-time employment for only about 59,000 musicians in 1954, report notes.

Bringing matters up to date, the report concludes that the individual musician who hopes to earn a living by his talent is "worse off, perhaps, than at any time in all history."

Tops Answers

• Continued from page 8

songs belonging to MPHC member firms. MPHC charged Tops with fraud and concealment.

To counter these charges, Tops offered this four-point argument: (1) Tops had written licenses on some of the tunes (at least three of the songs were so covered); (2) Tops had filed statutory notices of intention to use the songs in question under the Copyright Law; (3) Tops notified the plaintiff in writing on July 9, 1957 (prior to MPHC's suit which was filed the following November) that the record company was in process of preparing a new album series using these songs and asked for licenses on the tunes it didn't already have licensed; (4) Tops sent two checks to the plaintiffs approximately totaling thirty thousand dollars but that these were refused and returned to Tops.

Tops is represented by Irving Glickfield of the law firm of Glickfield and Goldstein. Glickfield, for 15 years was assistant Attorney General in the Federal Antitrust Division.

Petrillo Warns

• Continued from page 8

as having an "anti-labor climate. The judges have no feeling for labor." Describing the rebels as "few in number but strong in voice," Daniel said they recently missed overturning the board by 27 votes.

AFM counsel Henry Kaiser also blasted the rebels and paid tribute to Daniel and his colleagues for "operating only from within the Federation framework to attempt to achieve those ends sought by his West Coast members." He warned the delegates that it would be a mistake to assume that the rebel movement in Los Angeles does not pose a threat to sound unionism. His capsule comment on the Taft-Hartley Act was "Taft-Hartley stinks!"

Big Maybelle

• Continued from page 8

Lubinsky's copy. Landwehr said his copy was in the hands of Maybelle's attorney on the West Coast.

Meantime, according to M-G-M spokesman, Lubinsky listened to the disk that M-G-M had cut and offered to make a deal on it. Unfortunately, jackets had already been prepared carrying the M-G-M logo. One interesting aspect of the M-G-M recording session was that the gal wanted her money right away—at the session. The result is that she has her money and M-G-M isn't quite sure what it has.

ON AIR, TOO

WMGM Gets Hoaxed On 'De Gaulle'

NEW YORK — Local station WMGM pulled off a front-page news coup last Wednesday (28) in connection with General Charles de Gaulle, altho the outcome wasn't precisely what the outlet had in mind.

All Wednesday morning WMGM newsmen tried to get a long-distance call thru to the General. Around 10:30 a.m. the call came thru, and newsmen Bill Edmunds and program director Ray Katz made excited preparations to tape the conversation. However, the General who spoke English with a "convincing" French accent, said he would only talk "on the air."

Delighted, Katz cut the General into deejay Jerry Marshall's "Record Room" show. A few minutes later the General asked Edmunds, "Who did you say you were again?"—The newsmen replied, "WMGM radio in New York," at which point the General cried "But the favorite station in New York is WINS. Vive la France!"

Then he hung up, and the switchboards at WMGM (and WINS) lit up light the lights of Paris. A few minutes later, WMGM informed its listeners that the interviewer had apparently been a hoax, since a check with the telephone company showed the call had been made locally.

Katz said he was requesting the Federal Communications Committee to "take action." However, he ruefully opined, "Whoever did it, did a great job." WINS denied having anything to do with "it."

Merc to Use Coast Distrib

CHICAGO — Mercury Records closed its company branch in San Francisco last week in favor of a new private firm, C & C Distributing Company, to cover Northern California and Hawaii.

C & C is affiliated by joint ownership with Stanley Distributors of Seattle, Merc distributor in the Northwest. One of Stanley's partners, Stan Sulman, will take up residence in San Francisco to operate the new firm. The other partner, Lou Laventhal, will continue to manage the Seattle outlet.

Jules Rubinstein, branch and promotion manager of the Merc company branch, will move into C & C as promotion manager.

AFM Fund

• Continued from page 5

which has been under violent dispute in the union, and is subject of a court suit by West Coast musicians against the AFM.

Whether the committee members will decide to introduce the amendment, or drop it, is anybody's guess. It is actually very doubtful if the House will pass any labor bill this late in the session, with controversy already high on the subject of amendments. The Senate passed the Douglas disclosure bill in April by unanimous vote, but only after some dozen amendments had been killed.

The Landrum bill grew out of hearings held when Landrum was chairman of a special subcommittee to investigate the AFM trust fund after protest by West Coast musicians. The hearing recommended federal legislation to "give individual employees some protection" with respect to diversion of earnings won in collective bargaining. (The Billboard, Dec. 29, 1956.)

Case of a Double Mistake

• Continued from page 4

filled in the following straightforward answers:

Professional name: Lincoln, Abe. Full legal name: Abraham Lincoln. Permanent address: Springfield, Ill. Telephone: None.

What is your main instrument? The harp.

What other instruments do you play? The harp, that's all, all day.

Exact birth date: Month, February; day, 12; year, 1809. Where born? Springfield, Ill.

Any parents, brothers, sisters or other relatives musically inclined? Give details.

Nope, sorry. (They've all moved from the Gettysburg address, by the way.)

When and where did you first study music. What instrument first?

Never studied music, but I was "instrumental" in governmental affairs.

How did you get into the music business?

It wasn't easy—by splitting rails. Give full details, with dates, of your most important jobs as a sideman, leader or soloist.

Leader, 1861-65. Was sideman to Mary Todd and Her Offspring Four, oftentimes referred to as the Four Sons.

Have you ever worked overseas? If so, state what towns, countries and dates.

Movie Diskeries

• Continued from page 4

of musicals, or even semi-musicals in production, altho there's no great shortage of purely instrumental tracks.

Costs have skyrocketed on lavish musicals, to the point where—as veteran indie producer Arthur Freed ("Gigi") calculated recently—a cinemusical that might have cost around \$1,500,000 some 10 or 12 years ago would cost over \$3,000,000 today. In turn, this means the picture must gross around \$6,000,000 just to break even. Not many producers are willing to take this risk.

At the moment, the list of upcoming screen musicals is confined to a handful—20th-Fox's "Say One for Me," and "Can-Can"; Sam Goldwyn's "Porgy and Bess"; Jerry Wald's "Mardi Gras"; Arthur Freed's "Bells Are Ringing"; Warner's "Damn Yankees," and UA's "Johnny Mathis Story" and "Some Like It Hot."

And, just to compound the problem, it's almost impossible to do a multi-star cinemusical today and still avoid record label conflicts like Paramount's "St. Louis Blues" situation, in which there was no "original cast" album at all, altho cast members Nat Cole (Capitol), Eartha Kitt (RCA Victor) and Pearl Bailey (Roulette) each soloed in an album at the home diskery.

Hearings a Hit

• Continued from page 4

Billboard's May 12 notice of availability of the hearing report has brought "hundreds of responses, and many writing in had clipped The Billboard notice to the letter." The notice concerned only the hearing report, but subcommittee has also been mailing out free the full volume of the hearing record, including testimony and exhibits.

Roosevelt said he had held the March and April hearings in response to complaints by small publishers and songwriters in ASCAP that a "small clique, composed primarily of representatives of the larger publishing houses, had gained control of the society, and was using that control for their own benefit, to the detriment of other members."

Stories on the ASCAP hearings have appeared in Billboard issues of March 17, 24, 31, April 7, and May 5, 1958.

No, not overseas, just overtime. Give full details of all important recordings you have made, stating for what companies, and state which you think is your own best solo performance on record.

Perhaps my most important record was "The Freeing of the Slaves" on the Confederate label. (The misers, of course, were Union men.) It was a big hit.

Any movie, radio or TV appearances?

No, only a brief box appearance at the Ford Theater, Washington, April 14, 1865.

Who has been your favorite artist and most important influence in your field of work?

My most important influence was Mr. Voter.

Price Solution

• Continued from page 4

more or less legal hanging and one that would have to be accepted." Another added: "That's the record business, I guess."

Another interesting aspect of the price situation involving the top-line record companies came to light this week. It was learned that three of them told various dealers privately that if either one elected to cut price on LP's, they would not feel the necessity to go along with the cut. However, according to a report, if the fourth of the top-line firms were to drop prices, each of the others would feel forced to meet the cut immediately. Conditions, it was felt, might well change such an attitude, but for the present such a statement was viewed as a quiet admission that the one line was viewed as the pacesetter to be followed on matters of such high policy.

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"TRUE TO YOU"
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"CARRY MY BOOKS"
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An open letter to the industry from
JERRY LEE LEWIS

Dear Friends:

I have in recent weeks been the apparent center of a fantastic amount of publicity and of which none has been good.

But there must be a little good even in the worst people, and according to the press releases originating in London, I am the worst and am not even deserving of one decent press release.

Now this whole thing started because I tried and did tell the truth. I told the story of my past life, as I thought it had been straightened out and that I would not hurt anybody in being man enough to tell the truth.

I confess that my life has been stormy. I confess further that since I have become a public figure I sincerely wanted to be worthy of the decent admiration of all the people, young and old, that admired or liked what talent (if any) I have. That is, after all, all that I have in a professional way to offer.

If you don't believe that the accuracy of things can get mixed up when you are in the public's eye, then I hope you never have to travel this road I'm on.

There were some legal misunderstandings in this matter that inadvertently made me look as though I invented the word indecency. I feel I, if nothing else, should be given credit for the fact that I have at least a little common sense and that if I had not thought the legal aspects of this matter were not completely straight, I certainly would not have made a move until they were.

I did not want to hurt Jane Mitcham, nor did I want to hurt my family and children. I went to court and did not contest Jane's divorce actions, and she was awarded \$750.00 a month for child support and alimony. Jane and I parted from the courtroom as friends and as a matter of fact, chatted before, during and after the trial with no animosity whatsoever.

In the belief that for once my life was straightened out, I invited my mother and daddy and little sister to make the trip to England. Unfortunately, mother and daddy felt that the trip would be too long and hard for them and didn't go, but sister did go along with Myra's little brother and mother.

I hope that if I am washed up as an entertainer it won't be because of this bad publicity, because I can cry and wish all I want to, but I can't control the press or the sensationalism that these people will go to to get a scandal started to sell papers. If you don't believe me, please ask any of the other people that have been victims of the same.

Sincerely,

Jerry Lee Lewis

VOX JOX

By JUNE BUNDY

STILL MORE STUNTS: Sorry we couldn't spotlight more jocks in our story on station promotions last week. There just isn't space enough to list all of the deejay stunts currently in progress across the country.

KONA, San Antonio, for instance, has a flock of promotions. Among them is one tagged "Find the Imaginary Nest of the Purple People Eater." Jocks hand out clues on the air thruout the day. The contest is co-sponsored by Jordan Motors and prizes include \$100, 40 radios and 50 copies of the Sheb Wooley disk. The outlet is also running a "Movie Star Look-Alikes" contest, whereby listeners are awarded gifts for looking like celebrities. Make-up is permitted.

National Radio Month sparked many promotions, including an hour-long "Salute to Radio" (featuring Irving Berlin tunes) on May 1 by Ben Calderone, deejay-pro-

gram director of KWYR, Winner, S. D. Calderone is readying a contest to select a "Radio Teen Queen," with the competition built around the theme "What a Lady Deejay Can Do for Radio."

Freeman Hover, KCSR, Chadron, Neb., entered the spirit of National Radio Month last month when the station celebrated its fourth anniversary with a five-hour show and dance. Hover took the stage at intermission time and "literally became a record spinner." He pitched more than 100 free disks out to the crowd. The jock adds: "Only two came whizzing back onto the stage. And there were no injuries reported from the low flying saucers!"

CHANGE OF THEME: Bob Murray has replaced Jim Rossi on the "Swing Shift" show over KONO, San Antonio. Rossi has moved to KIBL, Beeville, Tex. . . . Jerry Sanders has moved to WDOS, Oneonta, N. Y., where

he will serve as program director. He'll have his own deejay show, but his primary function will be as P. D. . . . New jock at KGW, Portland, Ore., is Don Porter. . . . Bill Criswell has left KBBB, Borger, Tex., to join KFDD, Amarillo, Tex., as night time jock. . . . Weldon Lewis (who hosted a rock and roll show over KHUZ, Borger, Tex.) has joined KBBB, now that KHUZ has dropped its r.&r. programming.

New spinner at KEEL, Shreveport, La., is Mack Sanders. . . . Doug Cramer's "Wax Museum" on KCSB, San Bernardino, Calif., is also carried by tape over KSAB, Okinawa, for American troops stationed on the Pacific Island. . . . Terrell Metheny (Ronn Terrell) moves from KWOS, Jefferson City, Mo., to KTUL, Tulsa, Okla. . . . Steve Sadler, ex-KBAL, San Saba, Tex., has joined KVLF, Alpine, Tex., where he will attend Sul Ross State College. . . . Meanwhile,

(Continued on page 36)

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

Vic Damone, not ordinarily associated with the rocking school of pop music, would like to take a crack at it. Perhaps his biggest disk hit of all, "On the Street Where You Live," might easily be considered the antithesis of rock and roll in its modern sense.

"I didn't like rock and roll at all when it first moved into the pop field four or five years ago," Damone told me recently, when we met at a rehearsal of the Patti Page TV show. "Maybe it was the performers or maybe it was the music itself that I didn't like at first. I'm not quite sure. I think my liking for it or at least my awareness of it stemmed from meeting Elvis Presley for the first time. He certainly wasn't some of the things that I had heard about him.

In fact, he was one of the politest fellows you would ever want to meet. He said: 'Mr. Damone, I'm glad to meet you and I think your records are great.' Since that meeting I think I've always had a hankering to try his kind of music myself."

I mentioned that perhaps now, the pendulum was swinging back toward the style of chanting Damone himself was better known for. "That may be true," Vic admitted, "but if you are accepted, you can do practically anything. Look at Pat Boone. He's had rock and roll hits. His 'Love Letters' has a rock feeling to it. But now he turns around and does 'Cheri, I Love You,' and that's a waltz hit without any of those familiar triplets. Nat Cole never was associated with rock and roll either but when he

tried it, he got several hits out of it."

Damone has occasionally been a target of the disk jockey element of the trade for his alleged unco-operative attitude. Some have said that's why he didn't have more hits with his records. "I'm sorry they think that way," Vic told me, "I've honestly never done anything consciously to annoy any of them. It hurts me to think that something I might have said gave anybody that impression. I wish I could straighten out the trouble, wherever it is."

Vic Damone is happy about the interest the trade has shown in his new record, "I'm the Only Man or the Island." "Maybe this will

(Continued on page 38)

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

The only thing wrong with rock and roll is its lack of dramatic implications, thinks Denise Lor. "Music with a beat is always attractive, even to those who knock the rock," says the pixie chanteuse. "What they're really objecting to is the absence of emotional meaning in the lyric. Singers over 21 have had a tough time finding material for the same reason. Comic or tragic, there has to be a dramatic value. You can't reach anybody's heart singing 'doo-wah-doo-wah' or 'Short Shorts'."

Denise let her Liberty contract expire and kept away from the record industry for over a year, waiting for ballad to come back. Just signed to 20th-Fox, she believes the time has arrived. "Meantime, I've been singing a medley of my hit." (That was "If I Give My Heart to You" for Majar, now inactive.) After eight years of daytime TV with Garry Moore, the lush thrush has exhausted the standards.

"When there's nothing current a girl can sing, except perhaps a hit identified with someone else, you turn to standards," Denise admits.

She's hoping to get a ballad identified with her. "But that's luck; you can't search for one." Miss Lor is also the girl who learns a whole new act for each cafe date and breaks it in at the top spot. "That's what five-a-week TV has done to me," she explains. "It's so long between club appearances, the act goes stale. And it's so short before I have to return to TV, I can't tour it. But with the Moore show exiting TV, I'll be able to play my new act longer, maybe even eight weeks." Where will she break it in? The Copa.

DOTTED LINE: Fritz Reiner and the Chicago Symphony will tour both sides of the Iron Curtain next summer for the State Department. . . . Composers under 30 are invited to enter the 14th annual Gershwin Memorial Contest for orchestral works under 12 minutes. It closes August 31. Entry blanks at 55 W. 42nd St., New York. . . . June Taylor to Europe next week to sign flamenco dancers. . . . Jazz harpist Adele Girard now at the Henry Hudson, N. Y. . . . Tom McCue named general manager of Atlantis Films,

new distrib whose first pic will be Brigitte Bardot's "Girl in the Bikini."

The Lawrence Welk show starts its fourth year on ABC-TV July 5. . . . Dick Clark heads the Barnum Festival Ballyhoo show in Bridgeport June 27. . . . TV World, Screen Stars and Movie World will enlarge their disk-and-deejay sections, your pix and items to go to Joe Cal Cagno, Box 96, Rockville Centre, N. Y. . . . Sunny Gale is promoting "A Certain Smile" along the East Coast. . . . Actor Jim Backus will head "Are You a Star?" fall vidfilm series pitting young talent against pros. . . . William Morris Agency signed Art and Dotty Todd.

Andy Williams, Xavier Cugat, Stubby Kaye, Denise Lor and Julius La Rosa among the chanters pushing the new fad, sculpting by color. It's like painting by numbers. . . . Carmen Cavallero's summer dates are Monaco and Puerto Rico. . . . Omaha's first telethon raised \$50,000 for multiple sclerosis. . . . Terri Stevens into Chicago's Chez Faree June 18.

MUSIC AS WRITTEN

By BOB ROLONTZ

'A ROSE BY ANY NAME'

The number of ASCAP writers penning songs under BMI pseudonyms continues to grow. It is no secret that many ASCAP writer members have many BMI pen names. One of the latest and most interesting incidents is that of an ASCAP writer who actually used his correct name on a tune written in collaboration with BMI writers and published by a BMI firm.

'THEN YOU'LL REMEMBER ME'

Deejay Ed Penny of radio station WTAO in Boston, and a record of a song called "The Girl Next Door" helped reunite a Boston mother with her family after being missing for over a week recently. The dramatic happening started when Penny was called by a Boston amateur songwriter named Joseph Medeiros. He told Penny that his wife, who had suffered a concussion in an auto accident a few weeks previously, had left her home to get a check-up at a local hospital and had disappeared. The husband had tried every means to locate her but had failed. He asked Penny to play a record of a tune he had written a few years ago, "The Girl Next Door," sung by the Wild Azaleas on the Venus label, feeling that she might recognize it if she heard it playing. Penny put the record on and played it, and broadcast a description of the missing woman. Voila! It worked. A nurse in a hospital heard the record and the description and was able thusly to identify a woman who had been admitted to the hospital a week previously as an amnesia victim, as Mrs. Medeiros. Now, if only someone would write a TV play.

ERTEGUNS 'JAG' GOES NEWPORT

Nesuhi Ertegun's famous jazz Jaguar will be on display at the Fifth Annual Newport Jazz Festival starting July 2 in the crescent in front of the Viking Hotel in that resort town from 10:00 a.m. to 2 a.m. Bids will be entertained in Ertegun's suite in the hotel after each concert.

SIMON SUPERIOR PROMOTION CHIEF

Jerry Simon has been named promotion manager of Superior Records Sales in New York. Simon was formerly with Doris Day and Marty Melcher's music publishing firms. Previously Simon did record promotion for many top record names such as Doris Day, Gisele MacKenzie, Jane Froman, Woody Herman, etc.

MURE-WOLFE VACATION TUNES

Billy Mure and Don Wolfe, now getting excitement on their new novelty "Got a Match," which is starting to move out on the ABC-Paramount, Cabot and Mercury labels, have two new tunes coming out with the Double Daters on Dot Records. Tunes are entitled "Summer in the Mountains" and "Beach Umbrella" (for the summer season, of course). Tunes are published by Saxon Music, Don Wolfe's firm.

PIANIST SHAKES S. A. LEG

American concert pianist Ruth Slenczynska left last week for the Dominican Republic on the first leg of her tour thru South America, covering the major cities of Argentina, Brazil, and Uruguay. The Decca pactee will be on the trek for four weeks, and will return to the United States to appear with Pierre Monteux at Lewisohn Stadium in New York.

New York

Kai Winding and his combo will play the Colonial Tavern, Toronto; the Modern Jazz Room in Cleveland and the Brass Rail in Chicago over the next four weeks. . . . Carlton Records has signed Anita Bryant. Charlie Margulis, Johnny Janis and Jack Scott, all Carlton artists, were featured on the Muscular Dystrophy Show sponsored by station WJBK in Detroit last week. . . . Lillian Briggs has signed with Sunbeam Records. . . . Arrow Records 45's are now 98 cents and the label's 78's are now \$1.15. . . . Della Reese is now being booked by General Artists Corporation, and Al Hibbler is also being booked by GAC. Both artists were formerly with the Gale Agency, which recently merged with GAC. Jim Reeves took over Red Foley's "Country Music Jubilee" Show over ABC-TV last week, spelling Foley while the latter went on vacation for eight weeks.

Randy Weston has been held over for two more weeks at the Five Spot Cafe in Greenwich Village, New York. . . . Denise Lor has been signed by 20th-Fox Records. She is also set for a month at the Copa in New York this summer. . . . Chico Hamilton and his combo will appear at the Newport Jazz Festival this season. . . . The Newport Jazz Festival, by the way, has the greatest advance sale of any Festival to date. . . . Andy Tomko, and wife Jacqueline became the parents of a boy, Michael Andrew, last week. Tomko is a key Billboard teletypewriter operator. . . . Niki Kalish, of The Billboard staff, is acting in the Alumni play given by Adelphi College alumni on Homecoming Day this Friday.

Erroll Garner cracked his own record at Storyville, Boston, last week. Pianist will play two weeks at Storyville, Cape Cod and Harwich, Mass., in July, and may open the Boston Storyville in the fall. . . . Guy Lombardo and his ork set a record at Elich's Garden's Ballroom in Denver last week. It is reported over 4,500 dancers attended and gross hit \$9,300. . . . Design Records has set up a package LP plan for radio stations. . . . Neal Hefti made and sold the Five Grand's waxing of "Kiss Me" to Brunswick Records. . . . Chess Records has purchased the Valli Records of "What Did He Say," by Terry and the Pirates, for release on its label. . . . Solly Loft, pubber and raconteur, is managing thrush Sandee Moore, now recording for Brunswick. . . . Andy Russell's new RCA Victor set titled "The Magic of Andy Russell" has spurred three new releases of the Bernie Wayne songs "Laughing on the Outside." Russell features it in the album. . . . Decca Records has signed Chuck and Betty, two youngsters discovered by Decca Atlanta branch manager Ed Russell.

**JUST
GREAT
IS THE
WORD
FOR...**



MARVIN RAINWATER

Singing ...

MOANIN' THE BLUES

**ANOTHER
GREAT
HANK
WILLIAMS
SONG**

K12665

and I DIG YOU BABY

M-G-M *Records*

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Sound Off!

If you're a dealer, distributor, salesman, rack jobber or manufacturer, send your opinions on present-day retailing practices to The Billboard. Address letters to the Merchandising Editor, The Billboard, 1564 Broadway, New York 36, N. Y.

No Extra Discount

To the Editor:

I'm just sitting here on a typical day of late (slow) reading Billboard and have decided to let off a little steam to you!

I keep reading about discount houses, one stops etc., and feel that the whole thing lays directly in the manufacturer's and distributor's laps.

I realize that nothing can be done about a store cutting prices but I also believe if all manufacturers and distributors would hold their price line and give no extra discount to above mentioned and let them work on a lower markup at the same cost as the rest of us little dealers, it might make a difference. Naturally if they (one-stop and larger dealers) are given an extra 10-20 per cent they can afford to sell for less.

Has a poll ever been taken to show what total billing small dealers (\$50,000 gross per year or under) is against one stop and discount houses? And I mean excluding all their exchanges. I'm almost willing to bet it would be a big surprise that the little boys make up a sizable piece of the overall picture. Unfortunately with every grocery store, supermarkets, appliances and drugstore selling records as traffic builders and not having to depend on them for profit it is coming to the point where there will no longer be Record Shops. Also something should be done about phony advertising to get people into their stores. Example: "Reg. \$3.98 now \$1.49," etc., when these records are made to sell at this

price. Also, Somerset's idea of '50' off club. Sure this is a fine idea, but what small dealer can agree to purchase 100 Somerset LP's per month for a year. All this is, is a break for the one-stop outfits.

Well I could go on and on but I'm sure you get the idea—no extra discounts to any dealer, large or small.

If distributor's business is off it's not only the times but small dealers are no longer willing to replace merchandise only to have the discounters get all the gravy.

I'm sure the larger record companies did not build their business on hits alone and if they continue to cater only to the big boys they will become Independents.

Earl Graf
Newtown Music Shop
Newtown, Conn.

Wants More Support

To the Editor:

A recent letter from Charles W. Harris of Jacksonville, Florida, in the June 2 issue, should be must reading for all record manufacture big-wigs. We have been in radio all our lives and can remember that it too went into the jewelry, dime stores etc., and almost died, as radio shops just disappeared. Only the war saved radio and started some more stores. Then came television and this too has been dumped into jewelry, discount and dime stores. Television is also sickly. Large manufacturers have folded in recent months. The dealers that sold TV are unable to sell at a profit and have gone into other

(Continued on page 15)



What a window! This display on the Book Shop, Inc., Fitchburg, Mass., won a \$500 prize from Crown Living Language Series. The shop used two trees, the manikin with guitar, and daisies planted in grass mat to create a real eye-stopper.

HEARD OVER THE COUNTER

"Do you have Tchaikovsky playing Rachmaninoff's Concerto No. 2?"

"No. But we have Rachmaninoff playing Liszt's 1st Piano Concerto."

"No, thanks."

"How about Shostakovich conducting Stravinsky's Firebird?"

"No."

"Ravel playing his own Bolero?"

"No. I'll take the latest Dizzy Gillespie album."

"Remember me? . . . I bought this record yesterday and my wife bought the same thing last night, so . . ."

Fran Gates (Gates Village Music Shop) tells about the grade school youngster who requested "Knickerbocker Suit." That's right, he wanted the "Nutteracker Suite."

That's as bad as the customer who walked into the Pageant Shop in the Bronx, N. Y. and asked L. Feldman for "Walking Through the Galleries." What he really wanted was "Pictures at an Exhibition."

"Were you by any chance tuned in to 1460 last night at about a quarter to nine? Well, they played this song . . ."

In Denver, Colo., a customer returned a needle to the Barnard Record Shop because it didn't play right. When asked what was the matter, she said it "played too fast." She said she wanted one that would slow down so she could play the LP records.

"Boy, you got some racket . . . listening to music all day."

A customer asked Kitty Blakey at Hoover's Music and Book store (Springfield, Mo.) for a copy of "Lullaby of Berlin" by "those French singers." He was satisfied with "Lullaby of Birdland" by the Blue-Stars.

And here's another one from Dorothy Thomas (Meier & Franks, Portland, Ore.). She tells about a sweet little old lady who came in holding a dog-eared copy of RCA Victor's WDM Bonus Album list. She couldn't understand why it wasn't still good. Finally, the clerk spied the date of the instrument purchase on the coupon and said, "But, Ma'am, this was purchased in 1952. It's six years old. We don't have these records any longer." Said the lady, "I know, but I don't get down town very often."

Fran, Maryfran and Sprague of Des Moines Music House have had a few chuckles over this one. Sprague waited on a teenager who left without buying and remarking, "I can't skate to that." Sprague thought it was a new teenager expression like "I don't dig that." He told Fran and Maryfran about it and they thought the same—until—the customer came back one day, Sprague pointed him out and the girls recognized the boy who is well-known locally for his roller skating routines.

"I'll bet you have a million records home."

That's all for this week: Have you some funny experience you'd like to share with the other dealers? Send them to "Over the Counter." Care The Billboard, 1564 Broadway, New York 36, N. Y. —FRED PERNITZ.



Lowe's uses specially lettered cards in browsers calling attention to the wide repertory carried. Typical browser card reads: "The Spoken Word—Poetry, Drama, Prose, Satire, Politics, Biography."

COLLEGE CONTEST

Joint Promotion Builds Traffic

- Campus houses compete for prizes in disk shop gimmick
- Cigarette firm, diskery co-operate with disk shop in campaign

By TOM MICKLOS

CHAMPAIGN, Ill. — A campaign staged jointly by Capitol Record Company, Phillip Morris Cigarette Company and Lowe's Discount Record Shop here, introduced college students to a record store which previously had difficulty attracting students because it is located off the campus.

In a contest for organized houses at the University of Illinois, 26 Men's and Women's houses competed for a Capitol Hi-Fi set and a \$75 collection of Capitol records by saving empty Marlboro, Philip Morris and Parliament cigarette packages.

Tangible Results

The campaign was successful in promoting good will with college students and in bringing more student traffic into the store, according to manager Paul Reynolds.

For four weeks the organized houses collected points by turning in the empty packages. Packages turned in the first week were

worth 20 points; those turned in the second week, 17 points; third week, 12 points; and fourth week, 7 points. The value decreased each week so that houses would not hold off turning them in until the last week.

The Browsers Buy

Lowe's also held weekly drawings from names of students who had registered their name at the store during the week. It was not necessary to buy anything to register. Winners were awarded three free LP records for first place and one free LP record for second place. Reynolds reports that the drawings brought students into the store to browse, and many bought records.

To announce the contest, the cigarette company sent direct-mail advertising to all organized houses on the campus. A full-page advertisement in the student newspaper, The Daily Illini, further announced the contest. Advertisements were run frequently in the Daily Illini, announcing winners of the weekly drawings.

The cost of the advertising was shared by the cigarette company, record company and record store.

Album jackets in a display advertising the contest were placed in two drugstore windows in the campus area.

Traffic Increase

Because Lowe's is not located (Continued on page 15)



RCA Victor's Carta-Matic. This is the deck of the new cartridge player. When the cartridge is in place, as shown, it plays automatically. No tape threading is necessary. The five controls on the keyboard at bottom are (left to right): Track selector, rewind left, stop, rewind right, and start mechanism. Above the controls is a window that indicates which track is playing.



RCA-Victor's Stereo-Orthophonic Victrola Mark XII (Model SHP 12, left) is pictured with one of several auxiliary speaker systems available as second channel for stereo playback. The Mark XII is tagged at \$149.95. The auxiliary speaker system (SHS 12) is priced at \$19.95. They are available in matching finishes in mahogany, maple, oak and walnut.

Big Changes On Denver Air Low-Rate R&R

DENVER — The anti-top tune trend and swing away from rock and roll programming, is bringing about major changes in the radio with more than two dozen stations.

KMYR, recently purchased by Don Burden, who also owns stations in Omaha and Picatello, has made the most drastic changes, including expansion to 24-hour operation. New general manager Jim Schoonover has dropped top tune emphasis as such, along with rock and roll, and is telling all deejays to feature current pops, old standards, favorites of past years, and general all-around music programming. Top tunes and rock and roll are stressed instead on a three-hour show in the late afternoon under the billing of "The Children's Hour."

Ted Nelson, ex-promotion manager at KIMN, has jumped to KMYR in the same capacity and new personnel from other Burden-owned stations are being imported to hypo the station's programming. A remote news cruiser, a variety of contests, including cash for news tips and other promotion gimmicks, continue to keep KMYR's "Living Sound" patter and chatter on the air and copping the lion's share of newspaper space in local dailies.

KVOD, the American Broadcasting Network outlet here, has dropped its top tune emphasis and George Cory, owner, will also operate the station that is now featuring "Music for Listening." The audience is urged to express its opinion of the new format and station personnel say that the response merits continuation.

KVOD has also launched a mid-day live request music show by Lenny Barlinson, organ-pianist, that is pulling good response.

Both KOA, the NBC outlet and KLZ, the ABC affiliate have never departed from the old standby, favorites, light pops and general music format. Both stations have put emphasis on personality programming that has stood up exceptionally well under the barrage of various programming policies by the competition.

Country and western music is always good and KLAQ, the 24-hour station that features c.&w. exclusively, has made few personnel changes and no variation from the policy established when it went on the air.

Label Aims at Foreign Sale Inside U. S.

UNION CITY, N. J. — Kelit Rondo Record Corporation here intends to "get after the dying foreign market inside and outside the U. S.," according to an announcement this week.

President Irvin Litkei has been screening much Hungarian, Italian, Rumanian, Bohemian and German folk song and dance catalogs to record them on stereo sound. Because of the importance of the accuracy of the folk music material, the firm invited one of the European folk experts, Madam Bela Kovach, to work with Mr. Litkei.

Hungarian opera singer Miklos Gafni will record Italian and Hungarian songs for the label this summer. The firm has also closed deals with many European publishing companies in order to acquire the desired material.

The diskery's novelty record import, "Chica Mexica" according to the announcement, "shows a good going in various parts of the U.S.A."

Zenith Offers 37 New Stereo Phonos

CHICAGO — Zenith has introduced its new line of high fidelity phonographs, engineered for both monaural and stereophonic playback. All are four-speed models. In unveiling the line, the firm underscored the need for the consumer to buy a complete new unit—not a "re-work" or conversion system. The individual components in Zenith's new stereophonic instruments are matched for top performance, says the firm.

Each instrument uses a stereo-engineered "Cobra-matic" changer and arm. The arm applies 6 grams of pressure and has a cartridge with \$7 mil needle, diamonds in many models. The cartridge is a flip-over type with a sapphire for playing 78 r.p.m.'s. Each needle may be replaced singly.

There are 37 instruments in the line. Fifteen have stereo systems in a single cabinet. Twenty-two

others are stereo equipped but require the addition of a companion amplifier-speaker system in a remote cabinet for a complete stereo set-up.

Prices on the single cabinet units range from \$350 to \$800. A group of instruments equipped with AM-FM tuners begin at \$550. The two-cabinet units range in price from \$199.95 to \$475. The companion sound systems for the two cabinet models are priced at \$125 additional. Some of the two cabinet units include AM radio and range from \$289.95 to \$329.95. Others have both AM and FM radio and range from \$339.95 to \$385. A unit with TV also is priced at \$475.

All of the new Zenith instruments have a "stereo-studio sound control panel." The panel was designed to please those who like their high fidelity with the appearance of sound engineer's gadgetry. But the panel also provides essential controls for precision tuning: bass, treble, presence control and record compensator control. The first four controls on the compensator adjust for recording curves, the fifth is a "stereo" position and the sixth is a "tape setting."

The "tape setting" permits the hooking up of a tape deck to the complete system. The single cabinet record players have a double input so that both channels of a stereophonic tape are fed into the system separately.

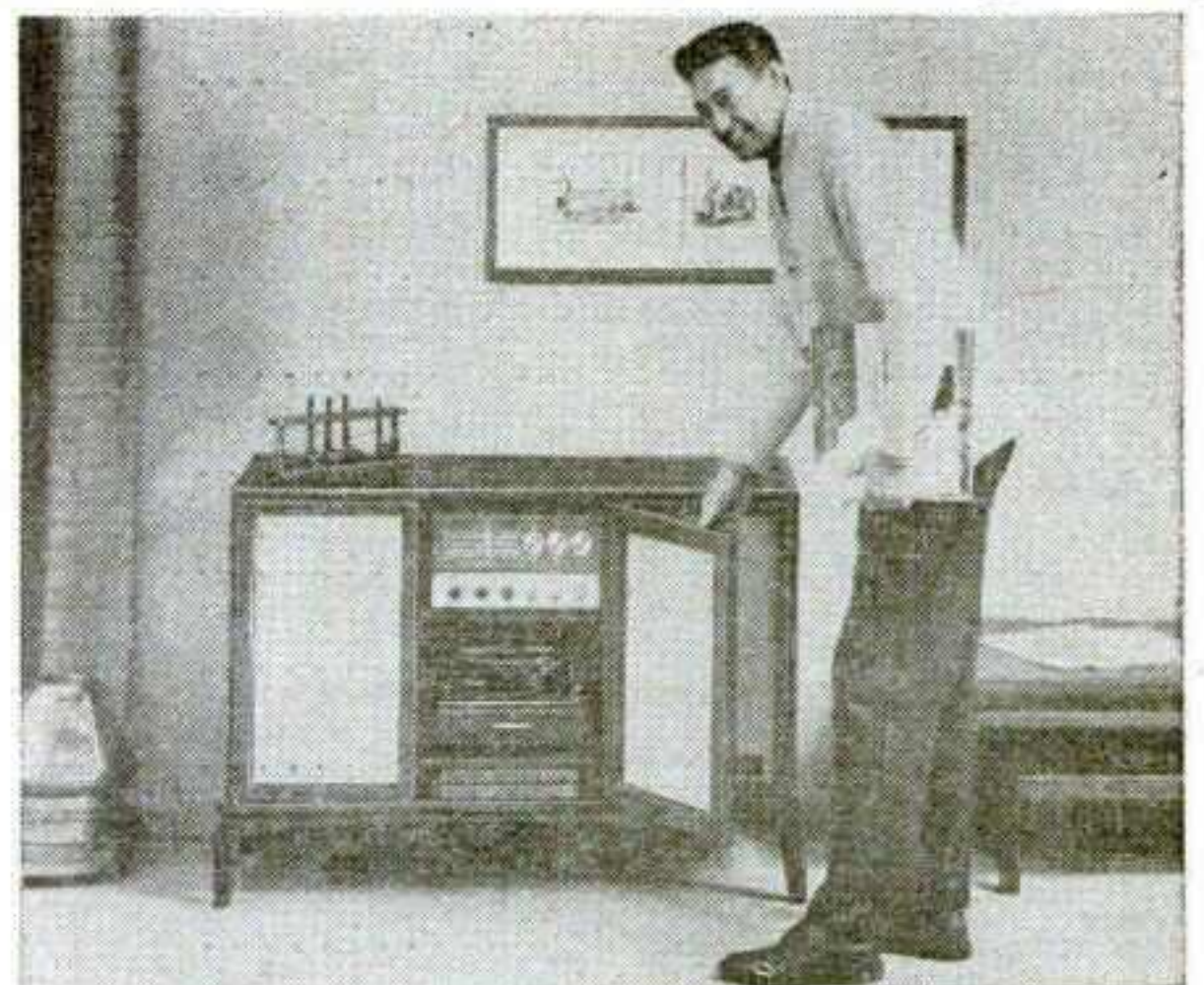
Single cabinet models are available in Danish modern, Italian provincial, American provincial, modern and contemporary styled woods. Cabinetry includes a choice of mahogany, oak, cherry and maple, with companion remote units in blending finishes.

All-Girl Ork In Ekberg Pic

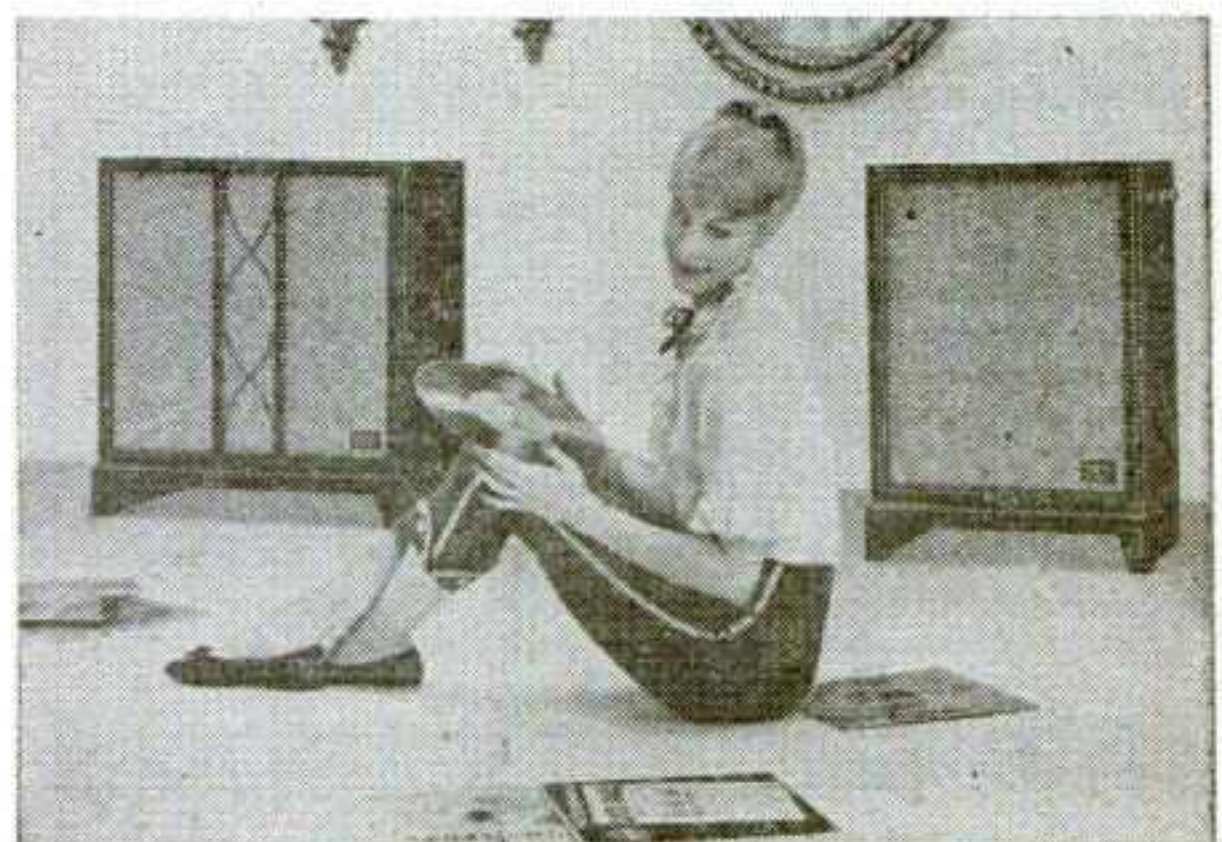
LONDON — Ivy Benson's all-girl orchestra, comprising 20 pieces, will be spotlighted musically for the first time before American audiences in a new Columbia Pictures release titled "The Man Inside."

The Benson group, roughly the British equivalent of the Phil Spitalny ork, was signed by producer Irving Allen to provide backing for a special rhumba number due to be performed by the film's well-endowed fem star, Anita Ekberg.

Executives of Colpix, the new record label of the film releasing firm, are rumored interested in a U. S. wax release of the tune.



Zenith's Crescendo is one of a series of single-cabinet stereophonic record players. It also includes AM-FM radio. The unit retails at \$700.



Zenith's Cantata is a two-cabinet stereophonic record player. The player unit at left is priced at \$239.95. The companion amplifier-speaker system (right) is tagged at \$125.

Sound Off!

Continued from page 14

fields. Every day some distributor salesman comes by with a big deal but it is always out of the dealer's pocket. Is it any wonder that TV dealers are melting away like the winter snow in July.

Now comes a fine business in records, a few good shops across the country help push hi-fi and start a record boom and are really selling albums. Then the record manufacturer says, "this is big. Let's go to all the discount houses all the dime stores, and get the drugstores, groceries and rack jobbers. Even this is not enough, let's start ourselves a record club." Yes, with all of these things the cream is being skimmed off daily. Leave the odds and ends for the record shops.

We have decided on a policy not to buy more than necessary from companies that push record clubs, that go out of their way to promote rack jobbers, and the ones that court the discounters. We will never promote one of their albums, never promote one of their singles.

I say why support any company that does not in turn support your company. So let's tell your distributor your views.

Edwin M. Farver
Television Headquarters
Mobile, Alabama

College Dealer

Continued from page 14

on the campus, its student trade amounted to only about one-third of its total business before the campaign. The student traffic was increased so that it now accounts for about half of the store's sales, or about a 15 per cent increase, Reynolds estimates.

A few of the winners in the weekly drawings had never been in the store before they registered for the prizes. Reynolds believes many students were introduced to the store when they came in to register their names.

AUDITION
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...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD

British Get New Low-Cost LP Player

LONDON — The boom in LP's may get another quick boost here thru the invention of a new player which works off a six-volt flashlight battery and costs less than \$20.

The new player has no turntable. After the record has been clipped to the box a tone arm comes over and the sound is heard from a miniature loudspeaker. The lightweight player is packed into a box just one inch deep.

It is believed that wide marketing of the new machines could increase enormously the sales of LP's, now held back because a large percentage of the disk public still only have players limited to 78 r.p.m. disks.

To boost LP sales some companies may be prepared to cut the profits they earn from high priced players sold thru subsidiaries by putting these miniatures out to the public.

RCA Quarter Dividend 25c

NEW YORK — A quarterly dividend of 25 cents per share on the common stock of Radio Corporation of America, payable July 28, 1958, to holders of record at the close of business June 20, 1958, was announced last week by David Sarnoff, chairman of the board, following a regular meeting of the board of directors.

During the same meeting, a dividend of 87½ cents per share was declared on the first preferred stock for the period July 1, 1958, to September 30, 1958, payable October 1, 1958, to the holders of record of such stock at the close of business September 8,

Ace to Distrib For KRC Label

WASHINGTON — Lloyd Price's label, KRC Records, is now being distributed by Ace Records out of Johnny Vincent, whose last release on Ace featured Huey Smith with "Don't You Just Know It." KRC was formerly handled by Atlantic.

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THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING MAY 31

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

This Week	Last Week	Chart	Weeks on Chart
1. Johnny's Greatest Hits	2	9	9
Johnny Mathis, Columbia CL 1133			
2. South Pacific	4	11	11
Sound Track, RCA Victor LOC 1032			
3. The Music Man	1	15	15
Original Cast, Capitol WAO 990			
4. South Pacific	3	219	219
Original Cast, Columbia OL 4180			
5. Elvis' Golden Records	10	8	8
Elvis Presley, RCA Victor LPM 1707			
6. Nearer the Cross	—	1	1
Tennessee Ernie Ford, Capitol T 1005			
7. My Fair Lady	18	114	114
Original Cast, Columbia OL 5090			
8. Sail Along Silvery Moon	9	8	8
Billy Vaughn, Dot DLP 3100			
9. Warm	15	25	25
Johnny Mathis, Columbia CL 1078			
10. The Seven Hills of Rome	—	8	8
Mario Lanza, RCA Victor LM 2211			
11. The Late, Late Show	5	14	14
Dakota Staton, Capitol T 876			
12. Gems Forever	17	4	4
Mantovani, London LL 3032			
13. The King and I	22	97	97
Sound Track, Capitol W 740			
14. Hymns	7	76	76
Tennessee Ernie Ford, Capitol T 756			
15. Taboo	14	4	4
Arthur Lyman, Hi Fi Record R 806			
16. Songs for Swingin' Lovers	24	49	49
Frank Sinatra, Capitol W 653			
17. Come Fly With Me	6	19	19
Frank Sinatra, Capitol W 920			
18. This Is Sinatra, Vol. 2	—	4	4
Capitol W 982			
19. Lester Lanin Goes to College	—	1	1
Epic LN 3474			
20. Swingin' on Broadway	13	6	6
Jonah Jones, Capitol T 963			
21. Dukes of Dixieland, Vol. 3	—	26	26
Audio Fidelity AFLP 1851			
22. Wonderful, Wonderful	—	24	24
Johnny Mathis, Columbia CL 1028			
22. Muted Jazz	—	10	10
Jonah Jones, Capitol T 839			
24. The Eddy Duchin Story	11	82	82
Sound Track, Decca DL 8289			
25. Till	19	11	11
Roger Williams, Kapp KL 1081			

Review Spotlight on . . .

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

Popular Albums

'S AWFUL NICE (1-12)"—Ray Conniff Ork. Columbia CL 1137

Another choice instrumental set from maestro Conniff with his distinctive ork and chorus sound. It's a sparkling, danceable item, and should repeat the success of the orkster's previous albums, "S Wonderful," and "S Marvelous." Clever cover adds to over-all appeal. Tunes include "Smoke Gets in Your Eyes," "All the Things You Are" and "I Cover the Waterfront."

SING ALONG WITH MITCH (1-12)" — Mitch Miller and the Gang. Columbia CL 1160

Here's a solidly commercial package of exuberant community-sing styled readings of popular group vocal-tunes — "That Old Gang of Mine," "Down By the Old Mill Stream," etc. An infectious LP with good name value and jockey appeal.

THE NUMBER ONE BALLADS (1-12)"—Jimmie Rodgers. Roulette R 25033

This one's a sure-fire package for the guitar-playing singer's growing legion of fans. Backed by Hugo Peretti's lush, multi-stringed sound, Rodgers glides faultlessly thru a dozen well-selected hit ballads of recent seasons, such as "Tammy," "Unchained Melody," "Hey, There," "Three Coins in the Fountain" and others. Ideal for d. j.'s who like to mix in standards with current chart hits. Cover shot of the young singer shows him at his boyish best.

Low-Priced Popular Albums

THE MUSIC MAN (1-12)"—Starring Ken Harp with Donna Cook & Various Artists. Crown 5062

This low priced LP of selections from the smash musical "The Music Man" could easily become a best-seller. It is a first rate recording of the tunes from the score, performed in a style mighty similar to the original cast album itself. Ken Harp and Donna Cook are excellent, and the musical arrangements and vocal arrangements by Tom Davis and Hans Hagan are fine. It's a great buy at the price and the cover adds to its attractiveness.

RAGTIME PIANO (1-12)" — Audition AUD 33-5931

The sound is fine, and the tunes are rollicking on this lively collection of ragtime standards,

pounded out with great verve by "Rip" Chord and a rhythm backing. At \$1.49, it's a real buy for those with a musical taste for the pianistics of the Charleston era. Numbers include "Piano Roll Blues," "Canadian Capers," "Raggin' the Scale," and others of like vintage.

Classical Album

BRAHMS: SYMPHONY NO. 3; TRAGIC OVERTURE (1-12)" — Chicago Symphony Orch. (Reiner). RCA Victor LM 2209

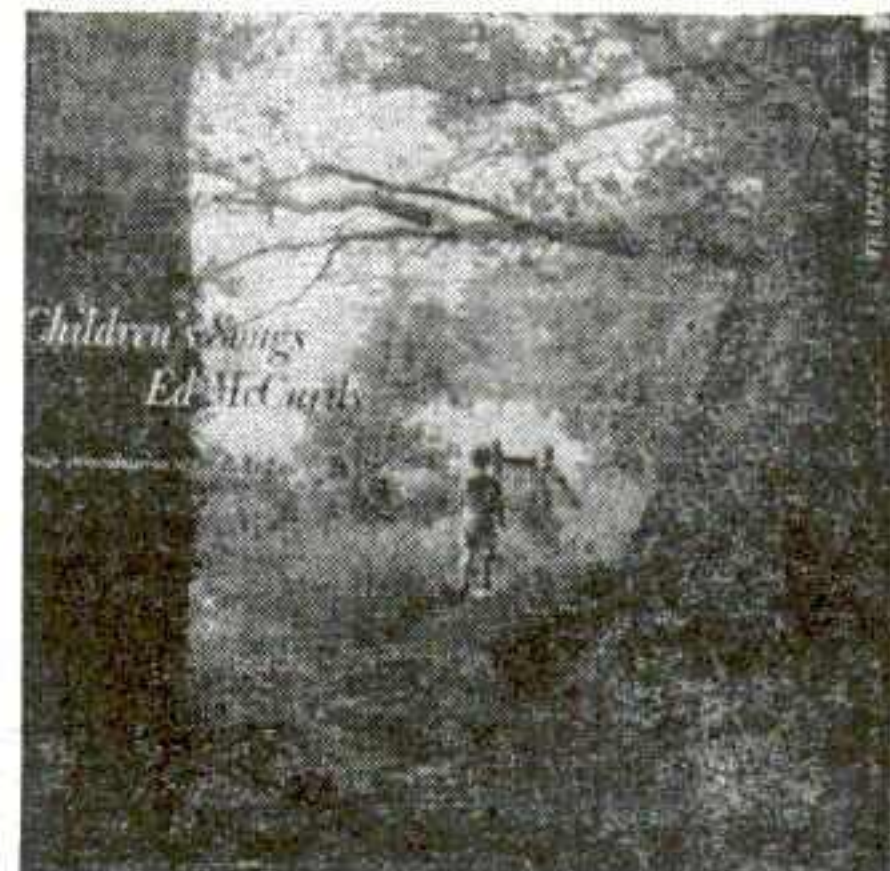
A strong performance marks this Save-on-Records package, a solid sales entry. Reiner, of course, gives LP strong name value, while the Chicago Symphony Ork is generally credited with playing a major role in promoting Brahms works in the concert literature. Despite formidable competition, this should prove a potent entry.

Semi-Classical Album

GERSHWIN: RHAPSODY IN BLUE & VARIOUS SONGS (1-12)" — Roger Williams, Pi-

(Continued on page 18)

— Album Cover of the Week —



CHILDREN'S SONGS, Tradition TLP 1027. The excellent cover design is by Elizabeth Clancy; the color photo by Tom Clancy. It's an eye-catching and charming item. Displays will surely attract sales.

Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY 31

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

1. LESTER LANIN GOES TO COLLEGE
Lester LaninEpic LN 3474
2. COME FLY WITH ME
Frank SinatraCapitol W 920
3. DREAM GIRL
Ray Anthony OrkCapitol T 969
4. JOHNNY'S GREATEST HITS
Johnny MathisColumbia CL 1133
5. FABULOUS DORSEYS IN HI FI
Tommy and Jimmy DorseyCol C2L-8
6. THIS IS SINATRA, VOL. II
Frank SinatraCapitol W 982
7. SOUTH PACIFIC
Sound TrackVictor LOC 1032
8. FOUR FRESHMEN IN PERSON
Four FreshmanCapitol T 1008
9. ELVIS' GOLDEN RECORDS
Elvis PresleyVictor LPM 1707
10. WARM
Johnny MathisColumbia CL 1078



Best Selling Pop EP's

FOR SURVEY WEEK ENDING MAY 31

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

1. ELVIS
Elvis PresleyRCA Victor EPA 992
2. RICKY
Ricky NelsonImperial EP 153
3. JAILHOUSE ROCK
Elvis PresleyRCA Victor EPA 4114
4. COME FLY WITH ME
Frank SinatraCapitol EAP 1-920
5. SPIRITUALS
Tennessee Ernie FordCapitol EAP 1-818
6. HYMNS
Tennessee Ernie FordCapitol EAP 1-756
7. THE EVERLY BROTHERS
.Cadence CEP 105
8. JOHNNY MATHIS
.Columbia EP B-8871
9. NEARER THE CROSS
Tennessee Ernie FordCapitol EAP 1-1005
10. ROGER WILLIAMS
.Kapp KEP 708

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New York 23, N. Y.
JUdson 6-3620

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Review Spotlight on Albums . . .

Continued from page 16

ano & The Symphony of the Air Ork. (Page). Kapp KL 1088
It's hard to see how this could miss. Coupling one of the hottest album chart performers in the business with one of the strongest mass-appeal, semi-longhair items of repertoire available, it seems a natural. On side two, Williams adds six Gershwin standards like "Liza," "I Got Rhythm" etc. as extra gravy. Solid packaging should be sure-fire for dealers.

Children's Album

GREAT AMERICAN FOLK HEROES (1-12") — Narrated by Will Rogers Jr. & Sung by Tom Scott. Judson J 3013
A good one for the youngsters—and perhaps some oldsters. Album tells the stories of such American folk characters as Wild Bill Hickok, Old Stormy, Sam Bass, John Henry, Paul Bunyon, etc. Will Rogers Jr., narrates, with

Tom Scott doing vocals based on the folk songs built around the legendary men. An intelligently-conceived package. The cover is a gasser—with its archaic printing and illustrations.

Spoken Word-Special Merit Album

LIBERTE, EGALITE, FRATERNITE (1-12") — Read by Charles Boyer. Decca DL 9057
Ordinarily, this might be just a good, stirring reading of ringing words on the subject of liberty and the rights of free men, as penned by such immortals as Rousseau and Hugo. But its superb timing, as far as current headlines are concerned, makes it a package that may find many buyers if specially handled—particularly since actor Boyer's finale selection is the famous "We-Have-Not-Lost-The-War" address in 1940 by Gen. Charles De Gaulle. Victor Young's musical settings add to its impact.

Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

- SPOTLIGHT**—Sure-Fire Merchandise—Top Demand
- ★★★★—Very Strong Sales Potential — Essential Inventory
- ★★★—Good Potential—Will Sell
- ★★—Moderate Potential — Saleable Qualities
- ★—For dealers who stock all merchandise.

POPULAR ★★★★★

LEGRAND IN RIO
Michel Legrand Ork (1-12") Columbia CL 1139
A sparkling, inventive, Latin-flavored set of instrumental arrangements by the young French bandleader. Here, his musical treatment is applied to Rio, via such tunes as "Besame Mucho," "Brazil," "Frenesi" and "Vaya Con Dios," with the mood shifting appropriately to fit the song. A sure item with Legrand fans, and the attractive cover of Copacabana Beach has strong display values.

POPULAR ★★★

MOVIN' WEST
The Merrill Staton Choir (1-12") Epic LN 3472
Another solid chunk of class choral merchandise by the group. This time the choir turns to an ear-catching and somewhat nostalgic group of Western classics like "Red River Valley," "Strawberry Roan," "Chisholm Trail" etc. Top-notch arranging by Jimmy Leyden and the beautifully disciplined interpretations by the men make this a strong contender. Eye-catching cover painting can draw extra sales.

WINDJAMMER
Sound Track (1-12") Columbia CL 1158
"Windjammer" is one of the few Hollywood film scores that still manages to be ear-catching minus (in this case) a

wall-to-wall movie. Since the film is essentially a de luxe travelogue, and tells its story as much with music as with the camera, the main orchestral themes by Morton Gould and a variety of "guest artists" from Pablo Casals to the Silvertones Steel Band of Trinidad are well worth hearing. Unusual open-cut package gives an idea of the film's enormous scenic scope.

THE ARMY WAY
The Cadet Glee Club, West Point (1-12") Vox VX 25.700
The cadets do a creditable job on their performance here, but their piano accompaniment and occasionally even the vocal work suffers from an ill-chosen echoey recording studio. Selections consist of tunes of West Point, several folk songs, a medley of World War I tunes and three selections by the cadet quartet. Name value and cover photo of color guard will help sell this one.

POPULAR ★★

DANCE TIME IN PARIS
Chauncey Gray Ork (1-12") Judson J 3022
Attractive, listenable and danceable instrumental versions of familiar Parisian pop tunes played deftly by the Chauncey Gray society crew. Tunes include "C'Est Si Bon," "La Vie En Rose," "Under Paris Skies," "Poor People of Paris" and "Autumn Leaves." A good set for adult dancing crowd.

SOCIETY DANCE MUSIC
Bernie Witkowski Ork (1-12") Stella S-LP 912
Bernie Witkowski has made something of a name for himself in the polka field, but also has a substantial pop following. His latest album, embracing waltzes, tangos, mambo's, cha-chas and foxtrots, has something for everyone who likes simple uncluttered arrangements and a steady beat, a la Sammy Kaye. A colorful cover showing a cruise ship in an exotic tropical port can lend display strength.

LOW PRICE-POPULAR ★★★

SOUTH PACIFIC
Penthouse Studio Ork & Chorus & Various Artists (1-12") Audition AUD 33-5927
Yet another version of the renowned Rodgers and Hammerstein show score is added to the already overcrowded field. With the original cast and sound track versions in an all-out battle for sales with numerous others around to share the loot, it's tough to see this as an important contender, tho packaging and \$1.49 tag are attractive enough to spear some rack action.

HAMMOND ORGAN IN HI-FI
Frederick Feible, Organist (1-12") Audition AUD 33-5929
Organ music has a steady following, and this low-priced (\$1.49) package should chalk up okay sales in its field. Feible's playing is pleasant. Selections include such sure-fire oldies as "Smoke Gets in Your Eyes," "Intermezzo," etc.

THEMES FROM THE MOVIES AS INSPIRED BY "TEN NORTH FREDERICK"
Audition Studio Ork & Chorus With Various Artists (1-12") Audition AUD 33-5928
Themes from several motion pictures are colorfully presented by the Audition Studio ork with vocals by the Four Themes, Dottie Evans, the Monarchs and Loren Becker. The tunes have no direct relation to the album sub-title. Cover may lead one to believe that it's a sound track of "Ten North Frederick." As a low-priced product, this can move well.

INTERNATIONAL ★★★

ITALIAN TROUBADOR
Elio Mauro (1-12") RCA Victor LPM 1658
Virile warbling in dramatic fashion by the 22-year-old Italian singer Mauro. Selections — sung in Italian — spotlight popular Italian tunes including the tender "Lia-Ri' Lli-Ra'" and the happy "Piccere' voglio Canta'" Lush backing by Marcel to De Martino's ork. An interesting new talent for the market.

LOW PRICE — INTERNATIONAL ★★★

FURY OF THE BRAVE BULLS
Luis Jimenez Ork (1-12") Crown 5060
Traditional bullfight music played in band concert fashion with a strange lack of excitement. Attractive cover photo and \$1.49 price tag should lure many however.

LOW PRICE — INTERNATIONAL ★★

SONGS OF THE SOUTH SEAS
The Royal Garden Islanders, Ray Kinney Ork & Various Artists (1-12") Audition AUD 33-5930
Routine collection of Mid-Pacific tunes, largely penned by New Yorkers and other non-atoll dwellers, performed in the usual manner by various Hawaiian orks, notably Ray Kinney, and including such familiar items as "Hawaiian War Chant," "My Little Grass Shack," etc. Attractive cover has nice display value.

LATIN AMERICAN ★★

CANEY ORCHESTRA FLYING DOWN TO RIO
(1-12") Tico LP 1048
Precise instrumentation and bright sound mark this package of Latin American music. Many of the sides include instrumentals. Sound is bright, with trumpets contributing a fine brassy (often Mariachi-type) quality against the facile piano work. Items include "Lullaby of Birdland," "Cha Cha Cha," "Misirlou" and "Rhumba Rhapsody."

CHILDREN'S ★★★★★

SONGS CHILDREN SING IN ITALY
Bob & Louise DeCormier (1-12") JUDSON J 3025
This package should appeal equally to children and adult folk collectors. The De Cormiers sing with pleasant simplicity on a group of joyful Italian children's songs, most of which are translated into colloquial English. "The Band in the Square" is particularly delightful. If exposed, should move out in its specialized field. Poignant cover.

CHILDREN'S ★★★

CHILDREN'S SONGS
Sung by Ed McCurdy with Billy Faier, Second Guitar & Banjo (1-12") Tradition TLP 1027
There's a strong, but extremely likable folk flavor to McCurdy's treatment of a familiar group of songs for moppet listeners, particularly in the Kentucky-

stayed banjo-and-guitar "pickin'" that accompanies the singer. Selections include "Billy Boy," "Keemo Kimo," "Noble Duke of York," "My Bonny Lies Over the Ocean," "Oh, Susannah," among others. Cover shot of a little boy marching bravely out into a sun-filled meadow is delightfully in keeping with the contents.

SPOKEN WORD ★★★★★

SORRY, WRONG NUMBER; THE TELL-TALE HEART; ANNABEL LEE & SILENCE
Agnes Moorehead, James Mason & Various Artists (1-12") Decca DL 9062
Reissue of the brilliant radio play with a great tour-de-force by Agnes Moorehead, in a not coupling with James Mason's sensitive, conversational reading of Poe. Latter has mild organ support by and from Buddy Cole. Drama lovers should find this a bargain package.

SPECIALTY ★★★

CIRCUS IN TOWN
Merle Evans & His Circus Band (1-12") Decca DL 9058
This is one of the niftiest merchandising jobs in some time, featuring a jacket with fold-behind flaps. Clown picture on cover and Ringling winter quarters art on back combine with circus text for attractive packaging. Evans records some undistinguished tunes in fine fashion, such as "Crimson Petal Waltz" and "Colossus of Columbia March" but collection sparkles with favorite gallops like "Circus Echoes" and "Rolling Thinder March" and the "Miss Trombone" clown number. Sound effects punctuate each number effectively. Insertion of a hysterical voiced announcer's intros will impress kiddies but not devotees of Evans' well-polished art. Jacket appeal is irresistible for moppets. All in all a good gift item for youngsters.
(Continued on page 20)

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• Reviews and Ratings of New Popular Albums

• Continued from page 18

RELIGIOUS ★★★★★

GOSPEL SONGS
The Stamps-Baxter Quartet & Mixed Quartet (1-12") Roulette R 25030
 A powerful album of gospel music. Lovers of this material will find this package hard to resist. The recording catches the true spirit and feeling of the songs, and as an added attraction, the lyrics are printed on the back cover. For deejays who program gospel material—and for those who wish to develop such programming—this is top wax. Material includes "Won't It Be Wonderful," "No Changes in Heaven," "After Awhile," etc.

THE STATESMEN QUARTET SINGS WITH HOVIE LISTER (1-12") RCA Victor LPM 1605

The second package by this fine quartet will find quick acceptance on the dealer and programming levels. The performances are full of spirit and sincerity, including "Nicodemus," "Wonderful Is the Lord," "Stand By Me," etc. The production of this album is excellent as to engineering and sound.

POLKA ★★

POLISH VILLAGE
 Connecticut Twins Ork (1-12") Stella S-LP 911

This newest release by the Connecticut Twins group is strong on beat and is bound to help build the band's reputation. They've done at least two earlier albums for the Stella label, and this one has fast, happy steppers as well as slow, sad ones. In addition to the polkas, there are also a couple of waltzes and csardas.

FOLK ★★

IRISH TRADITIONAL SONGS
 Deirdre Ni Fhlionn (1-12") Folkways FW 8762

Miss Fhlionn displays a hauntingly simple, clear and high pitched voice in the readings in Gaelic of a collection of Irish folk material. The average buyer will not understand the lyrics but the voice has its own appealing message. Booklet of background knowledge and Gaelic text for all the songs accompanies the package. Designed for specialty sales only, but in its category it's excellent merchandise.

SEPHARDIC FOLK SONGS

Sung by Gloria Levy (1-12") Folkways FW 8737

A very unusual collection of the songs of the Sephardic Jews, exiled from Spain at the end of the 15th Century. As sung here by Gloria Levy (who learned them from her mother), they have a haunting, Iberic flavor in the secular, religious and dance melodies, and the words are an unusual blend of medieval Spanish flavored with Turkish and Arabic. Of genuine musical value to folk musicologists and specialized collectors.

FOLK ★★

SONGS OF IRELAND

Mary O'Hara (1-12) Tradition TLP 1024
 More folksy than Irish, package's highlights are the marvelous voice of the thrush on her first American release and the deft accompaniment and poignant arrangements — both handled by the artist. Lyrics are in English and Gaelic—mostly the latter—but all entertaining. Good cover and fine notes add much.

ARGENTINE DANCES

Segundo Castro & His "Trovadores De Angaco" (1-12") Folkways FW 8841
 In view of an apparent revival of some interest in the folk dance, this album, if exposed, can have appeal. It provides an introduction to the old-fashioned country-style dances of the Argentine, and contains a brochure with clear illustrations and instructions on the fundamentals of doing the dances. The music itself is quaint and tuneful, utilizing a "caller" very much like our own country dances.

• Reviews and Ratings of New Jazz Albums

JAZZ ★★★

JOHNNY GRIFFIN SEXTET
 (1-12") Riverside RLP 12-264

An excellent and hard-driving session by the Griffin crew. D. Byrd is showcased on trumpet; P. Adams, baritone sax; K. Drew, piano; W. Ware, bass and Philly Joe Jones on drums. Top track is a swingin' go on Dizzy Gillespie's "Woddy'n You." It can appeal to hard bop buffs. Added potential of the other names will increase interest in the tenor man's latest effort. Other tunes include "What's New" and "Catharsis," a Griffin original.

JAZZ ★★

BLUES GROOVE

Tiny Grimes, Guitar: Coleman Hawkins, Tenor Sax & Various Artists (1-12") Prestige 7138

It's been a long time since Tiny Grimes has been heard on records and this new LP featuring the swing guitarist, and Hawkins, is a welcome return to wax for Tiny. He turns in some excellent performances on his four string guitar on three interesting blues efforts, supported solidly by The Hawk who sounds fresher than ever on these sides. Tunes include the original blues and two standards.

RAMSEY LEWIS AND HIS GENTLEMEN OF JAZZ (1-12") Argo LP 627

Ramsey Lewis and his Gentlemen of Jazz have been getting a lot of attention in Chicago via their appearances at the Cloister Inn in the windy city. This is their second LP for the label. Trio features Lewis on piano, R. Holt on drums and E. Young on bass. The trio plays some interesting music, a sort of cross between modern and cocktail style. Tunes on this set include folk

FOLK ★

TRADITIONAL MUSIC OF PERU
 (1-12") Folkways FE 4456

Esoteric music, mainly of Indian origin dating from pre-Columbian times and performed on rudimentary instruments makes this album of little general appeal to the public. Could be of value to libraries, folklorists and anthropologists. This is one of the "Ethnic Folkways Library" series.

efforts, and show tunes, with an occasional blues thrown in. There are unique liner notes by Marcheta Foster.

YOUNG MAN MOST

Mose Allison Trio (1-12") Prestige 7137
 A package of tasteful jazz ranging from funky blues to urban performances of standards. Allison plays piano, trumpet and does vocals, with A. Farmer on bass and N. Stabulas on drums. An intimate relaxed quality pervades. Readings of Ray Charles' "Baby Let Me Hold Your Hand," "Don't Get Around Much Anymore" and "Sleepy Time Gal" are typical of the material.

MANN IN THE MORNING

Herbie Mann, Flute & Tenor Sax (1-12") Prestige 7136

Mann is featured on flute and tenor
 (Continued on page 36)

• Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★


MOUSSORGSKY: PICTURES AT AN EXHIBITION (1-12") — Chicago Symphony Orch. (Reiner), RCA Victor LM 2201

Spacious but not very exciting is this latest version of Ravel's orchestration of the piano suite. Fritz Reiner takes a leisurely pace thruout. Album faces stiff competition, but name power of maestro and ork will draw sales.

CLASSICAL ★★★

BEETHOVEN: SYMPHONY NO. 6: CONSECRATION OF THE HOUSE OVERTURE (1-12") — Pro Musica Symphony, Vienna, Vox PL 10.410

A jaunty, sunny reading of the "Pastorale" which should please many despite stiff competition of previous waxings. Jascha Horenstein's baton stresses the mellow and charming aspects. Attractive cover re-
 (Continued on page 36)

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THE NATION'S TOP TUNES For survey week ending May 31

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. All I Have to Do Is Dream By Boudleau Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1348.	1	7	6. Return to Me By Carmen Lombardo & Danny Minno—Published by Southern Music (ASCAP) BEST SELLING RECORD: Dean Martin, Cap 3894. RECORDS AVAILABLE: Ernie Freeman, Imperial 5419; Guy Lombardo, Cap 3854.	4	9
2. The Purple People Eater By Sheb Wooley—Published by Cordial (BMI) BEST SELLING RECORD: Sheb Wooley, M-G-M 12651.	16	2	7. Big Man By Bruce Belland & Glenn Larson—Published by Beechwood (BMI) BEST SELLING RECORD: Four Preps, Cap 3960.	9	5
3. Witch Doctor By Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55132.	2	8	8. Secretly By Hoffman-Manning-Markwell—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4070.	12	4
4. Twilight Time By B. Ram, M. Nevins, A. Nevins, A. Dunn—Published by Fergie Music (BMI) BEST SELLING RECORD: Platters, Mercury 71289. RECORDS AVAILABLE: Earl Bostic, King 5136; Lee Brown, Col 50002; Dick Contino, Mercury 70911; Johnny Maddox, Dot 15062; Three Suns, Vic 447-0026.	3	9	9. He's Got the Whole World in His Hands By Linden-Henry—Published by Chappell (ASCAP) BEST SELLING RECORD: Laurie London, Cap 3891. RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Jo March, Kapp 215; Barbara McNair, Coral 61972; Statesmen Quartet, Vic 7253; Travelers, Anx 4012.	5	11
5. Chanson D'Amour By W. Shanklin—Published by Meadowlark (ASCAP) BEST SELLING RECORD: Art and Dotty Todd, Era 1064. RECORDS AVAILABLE: Fontane Sisters, Dot 15736; Ray Hartley, Vic 7228.	5	7	10. Sugar Moon By D. Wolfe—Published by Gallatin Music (BMI) BEST SELLING RECORD: Pat Boone, Dot 15750.	10	5
Second Ten					
11. Wear My Ring Around Your Neck By Bert Carroll-Russell Moody—Published by Rush & Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7240.	6	8	16. Johnny B. Goode By Chuck Berry—Published by Arc (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1691.	13	6
12. Kewpie Doll By Sid Tepper-Roy C. Bennett—Published by Leeds (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7202.	8	7	17. What Am I Living For? By Jay-Harris—Published by Progressive Rush (BMI) BEST SELLING RECORD: Chuck Willis, Atlantic 1179.	18	4
13. Do You Want to Dance? By Bobby Freeman—Published by Clockus (BMI) BEST SELLING RECORD: Bobby Freeman, Josie 835.	14	3	18. For Your Love By Ed Townsend—Published by Beechwood (BMI) BEST SELLING RECORD: Ed Townsend, Cap 3926.	17	5
14. Looking Back By Otis-Benton-Hendricks—Published by Eden-Sweco (BMI) BEST SELLING RECORD: Nat King Cole, Cap 3939.	11	7	19. Torero By Renate Carosone-Nisa-Hoffman-Manning—Published by Leeds (ASCAP) BEST SELLING RECORD: Renate Carosone, Cap 71080. RECORDS AVAILABLE: Andrews Sisters, Cap 3965; Julius La Ross, Vic 7227.	21	3
15. Jennie Lee By Berry-Ginsburg—Published by Daywin (BMI) BEST SELLING RECORD: Jan and Arnie, Arwin 108. RECORDS AVAILABLE: Moon Mulligan, Coral 61994; Billy Ward and His Dominoes, Liberty 55136.	20	2	20. Book of Love By Warren Davis-George Malone-Charles Patrick—Published by Arc-Keel (BMI) BEST SELLING RECORD: Monotones, Argo 5290.	15	10
Third Ten					
21. Oh, Lonesome Me By Don Gibson—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Don Gibson, Vic 7133; Swallows, Federal 12319; Jackie Walker, Imperial 5490.			26. High School Confidential By Ron Hargrave—Published by Penron (BMI) RECORD AVAILABLE: Jerry Lee Lewis, Sun 296.	-	1
22. Endless Sleep By Jody Reynolds-Dolores Nance—Published by Johnston-Monte-Elizabeth (BMI) RECORDS AVAILABLE: Jody Reynolds, Demon 1507; Gene Ross, Herald 517; Jimmy Witherspoon, Rip 126.	22	2	26. You Need Hands By Roy Irwin—Published by Lakeview (ASCAP) RECORDS AVAILABLE: Max Bygraves, London 1801; Eydie Gorme, ABC-Paramount 9925.	-	1
23. Rumble By M. Graft-Link Wray—Published by Valand (BMI) RECORD AVAILABLE: Link Wray and His Ray Men, Cadence 1347.	24	6	28. Catch a Falling Star By Paul Vance-Lee Pockris—Published by Marvin Music (ASCAP) RECORD AVAILABLE: Perry Como, Vic 7128.	28	20
24. Zorro By N. Foster-G. Bruns—Published by Walt Disney (BMI) RECORDS AVAILABLE: Henry Calvin, Disneyland 77; Chordettes, Cadence 1349; Fred Waring, Cap 3933.	22	2	29. Talk to Me, Talk to Me By Joe Senca—Published by Jay and Cee (BMI) RECORD AVAILABLE: Little Willie John, King 5108.	25	3
25. Yakety Yak By Jerry Lieber and Mike Stoller—Published by Tiger (BMI) RECORD AVAILABLE: Coasters, Atco 6116.	-	1	30. Padre By Alain Romans-Paul Francis Webster—Published by Rose-Jungnickel (ASCAP) RECORDS AVAILABLE: Toni Arden, Decca 30628; Valerie Carr, Roulette 4066; Erin O'Brien, Coral 61976; Sarah Vaughan, Mer 71303.	26	2

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



BUYBOARD

OL' ROCKIN' ERN ROCKS!

Tenn. ERNIE FORD
with Cliffie Stone's Music

**ROCKIN' & ROLLIN' ON
LOVE MAKES THE
WORLD GO 'ROUND**

c/w
SUNDAY BARBECUE

Record No. 3997



*A SENSATIONAL FOLLOW-UP
TO "RETURN TO ME"*

DEAN MARTIN

with Orchestra and Chorus Conducted by Gus Levene

ANGEL BABY

**I'LL GLADLY MAKE THE
SAME MISTAKE AGAIN**

Record No. 3988



*A NEW ROUSING
CHORALE VERSION!*

FRED WARING
and the Pennsylvanians

ZORRO

From Walt Disney's Television Program "Zorro"

c/w

DIN SKOL, MIN SKOL

Record No. 3993



ROCKIN' RAG TIME!

Joe "Fingers" Carr

**MARCH TO THE BLUES
LAZY TRAIN**

Record No. 3996



HILARIOUS HIT!

ANDY GRIFFITH Chimes by Billy May

LOVE POEMS:
"TO THE LOVELY JUANITA BEASLEY"

LOVE POEMS:
"TOGETHERNESS"

Record No. 3990



SWINGIN' CHARTWARD!

JACK JONES

Jack Collier and His Orchestra

COME ON BABY LET'S GO

YOU LAUGH

Record No. 3991



NEW LUSH THRUSH ON CAPITOL!

ANN RICHARDS
SWINGS OUT WITH

I'D DO IT ALL AGAIN

NOBODY KNOWS THE TROUBLE I'VE SEEN

Record No. 3995





BEST SELLING POP SINGLES IN STORES

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FOR
SURVEY WEEK
ENDING
MAY 31, 1958

This Week	Last Week	Weeks on Chart	Title	Label
1.	7	2	PURPLE PEOPLE EATER (BMI)— Sheb Wooley	M-G-M 12651
2.	1	7	ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers CLAUDETTE (BMI)—Cadence 1348	
3.	2	9	WITCH DOCTOR (ASCAP)— David Seville Don't Whistle at Me, Baby (ASCAP)— Liberty 55132	
4.	12	9	RETURN TO ME (ASCAP)— Dean Martin Forgetting You (ASCAP)—Cap 3894	
5.	8	5	SECRETLY (ASCAP)—Jimmie Rodgers MAKE ME A MIRACLE (ASCAP)— Roulette 4070	
6.	10	4	DO YOU WANT TO DANCE? (BMI)— Bobby Freeman Big Fat Woman (BMI)—Josie 835	
7.	6	5	BIG MAN (BMI)—Four Preps Stop, Baby (ASCAP)—Cap 3960	
8.	5	9	LOOKING BACK (BMI)— Nat King Cole DO I LIKE IT? (BMI)—Cap 3939	
9.	3	8	WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley DONCHA' THINK IT'S TIME? (BMI)— Vic 7240	
10.	11	6	JOHNNY B. GOODE (BMI)— Chuck Berry Around and Around (BMI)—Chess 1691	
11.	4	9	TWILIGHT TIME (BMI)—Platters Out of My Mind (BMI)—Mer 71289	
12.	16	3	JENNIE LEE (BMI)—Jan and Arnie Gotta Getta Date (BMI)—Arwin 108	
13.	15	8	CHANSON D'AMOUR (ASCAP)— Art and Dotty Todd Along the Trail With You (ASCAP)—Era 1064	
14.	13	5	SUGAR MOON (BMI)—Pat Boone CHERIE, I LOVE YOU (ASCAP)— Dot 15750	
15.	9	11	HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)— Laurie London Handed Down (ASCAP)—Cap 3891	
16.	14	11	BOOK OF LOVE (BMI)—Monotones You Never Loved Me (BMI)—Argo 5290	

This Week	Last Week	Weeks on Chart	Title	Label
17.	17	5	WHAT AM I LIVING FOR? (BMI)— Chuck Willis HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179	
18.	20	13	OH, LONESOME ME (BMI)— Don Gibson I CAN'T STOP LOVING YOU (BMI)— Vic 7133	
19.	19	8	KEWPIE DOLL (ASCAP)— Perry Como Dance Only With Me (ASCAP)—Vic 7202	
20.	30	5	TORERO (ASCAP)—Renato Carosone Chella Lia (ASCAP)—Cap 71080	
21.	18	8	FOR YOUR LOVE (BMI)— Ed Townsend Over and Over Again (BMI)—Cap 3926	
22.	21	6	RUMBLE (BMI)— Link Wray and His Ray Men The Swag (BMI)—Cadence 1347	
23.	28	3	ENDLESS SLEEP (BMI)— Jody Reynolds Tight Capris (BMI)—Demon 1507	
24.	-	1	YAKETY YAK (BMI)—Coasters Zing! Went the Strings of My Heart (ASCAP)— Atco 6116	
25.	31	3	ZORRO (BMI)—Chordettes Love's a Two-Way Street (BMI)—Cadence 1349	
26.	24	8	LET THE BELLS KEEP RINGING (BMI)—Paul Anka CRAZY LOVE (BMI)— ABC-Paramount 9907	
27.	37	2	HIGH SCHOOL CONFIDENTIAL (BMI)—Jerry Lee Lewis Fools Like Me (BMI)—Sun 296	
28.	23	8	TO BE LOVED (BMI)—Jackie Wilson Come Back to Me (BMI)—Brunswick 55052	
29.	22	9	TALK TO ME, TALK TO ME (BMI)— Little Willie John Spasms (BMI)—King 5108	
30.	26	6	YOU (BMI)—Aquatones She's the One for Me (BMI)—Fargo 1001	
31.	39	2	EL RANCHO ROCK (BMI)—Champs Midnighter (BMI)—Challenge 59007	
32.	49	2	GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash COME IN, STRANGER (BMI)—Sun 295	
33.	27	10	BELIEVE WHAT YOU SAY (BMI)— Ricky Nelson MY BUCKET'S GOT A HOLE IN IT (ASCAP)—Imperial 5503	

This Week	Last Week	Weeks on Chart	Title	Label
34.	29	3	PADRE (ASCAP)—Toni Arden All at Once (ASCAP)—Dec 30628	
35.	33	6	SICK AND TIRED (BMI)— Fats Domino NO, NO (BMI)—Imperial 5515	
36.	32	3	I WONDER WHY? (ASCAP)— Dion and the Belmonts Teen Angel (ASCAP)—Laurie 3013	
37.	34	5	ALL THE TIME (ASCAP)— Johnny Mathis TEACHER, TEACHER (ASCAP)— Col 41152	
38.	-	1	CHA HUA HUA (BMI)—Pets Cha-Kow-Ski (BMI)—Arwin 109	
39.	45	2	IT'S BEEN A LONG TIME PRETTY BABY (BMI)—Gino and Gina Love's a Carousel (BMI)—Mer 71233	
40.	44	3	I'M SORRY I MADE YOU CRY (ASCAP)—Connie Francis Lock Up Your Heart (BMI)—M-G-M 12647	
41.	45	2	RAVE ON (BMI)—Buddy Holly Take Your Time (BMI)—Coral 61985	
42.	-	1	YOU NEED HANDS (ASCAP)— Eddie Gorme Dormi, Dormi, Dormi (ASCAP)— ABC-Paramount 9925	
43.	40	12	BILLY (ASCAP)—Kathy Linden If I Could Hold You in My Arms (ASCAP)— Felsted 8510	
44.	36	7	JUST MARRIED (BMI)— Marty Robbins STAIRWAY OF LOVE (ASCAP)— Col 41143	
45.	42	15	WHO'S SORRY NOW? (ASCAP)— Connie Francis You Were Only Fooling (ASCAP)—M-G-M 12588	
46.	25	15	TEQUILA (BMI)—The Champs Train to Nowhere (BMI)—Challenge 1016	
47.	-	1	TRY THE IMPOSSIBLE (BMI)— Lee Andrews and the Hearts Nobody's Home (BMI)—United Artist 123	
48.	38	13	THE WALK (BMI)— Jimmy McCracklin I'm to Blame (BMI)—Checker 885	
49.	50	13	LAZY MARY (ASCAP)—Lou Monte Angelique (ASCAP)—Vic 7160	
50.	-	18	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" (ASCAP)—Mitch Miller Hey, Little Baby (BMI)—Col 41066	

THIS WEEK'S BEST BUYS

Special telephone reports and/or chart action indicate these recent releases have either broken out in one or more key areas or have leaped onto the charts and have excellent potential for placing among the Top 30 of The Billboard's Best Selling Pop Singles in Stores chart. Action sides are listed in capital letters.

OOH! MY SOUL (Venice, BMI)—Little Richard—Specialty 633. True, Fine Mama (Venice, BMI)

A previous Billboard Spotlight pick.

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

YAKETY YAK (Tiger, BMI)—The Coasters—Atco 6116. Zing! Went the Strings of My Heart (Harms, ASCAP)

A previous Billboard Spotlight pick.

TRY THE IMPOSSIBLE (Spinmill & G&H, BMI)—Lee Andrews and the Hearts—United Artists 123. Nobody's Home (Spinmill & G&H, BMI)



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING MAY 31

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Leroy **Jack Scott**
(BMI) Carlton 462

No Chemise, Please **Gerry Granahan**
(BMI) Sunbeam 102

The Things I Love **The Fidelities**
(ASCAP) Baton 252

Woodchopper's Ball **Hutch Davie**
(ASCAP) Atco 6110

HER NEW FLASH HIT!

And the Hit of The Perry Como Show

“LEFT RIGHT Out Of Your Heart”

(HI LI HI LO HI LUP UP UP)



BY

PATTI PAGE

MERCURY #71331



ROULETTE HAS 6 BIG HITS

Most Played by Jockeys



SECRETLY
B/W
MAKE ME A MIRACLE
R-4070
JIMMY RODGERS



WHEN THE BOYS TALK ABOUT THE GIRLS
R-4066
VALERIE CARR



DON'T GO HOME
R-4072
THE PLAYMATES



CHA-HUA-HUA
(Pronounced like the dog CHIHUAHUA)
R-4074
HUGO & LUIGI
THEIR ORCHESTRA AND CHORUS



BIKINI
R-4073
THE BIKINIS



I'M OLD ENOUGH
b/w
ICE CREAM MAN
R-4078
LESLIE UGGAMS

--- and 2 to Watch ---

AUSTIN CROMER
I THINK OF YOU
R-4077

SONNY TILL
SHY
b/w
FIRST BLUSH
R-4079

A Sound Bet . . . Buy



FOR SURVEY WEEK ENDING MAY 31
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers.....	1	7
2. PURPLE PEOPLE EATER (BMI)—Sheb Wooley... I Can't Believe You're Mine (ASCAP)—M-G-M 12651	10	2
3. BIG MAN (BMI)—Four Preps..... Stop, Baby (ASCAP)—Cap 3960	7	6
4. WITCH DOCTOR (ASCAP)—David Seville..... Don't Whistle at Me, Baby (ASCAP)—Liberty 55132	3	9
5. TWILIGHT TIME (BMI)—Platters..... Out of My Mind (BMI)—Mer 71289	2	10
6. SECRETLY (ASCAP)—Jimmie Rodgers..... Make Me a Miracle (ASCAP)—Roulette 4070	12	4
7. RETURN TO ME (ASCAP)—Dean Martin..... Forgetting You (ASCAP)—Cap 3894	4	10
8. CHANSON D'AMOUR (ASCAP)— Art and Dotty Todd.....	11	8
9. WEAR MY RING AROUND YOUR NECK (BMI)— Elvis Presley.....	5	7
10. SUGAR MOON (BMI)—Pat Boone..... Cherie, I Love You (ASCAP)—Dot 15750	8	5
11. KEWPIE DOLL (ASCAP)—Perry Como..... Dance Only With Me (ASCAP)—Vic 7202	6	8
12. WHAT AM I LIVING FOR? (BMI)—Chuck Willis... Hang Up My Rock and Roll Shoes (BMI)—Atlantic 1179	14	4
13. FOR YOUR LOVE (BMI)—Ed Townsend..... Over and Over Again (BMI)—Cap 3926	20	3
14. YOU NEED HANDS (ASCAP)—Eydie Gorme..... Dormi, Dormi, Dormi (ASCAP)—ABC-Paramount 9925	17	3
15. DO YOU WANT TO DANCE? (BMI)— Bobby Freeman.....	—	1
16. CHANSON D'AMOUR (ASCAP)—Fontane Sisters... Cocoanut Grove (ASCAP)—Dot 15736	15	7
17. LOOKING BACK (BMI)—Nat King Cole..... Do I Like It (BMI)—Cap 3939	13	5
18. TORERO (ASCAP)—Renato Carosone..... Chell Lia (ASCAP)—Cap 71080	18	3
19. WHEN THE BOYS TALK ABOUT THE GIRLS (ASCAP)—Valerie Carr.....	—	1
20. JENNIE LEE (BMI)—Jan and Arnie..... Gotta Getta Date (BMI)—Arwin 108	25	2
21. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London.....	9	12
22. ENDLESS SLEEP (BMI)—Jody Reynolds..... Tight Capris (BMI)—Demon 1507	—	1
22. DON'T GO HOME (BMI)—Playmates..... Can't You Get It Through Your Head (BMI)—Roulette 4072	—	1
24. JOHNNY B. GOODE (BMI)—Chuck Berry..... Around and Around (BMI)—Chess 1691	16	5
25. DING DONG (ASCAP)—McGuire Sisters..... Since You Went Away to School (BMI)—Coral 61991	—	1
25. BOOK OF LOVE (BMI)—Monotones..... You Never Loved Me (BMI)—Argo 5290	24	8

BEST SELLERS!

LITTLE WILLIE JOHN
TALK TO ME,
TALK TO ME
King 5108

BILL DOGGETT
BLIP BLOP
b/w
TANYA
King 5138

BLUES FOR HANDY
b/w
HOW COULD YOU
King 5130

JOHNNIE PATE
LITTLE PIXIE
b/w
FIVE O'CLOCK WHISTLE
Federal 12327

THE "5" ROYALES
THE FEELING IS REAL
King 5131

THE CHANTERS
MY MY DARLING
Deluxe 6162

EARL BOSTIC
TWILIGHT TIME
(Instrumental)

b/w
OVER THE WAVES
ROCK
King 5136

DONNIE ELBERT
I WANT TO BE LOVED
BUT ONLY BY YOU

b/w
SOMEONE MADE YOU
FOR ME
Deluxe 6164

OTIS WILLIAMS
BURNIN' LIPS

b/w
RED HOT LOVE
Deluxe 6165

BOB KAMES
MY ROSE GARDEN

b/w
BEER STEIN
SCHOTTISCHE
King 5137

KING RECORDS

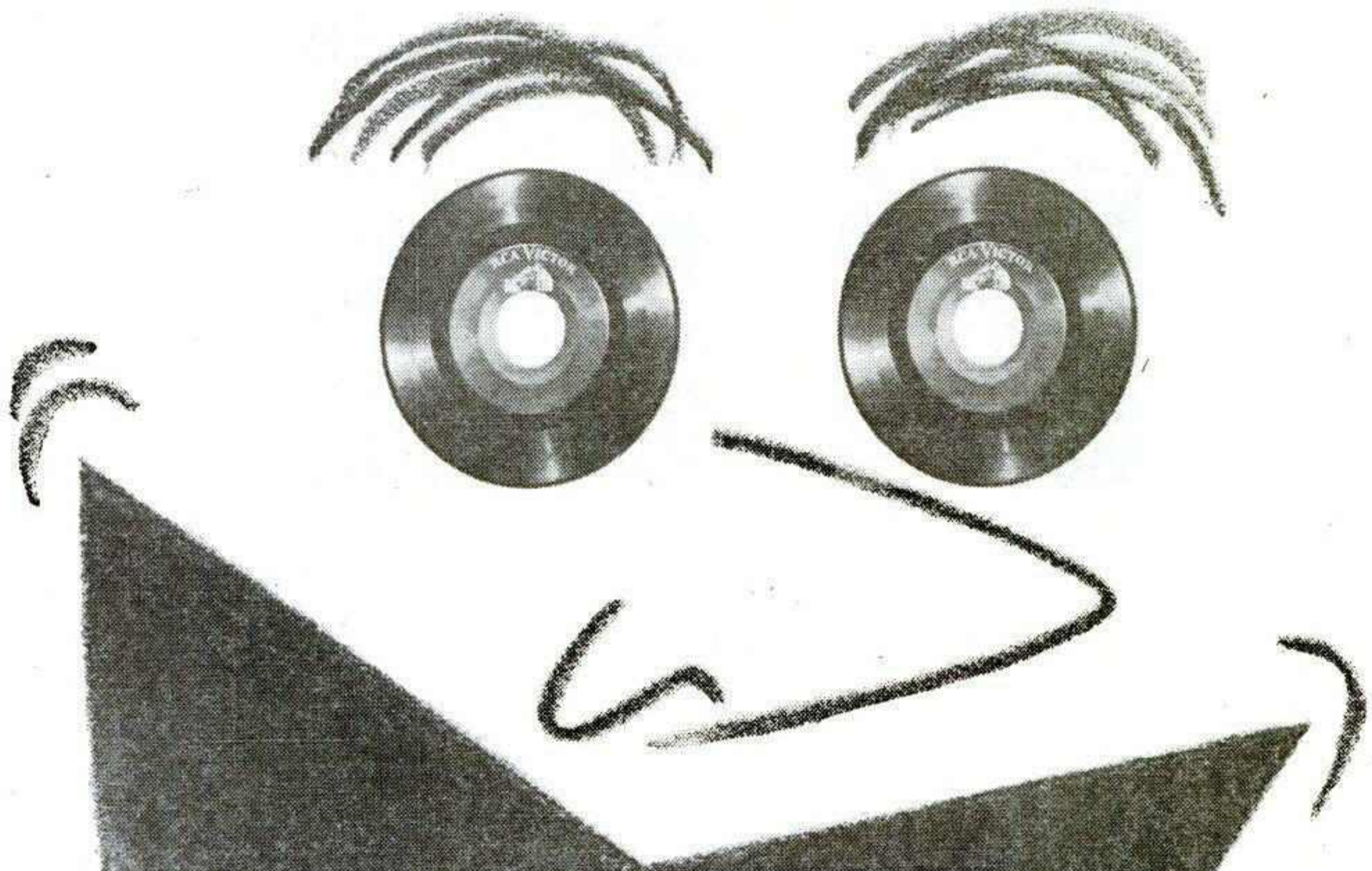


America's Fastest
Selling Records!

EXPERIENCED RECORD MAN

Record buyer, chain and retail managerial background, experienced in sales promotion, installation of self-service operations, displays and competitive pricing. Intimate knowledge of the business. Available immediately. Contact
Billboard, 1564 Broadway
Box 149, New York City

**PREDICTION: ONE MILLION PEOPLE WILL
STEP UP TO RECORD COUNTERS AND SAY:**



“PATRICIA”

BY
PEREZ
PRADO,
PLEASE!

47/20-7245

Prado's hottest since

“Cherry Pink,” on . . .



RCA VICTOR
RADIO CORPORATION OF AMERICA



DEMAND THE ORIGINAL!!

"YOU'VE GOT ME WHISTLING"
by
Johnnie Fuller
CHECKER 899



2120 S. MICHIGAN AVENUE
CHICAGO, ILLINOIS
All Phones: CALumet 5-2770



Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 31

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TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

- BOSTON**
All I Have to Do Is Dream/Claudette
Everly Brothers, Cdc.
Book of Love, Monotones, Argo
Do You Want to Dance?
Bobby Freeman, Jos.
He's Got the Whole World in His Hands
Laurie London, Cap.
Johnny B. Goode, Chuck Berry, Chs.
Return to Me, Dean Martin, Cap.
Rumble, Link Wray & His Ray Men, Cdc.
Witch Doctor, David Seville, Lib.
- CHICAGO**
All I Have to Do Is Dream
Everly Brothers, Cdc.
Big Man, Four Preps, Cap.
Do You Want to Dance?
Bobby Freeman, Jos.
Johnny B. Goode, Chuck Berry, Chs.
Looking Back/Do I Like It
Nat King Cole, Cap.
Purple People Eater, Sheb Wooley, M-G-M
Return to Me, Dean Martin, Cap.
Talk to Me, Talk to Me
Little Willie John, King
- DETROIT**
All I Have to Do Is Dream
Everly Brothers, Cdc.
Big Man, Four Preps, Cap.
Do You Want to Dance?
Bobby Freeman, Jos.
Purple People Eater, Sheb Wooley, M-G-M
Sugar Moon/Cherie, I Love You
Pat Boone, Dot
Wear My Ring Around Your Neck
Elvis Presley, Vic.
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco.
- EAST TEXAS**
All I Have to Do Is Dream
Everly Brothers, Cdc.
Book of Love, Monotones, Argo
Come What May, Clyde McPhatter, Atl.
Johnny B. Goode, Chuck Berry, Chs.
Looking Back, Nat King Cole, Cap.
- FLORIDA**
All I Have to Do Is Dream
Everly Brothers, Cdc.
Big Man, Four Preps, Cap.
Do You Want to Dance?
Bobby Freeman, Jos.
Johnny B. Goode, Chuck Berry, Chs.
Purple People Eater, Sheb Wooley, M-G-M
Secretly, Jimmie Rodgers, Rit.
Wear My Ring Around Your Neck
Elvis Presley, Vic.
Witch Doctor, David Seville, Lib.
- LOS ANGELES**
All I Have to Do Is Dream
Everly Brothers, Cdc.
Big Man, Four Preps, Cap.
Chanson D'Amour, Art & Dotty Todd, Era
Looking Back/Do I Like It
Nat King Cole, Cap.
Purple People Eater, Sheb Wooley, M-G-M
Return to Me, Dean Martin, Cap.
Twilight Time, Platters, Mer.
Witch Doctor, David Seville, Lib.
- NEW YORK AND NEWARK**
All I Have to Do Is Dream
Everly Brothers, Cdc.
Book of Love, Monotones, Argo
Hang Up My Rock and Roll Shoes/What Am I Living For? Chuck Willis, Atl.
Looking Back, Nat King Cole, Cap.
Secretly/Make Me a Miracle
Jimmie Rodgers, Rit.
Torero, Renate Carosone, Cap.
Twilight Time, Platters, Mer.
Witch Doctor, David Seville, Lib.
- NORTHERN NEW YORK STATE**
All I Have to Do Is Dream
Everly Brothers, Cdc.
El Rancho Rock, Champs, Chal.
- PURPLE PEOPLE EATER, SHEB WOOLEY, M-G-M**
Return to Me, Dean Martin, Cap.
Sugar Moon, Pat Boone, Dot
Torero, Renate Carosone, Cap.
Witch Doctor, David Seville, Lib.
Zorro, Chordettes, Cdc.
- NORTHERN OHIO**
All I Have to Do Is Dream
Everly Brothers, Cdc.
Big Man, Four Preps, Cap.
He's Got the Whole World in His Hands
Laurie London, Cap.
Jennie Lee, Jan & Arnie, Arw.
Kewpie Doll, Perry Como, Vic.
Oh, Lonesome Me, Don Gibson, Vic.
Purple People Eater, Sheb Wooley, M-G-M
Witch Doctor, David Seville, Lib.
- NORTHWEST**
All I Have to Do Is Dream
Everly Brothers, Cdc.
Do You Want to Dance?
Bobby Freeman, Jos.
He's Got the Whole World in His Hands
Laurie London, Cap.
Kewpie Doll, Perry Como, Vic.
Return to Me, Dean Martin, Cap.
Sugar Moon, Pat Boone, Dot
Wear My Ring Around Your Neck
Elvis Presley, Vic.
Witch Doctor, David Seville, Lib.
- PHILADELPHIA**
All I Have to Do Is Dream
Everly Brothers, Cdc.
Big Man, Four Preps, Cap.
Let the Bells Keep Ringing
Paul Anka, ABC-Para.
Looking Back, Nat King Cole, Cap.
Purple People Eater, Sheb Wooley, M-G-M
Twilight Time, Platters, Mer.
What Am I Living For? Chuck Willis, Atl.
Witch Doctor, David Seville, Lib.
- ST. LOUIS AND KANSAS CITY**
All I Have to Do Is Dream/Claudette
Everly Brothers, Cdc.
Big Man, Four Preps, Cap.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

- Return to Me, Dean Martin, Cap.
Wear My Ring Around Your Neck
Elvis Presley, Vic.
What Am I Living For? Chuck Willis, Atl.
- SAN FRANCISCO AND OAKLAND**
All I Have to Do Is Dream
Everly Brothers, Cdc.
Big Man, Four Preps, Cap.
He's Got the Whole World in His Hands
Laurie London, Cap.
Purple People Eater, Sheb Wooley, M-G-M
Return to Me, Dean Martin, Cap.
Secretly/Make Me a Miracle
Jimmie Rodgers, Rit.
Wear My Ring Around Your Neck
Elvis Presley, Vic.
Witch Doctor, David Seville, Lib.
- SOUTHERN OHIO**
All I Have to Do Is Dream/Claudette
Everly Brothers, Cdc.
Big Man, Four Preps, Cap.
Chanson D'Amour, Art & Dotty Todd, Era
Johnny B. Goode, Chuck Berry, Chs.
Return to Me, Dean Martin, Cap.
Rumble, Link Wray & His Ray Men, Cdc.
What Am I Living For? Chuck Willis, Atl.
Witch Doctor, David Seville, Lib.
- WASHINGTON AND BALTIMORE**
All I Have to Do Is Dream
Everly Brothers, Cdc.
Do You Want to Dance?
Bobby Freeman, Jos.
Jennie Lee, Jan & Arnie, Arw.
Padre, Toni Arden, Dec.
Purple People Eater, Sheb Wooley, M-G-M
Secretly, Jimmie Rodgers, Rit.
Talk to Me, Talk to Me
Little Willie John, King
Torero, Renate Carosone, Cap.
Witch Doctor, David Seville, Lib.

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Enter the Second Annual National Golf Tournament Now!!

Sponsored by the Disc Industry Scholarship Committee (DISC)

WHO IS ELIGIBLE:

If you're connected with the creation, promotion, manufacture, sale or distribution of phonograph records, you're eligible. If you're a record dealer, juke box operator, disk jockey, a&r man, distributor, recording artist, a record manufacturer, music publishers, session musicians, etc., you are eligible.

PRIZES:

All expenses, including transportation via air to and from Shawnee, will be provided for the 16 semi-finalists. An impressive list of prizes will be printed in upcoming issues of The Billboard, Cash Box and Variety for semi-finalists and finalists. The prize committee is currently at work finalizing details.

HOW TO ENTER:

Fill in the application blank below and send to Disc Industry Scholarship Committee, Room 1400, 157 W. 57th Street, New York, N. Y. Checks should be made payable to: Connie Lewis, Treasurer, D. I. S. C. Each entrant will be notified as to the location of the course, etc., and the time within which he must play, both in the qualifying and match play rounds. Entrance fee is \$10 which incidentally also makes you a member of D. I. S. C. Monies collected will be used to establish scholarship fund.

TOURNAMENT DETAILS:

Plans are for '58 tournament to get under way in a matter of weeks. Two weeks will be designated as a qualifying period. Everyone will qualify in one of four (A-B-C-D) handicap categories. The qualifying round will determine your category of competition. Following the qualifying weeks there will be area competition right through the summer. These areas will be determined by number and location of entrants who wish to take part in the tournament. Each of the area winners (A-B-C-D categories) will participate in regional playoffs which will eventually produce four regional winners (North-East-South-West) with a winner in each of the four handicap categories from each of these regions.

The sixteen ultimate winners (four regional, four categories) will play off at a two-day tournament to be held at the beautiful Shawnee-on-Delaware Country Club, Shawnee, Pennsylvania, in late September. Special arrangements will be made with various golf clubs around the country to permit use of their facilities at a minimum cost for all play.

ADDITIONAL ENTRY BLANKS AVAILABLE FROM CONNIE LEWIS, CHAIRMAN MEMBERSHIP COMMITTEE, D.I.S.C., ROOM 1400, 157 W. 57th STREET, N.Y.C., TO WHOM THIS APPLICATION BLANK AND REMITTANCE SHOULD BE SENT.

ENTRY BLANK

Second Annual National Golf Tournament

Sponsored by Disc Industry Scholarship Committee (DISC)

I hereby apply for membership in the Disc Industry Scholarship Committee, and agree to abide by its by-laws.

Name _____
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Firm Name _____
Type of Business _____

I Have Enclosed Check Money Order for \$10.00

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Top 100 Sides

FOR SURVEY WEEK ENDING MAY 31

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist, Label	Last Week
1.	THE PURPLE PEOPLE EATER, Sheb Wooley, M-G-M	7
2.	ALL I HAVE TO DO IS DREAM, Everly Brothers, Cadence	1
3.	WITCH DOCTOR, David Seville, Liberty	2
4.	RETURN TO ME, Dean Martin, Capitol	12
5.	DO YOU WANT TO DANCE? Bobby Freeman, Josie	8
6.	SECRETLY, Jimmie Rodgers, Roulette	11
7.	BIG MAN, Four Preps Capitol	5
8.	JOHNNY B. GOODE, Chuck Berry, Chess	10
9.	LOOKING BACK, Nat King Cole, Capitol	6
10.	WEAR MY RING AROUND YOUR NECK, Elvis Presley Victor	3
11.	TWILIGHT TIME, Platters, Mercury	4
12.	JENNIE LEE, Jan & Arnie, Arwin	16
13.	CHANSON D'AMOUR, Art & Dotty Todd, Era	14
14.	HE'S GOT THE WHOLE WORLD IN HIS HANDS Laurie London, Capitol	8
15.	BOOK OF LOVE, Monotones Argo	13
16.	SUGAR MOON, Pat Boone, Dot	14
17.	OH, LONESOME ME, Don Gibson, Victor	19
18.	KEWPIE DOLL, Perry Como, Victor	18
19.	TORERO, Renate Carosone, Capitol	28
20.	FOR-YOUR LOVE, Ed Townsend, Capitol	17
21.	RUMBLE, Link Wray, Cadence	20
22.	WHAT AM I LIVING FOR? Chuck Willis, Atlantic	24
23.	ENDLESS SLEEP, Jody Reynolds, Demon	26
24.	YAKETY YAK, Coasters, Atco	52
25.	ZORRO, Chordettes, Cadence	29
26.	HIGH SCHOOL CONFIDENTIAL, Jerry Lee Lewis, Sun	34
27.	TO BE LOVED, Jackie Wilson, Brunswick	22
28.	TALK TO ME, TALK TO ME, Little Willie John, King	20
28.	YOU, Aquatones, Fargo	25
30.	EL RANCHO ROCK, Champs, Challenge	37
31.	LET THE BELLS KEEP RINGING, Paul Anka, ABC-Paramount	34
32.	PADRE, Toni Arden, Decca	27
33.	I WONDER WHY, Dion & the Belmonts, Laurie	30
34.	IT'S BEEN A LONG TIME PRETTY BABY, Gino & Gina, Mercury	46
34.	CHA HUA HUA, Pets, Arwin	51
36.	I'M SORRY I MADE YOU CRY, Connie Francis, M-G-M	45
37.	RAVE ON, Buddy Holly, Coral	46
38.	GUESS THINGS HAPPEN THAT WAY, Johnny Cash, Sun	56
38.	YOU NEED HANDS, Eydie Gorme, ABC-Paramount	56
40.	SICK AND TIRED, Fats Domino, Imperial	33
40.	BILLY, Kathy Linden, Felsted	37
42.	WHO'S SORRY NOW? Connie Francis M-G-M	41
43.	CRAZY LOVE, Paul Anka, ABC-Paramount	44
44.	TEQUILA, Champs, Challenge	23
44.	BELIEVE WHAT YOU SAY, Ricky Nelson, Imperial	37
46.	THE WALK, Jimmy McCracklin, Checker	34
46.	TRY THE IMPOSSIBLE, Lee Andrews and the Hearts, United Artist	94
48.	JUST MARRIED, Marty Robbins, Columbia	41
48.	LAZY MARY, Lou Monte, Victor	49
48.	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" Mitch Miller, Columbia	56
51.	ARE YOU SINCERE? Andy Williams, Cadence	31
51.	LOLLIPOP, Chordettes, Cadence	40
51.	I MET HIM ON A SUNDAY, Shirelles, Decca	60
51.	WOODCHOPPER'S BALL, Hutch Davie, Atco	64
55.	JENNIE LEE, Billy Ward, Liberty	71
56.	HANG UP MY ROCK AND ROLL SHOES, Chuck Willis, Atlantic	32
56.	SKINNY MINNIE, Bill Haley & His Comets, Decca	50
58.	ALL THE TIME, Johnny Mathis, Columbia	54
59.	TEACHER, TEACHER, Johnny Mathis, Columbia	54
60.	CATCH A FALLING STAR, Perry Como, Victor	61
61.	DON'T YOU JUST KNOW IT, Huey Smith, Ace	43
61.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	63
63.	LEROY, Jack Scott, Carlton	—
63.	CHERIE, I LOVE YOU, Pat Boone, Dot	77
63.	JACQUELINE, Bobby Helms, Decca	77
67.	NEE NEE NA NA NA NU NU, Dickey Doo & the Don'ts, Swan	64
67.	WE BELONG TOGETHER, Robert and Johnny, Old Town	67
67.	TEACHER'S PET, Doris Day, Columbia	73
70.	MY BUCKET'S GOT A HOLE IN IT, Ricky Nelson, Imperial	52
70.	A WONDERFUL TIME UP THERE, Pat Boone, Dot	56
70.	MAKE ME A MIRACLE, Jimmie Rodgers, Roulette	73
73.	COME IN, STRANGER, Johnny Cash Sun	—
73.	NO CHEMISE, PLEASE, Gerry Granahan, Sunbeam	—
73.	THINGS I LOVE, Fidelities, Baton	—
76.	THERE'S ONLY ONE OF YOU, Four Lads, Columbia	46
76.	HIGH SIGN, Diamonds, Mercury	67
78.	YOU EXCITE ME, Frankie Avalon Chancellor	61
78.	A VERY PRECIOUS LOVE, Ames Brothers, Victor	72
78.	LONG, HOT SUMMER, Jimmie Rodgers, Roulette	77
78.	SEND ME THE PILLOW YOU DREAM ON, Hank Locklin, Victor	77
78.	NO, NO, Fats Domino, Imperial	91
83.	YOU'D BE SURPRISED, Kathy Linden, Felsted	—
83.	BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun	67
83.	NOW AND FOR ALWAYS, George Hamilton IV, ABC-Paramount	77
83.	DON'T, Elvis Presley, Victor	88
87.	DONCHA' THINK IT'S TIME, Elvis Presley, Victor	—
87.	I KNOW WHERE I'M GOING, George Hamilton IV, ABC-Paramount	—
87.	WISHING FOR YOUR LOVE, Voxpopers, Mercury	—
87.	CHA HUA HUA, Eddie Platt, Gone	—
87.	PRETTY BABY, Little Richard, Specialty	46
87.	EVERY NIGHT, Chantels, End	73
87.	CLAUDETTE, Everly Brothers, Cadence	83
87.	DO I LIKE IT, Nat King Cole, Capitol	94
87.	BLUEBIRDS OVER THE MOUNTAINS, Ersel Hickey, Epic	—
87.	THE LITTLE BLUE MAN, Betty Johnson, Atlantic	—
97.	FLIP TOP BOX, Dickey Doo & the Don'ts, Swan	—
97.	LONELY ISLAND, Sam Cooke, Keen	67
97.	TUMBLING TUMBLEWEEDS, Billy Vaughn, Dot	77
97.	COME WHAT MAY, Clyde McPhatter, Atlantic	83

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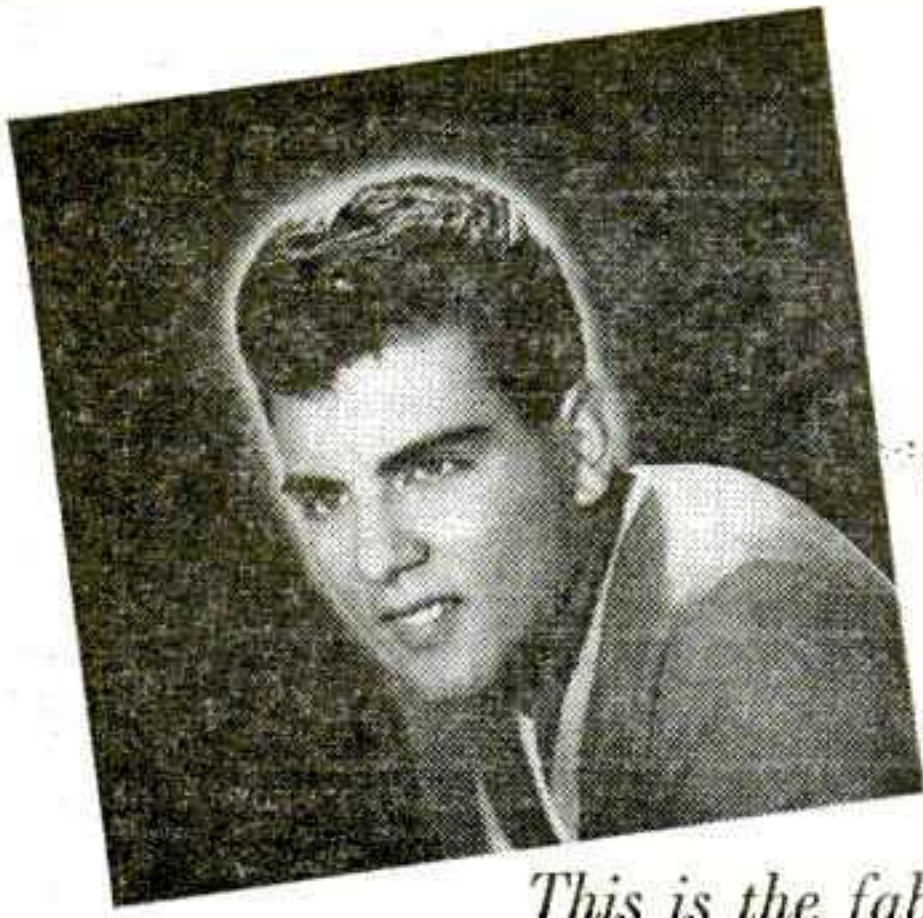
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• Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. ALL I HAVE TO DO IS DREAM (Acuff-Rose)	3	7
2. HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell)	1	11
3. CHANSON D'AMOUR (Meadowlark)	4	7
4. TWILIGHT TIME (Porgie)	2	8
5. RETURN TO ME (Southern)	5	8
6. WITCH DOCTOR (Monarch)	6	6
7. SUGAR MOON (Gallatin)	9	5
8. KEWPIE DOLL (Leeds)	7	8
9. CATCH A FALLING STAR (Fisher)	8	23
10. SECRETLY (Planetary)	9	3
11. BIG MAN (Beechwood)	—	1
12. PURPLE PEOPLE EATER (Cordial)	—	1
13. SUGARTIME (Nor-Va-Jak)	11	23
14. PADRE (Jungnickel)	15	3
15. WEAR MY RING AROUND YOUR NECK (Hill and Range)	13	4

• Best Selling Sheet Music in Britain

(For week ending May 31)

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

Who's Sorry Now—Feldman (Mills)	I Could Have Danced All Night—Chappell (Chappell)
I May Never Pass This Way Again—Chappell (Oval)	Tom Hark—Southern (Beechwood)
Stairway of Love—Leeds (Planetary)	Grand Coulee Dam—Essex (Ludlow)
On the Street Where You Live—Chappell (Chappell)	Kewpie Doll—Leeds (Leeds)
Tulips From Amsterdam—Cinephonic (Sikorski)	Magic Moments—Famous-Chappell (Famous)
Lollipop—Anglo-Pic (Marks)	Whole Lotta Woman—Sheldon (Geronimo)
Swinging Shepherd Blues—Sherwin (Benell)	April Love—Robbins (Feist)
A Wonderful Time Up There—Morris (Morris)	To Be Loved—Duchess (Pearl)
	Catch a Falling Star—Feldman (Marvin)
	Sugartime—Southern (Nor-Va-Jak)
	A Very Precious Love—Blossom (Witmark)
	You Need Hands—Lakeview (Leeds)

• Best Selling Pop Records in Britain

(For week ending May 31)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. WHO'S SORRY NOW—Connie Francis (M-G-M)	1
2. TOM HARK—Elias & His Ziz Zag Jive Flutes (Columbia)	4
3. ON THE STREET WHERE YOU LIVE—Vic Damone (Philips)	8
4. A WONDERFUL TIME UP THERE—Pat Boone (London)	3
5. LOLLIPOP—Mudlarks (Columbia)	2
6. GRAND COOLIE DAM—Lonnie Donegan (Pye-Nixa)	6
7. STAIRWAY OF LOVE—Michael Holliday (Columbia)	12
8. TULIPS FROM AMSTERDAM/YOU NEED HANDS—Max Bygraves (Decca)	11
9. WITCH DOCTOR—Don Lang (HMV)	20
10. KEWPIE DOLL—Frankie Vaughan (Philips)	13
11. WEAR MY RING—Elvis Presley (RCA)	5
12. KEWPIE DOLL—Perry Como (RCA)	9
13. ALL I HAVE TO DO IS DREAM/CLAUDETTE—Everly Brothers (London)	17
14. SWINGIN' SHEPHERD BLUES—Ella Fitzgerald (HMV)	15
15. WITCH DOCTOR—David Seville (London)	10
16. TWILIGHT TIME—Platters (Mercury)	—
17. ARMY GAME—Bernard Bresslaw Michael Medwin, Alfie Bass, Leslie Fyson (HMV)	—
18. WHOLE LOTTA WOMAN—Marvin Rainwater (M-G-M)	7
19. IT'S TOO SOON TO KNOW—Pat Boone (London)	19
20. I MAY NEVER PASS THIS WAY AGAIN—Perry Como (RCA)	—

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
A Very Precious Love (R) (R)—Witmark—ASCAP	All I Have to Do Is Dream (R)—Acuff-Rose—BMI
All I Have to Do Is Dream (R)—Acuff-Rose—BMI	Big Name Button (R)—Budd & Labell—ASCAP
Another Time Another Place (R) (F)—Famous—ASCAP	Cha-Hua-Hua (R)—Daywin—BMI
Big Man (R)—Beechwood—BMI	Chanson D'Amour (R)—Meadowlark—ASCAP
Cha-Hua-Hua (R)—Daywin—BMI	Don't Go Home (R)—Kahl—BMI
Chanson D'Amour (R)—Meadowlark—ASCAP	Dream (R)—Goldsen—ASCAP
Cherie I Love You (R)—Harms—ASCAP	Got a Match (R)—Saxon—BMI
Ding Dong (R)—Sequence—ASCAP	He's Got the Whole World in His Hands (R)—Chappell—ASCAP
Dormi-Dormi-Dormi (R) (F)—Paramount—ASCAP	How Will I Know My Love (R)—Disney—ASCAP
Dream (R)—Goldsen—ASCAP	I Just Can't Get Enough (R)—Aztec—BMI
Enchanted Island (R)—Korwin—ASCAP	I'll Always Be in Love With You (R)—Shapiro-Bernstein—ASCAP
Got a Match (R)—Saxon—BMI	Jenny Lee (R)—Daywin—BMI
Hot Spell (R) (F)—Famous—ASCAP	Johnny B. Goode (R)—Arc—BMI
I'm Sorry I Made You Cry (R)—Feist—ASCAP	Left Right, Out of Your Heart (R)—Shapiro-Bernstein—ASCAP
Kewpie Doll (R)—Leeds—ASCAP	No Chemise Please (R)—Sunbeam—BMI
Looking Back (R)—Eden-Sweco—BMI	Oh Lonesome Me (R)—Acuff-Rose—BMI
Night They Invented Champaign (R) (F)—Chappell-Lowal—ASCAP	Oh-Oh I'm Falling in Love Again (R)—Planetary—ASCAP
Padre (R)—Jungnickel—ASCAP	Purple People Eater (R)—Cordial—BMI
Patricia (R)—Southern—ASCAP	Return to Me (R)—Southern—ASCAP
Purple People Eater (R)—Cordial—BMI	Scarlet Ribbons (R)—Mills—ASCAP
Return to Me (R)—Southern—ASCAP	Secretly (R)—Planetary—ASCAP
Same Old Moon (R) (F)—Witmark—ASCAP	Seventy-Six Trombones (R) (M)—Frank—ASCAP
Secretly (R)—Planetary—ASCAP	Skinny Minnie (R)—Valley Brook—ASCAP
Tip-Toe Through the Tulips (R)—Witmark—ASCAP	Spain (R)—Isham-Jones—ASCAP
Forero (R)—Leeds—ASCAP	Splish Splash (R)—Portrait—BMI
Twilight Time (R)—Porgie—BMI	Thank Heaven for Little Girls (R) (F)—Chappell—ASCAP
When the Boys Talk About the Girls (R)—Valyr-Favorite—ASCAP	True Fine Mama (R)—Vencie—BMI
Who's Sorry Now (R)—Mills—ASCAP	Wear My Ring Around Your Neck (R)—Rush-Presley—BMI
You Need Hands (R)—Leeds—ASCAP	Witch Doctor (R)—Monarch—ASCAP
Young and Wonderful (R)—Frank—ASCAP	Yakety Yak (R)—Tiger—BMI

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3

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that all-important fellow who has to stock your records and your line of equipment. He's got to be sold and kept sold on the merit of your product and new lines. Mere distributor salesmen or direct mail can't do the job. You need . . .

. . . The Billboard with its 8,673 record dealers

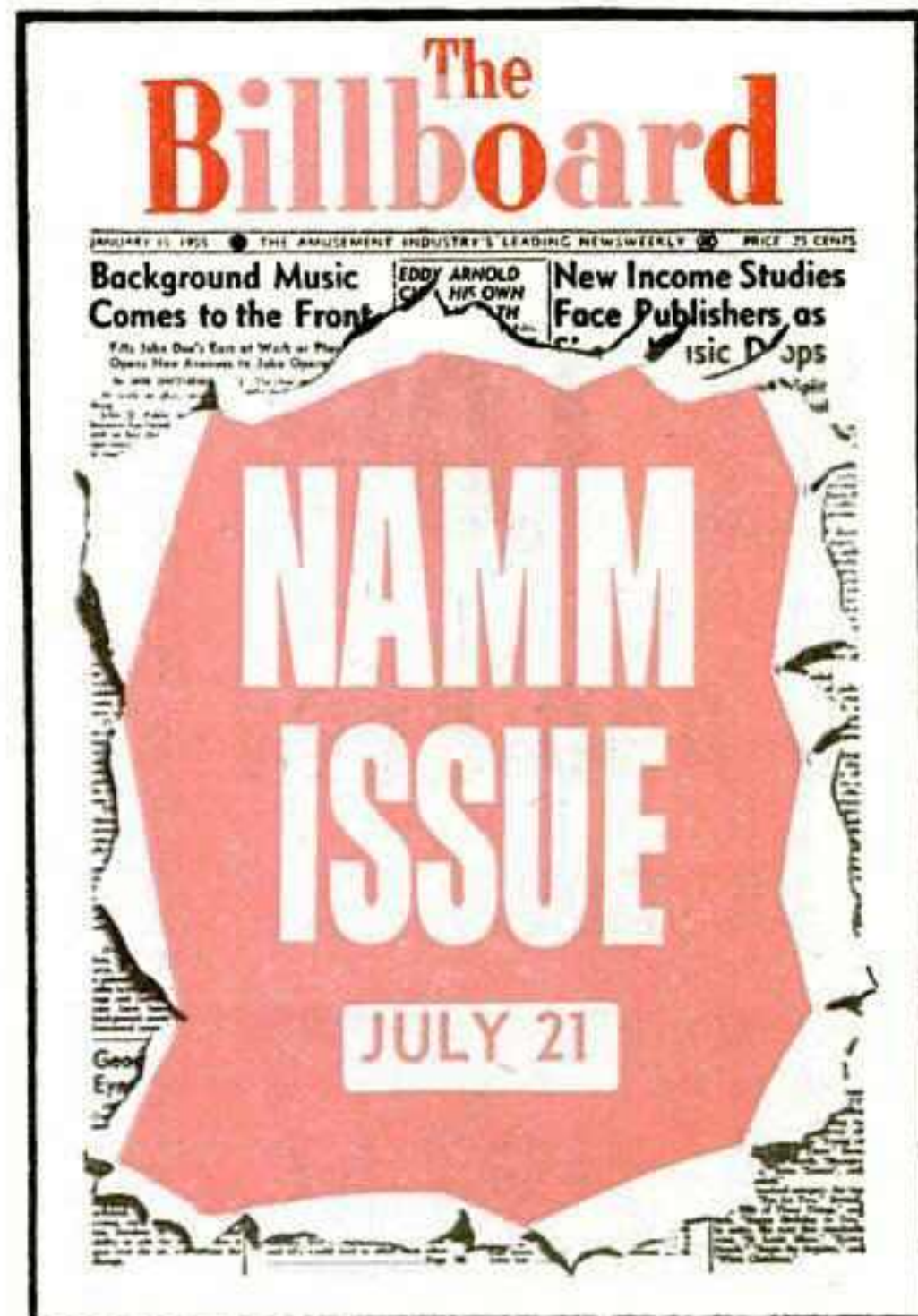
. . . the dealers who shell out good money to buy The Billboard every week . . . because it constantly advises them how to make more profits and stay ahead of the other fellow . . . because it has the respect of the dealer, plus the know-how and publishing experience to do the job better, 52 weeks a year.

WEEK IN AND WEEK OUT, The Billboard reports more news, more record reviews, more buying services than any other publication or combination of publications. It does this to maintain the close relationship that exists between it and its "family" of record dealers.

Once a year, at a time when the National Association of Music Merchants (NAMM) meets in convention, The Billboard devotes an issue lock, stock and barrel to these record dealers.

This year in its NAMM issue dated July 21 The Billboard offers

- 1** You, Mr. Manufacturer of records and equipment, the brightest showcase in which to spotlight your new releases, talent, products and upcoming promotional plans.
- 2** You, Mr. Record Dealer, the place where you, whether you attend the NAMM Convention or stay at home, will find editorial features, product round-ups and buying information that will enable you to keep your sales curve and profit figures rising in the months ahead.
- 3** The Billboard will do this for its weekly readership of 8,673 record dealers and for its advertisers . . . all in the 1958 NAMM Issue . . . dated July 21.



Advertisers may obtain further information from any of the offices listed below. Advertising deadline—July 16.

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THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

• Review Spotlight on . . .

POP RECORDS

DAVID SEVILLE . . . Liberty 55140 . . . THE BIRD ON MY HEAD
(Monarch, ASCAP)

HEY THERE, MOON . . . (Monarch, ASCAP)

"Bird" appears a smash follow-up to Seville's current hit, "Witch Doctor." It's a zany novelty that tells a cute tale and uses the Donald Duck voice in the telling. "Moon" is an old-fashioned ballad that is warmly delivered. This, too, has chart potential. Two strong sides.

PATTI PAGE . . . Mercury 71331 . . . LEFT RIGHT OUT OF YOUR HEART
(Shapiro-Bernstein, ASCAP)

LONGING TO HOLD YOU AGAIN . . . (Lear, ASCAP)

Topside is a catchy march-like tune that is brightly chirped by the thrush against a chorus assist. Flip, "Longing," is a folkish waltz-ballad that is given an excellent multi-track vocal by Miss Page. Ork backing complements nicely. Either side could happen.

LARRY WILLIAMS . . . Specialty 634 . . . HOOTCHY-KOO
(Venice, BMI)

THE DUMMY . . . (Venice, BMI)

Williams' reading of "Hootchy-Koo" is in a wild, frantic vein. He tells about the new dance with solid band backing. "Dummy" is also a peppy item, and Williams handles the nonsense lyrics in a salable manner. Also strong r.&b. prospects.

POP TALENT

BOBBY HENDRICKS . . . Sue 706 . . . A THOUSAND DREAMS
(Sue, BMI)

ITCHY TWITCHY FEELING . . . (Sue, BMI)

Hendricks impresses with a strong disk debut on two listenable sides. "Dreams" is a rockaballad that is warbled against good chorus and ork backing. "Itchy Twitchy Feeling" is a rocker on which the chanter scores equally well. If plugged, this could happen. Good talent.

POP NOVELTY

COUNT VON BLITZSTEIN . . . A-Bell 409 . . . PERFDIA
(Peer International, BMI)

The "Count" has a very amusing offering with this take-off on the old standard. It deals with a cat who is playing the piano in a French restaurant—much to the displeasure of the other customers and to the dismay of a waiter who keeps begging him to stop. The side ends on a very sour note after all of the customers have been driven away. Good jockey item also. Flip is "Count von Blitzstein Practices the Piano." (Bell Productions, BMI).

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.

• Reviews of New Pop Records

DEAN MARTIN

Angel Baby . . . 82
CAPITOL 3988—This is an attractive enough ballad with a novelty flavor. Side gets a warm vocal treatment that could step out. Should be watched. (Arthur, BMI)
I'll Gladly Make
the Same Mistake Again . . . 76
A happy go lucky tune gets Martin's relaxed vocal touch. Nice wax merits some coin but flip looks stronger. (Cahn, ASCAP)

THE DIAMONDS

Happy Years . . . 81
MERCURY 71330—A very strong piece of material deals with the happy years at school. Has a nice Western flavor and the boys give it a good lyrical reading. A most timely item that can step up quickly. (Vivo-Eden, BMI)
Kathy-O . . . 80
The attractive pic ballad is warbled nicely by the group with good results. Side has also been cut by juvenile actress Patty McCormack on Dot but this could share the loot. (Southern, ASCAP)

THE SHIRELLES

My Love Is a Charm . . . 81
DECCA 30669—This is a pretty rockaballad with a very down-to-earth feeling generated by the gals. The spoken bit by lead is the clincher on this and can break the side out. Watch it. (Hollis, BMI)
Slop Time . . . 76
"Let's dance the slop," say the gals in a cute gimmick side. Can get spins, but flip appears the money side. (Hollis, BMI)

BILLIE & LILLIE

The Greasy Spoon . . . 80
SWAN 4011—An attractive novelty side for the couple with a cute lyric. Worth spins and bears watching. (Conley, BMI)
Hangin' on to You . . . 72
Another nice enough novelty with a pleasant sound, but the flip attracts more. (Conley, BMI)

RUSTY DRAPER

June, July & August . . . 79
MERCURY 71336—A sing-along summer type tune with plenty of old-fashion merry-go-round waltz flavor. Good vocal by Draper with appealing group vocal backing. This could easily move if exposed. (Budd, ASCAP)
Chicken Pickin' Hawk . . . 77
Gimmicky novelty with a message similar to "Chicken and the Hawk" gets a bright, commercial reading by Draper which also get step out. Worth watching. (Planetary, ASCAP)

THE DING DONGS

Early in the Morning . . . 79
BRUNSWICK 55073—Solid lead vocal on driving blues with chicks offering okay support. Merits spins. (Royalty, ASCAP)
Now We're One . . . 75
Bright happy blues item with a cute sound. Good male lead with ferns in background. (Portrait, BMI)

BILLY SCOTT

A Million Boys . . . 79
CAMEO 143—A slow rockaballad gets a strong reading by the cat who had "You're the Greatest." Scott has touches of Billy Williams here. A good song idea with an effective arrangement. This side could stir action. (Lowe, ASCAP)
The Town of Never Worry . . . 75
A slow rhythm ballad backed with celeste and the gathering sound of a mixed chorus. A pretty melody and it gets a strong reading by Scott. (Lowe, ASCAP)

JAY BRINKLEY

I'll Be Your Baby . . . 78
KLIFF 100—Pretty rhythm side country-flavored, with the vocal chanted by the Pitty Pats, a chick group with bright, fresh voices. Can move. Watch it. (KliFF, BMI)
Guitar Smoke . . . 76
Moody, flavorsome blues instrumental, by group comprising both strings and horns. There's a Yancey figure in the arrangement. Solid blues wax. (KliFF, BMI)

MORTY KRAFT ORK

Patricia . . . 78
M-G-M 12672—Listenable version of the new tune, already stepping out via a competing Perez Prado version. Good sound can draw some of the loot on the tune. (Southern, ASCA)
Pagan Love Song . . . 75
Kraft batons the ork thru a swinging rendition of the standard. Good jock wax but flip has the edge. (Robbins, ASCAP)

THE STOREY SISTERS

Which Way Did My Heart Go? . . . 78
BATON 255—The gals have a salable

approach on this cute, uptempo item. The harmonic sound can move this, as a possible follow up to "Bad Motorcycle." (Dare, BMI)
Cha Cha Boom . . . 74
Gals give this cha cha rhythm tune a driving delivery with a distinctly cacophonous quality. Action possible. (Thornett, BMI)

BILLY ECKSTINE

Vertigo . . . 77
MERCURY 71325—From the Alfred Hitchcock picture of the same name comes this big, big ballad which shows off the famous Eckstine pipes. Good side here which should get much jockey attention. (Famous, ASCAP)
In the Rain . . . 76
Mr. B. is in good form on this lilting ballad, backed deftly by piano and ork. He sings it with his usual warmth and it could grab some action. A strong coupling. (Kahl, BMI)

BILL DOGGETT

Blip Blop . . . 77
KING 5138—A fetching riff is played stylishly by the Doggett combo with flute, organ and sax featured. It's a swinging side for the boxes. (Islip, BMI)
Tanya . . . 75
Alto sax is featured here on lead on this pleasant melodic effort. Good side. (Liggins, BMI)

SARAH VAUGHAN

Too Much Too Soon . . . 77
MERCURY 71326—Listenable tune from the picture of the same name is sung stylishly here by Sarah over first rate backing by the ork. Chances here for coins and much jock exposure. (Witmark, ASCAP)
What's So Bad About It . . . 74
Sarah is hard to recognize on this driving rockabilly effort on an Everly Brothers kick. As is true on every Vaughan waxing she sings it well, but it is rather out of her groove. (Danbury, BMI)

SAMMY SALVO

Lovin' at Night . . . 77
RCA VICTOR 7272—A country flavored rock and roll effort is sung in very strong fashion by Salvo who has made noise with his previous releases. If exposed, this side has a chance. (Tree, BMI)
Me and You . . . 73
An attractive ballad is sold warmly by Salvo on this pleasant sounding side. Flip appears to have more potential. (Stella Lane & Desert Palms, BMI)

THE FOUR COINS

Dream World . . . 77
EPIC 9276—In the manner of their big hit "Shangri La" is this attractive, big voiced reading of a warm new ballad by the coins over Joe Sherman ork support. Good side here. (Marks, BMI)
One Life, One Love . . . 72
The boys come thru with a fair reading of a routine rock and roll item on this side. Flip counts. (Rush, BMI)

THE CHESTERFIELDS

I Got Fired . . . 77
CUB 9008—Title tells the story of this, which might be considered the answer disk to "Get a Job." Has rock and roll novelty value in upbeat tempo. Could stimulate some action. (Selma, BMI)
Meet Me at the Candy Store . . . 69
Group chants in unusually flat tones about having fun at the after school hangout. Side has familiar cliches and performance isn't strong enough to move it. Flip has considerably more. (Raleigh, BMI)

GENE SIMMONS

Drinkin' Wine . . . 76
SUN 214—Simmons talks and sings this driving item which is also concerned with things more potent than wine—like bourbon. Solid chanting job rates attention. (Knox, BMI)
I Done Told You . . . 76
A driving country blues gets a bright vocal by the singer whose style is reminiscent of Jerry Lee Lewis. Worth some loot. (Knox, BMI)

TENNESSEE ERNIE FORD

Love Makes the World Go Round . . . 76
CAPITOL 3997—A blues, something of a switch for Ford, receives a good performance. Smart arrangement features thrush group in the backing. This can draw interest. (Winneton, BMI)
Sunday Barbecue . . . 75
This is the Civil War era tune, "Skip to My Lou," set to lyrics about feasting down South. Typical pleasant Ford delivery, tho flip may have the edge. (Snyder, ASCAP)

(Continued on page 35)

Great Scott!

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LEROY, *the rocker*

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TRUE
LOVE"

"LEROY"

JACK SCOTT

CARLTON #462

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FOR
SURVEY WEEK
ENDING
MAY 31, 1958

Guide

Weekly Juke Box Programming

POPULAR

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

WHAT AM I LIVING FOR!
★ CHUCK WILLIS ★
Atlantic 1179

TWILIGHT TIME
★ THE PLATTERS ★
OUT OF MY MIND
Mercury 71289

NEW HIT
YAKETY YAK
★ THE COASTERS ★
ZING! WENT THE STRINGS OF MY HEART
Alco 6116

RUMBLE
★ LINK WRAY AND HIS RAY MEN ★
THE SWAG
Cadence 1347

BOOK OF LOVE
★ MONOTONES ★
YOU NEVER LOVED ME
Argo 5290

JENNIE LEE
★ JAN AND ARNIE ★
GOTTA GETTA DATE
Arwin 108

OH, LONESOME ME
★ DON GIBSON ★
I CAN'T STOP LOVING YOU
RCA Victor 7133

SUGAR MOON
★ PAT BOONE ★
CHERIE, I LOVE YOU
Dot 15750

YOU
★ AQUATONES ★
SHE'S THE ONE FOR ME
Fargo 1001

SECRETLY
★ JIMMIE RODGERS ★
MAKE ME A MIRACLE
Roulette 4070

HE'S GOT THE WHOLE WORLD IN HIS HANDS
★ LAURIE LONDON ★
HANDED DOWN
Capitol 3891

KEWPIE DOLL
★ PERRY COMO ★
DANCE ONLY WITH ME
RCA Victor 7202

FOR YOUR LOVE
★ ED TOWNSEND ★
OVER AND OVER AGAIN
Capitol 3926

LOOKING BACK
★ NAT KING COLE ★
DO I LIKE IT
Capitol 3939

BIG MAN
★ FOUR PREPS ★
STOP BABY
Capitol 3960

TALK TO ME, TALK TO ME
★ LITTLE WILLIE JOHN ★
SPASMS
King 5106

LET THE BELLS KEEP RINGING
★ PAUL ANKA ★
CRAZY LOVE
ABC Paramount 9907

JOHNNY B. GOODE
★ CHUCK BERRY ★
AROUND AND AROUND
Chess 1691

DO YOU WANT TO DANCE!
★ BOBBY FREEMAN ★
BIG, FAT WOMAN
Josie 835

TORERO
★ RENATO CAROSONE ★
CHELLA LLA
Capitol 71080

ENDLESS SLEEP
★ JODY REYNOLDS ★
TIGHT CAPRIS
Demon 1507

CHANSON D'AMOUR
★ ART AND DOTTIE TODD ★
ALONG THE TRAIL WITH YOU
Era 1064

NEW HIT
HIGH SCHOOL CONFIDENTIAL
★ JERRY LEE LEWIS ★
FOOLS LIKE ME
Sun 296

WEAR MY RING AROUND YOUR NECK
★ ELVIS PRESLEY ★
DONCHA' THINK IT'S TIME
RCA Victor 7240

ALL I HAVE TO DO IS DREAM
★ EVERLY BROTHERS ★
CLAUDETTE
Cadence 1348

RETURN TO ME
★ DEAN MARTIN ★
FORGETTING YOU
Capitol 3984

NEW HIT
ZORRO
★ CHORDETTES ★
LOVE'S A TWO-WAY STREET
Cadence 1349

WITCH DOCTOR
★ DAVID SEVILLE ★
DON'T WHISTLE AT ME, BABY
Liberty 55132

PURPLE PEOPLE EATER
★ SHEB WOOLEY ★
I CAN'T BELIEVE YOU'RE MINE
M-G-M 12651

TO BE LOVED
★ JACKIE WILSON ★
COME BACK TO ME
Brunswick 55052

I LOVE YOU MORE
★ JIM REEVES ★
OVERNIGHT
Vic 7171

GUESS THINGS HAPPEN THAT WAY
★ JOHNNY CASH ★
COME IN, STRANGER
Sun 295

WHAT MAKES A MAN WANDER!
★ JIMMY SKINNER ★
WE'VE GOT THINGS IN COMMON
Mercury 71256

CRYING OVER YOU
★ WEBB PIERCE ★
YOU'LL COME BACK
Decca 30623

LIVING IN THE SHADOW OF THE PAST
★ BOBBY HELMS ★
IT'S A LITTLE MORE LIKE HEAVEN
HANK LOCKLIN ★
BLUE GRASS SKIRT
Vic 7203

RHYTHM & BLUES
Records eliminated if duplicated in Pop List.

NEW HIT
WILLIE AND THE HAND JIVE
★ THE JOHNNY OTIS SHOW ★
RING-A-LING
Capitol 3966

COME WHAT MAY
★ CLYDE McPHATTER ★
LET ME KNOW
Atlantic 1185

SICK AND TIRED
★ FATS DOMINIO ★
NO, NO
Imperial 5515

DON'T YOU JUST KNOW IT
★ HUEY SMITH ★
HIGH BLOOD PRESSURE
Ace 545

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

BEST BUY
LEE ANDREWS & THE HEARTS . . .
Try the Impossible
Nobody's Home
United Artists 123

BEST BUY
THE COASTERS Yakety Yak
Zing! Went the Strings of My Heart
Alco 6116

BEST BUY
LITTLE RICHARD . . . Ooh! My Soul
True, Fine Mama
Specialty 633

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

OPINION
PATTI PAGE
Left Right Out of Your Heart
Longing to Hold You Again
Mercury 71331

OPINION
DAVID SEVILLE
The Bird on My Head
Hey There, Moon
Liberty 55140

OPINION
LARRY WILLIAMS Hootchy-Koo
The Dummy
Specialty 634

Reviews of New Pop Records

Continued from page 32

BOOTS BROWN
Cerveza
RCA VICTOR 7269 - The Boots Brown crew boots home a solid instrumental cutting here...

BILLY DUKE & THE DUKES
Roland
DATE 1005-Blues with a tricky rhythm, and a weird Dracula-type lyric...

THE TIMBERS
Oops, Oh Lady
CUPID 1002 - Uptempo item with spiritual sound and teen lyric...

THE FRATERNITY BROS.
The Beginning of Love
VERVE 10135-Bright rhythm entry with strong vocal and banjo solo...

JERRY & BILL FULLER
Teen-Age Love
LIN 5012-Rockaballad, with a sensitive, refined lyric on the theme of teen-age love...

JUDY JOYCE
Laughing on the Outside
CUPID 1001-Oldie gets a rocker beat, echo chamber and a torchy performance from chick...

RICHARD HAYMAN
Take Me Dreaming
MERCURY 71321 - Melodic, pert little tune is played in sparkling fashion by the Hayman ork...

DINAH WASHINGTON
Never Again
MERCURY 71317-Ballad has the Washington touch and good choir backing...

CHRIS CONNOR
Moon Ride
ATLANTIC 1188-This is an offbeat bit about a wild and crazy trip to the moon...

DICKIE BISHOP
Jumpin' Judy
LONDON 1784 - The fine blues is folk-flavored and it's sung with a world of heart by Bishop...

THE PAGE SISTERS
If They Only Knew
LIBERTY 55133 - Rockaballad gets an attractive reading by soprano in what amounts to a solo...

THE UPBEATS
Just Like in the Movies
SWAN 4010 - Group works on a pleasant harmony kick on this okay ballad which makes a story out of a series of movie titles...

AL MARTINO
Whispering
VERVE 10134 - Standard gets a shuffle beat and sincere reading by Martino...

FRANIE CASTRO
I Laughed So Hard I Cried
20TH FOX 104-A listenable novelty effort is sold with spirit by the chanter on his first side for the new firm...

LOUIS JORDAN
Sweet Hunk of Junk
MERCURY 71319-Side tells about a chick who strolls too fast. It's a very danceable side with a salable vocal by Jordan...

THE MELODEARS
Charoek
GONE 5033 - Slow rhumba rocker invites all to "do the trot" with a zany lead and strong work by the chicks...

RONALD AND RUBY
Lovebirds
RCA VICTOR 7252-The kids, who had the original of "Lollipop" offer a cute novelty, nicely performed...

TEDDY BUCKNER & THE ALL STARS
Careless Love
DIXIELAND JUBILEE 105-Instrumental reading of the classic, done in true traditional style...

BOBBI BORDEN
Lover Boy
TIME 6600-This Bobbi is a gal and she sings in a dual track version about her lover boy...

JOHNSTON BROTHERS
Little Serenade
LONDON 1807 - A catchy rhythm side, with a pretty melody line and a Continental-type lyric of quality...

RAY HEINDORF
A Very Precious Love
RCA VICTOR 7261-Lush, attractive, full stringed version of the melodic effort from the flick "Marjorie Morningstar"...

ROCK MCKUEN
Two Brothers
DECCA 30660-A chorus starts this one off in slow fashion. It's a folksy tune done in chromatic scale...

JOHNNIE & JOE
Why Did She Go?
CHESS 1693-On this side the male half of the team takes the lead and sings of his loneliness since his gal has gone...

DOROTHY COLLINS
Never Love a Stranger
CORA 6199-A big ballad, full of philosophical warnings is sung with warmth and appeal by the thrush...

RUSS VEERS
Warm As Toast
TREND 010-Novelly blues, cast in the teen groove, with a lyric theme on the tribulations of young lovers who are discovered spooning...

BOB BECKHAM
Tomorrow
DECCA 30617-A Mathis type voice here and the tune is a medium-paced ballad with a pretty melody...

DICK ROMAN
First and Last Romance
M-G-M 12664-Rockachacha receives an ardent job from chanter and choir for fair prospects...

NELSON RIDDLE
Love Theme From "St. Louis Blues"
CAPITOL 3980-Restful montage of W. C. Handy themes, in sentimental arrangement for ork...

THE TOPHATTERS
Candy Baby
M-G-M 12642 - Rhythmic ditty is brightly presented by the crew with catchy ork backing...

LAVERNE STOVALL
Precious Love
FELSTED 8516-Pretty rockaballad is given a listenable go by the artist against good guitar and rhythm backing...

RENE TOUZET
'S Wonderful
GNP 134-Latin treatment of the Garshwin oldie is in a cha cha vein. Jocks may take to this...

THE TUNE TAILORS
My First Love
CENTURY 4158-More of the flute fad in this rhumba, delivered nicely by the boys for fair prospects...

JIM DALE
Crazy for You
CAPITOL 3981-Rocker gets a strong reading from Dale for danceable and listenable results...

THE SIGNATURES
Someone in Love
WHIPPET 210 - Side is from the group's LP, "The Signatures." It's a haunting ballad sung nicely by a chick with modern male group and ork backing...

CHARLIE GRAY
Completely Satisfied
CLYMAX 2-Tune is in a c.&w. groove. Gray handles the medium-beat rocker to good effect against rhythm backing...

JOSE MELIS
Bright Lights of Brussels
SEECO 6001-Tune is from the artist's LP, "Jose Melis at Midnight." It has also been waxed by Eddie Layton on Mercury...

ME AND YOU
SAMMY SALVO
47/20-7272
RCA VICTOR

ME AND YOU
SAMMY SALVO
47/20-7272
RCA VICTOR

Gathering Up Steam!!
JACKIE
by
JANICE GREEN
Nasco 6013
WHAT'S HE GOT
(That I Couldn't Give You)
by
JACKIE TRENT
Nasco 6012
NASHBORO RECORD CO., INC.
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THE SKEE BROTHERS
Big Deal
EPIC 9275-Driving up tempo item is pounded out by the boys on this wild side. It's their first for the label...

CAVALIERS
Dance, Dance, Dance
APT 25005-The boys sing about dancing the bop, the stroll, etc., on this swinging effort. Side is listenable tho in a standard groove...

THE CASTALEERS
Lonely Boy
FELSTED 8512-Ricard Jones is the featured warbler on this waxing with the Castaleers...

SONNY TILL
Shy
ROULETTE 4079-The former lead of the Orioles takes off on his own on this medium rocker with fem vocal group support...

(Continued on page 36)

• Reviews of New Pop Records

• Continued from page 35

backing plus gal vocal group. Fair chances. (Kahl, BMI)

LENNY WELCH
Rocket to the Moon72
DECCA 30637—A rocking blues by Welch tells about a guy and his gal who are rocking and rolling. Despite title, has little to do with the space angle. Good dancing wax. (Wemar, BMI)

My One Sincere69
A slow, celestial type ballad with triplet backing and a slightly meshuga type lead by Welch. Ethereal fem voices back up. Material is on the mediocre side. (Lark, BMI)

THE JAZZ POET
The Raven71
TRACK 1001—The cat sings rather than reads this Poe poem to what amounts to a neo-jazz backing. Fair value on novelty angle. (Tele-Grafte, BMI)

STEREOPHONICS
Love Is So Wonderful71
APT 25003—Pleasant reading of a rockaballad featuring a boy and girl on lead, with the group supporting them nicely. (Walnut, BMI)

SHIRLEY GUNTER
Believe Me71
TENDER 511—The gal seems to sing from away off on this deeply-felt ballad. Plenty of triplets and echoes on this plus some dual tracking. Has a sound that could grab a spin. (Rikpage, BMI)

WENDY BOY BLEVINS
She's Gonna Have Her Way71
IMPERIAL 5516—Rockaballad with country flavor gets pleasant rendition by lead and choir. (Marquis & T. J., BMI)

THE EDSELS
Lama Rama Ding Dong71
DUB 2843—The boys are good but the material is slightly dated. Tune is an up-tempo rocker and the group is supported by a good beat. (Jimbo, BMI)

Boys sing well but material doesn't sound very cheery. (Jimbo, BMI)

THE STYLEMASTERS
Hawaiian Sea Breeze71
CAPITOL 3987 — A lilting, easy-rhythm ballad tune, typical of island fare. Male group is backed by a fem chorus with ukulele and steel guitar backing. A pretty sound here. (Central Songs, BMI)

Those Nights at the Round Table70
This is about the wonderful "nights at the roundtable in the candy store." Fair teen-type material which gets a nice harmony reading by the boys. (Budd, ASCAP)

KENNY SMITH
I'm So Lonesome, Baby71
TOP-PER 281—A strong and persistent minor key country blues item. Smith has a good sound and he gets an interesting down guitar backing, somewhat in the Johnny Cash style. A good side that could move in rural markets. (4 Star, BMI)

Secret Date66
A country tune and vocal delivery by Smith with a triplet piano backing that sometimes seems to get out of rhythm. Song is a ballad with only slim appeal. (4 Star, BMI)

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

RAY ANTHONY: In the Valley of the Moon/I'm Sorry I Made You Cry—National Hemophilia Foundation 101

JOE BOOT: That's Tough/Rock and Roll Radio—Celestial 111

HELEN BOZEMAN: Sugar Baby/What Does a Girl Do With the Blues?—Sandy 1011

ERSKINE BUTTERFIELD: I'm the One/Boggie Woogie Ball—Davis 458

MORRIS CHARLES: Dream of Love/I Need Your Loving—Felsted 8523

BILL DARNEL ORK: Ain't Misbehavin'/Satin Doll—Jubilee 5328

DEBBIE & THE DIPLOMATS: Burnin' the Torch/Unchangeable Heart—Stephens 1826

THE ELEGANTS: Little Star/Getting Dizzy—Apt 25005

THE FOUR MARKSMEN: The Birth of Love/One Love—Radio 107

THE IMPERIALS: Weird/Class Ring—Impra 1267

LARRY & LENORE: That Springtime In Venice/Sweet Kissin' Baby—Request 3006

RANDY DUCK: Twelve o'Clock/I Was a Teen-Age Cave Man—Art 170

MARIO MARINI & HIS QUARTET: Nanna/Serenatella Scue' Scue'—Columbia 41186

THE MULCAYS: Wabash Blues/Drifting and Dreaming—GNP 133

THE PETITES: Marguerite/Blessed Are They—Spinning 6003

JACQUE ROBINSON: Dancing on the Ceiling/Moment in Madrid—Dot 15748

MARY SWAN: Love Could Be Like This/I'm Searching for a Bluebird—Swan 4009

MARGE WHALEY: Wabash Blues/Marge's Monday Boogie—Celestial 110

Sacred

LESTER FLATT, EARL SCRUGGS
Building on Sand75
COLUMBIA 41184—A powerful sacred song. Flatt and Scruggs sing it with the true hill sound; slow in tempo and traditional plucked string accompaniment. (Peer, BMI)

Polka

LIL' WALLY
Grand Opening Polka76
JAY JAY 172—Jaunty polka with traditional sound gets strong instrumental reading. Should go well in its market. (Jay Jay, BMI)

JOHNNY WLATER'S BAVARIANS
The Flame of Love73
JUPITER 1—A bright polka in the little German band tradition with bass horn and sliding trombone. Appealing old-world flavor for the fans of this idiom. Okay male vocal adds little to the side. (Windy City, ASCAP)

ED LASH
Oh Mary-Ann72
JAY JAY 186—Ballad with country flavor has a pleasant twin-track vocal by L'il Wally and concertina soloing by Lash. (Savoy, BMI)

• Number of Releases This Week

Label	Pop	R&B	C&W
A-BELL	1		
ALLSTAR			1
ALLSTARS	1		
ANGLE TONE		1	
APT	3		
ART	1		
ATLANTIC	1		
CAMEO	1		
CAPITOL	3		
CELESTIAL	2		
CENTURY	1		
CLYMAX	1		
COLUMBIA	1		
CUPID	2		
DATE	1		
DAVIS	1		
DECCA	3		
DOT	1		
DUB	1		
END		2	
ENTERPRISE			1
EVENT			1
FELSTED	3		
GNP	2		
GONE	1		
HERALD		1	
IMPERIAL	1		
IMRA	1		
JUBILEE	1		
KLIFF	1		1
LIBERTY	1		
LIN	1		1
LONDON	2		
MERCURY	6		
M-G-M	2		3
NAT'L HEMOPHILIA FOUNDATION	1		
RADIO	1		
RCA VICTOR	1		
REQUEST	1		
RIC		1	
ROBBINS			1
ROULETTE	1		
SANDY	1		
SECO	1		
SPINNING	1		
STAR LIGHT			1
STEPHENY	1		
SUE	1		
SWAN	2		
TENDER	1		
TIME	1		
TOP-PER	1		
TREND	1		
VERVE	2		
WHIPPET	1		
TOTALS	66	5	10

VOX JOX

• Continued from page 12

Glenn Eaves has left KVLV to enter the field of geology.

Dick Drury, ex-program director of WBRB, Mount Clemens, Mich., has returned to Cleveland (on WJW) in a 6:30-10 p.m. time slot. . . . Pete (Mad Daddy) Myers, who formerly occupied Drury's WJW time period, will join DuMont's new Cleveland outlet, WHK, in three months. . . . Another new WJW staffer is Joe Muvihill, formerly with KYW, Cleveland. . . . Bill Gordon, WHK, Cleveland, has signed to do a daily TV show over WENS, same city. . . . Another Cleveland jock, Joe Black, has replaced Joe Mayer at WGAR, Cleveland, on that station's "After Dark Show."

Bob Woodel has moved to WWHG, Hornell, N. Y., where he will serve as news director in addition to handling his deejay chores. Prior to joining WWHG Woodel was with WCPA, Clearfield, Pa. . . . Wayne Gruehn, staff announcer at WWSA-TV, Harris-

burg, Va., has started a nightly deejay show over WWSA-Radio.

YESTERYEAR'S TOPS—The nation's top tunes on records as reported in The Billboard

- JUNE 5, 1948
1. Nature Boy
 2. You Can't Be True, Dear
 3. Now Is the Hour
 4. Little White Lies
 5. Baby Face
 6. Toolie Oolie Doolie (The Yodel Polka)
 7. The Dickey-Bird Song
 8. My Happiness
 9. Manana
 10. Sabre Dance

- JUNE 6, 1953
1. Song From Moulin Rouge
 2. April in Portugal
 3. I'm Walking Behind You
 4. Ruby
 5. I Believe
 6. Doggie in the Window
 7. Say You're Mine Again
 8. Pretend
 9. Seven Lonely Days
 10. Your Cheatin' Heart

• Reviews and Ratings of New Classical Albums

• Continued from page 20

production of a Brueghel painting. Bonus band is a vigorous job of the "Consecration" Overture.

CLASSICAL ★★

GLINKA: 6 POPULAR WORKS (1-12") —Bamberg Symphony (Perlea). Vox PL 10.600
The Bamberg Symphony—the old Czech Philharmonic—gives a demonstration of the precision and organization which have made it second to none. In a vigorous, masculine reading, Perlea stresses the dynamic over the lyric qualities of the "Russian and Ludmilla Overture," "Kamarinskaya," "Jota Aragonesa" and other familiar works. Sound is balanced and realistic, but lacks immediacy. A late entry into the Glinka sweepstakes, with a dozen contenders already at the post.

Hungarian tenor previously heard on Westminster. Arias from Tosca, Trovatore, Pagliacci, Cavalleria, etc., show a voice somewhat congested in the middle registers, but which opens up into a beautiful top, with some really magnificent notes. The sound is a true one, but the volume is weak and the orchestral accompaniment shadowy. 10" size and familiarity of material will restrict sales.

SEMI-CLASSICAL ★★★

FRANZ LEHAR: SELECTIONS Victor Hruby Ork. (1-12") Vox VX 25.560

This medley of selections, taken from virtually the entire library of Franz Lehar operettas, is a delicious musical melange out of the Vienna of the past: charming, sentimental and frivolous. The familiar lilting Lehar themes are attractively performed. The album makes a pleasing package for the many unabashed lovers of old-fashioned operetta music. It's also a safe gift suggestion for all save musical extremists.

ITALIAN OPERATIC ARIAS (1-10") —Miklos Gafni, Tenor with Forum Symphony Orch. (Kuttner). Forum FLP 1001
New label debuts with bel canto style of

• Reviews and Ratings of New Jazz Albums

• Continued from page 20

sax with three European groups in this set. It's a nicely balanced set with a fair share of ballads and swingers. Mann has several fairly recent packages on the market, and unknown names that support him in this outing may prove a sales handicap. Artistically, this is among his best efforts. Tunes include "Nature Boy," "Polka Dots and Moonbeams" and "Ow!"

BUT NOT FOR ME Ahmed Jamal Trio (1-12") Argo LP 628
Table chatter at Chicago's Pershing Hotel interferes a bit, but Jamal's piano proves pleasant in "Surrey With Fringe on Top," "Poinciana" and the title song. I. Crosby's bass and V. Fournier's drums are a big help. For cool collectors.

JAZZ ★

HIP HARP Dorothy Ashby, Harp; Frank Wess, Flute; & Various Artists (1-12") Prestige 7140

Dorothy Ashby, a young lass who leads her jazz trio, currently in the Midwest, demonstrates on this, her first LP, that she can play a jazz harp in a swinging manner. Outside of that, this album has little meaning. It's pleasant, cocktail type jazz, with the Ashby harp predominant, and pleasant flute work by Frank Wess. Not much potential.

JAZZ IN ORBIT Bob Davis Quartet (1-12") Stepheny MF 4000

Okay approach on several jazz tunes. Record has a scratchy quality. Lack of name potential among other things gives the set poor prospects.

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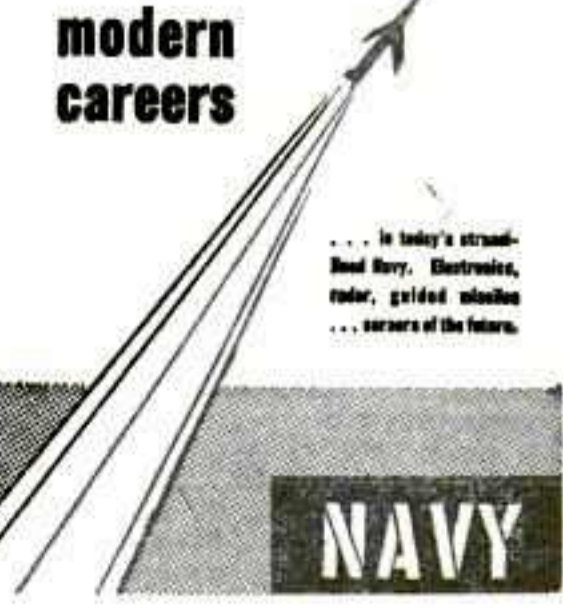
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Merc Drops 78's

• Continued from page 3

comes from juke box operators at summer resorts. Because these locations are seasonal, the ops install their old-style machines to eke a little more life out of them.

If this isolated type of market, Steinberg reasons, can cause a noticeable percentage of increase in 78 demand, then the market for them has become so small that it's virtually non-existent.



C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING MAY 31

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like 'ALL I HAVE TO DO IS DREAM (BMI)-Everly Brothers' and 'OH, LONESOME ME (BMI)-Don Gibson'.

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING MAY 31

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like 'JUST MARRIED-Marty Robbins' and 'OH, LONESOME ME-Don Gibson'.

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FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Pee Wee King has had his "Bandstand" show contract renewed at WAVE-TV, Louisville, where he's heard each Thursday night at 8.

Jim Reeves introduced his latest RCA Victor release, "Theme of Love" b/w "Blue Boy," when he made his debut as Red Foley's replacement on "Country Music Jubilee" over the ABC-TV network Saturday (7).

Jesse White, who co-stars with Ferlin Husky and Faron Young in Paramount's forthcoming "Country Music Holiday," left Los Angeles last week on a series of p.a.'s designed to plug the flick.

Ray Price and his group chalked a fair measure of business at the Johnny Rion Park, St. Louis, Sunday, June 1, in the face of numerous counter attractions over the holiday weekend.

Itinerary of the Blackwood Brothers' Quartet for the remainder of June is as follows: Liberty Center, O., June 10; Holly Theater, Chicago, 11; St. Louis House, St. Louis, 12; Centralia, Ill., 13; Knoxville, Tenn., 14; Charleston, Miss., 17; Jacksonville, Fla., 19; Tampa, Fla., 20; Orlando, Fla., 21; Tifton, Ga., 26; Toccoa, Ga., 27; and Asheville, N. C., 28.

This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . . C&W RECORDS

NO SELECTIONS THIS WEEK.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 31

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

Table with columns for Birmingham, Nashville, Dallas-Fort Worth, Houston, Memphis, and St. Louis, listing record titles and local artists.

Reviews of New C&W Records

MARVIN RAINWATER Moanin' the Blues . . . 77 M-G-M 12665 - This is flavorful Hank Williams tune. Performance here uses a chorus behind Rainwater; but the chanter and the arrangement retains much true country feeling.

Your Jealous Mind . . . 72 A poppish sounding weeper-type is nicely rendered by the sisters. Possible territorial interest. (Clover, BMI)

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

JOHNNY BUSH: You've Said That Before/ In My World Alone - Allstar 7166 THE CHUCK-A-LUCKS: The Magic of First Love/Disc Jockey Fever - Lin 5014 TONY FARR: There's No Sense in Marrying Me/Why Don't You Try? - Enterprise 1211 JIMMY COPELAND: Roses and Thorns/ Jealous-Hearted Me - Event 4269

JUNE WEBB "I'M SO LONESOME I COULD CRY" HICKORY 1079

ARTISTS WANTED!!! Recording company wants four songs cut on royalty basis. Will accept two of yours. Disc jockey promotion. Must be willing to pay \$83 on pressings. P. O. BOX 192 Avery, Texas Skeptical? Send \$1 for recent release.

• This Week's R&B Best Buys

SEE POP "BEST BUYS" SELECTIONS.

• Review Spotlight on . . .

R&B RECORDS

LARRY WILLIAMS

Hootchy-Koo (Venice, BMI)
The Dummy (Venice, BMI)—Specialty 634
See review in Pop Spotlight section.

• Reviews of New R&B Records

JOE SHEPARD

What's the Matter, Baby . . . 76
END 1024—Blues, and a solid performance it is. Tune is reminiscent of "Fever" in its feeling and changes. Shepard shouts it fine, abetted by a honking alto. (Session, BMI)
A Thousand Times . . . 75
Conventional blues, but well done. Shepard chants it with heart and a natural quality, to a striding rhythm by the band, which has a honking alto. (Session, BMI)

THE STARLETTES

Jungle Love . . . 76
CHECKER 895 — A wild rocker featuring wild chirping on the part of the "chicks" as they sing about jungle-styled lovin'. The gals have a sound and the disk has a chance. (Arc & Keel, BMI)
Please Ring My Phone . . . 74
A torturous plea in which the gals ask their guy to ring their telephone is handed a mournful reading by the lassies. It certainly has a sound. (Arc & Keel, BMI)

OTIS WILLIAMS

Burnin' Lips . . . 75
DE LUXE 6165—A good song with a good title is sold in solid fashion by Otis Williams, backed well by his group and combo. If exposed it could get some loot. (Seibonn, BMI)
Red Hot Love . . . 74
A bright, bouncy blues receives a good vocal from Williams helped out

by his group in the backing. (Roosevelt, BMI)

CLAUDINE CLARK

Angel of Happiness . . . 74
HERALD 521 — Rockaballed with spiritual flavor is neatly handled by thrush and good group. Action possible in religious market, too. (Angel, BMI)
Teen Age Blues . . . 72
Her own slow blues rocker gets a good reading from thrush. (Angel, BMI)

THE HOMESTEADERS

Lonely Day . . . 74
END 1017—Ballad is nicely handled by girl lead and male group with a traditional sound. Material is off-beat and interesting. Could get spins. (Sylvia, BMI)
Riff Rock . . . 72
Instrumental side is a blues-based rocker of medium quality. (Sylvia, BMI)

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

EDGAR BLANCHARD: Let's Get It/Some Guitar—Ric 954
THE CHANDELIERS: Dancin' in the Congo/Dolly—Angle Tone 529
THE FALCONS: This Heart of Mine/Romanita—Kudo 661

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 31

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

Atlanta

1. Looking Back, Nat King Cole, Cap.
2. What Am I Living For? Chuck Willis, Atl.
3. Do You Want to Dance? Bobby Freeman, Jos.
4. Johnny B. Goode, Chuck Berry, Chs.
5. Jennie Lee, Jan & Arnie, Arw.
6. Twilight Time, Platters, Mer.
7. All I Have to Do Is Dream Everly Brothers, Cdc.
8. Yakety Yak, Coasters, Atco
9. Sick and Tired, Fats Domino, Imp.
10. Chanson D'Amour Art & Dotty Todd, Era

Charlotte

1. Witch Doctor, David Seville, Lib.
2. All I Have to Do Is Dream Everly Brothers, Cdc.
3. What Am I Living For? Chuck Willis, Atl.
4. Yakety Yak, Coasters, Atco
5. Do You Want to Dance? Bobby Freeman, Jos.
6. Johnny B. Goode, Chuck Berry, Chs.
7. Twilight Time, Platters, Mer.
8. Hang Up My Rock and Roll Shoes Chuck Willis, Atl.
9. Rumble Link Wray & His Ray Men, Cdc.
10. Talk to Me, Talk to Me Little Willie John, King

Chicago

1. Jennie Lee, Jan & Arnie, Arw.
2. Do You Want to Dance? Bobby Freeman, Jos.
3. All I Have to Do Is Dream Everly Brothers, Cdc.
4. Talk to Me, Talk to Me Little Willie John, King
5. Johnny B. Goode, Chuck Berry, Chs.
6. Looking Back, Nat King Cole, Cap.
7. Rumble Link Wray & His Ray Men, Cdc.
8. To Be Loved, Jackie Wilson, Brk.
9. Witch Doctor, David Seville, Lib.
10. Big Man, Four Preps, Cap.

Cincinnati

1. What Am I Living For? Chuck Willis, Atl.
2. Talk to Me, Talk to Me Little Willie John, King
3. For Your Love, Ed Townsend, Cap.
4. To Be Loved, Jackie Wilson, Brk.
5. Yakety Yak, Coasters, Atco

Detroit

1. All I Have to Do Is Dream Everly Brothers, Cdc.
2. Do You Want to Dance? Bobby Freeman, Jos.
3. Witch Doctor, David Seville, Lib.
4. Secretly, Jimmie Rodgers, Rit.
5. Looking Back, Nat King Cole, Cap.
6. Jennie Lee, Jan & Arnie, Arw.
7. Twilight Time, Platters, Mer.
8. For Your Love, Ed Townsend, Cap.
9. Big Man, Four Preps, Cap.
10. Chanson D'Amour Art & Dotty Todd, Era

Los Angeles

1. Looking Back, Nat King Cole, Cap.
2. For Your Love, Ed Townsend, Cap.
3. All I Have to Do Is Dream Everly Brothers, Cdc.
4. Yakety Yak, Coasters, Atco
5. Talk to Me, Talk to Me Little Willie John, King
6. Do You Want to Dance? Bobby Freeman, Jos.
7. Johnny B. Goode, Chuck Berry, Chs.
8. Big Man, Four Preps, Cap.
9. Witch Doctor, David Seville, Lib.
10. Wear My Ring Around Your Neck Elvis Presley, Vic.

New Orleans

1. What Am I Living For? Chuck Willis, Atl.
2. Twilight Time, Platters, Mer.
3. Witch Doctor, David Seville, Lib.
4. To Be Loved, Jackie Wilson, Brk.
5. Looking Back, Nat King Cole, Cap.
6. Talk to Me, Talk to Me Little Willie John, King
7. All I Have to Do Is Dream Everly Brothers, Cdc.
8. Johnny B. Goode, Chuck Berry, Chs.
9. Yakety Yak, Coasters, Atco
10. For Your Love, Ed Townsend, Cap.

New York

1. All I Have to Do Is Dream Everly Brothers, Cdc.
2. Witch Doctor, David Seville, Lib.
3. Secretly, Jimmie Rodgers, Rit.
4. Wear My Ring Around Your Neck Elvis Presley, Vic.
5. Twilight Time, Platters, Mer.
6. Book of Love, Monotones, Argo
7. Jennie Lee, Jan & Arnie, Arw.
8. Chanson D'Amour Art & Dotty Todd, Era
9. Johnny B. Goode, Chuck Berry, Chs.
10. Talk to Me, Talk to Me Little Willie John, King

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING MAY 31

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

This Week	Last Week	on Chart
1. ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers	1	7
Claudette (BMI)—Cadence 1348		
2. WITCH DOCTOR (ASCAP)—David Seville	2	8
Don't Whistle at Me, Baby (ASCAP)—Liberty 55132		
3. LOOKING BACK (BMI)—Nat King Cole	3	8
Do I Like It (BMI)—Cap 3939		
4. WHAT AM I LIVING FOR (BMI)—Chuck Willis	6	6
HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179		
5. DO YOU WANT TO DANCE? (BMI)—Bobby Freeman	7	4
Big Fat Woman (BMI)—Josie 835		
6. TWILIGHT TIME (BMI)—Platters	4	9
Out of My Mind (BMI)—Mer 71289		
7. JOHNNY B. GOODE (BMI)—Chuck Berry	5	6
Around and Around (BMI)—Chess 1691		
8. JENNIE LEE (BMI)—Jan and Arnie	10	3
Gotta Getta Date (BMI)—Arwin 108		
9. YAKETY YAK (BMI)—Coasters	—	1
Zing! Went the Strings of My Heart (ASCAP)—Atco 6116		
10. FOR YOUR LOVE (BMI)—Ed Townsend	14	7
Over and Over Again (BMI)—Cap 3926		
11. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley	8	8
Doncha' Think It's Time (ASCAP)—Vic 7240		
12. BIG MAN (BMI)—Four Preps	11	3
Stop, Baby (ASCAP)—Cap 3960		
13. SECRETLY (ASCAP)—Jimmie Rodgers	19	2
MAKE ME A MIRACLE (ASCAP)—Roulette 4070		
14. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Lamie London	9	10
Handed Down (ASCAP)—Cap 3891		
15. TALK TO ME, TALK TO ME (BMI)—Little Willie John	13	9
Spasm (BMI)—King 5108		
16. CHANSON D'AMOUR (ASCAP)—Art and Dotty Todd	16	5
Along the Trail With You (ASCAP)—Era 1064		
17. RUMBLE (BMI)—Link Wray	17	4
The Swag (BMI)—Cadence 1347		
18. BOOK OF LOVE (BMI)—Monotones	12	10
You Never Loved Me (BMI)—Argo 5290		
19. ENDLESS SLEEP (BMI)—Jody Reynolds	—	1
Tight Capris (BMI)—Demon 1507		
20. TO BE LOVED (BMI)—Jackie Wilson	15	8
Come Back to Me (BMI)—Brunswick 55052		

ON THE BEAT

Continued from page 12

help me get back to the kids," he said, "I want them all to like what I do. They are still the ones who buy most of the singles and if they are not behind you, you have a tough time."

Damone was ready to leave for a brief visit to England to appear on "Sunday at the Palladium" and "Saturday Spectacular," two of the top-rated TV shows out of London. "I really don't quite know what to expect because I've never performed in England, but it'll be a challenge. If any of the fans over there are against Americans because of what happened to Jerry Lee Lewis, maybe I can win them back to our side."

Charlie Mathis of Wildwood, N. J., tells us that things are set down there for another big summer of rock and roll combos and singers. Steve Gibson and the Redcaps their 12th season at the Martini-que, while the Club Bolero will offer Sam Cooke for the week of July 18. The same club has booked the Trenier Twins with the Gene Gilbeaux band for five weeks starting July 25. Then Charlie Gracie moves in for a week, starting August 1. The Beachcomber has booked Jimmy Cavallo's House Rockers and the Chords for the entire summer.

The Biltmore Surf Club has signed the new group, the Honeycones, plus the Jay Riders and the Crazy Kats for appearances while the Playboys will be at the Elmira Club. The Club Mardi Gras has Buddy Rich's quintet for July while Charlie Spivak's band will be at the 3,100 seat Diamond Beach Club all summer. Cozy Morley's Quartet takes the summer bandstand at the Lucky Club while Jackie Lee, Val Vallee and Tony Stumpo are set for Charlie Johnson's. The Three Clefs are set for the Sky Lounge of Diamond Beach Lodge while Georgie Young's Rockin' Bocs are booked for the Rainbow Room. The Herbie Fields group will work the Hurricane Room for

(Continued on page 39)

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• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING MAY 31

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

This Week	Last Week	on Chart
1. ALL I HAVE TO DO IS DREAM—Everly Brothers	1	4
Cadence 1348—BMI		
2. TWILIGHT TIME—Platters	5	8
Mer 71289—BMI		
3. JOHNNY B. GOODE—Chuck Berry	2	5
Chess 1691—BMI		
4. WHAT AM I LIVING FOR?—Chuck Willis	6	6
Atlantic 1179—BMI		
5. LOOKING BACK—Nat King Cole	8	8
Cap 3939—BMI		
6. WEAR MY RING AROUND YOUR NECK—Elvis Presley	4	7
Vic 7240—BMI		
7. BOOK OF LOVE—Monotones	11	8
Argo 5290—BMI		
8. ENDLESS SLEEP—Jody Reynolds	13	2
Demon 1507—BMI		
9. DO YOU WANT TO DANCE?—Bobby Freeman	7	3
Josie 835—BMI		
10. JENNIE LEE—Jan and Arnie	13	2
Arwin 108—BMI		
11. YOU—Aquatones	15	2
Fargo 1001—BMI		
12. WITCH DOCTOR—David Seville	3	8
Liberty 55132—ASCAP		
13. CHANSON D'AMOUR—Art and Dotty Todd	9	3
Era 1964—ASCAP		
14. LAZY MARY—Lou Monte	—	1
Vic 7160—ASCAP		
15. BIG MAN—Four Preps	—	1
Cap 3960—BMI		
15. TO BE LOVED—Jackie Wilson	—	6
Brunswick 55052—BMI		

Philadelphia

1. All I Have to Do Is Dream Everly Brothers, Cdc.
2. Looking Back, Nat King Cole, Cap.
3. Chanson D'Amour Art & Dotty Todd, Era
4. Hang Up My Rock and Roll Shoes Chuck Willis, Atl.
5. Jennie Lee, Jan & Arnie, Arw.
6. What Am I Living For? Chuck Willis, Atl.
7. Do You Want to Dance? Bobby Freeman, Jos.
8. Witch Doctor, David Seville, Lib.
9. Johnny B. Goode, Chuck Berry, Chs.
10. Endless Sleep, Jody Reynolds, Demon

4. Yakety Yak, Coasters, Atco
5. Twilight Time, Platters, Mer.
6. What Am I Living For? Chuck Berry, Atl.
7. El Rancho Rock, Champs, Chal.
8. Jennie Lee, Jan & Arnie, Arw.
9. You, Aquatones, Fargo
10. To Be Loved, Jackie Wilson, Brk.

Washington, D. C.

1. Looking Back, Nat King Cole, Cap.
2. Yakety Yak, Coasters, Atco
3. Do You Want to Dance? Bobby Freeman, Jos.
4. What Am I Living For? Chuck Willis, Atl.
5. Jennie Lee, Jan & Arnie, Arw.
6. All I Have to Do Is Dream Everly Brothers, Cdc.
7. Johnny B. Goode, Chuck Berry, Chs.
8. Sick and Tired, Fats Domino, Imp.
9. Talk to Me, Talk to Me Little Willie John, King
10. Twilight Time, Platters, Mer.

St. Louis

1. Do You Want to Dance? Bobby Freeman, Jos.
2. Johnny B. Goode, Chuck Berry, Chs.
3. Looking Back, Nat King Cole, Cap.

ON THE BEAT

• Continued from page 38

the summer. The island, according to Mathis, has at least 150 niteries, most of them interested in signing pop talent for the summer season. His advice to agents is: "Head for the sand dunes and boardwalks of Wildwood. Lots of fat 10-week contracts are waiting there!"

With the success of the "Purple People Eater," and interest shown in the cute novelty, "Take Me to Your President," it seems we are still on a space kick. This week a couple of new "moon" type disks turned up, including Chris Conner's "Moon Ride," on Atlantic and "Rocket to the Moon," by Lenny Welch on Decca. Miss Connor, especially, has a mighty stylish effort. It's good offbeat material that will probably appeal to a flock of jocks.

Roulette has signed Austin Cromer, former vocalist with the Dizzy Gillespie band, and Sonny Till, former lead of the Orioles. Initial disks are just out for both. . . . Meanwhile, thrush Jeri Southern and Jimmy Rodgers are in for disk sessions with the same

label. The gal will cut an album with guitarist Johnny Smith, while Rodgers is set for singles and albums sessions.

Della Reese and Al Hibbler have both been signed by GAC. Miss Reese has just concluded a stint at the Fontainebleau in Miami Beach. Hibbler has headed for the midwest for appearances following Decca disking dates. Trudy Richards is doing a three-week stint at Le Cupidon, Manhattan nitery. . . . Bob Thiele of Dot, happy about the Coral hits by Jackie Wilson and Buddy Holly, made by him before he left the diskery, promises a gas of a new spiritual album by Clara Ward and her family to be recorded in Town Hall, New York, with a live audience in attendance. . . . Frankie Vaughan, British movie star and cat, whose latest Epic disk is "Judy," has established a scholarship in his name for a "deserving member of the Boys Clubs of America who exhibits real talent as a vocalist." Winner, to be selected from 600,000 American Boys Club members, will tour Britain for three weeks with Vaughan next October, making personal appearances.

New Pattern on P. A. Tours

• Continued from page 2

urdays and Sundays when the promoters have the best chance of turning out a good crowd. We'll be fairly satisfied if they just break even during the week nights when it might be harder to put over a package. The main advantages are that our nut is lower and we can still keep acts working. And we can put out any number of these smaller units."

Shaw averred that the smaller units are better in other ways. "You send out a big dozen-act group but you still can't charge more than \$3 or \$3.50 tops. But if they see all those acts for say \$3, they're spoiled and they won't feel like paying \$1.75 or \$2 to see

only a few. The bigger the package is, the quicker they get their fill and the longer you have to go in between before you can come back into the same city with another package. The smaller units have plenty of advantages."

Other observers see the situation strictly one of economics. "Loot is just not around these days. So why should we stick our necks way out with a big-budget investment especially with what TV is doing to us?"

Most bookers agreed that next fall might see a resumption of the bigger package tours. Meanwhile, it was certain that a weather eye would be kept on the success or failure of smaller, compact groups with a view toward setting future policy. It was also seen as a possibility that with the market a touchy one, only the disk stars with better acts and performance abilities would get the call to the road. Others would likely have to rise or fall on the "relatively cold and unemotional medium of TV," as another spokesman put it.

AFM Election

• Continued from page 3

ventions every two years instead of annually. After two and a half hours of debate the delegates agreed to forego their annual conventions, thereby saving the AFM \$400,000 every two years. The convention will be held as planned next year in Seattle, but thereafter will operate on a biennial basis.

Kenin endeared himself to the delegates by discouraging efforts to raise the president's salary from \$20,000 a year to \$35,000. Head of the Portland, Ore., Local 9 for 20 years, Kenin, 56, led a jazz band before he was admitted to the Oregon bar 28 years ago. Under Petrillo's sponsorship he became a member of the parent union's Executive Board in 1943, abandoned his law practice and served as a member of the national committee that negotiated the first unemployment royalty fund in recording industry.

Re-elected to office by AFM delegates last week were Charles L. Bagley, vice-president; Leo Cluesmann, secretary and George V. Clancy, treasurer. E. E. Stokes was elected to fill Kenin's vacancy on the international executive board. Probabilities are that there will be a board session in New York this week.

Diskeries Flock

• Continued from page 3

tion, Warner Bros. Records, Inc., Carlton Records Corporation and Audio Fidelity Records, Inc.

List of RIAA members, other than the new entrants aforementioned, include the following:

Allied Record Sales, Am-Par, nsonia, Bartok Records, Bethlehem, Book - of - the - Month Club, Cabot, Cadence, Caedmon, Capitol, C-C Clubs, Cherokee Records, Children's Record Guild, Circle Records, Columbia Records, Concord, Cook Laboratories, Decca Records, DeSeymont, Disneyland, Dot Records, Folkways Records, Fraternity, Hickory, Jubilee, Kapp, Life Music, London Records, Magic Mirror Movies, James H. Martin, Mercury Records, MCM Records, Pacific Enterprises, Panart, RCA Victor, Romany Records, Roulette, Russell Records, Shelby Record Manufacturers, Albert B. Smith, Square Dance Associates, Standard Phono Corporation, Star Music and Recording Studio, Storyville Records, Tico, Unique, Thomas J. Valentino, Windsor-Pacific Corporation, Word Records, Zephyr.

FOLK TALENT & TUNES

• Continued from page 37

Them How." . . . Don Reno and Red Smiley and Their Tennessee Cut-Ups have a new release on the Dot label, "One More Hill" b/w "Banjo Medley." Deeja's who may have been missed may obtain a copy by writing to Don and Red at Box 150, Roanoke, Va.

Among those who dipped into the smorgasbord at the Bit of Sweden's Viking Room, Los Angeles, recently to celebrate the birthday of Nat Nigberg's "Country America" (KABC-TV, Los Angeles), were Mr. and Mrs. Gene Autry, the Rex Allens, Tex Ritter, Johnny Bond, Sheb Wooley, Charlie Williams, Jay Stewart, Tex Williams, Candy Candido, Tony Martinez, Jesse White, Billy Strange, Ray Whitley, Charlie Aldrich, Marty Landau, and Nudie, the Western tailor. "Country America" personnel on hand to keep things running smoothly included director Don Whitman, assistant director Bob Sheldon, emcee Joe Allison, Lefty Frizzell, Freddie Hart, Ginny Jackson, Jerry Wallace, Debby Kay, Betsy Gay, and Bobby Bruce and members of his Hometown Band.

Bill Carlyle and his unit are now working out of John Kelly's World-Famed Attractions, Nashville. . . . Dorothy Wright will appear as guestar on Tex Denton's show and dance at Hinkley, Calif., June 14, with Tom Tall set for that spot June 21, and Betty Luther, June 28. . . . Denver Duke and Jeffery Null introduced their first release on the new Guitar label via an interview on the all-night record show on WJOB, Hammond, Ind., May 31. Jocks may obtain a sample of the new platter, coupling "Bue, Blue, Blue" and "Candle-Lit Cathedral," by writing to Guitar Records, Box 64, Cicero 50, Ill., or Vokes Music, New Kensington, Pa.

Gordon Jennings, of Station WKOY, Bluefield, W. Va., has just had his first release on the Arcade label. Tunes are "Is It Yes or Is It No?" and "I Wonder If You Miss Me, Too." Deeja samples are available by writing to Arcade Records, 2733 Kensington Avenue, Philadelphia 34. . . . John Stephenson, of Cowtown Records, Avery, Tex., has a new long-playing release carrying "The Truth Hurts" and "I Was Warned" on one side, backed with "Was I Born to Lose?" and "Sweeter Day by Day." Stephenson is offering samples free to deeja's who write in.

The Judy Lynn Show left Nashville last Wednesday (4) for Lincoln, Neb., where on the following day they launched a 53-day tour that will take them thru the Pacific Northwest, winding up July 30. The 10-person unit, booked by John Kelly's World-Famed Attractions, headlines Miss Lynn and features Pat Kelly, rock 'n' roller; Cousin Horsefly, the funny man, and all the Shamrocks. Group is set for a number of major fairs and rodeos. On some of the dates the package will be augmented by Little Jimmy Dickens.

Lester Flatt and Earl Scruggs will be Saturday's (14) special guests on "New Dominion Barn Dance," Richmond, Va., when the show will be aired via the CBS radio network. Carlton Haney, "Dominion" bossman, is bringing in a special guest each Saturday from now on in. Haney has worked a deal with Syd Nathan, of King Records, Cincinnati, to record an album by "New Dominion Barn Dance" talent. Plans are to release

it in the fall in conjunction with the Virginia Folk Music Festival. . . . Bill Monroe has a new Decca platter coupling "Sally-Joe" with "A New Pair of Shoes."

Arlie (Hawjaw) Duff is back in Colorado Springs, Colo., where he began his deeja career, and says that this time he plans to stay. Arlie reports that country music is rompin' and stompin' at KPIK, where he mans the tables. "We have 12 hours of country music a day here, and the people have accepted it uncommonly well," typewrites Duff. "Tell the artists to send their new releases. I'll guarantee that their records will get a workin' over."

Smiley Burnette was the top attraction with the World's Championship Rodeo presented at Prichard Park, Prichard, Ala., May 30-June 1, under auspices of the Prichard Lions Club. Burnette's appearance netted him a front-page story in The Mobile (Ala.) Press of May 30. . . . Dean Richards, emcee of WLW's "Midwestern Hayride," Cincinnati, and Tommy Watson, of the Lucky Pennies, "Hayride" features, accompanied by Earl Haput and Bill Querner, of WLW Promotions, Inc., recently visited the Indian Lake resort area, Russells Point, O., to promote the "Hayride" attraction. Agnes and Wilson Davis corraled a group of natives and tossed a whing-ding for the WLW lads at their Cottonwood Lodge.

Jimmy Simpson, the Oilfield Boy of Station KBYR, Anchorage, Alaska, writes under date of June 2: "Little Jimmy Dickens appeared at the Red Barn here, Saturday, May 30, with Whitey Pullen and band and yours truly, and succeeded in pulling a full house. For the occasion, Jimmy aired his "Me and My Big Mouth" for the first time, and the station was swamped with calls from listeners wanting to hear more of it. Looks as tho music is turning back to country music again up this way."

In its first annual poll to determine the favorite country and western artist in Maine, New Hampshire and Massachusetts, Station WWNH, Rochester-Portsmouth, N. H., announced Ernest Tubb as winner. Listeners were asked to vote for their favorite c.&w. star on Jim Aylward's early-morning disk show. To wrap up the 1958 music poll, Aylward presented an hour-long "Salute to Ernest Tubb," featuring some of Tubb's top records over the years. During the salute, Jim phoned Ernest long-distance at his home in Nashville to congratulate him, and listeners got a chance to pop a few questions to him on the air.

KCUL's "Cowtown Hoedown," which appears each Saturday night at the re-decorated Majestic Theater, Fort Worth, moved into its third year June 7. "Cowtown Hoedown" guests next Saturday (14) will be Jim Edward, Maxine and Bonnie Brown, with Bobby Helms and band the guestars June 21. The veteran Horace Logan is KCUL program director. . . . Dick Carson has left Station

WFMJ and Denver Bill's Ranch Hands in Youngstown, O., and is now appearing with his own combo at Johnnie's Place, Fresno, Calif., nitery which opened May 27.

Perk Williams, formerly with Jimmy Heap and the Melody Masters, has formed his own band billed as the Rainbow Ranch Boys. . . . Bob Cole, heard on Jay Records, appears each Saturday night as emcee-entertainer with "Ole Country Barn Dance" at Denim Springs, La., near Baton Rouge. . . . Al Terry, Hickory artist, is now whirling the country platters at KSLO, Opelousas, La., having recently shifted from KROF, Abbeville, La. His latest Hickory waxing couples "Good Deal, Lucille" with "Because I'm Yours." . . . Huey Meaux, Harry Trahan and the Ramblin' Aces featured at the Super 76 Club, Port Arthur, Tex., with their cajun French and country-style music. Lads appear each Saturday, 4-5 p.m., over KPAC, Port Arthur.

With the Jockeys

After a three-year absence from radio, during which time he took a fling at TV, Al S. Brock has returned to his old deeja job at Station WTAL, Tallahassee, Fla., to spin country and gospel music. "I'd appreciate all the disks I can get in order to rebuild my recording library," typewrites Brock. He says the field is wide open for that type of music in the Tallahassee sector. . . . Bob Gallion, deejaing the 6-12 p.m. shift on the new Station WABB, Mobile, Ala., has a new release on the M-G-M label titled "I Miss You."

"Hometown Frolic," c.&w. platter show heard daily on WAAT, Newark, N. J., went off the air recently, due to a decision of the new management. Lyle Reed and Don Larkin, who held the reins on the show the last 12 years, are scouting for other connections. The station now bears the call letters WNTA. . . . Vernon Stewart, c.&w. deeja on KXJR, Russellville, Ark., has a new release on Razorback Records, coupling "I'm Tired of Making Believe" and "I'll Still Love You." Another new Razorback release ties up "Four-Leaf Clover" with "Why Do I Keep on Crying?" by Bill Parks. Deeja's not on the Razorback mailing list may obtain samples of the above by writing to the firm at 817 Cherry Place, Muskogee, Okla.

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Allentown Won By B-C and Alexander

Names May Include Buttons, Mack; 2 Days for Rodeo With Leo Carillo

ALLENTOWN Pa. — The Barnes - Carruthers and Willard Alexander talent offices are sharing the grandstand duties for the Allentown Fair. The East's last major unsigned event made its decision last weekend after being approached by 10 organizations. Show committee's vote was reportedly unanimous.

Both winning offices will provide four performances, B-C bringing in a rodeo with Leo Carillo as the feature, on opening Monday and Tuesday (September 15-16), and Alexander following with four night shows featuring major names.

Plan is for the fair to run a different big name on each of the nights from Wednesday thru Saturday. Final schedule has not been worked out, but personalities considered include Red Buttons, Paul Winchell, Jonathan Winters, Ted Mack with an Amateur Hour unit, and others.

Supporting Numbers

Supporting the night stars will be Florian ZaBach, a 16-girl dance line, production singer, the Jays, comedy trumpet; Poodle Symphony, dog act, and Wells and the Four Fays, acrobatic. Acts from the night show will supplement the afternoon harness racing, as will the Racing Mules feature of Jerry Lipiatt, booked independently.

An opening day parade will be put on by the B-C rodeo people, which will take advantage of the

fair's in-town location by marching thru downtown streets. Included in the parade will be an Indian troupe from the World of Mirth Shows midway. There is a chance that a rodeo performance will be cleared for Sunday, prevue day, and if this comes about then the first matinee will be advanced from Monday to Sunday, when patronage would be heavier.

All schools may be let out on Tuesday of fair week this season, simplifying the kiddies' day situation which resulted in Tuesday and Friday being used in prior years. Half-priced rodeo seats would be made available for afternoons, for children.

CANNONS IN CURRENT NEWS

CHICAGO — Cannons were in the news last week. Victoria Zacchini, of the cannon-shooting family, made her first flight over water at Kennywood Park, Pittsburgh, when she was shot over the lagoon there before strong crowds who had "heard" about the stunt.

Second item, cannon-wise, was the announcement by Harry Schroeder, Monroe, La., that he was offering replicas of cannons used in the Civil War as attractions. The artillery pieces being manufactured by Schroeder shoot beer cans full of concrete, and tourists along the Gulf Coast are paying \$1 to fire them and see the missile shoot out over the water. In addition, the amateur artilleryman gets a commission in the Confederate Artillery Corps.

Bob Lohmar, RAS Gen. Agent, Dies

Veteran Show Executive Passes Away at 74, Following Stroke

MORTON, Ill.—Funeral services were held here Monday (2) for Robert (Bob) Lohmar, 74, general agent of the Royal American Shows, who died Thursday (29) in a Peoria hospital. Lohmar, dean of carnival general agents, suffered a stroke in Tampa several weeks ago and had been hospitalized in Peoria since that time.

During 58 years in outdoor show business the genial Lohmar had been with circuses and a number of carnivals and was well known in railroad as well as show business circles.

Born January 22, 1884, in Donellson, Ia., his family moved to Peoria where he received his

education. At the age of 16, Lohmar joined a circus, Harris Nickel Plate Show, as a roughneck and candy butcher for one summer.



ROBERT LOHMAR

His father, who operated a grocery store, wanted him to learn the business and for several years he divided his time between that business and circus life.

In 1907, however, Lohmar joined the Barnum & Bailey Circus where he remained until 1909 when he entered the insurance business. Three years later, he joined the Wortham & Allen Shows as promoter and general agent and when the show was later split into the C. A. Wortham and Tom W. Allen shows, he became general agent of the latter. In 1916, he rejoined the Barnum & *(Continued on page 51)*

HIGHLY RECOMMENDED

Bill Wynne Favorably Impressed By Brussels World's Fair Visit

MEMPHIS — G. W. (Bill) Wynne, manager of the Mid-South Fair, arrived back home Sunday (1) from the Brussels World's Fair and said: "I honestly feel that the privilege of attending the Brussels event is the greatest opportunity I have ever had as a fair man."

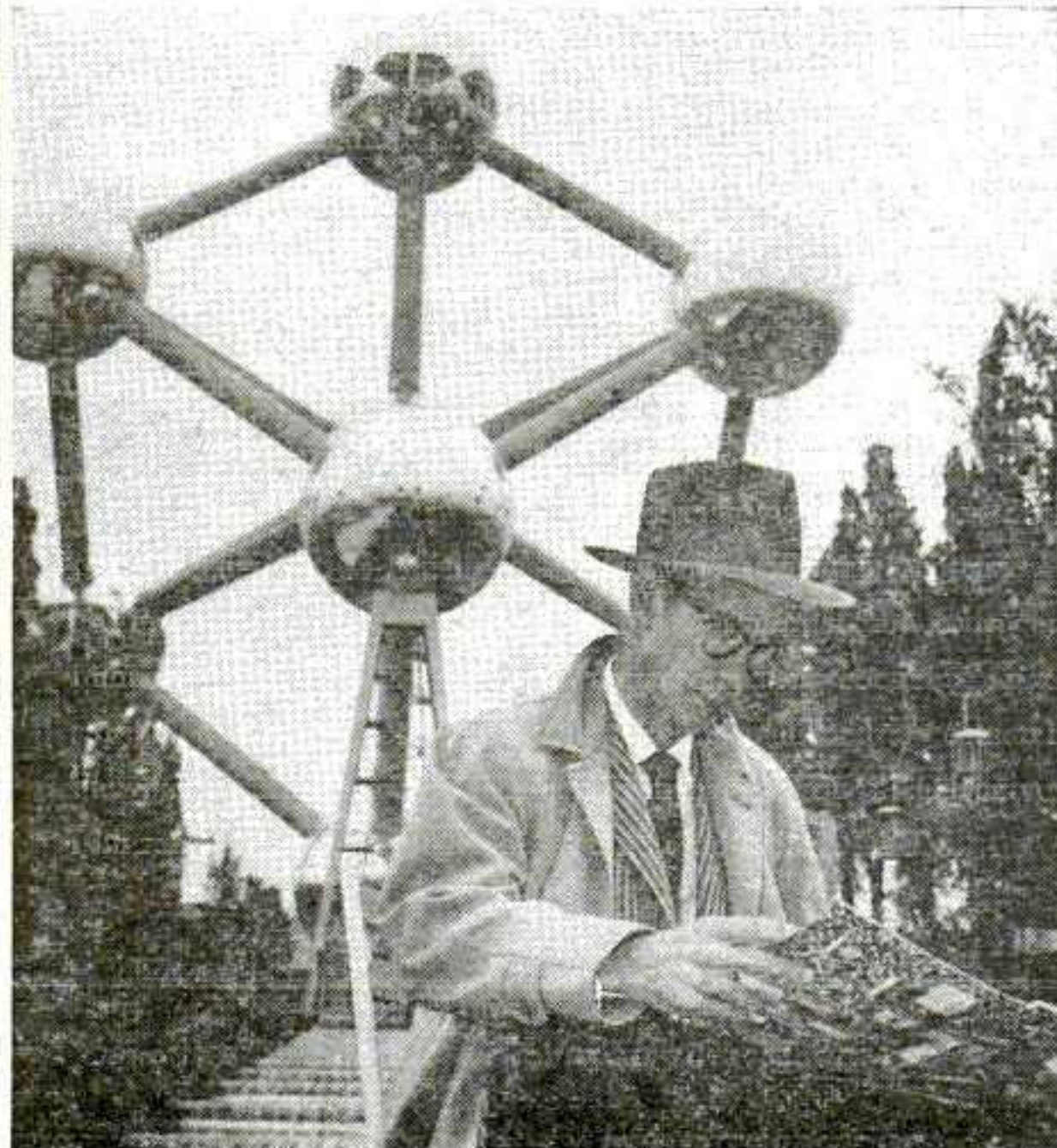
Wynne was high in his praise of the progress made in whipping the entire operation into shape based on opening reports which described the fair as far from complete. He said that the fair has realigned its sights on total attendance and said that the landscaping of the grounds, in his opinion, was one of the outstanding accomplishments.

Attendance-wise, exposition officials have discarded their original estimates of 25 million for the six months and now have hopes of drawing between 45 and 50 million by the November 1 closing date. The new estimate is based on

the record crowds drawn thus far despite bad weather and the fact that the tourist season does not open until mid-June, Wynne said. During the month of May some rain fell on over half the days, he was told.

Lauds Landscaping

"The outstanding feature about the entire exposition, from my standpoint, is the striking beauty and color that has been achieved by a combination of the flowers, grass, trees and shrubs with the revolutionary architecture of the buildings," Wynne said. "I was told that the fair employs 360 full-time gardeners in addition to an administrative staff of 30 to plan and execute the constant changing program of planting and landscaping. We will recommend to the committee that is now planning our new Memphis fairgrounds that special attention be given to flower beds and landscaping."



G. W. (BILL) WYNNE, manager of the Mid-South Fair, Memphis, rests in the shadow of the Atomium, symbol of the Brussels World's Fair, to re-cap on what he'd seen. Wynne, who returned to Memphis last week after spending eight days at the Belgian capital, is one of a growing list of fair and park executives and outdoor showmen who this year will visit the big exposition.

"Apparently the midway area is still getting the short end of the fairgoer's dollar. This fact was voiced by both fair officials and by Syd Daniels, American concessionaire, who has the exclusive on hats. In addition to his hat locations, Daniels is also operating two games concessions which are being handled by Kitty Glosser. "According to Daniels, business is improving each week on his hats, which is obviously true since we seemed to note a few more each day thruout the fairgrounds. Daniels is baffled by the reaction to the games. He said that his operators are able to hold a tip only until a player wins and then the crowd disappears quickly," Wynne pointed out.

Coaster Popular

"During my visits to the amusement area the big Coaster and Monorail were the rides that seemed to be getting the most money. The Wild Mouse has recently changed locations to avoid *(Continued on page 44)*

Al Sweeney Reports Iowa Crops Are Tops

DES MOINES — Al Sweeney, head of the National Speedways, preparing for a Sunday (8) auto race program at the Iowa State fairgrounds, reported in his many years of visiting Kansas he had never known of better crop conditions in that State.

Sweeney staged three auto race meets in Kansas over the long Memorial Day weekend. A stock car program at Topeka drew 8,500 people; a big car race meet at Belleville, Kan., pulled 5,500 and a stock car program at Wichita attracted 3,500.

Attendance, while good, was down about 10 per cent for the three meets, but Sweeney hastened to add that Kansas farmers, now facing bumper crops, were short of cash as a result of three successive drought years, but should be in good shape by fair time when the present huge crop is harvested.

CAN'T HELP

Gov. Says No, Rocky Hill to Accept Gifts

EAST GREENWICH, R. I.— Gift offers of premium money to perpetuate the Rocky Hill Fair will have to be investigated, following the governor's inability to come up with financial aid.

Governor Roberts has said he is constitutionally prevented from making an appropriation by administrative order. Such a measure would need a two-third vote of the Legislature, which has already killed a bill for the annual \$11,000 appropriation.

A. Elmer Benson, fair president, and Michele De Ciantis, vice-president, said they will follow up anonymous offers to donate a total of \$16,000 to keep the fair going.

Mobile Rodeo Gets Fair Biz

MOBILE — The Lion's Club Rodeo, held in nearby Prichard over the Memorial Day weekend, drew a total of 4,200 in three performances. Event was held in the city park with seating capacity of 3,700. Rodeo was brought in by Gene Madison and has Smiley Burnette as the name attraction.

Cochise Aids In Fort Smith Rodeo Record

FORT SMITH, Ark. — Cochise of Broken Arrow TV fame gave the Arkansas-Oklahoma Rodeo, which closed its six-day run here Friday (31), its biggest attendance and the largest gross in the event's history.

Attendance for six performances was 47,200, surpassing the previous peak, set in '56, by more than 15,000. Receipts were about \$60,000, a gain of about \$13,000 over the previous '56 high. According to Paul Latture, president of the Chamber of Commerce, the rodeo's sponsor.

The Cochise-headed rodeo sold out and had turnaway crowds at four of its performance.

Cochise was booked in thru Eldred Stacy of Music Corporation of America. Also on the bill was Barbara Autry, also booked in by Stacy.



Wherever You Are . . . You'll Find Many of Your Needs in the

CLASSIFIED SECTION
this issue

WATER SHOW

Sam Snyder Reports Fair Biz at Brussels

BOSTON — Sam Snyder, producer of the "Water Follies," has returned here from the Brussels World Fair where he reports his show is doing reasonably good business despite a number of minor difficulties.

He returned with his American principals, leaving in their places European performers, and will concentrate on his American and Canadian tour of 20 weeks. His show at the Brussels Fair is in for 25 weeks and he expects a good over-all gross.

The "Water Follies" is the only show at the Belgian fairgrounds under guarantee, and opened April 19 with an admission fee of \$1.60, \$1.20 and 80 cents. Snyder said he had stiff competition since he was up against a number of cabaret-type operations which charged no admission, relying on the food and liquor.

Among the performers Snyder brought from Brussels is a new singer, Suzanne Dior, who has done musicals in Paris and Israel and sings in six languages. Also back are Eddie Rose, comic water and stage performer; precision swimmer Mary Dwight, diver and water comic Roger Nadeau, ballerina Martha Ann Bentley, Australian diving champ Kevin Newell; Clyde Dyson, New Zealand diver; Emile Hotte, Canadian diving champ, and Lenny Laden, emcee.

To Play B. C.

At the conclusion of the U. S. and Canadian tour, which will include a date at the Pacific National Exhibition, Vancouver, B. C., Snyder will take his troupe to the Pacific. The show is scheduled for six weeks in Tokyo, two weeks in Hong Kong and four weeks in Manila. It also is booked for a tour of South Africa in 1959.

For the Brussels date, Snyder took more than 30 artists and is playing in the 3,500-seat Paldium with stage and pool. There were provided which made it unnecessary to transport two portable pools and the heavy lighting equipment.

Snyder, who was at the fair since April 19, said crowds were good when the weather held up but that a good deal of rain hurt the gate. He reported a good deal of confusion and that 15 days of rain had held up building and delayed the opening of several pavilions.

He said a great many Russians came to the Water Follies show, with many of the fair personnel attending frequently. Business was expected to pick up starting May 24, a holiday in Brussels.

For his American tour Snyder will use a cast of 40. Martha Ann Bentley is handling the stage choreography, and Mary Dwight the water choreography. The show is now in rehearsal in Boston where water ballerinas and swimmers are being signed up.

Weld Maybee Quits Detroit Civic Center

DETROIT — Weld S. Maybee, director of the Detroit Civic Center, resigned last week, announcing plans to go into the real estate business. He has been director of the center since 1953 and was a member of the Civic Center Commission and its predecessor for nearly a decade before that. His jurisdiction included the several

N. Y. Ball Park Business Okay For Kochman

NEW YORK—The short-notice thrill show program at Ebbets Field proved beneficial both to the Jack Kochman Hell Drivers and the ball park promoters over the Decoration Day weekend.

Close to 50,000 persons paid their way into the six performances, beginning Friday (30), it was reported, with Saturday night's 11,000 topping the slate. Sunday was not expected to pull heavily, but yielded some 6,000 for the first show and 3,500 for the second.

It was a substitution on both ends. For the ball park, the originally scheduled Dick Clark rock and roll show was postponed. The Kochman troupe was to have opened in May in France on its second European tour, but France's political turmoil created conditions which were figured to be unfavorable for show business.

Kochman broke in an imported act at Ebbets Field. This is the Autobatics, consisting of five Danes who do handstands and other acrobatics atop the stunt cars. Also booked are the five Tokayers, tecterboard crew, which will play the season with the stunt show.

The Kochman unit will play both the Midwest and East before the fair season, which begins in late July with the Kent and Sussex Fair, Harrington, Del.

halls of the Veterans' Memorial, the new Henry and Edsel Ford Auditorium and the mammoth Convention Hall and Exhibits Building now under construction.

Talent Work on Increase At Mickey Sullivan Office

WORCESTER, Mass. — Shopping center promotions are augmenting the outdoor band bookings for Mickey Sullivan this year. Sullivan has been booking occasional celebrations and promotions in recent years, and the total business signed for this season is the biggest yet for his agency.

The Sullivan band will be playing fair dates for the GAC-Hamid and Frank Wirth offices, it is reported.

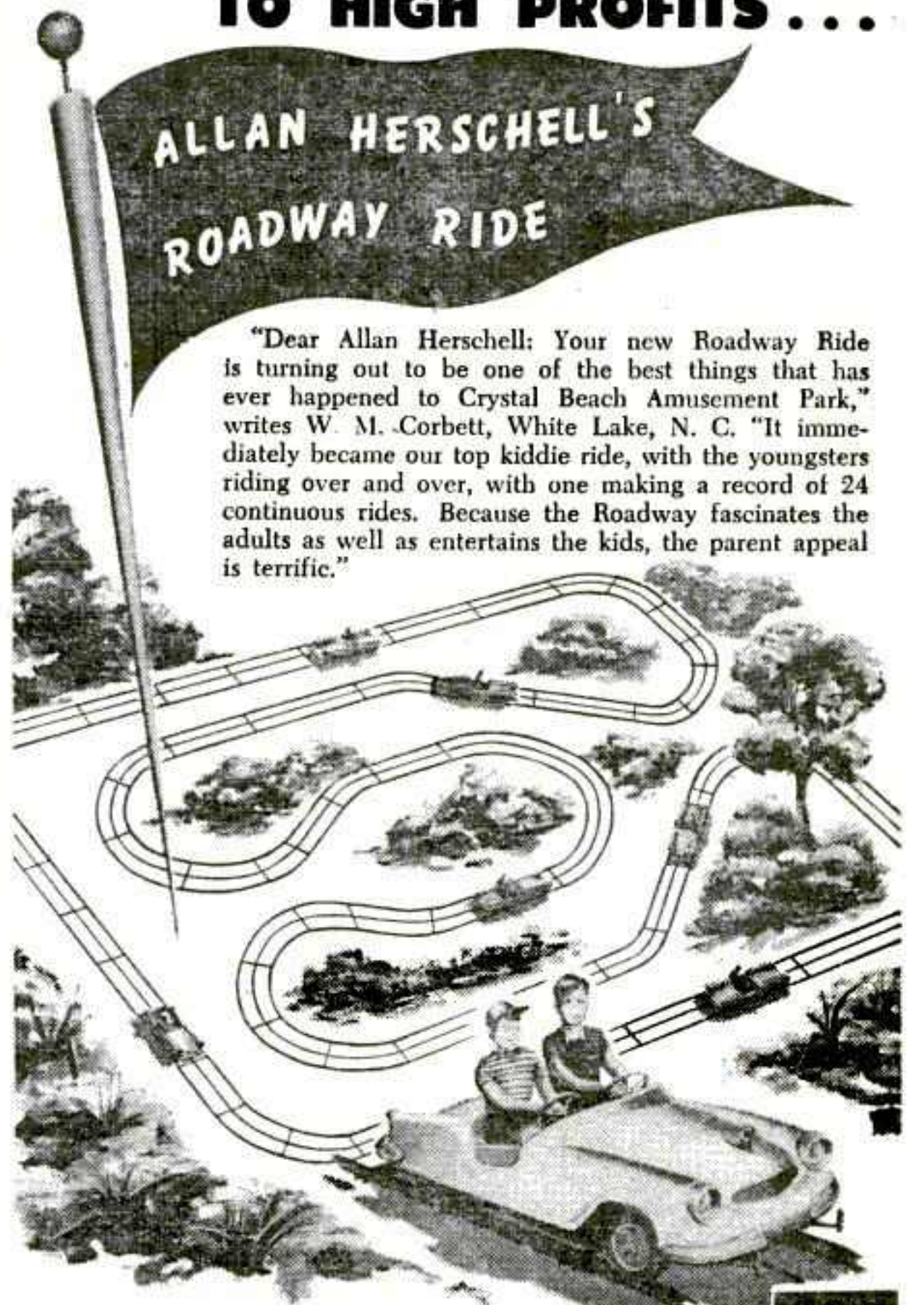
Sullivan said exclusive booking arrangements have been worked out with shopping centers in Hartford, New London and Hamden, Conn.; Framingham, Worcester

and Lenox, Mass.; Manchester, N. H.; Bangor and Brunswick, Me.; Asheville, N. C.; Rochester and Hempstead, N. Y.; Cayce, S. C.; Mansfield, O., and Montreal. Three centers will open within 10 miles of Worcester this year, and Sullivan has them under one-year contracts for talent.

Associated in the venture is Paul F. McCarthy, and Jerry Blinkhorn will join August 1 to work on industrial shows.

Sullivan's promotions are utilizing Will Hill's Society Circus, Johnny Melendez's "Ice-a-Rama" unit, a Zacchini cannon act, Pat Anthony's Lions, Vidbel's Elephants and several other acts.

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Varied Line-Up At Freeport

FREEPORT, N. Y.—Promoters Jake Kedenburg and Duke Donaldson have a full program at Freeport Municipal Stadium this season, with stock car racing every Tuesday, Friday and Saturday, plus special events.

Advance for the URDC and USAC midget races on Friday (6) was big. Spot drew 9,600 into the oval for a midget show last year.

Schedule ahead includes special stock car program on July 3, fireworks and firemanic displays on July 4, Thunderbird thrill show July 10, midget cars July 11 and August 8, 200-lap midget feature August 29, and midgets September 19, in addition to the regular stock car program.

\$8,000 Fire Damages Waxahachie Grounds

WAXAHACHIE, Tex.—A fire of undetermined origin caused an estimated \$8,000 to \$10,000 damage to the bleachers at the rodeo grounds here Friday (30). Sixteen calves, which were under the stands, were driven to safety.

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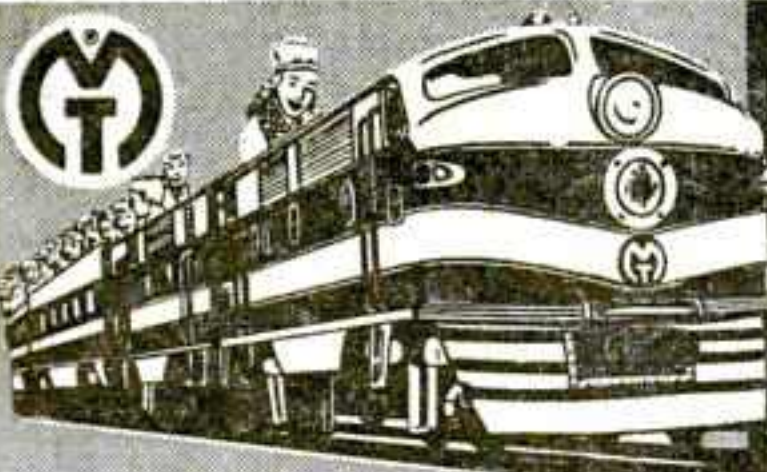


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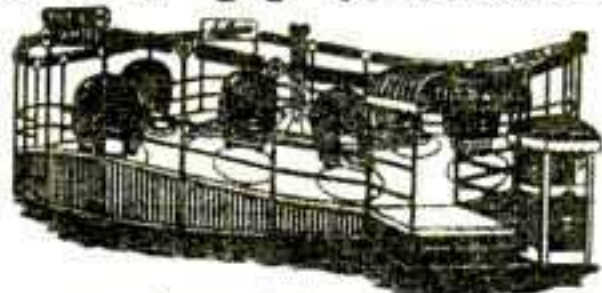
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COMMERCIAL GUARDS

Park's Peace Won By Silent Force

WILLOW GROVE, Pa. — Peace of mind and property at any cost seemed unattainable a year ago, but Willow Grove Park found a workable solution to teenage incidents and has enjoyed untroubled operation since.

The problem was emphasized last year at Easter, when youngsters virtually took over rides while park guards, helpless to cope, turned away. That was the last time any troublesome incident occurred.

Manager Joseph Helprin, now president of the Pennsylvania parks' association, reasoned that the weakness was the park's failure to present an imposing deterrent to teenagers' rambunctiousness. Guards were retired men who were no match for brawny kids. The solution lay in using commercial armed guards, and it has worked like a charm.

Today's guards are uniformed and white capped, and display sidearms, brass knucks and the ever-clenched billyclub. They are youthful looking, muscular and polite, but their confident manner evokes respect. A commercial service provides the men in varying number, with as many as 24 on the job for Decoration Day. Normal weekdays require less men.

Worth the Cost

Helprin acknowledges the expense of this service, but points out that Willow Grove has regained a position of respect among its patrons. And it has the peace of mind and property. Guards can hold for arrest, which they do with an unlocked lock-up. It has rarely been needed.

Within the park it is not feasible to screen patronage and weed out undesirables. Willow Grove tries it another way. On bus groups it sets a busload fee, say \$50 worth of tickets, and this imposition discourages some patrons whose contribution to the funspot would have been trouble, not revenue.

Ride Prices Up

Some ride prices have been hiked a nickel this season, with no apparent objection. Advertising features the new Round-Up, Wild Mouse and an Allan Hawes river boat operating in the old Scooter Boat channel.

Improvement money was devoted to additions this year. Last year's major work, unseen by the public, was a heavy expenditure in converting the park from D.C. to A.C. current.

The Great Seabright, swaypole, ended a two-week stay as the free act. Acts on the schedule include the Albanis, the Egony Brothers, June 10-15; Flying Malkos, June 24-29; Pat Anthony's Lions for two weeks; Texas Tommy, July 1-6; Ray Beaudet's Ice Revue, July

15-20; Benny and Betty Fox, July 22-27.

Other entertainment has Dick Clark with Friday night record hops, and Joe Niagara on Tuesdays, Thursdays and Saturdays. A broadcasting studio has been fixed up in the Casino.

Teen Troubles Mar Holiday

PHILADELPHIA — Decoration Day weekend business was marred for two parks in this area, with flare-up of teen-age violence. More than 40 persons were injured and two dozen were jailed. In one case the excitement centered around an excursion boat juke box; in the other the brawl was laid to drinking.

On Decoration Day, with some 2,000 persons on board, the S. S. State of Pennsylvania ran from Philadelphia to Riverview Park, Pennsville, N. J. Dancing couples squabbled over favorite record tunes, there was some pushing; then chairs and bottles began flying and knives were displayed.

The skipper played fire hoses on the rioters. Two Coast Guard cutters were dispatched in response to radio calls for help, and police assembled at Pennsville. None of those arrested could post bail so they were lodged in jail and the detention home in nearby Bridge-ton.

At Forest Park in Chalfont, near Doylestown, a teen-age sorority outing drew 374 people. There was drinking, which resulted in baseball bats and knives being swung. Troopers helped quell the disturbance, but on the Reading Company train ride back home, it started again. Every window in each coach was broken, and police were again called into play at North Philadelphia Station.

Oddest casualty was a train passenger, 18, whose complaints were diagnosed as measles.

Waco, Tex., Rodeo Adds Dale Evans

WACO, Tex. — Dale Evans, wife of Roy Rogers, will join her husband for opening day of the Heart o' Texas Rodeo to be held here June 18-22. Rogers, who will be featured for all five days, will be supported by Pat Brady and the Sons of the Pioneers.

IN AIRPLANE HANGAR

June 20 Debut Charted For L. I. Space City

NEW YORK — A June 20 opening date has been set for the new Space City in Roosevelt Field, Long Island. Partners Lester Tobin and Mike Michaels are using a large airplane hangar leased from Webb and Knapp realtors, for 18 years.

Immediate parking is available for 2,000 cars, and nearness to the big Roosevelt Field shopping center brings thousands of more spaces in close proximity. Inside and outside of the hangar are decked out in futuristic motif.

A feature is the 75-foot rocket

ship, offering a simulated trip thru space. There are ABC Vending Concessions, with several specially-styled units.

Plans include live talent putting on a space-type show, and casting for this went on last Saturday (7). Entertainment director is Al Hodge, former Captain Video of television. Chuck Dreyfuss, nightclub and personality publicist, has the park account. Tobin, producer, and Michaels, executive producer, built their capital in the Long Island and New Jersey real estate and contracting businesses.

Treasury OK's Bonds for D. C. Stadium

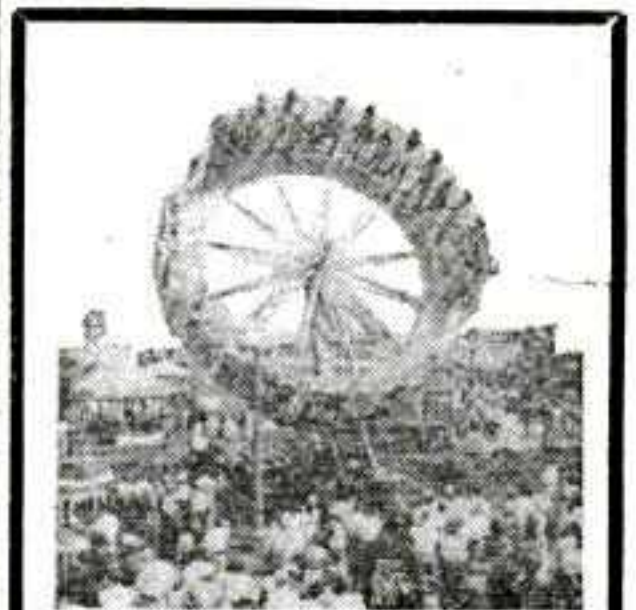
WASHINGTON — Treasury Department has said it would guarantee bonds to finance construction of a proposed 50,000-seat stadium here.

The department insisted, however, that interest on the bonds be taxable. This will require amending the 1957 act authorizing the District Armory Board to finance the facility by floating tax-free bonds.

Armory Board Chairman Arthur Bergman said bond consultants have established that Treasury-backed bonds would be easy to sell and that the provision would be more important than the tax-free feature.

Other amendments asking that the \$6,000,000 limit on construction costs be lifted have already been proposed by Rep. Oren Harris (D., Ark.) and Sen. Alan Bible (D., Nev.)

Stadium plans call for an ultra-modern circular structure with a sliding stand arrangement to convert it from a baseball diamond to a football field. Parking space is planned for 12,500 cars, 100 buses and 200 taxis.



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ARENAS & AUDITORIUMS

Tight Money Period Means Good Times for Exposition

By TOM PARKINSON

EXPOSITION and exhibit executives are quite aware of the recession climate of recent months and their approach to it is notable. Summing up the awareness is an observation of the Exhibitors Advisory Council's vice-president, H. H. Howry Jr.

He writes that "1958 is the year of challenge and the transition from the soft to the hard sell." Expositions are rearranging their approach, just as are many other fields.

The next step is typified by H. Ellis Saxton in regard to his own show. "Milwaukee Home Show finds no recession," he stated. Opening days set attendance records, and exhibitors reported business good. Similar results were reported by other shows thru the winter months.

To this M. E. Thayer, manager of the International Amphitheater in Chicago, contributes the statement that the exhibit and exposition business is "depression proof."

Thayer has been active in the business as both a building manager and show manager for many years, including both prosperous and not so prosperous times for the general economy.

As money tightens, Thayer points out, many companies must reduce their sales budgets. In the case of some companies, including some small ones, this involves cutting down the size of its sales force.

The next step has these companies reasoning that it is more productive to send its salesmen to an exposition, where they have access to hundreds or thousands of prime prospects, than to limit the salesmen to the fewer contact available thru traveling and making calls.

Those prospects at an exhibition likely have come considerable distance because of their interest in the field and its products. Thus they probably are prime prospects.

Another factor is that in times of tighter money, many manufacturers have more to sell, more to offer at expositions. In boom times, sales are less of a problem. Perhaps a company can sell all or more than it can produce. But in non-boom times the same company may have something to sell and consequently good reason to take part in expositions.

Thayer cites the machine tool industry as being in this category. The Amphitheater will house the next tool show in 1960. Many companies in that field need orders. Therefore, the show, already one of the giants of the business, is expected to grow even larger.

In this line of thinking it would appear that whether the upswing in the economy is due in the spring, summer, fall or future, the exposition field can look forward to continued growth.

GAC Absorbs Felds' Super Attractions

NEW YORK — General Artists Corporation has absorbed the Feld Bros. Super Attractions of Washington and is planning to expand its auditorium-arena activities.

Being considered as one arena show, possibly for this season, is a package with a sports theme and using performers in baseball, football, diving, swimming, flycasting and boxing skills.

The new operation will be known as GAC-Super Productions. Irvin Feld joins GAC, and Tim Gale, who formerly had the Gale Agency, will be in the new subsidiary.

Feld Bros. have produced and

toured arena packages, especially in the pop music field. Super Productions also is touring "Summer Dance Party."

The Felds are keeping several of their operations separate from the GAC deal. Among these are their management of the Winston-Salem, N. C., Coliseum and the Carter Barron Amphitheater in Washington.

Also separate from GAC-Super Productions is the Feld's Super Shows organization thru which they promote numerous dates for the Ringling circus in many parts of the country.

The Feld deal with GAC has a parallel in George Hamid's sale to them of his agency, now called GAC-Hamid. He also retained as a separate enterprise his circus interest, Hamid-Morton.

10 BILLION HOT DOGS TO SELL IN '58

CHICAGO—An estimated 10,731,500,000 hot dogs will be consumed this year, according to the meat packing industry, and a good proportion of them will be enjoyed at parks, fairs, carnivals, circuses and other outdoor and indoor amusement centers.

Pound-wise, the total consumption will aggregate 1,155,600,000 pounds, and averaging 9.2 dogs to the pound, it all adds up to the 10 billion figure. It was also estimated by the packers, who are behind the promotion of July as National Hot Dog Month, that the total cost of the franks will amount to three-quarters of a billion dollars.

Rodeo Unit Makes Trip To Brussels

NEW YORK — America's rodeo contribution to the Brussels World's Fair left Sunday (1) from Pier 7. The consignment included cowhands Jim Apodasa, Vic Schwartz, Larry Hetherington, Fred Brookfield, John Hipher, Bill Stansberry, 10,000 circus seats for the arena in Brussels, and stock. There were 217 head including five buffalos, 20 bulls, 40 steers, and bucking and saddle broncs.

Flying over in advance were promoter Bob Fleming and Don Kensbury.

Two charter planes left Denver Saturday (31) for Washington, where they were to take off for Brussels. Aboard were the 59 Indian performers, Casey Tibbs, and Vern Elliott. Total personnel numbers 150. Show is the Wild West Rodeo of Cremer Rodeo Company.

NEW SLANT

Store Patrons Flock to See Ghost Town

VANCOUVER, B. C. — Bill Baddley, owner of the carnival bearing his name, has his Ghost Town operating on a floor of T. Eaton Company department store here and reportedly drew over 100,000 visitors thru its free gates in the first week.

Baddley, owner of Baddley Bros. Centennial Shows, has leased his carnival to Tom Reid and Jimmy Oakman, and is spending his time operating the walk-thru which is a centennial feature at the department store.

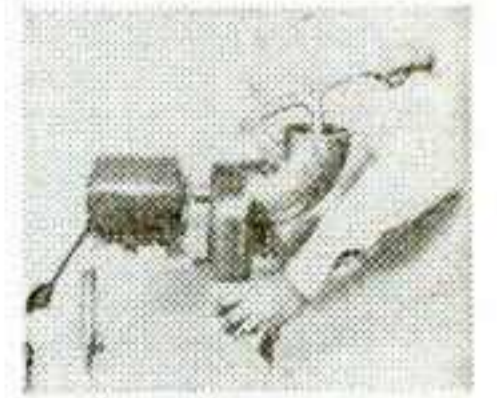
Baddley reportedly spent seven years collecting material and building for the display. Since it opened he disclosed that the Oregon Centennial has offered to book it for the State's 1959 celebration and the Pacific National Exhibition is also interested. Eatons have proposed booking it into their chain of stores, Baddley said.

Current plans, however, are to locate it at a new amusement location which is expected to be established about 18 miles east of Vancouver.

Madison, Wis., Cele Sets Mass Dancers

MADISON, Wis. — Massed square dancing with 400 participants and the U. S. Navy Band, have been set as features of the Badgerland Music Festival, to be held June 14 under VFW auspices. Activities were to be concentrated around the baseball park here, according to Elmer Ziegler, director.

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RINGLING CROWDS REPORTED LIGHT

Road Running Order; New Cat Trainer; Philadelphia Starts Slow; Alzana Back

PHILADELPHIA — Ringling-Barnum circus began its first open-air stand of the summer at Connie Mack Stadium here Tuesday (3). Stand runs thru Sunday (8).

Turnouts here and at the previous two road stands, Providence, R. I., and Hershey, Pa., were reported to be light. A top show official declined comment about business, however.

Hans Nauman and a seven-tiger act have replaced Joe Horwath and a lion act. Nauman's first appearance was here, and the act is first in the running order. Following it are:

Ibarra Brothers, bars; clowns; Rusty Parent and Jackie Bostock in principal riding and Cha Cha Morales in riding mechanic; Hugo Schmitt with six baby elephants at center while Ben White and Ed Healy work five on each side; aerial ballet with Maryse Begare's planges; Santos and Dely, Ala Ming and Salotis Duo, with Santos doing forward somersaults on the wire; clowns and Margareto Esparza, midjet; Yong Brothers and Sister, Kaichi Namba and Tony Durkin; Bisbinis, Sorianis and Verdu; clowns; Chento Catarizo, Snyders and Yvonne's dogs; Lou Jacobs; Frank Doyle, Carmen del Tiede and Gala Shawn, aerial; spec; intermission; Flying Alexanders and Flying Rockets; Bostock and Smith, Del Morales and Aulars; menage display with the Moroskis, Marion Seifert and Lynn Brent; clown boxing; Sciplini's

Chimps; Bert Holt, Two Suns, Bratty, suspension juggling; Szabos, Bokaras and Glenhills, teeterboards; Klausers' Bears, and finale. **New Sleeper, Diner**

Harold Alzana is on the show and practising but not working the high wire act yet. At Philadelphia the band was in a third base dug-out and was not readily audible in many parts of the park.

Attendance here the first two nights was light despite a half-price tie-in with a grocery chain. Newspapers are curtailed by a strike.

Moving along with the show this year is a newly equipped sleeper truck operated by Jack Burslem. Rental of \$14 weekly is charged for circus personnel wanting to use it. Previously, the show had no such accommodations since it quit rail-roading. Also new is a second truck carrying a grease joint. Manager is Fanny McClosky.

Still to be announced by the circus is a change in route which substitutes several Southern cities for some of the Middle Western industrial cities which had been scheduled earlier.

Annual board of directors meeting has been rescheduled several times. Set first for May 22, it has been recessed or postponed three times since then.

John Ringling North was a guest on the "Amos and Andy" radio show Friday (30). He is reported to be planning a trip to Europe soon.

Beers-Barnes, Arter Combine Fills Big Top

CHARLESTON, W. Va. — Beers-Barnes Circus and the local fans' annual show, Arter Bros., combined for two performances here Monday (2) and attracted two full houses in the Beers-Barnes big top.

J. Paul Rusk headed the efforts of CFA members to produce the combined shows. City of Charleston brought in extra chairs from the adjoining ball park to seat part of the overflow. Profit from the show goes to city playground funds and the mayor and other officials were enthusiastic supporters of the event.

Plans to make it an annual affair were made and this was established as Charleston Community Circus. The Arter Bros. program has been active for five years and has perfected numerous acts and assembled props and other equipment. Polack Bros. Circus donated wardrobe.

Charley Beers, treasurer of Beers-Barnes, said he was happy with the financial results.

Milwaukee Rodeo Pulls 25,166 in Six Performances

MILWAUKEE — The Milwaukee Journal-sponsored rodeo wound up its sixth performance here in the Arena Sunday (1) with a reported 25,166 total attendance.

Gene Autry headed up the name attractions. Also on the bill were the Melody Ranch Boys, Merle Travis and Johnny Bond.

Contestants in the rodeo, produced by the Cremer Rodeo Company, were Jack and Billy Buschbom, who also have horse acts.

Brussels Fair

Continued from page 40

the stiff competition of the 'monorail-mouse,' but with doubtful results. The new location is off in one corner of the area which apparently does not get a great deal of traffic.

On concessions, Wynne reported that Coca-Cola, which is bottled in an exhibit on the grounds, was sold to the tune of 3,000 cases on May 1, when attendance was reported as 480,000. H. DeRoueck, commissioner of concessions, reported that ice cream is the most popular food item. It is offered in cones, sandwiches and bars, with the cones the most popular. A popcorn stand was recently opened on the grounds, but Wynne said that apparently the Europeans were not familiar with it and the popular American food was definitely not moving.

In addition to a lack of rest rooms on the grounds, Wynne noted that not a single public drinking fountain was in operation. Officials were surprised when he questioned the lack of drinking fountains.

He further said: "In an attempt to make a systematic visit of all the pavilions, I started with the Belgian section and proceeded thru the Belgian Congo and the International pavilions. Obviously, eight days is not enough to cover the entire exposition and I would suggest that any fair man planning to visit Brussels try to spend at least two weeks. Incidentally, it is possible to make a two-week visit to the fair for \$1,000, including round-trip air transportation," Wynne said in conclusion.

Molly Bee, Dean, Polack Set for San Diego Fair

SAN DIEGO, Calif. — Molly Bee, Eddie Dean, Polack Bros. Circus, sports car races, a national horse show and a sports carousel will be features of the Southern California Exposition and San Diego County Fair here June 27-July 6.

Miss Bee will head up a show on June 30 along with the Wiere Brothers and the Ben Yost Royal Guards. Dean will be featured July 5-6 with Eddie Cleto's orchestra, the Homer Garrett Y-Knot Twirlers and additional acts. The Polack show moves in for the days, July 1-3.

The sports carousel includes the horse show, sports car gymkhana, veteran car races and quarter-midget races. The horse show will be held daily both afternoon and evenings in a special arena. The

sports car event is set for July 5 in front of the grandstand while the midget and antique car races will be held June 30 and July 4 respectively.

The Heartland Square Dancing Association will stage a square dance jubilee on two days.

All attractions are free with a dollar gate admission.

Tommy Scott Business Fair

WAYNESBORO, Pa. — The Tommy Scott Country and Variety Show has been out since January and overall business has been fair, Scott reports. Georgia and Tennessee business was very good.

Show uses circus acts as well as Country & Western talent. Feature this time is Fuzzy Q. Jones, Western movie actor.

Agent is Paul Forrester, formerly with circuses, and the contractors are Al Barry and Drexel Day. J. F. Kelly is promotion manager. Show is routed around Washington, Wilmington and Atlantic City.

Western Music For Compounce

BRISTOL, Conn. — Lake Compounce, gradually resuming full-time schedule for the season, added Friday nights in mid-May and went on daily operation Decoration Day.

Jim Gallant, WNHC-TV "Bandstand Show" star, emcees a series of Friday-night record hops in the ballroom. Other weekend activity includes Saturday night dance music by Tiny Markle's orchestra and continuous free entertainment by Slim Coxx—His Cowboy Caravan, starting at 2:30 Sunday afternoons.

List Cristiani Kid Show Acts

PHILADELPHIA — When Cristiani Bros. Circus played here the Side Show, managed by Charles Roark, included:

The Great Kirkendall, escape; Doll Family, midjets; a minstrel quartet; Roark, Punch and vent; Bennie Bernard, magic; Don Leslie, sword and fire eater; Paul Bartholomew, one-man band; Chief Sugar Brown's Indian troupe, and some Diano animals, such as a bear, small ponies, and reticulated giraffe.

Other animals are in the menagerie. With the Diano elephants, the show carries 18, of which 11 work the performance.

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GOLD MEDAL PRODUCTS COMPANY

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CINCINNATI 2, OHIO

COMING EVENTS

California
 Los Angeles—Celebration (Coliseum), July 4. American Legion.
 Los Angeles—Great Western Dairy Show, June 20-24. A. M. Mathews.
 Los Angeles—Construction Industries Expo & Home Show, June 21-30.
 North Highlands—Sacramento Riding Club Horse Show, June 14.
 Ross—Marin Co. Art & Garden Show, July 2-6. Marcella McCoy.
 San Francisco—Flower Show, Aug. 21-22. Walter Gibson, 2255 31st Ave.
 San Francisco—Gift Show, Aug. 3-6. Kay Leber, 1355 Market St.
 San Francisco—San Francisco Home Show, June 19-29. Ted Bentley Productions, 666 N. Robertson St., Los Angeles.

Colorado
 Greeley—Horse Show, June 28-29. Chamber of Commerce.
 Pagosa Springs—Celebration, July 4.

Connecticut
 Hartford—Lions' Club Festival, June 8-14. Mgr., 252 Asylum St.
 Plainville—Cherokee-Oklahoma Rodeo, 30-June 1. Joe Tinty.

Florida
 Sarasota—Festival of Sports and Beauty, July 3-5. Chamber of Commerce.

Georgia
 Atlanta—Southeastern China, Glass & Gift Show (Aud.), July 20-23. Foster B. Steward, Biltmore Hotel.
 Savannah—Summer Bazaar, Aug. 30-Sept. 4. Irwin B. Griffin, Jewish Educational Alliance, 511 Albercorn St.

Idaho
 Emmett—Emmett Cherry Festival, June 23-28. Dick Sweetnam.
 Grangeville—Celebration, July 4.
 Orofino—Celebration, July 4.
 St. Anthony—Fremont Co. Pioneer Day, July 24. Golden C. Linford.
 Sandpoint—Celebration, July 4. Jim Berry, Box 612.
 Sugar City—Snake River Valley Horse Show, July 10-12. Dess Lauder.

Illinois
 Ashland—Celebration, June 16-21.
 Braidwood—Celebration, June 24-29.
 Chicago—Celebration (Soldier Field), July 4.
 Divernon—Celebration, June 8-14.
 Geneseo—VFW Celebration, July 3-5. Post No. 5083.
 Hanover—Firemen's Homecoming, July 4-5. Harland King, Box 24.
 Hoopston—Celebration, July 4.
 Polo—Military Celebration, June 16-21.
 Rockton—Celebration, July 2-8. Vern Ghiglieri, Retailers' Assn.
 Stockton—Street Carnival, July 17-19. Frank C. Niemeyer, Lions Club.
 Tuscola—Veterans' Reunion, July 14-19. Cal Raser, Nokomis.

Indiana
 Charlestown—Lions Celebration, June 23-28.
 Cloverdale—Homecoming & Picnic, July 24-26.
 Columbus—VFW Street Celebration, June 6-14.
 Crothersville—Centennial, July 12-19.
 Dublin—Dublin Street Fair, June 18-21.
 Eaton—Firemen's Celebration, June 8-14.
 Harlan—Harlan Days Celebration, July 30-Aug. 2.
 Ladoga—Homecoming & Fish Fry, Aug. 20-23.
 Marksville—Marksville Street Fair, June 11-14. Floyd T. Goberville, American Veterans Post 25.
 New Palestine—Annual Carnival, June 19-21. Joe Wickham, Chamber of Commerce.
 North Webster—Mermaid Festival, June 23-28. Lions Club.
 Odon—Old Settlers' Meeting, Aug. 20-23. Lex Seneff.
 Terre Haute—Miners' Picnic, Aug. 1-3. Jack Wilton.
 Wingate—Wingate Fish Fry & Street Fair, June 26-28. Ben Utterback.

Iowa
 Chariton—Lucas Co. 4-H Achievement Show, Aug. 5-7. Mrs. Lee Cottingham, Russell.
 Cherokee—Pilot Rock Plowing Match, Aug. 14-16. Sherman Peirson.
 Clear Lake—Celebration, July 3-6.
 Fort Dodge—Webster Co. 4-H Achievement Show, Aug. 4-7. Paul Harms, 210 Doud Bldg.
 Lake Park—Celebration, July 4-5. A. V. Hansen, Chamber of Commerce.
 Sibley—Osceola Co. Livestock Show, Aug. 18-20. Gene Alexander.
 Waterloo—Steam Engine Show, Aug. 14-17. Nat'l Cedar Valley Steam Engine Club, 1138 Kern St.
 Wilton Junction—Funfest, July 14-19.

Kansas
 Baxter Springs—Centennial, June 26-July 4. E. Gustin, Box 276.
 Downs—Celebration, July 21-26.
 Kansas City—Legion Celebration, July 7-12.
 Lebanon—Celebration, July 14-19.
 Wamego—Celebration, July 2-5.

Kentucky
 Louisville—Rock Creek Horse Show, June 12-14.
 Stearns—Celebration, July 4.

Louisiana
 Morgan City—La. Shrimp Festival, Aug. 30-Sept. 1. P. O. Box 111.
 New Orleans—Pan American Regatta, June 14-15. Walter T. Dorvin.
 Ruston—La. Peach Festival, June 18-20. Howard H. Smith.

Massachusetts
 Boston—Boston Common June Dairy Festival, June 7-14. Paul Corson, Topfield.
 Charlestown—Bunker Hill Celebration, June 13-21.
 Gloucester—St. Peter's Fiesta, June 26-29.
 Haverhill—Celebration, July 2-5.
 Revere—Bunker Hill Celebration, June 13-21. Jeff Harris, 103 Walnut Ave.

Michigan
 Manton—Manton Harvest Festival, Aug. 29-Sept. 1. Robert McBrian.
 Menominee—Menominee Dairy Show, July 26. Gall E. Bowers.
 Rogers City—Homecoming, July 4-6. Chamber of Commerce.

Minnesota
 Edgerton—Dutch Festival, July 16-17. Clifford Peterson.
 Pipestone—Old Settlers' Picnic, June 14.
 Pipestone—Southwestern Minn. Centennial, July 4-6.
 Winona—Steamboat Days, July 10-13.

Missouri
 Atlanta—Centennial, July 3-5. Ronald Shoush.
 Bolivar—Polk Co. Jr. Livestock Show, June 18. A. M. Wiley.
 Brookfield—Linn Co. 4-H Fat Lamb Show, June 15. Eugene Thurio.
 Cassville—Old Soldiers & Sailors' Reunion, July 7-12.
 Columbia—Boone Co. Horse Show, July 18-20. Carson Teel.
 Crocker—Celebration, July 2-5. Ted Timmons, American Legion.
 Gallatin—Davies Co. Jr. Livestock Show, Aug. 29. Geo. H. Schmitt.
 Gerald—4-H Livestock & Home Economics Show, July 4-5. Ray Ketterer.
 Gower—Clinton Co. Jr. Livestock & Home Economics Show, Aug. 27. George R. McArthur.
 Linneus—Old Settlers' Reunion, Aug. 7-9. E. Thurio.
 Pineville—Celebration, July 2-4.
 St. Joseph—Interstate Jr. Dairy Show, Aug. 1. Webb Embrey.
 Sedalia—Pettis Co. 4-H Livestock Show, Aug. 9. H. L. Pack.
 Springfield—Ozarks FFA Fat Hog Show, Aug. 28. Vencil G. Mount.

Montana
 Three Forks—Founders Celebration & Rodeo, July 25-27. A. Driscoll.

New Jersey
 Hammonton—Feast of Our Lady of Assumption, Aug. 11-16. Ralph Santelle, 221 French St.

New Mexico
 Gallup—Inter-Tribal Indian Ceremonial, Aug. 14-17. Edward S. Merry.

New York
 Haverstraw—North Rockland Chamber of Commerce Trade Fair (Piesta Grounds), July 21-Aug. 6. Morgan Demarest.
 Monroe—Celebration, June 30-July 8. Morgan Demarest, Mgr.
 Patchin—Intl. Bicycle Races, Aug. 2-3. Brian L. Morrissey, 75 Valley View Ave., Hamburg.
 Perrysburg—Firemen's Celebration & Gala Days, June 27-28. Brian L. Morrissey, 75 Valley View Ave., Hamburg.

North Dakota
 Jamestown—N. D. State Dairy Show, June 30-July 2. Clayton Paulson, Marion.

Ohio
 Beverly—Legion & Lions' Homecoming, Aug. 14-16. Bob Bloomfield.
 Columbus—Festival, June 14-15. Geo. M. Gearhart, University View Civic Assn.
 Marietta—Celebration (Fairgrounds), July 4. R. A. Weaver, Box 16.

(Continued on page 58)

Strong Spots To Be Used at Brussels Show

TOLEDO—The Strong Electric Company has shipped six of its most powerful carbon arc spotlights to the Brussels World's Fair, Arthur J. Hatch, president, announced last week.

The lights will be used in the Wild West and rodeo show being produced there by George Murphy, film executive, which will be located just outside the fairgrounds in a tent that measures 232 by 371 feet.

The spotlights, which are of high intensity d.c. type, were designed for the especially long projection distance and deliver two and a half times as much light as the most modern a.c. spotlights, Hatch said. They have automatic arc controls, built-in power conversion transformers and selenium rectifiers, he further said.

Other theatrical lights are being furnished by Olesen Rental Company, Los Angeles.

Ocean Beach Votes Budget

NEW LONDON, Conn.—The Ocean Beach Park Board, controlling the city-owned-and-operated Ocean Beach Park here, has approved a \$168,831.71 budget for the fiscal year, starting next October. The figure represents a \$22 decrease from the current budget.

The board has tabled action on application from band stageshows to present teen-age dances in the auditorium.

At the same time, the board has voted season tickets to be used for one year only. Heretofore, these tickets could be carried over from season to season. Tickets already issued, however, will be honored this year.

The Billboard's SUMMER SPECIAL

Dated June 23

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Distributed June 23, this Big SUMMER SPECIAL ISSUE will reach thousands of active buyers BEFORE they start purchasing for the tremendous Fair Season ahead. They will get this Special Issue and keep it for many weeks, because it will include features on many points of interest and importance to EVERYONE even remotely connected with the Outdoor Amusement Industry. It will also feature

- Revised List of 1958 Fair Dates with many important changes and additions.
 - Stadium List
 - Auto Race Track List
 - Baseball Park List
- PLUS . . . ALL the late News, Developments, Coming Events, etc. And will highlight A Special Section . . .

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The Summer Special print order will be increased by 5,000 EXTRA COPIES for newsstand distribution. EVERY READER will know about this big Special issue coming out and EVERYONE will be looking forward to receiving it. You are assured your advertising in the Summer Special will receive WIDE DISTRIBUTION, INTENSIVE READERSHIP, LONG-TIME REFERENCE VALUE AND FAR-REACHING RESULTS . . .

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Ad Deadline Wednesday, June 18

Cincinnati 22, Ohio 2160 Patterson St. Dunbar 1-6450	St. Louis 1, Mo. 812 Olive St. Chestnut 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
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Carnival Routes

Alamo Expo.: Durango, Colo.
 American Beauty: Oscaloosa, Ia.
 Amusements of America: Matamoras, Pa.
 Badger State: Fergus Falls, Minn., 10-15.
 Baker United: Noblesville, Ind.; New Bethel 16-21.
 Beam's Attractions: Johnstown, Pa.; Marion Center 16-21.
 Bee's Old Reliable: Barbourville, Ky.; Springfield 16-21.
 Belle City: Milwaukee, Wis.
 Big City: Columbus, Ind.
 Big State: Beeville, Tex.; Stockdale 16-21.
 Brown, Al: Mandan, N. D., 9-11; New Salem 12-14.
 Buckeye State: West Carrollton, O.; New Holland 16-21.
 Burke, Harry: Buras, La.
 Burkharts: Cortland, Ill.; Chicago Heights 16-21.
 Byers Bros.: Coffeyville, Kan.; Atchison 16-21.
 Carpenter Bros.: Bellevue, O., 9-10.
 Carroll's Greater Isanti, Minn., 9-11; Roseville 12-15.
 Central States: Yankton, S. D.
 Cetlin & Wilson: Connellsville, Pa.
 Chanos, Jimmie: Red Key, Ind.
 Cherokee Am. Co.: Centralia, Kan.; Clifton 16-21.
 Coleman Bros.: Norwich, Conn.
 Collins, Wm. T.: Rochester, Minn., 9-15; Hutchinson 20-22.
 Continental: Oneida, N. Y.
 Copeland Am. Co.: Bradford, Pa.; Smethport 16-21.
 Crafts Expo.: Delano, Calif., 11-15.
 Cross Road Am. Co.: Grand Rapids, Mich.
 Cumberland Valley: South Pittsburgh, Tenn., 21-28.
 Davidson United: Panora, Ia., 10-11; Walnut 13-14; Pocahontas 17-18; Colon 19; Des Moines 20-22; Lewis 23-24.
 Davis Am. Co.: Oak Ridge, Ore., 10-15.
 Del Flore Am. Co.: Darlington, Pa.
 Dickson United: McClure, O.; Amherst 16-21.
 Dixie Am. Co.: Jay, Okla.; Chelsea 16-21.
 Donovan Bros.: Greenville, Tex.; Marshall 16-21.
 Down River Am. Co.: Deerfield, Mich., 10-15; Camden 18-21.
 Drago, No. 1: Wabash, Ind.; Albion 16-21.
 Drago, No. 2: Edinburg, Ind.; Spencer 16-21.
 Drew, James H.: Crayson, Ky.; (Fair) Middlesboro 16-21.
 Dyer's Greater: DuQuoin, Ill., 9-10; Highland 16-21.

Eastern Am. Co.: Auburn, Me.
 Eddie's Expo.: Ford City, Pa.; Everson 16-21.
 Evans United: Eldon, Mo.; Shawnee, Kan., 16-21.
 Fera Bros.: Centredale, R. I.; Providence 16-21.
 Fidler: Sawyersville, Ill.
 Franklin, Don: Topeka, Kan., 11-20; Salem, Ill., 23-28.
 G. & B.: Friendsville, Md.
 Gala Expo.: Pocahontas, Ark.
 Garden State: Milroy, Pa.; Lehigh-ton 16-21.
 Gem City: Murfreesboro, Tenn.
 Georgia Am. Co.: Fairburn, Ga.
 Geren, W. R.: (Western Shopping Center) Dayton, O., 9-July 5.
 Gladstone Expo.: Carthage, Mo.; Miami, Okla., 16-21.
 Gold Bond: Edgerton, Ill., 10-15; Janesville, Wis., 17-22.
 Golden Gate: Novato, Calif., 10-15; Los Gatos 17-22.
 Grand American: Colfax, Ia., 9-11; Dumont 12-14; Toledo 16-18.
 Great Western: Rio Dell, Calif., 9-15; Willow Creek 16-22.
 Green Tree: London, Ky.; Hyden 16-21.
 Groscurth Comb.: Marion, Ind.; Wankegan, Ill., 16-21.
 Hale's Shows of Tomorrow: Kansas City, Mo., 9-15.
 Hames, Gene, Am. Co.: Waco, Tex., 18-22.
 Hannah Am. Co.: Nemaquin, Pa.; La Belle 16-21.
 Hannum, Morris: Allentown, Pa.; (Cahill Field) Philadelphia 16-21.
 Happyland: Pontiac, Mich., 9-21.
 Heth: Sheffield, Ala.; Decatur 16-21.
 Heart of America: Paola, Kan., 9-10; (9th & Chelsea Sts.) Kansas City 12-22.
 Holiday Am. Co.: Ottawa, Kan.; Pleasant Hill, Mo., 16-21.
 Hottle, Buff, No. 2: Hammond, La.
 Howard Bros.: Fredericktown, Pa.
 Hugo's Nov. Expo.: Lawrence, Kan.
 Hunt Am. Co.: (Spring Grove & Colerain) Cincinnati, O., 9-10; (Western Hills Shopping Center) 11-14; Loveland 16-21.
 Ideal Rides: Eaton, Ind.; Nashville 16-21.
 Imperial: Jacksonville, Ill.; (Fair) Macomb 16-21.
 Inland Empire: Lewiston Orchards, Idaho, 11-14; Sunnyside, Wash., 17-21.
 Johnny's United: Alexander City, Ala.; Murfreesboro, Tenn., 16-21.
 Kellogg, Robert D., Am. Co.: Coriuth, N. Y., 16-21.
 Ken Penn: Coraopolis, Pa.; Leeburg 16-21.
 King Bros.: Antonio, Colo., 9-10.
 Klein Am. Co.: Aberdeen, S. D., 11-14.
 Lagasse Am. Co., No. 1: Somersworth, N. H.
 Lagasse Am. Co., No. 2: Chelmsford, Mass.
 Lagasse Am. Co., No. 3: Roslindale, Mass.
 Lagasse Am. Co., No. 4: Haverhill, Mass.
 Leeright Midway: Home Dale, Idaho, 10-14.
 Lindle Jack: Divernon, Ill.; Ashland 16-21.
 Lone Star Am. Co.: Dumas, Tex.; Clayton, N. M., 16-21.
 Lynn's Midway: Chokio, Minn., 10-11.
 McKenna Rides & Am.: Barton, Wis., 13-15; Oakdale 19-22.
 Manning, Ross: Charlestown, Mass., 13-21.
 Marvel: Norris, Ill., 12-15.
 Maryland Bazaar: Landover, Md.; Lexington Park 16-21.
 Meeker: Pendleton, Ore.
 Merriam's Midway: Odebolt, Ia., 9-11; Pomeroy 13-14.
 Midway of Mirth: Arcola, Ill.; Pearl 16-21.
 Mighty Interstate: Bristol, Tenn.

Mo-Ark: Cuba, Mo., 10-14; Bourbon 17-21.
 Monarch Expo.: Rochelle, Ill.; (Fair) Polo 16-21.
 Moore's Modern: Bartlesville, Okla.
 Motor State No. 1: Amherst, O.; Waterfield 16-21.
 Motor State, No. 2: Linden, Mich.
 Mound City: (Carondelet Park) St. Louis, Mo.
 Murphy's Northern State: Hoven, S. D., 11-12; Herreid 13-14.
 New England Am. Co.: East Hartford, Conn.; Chicopee, Mass., 16-21.
 Nolan Am. Co.: (Magic City Shopping Center) Barberton, O., 9-21.
 North American: Grand Rapids, Minn., 9-11.
 Northern Expo.: Minot, N. D.
 Olson: Decatur, Ill.; Champaign 16-21.
 P & J Am. Co.: Girard, O., 13-15.
 Page Bros.: Mt. Sterling, Ky.
 Page Comb.: Titusville, Pa.
 Palmetto: Hillsdale, Va.; Marion 16-21.
 Pan American: Baton Rouge, La., 9-July 1.
 Playtime Am. Co.: Natick, Mass.; Clouchester 16-21.
 Port City Rides: Grand Mound, Ia., 12-14; Prophetstown, Ill., 18-19.
 Powelson Am. Co., No. 1: Orrville, O.; Crestline 16-21.
 Powelson Am. Co., No. 2: Newcomerstown, O.; Marietta 16-21.
 Prael's Broadway: Washington, Pa.
 Raines Am. Co.: Spiro, Okla.; Locust Grove 16-21.
 Rainier: Raymond, Wash., 10-15; Burien 17-22.
 Reid, King: Lachute, Que.
 Reid's Golden State: Rogersville, Tenn.
 Reithoffer (Blue): Eagleville, Ga., 10-14.
 Ritter's United: Riverside, Calif., 9-15; (Fair) Pedley 17-21.
 Rock City: Winthrop Harbor, Ill., 12-15; Waukegan 23-29.
 Rogers Bros.: Halstad, Minn., 13-15; Mayville, N. D., 19-21.
 Rose City Rides: Owensville, Mo.; Jonesburg 16-21.
 Royal American: Davenport, Ia., 9-15; Winnipeg, Man., 21-28.
 Royal Crown: Tioga, N. D.
 Royal United: Clinton, Minn., 9-10; Clarkfield 11-12; Alexandria 13-15.
 Schafer's: Blackwell, Okla.
 Siebrand Bros. Comb.: Price, Utah.
 (Continued on page 56)

Circus Routes

Adams Bros.: Fort Dodge, Ia., 9; Ames 10; Des Moines 11; Council Bluffs 12; Omaha, Neb., 13.
 Beatty, Clyde: Gloversville, N. Y., 9; Glens Falls 10; Schenectady 11; Pittsfield, Mass., 12; Holyoke 13; Springfield 14; Warwick, R. I., 16; Worcester, Mass., 17; Brattleboro, Vt., 18; Rutland 19; Montpelier 20; Burlington 21.
 Beers-Barnes: Caldwell, O., 9; McConnellsville 10; Junction City 11; Amanda 12; South Charleston 13; Jeffersonville 14; Bellbrook 16; Trenton 17.
 Carson & Barnes: Sweet Home, Ore., 11.
 Cristiani Bros.: Steubenville, O., 10.
 Famous Cole: Elm Creek, Neb., 16; Ravenna 17; Loup City 18; St. Paul 19; Central City 20; Osceola 21; Genoa 22.
 Gray, Gil: Red Deer, Alta., 9-10; Calgary 11-14; Edmonton 16-19; North Battleford, Sask., 21; Saskatoon 23-25; Regina 26-28.
 Hagen Bros.: Franklin Park, Ill., 9; Belvidere 10; Elgin 11; Sycamore 12; Sterling 13; Geneseo 14; Milan 15; Clinton, Ia., 16; Dubuque 17; Platteville, Wis., 18; Madison 19; Oconomowoc 20; Kenosha 21.
 Hunt Bros.: Union, N. J., 9-10; Caldwell 11.
 Kelly-Miller: Madera, Calif., 9; Merced 10; Turlock 11; Oakdale 12; Tracy 13; Antioch 14.
 Mills Bros.: Lima, O., 9; Vandalia 10; Plain City 11; Worthington 12; Ashley 13; Bucyrus 14; Elyria 16; Avon Lake 17; Olm-

THE FINAL CURTAIN

DUNCAN—Frances,
 30, Australian trapezist, May 30, in Wales, of injuries sustained in a fall from her rigging while appearing with Bertram Mills Circus.

FANNING, M. D.,
 59, veteran promoter and assistant manager of the Panhandle South Plains Fair in Lubbock, Tex., died while on vacation in Lake Village, Ark. Burial was May 29 in Fort Worth, where he was in the brokerage business. Fanning had been manager of the San Angelo, Tex., Chamber of Commerce and was secretary in 1929 of the World Championship Rodeo in Madison Square Garden, when it was promoted by Broad Street Hospital in New York. He is survived by his widow.

LEWIS—Joseph,
 63, for 25 years in charge of concessions and novelties on the Ringling-Barnum Circus, June 4, in a fire in his Neil House room in Columbus, O. In recent years he had been a florist. The fire was apparently started by a cigarette which ignited his mattress.

LOHMAR—Robert L.,
 74, veteran general agent of Royal American Shows, May 29 in a Peoria, Ill., hospital, following a stroke. (Details in Outdoor and Carnival sections.)

sted Falls 18; Willoughby 19, Geneva 20; Mill Creek Twp., Pa., 21.

Packs, Tom: Nashville, Tenn., 11-14; Bellville, Ill., 24; Springfield 25-27; Terre Haute, Ind., 28.

Polack Bros.: Santa Rosa, Calif., 9-10; Fort Ord 13-14; Boise, Idaho, 17-19; Twin Falls 20-21; Ogden, Utah, 23-24; Provo 25; Salt Lake City 27-28.

Ringling Bros. and Barnum & Bailey: Norfolk, Va., 10-12; Richmond 13-15.

Sello Bros.: Naimo, B. C., 9; Campbell 10-11; Victoria 12-13; Alberni 14-16.

Strong, Big John A.: Tehachapi, Calif., 9; Colusa 12-15; Burney 17-18.

Legitimate Shows

Auntie Mame, with Constance Bennett: Dallas, Tex., 9-21.

Auntie Mame, with Sylvia Sydney: (Regent) Grand Rapids, Mich., 12-13; (Memorial Hall) Dayton, O., 14-18; (Palace) South Bend, Ind., 19; (Arena) Kitchener, Ont., 21.

Ice Shows

Shipstads & Johnson's Ice Follies: Seattle, Wash., 9-15; San Francisco, Calif., June 18-Aug. 31.

Miscellaneous

Brunk's Comedians: Fowler, Colo., 9-14.

Lowell's Lois Kriel Circus Act: Davenport, Ia., 9-14; East Moline, Ill., 15.

Schaffner Players: New Sharon, Ia., 9-15; Mount Pleasant 16-22.

Scott's, Tommy, Country and Variety Show: Waynesboro, Pa., 9; Gettysburg 10; Chambersburg 11; Hanover 12; Westminster, Md., 13; Glen Burnie 14; Annapolis 16; Washington, D. C., 17; Cambridge, Md., 18; Easton 19; Pocomoke City 20; Dover, Del., 21; Wilmington 23.

Tex. Ranger Show: Maryville, Tenn., 9; Lenoir City 10; Cleveland 11; Sweet Water 12; Knoxville 13-14; Pineville, Ky., 16; Williamsburg 17.

MICAL—William,
 45, owner of Ace Amusements Sales & Services, Wilmington, Del., June 2 at his home. His widow, two daughters, his father and two brothers survive.

MUSCHITZ—Michael,
 52, longtime carnival concessionaire, May 25 in Buffalo, N. Y. In recent years he had operated ball games on a number of shows including the James E. Strates and World of Mirth shows. A son, Bobby, and three daughters survive.

PIERCE—Earl E.,
 81, concessionaire, May 25 in Memorial Hospital, St. Paul, Neb., of injuries suffered in an automobile accident. He had operated grab and popcorn concessions thru the Midwest for 40 years. Survived by his widow, Sara; two daughters, a son, a sister and a brother. Services May 27 and burial in Elmwood Cemetery, St. Paul.

ROBINSON—Howard Charles,
 circus and vaude performer, at Naval Hospital Philadelphia, May 26. He began in 1907, when he was in stock, and later toured several seasons in "The Rosary" in the role of a priest. He was a leading man with Loranger, North, Craig and Dubinsky stock companies. In vaude he worked with Charlie Chaplin in "A Night in an English Music Hall," and with Will Rogers. He was in silent movies. As a clown he worked with Golden Bros., Christy, Robbins, Walter L. Main, Lee Bros., Parker & Watts, World Bros., Hunt, Dales and Cole Bros. circuses. He was a World War I veteran. Burial at Arlington National Cemetery, Fort Myer, Va. The survivors include a niece, Mrs. Cora Bottom, Nedrow, N. Y.

SELIN—Buddy,
 36, ticket seller and concessionaire with the Clyde Beatty Circus for several years and bookkeeper for the Bill McGaw thrill show, May 27, at Viroqua, Wis. Survived by his widow, Dolores, an aerialist; a daughter, Connie, and his parents.

WILLIAMS—Mary A.,
 65, mother of Mrs. Grace Sharp, former concessionaire of East St. Louis, Ill., June 1 in Flora, Ill. Also surviving is a son, L. D. Johnson, Cisne, Ill. Services June 4 with burial in Patton, Mo.

WILSON—Harry,
 68, veteran carnival man, May 25 in Thornton, Colo., of a heart attack. He had been with the King Bros. Shows for the past three years, and in a 50-year span had trouped with the Bill Hames, Byers Bros., J. George Loos, Abner K. Kline and Jack Greenberg shows. Services May 26 in Brighton, Colo. Body was sent to Monticello, Ill., for burial in the Masonic Cemetery there.

BIRTHS

ANDERSON—
 a son, Clay Andrew, to Mr. and Mrs. Norman Anderson May 23 in a Knoxville hospital. Father is the bingo operator on Olson, Heth and Capital City shows.

STOREY—
 a daughter, Christine Marie, to Mr. and Mrs. Wilson Storey, at Sarasota, Fla., March 8. The infant was born prematurely and was the smallest baby ever born at the Sarasota hospital, weighing 1 pound, 13 ounces. It now weighs close to 6 pounds. The father heads his own circus booking agency and producing office. The couple has another child, Renee, 8.

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JUNE 9, 1958

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

47

Chute, New Eli, Fish Show Draw Business at Riverview

CHICAGO—Bad weather ruined Riverview Park's holiday weekend here, and earlier weekends also included a predominance of rainy or cold days.

Bill Schmidt, head of the park company, said rides are getting action when weather is right. New Schiff Wild Mouse gets much play. The Parachute Jump showed an increase after a similar ride in another location got some publicity about getting fouled.

Schmidt said the most interesting ride development involves the

Riverview Ferris Wheel. The former Eli 12 was removed from one location in the park and a new Eli 16 was installed in a new location. This difference in a standard, basic ride has been enough to boom the business in Ferris Wheel riders, he said.

Lou Dufour has a Mankiller show, which includes various lethal fish, and it is going over surprisingly well, Schmidt said. Dick Best's Side Show is doing business.

Norfolk Spots Open Season; 2 Share TV Act

NORFOLK — Three parks in this area—Ocean View, Seaside and Seaview—have launched their new seasons.

TV personalities, Bob and Chauncey, will appear weekly at two of the spots. Ocean View will have them as a free attraction each Saturday. Seaside, at Virginia Beach, will have them on Sundays. Act is pitched toward kid audiences.

Rebuilt Ocean View is completing installation of the new Merry-Go-Round, Twister, Pretzel and Dodgem.

Seaside had fireworks scheduled for Friday (30). Free acts are booked for the entire summer, using a new outdoor stage.

Seaview opened Friday (30). It again will have the Teenage Club in operation. This is a recreation room providing space for dancing and facilities for refreshments for teens. A disk jockey, Jack Holmes, will spin records at the park Friday nights and Sunday afternoons. Pool, rides, beach and give-aways round out the program.

New England Parks Score Big Holiday

Warm, Clear Weather Boost Attendance; New Rides Rolling in Several Funspots

BOSTON — Funspots in the New England area came alive over the holiday weekend on a full-time basis and got the season's biggest break, with sunny skies and temperatures hitting over the 80's.

The three-day period gave a solid kickoff to cash registers which had played a spotty tune since the moist Easter Sunday opening.

John Dineen's big Hampton Beach operation got off to an excellent start, with thousands flocking to the attractions. The Casino amusement area was booming with business. Dineen's recently redecorated ballroom had a record crowd Saturday. Also recently refitted and enlarged, Alice Dineen's spacious gift shop attracted good business. Helene Fuller 400-piece Arcade had one of the best weekends on record.

Nantasket, Revere
Larry Stone, at Paragon Park, Nantasket Beach, had a highly successful peak of business, with the Coaster, Wild Mouse and golf

course drawing long lines of customers. Dave Baker's Funland also got its share of the grosses.

Revere Beach was booming, after work on storm damage was rushed to prepare for the big weekend, and the Shayeb brothers, whose loss was greatest on the beach, were not unhappy with the results. Douglas Farrington's Norumbega Park, Newton, Mass., slowed from opening time, with all attractions chalking up record grosses.

John Collins, at Lincoln Park, North Dartmouth, had a smash weekend, with his new rides going well and a healthy picnic business on the three days. Salem Willows was alive with customers for Ted Cole's Miniature Train and German Carousel, and Nicholas Xantaky's busy rides.

Salisbury Beach, hard hit in storm damage, was almost on its feet again. Roger Shaheen had most of his games and rides going
(Continued on page 56)

ROLLER RUMBLINGS

1959 RSROA Nationals, Convention to Boston

BOSTON — It looks as tho Beantown will finally play host to the Roller Skating Rink Operators of America championships and convention. All but a few minor points have been cleared and, according to John S. Rando, president of the New England Chapter and member of the RSROA Board of Control, the event is as good as set for July of 1959.

Rando, who operates the Wal-Lex rink in Waltham, has been trying for years to bring the championships to Boston, and it appears as tho he has succeeded. Along with R. D. Martin, executive secretary-treasurer, and Ed LaVenture, of Lake Whalom Park Rink, Fitchburg, Rando has brought the situation to the point where about all that remains to be finalized is the matter of a floor facility.

This has been the drawback to bringing the event here, but negotiations with the Boston Arena Authority are being held in an effort to come to a decision on the building of a floor.

The Boston Arena has a capacity of 7,500, but could still seat 7,200 with some of the seating area given over to the greater floor space necessary to accommodate roller skating. At present it is used for hockey, ice skating, boxing and wrestling, but with a portable roller skating floor it would serve as the much needed schoolboy basketball facility. It was first thought

that a floor could be purchased in Florida, but giving the job to a local firm seems to have won approval.

The roller skating operators last week presented Gov. Foster Furcolo with a roller skating trophy and received his approval for the convention. The Chamber of Commerce also is enthusiastic, as is the Arena Authority.

Rando also points out that the New England Chapter is pledged to a two-night show for three consecutive years for the benefit of the Jimmy Fund, a local child cancer group. He feels that the Arena would be the ideal spot in which to concentrate such an effort.

The RSROA Board of Control has voted the 1959 convention for Boston, and with the clearing up of a few minor points, the New England Chapter feels that the city offers much in historical interest and entertainment to attract a record attendance.

Wal-Lex Benefit Raises \$1,826 for Dimes Campaign . . .

WALTHAM, Mass. — Wal-Lex Rollerway here has again achieved the distinction of topping the nation's RSROA skating rinks in charity drives. For the third consecutive year operator John S. Rando has contributed the largest amount to the group's March of Dimes campaign.

When nearly 1,200 patrons turned out for the benefit in March, Rando was able to turn over \$1,826.63 to the committee. Arthur Murray dancers and champion skaters from New England and New York assisted at the affair.

SALISBURY, Mass. — This amusement spot, dry since November, 1956, went wet again last week. The newly-formed commission started issuing licenses Saturday (24) and the Alcohol Beverages Commission approved them in time for the weekend business. Sunday (25) turned into a deluge of rain, but the good weather Saturday showed a difference in all lines of business.

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Agawam Wins Record Gross For Holiday

AGAWAM, Mass. — An ideal stretch of weather gave Riverside Park here record grosses for the holiday on Friday (30) and for the holiday weekend.

Ed Carroll's spot has been picking up steadily following a wet opener in the spring. Attendance at the Saturday night auto racing has averaged around 6,500, said to be one of the highest averages in the East. Park promotes its own races, with co-operation of the United Stock Car Racing Association.

Business has exceeded last year's for the same period, Carroll reports. At the race oval, only one night's program of the nine to date had had to be canceled.

Recent visitors were Fred Pearce, of Detroit, and Lee Sullivan, of Eli Bridge Company, who spent a weekend with Carroll.

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50 Rolls 24.00		10,000 10.50	
100 Rolls 44.00		30,000 15.20	
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Cristiani Runs Up Big Attendance For Philadelphia

Straws, Extra Show Mark Week; Moonblatt Pleased by Increase

PHILADELPHIA — Cristiani Bros. Circus stand at Lighthouse Field, Philadelphia, turned out to be a thumping success. The show opened with a straw house, quickly recovered from an early week slump and went on to turnaways and a three-show day.

Show sources said it was one of the circus' top weeks.

Samuel Moonblatt, head of the group which controls the lot and date as well as the adjacent carnival midway, declared the circus stand was "an amazingly good week." He said that "attendance was much greater this year, as much as 100 per cent greater."

The show opened Sunday (25) with a full house in the afternoon and about three-quarters of capacity at night. Monday (26) was weak, tho the night house reportedly exceeded the half mark. Tuesday afternoon was half full and the night was three-quarters. Wednesday (28) was like Tuesday.

Big Crowd Thursday

After Thursday's half house in the afternoon came the deluge of people. Thursday night drew a giant attendance, with the big top strawed to the limit and an estimated 2,000 turned away. Management was caught off-guard and

Museum Gets R-B Wagons

SARASOTA, Fla.—State-owned Ringling Museum of the Circus has been granted a renewal of a loan by the Ringling circus of 12 parade and baggage wagons. The circus equipment is being moved back from circus quarters to the museum. Hundreds of other items of circus equipment also are included, the museum reported.

Wagons include Five Graces Bandwagon, Ringling Bell wagon, Elephant tableau, Lions and Gladiator tableau, Lion and Snake bandwagon, Lion tableau, cage wagon 70, trunk wagon 59, recently discovered ticket wagon believed to date back to Barnum & Bailey, Barnes stake and chain wagon, Barnes commissary wagon, and Ringling gilly wagon.

Turnaway, Extra Show For Mills Near Chicago

PARK FOREST, Ill. — Mills Bros. Circus scored heavily at both Northern and Southern Chicago suburbs. At Park Forest on the South Side for Saturday (31) the show had a heavy straw afternoon and turned away another 3,000 when the auspices declined to okay a second afternoon show.

At night the top was full again. The show had to quit early when State police brought news of a severe storm warning. Earlier, Wilmington, Ill., (30) was fair and Streator, Ill., (29) had three-quarter houses.

At Wilmette, Ill., north of Chicago, Mills gave three shows to handle business on Saturday (24).

First afternoon show at Wilmette

wasn't able to schedule a second show.

Friday (30), Memorial Day, was the big one. First, afternoon show was a straw house. Second afternoon show was filled. And the night house was another straw.

(Continued on page 49)

FIRST TIME IN STATE

Calif. Gives Kelly-Miller Hefty Set of Capacity Crowds

CORCORAN, Calif.—Californians have been flocking to the Al C. Kelly & Miller Bros. Circus. Show is making its first tour of the State and most towns have not been played by a circus for a number of years.

The show's heavy advertising campaign is proving effective. Potato harvest is underway and vineyards look good. Show reports no sign of recession hereabouts.

Steady series of capacity and turnaway houses is giving the circus the kind of big business it was getting in the grain States a few seasons ago.

Needles (23) was light in 103-degree afternoon but capacity at night. Barstow followed with two capacities despite 114-degree high.

Gosh Plans Sept. Start

BIRMINGHAM, Ala. — By Gosh's All-American Indoor Circus is planning to reopen in September, it was reported by the show just after it closed its season in late May.

Gosh said the show did 15 per cent better this year than last despite tight money and spotty weather. Show has 100 sponsors contracted already for its proposed 200-town route for next season. Show plays under auspices but without promotion.

was strawed and 600 were on hand for the extra show. Night house was three-quarters full. At Schiller Park there was a full house. Concession business was strong at Wilmette, with the department running out of some items and having to rush refill orders during the day.

Felix Brazon now is assistant manager. Louis Overstreet is boss props. Paul Hudson is superintendent while Johnny Lewis is boss canvasman and Leo Boyd has the menagerie top. Leo Dudley is head usher. Butch Cohen has the inside reserved seat box. Johann Schmitz is equestrian director. Charles Lynn has been acting as announcer. Frenchy LeBouef has the band.

Hagen Hitting Stride Again

KOKOMO, Ind.—Hagen Bros. Circus has been getting good crowds and its organization is settling down after the arrival of new manager, James M. Cole.

New big top has been in use for several days and newly built seats are being used.

At Fairborn, O., (31) the show had a near-full afternoon and three-quarter night, with Jaycee auspices. An elephant caused minor damage when it roamed loose at night.

In Kokomo the afternoon was three-quarters and night was near-full on Tuesday (3). Grotto sponsored the show.

Mohave for an afternoon only (25) gave three-quarters.

Lancaster (26) had a light afternoon and strawed night. At Arvin (27) the afternoon was lost because of a 100-mile jump thru mountain-

Polack Finds Mixed Results In California

SAN FRANCISCO — Polack Bros. Circus has been getting mixed results at California stands. Current run at the Civic Auditorium here is heavy in the afternoons and light for nights. Previous stand, Sacramento, was big thruout.

At Oakland, where the show appeared in Municipal Auditorium, the promotion was off by half because of a new regulation, but the door sale and resulting crowds were very good, with turnaways at the tailend of the stand. Mickey Blue promoted it.

In Vallejo the show played outdoors for the Elks and drew a blank in cold weather.

The Sacramento show had auspices of the police and firemen. It filled the Municipal Auditorium from the first day on. Police and firemen paraded on the opening day, and the march was marred by the injury of Fire Capt. Howard Malmberg when he fell from an aerial ladder truck. Jimmy Rison promoted the date.

In San Francisco, the show had opposition from the Russian ballet at the Opera House across the street and from baseball, the Giants vs. the Braves.

Sam Ward worked newspapers thru San Francisco. He registered here with a picture gag of a sack dress for a baby elephant. Parley Baer worked TV-radio here, but returned early to San Francisco for more TV film work. His wife, the former Ernestine Clarke, and their daughter, Kim, were in San Francisco and both appeared several times in the Hanneford Family bareback riding act.

Jimmy Rison was stricken with an ulcer complication and is at Sutter Hospital in Sacramento, where two blood transfusions were made.

BUFFALO FLOCKS TO SEE BEATTY

8 Shows in 3 Days After Holiday Bring 4 Full, 3 Strong Turnouts

BUFFALO—Clyde Beatty Circus played to some of the biggest business in its history for its three days in Buffalo. The stand was sponsored by the Shrine Temple, which switched from its former indoor show in order to get the Beatty show, and under-canvas presentation caught the imagination of the city.

Show opened Saturday (31) with a full house at 1 p.m., a full house

at 3 p.m. and a three-quarter house at night.

Sunday (1) brought out a full house at 1 p.m., a turnaway at 3 p.m. and a three-quarter house at night despite a bit of rain.

Monday (2) wound it up with a half house in the afternoon and a three-quarter night showing.

Advance promotion reportedly approached \$50,000, and advance ticket sale totaled nearly \$32,000, it was stated. Show grounds were in suburban West Seneca, east of Buffalo proper. Newspaper attention was good, with three-column pictures, features and opening-day coverage. Crowded midway shot was reminiscent of photos taken years ago.

Earlier, the Beatty show was in Warren, Pa. (28), where it had a light afternoon and half house at night. Bradford, Pa., followed (29).

At Olean, N. Y. (30) the Beatty show had two full houses, with attendance around 9,000.

Lunsford Unit Battles Rains Since Opening

GREENCASTLE, Ind. — Red Lunsford's new R-Bar-L Rodeo & Wild West opened here in an April rainstorm and has had rain at all but one of its dates since then.

A full week of Indiana stands was canceled because of water and mud. Two of the lots were flooded. Gate sales have been light in many cases, but business has been good where the auspices has been active, George W. Allen, secretary, reported.

Banner stand to date was the Marengo, Ind., homecoming. Tie-in deal with the Briggs carnival at the same spot gave four carnival rides and the rodeo for 90 cents. Rodeo missed the first day and rain held the second day down, but the third and fourth were very

(Continued on page 49)

Clyde Runs Behind '57

PETERSBOROUGH, Ont. — Clyde Bros. Circus has been playing to weaker business in several Ontario spots. Stand here May 28-29 was below last year. Afternoon had about 1,500 people and nights had about 1,800.

CIRCUS REVIEW

Sons Continue Hunt's Quality Traditions

FORT DIX, N. J.—The 66th edition of Hunt Bros. Circus, running the first time without the guiding hand of the late Charles T. Hunt, runs on the identical pattern it developed under his decades of ownership. Sons Harry and Charles Jr., have put together a tight and spotless production to please Eastern Seaboard families.

The show is aiming northward into New Hampshire and Vermont after an absence from that area of nine years. Fourth of July will find it in Whitefield, N. H. Other New England States also will be visited, and Long Island will be touched on by the Hunts after the worst of the summer heat has passed.

Opening day in Dover, Del., was excellent. The circus is using its top acquired for the 1957 Palisades (N. J.) Amusement Park date, then stored until mid-season last year. A white 100 with three 40's, it is in near-new condition, despite the show's having hit rough

weather this spring. No performances were lost, altho rainfall was extreme at times.

Calliope on Road

Show rolls on 26 trucks, painted in gleaming white, with red and blue lettering and gold scrollwork. One new unit has the calliope, which has languished in quarters for years. The body was adapted to a Chevrolet tractor. Another converted truck is a combined winch truck-sleeper-stake driver.

This year's performance is built around the Riding Conleys and Hanel, which give a solid nucleus for a show of this size. Nina Hanel, after four days of practice, has been confidently working the Hunt Liberty Horses and the six-pony act acquired from Ringling. She worked menage for the Big One in 1957. Both big acts lend classy wardrobe and perfection of action to the show.

Besides the refreshment units on

(Continued on page 49)

UNDER THE MARQUEE

Frank Partello and Cliff Glotzbach caught Cristiani Bros. . . . J. Rudolph Conway visited Hunt Bros. and Joe Conway, former owner of Reo and Dix Bros. circuses, and Scott Queen saw Beatty at Allentown.

The A. F. Davises caught Beatty, Cristiani and Beers-Barnes . . . Bill Gabeler, CFA, has been giving lectures and clowning to promote the Beatty date at Gloversville, N. Y. . . . Mike C. Piccolo visited on the Beatty show and a unit of the Gooding shows.

Frank C. Upp, Peoria, Ill., reports visiting the Terrell Jacobs shopping center show and talking with Jean Jacobs, Charlie Campbell, Captain Matthews and others. He was on the Adams show and talked with the Bill Griffiths and Bob Couls.

Visiting F. A. Boudinot in Chicago last week was Col. Velvin Turner. Both were ahead of Ringling for many years. . . . Sig Bonhomme, Dave Durrett and Harley Hubbard cut up some old Mighty Haag jackpots when they were all together in Shreveport recently.

Don Marcks spent several days with Rudy Bros. and Carson & Barnes. . . . Spencer A. Stine writes that he and his family caught the Cristiani show. . . . Others catching the Cristiani show at Silver Springs, Md., included Frank Greene, Bert Sheldon, Bill Rector, Katherine Gardner, Paul Tharp, Hurtha Dulaney, Harrison Sayre, Frank Felt, Claire and Tony Conway, Roger McDonald and Vin Carey.

Visitors in Byron Gosh's All-American Circus included Arthur Woods, park executive; the Wyman McCunes, and Ruth Rodgers.

From Polack Bros. Circus, Kitty Kelly Ronstrom writes that George Hunt, Hollywood agent; Robert Pyle, entertainment chairman for the Rose Bowl July 4 date, and Stephen Edmondson, retired fire chief, visited the show for advance publicity material. . . . Dave Breen, Margaret Hamburger and Elizabeth Clarke visited the Hannefords. . . . More visitors were Mrs. Ed Silben, Jimmy Millette, Popo DeBathe, Hans and Gretel Torriani and Dan and Russell Chinkenbeard. . . . Major Johnson and his family caught the show for advance publicity ahead of the Fort Ord, Calif., stand. . . . Tom Upton showed his movies and recordings of the show. Dave Cavanaugh caught each performance in Vallejo. . . . Wally Newbury, organist, motored to Hollywood to visit his wife, Flo, and son Dean. He was accompanied by Arthur Springer. . . . Joanne Jennier, now at Florida State university, will join her parents on the show when school is out.

Hugh Grant Rowell, CFA and CHS, was a Thursday (29) visitor at The Billboard Cincinnati office, en route to his home in North Tarrytown, N. Y., from New Orleans, where he caught the Delta Queen steamer for his trip north. Rowell had been a delegate to the Sons of the American Revolution Congress at Biloxi, Miss., and while in the South did some circus research at the Tulane University Library.

A son was born to Belmonte Cristiani and Delia Zacchini on May 29 in Philadelphia. . . . Scott Hall and family visited the Cris-

Beatty Will Seek Winter Auspices

BUFFALO—Clyde Beatty Circus is laying plans now for invading the competitive field of indoor winter circus dates.

The under-canvas show now is booked into September, it is learned, and as soon as it is contracted for the final weeks of the outdoor season, the advance con-

tracting agents will turn their attention to winter dates.

While the show spoke of pitching for those Shrine temples which do not now have circuses, it is likely, too, that it will be making offers to certain other Shrines as well as other auspices.

Plan calls for Clyde Beatty himself to appear with the winter show. It would be operated in addition to the Ponce de Leon Springs zoo and the other attractions operated by the same firm. Last winter the circus played Puerto Rico. In addition, Beatty played Detroit and Honolulu with his animal act.

Plans for operating as an indoor show in the winter will have no effect on the regular outdoor season of the tented show, it is stated.

Lunsford Unit

Continued from page 48

good. After the show, more rain came and all trucks were mired. Show hired tractors and worked all night to get off the lot.

Mansfield, Ind., had 1,000 people after they waited in cars for a rain to quit.

New people on the show include Franklin Silverlake, Junior Haag, Roy Raymond, Archie Wainwright, Kenny Bell and Jack Kellogg. Dick Lunsford and George Allen visited the Blue Grass Shows.

tiani show on May 25 and was "drafted" to work a Side Show ticket box and make openings. Felix and Amelia Adler visited the night performance May 30 and were introduced to the audience, which applauded the request that they receive Ringling as courteously and generously as they had Cristiani. Ray Echortia is leading the band since the departure of Phil Doto.

Stanley Wathon, New York agent who spent five days in Copenhagen viewing the shows in Circus Schumann, Tivoli, and the Lorry and Valencia cabarets, has gone on to Hamburg and Hannover, Germany. Justus Edwards, of Polack Bros. Circus publicity staff, is currently visiting circuses in Switzerland and Germany, after which he will head for Copenhagen to visit Curcus Schumann and other Scandinavian shows.

The Tokayers, teeterboard act, will tour this season with the Jack Kochman Hell Drivers. They opened with the stunt show in Ebets Field on May 30.

Hunt Show Strong on Quality

Continued from page 48

the midway there is Jess Bradley's Reptile Pit Show. Side Show has been eliminated, and connection to the big top is thru the menagerie, containing eight elephants, a six-compartment cage and a five-compartment cage. Other animals are eight black ponies, camel, lion, monkeys, anteater, cotamundi, giant porcupine, zebra, llama, four baby Sicilian donkeys and a badger.

Clowning this year is by Ray Sinclair, Ed (Shorty) Allen, Al Haviland, John Thomson, Happy Spitzer and Roland Raffler. Chief White Cloud and his Indian troupe are the concert attraction.

Rundown Given
Performance rundown is as follows:

Display 1 - Grand Entry. 2 - Conleys, Indian-costumed, riding in three rings. 3-Hanels' Clown prizefight. 4-Liberty Horses (5) presented by Nina Hanel. 5-Charlotte Levine's Chimps, featuring rolling globe up an incline. 6-Roland Raffler, novelty wire, and Marjorie Spitzer, juggling on unicycle. 7-Clown firecracker gag. 8-Three rings of Conleys, juggling on rolla-bolla as the Eddies. Anita Marie and the Freddie. 9-Anita Conley, aerial, and the Hanels, iron-jaw.

10-Happy Spitzer and his mule. 11 - Three rings of elephants worked by Capt. Roy Bush, Marsha Hunt and Junior Clark. 12-Clown walk. 13-Two rings of Conleys,

in hoop juggling. 14-Clowns. 15-Hanels, casting. 16-The Spitzers, dog act, Roland's Pigs, and Ray Sinclair, dog act. 17-Riding Fredericks (Conleys). 18-Clowns. 19-Capt. Roy Bush working five elephants, and Junior Clark, with three. 20-Eight Hunt elephants, with long mount.

Staff has Harry Hunt as general agent; Charles Hunt Jr., manager; Walter Long, secretary; Marvin Case, assistant manager; Joe Gilligan, personnel and transportation; Ed Mellon, boss canvasman; Al Lenox, assistant canvasman; Bill McGrath, bannerman; John Cloutman, press and front door; Doc Hall and Frank Peters, contracting agents.

Department people include Capt. Roy Bush, elephants; John Wasowski and Milton Yale, mechanical; Bob Dickman, billposting; Maj. Bud Fisher, piloting the advertising helicopter; Bubbles Williams, sanitation; Harold and Catherine Hunter, novelties; Mr. and Mrs. Al Hutchinson, lunch stand; Hazel Onehton, candy stand; George and Margaret Barton, ice cream; June Badger, menagerie, with Harry Shirley, assistant.

Stella Wirth, organist, leads the band. With her are John Pasciak, baritone; Charley Mahoney, cornet; Jim Johnson, drums, and Leo Lewis, trombone. Phil Wirth is nitch announcer and backs up the Liberty Act-Irwin Kirby.

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Talker to M.C. Western Town Show and other activities. Also two Dancing Girls for presentable state show—and any good Horse Riders to stage holdups, etc.

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BEHIND TIMES

Calif. Survey Shows Up-Dating Needed

SAN BERNARDINO, Calif.—The lack of any appreciable growth in California fair attendance in recent years is attributed to a marked change in fair-going habits, according to a survey sponsored by the National Orange Show here.

The survey was conducted by the Systems Planning Association of San Marino, Calif., prior to the 1958 edition of the Orange Show, which was held here April 10-20. The survey was ordered to study the problem of admissions to the exposition grounds, according to C. Walter Glass, citrus show secretary-manager.

As a result of the survey, Glass said prices on the advance sale tickets, conducted by the PTA, were raised to 75 cents from the 50 cents of previous years and, despite a drop in total attendance at the 1958 fair, paid gate admissions to the grounds at \$1 showed a 40 per cent increase over previous years.

Despite rapidly increasing population, all other major California fairs have been affected in the same way, the survey indicated. For example, attendance at the Los Angeles County Fair in Pomona has been almost an even million for the last nine years, and the 108 members of the Western Fairs Association, report only nominal changes during the same period, Glass pointed out.

Findings of the survey were summarized as follows:

The major factor causing the decline in fair attendance is that the American people have changed from a rural to an urban way of life. Fairs and expositions have not adjusted their appeal to the new interests of urbanites.

Another basic factor is that fairs have produced an abundance of mediocre exhibits and entertainment features which do not appeal to the growing sophistication of people.

Television is a contributing factor, but not a major one. Fairs and expositions are considerably different in their appeal from television and motion pictures. The fairgoer becomes a participating viewer in company of other people. Fairs are once-a-year attraction and during fair time are open the day, evening and weekends.

Availability of entertainment dollars during the 1950-1957 period has not been a material factor in the decline of fair attendance. Fairs are known as low-cost events and they are held only once a year. Hence, they represent a minor portion of most family entertainment budgets.

Moderate increase in fair admission prices are not a factor in reducing attendance. This is substantiated by a review of all price

(Continued on page 56)

BUILDING

Rapid City Extends Run, Adds Features

RAPID CITY, S. D.—The Black Hills Exposition, in a move to build up all facets of its operation, has launched a program that includes appointment of a new manager, addition of two days to its run and strengthening of its attraction program.

Howard Manners is the new manager, formerly having managed the Sioux Empire Fair, Sioux Falls, S. D., and the Buffalo Bill Rodeo and Lincoln County Fair at North Platte, Neb. This year's dates are August 12-17, two days longer than in 1957.

This year for the first time, the horse show and rodeo have been separated with the horse show having three afternoons and the rodeo three evenings and a Sunday afternoon. Earl Newberry's Tournament of Thrills has been booked for two evening performances and an antique auto show will occupy one afternoon. The Art B. Thomas Shows will provide the midway attractions.

Plant-wise, the fair will construct two new cattle exhibit barns which will free the coliseum for housing of commercial exhibits. Several new departments are being added, including a hobby and fine arts section, school exhibits, women's open class needlework, youth groups and several smaller classes:

Dan Thurber Succeeds Dailey at Great Falls

GREAT FALLS, Mont.—Dan P. Thurber, former manager of the North Montana Fair, will succeed Leo C. Dailey in that position this fall, F. L. Spencer, fair president, announced last week. Thurber will take over the reins November 1 when Dailey retires after many years in the fair business.

Thurber is well known to people in outdoor show business, having managed the fair here from 1941 to 1948. He is a rancher and operates a spread seven miles outside Great Falls. This year he will as-

ist Dailey in operation of the '58 fair.

Dailey, who has planned to retire for several years, has been manager of two major fairs since 1926. From that year to 1938, he was manager of the Clay County Fair, Spencer, Ia., where he was also manager of the Chamber of Commerce. In 1938 he left Spencer to become general secretary of the Sioux City, Ia., Chamber of Commerce, and in 1948 entered the insurance business. In 1948 he was named secretary-manager of the fair here and has been in that post since. As a young man he had been a newspaperman in Spencer and led a touring orchestra.

The Daileys will continue to make their home here in Great Falls.

ROUTING

Exhibitors Offered 3 Ga. Circuits

MACON, Ga.—A plan to obtain exhibits by large firms has resulted in display routes being set up by the Georgia Association of Agricultural Fairs. Commercial advertisers, which have expressed interest in the idea, would be offered a choice of three such routes.

Idea is to get large advertisers to transport a display weekly among the State's events, with minimum of travel distance and manpower. State agencies are reportedly fixing displays to be shown in this fashion.

The proposed circuits, each starting in September, are: 1—Rome, Atlanta, Columbus, Macon, Augusta, and Savannah, ending November 8. 2—Gainesville, Dalton, Manchester, Thomaston, Americus, Cordele, Albany, Waycross and Valdosta, ending November 15. 3—Marietta, Cartersville, Sandersville, Swainsboro, Springfield, Brunswick, Reidsville, and Douglas, ending November 8.

Saint John Property Value Soars

SAINT JOHN, N. B.—Value of the assets of Exhibition Park has increased nearly fivefold during the six years ending December 31 last, the Saint John Exhibition Association's management committee has disclosed.

Present value of the Coldbrook property is estimated at \$427,000, an increase from the original evaluation of \$87,000. C. R. Nelson, chairman of the harness racing committee, said the event has taken on the status of a major industry since levies on its pari-mutuel operation have totaled more than \$308,000, most of which has been spent in the local area for improvements at Exhibition Park.

Statistics covering the six years include \$280,000 in wages and \$394,000 in purses.

Covington, Va., Names Behoff To Mgr. Post

COVINGTON, Va.—Joseph Behoff, former manager and organizer of the South Florida State Fair, Homestead, has been named manager of the Alleghany County Fair here. Behoff is well known in the home show and exhibits field.

Fair here, August 11-16, will feature a roller or ice skating show in a free grandstand, with John Marks Shows as the midway attraction. Automobile, television set and bicycle giveaways are scheduled, and a queen contest and public wedding also are on the program.

Promotionwise, the fair will use billboards and will distribute some 100,000 free tickets thru a soft drink company, Behoff disclosed.

The grandstand is scheduled to be rebuilt, many of the buildings will be repainted, and the commercial exhibit area will be expanded, he said.

Detroit Renames Mrs. Stark to Board

DETROIT—Mrs. Mildred Stark, of East Detroit, member of the Michigan State Fair Commission, has been reappointed by Gov. G. Mennen Williams for a four-year term. The appointment is subject to approval of the State Senate.

Record Deal For Jersey Talent Winner

TROY HILLS, N. J.—A new effort at press coverage this year is being tried by the Morris County Fair. Manager Swante Swenson is setting up a press tent in which all area publications are offered free exhibit space.

The tent will also contain a reception area with refreshments. It is hoped that newspapers will respond by setting up promotional displays and, incidentally, coming thru with added editorial coverage.

Fair is holding a WMGR talent contest sponsored by the local radio outlet. Plan is for the winner to cut a record for RCA, which has a factory nearby.

Paul Black Named College Chairman

SPARTANBURG, S. C.—Paul Black, president of the Piedmont Interstate Fair here and also head of the South Carolina Peach Growers Association, has been elected chairman of the board of directors of Limestone College at nearby Gaffney, S. C.

Sports Names Set Clinic at Calif. Event

SACRAMENTO, Calif.—Several important names from the world of sports will be on hand to conduct free sports clinics during the Sacramento County Fair, Ancil Hoffman, president, announced. Fair dates are June 19-21.

Rev. Bob Richards, Olympic champion and pole vault record-holder, will be on hand as will Cappy Lavin, San Francisco basketball star; Jim Walsh and Ken Sears, professional cagers and John Brodie, R. C. Owens, Ted Conoley and Bob St. Clair, all of the San Francisco 49er pro football team.

Sacramento Fair Adds Jr. Olympics For Youngsters

SACRAMENTO—The Sacramento County Fair, to be held here June 19-22, will have a county-wide Junior Olympics as one of its features, E. M. Simpson Jr., director of special events, announced.

Ted Forbes, supervisor of physical education in city schools, and Erle Johnson, will supervise the event.

Girl participants will compete in 50-yard sprints, baseball accuracy throws, standing broad jump, jump and reach, and shuttle run. Boy's events include the 50-yard sprint, baseball throw for accuracy, standing broad jump, football throw for distance, and basketball free throw against time.

Max Forbes, secretary-manager of the fair, said a special arena will be developed for the youthful athletes.

CARNIVAL WANTED

Due to disappointment will accept Carnival for either week—
October 14-18; October 21-25; October 27-31
Five Big Days and Nights

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"Due to Joan Brandon's outstanding performance . . . we broke all attendance records. I was so well pleased with her that I will be happy to recommend her to the many show managers I am acquainted with."

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FAIR . . .

MANAGERS AND SECRETARIES
Concessionaires
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and others interested in the Fair and Celebration Fields . . .

NEED AND READ THE BILLBOARD EVERY WEEK!
HOW ABOUT YOU?



The Billboard, 2160 Patterson St., Cincinnati 22, O.
Yes Please send me The Billboard for one year at \$15
(Foreign rate, one year, \$15) 943

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Address
City Zone State
Occupation

AIRBORNE ADS

Mickey Stark Uses Airplane For Ballyhoo

STREATOR, Ill. — Mickey Stark, owner of Gold Bond Shows and an airplane pilot on the side, is using his hobby to good advantage.

Each afternoon Stark takes up his plane with a banner advertising the date towed behind. With a siren blowing, he covers all the population centers within a radius of about 20 miles.

The show opened May 16 in Creve Coeur, Ill., getting rain the first weekend. Following week was okay weather-wise, and the show racked up a satisfactory gross. Stark has added two new kid rides and a Funhouse this year for a total of 14 major and kid rides and three shows. Organization moves on 25 trucks and semis.

RAS Gets Off To Good Start At Davenport

DAVENPORT, Ia. — The Royal American Shows caught ideal weather here Wednesday night (4), the opening of a 12-day stand, and business was the best for opening night in any recent year here.

Generally good business conditions in the Davenport area also were cited for the good midway take.

Cedar Rapids, played prior to the stand here, yielded light business. The closing Memorial Day weekend was hard hit by weather. Rain washed out business on the

(Continued on page 54)

Chi Showfolks Plan Memorial

CHICAGO — The Chicago chapter of Show Folks of America will hold its annual memorial services on Sunday, June 15, George B. Flint, president, announced.

The services will be held in the clubrooms of the Showmen's League of America at 1:30 p.m. Following the rites, a wreath will be placed on the monument at the organization's Glen Oak Cemetery plot.

Weather Hits Early Groscurth Stands

RANTOUL, Ill. — C.C. (Specks) Groscurth's Blue Grass combined Circus and Midway opened its week's stand here on the good side Monday (2) after three stops that were hard hit by weather. With a free gate for ladies on the opening night, and the weather clear and cool, the fun zone was well populated thruout the evening.

Show opened as usual at its winter base of Owensboro, Ky., but due to weather the nine-day

AGENT ASSN. THINNED BY LOHMAR DEATH

MOBILE — Walter B. Fox, veteran outdoor showman, notes that with the passing of Robert L. (Bob) Lohmar, Royal American Shows' general agent, there are but five living members of the original Association of General Agents, founded in the early 1920's by Wilbur S. Cherry and Felix Blei.

The five are Louis J. Berger, Robert R. Kline, Mel Dodson, Jack D. Wright Jr., and Fox. Of the five, only Berger and Kline are still active. Dodson and Wright are in the real estate business in Miami and Fox resides here since his retirement.

Reid, Oakman Lease, Operate Baddley Shows

VANCOUVER, B. C. — Bill Baddley has leased his Baddley Bros. Centennial Shows to Tom Reid and Jimmy Oakman, of Portland, Ore., and they are touring British Columbia for a season of 22 weeks all under Shrine auspices.

Show preemed at Chilliwack, B. C., May 1 and is carrying a Merry-Go-Round, Octopus, kiddie rides, Bingo Hausers' Wild Animal Show and 20 concessions. This is the first season in 40 years that Baddley has not been on the road himself with his show. He is directing all his attention this season to his Ghost Town which opened in a Vancouver department store May 23.

Bob Lohmar, RAS Gen. Agent, Dies

Veteran Show Executive Passes Away at 74, Following Stroke

• *Continued from page 40*

Bailey Circus and remained with it as contracting agent for three years.

Joins Velare

In 1918, Lohmar and Elmer Velare leased the Nat Reiss Shows which they operated for several years. In 1922 Lohmar shifted to the Morris & Castle Shows as general agent and continued with it thru its various changes of titles until the early 1930's. Then, with

PHILLY CIRCUS WEEK RED FOR MIDWAY ATTRACTIONS

Weather Mild, Crowds Big, Grosses Satisfy Most at Holiday Promotion

By IRWIN KIRBY

PHILADELPHIA — One of the biggest midways to turn out at the Front and Erie lot recorded good business at Philadelphia's annual Decoration Day circus week. Crowds were much bigger than last year and, combined with fine weather, produced enough business to send most operators away happy.

The stand is one of the major pre-fair spots of the East and ride and concession people responded from a wide area. Some thought was given to extending the midway run thru Sunday (1) if enough operators could be persuaded to re-

main, but the idea was shelved for this year.

There was good reason for planning an extension, what with the Cristiani Bros. Circus putting on a double matinee Friday (30) for the first three-show day Philadelphia has ever known. A strong turnout, more than 2,000 persons, had caught the circus people napping on Thursday or an added performance would have been given then. The crowd, instead, patronized the midway.

90-Odd Concessions

More than 90 concessions were up, plus some 20 rides of M. D. Amusements, Bert Slover, Miller and Allen, Active Bazaar Company,

PLAINFIELD BOW BIG FOR WOM

Rough Weather in Quarters Presages Fixing En Route; Carry Two Roundups

NEW BRUNSWICK, N. J. — The World of Mirth Shows, operating in this State without a front end, still had plenty of good points to show off as it premiered for the season at its annual date in Plainfield last week. Opening weekend, aided by weather, produced the best ride and show gross it ever knew for a still date.

An impressive array of equipment is being carried, totaling 16 show units and close to three dozen rides. Twenty-six of these are major-sized devices.

Altho coming right from winter quarters, the railroad unit was prevented from looking its best by a rough streak of weather which disrupted operations there. Outside work at the Richmond fairgrounds was limited to only one week, and plans are to follow a strict work schedule along the route. Chief project is completion of six new light towers. The midway will pick up added sparkle as painting progresses.

Bergen on Hand

General Manager Frank Bergen made the opening spot despite having been hospitalized part of the winter, and will make as many spots as possible. Much of the managerial work is being shouldered by George (Bud) Sollenberger, aided by Jim Bergen. Other staff members are Bernard (Bucky) Allen, concession manager; Howard Ramsey, office; Al Moody, trainmaster; Joe Sarama, electrician; Eddie Cenname, lot superintendent, and Harry Hauck, transportation superintendent and general representative.

Units to join are Bill Jones with bingo, Paul Dispensa with a Rock-o-Plane and double Loop-o-Plane, Freddie Cerbini, Roto Jet, and Billy Kehoe, Hot Rods.

The show is probably the only one carrying two Roundup rides, one of them show-owned and the other part of the Charley Cooper ride package which also includes a Roller Coaster, Scrambler and Paratrooper. Also carried are the

(Continued on page 54)

Strates Gross On Upswing

ALBANY, N. Y. — James E. Strates Shows open a two-week stand Monday (9) on the circus lot in nearby Watervliet, following satisfactory business in Massena.

Business has picked up for the railroader since pulling out of the mire in Wilmington, Del. The past two weeks were good.

Uncertainty about the concession situation compelled the show to skip New Jersey this spring, Strates reported.

plus Irene Burton's Wild Life, Squawk Riley's Iron Lung and Harry Thompson's Whale.

The M. D. trailer served as office, with Arlene Dembrosky and Gladys Essner doing the bookkeeping and Mike Dembrosky as steward. Johnny Quinn, Jack Essner and Sam Moonblatt held forth thruout the week and there were no operational or weather problems. The Rev. Father Donahue was on the lot most of the week.

Among concession people working the date were Bob Parker, Johnny Miller, Harry Modele, Herbie Kaplan, Leo Connors, Mr. and Mrs. Eule, Sandfur, Les Prime's Derby, Barney Cory's pitches; Morris Bluestein, holding down Sydney Daniels' spot with age, scales and hats; Gabe Allinger, Maxie Glynn, Frankie Rich, Dorothy Miller, Freddy King, Mr. and Mrs. Dave Brown, Dorn Barnes, Curley Graham, Harold Hesch, Matty Mattisaw, Casper, Ray Hunter, Rich Thomas, Ronnie Essner's snow cones, Steve Schmidt, Henry Dembrosky's popcorn, Bozo Moran's African Dip, Benny Levine, Mark Riley's popcorn, Jimmy Ferenzi's grab joint, Tony Stone's popcorn, Doc Dash with novelties, and Mike Dembrosky's bingo.

The promoters advertised heavily and co-operated in bringing Emmet Kelly in to play the circus date. Two cars were raffled off for Nazareth Hospital. Quinn said a meeting will take place in June with the Cristiani family regarding the 1959 engagement.

Rehash for Kingston by Continental

KINGSTON, N. Y. — Continental Shows is rehashing this city this week after opening its season here a month ago in bad weather.

Weather was also rough last week in Schenectady, N. Y., cutting the gross to half of what was expected.

Recent visitors to owner Roland Champagne's midway were King Reid and his agent, Charles Joyce, and Allen Travers, agent for the James E. Strates Shows.

Jan Eyes Good Church Doings

NEW YORK — Business has picked up somewhat for Jan Amusements, which got weathered out earlier this season. Show opened May 8 in Brooklyn. Coming spot is rated highly, being the Feast of St. Anthony's date at St. Mary's Church, Long Island City.

Carried are Harold Nevins' Ferris Wheel, Chairplane, Merry-Go-Round, and kiddie rides, and 16 concessions. Nevins has the Greyhound, and Al Lefleur, the glass pitch. Staff is Howard Finkelstein, owner; Joe Brewster, adjuster and agent, and Moe Vivona, manager.

stand was panned. Danville, Ill., next stop on the route, was hit by heavy rains and a muddy lot, and the Lawrenceville (Ill.) Jubilee, the following week, was a blank due to rain and cold combined with a location some five miles from town.

Show was set up on U.S. Highway 45 here directly opposite the Chanute Air Force Base where 15,000 airmen were paid on June 2. Groscurth bought considerable

(Continued on page 56)

John Castle and William R. Hirsch, late manager of the Louisiana State Fair, Lohmar became a co-owner of the United Shows of America, which he named.

The show was sold in 1937 to Harry and Orville Hennies and Lohmar stayed with it thru 1938. The following year he joined the Amusement Corporation of America as general manager of the Rubin & Cherry Shows. During World War II, Lohmar withdrew from show business and went with the U. S. Chamber of Commerce, working out of Washington.

In 1944, however, he was back with it, this time as general agent for Al Wagner's Cavalcade of Amusements. The next year, he joined Max Goodman's Wonder Shows and in 1946 shifted to Royal American Shows where he was serving as general agent at his death.

Active in Clubs

Lohmar was president of the Showmen's League of America in 1948 and is a past president of both the Heart of America Showmen's Association and the International Showmen's Association. He was a 50-year member of Illi

(Continued on page 56)

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WOOSTER, OHIO
 Sesquicentennial
 On the Streets
 Direct Sales Only

JUNE 30-JULY 6
BOWLING GREEN, O.
 Can Place Most
 Direct Sales and
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JUNE 30-JULY 5
WELLSVILLE, OHIO
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 Can Place Direct
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 Can Place All
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JULY 9-10-11
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CENTRAL STATES SHOWS

Want Cookhouse and Grab. Can place capable Agents for Hanky Panks. Lee Haywood wants Agents for Blower, Six-Cats and Picture Frames. Good proposition for Fun House, Arcade, Motordrome or any Grind Shows. We have good Show territory. North Platte, Neb., Rodeo, June 16-22; Holdrege, Neb., Diamond Jubilee on the streets, June 23-28; Neligh, Neb., July 3-5.

W. W. MOSER Yankton, S. D., this week.

FAIR TIME SHOWS

INCORPORATED

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RIDE HELP

WANTED
FOREMEN
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Apply: **CHET BARKER**, General Manager, Fair Time Shows, Inc.
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JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Playing Murfreesboro, Tenn., June 16-21; soldiers' payday—located downtown. Brazil, Ind., Annual 4th of July—join now for special privilege rate. All Fairs until October following the 4th.

CONCESSIONS—Place the following: Custard, Taffy, French Fries; Pitches of all kinds such as Bear, Glass, Lamp, Bird and Penny; Dart Games, Short Range, Cork Gallery, Basketball, Hi-Striker and African Dip. SHOWS—Drome, Fat, Snake, Glass House or Wildlife. Notice to showmen—I have a top, banner line and pit—want experienced Man who is capable and has ability to frame a Geek or Snake Show.

All replies:

JOHN PORTEMONT, Alexander City, Ala., June 9-14

TENNESSEE VALLEY AMUSEMENTS

Centennial and Fourth of July Celebration, Red Boiling Springs, Tenn. 6 big days and nights. Fireworks, parade and free acts. 14 county seat fairs to follow.

Book Hanky Panks of all kinds. Also Cookhouse, Diggers, Long or Short Range, Mitt Camp, Jewelry, Ball Games, Fishpond, Duckpond, Glass and Bear Pitches, Penny Pitch, 6-Cat, Buckets, Swinger, P.C. open. Book one or two Grind Stores. Ralph Decker wants Agents. We always work. Gabe Reed, we expect you. RIDES: Octopus, Rolloplane and Chairplane, one or two Kiddie Rides. I have 3-phase plant. Bruno, call. G. A. Zeller, come on. HELP: Foremen for Wheel and Comet, Electrician's call. Also Photo Studio Helper. SHOWS: Girl Show, Gorilla, Big Snake, Geek or any Grind Shows. Tiny, Mr. Roach, Dick Palmer, contact. Phone: Hickory 4-9984. Wire Western Union or come on, will place you.

Lebanon, Tenn., now; Westmoreland, Tenn., June 16-21; Harlsville, Tenn., 23-29; all downtown locations.

FIREMEN'S CELEBRATION

Corinth, N. Y., June 16-21

WANTS all Hanky Panks. One Grab Joint. Lot in center of town. ALSO Joints for Poestenkill 4th of July.

Robert D. Kellogg Amusements, Inc.
 PHONE: MORRIS 4-5273, STILLWATER, N. Y.

NEED

A-1 capable, sober, reliable Ride Superintendent in old-established park, Grandview Park on Mobile Bay. Also Foremen for Wheel, Caterpillar, Ride-O, Whip, Roll-o-Plane. Also want Fun House Manager.

Wire or phone, no collects,
 HEmlack 3-4786

MARIE K. SMUCKLER
 Route 1, Mobile, Ala.

AGENTS WANTED

Hanky Panks, Pitches, Allbl. Mike Cassin wants Picture Frame Agents and Gunners. Mary Magid wants Long Range Bucket Agents and Gunners, useful Concession Help. Join now for Big Mackinac Bridge Celebration. Billy Restis wants Alley Agents. Al Renaldo wants Pin Store Agents. Wire

ROGER YOUNG

c/o W. G. Wade Shows, Port Huron, Mich.

Want to Make Money? Then Join

TATHAM BROS. COMBINED SHOWS

Presenting Big Free Circus, Springfield, Ill., big Civic Center Celebration, June 11-15; Forrest, Ill., National Dairy Fair, June 17-19; Toluca, Ill., 3 State Legion Convention, June 20-22, and big one's each week. No letdown.

BILL TATHAM, Springfield, Ill.

FOR SALE

1957 Schiff Lo Road Coaster on Chev truck. factory body; over 200 Lights above Track, Ticket Box, etc. Complete. \$7,450. 12 Erie Diggers on King built trailer, all like new. Painted, ready to go. Fluorescent Lights, Stock complete, ready to go, \$4,500. Joints of all kinds, priced to sell. **FORREST C. SWISHER**, Box 125, Caney, Kansas.

MIDWAY CONFAB

George Desak, ride and concessions operator, left his Mobile, Ala., home recently to join Tip-Top Shows in Milwaukee. Mrs. Desak remained at home this year as she's expecting an October visit from the stork.

Mrs. Catherine Oliver, owner of Mound City Shows, and Mrs. Ed (Verna) Schantz, wife of the ride and concession operator, are back in St. Louis after visiting Florida and Cuba. . . . Mrs. Norman Anderson, wife of the bingo op on Olson, Heth and Capital City shows, gave birth to a son, Clay Andrew, May 23 in a Knoxville hospital. The Andersons have two other sons, Donald Lee, 14, and Joseph Earl, 9. Mrs. Anderson and the new addition will remain in Knoxville until July 1 when they will join Anderson on Heth Shows.

Rosa Raines, owner of Raines Amusement Company, celebrated her 50th birthday at Mena, Ark., with all show personnel helping to wish her the best. Ice cream and cake were served by Mr. and Mrs. R. D. Philpot. . . . C. B. Stanton was in Fort Smith, Ark., visiting his mother. Noah Kennedy is back on the Raines midway with a new Roller Coaster purchased in Detroit.

Jimmy Fennel Jr., son of Mr. and Mrs. James Fennel, of Page Shows, graduated recently from Kite (Ga.) High School where he took second to the highest scholastic honors. Mrs. Fennel attended the graduation along with Mrs. Jack Renfro and a number of relatives from Jacksonville, Fla., but Fennel was unable to leave the show where he is concessions manager. The youth plans to work with his parents this summer and will enter Statesboro (Ga.) Teacher's College in the fall.

James Rapple, Amusements of America publicity man, is also handling special agent duties. . . . Stuart Miller, who is billed as Relim the Great, has his show on the back end of Continental Shows. Ara (Popcorn King) Solichman, has his old-time steam engine on the same show. . . . Ed Finneran, assistant to Roy (Pepsi-Cola) Jones, was in St. Louis Monday (2) en route from New York to the West Coast.

George Gallo, billposter for the William T. Collins Shows, reports he received a surprise while billing Rochester, Minn. Gallo walked into a liquor store and got the okay to hang a couple of panels. The surprise came when the manager took his lithograph sticks and hung the paper himself in the manner of a pro. The manager turned out to be Mike Kitzman, ex-circus biller, whose father, Francis, was formerly a car manager and biller.

Rachel Lilly is sporting a new 45-foot trailer. . . . Paul Gordon posts that he's managing Virginia Waters, who's with Del Mar Attractions on the Gentsch midway. . . . Fred C. Landrus, currently with World of Pleasure Shows, reports he plans to play school dates after the show closes in October.

Babs Geffen celebrated a recent birthday at a party hosted by Leona Plas. Prime ribs of beef was served the men, and the ladies had spareribs and sauerkraut. Jack Chilton presented the guest of honor with flowers, and her husband, Dukie, gave her a wrist watch and a free game on the razzle. Guests included Mr. and Mrs. Bob Chilton, Mr. and Mrs. Roger Young, Ben Fox and Mr. and Mrs. Stanley Plas. . . . L. R. (Doc) Lewis, longtime concessionaire, reports he's currently operating a tip sheet at River Downs, Cincinnati.

Bill Green is on a cruise of the West Indies aboard the S.S. Nassau.

Visitors to the Philadelphia circus midway during Decoration Day week included Morris Brown, Bennie Weiss, Bucky Allen, Johnny Canole, Ben Allen, Al Shapiro, Phil Cook, Jib Stabile, Shep Blumberg, Glass Pitch Taylor and Danny and Evelyn Thaler. . . . Mike and Arlene Dembrosky, of the M. D. Amusements, hosted Mr. and Mrs. Sam Brown, of the Bridgeton (N. J.) Fair, at the Philadelphia midway date.

Penny Law, Side Show performer, is a patient in Eastern Hospital, Williamsburg, Va., and would like to receive mail from friends. . . . Pinky Pepper is featuring his Zebra Coffin number in Lisa Del Mar's Strange-O-Rama show on the Gentsch Shows.

OCTAGON PICTURE FRAMES

Gunner type, ready to mount on your board, two or more,

\$37.50 each

Automatic scissor type, five ft. high, octagon shape, operate same as scissor buckets,

\$90.00 each

Automatic Scissor type, four ft. high,

\$75.00 each

Terms: Cash with order or 25% cash, bal., C.O.D.

STAN BAKER

13036 Foley Detroit 27, Mich.
 Webster 5-0669

HELP WANTED

Wheel Foreman, Merry-Go-Round Foreman, Chairplane Foreman; top wages, short moves. Wire

FAIRLAND AMUSEMENTS

41 Blaine Ave.
 Buffalo 8, N. Y.

I. T. SHOWS

WANT

Whip Foreman, Tilt Foreman, must be first class. Also Foreman for Herschell Merry-Go-Round, and Second Men on all Rides. Apply by wire:

I. T. SHOWS

2686 Valentine Ave.
 Bronx, N. Y.

WANT AGENTS

For Ball Games, Duck Pond and Coke Ring. This show books only one of a kind. Good route. All celebrations and fairs.

Contact:

JIM WILLIAMS
 Klein Amusement Company
 Aberdeen, S. D., June 11-14

WANTED

TALKER FOR DROME, DOC WILSON OR ERNIE PHILLIPS, CONTACT. Larry Reynolds called you. Contact

JOHNNY BARRO

PRELL'S BROADWAY SHOWS

WANTED

Gunners for Long Range Bucket Joint. No drunks. Wire or call

LOU FARRELL

238 Crete Ave. Elmira, N. Y.

WILSON FAMOUS SHOWS

Want—Strictly Legitimate Concessions of all kinds. Next week Rock Falls; then Ottawa, Ill. Join now for the season. Want experienced Ride Help that drive and can stay sober, to join at once.

Address this week:

E. PEORIA, ILL.

CONCESSIONAIRES

NOTE

Both parks and carnivals are having a terrific gross on our new pull-up big head Gaucho Punk Rack. Flashiest ball game ever built. Knock three over you win a Panda Bear. Our information from both sources say it is the best. We build the complete rack or allow you to build it. If we build it we know it's right. Write for prices.

Still the best One Ball Bottle Game with or without stands.
Six-Cats, three various styles.
Punks for Punk Racks, two various styles.
Pitch-Till-You-Win—we build the frame or sell you the blocks.
Penny Pitch Board—still the tops on a center joint.
Pop-Em-In-Buckets. Our bucket is very well known.
Over 30 Under 11 Tables.

IT'S NEW:

Sputnick—underhand, close-up ball game, underhand pitch.
Gammallines—new ball game. Very fascinating—ring the bell twice and you get a bear.
New Add-Em-Up Shuffle Alleys, 6 ft. long. Place orders now. Write for prices.

Our price is always in line with our merchandise.
Devil's Bowling Alleys—new or second-hand—wooden balls or rubber balls. Let us know your needs. The size of our factory gives us access to your immediate needs.

RAY OAKES & SONS

(MAE OAKES & RAY OAKES JR.)

P.O. BOX 4344 TAMPA, FLORIDA

Phones: Day—Redwood 6-9774
Night—Redwood 6-5467

Bob Hammond Sets June 30 Official Bow

HOUSTON, Tex. — Bob Hammond Shows returned here last week after a 10-day stand at the Corpus Christi Naval Base and will play local lots until the official opening on June 30 for the Belton, Tex., July 4 celebration.

Bob Hammond, owner-manager, said the Corpus Christi stand was a good one. Following the June 30 opener the show, general agented by Jim Schneck, will play celebrations and fairs in Texas and Oklahoma, closing its season at the Shrine Circus here in Houston on November 17. Show will carry 16 rides, 4 shows and upwards of 30 concessions.

During the winter Hammond had rides booked at fat stock shows in Fort Worth, here and other spots with Bill Hames and also had rides at the San Antonio Battle of Flowers on Jack Ruback's Alamo Exposition Shows.

Peck Skeds July 1 Bow

TAMPA — Key City Shows will open its season on July 1 with 10 rides, 4 shows and about 25 concessions. C. S. Peck, owner, announced.

Meanwhile, elements of the organization have been playing shopping centers, which have been okay in most instances, Peck said. Show played Florida centers all winter, and plans to head back for more once the fair season is over.

Peck recently signed to provide the midway attractions for the South Side Exchange Club in Indianapolis the third week in August.

Staff, in addition to Peck, has Robert Peck, secretary and assistant manager; John Chisholm, electrician, and Robert Akridge, mechanic.

Navy Date A Red One For Victor

QUONSET POINT, R. I. — Victor Amusement Company pulled a bonanza date at the Navy Seabee Center here, operating a full midway over the four-day Memorial Day weekend. Operation was wide open, and strong promotion pulled heavily from all over the State.

Newspaper publicity and advertising were both big. Awards included color TV, Thunderbird sports car, sailboat and others totaling \$10,000 in value. Titled the Quonset Carnival, the promotion benefited the Navy Relief Fund. Satellite and commercial exhibits were on hand. Base was open to the public.

Central State Plays Dam Cele

SUPERIOR, Neb. — Central States Shows provided the midway attractions at dedication ceremonies of the Lovewell Dam and Lake Thursday (5).

Thirteen towns located in the area pooled their resources to put over the promotion. Included as lures were motor boat racing and fireworks by Thearle-Duffield Fireworks, Inc.



LAGASSE AMUSEMENT COMPANY HAVERHILL, MASS.

ANNOUNCES

LOWELL COMMON 4TH OF JULY CELEBRATION, LOWELL, MASS.
July 2, 3, 4, and 5, auspices of Lowell Clover Club. Positively the largest bona fide Fourth of July Celebration in the East, located in heart of city. Gigantic Fireworks Display. Work around clock 3rd and 4th.

Fraternal Order of Eagles of New Bedford CIRCUS, July 14 to 19 (same grounds as Firefighters' Charity Circus), New Bedford, Mass. Fireworks display, Sensational High Wire Act. Giant Midway.

American Portuguese Veterans COUNTY FAIR, July 21 to 27, Francis Playground, New Bedford, Mass. Spectacular Entertainment and Giveaway.

Wanted for Above Celebrations

RIDES

All type Major and Kiddie, not conflicting.

CONCESSIONS

Derby & Greyhound Racers, Flashers, Ball Games, Hi-Strikers, Fish Ponds, Pitch Till-U-Win, Bear, Parakeet and Chocolate Pitches, Photos, Cork Gallery, Long and Short Ranges, Age and Weight, Novelties and all other legitimate games.

St. Peter's Fiesta, Gloucester, Mass., June 26 to 29. 4 big nights and 3 days. Second largest Fiesta in East. Can use all type Foods, Jewelry, Photos, Novelties.

For space contact at once

LAGASSE AMUSEMENT CO.
17 Lafayette St., Haverhill, Mass.
Tel. DRake 4-6461

O. L. WESLEY, GENERAL MANAGER
13 Hallenan Avenue, Lawrence, Mass.
Tel. MURdock 3-9905

Bob Edwards, please contact office immediately.

SHOWS

Funhouse, 10-In-1, Wildlife, Wrestling, Snake, Motor or Monkey Drome and all others up to standard.

FOOD

Cookhouses, Popcorn, Apples, Cotton Candy, French Fries, Custard, Ice Cream and what have you.

SELLING PRIVILEGES AVAILABLE ON INDEPENDENT MIDWAY MINEOLA FAIR ROOSEVELT RACEWAY WESTBURY, LONG ISLAND, N. Y.

SEPT. 6 to 14—1958

NO SHOWS—NO GAMES

Unique & Novel Concessions Desired

Apply **CHARLES BOCHERT Mgr.**

AGENTS WANTED

For a proven Route of Fairs and Celebrations in Minnesota. Agents for Six Cats, Fork Coke, Picture Frame.

CONTACT: Bennie Hazen, Johnnie Giers or James Barfield

c/o North American Shows Grand Rapids, Minn., This Week; Then Per Route.

PARAKEETS

BEST QUALITY—PRICES RIGHT

Shipped same day order received

CONRICK BIRD FARM

16452 So. Harbor Blvd. Santa Ana, Calif. Phone: Jefferson 1-3954

WANTED

Hanky Punks for Broadview, Ill., American Legion Carnival, June 13-22. Also Conster and other Ride Help. Good spots to follow. Contact:

Sam Menchin **LAKE SHORE AMUSEMENTS** 11 West Division St., Chicago, Ill. Phone: SUperior 7-7243

CARNIVAL WANTED

FOR ANNUAL CELEBRATION

June 30-July 5

AMERICAN LEGION POST Belhaven, N. C. Phone: WH 36411

GENE HAMES AMUSEMENTS, INC.

NOW BOOKING FOR THE BIG WACO, TEXAS, RODEO, JUNE 18 THRU 22, FEATURING ROY ROGERS, DALE EVANS, PAT BRADY, SONS OF THE PIONEERS AND OTHERS.

HURRY — HURRY — HURRY — TIME IS SHORT

CONCESSIONS

Concessions of all kinds, including Novelties, Eating and Drinking Stands, Ice Cream, Custard, Snow, French Fries, Grab Stands, also all types of Hanky Punks, Pitches and Merchandise Concessions.

RIDES

Want Octopus, Scrambler, Fly-O-Plane or any Major Ride not conflicting. Will book one or two more Kiddie Rides.

ALL PHONE OR WIRE:

GENE HAMES

2301 Daisy Lane, Fort Worth, Tex. (Phone: Terminal 8-5356)

CUMBERLAND VALLEY SHOWS

OPENING JUNE 21-28, SOUTH PITTSBURG, TENNESSEE

This Show Is Booked Solid Until October 18 — With a Continuous Route of Bona Fide Fairs and Celebrations.

SHOWS

Can place any Show that does not conflict with what we have.

CONCESSIONS

Can place all legitimate Concessions except Bingo, Cookhouse, Lead Gallery, Photo, Custard and Popcorn.

NOTICE

All Shows and Concessions which are booked with me contact immediately as lot is being laid out.

AGENTS for legitimate Concessions—you can be placed here. Bill Sutherland, contact Jim Dunlap in care of this show (you were with him on the Gentsch Show). Kiddie Ride Men wanted. All mail, phone calls and wires to

LAVOY WINTON

SOUTH PITTSBURG, TENNESSEE. Phone: TEmple 7-6406.

P.S.: PLEASE, No Collect Phones or Wires.

WANT RIDE SUPERINTENDENT

For seven ride show playing around Detroit. Also, Merry-Go-Round and Ferris Wheel Foreman.

DELUXE RIDE CO. 82 Orchard St., Mt. Clemens, Mich. Phone: HO 3-1562

WANT—SIDE SHOW HELP—WANT

Can place Side Show Acts of all Kinds, Novelty Acts, Freaks, or any worthwhile attraction.

Also want Attraction to feature in annex (no sex act). Address:

DICK BEST, c/o Royal American Shows Davenport, Iowa, this week, or c/o Riverview Park, Chicago, Illinois.

WANTED CARNIVAL FOR 4-H SHOW

July 30-31-August 1-2, Carthage, Illinois. Contact

JERRY NUTT, JR.

THOMAS JOYLAND SHOWS

Want Free Acts—High Acts and Ground Act—July 21 to 26.

Can place Ride Help in all departments.

Want Bingo Counterman. Charles LeRoy wants Side Show Acts of all kinds. Address: MORGANTOWN, W. VA., this week.

James H. Drew World's Fair Shows

Tri-State Fair, Middlesboro, Ky., June 16 to 21

SHOWS—Can use two family-type Grind Shows for the entire season. Wire what you have.

CONCESSIONS—Will place Merchandise and Outright Sale Concessions of all kinds. Good opening for Photo, Novelties, Hi-Striker, African Bobo, Age and Weight, Long and Short Range, Derby, etc. Cookhouse wanted to join at once. Note: Custard Sam, answer.

All address this week. Wires only (no phone calls):

JAMES H. DREW, WORLD'S FAIR SHOWS, GRAYSON, KY.

42d ANNUAL MINERS' PICNIC

August 1-2-3, 1958, Memorial Stadium, Terre Haute, Ind.

Biggest Event in the Middle West. Valuable Prizes in Cash and Merchandise.

CONCESSIONS WANTED: Can place Concessions of all kinds; Coin or Bear Pitch, Novelties, Ball Games, etc. NOTICE: Now booking and reserving space, Contact Concessions Chairman:

WILLIAM MOSS, 1318 First Ave., Terre Haute, Ind. Phone: Harrison 8339, or ALEX CLIVER, 1013 Maple Ave., Terre Haute, Ind. Phone: Crawford 1807. JACK WILFON, Secy.-Treas. WILLIAM CLARK, Chairman 2624 Fort Harrison Rd., Terre Haute, Ind. Phone: Lincoln 5577. JACK WILFON, Secy.-Treas. 1344 Ohio St., Terre Haute, Ind. Phone: Lincoln 7390

WOLFE AMUSEMENT COMPANY

Headed for the old standby, the Eastern Shores. Crops better than ever. Money is plentiful these eight weeks, including the Great Weirwood and Taxwell Fairs, followed by solid fair route in North and South Carolina till November. Concessions of all kind, including Popcorn, Snow, Photo, Camp, Glass Pitch, Hoopla, Long and Short Ranges. Slim Cunningham wants Pin Store Agent. Also man with crew for Razzle. Ride Help who drive for Chair-o-Plane and Wheel.

Basset, Virginia, this week.

MIGHTY INTERSTATE SHOWS

Want Shows. Will book any family-type shows. RIDE HELP: Foremen and Second Men on all rides. Must be licensed tractor-trailer drivers. Carl Bartels, get in touch. CONCESSIONS: All Prize-Every-Time Concessions open. Also Long and Short Range Galleries, Photos, Bingo, Novelties, Names-on-Hats, Age and Weight. Want Agents for Clothes Pin, 6-Cats, Glass Pitch and Penny Pitch. Want Help to up and down Concessions. Also want Scenic Artist and Painter. Can join on wire. Replies to

H. B. ROSEN
c/o WESTERN UNION, BRISTOL, TENN.

HUGO'S NOVELTY EXPOSITION SHOWS

HELP—WANTED—HELP

Foremen for Tilt and Merry-Go-Round. Second Men on all Rides. Must be Semi Drivers. Top pay and you get it every week. Can use Hanky Panks—Show—Rides not conflicting. Creston, Iowa, July 4 Celebration, July 1-5. Address:

CAPT. E. H. HUGO, Lawrence, Kans., June 9-14; then per route.

SMILEY'S AMUSEMENTS

Want for Firemen's Celebrations, Western Pennsylvania, June 9-14, Apollo, Pa.; June 16-21, Homer City, Pa.; June 23-28, Stonesboro, Pa.; then big Fourth of July Celebration, South Punxsufawney, Pa.

Want Frozen Custard, French Fries, Pitch-Tilt-U-Win, Duck Pond, Age and Scales, Photo Gallery, Novelties and all kinds of pitches. Also any other type Hanky Panks. SHOWS: Can use Funhouse, Wildlife, Glass House, Motordrome or any other family-type show. All mail and wires:

APOLLO, PA., JUNE 9-14.

4TH OF JULY CELEBRATION

On the Common, Gorham, New Hampshire

WANT Hanky Panks, no griff; French Fries, Floss, one neat Grab, one flashy Beans.

All contact

SMOKY'S GREATER SHOWS, SMOKY GILMORE
STRONG, MAINE

MOTOR STATE SHOWS

Want for long season of fairs, celebrations, including late fall fairs in Alabama, Mississippi and Louisiana.

Want Hanky Panks. No flats, alibis or gypsies. Can place Funhouse: Foreman for new A. H. Merry-Go-Round, Wheel, Rock-o-Plane and other rides. Come on, will place you. No luses, midway delegates or cars. No phone calls. Tex Yoder, come on. Chas. Krekeler can use Alibi and Hanky Pank Agents. All replies

JOE FREDERICK

Amherst, Ohio, now; Waterville, Ohio, to follow.

NOLAN AMUSEMENT CO.

WANTS Concessions—Shows—and RIDE HELP.

Want Wheel Foreman, Rockoplane Foreman and First and Second Men in all Rides. Also RIDE SUPERINTENDENT.

FRED NOLAN

Magic City Shopping Center, Barberton, Ohio, until June 21.

BOB HAMMOND SHOWS

Want for a solid route of 16 Celebrations and Fairs from July 1 (July 4 Celebration), Belton, Tex., thru Shrine Circus, Houston, Tex., Nov. 4 to 17. Can place Concessions of all kinds (open midway). Will book Shows not conflicting with Snake Show and Fun House. Can place Ride Help on all rides.

CONTACT: BOB HAMMOND or JIM SCHNECK

6115 Gold St. (Phone: Oxford 4-8647) Houston, Texas

Detroit Area Weather, Tight \$\$ Hit Motor State

DETROIT — Joe Frederick's Motor State Shows has found business running a little under last year during its first six weeks on the road. Cold evenings, with very little rain, have hurt.

The show opened April 22 in Madison Heights and has been playing spots within about 40 miles of Detroit under auspices. They opened Monday (26) under VFW auspices on the former Wayne County Fairgrounds at Northville, now the Northville Downs Race Track, only two blocks from the main downtown corner of the city. Here business started off only fair, as a result of cold nights and some showers.

Shows moved last week to Holly, and then into Ohio and Indiana, playing celebrations and fairs until Labor Day—with one return into Michigan for a July 4 celebration.

After Labor Day, they make a 1,000-mile jump to Water Valley, Miss., and will play fairs in Mississippi, Alabama and Louisiana until early November.

Organization has 9 rides, 4 shows and about 28 concessions. New attractions include three show-owned rides—the Scrambler. Over the Waves and Combination, plus two kiddie rides by King Amusement Company. Two shows owned by Frederick will join July

4 at Flint, Mich., the Giant Ant Eater, bought from the Olson Shows, and the Midget Cattle Show.

Frederick also operates two small independent units — Motor State No. 2 and No. 3, currently playing celebrations and church bazaars in Ohio.

Roster of the Motor State Shows includes:

Staff: Joe Frederick, owner-manager; Marion Frederick, secretary; Charles Krekeler, assistant manager; Darwin Tedrow, transportation man; Bill Carter, diesel and electrician; Ike Clark, assistant electrician; Walter (Wingy) Schaefer, advertising manager; James Duffer, carpenter and builder, and W. E. Vandergrift, advance man.

Show-owned rides: Ferris Wheel, Woody Groves and Jim Dart; Merry-Go-Round, Bill Wallace and Charley Subelsky, with Don Lewis and Chuck Darlin handling tickets; Tilt-a-Whirl, Bill Vance, Joe Quinn and James Sears; Roller Coaster, Bob Frear and Andy Wyne; Octopus, Dave Engle and Henry Smouse; Scrambler, Ike Moses and Johny Scott, ad kiddie rides, Tom Duffer, Henry Rowland and Perry Gause.

Shows: Side Show, Mr. and Mrs. Joe Fraker and Joe Fraker Jr.; Wild Animal Show and tattoo artists, Mr. and Mrs. Ford Ramer.

Concessions: Mr. and Mrs. Darwin Tedrow, popcorn, apples and caramel; C. Y. Clifford, candy confections; Mr. and Mrs. James Murray, cookhouse, with Bill Dailey, helper; Charles Krekeler, 10; Ralph (Dudley) Zenari, Johnny Jones, Paul Wightman, Virgil Short, Al McKinney, Dave Glass, Bill Horstman, Jake Griten, Art Ritter, Charles Reynolds; Glenn Wells, two; John Gallagher and George Coups, glass pitch; Lucky Urquhart, Rose Dailey, Belle Isler, Sylvia Sommers, and Irving (Stash) Rubin, three.

Plainfield Bow

Continued from page 51

Merry-Go-Round, Fred Shinert; Looper, Irving Ahart; Rodeo and Helicopter, Johnny Miller and Bucky Allen; Fly-o-Plane, Ray Deane; Train, Roy Varnier; Caterpillar, Walter Williams; German Merry-Go-Round, Twister and Roundup, Sollenberger; three Ferris Wheels managed by Jasper Taylor; Octopus, Percy Bolden, manager; Skooter, Ben Shinliver, manager; Silver Streak, George Lantz, manager; Spitfire and Spook, Joe the Grinder, manager; Tilt-a-Whirl, Erby Murray, manager; live ponies and Roll-o-Plane. There are also seven kiddie rides of Mrs. Hilda Bergen and Geraldine Sollenberger.

Shows Listed

Shows are Side Show and Ella Mills' Fat Show, Walter Wanous; Glasshouse, Monkey Speedway and Torture Show, Ray Chambers; Snake, Bill Fry; Hitler Car, Zoo and Unborn (Eternal Miracle), Peter Sevich; Funhouse and Wild Life, R. McCarthy; Motordrome, Flash White; Minstrel, Dave Wiles; Nate Eagles' Midgets, and the Tirza posing show and girl revue, both Joe Boston.

Concessions, in addition to Allen's, include George Reinhart's back lot restaurant and sit-down grab; Jim Bergen, grab; Gerald Snellens, grab; Manjean and Barnes, French fries; Maude Varnier, popcorn, snow cones, candy apples and short range; Gerald Sollenberger, custard and hats; Pat Razzano, Arcade; Jessie Rhoades, long range; Claude Warbritten, 8; Johnny Miller, 6; Barney Cory, pitches; Harry Hauck, floss, and Ray Chambers, floss.

A new 150-kw. generator gives the show 670 capacity currently. Movements are on 35 cars.

RAS Starts Well

Continued from page 51

holiday and cut deep Saturday (31), the following day.

The Velare Rotor joined here for the swing over the remainder of the Royal's route. Lash Larue also joined here with his Western show and will continue in the line-up on the tour of Western Canada. A new Wild Mouse ride was scheduled for delivery here before the show took off for Canada.

Fairs, Celes Dot Route Of M. D. Show

PHILADELPHIA — Pennsylvania-based M. D. Amusements have a promising season lined up on paper and should do well if conditions hold favorable in the State's Eastern industrial region.

Some 50,000 ride tickets had been sold in advance of the Cement Belt Fair in Cementon, dated June 16-21, and the outlook improved with that knowledge. Early dates, opening with a two-week stand in the home base of Hazleton, Pa., on April 17, have been spotty, with weather hurting several times.

Show is carrying a Ferris Wheel, Merry-Go-Round, Tilt-A-Whirl, Rock-O-Plane, Roll-O-Plane, Helicopter, seven kiddie rides and 40 concessions. Several units were here for the annual circus week, including a Dembrosky bingo.

Also on the route are the Junior Jaycee Fair in Schuylkill Haven, Kimberton Firemen's Fair in Phoenixville, Fountain Hill Celebration, Sussex County Fair and Horse Show in Branchville, N. J.; Holidaysburg Fair; Gratz Fair, Wayne County Fair in Honesdale, and Lehigh Valley Merchants' Fair in Bethlehem.

Stapleton Firm Re-Enters Midway Supply Business

DETROIT — The house of Stapleton is returning to the carnival supply field under new ownership. Founded many years ago by the late Charles H. Stapleton, the company switched primarily to chair and table rental service following his death.

His widow, Mrs. Mae Stapleton, who had an interest in the Joyland Midway Attractions, died last November, and the firm has been purchased by Vincent J. and Irene Chouinard, who have operated the Advance Novelty Company, a carnival supply house, for some years. Both firms will continue in operation at separate addresses.

BUCKEYE STATE SHOWS

All sponsored events on streets West Carrollton, O., June 10-14; New Holland, 17-21

Want Hanky Panks—Hankies of all kind. French Fries, Waffles and straight sales. Want Ride Help—must drive; First and Second Men for Wheel, Jenny, Swings, Rockoplane, Tilt, Octopus, Schiff Coaster and Roundup. Top wages and bonus, pay each week. Contact

MANAGER, per route.

P.S.: Joe Cole wants Agents.

PAN-AMERICAN SHOWS

Want Hanky Panks of all kinds, Lead Gallery, Diggers, Bear or Glass Pitch. Agents for Balloon Darts and Cigarette Gallery, Pin Store and Buckets (only two on Show), Pea Pool Dealer. Want capable Ride Supt. Good proposition. Ride Foremen for Tilt, Octopus, Wheel and Spitfire; Second Men on all Rides who drive Semis. Want first-class Truck Mechanic. Want Operators for Fun House, Wildlife and Snake Show, Talker and Acts for Sideshow. Sonny Sharpe wants Comedian and Girls for Minstrel. Showing Baton Rouge, La., till July 1; then big 4th July Celebration. Address:

P. O. BOX 562, Baton Rouge, La.

EVANS UNITED SHOWS

Eldon, Mo., June 9-14; Shawnee, Kans., June 16-21; Raytown, Mo., June 23-28.

Can place a few more legitimate Concessions that do not conflict. We book only one of a kind. Can place Help on all Rides, must be Semi Drivers. Top salary for those who can qualify. (No women, no cars, no apples, no racket.) Can also use Bingo Help. Contact

MANAGER, Per Route Above.

AGENTS WANTED

15 Fairs and Sports Days, Western Canada. 5 Weeks in Alaska.

Agents for Buckets, Swinger, Picture Frame (Bill Brockman, who built Picture Frames for me, come on or will wire you bus ticket. Canadian Agents can join in Canada. All replies: CHESTER GRIGGS, c/o Western Union or Phone Leading Hotels, Dickinson, N. Dak. (No Collects)

CONCESSIONS WANTED

For Annual VFW Street Fair, Huntington, Ind., July 28-Aug. 2, 1958. Can use Duck and Fish Ponds, Balloon Games, Bear Pitch. Will give x on Age & Weight, Foot Longs and Pronto Pups.

W. O. RANDOL
Markle, Ind.

WANTED

Ferris Wheel Foreman, also Man to put up Concessions. Top salary and bonus. No cars, no drinks. Also would like to book or buy for cash Little Beauty Merry-Go-Round or Schiff Coaster. Address: Manager, MARYLAND BAZAAR CO., Landover, Md., 8 miles from Washington, D. C., this week; Lexington Park, Md., next week.

HOLIDAY AMUSEMENT COMPANY

Can use Hit and Miss, Cigarette Shooting Gallery, Buckets, Milk Bottles, Pan Joint, Hoopla, Add-Em Up Darts, Balloon Darts, Bear Pitch and Six Caps. Ride Foremen and Second Men get in touch.

FIELDING GRAHAM

Ottawa, Kansas, June 9 to 14, Pleasant Hill, Missouri, June 16-21.

WILL BUY OR LEASE OR BOOK

Two Kiddie Rides and Merry-Go-Round; Philadelphia area.

D. VAN BILLIARD

Glendale 2-4561 Oaks, Pa.

Holiday Amusement Co.

Can use capable Foremen for Octopus, Roll-o-Plane, and Schiff Coaster; also Second Men who drive.

FIELDING GRAHAM

Ottawa, Kansas, June 9 to 14; Pleasant Hill, Missouri, June 16 to 21.

Have Booking Solid

Also Tractor-Trailer and Foreman for Scrambler. If you have one or a close number, will buy in and put over route. Will book clean Shows, Concessions and people. Contact

Du Quoin, Ill., this week; Highland, Ill., next.

Dyer's Greater Shows

COUNT STORE AND ALIBI AGENTS

WANTED

Phone me this week; Albuquerque, N. Mex., CHapel 2-0974 between 1 and 3 p.m. daily. JIMMY CASE, c/o Victory Exposition Shows, per route.

The Aristocrat of Show Business
REITHOFFER
 In Business Over 50 Years

WANT Blue Unit starting Eagleville, Pa., near Norristown, June 10. A proven route of still dates. First Fair July 9, continuing until end of September. Join now and get preference of location.

WANT Photo, Pitch-Till-U-Win, Cork Gallery, Glass Pitch, Duck Pond, Balloon Dart, possibly Ball Game. Also Center Pitches of any kind. Long and Short Range. Contact early. Do not want triplicates.

WANT P. E. REITHOFFER JR., Shrine Acres, Dallas, Pa., or Fairgrounds, Eagleville, Pa.

WANTED
 FOR 84th ANNUAL CONVENTION
NORTHWESTERN OHIO VOL. FIREMAN ASSOCIATION
 Crestline, Ohio—On Streets, June 16-21

CONCESSIONS—Can place Custard, French Fries, Glass Pitch, Novelties, Bingo, Shooting Gallery, Arcade, Games of all kinds. No grift.

SHOWS—All Types, Snake, Animal, Fun House, Motor Drome, 10-In-1, or any other show that will work on 18 Fairs in Ohio.

WANTED FOR No. 2 Unit—Floss & Apples, Pop Corn and Carmel Corn.

POWELSON AMUSEMENTS
 Box 125 Coshocton, Ohio Phone: 1088M

GIRLS FOR GIRL SHOW GIRLS
\$100.00 A WEEK

Must be attractive and not over 30. Mickey Scout and Dolores, who worked for me last year, wire.

Want two licensed Semi Truck Drivers at once, also Ticket Sellers who drive. Want Candy Pitchman, 50-50, for two Girl Shows, Virgin territory, all fairs. Drunks and chasers stay where you are. Wire:

F. W. MILLER
 Fair Grounds, Saginaw, Mich., June 10 to 17; then Ada, Minn.

DE LUXE RIDE CO.

Where every day is Kiddies' Day, the Great Napoleon, Ohio, 4th of July Celebration, 6 big days and nights, June 30-July 5. Biggest fourth spot in Ohio.

Want Legitimate Concessions of all kinds. Must be neat and well framed. Want—all Direct Sales open except Popcorn, Apples, Taffy, Floss and Ice Cream. Will sell exclusive on some concessions. Also want Family-Type Shows, Penny Arcade and Motordrome. Only top equipment need apply.

Can use limited amount of above for Macomb, Ohio, Homecoming, June 23-28 and Fourth of July. Followed by Waterloo, Ind., Lions Club Fair, July 8-12; Butler, Ind., Annual Celebration, July 22-26.

Can use all types of Legitimate Concessions. Want Shows for the biggest ever, Lagrange, Ind., Corn School Celebration, Sept. 8-13, 49th Annual.

All bookings must be handled now. All inquiries will be answered. Concessionaires who have known me and this territory, contact immediately.

JACK CHORPENNING
 Box 171, Hamilton, Ind.

P.S.: Can use Ride Help if you are licensed to drive. Apply Fairgrounds, Napoleon, Ohio, June 29.

SIDE SHOW PEOPLE WANTED

Talker, Inside Lecturer (prefer one who can pitch), Magician, Tattoo Artist, Acts of all type, Bally Girls. FREAK to feature. BOSS CANVASMAN and Ticket Sellers; must drive semi. No drinkers. This show is entirely new. Up in four hours, down in two. MAN or MAN and WIFE to take charge of MICKEY MOUSE SHOW. Show is new and booked at some very good spots. Good proposition. GIRLS for Girl Show, must be young and attractive. Top salaries. BOSS CANVASMAN and Ticket Sellers wanted for Girl Show; must drive semi. Experienced CANDY PITCHMAN wanted. Bill Hutchinson, contact. Shows will open late in June. Winter quarters now open.

All answers:
JOE SCIORTINO
 2102 W. WATERS AVE., TAMPA, FLA. Ph.: WEbster 4-7472

GEORGE CLYDE SMITH SHOWS

WANT—Ball Games, Pitch-Till-You-Win, Balloon Darts, Swinger, Hoopla, Fish Pond, Age and Scales, Photos, Hi-Striker, Glass Pitch, Penny Pitch, Basketball, French Fries and Novelties.

WANT—Girl Show, Monkey Show, Agents for office, Hanky Panks, Merry-Go-Round Foreman, general Ride Help, truck and tractor Drivers. All replies

GEORGE CLYDE SMITH SHOWS
 Gallitzin, Pa., this week; Scalp Level, Pa., next week.

BEE'S OLD RELIABLE SHOWS, INC.

WANT FOR SPRINGFIELD, KY., FAIR, JUNE 16-21; SHELBYVILLE, KY., FAIR, JUNE 23-28; CENTRAL CITY FAIR, JUNE 30-JULY 5, AND FAIRS UNTIL WE CLOSE

CONCESSIONS: Shooting Galleries, Custard, Ice Cream and Hanky Panks of all kinds. Tex Roberts wants one Grill and one Peak Store Agent.

RIDES: Need Tilt Foreman.

SHOWS: Girl, Snake, Geek, Mechanical, Monkey, or any Show with own equipment not conflicting. All replies:

RAYMOND C. HULS—Barbourville, Ky.

Crafts 20 Big Shows, Inc.
 Now booking Shows and Concessions for
SOLANO COUNTY FAIR, VALLEJO, CALIF.
 JUNE 20-28, INCLUSIVE. 10 BIG DAYS—10 BIG NIGHTS

Roy Shepherd, Ride Supt., can use Foreman and Second Man for Rides, also Semi Drivers—5 cents a mile, extra pay for driving. Can use two more Women Ticket Sellers; all to join at once.

Wire, Write or Phone
CRAFTS 20 BIG SHOWS, INC., 7283 Bellaire Ave., North Hollywood, Calif.
 Phone: Poplar 5-0909 or Poplar 5-0320—Night: Poplar 6-2737

Morris Hannum Shows
 One of the Great Eastern Shows
3 Terrific Weeks in Philadelphia Area

19th ANNUAL CAHILL FIELD FAIR
 AT 29TH & CLEARFIELD STS., PHILADELPHIA, JUNE 16-21
 Nightly prizes. Free Acts, 3 cars given away. Record breaking advance sale guarantees attendance here.

This one is followed immediately by
ST. MICHAELS CHURCH FAIR
 LEVITTOWN, PA., 2 MAMMOTH WEEKS, JUNE 23-JULY 5.

Location on Church property, facing the famous Levittown Shopping Center. Terrific advance sale here, too. Parade, Nightly Prizes, Car Give-away, Gigantic Fireworks Display, Free Gate.

These are not promotions, but guaranteed annual events. Space limited at both these fairs, so please telephone us if you are interested. Can place any novel Rides or Grind Shows that cater to family. All straight sales and games that can work for stock. No Count Stores. Want experienced Ride Help with driver's license on all Rides.

All replies to Morris Hannum, Americus Hotel, Allentown, Pa., this week
 Then after June 14, 934 Murdoch Road, Philadelphia, Pa.
 Telephone Phila. CHEstnut Hill, 7-8176

C.S. PECK presents **KEY CITY SHOWS**

OPENING JULY 1
 LA PORTE, IND., BIG 4th OF JULY CELEBRATION, THEN ONE CENTENNIAL AND 12 FAIRS TO FOLLOW—ALL PROVEN SPOTS.

RIDE HELP Want Foremen for Tilt, Ferris Wheel, Merry-Go-Round, Roll-o-Plane, Kid Rides; must have license and drive semi. Playing shopping center now. Top pay.

AGENTS For office owned Hanky Panks.

CONCESSIONS All open except Long Range, Pop corn, Snow & Floss, and Jewelry, which are already booked. No Gypsies or Flats.

SHOWS Will book any worth while Grind Show with good flash for 25%. No Girl Shows.

RIDES Will book Octopus, Coaster, Fly-o-Plane, Round-Up, any Ride not conflicting.

BINGO Wanted for La Porte, Ind., over the 4th, and Mulberry, Ind., Centennial, July 21-26.

Write or Wire—C. S. PECK—Northwest Plaza, Muncie, Ind., until June 28.

JAMES E. STRATES SHOWS, INC.
15-FAIRS-15
WANT FOR 1958 ANNUAL TOUR

SHOWS: Organized Hawaiian or South American Show, will furnish Outfit and Wagon. Single Pit Attraction, Grind Shows, Monkey Show or any Show not conflicting. Can place Motordrome Riders.

RIDES: Any Ride not conflicting. Have some Fairs where I can use Wild Mouse, Roto-Jet, German Merry-Go-Round.

HELP: Chorus Girls. Also reliable Help in all departments.

FRANCES FORNIER WANTS HANKY PANK AGENTS
 All replies: **JAMES E. STRATES, MGR., Albany, N. Y., June 9-21.**

BEAM'S ATTRACTIONS
MARION CENTER, PA.—FIREMEN'S JUBILEE—NEXT WEEK;
SUMMerville, PA.—FIREMEN'S OLD HOME WEEK—JUNE 23-28;
SLIGO, PA.—4th OF JULY CELEBRATION—OLD HOME WEEK—JULY 1-5.

All the above events feature 2 or more parades—have fireworks and other special promotion. Our July 4 celebration is tops in Western Pennsylvania.

CONCESSIONS—Book all types of Hanky Panks, Long Range Gallery, Glass Pitch, Novelties, Custard, Arcade.

SHOWS—Want Shows that appeal to family groups that flock our midway. HAVE TOPS. MANAGER-RIDER FOR MOTORDROME.

HELP—CAPABLE KIDDIE RIDE FOREMAN—ANOTHER WHEEL MAN. COOKHOUSE HELP NEEDED.

ALL COMMUNICATIONS TO:
STEVE DECKER
 D STREET SHOW LOT, JOHNSTOWN, PA.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

NOW BOOKING
 Concession privileges for the 37th year
THE 1958 WEST SIDE NUT CLUB FALL FESTIVAL
 Evansville, Ind.
 Oct. 6 thru 11 inclusive.
 Only legitimate operators wanted.
 Contact
ED CLAIBORNE
 258 S. Sonntag Ave.
 Phone: HA 4-2897

WANTED CONCESSIONS
 SEPT. 1-6
DUNKIRK, N. Y. CHAUTAUQUA COUNTY FAIR
 NOW BOOKING ALL KINDS DIRECT SALES AND LEGITIMATE GAMES.
GOODING AMUSEMENT CO.
 1300 NORTON AVE. COLUMBUS 8, OHIO

GOLDEN GATE SHOWS
 WANTED—WANTED—WANTED
 Ride Help wanted on Twin Ferris Wheels, Merry-Go-Round, Tilt-a-Whirl, Octopus, Rock-o-Plane, Fly-o-Plane. Must have Class A chauffeur's license, California preferred, and be able to drive semi. No cars, no girls, no drunks, no chasers. Want Hunky Pank Concessions of all kinds; no X. NO Agents for office-owned Concessions needed. No flats or gypsies. Mechanic with own tools. No collect calls or wires. Contact J. P. HARVEY, Mgr., or C. T. ALBRIGHT, Owner, Novato, Calif., June 9-15; Los Gatos, June 16-22; Lafayette, June 23-29; Mammoth 4th of July Celebration and Fairs and Celebrations to follow.

WANTED
 2 Callers for Parker's Derby Race. Opening Decatur, Ill., Monday, June 9. Contact
BOB WOODY
 Care Olson Shows, Decatur, Ill.

WANTED
 Capable Pin Store Agent. Work every day. Only two joints on show, two men to a joint. Call
IRVING ZAITSHIK
 c/o Broadhead Hotel, Beaver Falls, Pa.

SIDE SHOW ACTS
 WANTED: Working Act and Bally Girl. Man to grind and sell tickets on Snake Show; join at once. Billy and Bobby Taylor, answer.
EARL MEYER
 c/o Prael's Broadway Show Washington, Pa.

RIDE HELP WANTED
 Must know major Rides and drive our tractors. (No cars, please.) Salary \$60.00.
FIDLER SHOWS
 Sawyersville, Ill., this week.

WANTED
 Experienced Ferris Wheel and Tilt-A-Whirl Man at once. Best job and pay in the business for the right party. Contact:
DAVID SWARTHOUT
 5813 Northwest Highway, Chicago, Ill.

ROCK-O-PLANE WANTED
 For permanent Amusement Park drawing 200,000 people a week. 100% location on the premises. Must be in good condition. No ups or downs.
MILTON KAUFMAN
 469 Ocean Avenue Revere 51, Mass.
 Tel: REvere 8-2374

GALA EXPOSITION SHOWS
 Want Stock Concessions of all kinds. Boots Cutler wants Hunky Pank and working Store Agents. Want one major Ride not conflicting for season. Can use two or three more Shows. Watch for our big ad in June 23 issue. All fairs and celebrations starting Fourth of July at Portia, Ark. Write, wire or call
B. E. MILLER
 Pocahtonas, Ark.

AUBREY FEE and CALVIN GREEN
 Contact me at once. Wire
BOB BURCH
 c/o Wm. Collins Shows Rochester, Minn.

DANNY FERGUSON
 Call
TOMMY HENDERSON
 Collect at Melrose 8-2687, St. Simons Island, Georgia, anytime after 6:30 P.M.—at once—important.

CONCESSIONS WANTED
 Ice, Basket Ball, Age and Scale. Any others that do not conflict with what we have. Opening June 18, Sheldon, Ill.
 Contact
ALFRED WALL AMUSEMENTS
 Watseka, Ill.

Rides Available
 Have set of four Kid Rides; would like booking for week of 4th of July. Would like Ohio booking for this week. Also have last two weeks in August and Labor Day week open; will travel anywhere within 500 miles for these weeks.
P & J AMUSEMENTS
 P. O. Box 45, Massillon, Ohio

WANTED
 Second Men on all Rides who drive. Need Agents for Cork Gallery, Watch-La and Photo. Help for Cook House. Can hook Coke Bottle, Lead Gallery and Glass Pitch.
RAINES AMUSEMENT
 Spiro, Okla., this week; Locust Grove, next week.

UNITED EXPOSITION SHOWS
 Want Man to train Sheildan Ponies. Merry-Go-Round Foreman who knows how, must be sober and drive. Hunky Pank Agents for office-owned Concessions. Have two more lots in St. Louis, then shopping centers until fair time. Wire:
C. A. VERNON
 3900 N. Kingshighway, St. Louis, Mo.

WANTED
 Young Lady, must be free to travel, to learn aerial act and ride elephant in parade, on world's largest thrill circus. Good pay; food and lodging furnished. In answering state age, size; send recent photo if available.
DONOVAN BROS.' SHOWS
 Greenville, Texas, this week; Marshall, 16-21.

FOR SALE
 10 Mutoscope Sky Fighters. Machines mounted 8x10 ft. tandem wheel factory built trailer. Opens on 4 sides. A-1 condition. Pull on lot, go to work in 10 minutes. Will sacrifice for \$1,000 cash. Stored in central Illinois.
CHAS. TEDTMAN
 James E. Strates Shows, Watervliet, N. Y.

RIDE HELP WANTED
 Wheel Men, first and second. Also Hunky Pank help. Curtis and Ball Game Marie, please contact.
JAN AMUSEMENTS
Moe Vivona, Manager
 Bigelow 8-4244, N. J.

VOLUNTEER SHOWS
 Horse Cave, Ky., June 9-14; Littlefield, Ky., June 16-21.
 Concessions: Hunky Panks of all kinds. Agents for Count Stores, Pin Stores and Hunky Panks. Shows of all kinds except Girl Show. Contact C. R. LEONARD, Mgr., or DOLLY YOUNG, Bus. Mgr., as per route.

MIDWAY OF MIRTH SHOWS
 Want Bingo starting week July 4. Mt. Vernon, Ill., 7 big days. To join at once: Pony Ride, Fishpond, Bumper, High-Striker, Guess-Your-Age, Hunky Panks of all kinds. Want Ferris Wheel Foreman for =2 Unit. Address:
 Arcola, Ill., this week; Pearl, Ill., Big Civic Celebration next week.

MO-ARK SHOWS
 Want to book Popcorn, Floss, Sno. Photo and Hunky Panks; reasonable privilege. No gypsies or flats.
LEWIS GARNER, Mgr.
 Cuba, Missouri, June 10-14; Bourbon, 17-21.

Carnival Routes
 • Continued from page 46

Skerbeck Am. Co.: Marquette, Mich.
 Smiley's Am. Co.: Apollo, Pa.; Homer City 16-21.
 Smith, George Clyde: Gilitzen, Pa.; Scalp Level 16-21.
 Standard: (Fair) Greybull, Wyo., 10-14.
 Stanley, Wm. D.: Casselton, N. D., 9-11; McIntosh, Minn., 13-15.
 Star Am. Co.: Cabot, Ark.
 Stipe's: Fall Creek, Wis., 10-16; Lafayette, Minn., 18-22.
 Strates, James E.: Watervliet, N. Y., 9-21.
 Strong's Am. Co.: Dorchester, Neb., 11-12; Bee 14-17; Harvard 17-18.
 Stumbo's Tri-State: Anderson, Mo. Sunset Am. Co.: Algona, Ia., 10-14; Mankato, Minn., 23-28.
 Tatham Bros.: Springfield, Ill.; Forrest 17-19; Toluca 20-22.
 Tennessee Valley Am. Co.: Lebanon, Tenn.; Westmoreland 16-21.
 Thomas, Art B., No. 1: DeSmet, S. D., 9-10.
 Thomas, Art B., No. 2: Ortley, S. D., 9-10; Marietta, Minn., 11; Robbinsdale 12-15.
 Thomas Joyland: Morgantown, W. Va.
 Tip Top: Schofield, Wis., 10-15; Alma Center 20-22.
 Tivoli Expo.: Abbeville, La., 9-16.
 20th Century: Blackwell, Okla. United States: St. Paul, Va.
 Venditto Bros.: Johnston (Providence) R. I.; Cumberland 16-21.
 Victory Expo.: Albuquerque, N. M. Virginia Greater: Malaga, N. J.; Williamston 16-21.
 Volunteer: Horse Cave, Ky. Wade, W. G.: Port Huron, Mich. Wall, Alfred, Am. Co.: Sheldon, Ill., 18-21.
 W. B. J.: Markelville, Ind., 11-14; (Fair) Bourbon 18-21.
 West Coast, No. 1: Crescent City, Calif., 9-15; Grants Pass, Ore., 17-22.
 West Coast, No. 2: Livermore, Calif., 10-15; (Fair) Sacramento 18-22.
 Western: Lummi Island, Wash. Wilber, H. O.: Hartford, Mich. Wilcox, Dick: Patten, Me., 10-15; Limestone 17-22.
 Wilson Famous: East Peoria, Ill.; Rock Falls 16-21.
 Wolfe: Bassett, Va.
 World's Finest: West Kildonan, Man., 10-17; Virden 19-21.
 World of Mirth: New Brunswick, N. J. Young, Monte: Rawlings, Wyo.

N. E. Spots Score
 • Continued from page 47

full tilt, and Charlie Gamarnick's Ocean Park was almost as good as new. The skating rink, which was a heavy loss, was operating again. Dennie Mulcahy's big Frolics night club was almost as good as new, and underpinning were being rapidly replaced. He is all set for a big season again, with such top names as Martha Raye, Edyie Gorme, Steve Lawrence, Frankie Laine, Louis Armstrong, Tony Bennett, Tony Martin and Johnny Mathis.
 Under new management, Canobie Lake Park did first-rate business for its new owners. Kas Ulaky, Louis Captell and Anthony Berni, George Kay's band packed the opening of the ballroom Friday night.

WANT AGENTS
 For 6-Cat, Buckets and Swinger. Will give head of joint to good man. Also one Grind Store Agent. Also need Show Electrician who knows transformers and Ride Men in all departments. Contact RED FLASH, Hecla, S. D., June 9-10; Edgeley, N. D., 11-12; Lidgerwood, N. D., 13-14; Binford, N. D., 16-17; Wings, N. D., 18-19. All Concession Help contact
ROBT. VOGT
 P.S.: Ahlens Whitey and Chuck Baker, call me.

Groscurth Dates
 • Continued from page 51

space in local newspapers and also has a tie-up with a supermarket. Back-end feature is the free circus, which is presented on an elevated platform with a regulation curb ring. Acts work every hour, one at a time, from 8 p.m. thru 11 p.m. Talent includes the Four Ericksons, who also do their second act as the Three Dandows; Billy and Rosalie Siegrist, trapeze, and Captain Billy Sheetz, with dogs, ponies and a goat.
Strong Back-End
 Other back-end attractions include the Parisian Dancing Follies; Red-Hot-And-Blue, a posing show managed by Milton Shaffer; Globe of Death, featuring Marcello and Nancy, with Gene Nadreau as talker and manager; a monkey show, recently purchased by Groscurth from Leo Carrell; a gorilla unit, Lobster Boy, a reptile collection billed as Korean Monsters, and three Funhouses. Rides include 12 major and seven kid devices, with a Caterpillar scheduled to be added at Marion, Ind.
 Some of the light towers were damaged at Owensboro, and the Rock-O-Plane, blown down by heavy winds that hit Lawrenceville on closing night, is now being repaired.
 Staff, in addition to Groscurth, lists Mrs. Esther Groscurth as hostess; M. G. Stokes, secretary; Harry Schreiber, business manager; William Perrot, concession manager; Oscar Bloom, lot superintendent; Earl Backer, general agent; William Platt, advertising agent; Joe Pearl, mail, front gate and agent for The Billboard, and Walter D. Nealand, press agent.

Bob Lohmar
 • Continued from page 51

nois Masonic Lodge 263 of Peoria, which held graveside rites at Monday's funeral, and was a member of the Royal American Shrine Club. He was also a member of the Greater Tampa Showmen's Association, Miami Showmen's Association and the Pacific Coast Showmen's Association.
 Pall bearers at the funeral were Carl Sedlmayr Sr., and C. J. Sedlmayr Jr., owner and assistant manager, respectively, of Royal American Shows; Frank Morrissey, press agent for the show; O. T. (Whitey) Weiss, concessions manager; Harry Julius, Arcade operator, and Arthur B. Peirce.
 Close to 300 people attended the rites here, including many from Royal American. Out-of-towners included Mr. and Mrs. Joe Scholibo, Shreveport; Douglas K. Baldwin, St. Paul; Pat Ford, Little Rock; Sidney Belmont, St. Louis; George Johnson, Sarasota, and Ida Cohen, Chicago. The Showmen's League of America was represented by Jack Duffield, president; Bill Carsky, first vice-president; Ed Sopenar, third vice-president; Bernie Mendelson, treasurer, and Hank Shelby, secretary.
 League past-presidents, in addition to the two Sedlmayrs, included Ned Torti, Fred H. Kressmann and Frank Duffield.
 His widow, Mary Rhodes, former secretary to C. W. Parker, ride manufacturer, and a son, Robert Jr., survive. Burial was in Roberts Cemetery, Morton.

Behind Times
 • Continued from page 50

increases for State fairs in 1956 over 1955 levels.
 "Thus," the survey concludes, "lack of growth of the National Orange Show and all other major California fairs and expositions cannot be directly attributed to an advance ticket sale program, with the possible exception that the low price deprived the show of funds with which to develop revenue-producing features."

H. O. WILBER SHOWS
 OPENING JUNE 9, HARTFORD, MICH.
 Concessions: Use few more Hunky Panks. Shows with own equipment that can set up on streets. Ride Help who drive Semis and stay sober. C. E. (Sleepy) Johnson wants Agents—Razzie, Pins (only two on show), Buckets, Swinger, Bear Pitch, Hunky Panks and P.C. Dealers. All replies:
H. O. WILBER or C. E. JOHNSON
 Hartford, Mich. Phone 6201.
 P.S.: All celebrations and fairs until Oct. 1.

WANTED
 Diggers, Bingo, all Hunky Panks, Wheel, Skillo, Pin Store, Swinger and Nail Joint. Will book or buy Major Ride.
 Tiny Orlando wants Help on Girl Show, also Geek Show.
 Kid Bruce wants Help. Bob Smallwood wants Help on Pin Store.
ELMER REID, Owner and Mgr.; BUDDY BRADEN, Legal Adjuster., Rogersville, Tenn., this week.

WANT
 General Agent and Promoter who can produce for ten-ride truck show. Also want Ride Superintendent.
BOX D-49
 c/o The Billboard Cincinnati 22, Ohio

IDEAL RIDES
 Want Foreman for "like new" Ferris Wheel, must drive and have license. Also want Second Men on all Rides, no cars. Address:
HUB LUEHRS, Mgr.
 Eaton, Ind., this week; Nashville, Ind., next week.

LIONS CELEBRATION
 Charlestown, Ind., June 23 thru 28.
 Rumble Rides, Concessions Needed.
J. H. PETERS-BOB CARTWRIGHT
 Phone 260 or Box 371, Charlestown, Ind.

WANT
 Hunky Panks, one of a kind. George Desak and Larry Loucks want Agents. For Sale or Trade—Trailer-mounted Arcade, 60 machines.
TIP TOP SHOWS
 Schofield, Wis., June 10-15; Alma Center, 20-21.

SEARCHLIGHTS
 G.E. Searchlights and G.E. Generators, \$1,195.00. NEW. Perfect running condition.
Bowling Green Lighting & Sound Co.
 429 S. Summit St., Bowling Green, Ohio Bowling Green 3-9822

HUBERT'S MUSEUM
 228 W. 42nd St., New York, N. Y.
 Open all year round
 Want Freaks and Novelty Acts. State salary and particulars in first letter.

WANT TO BUY "ROUND-UP"
 Furnish pictures and prices.
OSA H. NIELSEN
 921 Second Ave., S., Fargo, N. D.

BINGO FOR SALE
 16x32, 60 stools, nearly new canvas. Bell sound system and speaker, Ace blower, flash cloths, light stringers, etc., 300 J. P. cards, system, \$1,000.00, worth clear mize.; 614 2 1/2-ton Dia. T Tractor, saddle tanks, directional lights, 28-ft. drop frame Fruehauf trailer, all for \$3,000.00 cash. Can be booked Drago No. 1 Unit; due to illness. Wire or call Melrose 8-1078. **MRS. R. P. CRAWFORD, 2335 Lafayette Rd., Indianapolis, Ind.**

WANTED
 Experienced Tilt-a-Whirl Foreman. Must be sober and reliable. To work in park. Also Rock-o-Plane Foreman.
DELGARIAN AMUSEMENT COMPANY
 1759 North Newland, Chicago 35, Illinois
 Phone: MErrimac 7-2103
 (No Collect Calls)

WANTED
 Kiddie Rides for Sparta, Wis., July 4-5-6. Legitimate Concessions for Sparta and Columbus, Wis., same dates.
EMSHOFF SHOWS
 Box 148, Richland Center, Wisconsin

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

JUNE 9, 1958

Communications to 188 W. Randolph St., Chicago 1, Ill.

MERCHANDISE

57

WEINMAN WATCH Values!

BULOVA! ELGIN!

BENRUS! GRUEN! WALTHAM!

Guaranteed like NEW!

Men's and Ladies! All famous makes! Complete with expansion band! Reconditioned—Guaranteed like NEW!

Choice Lot! 6 for \$49

(Sample, \$9.95)

SPECIAL

10 Men's Watches \$68.90

New style Elgin, Waltham, Benrus, Gruen. Complete with expansion band. Rebuilt and guaranteed like new. (Sample \$8.95.)

Standard Brand WATERPROOF WATCHES

Bulova, Elgin, Benrus—with expansion bands! New style cases—rebuilt and guaranteed like new. In lots of 3 or more. (Sample, \$10.95)

\$9.95 each

GET A BETTER DEAL AT

WEINMAN'S

182 S. MAIN ST., MEMPHIS, TENN.

FISHING SEASON IS JUST AROUND THE CORNER

65¢ each lots of 50

Doz. lots \$8.50 doz.

Solid Fibre Glass Rod. Stainless Steel Guides and Tiptop Two-Tone Windings. Dura-Plastic Removable Handle. Positive Reel Lock. Collet-Type Nose Piece.

(1 dz. minimum order)

10" BEAR—Plastic Bag . . . \$4.80 doz.

26" BEAR (Approx.) . . . \$21.60 doz.

ALL PLUSH . . . \$6.60 doz.

Assorted Colors. One dozen minimum order.

FLYING BIRDS . . . \$6.60 gr.

SWORDS (Metal) . . . \$21.60 gr.

25% dep. with order, M.O. or cert. check. Bal. C.O.D., F.O.B. Chicago.

Open Sundays: 8:30 to 3:00.

©1958 Catalog available about MAY 1.

BELL SALES CO.

1107 SO. HALSTED ST.

Chicago 7, Ill.

ALY THE GATOR

Aly is a Genuine Alligator Stuffed and Preserved. Aly is so unusual he attracts attention everywhere. Over 500,000 sold to date. A natural for any Carnival or Fair.

In 100 lots:

15 inch \$.75 each

21 inch90 each

26 inch 1.25 each

30 inch 2.00 each

ORDER TODAY!

Write for Catalog Sheets on other Alligator Novelties.

PAN-COAST BAGS, INC.

30 N.E. 17th St. Miami, Florida

GIVE TO DAMON RUNYON CANCER FUND

IMPORTS GROW

Foreign-Made Articles Still Strong Sellers

By IRWIN KIRBY

While an impressive percentage of merchandise items, moderately priced articles found at gift shops, midway stores, resorts and other outlets, are American made, there is still a wide variety of marketable items made abroad for consumption here. The association of Japan with cheap toys, prevalent before World War II, has taken on certain refinements these days.

Japan, Western Germany, Italy, Great Britain and other nations have been aiming at the low-priced American market for many years and they all have gotten good results. Last year's drinking-beer novelty encouraged the Japanese to produce a small version. It circulates the same liquid, as the animal pours and raises a tumbler to its mouth.

Italy's greatest success in the low-price field has been the almost endless variety of key chain ornaments. Among the objects available are decks of cards, automobiles, roulette wheels, picture frames, bowling pins, eight balls, and many others. Retail price is under \$1. In the same price category is the British assortment of matchbox vehicles. Miniatures less than two inches long, they are faithful reproductions of cars, trucks, buses and other vehicles, and come packaged in attractively labeled matchboxes.

Wire Basket Scores

The French last year sent over their collapsible wire basket, which was shown at the Great Danbury, Conn., Fair with such overwhelming acceptance that its New York importers cast a hungry gaze on the fair market. The piece is made of polished metal wire, with plastic-encased handles and hinges, and is adaptable to a variety of household purposes by changing its shape (it turns, bends, twists, opens and closes). Collapsed, it packs round and flat and is easily stored on shelves.

Imports of marketable qualities continue to hit the moderate price field, but even so, many still are available overseas which have not yet been brought to the U. S. Some are original items, some are applications of old designs and principles. From time to time they will be mentioned in this column, which will also provide wholesalers with names of the manufacturers or exporters. Some of these items now available are as follows:

Monkey toy—Japanese. A wooden monkey with adjustable head, limbs, hands and feet. Hooked hands enable it to be hung. Monkey Biznes is the name. Sample available.

Smoking set—German. Anodized, light-metal material which is splinter and breakproof. Round tray holds six ashtrays, cigarette urn and lighter.

Trophies—Japanese. Plastic trophy lighters, atomizers and other objects. Within the clear tubes are mounted figures of golfers, bowlers, flowers and others in a wide range of choices. Twenty-four dozen to carton.

Kitchen gadgets—French. French-fry cutter, garlic and onion press, tongs. All under 40 cents net.

Wrist watches—German. Drop-shipped, from \$3.55 non-jeweled, to \$4.45 one-pearled, \$4.80 10-jeweled, \$6.40 17-jeweled. Shock-proof, waterproof, anti-magnetic, with stainless steel backs.

A show of interest to merchandise people is the Sales Aids Show, scheduled for Tuesday thru Thursday, June 10-12, in the Shelton Hotel at Lexington Avenue and 48th, New York. It is the fifth edition and will have 70-odd booths featuring visual aids, displays, premiums, advertising specialties and packaging. Promoters are Advertising Trades Institute, of which Thomas B. Noble is chairman, and Evelyn S. Owen, vice-president.

RED HOT PREMIUMS—PRIZES

HAND PAINTED DISHES

16 Pc. Sets . . . under \$2.50

We Manufacture All Size Sets

Also—Close-outs, Chipped Odds & Ends, Good Odds & Ends

Contact: **Tom Tierney, Stetson China Co.**

Lincoln, Illinois, Phone 1500 Lincoln, Ill.

ATTENTION!

Throw Baseballs, Shooting Galleries

Blank Dishes for Sale CHEAP

Contact: **Tom Tierney, Stetson China Co.**

Lincoln, Illinois, Phone 1500 Lincoln, Ill.

'LO-HI'

A new sales stimulator, once a month, open to all our advertisers who want to get extra sales. For full particulars contact The Billboard's nearest office or write—

"LO-HI"

188 W. Randolph St.

Chicago 1, Ill.

PRICED TO SELL at Terrific Profits! While supply lasts!

Men's New Style WATCHES

Handsome, jeweled 1958 styles complete with expansion bands. Guaranteed Movements. Priced to sell on sight! (Sample \$1.00 extra.)

\$3.50

Ladies' Smart 1958 WATCHES

Brand new styles complete with expansion bands! Fast sellers priced for BIG profits! (Sample \$1.00 extra.)

\$4.50

GET ON OUR MAILING LIST . . . Get in on the Cel-Max 1958 "Parade of Hits" . . . Sensational bargains. All merchandise shipped 25% cash with order—Bal. C.O.D.

CEL-MAX, Inc. 382 So. Main St. MEMPHIS, TENN.

ZEIGER SPECIALS

Waterproof Watches

15 & 17 jewels. BULOVA, BENRUS AND ELGIN with stretch bands, reconditioned and guaranteed like new.

\$8.75

CLOSE OUT ON WATCH SETS

Includes jeweled watch with matching expansion band, pen and pencil set, cuff links and tie bar to match. Beautiful metal gift box. Sample \$5.00 each. (6 or more)

7 PIECES \$4.25 EA.

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Yellow, with Expansion bands. Jeweled. Sample \$4.25.

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Men's and ladies' watches, all famous makes, all with expansion bands, reconditioned and guaranteed like new.

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Frisco Pete Enterprises, Inc.

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Gellman BROS.

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Special Deal on brand-new styles of men's and ladies' famous make watches, complete with expansion bands. Rebuilt, guar. like new.

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Write for FREE catalog.

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Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum Special Bingo Merchandise.

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IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in

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2201 Washington Ave., St. Louis 3, Mo.

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PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

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TIE-TRIO just in time for fathers' day trade, big seller. Tie—Handkerchief—Pin.
\$9.00 Per Doz.
Sample \$1.00

DESK SET—4 multi-color ball point pens, red, green, blue, black with unit holder.
\$4.20 Per Doz.
Sample 50c

SHOPPING BAG folded in clear purse size, snap button case.
\$4.20 Per Doz.
Sample 50c
25% deposit, balance C.O.D., f.o.b. Chicago.

WRITE IN FOR OUR SENSATIONAL MONEY-MAKING OFFER TODAY!
DAMEN-LAWRENCE SALES, INC.
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CHICAGO 25, ILLINOIS

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75¢ EACH

ONE PIECE PLASTIC HANDLE
Glass Rod Shaft • Approx. 5 ft. • Multi-color space wrap • Authentic fish guides • Regulation tip • Packed 50 to master carton • No less sold. 25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.
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ONE BALL BOTTLES
No. 8719—3 lb. Bottle \$5.00 ea.
No. 8720—4 lb. Bottle 6.50 ea.
No. 5005—12" Ball 8.40 dz.

BEARS—POODLES
26" BEAR All Colors Dozen F.O.B. K. C. \$21.60
30" BEAR All Colors Dozen F.O.B. K. C. \$26.00
27" BEAR All Colors Dozen F.O.B. K. C. \$22.50

Special prices on Bears, Poodles, Tiger & Leopards F.O.B. East. Also a complete line of Plush Toys and Concession Merchandise. Write for 1958 Catalog.

Wisconsin Deluxe Co.
1902 No. 3rd St. Milwaukee 12, Wis.

PIPES FOR PITCHMEN

By BILL BAKER

"DO PITCHMEN... merchandisers and distributors require a transfusion?" asks Bernie Kantor, the Cleveland hot shot, in announcing organization of Miracle Products, a firm dealing in animated toys, dolls, wrist watches and novelties. "For the skeptics, I recommend enthusiasm," says Kantor. "For creative pitchmen, I endorse realistic co-operation for mutual profit."

THE NOELLS...
Robert and Mae, former med show folks who now have a gorilla show with a carnival, send in a report of their activities after a silence that was all too long. Their two charges, Topsy and Tommy, are in top shape, altho the former has grown so fat that Mae has put her on a skimmed milk diet. Topsy has become as gentle as any domesticated animal, according to Mae, and Tommy, while full of vigor, is calming down and has become greatly attached to Mrs. Noell. Last winter the Noells played a theater circuit, leaving the McVays in charge of their Florida zoo and headquarters. While on tour the Noells had a seven-foot concrete wall erected across the front of their place, eventually to be the front wall of an antique shop and pet store. Visiting the Noells last winter were Al and Harvey Sevor, Captain Christie (lions), Paul Campion, George Wilkerson, the Trondas (chimps), Mr. and Mrs. Costine (chimps), Dr. Collier, Gene

Sykes, Harry LaRoy, Ben Davenport, Phil Carroll family and Mr. and Mrs. Harry Faylor, among others.

Five Years Ago In Pitchdom

Jack (Bottles) Stover was working around Harrisonburg, Va., to fair takes. Jack Males was seen working the parades in San Antonio and Corpus Christi, Tex., to good business, according to A. C. Colton. Males was fully recovered from a recent illness and was planning to join the Conklin Shows in Canada. . . . Whitey Brecht was in serious condition in U. S. Marine Hospital, Staten Island, N. Y., where he was taken after inhaling jet gas fumes from tanks which he was helping load aboard a Navy Tanker. . . . George H. Brooks was in St. Louis and worked several events there to lucrative takes, including the Police Circus and a big Boy Scouts parade.

June Coffee reported having worked the Holland, Mich., Tulip Festival while her sister, Marcie, set up shop in Oklahoma City. . . . Teresa Sidenberg, widow of Sid Sidenberg, and her daughter, Arlene, were preparing to leave their St. Louis headquarters to play fairs and celebrations in Ohio and Pennsylvania. . . . Stella and Jerry Mullins were working coils and polish in Marissi, Pa., to good returns. . . . Madaline Ragan was working in the East.

BIG BONUS BUSINESS STIMULATOR

Consists of 36 Merchandise Prize Packages containing big value factory closeouts, with a guaranteed value of \$1.00 and up. Each item numbered from 1 to 36 with pull card which takes in \$34.50 from 1c to 99c. Values so big we guarantee refund if not satisfied.
GAMBLING STAMP NOT REQUIRED
Sample Deal, \$24.50
6 Lots per Deal, \$22.50
12 Lots per Deal, \$20.00
We also carry high prize Bowling Score Cards, 15c ea.
SUPREME SALES & PROMOTIONS
411 Harrison Oak Park, Ill.

YOU CAN'T BEAT BRODY

FOR MERCHANDISE
36" Asst. Dolls—Duck, Clown, Bear and Doll Faces. Asst. Taffeta Colors. Ribbons on neck and legs. Large Pompon on chest. Each in individual poly-bag.
"FLASH AT A PRICE"
Dozen \$13.90
Sample \$1.50
TERMS: 25% DEPOSIT WITH ORDER, BALANCE C.O.D.
NEW 1958-59 CATALOG AVAILABLE FREE
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In Business in Chicago for 37 Years.

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KEEP LONGER, SELL FASTER!
Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS
Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.
LOWEST PRICES ANYWHERE

Sherfy's
5601 University Way Seattle, Wash.

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Hand-tooled Mexican Purses and Wallets
Mexican tarnish-proof Rings
Hand-painted Skirts
100% wool Jackets
Zarapes
All sizes Men's hand-tooled Belts
Imported Fishing and Hunting Knives
The best Merchandise at lowest prices
And many more items too numerous to mention.

PEARL SALES CO.
P. O. BOX 675
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BUY DIRECT!! NEW SNAP BEAD ROPES!!
Assortment of Colors.

30" Rope	Gr.	\$16.00
40" Rope	Gr.	32.00
Alpha, 30"	Gr.	16.00
Fancy Rope (New)	Gr.	48.00
Bibs—3 & 4 Row	Gr.	48.00
Earrings (Clips)	Gr.	10.00

25% deposit with order, bal. C.O.D.
Bell Novelty Co.
1540 Broad St., North Bellmore, N. Y.
Castle 1-0122

ALL-WEATHER Plastic Pennants



Durable—Tough—Brilliant
48 assorted colors—18-inch Plastic Pennants sewed on a tough, heavy tape, 100 ft long. ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.
Colorful Decorations of All Kinds.
Write for Free Catalog

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ATTENTION, ENGRAVERS!

New style discs on 24-inch chain. Nickel, Silver Signet Rings. All sizes of low-priced Expansion Ident Bracelets, Anklets, Rings for Grab Bags.
From \$5.00 Gr. to \$12.00 a gr.
Send \$2.00 or \$5.00 for samples.
Milwaukee Novelty Company
1012 N. 3rd St., Milwaukee 3, Wis.

COMING EVENTS

- Continued from page 45
- Pleasant City—Homecoming & Street Fair, July 18-19 Pete Trott.
- Waco—Homecoming, June 25-26. George Marlow.
- Wooster—Sesquicentennial, June 14-19.
- Oklahoma
- Alva—Celebration, July 4. Chamber of Commerce.
- Dewey—Celebration, July 4.
- Pennsylvania
- Bangor—Blue Valley Farm Show, Aug. 20-23. Millard Gleim.
- Homer—Firemen's Celebration, June 16-21.
- Levittown—St. Michael's Church Festival, June 23-July 5.
- Sharon—Patagonia Homecoming, June 23-28. William R. Dodds, R. D. 1, Fowler, O.
- Texas
- Brady—Jubilee and Race Meet, July 3-6. Jim Harkrider.
- Fredericksburg—Horse Races, July 4-6. Emma Petnecky.
- Mason—Mason Co. Centennial, June 15-21. W. A. Birk.
- Uvalde—Tex. Angora Goat Raisers Show & Sale, July 31-Aug. 2. Pete Gulley.
- Virginia
- Orange—Orange Firemen's Fair, June 13-14. Russell M. Preddy.
- West Virginia
- Franklin—Brooke Co. 4-H Farm Fair, June 27. Ralph Kittle.
- Pennsboro—Celebration, July 2-5. Harry Bec.
- Wisconsin
- Appleton—Civic Celebration, July 3-6. Jaycees, Box 483.
- Burlington—Legion Celebration, July 3-6. Andy Long.
- Butler—Frontier Days, Aug. 8-10. H. Fohl.
- Madison—Badgerland Music Festival, June 14. VFW Post 1318.
- Milwaukee—Madonna De Lume Society Festival, July 24-27. Sal Sanfelloppo.
- Milwaukee—Polish Catholic Union Council Festival & Picnic (Pulaski Park), June 19-22. L. Wozinski.
- Mukwonago—Summer Festival, July 18-20. A. W. Strehlow, P. O. Box 1, Waukesha.
- Oakdale—Centennial, June 19-22.
- Oxford—Centennial, June 27-29.
- Rice Lake—Celebration, July 4. Don Mittelsteadt. Chamber of Commerce.
- Soldiers Grove—Celebration, July 4-6. Marlin Coher.
- Thiensville—Lions Club Water Carnival, July 25-29. A. W. Strehlow, P. O. Box 1, Waukesha.
- Waterford—Summer Festival, July 17-20. L. Chapman.
- Waukesha—Celebration, July 4. American Legion.
- Wyoming
- Daniel—DeSmet Memorial Mass, July 6. Father Charles A. Bartek.
- Devils Tower—Old Settlers' Picnic, June 15. M. C. Storm.
- Greybull—Days of '40, June 13-15. A. L. Probst.
- Lander—Pioneer Days Celebration, July 4-5. Chamber of Commerce.
- Laramie—Laramie Jubilee Days, July 9-12. Arthur McKechnie.
- CANADA Manitoba
- Boissevain—Boissevain Exhnn., June 25-26.
- Deloraine—Deloraine Exhnn., June 17-18.
- Foxwarren—Foxwarren Exhnn., June 14.
- Greenway—Greenway Exhnn., June 26.
- Hartney—Lauder—Hartney Lauder Exhnn., June 27-28. N. R. Jasper.
- Killarney—Killarney Exhnn., June 27-28.
- Lundar—Lundar Exhnn., June 14.
- MacGregor—MacGregor Exhnn., June 27.
- Miami—Miami Exhnn., June 21.
- Ninetta—Ninetta Exhnn., June 21.
- Notre Dame—Notre Dame Exhnn., June 26.
- Rapid City—Rapid City Exhnn., June 25.
- Red River—Red River Exhnn., June 21-28.
- Rivers—Rivers Exhnn., June 27.
- Selkirk—Selkirk Exhnn., June 28.
- Souris—Souris Exhnn., June 23-24.
- Stonewall—Stonewall Exhnn., June 21.
- Swan Lake—Swan Lake Exhnn., June 28.
- Virden—Virden Exhnn., June 19-21.
- Winnipeg—Red River Exhnn., June 21-28. R. E. Stewart.
- Ontario
- Aurora—Aurora Exhnn., June 28. Leonard D. Morris.
- Maxville—Maxville Exhnn., June 19-21. Dr. D. M. Gamble.
- Renfrew—Centennial, Aug. 11-16.
- Thorold—Firemen's Celebration, Aug. 6-9.
- Windsor—Emancipation Celebration, Aug. 2-6.
- Quebec
- Quyon—Quyon Exhnn., June 27-28. Gervase O'Reilly.
- Saskatchewan
- Jamesport—Jamesport Jr. Livestock Show, July 31-Aug. 1. Frank Nowland.
- Kansas City—American Legion Celebration, July 7-12.
- Maitland—Blue Grass Festival, June 26-28. Dale A. Marion, American Legion Post 256.
- Moberly—Kiwanis Jr. Fat Lamb Show, June 15. A. T. Johnson.
- Mount Vernon—Lawrence Co. Jr. Livestock Show, July 31. Troy B. Call.
- Parnell—Northwest Mo. Jr. Angus Show, July 13. F. B. Houghton.
- Purdin—Linn Co. 4-H Fat Lamb Show, June 15. Eugene Thurlo.
- St. Joseph—Buchanan Co. Dairy Show, July 19. Webb Embrey.
- Warrensburg—Johnson Co. Jr. Livestock Show, July 29. Jack Jennings.

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SALESBOARDS PREMIUMS BINGO SUPPLIES

Make BIGGER PROFITS WITH Galentine!

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GALENTINE NOVELTY CO.
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All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

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Ideal for Engravers. State Your Business.

32" PLUSH BEAR

Cotton Stuffed \$20.00
Asstd. Colors... \$2.00 dz.

32" SUPER BEAR

Vinyl Rubber Painted Nose Asstd. Colors \$21.75 dz.

24" Standing All Plush! French Poodle. \$24.00 dz.
38" Taffeta Clown 12.00 dz.
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F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.

TEE JAY TOYS, INC.
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DOLLS in all sizes, we have LICENSED certain JOBBERS ONLY to distribute these EXCLUSIVE, COPYRIGHTED TOYS. NO JOBBER UNLESS LICENSED IS PERMITTED TO SELL SUCH DOLLS, and CONSEQUENTLY CANNOT MAKE DELIVERIES. For a list of LICENSED JOBBERS write to:

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PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

JUNE 9, 1958

THE BILLBOARD

MERCHANDISE

59

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Special Job Lot Event

Necklaces—Bracelets—Pins—Earrings

in

Gold—Silver—Colored Stones—Rhinstones—Summer Pastels

RETAIL VALUES \$1.00 to \$5.00

\$45.00 Per Gross. Minimum Order One Gross

25% Deposit With Order, Balance C.O.D.

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For men and women . . . Brand new 1958 model cases with re-built movements, guaranteed like new.

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7 JEWEL

\$7.95

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HOT NEW ROCKET RADIO

- Vest Pocket Size.
 - With earphone that allows complete privacy.
 - No Batteries or Tubes to wear out—has semi-perm life!
 - Actually plays with amazing volume. **\$28.80 dz.**
 - 4" Feather Dolls, bright colors. **\$6.50 gr.**
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 - FLASHY 8" Plaid Dog **\$5.00 dz.**
 - Plush Bear, movable arms & legs. **\$9.00 dz.**
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 - 23" Taffeta Doll, bagged **\$9.60 dz.**
- DRINKING BEARS** 3 dz. lots **\$33 dz.**
1/3 Dep., Bal. C.O.D. if not rated.
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LOWEST PRICES

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SHERIFF BADGE FOR ENGRAVING Closeout Jewelry for giveaways and resale Jewelry for straight sales. Send for 1958 Catalog.

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Don't Overlook the **CLASSIFIED SECTION** this issue




WHEELS
ALL SIZES—ALL NUMBERS
Big 6 Dice Wheel with Crate, \$250.00
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Les Berger
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Cleans, Polishes, Removes Rust, Restores original mirror brilliance to car chrome WITHOUT RUBBING! Just brush on, then rinse off for the slickest "Demonstration Magic" ever developed! 12-oz Demonstration Jar, \$2 Postpaid. 3 Dozen Jars, \$21.60; Gross, \$79.20; 10 Gross, \$576. (Shipped F.O.B. by Freight or Express. State which.)
W. T. GIVEN, Mfg. Chemist
ORRVILLE, OHIO

The Billboard's SUMMER SPECIAL

Dated June 23

Will Help You SELL MORE...

PRIZE, PREMIUM AND NOVELTY MERCHANDISE

Games Concessionaires, Bingo Operators, Pitchmen, Demonstrators, Auctioneers and other buyers of Merchandise must be sure they have plenty of prize, premium and novelty Merchandise on hand during these four peak months of the season. They will certainly **STOCK UP HEAVILY** in late June for the big, profitable weeks ahead.

Distributed June 23, this Big SUMMER SPECIAL, perfectly timed, will reach thousands of active Merchandise Concessionaires BEFORE they start their BIG BUYING for the Fair Season ahead. Tremendous additional emphasis is being placed on the importance of this Special for each and every one of these buyers, and here is why ALL of these customers of yours will buy and keep this big Special issue. . . . It will include Features on. . . .

- ★ Pitchmen and Demonstrators at Fairs
 - ★ Engraving Items as used at Fairs, Special Events, etc.
 - ★ Souvenir Merchandise at Parks, Kiddielands, etc.
 - ★ Novelty, Premium, Prize, Gift and Up-Graded Merchandise used by Concessionaires.
- PLUS** Complete, Valuable Lists Like These
- ★ Revised List of 1958 Fair Dates with important changes and additions.
 - ★ Stadium List
 - ★ Auto Race Track List
 - ★ Baseball Park List

AND . . . ALL the late News, Developments, Coming Events, Routes, Pipes, etc.

EXTRA DISTRIBUTION!

Besides all the above big Editorial Features, the print order of the SUMMER SPECIAL will be increased by 5,000 EXTRA Copies for newsstand distribution.

Your advertising in the Big SUMMER SPECIAL will receive WIDE DISTRIBUTION, INTENSIVE READERSHIP, LONG-TIME REFERENCE VALUE AND FAR-REACHING RESULTS!

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Parodies

ASTOUNDING OFFER ON COMEDY MATERIAL! An offer you can't beat. Write for information and free "Comedy Guide." "Show-Biz" Dept. B-12, 625 Avenue "V," Brooklyn 23, N. Y.

COUNTRY AND ROCKABILLY SINGER will make demo of your songs. Guitar and vocal, one song, nine dollars; two songs, seventeen dollars. Top voice, professional disc recorder. Send check and lead sheets to Dee Ray Williams, P. O. Box 86, Roanoke, Texas.

"RICH AND RARE" OVER 1,000 ALL-NEW classified gags and replies. Spicy! Only \$1. Edmund Orrin, 2682 Filbert, San Francisco 23, Calif. je16

SEND FOR FREE CATALOG OF ORIGINAL new comedy material; Gags, Skits, Monologs, Parodies, etc. Laughs Unlimited, 106 W. 45 St., New York City. je30

SONGWRITER'S GUIDE — NEW BOOK tells how to write songs, how to copyright songs yourself, suggestions by successful songwriter. \$1.50 cash. Eagle Publications, Arcade 2684, Nashville, Tenn.

100 POLITICAL GAGS, \$1—ORIGINAL AND collected material. 2,000 gags, \$15; 1,000, \$8; 500, \$4. Eddie Gay, 242 West 72nd St., New York 23, N. Y. je9

23,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies, 1,700 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. je16

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BILLFOLDS — PLASTIC ALLIGATOR OR lizard. Sensational price, \$10.80 per gross plus postage. C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, R. I. je30

BIRD CAGES—CLOSE OUT, 1,000 FOR immediate sale; all in new cartons. Call evenings: Teaneck, N. J. 6-9242. je16

CARNIVAL JEWELRY, SHERIFF BADGE for Engraving. Closeout Jewelry for giveaways, Resale Jewelry for straight sales. Send for 1958 Catalog, Samuel B. Peckar Co., 477 Smith St. (Rear) Providence, R. I. je9

DECALOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your product is the best advertisement. Slide line salesman wanted, also make money with our line of automobile initials and Sign Letters. Free samples. "Ralyco," XL, Boston 10, Massachusetts. ch-np

EARRINGS — ASSORTED STONED AND tailored, \$6 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. je30

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Enf. Lord's Prayer New, boxed 2.00 dz.
Aurora Borealis Stoned Cross, boxed 4.00 dz.
Stoned Heart Miracle, boxed 4.50 dz.
Crucifix Cross, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 2.95 dz.
Asst. Tie Silde carded 1.00 dz.
Tie & Cufflink Set, asst. 3.50 dz.
Pearl Necklace (domestic) 1.45 dz.
Neck & Earrings, asst., boxed 7.20 & 9.00 dz.
Cufflinks carded, asst. 1.95 dz.
Necklaces, asst. 1.50 dz.
Boxed Rosaries, asst. colors 2.00 dz.
Engraving Charm Bracelets 2.00 dz.
Asst. Earrings, carded 6.50 dz.
Ropes & Poppits 2.25 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 30% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC., 1829 Westminster St., Providence, R. I.

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr \$18.00
E2—Stone Earrings, Asst. Gr 21.00
E3—Stone E/Rings, Etc., Asst. Gr. (2.00)
T2—Asst. Tie Sets, Bxd Dz 4.50
O1—Odd Lot Neck & Brace. Gr. 15.00
S20—Snapshot Camera, Bxd. Dz. 16.20
W1—Men's 5-Piece Watch Set 5.15
W2—Ladies' 5-Piece Watch Set 5.25
WP—Gent's W.P. & Ex. Bd. Watch 5.50
R3—Gent's Stone Rings, Asst. Dz. 2.50
R102—Pearl Rosaries, Bxd Dz 5.00
R164—Religious Medallions, Bxd. Dz. 5.75
S220—Stone Neck & Ears, Bxd., Dz. 7.20
B2—Boutiques, Boxed, Asst. Dz. 3.00
225—3-Piece Pearl Set, Bxd. Dz. 7.20
L-2—Ronson-Type Lighter Dz. Cd. 4.50
G10M—M or W Sunglasses, Bxd. Dz. 7.20
200% deo., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT
START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES, NICKEL SILVER PROTECTORS. Samples of either 50¢ with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS Dept. 2B-23, 188 State St., Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4. CASH WITH COPY.

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

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more. RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

TALENT AT LIBERTY ADVERTISEMENTS

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

HOSIERY—LOW PRICES: LADIES', MEN'S, Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AMS-1741), 1258 Market St., Chattanooga, Tenn. je9

HUMOROUS COMIC CARDS—SEND \$1 FOR two sample sets plus wholesale list. Dealers, write: Ace Enterprises, Box 262, Lyndhurst, N. J. je9

HUSTLERS CAN CLEAR \$100 TO \$200 daily selling famous Smoothie Electric Vibrator Pillow at fairs and carnivals. Corduroy covered, 8-foot cord. Guaranteed. Lowest factory prices. Sample \$4 postpaid. Smoothie Products, Box 342, Waterloo, Iowa. ch

REGENCY TRANSISTOR RADIOS As advertised in Playboy, Esquire, Life, etc. AM, MADE, WARRANTED, MODEL XR-2A, \$11.97 each. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AMS-1741), 1258 Market St., Chattanooga, Tenn. je9

RETRACTABLE BALL PENS, \$9 GROSS. Minimum 5 gross. Refills, \$3-100; \$23-1,000. Samples, \$1. F. B. Sales, 54 Jefferson St., Brooklyn 6, N. Y. je16

"TI" PLANT LOGS The Wonder Hawaiian "Good Luck" "TI" Plant Logs, nationally advertised at \$1.00, are terrific sellers at 50¢. Compare our prices! Large, green color, "TI" Logs, bagged in polyethylene, guaranteed to grow, very attractively labeled, rushed to you POST-PAID the same day order received. 200 for \$35.00 Postpaid
100 for \$18.00 Postpaid
50 for \$9.50 Postpaid
12 for \$2.75 Postpaid
6 for \$1.50 Postpaid
200 individually wrapped but not bagged—\$25.00 Postpaid.

REGENCY DISTRIBUTING CO. Box 352788 Minneapolis 3, Minn.

STINKBOMBS — POPULAR HIGH PROFIT joke item. \$5 hundred, \$35 thousand, postpaid. Joke shops, write. Kits, 1450 Drake, San Pablo 10, Calif. ch-tfn

KOY PACE'S Box 7 Logansport, Louisiana

SUMMER SPECIALS
Men's Sunglasses, metal frames \$ 3.00 dz.
Men's Mirror Sunglasses, metal frames 4.80 dz.
Retractable Ball Point Pens.. 10.80 gr.
Needle Books with Threader. 4.80 gr.
Deluxe Men's Watch Set ... 5.50 ea.
Deluxe Ladies' Watch Set ... 6.00 ea.
25% deposit, C.O.D. orders.

W & J Wholesale Corp.
222 East Third Street
Dayton 2, Ohio

TAVERN, BAR ACCESSORIES, "STINKIN'" "Bar Pal." Just out, send for folder. Union Specialty Sales, 409 N. Adams St., Green Bay, Wis.

YOUR OWN BUSINESS — SUITS, \$150; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 2109 AF Roosevelt Rd., Chicago 8. ch-np

Animals, Birds, Pets
ADDRESS SNAKE FARM, LAPLACE, LOUISIANA. Telephone 5411. Owner, C. C. McClung. Chameleons, Snakes, Iguanas, Alligators, Giant Rats, Pythons, Cobras, Dens, \$25. je16

AFRICAN MONKEYS, \$35; BABOONS, \$65, 2 for \$100. American Monkeys. Request price list. Bronson Birds, 149B Fort George, New York 40, N. Y. Williams 2-1150 je9

CANADIAN BEAR CUBS — ORDER NOW for May, June, July delivery. We ship everywhere. Reliable Bird Co., Winnipeg, Canada's largest Cub exporters. je16

CHIMPANZEE — 20 MONTHS, PERFECT, wears clothes, few tricks, smart, gentle, \$550. C. Boal, 7801 Chef Menteur Hwy., New Orleans, La. je23

FLYING SQUIRRELS, SEND \$9 PER PAIR. No checks. New Orleans Flying Squirrel Ranch, 7801 Chef Menteur Hwy., New Orleans, La. je23

MONKEYS, SPIDERS, CAPUCHINS, Woollys, Marmosets, Squirrels, Kinkajous. Send for prices. Veterans Animal Import, 7801 Chef Menteur Hwy., New Orleans, La. je23

MOST APPEALING, GENTLE LEOPARD Seals, Sea Lions, guaranteed healthy delivery by world's only transporter. Homer Snow's Sealquarium, 287 Jefferson, San Francisco. Greystone 42268. je30

MYNAB BIRD — 6 MOS. OLD, LOVES people, talks a blue streak. Ideal for cafe, night club, family pet. By private party. Bargain; \$75, including cage. Angeles 2-7163, Los Angeles, Calif.

PARAKEETS, 60¢ UP; MINIMUM ORDER 25 birds. Cages, \$3.60 doz.; Canaries, Flash Cages, Rats, Mice, Monkeys. Immediate shipment. Terms: Part cash, balance C.O.D. National Pet Supply, St. Louis 3, Mo. jy7

RED FOX, \$10; GREY RACCOON, \$10; adult descended Skunks, \$12.50; Fox Squirrels, \$5; Ravens, \$10; White Rats, \$5 dozen; White Mice, \$2.50 dozen. Charone Animal Ranch, Burlington, Wis.

SUMMER SPECIALS IN COBRAS, PY- thons, Boas, Giant Anteater, Hornbills, Jaguar, Penguins, Condors, Monkeys, Chimpazees, Toucans and Galapagos Tortoises. Mowbrs Bird, Animals, Box 10701, St. Petersburg, Fla. je16

Business Opportunities

FOR SALE — EIGHT BOWLING LANES with semi-automatic pinsetters. Complete with all equipment for operation. Write Bowling Alleys, Box 595, Ft. Rucker, Ala.

HI FIDELITY & RECORD SHOP — HAN- dling components. Leading brand hi-fi equipment. Large volume record business, complete service shop. Location, West Virginia's largest city. 1957 gross sales, \$96,000. Serving Tri-State, 250,000. Corner store, 28x55; air conditioned. Lease \$210 mo., including 3-room apt. over store. Modern store, show windows. Price \$30,000 to \$35,000, depending inventory; includes fixtures, equipment. Write Box C-341, c/o Billboard, Cincinnati 22, Ohio. je16

WILL RENT SPACE ON ROUTE 9, THREE blocks from center of Lake George village, for rides or attraction. Palmer's Motel, Lake George, N. Y.

10 ACRE PARK FOR SALE—SWIMMING pool, cement wading pool; playground, nice lawns, buildings, tables, cages, etc. Very reasonable. Narragansett Park, Templeton, Mass.

Coin Machine Routes For Sale

VENDING MACHINE ROUTE WILL GROSS over \$50,000 per year. Over 100 pieces, all late models; room for expansion. First \$6,000 takes it. AMC Dist. Co., 1900 W. 30th, Pine Bluff, Ark.

Coin-Operated Equipment (Used)

A-1 COIN OPERATED VENDING MACHINES. Everything made, barring none; brand new or used; under the market prices. Established 31 years. Mack H. Postel, 2952-B Milwaukee Ave., Chicago, Ill. je23

SCALES-SCALES-SCALES — 4 ROCK-OLA Loboy, porcelain finish, \$30 ea.; 18 Wating 500 Fortune, \$35 ea.; 6 A.B.T.-Kirk Hiboy Guesser, \$45 ea.; 24 Wating 500 Guesser, \$45 ea., reconditioned and set for locations. Send deposit and shipping instructions; bal. sight draft. Gaycoln Distributors, 4866 Woodward, Detroit 1, Mich.

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each; like new. Folders, direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. je9

STANDARD METAL TYPERS, \$175. THREE in excellent condition. Just off location. Three \$500. Send ¼ deposit, balance c.o.d. Florida Music Company, 1020 Par Ave., Orlando, Fla. je16

USED CIGARETTE MACHINES
All in excellent condition.
All set to operate at 30¢.

9M National \$90.00
9-Col. Keeney Electric 40.00
9-Col. National Electric 40.00
9/500 Uneceda Pak 40.00
9-Col. DuGrenier 40.00
11-Col. DuGrenier Electric 40.00
8-Col. Eastern 40.00
10-Col. Eastern 60.00
12-Col. Eastern 90.00
1/3 cash with order, bal. C.O.D., F.O.B. Cleveland.
You will never get a better buy—so BUY NOW.

Ace Cigarette Service Co.
7501 Carnegie Ave. Cleveland 3, Ohio

23 SCIENTIFIC POKERINO GAMES, FOR- mica tops, priced for quick sale, \$25 each. Phone 27379, Ralph Franks, 302 E. 10th Ave., Wildwood, N. J. je9

Costumes, Uniforms, Wardrobes

BEAUTIFUL RED VELVET CURTAIN (7½x24), \$75; Black Velvet (41x6), \$50; Ivory Curtain (8½x24), bargain, \$40; Black Velvet Spook Curtain (18x24), \$40; big Green Satin Curtain, \$75; five small Curtains, each \$10. Free lists. Wallace, 2453 N. Halsted, Chicago.

SEQUINED PANEL SETS, \$7.50; GIRL Show, Strip, Bally Costumes; Clown Suits, Wigs; Impersonator Wigs. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone; UNION 3-9509.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARA- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jy21

For Sale—Secondhand Show Property

BIG WHIP PORTABLE FENCE, NEW, \$40 each. New and used parts. Hovell's Garage, 804 Jamaica Ave., Brooklyn 8, N. Y. je16

CATERPILLAR, DIESEL GENERATOR, 25 kw. Model 4600, 500 hours, \$1,750. Hammond Truck Parts, 1815 Summer St., Hammond, Ind.

FOR SALE—BERT LANE PORTABLE KID- dle Merry-Go-Round (8 horses), complete automatic music box; new Army Tank Rides (8 cars), with electric guns. Harry Spalding, 5010 South East St., Indianapolis, Ind.

FOR SALE—PINTO KIDDIE AUTO RIDE, 10 Cars. Operating at present, in good condition, \$500. Contact Max Seskin, 1834 E. 14th St., Brooklyn, N. Y. ES 6-3990.

FOR SALE—TANGLEY CALLOPE, HAN- dplayed, blower, circus truck body, \$800; top shape. Box C-342, c/o Billboard, Cincinnati 22, Ohio.

FOR SALE—USED STRAIGHT-FRAME FUR- niture Vans, ideal for traveling shows; could be converted to living quarters. Contact: Don Nahrwald, North American Van Lines, Fort Wayne, Ind. ch-je9

FOR SALE — 3¼x5 PHOTO JOINT ON trailer with sleeping accommodations. Fast set-up, take-down. \$800. Lloyd Johnson, 1406 Irving, Alexandria, Minn. je16

KIDDIE RIDES FOR SALE. JR. FERRIS Wheels, Chairplanes, Rockets. Thomas Felasco, 419 E. Luton, New Castle, Pa. Phone Oliver 47242.

SIX KIDDIE RIDES, IN GOOD CONDITION. Must sell this month at sacrifice. 1410 Tarlton, Corpus Christi, Texas. TE 57090.

SALE OR TRADE—ELECTRIC FLASHER, Bill Chuck, Stock Wharf. Wanted, Big Six. R. Trabling, 612 N. Belnord Ave., Baltimore 5, Md.

TRAINS — ALL SIZES, GAUGES, TYPES, new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. je23

1 KIDDIE RIDES AND EQUIPMENT, IN good condition. 20-passenger Airplane and 8-passenger Up and Over. Mrs. Armeta Grant, 1924 E. 29th St., Muncie, Ind.

20' MANGELS SHOOTING GALLERY, ON present location or can be moved. R. Davis, Rt. 3, Box 275, Scio, Ore.

30 YOUNG SMALL MARES — ALL FOR \$2,250. This is a closing out deal. There will never be any more at this price. Truck available for delivery. No time for letter writing, phone day or night, 9317, P. L. Cobb, Amite, La.

32-PASSENGER KIDDIE RIDE (8-CAR "Spinning Tube"), portable; goes up in 30 minutes; used, excellent condition, \$1,050. A. Brill, 1216 N. University, Peoria, Ill. Phone 3-1777.

3,000 FOLDING CHAIRS, 4,000 STADIUM Chairs, Theater Chairs, Lockers, Bleachers, Tents, Tables, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

Help Wanted

ACTS WANTED FOR ANNUAL HOMECOM- ing July 23 through 26, at Lexington, Ill. Contact Delbert Jones, R.R. #2, Lexington, Illinois.

GIRL VOCALIST FOR TRAVELING BAND. Steady work, salary. State experience and send photo. Eddie Allen, 201 Franklin Bldg., Norfolk, Va.

LONG RANGE GALLERY AND ICE CREAM Bar Help wanted. Jesse Norwood, 417 Lynch, Jackson, Miss., until June 5; then L. J. Heth Shows, Sheffield, Ala. je9

SPRINGBOARD DIVERS — MALE OR FE- male, for large new water show. Exceptional opportunity! Yearly basis. Write Marine Enterprises, Box 2636, Ocean Park, California.

TOPNOTCH MECHANIC — EXPERIENCED on Bowlers, Phonographs, Bingos. Good pay. Must be reliable, interested in future. Write, giving references. Boyko Novelty, Inc., 835 Main St., Avoca, Pa. je9

WANTED—TWO DANCING GIRLS FOR new swinging burlesk show. Best of treatment. Wire collect. Leslie Kiester, Hotel Nuville, Rochester, Minn.

Instructions, Books, Cartoons

LEARN FASCINATING SIGN SYSTEM with course of 20 parts. Have own shop. Learn rapidly. Straley Lettering, 410 Western, Springfield, Ohio.

Magical Apparatus

NEW 152-PAGE ILLUSTRATED CATALOG— Mindreading, Mentalism, Spooks, Etc., notium, Horoscopes, Crystals, Handwriting, Sub-Minature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Enterprises, 336 South High, Columbus, Ohio. je16

Miscellaneous

DRIVE-IN THEATER PROJECTION BUILD- ing, all metal, portable Powers 35 millimeter projector, strong arc lamps, rectifiers, large amplifier, speakers, rewind, \$1,800. Phone Federal 4-6406, Lee R. Tyler, Gen. Del., Antec, N. M.

FULL-SIZE THREE-PIECE LADIES' LUG- gage, \$8.50; two-piece Men's Luggage, \$10; eight-volume Encyclopedia Sets, \$3.50; Precision Micrometer, \$3.50; \$25 value Blanket, \$4.75; Peanut Roasters, Pop Corn Machines, Sno Cone, Floss Machines. Thousands of clothing, hardware, variety and novelty items at low prices. Free details. Box 564, Houma, La.

MOBILE HOME SITES — BEAUTIFUL Clearwater Bay 60'x80'; utilities, dockage restricted. \$1,500 up. Write: Port O'Palms, P. O. Box 25, Indian Rocks Beach, Fla. Own your own. je30

ROLLER RINK—PORTABLE, 40x100' TOP and floor, just over 1 year old. 150 ps. Chicago Shoe Skates. All good condition, bargain. Call 4535, Jay, Florida, 11 p.m. to 9 a.m.

TENT STAKES "FORD AXLES," \$1 ea., f.o.b. Dallas, Tex. G. B. Willard, 1321 Second Ave., Dallas, Tex.

WANT KIDDIE RIDES OF ALL KINDS ON percentage basis; through Labor Day. Write full particulars to Box C-343, c/o The Billboard, Cincinnati 22, Ohio. je23

WANTED—MERRY-GO-ROUND AND FER- ris Wheel and few Kiddie Rides to join show in Connecticut. Box C-340, c/o Billboard, Cincinnati 22, Ohio.

WANTED—4 RIDES FOR FAIR, JULY 23 thru 26. Draw from population of 30,000. Contact Haskell McBride, Plainville, Ind. Phone 7-5105.

Motion Picture Films and Accessories

SAVE 50%! GUARANTEED FRESH COLOR, B&W movie film! 8mm., 16mm. Free catalog: Eso-E, 47th Holly, Kansas City 12, Missouri. ch-np

16MM. SOUND FILMS, WESTERNS, ETC. Sale, \$15 up. Free lists. Projectors bought and sold. Ace Camera Supply, Florence, South Carolina. je23

Partners Wanted

LADY FOR STANDARD ACROBATIC BAL- ancing act. Have Penna. home for headquarters and lay-offs. Summer dates booked. Mail photo, tell all. Box C-339, c/o Billboard, Cincinnati 22, Ohio.

CLASSIFIED SECTION

Personals

DON'T DIE WITHOUT A WILL - TWO forms and do-it-yourself instructions, \$1. A to Z Printing Service, 474 E. Hazelhurst, Ferndale, Mich.

JOHN WIELICKI - ANYONE KNOWING his whereabouts, please notify his mother at 639 Alexandrine, Windsor, Ontario, Canada.

WANTED - ADULT NO. 12 ELI FERRIS Wheel and Kiddle Firefighter Airplane Ride; also Scrambler by lease or concession. San Juan Resort, Russell Point, O. je23

WANTED - AIR CALLOPE AND BLOWER, any condition; Circus Feature Films, 16mm.; very small Piano, Box 1414, Halifax, N.S., Canada. je16

WANTED - 25 CONCESSION FRAMES, 12x8; also other sizes. Reply Box C-344, c/o Billboard, Cincinnati 22, Ohio.

WILL BUY OLD HOBO NEWS. BILLY Grout, Greensburg, Louisiana.

Photo Supplies and Developing

COMIC FOREGROUNDS AND BACK-grounds. Direct-Positive Cameras, Paper, Photo Mounts, Glass Frames, Photo Novelties. Miller Supplies, 216 Main St., Alton, Illinois. je9

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn

Printing

A-1 TESTED SHORT RANGE TARGETS. \$6 per 1,000. One-day service. Free samples. Fine Arts Press, 1016 Donald, Peoria, Illinois. je9

ALWAYS FASTEST SERVICE - QUALITY nonbending 3-color posters! 14x22 win-down cards copy limit 50 words. \$9 hundred; 17x26 size \$12.50 hundred. Day-glo bumper sticker strips, size 4x15, copy printed in black. \$13 hundred. Tribune Press, Dept. 256, Earl Park, Ind. je30

200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 Envelopes. \$3.95, black or blue ink. Mallo Press, 6468-B Clovia Ave., Flushing, Mich. je16

Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS - 10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every business a prospect. Low prices for high quality. Repairs. Start with experience; men, women; full, part-time; buy nothing; sales kit furnished. Match Corp., Dept. D-193, Chicago 32, Ill. np-je23

FULL SIZE ALUMINUM CANES, \$6 DOZEN, sample, \$1. 20% deposit, balance c.o.d. Tennessee Valley Aluminum Products, Robert Ave., Maryville, Tenn.

Wanted To Buy

TRUCK OR TRAILER EQUIPPED TO SELL Hot Dogs, Hamburgers, Popcorn, etc. Russell Manning, Manning Construction Co., Quawaka, Ill.

WANT TO LEASE - 3 RIDES. WHAT HAVE you got? 50/50 proposition. Gene Clark, 2736 Parson, Columbus 7, Ohio.

Talent At Liberty Agents and Managers

MARRIED GENT. TEACHING ADULT classes, soon at liberty, desires assignment or commission utilizing capabilities. Background includes mfg. mechanics, drafting, school. Hold valid musicians' card, pilot's license, radio license. Have mobile home, panel truck. Some travel acceptable. P. O. Box #42-131, Miami 42, Fla.

Circuses and Carnivals

AVAILABLE NOW - MAGICIAN FOR FIRST class circus or carnival side show. Also do fire eating. Fantino, 205 No. Leonard, Girard, Kan. je9

MARYLAND, PENNSYLVANIA, VIRGINIA, Delaware. We represent the finest acts in country music. Have open dates, top talent available. Contact us for best dates. National Artist Bureau, Inc., 5809 Dewey St., Cheverly, Md. SPruce 3-2244 or Jefferson 4-3841.

Miscellaneous

COMEDY TEAM - MAN, BLACKFACE tramp; wife, straights. Plenty material changes, doubles acts, bits, nice wardrobe; med. rep units, stock. Have car and trailer. Ernest Candler, Gen. Del., Charlotte, N. C.

NEWSMAN - 8 YEARS' EXPERIENCE. Have top-rated TV news show in competitive market. Tom Miller, 420 1/2 East 4th, Waterloo Iowa.

PALMIST DESIRES WORK. GORGEOUS, exotic, egypt-like appearance. Very catchy. Also do Half and Half. Rose Davis, Avelia, Pa. Phone: LU 7-8225.

PROFESSOR WRIGHT AND HIS 5-PERSON Variety Stage Show of Magical Illusions, Dance and Vaudeville. Write Professor Wright, Casey, Ill. je9

Musicians

AGENT WANTED TO REPRESENT ORGAN-ist in Eastern part of country for hotel work. Box C-332, c/o Billboard, Cincinnati 22, Ohio.

AT LIBERTY - ORGANIST, HAMMOND, Experienced Solovox and Pianist. Write Marjorie Ekedahl, 545 W. 3rd St., Apt. 4, Tel. 37-273, Jamestown, N. Y.

BASS MAN, VOCALIST - DOUBLING Trumpet for trio or small combo. Telephone Alpine 2-7749, Birmingham, Ala. je1

BASS MAN - WILL TRAVEL. AVAILABLE immediately. Read or fake, use bow well. Age 21. Contact Randy Erickson, 841 Sayre St., Montgomery, Ala. Phone: AM 2-6108.

BASS PLAYER DESIRES TENOR, SHOW band, commercial combo. Semi name and symphony experience; 28 years old, neat, sober, reliable. Available at once. P. O. Box #4701, Panama City, Fla.

BASSIST (FENDER). ELECTRIC SPANISH Guitar, Vocals. White, 35, sober, reliable, travel. Semi-name experience. Modern, commercial. Prefer combo. Mr. Cleo Scroggins, General Delivery, Wadena, Minn.

CIRCUS DOUBLE DRUMMER - UNION, experienced. Disappointment caused this ad. Write only. Ed. Burridge, 155 S. Main St., Washington, Pa.

ELECT. GUITAR - LEAD OR RHYTHM. Read or fake. Double piano, sing. Location only John E. Meyer, 64 Norfolk Road, Torrington, Conn. je23

FOUR-PIECE BAND AVAILABLE FOR Night Clubs, Cocktail Lounges, etc. Plays rock and roll, jazz, etc. A show within the band. Wire or write Jump Jackson, 5727 LaSalle St., Chicago, Ill. je30

GUITARIST, READ, FAKE, ANY STYLE. Vocals, solo parts, double on bass. 35 years old. G. Erickson, Harmon Hotel, Minneapolis, Minn.

HOT TAKE-OFF, TRUMPET PLAYER AND Drummer together 15 years. Would like to get with good piano man. Form own small combo. Modern hillbilly, Dixie, Latin, shows, polka, cut anything for join small band. Have car, will consider anything, will go anywhere. Earl L. Hutchinson, Ph. Dickerson DI 29219, Apt. #12, 508 1/2 Kanawha Blvd., Charleston, W. Va.

PIANIST - SINGLE, TRAINED MUSICIAN. Wide professional experience; popular, classic, alone, orchestra, accompanist. Reply letter only. Raymond Dempsey, Franklinville, N. Y.

TENOR, ALTO, CLARINET - NAME EXPERIENCE. Read anything. Combo or big band. Fake, lead Tenor and Alto. George Ferreira, 723 Cohn Ave., Marysville, Calif. Sherwood 2-8424. je16

TENOR, BASS, ALTO SAX; CLARINET, Bass Clarinet, Flute; available immediately. name experience; read, trans-pose, lead Tenor, etc. Single location or will travel. Alex Horky Jr., 3495 West 98th St., Apt. 5, Cleveland 2, O. Phone: Olympic 1-3062. je16

YOUNG DRUMMER - EXPERIENCE. PRE-ferred rock 'n' roll band. Have own transportation. Will travel. Musician, 106 E. Tenn. St., Florence, Ala.

AT LIBERTY - ORGANIST, HAMMOND, Experienced Solovox and Pianist. Write Marjorie Ekedahl, 545 W. 3rd St., Apt. 4, Tel. 37-273, Jamestown, N. Y.

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BASS MAN - WILL TRAVEL. AVAILABLE immediately. Read or fake, use bow well. Age 21. Contact Randy Erickson, 841 Sayre St., Montgomery, Ala. Phone: AM 2-6108.

BASS PLAYER DESIRES TENOR, SHOW band, commercial combo. Semi name and symphony experience; 28 years old, neat, sober, reliable. Available at once. P. O. Box #4701, Panama City, Fla.

BASSIST (FENDER). ELECTRIC SPANISH Guitar, Vocals. White, 35, sober, reliable, travel. Semi-name experience. Modern, commercial. Prefer combo. Mr. Cleo Scroggins, General Delivery, Wadena, Minn.

CIRCUS DOUBLE DRUMMER - UNION, experienced. Disappointment caused this ad. Write only. Ed. Burridge, 155 S. Main St., Washington, Pa.

ELECT. GUITAR - LEAD OR RHYTHM. Read or fake. Double piano, sing. Location only John E. Meyer, 64 Norfolk Road, Torrington, Conn. je23

FOUR-PIECE BAND AVAILABLE FOR Night Clubs, Cocktail Lounges, etc. Plays rock and roll, jazz, etc. A show within the band. Wire or write Jump Jackson, 5727 LaSalle St., Chicago, Ill. je30

GUITARIST, READ, FAKE, ANY STYLE. Vocals, solo parts, double on bass. 35 years old. G. Erickson, Harmon Hotel, Minneapolis, Minn.

HOT TAKE-OFF, TRUMPET PLAYER AND Drummer together 15 years. Would like to get with good piano man. Form own small combo. Modern hillbilly, Dixie, Latin, shows, polka, cut anything for join small band. Have car, will consider anything, will go anywhere. Earl L. Hutchinson, Ph. Dickerson DI 29219, Apt. #12, 508 1/2 Kanawha Blvd., Charleston, W. Va.

PIANIST - SINGLE, TRAINED MUSICIAN. Wide professional experience; popular, classic, alone, orchestra, accompanist. Reply letter only. Raymond Dempsey, Franklinville, N. Y.

TENOR, ALTO, CLARINET - NAME EXPERIENCE. Read anything. Combo or big band. Fake, lead Tenor and Alto. George Ferreira, 723 Cohn Ave., Marysville, Calif. Sherwood 2-8424. je16

TENOR, BASS, ALTO SAX; CLARINET, Bass Clarinet, Flute; available immediately. name experience; read, trans-pose, lead Tenor, etc. Single location or will travel. Alex Horky Jr., 3495 West 98th St., Apt. 5, Cleveland 2, O. Phone: Olympic 1-3062. je16

YOUNG DRUMMER - EXPERIENCE. PRE-ferred rock 'n' roll band. Have own transportation. Will travel. Musician, 106 E. Tenn. St., Florence, Ala.

Parks and Fairs

AVAILABLE FOR FAIRS, ETC. ORGANIST. "Bu Bu the Clown" and "Blades of Death." Own equipment. Wilson's, 220 E. Fifth St., Bloomsburg, Pa. je30

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21 Ind. je30

HIGH FIRE DIVE RESULTS IMPRESSIVE. Smallest diving tank in the world; fire spears. Mac Productions, 456 Lamphier N.E., Warren, Ohio. je23

MARYLAND, PENNSYLVANIA, VIRGINIA, Delaware. We represent the finest acts in country music. Have open dates, top talent available. Contact us for best dates. National Artist Bureau, Inc., 5809 Dewey St., Cheverly, Md. SPruce 3-2244 or Jefferson 4-3841.

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Ind. Telephone: Eastbrook 3312.

THREE COMEDY ACTS - ONE OR ALL. Juggling, Balancing, Breakaway Bicycle, Ventriloquist Act. Post Office Box 74, Fort Wayne, Ind. je30

Vaudeville Artists

DANCER-ACTRESS - SINGLE, PROFESSIONAL. Theater or TV. Age 33. Write some. Contact Maurine Dillinger, Boone Courts, Leesville, La.

San Antonio Opens Marco Park Study

SAN ANTONIO - A local corporation has been formed to investigate the possibility of establishing a family park similar to Disneyland here, according to an announcement made by the Chamber of Commerce.

The firm, Wonderland, Inc., has retained Marco Engineering of the Southwest Inc., to conduct a study to determine whether such a park would be profitable.

A. H. Cadwallader Jr., is president of the San Antonio Corporation. He helped arrange financing of Disneyland.

Cadwallader said Wonderland, Inc., would pay Marco \$12,000 to conduct a feasibility survey on the project. If the survey indicates success for such a venture, he said, Wonderland plans to finance and build the park.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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MAIL ON HAND AT NEW YORK OFFICE

NEW YORK LIST: Balsewiec, Peter; Cooney, Patricia; Dexter (No Initial); Dillon, Jack; Bennett, Duke; DuPont, Bert M.; Dooley, John; Genaro, Peter; Gendusa, Pat; Hurak, John; Heath, Harold; Janek, Art; Mantin, Leo; Miller, Paul; Miller Jr., R. A.; Miller, Norma; Moore, W. J.; Oakey, Julius; Padilla, P. M.; Prout, Mary; Purdin (No Initial); Rush, White; Sugarman (No Initial); Westlake, Grace; William, Victor; Barrie, Richard; Bohrmann, Miss Pat; Brock, Harry; Caldwell, James C.; Doyle, John J.; Duane, Clyde; Hunter, Roy; Lee, J.; Leson, Saza; McComb, Eddie; Matus, Louis; Moore, W. J.; Patterson, Donna; Phillips, Jimmie & Peggy; Remley, Edward; Scott, Louis; Selby, Wm. F.; Sevior, Albert; White, Frankie P.

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Chicago 1, Ill.: Barrie, Richard; Bohrmann, Miss Pat; Brock, Harry; Caldwell, James C.; Doyle, John J.; Duane, Clyde; Hunter, Roy; Lee, J.; Leson, Saza; McComb, Eddie; Matus, Louis; Moore, W. J.; Patterson, Donna; Phillips, Jimmie & Peggy; Remley, Edward; Scott, Louis; Selby, Wm. F.; Sevior, Albert; White, Frankie P.

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Ackles, M. C.; Ackley, James; Albertson, Charles; Alexander, Mrs.; Alfano, Anthony; Alfred, Ray; Allen, Billy; Alter, Helen & A.; Ames, George; Anthony, Milo; Arnold, Floyd (Rube); Asher, Charles; Atterbury, Bob; Babcock, Barbara; Barchinger, Linda; Baron, Henry F.; Bays, Dick; Brays, Edward; Beck, Bob; Bell, Bill; Bentley, Claude; Berofsky, Harry A.; Best, James R.; Billet, Fillmore E.; Blackley, John; Bodin, Johnny; Bolenbarker, L. A.; Boseley, Lake; Bouchard, Romeo; Bovine, Paul; Bowman, John T.; Boyer, Russell W. & James; Boynton, C. F.; Bradburn, Mrs.; Brill, Tony; Broeffle, H. J.; Brooks, Verle; Broome Yvonne; Burke, Edward; Burns, William E.; Burton, J. C.; Butts, Robert L.; Caldwell, E. S. & Mrs.; Calhoun, Beatrice; Carawan, C. L. & Mrs.; Carlisle Russ; Cassidy, Hugh; Carroll, Jean; Carroll, Tommy; Carter, Arthur W.; Cerrone, Vito; Chambers, Ingram E.; Chambers, Mrs. Patsy; Chaney, Carol; Christensen, George; Church, Rev. Chris; Clark, Jack; Clayton, Raymond; Crandell, Roy & Mrs.; Crumaine, Robert B.; Cody, Wyatt Dene; Cole, George M. (Circus); Cooper, Jerry; Cox, Clifford; Cox, Loftin G.; Coy, Eddie; Craden, S. K. & Mrs.; Crain, George L.; Curtis, Richard; Cyr, Mrs. Maxine; Davis, Angelice; Davis, John M.; De Coste, Romaine A.; De Lock, David; De Meile, Capt.; De Moss, Luana; Deal, Al; Del Rio, Carmen; Dell, M. E.; Dempsey Jr., John; Deway, Delph; Dixon, Earl M.; Doneales, Anna; Dood, Bill & Mrs.; Dundee, Rickey; Durso, Charles; Eddy, S. D. & M.; Ellis, Jeanette; Ellis, Ray; Epperly, Dallas V.; Fagan, Margie; Farrington, Herbert; Feller, Whites; Ferguson, Danny; Ferenzi, James; Figs, Chester; Fineman, David; Finley, Wm.; Fisher, Francis; Flake, James & Mildred; Floyd, Don; Forbeess, Henri; Friedenhelm, Morris; Gates, Ocie; Giddens, F. E.; Glickchrist, Debbie; Gilliam, P.; Gillensie, R. C.; Gillikin, Michie; Girouard, Anthony; Gilson, F. A.; Goldey, William C.; Gordon, Ernest; Gray, Stash & Helen; Green, Russell; Griggs, Mrs. Charles; Grignon, N. Connie; Grignon, Walter E. & Mrs.; Gutnik, Linda or Ken; Haas, Levi; Hackett, Mrs. E. J.; Hall, Jack; Hangsterfer, Allan; Hanley, Norman; Harman, John; Harriman, Dean E.; Hart, John P.; Hasbrouck, Ray E.; Hasso, Helen; Hatfield, James; Heiser, Paul A. & Mrs.; Hershey, Paul A. & Mrs.; Hickman, Elaine; Hickman, Louise A.; Hillard, Mrs. Selma; Holoboff, Esq.; Hood, Hollis F.; Houston, Lee; Hunt, A. & Mrs.; Hunter, Darrell; Hunter, Roy & Mrs.; Ivey, James W.; Jack, Frank; Jackson, George; Jackson, Harry; Jacobs, Mrs. Juanita; Jardine, Harry; Jeter, Charlie; Joe, Clyde & Mrs.; Johnson, Carroll B.; Kaibach, William; Kay, Walter; Kelly, J.; King, Kathy; Kiser, E.; Kiski, Onnie Victor; Klaus, Frederick F.; Knehan, Harry; Korte, Marie; Kose, Ralf (Amigo); LaFlur, Joe; Lamier, Phillip; Lambert, Bobby; Lane, Joe; Gilbert; Lane, Ronnie or Jo; Ann Sidell; Lawson, Ernest; Leonard, Peggy; Leto, Jimmie; Lilly, Geo. W.; Lintenne, Frank & Mrs. (Legged man); Littlefield, Norman; Lollar, Roy E.; Lovelless, Kenneth; Lovelless, Wilbur; McAlister, Tate; McBride, Woody; McClure, Sam; McCoy, Kentucky; McCreery, John; McCreedy, Roy; McGill, Rosa; McGrath, Mrs. Louise; McLaughlin, Gladys; McNeese, Gladys; McOwen, Bill; Mack, LeRoy; Madame Flonnie; Madd, Eddie; Maki, E. J.; Marks, Bee; Marks, Fred; Martin, Charles; Martinkus, John; Marshall Jr., Walter; Marteney, Master; Martin, Johnnie; Masters, Eddie; Matter Jr., Floyd R.; Maturro, Lawrence; Mehl, Mrs. Merie; Merchant, Chuck; Meyers, Leo; Miller, John; Miller, Robert E.; Miller, Sharon; Miller, Sherry Lee; Mitchell, G. C.; Mitchell, Shirley; Moody, Mrs. Hattie; Morgan, Clayton; Murphy, Bob; Murga, Philip; Myers, James; Newcomer, L. E.; Nichols, Dina; Nichols, W. A.; Olsen, O.; Orshell, Jack or Kelly; Osborne, Mrs. Anna; Otis, Bell; Owens, Charlie Lee; Paige, I.; Pardee, Mr. (Sheety); Parks, James R.; Pasterlzyk, Eddie & Mrs. (Ride Owners); Paul, C. C.; Pearman, Mike; Permenter, Henry & Mrs.; Perrin, George; Perrin Productions; Phillips, G.; Philipson, G.; Phillips, W. G. & Mrs.; Pike, W. D.; Powell, Speedy; Preczomski, Chester; Probst, Rusty; Proctor, Ellen; Proctor, Romano; Puckett George; Raper, William (Bill); Ratliff, Albert; Raymer, Ford E.; Reed, Ross; Regal, Bob; Regged, Len; Reichert, Frank; Remley, Edward; Rice, A. C.; Ross, John H.; Ross, Phyllis; Rucker, E. H.; Rudy (Motordrome); Russell, G. D.; Schroeder, Fred A.; Severs, Terry F.; Selby, Wm. F.; Shaffer, Melvin R.; Sheeran, Jack; Shelton, Pat; Shurmaker, Abble; Smith, Harm; Snyder, Carl D.; Spain, E. E.; Spencer, Bill; Spinlock, Hazel; Stacy, Woodrow & Jualita; Staples, Thomas E.; Star, Hedy Jo; Stempson, Dale K.; Stevens, H. G.; Stevenson, Eli; Stevenson, Louis E.; Stewart, James H.; Stout, Slim; Stumbo, Mrs. Fred; Sylvester, William A.; Tan, Miller; Tennis, Steve; Till, John; Treadwell, Mrs.; Tucker, Barbara E.; Vealey Jr., Percy; Vernon, Michael L.; Villemarie, Joseph R.; Wallace, Al; Walsh, Earl B.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

MARYLAND, PENNSYLVANIA, VIRGINIA, Delaware. We represent the finest acts in country music. Have open dates, top talent available. Contact us for best dates. National Artist Bureau, Inc., 5809 Dewey St., Cheverly, Md. SPruce 3-2244 or Jefferson 4-3841.

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

- Acts, Songs, Parodies; Agents and Distributors; Animals, Birds, Pets; Business Opportunities; Coin Machines; Coin Machine Equipment (used); Coin Machine Opportunities; Coin Machine Routes for Sale; Coin Machines Wanted to Buy; Costumes, Uniforms, Wardrobes; Food and Drink Concession Supplies; Formulas; For Sale - Secondhand Goods; For Sale - Secondhand Show Property; Help Wanted; Instructions, Books, Cartoons; Magical Apparatus; Miscellaneous; Musical Instruments, Accessories; Partners Wanted; Personals; Photo Supplies and Developing; Printing; Salesmen Wanted; Scenery, Banners; Tattooing Supplies; Wanted to Buy; M. P. Operators; Musicians; Parks and Fairs; Vaudeville Artists; Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD - 20c a word. Minimum \$4; DISPLAY CLASSIFIED AD - \$1 per agate line. One inch \$14 (14 agate lines to inch); AT LIBERTY AD - 5c a word. Minimum \$1

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Please insert the above ad in... Issue. NAME, ADDRESS, CITY, STATE, I enclose, remittance of, \$

WHO BUYS USED VENDERS?

Small Town, Rural Areas Best Used Machine Market

CHICAGO—Rural and small-town communities are the best areas in which to locate used cigarette and bulk machines, said Mack Postel, pioneer Chicago-based vending machine distributor, last week.

Postel stated that extreme competition in metropolitan areas makes it risky for an operator to put out-moded cigarette and bulk venders on location. The location owner is aware of this competition and is increasingly able to demand



MACK H. POSTEL

new machines, particularly in the case of cigarette venders, said Postel.

Less Competition

Competition in rural and small-town areas is generally not comparable, he continued. In towns ranging up to 100,000 inhabitants there is often not enough traffic in retail outlets to make it worthwhile for big cigarette and bulk operators to compete strongly, he said. This

Ad in Phone Book Helps Get Locations

DENVER—Use of a display ad in the classified pages of the Denver telephone directory has proven a successful way of obtaining locations for cigarette venders, reports William Dews, B & J Vending Machines.

In making up the ad, Dews aimed at anticipating typical location questions. The two-inch, one-column ad points out that cigarette machines earn profit for the location without requiring any investment. Having found that location owners are suspicious of commission payments, the ad incorporates the sentence: "Your Share Counted on Location."

Dews' route covers most of the small towns surrounding Denver, and extends to some points 75 miles away from the city. To encourage suburban and small-town location owners to call in for a machine, Dews listed all of his areas in the ad: "We serve Suburban Denver, Sterling, Greeley, Idaho Springs, Fort Collins, Boulder and vicinities."

There have been frequent instances, reports Dews, in which inquiries were received from outlying location owners who formerly had thought they were too remote to warrant a serviced cigarette vender. Such inquiries frequently led to worthwhile spots for both cigarette machines and amusement games, reports Dews.

particularly true in communities far from a population center, since servicing costs are proportionately higher.

Postel stated that in rural areas, where towns range under 2,500, servicing requirements of bulk, cigarette and candy vending are pretty much the same. Compared to metropolitan centers, sales from machines are low enough that a single person can profitably maintain all three types of vending. Postel said that in these rural areas the operator often finds it ideal to put bulk venders, cigarette and candy machines in as many spots as he can.

Pre-War Models

Postel generally sells these operators pre-war seven and 11-

column cigarette machines that are of course manually operated. Rural operators generally prefer these machines because of their relative cheapness and because the mechanical ability required for maintenance and repair is much less, said Postel. The most common malfunction arises from bent coins that jam the mechanism, he said. Operators are given specific instructions on how to put the machines back in working order.

When asked to describe a typical newcomer from the small town and rural community, Postel said that often the individual is in his twenties, has a growing family, and needs an outside source of income. If he knows nothing about

(Continued on page 63)

BATTERY VENDING

Fraga Says Gum-Charm Vender's Role Limited

OAKLAND, Calif. — Typical 210-ball gum venders and ball gum-charm machines play an integral but limited role in multiple installations, said Bert Fraga, Standard Specialty Company, last week.

A three or four-unit installation in a high-traffic spot will only support one ball gum-charm machine, he asserted. Use of 100 count ball gum or jaw breakers in the remaining two or three machines has proved most profitable, he continued.

He said further that in an eight or 10-unit installation, one and occasionally two, machines vending 210 ball gum is the optimum number. By comparison, he said that in the same installation at least four machines vending jaw breakers and century ball gum has proved to be the best number.

Pan candies are the slowest sellers, he said, although he finds that they are profitable when tied in with a multiple installation.

Seek Vender Tax Hike in St. Louis

ST. LOUIS — A proposal to raise taxation on penny machines from 25 cents to \$1 was made by the City Aldermanic Ways and Means Committee late last month. Committee also proposed a hike from \$1 to \$3 on merchandise vending machines.

Measures were included in a number of bills designed to bring in \$4,078,750 of additional revenue.

REDS WOULD BUY UNITS FROM US

NEW YORK — An eight-page letter delivered to President Eisenhower from Soviet Premier Khrushchev suggested that vending machines could help bridge the gap between the two powers. The letter said that the Soviet Union would like large-scale credits from the United States to help finance purchases of American equipment, and it included the Red Shopping list. Near the top of the list was "automatic vending machines."

These remarks were made in reply to a Billboard query on his National Vendors Association convention speech in which he said that a ball gum-charm machine has the lowest gross net (that profit remaining after the deduction of cost of merchandise and commissions paid out).

It is evident from Fraga's reply that although he considers the ball gum-charm machine integral to a multiple installation, other types of fills such as century ball gum play the dominant role.

Eppy Launches Drive Against Winner Balls

NEW YORK—Sam Eppy, local charm manufacturer, this week launched his campaign against winner balls with an open letter to winner ball operators.

Pointing out that a federal tax of \$250 is payable on each machine which dispenses prizes with retail values of more than 5 cents each, Eppy admitted that charms cannot compete with expensive prizes.

He added that some operators run winner ball routes because they are willing to take long chances. "For such operators," he continued, "the only thing the industry can do is to fight them all the way down the line until it is stopped. It isn't a question of competition. It's simply a question of facing disaster or avoiding disaster. It would be better to avoid disaster."

Unfair Advantage

Citing operators who use winner balls with prizes of 5 cents or less in retail value, Eppy said that those who avoid payment of the tax are taking an unfair competitive advantage, while those who do pay the annual \$10 per machine tax would be better off taking the \$10 and buying a new machine for the money.

Eppy contends that if an operator pays the \$10 winner ball tax and gets four empties a year, each empty costs him \$2.50. He added that the operator should spend \$1.50 in candy for each 48 winner balls, plus \$2.50 in charms for a total of \$4 worth of incentives in each machine.

But, he continued, most winner ball operators will try to get by with less than \$1 worth of charms

Postage Hike Won't Hurt Stamp Vending

MORRIS, Ill. — Increases in postal rates will have no effect on operators using Northwestern Corporation's roll stamp venders, stated Ray Greiner, sales manager of the firm, last week.

The firm manufactures a two-column machine suitable for vending coiled rolls of stamps in any two combinations at 5, 10, and 25 cents.

The bill signed by President Eisenhower increases by 1 cent the rates on postcards, first class, and air mail letters. Greiner stated that depending upon the location, operators may choose to vend a 4-cent first class stamp for a nickel, two 4-cent or three 3-cent stamps for a dime, or three 7-cent air mail stamps for a quarter. He does not think that the 4-cent premium on three air mail stamps will affect sales.

The coin mechanisms on the Northwestern machine are interchangeable, concluded Greiner.

Continental Buys Miami Operation

WESTBURY, L. I., N. Y.—Continental Industries, Inc., manufacturer and operator of vending machines, has purchased Cigarette Service, Inc., of Miami for a price reported to be in excess of \$500,000.

According to Harold Roth, Continental president, the company will own and service 70 per cent of the cigarette machines in Dade County when the acquisition becomes effective as of July 1.

The Long Island firm paid cash for the Miami operation, Roth said.

CHICAGO — A new packet postage stamp vender with a quarter column will be ready for delivery before the postage hike August 1, said Trenner J. Jacobson, president of A. A. Metal Products, last week.

The quarter column is designed to eliminate the problem of 1-cent stamps, whose usefulness will greatly decrease, stated Jacobson.

The 1-cent increase on common postage (see accompanying story) means that at least three 1-cent stamps (for postcards) will have to be saved before they can be used. With a quarter column the operator may vend two 4-cent stamps and two 7-cent airmail stamps and make a 3-cent profit.

Three Columns

Metal Product's new vender will have three columns, stated Jacobson—at 5, 10 and 25 cents. The former two columns pose no problem since the operator will still be able to make the customary 1 and 2-cent profit on his 5 and 10-cent packets, said Jacobson.

Six years ago the firm brought out a four-column vender with a 25-cent column which was not successful, said Jacobson. He feels that his new machine will be a necessity in many locations, believing that many people would rather bypass a postage vender than save up penny stamps.

Marlboro Set On New Pack

NEW YORK—Marlboro cigarettes opens the biggest two-month advertising campaign of any brand in the history of the Philip Morris company June 17 when it introduces its soft pack as a companion to the flip-top brand.

According to T. S. Christensen, Marlboro brand manager, the pouch pack was introduced to supplement rather than replace flip-top pack sales. Christensen explained that some smokers prefer a soft pack, and that the availability of the brand in both packages broadens the market considerably.

The advertising drive will use major magazines and newspapers, trade journals, outdoor billboards and network television. Point-of-purchase displays will play a major part in the campaign.

New Filters

The company claims that both packages have new filters which reduce tar by 19 per cent and nicotine by 19 per cent.

RADIAL ROUTES USED TO COVER RURAL TERRITORY

GOLDEN, Colo. — Breakdown of a large rural territory into a number of radial routes centering on this city is used by John McCathren as the best way of servicing his 700 machines.

The individual routes extend as far as Texas, Oklahoma, and Kansas, and require approximately four days each to service. McCathren makes the complete circuit about once every month.

He travels with his wife, who does the bookkeeping and re-loading of machines while he services the locations. Traveling in a station wagon, they are able to perform many servicing duties en route from one spot to the next.

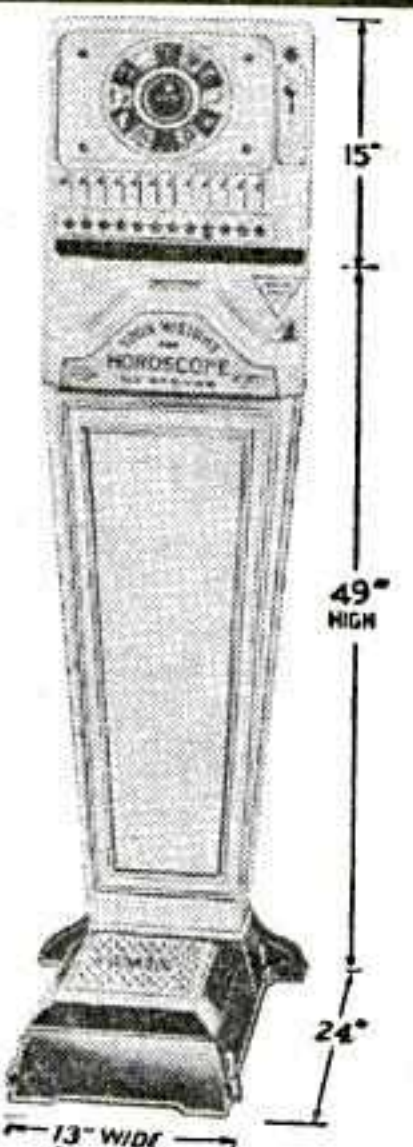
Standardization of all operations on his expansive route became a necessity, and McCathren now uses ball gum-charm machines in 95 per cent of his locations. Not only does standardization simplify route operations but minimizes the risk of running short on different replacement parts and fills when McCathren is long distances away from his headquarters in Golden.

Speed is so essential on a route as large as McCathren's that he has no time to find new locations. He solved the problem by paying a man a \$2 commission for every new location found along any part of the territory.

ZORRO® RINGS ARE HOT!

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Guggenheim INC.

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393



5¢

HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00

DOWN BALANCE \$10.00 PER MONTH

WATLING MFG. CO.

4650 W. Fulton St., Chicago 44, Ill.
Est. 1889
Telephone: COLUMBUS 1-2772
Cable Address: WATLINGITE, Chicago

Marlboro Set

Continued from page 62

tine by 25.6 per cent. Both packs will sell for the same price.

According to Christensen, Marlboro now has 50 per cent of the flip-top market, with flip-top brands accounting for an estimated 20 per cent of the total market. Latest figures show that filters account for 44 per cent of the total market, an increase of more than 4 per cent in the last year.

VAC-METALIZED SERIES #90

Your BEST BARGAIN

Nine (9) different Gimmick-Size Charms. Six (6) Brilliant Metallic Colors. Vends perfectly without a Ball of Gum.

You Don't Give 'Em Away

—You Sell 'Em **\$5.50** at a Profit.

per 1,000 in 1,000 to 9,000 lots.

EPPY

91-15 144th Place
Jamaica 35, New York

FINEST RECONDITIONED VENDORS

MODEL 'V' **\$8.50**

1c Ball Gum & Charm Ea. Globe Type Model 10 or more, \$8.00 Ea.

- Silver King, 1c or 5c. \$ 8.50
- Ball Point Pen Mach., 50c. 10.00
- Challenger Hot Nut Mach., 3-col. 39.50
- Atlas 5c Machines. 7.50
- Mills 6-col. Tab Gum. 14.50
- N. W. 10-col. Tab Gum Mach. 22.50
- Premiere Card Machines. 17.50
- Shipman 3-col. Stamp Machine. 22.50
- N. W. Roll Type Stamp Mach. 49.50

SEND FOR 1958 CATALOG, FREE!
"Rake's Automatic Merchandiser" A Guide to Efficient and Economical Operation of Coin-Operated Machines.

Rake Coin Machine Exchange

609-A Spring Garden St.
Philadelphia 23, Pa. LOMBARD 3-2676

Who Buys Used Venders?

Continued from page 62

vending machines and has a minimum of \$300 capital, Postel will generally sell him 12 used bulk venders that are in good working order.

50 Machines

Generally these operators will increase the number of their bulk venders to a small route of 50 machines. Above this number no regular pattern emerges, said Postel. Some buy no more machines, while others will add up to 200 bulk venders. Some continue buying used equipment, and some ask for new machines. Many branch out into cigarette and candy vending. Others eventually leave the business.

Operators with full-time jobs in rural communities—where wages are often much lower than in highly unionized metropolitan areas—will frequently operate as many as 200 bulk machines and some cigarette and candy machines, said Postel. To do this, they work evenings and often the entire weekend.

Stress Service

Since used machines are inevitably not as attractive as new ones, Postel preaches good service and fresh merchandise to his oper-

ators. He also instructs grass-roots operators to buy penny nuts and ball gum from their nearest tobacco and candy jobbers, at prices not higher than 26 cents and 30 cents per pound, respectively.

Postel said that about 200 bulk vending machines is the maximum number a man with a full-time job can operate. Many have only a fraction of this number on location and simply stay at that level, adding the small profits to their regular salaries. Others quit their jobs and expand their routes, said Postel.

Began In 1927

Mack Postel began distributing cigarette machines in 1927. Over the years he added other kinds of coin-operated equipment, and at present claims that he carries 83 different types of vending machines, he said. He presently carries a monthly inventory of 3,200 used vending machines, he said. Postel stated that he accepts used machines as trade-ins on new equipment, but does not purchase them outright.

Horse Race to Be Named for Vending Group

NEW YORK—The first stake race ever named for a vending machine group will be run at the Monticello (N. Y.) race track June 28. The event will be known as the Cigarette Merchandisers' Pace, and the cup will be presented the winner by Sidney Bruck, president of the Cigarette Merchandisers' Association.

CMA, an organization of cigarette machine operators in the New York area, holds its annual outing at the Laurels Country Club, Monticello, N. Y., June 27-29.

About 300 operators and industry representatives are expected to attend the event, with every major cigarette company and equipment manufacturer sending delegations. Operators from Delaware, Pennsylvania and up-State New York are also expected to attend.

Bull Sessions

As in the past, no formal business sessions are planned. However, informal trade bull sessions—by the swimming pool, on the golf course and at the banquet table—will be plentiful.

The weekend opens with a banquet and dance Friday night and a golf tournament and midnight party Saturday.

THE KEY TO BIG PROFIT IS 2 PENNY VENDING with Northwestern



Get the sensational Northwestern 2 Penny Vender, the key that will unlock those big profits for you.

Don't wait, don't lose those sales. Be in on the ground floor. Order today, put a few of these machines on location, the profit is the proof.

See your Northwestern Distributor or wire, write or phone for complete details.

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VENDING MACHINES — Parts, Supplies: Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 320 or 620 ct.; Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. KING & CO., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

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N.W. Model 23 1¢ Porc. Converted for 100 ct. B.G.	6.50
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Pistachio Nuts, Jumbo Queen	.74
Pistachio Nuts, Large Tulip	.69
Pistachio Nuts, Vendor's Mix	.51
Pistachio Nuts, Shell	.45
Cashew Whole	.44
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.39
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Licorice, 65¢ ct.	.40
M & M, 55¢ ct.	.50
Hershey's	.47

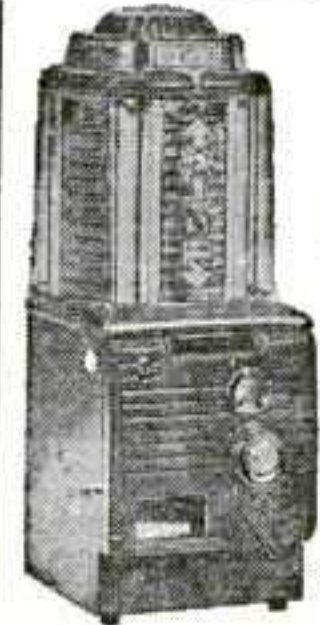
Rain-Blo Gum, 6¢ ct.	\$.28
Rain Blo Ball Gum, 14¢ ct., 17¢ ct., 21¢ ct.	.30
Rain Blo Ball Gum, 10¢ ct.	.32
200 lb. minimum, prepaid on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
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Beech-Nut, 100 ct.	.45
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Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
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We carry a complete stock of bulk merchandise charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices. American Chicle candy coated or tab type gum. Also Beech-Nut, Peppermint or Spearmint 3-C slab gum, 45¢ a box of 100 ct.

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Chicle Chicks, 320 & 520 ct.	27¢ lb.
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Drum lots of approx. 100 M	\$1.95 per M	5M or more	\$2.00 per M	Less than 5M	\$2.25 per M
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Send 35¢ for Sample Kit of Charms.

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality, filled capsules. Contains our complete line.

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BULK BANTER

By FRANK SHIRAS
Send your Bulk banter items to The Billboard, Vending Editor, 188 W. Randolph, Chicago.

Mort Simon, Miami Beach op, reports that a London firm appears to be moving into Cuba with a big splash of ads in newspapers for bulk vending equipment. Said Simon, "It impressed me as a promotional deal. When I return to Cuba I will check, and if it is legitimate I will try to sell bulk merchandise."

Morris Barnes, Detroit op who has been operating a route of capsule machines for about two years under the name of Rocket

Vendors, reports low sales the biggest problem. Says Barnes, "There is a shortage of money and it filters right down to the children." To maintain profits Barnes has maintained the slower locations and stretched out the frequency of service.

Sam Kaplan, Denver, has announced the sale of all his routes to Lou Malone, of the same city. Malone now has more than 1,100 machines in the Denver and suburban areas. The entire operation now runs up into the mountain resort areas as far as 150 miles away from his Denver headquarters.

Kaplan operated his routes for slightly more than seven years, building it to one of the largest in the Colorado area. His future plans call for "concentration on invention," including several mechanical devices which he has perfected. He also claims to be helping develop a television program slanted for national distribution.

Winner Ball Ops Warned by Eppy

NEW YORK—Warning to operators using bulk vendors as gaming machines was made by Sam Eppy in his most recent "Dollars & Sense" postcard mailing to operators.

Winner ball operators using rabbits' feet in their machines were also warned by Eppy that the practice constitutes a violation of the federal sanitation code.

Eppy pointed out that operators giving prizes with a retail value exceeding 5 cents are subject to a \$250 federal gaming stamp on each winner ball machine used for this purpose.

Miami

By PAUL DANIEL

Irving Weiner of the Bronx in for a visit, may go into the coin industry here. . . . Manny Bookmayer building a home on Biscayne Point with Morris Marder as his next door neighbor. . . . Sam Taran doing the same on Normandy Shores just to be close to his love for golf. . . . Marcus Klein in from New York visiting and playing golf. . . . Al Reiser, father of Max Reiser of Radio Center, passed away. . . . Bert Lane left for New York on business.

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VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR \$13.25 Ea. \$12.75 Ea. 100 or More

25 LB. 210 BALL GUM \$1.00 WITH EACH CASE OF 4 TOPPERS ORDERED.

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Md. Enforces Cig Embargo

WASHINGTON — Revenue agents of nearby Maryland are getting set to crack down on cigarette "bootleggers."

Walter E. Kennedy, chief of Maryland's retail sales tax division, announced last week (3) that revenue agents of his State will begin patrolling the boundary line near the District of Columbia starting July 1, to enforce the State's new 3-cent-a-pack tax on cigarettes.

Under the new cigarette law, passed earlier this year by Maryland's general assembly, an individual is subject to a \$1,000 fine, one year in jail or both if he carries more than two packs of cigarettes from Washington to Maryland.

Loophole

A loophole may make the law difficult to enforce, however. The new law makes it illegal to "bring into" Maryland "more than two packages of cigarettes"—but the lawmakers didn't specify over how long a period the two-pack limit applies. Wording of the law does not make it clear whether the two-pack limit could be reached in one trip, one week or one lifetime," according to Attorney General C. Ferdinand Sybert.

Kennedy said his revenuers will try to approach the problem on a "sensible basis." He will look suspiciously at anyone who regularly brings in a couple of cartons a week, he added.

Tax was levied over the veto of Governor McKeldin to give school teachers a \$400 pay raise. It will be added to the local 2-cent cigarette tax in Montgomery County. Prince Georges County has no local tax, and Washington now taxes smokers at a 2-cent-a-pack rate.

Eppy Launches

Continued from page 62

direction. Once off in the wrong direction, it keeps going in the wrong direction. The prizes and the novelties become bigger, more expensive and more daring. The prizes are brazenly displayed in the machines. The gambling phase becomes rampant. . . . soon it gets out of hand. The laws crack down and the doomsday of trouble becomes a nightmare."

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8 COLORS 8 FLAVORS

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ALSO CRAMER'S 7/8" "KING" SOLID BALL

Ask your distributor to stock Cramer's "Star-Brite" for you!

CRAMER GUM CO. INC.

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when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

NEW 5c HOROSCOPE SCALE

No cards, capsules or tickets to buy.

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All you do is collect the money. Will earn \$20 to \$75 per month.

Guaranteed for 5 years.

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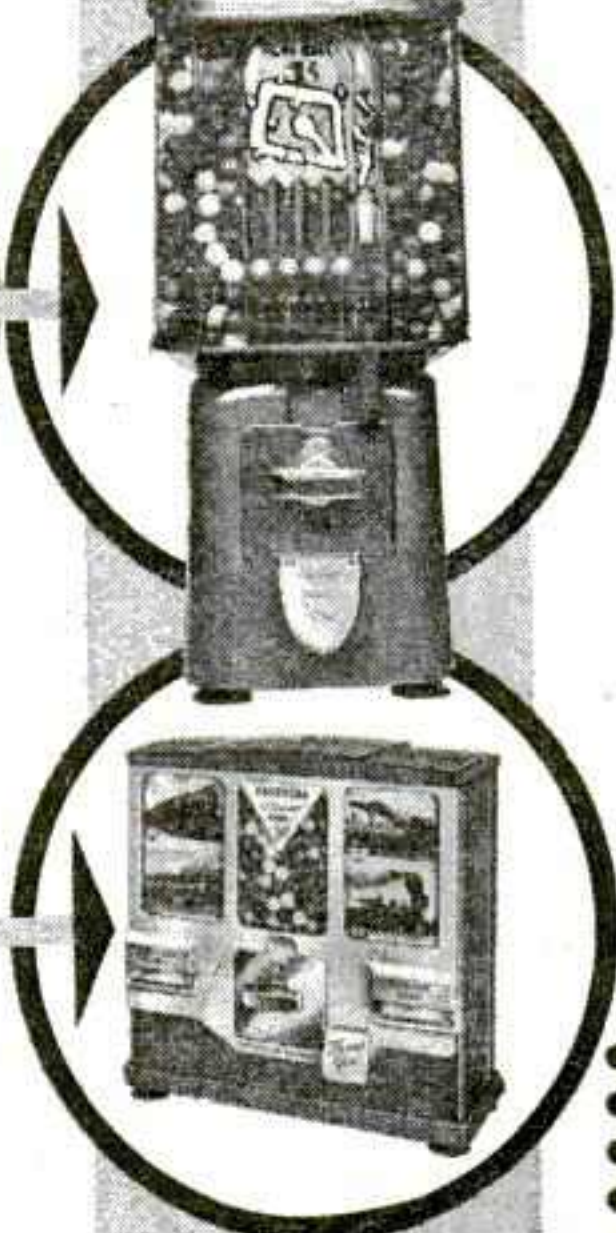
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LOW-PRICED LINE OF CIGARETTE VENDORS, 3 SIZES.
None finer quality—none lower in cost!
We also manufacture vendors for candy, cookies, pens, stamps, perfumes.
OUR 26th YEAR!
SHIPMAN MFG. CO.
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The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and interest the customer.



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THE BUDGET LIMIT

Boston Ops Hold Disk Buys to 15%

By CAMERON DEWAR

BOSTON—Perhaps it is the traditional staidness of the Bostonian, but operators in the Metropolitan Boston area find little change in their record buying whether or not more records are being brought out. The determining factor here appears to be the number of selections in the juke box.

Operators point out that the important factor is that the average machine today is a 100-selection phonograph, whereas some years back they were dealing mostly with 40 and 80-selection machines. This of course means that the more selections a machine takes the more records they must buy. But most are quite firm in the belief that to stay in business the number of selections must be kept within 15 per cent of the collection.

This would appear to be the governing factor and the fact that there are more records available today seems to have little to do with the situation. One operator explains that if he has a location that produces \$5 per week, he gears it to a monthly collection.

This would mean that he would base his record buying on the monthly take of \$20 and assign his selections accordingly. But in any case, no matter what the collection, there would never be more than the 15 per cent allotted to record buying for that location.

It is the belief that the "Top 40" deejay stations are the worst enemy of the music business. Some operators feel that this does not affect them too adversely. There have been cases where location owners have asked the operators to remove a record that has been played to death on these programs because the customers have grown tired of it.

Because of the "Top 40," many operators feel that their job is made easier. In no time at all, they

(Continued on page 70)

HOW LONG YOU BEEN IN COIN BUSINESS?

CHICAGO — Have you spent more years than anyone else in the juke box or amusement games fields?

If you think you have, tell us about it. Write: Bob Dietmeier, The Billboard, 188 W. Randolph Street, Chicago 1.

The Billboard would like to find the man with the most years of service who is now in each of these industry occupations: Operator, distributor, serviceman, mechanic, factory employee.

So far, Herman LaMothe, employed by the Jefferson Music Company, New Orleans has top honors for mechanics with a 32-year service record.

Pat Yeo, owner of A.M.I. Distributing Company, Grand Rapids, Mich., has the most years for distributors with 43 continuous years in the business (see letter elsewhere on this page).

PROGRAM SUCCESS

College Crowd Digs All-Jazz Stop Most

By BOB LATIMER

DENVER — One of the top money makers in the phonograph string of Skyland Music Company here is an "all jazz" location operated in Boulder, Colo., 25 miles from Denver.

The site is a popular tavern-restaurant just off the campus of the huge University of Colorado, according to Bud DeBaca, Skyland routeman. With the university student body now nudging the 10,000 figure, there are so many more devotees of classic jazz, white hot jazz and other classifications that Skyland decided last year to experiment with a 100 per cent jazz offering.

This was no sudden decision, according to the Denver operators. First, an analysis of the possibilities was made by keeping a constant watch on the location. Johnny Knight, owner of the firm, actu-

ally approached students in the tavern, introduced himself, and asked for their suggestions. He found a much higher percentage of jazz-minded customers than he had expected, evidenced by the number of students who had jazz albums of their own at dormitory or fraternity house.

The Sink, as the tavern is named, was ideal to become a jazz center, Knight deemed, and consequently he threw out all programming methods of the past in favor of records by such artists as Dave Brubeck and Eddie Condon. A sign went up on the juke box informing customers that the phonograph would henceforth offer a Hit Parade of Jazz and inviting requests to the location owner.

Now, the volume of traffic into the location has more than doubled, made up almost entirely of jazz devotees. At least one-third hand in requests every week, and the play is always heaviest immediately after records are changed. Students have learned by observation when the records are changed and it isn't unusual for a delegation of them to approach DeBaca

(Continued on page 70)

Competition: How It Affects Music Operating Profit Look

By BOB DIETMEIER

CHICAGO—If the outlook for music operating looks no better—and probably not as good—as last year at this time, the prime question remains: Why is this true and what can operators do about it?

Answers to the second part of this question—one of which is suggested below—will be explored subsequently in this series. Factors contributing to the poor outlook were reviewed last week; the most important of these—competition resulting in unprofitable business practices—is explored here.

The most important factors comprising the present bleak outlook for music operators seem to be those inherent in the operating business. They are of long standing. The recession has intensified the operator's problem of holding up profit in some areas, but it has not created it. Except for areas directly affected by unemployment, for example, the level of juke box income is determined by factors within the operating field itself. Aside from several factors—declining business in taverns over the past few years, increasing tax burdens—most are either related to or caused by competition in its various forms.

Tough competition, and the unfavorable business practices it spawns, is at the heart of the oper-

ating problem. Whether the general economy is firm or slack, poor operating practices (location bonuses or loans, commissions unrelated to costs, lack of machine replacement schedules, inadequate tax and accounting procedures, nickel play) will plague operators trying to keep in step with increases in costs of doing business.

Of course, the fact that competition is so tight in the operating business underscores the basic health of the business. Why would there be such intense competition if the typical operation was not profitable?

But the question is not whether music operating is or is not profitable. The question is how to keep it profitable—how to maintain a fair profit margin in the face of ballooning costs and sagging gross collections.

Competition should be healthy: it should serve to improve already profitable operations, eliminate the unprofitable ones. It is true that it

does accomplish the latter. But an unprofitable operation, whether it's headed by a newcomer or a part-timer or an established operator, takes its toll among all operators before it goes out of business or stops unprofitable practices. It usually forces other operators to adopt unprofitable commissions or to advance loans in locations it approaches. To get the operation of music machines in these locations back on a paying basis once the unprofitable operation is out of the picture is a difficult problem.

This discussion begs a question: Doesn't the established operator operating on a profitable basis offer a better service than an "in-and-out" could offer? This will be dealt with below. But first, a brief review of the "competitive enemies" a typical operator faces is in order.

Newcomers, part-timers, very large operators or very small operators can offer formidable competition to the typical operator either on a sustained or temporary basis. These competitors tend to keep the operator from revising his commis-

(Continued on page 66)

\$2,800

British Ops Stage Juke Charity Drive

LONDON — Members of the Phonograph Operators' Association of Great Britain, national juke box operator group, wound up a charity drive last month that netted 1,000 pounds sterling, roughly the equivalent of \$2,800.

Money goes to help build an annex to Conover Hall, Shropshire, a children's home.

Funds were collected during a "Juke Box Week" in which operators donated proceeds from their route receipts and a number of record companies made donations.

The check was presented to Laurie London, record star, by Gordon Marks, vice-president of the P.O.A., at the annual disk luncheon of the Variety Club of Great Britain.

Hirsch Seeks Injunction Vs. Juke Box Local

NEW YORK — Joe Hirsch, Brooklyn juke box operator, has filed for an injunction against Local 1690 of the Retail Clerks International Association, seeking to prohibit the union from picketing one of his locations.

Hirsch maintains that he has no employees, and therefore his operation is not subject to union organization. Barney Schlang of Local 1690 maintains that Hirsch has at least one serviceman, and that serviceman is not a union member.

The picket carried a placard charging that the juke box in question is not serviced by a member of Local 1690. According to Schlang, the location is still being picketed.

The case is being heard before the New York Supreme Court, Part III. At press time, no decision had been handed down. Local 1690 has a collective bargaining agreement with the Music Operators of New York.

COUNT 'EM

Distrib Has 43 Years in Coin Field

GRAND RAPIDS, Mich. — To The Editor: On November 1, 1915, I started working for the National Piano Company, 21 Ottawa Avenue, S. W. Grand Rapids, Mich. The piano company sold pianos to the Automatic Musical Instrument Company, which operated them thruout the U. S. They started business in 1909; one of the original pianos is still operating in a Grand Rapids location.

The officers at that time were: President, Walter Ioor; secretary and treasurer, S. D. Thompson; superintendent, Clifford Green.

I have owned the A.M.I. Distributing Company at 540 S. Division Avenue in this city since September 1, 1940. This coming November 1, 1958, will make 43 continuous years I've spent in the automatic coin machine business.

Pat Yeo

A. M. I. Distributing Company.

ROUTE SUCCESS

Two Jukes Can Pay In Two-Room Stops

DENVER—The physical layout of a popular bar and tavern may easily permit the operator to double up and install two juke boxes instead of one to cure low-volume problems, according to Glenn Pierce, partner with Frank Huber in the operation of Century-Supreme Music Company in Denver.

Pierce, a veteran of both bar operation and complete phonograph, amusement machine and vending service, has put this policy to work in several locations, and in every instance has found results are good. Naturally, not every tavern or cocktail lounge will fit into such a program, but there are definitely many which are so physi-

cally divided that it is possible to operate two phonographs, playing at the same time, without interfering with each other.

A typical example is the popular Calvert lounge in midtown Denver, owned by a progressively minded lounge owner named Sid King. In a recent remodeling, King decided to break up what had been a single large, rectangular room, and to install at the rear of the tavern an Old West room. This was accomplished by installing a new rear wall, which divided off the rear third of the cocktail lounge. In the entrance way connecting the two, King hung a pair of Dutch doors, and then framed

(Continued on page 75)

CITY OPERATORS FEEL—

Intelligent Programming Can Pare Summer Losses

NEW YORK — Summer need not necessarily be too rough a period for juke box operators with city locations, according to Bernie Boorstein of Leslie Distributors, local one-stop.

Collections here are generally off from mid-June until Labor Day, with resort grosses more than taking up the slack. However most Gotham juke box operators do not operate resort equipment, and their problem is to get the most from what they have.

Actually, there are few records that may be dusted off each June

and played as summer tunes for the next two months. A few that do get pretty fair play during the summer, tho, are "Cruising Down the River," "The Good Old Summertime" and "Take Me Out to the Ball Game."

Patronage Changes

The more astute Gotham operators realize that tavern patronage is not the same in the summer as it is during the rest of the year. A heavy percentage of the steadies are apt to be on vacation at any given time, and their stool seats

(Continued on page 75)

Competition: How It Affects Music Operating Profit Look

• Continued from page 65

sions, for example, in order to keep profit at a level consistent with increases in costs or reductions in collections. Distributors also pose a competitive threat to operators.

But in the eyes of many operators, there is even a more important competitor than all of these put together. That is simply another operation pretty much like any typical one, except for one all-important difference: It is headed by an operator who believes he can offer more to a location in music service and in commissions and make money doing it.

What is an established operator to do when a competitor just like

himself offers an average location (\$12 a week for the operator) a cash bonus, a 50-50 split, a brand-new 200-selection machine, and maybe toys for the owner's kids to boot?

Fair competition? Sure it is—to everyone except the operator who is bumped by the operator offering such a deal. What can an operator do with a "maverick" such as this? He has few choices. He can give up the stop, figuring that the competitor cannot long make such a bargain for the location owner pay. Operator rarely gives up stops at any price.

Or, if he thinks he can manage, he'll match the competitor, figuring that it's at least better to have the location because he may eventually be able to make some money with it. Or maybe sign the location to a three-year written contract. Although he often slips up on the written contract, he often follows the "match" routine.

Or he can try to explain to the location owner that nobody can offer the service he's providing and still give the location more money, and that if he were to match the competitor, he must reduce service, etc. There are many variations in negotiating depending upon the location; some work, some don't. It often depends on how well the operator has already sold the location owner, whether the operator is actually giving the location a fair deal with equipment, commission and service, and how fancy the competing deal is. An operator sometimes tries this, but usually winds up matching the competitor, or, in some instances, going him one better.

However, the question which all this raises is just this: Does the typical operator have anything to offer the location owner, aside from money in one form or another, that differentiates him very much from other operators?

To a location owner who hasn't been sold a "better mousetrap" by an operator—or who can't be sold one—there is little, if anything, to distinguish the services one operator would offer from another. Therefore, the location owner reasons, why not hold out for the best money deal he can get? Why not have operators bidding against each other for his location?

And, of course, once a location owner realizes that competition for his spot is keen, no deal sounds good enough to him. Even the operator who gets the stop will usually have a rough time of it. Nothing he does will please the location owner enough. After all, the location owner figures, didn't I choose you out of all the bidders? I did you a great favor, now you're going to pay for it. That's

his line of thought—one which is pretty understandable.

Therefore, what can an operator do to distinguish his service from others as being superior—or uniquely suited to a location's needs? He can adopt almost as many selling techniques as exist. Boiled down, they come to this: Evidence that he can make more money in the stop by utilizing his knowledge of automatic music than anyone else can.

What's wrong with testimony from other location owners? Or giving him the phones of others so he can check? What's wrong with evidence that documents earnings he has realized with similar stops? Or showing him a picture of the machine he can offer, together with the commission arrangements available with each one?

The thing that some operators may think is wrong with it is that they can't come up with evidence they do provide a top service, or at least a convincing sales story that their service is better than anyone else's.

And this may indeed be the case for many operators. If it is, it is one good reason they worry about competition—any competition. But a few operators do in fact offer their services in much this way.

(Continued on page 73)

America's Newest



Selling the most complete line of
**SINGLE,
EXTENDED PLAY**
at Distributor-Wholesale Prices

No Mark-up—
No Extra Charges
Free Title-Strip Service

EP's, most labels 80c
45's—60c

C.O.D. or check and postage with order. Prices subject to change without notice.

CC RECORD CO.

Subsidiary of Shaffer Music Co.
Seeburg Distributors

849 North High St., Columbus 8, O.
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JUKE BOX OPERATORS

Get The Billboard's
Music Record Programming
and Buying Guide
NOW!

Just Updated With Latest Information

Save time, effort and money. Send in coupon today.

Merchandising Division
The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Yes I want ()
copies of The Music-
Record Programming
and Buying Guide at
\$1 each. My remittance is enclosed. Please
rush to

My Name..... 959

Company Name.....

Street Address.....

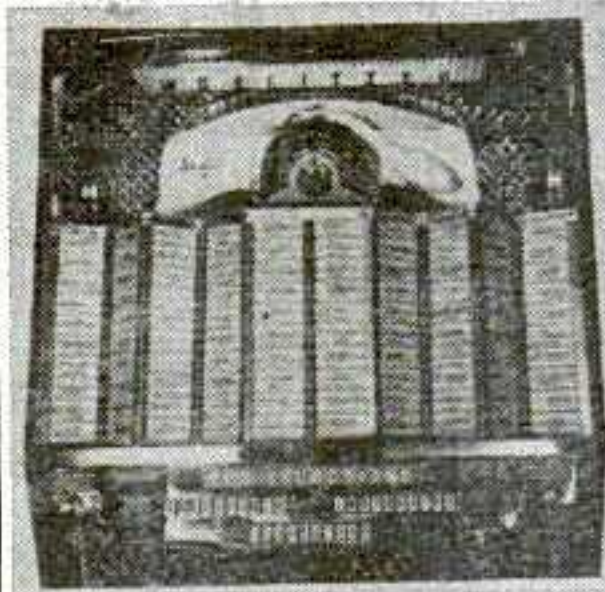
City..... State.....

Lists 55 years of
Song Hits. Directory
of Top Record
Hits. Lists
1,567 Record
Manufacturers
and Labels and a
directory of distributors.

Move 2,000 Coven Kits

CHICAGO—More than 2,000 title strip conversion kits for Wurlitzer models 2000 and 2100 have been shipped to date, Ben Coven, head of Coven Music Corporation, announced last week. Coven, local Wurlitzer distributor, is manufacturer of the unit.

The kit, which eliminates the



book-type program title holder, was first announced and shipped in April (The Billboard, April 14).

Coven said that the units, which sell for \$29.95, are being sold by all Wurlitzer distributors. Title strip panel is almost identical to the new mounting on model 2250 (see cut).

Ristau Leaves Rock-Ola Mfg.

CHICAGO—Edward W. Ristau resigned as director of sales of Rock-Ola Manufacturing Corporation late last month, David C. Rockola, president, announced last week.

Rockola said, "I regret very much his leaving our company, but he returned to his first love in the hardware business where he has spent most of his life."

Ristau was named director of sales at Rock-Ola in April, 1955. He came from the Rockwell Manufacturing Company in Pittsburgh, where he was vice-president.

Les Rieck continues as Rock-Ola sales manager, Kurt Kluever, assistant sales manager, and Mrs. Dorothy Schultz as export sales head.

Chicago

David C. Rockola, pleased with general reception of the new wall-mount machine, said that it's still too early to tell how big it will be, but that two additional production authorizations had been made so far. He indicated that the firm would soon be making another announcement, and like a dutifully proud father, said that his son, who joined the company last year, headed up the design and engineering of the soon-to-be-announced surprise. "He didn't go to college eight years for nothing." When told that a picture of the young engineer would be in order when the announcement was made, Rockola recalled that The Billboard did run a picture of him when he was just a young boy—back in 1932. Rockola said that he had just brought out a new game, and just happened about that time to have bought a new Cadillac. The Billboard ran a picture showing the boy sitting on the fender of the new car, and Rockola standing to one side. "Everybody saw the picture and figured the game must be going very well," he said.

Mike Spagnola, manager of AMI Sales Company, local AMI distributorship, was very happy about the way their service session was handled by Hank Hoevenaar, AMI service engineer. "Too often, operators or servicemen don't want to ask questions, because they

might think they are things everybody should know, and they don't want to sound stupid. That's wrong of course. As result, tho, most service sessions don't always cover the little important things to those attending. Ours was only questions and answers and I think everything possible was asked and answered about the equipment." Mike mentioned that Ed Ratajack, now vacationing in Arizona, was quite a public relations man for the State's wonderful climate. Ed is expected back sometime late this month. Mike's about as proud as a new father over the offices they've occupied for about six months.

Kurt Kluever said he noticed that sales in the past 10 days had picked up noticeably, echoing a similar statement made by another manufacturer recently. Kurt is off to the East for a few days... Nate Feinstein said that Morris Ginsburg was now back in the office looking fit once again. He was warmly welcomed by Eddie and the whole crew. Nate reported that Atlas' export business was moving along pretty well and he was happy over some large recent orders.

Joel Stern was waxing fluently over sales of Games, Inc., products around and about the hinterlands. Joel said that all things considered, business

(Continued on page 68)

CARD-A-DAY

Op 'Tickles' Spot Men, Keeps 'Em

DENVER—A handy "tickler file" keeps phonograph operator Bill Storey here up-to-date on the birthday, wedding anniversary, and other important events in the lives of his location owners.

Storey sends out several hundred cards per year.

He's found that even the busiest location owner likes to have his birthday remembered, particularly if the card is a humorous, laugh-provoking type which focuses on one facet of his personality.

Storey makes it a point whenever he lands a new location, to casually learn the owner's birthday and wedding anniversary dates. His cards, always in good taste, play up the recipient's interest in baseball, football, horse racing and such, as the case may be. "They love it," says Storey. "And the good will it builds has kept me many a spot."

AMI Sales Hosts 17

CHICAGO—AMI Sales Company, new local AMI distributorship, held a three-hour session service which was attended by 17 servicemen and operators May 28.

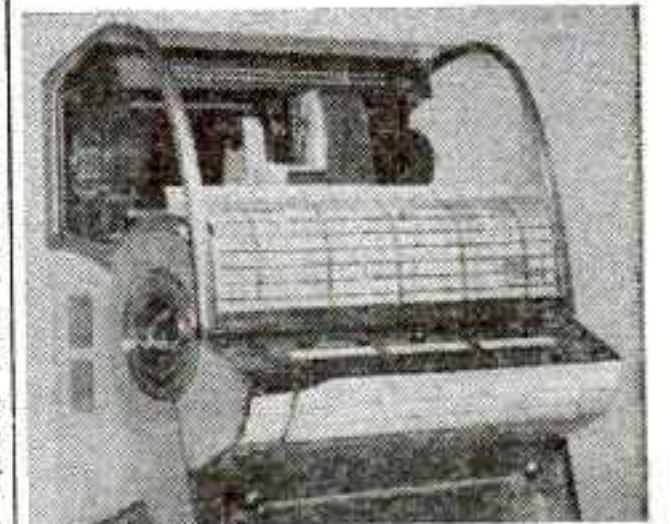
Mike Spagnola, manager of the firm, said that the session, which lasted from 7 to 10 p.m., was particularly successful because it was conducted solely on a question-and-answer basis without formal preliminary instruction.

Hank Hoevenaar, AMI district service engineer, who conducted the session, called for questions to kick off the meet and encouraged questions which might otherwise have gone unanswered," Spagnola said. Those attending in effect determined the discussion. Following the discussion, refreshments were served.

New Program Holder Ready Within Week

CHICAGO — A new program holder which displays all 200-selections for Seeburg models V-200 and VL-200 is expected to be ready for delivery within a week.

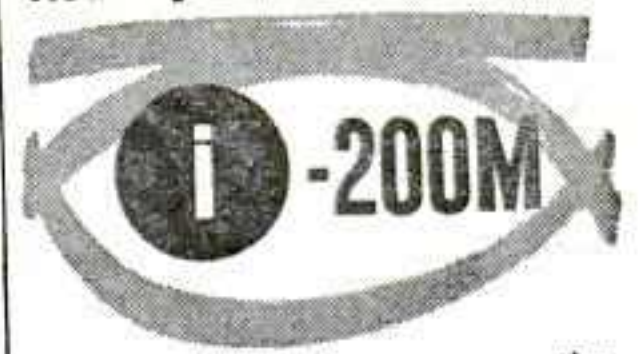
The unit, called the Speed Read program holder, was designed by Jancor Engineering, a local firm, and will probably be made available by all Seeburg distribu-



tors, according to Nate Feinstein, of Atlas Music Company, Chicago Seeburg outlet.

The unit, made of plastic and metal, lists at \$34.50. The curved holder snaps in place over the existing program drum (see cut). Feinstein said installation takes 5 to 10 minutes. "It permits full visibility of both the mechanism and record-changing action," he said.

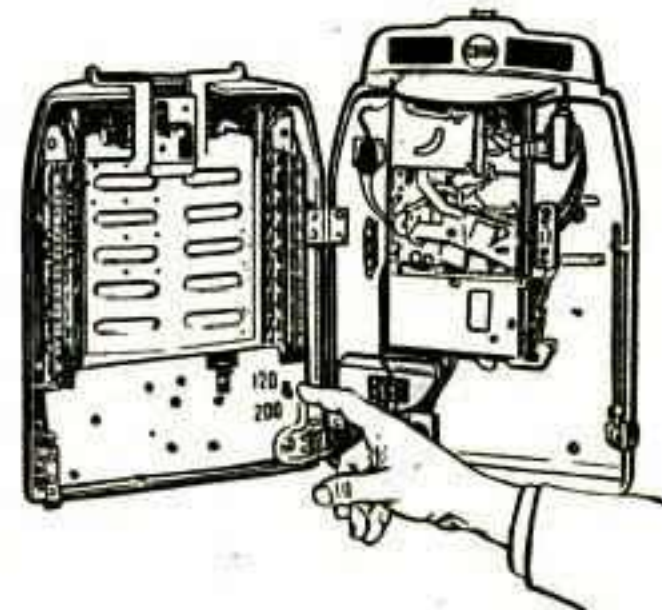
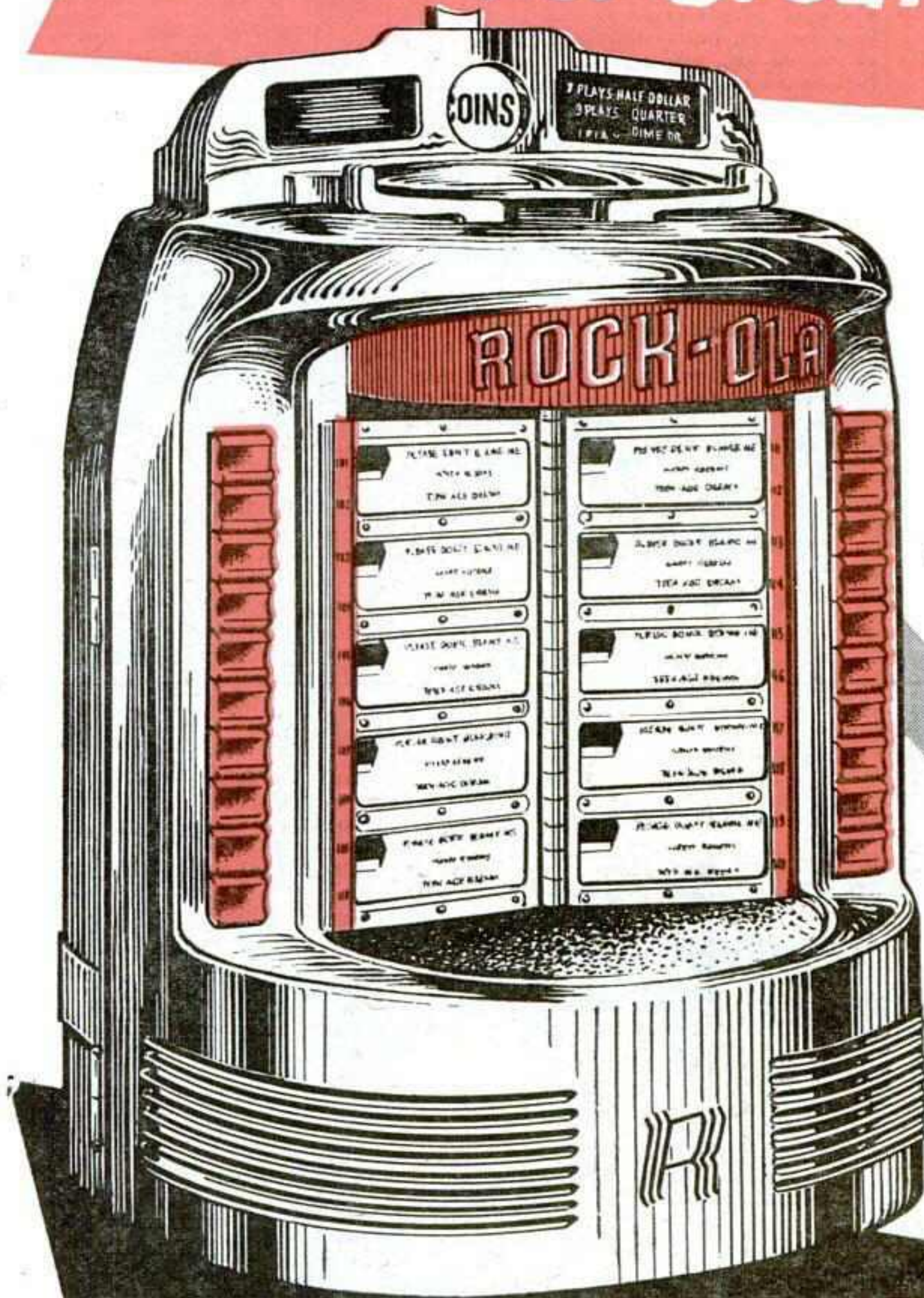
Now at your AMI distributor's!



Every element—styling, easy operation, fast servicing, trouble-free maintenance—carefully designed to give you the finest, most profitable juke box in the world.

AMI Incorporated
1800 Union Ave., S. E. • Grand Rapids, Mich.

For Greater Value!



Either 120 or 200 Selections
with the "Flip of a Switch"

The Only Dual Purpose Wall Box in the Industry

ROCK-OLA

**Dual Purpose Music-Mate
Wall Box**

See it at Your
Distributors
Today

For either 120 or 200 Selection Phonographs

WITH
50c PLAY
A STANDARD
FEATURE

**ROCK-OLA
MFG. CORP.**
800 N. Kedzie Ave.
Chicago 51

COINMEN YOU KNOW

Continued from page 66

is not bad at all. He said that territories had been opening up here and there for bingo pins... Ben Coven is happy over the movement of his new title strip conversion kit which he began shipping in April.

Ray Lindgren, Seeburg back-

ground music chief, is readying the first sales drive on the firm's announcement system using the Select-o-Matic for transportation center use. He said that up to now, without any sales effort, adoption of the unit by airports and bus terminals has been surprisingly widespread.

Gil Kitt said that after NCMDA's new executive director, Bob Slifer, arrives in Chicago, plans for the association's public relations drive will be directed mainly at legislators in getting the true story of the legitimate operating business across.

Avron Gensburg, Genco Manufacturing vice-president, arrived back on the Windy City scene after a vacation in Colorado. Avron's all set to get production underway at Genco's new location in the Chicago Dynamic Industries plant on Diversey Boulevard.

Herb Perkins, Purveyor Distributing, advises he's planning some new building additions to his Western Avenue

headquarters. Right now he's busy filling export orders, as is Vince Shay, All State Coin Machine Exchange. Seems there's a big demand for American bowling games from overseas. Mort Levinson claims that National Coin Machine Exchange has changed its phone number, but we haven't got the new one yet.

Alvin Gottlieb is giving tours of the newly air-conditioned Gottlieb plant. Dirt and dust used to cause trouble when it lodged into the countless electrical and mechanical assemblies on production lines. The new filtered air system keeps this in check. The plant workers, he said, haven't paid much attention to the air-conditioning to date, what with all the cool weather... but they'll appreciate it before long.

Every time we stop there, Ted Rubenstein, Marvel Manufacturing Company, has a truck at the door loading or unloading. Business has calmed down in the pool game line, Ted reports, but going fine on the horoscope unit Marvel produces... Mort Secore, Chicago Coin,

(Continued on page 72)



L. TO R.: ANTHONY VISCIGLIO, president of the New York State Restaurant Liquor Dealers' Association, Inc.; the Hon. Frank A. Sedita, mayor of Buffalo, and Albert Wertheimer, president of the Davis Distributing Corporation, Seeburg distributors. Visciglio received the keys to the city from Mayor Sedita and Wertheimer received an award in recognition of outstanding service to the State association (The Billboard, June 2).

oldest
ONE-STOP
record service

DISTRIBUTOR-WHOLESALE
• NOTHING OVER •
ALL LABELS

MOST EP'S
80c

78 RPM
60-71c

45 RPM LP'S:
60c

\$2.47
\$3.09
\$3.69

★ Free title strip service ★ No extra charges
★ C.O.D. or check & postage with order
Prices subject to change without notice
SEEBURG DISTRIBUTORS

THE MUSICAL SALES CO.
MUSICAL SALES BLDG.
BALTIMORE 1,
MARYLAND

AMI Names NE Field Engineer

GRAND RAPIDS, Mich.—AMI, Inc., named Gerard (Vade) Vadeboncoeur field service engineer for the Northeast district and adjoining areas of Canada.

E. R. Ratajack, AMI vice-president of sales, in making the announcement May 28, said that Vadeboncoeur would begin calling on operators in his territory with Arthur Daddis, sales representative for the district. He is to work closely with music operators on the installation and maintenance of AMI juke boxes and related equipment.

Vadeboncoeur joined AMI in 1956. He was a technician at the plant. He served in the cryptography section of the U. S. Army, special-

izing in the repair and maintenance of teletype coding equipment four years. After his discharge he served with a West Coast aircraft company engaged in experimental hydraulics and missiles work.



L. TO R.: LARRY GORDON, of the Davis Distributing Corporation, Buffalo office; George Lereet, music operator of Syracuse; Frank Carty, music operator of Syracuse, and Harry Kelley, for nearly 50 years an active participant of the coin-operated music industry.

GO
MODERN
BUY
WURLITZER



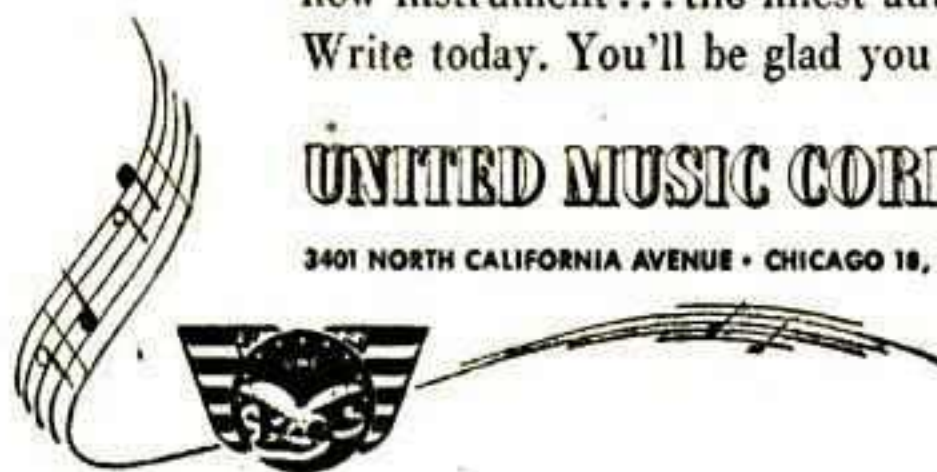
One tells another... about the Sensational New

UNITED PHONOGRAPH

The entire industry is talking about the sensational new Model UPB-100 United Phonograph spectacularly styled by world-famous designer, Raymond Loewy. Those who witnessed its first showing at the recent M.O.A. convention have been busy telling the great news to other coinmen who were unable to attend the convention. Now is the time for you to get all the facts about this beautiful, new instrument... the finest automatic phonograph ever built. Write today. You'll be glad you did.

UNITED MUSIC CORPORATION

3401 NORTH CALIFORNIA AVENUE • CHICAGO 18, ILLINOIS • CABLE ADDRESS: UMCORP



THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of June 2, 1958)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model C-40	\$150.00	\$150.00	\$150.00
Model D-80 (51) 40 sel., 78 RPM	295.00		295.00
Model E-40 (53) 40 sel., 78 RPM	225.00	225.00	225.00
Model E-80 (53) 80 sel., 45 RPM	325.00	295.00	325.00
Model E-120 (53) 120 sel., 45 RPM	350.00		345.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	495.00		495.00
ROCK-OLA			
120 Comet	\$435.00	\$435.00	\$435.00
1432 (50-51) 50 sel., 78 RPM	95.00	95.00	95.00
1432 Rocket	95.00	95.00	95.00
1434 (50-51) 50 sel., 78 RPM	145.00	119.00	139.00
1434 Fireball	139.00	139.00	139.00
1434 Rocket	139.00	139.00	139.00
1436 A-(53) 120 sel., 45 RPM	199.00	190.00	199.00
1438 (54) 120 sel., 45 RPM	325.00		295.00
1442 (54) 50 sel., 45 RPM	395.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM	495.00		495.00
Hi-Fi (55)	189.00	189.00	189.00
SEEBURG			
HM-100-Hideaway (9/40)	\$125.00	\$125.00	\$125.00
M-100-A (9/49) 100 sel., 78 RPM	245.00		145.00
M-100-3 (10/50) 100 sel., 45 RPM	595.00		375.00
M-100-C (5/52) 100 sel., 45 RPM	495.00		450.00
HF-100-G (9/53) 100 sel., 45 RPM	595.00	595.00	595.00
HF-100-R	695.00		625.00
100-W (9/53)	495.00	495.00	495.00
M-100-G	595.00	595.00	595.00
WURLITZER			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	49.00	49.00	49.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	99.00	89.00	89.00
1250 (50) 48 sel., 45 or 78 RPM	99.00	65.00	75.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	145.00	149.00
1450 (51) 48 sel., 45 or 78 RPM	175.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix	295.00	100.00	145.00
1550 (52) 104 sel., 45-78 RPM Mix	145.00	145.00	145.00
1550-A (53) 104 sel., 45-78 RPM Mix	295.00	145.00	145.00
1600 (53) 48 sel., 45 or 78 RPM	235.00	235.00	235.00
1600-A (54) 48 sel., 45 or 78 RPM	200.00	200.00	200.00
1650 (53) 48 sel., 45 RPM	345.00	235.00	239.00
1650-A (54) 48 sel., 45 RPM	325.00	325.00	325.00
1700 (54) 104 sel., 45 RPM	550.00		475.00
1800 (2/55) (W)	675.00		525.00
PINBALL GAMES			
BALLY			
Atlantic City (5/52)	\$ 30.00	\$ 30.00	\$ 30.00
Beach Beauty (1/55)	165.00	125.00	140.00
Beach Club (2/53)	40.00	40.00	40.00
Beauty (11/52)	65.00	35.00	55.00
Big Time (1/55)	125.00	90.00	115.00
Bright Lights (5/51)	45.00	45.00	45.00
Bright Spot (11/51)	145.00	145.00	145.00
Broadway (12/55)	185.00	155.00	170.00
Coney Island (9/52)	45.00	45.00	45.00
Dude Ranch (9/51)	50.00	40.00	45.00
Frolic (10/52)	45.00	45.00	45.00
Gayety (3/55)	75.00	60.00	75.00
Gaytime (6/55)	120.00	90.00	115.00
Hi-Fi (6/54)	50.00	50.00	50.00

	High	Low	Mean Avg.
Ice Frolics (1/54)	\$ 55.00	\$ 50.00	\$ 50.00
Miami Beach (9/55)	125.00	95.00	115.00
Nite Club (3/56)	225.00	175.00	195.00
Palm Beach (7/52)	40.00	30.00	40.00
Palm Springs (11/52)	55.00	50.00	50.00
Spot Lite (1/52)	75.00	25.00	65.00
Surf Club (3/54)	95.00	50.00	50.00
Variety (9/54)	75.00	70.00	75.00
Yacht Club (6/53)	50.00	35.00	35.00
CHICAGO COIN			
Basketball Champ (10/49)	\$195.00	\$ 75.00	\$120.00
Home Run	95.00	95.00	95.00
Tahiti (10/49)	30.00	30.00	30.00
EVANS			
Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00
Golden Nugget (2/53)	35.00	35.00	35.00
Invader (3/54)	75.00	75.00	75.00
GOTTLIEB			
Arabian Knights (11/53)	\$100.00	\$100.00	\$100.00
Auto Race (9/56)	220.00	185.00	195.00
Basketball (10/49)	175.00	175.00	175.00
Bowlette (2/50)	245.00	245.00	245.00
Chinatown (10/52)	75.00	75.00	75.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	225.00	165.00	195.00
College Daze (8/49)	135.00	135.00	135.00
Coronation (11/52)	45.00	45.00	45.00
Crossroads (5/52)	75.00	70.00	75.00
Cyclone (4/51)	25.00	25.00	25.00
Daisy Mae (7/54)	125.00	65.00	119.00
Derby Day (4/56)	185.00	155.00	175.00
Diamond Lill (12/54)	120.00	119.00	119.00
Dragonette (6/54)	160.00	150.00	160.00
Duette (3/55)	165.00	50.00	145.00
Duette Deluxe (4/55)	179.00	179.00	179.00
Flying High (2/53)	65.00	65.00	65.00
Four Belles (10/54)	125.00	125.00	125.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	155.00	100.00	150.00
Gold Star (8/54)	15.00	114.00	114.00
Grand Slam (4/53)	49.00	49.00	49.00
Green Pastures (1/54)	84.00	60.00	60.00
Guns & Dolls (5/53)	95.00	85.00	85.00
Gypsy Queen (2/55)	170.00	95.00	150.00
Happy Days (7/52)	50.00	50.00	50.00
Harbor Lites (2/56)	175.00	145.00	155.00
Hawaiian Beauty (5/54)	110.00	110.00	110.00
Hawaiian Beauty (5/54)	95.00	95.00	95.00
Jockey Club (4/54)	125.00	99.00	125.00
Jubilee (5/55)	250.00	244.00	244.00
Jumbo (10/54)	275.00	225.00	255.00
Marathon (10/55)	275.00	165.00	195.00
Lady Luck (9/54)	145.00	120.00	145.00
Lovely Lucy (2/54)	115.00	115.00	115.00
Marble Queen (6/53)	69.00	69.00	69.00
Mystic Marvel (3/54)	120.00	95.00	110.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	85.00	69.00	85.00
Poker Face (8/53)	165.00	75.00	105.00
Quartette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	95.00	65.00	95.00
Rose Bowl (10/51)	50.00	50.00	50.00
Score-Board (3/56)	325.00	155.00	195.00
Sea-Belles (8/56)	275.00	225.00	255.00
Shindig (9/53)	110.00	90.00	110.00
Skill Pool (8/52)	50.00	50.00	50.00
Sluggin' Champ (4/55)	165.00	125.00	165.00
Sluggin' Champ Deluxe (4/55)	175.00	175.00	175.00
Southern Belle (6/55)	175.00	135.00	175.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	190.00	160.00	160.00
Sweet Add-A-Line (7/55)	175.00	125.00	175.00
Toreador (6/56)	275.00	170.00	200.00
Tournament (8/55)	194.00	165.00	175.00
Twin Bill (1/55)	134.00	125.00	125.00
Wild West (8/51)	250.00	250.00	250.00
Wishing Well (9/55)	175.00	125.00	165.00
UNITED			
Cabana (3/53)	\$ 45.00	\$ 45.00	\$ 45.00
Caravan (1/56)	145.00	90.00	115.00
Circus (8/52)	375.00	60.00	250.00
Havana (2/54)	45.00	25.00	40.00
Hawaii (6/54)	45.00	25.00	25.00
Manhattan (4/55)	80.00	70.00	75.00
Mexico (3/54)	50.00	25.00	50.00
Nevada (8/54)	55.00	25.00	50.00
Pixie (9/55)	125.00	55.00	75.00
Rio (11/53)	55.00	25.00	30.00
Singapore (10/54)	55.00	25.00	50.00
Stardust (4/56)	125.00	90.00	90.00
Starlet (11/55)	115.00	90.00	95.00
Stars (6/52)	35.00	35.00	35.00

	High	Low	Mean Avg.
Tahiti (8/53)	\$ 30.00	\$ 30.00	\$ 30.00
Triple Play (8/55)	85.00	85.00	85.00
Tropicana (1/55)	65.00	60.00	60.00
Tropics (7/55)	35.00	30.00	35.00
WILLIAMS			
Army & Navy (10/55)	\$ 35.00	\$ 35.00	\$ 35.00
Big Ben (9/54)	115.00	115.00	115.00
C.O.D. (9/53)	59.00	59.00	59.00
Colors (11/54)	135.00	135.00	135.00
Daffy Derby (8/54)	75.00	75.00	75.00
Dealer '21' (2/54)	34.00	34.00	34.00
Deluxe Baseball	125.00	85.00	85.00
Disk Jockey (11/52)	40.00	40.00	40.00
Dreamy (2/50)	135.00	110.00	135.00
Eight Ball (1/52)	35.00	35.00	35.00
Four Corners (11/52)	40.00	40.00	40.00
Grand Champion (8/53)	60.00	49.00	49.00
Gun Club (11/53)	90.00	40.00	90.00
Hayburner (6/51)	50.00	50.00	50.00
Hong Kong (10/52)	55.00	55.00	55.00
Jalopy (8/51)	40.00	40.00	40.00
King of Swat	175.00	175.00	175.00
Lazy Q (2/54)	35.00	35.00	35.00
Lu Lu (12/54)	125.00	125.00	125.00
Nine Sisters (1/54)	75.00	75.00	75.00
Peter Pan (4/55)	145.00	110.00	145.00
Quarterback (10/49)	175.00	85.00	85.00
Race the Clock (1/55)	165.00	75.00	165.00
Rag-Mop 5 Ball (11/50)	49.00	49.00	49.00
Rainbow 5 Ball (11/48)	210.00	175.00	175.00
Regatta (10/55)	145.00	85.00	145.00
Screamo (4/54)	75.00	59.00	59.00
Sea Jockeys (11/51)	225.00	225.00	225.00
Silver Skates (2/53)	50.00	50.00	50.00
Singapore (10/54)	55.00	55.00	55.00
Sky Way (9/54)	65.00	65.00	65.00
Spark Plug (10/51)	30.00	30.00	30.00
Spitfire (2/55)	135.00	115.00	115.00
Star Pool (10/54)	95.00	95.00	95.00
Struggle Buggie (12/53)	55.00	55.00	55.00
Slugfest (3/52)	45.00	45.00	45.00
Twenty Grand (12/52)	50.00	50.00	50.00
Times Square (4/53)	55.00	55.00	55.00
Thunderbird (5/54)	118.00	110.00	110.00
Three Deuces (8/55)	165.00	125.00	165.00
Super World Series (4/51)	60.00	60.00	60.00
Wonderland (5/55)	95.00	95.00	95.00
SHUFFLE GAMES			
Ace Bowler (CC) (9/50)	\$295.00	\$ 95.00	\$195.00
Advance Bowler (CC) (5/53)	135.00	95.00	95.00
American Bank (American Shuffleboard) (5/52)	250.00	225.00	225.00
Arrow (CC)	220.00	215.00	215.00
Banner (U) (8/54)	155.00	155.00	155.00

	High	Low	Mean Avg.
Flash (CC) (9/54)	\$175.00	\$175.00	\$175.00
8 Player (Ge) (9/51) ...	85.00	50.00	50.00
Gold Cup (CC) (7/53) ..	155.00	75.00	115.00
Gold Medal (B) (3/55) ..	185.00	185.00	185.00
Hi Speed Triple Score (CC) (8/53)	60.00	60.00	60.00
Holiday Match Bowler (CC) (9/53)	215.00	175.00	175.00
Hollywood (CC) (5/55) ..	230.00	225.00	225.00
Imperial (U) (9/53)	85.00	60.00	60.00
Jet Bowler (B) (8/54) ...	75.00	75.00	75.00
Leader Shuffle Alley (U) (11/53)	195.00	125.00	165.00
League Bowler (U) (1/54)	250.00	95.00	165.00
League Bowler Deluxe (U) (4/54)	195.00	100.00	145.00
Lightning (U) (2/55) ...	145.00	145.00	145.00
Lightning Deluxe (U) (2/55)	295.00	275.00	275.00
Magic (B) (12/54)	145.00	145.00	145.00
Manhattan 10 Frame (United)	85.00	85.00	85.00
Mars (U) (1/55)	190.00	145.00	145.00
Mars Deluxe (U)	395.00	185.00	245.00
Match Bowl-A-Ball (CC) (8/52)	70.00	45.00	45.00
Match Pool (Ge) (2/54) ..	60.00	60.00	60.00
Mercury (U) (12/54) ...	125.00	125.00	125.00
Mystic Bowler (B) (12/54)	355.00	325.00	355.00
Mercury Deluxe 11th Frame (U)	295.00	235.00	245.00
Name Bowler (CC) (1/54)	50.00	50.00	50.00
Official (U) (5/52)	85.00	60.00	75.00
Olympic (U) (8/54)	75.00	75.00	75.00
Original	95.00	50.00	70.00
Pacemaker (K) (9/53) ..	85.00	149.50	50.00
Palisade (K)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	290.00	175.00	175.00
Rainbow Shuffle Alley (U) (8/54)	125.00	125.00	125.00
Rocket (B) (8/54)	95.00	95.00	95.00
Royal (U) (8/54)	196.00	75.00	110.00
Score-A-Line (CC) (9/55)	245.00	225.00	225.00
Shuffle Alley Deluxe 6 Player (U) (10/51) .	85.00	30.00	60.00
Shuffle Alley 6 Player (K)	85.00	45.00	55.00
Shuffle Alley 10 Player (K)	95.00	50.00	60.00
Shuffle Alley 11th Frame ..	335.00	150.00	195.00
Shuffle Alley Deluxe 11th Frame (U)	325.00	175.00	225.00
Shuffle Pool (Ge) (11/53)	75.00	50.00	50.00
Six Player (CC)	50.00	45.00	45.00
Six Player Deluxe (K) ..	65.00	40.00	45.00
Six Player Deluxe (U) ...	65.00	40.00	45.00
Six Player 10th Frame (U)	75.00	55.00	70.00
Speedlane Bowler (K)	185.00	185.00	185.00
Speedy (U) (8/54)	135.00	135.00	135.00
Star, 5 Player (U) (7/52)	95.00	34.50	45.00
Star, 10th Frame (U) (9/52)	75.00	75.00	75.00
Starlite (CC) (5/54)	150.00	150.00	150.00
Super Bonus Deluxe (U) ..	225.00	225.00	225.00
Super Frame (CC) (5/54)	125.00	125.00	125.00
Super Hatch Bowler (CC) (10/52)	75.00	50.00	55.00
Super Six (U) (3/52)	100.00	29.50	75.00
Targette (U)	125.00	95.00	95.00
Targette Deluxe (U) (8/54)	320.00	95.00	195.00
Team Bowler (U) (1/54) ...	95.00	95.00	95.00
Team Bowler (K) (10/52)	75.00	49.50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC) ..	95.00	40.00	60.00
Thunderbolt (CC)	250.00	155.00	185.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC)	210.00	150.00	150.00
Venus Deluxe (U) (3/55)	350.00	225.00	275.00

	High	Low	Avg. Mean
Victory Bowler (B) (5/54)	\$295.00	\$145.00	\$195.00
Venus Bowler	145.00	145.00	145.00
Yankees (U)	145.00	145.00	145.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

ABT Challenger (5/46) ..	\$ 30.00	\$ 25.00	\$ 25.00
AA Gun (K) ('48)	99.50	99.50	99.50
All Star Baseball (W) ...	100.00	100.00	100.00
Atomic Bombers (M)	125.00	75.00	125.00
Auto Photo (AP)	1595.00	1595.00	1595.00
Anti Aircraft	99.50	99.50	99.50
Air Raider (K) ('48)	125.00	125.00	125.00
Air Hockey	175.00	95.00	175.00
Air Football	245.00	245.00	245.00
Balloonamat Capiol P (1/55)	195.00	195.00	195.00
Baseball (Sc)	95.00	95.00	95.00
Baseball, 2 Player (G) ...	175.00	175.00	175.00
Basketball (G)	225.00	175.00	185.00
Basketball (CC)	175.00	95.00	175.00
Basketball Champ (CC) ..	125.00	125.00	125.00
Bat-A-Score (Ev) (8/48)	100.00	90.00	95.00
Bat-A-Score, Sr. (Ev) (8/48)	95.00	95.00	95.00
Bert Lane Merry-Go-Round	275.00	275.00	275.00
Big Broncho (1/51)	325.00	325.00	325.00
Big Inning (B) (47)	125.00	125.00	125.00
Big League Baseball (3/51)	130.00	130.00	130.00
Big League Baseball (W) (2/54)	145.00	145.00	145.00
Big Top (G) (6/54)	250.00	175.00	225.00
Bingo Roll	95.00	35.00	95.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55) ...	215.00	165.00	215.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vendor (Ex)	50.00	45.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54)	165.00	65.00	140.00
Carousel (Se) (11/54) ..	325.00	325.00	325.00
Champion Baseball (G) ..	175.00	150.00	175.00
Champion Hockey ('46) ...	100.00	100.00	100.00
Coon Gun (S)	135.00	135.00	135.00
Coon Hunt (S) (2/54) ...	145.00	75.00	145.00
Dale Gun (Ex)	85.00	25.00	50.00
Defender (B) ('40)	150.00	125.00	125.00
Derby (Exhibit)	125.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	158.00	125.00	150.00
Jungle Gun (U) (7/54) ..	135.00	135.00	135.00
Kicker & Catchers	52.50	52.50	52.50
K O. Fighter	150.00	150.00	150.00
500-Shooting Gallery (Ex) (3/55)	110.00	100.00	100.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	95.00	95.00	95.00
Football (M)	175.00	175.00	175.00
Goatee (CC) (1/46)	110.00	110.00	110.00
Gun Patrol (Ex) (5/51) ..	95.00	65.00	95.00
Gypsy Fortune Teller	10.00	10.00	10.00
Harvard Metal Typewriter	195.00	195.00	195.00
Heavy Hitter (B)	65.00	50.00	65.00
Hi-Ball (Ex) (2/58)	65.00	65.00	65.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	95.00	95.00	95.00
Jack Rabbit (Amusement) ('46)	125.00	125.00	125.00
Jet (B)	110.00	110.00	110.00

	High	Low	Mean Avg.
Jumping Jack (G) (11/52) ..	\$ 85.00	\$ 35.00	\$ 75.00
Jet Gun (Ex) (12/51) ...	110.00	75.00	110.00
Jet Fighter (W) (10/54) ..	195.00	125.00	195.00
Lite League (W) (2/54) ..	125.00	125.00	125.00
Lord's Prayer (M) (6/56)	195.00	195.00	195.00
Lovemeter (Ex)	25.00	25.00	25.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Mercury Counter Gripper ..	25.00	25.00	25.00
Midget Movies (CC)	175.00	125.00	125.00
Midget Racer (B) (11/56)	250.00	75.00	250.00
Midget Skee-ball (CC)	125.00	125.00	125.00
Mill Scales	65.00	35.00	50.00
Panoram (Mills)	395.00	325.00	325.00
Pennant Baseball (W) ...	115.00	100.00	115.00
Periscope (CC)	95.00	95.00	95.00
Photomatic (M) (1/50) ..	350.00	250.00	350.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (1/49)	75.00	65.00	75.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	195.00	125.00	195.00
Polar Hunt (W)	295.00	210.00	210.00
Pop Up	20.00	20.00	20.00
Quarterbacks (G) (9/55) ..	195.00	85.00	125.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54) ..	195.00	95.00	150.00
Round the World Trainer (CC) (10/53)	345.00	345.00	345.00
Royal Mustang Horse	275.00	275.00	275.00
Safari (W) (2/54)	225.00	175.00	175.00
Set Shot Basketball (Munves) (6/52)	250.00	250.00	250.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	125.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	180.00	75.00	100.00
Silver Bullets (Ex) (11/49)	95.00	95.00	95.00
S K Grip Vue	30.00	20.00	20.00
Silver Gloves (M)	175.00	145.00	145.00
Six Shooter (Ex)	95.00	75.00	95.00
Skee Ball (W) (8/36) ..	245.00	245.00	245.00
Sky Fighter (M) (9/53) ..	125.00	125.00	125.00
Sky Gunner (G) (9/53) ..	125.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55) ..	210.00	195.00	210.00
Smiley (Pioneer) (8/46) ..	525.00	495.00	495.00
Space Gun (Ex)	95.00	95.00	95.00
Space Ranger (Deco)	275.00	275.00	275.00
Space Ship	200.00	125.00	125.00
Speed Boat (B) (7/53) ..	325.00	275.00	325.00
Sportland (Ex) (11/51) ..	150.00	145.00	150.00
Sportsman (K) (11/54) ..	195.00	150.00	195.00
Standard Metal Typewriter	275.00	275.00	275.00
Star Series (W) (4/49) ..	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54)	120.00	120.00	120.00
Steeple Chase	395.00	395.00	395.00
Strike-A-Lite (ABT)	195.00	195.00	195.00
Submarine (K) (1/42) ..	125.00	125.00	125.00
Super Home Run (CC) (3/54)	125.00	125.00	125.00
Super Jet (CC) (4/53) ..	175.00	175.00	175.00
Super Jet (CC) (8/53) ..	295.00	295.00	295.00
Super Pennant (W)	100.00	75.00	100.00
Super Slugger (U) (7/55) ..	275.00	245.00	275.00
Telex (1/49) (T)	100.00	75.00	95.00
Ten Strike (E) (46)	85.00	75.00	85.00
3-D Theater (M) (12/53)	150.00	150.00	150.00
Three-of-A-Kind	20.00	18.00	18.00
Three Way Gripper (Gb) ..	25.00	25.00	25.00
Treasure Cove (Ex) (6/55)	325.00	195.00	225.00
Trigger Horse (E) (7/53)	395.00	395.00	395.00
Undersea Raider (2/46) ..	125.00	125.00	125.00
Voice-O-Graph (M) (4/46)	325.00	245.00	250.00
Wild West (G) (2/55) ..	250.00	245.00	245.00
Wizard Whiz	25.00	18.00	20.00
World Series (W) (4/51)	50.00	50.00	50.00
Zingo (1/51) (U)	65.00	65.00	65.00

Ops Hold Disk Buys to 15%

Continued from page 65

feel, many records are played to death and the necessity of buying them is eliminated. While there may be some problems created in the teen-age spots, it seems to make the job easier in other types of locations.

Operators point out that it was never possible to buy, say 50 records, and put them in every location. To program a route is considered a poor method of business. They always have and believe they

always will program the location and since there is a big difference in the requirements of each location, there is little danger of them flooding all locations with so-called hits that die before they can cover the route.

Operators pretty generally classify locations into three groups. These are the teen-age spots which have to have records with a beat. There are the locations which attract the deeper thinkers—the col-

lege student crowd who want a minimum of rock 'n' roll and who go for a more balanced program of better music and old favorites. The other group are in the better restaurants. They want mostly a better type of music more closely akin to the background-type.

Operators believe that the public generally have been hearing the popular tunes overplayed on their car and home radios and when they come to dine or have a quiet drink they want a type of music more in a relaxing vein.

Most one-stops do not make a habit of influencing operators any more than to the point of saying that a certain record is selling, which still leaves it to the operator to make up his mind. Perhaps most useful among all of the sources, it was felt, was The Billboard's reviews of records. Some also feel that the larger selection of records available gives them a better chance for variety.

But the main point brought out seems to be that it is the bigger selection machines and not the number of records that determines the amount of records bought.

Program Success

Continued from page 65

and ask for last-minute changes in the music menu.

Skyland benefits sharply from these comments, and observes every one if at all possible. "We had no idea of the extent of the jazz classic field, and the number of bands which students know and appreciate," it was pointed out. "Servicing the machine has been an education for us."

Jazz devotees who can pick out the performance of individual musicians on the disk like their music loud, Skyland has found. The phonograph is turned up considerably higher than the average, after a conference with the location owner made it possible. The latter, incidentally, isn't a jazz fan, but with his own volume boosted by the bigger crowd of customers, he went along with any idea which helps.

While the old classics, which go back to Bunny Berigan, Jack Teagarden, Louis Armstrong, are profitable, it is the new variety of classic jazz which pulls top play. To date, there have been very few

stand-outs. Every record showing a good play even at a dime. When machine was first installed, play was at a nickel.

One step which helps substantially in making up the music menu consists of checking with retail record shops which sell the student body in Boulder. Their jazz requests are noted and put on the Sink phonograph as rapidly as possible. Since five different stores are reporting better jazz sales, Skyland gets excellent cooperation in this matter too. "Radio stations in the area won't play much class jazz, it was emphasized, "simply because the jazz element is so small a part of the overall picture. So we have simply created a jazz world convenient to the college, and like the results."

WANTED MUSIC ROUTE MANAGER

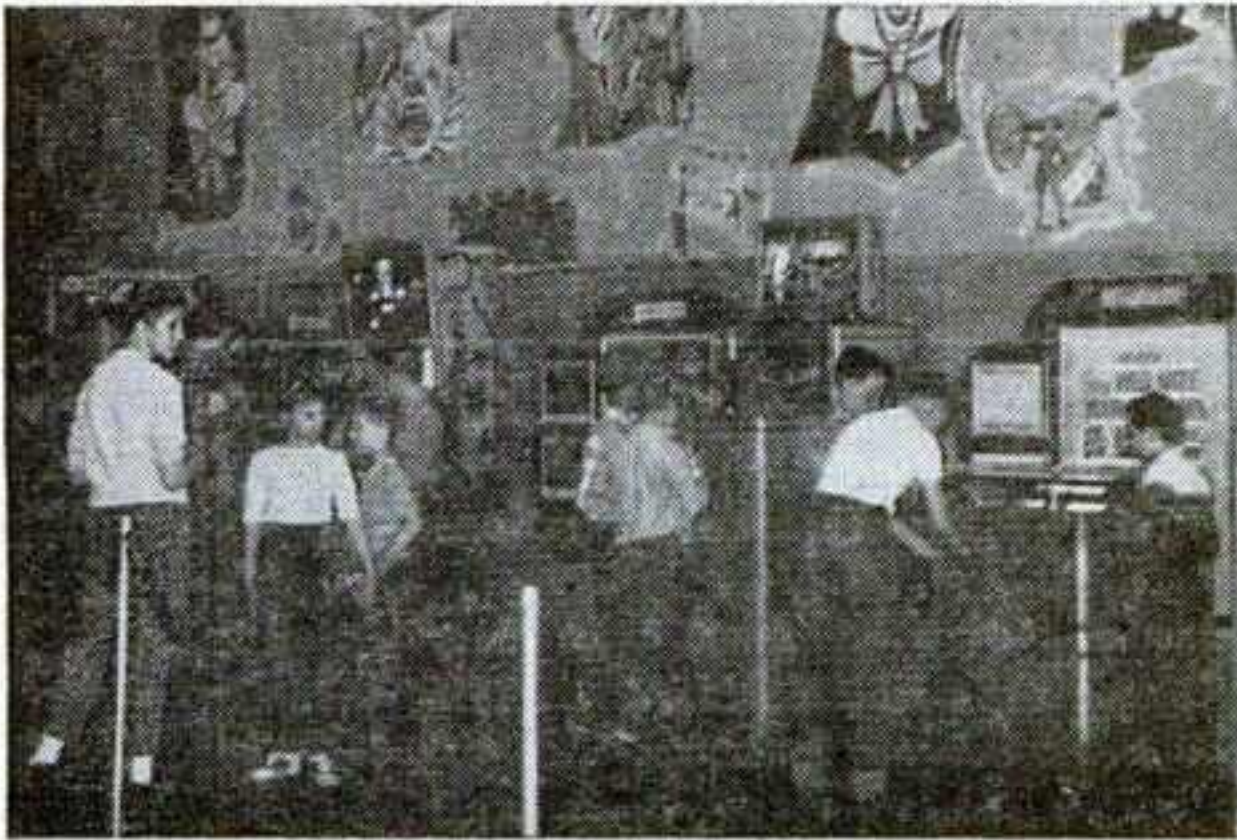
Must be experienced in large operation of music and full details in first letter. Write to

BOX 931

The Billboard Publishing Co.

188 W. Randolph, Chicago 1, Illinois





LOBBY ARCADE at Chicago's Armitage Theater draws moppets from the neighborhood around. Here kids have big time at games flanking one wall of the lobby. Other games line the wall opposite. Lobby Arcade is highly decorated with circus pictures.

PARENTS APPLAUD

Theater Arcade Packs in Kiddies

CHICAGO—Ted Stevens, manager of the Northwest Side's Armitage Theater, can't help smiling when he talks about the new amusement Arcade he's installed in the lobby.

After about a month in operation, Stevens strongly recommends the lobby Arcade idea to game operator-theater manager teams. He's teamed up with Jack Jacobs, La Ru Novelty Company, here.

"It's well worth while," says Ste-

vens. "It adds to, rather than detracting from the theater atmosphere . . . adds to the over-all entertainment picture."

The idea, of course, is not new. It's as old as the idea of a movie theater itself. But Stevens, who's a 45-year veteran in theater management, has given it some new twists and a sparkle of showmanship.

Both walls of the spacious lobby are colorfully decorated with circus pictures—clowns, lions, horses, trapeze artists—serving to brighten up both the lobby itself and the eyes of the moppets. Eight coin-operated amusement machines flank the walls, four on either side. Among them, a Space Ship kiddie ride, All-Star Bowler, Motorama driving game, Sky Gunner machine gun, Steam Shovel construction game, Jungle Gun, Chicago Coin Pistol, and a two-player Hockey. Signs at the entrance ballyhoo the Arcade, which opens at 3 p.m. weekdays, 12 noon on weekends and stays in operation right thru the double feature programs.

Boosts Other Concessions

Since the Arcade was installed, Stevens has found over-all attendance is up and business has boomed at the popcorn and candy counters. These are bonuses in addition to the dimes and nickels garnered by the amusement machines.

The lobby Arcade is just one of
(Continued on page 74)



TED STEVENS, manager of the Armitage Theater, Chicago, keeps kiddies flocking in via special attractions, one of which is an amusement Arcade in the lobby. Here one of the youngsters takes part in an on-stage contest, with Stevens on mike.

Gottlieb Ships Picnic, New Two-Player

CHICAGO — Picnic, a new two-player five-ball pin, was shipped to distributors last week by D. Gottlieb & Company.

Picnic features colored rollovers at top of playfield which correspond to colored pop bumpers just below them. As a ball is shot thru any one of the rollovers, the pop bumper of corresponding color lights up. When all four pop bumpers are lighted a special bottom rollover lights for free games.

Roto targets, which advance in value, score up to 100 times their target values when hit. Button-operated flippers shoot balls at the targets. Two targets can be hit with one shot.

Picnic can be set for either three or five-ball play, has a double match play feature and high-powered ball kicker devices. The game is equipped with National slug rejectors, with twin dime and three-for-quarter chutes.

Warren Joins Games, Inc.

CHICAGO — Al Warren has been named sales manager of Games, Inc., Clarence Schuyler, president, announced last week.

Warren was previously sales manager of Genco Manufacturing since January of 1956. Before entering the coin trade he was sales manager for the Champagne Beverage Company in Wisconsin and spent a number of years as sales promotion and merchandising manager for Calvert Distillers, Chicago.

BOWLERS HIT BRITAIN, GET HOT RECEPTION

LONDON—The American coin-operated bowling game has finally arrived here, according to a report by The World's Fair, British trade paper.

First of the new bowlers to go out on location, according to the report, is a ball bowler spotted at London's Festival Gardens.

Caroline Automatics, a Leeds firm, is reported taking orders for both ball bowlers and shuffle games.

The news was regarded as a development of "first importance" to British operators.

La. Gets Bill to Up Coin Tax

BATON ROUGE, La. — The State Legislature eyed a bill last week to boost the tax on pinballs and juke boxes.

The bill, introduced by Rep. Marvin Roberts, DeSoto, would jump license fees from \$10 to a sliding scale ranging from \$25 to \$250. Proceeds would go toward legislative scholarships. Roberts gave no estimate of what the bill might bring in new revenues.

Resort Ops Rack Up Heavy Holiday Takes

NEW YORK—The sun shone brightly over the mountains and the beaches last weekend, as juke box and amusement game operators in resort areas racked up a healthy haul for a Memorial Day holiday.

Operators in the New York area had been a little on the glum side regarding resort location prospects—what with an economic recession in progress and a State-wide ban on pin games being enforced.

But Old Sol made the economists look bad. Bumper-to-bumper traffic crawled along Route 17 to the Catskills, and large crowds filled most of the resort hotels in the Poconos and Adirondacks. Even the Long Island beaches drew healthy crowds—somewhat unusual for so early in the season.

Best in Years

Early collection reports indicate that the Memorial Day take was

Some Shuffles, Pins Never Grow 'Old'

But Most Used Games Show Normal Dip In Value Over Six-Month Time Period

CHICAGO—Some used amusement machines never grow old. At least, that's been the case with a good number of pinballs and shuffle bowlers over the past six months.

Some models of used bowlers in particular, seem to be in steady demand. These games show very little fluctuation in price over a six-month period, sometimes none over a period of a year.

The Billboard's Price Index reflects the stable mean average price level of a number of used models in the 1953-1955 category: Keeney's Diamond shuffle bowler (1953) has remained pegged at \$175 over the past year.

United's Clipper shuffle (1955) has held to a surprising \$295 over the past year.

Bally's Champion bowler (1954) has held to \$195 since last July.

Five-Balls

In the five-ball pin class, Williams' Wonderland (1955) has dropped only about \$15 in price since January, 1957.

Gypsy Queen a 1955 Gottlieb five-ball pin, shows a very gradual decline—from \$185 to \$170 to

\$150 in successive six-month periods.

In-line pinballs show the biggest drop in price over the past year and one-half with the severest dip coming, in most instances, during the 1957 months. Most in-lines show a more conservative decline over the past six months.

Other bowling games with little or no decline over the past year include United's Olympic (1954), steady at \$75; and Keeney's Bonus Bowler (1954), at \$125 the past six months, after a rise from \$95. Bally's Victory (1954), remained at \$195 the past six months, after a rise from \$75 last July.

Arcade machines generally show more fluctuation in price than other types of equipment. But a few used models have remained steady or jumped in value. In the six-month periods from January 1957 to June 1958 Genco's Rifle Gallery gun (1954) stood at \$175, \$175, \$165 and \$150. The firm's Sky Rocket gun (1955) was at \$257, \$235, \$195 and \$210. United's Carnival Gun (1954) stood at \$195, \$175, \$150 and \$145.

United's Super Slugger baseball (1955), in the four last six-month periods notched at \$295, \$350, \$350 and \$275. Williams' Sidewalk Engineer piece did \$165, \$150, \$150 and \$125.

8-YEAR VET

Shuffle Alley Still King in Gotham Area

NEW YORK — The shuffle alley, a veteran of eight years in the coin machine derby, is still the top earner in the New York metropolitan area.

According to Al Koondel, who operates Empire Automatic Music here, about 60 cents of every coin dollar spent goes for shuffle. Of the balance, about 35 cents goes for long bowlers and the other 5 cents is split between pool games and gun games.

The few pool games are on location in Gotham, those in operation are doing very well. After a pool game has been on a location for a few months, and after it attracts a steady patronage, it becomes a consistent earner. However operators are discovering that it takes a while for the game to take hold, and they aren't putting out too many nowadays.

Old Timers

Koondel reported that almost every pool game he has is doing well, and that almost every one was placed on its present location about three years ago.

To a lesser degree, this holds true with long bowlers. These games do extremely well on some locations, but not on others. And it takes a while before they hit their potential.

But shuffle alleys seem to do well most anywhere, altho they don't do the business—on a per-location basis—that the long bowlers do.

Coin collections this spring are running just about on a par with 1957, but operating expenses have gone up slightly, particularly routemen's salaries and parts.

the best in years, with heavy play continuing for the next two days of the long weekend.

Many operators who bewailed the removal of pinball machines were pleasantly surprised by the volume of business racked up by bowling and gun games. Juke boxes were seldom silent—and mostly at dime play.

Virtually every summer location was opened for the weekend, and almost all had coin equipment. In only a few cases, where the operator either figured the location a marginal stop and where the location owner refused to give a minimum guarantee, was there an absence of coin machines.

Slifer Visits Balt. and Phil.

NEW YORK—Bob Slifer, recently appointed managing director of the National Coin Machine Distributors' Association, visited distributors in Baltimore and Philadelphia last week in an attempt to recruit new members and to discuss industry conditions with NCMDA members.

Slifer commutes between his home in Union, N. J., and the association's Chicago headquarters. He plans to move his family to Chicago within the next couple of months.

Kaye Re-Designs Hockey Games

NEW YORK—Irving Kaye, local game manufacturer, has re-designed his six-foot Deluxe Super Hockey and his eight-foot Super Jumbo Hockey games from seven-ball to nine-ball contests. Deliveries are being made on both games.

Kaye added that the cabinets now come in a blue and yellow-speckled finish. The six-footer lists for \$349.50, while the eight-footer lists for \$399.50.

Arcade Sales Behind 1957

NEW YORK—Sale of new and used equipment to arcade operators is about 10 per cent behind 1957, according to Mike Munves, dean of the industry and the nation's largest distributor of arcade machines.

According to Munves, arcade operators are going about the same business as they were a year ago, but the fear of economic depression has caused them to pare down their purchases.

Munves feels that with replacement of obsolete machines, operators could be ahead of last year's figures. Failure to upgrade equipment, he added, is more expensive in the long run.

Arcade machines appear to be doing exceptionally well on carnivals this year. About 50 of the nation's 200 traveling outdoor shows have arcade concessions, with the arcades ranging in number from 10 to 70 pieces.

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BANGORAMA	175	GENCO RIFLE	125	SOCCER	100
BATTING PRACTICE	95	GALLERY	175	SPOTLITE	45
BEAR GUN	125	GOALEE	110	SET SHOT	250
BOOMERANG	75	HEAVY HITTER	110	SIDEWALK ENGINEER	180
BASKETBALL, C.C.	175	HOROSCOPE	110	SILVER GLOVES	95
C.C. SANDBOX	375	IDEAL FT. VIBRATOR	65	SIX SHOOTER	95
C.C. PANORAMA	175	JACK RABBIT	125	SPORTSMAN GUN	195
C.C. PISTOL	225	KEENEY AIR RAIDER	125	SCI. BASKETBALL	95
C.C. TWIN HOCKEY	75	K.O. FIFER	125	SOUVIS	685
CHAMPION HOCKEY	100	LITE A LEAGUE	125	STATE FAIR GUN	295
CHESTER POLLARD	95	LORD'S PRAYER	145	TEAM HOCKEY	75
FOOTBALL	135	MIDGET MOVIES	125	TREASURE COVE	225
COON GUN	95	MERCURY ATHLETIC	50	TUNGO	145
DALE GUN	50	SCALE	50	UNDERSEA RAIDER	125
EX. POP GUN	495	METAL TYPERS, HARVARD	195	UN. SUPER SLUGGER	275
EX. SILVER BULLET	95	MIDGET METAL BALL	125	VOICEGRAPH	325
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COINMEN YOU KNOW

Continued from page 68
wins the prize for telephone marathons. He talked a full hour at one point last week.

New York
By AARON STERNFIELD
Mac Douglass, Paramount Vending, Beacon, N. Y., is in the Highland Hospital with an attack of ulcers. . . . Nash Gordon of the Music Operators of New York is on jury duty. . . . Scores of operators from the New York area will spend the June 13-15 weekend at Grossinger's where the annual dinner of the New York Operators Guild will be held Saturday (14).

Recent visitors on 10th Avenue were Jack Wilson, Modern Vending, Newburgh and Tom Mahaffey, Q-Ball of Westchester, Port Chester. . . . Howard Herman, County Enterprises, Mount Vernon, has opened a restaurant in Manhattan.

Felix Fleischmann, Runyon Sales' Newark, N. J., manager, is in the Clara Maas Hospital, Belleville, N. J. . . . Bob Slifer, managing director of the National Coin

Machine Distributors Association, was in New York this week.

Detroit
By HAL REVES
Robert Calderwood, secretary-treasurer of the Detroit Shuffleboard Association, has returned from his honeymoon and resumed personal operation of his game and music route, centering in the north end of the city. . . . Ben H. Liddon, veteran operator and showman, has moved headquarters of the Advance Coin Lock Company to Trumbull Avenue. Advance, formerly known as Advance Service Company, distributes coin locks, napkin dispensers, scales and supplies nationally.

The TAC Amusement Company is being chartered with a Michigan corporation with a capitalization of \$1,000, to deal in coin vending machines at wholesale. Principals have not been disclosed. S. Allen Early Jr. is resident agent for the new company.

The V & M Music Company, juke box operation established in the midtown area since 1946, is being re-registered with an unusual type of mixed ownership, with Edgar Vernon as general partner and John B. Walker as limited partner. . . . Alex Friedenber, owner of the Frye Amusement Company, is managing the Frye Coin Machine Company (owned by his brother, the late Charles Friedenber, who died in January) pending disposition of the estate by Probate Court. Both are mixed amusement games operations.

Milwaukee
By BENN OLLMAN
Herb Geiger, Geiger Automatic Sales, just back from a trip to Los Angeles where he participated in the NAMA regional sessions and board meetings, is planning another trip. This time he's going to Dallas on behalf of NAMA. "After this trip I'm going to stay around town for awhile to get reacquainted with my family and my business," says Geiger.

Walter Johnson, Paster Distributer Company controller headquartered in St. Paul, spent a few days here visiting the Milwaukee branch. . . . "Fair" receipts are holding at a "fair" level despite recession talk, according to Ed Gronowski, Red's Novelty. . . . Joe Pelligrino, P. & P. Distributer Company, finds music routes these days are in better shape than the games.

The third annual Milwaukee Music industry party will be held once again at the Taylor-Electric Company on Port Washington Road, according to Benn Ollman, The Billboard rep heading the committee. Definite date has not been cinched, but it will be in mid-August and will include all segments of the music biz here. There is a possibility that the State operator group may schedule their monthly meeting in Milwaukee to coincide with the event.

"Dime music is holding up good, but we haven't been adding many new spots of late," says Doug Opitz, Hilltop Coin Machine Company. . . . Stu Glassman, Radio Doctors one-stopper, claims signs indicate a renewed interest in EP's among operators. Coinmen shopping for wax at Radio Doctors last week included Bob Jenner, Jenner Amusement, Waupaca; Bibs De Rusha, De Rusha Vending, Fond du Lac, and Fessler Amusement, Sheboygan.

Nice summer weather has been luring local coinmen who are golfing enthusiasts out to the area's golf courses. One duo that teed off last week was Ken Kulow, Kendou, Inc., and Harry Jacobs Jr., United, Inc. Both are among the top golfers in the area's coin machine operator ranks. Other coinmen considered good golfers here are Eddie Tarman, Tarman Amusements; Herb Wagner, G. & W. Novelty Company, and Perry London, S. L. London Music Company.

George Cartwright has been added to the payroll of the Hastings Distributing Company. An expert mechanic, he came here from a similar job in Indianapolis. . . . Premium business has dipped, according to Sam Hastings, but the demand continues steady for used juke boxes for summer resort locations. Up-State operators visiting the Hastings stronghold last week included Ernest Feight, Rhineland; Roger Bookmeier, Green Bay, and Fred Smith, Westfield.

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Competition Vs. Profit Outlook

Continued from page 66

And they are successful in weathering the rising-cost storm. But what can an operator do about the location owner who cannot be sold on the differences between what one operator offers and another? It may be the fault of the operator, but it more likely would be the nature of the location owner. He is interested in how much is in it for him. And that's all.

An operator should figure out the best deal he can offer—and still make a fair net—and offer to the location. He can figure this for as many different types of machines as may profitably be set in the location. He can figure it with or without front money, 60-40 or 50-50, minimum guarantee or no. But he should figure it all once. And stick to it.

Why not let another competitor take the stop if an operator can't set a machine and realize enough to cover costs and still have a fair profit?

Why not, indeed? But the answer is usually the same: The operator in danger of losing a location—even an average or below-average location—decides to match the competitor and hope for the best. If, even under the new deal, he can realize a little profit, he figures that he can perhaps extend this profit by skimping on service and/or equipment. He reasons that if he stays in it long enough, it will pay. But if he retrenches too much the competitive threat to the location—if it's at all attractive—increases rather than diminishes. The location owner may get dissatisfied after a time with the service and seek another operator. Or operate his own.

The chief problem faced by operators, then, seems to be this: The typical location owner takes for granted good service and good

equipment. These must be supplied him in any case by an operator. At the same time, the only significant difference he is aware of between one operator and another is the commission deal he is offered.

Therefore, whether or not there are differences in the service between one operator and another is beside the point. The typical location owner, in the absence of evidence to the contrary, will assume they are the same. And he will therefore base his pick of operator on the commission offered or cash bonus or whatever monies or favors he can collect.

How much significant difference there is between the services one established operator can offer a location and any other established operator is a basic question that requires further exploration. However, it does not appear that if there are significant differences, they have been properly exploited. This suggests a further question.

Assuming that there are significant differences between the service of one established operator and another, how well can these differences be successfully exploited by an operator? To put it another way, how well can an operator sell

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a location owner on superior service in order to justify a more favorable commission schedule? Both these questions, and other phases of the competitive problems faced by operators, will be explored in the next article in this series.

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ARCADE ENTHUSIASTS gather around one of the amusement machines in the Armitage Theater lobby. One plays, others flock around waiting for their turns while "superintending" operation of the Steam Shovel kiddie construction game.

Parents Applaud

Continued from page 71

a number of ideas Stevens is using to bring neighborhood kiddies—and thru them, the whole family—into his movie house. He puts on free movies, special stageshows, door prizes and contests to keep the kiddies coming, and gets them to bring mom and pop, too.

Grosses of the Arcade are already healthy, altho Stevens hasn't yet started to advertise the new set-up. He'll begin promoting the Arcade by inviting groups of youngsters from the surrounding neighborhoods as his guests.

Neighborhood parents, Stevens, are enthusiastic over the new Arcade. They know where their tots are and that they are taking part in clean, wholesome fun. The kiddies already know "Ted" by name (he spends much of his time enjoying the games and contests with the youngsters) and so, too, do many of the parents. Only worry Stevens has over the Arcade set-up is that some of the kiddies might be pestering their parents for extra nickels and dimes. But he's had no complaints so far.

Accident Claims Chi Coin Mgr.

CHICAGO—William Savoy, 55, Chicago Coin Machine department manager, died here June 1 following injury in an auto accident May 28.

Savoy was with Chicago Coin since March, 1952. He is survived by his parents. Funeral services were held Wednesday (4).

GUARANTEED READY FOR LOCATION

NOVELTY

ALL STAR BOWLER, New	Write
SUPER BOWLER, New	Write
SUPER ALL STAR, New	Write
DE LUXE FREE PLAY BOWLER, New	Write
Bally CIRCUS	\$235.00
Bally BALLS A POPPIN'	100.00
Genco De Luxe SKILL ROLL	175.00
C. C. ROUND THE WORLD	300.00
TRAINER	125.00
C. C. SUPER HOME RUN	125.00

BINGO GAMES

MISS AMERICA	Write
SHOW TIME	\$345.00
BIG SHOW	265.00
BROADWAY	150.00
BIG TIME	95.00
SURF CITY	50.00
ATLANTIC CITY	50.00
YACHT CLUB	50.00

MUSIC

1500 A Wurlitzer Phonograph ..	\$175.00
1400 A Wurlitzer Phonograph (Converted) ..	145.00
A. M. I. 120 Selection Wall Boxes ..	65.00

CIGARETTE MACHINES

Royal, 17 Columm (New)

SANDERS DISTRIBUTING CO.
415 Fourth Ave., S. Nashville 10, Tenn.

N. Y. Op Guild Meetings Set

NEWBURGH, N. Y.—The New York State Operators Guild will hold its monthly meeting July 16 at the Hotel Palantine here. Other 1958 meetings will be at the Governor Clinton Hotel, Kingston (August 20 and November 19); the Nelson House, Poughkeepsie (September 17 and December 17), and the Hotel Palantine again (October 15).

The organization holds its annual banquet Saturday (14) at Crossinger's, with most of the membership spending the weekend at the Catskill Mountain resort.

Achievement award of the year went to Willie Blatt. The North Shore Miami Beach Optimist Club made the award. . . . Howard Greenberg of Viking Export, en route from Central America, stopped off at Miami and called his friends while waiting for plane change.



Leading World-Wide Distributor NEW MACHINES

Kaye's Hockey • Williams Short-Stop • Williams Ten Pins • Exhibit Vacuumatic Card Machine • Metal Typer • Bally All-Star • Relaxolator • Motorama.

Largest Selection of New Rides KIDDIE RIDES—NEW

Train Ride • Fire Engine • Kiddie Tug Boat • Auto Test • Pilot Test • Pony Cart • Sabre Jet Auto Ride • Tusco • Ferris Wheel.

NEW! BIKE RACE!

All Types of New and Rebuilt Money-Making Equipment.

EXPORT All Machines All Parts All Supplies

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CORPORATION

Bryant 9-6677

577 Tenth Ave., New York 36, N. Y.

Rosen Special!

AUTOMATIC POOL TABLES

All You Want at only . . . **\$35.00** Each

1/3 With Order,
Balance C.O.D.
WRITE—WIRE—PHONE

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

PHONOGRAPHS

AMI E120	\$295.00
Seeburg V200	450.00
Seeburg 100C	525.00
Seeburg M100C	425.00
Seeburg M100B	325.00
Wurlitzer 1700	495.00
Wurlitzer 1800	595.00

Better Tone at Less Cost!

NEW CoMco HI-FI SPEAKERS

The Only True Low-Priced High Fidelity Speaker!
Hi Fi Wall Model . \$19.95 | Hi Fi Corner Model \$23.95

CoMco Extended Range SPEAKERS

Wall . \$11.95 • Corner . \$15.95 • Ceiling . \$11.95

CONVERTS WURLITZER

MODELS 2000 AND 2100 FULL PROGRAMMING
ELIMINATES TURNING PAGES

CONVERSION KIT

\$29.95
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- GE. GUN CLUB
- GE. SPACE AGE
- CC ROCKET SHUFFLE
- VALLEY 6-POCKET POOL
- KAYE COMPETITOR POOL
- KAYE ELDERADO POOL
- KAYE SUPER HOCKEY

GUNS

- GE. CIRCUS GUN \$350.00
- GE. STATE FAIR. 350.00
- GE. BIG TOP
- 225.00
- GE. DAVY CROCKETT
- 275.00
- GE. RIFLE GALLERY
- 150.00
- EX. POP GUN (factory rebuilt). 395.00
- EX. DALE GUN .. 50.00

ARCADE

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- WMS. CRANE
- 125.00
- GE. LUCKY 7
- 175.00
- BINGO ROLL
- 85.00
- GE. GRANDMA
- 295.00
- GE. HIGH FLY BASEBALL
- 150.00
- SC. PITCHER & BATEM
- 95.00
- BAT A SCORE
- 95.00
- HEAVY HITTER ..
- 50.00

MUSIC

- AMI H-200
- \$850.00
- AMI H-100
- 775.00
- AMI G-200
- 625.00
- AMI G-120
- 595.00
- AMI G-80
- 575.00
- SEEBURG V-200 ..
- 575.00
- SEEBURG M100R ..
- 595.00
- SEEBURG M100G ..
- 525.00
- SEEBURG M100C ..
- 450.00
- SEEBURG M100A ..
- 125.00

WANTED TO BUY

- CC FIREBALL
- CC TRIPLE STRIKE
- CC BONUS SCORE
- CC SCORE A LINE
- UN. LIGHTNING
- UN. CLIPPER
- UN. CAPITOL
- UN. SUPER BONUS

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WURLITZER

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- (4) 1800. Ea. 485.00
- (5) 1900. Ea. 525.00
- (1) 2000 555.00
- (1) 1550 AF (as is) 125.00

SEEBURG

- Original VL 200 \$695.00
- Model C 395.00
- Model R 585.00
- Model 495.00
- 120 Sel. Wall Boxes, Chrome 37.50

AMI

- 120 WALLBOXES \$ 39.50

ROCK-OLA

- Model 1432 (45 rpm) \$ 95.00

BINGOS

- YACHT CLUB \$ 35.00
- DUDE RANCH 40.00

ARCADE

- GUN PATROL \$ 65.00
- UNITED, BALLY
- 14-FT. BOWLER 395.00

1/4 down, balance C.O.D.

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by CAROUSEL!

ABT CHALLENGER PISTOLS LATEST MODEL—LIKE NEW \$39.95

- Space Ranger Space Ship \$250.00
- Circus Jet 100.00
- See-Saw 125.00
- Space Patrol Space Ship 150.00
- Star Shooting Gallery 75.00
- Moving Target Gallery 110.00
- Western Gun—Space Gun 50.00
- Auto Rides 200.00
- Metal Typer (Standard) 225.00
- Williams Crane 125.00
- Big Bronco Hobby Horse Write
- Pony Boy Hobby Horse Write

Operating Order—Parts Complete Also Available, Fully Reconditioned.

Terms: F.O.B. Chicago. 25% Deposit. Balance C.O.D. or Sight Draft.

WANTED 1c MILLS TAB GUM VENDOR—State Quantity and Price

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SLATE TOPS

REG. PRICE \$69.50 **NOW BUMPER POOL 32" x 48" \$44.50** 4 or more \$42.50
REG. PRICE \$90.00 **6 POCKET 35" x 67 1/2" 69.50** 2 or more 65.00

Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.

IMMEDIATE DELIVERY. ORDER NOW—SAVE MONEY!

Complete Stock of Billiard Supplies for All Makes of Coin Operated Pool Tables. Price List on Request. TERMS: 25% DEPOSIT, BALANCE C.O.D.

OUR PLANT CLOSED FOR VACATION JULY 7 TO 21.

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1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

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JUKE AND GAME OPERATORS!

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VENDORAMA® SUPERMART®

NOW FEATURES

10c & 25c Capsule Vending. Gives You Greater Profits. Holds 200 of the New 1 1/2" x 1 1/2" V-1 Capsules.

Counter Model (packed 2 to carton). Each \$24.95

Deluxe Console Model. Each 32.50

200 Filled V-1 Capsules (for 25c Vending) 24.00

Sectioned Merchandise Display 60c.

All Prices F.O.B. Chicago.

Be First in Your Territory With This Tested and Proven Outstanding Money-Maker

Victor Vending Corp.

5701-13 W. Grand Ave. Chicago 39, Ill.

Mfrs. of Famous Line of TOPPER VENDORS

Route Success

Continued from page 65

the entrance with "Wanted Dead or Alive" posters, signs offering assaying service and similar Western touches. Booths and tables were placed around the Old West room, a fireplace was installed, and a small, separate bar provided against the forward wall.

Quick to capitalize on the remodeling, Pierce immediately installed a Seeburg 200-play phonograph in the rear lounge, in addition to a 200-play AMI machine already servicing the front section.

Now, programming each juke box separately to take into consideration the variation in the types of customers who use each room, both phonographs show approximately the same amount of play. Guests in the Old West section can play the sort of music they appreciate without any interference from the juke box in the main section.

Even when both phonographs are operating, and despite the fact that the Dutch door is the only divider between the two rooms, there is no interference from one room to the other.

Pierce made a similar installation in another location in North Denver, where one-half of the building was devoted primarily to restaurant food service and the other to the bar.

By locating a second phonograph in the restaurant area, offering a wide selection of "EP's and dinner music," Century-Supreme picked up only a few percentage points less than twice as much play from this location as in the past. "You've got to do something in the days of tighter spending," Pierce said. "So, where the situation permits, two juke boxes may be the right answer."

City Operators

Continued from page 65

are probably occupied with tourists spending their vacations in the big city.

Hence they will pay more attention to top national sellers and less to regional favorites. In many areas they take into consideration the influx of Southerners and lean to country & western tunes for their programming.

On the whole, operators with mid-town transient locations are less affected by the summer slump than are operators with neighborhood stops, as tourists will bend elbows in Times Square taverns, but will seldom hit the Bronx and Brooklyn bistros.

Pare Losses

In either case, the operator can pare his losses by paying more attention to programming, making sure that each location has the current pop hits, and overhauling his selections of standards.

The operator usually has more time on his hands during the summer, and he can use this time to advantage by giving each location a degree of personal attention which is difficult to give during busy periods.

IMAGINE!
A MONKEY SEALED IN A SPUTNIK AND ORBITED AROUND THE WORLD

Williams

MANUFACTURING CO.

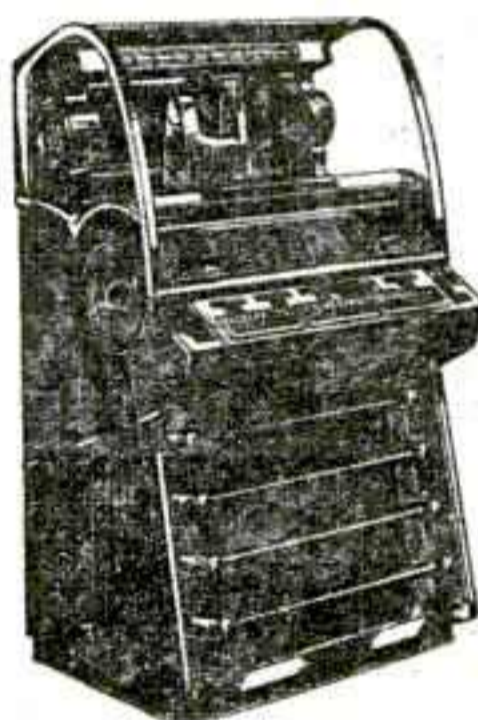
4242 FILLMORE ST.
CHICAGO 24, ILL.

BIG PHONO

BARGAINS

Completely rebuilt and refinished by factory-trained mechanics

AMERICA'S FINEST USED PHONOGRAPHS



SEEBURG

V-200

200 Selections

\$695.00

completely

Reconditioned, Refinished

with new

VL Type Receiver

AMI

H200 (M) \$749.50

G-200 595.00

D-80 199.50

ROCK-OLA

1455 (D) 200 \$695.00

1454 595.00

1434 (50 sel.) "45" .. 149.50



SEEBURG

3 W1-WALL BOX

100 Selections

\$49.50

New Buttons—Chrome Covers

Looks—Operates Like New

1-FREE with 10

SEEBURG

HF100R \$595.00

HF100G 495.00

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SEEBURG

VL-200

Hideaway

\$675.00

Refinished—Reconditioned

with Remote Vol. Control

VENDORS

KEENEY

Coffee Vendor

Model 300

\$295.00

WURLITZER

Model 1800

104 Selections

\$469.50

Like New!

NATIONAL

9-Column Cigarette Vendor—King Size—Filter

Silver Quarters Only

\$89.50

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United 14' Bowling Alley...\$445
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 C. C. 16' Classic Bowler... Write

NEW GAMES

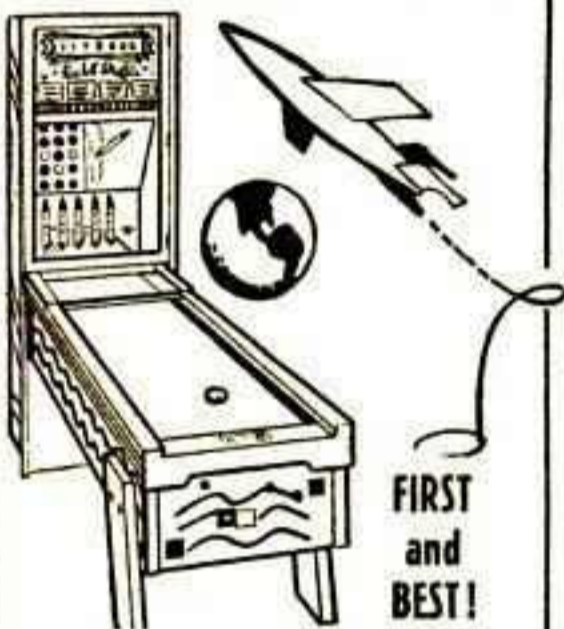
Chicoin ROCKET SHUFFLE
 Bally ALL STAR DEL. BOWLER
 Chicoin BATTER UP
 Genco SPACE AGE
 Genco GUN CLUB
 Gottlieb ROCKETSHIP
 Wms. KICK OFF
 Bally SKILL ROLL
 Bally CYPRESS GARDENS
 VALLEY 6-POCKET POOL
 Kaye ELDORADO 6-POCKET
 Kaye COMPETITOR 6-POCKET
 Auto Bell PLAYBALL
 Keeney DELUXE BIG TENT

Chicago Coin
BLINKERS, \$325

ARCADE

Wms. TEN PIN\$385
 Genco MOTORAMA 365
 Genco CIRCUS GUN 350
 Genco STATE FAIR 240
 Genco DAVY CROCKETT 225
 C. C. TWIN HOCKEY 220
 Genco SKY ROCKET 195
 Genco BASKETBALL 175
 Un. CARNIVAL GUN 165
 Genco RIFLE GALLERY 145
 Evans SUPER BOMBER 145
 Wms. CRANE 125
 C.C. STEAM SHOVEL 125
 Cap. MIDGET MOVIES 125
 C.C. BASKETBALL CHAMP. 120
 Exh. RINGER BALL 95
 Wms. QUARTERBACK 85

Chicago Coin's 2-Player ROCKET SHUFFLE



FIRST and BEST!

5-BALLS

GOTTLIEB
 2-PI. SEA BELLES\$245
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 AUTO RACES 195
 SCOREBOARD, 4 PI. 185
 2-PI. TOURNAMENT 185
 DERBY DAY 175
 EASY ACES 185
 GYPSY QUEEN 170
 WISHING WELL 165
 SLUGGING CHAMP 165
 2-PI. DUETTE 150
 QUEEN OF HEARTS 95
 CHINATOWN 75
 WILLIAMS
 RACE THE CLOCK 165
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KAYE'S 6-POCKET POOL
 2 Top Models—"ELDORADO" and "COMPETITOR"
 Also Big Selection of "FIRST"-Conditioned POOL GAMES

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 56-PAGE CATALOG for IMPORTERS only



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FIRST

COIN MACHINE EXCHANGE, Inc.

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 1750 W. NORTH AVE • CHICAGO 27, ILLINOIS

Ops Fight License Proposal of Conn. City as 'Red Tape'

JEWETT CITY, Conn.—Game, music and vending machine operators in this area are battling proposals of the Borough Counsel here which would wrap the operating trade in what they termed "red tape."

The proposed new ordinance would set licensing fees and strict regulations on games, cigarette vendors and juke boxes.

Operators and location owners implied that they would work for a public referendum if the local government should pass the ordinance.

Attorney Marvin Horwitz, representing operators, said at a borough meeting last week that the main objection was not over the proposed "stiff fees," but over the extensive restrictions.

Ops from Norwich

The licenses, which would be paid for by operators from nearby Norwich who own the machines, would be set at \$15 annually for the first machine spotted, \$10 annually for each additional machine.

The ordinance would further bar use of games and cigarette machines by minors under 18 years of age, prevent use of games for gambling, and outlaw play of jukes between 1 and 6 a.m. The ordinance does not specify whether the operators or the locations would be responsible to these restrictions.

A spokesman for operators, Ort Mortoro, owner of the Cam Music Company, said, "We have absolutely no objection to forcing minors to stay away from the machines—as a matter of fact, we're all for it. But keeping them away shouldn't be our responsibility."

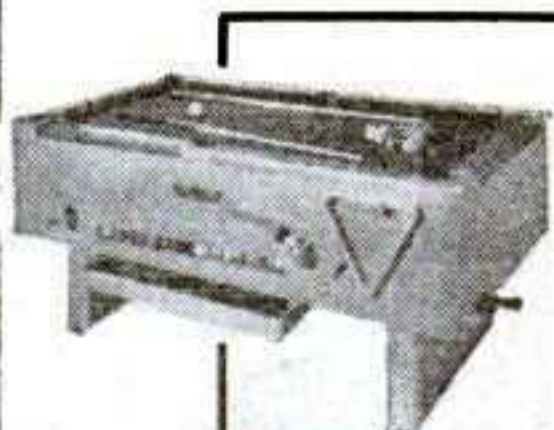
FOR SALE ARCADE EQUIPMENT

6 Exhibit Barrels
 5 Exhibit See-A-Views
 1 Ant Colony

Practically like new—used only for ten days

Lieberman Music Co.

257 Plymouth Ave., North Minneapolis 11, Minnesota



Valley

SPECIAL 6-POCKET POOL

• "Cadillac Quality" Design and Construction! • Beautiful Plastic Speckleton Lacquer Finish—Cold-color anodized aluminum rail protectors. • Exclusive "Easy Count" Scorer. • Separate, Fast, No-Stoop Cue Ball Return. • Exclusive Valley Viewer—gives quick check on balls played—speeds play. • Cheat-proof—Burglar-proof. • Composition or Slate Top. Choice of "Double-Dime" or 25¢ Chute. 74"x42"x33" size.

See Your Distributor or Write

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GOTTLIEB'S 2 PLAYER

PICNIC

HAS EVERYTHING IT TAKES...

- Advancing Value Roto-Targets Score 1, 10 and 100 Times Target Values
- Lighting all 4 Pop-Bumpers Makes One Bottom Rollover Score Specials
- On-Off Rollovers Correspond to Matching Colored Pop-Bumpers
- Wide-Open Roto-Targets Allow Skill Shots to Score 2 Targets With a Single Hit
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- Double Number Match Feature
- 2 Super-Powered Flippers
- Cross-Board Cyclonic Kickers

It's just plain fun to play competitively on Gottlieb's new 2 Player Picnic. And above all, around the world location tests prove competitive play attracts more players and more profit. This game "has everything it takes" to produce top earnings in your locations. See it at your distributor today!

D. Gottlieb & Co.

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Amusement Pinballs
 as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

FOR SALE
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 Big Shows \$245.00
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 All machines completely refinished just like new.
 Write, Wire or Phone
NASTASI DISTRIBUTING CO.
 Phone: MAgnolia 6386 New Orleans 12, La.
 912 Poydras St.

PAY PHONE USED AS DEPOSITORY FOR BOGUS COIN

NEW YORK — Runton Sales, local AMI outlet, last month was stuck with \$6.80 worth of slugs. According to Morris Rood, Runton executive, the slugs were dropped in the pay telephone by operators visiting the office. Rudd reasons that the slugs were received in juke boxes and amusement games, and that the operators are getting rid of them in pay phones. Runton, Rood added, must make good to the telephone company for the slugs. He said that unless the flow of slugs stops, the pay telephone will be removed from the office, and operators will have to make their calls from the tavern across the street.

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

- NOW DELIVERING**
- BALLY TROPHY BOWLER, CYPRESS GARDEN, BIG INNING, SPACE GUNNER
 - BALLY TARGET ROLL, MISS AMERICA, SKILL ROLL, ALL STAR BOWLER
 - BALLY BIKE, THE CHAMPION, MODEL T and TOONERVILLE TROLLEY
 - ROCK-OLA PHONOS—50-120-200 SELECTION

WRITE OR CALL FOR PRICES

★ ★ SPECIAL ★ ★	BINGO GAMES
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Like New A.B.C. Bally Bowling Lanes, 11 Ft. 495.00	Night Club 225.00
14 Ft. 545.00	Beauty 55.00
Like New Strike Bally Bowling Lanes, 14 Ft. 695.00	Gayety 75.00
All machines have been checked, cleaned and ready for location.	Keytime 115.00
	Key West 325.00
	Variety 75.00
	Miami Beach 115.00
	Dude Ranch 45.00
	Big Time 115.00
	Surf Club 55.00
5 BALLS	ARCADE
Balls-a-Poppin' \$195.00	Bally Bull's Eye Kiddie Gun \$225.00
Genco Showboat Write	Genco Gun Club Write
Bally Circus Write	
Bally Carnival Write	

ATLAS SLASHES PRICES!

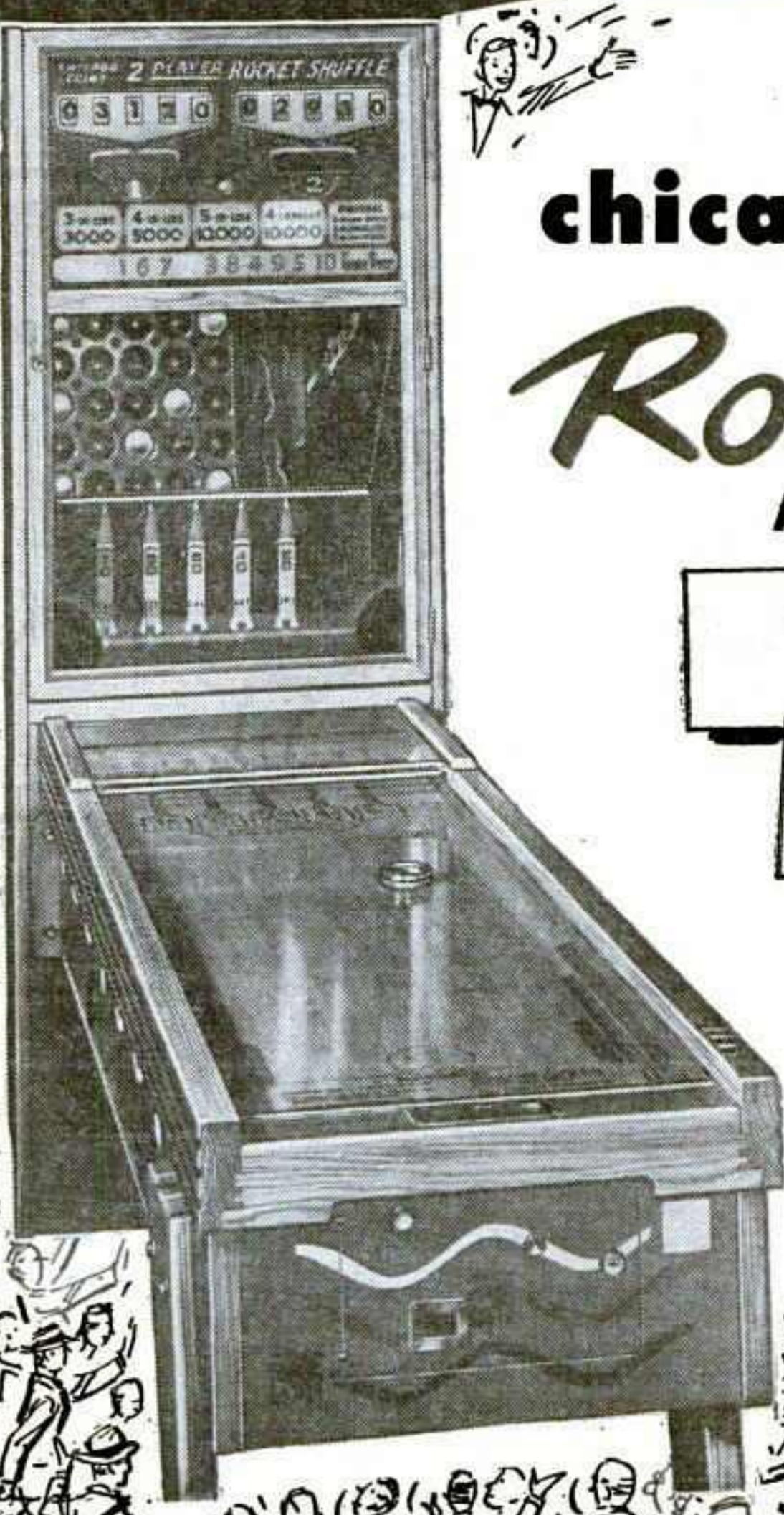
MUSIC	SEEBURG 100A Converted to 45 RPM \$245
SEEBURG V-200 \$595	45 RPM CONVERSION for M-100A \$69.50
SEEBURG 100-B 895	
SEEBURG 100-J 725	
SEEBURG 100-G (Chrome) 575	
WURLITZER 1700 475	
Reconditioned—Refinished.	
SEEBURG CIGARETTE VENDOR (Shift Columns) Immed. Del.	

Exclusive Seeburg Distributors

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 A Quarter Century of Service
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PROFIT LEADERS of The YEAR



chicago coin's 2-PLAYER Rocket Shuffle

ALSO AVAILABLE IN A 1 PLAYER MODEL

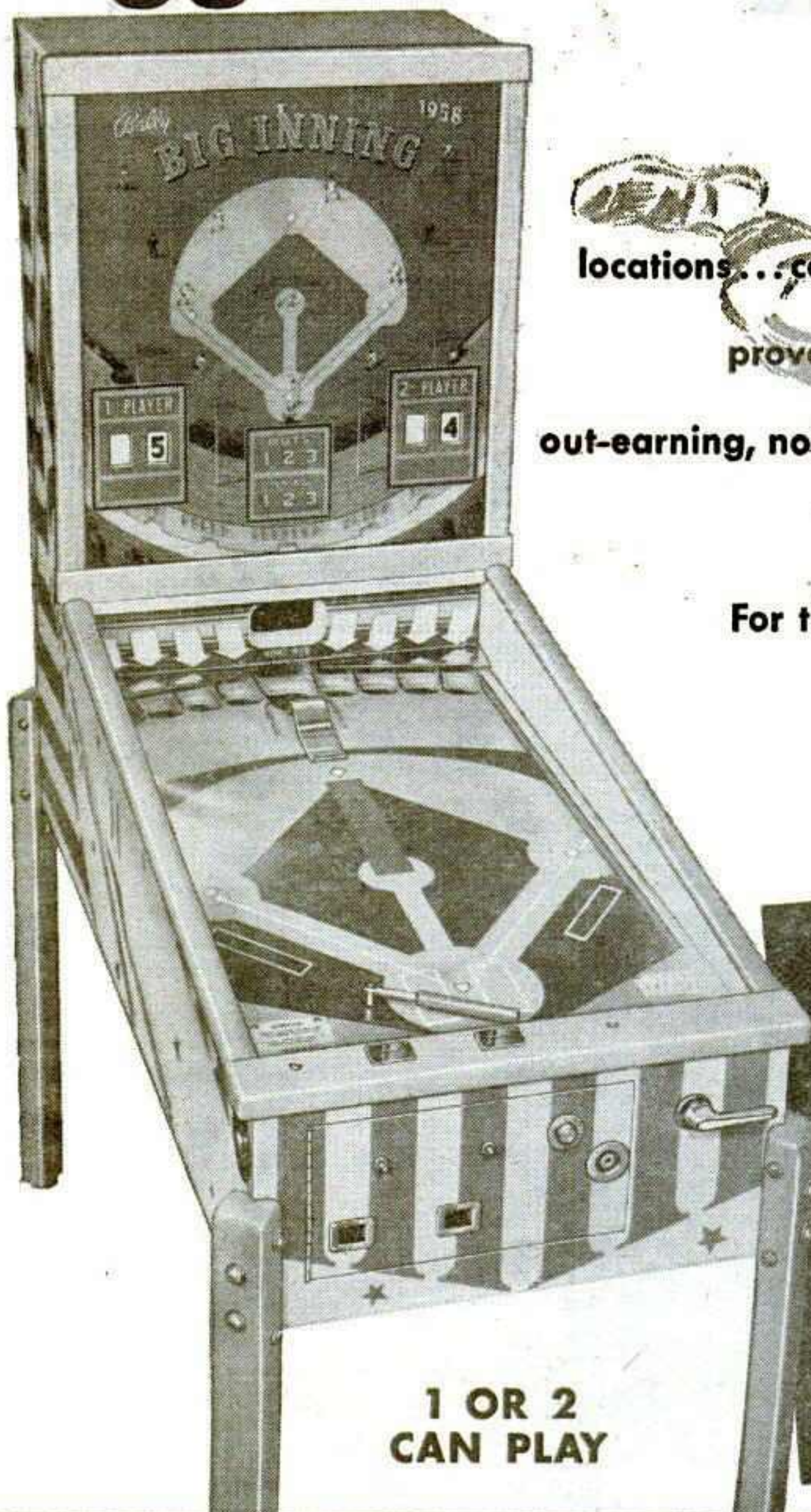
- ⚡ CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACE! ALL BALL LAUNCH FEATURE!
- ⚡ NEW METHOD OF SCORING WITH CAPTIVE BALLS . . . 3 in Row—4 in Row—5 in Row—4 Corners DIAGONALS SCORE DOUBLE!
- ⚡ PLAYER DETERMINES WHEN AND IF HE WANTS TO ACCEPT IN LINE BONUS SCORE OR CONTINUE TO PLAY FOR A HIGHER BONUS SCORE!
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- ⚡ AVAILABLE IN REPLAY OR REGULAR MODELS . . . REPLAYS AWARDED FOR HIGH SCORE!
- ⚡ UNUSUAL AND NEW 3 DIMENSION MIRROR EFFECT . . . GAME IS ONLY 7'7" YET GIVES THE APPEARANCE OF A GAME 11'11".

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Division of Chicago Dynamic Industries, Inc.

Record-smashing collection reports prove *Bally* **Big Inning** biggest money-maker in years



1 OR 2
CAN PLAY

From coast to coast... from all types and sizes of
locations... collection reports now coming in

prove the sensational earning power of Bally BIG INNING
out-earning, not only all other baseball games, but pinball games
and other favorite types of equipment.

For the BIG EARNING surprise of your life

get BIG INNING on location—today!

EXCLUSIVE NEW RELIEF PITCHER

gives "average" player opportunity to show his hitting skill,
keeps "experts" busy out-guessing the pitch,
insures thrilling tight baseball game every second of play

NEW DOUBLE-PLAY FEATURE
WITH CHANGING TARGET VALUES
INSURES REAL BASEBALL THRILLS

See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S

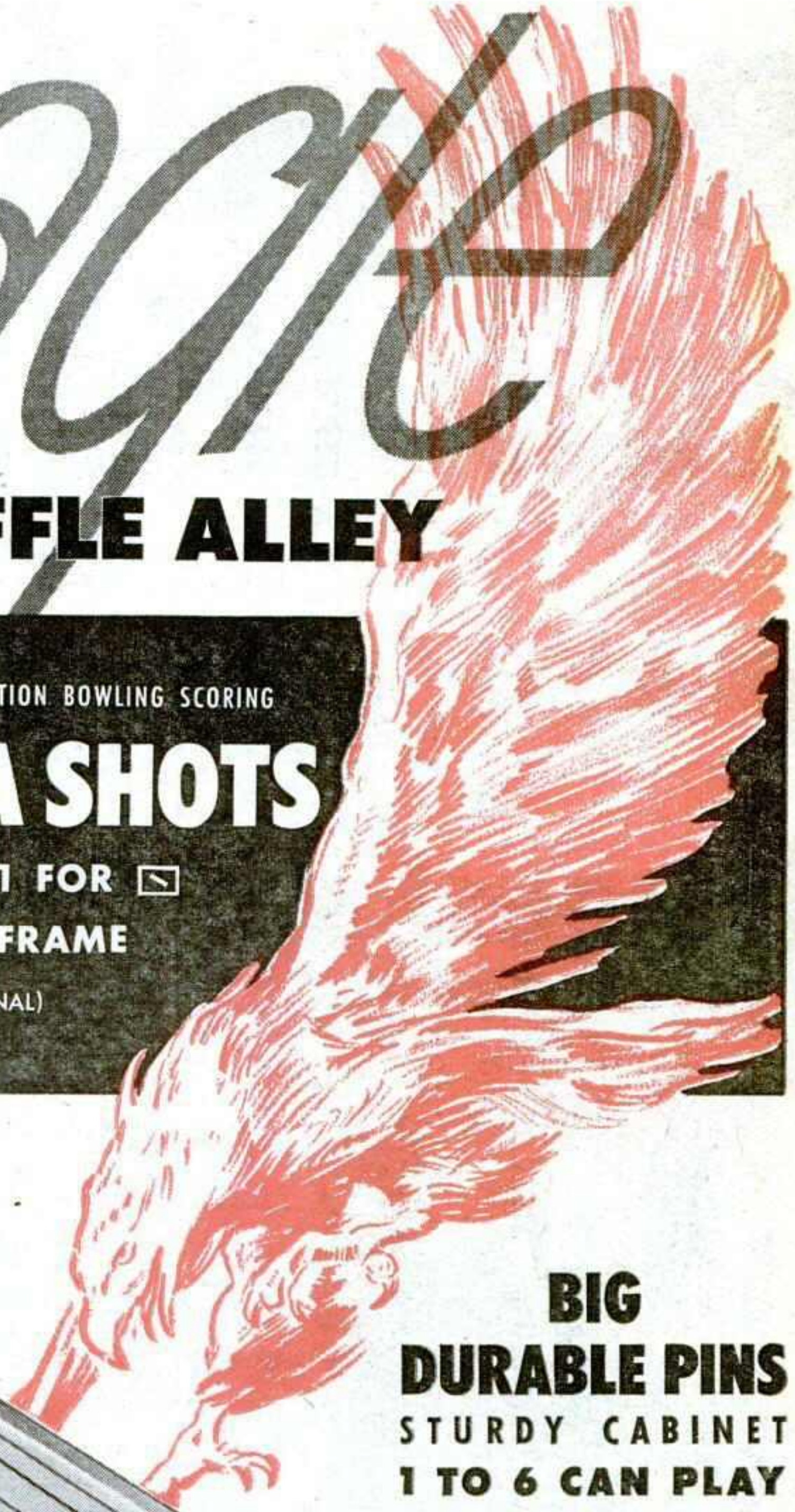
ALLEY

SHUFFLE ALLEY

AUTOMATIC REGULATION BOWLING SCORING

EXTRA SHOTS

2 FOR 1 FOR
IN 5TH FRAME
(OPTIONAL)



**BIG
DURABLE PINS**
STURDY CABINET
1 TO 6 CAN PLAY

PILFER-PROOFED
IN-A-DRAWER
CASH
BOX

EQUIPPED WITH
NATIONAL REJECTOR

REGULAR OR
DELUXE MODELS

SHIPPING WEIGHT 430 LBS.
APPROXIMATE CRATE SIZE
8½ FT. BY 2½ FT.

ALL MECHANISM IN
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FOR EASY SERVICING

SIZE:
8½ FT. LONG
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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR UNITED

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SEEBURG

MUSIC SYSTEMS

the new "201" and the new "161"

ARE EQUIPPED WITH
DUAL PROGRAMMING AND
DUAL PRICING TO PROVIDE
THE MAXIMUM OPPORTUNITY
FOR INCREASED EARNINGS
IN EVERY LOCATION

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

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