

The Billboard

PRICE:

35 CENTS

JUNE 16, 1958 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Invoke Displays To Up Juke Plays

Detroit Operators Report Favorable Tests of Eye-Catching Layouts

By HAL REVES

DETROIT—A juke box point-of-play display program is contributing a significant share in the industry's fight to prop up business in this recession-ridden city.

Nucleus of the program is a large (three-by-four foot) display board which is mounted on top of a juke box. It accommodates 20 album covers and a place above each to enter the selection combination of the tunes programmed.

The imposing board, engineered originally for the earliest 200-selection juke boxes by Music Systems, Inc., Seeburg distributor headquartered in Cleveland and Detroit, is designed to stop the eye and thereby stimulate play.

No \$ Figures

Recent experience of Motor City operators using the boards appears to be quite favorable. Operator, have reported that play has been stimulated by their use at specific locations, altho exact dollars-and-cents figures on how much they have helped have not yet been pinned down.

Despite tentative results, the effective use of display material, costing an unprecedented \$20 per unit, marks an historic first in industry history.

Favorable judgment of operators on the outcome of their use in Detroit to retain business could spur a more widespread adoption of display devices by operators throuth the country.

Use of displays in Detroit may not be a fair test. Even now, comparatively few operators are using the displays in number. In addition, Detroit is undergoing a severe business recession. Those now receiving unemployment compensa-

tion run 18 per cent of the working force, but the total number of unemployed runs much higher because of those who have already exhausted benefit payments or are otherwise ineligible.

Results Positive

But so far operators say the boards are useful. Location owners also seem to like them. If this judgment is confirmed by continued and more widespread use of the boards, point-of-play advocates will have won a great victory.

Such a victory would be an open invitation to both record and juke box manufacturers to provide suitable display aids to operators on an effective, continuing basis.

Actually, the boards are being used in cities besides Detroit. Music Systems offices in Toledo and Lansing, Mich., are also selling them for operator use. Davis Distributing Company, New York State Seeburg distributor, in April began promoting them for operator use.

Various kinds of displays began being used by a few operators throuth the country last year (The Billboard, December 2).

An About-Face

But the Detroit story appears to be the most striking because point-of-play promotion has been kept at a minimum here up until recently, and also because the recession has hit Detroit operators so hard. But Joe Newmesh, president (Continued on page 69)

GODFREY STAR GETS VIENNA PODIUM DATE

VIENNA — It may be a long way, both musically and physically, from the studio originations of CBS Radio's Arthur Godfrey Time series to the famed Vienna Konzerthaus here, but virtuoso trombonist Sy Shaffer is about to make the transition—and a an invited guest.

Shaffer was invited yesterday (15) to appear as a guest conductor of the 110-piece Vienna Philharmonic during the next three weeks before returning to his duties as an ork member on the Godfrey shows on July 7.

He'll wield the baton on a total of nine programs with the internationally known symphony, and is expected to contribute trombone solos in several of the concerts.

The switch from the banks of the Hudson River to the shores of the Danube on the part of trombonist Shaffer isn't as left field-ish as it sounds.

A member of the Godfrey band since 1945, Shaffer, some time ago, became fascinated with orchestral techniques, and put in his spare time studying composition and orchestration under New York's famed Tibor Serly, and with conductor Pierre Monteux. Shaffer organized and conducts the Nassau Orchestral Society (Long Island), as well as a youth orchestra, and recently waxed a Westminster album.

Phono Makers Split On Stereo Sales Promotion Slant

Individual Selling Salvos May Catch Dealers in Crossfire

By RALPH FREAS and CHARLES SINCLAIR

NEW YORK — Phonograph manufacturers are dividing into two camps in their approach to building and promoting new stereophonic units. They also split on how to package the equipment.

As a result, the public will probably be thoroely confused about what they can buy and what they want to buy. The showdown will come when the leading firms fire off the first salvos from their promotional artillery this summer and fall. And phono-record dealers will be neatly caught in the crossfire.

In the past, John Q. Public really had only one decision to make—how to get the best quality sound for the amount of money he had to spend. Another factor, but really a part of the same question, was whether to buy a package unit or separate components. The decision was a fairly simple one.

Buyer's Puzzle

But in the future, he'll have to puzzle out why some new phono units are complete and ready to play stereo records while others need either (1) an extra speaker, (2) an extra speaker-amplifier

combo, or (3) an extra pre-amp amplifier-speaker unit for two channel sound. And, as a clincher, the John Q. who invested recently in a good single-channel player will want to know if he can make it stereophonic and what's necessary to make the conversion.

"Conversion" will be a key factor in the stereo era ahead. Manufacturers have to decide whether to go all out in promoting stereo, sacrificing the customer who purchased a phonograph recently, or protect the consumer from what could best be called "Stereoobsolence" and risk a less happy profit picture for the year.

Planned Obsolescence

Descriptive of one point is an ad campaign mapped by Admiral. Key phrase is "We're sorry if this makes you mad—but on June 00 your phono and TV will be old hat!" It is doubtful if the philosophy of planned obsolescence could be more candidly expressed.

But, at the same time, the firm that would like to ignore the past and look ahead to a rosy stereo future is partially over a barrel with its distributors and dealers. On the one hand, the manufacturer may honestly believe that conversion of old models to stereo playback is makeshift and not in the best interests of the consumer. On the other, he cannot ignore possible heavy inventories in warehouses and retail outlets. For the dealer's and distributor's sakes, he is forced to provide them with a conversion kit and jack the prices somewhat on last year's models if he expects them to move at all. One alternative is "dumping" present inventories.

RCA Victor's attitude points up the problem somewhat. The '59 (Continued on page 13)

New Language For Dealers

NEW YORK — Record and equipment dealers will have to learn a whole new language by fall, if they're to survive in the stereo era, it would seem.

They'll have to know, quickly, the difference between "mother" and "satellite" units when both look like they might be record players ("mother" has the changer), and the fact that a "cartridge" can be both a phono pickup and the new automatic tape playing gadgets.

Also, they'll have to figure out why the "stereo jack" on such record players as Sylvania's feed out, while the similar jack on RCA Victor models feed in.

NEWS OF THE WEEK

AFM Scales Down Trust Fund; Film Strike Solution Looms . . .

The possibility of a general settlement of the American Federation of Musicians' strike against the film studios loomed last week, as the result of an agreement made by the AFM with MCA's Bevue Productions. The pact drastically revised the AFM's trust fund policy, slashing the 5 per cent royalty payment on TV film revenue to 1 per cent. . . . Page 3

Distributors Busy Suing—and Wooing Public Opinion . . .

This week Garmisa Distributors in Chicago hired a public relations firm to help their press relations. At the same time a Pittsburgh indie distributor sued London Records for a lot of loot. . . . Page 3

Publisher Reply to Letter From AGAC President Lane . . .

Letter from American Guild of Authors and Composers prexy, Burton Lane, to publishers, deploring the airing in the press of grievances, draws various comments from pubber fraternity. Leading firms re-assert stand that AGAC

should provide proposed contract changes in advance of meetings between writer and publisher representatives Page 4

Six Manufacturers Announce Impressive Stereo Phono Lines . . .

In the biggest single week of stereo phonograph activity since the start of the stereo boom, six manufacturers, two of them record companies, unveiled extensive lines. Lines included full-scale stereo sets, conversion units, monaural players and tape equipment. Companies include Columbia, Decca, Philco, Webster, Sylvania and Arvin. . . . Pages 12 and 13

DEPARTMENTS AND FEATURES

Amusement Games 78	Music Pop Charts—
Art-Artists 47	Album Buying Guide. 16
Carnival 53	Honor Roll of Hits. 28
Circus 60	Best Seller Lists. 28
Coming Events 63	Tips on Coming Taps. 34
Classified Ads 64	Outdoor 44
Coin Machine 66	Parks & Pools 32
Fairs & Expositions 59	Pipes 62
Final Curtain 31	Radio 2
Letter List 65	Reviews 7
Merchandise 61	Rinks 52
Music 2	Rouzes 51
Music Machines 69	TV-Music-Radio 2
	Vending Machines 46

Color Slides Good Gimmick

CHICAGO—The use of a colored slide film projector as a juke box display item to boost plays is apparently turning up good results for the handful of operators known to be using it.

Debated at the Music Operators of America convention in 1957, the unit—called Phonovision—is still not being produced in quantity by its designer, Glenn Walters, a Dayton, O., producer of commercial motion pictures and son of a veteran music operator there.

However, Walters does know of several operators using several of the units who say that it does help stimulate play. The unit displays colored slides of record artists whose tunes are programmed on the machine. The projector displays a total of 14 colored slides while the machine is in operation. It is mounted on top a juke box, and closely resembles a table model TV set.

AFM Scales Down Trust Fund; Studio Strike Solution Looms

5-Year Pact With MCA Subsid Revises Trust Formula, Turns \$\$ to Job Building

NEW YORK—Possibility of a general settlement of the American Federation of Musicians' 18-week strike against the Hollywood film studios loomed last week as the result of a precedent-shattering agreement made by the AFM with

the Music Corporation of America's TV film subsidiary, Revue Productions. The pact drastically revised the AFM's trust fund policy as it applies to TV film production.

Essence of the new five-year contract is that instead of paying 5 per cent of its TV film revenue into the AFM trust fund—as required by the AFM in the past—Revue would limit the trust fund royalty payment to only 1 per cent.

In announcing the change, the AFM's newly elected proxy Herman D. Kenin said the "pioneering contract is but the forerunner of additional wage guarantees that will be forthcoming from other pending negotiations." He added that "conversations with additional large users of music on film" were under way.

Live Music Guarantee
Describing the contract as one

that guarantees in excess of \$1,500,000 in live music employment, (Revue heretofore utilized canned music) Kenin interpreted the pact as follows: "Under its terms the Federation has agreed to apply solely to the employment of musicians some \$800,000 due to the Trust Fund under rescoring obligations previously agreed to by this big producer. In addition, MCA agrees to match this amount with another \$800,000 of its own money, this creating a fund of approximately \$1,600,000 for wages for musicians."

Kenin claimed, "Our arrangement with MCA does not bespeak a new Federation policy with respect to the 5 per cent formula for contributions to the trust fund. . . . It has always been Federation policy that a contractual guarantee of employment would

(Continued on page 8)

London Sets Hi-Fi Stereo Demo Record

New York—London Records announced this week a stereo demonstration record known as "an Introduction to FFSS (Full Frequency Stereophonic Sound)." The disk is expected to sell for \$4.98 and will carry a front and back cover in four colors. The packaging will employ a new advance in the lamination process, which is said to improve the merchandising value of the set.

Included in the 18 selections are a number of tracks taken from the initial general release by London stereo LP's to be issued in July. These will include sets by Mantovani, Ted Heath, Edmundo Ros, Vera Lynn, Ernst Ansermet, the Vienna Philharmonic and the London Philharmonic, among others.

In addition to selections by these artists, the demo disk also contains tracks of racing car, train and tap dance sounds.

Mull Overhaul Of Firestone 'Voice' Format

AKRON, O.—Firestone brass is mulling a complete overhaul of its long-run "Voice of Firestone" (ABC-TV) series, wedding three areas of music. Classical, semi-classical and pop fields would rotate, each with 13 telecasts of next season's 39 weeks, the idea coming from producer Fred Heider.

Benny Goodman, Mantovani, Fred Waring, Eugene Ormandy and the Philadelphia Ork and Stan Kenton are among the non-vocal stars who are "available" to break the tradition-bound Firestone pattern of using a solo singer on 95 per cent of the shows. Roberta Peters, Patrice Munsel, Leonard Warren, Hilda Gueden and other frequent visitors from the opera-concert world will return in any format, however.

PICK YOUR OWN

Chart Trends to Please Everybody

NEW YORK — A perusal of The Billboard charts this week indicates enough trends of all sizes and shapes to please everyone no matter what his philosophic bent concerning the music business. If he favors rock and roll the records are there, if he opposes it this trend is apparent too. If he likes ASCAP the charts show ASCAP songs are making a comeback; if he's a BMI man he can find support for this position as well.

For anti-rock and rollers there's a ray of sunshine in the fact that for the first time since he joined RCA Victor an Elvis Presley record did not make the number one slot on The Billboard Best Selling Records Chart. His record of "Wear My Ring Around Your Neck" only got as high as No. 2. Of course, Elvis has yet to have an RCA Victor record, including this one, that didn't sell at least one and a half million copies, so he hasn't slipped very much by any record business criterion. He has set the modern record for million sellers, and it's doubtful if his mark will be topped for years.

On The Billboard's "Honor Roll of Hits" five out of the first 10 tunes are ASCAP. These include "Witch Doctor," "Return to Me," "Chanson D'Amour," "Secretly

and "He's Got the Whole World in His Hands." Is this a trend? Yes and no. Of the total 30 tunes on the "Honor Roll" 21 are BMI.

All kinds of tunes are on the Best Selling Singles Chart these days. They are "good tunes" like "Chanson D'Amour," and "Return to Me"; novelties like "Witch Doctor" and "Purple People Eater," out-and-out rock and rollers like "Johnny B. Goode" and "Book of Love," blues like "Talk to Me, Talk to Me" and "What Am I Living For?"

As for artists, the older names appear to be making a comeback. Dean Martin and Nat Cole are up there with big hits, and Perry Como, the McGuire Sisters, Mary Robbins, and the Chordettes are all riding high. Yet there are hits with such first time artists right now as Jerry Butler, the Aquatones, Dion and the Belmonts, Gino

(Continued on page 8)

Stereo 45's to Make \$1 Debut

HOLLYWOOD — Bel Canto, stereotape firm which recently invaded the stereodisk field, will release four stereodisks next week to retail at \$1 per platter. The disks will be 45 r.p.m. stereo pressings.

The purpose of issuing the buck stereos, according to Bel Canto Proxy Russ Malloy, is to further provide mass appeal to the stereodisk concept by offering product within easy reach of any purse. The selections are 45 r.p.m. versions of material already issued in Bel Canto's initial stereo LP release, four numbers taken from the Larry Fontine Dixieland album, "Plain Vanilla," and four from Fontine's "Listen to Larry" dance music package.

Malloy said Bel Canto will await reaction to the buck stereos before crystallizing a releasing schedule of 45 r.p.m. stereodisks. In the meantime, the firm is preparing four additional stereodisk LP's for release July 20.

6 FIRMS SHOW PHONO LINES

NEW YORK—Six equipment manufacturers, two of them record company subsidiaries, showed their new 1958 fall phonograph lines last week. Companies were Columbia, Decca, Philco, Arvin, Webcor and Sylvania. Firms showed both monaural and stereophonic players and tape recorders. Full details are in the Equipment Section starting on page 12.

Monaural Still Big: Lieberson

NEW YORK—At the New York showing last week of Columbia Records' new 1958 phonograph line, proxy Goddard Lieberson again reiterated his belief that the stereo record is not a revolution in sound but a refinement, and that the monaural disk still is and will be for a long time to come the most important sales item for the dealer. Lieberson made his statement in response to questions from the assembled trade reporters covering the display of the new Columbia sets, which included both monaural and stereo machines.

Lieberson explained that stereo disks are a "hot" item within the trade, but that no one will know what the general public's reaction to them will be until they are introduced to the mass market. He said that at this time it is impossible to estimate what sales may be for stereo records during the next six months and that the diskeries will probably have to play it by ear. And he said that it is just as difficult to estimate the sales of stereo players as against monaural phones.

The Columbia chief felt that what will be required before the mass market swings into stereo is an educational campaign on the part of all areas of the record business to acquaint customers with the advantages, sounds, etc., of stereo disks and players. He said that dealers should sell stereo phonos as two-way players, able to handle both types of disks, monaural or stereo.

Record Mfrs. Move to Form Steering Units

NEW YORK—Steps were taken this week which may lead to the formation of a steering committee to guide the fortunes of the Independent Record Manufacturers Guild, an organization which came into being at the recent Music Operators Convention in the Windy City.

Herman Lubinsky, elder statesman of the Chicago group, told The Billboard this week that a number of conversations had taken place with indie manufacturers. Lubinsky has also discussed the matter with Jerry Wexler of Atlantic, he said.

"We propose to lay the nucleus of a new body to develop a code of ethics for this industry. We also would hope to see machinery set up for the exchange of credit information," Lubinsky asserted. "We also intend to see that the public gets non-offensive music." Initial aims, according to Lubinsky, would be to also raise enough capital to be able to hire a paid secretary and counsel for the proposed Guild.

Dot Plucks Masters From Britain, Hawaii

HOLLYWOOD — Dot Records last week plucked three plums from the disk master orchard and spanned the globe to make these acquisitions. Dot purchased the master of the No. 6 Best Selling Pop Record in Britain (The Billboard, June 9), Lonnie Donegan's "Grand Coolie Dam," released there under the Pye-Nixa banner.

Dot then reached over to Honolulu for Hawaii's International Records' master of "Susie Darlin'" recorded by 15-year-old Robin Lu. This disk, according to Dot Proxy Randy Wood, is currently Honolulu's No. 1 best seller.

Dot bought the master to Columbia's von Blitzstein Practices the Piano Bell Records pop novelty which last week received The Billboard Review Spotlight (The Billboard, June 9). This is backed by "Columbia von Blitzstein Practices the Piano." Dot feels all of its acquisitions have proved their commercial worth and expects them to take on as top seller contenders.

GIVE TO DAMON RUNYON CANCER FUND

The Billboard

The Amusement Industry's Leading Newsletter

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford, Jr.
William D. Littleford

Editors

Paul Ackerman . . . Music-Radio-TV, N.Y.
Herb Dotten . . . Outdoor, Chicago
Robert Dietmeier . . . Coin Mach., Chicago
Wm. J. Sachs, Exec. News Editor, Cincinnati
Lee Zito . . . Western Music Ed., L.A.

Managers and Divisions

L. W. Gatto . . . Main Office, Cincinnati
R. S. Littleford, Jr. . . Music-Radio Div., N.Y.
Sam Chase . . . Asst. Publisher, New York
Herb Dotten . . . Outdoor Division, Chicago
Hilmer Stark . . . Coin Mach. Division, Chicago
W. D. Littleford . . . President
M. L. Reuter . . . Vice-President
Laurence W. Gatto . . . Treasurer
John Ross . . . Secretary

Offices

Cincinnati 22, 2160 Patterson St.
L. W. Gatto
Phone: DUNbar 1-6550
New York 26, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-0900
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CENTral 4-5818
Hollywood 28, 1520 North Gower
Sam Abbott
Phone: HOLLYwood 9-3831
St. Louis 1, 812 Olive St.
Frank B. Joering
Phone: CHEstnut 1-9443
Washington 3, 1426 G St., N.W.
News Bureau
Phone: NATIONAL 8-4748

Advertising Managers

C. J. Latscha, Director
Outdoor-Midw. . . Robert Kendall, Chicago
Music-Radio-TV . . . Dan Collins, New York
Coin Machine . . . Richard Ford, Chicago
Music-Western . . . Robert McCluskey, L.A.

Circulation Department

B. A. Bruns, Director . . . Cincinnati
Send Form 3579 to
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old or new address. Published weekly. Entered as second class matter June 4, 1957, at Post Office Cincinnati, Ohio, under act of March 3, 1879. Copyright 1958 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising and year, '53. The Billboard International Finance, the monthly magazine of international management, High Fidelity, the magazine for music listeners, and Songcraft, the magazine for the M-F industry.

Printed by WORLD COLOR PRINTING CO., 1414 N. 7th St., Philadelphia, Pa. 19122. Vol. 70 No. 24

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

Name _____ 964

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

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

PHANTOM COUNT, CREEPY VOICE—SLEEPER DISK

NEW YORK—A phantom Eastside society figure, known as Count Von Blitstein, and "Your Excellency" to his social friends, is the latest phenomenon of this crazy business.

The Count made a record of the standard "Perfidia," with the help of indie public relations man Alan Abel. The goofy scene re-enacted on the disk takes place in a French restaurant. The Count, who has never sung before, sings in a low, uncertain, off-key style, to his own piano. The maitre'd begs him to stop because the customers are complaining.

Abel said he didn't tell Murray Deutsch of Peer International what kind of a record he had in mind when he applied for the "Perfidia" license. "I was afraid he would quash us," said Abel. (Edit note: Deutsch did try when he found out), but, as luck would have it, The Billboard music staff broke up over the funny disk and quickly handed it a "novelty" pick. When the paper hit the streets last Monday, Abel said his phone started ringing continually.

I had offers to buy the record from 25 record companies. A number of distributors called too," said Abel. "Finally I told my secretary I wasn't in to anybody. I couldn't stand it. I'm glad I'm not in the record business for keeps."

Finally, late Thursday, Dot Records acquired the disk, and Dot and Deutsch both agree they may have a chart record in the making. (Deutsch likes the record now.)

Abel has already launched an all-out campaign including a resume to the press of the Count's background. The Count, according to the story, . . . was born at Uskub in Bosnia-Herzegovina and distinguished himself in World War II by single-handedly capturing a battalion of Bessarabians in the Carpathian Mountains. He also studied violincello under the late Professor Kurzmeier.

Abel has a complete TV scene worked up for re-enactment of the record, if anyone is interested. He has also been seen leaving suspicious lips of papers in cabs, drugstores, etc., which offer a \$5,000 reward "for the return of a tape of 'Perfidia' by Count Von Blitstein lost on a Manhattan street." The message adds, "Please, please, please, no questions asked!" Abel is the man who some months ago staged a 72-hour talkathon in an Upper Broadway auto showroom window on the subject of "the role of the dog in our current society."

Distributors Busy Suing and Moulding Public Opinion

Indie Hires A Top-Level P.R. Counsel

CHICAGO—An indie distributor here has retained a publicity agency, not for the purpose of soft-soaping deejays, which will still be handled by its inside contact man, but for the purpose of long-range, high-level public relations yet.

The distrib is Leonard Garmisa, of Garmisa Distributing Company, and the agency is Max Cooper & Associates, a sizable local firm handling numerous, good-sized national accounts.

Says Garmisa (thru his public relations firm): "Except for the (Continued on page 8)

ONE-STOP OPENS BRANCH ON L. I.

Distributors, one-stop with branches here, in Newark, N. J.; Hartford, Conn., and Pittsburgh, announced this week the opening of its fifth branch in Freeport, L. I., N. Y. The Long Island operation, according to Leslie proxy Lou Boorstein, will start limited operations later this month.

Boorstein added he expects the new outlet will do a business equal to that of the New York headquarters in from one to three years. He cited current population of Nassau and Suffolk Counties about two million. (Additional details in Coin Machine Section.)

Oseroff Sues London Over Franchise

PITTSBURGH — Mautica (Bud) Oseroff, former partner in the new defunct Forbes Distributing Company here, has filed a countersuit in Federal Court against London Records for alleged damages caused by the firm's cancellation of his franchise. Earlier, London had sued Oseroff for recovery of unpaid bills in an amount claimed to be about \$25,000.

Oseroff is seeking damages of \$100,000. He was a partner in the Forbes firm with Robert Kline when the franchise was canceled 16 months ago. Forbes went out of business this year, and Oseroff is now a salesman for Astor Distributing. No distrib has since taken over the London line, altho a few single and LP items have been handled by the Bill Lawrence Company.

HITVILLE BOUND

New Labels, New Voices Hit Charts

NEW YORK — Three labels made the charts this week for the first time, and each one of the labels featured new singers with their debut hits. The labels making the Best Selling singles charts for the first time include Carlton Records with Jack Scott's recording of "Leroy," Sunbeam Records with Gerry Granahan's record of "No Chemise, Please," and Abner Records (formerly Falcon) with Jerry Butler and the Impressions' record of "For Your Precious Love." Granahan has been on charts before as a member of Dickie Doo and the Don'ts.

For Carlton Records, it marked the first big smash for the label, founded by Joe Carlton about six months ago. Sunbeam Records is the label of publisher Tommy Valando. Abner Records is the subsidiary label of Chicago's Vee Jay line. Last week United Artists Rec- (Continued on page 8)

N. Y. C. to Hail Philharmonic

NEW YORK—New York City, having recently honored pianist Van Cliburn with a ticker tape parade and other fetes, will next stage a gala welcome for the New York Philharmonic in acknowledgement of the orchestra's highly successful recent tour of 12 South and Central American countries.

The Philharmonic performed a total of 31 concerts in 21 cities. Leonard Bernstein conducted the concerts for the first four and one-half weeks of the tour; the latter series of programs was conducted by Dimitri Mitropoulos.

The city has planned welcoming ceremonies today (16) at City Hall. The medallion of the City of New York will be presented to Mitropoulos and Bernstein, and each member of the orchestra will receive a Certificate of Merit. An official City scroll will be awarded to David M. Keiser on behalf of the members of the New York Philharmonic.

GERMAN CLEFFERS SEEK U. S. CURBS

Popularity Boom in American Material Brings Proposals to Combat Same

By JUNE BUNDY

NEW YORK — In a move to combat the growing popularity of U. S. tunes abroad, a group of German songwriters has quietly petitioned the government to make a new arrangement with the U. S. Armed Forces Network. The German cleffers want it set up so that the AFN either pays royalties to the European performing rights society, Gesellschaft Fuer Musikalische Auffuehrungsrechte (GEMA) (so that they can play German records) or discontinue its broadcasts.

Under present conditions the AFN is only permitted to spin U. S. platters. Since AFN broadcasts attract bigger audiences than German stations (latter are only allowed to play pop records at certain time of the day) 60 per cent of Germany's "Top 20" tunes are currently of U. S. origin.

Making the situation even worse, opine the German writers, is the fact that because the AFN sparks a demand for American records German stations also play a considerable number of U. S. disks and/or German covers of the U. S. songs. Consequently, the German

cleffers claim, they are finding it more and more difficult to get records on their own tunes, with much of their activities now confined to writing German lyrics for U. S. material.

Even this source of revenue, they say, has been cut into lately. Many German deejays and artist and repertoire execs have entered the songwriting field recently concentrating particularly on penning German lyrics for U. S. songs.

Song plugging efforts in Germany are further limited by the fact that publishers and/or record companies can't just send a disk to German stations. Instead they must send in-tapes of each side of a record.

Jockeys and station execs audition these tapes and (if they accept (Continued on page 8)

Cameo Issues Stereo LP's

NEW YORK—Cameo Records was the latest diskery to enter the stereo field last week with three new releases. This also marks the label's entry into the album field. The LP's are non-compatible stereophonic disks.

The releases are "Dave Garraway's Orchestra," a set which includes international favorites and standards; "Alone Together," a mood set, by the Dave Appell Quintet, and "Dizzy Fingers" by pianist Bernie Leighton and his ork. The company will release several other monaural and stereo packages later this summer. Denise Darcel has been inked as an LP artist by Cameo.

Lopez Stamps Get in Licks

NEW YORK—Bandleader Vincent Lopez will exhibit his swinging stamp collection at the International ISPEX Stamp Exhibition, which will be held here this week (15-18) at the Trade Show Building.

The Lopez exhibit, which will be in the non-competitive class, features Air Stamps of the World, previously shown at the FIPEN Exhibition at the Coliseum in 1955. Public relations for ISPEX (Israel Philatelic Exhibition) is handled by Sidney Bernstein.

BIG CROWDS, BIG REVIEWS

Benny's Hit in Brussels Shows U. S. Jazz Still Has It

By RICHARD PACK

(Dick Pack, WBC Vice-President for Programming sparked the "Benny in Brussels" idea.)

BRUSSELS—Benny Goodman's click in Brussels again demonstrated—as if anyone needed proof—that jazz is still one of America's prime exports in the field of popular culture. While the younger Europeans dig out cool stuff the most, the BG concerts in Belgium indicated that they can go just as big for swing.

S.R.O. audiences in the six concerts in the American Theater in-

cluded a goodly percentage of men and women in their 20's. The big outdoor concert Saturday night in Brussels medieval town square, Le Grand Place, had beaucoup teenagers among the 10,000 spectators. Local Brussels music critics take their jazz seriously, and BG con- (Continued on page 40)

Lou Walters Gains; Out of Oxygen Tent

NEW YORK—Veteran impresario Lou Walters at press time "was improving slowly" from the heart attack he suffered Wednesday (12). The man who made the name "Latin Quarter" a legend in the nitery field was removed from an oxygen tent Friday (13) and was reported resting more comfortably.

Following his recent sale of his share of New York's Latin Quarter, Walters had opened a spectacular new Broadway club known as the Cafe de Paris just three weeks ago. The club is on the site of the old (Continued on page 8)

Court Denies Injunction Bid

NEW YORK—The motion for a temporary injunction asked by publisher-writer Murray Wizzell against Irving Melcher, Csida-Grean Associates and Chappell & Company in the hassle over the song "I May Never Pass This Way Again," was denied last week.

Injunction was asked by Wizzell against the three defendants to prevent them from publishing 50 per cents of the song claimed by co-writer Melcher to be his half. Motion was denied by Judge J. Aurelio in the Supreme Court of New York County on Thursday (12).

'PRETTY BABY'

A Hit and A Hassle

NEW YORK—A hassle has developed here over ownership of the tune "Pretty Baby." The tune (not the standard) is now on The Billboard best selling chart via a Mercury recording by Gino and Gina.

The tune was written in October, 1957, by cleffers Arthur Zwirn and Harry Giosasi. According to spokesmen for Irving Caesar Music (ASCAP) it was registered for copyright on November 8, 1957. According to the Caesar information, it was registered for copyright with Figure Music (BMI) on November 25, 1957.

Both firms have signed writer contracts with Zwirn and Giosasi involving the tune, dated October 21, 1957. Spokesman for Caesar say that their firm has on file a copy of the original manuscript of the song, in the cleffers' handwriting. Both sides appear determined to hold on to the rights to the song, and willing to go into litigation to retain rights. Attorney for the Caesar firm is A. L. Berman, while Warren Troob reps Figure.

BUT NOT R&R

German Pub In Hunt for U. S. Songs

NEW YORK — Peter Meisel, who represents the long-established German music publishing firm, Edition Meisel & Company (also Monopol Verlag and Echo Musikverlag) arrived here from Germany this month to round up some U. S. songs for his firm.

To date Meisel has obtained rights for German speaking territory on the new Patti Page tune "Left Right Out of Your Heart" and the new Vic Damone song "The Only Man on the Island" from Shapiro-Bernstein. He also made a special arrangement on tunes with Trinity Music, including rights to the ABC-TV film theme "28 Men."

Meisel (who has published "I Dreamed," "My Special Angel" and "Since I Met You Baby" abroad) said the German record buyer is primarily interested in a melodic tune. Consequently, Meisel isn't looking for material with "a deep rock and roll beat." The tune, of course, he added, must also be "adaptable" for German lyric. For example, Meisel said, he doubts if "Witch Doctor" could be translated successfully into German.

NO YIELDING IN SIGHT

Publishers Hint Firm Stand
On AGAC Contract Changes

By REN GREVATT

NEW YORK — Publishers appeared to be of a mind to stick to their guns this week in their belief that the American Guild of Authors and Composers should submit some sort of a memorandum or outline of proposed changes in the standard AGAC contract form, before any meetings could be held between the writer group and publisher representatives which might lead to a new contract.

The stand that a number of publishers would take became clear in the wake of a letter sent to about 600 publishers by AGAC proxy, Burton Lane. In the letter, Lane deplored the alleged airing in the press by various publishers of their grievances against the writers' organization.

In reply to this point of view, one publisher suggested to Lane that "those who beat the drums can hardly complain about the noise. There were statements attributed to writers such as 'who needs you (edit. note: the publishers) which appeared in trade papers long before any publishers were quoted. Mr. Lane is complaining about statements made by publishers which were solicited by reporters as comment on statements made by writers and AGAC. As far back as last year, in fact, a council

member and former president of AGAC was quoted as saying that writers wanted to retain their copyrights and he confirmed these writer complaints against publishers."

'Some Balking'

Lane also indicated in his letter that according to trade papers, "some publishers have said they would refuse to sit down and discuss a new contract with GAC unless writers submitted written demands to them beforehand."

In reply to this, another publisher said, "I'm sure publishers want to talk to AGAC, but not necessarily according to procedures set by them. It's really hard to understand their refusal to submit their proposed changes, for we have to assume that they do want changes and that they know what they are. So far, nobody knows what they seek. They certainly didn't disclose anything at their much-publicized and, I might add, little-attended meeting. They keep talking about 'open and frank discussion' and 'sitting down together

and talking things over in a mature fashion.' Nobody's against that but if we're going to be mature, is it too much to ask what AGAC would have us talk about?"

It was recalled that the Music Publishers Protective Association, particularly, has held to the view that just as in many collective bargaining negotiations in the labor-management field, wherein the side representing the laboring or employee force often submits to the employer an agenda of wants or at least points to be covered in negotiating a new contract, so should AGAC submit an outline of changes it would like to see incorporated in new standard writer contracts.

Friendly Meeting

It has been noted in past The Billboard accounts that at least one friendly meeting took place several months ago between the top officers and counsel of both MPPA and AGAC. At this session, MPPA's desire for the proposals were presented. One publisher member of

(Continued on page 8)

Oberstein Launches
Rondo; Full Line

NEW YORK — Eli Oberstein, returning full scale to the LP wax wars with a full LP line, Rondo Records, covering the classical, pop and low-priced platters comprising the Varsity, Royale and other Recording Corporation of America labels, has moved to offices in mid-town New York to work on his four-way Rondo LP line. The Rondo line will consist of Rondo-Gold, the \$4.98 classical label; Rondo, the \$3.98 pop label, and Rondo-Lette, the \$1.98 low-priced line. In addition there will be a Rondo Stereo line, but price has yet to be announced.

Rondo has already set 35 distributors to handle the line. And Oberstein has appointed Herb Joseph as executive assistant for the label.

First release for the label totals 40 LP's. Four are Rondo-Gold, 16 are Rondo and 20 are Rondo-Lette. The classical series comprise

recordings by Giovanni Martinielli, Josef Hofman, Serge Prokofieff, playing his own compositions, and an album of religious song.

The Rondo line will feature LP's by the Willie Farmer Ork, Sarah Vaughan, five albums by the Kurt Maier Orchestra with music of various European countries, Miklos Gafni, Johnny Gregory, and Max Jaffa and his BBC Orchestra. Oberstein will push the Continental musical stylings of Kurt Maier as his feature LP attraction.

The \$1.98 LP's include sets by Dizzie Gillespie and his Ork, Jack Teagarden, Jaye P. Morgan, Erroll Garner, the Three Suns, Lawrence Welk, Ken Griffin, Pee Wee Hunt,

(Continued on page 8)

Chi Thieves
Real Wax
Connoisseurs

CHICAGO — Singer's One-Stop South Side store was burglarized Monday (9), the 18th record shop heist in the past few months here.

About \$20,000 in LP merchandise was lifted. As in many previous instances, the burglars were selective in their haul, indicating knowledge of record values. They took jazz packages predominantly, but their shopping list also included some pops and classics. They snubbed large inventories of \$1.98 merchandise, which were placed where they would have been easiest to grab, and instead made off with packages in the \$3.98 to \$5.95 class.

Since the heist included about 6,000 albums, it is probable the burglars used a small truck. Police said the entry, made thru the wall of an adjacent vacant store, was apparently accomplished by professionals.

The FBI told The Billboard that they are now actively looking into the wave of record burglaries, on the theory that the gross amount of the thefts would be too great to be sold in the Chicago area without being conspicuous. On this theory, it might be assumed that the stolen goods is being transported across State lines.

Presley Dog
Tags Make
Dog Day Deb

NEW YORK — Elvis Presley dog tags will be on the market next month in conjunction with the national opening of his new movie "King Creole."

The tags (merchandised by deejay Norman Prescott and Leo Egan, of WBZ, via Bellavance Jewelry, Boston, Mass.) retail for \$1, silver or gold plated. Each tag features Presley's U. S. Army serial number, blood type (O) a facsimile signature and an etched-out picture of him.

The tags will be merchandised thru department stores, drugstores, supermarkets, theaters, record stores and other chains, starting July 7, the date "King Creole" is scheduled to open across the country.

Prescott and Egan, who have made a royalty arrangement with Presley, said they have shipped 1,500,000 tags to date. Bellavance is set up to produce 500,000 tags per week. Sid Ascher is handling national promotion for the line.

U. S. Should
Stress Arts
At Brussels

WASHINGTON — The U. S. would do well to "put more emphasis on accomplishments in the performing arts field" at the Brussels Fair, according to Senator Edward Thyne (R., Minn.).

Thyne, recently returned from a five-day inspection trip of the fair as a member of the Senate Appropriations Committee, charged that we are failing in the "knapsack war" to win over world youth at the fair.

He suggested the U. S. concentrate more on the performing arts, literature and general public affairs. "In general," he said, "the face we present to the world at Brussels is too starkly modern."

Senator Thyne spoke highly of "Circarama," the color motion picture of the U. S. and its people which is projected on a circle screen completely surrounding the audience. He also praised the voting machine exhibit and working demonstrations of automation.

According to Thyne, we "should tell our story in pamphlets and booklets which visitors—most especially the youth—will carry back home with them from the fair."

Goody to Open
East Side Shop

NEW YORK — Sam Goody-East, described as the world's largest record and phono equipment store, will open next December in the Chrysler Building Annex, at the corner of Third Avenue and 43d Street here. The long-term lease agreement involves a total rental in excess of \$1 million.

The new Goody store will have a total floor space of 11,000 square feet on two different levels. Extensive alterations on the selling area will be underway shortly. Theodore Madna, of Cross & Brown, negotiated for the new tenant. Robert Leigh, of Webb & Knapp, is the landlord.

DISTRIBUTOR NEWS

Dick Sturgell of A-1 Record Distributors in Oklahoma City, Okla., reports heavy action on "Hootchy-Koo" by Larry Williams on Specialty, "Little Mary" by Fats Domino in Imperial and "Ooh! My Soul" by Little Richard on Specialty. Other hot items at A-1 are "All Night Long" by Johnny Fuller on Checker, "Dream" by Betty Johnson on Atlantic and "Argentina Ballerina" by Ray Martin on United Artists. Platters coming up strong are "Moonlight Bay" by Jimmy Haskell on Imperial, "Rebel Rouser" by Duane Eddy on Jamie, "Hush Your Mouth" by Bo Diddley on Checker and "Yes Indeed" by Ray Charles on Atlantic. Top LP's are "Rickey Nelson" on Imperial, "Citrus Time With the Dukes of Dixieland" on Audio Fidelity, "One Dozen Berries" by Chuck Berry on Chess and "Here's Little Richard" on Specialty, which is still going strong. Sturgell recently opened another distributorship, All-Record Distributors, 803 North Hudson Street, in Oklahoma City. J. L. Asher is manager of the new firm.

Dick Gundle of Peaslee-Gault Corporation, Decca distributors in Louisville, Ky., lists "When" by the Kalin Twins as his number one disk. "Love Is Everything" by Carl Dodkins looks like a local hit. Sunny Gale has a two-sided hit in "Just Friends" b/w "A Certain Smile." Gundle reports that Decca's jazz series has proven very successful. Top LP in the group is Earl Grant's "The Midnight Earl." "The Versatile Earl Grant" is also selling well. "Sweet and Lovely" and "Themes of Distinction," both by Bill Snyder, are moving. Wayne King's "Dream Time" has been a hot album. "Hits From Hollywood" by the Four Aces is big. Gundle states that there has been a very favorable dealer reaction to Decca's new stereo equipment line.

Marge Siers, operations manager of Capitol Records Distributing Corporation in Kansas City, names "After the Senior Prom" by Tommy Sands as the firm's top new platter. "Willie and the Hand Jive" by Johnny Otis is also going well. "Big Man" by the Four Preps, "Return to Me" by Dean Martin and "Torero" by Renato Carosone are still selling strongly. Pre-orders on Dean Martin's new platter, "Angle Baby" and on Ed Townsend's "What Shall I Do" b/w "Please Never Change" are heavy. Best-selling new LP's are "Berlin by Lombardo," "Sounds of the Big Bands" by Glen Gray and His Casa Loma Orchestra, and "Joe Fingers Carr Goes Continental." The firm will move into new headquarters around the first of August.

Irwin Fink of All-State New Jersey calls "You're Making a Mistake" by the Platters on Mercury his hottest new record. "One Summer Night" by the Dandeleers on Mercury is strong. "Bewitched" by Betty Smith and "Cha Cha Baby" by Ted Heath (both on London) are selling strongly. "Left Right Out of Your Heart" by Patti Page on Mercury looks like a winner. Strongest albums are "Gems Forever" by Mantovani on London, the "Gigi" original cast on M-G-M and "Roger Williams Plays Gershwin" on Kapp.

NOTES IN THE MAIL: Chatton Distributors, Oakland, Calif., writes that Ricky Nelson's two latest Imperial EP's "Poor Little Fool" and "Shirley Lee" are selling like hot singles. "Baby, Keep Cuddling Me," one of the tracks from the Imperial LP, "Ozzie & Harriet," is receiving heavy air play in the area. . . . Word from Sam Weiss of Superior Record Sales, New York, is that "Rebel Rouser" by Duane Eddy on Jamie is clicking. "Itchy Twitchy Feeling" by Bobby Hendricks on Sue and "All the Way" by Riff Ruffin on Old Town are also big. Argo has a hit LP in "But Not for Me" by Ahmad Jamal. . . . Lenni Garmisa, Chicago distrib, thinks that Jim Backus (the voice of McGoo in the movie cartoons) has a hit novelty with "Delicious."

BRIEFS: Dorothy Googe and Art Freeman, both of Cleveland's Benart Distributing Company, were married in Hollywood two weeks ago. After the ceremony reception and dinner were held at the home of Dot Records proxy, Randy Wood. Benart is a Dot distrib. . . . Cosnat Distributing Corporation, New York, is handling the new Art label.

DISTRIBUTOR DOINGS: Bow Records, recently formed New York diskery, has lined up the following distributors: Ceda, Minneapolis; S & S, Detroit; Great Western, Salt Lake and Denver; Roberts, St. Louis; Fidelity, Baltimore and Century in Dallas and Houston. Negotiations are also under way for the releasing of Bow and parent company Arrow Records for distribution in Australia and Jamaica, B.W.I.

Manny Weels' new operation, The New York Record Distributors, Inc., will bow on June 17. The new firm will be a complete one-stop record service. The firm will be located at 447 10th Ave. Buyers will be allowed to take advantage of the firm's self-service policy, and free title strips will be provided for juke box operators.

TERRITORIAL TIPS: Hottest platters this week include "Ooh! My Soul" by Little Richard on Specialty, and "Ding Dong" by the McGuire Sisters on Coral. The Little Richard platter is moving strongly in Oklahoma, New Jersey, Michigan, Ohio, New York, Arkansas and California. "Ding Dong" is cooking in Michigan, Wisconsin, Missouri, Mississippi, Ohio and New Jersey. Other hot items are "Got a Match" by the Daddy-O's on Cabot with strong sales in Connecticut, Illinois, Michigan, Georgia, Texas, Pennsylvania, New Jersey and New York, and "Apache" by the Chiefs which is showing well in Illinois, Massachusetts and Missouri.

Comers include "Little Pixie" by Moe Koffman on Jubilee, and "Don't Leave Me" by the Magnificents on Vee Jay. Look for "Try the Impossible" by Lee Andrews on United Artists to take an upward leap on the charts. "Patricia" by Perez Prado on RCA Victor also looks like a chart disk.

Your ticket to

SALES RESULTS—

the advertising columns of

THE BILLBOARD!

EVERYBODY IN ACT

Roulette Debuts Co-Star LP Line

NEW YORK — Roulette Records debuted its new Co-Star album line ("the record acting game") last Thursday (12) with a plush press party at the Roundtable niter. Co-Star, which will retail at \$3.98, will make its public debut later this month, via 15 albums, featuring Tallulah Bankhead, George Raft, Basil Rathbone, Don Ameche, Fernando Lamas, Virginia Mayo, Caesar Romero, Sir Cedric Hardwicke, Julie Hayec, Arlene Dahl, Vincent Price, Paulette Goddard, "Slapsy Maxie" Rosenbloom, and two Roulette stars — Jimmie Rodgers and Pearl Bailey.

Roulette is kicking the new line off with an extensive promotional campaign, which includes plans to have the record game performed and plugged on various network TV shows. In September, Roulette plans to send out special mailings on Co-Star to thousands of college dramatic groups and amateur theater societies.

Roulette's executive veepee Joe Kolsky, who terms the Co-Star line "an entirely new product idea on records, which opens the door to an entirely untapped market for dealers," said the albums will be handled by Roulette distributors. Kolsky also plans to market Co-Star via game stores and toy

shops. Distribution to these outlets will be handled by sales reps appointed by Roulette.

Premium Line

Roulette also is negotiating to have Co-Star sell as a premium item with several well-known manufacturers. The album line will be known as a product of Co-Star Records, a subsidiary of Roulette.

Co-Star albums (conceived by Ray Shaw) features a gimmick, whereby buyers may act as the "co-star" of famous actors and actresses featured in the series. Complete scripts (containing both parts) are enclosed with each album, and blank spaces are provided on the LP so that the buyer may read his or her lines opposite the star. Additional scripts may be purchased for 25 cents. The LP's feature flashy intros by a narrator to set the scene.

At Thursday's party Basil Rathbone read lines opposite his own recorded scene from "The Brothers Karamazov," while comedian Jack Leonard read a baseball scene with Tallulah Bankhead's album. Miss Bankhead is also heard on the LP in scenes from "Lady Windemere's Fan" and "Hedda Gabler."

The first Co-Star albums, produced by Hugo Peretti and Luigi Creatore, will also feature Paulette Goddard in scenes for "Peyton Place," and Virginia Mayo in scenes from "The Girl From Jones Beach." Both Jimmie Rodgers and Pearl Bailey's Co-Star albums will feature original scenes written especially for them. The Rodgers LP, of course, will spearhead a special push for the teen-age market.

Peretti and Creatore left for Hollywood this week, where they expect to sign additional names for the series.

Freed, Clark Won't Collide On Labor Day

NEW YORK — Alan Freed and Dick Clark will not both have rock and roll shows in New York theaters over the Labor Day holiday week, it was learned this week. Altho Clark appears set for his 10-day stint at the Brooklyn Paramount starting August 29, Freed will not put on a show at a local theater at the same time.

Freed is negotiating for a theater in New York for a rock and roller, a continuation of his so far most successful rock and roll dates at theaters here. But it was pointed out this will be for a show either over the Thanksgiving or the Christmas holidays. Freed's last Christmas show broke all records at the New York Paramount.

Ames to Unveil Edison-Intl.; Sets Distribbs

HOLLYWOOD — Jack Ames, former veepee and general manager of Liberty Records, will unveil a new label in the field named Edison-International. Its initial release is scheduled for June 18. Ames plans to issue two singles and one album per month during the summer and will go to a heavier schedule in the fall. E-I, Ames said, will release all its albums simultaneously in monaural LP form with stereodisk and stereotape versions.

First single will feature Billy Boobs and The Clips doing "Teedle-De-Bum-Bum" backed with "Shim-Sham." The initial album release will spotlight Tak Shindo bawling an orchestra in jungle-flavored music with the package tagged "Mganga." Shindo has been active in screen and TV composing, and recently received screen credit on 20th Century-Fox and CBS-TV vehicles. He scored "Destination Tokyo" for Fox.

Ames' Edison-International will be handled by the following distributors: C&C, Seattle; Cadet, Detroit; Chatton, Oakland, Calif.; Allied Record Distributors, East Hartford, Conn.; Heilicher Bros., Minneapolis; Hit Records, Cincinnati; M&S Distributors, Chicago; Malverne Distributors, New York; Roberts Record Distributors, St. Louis; Sewartz Bros., Washington; Southland Distributors, Atlanta; Sunland Music, Los Angeles; United Record Distributors, Houston, with others to be announced later.

Ames told The Billboard Edison-International's purpose will be to record the unusual in concept and treatment but still retaining commercial appeal.

Ames was one of the partners and co-founders of the Liberty label in February, 1955. He sold his interest in the firm three weeks ago to Al Bennett, Liberty veepee. Prior to that, Ames was in record distribution for RCA Victor and later, M-G-M Records, when he was affiliated with Sunland Music of Los Angeles.

Judges Picked For Army Show

WASHINGTON — The 1959 All-Army Entertainment Contest to be held at Fort Belvoir, Va., June 18-19, will be judged by four Washington newspaper columnists and other local figures connected with the music and entertainment field. Selected winners of the show will appear with the Ed Sullivan show June 29, and will tour with the Army's World-Touring Soldier Show, "Rolling Along of 1958."

Judges for the instrumental class will include Willis Conover, director of "Music, USA," Voice of America; Major Hugh Curry director of the U. S. Army Band, and Sam Jack Kaufman, president of the Washington Local, American Federation of Musicians.

Among judges for the vocal classes will be Harry McArthur, entertainment critic for the Washington Evening Star; Paul Hume, music critic for the Washington Post and Times Herald.

Three WAC's, 130 enlisted men and one officer will compete in the finals. Top three winners in all classes will present "Production Slowcase," in a special performance at the Wallace Theater, Fort Belvoir, June 21.

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

The Billboard Weekly Index RECORD SALES IN RETAIL STORES

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



With all speeds, except 45 EP, registering a decrease, total unit record sales for the current period dropped back to 92. This halted the rise of the past three weeks and actually places the overall unit business at its fourth lowest level of 1958.

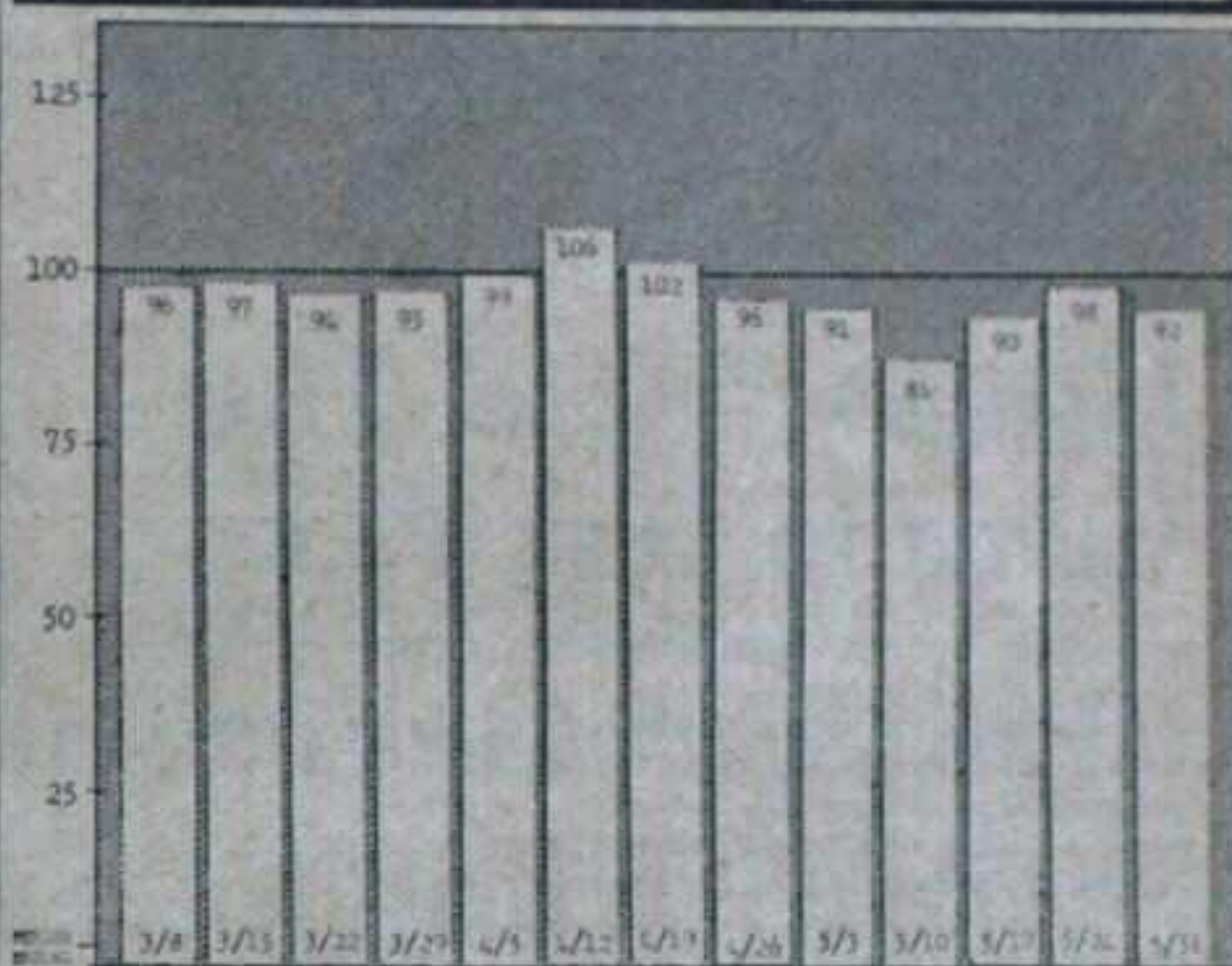
EP's went up a little for the current period but are still way below par. Biggest decrease was for 78 r.p.m., but this speed tends

to fluctuate more than any other and so can possibly be discounted when looking at weekly business trends.

LP's took a 10 per cent dip, which dropped it below par after a two-week ride above 100. The 45 singles, while dropping slightly, held to par exactly. This speed has the most consistent record of being closest to par throughout the year.

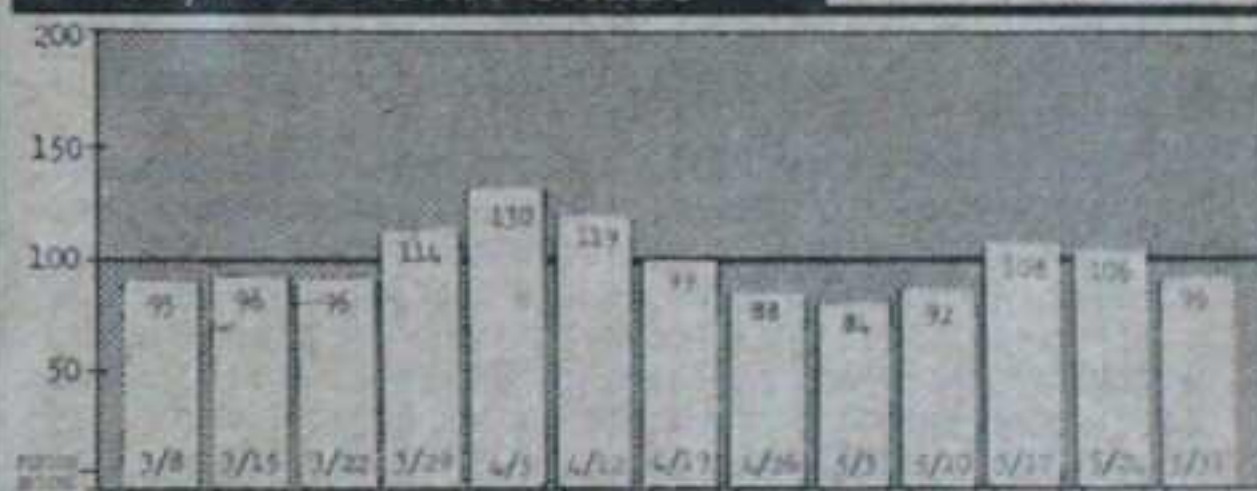
TOTAL UNIT RECORD SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



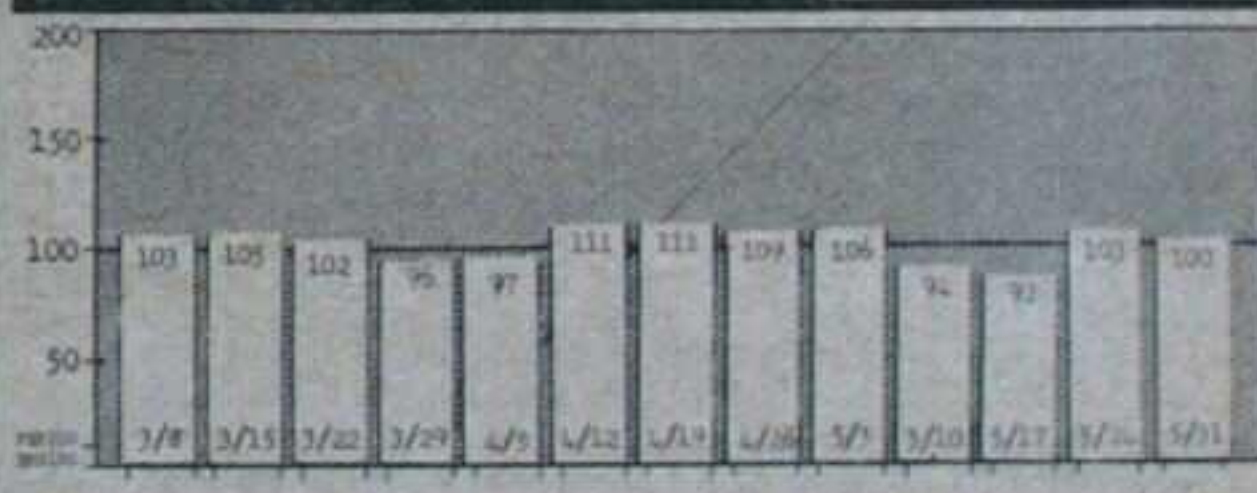
33 1/3 - 12" UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



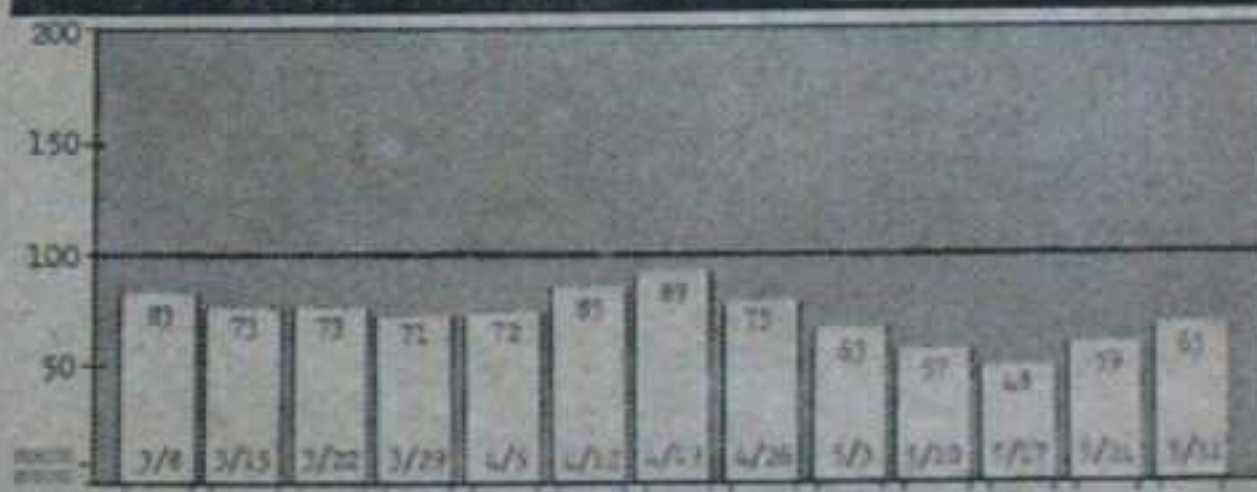
45 SINGLES UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



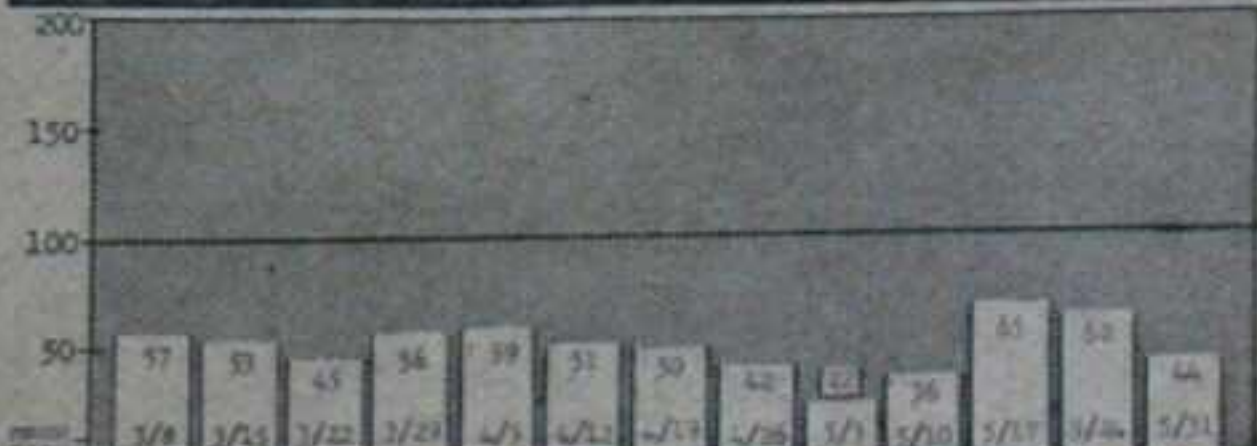
45 EP UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



78 SINGLE UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



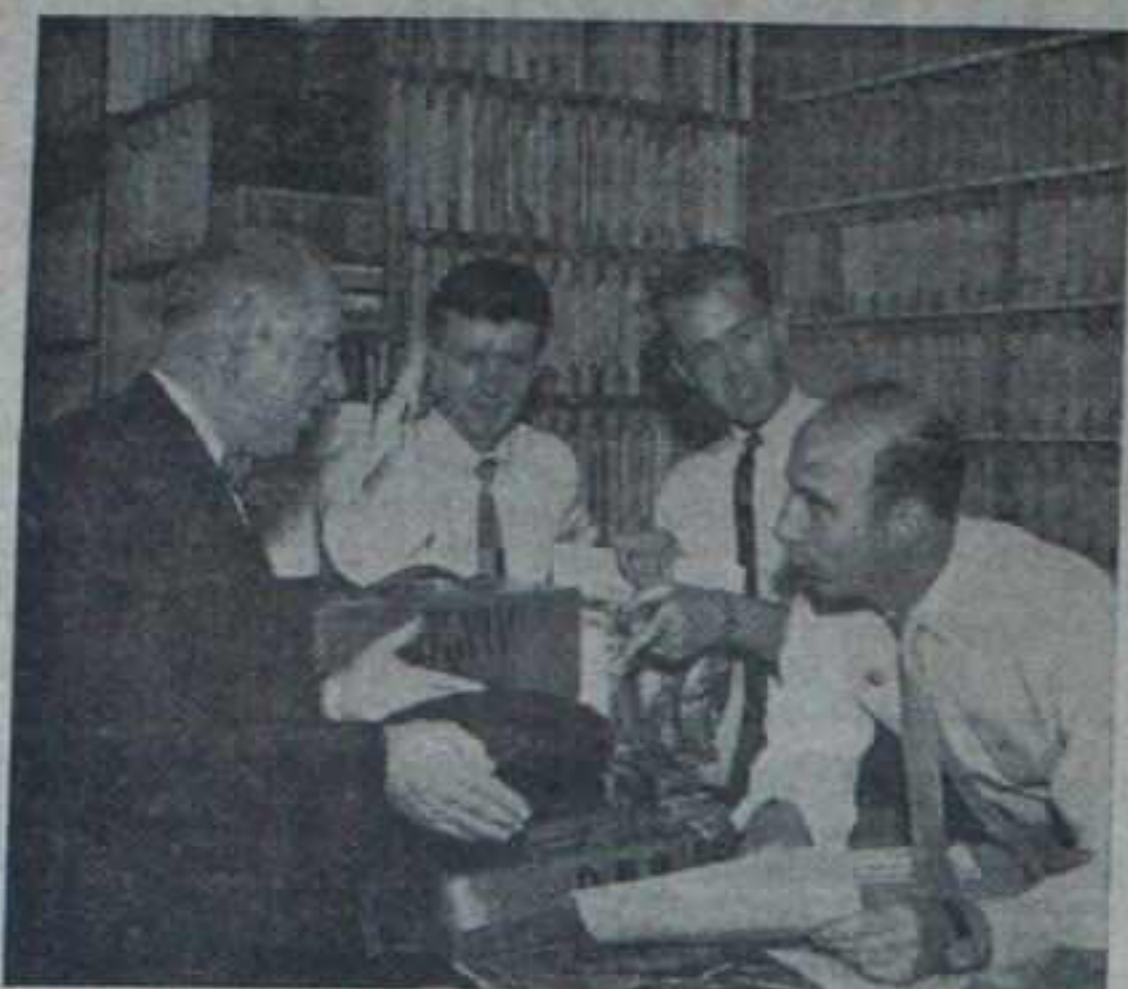
NAMM
CONVENTION
ISSUE

Coming
Your Way

DATED
July 21

Packed with special feature of vital importance to the entire music industry!

BALANCED PROGRAMMING



CANADIAN CAPER: Len Hopkins, music boss of CKNW, British Columbia, discusses latest albums with staffers Dick Abbott, Jim Cox and Hal Abbott.

Listener Appeal True Guide to Disk Picks

By CHARLES SINCLAIR

Canadian radio stations generally take their musical cues from what they usually call "our neighbors to the south." But programming execs at the top Canadian outlets have some strong ideas of their own about what is, and what is not, a proper "balance" in recorded music shows.

One of the most succinct statements from a Canadian radio showman on this topic came recently from Len Hopkins, musical director of Station CKNW, New Westminster, B. C., who spoke before a convention of Canadian broadcasters in Vancouver.

Hopkins, who started his own musical career back in the 1930's by playing with various bands in such plush hostelrys as Ottawa's Chateau Laurier, agreed heartily with the basic premise that music was the key ingredient in local radio programming.

"The best equipment, the best technical know-how, the best announcers cannot keep the listener tuned to your station unless you program and play good music," he said.

However, a slavish following of record popularity charts is not the answer to the problem, as Hopkins sees it, nor is music programming in which trade reviews of records are used as the primary yardstick for picking records to be played.

"You've read some of these reviews, I'm sure," Hopkins told the broadcasters. "This one's a sleeper. 'Can't miss.' Watch this one—could go with a few spins. 'Teen-agers will love it.' And so on. In fact, I've hardly ever seen a bad report. Each record is supposed to skyrocket to the top—but only a few ever do. If you like it and you think your listeners will like it, then by all means play it."

"New record companies and new artists are springing up every day, which makes our job just that much more important in regard to screening and deciding just what to include in our library."

In the last analysis, Hopkins apparently feels, it's not the programming executives at stations who really spot the top records. "With all the ballyhoo that goes into a record," he said, "it boils down to simply this: the people pick the hits. A very good example of this happened just two years ago when 'Zambesi' became a hit in this area, and didn't show anywhere else."

Hopkins, whose band has backed such guest vocalists as Kay Starr, Dinah Shore and Bing Crosby during Canadian appearances, and who uses a considerable amount of live music on CKNW, outlined what he felt was a useful list of musical pointers to stations in Canada, and which is good advice to U. S. outlets, too.

Said Hopkins:

- "We must be careful not to become just a rubber stamp, and to give approval to every record that is turned out.
- "We must use our own common sense and select each hit and each album with a great deal of care—ones that will appeal to our listeners and also fit into the policy of our station.
- "Purchase your albums with an eye to quality, so that your station can get dollar value for money spent.
- "Don't be too influenced by charts, but use your own good common sense.
- "When you have a successful music policy, don't change. People tune in your station because they like the music you play, so don't disappoint them by changing your formula too rapidly.
- "In planned programming, try to visualize what your average listener is doing each hour of the day, and try to anticipate the music he would like to hear.
- "If you are trying to reach a mature listener, it would be wise to soft-pedal the rock 'n' roll hits, and include standards that have proved themselves over the years."

Hopkins summed up the situation fairly neatly when he told the north-of-the-border broadcasters: "Music is the lifeblood of radio. That's why the music department has one of the most important jobs at your station."

Al Fresco Jazz Is All Set to Bloom

NEW YORK—Jazz under the stars, jazz at swimming pools, jazz at Great South Bay and jazz at Newport dominated much of the news this week as promoters and artists prepared for outdoor summer concerts.

On the "Jazz Under the Stars" front, trumpet man Jimmy McPartland announced a series of weekly concerts, hosted and narrated by himself, to be staged at the Roadside Rest in Oceanside, Long Island. These concerts will be given on Wednesday nights for 10 weeks starting July 2. They will be produced by Harvey Leon. Opening night concert will feature Jimmy McPartland and wife Marion and her trio, plus Eddie Condon and his combo.

The Roadside Rest used to feature name acts back in the 30's, but this summer it will feature such names as Gene Krupa, Tyree Glenn, Jilt Hinton, etc. Concerts will be held outdoors except in case of rain.

On the swimming pool front, RCA Victor a.&r. exec Eddie Heller, a swingin' cat, will hold a series of jazz concerts at the Meadowbrook Country Club, near Jericho, Long Island next to the club's spanking new swimming pool. Heller will stage the shows every Sunday starting the end of June. Artists will include Billy Butterfield, the Aaron Bell Trio, etc. Heller intends to present new and un-

known jazz artists as well as big names.

The Great South Bay Jazz Festival, also a Long Island affair, has commissioned four great jazzmen to write compositions to be performed at the GSB Festival, which will be held on two weekends, the end of July and the first weekend in August. Jazzmen are Duke Ellington, Charlie Mingus, Rex Stewart and John Lewis. All of these artists will perform at the affair. The Fletcher Henderson All Stars under the direction of Rex Stewart will again appear, as will Dave Brubeck and Paul Desmond.

The Newport Jazz Festival will be heard on CBS radio this year. Four consecutive concerts on July 3, 4, 5 and 6 will be aired, with Mitch Miller hosting the shows. Programs will be broadcast from 8 to 9 p.m. EDT.

C&W Deejays Set to Gather At Miami

MIAMI — The Sixth Annual Country Music Disk Jockey Association Festival to be held here, June 26-27, kicks off Thursday morning (26) with registration at the McAllister Hotel here, convention headquarters.

First on the program schedule is a beach party at Pit 4, Crandon Park, at 9:30 Thursday morning, to be followed by a fish fry at noon. Thursday afternoon will be given over to another swim party, followed by a visit to the Seaquarium. A dance is skedded for Bayfront Park Auditorium Thursday night.

Cracker Jim Brooker, chairman in charge of arrangements, announces that the CMDJA business meeting will be held Friday (27) at 10 a.m. at the Everglades Hotel. This will be followed by a round-table discussion between deejays and visiting members of the music industry. The subject will be: How best to sell country music and what members of the CMDJA can do to assist in the matter.

An open-house session will be held at noon Friday. Climax comes with a gala country music show at Dinner Key Auditorium Friday night to which the public will be invited. Profits will go to the CMDJA to further promotion of country music.

'Name Band' Clubs Formed

SHENANDOAH, Ia. — In a move to spark more business for bands, deejays Mike Heurer and Tommy Burns, KMA, here, have organized a "Name Band Dance Club."

The club is a non-profit organization, with groups of 100 to 200 couples in surrounding communities paying yearly dues of \$50 to insure the appearance of "good name bands" at local dances. First try-out was a dance featuring Les Brown and His Band at Maryville, Mo. The club was oversubscribed within a week of its announcement over KMA.

Heurer and Burns, who are building club membership via their deejay shows, are planning to organize clubs in enough surrounding communities so that a regular circuit of top name bands playing the area continually can be arranged. They also hope to encourage other Midwestern jocks to set up similar "Name Band Dance Clubs" in their cities.

Cliburn Disk Deb May Crack Mil. LP Mark

NEW YORK — RCA Victor is utilizing all plant facilities to rush out Van Cliburn's first recording for the label. The Texas flash's first cutting, a recording of the Tchaikovsky "Piano Concerto No. 1 in B Flat Minor" conducted by Kiril P. Dondrashin, is expected to be in distributors' hands in two weeks.

Because of the tremendous interest in the first Van Cliburn slicing, the RCA Victor "Society of Great Music," the firm's classical record club, has chosen it to be a mid-summer main choice. The club choice and the fact that there is nation-wide interest in the disk has led some industry observers to predict that the Van Cliburn dishing could be the first classical LP to crack the million LP mark.

Pubs Elect New Directors

NEW YORK — The Music Publishers Association held its 63d annual meeting last week here and elected new members to the board of directors. They are Frederick Fox of Sam Fox Publishing, Benjamin V. Grasso of Associated Music Publishers, Geoffrey Gray of H. W. Gray, Clifford Carter of Carl Fischer, Rudolph Tauher of G. Schirmer and Dr. Franco Columbo of G. Ricordi.

The board of directors re-elected Arthur Hauser of Theodore Presser as president; David Adams of Boosey and Hawkes, veepee, and Benjamin V. Grasso as treasurer. Bernard Kohn of Elkan-Vogel was elected secretary.

Speaker at the annual meeting were Dr. Frederick Fennel, head of the College Band Directors National Council and member of the faculty of the Eastman School of Music; and Frank Homeyer, head of the National Association of Sheet Music Dealers.

ROCK AND ROLL — ON ROCK PILE

PINE RIDGE, S. D. — Freeman Hover, KCSR, here, recently received a unique request-postcard from a young resident of the nearby Pine Ridge Indian Reservation.

The card read: "Please play 'Jailhouse Rock' for my dad, who is doing five days' sentence."

Freed to Air Ballads, Too, On WABD Hop

NEW YORK — Deejay Alan Freed will launch a record hop-type local TV show over WABD here, starting June 30. The jock will take over the 5-6 p.m. daily time period now occupied by Herb Sheldon's "Studio Party."

An interesting aspect of the deal is that WABD officials insist that rock and roll king Freed's new show "will place no special emphasis on rock and roll music." Instead, a WABD spokesman said, "he will play the best of current pops, including ballads with a beat."

The new show, will utilize the same general type of format featured now by Sheldon — guest stars, contests, stunts, etc. and kids dancing to records. Freed will now be on the air locally more than 28 hours a week, since his new WABC radio show is aired nightly from 7:15 to 11 p.m.

Sheldon will pare his weekly time schedule down to around 23 hours—a nightly half hour seg on WABD's "Bugs Bunny" show at night and his new daily early morning spot on WNTA, Newark, N. J.

Name Winners On 'Secret'

NEW YORK — The winners of the Dinah Shore "Secret of Happiness" contest were announced this week by Jack Dunn, RCA-Victor manager of deejay promotion. The promotion was held to promote Miss Shore's platter of "The Secret of Happiness." First prize, a Chevrolet Bel Air Impala Convertible, went to Peggy Todd of Austin, Tex., with deejay Bill Jackson of KAZZ in Austin, her sponsoring deejay, also winning a Bel Air convertible.

Second prize winners, who received an RCA Victor color TV set, were George L. Bong of Brighton, Mass., and Ed Penny of WTAO, Boston. Other winners were Mrs. John Ramsey of East Lansing, Mich., and WJIM deejay Lloyd Garten in Lansing; Mrs. Edward Bohjanan and deejay Ed Ruetz of WRAC, Racine, Wis.

Runners-up were Bonnie Hubbard and Gary Stagers of KVAS in Astoria, Ore., and Mrs. Ella Henry and Paul Kinniry of WDAN in Danville, Ill. Over 1,000 deejays participated in the contest and entries numbered well over 700,000.

Seeco Readies Stereo Issue

NEW YORK — Seeco Records is joining the rush of manufacturers to turn out stereo LP disks. Sidney Siegal, head of the diskery, said this week that Seeco would have four stereo platters on the market at the end of June. The price for the disks will be \$4.98. Platters will include the Jose Melis album, the Elsa Maxwell LP, the Triads Plus Two Polka set and Aldo Bruschi's "Enchantment Italy" Album.

NIGHT CLUB

Hi-Lo's Win Birdland With Oldies

It really hardly matters what the Hi-Lo's do on stage, provided the audience is right. And this they proved in their return to Birdland, New York, Thursday (12) after a one-year absence from the Manhattan scene. The devotedness of the cool and sometimes crazy modernity of the Hi-Lo sound will dig it whether the material is familiar or fresh and new.

This cellar jazz bistro is the ideal spot for the boys and their opening night potpourri of familiar arrangements (via LP's) re-

ceived a strong welcome from the hipsters. Actually, in a few spots, the normally solid foundation of near-perfect blend and pitch, seemed to buckle and away just a bit. And the lack of new material was something of a disappointment. But lest there be concern, the group on technique and musicianship is still far above most of its contemporaries.

Selections included "China Town," "Fools Rush In," "My Sugar Is So Refined," "You Must Have Been a Beautiful Baby,"

"Mam'selle," "My Baby Just Carees for Me," and a beautiful solo rendition by tenor Clark Burroughs of "Black Is the Color of My True Love's Hair."

Others on the current bill here are the Maynard Ferguson Birdland Dream Band and the Mitchell-Ruff Duo. The big band plays with tremendous force and vitality with great ensemble work behind Ferguson's super-sonic type trumpet blowing. The duo act is a good contrast with its relatively quiet work of piano with alternating French horn and bass. Unhappily, the interesting sound achieved by the unusual combo sometimes fails to get the attention it deserves from ringers.

Ren Grevatt.

NIGHT CLUB

Upstairs as Beguiling as Downstairs

Julius Monk, the boniface with the golden touch, has built a thriving annex to his cellar revue called Upstairs at the Downstairs. Currently, the triangular closet houses three sharp pianists and Isobel Robbins, who has quite a way with a ballad. The gamin blonde exhibits superb phrasing on "Great Come and Get It Day," "Wrong Kind of Guy" and the comic "Mr. Kravits" and handles inebriates with skill.

The rotating keyboarders include Ralph Strain, whose elegant rococo arrangements are comforting. Don Evans, emigre from the RSVP, who accompanied the thrush on short notice with quick perception, and Mr. Monk himself, a bright improviser.

Downstairs from Upstairs at the Downstairs, "Take Five" has undergone shuffles of cast and material. Ronny Graham and Ellen

Hanley have made way for Mickey Deems and Jenny Lou Law. Deems. Bert Lahr and Mickey Rooney in one, joins the fun with alertness and adds two funny monologs of personal chit-chat. Miss Law returns to her original role with great zest and spice, the necessary switching of numbers proving just as beneficial to co-fems Ceil Cabot and Jean Arnold. Both floors move to healthier quarters July 1, with "Take Five" taking five and Miss Arnold unveiling a new cafe act.

Bob Bernstein.

NIGHT CLUB

Dakota Staton Makes Smash Debut

Dakota Staton
Dakota Staton, Jimmy Jones, Whitley Mitchell Trio, Village Vanguard, New York, June 16.

Dakota Staton opened at the Village bistro before the largest and most enthusiastic opening night crowd since comic Mort Sahl played the club last winter. It was the Capitol Records' thrush's first appearance in New York since her album "The Late Late Show" caught fire and zoomed to the top of the

best selling lists. She didn't let anyone down. In a word, she was "sensational."

Miss Staton is a singer. She can belt, she can whisper, she can be cute and she knows what to do with a lyric. She has an electric quality that can lift an audience right out of their seats and her performance at Max Gordon's boite indicated that she will join that select company of contemporary gal singers who are called by their first names, like Ruth, Dinah, or Sarah. And that is something indeed.

Dakota handled both ballads and uptempo-efforts with ease. But her most exciting and memorable moments came with the performance of a blues effort called "Ain't No Use" which she sang with all the stops pulled out and the audience responded in kind. Her repertoire included songs from her album, such as "Late Late Show" and "Give Me the Simple Life," and a group of fine standards from "My Funny Valentine" to "A Foggy Day."

Not to be overlooked in the thrush's triumphant opening night was the great work back of her of Jimmy Jones on piano. He made her artistry seem effortless.

Bob Rolontz.

NIGHT CLUB

Dream Room a Lovely Showcase

The Dream Room, one of the Village's newer small, intimate clubs, is the latest nitery designed to showcase new talent. In its very warm and comfortable setting, young professionals are given their first opportunity to display their talents in New York. The current bill spotlights baritone Shawn Elliott, pianist-singer Emanuel Cladwell and actress-

singer Peg Murray. Miss Murray, who is currently appearing in "Children of Darkness" at the Circle-in-the-Square, was not present at show caught.

Elliott has an attractive and easy way with a song. His numbers include several standards and a few original tunes — the highlight of which is a pretty new ballad, "Try Your Wings." Cald-

well has an appealing vocal style and piano approach on such tunes as "The More I See You," "Stairway to Paradise," and "Body and Soul."

Maryan McClain, the Room's very charming hostess, tablehops to explain the background and operation of the Dream Room. For those seeking something diverting and rewarding in entertainment, this modest boite offers a fine source. By the way, guests are allowed and encouraged to perform.

Howard Cook.

REVIEWED IN BRIEF

No Sun in Venice

One of the most unusual sound tracks of the season underlines Kingsley International's release, "No Sun in Venice." The film, produced by Raoul J. Levy and directed by Roger Vadim with French cineminx Francoise Arnoul starring, is a sort of "Third Man" carried out against renaissance glories of Venice. But the music backing, penned by John Lewis and played by the Modern Jazz Quartet, is worth the price of admission, making a cool, relaxed sound with fugue-like repetitions of strongly characterized themes behind the story action.

(Sinclair)

Paul Knopf Trio

There's interesting jazz being played these nights at the Complex, new Greenwich Village nitery, by Paul Knopf and his trio. A jazzman by way of Juillard

music school. Knopf plays jazz with a real swinging beat. On night caught (10), the trio played two of his compositions, one dedicated to T. Monk an unapty title "Mother M" (based on the Schoenberg 12-tone technique) and another called "The Outcat," a tone poem with Gershwin-like cool sounds. Knopf's jazz retains elements of classical styling but has fervor and a rockin' beat. He has a chance to build a following at the Complex with enough exposure.

(Rolontz)

Miyoshi Umeki

The new trend in sock TV talent seems to be Oriental canaries, Pat Suzuki, etc., and Miyoshi Umeki, who appeared with Dinah Shore (NBC, June 8), is undoubtedly the loveliest of the group. She practically stole the show from Dinah with her fragile beauty, gentle manner and sweetly accomplished vocal talent. She

also displayed an unexpected gift for comedy in a sketch with Miss Shore's handsome cowboy-star spouse, George Montgomery. Actress-dancer Shirley MacLaine and Dinah, usually a graceful shapely duo, somehow took on some of the brassier overtones of Ethel Merman when paired with the ethereal Japanese lark.

(Bundy)

Club Oasis

Unless her sense of humor is remarkable, Shirley Temple isn't likely to be among the fans of Spike Jones, who is now hosting NBC-TV's biweekly "Club Oasis." But warm weather watchers with a taste for the Jones brand of musical slapstick will eat it up. High spot of the June 7 opener was a tuneful take-off on Miss Temple's fairy tale series. The rest followed the style of the winter telemusic series, ranging from a "South Pacific" medley to a socko "Purple People Eater."

(Sinclair)

Jerry Lee Mismatched In N. Y. Club Debut

By REN GREVATT

From the very start, it didn't look like a good match. And from the time Jerry Lee Lewis stepped out to his piano on the stage of Lou Walters' grandiose new Cafe de Paris, New York, the mismatch became more obvious. It was like putting the Boston Symphony in Birdland.

Not that Lewis didn't give 'em all he had to give. Walking out in a hexpangled tan suit he opened up with a hard-charging rendition of "Johnny B. Goode," a great blues hit by Chuck Berry. Next came the only real change of pace, a slowed-down and effective reading of Hank Williams' "You Win Again," which is the flip of the current Lewis hit, "Breathless." From this point on, it was a succession of disk hits, each of which were introduced in more or less similar manner, to wit: "And now we'd like to do a little number we've got on a record. It goes something like this." In this way such hits as "Great Balls of Fire," "Breathless" and "Whole Lotta Shakin' Goin' On," were chanted to an audience, most of whom appeared to be either amazed or amused by the wild antics of Lewis.

It was simply another case of a hot pop record artist who badly needs somebody to write an act for him. Showmanship is not simply a matter of banging a piano, stomping around stage and constantly combing the hair. Lack of pacing, patter and a sense of the big build to the finish, all vital ingredients of the polished performer, did Lewis in. The combing of the shaggy blond locks, which seem longer than ever, was completely overdone.

Lewis has great natural talent. He feels the blues and he communicates a message. With study and work in exploiting himself to better advantage, the day could come when he could latch on to an audience like this and hold them. Not so now. The engagement was terminated "by mutual consent" following the second performance opening night.

'Country Holiday' Has Corn And Husky But No Kernel

"Country Music Holiday"

Stars: Ferlin Husky, Zsa Zsa Gabor, Faron Young, Rocky Graziano. Director: Alvin Ganzer. Musical director: Dave Dryer. Producers: Ralph Serpe and Howard B. Kretsch. A Paramount release. Running time: 80 mins.

Here's a weak item which will have to depend on Southern markets for box-office action. Even on the lower half of double bills elsewhere, "Country Music Holiday" will provoke many yawns. That the timing in the face of a vanishing country disk market could have been better is a moot point, but that there's no germ of a plot and a lack of creativity in dialog, direction and production are gaping facts.

The story is the one about the rural singer, lovable, simple and loaded with talent, who is buffeted cruelly by New York sharpies who cash in on his voice. He returns to home and true romance 14 songs later. Trapped in this old chestnut are a few good performers and tunes, but most of the cast, including vamp Zsa Zsa Gabor, ho-hum their way thru.

Ferlin Husky plays our hero sincerely and capably, chanting warmly such songs as "My Home Town" (By Smiley Burnett), "Terrific Together" (by Stevenson-Hill-Williams) and "Somewhere There's Sunshine" (Pat Ballard). His fans will love the exposure he gets. Rocky Graziano plays an idiot record company exec with embarrassment, June Carter is properly weepy as the girl back home and Jesse White makes something out of nothing in the role of Graziano's boss.

The flick is just about stolen by Faron Young, a handsome disk star who exhibits the strongest acting promise of the bunch. He belts out "When It Rains It Pours" (by Flick Salvia), "Ninety-Nine Percent" (Hendricks-Otis-Benton), and "Face of Love" (Lehmann-Lebowski) in superior style and makes credible the role of Husky's biggest competitor. Also present are Art Ford and Lew Parker as TV emcees, Cliff Norton, in a bit part, and a number of guest singing acts like the Jordanaires, Lonzo and Oscar, Drifting Johnny Miller and the LaDell Sisters. They're all nice to listen to but a strain to watch.

Ella Mellow and Magnetic With Standards at Copa

By CHARLES SINCLAIR

Ella Fitzgerald at the Copacabana, New York, June 11. Also featuring Jimmy Nelson, ventriloquist; Hoctor and Byrd, dancers; Copa Girls, Michael Durso, etc.

It's no easy trick to make the dinner-show crowd in Jules Podell's cavernous Copa stop noisily chomping their chow mein to listen to the star vocalist. But Ella Fitzgerald is one gal who can do it by the sheer magnetism of one of the great jazz voices of the era.

As befits a singer of her stature, Miss Fitzgerald doesn't have to build an act out of specially written material, nor does she use much in the way of current pops. Mostly, she just sings a variety of familiar standards—and let's her superb styling do the real selling.

The tune titles tell much of the Fitzgerald story: an uptempo "Gypsy in My Soul," a subtly swinging "Witchcraft," a bluesy "More Than You Know," a scat vocalized "Melody Lingers On" (from her upcoming Verve album, "Ella Sings Irving Berlin"), to start. Then, with each number building to the next, she swings off on R&H's "Lady Is a Tramp," kept the pace with "It's All Right With Me" and "Black Magic," and climaxed with a superb "St. Louis Blues" in which she neatly doubled the tempo to soar off into improvisations of her own, backed ably by Michael Durso's ock. Her encore, tremendous applause, was the famed version of a tune Miss Fitzgerald has rightly made her very own: "A Tisket, A Tasket."

AFM Scales Down Trust Fund

Continued from page 2

be reason a-plenty for revising the formula for trust fund contributions. . . . I assure you we are prepared to continue to revise so-called formulas when, as and if guaranteed employment is provided."

Revenue will pay present AFM scale, with a 10 per cent increase in scale called for at the end of the new contract's third year.

Meanwhile, the National Labor Relations Board office in Los Angeles opened hearings on an application of the Musicians Guild of America, Independent, (Cecil Read's "rebel" group) which is challenging the AFM in proposed collective-bargaining elections involving about 500 studio musicians.

Interim Contract

During last week's hearings, Marvin Faris, executive secretary of the Society of Independent Motion Picture Producers, averred that the AFM executive board had repudiated an interim contract

agreement made with the society three months ago, by demanding the addition of a new clause which would prohibit recording by Hollywood musicians of films to be released thru major studio distribution organizations.

However, Kenin said the AFM has no collective bargaining agreement with SIMPP—only with individual producers on separate pictures.

The AFM's sharp switch in thinking on the 5 per cent-trust fund stipulation was hinted at a couple of weeks ago at the AFM convention in Philadelphia. At that time, exiting proxy James Caesar Petrillo expressed his sympathy for the film studios and pointed out that other unions continually press the movie companies to make TV film royalty deals equal to that of the AFM.

Petrillo opined that the studios would be paying out more than they made if they attempted to hand out 5 per cent royalty deals to all of the unions involved.

CBS Reskeds 'La. Hayride'

SHREVEPORT, La.—KWKH's "Louisiana Hayride," for years a recognized showcase for country music talent, begins a new weekly series on CBS radio July 12. For several years "Louisiana Hayride" has been one of five participating shows on CBS's regular "Saturday Night Country Style."

Henry B. Clay, executive vice-president of KWKH, which originates "Louisiana Hayride" from Municipal Auditorium here each Saturday night, said that on the new CBS series a top country and western name will be featured each week. The new schedule calls for the "Hayride" broadcast from 7:35-8, EDT, each Saturday night. The initial show will feature Ferlin Husky, Capitol recording artist. In addition, the "Hayride" will continue to spotlight its own personnel of performers.

Furman Gets Capitol Post

HOLLYWOOD — Gordon E. Furman, operator-manager of Capitol Records Distributing Corporation's Baltimore branch, was named personnel director for Capitol Records, Inc. He will take over his new post at the Capitol Tower here July 1. His duties include directing personnel activities at the Capitol Tower here and keeping all CRI and CRDC personnel records with exception of the Los Angeles and Seaton plants.

His personnel experience pre-dates his joining the Cap organization. He was employed by A. C. Smith Company's Milwaukee headquarters handling personnel training and prior to that was an instructor with the Dale Carnegie schools.

Gale of Calif. Changes Name

HOLLYWOOD — Gale Agency of California, an affiliate of the former Gale Agency, Inc., New York, will become the United Artists Theatrical Agency. The new agency will retain the same Beverly Hills offices and the same personnel, including Irving Schanet, Frank Baldwin and Charl Landry.

Artists remaining clients of the new firm include Billy Ward and His Dominoes; Bennett and Paterson, comedy team which opens July 3 at the Coconut Grove; the Idiots, headed by Freddie Morgan and Monsie Garner, and Little Richard. Musical combos include Turk Murphy's, Joe Loco's and Rene Touzet's.

Fabor Robison in Deal With Allied

HOLLYWOOD — Fabor Robison last week concluded a deal with Allied Record Sales to distribute his Radio Records label. Allied, thus, will handle pressing, shipping and billing, with Robison handling recording and promotion.

German Cleffers

Continued from page 3

them) pay 12 marks (\$3) per side to the mechanical rights society BIEM to play them on the air. A single record sells for four marks in Germany. Consequently, cover records are rare in Germany, since stations are reluctant to buy more than one tape of the same tune.

Armed Forces Radio, which operates five stations in Germany—of which the biggest are located in Berlin and Frankfurt—spins only music licensed thru its Hollywood office, thereby making it impossible for German publishers to submit even a U. S. tune to the outlets.

Indie Hires P.R. Counsel

Continued from page 3

obvious effort they make to get air play, most distributors today are merely freight terminals. They don't think of promotion beyond the air plug and, at that, they don't go much beyond the two big Top 40 stations, WIND and WJJD. We do that, too, of course, but we want to go far beyond that in selling the industry, selling our labels, and selling ourselves as a distributor."

The Cooper firm is charged with obtaining feature stories on disk stars in the daily newspapers, grab-

bing precious column items, handling tie-ins with movie firms, and may even turn out a regular newsletter of news tid-bits to encourage deejay chatter.

These steps, Garmisa feels, are additional merchandising techniques to support his labels and his retailers.

Among the labels in the Garmisa tent are ABC-Paramount, United Artists, Jubilee, Josie and Seeco.

Another goal Garmisa has in mind, his retained spokesman indicated, is to identify himself in public eye as an authoritative news source of the record business. Over the long haul, he reasons, if he is quoted frequently in the press, greater prestige will be carried by his salesmen upon entering record shops. The advantage of trade press citation, similarly, is a foot in the door of the record firm on the prowl for a fast-moving distributor.

Garmisa has been in business as a wholesaler for about three years and has already earned a position of formidable respect among retailers here. By a public relations campaign, he apparently feels, he can cut down by several years the usual time necessary for solid entrenchment in the field.

Pub's Firm Stand

Continued from page 4

MPPA noted this week, however, that "We haven't heard a word since." He added that "If our association were to receive such a memo, it could be discussed with members of our board and I'm sure we could have a communication back to them within a week to 10 days. Then maybe we would get somewhere."

Veteran publisher Louis Bernstein told The Billboard that he had answered the Lane letter to this effect: "We certainly don't refuse to see you. We merely request again that you send us a memorandum of your proposals."

Discussing the "Who-needs-you" attitude indicated towards publishers by certain writers, Bernstein asserted, "We supervise and edit songs of writers and help them in every possible way. They wouldn't be worth a nickel without the help they get from publishers."

Aaron (Goldie) Goldmark, of the Sheldon pubbing axis, said that he intends to be present at the next meeting called by AGAC for June 24. "Section 6 A of the contract certainly requires a change," he said. "And I want to ask about that." This is the section which prescribes that in the case of any tune, the publisher must make, publish and offer for sale piano sheet copies, dance orchestra arrangements and most obtain a record of the song on a commercial phonograph label. "Who's heard lately," said Goldmark. "And you know what the sheet music business is today."

Lou Walters

Continued from page 3

Arcadia Ballroom, long a stem landmark.

Business was brisk for the initial two weeks with Betty Hutton the star of the colorful Parisian type revue. However, the take slowed up considerably with the ill-fated Jerry Lee Lewis engagement, which was terminated after opening night (10). Spokesmen for the club were optimistic, however, in view of an impending one-month engagement for Mickey Rooney, starting July 1. Sherry Britton and Gisele and Francois Szony, hold-overs from the first two-week entourage of acts, are currently getting top billing. Spokesmen, incidentally, denied a rumor that any offers had been received from outside interest for additional investment in the Club.

Pick Your Own

Continued from page 2

and Gina, Art and Dotty Todd, Judy Reynolds, Jan and Arnie, Kathy Linden, Jack Scott, Gerry Granahan and the Monotones.

In other words all things are happening in all ways as always was the case, and probably always will be the case in the music business. Trends are transitory things lasting only a few weeks at most. Any well-recorded tune, it appears, can become a hit, no matter who writes it, or who publishes it, or who cuts it. And wasn't this always the case?

Liberty Leaps Into Stereo

HOLLYWOOD — Liberty Records is taking its initial stereo step with the release of four twin-sound packages on June 25. All have been issued in monaural form and include Martin Denny's "Forbidden Island," Jerry Grey's "Hi Fi Shades of Gray," Pete Kings' "Music for the Girl I Love" and Julie London's "Julie."

Liberty henceforth plans to release stereo LP's on a regularly scheduled basis.

The label's June 25 release includes five monaural packages, "Enchantment," Russ Garcia and his orchestra; "Sax Appeal," featuring the Hollywood Sax Quartet; Ani Aloni's "Keyboard Magic," Bruno Zielinski's "Polka Festival" and "The Poetic Voice of Franklyn McCormack."

Hitville Bound

Continued from page 3

ords scored with its Lee Andrews disk "Try the Impossible."

Don Gibson's smash hit waxing of "Oh Happy Day" has sparked one of his earlier releases into hitville. His Victor recording of "Blue Blue Day," originally released last August, bounced into the No. 17 position on The Billboard's Best Selling C.&W. chart this week. RCA Victor is re-releasing the disk nationally and pushing it as a new release.

Another interesting record development was the release this week of a recording of "The Billboard March" on the Bowery label, by Razzberry Reynolds and his Polka Ork. In the corner of the label is a line dedicating the disk to Robert McCluskey, Robert M. is the West Coast advertising manager for The Billboard, of course.

Eli Oberstein

Continued from page 4

Kay Starr, Duke Ellington, Louis Prima, Don Baker and Paul Baron. There are also sets featuring Viennese Music, an album of "Alice in Wonderland," a set with tunes from "My Fair Lady" and "Pal Joey" and "Gaité Parisienne," by Mannel Rosenthal and the RIAS Orchestra.

Many of the Oberstein Rondolette releases are taken from sides cut for now-out-of-business labels that he has purchased. The Jaye P. Morgan sides, for example, were originally on Derby, the Kay Starr on Crystalette.

Mills on top with . . .

- BILLY KATHY LINDEN on Capitol
- WHO'S SORRY NOW CONNIE FRANCIS on M-G-M
- I'M GETTIN' SENTIMENTAL OVER YOU NELSON RIDDLE on Capitol
- ONE MORNING IN MAY JOSE MELIS on Seeco
- OVER AND OVER GUY LOMBARDO on Capitol
- GIRL OF MY DREAMS GERRY GRANAHAN on Sunbeam
- HOW COME YOU DO ME SAYING CATTIVA on Love

The House of Hits
MILLS MUSIC, INC.

OFFICE SPACE
AVAILABLE

650 sq. feet. Located on Madison Ave. near 40th St. \$300 per month. Immediate possession. Inquire

Box 148, The Billboard
1564 Broadway
New York City

FOR SALE
C-R ZONE
PASADENA

COMMERCIAL. \$65,000. Land 65'x212'. Operating RECORD PRESSING BUSINESS. 200,000 monthly capacity. 7 record presses Available lease, income approximately \$1,000 month. Production equipment, loading dock, paved parking area and separate office-residence building.

Box A-209 BILLBOARD
1520 N. Gower, Hollywood 28, Calif.

A "HIGHLIGHT" For Every Program

JUNE NIGHT

LEO FEIST, INC.

TALENT WANTED TO AUDITION FOR RECORD ALBUM
Vocalists—Groups (male, female)—Combos

1. Guaranteed royalties
2. Guaranteed air play in selected areas on a national scale
3. Guaranteed minimum sale of 2,500 albums in selected market areas

You invest \$350 for arrangements, audition, recording session, etc. If NOT accepted, you receive entire refund of your money.

Communicate with:
GOLDEN RECORD CO.
Suite 306, 1697 Broadway, N.Y.C.
Tel.: JUdson 2-5100

"BRIGHT LIGHTS OF BRUSSELS"
Eddie Layton—Mercury
Jose Melis—Seeco

"THEM THERE EYES"
Helen Grayco—Verve

"STOP BABY"
Four Preps—Capitol

"TRUE TO YOU"
Gene Vincent—Capitol

"CARRY MY BOOKS"
Bobby & Jim—Capitol

"A LOVER CAN TELL"
Ray Arlo—Castle

"TOMORROW NIGHT"
Ray Arlo—Castle

"CHARLIE MY BOY"
Bobo Hathaway—Carlton

BOURNE, INC.—ABC MUSIC
136 West 52 St. New York 19

NOVELTY SONG MATERIAL FOR TV AND RADIO ARTISTS' PROGRAMS

- BUY ME A LIMBURGER SANDWICH IF YOU LOVE ME
- DON'T SHOOT THE BARTENDER, HE'S HALF SHOT NOW
- I RATTLED MY BOTTLES IN ALICE'S GARDEN
- THE SINGING LESSON
- AH, AH, AH, AH, AH, AH, AH
- TAKE YOUR FINGER OUT OF YOUR MOUTH, I WANNA KISS FROM YOU
- THE CAZINTA SONG
- THE MAKE LIKA SONG

JOE SCHUSTER MUSIC PUBLISHERS
1674 Broadway, New York, N. Y.
Circle 7-6476

3 GREAT RECORDS

CAREFUL, CAREFUL
EILEEN RODGERS Columbia

CHERIE, I LOVE YOU
PAT BOONE Def

TIPTOE THRU THE TULIPS
RUSS HAMILTON Kapp

MUSIC PUBLISHERS
HOLDING CORPORATION

MUSIC AS WRITTEN

By BOB ROLONTZ

NEW TUNES FOR MAHALIA

Johnny Broderick, of the nitery and musical comedy team of Arren and Broderick, and his songwriting teammate, Barbara Ruth, have just completed three new songs to be recorded soon by Mahalia Jackson. Tunes are "Pay Day in the Sky," "A Light Will Shine" and "What Each Day Brings." The songwriting pair wrote Miss Jackson's "A Star Stood Still," which Columbia Records featured last Christmas season. They recently wrote the theme song, "Time for Teens," for the weekly TV show of the same name on WGN-TV, Chicago, and recently placed their "Hail to the Legionnaires" with Brandon Music, and "On the Way Up the Hill," with Tee Jay Records.

JURY SELECTS TWO WORKS FOR WAX

The American International Music Fund Jury has selected Alexei Haeff's "Second Symphony" and Easley Blackwood's "First Symphony" for commercial recordings under its Recording Guarantee Project. Jury included Alfred Frankenstein of the San Francisco Chronicle, Nadia Boulanger, and Carlos Chavez. The two works were chosen from 55 compositions by 45 contemporary composers, played by orchestras of the United States and Canada. Libraries in various parts of the country will receive the tapes made of the works submitted. The commercial recordings of the two winning symphonies will be heard as taped by the Boston Symphony Orchestra. The American International Music Fund was organized 10 years ago. Mrs. Serge Koussevitzky is president. A grant of \$27,000 from the Ford Foundation made the recording project possible, and the AFM and local unions okayed the making of the tapes.

INNOCENTS ABROAD

Six American composers will visit Russia this year under the United States-Russia exchange agreement signed last January. Five of the six are Roger Sessions of Princeton University; Peter Menin of the Peabody Conservatory of Music in Baltimore; Ulysses Kay of Broadcast Music, Inc.; Howard Hanson, director of the Eastman School of Music of Rochester University and Norman Del Joio of Sarah Lawrence College. One composer remains to be selected. The composers will visit Russia for a month some in September.

IT'S MURE, NOT WOLFE

We were in error last week in stating that Saxon Music was Dick Wolfe's publishing firm. Firm belongs to Billy Mure, Dick's co-writer on "Got a Match," "Summer in the Mountains," and "Beach Umbrella," all of which are published by Saxon Music.

New York

Lloyd Leipzig and Jill Corey, whom he manages, took off last week for Las Vegas where Jill is set for a four-week stint in Gambling Land. Leipzig, by the way, is the new manager for warbler Bobby Darrin, young chanter who appears to have a hot one on Ateo called "Splish Splash." . . . Dakota Station opened at the Village Vanguard, New York, last week on the first anniversary of the club's conversion to a jazz nightery.

Thrush Roberta Peters left last week for Vienna, where she will sing the role of Susanna in a full-length recording of "The Marriage of Figaro," which is being cut by RCA Victor in the Austrian capitol. . . . The Black Pearl, New York, is featuring the Horace Silver Quintet, with Don Byrd on trumpet. On Thursday, June 19, Miles Davis with John Coltrane and Cannonball Adderly start a special three-day stint. On Sunday, June 22, the Black Pearl winds up its week with a "Salute to Lester Young," with Prez and his combo on hand for the evening.

David Rose conducted the Portland Orchestra for its annual Rose Festival last week in the State of Oregon. M-G-M's Portland distributor helped publicize the affair. . . . The Beau-Belles, Arrow-Records artists, are playing the Mayfair Club, Wilkes-Barre, Pa. . . . Johnny Smith, also on Arrow, is at Allen's Tavern, Cleveland.

John Redmond has started the Religious Music Guild, Inc., specializing in religious material. . . . A song in tribute to "Roland," WCAU-TV, Philadelphia's, "Cool Ghoul," has been waxed by Billy Duke and the Dukes for the Date label. . . . Paul Anka will sing the title song of the flick "Verboten" behind the main credits of the soon-to-be-released German pic. . . . The American Academy of Organ has joined the National Music Council.

Henry Tobias, well-known songwriter, has signed three acts to personal management. Singers are Bobby Pedrick Jr., of Brooklyn; Ritchie and His Classmates, of the Bronx, and the Five Chords, of East Orange, N. J. . . . Orbit Records, of Kent, Wash., is no more. The label name, that is, New name of the old Orbit is Pleasant Peasant, according to C. B. Brown, of the label. . . . John Darcy has signed with Sycamore Records. . . . Bob Astor, CAC booker, has added a Triumph to his foreign sportscar stable. His other car is an Isotta.

Bill Hill, sales manager for Fiesta, will be in Hollywood for a week starting today (16) and then will visit the firm's distributors in major cities of the U. S. to display the label's new international series and stereo disks of Latin-American music, plus the firm's new \$1.95 line. Firm has a special incentive plan set.

Madeline Kern has signed with Safari Records. Alan Lober is a &c.r. man for the label. . . . Former disk jockey Dick Mason has been signed to Star-X Records as a singer. The Hi-Fives have also been poached by the label. . . . Thelonious Monk is now at the Five Spot Cafe in New York for an indefinite stay. . . . Art Richardson, cleffer of "Too Fat Polka," has set up his own pubbery, Pachyderm Publications, to handle his new song, "Don't Give Me an Elephant for Christmas."

VOX JOX

By JUNE BUNDY

THIS 'N' THAT: WGGW, Freeport Long Island, has banned all but the mildest rock and roll disks (e.g. Connie Francis' "Who's Sorry Now," etc.) from its programming. As a result, Alan Fredricks' rock and roll show, "Night Train," formerly heard from 7 to 10 p.m. nightly, is going off the air. The deejay will continue as a staff man. However, the jock laments the passing of r.&c.r. and hopes to line up a similar type show on a more r.&c.r.-minded outlet.

Tom B. Estes, program manager of WMAG, Forest, Miss., writes, "We here at WMAG feel the steady diet of 'Top 40' soon wears thin. We are playing a more varied selection of pop stuff now, with a sponsored Guy Lombardo show on every afternoon at 5:30 p.m. for a local motor company. The show apparently is well listened to. It sells cars."

In a similar vein, Fred Nahas, prexy of KXYZ, Houston, has adopted a new music policy which features a "strictly unfrantic format." The outlet is pushing its new format, via slogans, "The station that found the melody," "The station where we mind our musical manners," etc. Nahas notes, "We sampled the public pulse. This is what it wants. The emphasis will be on melody."

SAN ANTONIO SPINNERS: Charles Stewart has joined KITE, San Antonio. . . . Other San Antonio jockey changes include puppeteer Joe Anthony to KMAC; Bob Murray to KONO, replacing Jim Rosie who joins KIBL, Beeville, Tex.; Larry Fischer, formerly with WNOE, New Orleans, to KTSA, replacing program director Jack Elliott who joins WCOP, Cincinnati.

Most colorful deejays in San

Antonio these days are the spinners at WOAI, who have been decked out in fireman red jackets, black trousers and white buck shoes by the station management. The outfits will be worn by the deejays (Aaron Allan, Barclay Russell, Bob Cole, Frank Bell and Bob Collins) at all of their outside functions—record hops, etc.

GIMMIX: Latest "Purple People Eater" stunts include one engineered by Bob Collins, WOAI, San Antonio, who has talked a group of pilot friends at a Clovis, N. M., air base into using the tune title as an insignia for the fighter group. . . . Larry DeBeau, WTOL, Toledo, O., reports overwhelming response to his P.P.E. contest, whereby listeners were asked to submit artistic conceptions of the space fiend.

(Continued on page 39)

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

We've commented at some length recently on the resurgence of thrushes on the charts. It's hard to determine just what's responsible for whether chicks happen to be making hit records at any given time. Maybe it's chemistry or the weather or the season. At any rate, whatever the reason, it seems that the ladies have lost a bit of ground since the last recap. Jan and Arnie and Art and Dotty Todd, duos which included a distaff half, both are still riding well but the majority of fem records are now on the low end of the charts. One of the most successful of the recent thrush chart entries, and one who is still doing very well with two records, is Connie Francis. The diminutive M-G-M artist is one of the few girls to have two records on the charts in a long, long time.

"I like anything that's sung

with heart," Connie told me at a recent disk session. "Rock and roll is great if it's done well. Presley and Fats Domino are wonderful artists because they sing unmechanically. And Sinatra! To me, he's just about next to The Almighty. He's got great phrasing and quality and he has the gift of being able to make everyone feel as if he's just singing to them."

I asked Connie why girl singers had had such a long dry spell on the charts. "It's very simple," she asserts. "Rock and roll has been so very big. And a girl can't sing rock and roll well. It's basically too savage for a girl singer to handle. They say that the teen-aged girls are the ones who buy rock and roll the most and that they like that type of record best.

But, the truth is that 80 per cent of my fan mail comes from girls.

"As far as rock and roll is concerned, I think we are heading toward a happy medium. The contagious beat of rock and roll will be here for a long time. But the people who buy the records may be getting more sophisticated. They're going for ballads with a touch of the rocking beat. Maybe that's why I was so lucky with 'Who's Sorry Now' and 'I'm Sorry I Made You Cry.'"

The young Miss Francis has several pet beefs. "One of them is this matter of cover records. There ought to be some kind of law. It shouldn't be possible for someone with \$2,000 to take a record that

(Continued on page 42)

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

"Hello Out There," William Saroyan's much-performed short play, has been turned into an opera by Jack Beeson. Here's some stream of - consciousness writing from the author upon hearing the new Columbia LP of same:

"Well, opera. The very word is against us, not that it's foreign or special but out of date. Replaced by half a dozen words, musical comedy, play with musical, musical drama a play with songs and dances—this could go on forever, but if we tried to bunch them together under the heading of opera nobody would understand us. The Americans are not an opera people. 'Porgy and Bess' itself is spurious, if grandly so. What has changed, out of which art in its various forms is expected to come, or be squeezed.

"Even American opera can win us, of course. While we listen to a good one we are certainly with it, but after it's over we don't know. Is that us? Jack Beeson has achieved something extraordinary, but even while I am completely

won, I have got to carp some more. You can't change the world back to opera, so you've got to change opera over to the world. Somehow, O— you can't call it opera. The music, singing and acting is flawless, somber, dramatic and true, really grand, loud, clear, intelligent, artful, right — and dead wrong."

CINEMATTERS: Jill Corey and Jimmy Kormack have joined "Senior Prom." . . . France Nuyen, Liat in "South Pacific," will star in Jerry Wald's "In Love and War." . . . Jackie Cooper makes his nitery debut next week at the Roundtable, N. Y. . . . Dimitri Tiomkin will score "Rio Bravo" for Warner Bros. . . . Vincente Minnelli will direct Frank Sinatra in James Jones' "Some Came Running," followed by "Bells Are Ringing" with Judy Holliday.

BROADCAST BULLETINS: Ed Sullivan devotes his entire June 29 telecast to the Moiseyev Dancers. . . . Hallmark's NBC Hall of Fame schedule next seasons opens with "Johnny Belinda," includes a "major musical" and a repeat of "Green Pastures." . . . Newport Jazz Festival concerts will be aired by

CBS July 3, 4, 5 and 6 with Mitch Miller as host. . . . Tom Wade, NBC employee, just waxed his first record for Style. . . . AFTRA has named Dick Jackson public relations chief. . . . WABC, N. Y., picked a winner from 21,000 entries for "A Day With Doris Day" and will launch another win-a-date promotion as soon as a singing star is found. WABC also extended deejay Alan Freed's schedule to six nights a week.

The new CBS Western "Rawhide" will have Frankie Laine belting its theme song. . . . Dick Clark is writing a book on teen-age slang. . . . Richard Hayman named musical director of "ESP," series which bows July 11 on ABC-TV.

HATCHED, MATCHED, SNATCHED: Model Sandra Sherrard weds Gene Accas, Grey Agency veepee, come fall. . . . Thespers Richard Egan and Patricia Hardy married June 7. . . . Dorothy Shay and flack Dick Looman blended in L. A. . . . Lonnie Thompson and Joy Edwards, paired on "Cowtown Hoedown, Ft. Worth series, paired off. . . . Daughter born to Raymond Scott and Dorothy Collins June 6.

**HOT
NEW
RELEASES**



RECORDS

A PRODUCT OF LOEW'S, INCORPORATED
1340 BROADWAY, NEW YORK 36, N. Y. JUDSON 2-2000

**THE CHESTERFIELDS
I GOT FIRED**

Cub K9008 45 rpm



THE IMPRESSORS

**DO YOU
LOVE
HER**

LONELINESS

Cub K9010 45 rpm



THE PRELUDES

**KINGDOM
OF
LOVE**

**VANISHING
ANGEL**

Cub K9005 45 rpm



**Managers Set
Ethics Code**

NEW YORK — The newly formed Conference of Personal Managers, East, Inc., met here last Tuesday (10) at the Friars Club to discuss a proposed "code of ethics" for the group.

In addition to defining the duties of a personal manager, the proposed code spotlighted 17 different points including the following: "A personal manager should not publicly or privately disparage any member of the personal management profession; willingly encourage or induce an artist to breach an existing management contract; represent an artist while that artist is under contract to another manager except by agreement with all parties."

Safe-guards for clients included a clause specifying: "A personal manager shall not derive personal gain at the expense of his client. The manager will not accept money or anything of value from a party contracting with his client without the client's consent. A personal manager's relationship with his clients is similar to that of a doctor or a lawyer and should at all times be highly confidential."

Personal Managers, East, Inc., is headed by George (Bullets) Durgom, prexy; Kal Ross, veepee; Jerry Levy, secretary; Mace Neufeld, treasurer; and the following directors—Richard Gabbe, Mannie Greenfield and John Greenhut.

**Toshiko Bows
At Jazz Spot,
Joins M-G-M**

NEW YORK — Toshiko, Japanese femme jazz pianist, with her trio, opens at the Hickory House here Tuesday (10) for the entire summer. She'll be rejoined by Jake Hanna on drums and Gene Cherico on bass. They worked the same spot with her last summer, and leave current assignments with other groups to rejoin the gal.

Leonard Feather, who recently signed Toshiko to an M-G-M Records pact, will feature her as head of an international jazz quintet, to also include Belgian tenor saxist, Bobby Jaspar; German Clarinetist Rolf Kuhn; Swedish drummer Bert Dahllander and British bassist Peter Ind.

**Ink Mickelson
At Word Label**

WACO, Tex. — Arranger-conductor organist Paul Mickelson has been appointed veepee and musical director for Word Records, religious diskery here. Appointment was made by the head of Word, Jarrell McCracken.

Mickelson will handle all the firm's a.&r. work. He will be an exclusive recording artist for the diskery, and arranger as well. Mickelson was staff organist for the Billy Graham evangelistic team until last September. For five years he has been recording for RCA Victor.

Word, one of the largest religious diskeries, will release over 35 LP records this year. A first album by Mickelson will be issued next month, with two more in the fall.

Re-Elect Coghill

DALLAS — Bob Coghill has been re-elected president of the Dallas Record Dealers Association. Other officers include Susy Hewitt, vice-president; Jack Priest, Executive secretary; George Leslie, treasurer, and Blaine Darnell, recording secretary.

**Fraternity's
'Tango' to Get
All-Out Push**

CINCINNATI—Fraternity Records' new novelty tune, "Orang-Ou-Tango," penned by Cincy songwriter Bill Wibbeler, will premiere nationally Friday night (20) via a special production number on WCPO-TV's pantomime music show, "This Is Music," beamed on an 80-station coast-to-coast hook-up on ABC-TV.

The program will be seen live in the New York area, 7:30-8, EDT, and will be relayed back to the Midwestern territory via a video tape recording from 8:30-9, EST. The West Coast will get the show from 10:30-11, Coast time. Spotted on the platter's lyrics are Bill Walter and Ape Friend (Doc Felice).

It all began two weeks ago when Harry Carlson, Fraternity president, gave WCPO execs a sneak listen-to of "Orang-Ou-Tango." Impressed with the tune's novelty slant and comedy possibilities, WCPO asked Carlson's permission to debut the number via a special production number on "This Is Music," which June 8 began a 17-week shot on ABC-TV. With numbers on the show cleared with ABC weeks in advance, WCPO asked for and received from ABC permission to make a switch in the June 20 seg to include the Fraternity tune production.

Director of "This Is Music" is John Clark, with production under the direction of Wally Dunham, assisted by Bob Jamison. Show's principals are Colin Male, emcee; Gale Johnson, Ramona Burnett, Bob Smith, Bud Chase, and the O'Neil Dancers. Chase will be cast in the principal role in the "Orang-Ou-Tango" production, assisted by comics Bob Shreve and Lee Fogel, of the WCPO staff.

**Disney Label
Gifts Distribbs**

NEW YORK—Disneyland Records has set up a unique incentive plan for its distributors. Distributors (and their wives) hitting their sales quotas this year will receive free all-expense trips to Disneyland, Anaheim, Calif., this summer. Meanwhile, the label's Eastern sales and promotion manager, Moe Preskall reports that the Mickey Mouse Club LP line has increased its sales volume three times since its price was cut from \$3.98 to \$1.98 three months ago.

Disneyland is currently reaching a special "Sleeping Beauty" LP, narrated by Mary Martin, with Camarata's Orchestra. The LP will be tied in with the release of Walt Disney's new \$5,000,000 feature cartoon film this fall.

**Philly Distribbs
Form Association,
Plan Expansion**

PHILADELPHIA — The Philadelphia Distributor Association, a group of 10 local distributors, was recently formed in this city for the purposes of establishing better conditions for all concerned in the record industry and discussing problems of distributors.

The group hopes to expand its membership to include distributors in other cities with the eventual aim of creating a national association. Despite several vain attempts by various groups in the past to form a similar organization, the PDA feels that a workable and functional organization can be created.

Next meeting of the PDA is scheduled for June 20 at the New Sheraton Hotel. Bob Heller, of Chips Distributing here, is handling the meet, which is open to distribbs in other cities.

M-G-M Records

CASH IN ON THESE BEST BUYS

JONI JAMES

COMING FROM YOU | JUNIOR PROM



AS SUNG BY JONI ON
THE STEVE ALLEN SHOW

K12660
on 45 & 78 rpm

IT'S JUNE FOR JONI
ASK ABOUT THE SPECIAL
ALBUM CAMPAIGN

MARVIN RAINWATER

I DIG YOU BABY

MOANIN' THE BLUES

K12665 on 45 & 78 rpm

DICK LEE

GIANNINA MIA

K12657 on 45 rpm

THE SERENADERS

DANCE DARLING DANCE

K12666 on 45 rpm

See them on
Dick Clark Show July 7

MORTY CRAFT & His Orch.

PATRICIA

K12672 on 45 & 78 rpm

GEORGIE SHAW

LOVER OR FRIEND | I'LL BUILD A FIRE
(In Your Heart)

K12658

RON HARGRAVE

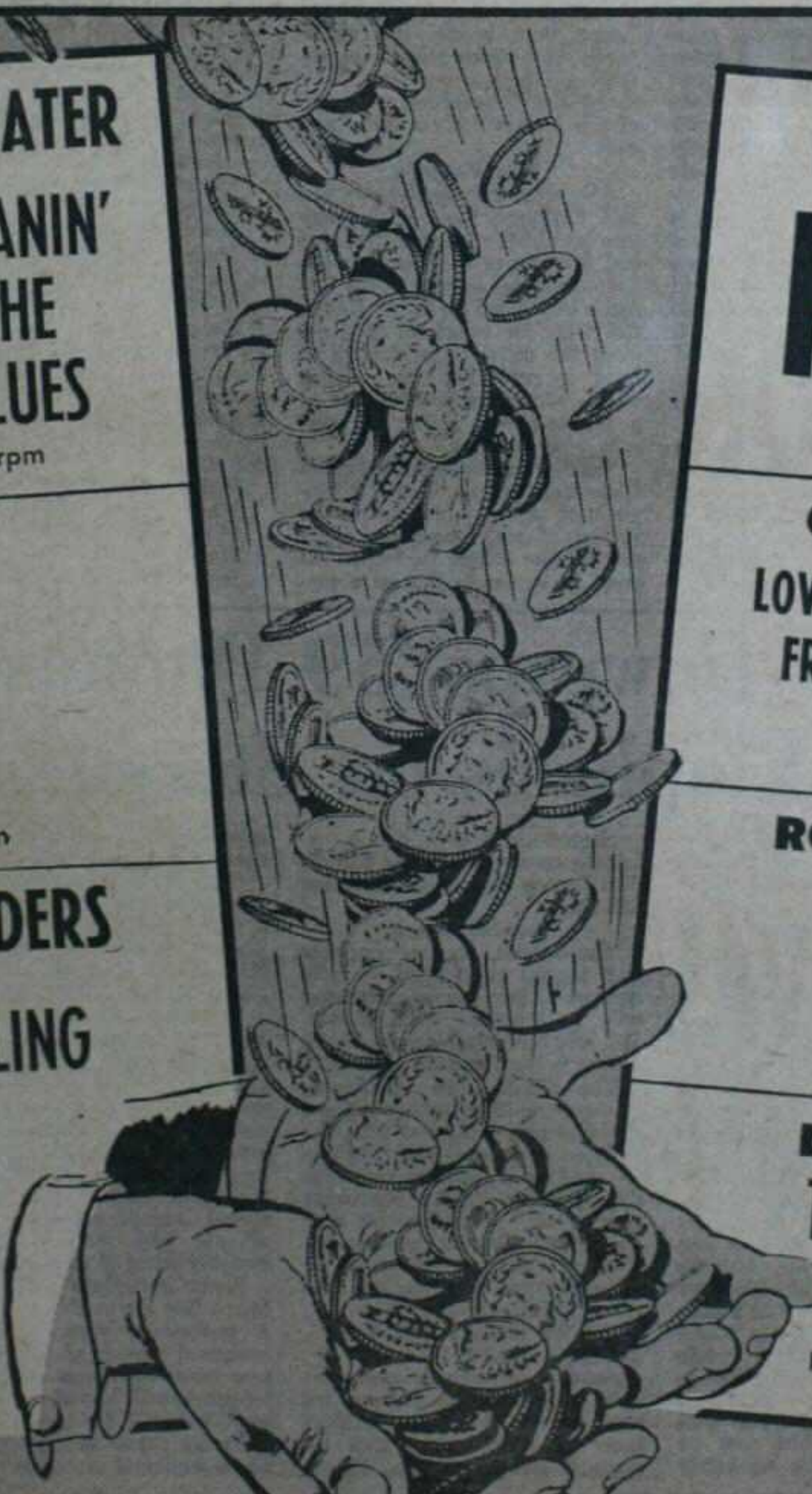
YOUNG ROMANCE

K12644 on 45 rpm

DON COGAN

THE SINGING HILLS

K12676 on 45 rpm



THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

HIGH-STYLE STEREO

Admiral Holds Distrib Showing

CHICAGO—Admiral Corporation, long one of the most style-conscious manufacturers in the phono-radio-TV fields, is moving solidly into the stereo field, with a wide variety of new models ranging from portables to a stereo-voiced TV-phono combination being shown to distributors.

At the same time, Admiral prexy, Ross D. Siragusa, an outspoken veteran of the electronics industry, gave a bullish prediction on stereo's future.

"Reaction to the introduction of stereophonic record players," he said, "is expected to be so tremendous that sales for 1958 should show a 25 per cent increase over 1957."

One of the most interesting models in Admiral's extensive line is a combination of 21-inch TV and stereo phono called Stereo Theater. A stereo-equipped changer is in a pull-out drawer beneath the picture-tube viewing area, with twin speaker system, angled slightly outward, vertically on either side.

With an attractive design by Detroit's John William Mason, the Stereo Theater units are priced from \$395 up, depending upon the wood finish. Admiral execs report that the monaural sound quality of TV programs (whose sound is fed to the twin speaker system in parallel) is "greatly improved" over the usual single speaker in the average TV set.

A radio tuner, incidentally, is not included in the TV Stereo Theater. However, radio-phono combos abound in the Admiral line, mostly in two-cabinet models in which the second speaker is separately housed as a "satellite" unit. (See separate story on speaker-amplifier units in this section.)

The phono line begins with a \$129.95, two-speaker stereo portable up thru chairside models and small consoles from \$179.95 to \$199.95 in mahogany, and into larger consoles and radio-phono stereo units from \$325 to \$625.

Columbia Riding Two Phono Horses—Stereo & Monaural

By RALPH FREAS
NEW YORK — A large and versatile line of 25 phonographs has been introduced by the phono-division of Columbia Records. Four major categories are represented: monaural-only "stereo adaptable" models, stereo units with optional speakers available, and full stereophonic two-unit sets.

Stereo adaptation kits, including cartridge, amplifier and speaker, are also available at prices as low as \$39.95. Thru the use of such kits, a phonograph can be purchased and stereo-converted at home for as little as \$125.

In presenting the line, Goddard Lieberman, Columbia prexy, pointed out that adaptation kits can be used on older Columbia phonos.

"Even our famous 360 is adaptable to stereo with a conversion kit," Lieberman said.

In fielding questions from the trade press at the showing, Lieberman was reluctant to conjecture on the number of stereo sets and stereo records Columbia expects to sell during the coming year.

"We don't know what the reaction of the public to stereo is going to be," he said.

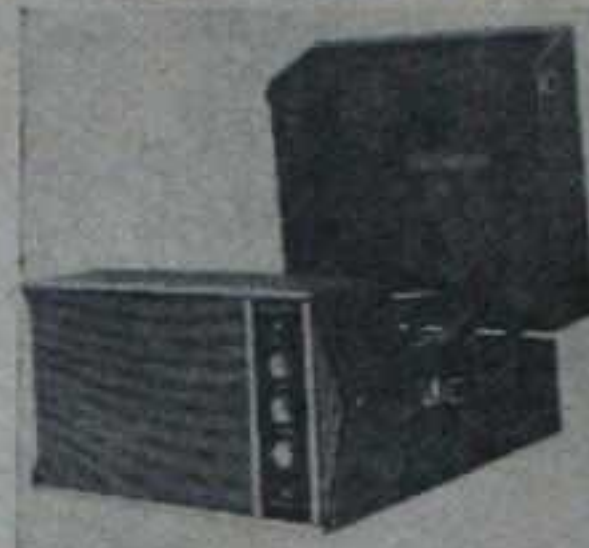
He pointed out that most of the talk about stereo was, so far, on the trade press and manufacturer level, that the public either doesn't know what stereo is or that it is confused about stereo. He stressed that it would be "some time before the public would buy stereo sets in quantities" and he was most emphatic about the "continuing strength" of the market for monaural records.

New Features

Also present at the showing was Bill Bachman, Columbia's engineering chief, who described special features of the new models.

One unique feature is the Columbia-designed cartridge. Called the CD, for constant displacement the cartridge is claimed to have a very low impedance which allows for a minimum of groove-to-needle stress and permits truer tracking.

Another feature is the Balanced Listening Control. This is a single knob control which lowers the volume of one channel and raises that of the other. Bachman likened its action to that of a see-



Model 618

saw. The function of the control is to adjust the sound produced in such a way to permit stereo listening from any given point in a room. If the listener is located close to one speaker, the sound emanating from that speaker can be lowered and the other raised to balance what the listener hears for maximum stereo effect.

Models and Price

Individual model's number and price in the new Columbia line are as follows:

Group A (Monaural Only) — Models in this group are portables with single amplifiers and single speakers.

Model 612—\$29.95

Model 613—\$39.95

Model 540—\$49.95

Model 516—\$69.95

Group B (Convertible to Stereo) — Models in this group are made with four wires in the tone arm. Two of the wires are taped back and can be used when the stereo cartridge is installed. The taped-back wires are connected to a socket on the back of the set labeled "stereo output" for connection to an external matching speaker-amplifier.

Model 617—\$84.95

Model 618—\$94.95

Model 622—\$119.95

Model HF-2—\$129.95

Model 517A—(No Data)

Model 518A—(No Data)

Group C (Stereophonic) — Models are equipped with dual amplifiers, stereo cartridge and dual controls. Extra speakers are available at extra cost in five models, ranging in price from \$9.95 to \$69.95.

Model 623—\$129.95

Model 626—\$149.95

Model 360—(No Price Given)

Model 642—(No Price Given)

Model 672—(No Price Given)

3 New Radios In RCA Line

NEW YORK—A pair of new all-transistor portable radios designed to play for at least five years on a single rechargeable battery, and a cordless transistorized table model unit have been launched by RCA Victor.

Addition of the three bring to seven the number of transistor radios in the RCA line, with prices ranging from \$39.95 to \$195.

The two new portables, the Transicharg Super (Model 1BT2) and Transicharg Deluxe, operate



RCA Transicharg Deluxe

on new rechargeable batteries, low-cost penlight or long-lasting mercury cells.

Available also are two RCA Victor Transichargers which operate from standard house current to power the rechargeable batteries for a minimum of five years. The first sells for \$14.95; the second, which permits playing the radio while the charge is being made is \$24.95. They sell for \$10 and \$17 respectively when purchased with the portables.

The all-transistor cordless table radio, due to be shipped to distributors within the next few weeks, is the "starliner" (Model 9TX2), which is rated as playing 1,500 hours (about a year and a half at 20 hours a week) on one battery pack. Its price is \$69.95.

Decca Unwraps '59 Phonos With Emphasis on Stereo

By REN GREVATT

NEW YORK—Decca Records unveiled an impressive 1959 phonograph line last week with heavy emphasis on stereo. Of the 15 new phono models introduced, 10 are equipped to varying degrees for playing stereo records.

The price range of the new line will run from \$19.95 to \$330. Most units carrying a list price of \$50 or more are wired for stereo operation. Three separate speaker enclosures, ranging in price from \$40 to \$100, are also included in the line.

In the de luxe category of console units are the Franklin, at \$329.95 with AM-FM tuner and \$239.95 without tuner, and the Allegheny, at \$159.95 with tuner and \$99.95 less tuner. The Franklin carries everything for stereo but the external speaker, while the Allegheny has only a built-in stereo cartridge. The Benton is a portable phono, equipped with stereo cartridge, which can be used with a special, separately

packaged amplifier unit in a mahogany case which lists at \$39.95. The Benton unit itself retails for \$89.95.

Portable Stereo

The Miami, another portable unit tagged at \$139.95, is fully equipped for stereo, requiring only an external speaker unit. Still another portable with stereo output is the Lambert at \$79.95.

The Clinton, an openfaced, changer-amplifier unit, contains a stereo output jack, and with the addition of a stereo cartridge can be used as a "mother unit" for this purpose. Extra matching speaker enclosures for this unit are \$29.95. Console speaker enclosures, designed for stereo or monaural use with the de luxe console phonos are the Wheatley, at \$39.95; the Hancock, \$59.95, and the Knox, \$99.95.

Another attractively packaged unit is the Shelby Deluxe, an open-faced changer-amplifier-tuner at \$225, which can be plugged into any radio, TV or

other speaker set-up. Without tuner the price is \$145.

Still further portables in the new Decca line include the Perry (\$49.95), the Salem (\$29.95), the Seaford (\$29.95), the Palm Beach (\$19.95) and the York, a 45 r.p.m.—only portable at \$39.95.

The Demonstrator, a de luxe manual phonograph, has a four-speed Carrard turntable, also equipped for stereo output. The unit employs a remote speaker unit. Decca is also merchandising a number of accessory items in its new line including a new storage-type rack for 45 r.p.m. singles, record storage cabinets, storage albums, wire record racks and carrying cases of all types.

Stereo cartridges used in the Decca line are made by Ronette. A spokesman stressed that all monaural records played via the new stereo cartridges and speaker set-ups would "sound better than ever before." He added: "We don't see stereo as any threat at all to monaural record sales."

Model 682—(No Price Given)
Model 632—\$249.95
Model 634—\$289.95
Model 645—\$495
Model 650—\$525
Group D (Complete Stereo Units)—These are complete stereo units, requiring no conversion or extra speakers.
Model 637—\$299.95
Model 680—\$379.95
Model HF-3—\$169.95
The conversion kit for converting Group B phonos to stereo playback is priced at \$39.95. It contains a four terminal stereo cartridge, a 20-foot connecting cord with jacks, and a shelf-type amplifier with covered case.

13 MODELS

Webcor Line Makes Bow

CHICAGO — Webcor, Inc., distributor, starts dealer showings of its fall line of record and tape playback equipment today (16) when De Mambro Radio Supply, Boston, kicks off the first local showing. Webcor line ranges all the way from portable automatic monaural phonographs to console stereophonic disk equipment. Equipment will get its first general public showing at the National Association of Music Merchants' convention July 21 at the Palmer House, Chicago.

The new Webcor line includes nine console stereo phonographs, including six phono-only consoles, ranging in price from \$179.95 to \$310, and three AM-FM console phonographs, listed at from \$425 to \$475. High-Fonic speaker circuits for these console stereo, that make possible the use of smaller auxiliary speaker cabinets, range in price from \$79.50 to \$129.95.

Thru a frequency distribution system, based on the principle that frequencies below 150 cycles have no directivity, low frequencies from either stereo channel are directed into a master low-frequency speaker.

Four Webcor portable stereo phonographs range in price from \$109.95 to \$159.95, with auxiliary stereo speaker listing at \$49.95. Webcor portable monaural phonographs are listed from \$64.50 to \$109.95, which is a radio-phono combination.

Bud Letzter, Webcor sales manager, stressed that an emphasis on tape recorder sales would be continued. Two monaural tape recorders will list from \$159.95 to \$239.95. Two-channel stereophonic tape recorders, six different models available, will range from \$199.95 to \$299.95. Speaker mates for these stereo tape recorders run from \$119.95 to \$149.95.

The Webcor phonograph line, without any hike in price over the previous line of Webcor products, will include a new record player which features a shutoff and an automatic retracting drive wheel on the phono deck, which releases drive wheel pressure when the machine is turned off, thus eliminating tendency toward causing flat spots on the drive wheel. Flat spots eventually cause inconsistency in turntable speed, a major stereo problem.

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

Audio Feedback

By CHARLES SINCLAIR

ONE IN ELEVEN MILLION

Quality standards in the magnetic tape industry now top anything in the mass production field, according to Bill Speed, president of Audio Devices, Inc. ADI is now turning out a special Extra Precision tape for use in computers and instruments, to store data on tape, which has a margin of error or one in 11,000,000. A special testing device at ADI checks each reel before it is shipped. If a single pulse fails to register on the tape, the whole reel (2,500 feet) is junked.

RULE BRITANNIA DEPARTMENT

Watch for a new and distinctive line of precision stereo consoles in the phono field that are being imported from Britain by Olympic Radio & TV, a division of The Siegler Corporation. Morris Sobin, Olympic proxy, will unwrap them June 18 at the Furniture Market and again at the Music Show July 21, both in Chicago. They'll be marketed under the label of Olympic-Continental. The British newcomers, Sobin points out, mark "a transition away from the West German imports which Olympic has successfully merchandised."

OFF WE GO INTO STEREO

For audio dealers deep in the problems of helping customers shift over from monaural to stereo rigs, a new brochure explaining in great detail the uses and applications of the \$24.95 Stereo-Daptor manufactured by H. H. Scott, Inc., is now available. The Stereo-Daptor, recently launched, functions as a control and switching accessory to ride herd on two separate amplifiers and speaker systems rigged up for two-channel use. The brochures are available, free of charge, from Department B-B, at H. H. Scott, Inc., 111 Powermill Road, Maynard, Mass. Supplies are limited.

COLOR TV FLIPS POLES

One of the big hits at the current Polish International Trade Fair in Poznan (where, it is interesting to note, the first anti-Moscow riots in a Russian satellite nation took place in 1956) in U. S.-type color TV. The closed-circuit telecasts are being staged by RCA, which is using a live color camera and 12 of the latest RCA Victor color receivers. James P. McCarvill, of RCA's Special Exhibits Department, is in charge of the exhibit.

GAINS FOR ORRADIO

ORRadio Industries showed a gain in sales and earnings during the past fiscal year, reports J. Herbert Orr, the firm's head. Sales hit the \$2,284,400 mark, primarily from sales gains of Irish Brand Tape, for a new high.

FOOTNOTES TO HISTORY

Audio Fidelity's Sid Frey, a very erudite cat, has tracked down the first appearance in literature of high-fidelity slang. According to Sid, it dates back to none other than Greek playwright Aristophanes (446-380 B.C.) and his classic, "The Frogs." Says Sid: "The bit occurs when Dionysus is getting the ferry ride across the Styx. Suddenly, a whole mess of bullfrogs start croaking out 'Brekeke-Key, Koax, Koax'."

NEW FACES IN HI-MI

Eight companies have been elected to membership in the Institute of High-Fidelity Manufacturers, according to Edwin Cornfield, executive secretary. The new faces: California Cabinet Company, Electrovox-Walco, Minnesota Mining & Manufacturing Company, Reeves Equipment Corporation, Superscope, Inc., United Speaker Systems, V-M Corporation and Radio Station WRFM (Associate Membership).

THE MERCHANDISING PIPELINE

George H. Lehleitner & Company, New Orleans, has been appointed distributor for Zenith Radio Corporation phono, radio and TV products. . . . Sales of Pilot Radio Corporation's audio components and packaged goods in the New York Metropolitan Area are now being handled by direct factory representatives Irving Needle, Lewis Abeles and Nelson P. Nelson. . . . Jack Gilbert Associates, ad agency specializing in hi-fi, electronic and photographic marketing, has moved to new quarters at 566 Seventh Avenue, New York.

Fidelitone Sets Consumer Contest

CHICAGO — Fidelitone, Inc., is inaugurating what it believes is the heaviest advertising and promotional campaign ever undertaken by a producer in the diamond needle field.

The program consists of a nationwide consumer contest, consumer and trade magazine placements and extensive point of purchase display material.

The ad theme is dramatic. Photographs showing a woman's high heel grinding into a stack of records, a burning cigarette

eating into a record, and other destructive methods are illustrated. Copy points out that there are other, more subtle, but just as ruinous ways of destroying valuable records. Good record care, using diamond needles, is stressed.

The ads are scheduled for Time and Esquire magazines during the summer.

A coupon in the ads invites consumers to vie for expense-free visit to the Brussels World's Fair

(Continued on page 14)

9-Transistor RCA Radio

NEW YORK—A seven-band, all-transistor radio, weighing less than 12 pounds and operating on flashlight batteries, will be marketed during the next month by RCA Victor. The "Strato-World III" (Model 1MBT6) has a standard AM-band, plus two ship-to-shore—and amateur short-wave bands. It will be nationally advertised at \$195. The new model weighs about one-third less than its predecessor conventional tube set and its over-all size is about one-half that of tube-type, multi-band portables.

Containing nine RCA transistors, the set operates on nine "D" cell batteries, the type known as standard flashlight batteries. It will have two antennas an air loop for domestic listening and a telescoping antenna for short waves. There is also a provision for an external antenna.

Other highlights are: Earphone jack, phono-jack and reduced battery-drain on low-volume personal listening level. A recessed band selector switches easily to the desired frequency, and a spring loaded rotary switch operates pilot lights for dial illumination.

The Strato-World III is housed in a simulated black lizard case with easy-carry handle. A world map on the case-lid indicates time zones all over the world.

Eight Phonos in New Arvin Line

CHICAGO — Entry into the phono and high-fidelity markets is announced by Arvin Industries, veteran radio and electronics firm. An initial line of eight portable phonos, including a stereophonic unit, is being introduced. Prices will range from \$34.95 to \$119.95.

Top models in the line are the 7096 and 7097. Both feature four-tube, 10-watt amplifiers; three speakers (a 6-inch, 5-inch and 4-inch) with cross-over network; separate bass, treble and volume controls, and dual sapphire styli in a turn-over ceramic cartridge. Units have four-speed changers and 45 r.p.m. spindle is included. Model 7097 is equipped with a stereo cartridge and retails for \$119.95. Model 7096 is a monaural version, tagged at \$109.95.

Other models in the Arvin line are:

Model 7095 (\$89.95), with four-tube, 10-watt amplifier; two speakers (six-inch and five-inch), with acoustical crossover.

• Continued from page 1

line they recently introduced is completely stereophonic. Their profit hopes are pinned to it. As is debut before the press in New York, the firm was asked about conversion. A spokesman said they didn't believe a simple conversion (addition of stereo cartridge and necessary wiring) was adequate.

They plan two conversion systems consisting of ceramic cartridge, tone arm, turntable motor and motor mount. No price has been established for the conversion kits as yet. In a sense, RCA Victor is saying: "Sure, you can convert but it's no simple matter. Why not give your old set to the kids and buy one of our new stereo units."

Another major firm—one of the first to debut with a stereo line of instruments — announced availability of conversion kits but reportedly has yet to deliver them to dealers. Simply stated, phono firms hesitate to push the conversion idea while offering a new concept in home listening in a complete new package. Still, the public is going to be hit, and hit hard, from both angles. They are going to be told they can convert and convert easily—depending on whose equipment they own. And, probably, they are going to be subtly unsold on conversion by the firms that want to sell them on a complete new unit.

What about the packaging problem? Some firms are producing "master" stereo units to which only an external speaker has to be added. Others are producing models with stereo cartridges and necessary wiring to which an amplifier-speaker combination has to be added.

Advocates of the "master" unit with dual amplifier on one chassis will have an edge in one respect. The purchaser will only have to plug in a speaker and this can be done at relatively low cost. Opposing this type of stereo is the manufacturer who will try to sell the separate amplifier concept. His problem is selling the public on a relatively more expensive means of achieving stereo. He will try to convince the public that the extra cost is warranted because of higher amplifier power.

Sitting back and watching the development in comparative comfort are the manufacturers of high fidelity components. Their customers, if interested in stereo reproduction, are prospects for extra amplifiers, cartridges, speakers and enclosures. They are also the more well-informed music listeners who aren't confused or dismayed by stereo. Having looked together a set of components, they know where they stand and what they need to add to their existing units.

Obviously, stereo will make rapid strides in the components area. How fast stereo will move in packaged goods will probably depend on how clearly the phono firms are able to communicate their particular point-of-view to prospective buyers.

Argos Moves On New Front

CHICAGO—A new design in wall and corner baffles, reportedly giving up to 22 per cent more internal volume, has been introduced by Argos Products.

Instead of being recessed behind the exterior frame, front panels on the new Argos baffles have been moved forward approximately an inch-and-a-half, protruding slightly beyond the outer frame.

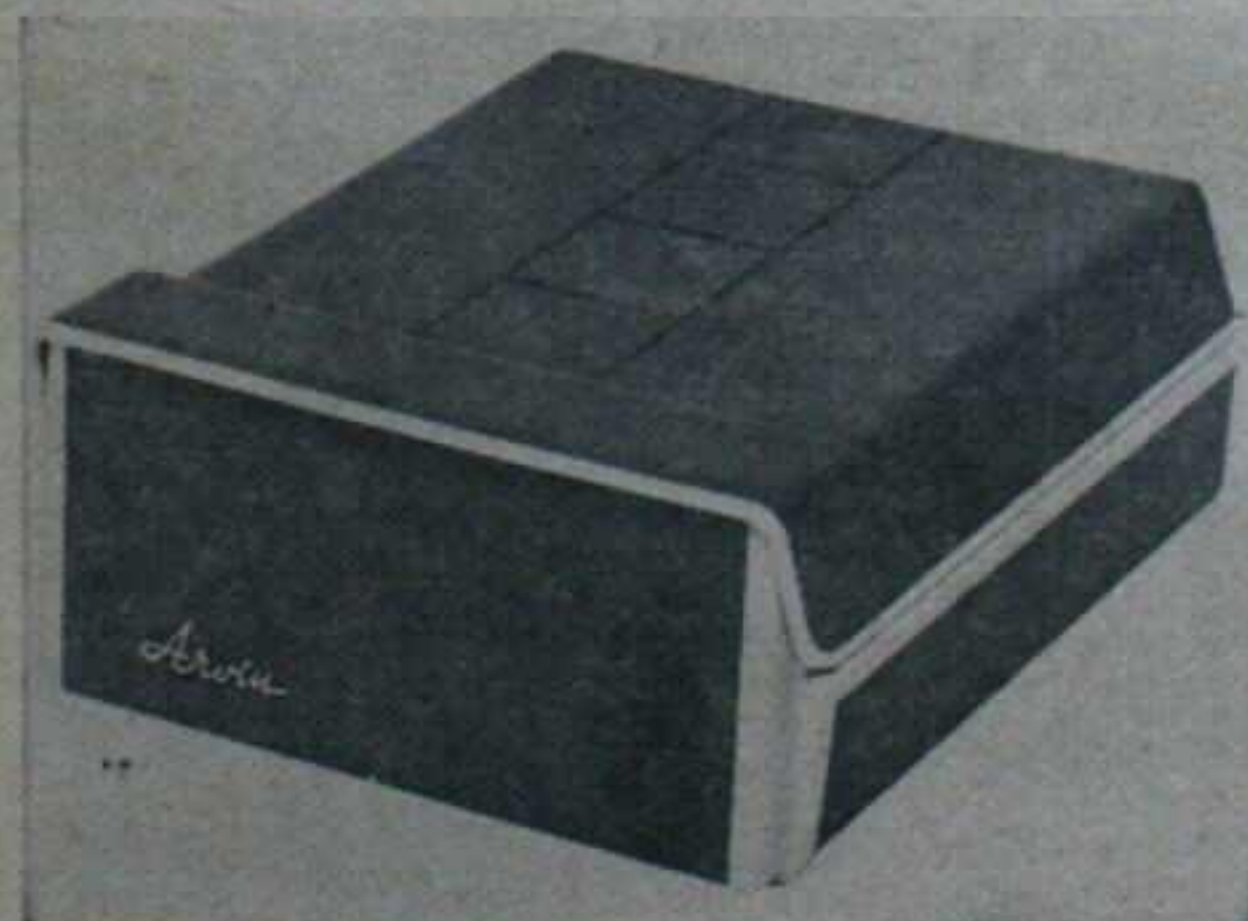
This "Forward Front" design is being used on the Argos DBR-2 console speaker enclosures, making possible in this case a "slim size" enclosure with two inches less depth while still retaining the same 4.3 cubic foot volume. Height is increased by one inch.

Corner baffles for 12-inch speakers are being treated similarly by Argos. The new slanting corner baffle SCB-12A now contains 1,240 cubic inches as against 1,000 cubic inches previously. The regular 12-inch baffle now contains 1,520 cubic inches, as against a previous mark of 1,270.

With its new "Forward Front" models, Argos is also launching a new series of wall baffles, termed "Prestige Line." They have a four-by-three ratio of height to width, instead of the conventional square.

The greater width, combined with the new "Forward Front" design, is said by Argos execs to "give almost twice the cubic volume for only about one-fourth more cost. Dealer net on the "Prestige" line ranges from \$5.25 to \$7.80.

As usual, the entire front areas of the baffles are covered with the grille cloth used—a designing trick Argos claims to have originated in the fall of 1954.



Arvin Model 2091

'SATELLITE' UNITS

New Amp-Speakers
In Stereo Field

NEW YORK—Units containing amplifier-speaker combinations, and matching the performance and appearance of existing monaural phonos continue to be an important "interim" part of the swing to stereo by several major manufacturers.

Latest to launch a unit is Fisher Radio Corp., now shipping its new "Stereo Companion." A combination of an amplifier with a 32-watt peak and a three-speaker system, attractively cabinetted, the unit is designed to plug into (with the aid of two connections) any of the current Fisher phonographs or phono-radios, making the unit function as the second channel for stereo.

Unlike some of the other satellite units now being featured, the

Fisher Stereo Companion's volume, bass and treble adjustments are made from the front end of the main unit. Pricing is \$169.50 in mahogany, and \$179.50 in other finishes.

The Fisher unit follows soon after the launching, a month ago, of a comparable unit by Pilot Radio Corp. Pilot's unit is the Model SA-1032, and it is the keystone of what amounts to a stereo conversion kit for owners of Pilot's popular Ensemble 1030 phono.

Termed "Stereo Fidelity Companion," the Pilot unit contains a 16-watt amplifier (32-watt peak), and a four-speaker system. It closely matches the 1030 in appearance, and is priced at \$249.50 and \$259.50. The front-ended second amplifier receives the output signal directly from the stereo cartridge (which is not included with the conversion unit), thus providing a dual set of controls.

Pilot dealers are already following up sales lists of Model 1030 purchasers successfully in selling the accessory unit, according to Pilot presy Joe Benjamin.

Other phono makers, such as Webcor, Sylvania, Magnavox and Philco, have stereo companion units on the market, or in the works.

Webcor, for example, plans to launch a line of speaker-amplifier combinations later this summer designed to match the appearance of present Webcor console phonos and to operate as stereo "satellites." They'll be priced from \$49.95 to \$129.95, depending on size and power, and which original model is being mated.

Already issued by Webcor is a partial stereo kit, the Model A-1931 at \$29.95, which includes a stereo cartridge, wiring, instructions and a pre-amp to boost the magnetic output for feeding to an external amplifier-speaker. The new units and cartridge kits, combined, will enable Webcor owners to do a complete stereo face-lifting job.

Industry veterans are freely predicting that, by fall, virtually every major phono manufacturer will have some form of "satellite unit" available for the stereo channel that will result from a conversion done on older phonos.

Webcor Sets
New Changers

CHICAGO — To meet the demands of stereo record reproduction — which call for, among other things, a minimum of rumble in turntables—Webcor will market two new changer models later this year which have been "completely re-designed," according to Webcor exec Bud Letzter.

A principle change will be "a special anti-rumble rib" which has been added to the construction of its mounting, in addition to stereo wiring and a tone arm designed for two-channel record playing. Model numbers have been set for the changers as 1931 and 1941, but no prices have been announced.

The new Webcor changers will be used as original equipment in Webcor (and other) phono lines, and will be sold as components in the audio field to do-it-yourselfers.

Jensen Sales
Manual Shown

FOREST PARK, Ill. — "All the needle selling facts that a distributor can use" are packed between the covers of Jensen Industries' new No. 88 manual. The 48-page book is designed to be used like a slide-film with each page spotlighting a separate Jensen selling feature. As the distributor salesman goes thru it, he can demonstrate one-by-one all of the sales features of the entire Jensen line. He can also show the dealer the step-by-step procedure for increasing his profits from needle sales.

Jensen has a variety of merchandising aids for dealers of all sizes. These are illustrated and suggestions made for their use. The manual also spells out the firm's co-op advertising allowance for dealers.

The book is divided into four sections for each class of dealer: the one-man service shop, the large service dealer, the small record shop and the large record shop. The needs of each type are analyzed and recommendations for stock, display material and merchandising aids are made.

As part of their promotion program, Jensen offers \$10 every month for the best show window featuring their needles. Dealers simply send in a snap-shot. The firm points out that any dealer can win — and win more than once.

10 Aids for
V-M Stereo

BENTON HARBOR, Mich. — The V-M Corporation has prepared a full complement of sales aids to help dealers promote their new stereophonic changer unit called the Stere-O-Matic.

The 10 sales aids are:

1. Catalog sheets giving detailed info on features and performance characteristics.
 2. Stuffers for use by department stores and independent servicemen.
 3. Self-mailer for dealer use in a concentrated changer sales and installation program.
 4. Stereo counseling folder, a guide for dealers to use in working out stereo systems from present equipment.
 5. A feature comparison chart, comparing all popular foreign and domestic changers against V-M's.
 6. A condensing service chart, showing two adjustments possible and cartridge installation instructions.
 7. A stereo window banner.
 8. A feature wall banner.
 9. Reprints of recent changer ads to emphasize importance of elements which "make V-M the No. 1 changer."
 10. A merchandise sheet showing the new permanent Stere-O-Matic changer display.
- Dealers may obtain information about the sales aids from their V-M distributor.

Sylvania Intros
New Stereo Line

BUFFALO — What amounts to an "interim" line of stereo phonographs has been introduced by Sylvania Home Electronics, featuring three portable models, six consoles, and two satellite speaker-amplifier combinations.

The units are described by Robert L. Shaw, general marketing manager of the division, as a "forerunner of a complete Sylvania line of fully stereophonic instruments now in the design stage."

With stereo still in its earliest stages, Sylvania is aiming with its new line "to satisfy all present consumer demands in the phonograph field," according to Shaw.

Unveiled last week at Sylvania's national distributor convention in Buffalo, the sets range in price from \$39.95 for a manual portable to \$99.95 for an automatic portable; from \$139.95 to an "open" price in the consoles; and \$60 and \$120 for the speaker-amplifier combination which can provide the second sound outlet.

All of the units, with the ex-

ception of the lowest-priced portable, are equipped with a stereo phono cartridge and output jack, making the conversion to stereo operation just a matter of adding the second amplifier-speaker unit.

"The new line," says Shaw, "provides stereophonic provision for the consumer who is uncertain, and regular hi-fi at no optional extra price for the consumer who is not interested in stereophonic sound."

Also introduced at the distributor meeting were new lines of Sylvania table radios (\$17.95 to \$39.95) and clock radios (\$24.95 to \$54.95).

RCA's New
Tape Service

NEW YORK — The four-channel, three-and-three-quarter-inch-per-second stereo tape cartridge, introduced recently by RCA Victor, is now available to all tape producers thru RCA Victor's Custom Record Sales Department. According to Emmett Dunn, manager of the department, the tape cartridge is another aspect of the firm's complete tape service. This includes recording, editing, high-speed duplicating, labeling, packaging and shipping. Dunn says that the cartridge tapes can be turned out faster than the open-reel types.

In promoting the service, RCA Victor stresses that the tape cartridge can represent cream-off-the-business to recorded tape producers.

Says Manager Dunn: "The alert producer can get high profit and extra sales by stressing the convenience and lower price of tape cartridges."

Fidelitone Contest

• Continued from page 13

by entering a "Name Your Favorite Tune" Contest on entry blanks available in record and music shops at special displays. Rules call for contestants to name their favorite all-time song and tell why it is their favorite in 25 words or less.

Deciding when to buy a new phonograph needle, and the fact that there are some 218 makes of phonographs now on the market — each necessitating a different needle and cartridge — has always been a sore spot in diamond needle sales.

In answer to this, Fidelitone is also distributing special display material and literature on good record care which also tells how to replace worn needles.

SURE HIT!

**BOPPIN' IN
A SACK**

47/20-7220

LANE BROTHERS

RCA VICTOR

BE FIRST WITH HITS!

MUSIC BOX SUPPLIES:

1. Fastest, Most Accurate Top 20 List Regularly FREE
2. Same Day Service—LP's, EP's, 78's, and 45's
3. Lowest Prices, All Speeds

MUSIC BOX ONE-STOP

1301 W. 79th Street

Chicago 20, Illinois

Phone: ABERDEEN 4-3600

CONCERTAPES

Has Everything
In Stereo!

5" Reels at \$7.95 List

Sound in the Round, Vol. I Stereo No. 301

Sound in the Round, Vol. II Stereo No. 304

Tempo Nueva Stereo No. 303

Duelin' Damon Drums Stereo No. 312

My Fair Lady Selections Stereo No. 313

7" Reel at \$9.95 List

Gi Gi Selections Stereo No. 401

7" Reels at \$11.95 List

Dancing and Dreaming Stereo No. 24-2

Invitation to Roseland Stereo No. 24-6

Swingin' Rhythms Stereo No. 24-7

Re Percussion Stereo No. 25-1

Watch for
CONCERT-DISC STEREO RECORD
ALBUMS from the Critic-
Acclaimed Library of CONCERT-
TAPES! SEVEN DISC RELEASES
DUE IN JULY!

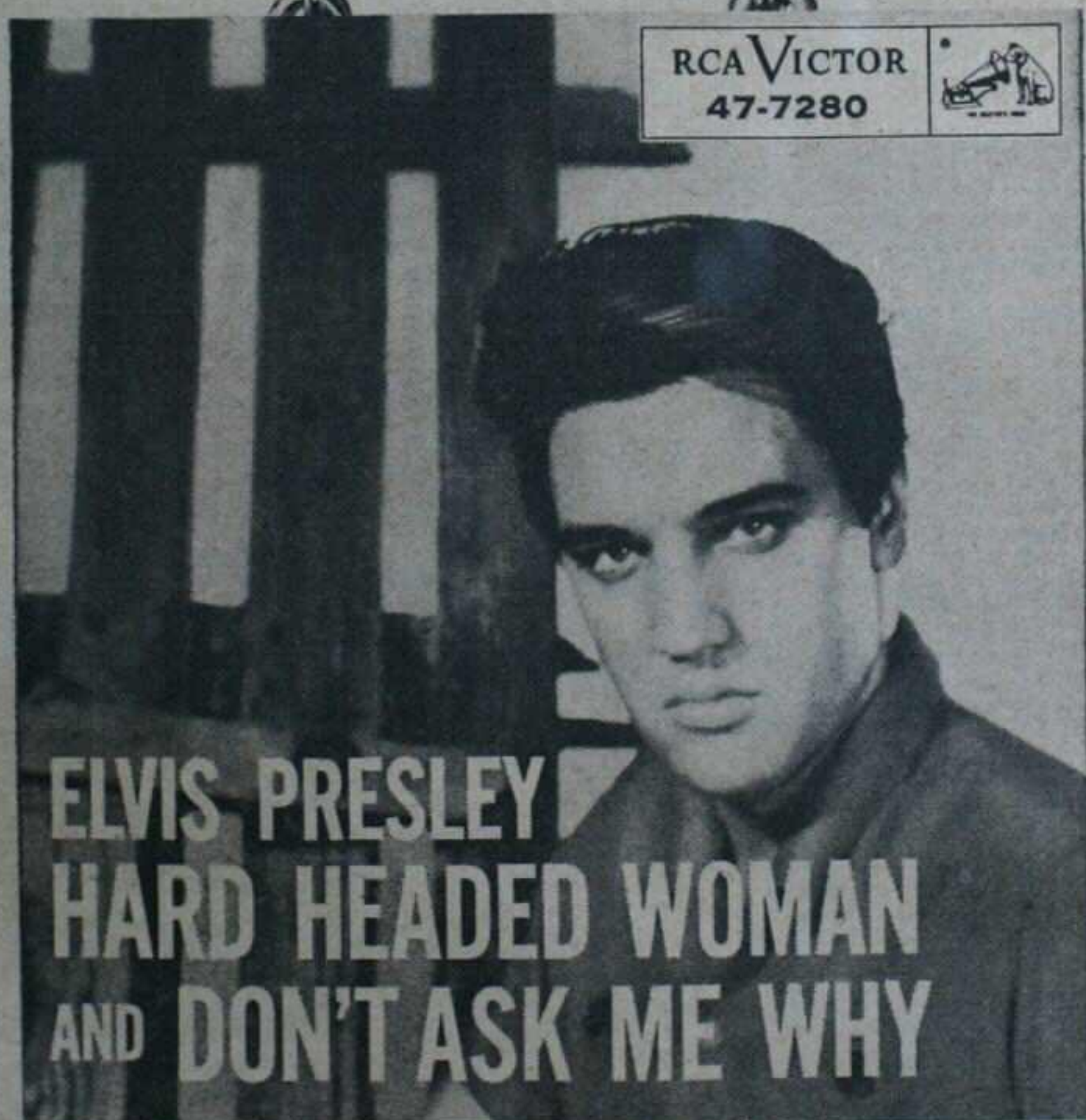
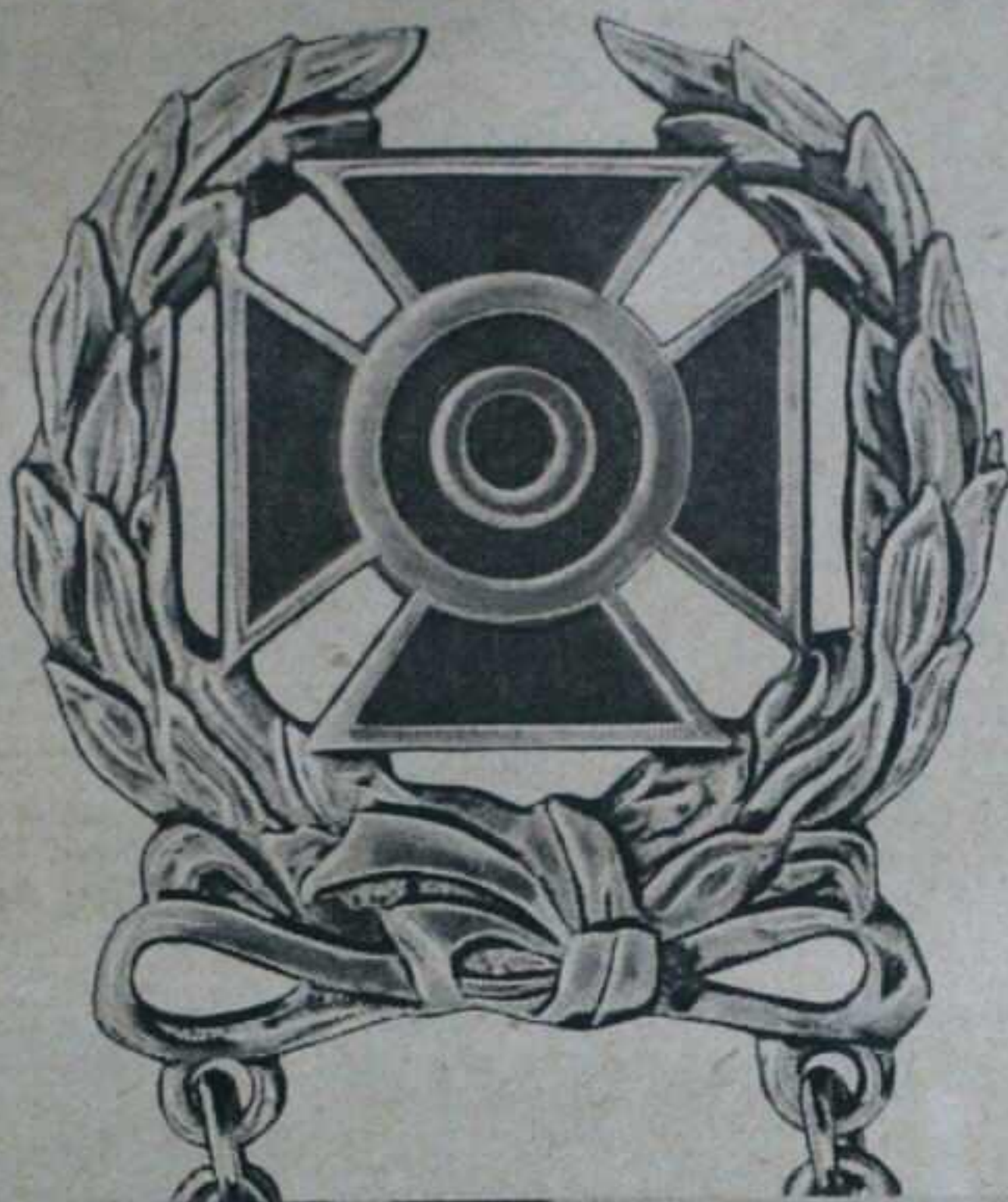
CALL YOUR DISTRIBUTOR NOW!

CONCERTAPES, Inc.

Sound in the Round
Balanced Acoustic Stereo Recordings
P. O. Box 88, Wilmette, Illinois

ELVIS SCORES AGAIN

WITH 2 HIT SONGS FROM HIS NEW MOVIE, "KING CREOLE"



RCA VICTOR
47-7280



ELVIS PRESLEY
HARD HEADED WOMAN
AND DON'T ASK ME WHY



Direct from the soundtrack of the new Hal Wallis Paramount Pictures production, "King Creole."

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JUNE 7

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.

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 25 pop LPs including Johnny's Greatest Hits, South Pacific, My Fair Lady, etc.

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.

Popular Albums

SATURDAY NIGHT WITH MR. C (1-12")—Perry Como, With Mitchell Ayres' Ork and the Ray Charles Singers. RCA Victor LOP 1004

This tasteful album of standards simulates the popular medley-segs featured on Como's NBC-TV show. His two themes "Dream Along With Me" and "Letters" are utilized to introduce 18 nostalgic items.

JACKIE GLEASON PRESENTS RIFF JAZZ (1-12")—Capitol W 1020

The Gleason strings support several top swing and modern musicians in this set of lushly treated jazz selections. As the title implies, the tunes are riffs or rhythm figures which are expanded upon by the featured side men.

Popular Talent Album

FROM HERE TO YONDER (1-12")—Lola Fisher Cadence CLP 4002

Lola Fisher, the pretty understudy of "My Fair Lady," sounds a lot like "MFL" star Julie Andrews, but she has great charm of her own, too. In this, her first album, she's showcased in a special group of folk-flavored ballads.

Low-Price Popular Album

THINGS TO DO ON A RAINY NIGHT (1-12")—The Ray Charles Chorus. Somerset P 6000

Quality vocals by the Ray Charles Chorus (of Perry Como's TV show) and lush orchestrations make this \$1.98 package a solid entry in the low-priced field.

Popular EP Album

UNCHAINED MELODY (1-EP) — Ricky Nelson. Imperial IMP 158

Nelson's previous EP, "Ricky," is still riding the best selling EP Chart, and this set of rockabilly and rockaballad tunes should follow suit.

Special Merit Classical Albums

THE INSTRUMENTS OF THE ORCHESTRA (2-12")—David Randolph, Narrator With First Desk Men of the Vienna State Opera Orch. Vanguard VRS 1017-8

The album is a complete exposition of all of the instruments of the orchestra, with comments by David Randolph and examples of sounds every instrument by the first desk men of the Vienna State Opera Orchestra.

(Continued on page 18)

— Album Cover of the Week —



PATTERNS, Columbia CL 1156. The photographer has achieved an interesting effect. Shots of the model in various moods tie in with the album title.

Most Played by Jockeys

FOR SURVEY WEEK ENDING JUNE 7

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country.

- 1. COME FLY WITH ME Frank SinatraCapitol W 920
2. THIS IS SINATRA, VOL. II Frank SinatraCapitol W 982
3. THE MUSIC MAN Original CastCapitol WAO 990



Best Selling Pop EP's

FOR SURVEY WEEK ENDING JUNE 7

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.

- 1. NEARER THE CROSS Tennessee Ernie FordCapitol EAP 1-1005
2. ELVIS Elvis PresleyRCA Victor EPA 992
3. RICKY Ricky NelsonImperial EP 153

SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Please enter my subscription to The Billboard for one full year (52 issues).

THE KIRBY STONE FOUR

BAUBLES, BANGLES AND BEADS

b/w

IN THE GOOD OLD SUMMERTIME and TAKE THE LADY

Jimmy Carroll and his orchestra

4-41183

This beauty was originally in "Kismet." Now it's framed in a novel shuffle-beat tempo. Backed up by a big-band effect, it sparkles with originality. The flip combines a turn-of-the-century feel and a subtle rock 'n' roll rhythm for a highly salable package for all age groups.



FOUR LADS

ENCHANTED ISLAND

b/w

GUESS WHAT THE NEIGHBORS'LL SAY

Ray Ellis and his orchestra

4-41194

"Island" is the title song for the forthcoming movie starring Jane Powell and Dana Andrews. It's an exceedingly well written, lilting ballad with an "enchanted" South Sea Island flavor. The flip is in the same vein as the Lads' tremendous success, "Standing on the Corner."

GEORGE MORGAN

I'M NOT AFRAID b/w LOVEABLE YOU 4-41188

This is George's second Columbia release and certainly one to be proud of. The first takes full advantage of his rich baritone voice. The flip is a mid-tempoed novelty done in a completely relaxed style. Watch them hop up the pop charts.

JERRY VALE

BLUE TEARS b/w WITH YOU Ray Ellis and his orchestra 4-41182

Looks like Jerry's biggest single to date. Both are waltz-tempoed. The first uses a harpsichord to add just the right amount of individuality. The flip was written by Steve Allen who has invited Jerry to kick it off nationally on his TV show this June. Looks like a sure bet.



HIGH-FIDELITY RECORDS BY
COLUMBIA

A division of Columbia Broadcasting System, Inc.

© "Columbia" & Marco Reg.



15th ANNIVERSARY OF LONG PLAYING RECORDS

NEW AND SURE-FIRE—FROM THE HOTTEST COMPANY IN THE BUSINESS

• 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 | ★★★—Good Potential—Will Sell |
| ★★★★—Very Strong Sales Potential—Essential Inventory | ★★—Moderate Potential—Salable Qualities |
| | ★—For dealers who stock all merchandise. |

POPULAR ★★★★★

DON'T TAKE YOUR LOVE FROM ME
Bobby Hackett (1-12") Capitol T 1602

MILES DAVIS' ALBUMS

Gather No Dust!

PRLP 7129 RELAXIN' WITH THE MILES DAVIS QUINTET
PRLP 7109 BAGS' GROOVE
PRLP 7094 COOKIN'
PRLP 7076 WALKIN'
PRLP 7054 BLUE HAZE

Send for free catalog listing seven other Miles Davis albums and dozens of other Modern Jazz LP's.

modern jazz begins on

PRESTIGE

447 WEST 50th STREET, NEW YORK

LOOK FOR "Society Dance Music by Wilkowski"

2-LP #912

EXCELLENT POLKA LINE

DISTRIBUTORS! TERRITORIES

STILL OPEN

Write for Stella catalog of releases

STELLA RECORDS

604 Melrose Ave., New York 21, N. Y.

Album of the Week

Enchantment Italy

CELP #413

SEECO

39 West 60th Street
New York 23, N. Y.
Judson 6-3620

The sweet, sensitive, undistorted trumpet sound that has made Bobby Hackett one of our top horn men is featured in this very agreeable album of dance and mood music. Standards are given added feature by harpsichord, woodwinds, flitting voices and celeste used in Dave Terry's orchestral background. Romantic, high fashion photography on cover will attract. Should be good, steady seller.

JOE (FINGERS) CARR GOES CONTINENTAL (1-12") Capitol T 1608

This colorful package of Continental themes ("The Poor People of Paris," "Moritat," "Third Man Theme," etc.) is highlighted by some unusually effective sounds. Carr's bright ragtime piano style is showcased against two guitars, vibes, bass accordion and drums, plus a special vocal chorus. Interesting, light-hearted jockey waz.

SWINGIN' DOWN THE ROAD FROM PARIS TO ROME

Page Cavanaugh Trio Capitol T 1601

A clever idea in relaxed pop-jazz. On the opening side, Cavanaugh gives a lightly swinging treatment to familiar Parisian standards like "C'Est Si Bon" and "Petite Waltz"; on the flip side, Rome is spotlighted, along with such tunes as "Monasterio E Santa Chiara." Arrangements are inventive, and are aided by group members Barney Kessel and Al Hendrickson (guitars), Milt Holland (drums) and Jack Smalley (bass).

BERLIN BY LOMBARDO

Guy Lombardo Ork (1-12") Capitol T 1619
Here's a sock package of danceable Lombardo sides—featuring 40 memorable Irving Berlin tunes. Interesting photo of bandleader on cover gives LP display value, while contents should appeal to Berlin fans and lovers of Lombardo's bouncy temp. Good deejay programming fodder.

JUST FOR VARIETY VOL. 16

Various Artists (1-12") Capitol T 1618
Another of Capitol's continuing series, this, like the other entries, can sell on the basis of good selections and attractive cover layout of the dozen artists represented. In this set, such acts as Nat Cole, Harry James, Les Paul and Mary Ford, the King Sisters and Glen Gray are spotted. Salable anytime.

POPULAR ★★★

SOUNDS OF THE GREAT BANDS

Glen Gray & The Casa Loma Ork (1-12") Capitol W 1622

• Review Spotlight on Albums . . .

Continued from page 16

instrument. It will be a boon to music teachers and students. Lastly, it will interest many hi-fi fans who are interested in discovering what the instruments do put out in their highest and lowest ranges. The two records are excellently recorded; the narration is erudite, and the set is beautifully packaged with a 16-page booklet with a history of the orchestra and the instruments. An excellent set for all types of classical buyers.

MAHLER: SONGS OF A WAYFARER; BRAHMS: SEVEN SONGS (1-12")—Dietrich Fischer-Dieskau, Baritone With Philharmonia Orch. & Hertha Klust, Piano. Angel 35522

A fine reading of the Mahler cycle and luminous Brahms by the rising young baritone. His diction, style and emotion are excellent and exciting, with strong support from Hertha piano and Furtwangler's baton. A must forieder lovers. Attractive packaging includes texts.

Special Merit Ballet Album

DEFALLA: THE THREE-CORNERED HAT (1-12")—Consuelo Rubio, Mezzo-Soprano With Orchestre National De La Radiodiffusion Francaise (Toldra). Angel 35553

Conductor Toldra, who directs the Barcelona Opera, imparts a sparkling Iberian quality to De Falla's orchestral fireworks in a beautifully recorded and attractively covered album that's sure to delight balletomanes—particularly since it's the first full-length version in several seasons. Mezzo Consuelo Rubio's vocal passages are a delight to the ears, and the rich bombast of sound is a strong attraction for audio fans.

Jazz Album

A JAZZ DATE WITH CHRIS CONNOR (1-12")—Atlantic 1286

This is one of the best albums Chris Connor has yet issued. The thrush turns in some inimitable readings on a truly imaginative group of songs, including such little heard items as "Poor Little Rich Girl," "Moon Ray" and "It Only Happens When I Dance With You." She is backed by S. Most, O. Pettiford, O. Johnson, E. Costa and A. Cohn and the arrangements are by Ralph Sharon. This looks like a sure winner for jazz buffs.

Glen Gray leads a modern day version here and each gets its original arrangement, right down to direct copies of solos. Band, composed of top Hollywood studio men—some vets of the swing era, turn in a good sound that can sell.

DREAM DUST

Gordon Jenkins & His Chorus (1-12") Capitol T 1623

Here's an album of smooth, listenable mood music by the Gordon Jenkins ork and chorus. The voices with few choristers predominant are lush. The arrangements feature alto flute, the Jenkins

piano and conga and bongo drums. Tunes include standards like "Yours," "Baubles, Bangles and Beads," and "Time Was," plus the title tune, an original.

COFFEE, CIGARETTES AND MEMORIES

Jeri Southern With Lennie Hayton Ork (1-12") Roulette R 25039

A pleasant collection of ballads—all themed around the idea of a lonely girl and her memories—are thrashed by Miss Southern, against a lush, string-filled background by Lennie Hayton. The thrush has produced better offerings, this can appeal to her fans.

LADY FINGERS

Ethel Smith at the Organ (1-12") Decca DL 8744

This is a rhythmic Miss Smith, with the "Tico Tico" gal selecting several Broadway show numbers as well as a brace of her own offerings for superior results (Continued on page 20)

Sound

NEJLA ATES—THE TURKISH DELIGHT (1-12")

—Nejla Ates. TURA HF 5801

Sound hounds should flip their fez over the vivid, exotic sonics of this unusual debut in the album field by Tura Records. Turkish belly-dancer Nejla Ates handles the vocals on two of the numbers; the rest are a survey of Turkish pop tunes and folk melodies. Top-notch sound work has filled the platter with the tinkle of gold finger bells and tambourines, the twang of the zither-like "kanun," the growl of deep drums and the haunting, oboe-like "zurna."

Specialty Talent Album

THE KINGSTON TRIO (1-12")—Capitol T 96

This is a "first album" a lot of people—especially those who have caught the Kingston's fresh-voiced act in clubs and TV—have been waiting for. Their zestful, collegiate style is captured nicely in the album's debut package of folk-type songs that range from London to the Tennessee hills, and from Mexico to the calypso islands. It's a fairly safe bet that the Kingston group will shape up as strong names in Capitol's growing talent roster.

Folk Albums

THE WEAVERS AT HOME (1-12")—Vanguard VRS 9024

Another wonderful album from the marvelous folk singers. Disk is divided into four sections: "This Land," "Goin' Places," "Four Nights" and "Awfully Sad Songs." As with their previous releases this should prove a must with lovers of folk music. Erik Darling substitutes for Pete Seeger on some of the selections. Excellent cover photo of the group should help spark sales.

FESTIVAL GITANA (1-12")—Sabicas, Guitar & Los Trianeros. Elektra 149

The brilliant guitar work of Sabicas, whom even rival guitarists regard as tops in the flamenco field, sparks what amounts to a gypsy jam session whose melodic essence is beautifully captured by Elektra's first-rate engineering. Running thru a variety of traditional Spanish gypsy numbers, Sabicas is aided by the Los Trianeros dancers, singers Enrique Montoya and Domingo Alvarado, and guitarists El Nini de Alicante and Diego Castellon.

SOMERSET

12" L. P. Record Albums
Incomparable Fidelity
at a truly
Sensible Price!
\$1.98 retail

GIVE TO DAMON RUNYON
CANCER FUND

JERRY BUTLER and THE IMPRESSIONS

at the

Apollo Theater, New York

thru June 19th

COMING!

JAN
&
JOE

VEE JAY-ABNER
RECORD CORP.

2129 S. Michigan Ave., Chicago 16, Ill.
All phones: Calumet 5-6141

FALCON 1013

HOTTEST SINGLE IN THE BUSINESS!

PATRICIA PEREZ PRADO

47/20-7245

FIRST WITH "PATRICIA"...AND THE BEST!



RCA VICTOR



these
are
the
hands
of...



ROGER WILLIAMS

who has the big record of

young & warm &
wonderful

KAPP 224

EXCLUSIVELY ON
KAPP
RECORDS

119 west 57th st., n. y. c.



It will wrap up the whole business of music merchandising . . . and will give 8,673 record dealers vital information on how to develop more sales of phonograph records and equipment

Reviews and Ratings of New Popular Albums

Continued from page 18

on sound value and even on beat. Rhythm backing is provided by bass and drums. Numbers include "Kitten on the Keys," "76 Trombones," etc. Package should continue the successful Smith sales record.

EVERYBODY ROCKS
Various Artists (1-12") Capitol T 1025
Recent hits and semi-hits like "26 Miles," "Teen-Age Doll" and "Send for Me" have been collected by Capitol for a groovy LP with strong names to lure teen boys.

GO-CHAMPS GO
(1-12") Challenge CHI 601
Strong first album effort by group that catapulted with "Tequila" and "El Rancho Rock." Rock and roll beat superimposed on Latin-American, boogie, blues and pop backgrounds. Every band has group's distinctive growling tenor sax and Hawaiian-sounding guitar played low on the treble. The rhythm really happens. Teens will flip to "Sky High," a Latin rocker, and "Night Heat," a Latin rocker, and "Night Heat." Champs should really to with this one.

GOD'S LITTLE ACRE
Sound Track (1-12") United Artists UAL 40002
Here's a strong score by Elmer Bernstein in the Copland tradition, bursting with rhythms, vitality and humor. Suite is framed with title song beautifully delivered by a group. Provocative cover shot and worth of movie should help move this.

MEDLEY TIME
Don Baker, Organ (1-12") Capitol T 997
Organist Don Baker plays the Robert Morton theater organ on this program of popular songs in medley style—a "Heart" medley, "Moonlight" medley, "Rain" medley, etc. Listenable organ music for backgrounding, or for throwing on the hi-fi rig. Interesting cover.

8 TO THE BAR
Whelan Tyme & His Boogie Woogie Boys (1-12") United Artists UAL 30002
Tyme plays a superior brand of hard-driving boogie woogie piano on a group of infectious standards—each featuring a gal's name—"Marie," "Diane," "Cecelia," etc. Good deejay fodder and

rock display potential in cover spotlighting eight curvaceous "bar flies."

LOW PRICE-POPULAR ★★★

101 STRINGS PLAY THE BLUES
(1-12") Somerset P 5800
This new low-price set on the Somerset label contains a collection of some of the best known blues tunes, played in lush, lush style by the 101 Strings the label's giant string oct. These are not blues as we are used to hearing them, but rather blues played in a style reminiscent of some of the big theater orks of the middle '30's. The tunes include "St. Louis Blues," "Basin Street Blues," etc. Low-price LP fans will find much to enjoy in this.

CARIBBEAN CRUISE
The Rio Carnival Ork. (1-12") Somerset P 5900
A continuous flow of pleasant background music featuring "Voodoo," "Beachcomber" and other Latin lilies. Ork has a full sound. \$1.98 tag should make it attractive to many.

POPULAR EP ★★★★★

TEEN-AGERS LOVE THE TWINS
With Leroy Kirk and Ork (1-12") RCA Victor EPA 4237
The last EP by the Twins ("Jo-Ann") was a click, and this set should also hit the mark with teens. Selections include "My Dear" and "The Flip Skip," which are available as a single, "I Want a Girl" and "Together Forever." Good potential for teen coin.

THE ORIGINAL CASUALS
With Joseph Scott Ork (1-12") Back Beat EP 40
The group scored recently with a hit single, "So Tough." This set includes that tune plus "Jo-Judy," "I Love My Dairling" and "Three Kisses Past Midnight." Strongest juze will be to teen buyers.

POPULAR EP ★

MIAMI AFTER DARK
Various Artists (1-EP) Orbit EP 147

JAZZ EP * JAZZ EP *****
JAZZ ALL THE WAY
The Aaron Bell Trio (1-12") RCA Victor EPA 4239
The Bell trio with Bell on base, Charles Bateman, piano and Kay Moser, drums swing lightly thru four recent pop-clicks. It's an easy, relaxed set that can slick with both pop and jazz buyers. Tunes are "All the Way," "You Send Me," "April Love" and "Chances Are." Fair prospects.

COUNTRY & WESTERN EP ★★

MEMORIES OF MOTHER
Marshall Pack (1-12") Songs of Faith 380H-1208
Four themes that deal with memories of mother and mother love are sincerely presented by Pack with group assistance. Two are sung; the other two are recited. All of the selections were written by the artist. Some potential. Tunes include "A Shut-In Mother's Prayer" and "Mother Is Old."

INTERNATIONAL ★★★★★

DUTCH MOONLIGHT
Dolf Van Der Linden Ork. (1-12") Capitol T 10070
Van Der Linden emerges as the Dutch answer to Mantovani with this lovely and lush package. Emphasis is on strings. Several standards are given thoroughly attractive settings by the ork. The album can have wide appeal. Numbers include "Moonlight," "Moonlight in Vermont" and "How High the Moon." All of the tunes have moon or moonlight in their titles. Attractive cover adds to over-all appeal. Good jockey programming set.

RAINY NIGHT IN PARIS
Franck Pourcel Ork. (1-12") Capitol T 10151
Franck Pourcel, one of the best known French arrangers and ork leaders, has been musically telling the story of Paris on the label for over two years. This latest in the Frenchman's listenable musical tributes to the city of light deals with Paris on those rainy nights when the city is like none other. Tunes include Pourcel compositions such as "Pigalle Cloudburst" and "When Paris Goes to Sleep" plus others dealing with various Parisian arrondissements. Cover will add to sales potential.

THE VIRTUOSO GYPSY
Edi Csoka & His Gypsy Ork. (1-12") Vanguard VRS 9033
A brilliant, virtuoso performance by violinist Edi Csoka. The men plays these East European gypsy selections with great heart and passion. Seldom have the sizzling and the gay, rippling sounds of the gypsy violin been so handsomely captured on wax. The Csoka gypsy ensemble lends excellent support. This is schmalitz at its very best. Dealers will do customers of this type of fare a favor by offering Csoka and his men.

INTERNATIONAL ★★★

TOKI HORVATH & HIS HUNGARIAN GYPSY BAND
(Continued on page 22)

A SUMMER HIT WAVE FROM U.A. RECORDS! 7 Exciting L.P.'s

Showcase:

GREAT SONGS FROM UNITED ARTISTS PICTURES—modern interpretations by Hal Schaefer and his orchestra. 30001

Paris Holiday

Music from the original soundtrack—Joe Lilley, his orchestra and chorus. 40001

God's Little Acre

Original music from the motion picture soundtrack. Composed and Conducted by ELMER BERNSTEIN. 40002

The Vikings

Original music from the motion picture soundtrack—conducted by the composer—Mario Nascimbene. 40003

8 To The Bar

Boogie Woogie Piano—Whelan Tyme and His Boogie Woogie Boys. 30002

The Greeks Had A Song For It

Gus Vail and his authentic Greek Orchestra. 30004

Come Sing Along With Us

It's Happy Time with The Community Singers. 30003

BIG ON BRUNSWICK

THE CRICKETS



THINK IT OVER

b/w

FOOL'S PARADISE

955072

JACKIE WILSON



I'M WANDERIN'

b/w

AS LONG AS I LIVE

955070

THE LENNON SISTERS & LARRY DEAN

HAVE YOU EVER BEEN LONELY

b/w

BUBBLE GUM

955075



• Reviews and Ratings of New Popular Albums

• Continued from page 20

(1-12") Angel 65040

This is the real thing in the way of gypsy music, rather than the usual collection by a bunch of Sunset Boulevard gypsies. Toki Horvath, whose group is on a permanent tour of Europe since his refusal to return to Hungary, is said to be the authentic King of the Gypsies. The music supplied by his "banda" is similarly authentic, running the gamut from dark, heart-breaking melodies to gay and devilish numbers. Several bass vocals by Budapest opera star Mihaly Szekely are in character with the music and provide additional color.

VIENNESE HEURIGEN SONGS

Julius Patzak, Tenor With Grunzinger Schrammeln Ork (1-12") (Totauer) Vanguard VRS 9035

Patzak presents several oom-pah-pah melodies in German. Popular and folkish themes are included. The market for this may be limited, but for those who go for the Viennese mood music, this can prove an attractive buy.

LATIN AMERICAN ★★★★★

MUCHO LUCHO

Lucho Gatica With Jose Sabes Marroquin

Ork (1-12") Capitol T 10175

Chile's Lucho Gatica has a strong following in the Latin-American field and his latest album should fare well sales-wise. It also could move out in the pop market as the result of his recent guesting on U. S. TV. Warm, vivacious warbling in Spanish on a group of melodic Latin tunes.

TITO PUENTE SWINGS & VICENTICO VALDES SINGS

(1-12") Tico LP 1049

The pairing of the swinging Latin band of Tito Puente with the warm pipes of Vincentico Valdes makes this album a potent LP for the Latin-American market. Valdes' warbling is first rate and the band backs him with gusto. Tunes include Latin items and Valdes sings them all in Spanish. Good wax here.

PETE WITH A LATIN BEAT

Pete Terrace Ork (1-12") Tico LP 1050

Terrace, with his vibes, are set in a beautiful-sound dinking of Latin rhythms, designed for dancing. Terrace's solo spots are featured thruout, but the

band rates plenty of interest on its own, with those shrieking trumpet sections, in the Perez Prado style. "Always in My Heart," "I'll Remember April," etc. All in Latin heat, Good for listening, too. Cute cover.

LATIN AMERICAN ★★

EL BIGOTE QUE ANTA

Bienvenido Grando (1-12") Artelec ART 1001

This Panamanian disk features a collection of Latin pop tunes sung by Bienvenido Grando, known as "The Singing Moustache" because of his huge adornment. His photo on the cover should garnish attention. Performance is sufficiently pleasant to satisfy customers in the Latin pops neighborhoods.

FOLK ★★★

HIELAN' LASSIE

Patricia Clark With Philip Green Ork (1-12") Capitol T 10119

Fresh, pure-sounding piping by Scotland's Patricia Clark on a group of appealing Scottish folk songs—"Charlie Is My Darling," "Comin' Through the Rye," etc. Miss Clark's first "solo" LP should do well sales-wise if it gets any exposure.

UNHOLY MATHRIMONY

Paul Clayton & Bob Yellin (1-12") Elektra 147

This unusually titled LP contains a very intriguing collection of folk songs dealing all with the trials and tribulations of wedded life, nagging wives, mothers-in-law, etc. They are sung in good fashion by Paul Clayton, who also plays guitar, supported by Bob Yellin on banjo and cittern. Tunes are funny, bawdy, sly and clever—sometimes all of each. There is a booklet enclosed which contains the lyrics, and the derivation of the songs is explained on the liner.

FOLK ★★

LITHUANIAN SONGS AND DANCES

(1-12") Monitor MF 305

Another in a series of folk sets prepared by Monitor, this is a well-rounded program of authentic vocal and instrumental selections. There are 16 bands in all, featuring such groups as the Lithuanian Radio Vocal Ensemble and the Lithuanian Opera and Ballet Ork in addition to soloists. Sound is fair to good in most cases. An

interesting program which should be stocked according to a dealer's knowledge of his own clientele.

LATVIAN FOLK SONGS & DANCES

(1-12") Monitor MF 306

An attractively arranged and highly authentic selection of folk fare, in the label's continuing series of efforts in this direction. There are 25 bands on this disk, offering many varieties of performance, from solo vocalists, to men's and women's choruses to entirely instrumental selections by the Riga Ork of Folk Instruments. Tho the sound level from band to band does not always appear constant, the set is attractively packaged and is undoubtedly one of a very limited selection available in its field.

A-ROVING WITH TONY GARDELL

(1-12") Cavalier CVLP 6005

"Blow the Man Down," "Shenandoah," "High Barbaree" and 18 other sea chanteys arranged and backed by a talented band. Gardell gives clarity rather than authenticity but his way with a song is usually tremendous. Some potential.

BAND ★★★

GERMAN MARCHES

Musikkorps L. A. Der Bundeswehr (Herzberg) (1-12") Capitol T 10156

Excellent performance marks this package of stirring marches, by one of Germany's most popular marching bands. Repertoire is predominantly German. A solid entry in its specialized field.

SOUND ★★★★★

LONDON, ITS SOUND AND PEOPLE

(1-12") Capitol 10158

A well-handled follow-up by Capitol to its previous sonic portrait of Paris. With actor Reggie Woods handling a well-written narration, the platter serves up a panorama of London sounds, from a blacksmith's forge to the strap and rattle of troops at Buckingham Palace, and from the clatter of the famed "Underground" to the eerie roar of the new Britannia turbojets. A nice entry for the audio-minded trade.

SPECIALTY ★★★

WEDDINGS BAR MITZVAHS & BRISSES

(Mickey Katz Ork (1-12") Capitol T 1021

(Continued on page 43)



1. "YOU GOY ME WHISTLING" by JOHNNY FULLERChecker 899
2. "WINDY" by PAUL GASTENArgo 5300
3. "WHY OH WHY" by JOHNNY & JOEChess 1693
4. "JUNGLE LOVE" by THE STARLETTESChecker 895
5. "HUSH YOUR MOUTH" by BO DIDDLEYChecker 896
6. "JELLY BEAN" by THE NITE CAPSChess 1694
7. "MOANIN' FOR MY BABY" by HOWLIN' WOLFChess 1695
8. "YOU DON'T LOVE ME ANYMORE" by THE PASTELSArgo 5297
9. "TANGY" by DELL SAINT & the DevilChecker 897



Chess Producing Corp.
2120 S. Michigan
Chicago, 16, Ill.
All Phones: CA-5-2770



BIG, BIG HIT!

BLUE BLUE DAY

47/20-7010

DON GIBSON

RCA VICTOR

SENSATIONAL IN ANY LANGUAGE!

LOU MONTE

SINGS

THE SHEIK OF ARABY

C/W

EH, MARIE! EH, MARIE!

47/20-7265

WITH JOE REISMAN'S ORCHESTRA AND CHORUS

RCA VICTOR

An exciting new **SOUNDTRACK**

exclusively on



“Kings Go Forth” has

EVERYTHING!



W-1063

**VIOLENT
WAR
PASSAGES!**

SWINGING JAZZ!

tender love themes!

STIRRING MARCHES!

COLORFUL GYPSY RHYTHMS!

Music by Elmer Bernstein, who also scored *The Man with the Golden Arm*, *The Ten Commandments*, and *Desire Under the Elms*.

TOP STARS · TOP BOX OFFICE APPEAL · TOP PROMOTION · TOP SALES POTENTIAL

Count von Blitzstein



PLAYS AND SINGS

"PERFIDIA"

*P.S. You've got to hear
His Excellency
to believe it!*

ANOTHER

Dot

HIT!!

#15789

• Review Spotlight on . . .

POP NOVELTY

COUNT VON BLITZSTEIN.....PERFIDIA
(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).

Dot RECORDS, INC. • Sunset and Vine • Hollywood, Calif. • Phone HO 2-3121
THE NATION'S BEST SELLING RECORDS

Reviews and Ratings of New Classical Albums

CLASSICAL ★★★

MOZART: PIANO CONCERTO NO. 22
Josef Hrubá, Piano & Conductor With
Paris Conservatoire Orch. (1-12") Angel
35539

Despite the fact that the sound reproduction can only be called moderate on this recording, the Hrubá mastery of the lengthy work—and his sense of value can serve to make this a profitable long-term item. Two other versions are currently on the market.

BACH: BRANDERBURG CONCERTO NO. 5; MOZART: PIANO CONCERTO NO. 24

Edwin Fisher, Piano With the Philharmonia Orch. (Fischer). (1-12") Angel 35593
The Swiss master offers assured, polished performances of the two contrasting works, which have not previously been coupled. In the Bach work, this could become an accepted version but strong competition exists on the Mozart offering in versions by Serkin and on this label by Walter Gieseking. Selections by customers can easily come down to their personal artist preference. Playing here compares well.

SCHUMANN: CELLO CONCERTO; SAINT-SAËNS: CELLO CONCERTO
Janus Starker, Cello With Philharmonia Orch. (Gluliani). (1-12") Angel 35598

One of our finest cellists underlines the other-world quality of the Saint-Saëns and the mellowness of the Schumann for two splendid readings. Later's Casals disk is hard to beat, but Starker's vigor should please all. Gluliani conducts with taste and restraint.

BEETHOVEN: SYMPHONY NO. 7 EG-MONT OVERTURE
Berlin Philharmonic Orch. (Cluytens). (1-12") Angel 35526

A bright, sunny reading of the dance-like symphony and the "Egmont" in dramatic contrast make this a fine album with superior sound. Despite stiff competition, the Cluytens technique should lure Beethoven fans.

ADAM: GISELLE
Royal Opera House Orch. (Fayer). (2-12") Angel 3583 B

Here is an interesting package for ballet music collectors. Yuri Fayer, conductor of Fayer's Bohemian Theater Ballet, recorded it with the Royal Opera House Orchestra of Covent Garden during the ballet company's 1956 visit to London. Impressive performance of a work, of which only two other packages are available.

CLASSICAL ★★

MUSIC FOR THREE AND FOUR HARPSICHOIDS

Elbert Joyce, George Malcolm, Thurston Dart and Denis Vaughan, Harpsichords With Pro Arte Orch. (Orf). (1-12") Angel 45822

Works include Bach "Concerto for Three Harpsichords." The Bach-Vivaldi "Concerto for Four Harpsichords," a Dart adaptation of Vivaldi's "Concerto for Four Harpsichords (D Minor)" and Malcolm's variations on a Mozart Theme for Four Harpsichords. All are interpreted rather crisply. The performances in general lack luster. For devoted Bach lovers.

BACH: MAGNIFICAT; PURCELL: MUSIC FOR THE FUNERAL OF QUEEN MARY
Geraint Jones Singers & Orch. & Various Artists. (1-12") Angel 45817

An excellent interpretation of the Bach "Magnificat in D Major," by the Geraint Jones Singers and Orchestra, with Ilse Wolf, soprano, Helen Waite, contralto, Richard Lewis, tenor, and Thomas Hensley, baritone. The orchestra is of the size it probably was when the work was originally performed in Bach's day, with two flute, oboe, cello, harpsichord and organ. The Purcell work, not recorded previously on LP, is also performed well.

PERGOLESI: SALVE REGINA, STABAT MATER

Bruna Rizzoli, Soprano; Claudia Carbi, Contralto With Women's Chorus and Chamber Orch. of the Teatro Comunale, Florence (Molinari-Pradelli). (1-12") Epic LC 346

A distinguished album for specialized collectors of 18th Century Italian musical works. Soprano Brunna Rizzoli is eloquent and moving in the "Salve Regina"; Claudia Carbi's contralto glows richly in the second work. Sound quality is particularly good, suggesting a spacious cathedral.

BARTOK: PIANO MUSIC
George Solchany, Piano (1-12") Angel 45915

A nice sampling by a gifted artist with affinity for the Hungarian roots of most of these pieces. "Mikrokosmos," "For Children," Rumanian Dances and Suite, Op. 14 are available complete.

BACH: ORGAN WORKS-VOL. 4
Anton Heller, Organ (1-12") Epic LC 3462

Latest in Viennese organist's fine interpretations of Bach presents works of periods from 1709-1720. While most of the Preludes

and Fugues offered are familiar, Heller's unorthodox approach is noteworthy, emphasizing composer's mobility and majesty rather than organist's own virtuosity. At the same time, clarity of phrasing is preserved. Sound is true. Academic program notes lack description of instrument. Faces tough competition.

VIVALDI: CONCERTO; HAYDN: DIVERTIMENTO; MOZART: CASSATION
Paris Wind Ensemble (1-12") Epic LC 3461

This is a unique album in that it contains chamber music compositions for wind instruments only, written by three masters. Each of the numbers is a small gem, and each is available only on one other disk, so this grouping is unusual and constitutes a real buy. Dealers can recommend without qualification to chamber music fans and classical music collectors seeking "something different."

TCHAIKOVSKY: SOUVENIR OF FLORENCE; HANDSHKIN: VARIATIONS ON A RUSSIAN THEME

Leonid Kogon, Violin; Mstislav Rostropovich, Cello & Various Artists. Monitor MC 2019

Warm emotional reading of the lesser-known Tchaikovsky work is the chief appeal of this album. It's well played by the string group which includes Leonid Kogon as one of the violinists. It's also available on an M-G-M recording. The Handshkin variations follow the style of the classical period.

FOSS: PSALMS, BEHOLD! I BUILD AN HOUSE; SHIFRIN: SERENADE FOR FIVE INSTRUMENTS

Roger Wagner Choral & Various Artists. (1-12") Composers Recording CRI 123

Two distinguished works by 1957 American Academy Music Award winners. Foss' "Psalms" contain rich, polyphonic vocal writing, sung by a well-disciplined chorus. Composer himself plays the piano part, which has nervous, staccato urgency. Shifrin's "Serenade" is fresh and spirited with fine economy of form and dramatic, rhythmic structure. Disk has clear, balanced sound. Welcome addition to literature of contemporary American music for a small, but growing audience.

LOW PRICE-CLASSICAL ★★★

ASTOUNDING HIGH FIDELITY
Various Artists (1-12") Somerset P 6100

This amounts to a sampler of eight different albums from this label's catalog, and smart packaging it is. Included is the finale portion of Tchaikovsky's "1812 Overture"; De Falla's "Ritual Fire Dance"; a gigantic organ reading of Mendelssohn's "Wedding March," and five other excellent sound selections. Fidelity, as advertised, is there, all the way. This can move on the racks.

Reviews and Ratings of New Jazz Albums

JAZZ ★★★

THE REAL LEE KONITZ
(1-12") Atlantic 1273

This is a most unusual jazz album and one that will interest a large number of jazz fans. It isn't only that it features some good modern jazz by altoist Lee Konitz, with B. Bauer on guitar, P. 168, bass, and D. Scott on drums, but because it was recorded by Konitz and put together by him as well. It was cut on location at the Midway Lounge in Pittsburgh and Konitz didn't use complete tracks on every selection, but only the parts that he considered worth hearing. This makes the album startlingly fresh.

CALL HOUSE BLUES
Bobby Henderson, Piano (1-12") Vanguard VRS 9017

Subtitled "Hi-Fi Blues in a Low-Fi House," this album represents some vivid jazz musicianship in the pianistic virtuosity of Bobby Henderson, who gives an exciting demonstration of old-fashioned honky-tonk piano. Henderson's previous Vanguard album proved him to be a real talent in the Fats Waller tradition. This new one, on which he plays favorites, spanning the 1908-1929 era, on a fabulous honky-tonk instrument, should solidify his reputation. Flashy cover can help, too.

(Continued on page 43)

BRAHMS: SYMPHONY NO. 1
Vienna World Symphony Orch. (1-12") Crown 5059

Virtually every top ork in the business has a recorded version of this, yet this set can still achieve a measure of sales, particularly at the rack level. Performance of the work is forceful and emotional and the sound quality compares favorably to other versions. Ork, tho unknown here, has the ring to its name that can attract the rack customer. A good buy for \$1.49 anytime.

LOW PRICE-CLASSICAL ★

RIMSKY-KORSAKOV: SCHEHERAZADE
Vienna Pro-Arte Orch. (Haffner). (1-12") Crown 5061

PEERLESS ALBUM CO.
Since 1919
The leading manufacturer of

RECORD JACKETS

Related services include:
PLATE MAKING & PRINTING IN EVERY PROCESS

QUALITY WORKMANSHIP
from the most modern jacket plant in the world

DAY AND NIGHT SHIFTS
assure you of on-time delivery

AWARD WINNING DE LUXE PACKAGES

Peerless Album Co.
800 Union St., Brooklyn, N. Y.
STerling 9-0555

The Original
"ZORRO"
on DISNEYLAND
DEP 77
and
F 105
DISNEYLAND RECORDS
BURBANK, CALIFORNIA

SPECIAL RELEASE

ANOTHER HIT FROM
THE HOTTEST COMPANY IN THE BUSINESS

LAVY TRAIN

K12674

JOE "HARMONICA" HARPER

M-G-M Records

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending June 7

This Week	Last Week	Weeks on Chart	Title	Last Week	Weeks on Chart
1.	2	3	The Purple People Eater By Sheb Wooley—Published by Cordial (BMI) BEST SELLING RECORD: Sheb Wooley, M-G-M 12631.	6	10
2.	1	8	All I Have to Do Is Dream By Boudlean Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1348.	7	6
3.	6	10	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.	8	8
4.	8	5	Secretly By Hoffman-Manning-Markwell—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4070.	9	6
5.	3	9	Witch Doctor By Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55132.	10	12
Second Ten					
11.	11	9	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.	14	8
12.	14	8	Looking Back By Otis-Benton-Hendricks—Published by Eden-Sweco (BMI) BEST SELLING RECORD: Nat King Cole, Cap 3939.	12	8
13.	12	8	Kewpie Doll By Sid Tepper-Roy C. Bennett—Published by Leeds (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7202.	13	4
14.	13	4	Do You Want to Dance? By Bobby Freeman—Published by Clockus (BMI) BEST SELLING RECORD: Bobby Freeman, Jolie 835.	15	3
15.	15	3	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.	16	5
16.	17	5	What Am I Living For? By Jay-Harris—Published by Progressive Rush (BMI) BEST SELLING RECORD: Chuck Willis, Atlantic 1179.	17	2
17.	25	2	Yakety Yak By Jerry Lieber and Mike Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6116.	22	3
18.	22	3	Endless Sleep By Jody Reynolds-Dolores Nance—Published by Johnston-Monrei-Elizabeth (BMI) BEST SELLING RECORD: Jody Reynolds, Demon 1507. RECORDS AVAILABLE: Gene Ross, Herald 517; Jimmy Witherspoon, Rip 124.	19	7
19.	16	7	Johnny B. Goode By Chuck Berry—Published by Arc (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1491.	19	4
20.	19	4	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 Rosa, Vic 7227.	21	6
Third Ten					
21.	18	6	For Your Love By Ed Townsend—Published by Beechwood (BMI) RECORD AVAILABLE: Ed Townsend, Cap 3926.	30	3
22.	30	3	Padre By Alain Romans-Paul Francis Webster—Published by Ross-Jungnickel (ASCAP) RECORDS AVAILABLE: Foni Arden, Decca 3062E; Valerie Carr, Roulette 4066; Erin O'Brien, Coral 61976; Sarah Vaughan, Mer 71303.	24	3
23.	24	3	Zorro By N. Foster-G. Bruns—Published by Walt Disney (BMI) RECORDS AVAILABLE: Henry Calvin, Disneyland 77; Chorettes, Cadence 1349; Fred Waring, Cap 3933.	21	3
24.	21	3	Oh, Lonesome Me By Don Gibson—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Don Gibson, Vic 7133; Swallows, Federal 12319; Jackie Walker, Imperial 5490.	23	7
25.	23	7	Rumble By M. Graft-Link Wray—Published by Valand (BMI) RECORD AVAILABLE: Link Wray and His Ray Men, Cadence 1347.	20	11
26.	20	11	Book of Love By Warren Davis-George Malone-Charles Patrick—Published by Arc-Keel (BMI) RECORD AVAILABLE: Monogram, Argo 5290.	27	2
27.	27	2	You Need Hands By Roy Irwin—Published by Leeds (ASCAP) RECORDS AVAILABLE: Max Bygraves, London 180; Eydie Gorme, ABC-Paramount 5925.	28	2
28.	26	2	High School Confidential By Ron Hargrave—Published by Penton (BMI) RECORD AVAILABLE: Jerry Lee Lewis, Sun 296.	—	15
29.	—	15	Tequila By Chuck Rio—Published by Jai Music (BMI) RECORDS AVAILABLE: Champs, Challenge 1016; Stan Kenton, Cap 3928; Eddie Platt, ABC-Paramount 9899.	—	1
30.	—	1	Guess Things Happen That Way By Jack Clement—Published by Knox (BMI) RECORD AVAILABLE: Johnny Cash, Sun 295.	—	1
30.	—	1	Leroy By Jack Scott—Published by Peer International (BMI) RECORD AVAILABLE: Jack Scott, Carlton 462.		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 26, N. Y.

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

She's Red Hot With

"FEVER"

A Torrid Ballad Performed by

Peggy Lee

c/w **YOU DON'T KNOW**

record no. 3998



A Sensational Follow-Up to

"For Your Love"

Ed Townsend

Really Moves On

"WHAT SHALL I DO"

"PLEASE NEVER CHANGE"

record no. 3994



From the Mighty Motion Picture

"KINGS GO FORTH"

starring **Frank Sinatra**

Comes the Lush and Haunting Ballad

"THE SONG FROM KINGS GO FORTH"

Monique—(Mo-Neek-eh)

A Frank Ross-Eton Prod. United Artists Release with orchestra conducted by Felix Slatkin

THE ^{SAME} ^{OLD} SONG AND DANCE

with orchestra conducted by Billy May

record no. 4003



Toni Dalli

with Tony Osborne's Orchestra and the Rita Williams Singers

**JUST SAY I LOVE HER
IF YOU LOVED ME**

record no. 4002



Ferlin Husky

I SAW GOD

I FEEL THAT OLD HEARTACHE AGAIN

record no. 4000



Gene Nash

**I WANT A LOVE
SEE-SAW**

record no. 4001



The **Jonah Jones Quartet**

**BALLIN' THE JACK
SLOWLY BUT SURELY**

record no. 3999





BEST SELLING POP SINGLES IN STORES

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date 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.

FOR SURVEY WEEK ENDING JUNE 7, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. PURPLE PEOPLE EATER (BMI)—Sheb Wooley	1	3	17. WHAT AM I LIVING FOR? (BMI)—Chuck Willis	17	6	30. NO CHEMISE, PLEASE (BMI)—Gerry Granahan	—	1
1 Can't Believe You're Mine (ASCAP)—M-G-M 12651			HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179			Girl of My Dreams (ASCAP)—Sunbeam 102		
2. ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers	2	8	18. ZORRO (BMI)—Chordettes	25	4	37. SICK AND TIRED (BMI)—Fats Domino	35	7
CLAUDETTE (BMI)—Cadence 1348			Love's a Two-Way Street (BMI)—Cadence 1349			NO, NO (BMI)—Imperial 5515		
3. WITCH DOCTOR (ASCAP)—David Seville	3	10	19. FOR YOUR LOVE (BMI)—Ed Townsend	21	9	38. TEACHER, TEACHER (ASCAP)—Johnny Mathis	37	6
Don't Whistle at Me, Baby (ASCAP)—Liberty 55132			Over and Over Again (BMI)—Cap 3926			ALL THE TIME (ASCAP)—Col 41152		
4. SECRETLY (ASCAP)—Jimmie Rodgers	5	6	20. ENDLESS SLEEP (BMI)—Jody Reynolds	23	4	39. I'M SORRY I MADE YOU CRY (ASCAP)—Connie Francis	40	4
MAKE ME A MIRACLE (ASCAP)—Roulette 4070			Tight Capris (BMI)—Demon 1507			Lock Up Your Heart (BMI)—M-G-M 12647		
5. RETURN TO ME (ASCAP)—Dean Martin	4	10	21. TORERO (ASCAP)—Renato Carosone	20	6	40. PADRE (ASCAP)—Toni Arden	34	4
Forgetting You (ASCAP)—Cap 3894			Chella Lla (ASCAP)—Cap 71080			All at Once (ASCAP)—Dec 10624		
6. LOOKING BACK (BMI)—Nat King Cole	8	10	22. OH, LONESOME ME (BMI)—Don Gibson	18	14	41. RAVE ON (BMI)—Buddy Holly	41	3
DO I LIKE IT? (BMI)—Cap 3939			I CAN'T STOP LOVING YOU (BMI)—Vic 7133			Take Your Time (BMI)—Coral 61985		
7. DO YOU WANT TO DANCE? (BMI)—Bobby Freeman	6	5	23. KEWPIE DOLL (ASCAP)—Perry Como	19	9	42. FOR YOUR PRECIOUS LOVE (ASCAP)—Jerry Butler and Impressions	—	1
Big Fat Woman (BMI)—Josie 835			Dance Only With Me (ASCAP)—Vic 7202			Sweet Was the Wine (ASCAP)—Falcon 1013; Abner 1013		
8. YAKETY YAK (BMI)—Coasters	24	2	24. BOOK OF LOVE (BMI)—Monotones	16	12	43. BILLY (ASCAP)—Kathy Linden	43	13
Zing! Went the Strings of My Heart (ASCAP)—Alco 6116			You Never Loved Me (BMI)—Argo 5290			If I Could Hold You in My Arms (ASCAP)—Folsted 8510		
9. TWILIGHT TIME (BMI)—Platters	11	10	25. RUMBLE (BMI)—Link Wray and His Ray Men	22	7	44. I WONDER WHY? (ASCAP)—Dion and the Belmonts	36	4
Out of My Mind (BMI)—Mer 71289			The Swag (BMI)—Cadence 1347			Teen Angel (ASCAP)—Laurie 3013		
10. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley	9	9	26. HIGH SCHOOL CONFIDENTIAL (BMI)—Jerry Lee Lewis	27	3	45. I KNOW WHERE I'M GOIN' (BMI)—George Hamilton IV	—	1
DONCHA' THINK IT'S TIME? (BMI)—Vic 7240			Fools Like Me (BMI)—Sun 296			Who's Taking You to the Prom? (BMI)—ABC-Paramount 9924		
11. JOHNNY B. GOODE (BMI)—Chuck Berry	10	7	27. LET THE BELLS KEEP RINGING (BMI)—Paul Anka	26	9	46. PRETTY BABY (BMI)—Cino and Gina	—	2
Around and Around (BMI)—Chess 1691			CRAZY LOVE (BMI)—ABC-Paramount 9907			Love's a Carousel (BMI)—Mer 71253		
12. JENNIE LEE (BMI)—Jan and Arnie	12	4	28. GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash	32	3	46. FLIP TOP BOX (BMI)—Dickey Doo and the Don'ts	—	5
Gotta Getta Date (BMI)—Arwin 108			COME IN, STRANGER (BMI)—Sun 295			NEE NEE NA NA NA NU NU (ASCAP)—Swan 4006		
13. BIG MAN (BMI)—Four Preps	7	6	29. LEROY (BMI)—Jack Scott	—	1	48. YOU NEED HANDS (ASCAP)—Eydie Gorme	42	2
Stop, Baby (ASCAP)—Cap 3960			My True Love (BMI)—Carlton 462			Dormi, Dormi, Dormi (ASCAP)—ABC-Paramount 9925		
14. SUGAR MOON (BMI)—Pat Boone	14	6	30. YOU (BMI)—Aquatones	30	7	49. MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" (ASCAP)—Mitch Miller	50	19
CHERIE, I LOVE YOU (ASCAP)—Dot 15750			She's the One for Me (BMI)—Fargo 1001			Hey, Little Baby (BMI)—Col 41066		
15. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London	15	12	31. EL RANCHO ROCK (BMI)—Champs	31	3	50. BELIEVE WHAT YOU SAY (BMI)—Ricky Nelson	33	11
Handed Down (ASCAP)—Cap 3891			Midnighter (BMI)—Challenge 59007			MY BUCKET'S GOT A HOLE IN IT (ASCAP)—Imperial 5503		
16. CHANSON D'AMOUR (ASCAP)—Art and Dotty Todd	13	9	32. TEQUILA (BMI)—The Champs	46	16	50. JUST MARRIED (BMI)—Marty Robbins	44	8
Along the Trail With You (ASCAP)—Era 1064			Train to Nowhere (BMI)—Challenge 1016			STAIRWAY OF LOVE (ASCAP)—Col 41143		
			33. TRY THE IMPOSSIBLE (BMI)—Lee Andrews and the Hearts	47	2			
			Nobody's Home (BMI)—United Artists 123					
			34. TALK TO ME, TALK TO ME (BMI)—Little Willie John	29	10			
			Spasms (BMI)—King 5108					
			35. TO BE LOVED (BMI)—Jackie Wilson	28	9			
			Come Back to Me (BMI)—Brunswick 55052					

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.

- SPLISH SPLASH (Portrait, BMI)—Bobby Darin—Atco 6117. Judy, Don't Be Moody (Reis—Progressive, BMI)
- DREAM (Golden, ASCAP)—Betty Johnson, Atlantic 1186. How Much (Trinity, BMI)
- BOTH are previous Billboard Spotlight picks.
- PATRICIA (Southern, ASCAP)—Perez Prado—RCA Victor 7245. Why Wait (Peer Intl., BMI)
- WHEN (Sounds & Michele, ASCAP)—Kalin Twins—Decca 30642. Three O'Clock Thrill (Jason & Lark, BMI)
- THE following records, not previously selected as Best Buys, are on the chart for the first time this week.
- LEROY (Peer Intl., BMI)—Jack Scott—Carlton 462. My True Love (Starfire—Peer Intl., BMI)
- NO CHEMISE, PLEASE (Sunbeam, BMI)—Gerry Granahan—Sunbeam 102. Girl of My Dreams (Mills, ASCAP)
- FOR YOUR PRECIOUS LOVE (Gladstone, ASCAP)—Jerry Butler and the Impressions—Abner 1013. Sweet Was the Wine (Gladstone, ASCAP)



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING JUNE 7

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.

- Ooh! My Soul Little Richard (BMI) Specialty 633
- Patricia Perez Prado (ASCAP) RCA Victor 7245

THE HIT TRADE MARK IS



Left Right Out of Your Heart
PATTI PAGE

71331

You're Making A Mistake
THE PLATTERS

71320

(It's Been A Long Time)
Pretty Baby

GINO & GINA

71283

One Summer Night
THE DANLEERS

71322

What's So Bad About It
SARAH VAUGHAN

71326

Come Prima

TONY
and his friends

71327

Vertigo

BILLY ECKSTINE

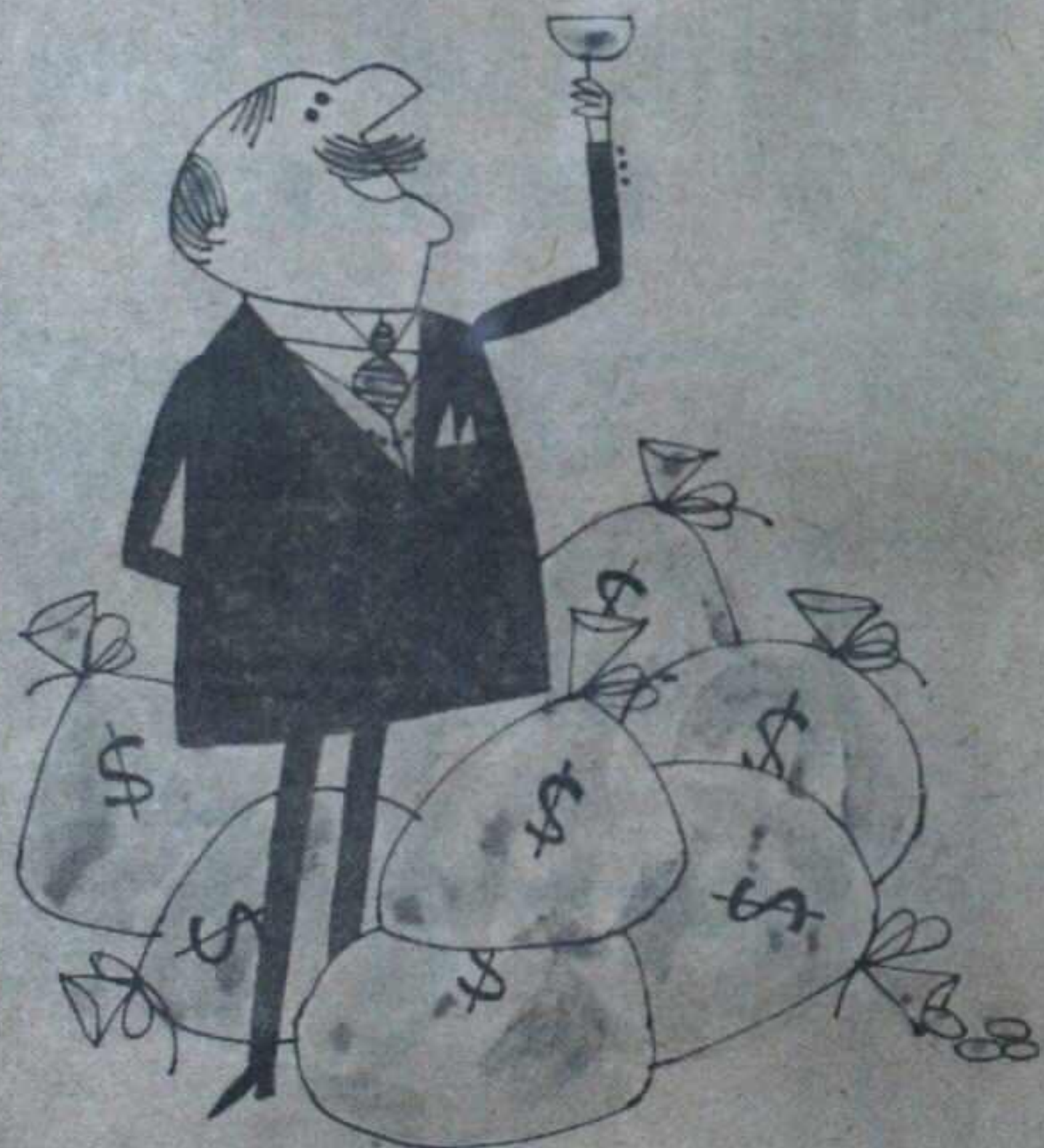
71325

Never Again

DINAH WASHINGTON

71317

the first million's the easiest
with RCA CUSTOM



Looking for that golden record? Insist on the best pressing service, RCA, where your disc gets a million advantages! ★ RCA's giant capacity gives you all the records you need — when you need them. RCA's greater experience gives you perfect quality sound and manufacture. RCA's three strategically-located plants give you "Speed Record Service" — fastest shipping to your distributors everywhere. ★ And you get all this — and RCA custom service — at a competitive price. That's why most hits go to...

RCA VICTOR custom record sales

"SERVICE ON A PLATTER"

165 East 54th St., New York 10, N. Y. — Murray Hill 9-7200; 445 N. Lake Shore Drive, Chicago 10, Ill. — Whitehall 4-3215; 1016 N. Buckmore Ave., Hollywood 28, Calif. — Oldfield 4-1660; 800 17th Ave., South, Nashville 3, Tenn. — Alpine 5-6691. In Canada, call Record Department, RCA Victor Company, Ltd., 225 Mutual Street, Toronto, Ontario. For other foreign offices, write or phone RCA International Division, 30 Rockefeller Plaza, New York 20, N. Y. — JUckson 6-5800.



Most Played by Jockeys

FOR SURVEY WEEK ENDING JUNE 7

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

This Week		Last Week	Weeks on Chart
1.	ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers	1	8
	Claudette (BMI)—Cadence 1548		
2.	PURPLE PEOPLE EATER (BMI)—Sheb Wooley... I Can't Believe You're Mine (ASCAP)—M-G-M 12651	2	3
3.	SECRETLY (ASCAP)—Jimmie Rodgers... Make Me a Miracle (ASCAP)—Roulette 4070	6	5
4.	RETURN TO ME (ASCAP)—Dean Martin... Forgetting You (ASCAP)—Cap 3854	7	11
5.	SUGAR MOON (BMI)—Pat Boone... Cherie, I Love You (ASCAP)—Dot 15750	10	6
6.	TWILIGHT TIME (BMI)—Platters... Out of My Mind (BMI)—Mer 71289	5	11
7.	BIG MAN (BMI)—Four Preps... Stop, Baby (ASCAP)—Cap 2960	3	7
8.	WEAR MY RING AROUND YOUR NECK (BMI)— Elvis Presley	9	8
	Doncha' Think It's Time (BMI)—Vic 7240		
9.	CHANSON D'AMOUR (ASCAP)— Art and Dotty Todd	8	9
	Along the Trail With You (ASCAP)—Era 1964		
10.	WHAT AM I LIVING FOR? (BMI)—Chuck Willis... Hang Up My Rock and Well Shoes (BMI)—Atlantic 1179	12	5
11.	KEWFIE DOLL (ASCAP)—Perry Como... Dance Only With Me (ASCAP)—Vic 7202	11	9
12.	WITCH DOCTOR (ASCAP)—David Seville... Don't Whistle at Me, Baby (ASCAP)—Liberty 55132	4	10
13.	PADRE (ASCAP)—Toni Arden... All at Once (ASCAP)—Dec 39828	—	1
14.	CHANSON D'AMOUR (ASCAP)—Fontane Sisters... Cocanut Grove (ASCAP)—Det 35736	16	8
15.	ENDLESS SLEEP (BMI)—Jody Reynolds... Tight Curls (BMI)—Dennor 1507	22	2
16.	YOU NEED HANDS (ASCAP)—Eydie Gorme... Dormi, Dormi, Dormi (ASCAP)—ABC-Paramount 9625	14	4
17.	JENNIE LEE (BMI)—Jan and Arnie... Gotta Getta Dole (BMI)—Arwin 108	20	3
18.	LOOKING BACK (BMI)—Nat King Cole... Do I Like It (BMI)—Cap 2839	17	6
19.	DO YOU WANT TO DANCE? (BMI)— Bobby Freeman	15	2
	Big Fat Woman (BMI)—Jesle 835		
20.	HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London	21	13
	Handed Down (ASCAP)—Cap 3891		
21.	TORERO (ASCAP)—Julius La Rosa... Milano (BMI)—Vic 2227	—	1
22.	FOR YOUR LOVE (BMI)—Ed Townsend... Over and Over Again (BMI)—Cap 3926	13	4
23.	TORERO (ASCAP)—Renato Carosone... Che'Fa Lta (ASCAP)—Cap 71080	18	4
24.	ALL THE TIME (ASCAP)—Johnny Mathis... Teacher, Teacher (ASCAP)—Col 41152	—	5
25.	YAKETY YAK (BMI)—Coasters... Zing! Went the Strings of My Heart (ASCAP)—Atco 4116	—	1

we've got the
BIG HAPPY HIT

for the summer!

**JOE
SHERMAN**

HIS ORCHESTRA AND CHORUS



BUTTERMILK

b/w

PLEASE DON'T SAY GOODNIGHT

Epic 5-9277

the pick of the hits are on...



EPIC-OKEH a product of CBS

"EPIC," "OKEH" Marks Reg. "CBS" T.M.

ROULETTE HAS 6 BIG HITS



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



JERI SOUTHERN

JUST WHEN WE'RE FALLING IN LOVE
R-4080



Territorial Best Sellers

FOR SURVEY WEEK ENDING JUNE 7

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.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

All I Have to Do Is Dream
Evelly Brothers, Cdc.
Book of Love, Monotones, Argo
Do You Want to Dance?
Bobby Freeman, Jos.
I'm Sorry I Made You Cry,
Connie Francis, M-G-M.
Johnny B. Goode, Chuck Berry, Cha.
Return to Me, Dean Martin, Cap.
Witch Doctor, David Seville, Lib.
You, Aquatones, Far.

The Purple People Eater,
Sheb Wooley, M-G-M.
Return to Me, Dean Martin, Cap.
Torero, Renate Carosone, Cap.
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco.
Zorro, Chordettes, Cdc.

NORTHERN OHIO

All I Have to Do Is Dream
Evelly Brothers, Cdc.
He's Got the Whole World in His Hands
Laurie London, Cap.
Jennie Lee, Jan and Arnie, Arw.
Johnny B. Goode, Chuck Berry, Cha.
Oh, Lonesome Me, Don Gibson, Vic.
The Purple People Eater
Sheb Wooley, M-G-M.
Rumble, Link Wray and His Ray Men, Cdc.
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco.

NORTHWEST

All I Have to Do Is Dream, Claudette
Evelly Brothers, Cdc.
Big Man, Four Preps, Cap.
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.
Oh, Lonesome Me, Don Gibson, Vic.
The Purple People Eater
Sheb Wooley, M-G-M.
Sugar Moon, Pat Boone, Dot.
Witch Doctor, David Seville, Lib.

PHILADELPHIA

All I Have to Do Is Dream
Evelly Brothers, Cdc.
Big Man, Four Preps, Cap.
Do You Want to Dance?
Bobby Freeman, Jos.
Looking Back, Nat King Cole, Cap.
Purple People Eater
Sheb Wooley, M-G-M.
Return to Me, Dean Martin, Cap.
What Am I Living For? Chuck Willis, Atl.
Witch Doctor, David Seville, Lib.

CHICAGO

All I Have to Do Is Dream, Claudette
Evelly Brothers, Cdc.
Big Man, Four Preps, Cap.
Do You Want to Dance?
Bobby Freeman, Jos.
For Your Precious Love
Jerry Butler & the Impressions, Ahn.
Johnny B. Goode, Chuck Berry, Cha.
Looking Back, Nat King Cole, Cap.
The Purple People Eater
Sheb Wooley, M-G-M.
Witch Doctor, David Seville, Lib.

DETROIT

All I Have to Do Is Dream
Evelly Brothers, Cdc.
Big Man, Four Preps, Cap.
Do You Want to Dance?
Bobby Freeman, Jos.
Jennie Lee, Jan and Arnie, Arw.
The Purple People Eater
Sheb Wooley, M-G-M.
Twilight Time, Platters, Mer.
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco.

EAST TEXAS

All I Have to Do Is Dream
Evelly Brothers, Cdc.
Book of Love, Monotones, Argo
Come What May, Clyde McPhatter, Atl.
Guess Things Happen That Way
Johnny Cash, Sun.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

The Purple People Eater
Sheb Wooley, M-G-M.
Return to Me, Dean Martin, Cap.
What Am I Living For, Chuck Willis, Atl.
Yakety Yak, Coasters, Atco.

FLORIDA

All I Have to Do Is Dream
Evelly Brothers, Cdc.
Big Man, Four Preps, Cap.
Chanson D'Amour, Art and Dotty Todd, Era.
Crazy Love/Let the Bells Keep Ringing
Paul Anka, ABC-Para.
Do You Want to Dance?
Bobby Freeman, Jos.
Jennie Lee, Jan and Arnie, Arw.
The Purple People Eater
Sheb Wooley, M-G-M.
Secretly, Jimmie Rodgers, Rit.

LOS ANGELES

All I Have to Do Is Dream
Evelly Brothers, Cdc.
Big Man, Four Preps, Cap.
Chanson D'Amour, Art and Dotty Todd, Era.
For Your Love, Ed Townsend, Cap.
Looking Back/Do I Like It?
Nat King Cole, Cap.
The Purple People Eater
Sheb Wooley, M-G-M.
Return to Me, Dean Martin, Cap.
Witch Doctor, David Seville, Lib.

NEW YORK AND NEWARK

All I Have to Do Is Dream
Evelly Brothers, Cdc.
Looking Back, Nat King Cole, Cap.
The Purple People Eater
Sheb Wooley, M-G-M.
Return to Me, Dean Martin, Cap.
Secretly, Jimmie Rodgers, Rit.
Torero, Renate Carosone, Cap.
Witch Doctor, David Seville, Lib.
Zorro, Chordettes, Cdc.

NORTHERN NEW YORK STATE

Endless Sleep, Jody Reynolds, Dem.
Guess Things Happen That Way
Johnny Cash, Sun.
He's Got the Whole World in His Hands
Laurie London, Cap.

ST. LOUIS AND KANSAS CITY

All I Have to Do Is Dream, Claudette
Evelly Brothers, Cdc.
Big Man, Four Preps, Cap.
Jennie Lee, Jan and Arnie, Arw.
Looking Back, Nat King Cole, Cap.
The Purple People Eater
Sheb Wooley, M-G-M.
Secretly/Make Me a Miracle
Jimmie Rodgers, Rit.
Sugar Moon, Cherie, I Love You
Pat Boone, Dot.
Yakety Yak, Coasters, Atco.

SAN FRANCISCO AND OAKLAND

All I Have to Do Is Dream
Evelly Brothers, Cdc.
Big Man, Four Preps, Cap.
Jennie Lee, Jan and Arnie, Arw.
The Purple People Eater
Sheb Wooley, M-G-M.
Return to Me, Dean Martin, Cap.
Secretly/Make Me a Miracle
Jimmie Rodgers, Rit.
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco.

SOUTHERN OHIO

All I Have to Do Is Dream
Evelly Brothers, Cdc.
Book of Love, Monotones, Argo.
Chanson D'Amour, Art and Dotty Todd, Era.
He's Got the Whole World in His Hands
Laurie London, Cap.
Return to Me, Dean Martin, Cap.
Rumble, Link Wray and 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
Evelly Brothers, Cdc.
Cha Hua Hua, Pats, Atw.
Do You Want to Dance?
Bobby Freeman, Jos.
Faded, Toni Arden, Dec.
Pretty Baby, Gino and Gina, Mer.
The Purple People Eater
Sheb Wooley, M-G-M.
Rave On, Buddy Holly, Cor.
Witch Doctor, David Seville, Lib.

BEST SELLERS!

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

BILL DOGGETT
BLIP BLOP
King 5138

THE "5" ROYALES
THE FEELING IS REAL
King 5131

THE CHANTERS
MY MY DARLING
Deluxe 6162

BUBBER JOHNSON
I'M CONFESSIN'
King 5132

EARL BOSTIC
TWILIGHT TIME
(Instrumental)
b/w

OVER THE WAVES
ROCK
King 5136

DONNIE ELBERT
I WANT TO BE LOVED
BUT ONLY BY YOU
Deluxe 6164

OTIS WILLIAMS
BURNIN' LIPS
b/w
RED HOT LOVE
Deluxe 6165

BOB KAMES
MY ROSE GARDEN
King 5137

NEW RELEASES!!

THE CHANTERS
ROW YOUR BOAT
b/w
STARS IN THE SKIES
Deluxe 6166

TITUS TURNER
TEARS OF JOY
FILL MY EYES
b/w
CORALEE
King 5140



Sun's Newest Discovery!
JACK CLEMENT
TEN YEARS
Sun 291

RECORD PRESSINGS
Small - Large Quantities
Largest Pressing - Masters
SONCRAFT, INC.
1450 Broadway New York 19, N. Y.

A Sound Bet . . . Buy
ROULETTE

SAVE MORE MONEY
MAKE MORE MONEY
Subscribe to The Billboard TODAY!

THE DIAMONDS DO IT AGAIN!

TWO SMASH SIDES

HAPPY YEARS

KATHY-O

...AS SUNG BY
THE DIAMONDS IN THE
UNIVERSAL PICTURE
"KATHY-O"



THE DIAMONDS

TODAY'S HIT TRADE-MARK IS

MERCURY 71330



THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

• Review Spotlight on . . .

POP RECORDS

ELVIS PRESLEY . . . RCA Victor 7280 **HARD-HEADED WOMAN**
(Gladys, ASCAP)
DON'T ASK ME WHY (Gladys, ASCAP)

Both tunes are from the artist's coming flick, "King Creole." Top side is a driving rockabilly tune that gets Presley's usual hit-sounding vocal. "Don't" is a rockaballad that is sung with equal appeal. It should score in all fields.

ED TOWNSEND . . . Capitol 3994 **WHAT SHALL I DO?**
(Beechwood, BMI)

Feelingful vocal on a pretty rockaballad that can repeat the success of Townsend's current smash, "For Your Love." It's very much along those lines and can score in both pop and r.&b. markets. Flip, "Please Never Change," is also a rockaballad (Beechwood, BMI).

FATS DOMINO . . . Imperial 5526 **LITTLE MARY**
(Travis, BMI)
PRISONER'S SONG (Shapiro-Bernstein, ASCAP)

Domino handles "Little Mary," a rocker in usual top-notch form. His New Orleans vocal on the oldie, "Prisoner's Song," is equally winning. Strong coupling by the artist and a likely dual-market pop and r.&b. click.

FRANK SINATRA . . . Capitol 4003 **THE OLD SONG AND DANCE**
(Maraville, ASCAP)
MONIQUE (Sands, ASCAP)

Great sound by Sinatra on two fine sides. "Song and Dance" is a swingin', danceable side with tasteful ork backing by Billy May. "Monique" is a poignant movie theme from the artist's latest flick, "Kings Go Forth." Two strong sides.

JIM REEVES . . . RCA Victor 7266 **BLUE BOY**
(Acuff-Rose, BMI)
THEME OF LOVE (Diana, ASCAP)

This is Reeves' strongest effort since his hit, "Four Walls." Top side is an appealing reading of a catchy, folksy Boudleaux Bryant theme. "Theme of Love" is a romantic waltz that is also nicely delivered. Strong prospects for both pop and c.&w. coin.

FRANKIE LAINE . . . Columbia 41187 **I HAVE TO CRY**
(Shapiro-Bernstein, ASCAP)

Strong emotional quality by Laine on a pop weeper ballad. Fem chorus and solid strummed guitar backing help sell the side. It's the strongest offering in some time from the chanter. Flip is "Choombala Bey," a wild rhythm side (Exeter, ASCAP).

THE DE CASTRO SISTERS . . . ABC-Paramount 9932 . . . **WHO ARE THEY TO SAY**
(Cromwell, ASCAP)

This is the first by the gals on the label. It's a lovely teen-slanted rockaballad that is warmly rendered against excellent ork support from Don Costa. It bears watching. Flip, "When You Look at Me," is a Latin-flavored side (Pickwick, ASCAP).

POP TALENT

LENNY YOUNG . . . Jay Scott 1001 **LOVEABLE**
(Scott, BMI)
JOYCE (Scott, BMI)

Young impresses as a strong new talent with two good sides. "Loveable" is a rockaballad that is presented fervently by the artist with exuberant group support. Flip, "Joyce," is a rhythm side that offers a nice change of pace. If plugged, this could step out.

THE GINGERSNAPS . . . Kapp 226 **GINGERBREAD**
(Commander, ASCAP)
LENNY! LENNY! (Commander, ASCAP)

Cute, fresh sound by the three young chicks on their debut disk. "Gingerbread" is a "Lollipop"-type novelty that is cheerfully piped. "Lenny" is a catchy rock and roll item that is brightly rendered. With exposure, the gals could have a hit with their first try.

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

THE AQUATONES
Say You'll Be Mine 80
FARGO 1002—Fem lead is given nice group support on this celestial-sounding rockaballad. Nice follow-up to "You." (Instant, BMI)
So Fine 77
Catchy medium-beat rocker is in a Latin vein. This, too, can move, but flip appears more potent side. (Instant, BMI)

THE INSTRUMENTALS
Are You Nervous? 79
HANOVER 5402—Good little and infectious instrumental work on "Tequila"-styled theme makes this side spinnable. If exposed might catch on. (Marjac-Peer, BMI)
Chop Suesy Rock 77
Strong instrumental rocker with solid beat and flashy solo work. (Marjac-Peer, BMI)

RIFF RUFFIN
All the Way 79
OLD TOWN 1054—Ardent reading of moving ballad with spiritual flavor. Merits spins. (Maureen, BMI)
I Can't Get a Thrill With You . . . 77
Dramatic warbling stint on pop-ish ballad with solid New Orleans-style backing. (Maureen, BMI)

THE FONTANE SISTERS
Buttermilk 78
DOT 15782—Cute medium-beat ditty is given a salable warble by the trio with bright plucked string support. This will be going against a version by Joe Sherman. (Sequence, ASCAP)
Take a Step 77
Rhythmic, medium-beat novelty is nicely chirped by the gals to fair results. Flip appears a bit stronger.

ROBERT & JOHNNY
I Believe in You 78
OLD TOWN 1052—Meaningful chanting by boys on attractive rockaballad with pounding beat. Can repeat success of "We Belong Together." (Maureen, BMI)
Marry Me 77
Solid performance on rockaballad. (Maureen, BMI)

JOE SHERMAN ORK & CHORUS
Buttermilk 78
EPIC 9277—Interesting blend by mixed chorus on a bouncy folk-flavored ditty. Nice jockey wax. (Sequence, ASCAP)
Please Don't Say Goodnight . . . 75
Fred Waring type choral work on an up-tempo rhythm ballad. Flip appears better side. (Sequence, ASCAP)

LILLIAN BRIGGS
Come Here 78
SUNBEAM 104—A great rockabilly treatment by the chick. Driving performance is helped by solid ork backing. This can go. (Sunbeam, BMI)
Will We Meet Again 75
Miss Briggs has a new approach on this pretty vacillon rockaballad. Low sultry vocal is done tastefully. Good coupling. (Tibor, BMI)

THE CLOVERS
The Gossip Wheel 78
POPLAR 110—A strong, rhythmic minor theme solidly belted by the group makes this their strongest side recently. It can step out. (Shapiro-Bernstein, ASCAP)
Please Come On to Me 74
Slow, catchy rhythm tune gets a top-notch chanting job from the lead with fine group backing. Another good side. (Lojr, BMI)

JANICE GREEN
Jackie 78
NASCO 6013—There's considerable emotional content here as the thrush wails about her boy "Jackie," with passionate whisperings of the name in between phrases. Could win spins. (Eccelorse, BMI)
With All My Heart 73
A slow, pounding, rockaballad offered devotedly by the gal who had the lead in the recent click "Oh Julie." Thrush gives it a lot of heart but message isn't the strongest. (Eccelorse, BMI)

THE RONDELLS
Dreamy 77
CARLTON 467—Solid reading by Ned Jr. on strong piece of r.&b. material. Could step out. (Weiss & Barry, BMI)
Good Good 77
Ned Jr. and group sell catchy rocker with plenty of sales savvy and infectious tempo. (Weiss & Barry, BMI)

RAY SMITH
So Young 77
SUN 298—Good, robust sound by the artist on the rockabilly tune with typical "Sun" sound in support. Strong talent. Side could move. (Knox, BMI)
Right Behind You Baby 74
Rocking blues is delivered in Presley

style. Another fine side by the talented newcomer. (Hi-Lo, BMI)

THE PRELUDES
Vanishing Angel 77
CUB 9005—Rockaballad is warbled to good effect by the lead with good group assistance. If plugged, this could catch on. (Cranford, BMI)
Kingdom of Love 76
Long intro of confused group sounds precedes a lead who sounds like Frankie Lymon. Group and ork backing are suitable. (Cranford, BMI)

THE SERENADERS
Give Me a Girl 77
M-G-M 12666—Intense emotional reading by lead singer and group on fervent rockaballad. (Russ-Dale, BMI)
Dance, Dartin', Dance 76
Another intense vocal by lead warbler on fancy-stepping ditty with familiar melody. (Russ-Dale, BMI)

PAT SHANNON
Awaiting Love 77
DECCA 30666—A devoted love ballad by Shannon in slow tempo. Big chorus supports. Good performance can attract coin. (Camarillo & Cozzini, BMI)
You're So Wild 76
A wild and breathless rockabilly blues sound by Shannon. A good cut and the reading is in the commercial groove. This can pull spins. (Camarillo & Cozzini, BMI)

THURSTON HARRIS
Smoky Joe's 77
ALADDIN 3428—Harris has a strong effort here with a New Orleans type rhythm tune in a folksy vein. Flashy performance by the "Little Bitty Pretty One" cat can pull action. (Aladdin, BMI)
Only One Love Is Blessed 73
A celestial type ballad on this side, gets a sincere chanting job by Harris. Could pull spins. (Porgie, BMI)

THE CORONADOS
World of Confusion 76
UNITED ARTISTS 135—Lead singer emotes intensely on dramatic ballad, with okay backing by group. Should pull play. (Criterion, ASCAP)
A Good Night Kiss 74
Latin-flavored theme chanted with expressive sincerity by lead singer and group. Latter offers interesting "ji-ji-yi" sound-gimmick. (Criterion, ASCAP)

THE DAZZLERS
Somethin' Baby 76
LEE 100—On this side, too, the lead vocalist shouts in the Lewis fashion on a wild blues driver, supported by a twinging combo. Good sound.
 Gee Whiz 75
The first record on the new label by the Dazzlers features the group in a Jerry Lee Lewis wild-styled tune and arrangement that could get slight action.

JULIE LONDON
It's Easy 76
LIBERTY 55139—Spicy tang is given a provocative delivery by the artist. Side can move. (Roarne, ASCAP)
Voice in the Mirror 75
Haunting new flick ballad was written by Miss London and Bobby Troup. Sultry vocal by the thrush provides very spinnable jockey wax. (Northern, ASCAP)

RED FOLEY
Crazy Little Guitar Man 76
DECCA 30674—Lively vocal on bright rockabilly blues. Nice dual market side. (Barton, BMI)
Fate 75
Sincere rendition of feelingful rockaballad with effective ten chorus. (Tannen, BMI)

CARL McVOY
You Are My Sunshine 76
PHILLIPS 3526—A swinging, rocker treatment of the country standard. This can move in both pop and c.&w. maris. (Peer, BMI)
Tootsie 72
Listenable shouting approach on the rocker, but flip appears to have the edge. (Peer, BMI)

JOE HARMONICA HARPER
Lazy Train 76
M-G-M 12674—Two separate rhythms played against each other makes this an interesting item. Harmonica lead is backed by low-toned chorus sounds. Strong side. (Kassner, ASCAP)
Her Lips Were Like Velvet 71
A slow, melodious offering. Good dance side, but flip appears money side. (Kassner, ASCAP)

BOB MILLER
Baby, Je Vous Aime 75
JUBILEE 5329—Bob Miller hews on the label with a good reading of swinging rock and roller over bright
(Continued on page 39)

JUBILEE & JOSIE Are Swingin' with **3** NEW HITS!

The Original Smash!
"I WAS A TEEN-AGE CAVE MAN"

by **Randy Luck** with Tommy Miles at the Guitar
ART RECORDS #170 (Nationally distributed by JAY-GEE)

"IT'S MY HEART"

b/w **"KISS THE PRETTY GIRLS TWICE"**
by **Sticks and Bricks**
JOSIE #839

"BABY, JE VOUS AIME"

b/w **"CRAZY DREAMER"**
by **Bob Miller**
JUBILEE #5329

STRONGER THAN EVER...

Bobby Freeman
**"DO YOU WANNA
DANCE?"**
Josie #835

Moe Koffman
"LITTLE PIXIE"
Jubilee #5324

Don Rondo
**"DORMI, DORMI,
DORMI"**
Jubilee #5325

Bill Darnel
**"AIN'T
MISBEHAVIN'"**
and
"SATIN DOLL"
Jubilee #5328

Della Reese
"C'MON, C'MON"
Jubilee #5323

The Steadies
**"ROCK TO THE
PHILADELPHIA"**
and
**"ONE KISS AND
THAT'S ALL"**
Josie #837

→ jubilee



josie RECORDS

1721 B'WAY

JAY-GEE RECORD CO., INC.

NEW YORK



4 new Atlantic hits making a big splash

- | | |
|---|--|
| IVORY
JOE HUNTER
YOU FLIP ME
BABY
YES I WANT YOU
#1191 | LA VERN
BAKER
WHIPPER
SNAPPER
HARBOR LIGHTS
#1189 |
| JAYE SISTERS
SCHOOL'S OUT
REAL LOVE
#1190 | DEAN BEARD
HOLD ME CLOSE
TAKE TIME TO
LOVE ME
#1182 |

ATLANTIC RECORDING CORP., 157 W. 57th Street, New York 19, N. Y.



Top 100 Sides

FOR SURVEY WEEK ENDING JUNE 7

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	1
2.	ALL I HAVE TO DO IS DREAM, Everly Brothers, Cadence	2
3.	WITCH DOCTOR, David Seville, Liberty	3
4.	SECRETLY, Jimmie Rodgers, Roulette	6
5.	RETURN TO ME, Dean Martin, Capitol	4
6.	LOOKING BACK, Nat King Cole, Capitol	9
7.	DO YOU WANT TO DANCE? Bobby Freeman, Josie	5
8.	YAKETY YAK, Coasters, Atco	24
9.	TWILIGHT TIME, Platters, Mercury	11
10.	JOHNNY B. GOODE, Chuck Berry, Chess	8
10.	JENNIE LEE, Jan & Arnie, Arwin	12
12.	WEAR MY RING AROUND YOUR NECK, Elvis Presley, Victor	10
13.	BIG MAN, Four Preps, Capitol	7
14.	SUGAR MOON, Pat Boone, Dot	16
15.	HE'S GOT THE WHOLE WORLD IN HIS HANDS, Laurie London, Capitol	14
16.	CHANSON D'AMOUR, Art & Doty Todd, Era	13
17.	ZORRO, Chordettes, Cadence	25
18.	FOR YOUR LOVE, Ed Townsend, Capitol	20
19.	ENDLESS SLEEP, Jody Reynolds, Decca	23
20.	TORERO, Renate Carosone, Capitol	19
21.	OH, LONESOME ME, Don Gibson, Victor	17
21.	KEWPIE DOLL, Perry Como, Victor	18
23.	BOOK OF LOVE, Monotones, Argo	15
24.	RUMBLE, Link Wray, Cadence	21
25.	WHAT AM I LIVING FOR? Chuck Willis, Atlantic	22
26.	HIGH SCHOOL CONFIDENTIAL, Jerry Lee Lewis, Sun	26
27.	LEROY, Jack Scott, Carlton	63
28.	YOU, Aquatones, Frago	28
28.	GUESS THINGS HAPPEN THAT WAY, Johnny Cash, Sun	38
30.	EL RANCHO ROCK, Champs, Challenge	30
30.	LET THE BELLS KEEP RINGING, Paul Anka, ABC-Paramount	31
30.	TEQUILA, Champs, Challenge	44
33.	TRY THE IMPOSSIBLE, Lee Andrews & the Hearts, United Artists	46
34.	FOR YOUR PRECIOUS LOVE, Jerry Butler & the Impressions, Abner	46
34.	TALK TO ME, TALK TO ME, Little Willie John, King	28
36.	TO BE LOVED, Jackie Wilson, Brunswick	27
37.	I'M SORRY I MADE YOU CRY, Connie Francis, M-G-M	36
37.	NO CHEMISE, PLEASE, Gerry Granahan, Sunbeam	73
39.	PADRE, Toni Arden, Decca	32
39.	RAVE ON, Buddy Holly, Coral	37
41.	BILLY, Kathy Linden, Felsted	40
42.	I WONDER WHY, Dion & the Belmonts, Laurie	33
43.	HANG UP MY ROCK AND ROLL SHOES, Chuck Willis, Atlantic	56
43.	I KNOW WHERE I'M GOIN', George Hamilton IV, ABC-Paramount	87
45.	PRETTY BABY, Gino and Gina, Mercury	34
45.	SICK AND TIRED, Fats Domino, Imperial	40
47.	YOU NEED HANDS, Eydie Gorme, ABC-Paramount	38
47.	MARCH FROM THE RIVER KWAI AND "COLONEL ROGUEY," Mitch Miller, Columbia	48
47.	TEACHER, TEACHER, Johnny Mathis, Columbia	59
50.	SKINNY MINNIE, Bill Haley and His Comets, Decca	58
51.	LAZY MARY, Lou Monte, Victor	48
51.	WE BELONG TOGETHER, Robert and Johnny, Old Town	67
53.	DON'T GO HOME, Playmates, Roulette	—
53.	CHA HUA HUA, Pets, Arwin	34
53.	WHO'S SORRY NOW? Connie Francis, M-G-M	42
53.	I'M MARRIED, Marty Robbins, Columbia	48
53.	I-MEI HIM ON A SUNDAY, Shirelles, Decca	51
53.	CATCH A FALLING STAR, Perry Como, Victor	68
53.	OH, MY SOUL, Little Richard, Specialty	87
60.	GOT A MATCH, Daddy-O's, Brunswick	—
60.	BELIEVE WHAT YOU SAY, Ricky Nelson, Imperial	44
60.	THINGS I LOVE, Fidellies, Baton	73
63.	JACQUELINE, Bobby Helms, Decca	63
63.	MAKE ME A MIRACLE, Jimmie Rodgers, Roulette	70
63.	YOU'D BE SURPRISED, Kathy Linden, Felsted	83
66.	DING DONG, McGuire Sisters, Coral	—
66.	PATRICIA, Perez Prado, Victor	—
66.	FLIP TOP BOX, Dickey Doo and the Don'ts, Swan	97
66.	BEEN SO LONG, Pastels, Argo	—
70.	BEWILDERED, Micky and Sylvia, Vik	—
70.	CRAZY LOVE, Paul Anka, ABC-Paramount	43
70.	LOLLIPOP, Chordettes, Cadence	51
70.	NEE NEE NA NA NA NU NU, Dickey Doo and the Don'ts, Swan	67
74.	INDIAN LOVE CALL, Ernie Freeman, Imperial	—
74.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	61
74.	TEACHER'S P.T., Dotis Day, Columbia	67
74.	A WONDERFUL TIME UP THERE, Pat Boone, Dot	70
74.	COME IN, STRANGER, Johnny Cash, Sun	73
74.	CHA HUA HUA, Eddie Platt, Gene	87
80.	I LOVE YOU SO, Chantels, End	—
80.	CHERIE, I LOVE YOU, Pat Boone, Dot	63
80.	LITTLE TRAIN, Marianne Vassel and Erich Storz, Mercury	63
80.	CLAUDETTE, Everly Brothers, Cadence	87
80.	EVERY NIGHT, Chantels, End	87
80.	LITTLE BLUE MAN, Betty Johnson, Atlantic	—
86.	WOODCHOPPER'S BALL, Hutch Davis, Atco	51
86.	JENNIE LEE, Billie Ward and His Dominoes, Liberty	55
86.	ALL THE TIME, Johnny Mathis, Columbia	58
86.	DON'T YOU JUST KNOW IT, Huey Smith, Ace	61
86.	HIGH NOON, Diamonds, Mercury	76
86.	THERE'S ONLY ONE OF YOU, Four Lads, Columbia	76
86.	A VERY PRECIOUS LOVE, Ames Brothers, Victor	78
86.	BLUEBIRDS OVER THE MOUNTAIN, Erzel Hickey, Epic	87
86.	COME WHAT MAY, Clyde McPhatter, Atlantic	97
95.	DREAM, Betty Johnson, Atlantic	—
95.	MY BUCKETS GOT A HOLE IN IT, Ricky Nelson, Imperial	70
95.	NO, NO, Fats Domino, Imperial	78
95.	THE LONG HOT SUMMER, Jimmie Rodgers, Roulette	78
95.	BREATHLESS, Jerry Lee Lewis, Sun	—
95.	HAVE FAITH, Gene Allison, Vee Jay	—

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

HITSVILLE!!

"JESS ONE MO' TIME"
b/w
"OH, HENRY"
by
"MADMAN" JONES
M.A.D. 1005

Thanks to
Jaybird Dist., L. A. (6)
United Dist., Chi. (16)

Dist. Areas Open
M.A.D. RECORDS
1207 E. 53rd Street
Chicago 15, Illinois
Phone: MI 3-1636

LATEST RELEASE
De Castro Sisters
"WHO ARE THEY TO SAY"
b/w
"WHEN YOU LOOK AT ME"
9922

ABC-PARAMOUNT

★ ★ ★ ★ ★ ★ ★ ★

The
BIG HITS
are on
DOT

★ ★ ★ ★ ★ ★ ★ ★

America's
FINEST YOUNG ORGANIST,
age 27 years, wishes
RECORDING CONTRACT
• Unusual and outstanding technique
• Any type of music
• Outstanding personality
Nelson D. Wagoner
9101 S.W. 47th Court Miami 26, Fla.

HOTTEST SINGLE IN THE BUSINESS!

PATRICIA PEREZ PRADO

47/20-7245

FIRST WITH "PATRICIA"...AND THE BEST!

RCA VICTOR

BIG, BIG HIT!

BLUE BLUE DAY

47/20-7010

DON GIBSON

RCA VICTOR

LP'S
\$2.47-\$3.10-\$3.70

1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS (Humboldt 6-5204)
4920 S. HALSTED, CHICAGO 21, ILLINOIS (RAdcliffe 3-3144)

SINGER ONE STOP

45's-60's & 65's 78's-65's & 76's Free Strips

GIVE TO DAMON RUNYON CANCER FUND

SURE HIT!

BOPPIN' IN A SACK

47/20-7220

LANE BROTHERS

Smashing
3
in a row!

SHINE ON HARVEST MOON

GOOGIE RENÉ

#227

HEY GIRL HEY BOY

OSCAR and JEANETTE

#228

ROCKIN' ROBIN

BOBBY DAY

#229

HOLLYWOOD
3621 WEST PICO BLVD.

Calling all Dealers!

You Be The Judge

"WE KNOW THESE ARE HITS"

See if you agree

MIKE DOUGLAS
"ALL MY DREAMS"
"AT PEACE WITH THE WORLD"
"ONLY FOREVER"

by THREE TWINS
BORGANA-512

WRITE, WIRE, OR PHONE . . . 2452 S. Kedzie Ave.
BANANA - Jay Jay Record Co. LAFAYETTE 3-3919 CHICAGO 28 ILLINOIS

SENSATIONAL IN ANY LANGUAGE!

LOU MONTE

SINGS

THE SHEIK OF ARABY

C/W

EH, MARIE! EH, MARIE!

47/20-7265

WITH JOE REISMAN'S ORCHESTRA AND CHORUS

America's New Teenage Sweetheart

THE "OH JULIE" GIRL!

JANICE GREEN

singing

JACKIE

Nasco 6013

... and that new sleeper!

WHAT'S HE GOT (THAT I COULDN'T GIVE YOU)

by JACKIE TRENT Nasco 6012

NASHBORO RECORD CO., INC.

NASHVILLE, TENNESSEE Chappel 2-2215

• 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	Chart
1. ALL I HAVE TO DO IS DREAM (Acuff-Rose)	1	8
2. RETURN TO ME (Southern)	5	9
3. HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell)	2	12
4. WITCH DOCTOR (Monarch)	6	7
5. TWILIGHT TIME (Porgie)	4	9
6. SUGAR MOON (Gallatin)	7	6
7. CHANSON D'AMOUR (Meadowlark)	3	8
8. PURPLE PEOPLE EATER (Cordial)	12	2
9. SECRETLY (Planetary)	10	4
10. BIG MAN (Beckswold)	11	2
11. PADRE (Jungnickel)	14	4
12. KEWPIE DOLL (Leeds)	8	9
13. CATCH A FALLING STAR (Fisher)	9	24
14. WEAR MY RING AROUND YOUR NECK (Hill and Range)	15	5
15. SUGARTIME (Nor-Va-Jak)	13	24

• Best Selling Sheet Music in Britain

(For week ending June 7)

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.

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

• Best Selling Pop Records in Britain

(For week ending June 7)

Printed then 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 Zig Zag Jive Flutes (Columbia)	2
3. STAIRWAY OF LOVE—Michael Holliday (Columbia)	7
4. ON THE STREET WHERE YOU LIVE—Vic Damone (Phillips)	3
4. WITCH DOCTOR—Don Lang (HMV)	9
6. TULIPS FROM AMSTERDAM/YOU NEED HANDS—Max Bygraves (Decca)	4
7. LOLLIPOP—Mudlarks (Columbia)	5
8. A WONDERFUL TIME UP THERE—Pat Boone (London)	4
9. ALL I HAVE TO DO IS DREAM/CLAUDETTE—Evertly Brothers (London)	13
10. GRAND COOLIE DAM—Lonnie Donegan (Pye-Nixa)	6
11. WEAR MY RING AROUND YOUR NECK—Elvis Presley (RCA)	11
12. KEWPIE DOLL—Frankie Vaughan (Phillips)	10
13. ARMY GAME—Bernard Breslaw, Michael Medwin, Allie Bass, Leslie Fyson (HMV)	17
14. KEWPIE DOLL—Perry Como (RCA)	12
15. I MAY NEVER PASS THIS WAY AGAIN—Perry Como (RCA)	20
16. TWILIGHT TIME—Platties (Mercury)	16
17. WHOLE LOTTA WOMAN—Marvin Rainwater (M-G-M)	18
18. I MAY NEVER PASS THIS WAY AGAIN—Robert Earl (Phillips)	—
19. BOOK OF LOVE—Mudlarks (Columbia)	—
20. WITCH DOCTOR—David Seville (London)	15

• 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) (F)—Witmark-ASCAP	A Certain Smile (R) (F)—Miller-ASCAP
All I Have to Do Is Dream (R)—Acuff-Rose—BMI	A Very Precious Love (R) (F)—Witmark-ASCAP
Chanson D'Amour (R)—Meadowlark—ASCAP	A Wonderful Time Up There (R)—Foster—ASCAP
Cherie, I Love You (R)—Harms—ASCAP	All I Have to Do Is Dream (R)—Acuff-Rose—BMI
Dormi, Dormi, Dormi (R) (F)—Paramount—ASCAP	Catch a Falling Star—Marvin—ASCAP
Don't Go Home (R)—Kati—BMI	Chanson D'Amour (R)—Meadowlark—ASCAP
Dream (R)—Goldson—ASCAP	Ding Dong (R)—Sequence—ASCAP
Enchanted Island (R)—Korwin—ASCAP	Dottie (R)—Singular—BMI
Gigi (R) (F)—Chappell-Lowal—ASCAP	For Your Precious Love (R)—Gladstone—ASCAP
Good Intentions (R)—Sparrow—ASCAP	Guess Things Happen That Way (R)—KNPX—BMI
Hot Spell (R) (F)—Famous—ASCAP	Hands Across the Sea (R)—Zodiac—BMI
Kewpie Doll (R)—Leeds—ASCAP	Jennie Lee (R)—Daywis—BMI
Let's Right Out of Your Heart (R)—Shapiro-Bernstein—ASCAP	Kewpie Doll (R)—Leeds—ASCAP
Little Serenade (R)—Maurice—ASCAP	Let the Bells Keep Ringing (R)—Spunka—BMI
Looking Back (R)—Eden-Sweco—BMI	No Chemist, Please (R)—Sunbeam—BMI
Only Man on the Island (R)—Shapiro-Bernstein—ASCAP	One Summer Night (R)—Ardone—BMI
Patricia (R)—Southern—ASCAP	Padre (R)—Jungnickel—ASCAP
Purple People Eater (R)—Cordial—BMI	Purple People Eater (R)—Cordial—BMI
Return to Me (R)—Southern—ASCAP	Rabbit Rouser (R)—Gregmark—BMI
Same Old Moon (R) (F)—Witmark—ASCAP	Return to Me (R)—Southern—ASCAP
Sugar Moon (R)—Gallatin—BMI	Secretly (R)—Planetary—ASCAP
Secretly (R)—Planetary—ASCAP	Sheik (R)—Mills—ASCAP
This Happy Feeling (R)—Carric—ASCAP	Splash, Splash (R)—Porzell—BMI
Tiptoe Through the Tulips (R)—Witmark—ASCAP	Sugar Moon—Nor-Va-Jak—BMI
When the Boys Talk About the Girls (R)—Valye-Favorite—ASCAP	When (R)—Monarch—ASCAP
Whippoorwill (R)—Leeds—ASCAP	Witch Doctor (R)—Tiger—BMI
Witch Doctor (R)—Monarch—ASCAP	You Need Hands (R)—Leeds—ASCAP
With You (R)—Roummeadow—ASCAP	Young and Warm and Wonderful (R)—Frank—ASCAP
You Need Hands (R)—Leeds—ASCAP	
Young and Warm and Wonderful (R)—Frank—ASCAP	

POPULAR

WHAT AM I LIVING FOR!
* CHUCK WILLIS *
BANG UP MY ROCK AND ROLL SHOES
Atlantic 1179

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

YARETY YAK
* THE COASTERS *
ZING! WENT THE STRINGS OF MY HEART
Atco 6116

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

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

KENNE LEE
* JAM 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
Def 15750

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

SECRETLY
* JIMMIE RODGERS *
MAKE ME A MIRACLE
E 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

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

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
Jolie 835

TORERO
* RENATO CAROSONE *
CHELLA ILLA
Capitol 71080

ENDLESS SLEEP
* JODY REYNOLDS *
TIGHT CAPRIS
Deman 1507

CHANSON D'AMOUR
* ART AND DOTTY TODD *
ALONG THE TRAIL WITH YOU
Ero 1064

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

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

NEW HIT
* LEROY *
* JACK SCOTT *
MY TRUE LOVE
Carlton 462

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

NEW HIT
BLUE BLUE DAY
* DON GIBSON *
TOO SOON TO KNOW
RCA Victor 7010

NEW HIT
BIG WHEELS
* HANK SNOW *
I'M HURTING ALL OVER
RCA Victor 7233

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

JACQUELINE
* BOBBY HELMS *
LIVING IN THE SHADOW OF THE PAST
Decca 30619

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
OOH! MY SOUL
* LITTLE RICHARD *
TRUE, FINE MAMA
Specialty 633

COME WHAT MAY
* CLYDE McPATTER *
LET ME KNOW
Atlantic 1185

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

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

TO BE LOVED
* JACKIE WILSON *
COME BACK TO ME
Brunswick 35052

OPERATORS BEST BUYS

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

BEST BUY
JERRY BUTLER & THE IMPRESSIONS
For Your Precious Love
Sweet Was the Wine
Abner 1013

BEST BUY
GERRY GRANAHAN
No Chemis, Please
Girl of My Dreams
Sunbeam 102

BEST BUY
KALIN TWINS
When Three o'Clock Thrill
Decca 30642

BEST BUY
PEREZ PRADO
Patricia Why Wait
RCA Victor 7245

BEST BUY
HANK SNOW
Big Wheels
I'm Hurting All Over
RCA Victor 7233

BEST BUY
BOBBY DARIN
Judy, Don't Be Moody
Splish Splash
Atco 6117

BEST BUY
BETTY JOHNSON
Dream How Much
Atlantic 1186

BEST BUY
CLYDE McPATTER
Come What May
Let Me Know
Atlantic 1185

BEST BUY
JACK SCOTT
Leroy My True Love
Carlton 462

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
DE CASTRO SISTERS
Who Are They So Say
When You Look at Me
ABC-Paramount 9932

OPINION
FRANKIE LAINE
I Have to Cry
Chocobala, Bey
Columbia 41187

OPINION
JIM REEVES
Blue Boy
Theme of Love
RCA Victor 7266

OPINION
FATS DOMINIO
Lula Mamy
Prisoner's Song
Imperial 5526

OPINION
ELVIS PRESLEY
Hard-Hearted Woman
Don't Ask Me Why
RCA Victor 7280

OPINION
FRANK SINATRA
The Old Song and Dance
Motique
Capitol 4003

OPINION
ED TOWNSEND
What Shall I Do?
Please Never Change
Capitol 3994

Reviews of New Pop Records

Continued from page 34

ork support. Led has a sound. Herbie, Lancaster & Russell, ASCAP)
Crazy Dreamer... 73
 Backed by a group of chicks and a good arrangement, the warbler sells this rockabilled with spirit and feeling. (Herbie, Lancaster & Russell, ASCAP)

DEAN EDWARDS
 You're Delighting Me Crazy... 73
HANOVER 4501—Personable warbling by Edwards on an effective rock and roll version of the standard. Merit's exposure. (Bregman, Vocco & Conn, ASCAP)
A Teen-Ager Sings the Blues... 73
 Appealing delivery by Edwards on wistful tune. Other versions already out, but this is good enough to control

GREAT NEW HIT!

"I Love You"

b/w

"Looly Lou"

Record #ELB-100

GREAT NEW GROUP!

"The Shadows"

All This on the GREAT NEW LABEL! "eL-Gee-Bee"

Distributors Wanted

eL-Gee-Bee Productions

802 Penrose Drive
 East Point, Georgia
 P. O. 1-7891

jocks have picked
**HOCUS
 POCUS**

The Raiders

ANDEX #34015

**OVER THE
 WEEK END**

The Playboys

Cameo #142

**CAMEO
 RECORDS**

A Double Smash!
TED HEATH

and His Music
 plays

TOM HARK

b/w

CHA CHA BABY

1809

LONDON

515 WEST 20TH STREET, NEW YORK 1, N. Y.

RELIABILITY—QUALITY
RECORD PRESSING

Originators of the Patented
 rim drive, thick-thin
 type record

RESEARCH CRAFT CO.

1011 NORTH FULLER
 HOLLYWOOD 46, CALIF.

some spins. (Bregman, Vocco & Conn, ASCAP)

ED TOWNSEND
A Bardsville Cathedral... 73
CARLTON 469—Okay South-of-the-Border-styled theme with r.f.z. backing chanted with feeling by Townsend, who has a hit riding now on Capitol. A bought master. (Jones, BMI)

A Wo-Man's In-To-It-Go-Go... 74
 Townsend warbles agreeably on catchy calypso. Should get some spins on strength of singer's current popularity. (Jones, BMI)

DALE WARREN
Baby Angel... 74
VERVE 10140—Pleasant warbling still on appealing country-flavored ditty. Attractive w.a. (Vidor, BMI)
The Image of Me... 74
 Feelingful rendition of tender rockabilled. Merit's spins. (Red River, BMI)

THE DANLEERS
One Summer Night... 73
MERCURY 71122—Lead chanter contributes expressive reading on romantic rockabilled with slow, insistent tempo. (Addona, BMI)
Wheeler and A-Deallo... 74
 Catchy rock and roller with bouncy tempo and ingratiating vocal airt. Good dual market entry. (Addona, BMI)

THE TUNE WEAVERS
There Stands My Love... 73
CASA GRANDE 4040—Wistful thrumming by fem lead on a pretty ballad with triplet backing. (Donna, BMI)
I'm Cold... 73
 Perseverant fem lead on bluesy theme. Flip appears stronger side. (Donna, BMI)

THE NOBLES
Poor Rock 'n' Roll... 73
KLIK 303—A snappy group which has touches of Danny and the Juniors and both Frankie and Louis Lyman with their teen groups. Message refers to incidents in Boston. Interesting sound. (Wall, BMI)
Two-a-Ling... 73
 As mixed up a group sound as you'll hear. Hard to tell what the message is, but the group has enough confusion to win interest in some circles. (Wall, BMI)

JACK JONES
Come On, Baby, Let's Go... 73
CAPITOL 3991—Medium-beat folkish tune is given a strong warble by Jones. Nice change of pace from the flip. (Eden, BMI)
You Laugh... 73
 A swingin' side by Jones who handles the catchy Lieber and Stoller tune to strong effect with fine ock backing from Jack Collier. (Quintet, BMI)

BARRY MARTIN
When You're Smiling... 73
LIBERTY 55137—This fine standard is sung here in pounding fashion by Barry, helped by a swingin' band with a big, big beat. Side has a Johnnie Rayish flavor. Good wax. (Mills, ASCAP)
Hello, Love... 73
 Barry Martin bows on the label with a bright up-tempo item, helped by chicks in the backing. (Ardite, BMI)

BILLY HOPE
The Deacons Walk... 73
SAVOY 1539—Anthem with spiritual sound and clapping creates a strong mood. Good prospects, with spins possible in pop market. (Planemar, BMI)
Bad Times... 71
 Blues-based rocker makes an interesting instrumental, but flip appears stronger. (Planemar, BMI)

THE LANCERS
Was Great While It Lasted... 73
CORAL 41995—This has a bright, soft-shoe rhythm with instrumentation in a ricker-tick, banjo kick of the '20's. Boys give it a happy, swing sound that's worth spins. Give it a listen. (Southern, ASCAP)
The Lord Is a Generous Man... 73
 Moderately appealing inspirational ballad about the blessing we've been given. Okay vocalizing by the boys. (Mutual, ASCAP)

SALLIE BLAIR
When the Sun Comes Out... 74
M-G-M 11673—Sultry thrumming by silky canary on torchy odds. Provocative platter for jocks. (Bregman, Vocco & Conn, ASCAP)
Don'tcha Go 'Way Mad... 74
 Another appealing interpretation by gal of a tasteful standard. Same comment on spin potential. Stylish backing by Neal Hefti. (Advance, ASCAP)

NICKY DE MATTEO
Schoolhouse Rock... 74
END 1021—Listenable approach by the artist on this blues rocker with wailing sax leading good backing. R.B. coin also possible. (Real Gone, BMI)
A Way to Tell Her... 74
 Prilly rockabilled is nicely handled by De Matteo, who sounds somewhat

(Continued on page 40)

VOX JOX

Continued from page 9

Dick Blondi, WHOT, Youngstown, O., has started the "Pepsi Hit of the Week" in co-operation with Pepsi-Cola and Record Rendezvous, a local disk dealer. Blondi offers his listeners "the record of the week" for six Pepsi bottle caps and 50 cents. "Already," says the jock, "the store is getting a bit cramped for space because of the tremendous amount of caps."

Al (Jazzbo) Collins of WNEW, New York, is emceeding an "After-Hours Prom" for the Freeport, Long Island, High School senior class. The event is sponsored in co-operation with the school faculty and local PTA. The idea is that the "After-Hours Prom" featuring Chubby Jackson's ock, will provide an adequately chaperoned place for Senior Class members to go after the regular Senior Prom.

Pierce Allman, WFAA, Dallas, has launched a month long "Got-a-Match" contest to find a sock to replace one he has lost. Whoever comes up with a mate to match the sock he has left, will win two men's \$150 suits and a carrying

YESTERYEAR'S TOPS—

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

JUNE 12, 1948

1. Nature Boy
2. You Can't Be True, Dear
3. Little White Lies
4. Toolie Oolie Doolie (The Yodel Polka)
5. Now Is the Hour
6. My Happiness
7. Baby Face
8. The Dickey-Bird Song
9. Woody Woodpecker
10. Tell Me a Story

JUNE 13, 1953

1. Song From Moulin Rouge
2. April in Portugal
3. I'm Walking Behind You
4. Ruby
5. I Believe
6. Say You're Mine Again
7. Pretend
8. Doggie in the Window
9. Seven Lonely Days
10. Your Cheatin' Heart

case full of 75 of the nation's top 100 records. All socks must be submitted one at a time, and must be designed. No solid color socks will be accepted. Allman conducts "Melody-Go-Round," Monday thru Friday.

PRESLEY TAG TARGET: Shreveport, La., citizens were the target of certain "flying objects" last week, for which—indirectly—they had Private Elvis Presley to thank. Deejay Vern Steirman, KJOE, Shreveport, persuaded KJOE manager Joe Monroe to fly the station-owned single engine Stinson Voyager airplane over the city last Tuesday (10) afternoon for the purpose of dropping 50 Presley dog tags. The tags are a merchandising gimmick to promote Rev Records' new disk by the Thirteen "Dear 53310761" (Presley's Army serial number). People finding the tags and taking them to Stan's Record Shop received free copies of the Rev platter. The tags and gratis disks were supplied by Rev's national sales director Irwin Schuster.

PRESCOTT DENIES PLAGIARISM: Station WBX, Boston, disk jockey Norm Prescott faces a \$100,000 suit for plagiarism brought against him by a local mother of two children, Mrs. Ruth G. Smolker. Papers filed in Suffolk Superior Court charge Prescott with converting to his own use a television script she says she wrote. Prescott denied the charges and stated that in his 11 years as a deejay he had been shown thousands of scripts for his professional opinion. He said the idea of plagiarizing had never occurred to him and that it would be silly to start now.

Mrs. Smolker stated in her suit that she had shown him the script in confidence. She claimed they jointly revised and marketed the script. She further claimed he misappropriated the format and gave it to WBZ, appearing on a television program by himself on June 28, 1957. In denying the charges, Prescott issued this statement:

"I most emphatically deny all of the allegations. I have been a disk jockey in Boston for 11 years and during that time I have seen thousands of songs, scripts and poems brought to me by professionals and amateurs asking for opinions.

"I have never plagiarized any of this material and it would seem silly to start now. During my career, I have had three TV shows, none of which were created by me. They have all been the property of the station or the ad agency and I was hired as master of ceremonies. I do not understand the girl's object or purpose in making the claims, but I will be happy to go into any court and face any jury and let them make the decision."

Prescott said he remembered Mrs. Smolker coming to him with the script and that he had been quite pointed in telling her that it was very amateurish. The deejay now confines his activities to radio and has a daily program on WBZ.

NEEDLE DEEJAY DADS: Fidelitone Needles came up with a new gimmick for Father's Day this year. In honor of Pop they had their dealers across the country select the disk jockey who was closest to a "Gem of a Dad" to receive a new Fidelitone cartridge. Deejays selected from the many proposed included Alan Freed, WABC, New York; Jim Lounsbury, WBKB, Chicago; Bob Tracey, KDKA, Pittsburgh; Hugh Roberts, WWJ, Detroit; Dick Provost, WCPO, Cincinnati; Joe McCauley, WIP, Philadelphia, and Bill Randle, WERE, Cleveland.

RECORDS WHOLESALE

1-STOP SERVICE!

for Operators, Dealers and Rack Jobbers

ALL LABELS

1-Day Service • Free Title Strips

45's.. **60¢**

Most EP's... 70¢

7 1/2" LP's & 7 1/4"

LP's... **91¢ \$2.47**

\$3.09 \$3.69

C.O.D. or check with order, plus postage

REDISCO

1221 West North Avenue

Baltimore 17, Maryland

MAdison 3-1518

Going National!

DARRELL GLENN

"MAKE ME

SMILE AGAIN"

NRC 004

Nat'l Recording Corp.

1224 Fernwood Circle, N.E.

Atlanta 19, Ga.

WE DON'T RECORD MOVIE STARS... but We Do Record New Songs by Clean-Cut, Sensibly Dressed, Well-Behaved, Intelligent, Deserving and Promising Talent That We're Proud to Present!

Top Distrib. Write for

"ROCK WITH THE MAMBO"

Johnny Fraser

b/w

"IT"

Regal-Airs SK 504

and

"SPELLBOUND"

SK 505

b/w

"WE'RE IN LOVE"

The Dappers

STAR-X RECORDS, INC.

19400 Rogge Ave., Detroit 34, Mich.

ANOTHER DAVY CROCKETT

"ZORRO"

by

THE CHORDSTETS

Cadence #1349

cadence

RECORDS

AUDITION

a new selling force

...for dealers

...for manufacturers

IN FULL COLOR EVERY MONTH

IN THE BILLBOARD



Every manufacturer interested in selling more records and equipment to The Billboard's paid readership of 8,673 record and equipment dealers will want to be represented in this issue

Reviews of New Pop Records

Continued from page 39

like Fat Boone on this side. Good talent. (Real Gone, BMI)

JOHN ZACHERLE
Dummy Doll 74
CAMEO 145—Cat is telling about getting more love from his manufactured sweetheart than his real girl. Zany side should get some coin. (Mayland, BMI)
I'm a Teen-Age Caveman 74
Love, morbid style, is narrated against rocker backing by Zacheile in his latest "horror" disk. Speeded-up fem voice answers his smooch. (Artree, BMI)

TONY ALLAN
Call My Name 74
IMPERIAL 5523—Rockaballad is warmly handled by chanter and girl group. Side could get coin if exposed. (Alan-Edwards, BMD)
Strange Talk 73
Rocker about cat who can't follow his chick's live talk gets listenable job from Allan. (Alan-Edwards, BMD)

BOBBY GINBY
Jumbo 74
CORAL 62001—Jungle instrumental mix whirling against drums for solid effect. Rates juke spins. (BMI, Canada, BMI)
Ghostin' 72
Rhythm item is worked into pleasant instrumental featuring trumpet. (BMI Canada, BMI)

THE MORRISON SISTERS
Blanket on the Beach 74
DECCA 30683—Cute Hawaiian theme is brightly chirped by the sisters with suitably cheerful island music support. Tommy Leonetti has also done the time. (Pines, ASCAP)
It's a Treat 72
Cha Cha novelty is attractively rendered by the girls, but flip appears top side. (GI, BMI)

LAURA LESLIE
La Santa Venuta 74
HANOVER 4503—Title means "May the Saints Go With You." Tune is a pretty Latin ballad which gets a

warm reading from the artist. It has also been cut by June Valli. (Southern, ASCA)
Impossible 72
Appealing rendition of an attractive Steve Allen ballad. Flip appears stronger. (Rosemeadow, ASCAP)

MONTENEGRO ORK & CHORUS
A Certain Smile 74
20TH FOX 107—Lovely instrumental version of the pretty Dick theme. Several strong vocal versions will be competing for top coin. (Miller, ASCAP)
Little Serenade 72
Attractive presentation of a Neapolitan-type folk theme. Teddy Randazzo and the Anko Brothers have also cut the tune. (Maerice, ASCAP)

STAN BORESON & DOUG SETTERBERG
Catch a Pickled Herring 74
KAPP 225—Here's a cute parody of "Catch a Falling Star" in Swedish dialect by Boreson and Setterberg. A deejay special. (Marvin, ASCAP)
Frieda and Johann 71
This Swedish dialect parody of "Frankie and Johnny" is also listenable. (Garland, ASCAP)

CARMEN McRAE
So Nice to Be Wrong 74
DECCA 30667—Through does a warm job on ballad for highly listenable results. Action possible. (Amber, ASCAP)
Moon Ray 71
Tropical ballad is handled traditionally in okay fashion. (Linsede, ASCAP)

STUART HAMBLIN
You Can't Love Without Giving 74
CORAL 62000—Spiritedly philosophic item in the Rodgers-Hammerstein tradition is well handled by the author. Action possible if side is exposed. (Hamblin, BMI)
Someone 71
Ballad with religious flavor gets a Johnson sound from Hamblin. Flip appears stronger. (Hamblin, BMI)

TOMMY LEONETTI
On a Blanket on the Beach 74
VIX 0531—Nice vocal by Leonetti on a vummary, Hawaiian-flavored tune. Chorus assists. It can attract. (Pines, ASCAP)
I Am a Melody 71
Pretty ballad is from the 1958 edition of the Ringling Bros. Circus. Good jockey item. Flip appears stronger side. (Saunders, ASCAP)

LITTLE CAESAR
I'm Beachin' 74
RCA VICTOR 7276—Country-tinged medium heater is given a nice work-out by the artist with good chorus and ork support. It can move. (Rels, ASCAP)
Who Slammed the Door? 70
Blues rocker is warbled in okay fashion by the chanter, but flip appears more potent. (Rels, ASCAP)

THE VELARDS
Don't Tell Tales Out of School 74
M-G-M 12667—Another tale of lovers who are too young but who nevertheless have grown-up ideas. Has the kind of messages that could win support. (Barton, ASCAP)
A Prom and a Promise 70
A catchy title and the tune is done in moderate tempo. Flip, tho, has more message for the market. (Heldon, BMI)

SANDY STEWART
A Certain Smile 74
ATCO 6118—Tune from the soon to be released pic, "A Certain Smile," is sung warmly here by thrush Sandy Stewart, making her return to wax. Ork and voice backing is good. Much competition on this tune, but side could get a share of the coin. (Miller, ASCAP)
Kiss Me, Richard 70
On this side the thrush sells a happy novelty nicely over a spoken vocal by an unidentified male. (Dombelon, BMI)

JUNE VALLI
Dance With Me 73
MERCURY 71332—Miss Valli's first for the label is an attractive minor waltz. Lush ork backing accompanies. Good jockey item. (Mills, ASCAP)
La Santa Venuta 73
Neapolitan-type theme is given a quality thrashing stint with chorus backing. Some coin possible. (Southern, ASCAP)

WENDY & THE SCHOOLGIRLS
Merry Go 'Round 73
GOLDEN CREST 502—Young canary sings with authority and interesting sound on bouncy rocker. Badly balanced disk, but gal shows real promise. (Beta, BMI)
My Guy 73
Same content. (Beta, BMI)

JOHNNY SMITH
Imagination, Parts 1 & 2 73
ARROW 732—Smith on organ presents the pretty standard against rhythm accompaniment. Good item for pop and jazz jocks. Part 2 is more of the same with Smith improvising on the melody. (ABC, ASCAP)

EDWIN BRUCE
Sweet Woman 73
SUN 292—Slow rockaballad offering by the cat has a nice sound and an emotional quality. Fair prospect. (Knox, BMD)
Part of My Life 72
This is a routine rocker somewhat in the Jerry Lee Lewis vein. Slim potential. (Hi Lo, BMI)

FABIAN
I'm in Love 73
CHANCELLOR 1020—Artist who is a discovery of Frankie Avalon, makes his disk debut in fair teen-styled style. It's a rhythm tune and there is a wild sounding girl group in the backing. (Rambled, BMI)
Shivers 71
A medium rocker gets an adequate performance with more of the wild and far-out femme sounds in support. (Debmur, ASCAP)

JEANIE JOHNSON
Listen to the Wind 73
RCA VICTOR 7271—A warm, humming ballad is sung tenderly here by Jeanie Johnson, over good combo and voices support. Good jock was. (Tree & Tune, BMI)
Go Away 71
The thrush sings in her own sweet fashion of the way her boy friend has led to her on this ballad. (Tree, BMI)

JERRY REED
How Can I Go On This Way 73
CAPITOL 3992—Rockaballad is sincerely handled by Reed, with good group support. (Lowery, BMI)
Your Money Makes You Party 71
Rocker is a frank proposal to an ugly girl, nicely handled by the author. (Lowery, BMI)

RAY MARCO
Be By Me 73
LEE 1005—Reminiscent wedding item with a bright, rocking beat. Mellow lead and good chick support. Action possible. (Lee)
When a Love Begins to Die 70
Attractive ballad gets traditional reading from Marco and choir. Pleasant. (Lee)

LENI BARTERI
A Certain Smile 73
BIG B 1012—The lovely tune from the new movie, "A Certain Smile," is sung with tenderness and feeling by the thrush, supported nicely by the Wade Denning ork. Many other records on this tune but this deserves exposure. (Miller, ASCAP)
Two Loves 70
The standard is sung neatly by the thrush while the ork plays the tune in semi-rock and roll fashion. May get spins. (Miller, ASCAP)

STICKS AND BRICKS
It's My Heart 73
JOSIE 839—Vocalist and drummer Sticks Evans and vocalist Bricks come thru with an okay reading of this slow rockaballad that deserves deejay spins. (Beneil, BMI)
Kiss the Pretty Girl Twice 70
Sticks and Bricks sing this driving effort with spirit over typical rock backing. (Beneil, BMI)

HARRY SIMEON
The Bravados 72

20TH FOX 106—Dramatic movie theme from the forthcoming Western is delivered by a male chorist. Fair potential. (Robbins, ASCAP)
The Hunters 72
male chorist. Tune is a driving, racy theme. Potential appears similar to flip. (Miller, ASCAP)

SAMMY LOWE ORK
Speak Up 72
NEWPORT 7001—Fife-like voices introduce this Latin-beat rocker instrumental. Hooking tenor is featured. (Melody Trails, BMI)
Bijou 72
Latin rocker is given an appealing instrumental treatment by the ork. (Churling, ASCAP)

RAY RIVERA
A Certain Smile 72
FATIO 100—Ray Rivera turns in a warm reading of the title tune from the upcoming flick, over-erk backing by the Wade Denning crew. Competition is rough on this tune. (Miller, ASCAP)
A Miracle 71
Another good vocal by Rivera, this time on a listenable new ballad with a beat. (Miller, ASCAP)

RON HARGRAVE
Young Romance 72
M-G-M 12644—Hargrave sings pleasantly of young romance on the beach. It's in slow, rockaballad style, with a whistling chorus. Male group back the effort. A nice side. (Penson, BMI)
Should Have Been Home in Bed 71
The rockabilly side. It's a novelty about a chick getting home too late, with pa waiting up. Cute idea but flip may be closer to the mark. (Penson, BMI)

MUIR MATHIESON
Love Music 72
MERCURY 71333—This has a weird, mystic flavor. Attractive background music with emphasis on quivering fiddles in many moods. Has something of feeling of the "Spellbound" music. (Famous, ASCAP)
Vertigo Prelude 70
Stirring, dramatic music from the pic, "Vertigo." Worth a jockey spin tho flip is more listenable. (Famous, ASCAP)

THE DAPPERS
We're in Love 72
STAR-X 505—Group gives its own rocker a familiar sound for listenable results. (Rieker & Dietz, BMI)
Spellbound 69
Ballad gets the glee club treatment for so-so impression. (Rieker & Dietz, BMI)

JACKIE TRENT
Little Andy 71
NASC 6012—Rocker is given amusing treatment by lead and group. (Excelloze, BMI)
What's He Got 70
Country ballad gets sincere performance from chanter. (Excelloze, BMI)

THE SOPHOMORES
Each Time I Hold You 71
DAWN 237—Rockaballad gets pleasant performance. (Cherio, BMI)
Checkers 70
Rocker computing love to a game of checkers is given a wild touch by the group. Fair prospect. (Cherio, BMI)

GEBRIA DE MARCO
Rockin' the Rag 71
ARROW 731—Rocker is a danceable item. Good vocal by Miss De Marco. (Graphie, BMI)
I Forgive 69
Ballad with beat is given a listenable thrashing by the artist. Flip appears top side, however. (Slate, BMI)

CHUCK AND BETTY
Jelly Beans 71
DECCA 30675—Novelty with a Latin beat is well handled by the spritely duo. (Champion, BMI)
Bobby Sox Baby 69
Rocker gets standard sound from pair for so-so results. (Champion, BMI)

TEX WILLIAMS
Red Man's Country 71
DECCA 30672—From the film of the same name comes this tone of the Western prairie winds, the trail, etc. Williams gives it a good, stifle treatment. Could have some appeal to juvenile fans of Westerns. (Morris, ASCAP)
Ballad of Thunder Road 68
A bouncy Westernish tune that tells the tale of moonshiners and "revenuers." It all adds up to the ballad of Thunder Road, a pic title tune. Good reading, with slim chances for the market. (Leeds, ASCAP)

ROGER COLEMAN
I Swear 70
20TH FOX 103—emotional chanting effort by Coleman on a slow ballad. Slim potential. (Sounds, ASCAP)
Take a Walk in the Sun 69
Sweet-type ballad gets a sincere warble from Coleman with lush ork backing. Fair chance. (Sounds, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

OTIS BANKS: She's My Baby/Suzanne—Bow 304

PHILIPA FALLON: High School Degr./Christopher Columbus Degr. the Hon.—M-G-M 1266
GLEN GARRISON: You're My Darling/Lovin' Lorenz—Crest 1047
RUDY GILMORE: "ALL STARS" You've Got Me "Real Gone" Baby, "Boot You/You're Swab—Broadway 107
THE CORVETTES: Pick-Up/Corvette—Corvette 1000
THE IMPRESSORS: Loneliness/Do You Love Her?—Cub 9010
DAN JOHNSON: My Rambler's Over/Here You Ever Loved Someone—MAJ 5
LYNN MARSHALL: I Like to Rock w/ Roll Slowly/As Yours Go By—Crest 1066
PAUL MARVIN: The One I Left Behind/If This Be Love—Verve 10138
THE REGAL AIRS: I/Rock With the Mambo—Star-X 504
GENE SHORE: I-ai/Pretty Eyes—Warner 1021

Children's

STUART HAMBLIN
Funt-Roo 81
RCA VICTOR WBY 80—Hamblin presents this tale of an unhappy little skunk with charm. A chorus backs the artist. Cute cover adds to appeal. (Hamblin, BMI)
Bulford the Bulldog 80
Bulford chases cats, but his doggie girl friend doesn't approve. Cute tale should also go well with the little ones. (Hamblin, BMI)

REGIE CORDIC & CAST
Omicron & the Sputnik (Pts. 1 & 2) 80
RCA VICTOR WBY 92—Cute kiddie tale tells of two elfin creatures who are trapped in a Sputnik. It should appeal to the tots. Cordic is early-morning deejay with Westinghouse's Pittsburgh outlet. (Cordic)

Benny Goodman

Continued from page 3

certs received lengthy and enthusiastic reviews.

Few days before Benny's premiere, the Russians in their special newspaper "Sputnik," which they sell at the fair, headlined some Soviet pianists as real hot jazzmen. At his first press conference, Goodman took the gambit and invited the Russians to send the pianomen to Brussels and sit in with him. Benny was serious, but the invite drew no response. He's still wondering what USSR's jazz style, if any, sounds like. Incidentally, altho Russians officially frown on jazz, the opening night audience included VIP's from the Russian exhibit, and during the week audiences included quote a few young Russians.

In the tradition of real jazzmen, a couple of the boys from Benny's band wandered downtown every night after the regular concerts took a small late-night jazz spot called "Le Rose Noir" and sat in with the local musicians, just for kicks. Proprietor of the place never had it so good, as word spread that some of BG's men were having jam sessions there.

That great blues singer Jimmy Rushing, who really rocked 'em every time he stepped up in front of the band, got carried away by the enthusiasm of his audience and for the last concert improvised a "Brussels Blues" for the occasion.

"Benny In Brussels" will be the title of a new album on Columbia's fall list, and a possible follow-up to BG's classic Carnegie Hall album. Philips of Holland was recording (in stereophonic) for Columbia. Bob Prince, from Columbia in New York, was there supervising taping for his company. Prince, who is also a composer, was on the way to the Music Festival at Spoleto, Italy, where his "Opus Jazz" score for the new Jerome Robbins ballet premiered and scored a big hit.

Also on hand for recording was Hal Davis, veepee of Grey Agency, which handles advertising for Westinghouse radio and TV receivers. Davis and Ross Johnson, ad manager for the radio-TV receiver division, who also was in Brussels, have worked out a unique deal for a "Benny Plays World Favorites" album, which will be merchandised by Westinghouse dealers late this summer. Album is also based on BG's concerts in Brussels. Davis, BG press agent before the War, received two Oak Leaf Clusters on his Goodman campaign ribbons. He was along last year, when Benny toured the Far East for the State Department.

BIG NEW HIT!
FATS DOMINO
LITTLE MARY
8426
Imperial Records
5125 Hollywood Blvd. Hollywood 28, Calif.

ATTENTION: RECORD BUYERS
YOUR WHOLESALE NOT YOUR COMPETITOR
Manny Wells takes pleasure in announcing the grand opening on Tuesday, June 17, 1958, of a new and complete "ONE STOP SERVICE." Compare our prices and service. Try us and be convinced.
FREE PARKING for your buying convenience. Many opening Super Specials.
Open 8 A.M. to 6 P.M., Monday to Friday
AT ALL TIMES
NEW YORK RECORD DISTRIBUTORS, INC.
447 10th Ave. (Bet. 34th and 35th Streets), New York 1, N. Y.
Wisconsin 7-2190-1

Time is Short
The Billboard's **NAMM** ISSUE
COMING **July 21**
Everyone out to sell more records and equipment will want to be absolutely sure to read and keep this issue.

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING JUNE 7

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. 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 last on top.

This Week	Weeks on Top	Last Week	Chart
1. ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers	1	8	
2. OH, LONESOME ME (BMI)—Don Gibson I CAN'T STOP LOVING YOU (BMI)—Vic 7133	2	17	
3. JUST MARRIED (BMI)—Marty Robbins STAIRWAY OF LOVE (ASCAP)—Col 41143	3	11	
4. GUESS THINGS HAPPEN THAT WAY (BMI)— Johnny Cash	5	4	
5. WEAR MY RING AROUND YOUR NECK (BMI)— Elvis Presley	4	9	
6. SECRETLY (ASCAP)—Jimmie Rodgers MAKE ME A MIRACLE (ASCAP)—Roulette 4070	6	5	
7. SEND ME THE PILLOW YOU DREAM ON (BMI)— Hank Locklin	7	10	
8. IT'S A LITTLE MORE LIKE HEAVEN (BMI)—Hank Locklin	12	7	
9. CURTAIN IN THE WINDOW (BMI)—Ray Price It's All Your Fault (BMI)—Col 41105	9	11	
10. JACQUELINE (ASCAP)—Bobby Helms Living in the Shadow of the Past (ASCAP)—Dec 30619	8	6	
11. BALLAD OF A TEENAGE QUEEN (BMI)— Johnny Cash	11	21	
12. I CAN'T STOP LOVING YOU (BMI)—Kitty Wells SHE'S NO ANGEL (BMI)—Dec 30551	10	14	
13. MY BUCKET'S GOT A HOLE IN IT (ASCAP)— Ricky Nelson	13	9	
14. HIGH SCHOOL CONFIDENTIAL (BMI)— Jerry Lee Lewis	18	2	
15. CRYING OVER YOU (BMI)—Webb Pierce YOU'LL COME BACK (BMI)—Dec 30623	14	5	
16. YOUR NAME IS BEAUTIFUL (ASCAP)— Carl Smith	16	14	
17. BLUE BLUE DAY (BMI)—Don Gibson Too Soon to Know (BMI)—Vic 7010	20	2	
18. STOP THE WORLD (BMI)—Johnnie and Jack Camel Walk Stroll (BMI)—Vic 7137	19	15	
19. WHAT MAKES A MAN WANDER? (BMI)— Jimmie Skinner	13	7	
20. PINK PEDAL PUSHERS (BMI)—Carl Perkins Live After Five (BMI)—Col 41131	—	9	

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JUNE 7

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.

City	Rank	Title	Label
Birmingham	1	All I Have to Do Is Dream	Everly Brothers, Cdc.
	2	Just Married, Marty Robbins, Col.	
	3	Claudette, Everly Brothers, Cdc.	
	4	Come In, Stranger, Johnny Cash, Sun	
	5	Stairway of Love, Marty Robbins, Col.	
Dallas-Fort Worth	1	Guess Things Happen That Way	Johnny Cash, Sun
	2	Oh, Lonesome Me, Don Gibson, Vic.	
	3	Crying Over You, Webb Pierce, Dec.	
	4	Blue Grass Shirt, Hank Locklin, Vic.	
	5	Wear My Ring Around Your Neck	Elvis Presley, Vic
	6	All I Have to Do Is Dream	Everly Brothers, Cdc.
	7	Come In, Stranger, Johnny Cash, Sun	
	8	Is It Wrong? Warner Mack, Dec.	
	9	It's a Little More Like Heaven	Hank Locklin, Vic.
	10	You'll Come Back, Webb Pierce, Dec.	
Houston	1	Oh, Lonesome Me, Don Gibson, Vic.	
	2	What Makes a Man Wander?	Jimmie Skinner, Mer.
	3	Guess Things Happen That Way	Johnny Cash, Sun
	4	All I Have to Do Is Dream	Everly Brothers, Cdc.
	5	Color of the Blues, George Jones, Mer.	
	6	I Can't Stop Loving You	Don Gibson, Vic.
	7	Stairway of Love, Marty Robbins, Col.	
Memphis	1	Come In, Stranger, Johnny Cash, Sun	
	2	Stairway of Love, Marty Robbins, Col.	
	3	It's a Little More Like Heaven	Hank Locklin, Vic.
	4	Send Me the Pillow You Dream On	Hank Locklin, Vic.
	5	High School Confidential	Jerry Lee Lewis, Sun
Nashville	1	All I Have to Do Is Dream	Everly Brothers, Cdc.
	2	Come In, Stranger, Johnny Cash, Sun	
	3	Send Me the Pillow You Dream On	Hank Locklin, Vic.
	4	Guess Things Happen That Way	Johnny Cash, Sun
	5	Hey, Mr. Bluebird	Ernest Tubb & Wilburn Brothers, Dec.
	6	Oh, Lonesome Me, Don Gibson, Vic.	
	7	House of Glass, Ernest Tubb, Dec.	
	8	Just Married, Marty Robbins, Col.	
	9	Pink Pedal Pushers, Carl Perkins, Col.	
	10	Curtain in the Window, Ray Price, Col.	
New Orleans	1	Oh, Lonesome Me, Don Gibson, Vic.	
	2	Wear My Ring Around Your Neck	Elvis Presley, Vic.
	3	All I Have to Do Is Dream	Everly Brothers, Cdc.
	4	Guess Things Happen That Way	Johnny Cash, Sun
	5	Come In, Stranger, Johnny Cash, Sun	
	6	Just Married, Marty Robbins, Col.	
	7	Crying Over You, Webb Pierce, Dec.	
	8	High School Confidential	Jerry Lee Lewis, Sun
	9	Send Me the Pillow You Dream On	Hank Locklin, Vic.
	10	Bella's What You Say	Ricky Nelson, Imp.
St. Louis	1	Guess Things Happen That Way	Johnny Cash, Sun
	2	Secretly, Jimmie Rodgers, Rlt.	
	3	What Makes a Man Wander?	Jimmie Skinner, Mer.
	4	All I Have to Do Is Dream	Everly Brothers, Cdc.
	5	Make Me a Miracle	Jimmie Rodgers, Rlt.
	6	Oh, Lonesome Me, Don Gibson, Vic.	
	7	Send Me the Pillow You Dream On	Hank Locklin, Vic.

This Week's C&W Best Buys

BIG WHEELS (Warden, BMI)—Hank Snow—RCA Victor 7233—The side is gaining in all of the top c.&w. markets. It looks like another big one for the artist. Flip is "I'm Hurting All Over" (Snow, BMI). A previous Billboard Spotlight pick.

Review Spotlight on . . .

C&W DISK JOCKEY PROGRAMMING

ELVIS PRESLEY
Hard-Headed Woman (Gladys, ASCAP)
Don't Ask Me Why (Gladys, ASCAP), RCA Victor 7290

JIM REEVES
Blue Boy (Acuff-Rose, BMI)
Theme of Love (Diana, ASCAP), RCA Victor 7266
See reviews in Pop Spotlight section.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn
"Georgia Jubilee," owned and operated by Station WTJH, East Point, Ga., celebrates its first anniversary June 29 with three performances, headlining Ray Price, Webb Pierce, Faron Young, Dave Rich, the Browns, Jerry Reed, Ray Stevens and Joe South, plus a number of local acts. James A. Davenport III is general manager of "Georgia Jubilee." . . . Hank Thompson's latest Capitol album, "Hank Thompson's Dance Ranch," made its bow last week. The new release is available on both LP, 33 1/3 r.p.m., and three parts on an EP, 45 r.p.m.

works a dance date with his combo each Saturday night at Plant City, Fla. . . . Nat Nigberg, producer of "Country America," has co-written a ditty titled "My First Affair," tailored for thrush Debby Kay, of the latter show. Dot Records is considering it as a package, with Debby as the chirper.

Jim Denny, of the Jim Denny Artist Bureau, Nashville, has appointed Eddie Hill to manage the team of Johnnie and Jack and Kitty Wells. Johnnie and Jack have a new RCA Victor recording in "Yeah" and "I've Seen This Movie Before." Kitty and Johnnie Wright will troupe with their parents for the first time this summer. Little Carol Sue has recorded "How Far Is Heaven" on Decca with her mother. Their teenage son, Bobby, waxes for the RCA Victor label.

Oscar Swartz, of Slaters Orchestras, Worcester, Mass., has set Clyde and Willie Joe and Their Country Folks, featuring Rocky Carroll, on a string of drive-in and park dates thru New Hampshire, Rhode Island, Massachusetts and Connecticut. Clyde and Willie have a new Event release, "Beautiful Heaven Up There" b.w. "Echoes From the Hills." Also working under the Swartz banner are Pappy Higgins and His Rythm Wranglers and Ellis and Milly Rand and son, Gary. . . . Glen Glenn is plugging his new one on Era Records, "Laurie Ann," written by Wally Lewis, and "One Cup of Coffee and a Cigaret," penned by Ned Miller and Bonnie Guitar. Deejays may obtain a sample by writing to Glenn at 134 East Second Street, San Dimas, Calif.

Little Jimmy Dickens concluded a 10-day tour of Alaska June 8, and the following day joined the Judy Lynn show at Sheridan, Wyo., as one of the features along with rock 'n' roller Pat Kelly and the Shamrocks. The unit, which headlines Miss Lynn, is booked until July 30 on a string of show, dance and fair dates. John Kelly's World-Famed Attractions, Nashville, set the tour. . . . Joe Allison, emcee-host of KABC-TV's "Country America," Los Angeles, is vacationing in Nashville. His spot on the show last Saturday (14) was filled by Joe Nixon. Jimmy Wakely and Wally Lewis, Dot waxer, were guests the same night.

Lefty Frizzell and Freddie Hart are doubling each Saturday between the "Country America" show on KABC-TV, Los Angeles, and Ralph Hicks' Jubilee Ballroom, Baldwin Park, Calif. On June 20, Lefty leaves for a five-day stand in Anchorage, Alaska, returning to L. A. in time for the June 28 "Country America" show. Frizzell, incidentally, is sporting a new Cadillac. . . . Hank King, heard on the Blue Hen label, recently did a guest shot on "Louisiana Hayride," Shreveport.

Ferlin Husky made his first appearance on "Louisiana Hayride," Shreveport, last Saturday (14). Another feature the same night was Merle Kilgore. . . . "Grand Ole Opry's" Minnie Pearl is set for four days in St. Charles, Mo., starting June 25. . . . Ernest Tubb shows his wares at Green Bay, Wis., June 21. . . . Roy Acuff makes Quincy, Ill., June 20, with Lonzo and Oscar making the same town the following day. . . . Flatt and Scruggs are set for Lawrenceburg, Tenn., June 17, and Fayetteville, Tenn., June 20.

George Morgan has a new release on Columbia coupling "I'm Not Afraid" with "Lovable You," written by Felice and Boudleaux Bryant, respectively. Both songs are published by Acuff-Rose, Nashville. Columbia's Al Ham directed the Morgan session. . . . The Belew Twins, Bobby and Benny, of "Big D Jamboree," Dallas, were June 7 guests on "Red River Jamboree," Paris, Tex. The Belews recently cut their first session for Giant Records. Among the tunes waxed were "I Walked Away From the Dance," "Don't Wantcha," "Dolly," (Continued on page 43)

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING JUNE 7

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	Weeks on Chart	Last Week	Chart
1. OH, LONESOME ME—Don Gibson Vic 7133—BMI	2	18	
2. JUST MARRIED—Marty Robbins Col 41143—BMI	1	11	
3. CRYING OVER YOU—Webb Pierce Dec 30623—BMI	5	6	
4. ALL I HAVE TO DO IS DREAM—Everly Brothers Cadence 1348—BMI	3	6	
5. IT'S A LITTLE MORE LIKE HEAVEN— Hank Locklin	7	7	
6. GUESS THINGS HAPPEN THAT WAY— Johnny Cash	10	4	
7. CURTAIN IN THE WINDOW—Ray Price Col 41105—BMI	6	16	
8. COME IN, STRANGER—Johnny Cash Sun 295—BMI	—	2	
9. I LOVE YOU MORE—Jim Reeves Vic 7171—BMI	8	3	
10. COLOR OF THE BLUES—George Jones Mer 71257—BMI	14	8	
11. HOW DO YOU HOLD A MEMORY?— Hank Thompson	12	2	
12. HEY, MR. BLUEBIRD— Ernest Tubb and Wilburn Brothers	—	2	
13. STAIRWAY OF LOVE—Marty Robbins Col 41143—ASCAP	—	5	
14. WHAT MAKES A MAN WANDER—Jimmie Skinner Mer 71256—BMI	7	—	
15. CLAUDETTE—Everly Brothers Cadence 1348—BMI	—	1	

Reviews of New C&W Records

Artist	Title	Label
MEL TILLS	The Violet and a Rose	76 COLUMBIA 41119—Pretty o.k.w. waltz tells of a love gone sour. Tills presents the woe with appeal. This will hit the spot with traditional buyers. (Cedarwood, BMI)
	No Song to Sing	75 Sprightly c.&w. tune is delivered with listenable country string backing. Good prospect in this market. (T. N. T., BMI)
PELL BROTHERS	Pretend	74 EVENT 4276—Hill sound by the brothers on this c.&w. waltz will appeal to lovers of traditional country music. (Clover, BMI)
	Itch to Leave	74 Novelty tells of a cat who wants to leave his girl. This will also click with devotees of traditional c.&w. fare. (Clover, BMI)
GRANDPA JONES	Don't Look Back	73 DECCA 30655—Traditional country ditty is sung in traditional style by Grandpa over fiddle backing. For country jocks. (Forest, BMI)
	Daylight Saving Time	72 Novelty effort about the ruinous effect about daylight saving time on the rural folk is sung in sprightly fashion by Grandpa. (Old Charter, BMI)
	Haw Jack, Gee Joles	72 Hoedown gets sturdy reciting from Bill Post. (Jackson, BMI)

JUNE WEBB
"I'M SO LONESOME I COULD CRY"

HICKORY 1879

• This Week's R&B Best Buys

COME WHAT MAY (Tiger, BMI)—Clyde McPhatter—Atlantic 1185—The side has been out for a while, but is now moving strongly in most of the top centers. It's also doing well in pop marts. Flip is "Let Me Know" (Progressive, BMI). A previous Billboard Spotlight pick.

• Review Spotlight on . . .

R&B RECORDS

- ELVIS PRESLEY Hard-Headed Woman (Gladys, ASCAP) Don't Ask Me Why (Gladys, ASCAP), RCA Victor 7280
FATS DOMINO Little Mary (Travis, BMI) Prisoner's Song (Shapiro-Bernstein, ASCAP), Imperial 5526
ED TOWNSEND What Shall I Do? (Beechwood, BMI), Capitol 3994 See reviews in Pop Spotlight section.

• Reviews of New R&B Records

- BO DIDDLEY Hush Your Mouth . . . 80 CHECKER 896—Showmanly chanting by Bo Diddle on strong item with insistent rhythm pattern. Watch it. (Arc, BMI)
Dearest Darling . . . 77 Sock vocal job on hypnotic tune with ingratiating tempo. (Arc, BMI)
JIMMY INMAN & THE IMPOLLOS I'm So Sorry . . . 76 ALADDIN 3426—Moving vocal treatment by lead warbler and group on emotional ballad with intense pounding beat. (Aladdin-Marlow, BMI)
You Never Realized . . . 75 Same comment. (Aladdin-Marlow, BMI)
THE RAINDROPS Dim Those Lights . . . 72 VEGA 105—Fervent chanting by lead and group on pleasant rockballad. (Shag, BMI)
Oh, Oh, Baby . . . 72 Lead singer wails with churchy flavor on moving rockballad. (Phil-laine, BMI)
DEL SAINT Tanga . . . 72 CHECKER 897—Moderate rocker makes a listenable instrumental, with piano featured. (Arc & Jumbo, BMI)
Rock Yea . . . 71 Saint gives his own rocker a pleasant vocal, with guitar solo. (Arc & Jumbo, BMI)
BOBBY ADAMS I Want My Lovin' . . . 72 PEI 803—"I Want My Lovin'" While I'm Young" shouts the chanter on this rhythmic effort. He is supported with a beat by the ork. (Don, BMI)
Don't Be Sorry . . . 70 Adams pleads for understanding on this weeper ballad to his gal. Routine side (Don, BMI)
The following records, also reviewed by The Billboard music staff, were rated 70 or less.

SLEEPY KING'S ORK: One Leg Woman/ Come Back, Darling—See 704

ON THE BEAT

• Continued from page 9

looks promising, copy the arrangement and put out a competing record. One of the troubles with this business is that there's not enough originality. Too many people are followers, even to the point of almost directly copying arrange-

ments or at least sounds on records. Another thing that annoys a lot of artists. You go out and make a record and you're lucky enough to get a hit. What happens? Somebody copies your hit record with another vocalist on a low-price label and they throw it in a package of 18 record hits for something like \$2.98. That takes a lot of business away from the person who make the hit. It's not fair."

Connie is now at a peak of success and has been on tour thru the Pacific Northwest area with Nat Cole. She's booked into August, at which time she will probably go to London for appearances on the big British TV shows.

There's been a good bit of mail rolling in lately from such hot areas as Algiers and Casablanca. These have the work of Jean Bennett, publicist for the flying Platters, one of the most international-minded of our contemporary pop groups. The Platters played a sell-out date in Casablanca to 16,000 fans. The Governor of the territory and his ministers all attended the performance.

According to Miss Bennett's latest communique, the Platters have played many cities in France, Italy, Belgium, and Algeria since their departure from the States in April. At last report, they were due to appear in Rabat, Morocco, where numerous members of the Royal Family of King Mohammed V were due to attend. Other dates on the flying Platters' agenda in weeks to come are in France, Switzerland, Israel, Germany, Holland, Monte Carlo and Scandinavia. There is a chance also that they will appear in Moscow during the latter part of the summer. On August 28, they return to the Olympia, Paris, for a 21-day stand after

(Continued on page 43)

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JUNE 7

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. Yakety Yak, Coasters, Atco
2. Do You Want to Dance? Bobby Freeman, Josie
3. Looking Back, Nat King Cole, Cap.
4. Jennie Lee, Jan & Arnie, Arw.
5. All I Have to Do Is Dream Everly Brothers, Cdc.
6. Johnny B. Goode, Chuck Berry, Chs.
7. What Am I Living For? Chuck Willis, Atl.
8. Ooh! My Soul, Little Richard, Spe.
9. Hung Up My Rock and Roll Shoes Chuck Willis, Atl.
10. Twilight Time, Platters, Mer.

Charlotte

- 1. Do You Want to Dance? Bobby Freeman, Josie
2. Yakety Yak, Coasters, Atco
3. What Am I Living For? Chuck Willis, Atl.
4. All I Have to Do Is Dream Everly Brothers, Cdc.
5. Witch Doctor, David Seville, Lib.
6. Rumble Link Wray & His Ray Men, Cdc.
7. Talk to Me, Talk to Me Little Willie John, King
8. Skippy Minnie Bill Haley & His Comets, Dec.
9. Twilight Time, Platters, Mer.
10. Jennie Lee, Jan & Arnie, Arw.

Chicago

- 1. Do You Want to Dance? Bobby Freeman, Josie
2. Jennie Lee, Jan & Arnie, Arw.
3. Yakety Yak, Coasters, Atco.
4. Big Man, Four Preps, Cap.
5. Talk to Me, Talk to Me Little Willie John, King
6. All I Have to Do Is Dream Everly Brothers, Cdc.
7. Johnny B. Goode, Chuck Berry, Chs.
8. Looking Back, Nat King Cole, Cap.
9. Witch Doctor, David Seville, Lib.
10. Make Me a Miracle Jimmie Rodgers, Rit.

Cincinnati

- 1. What Am I Living For? Chuck Willis, Atl.
2. Yakety Yak, Coasters, Atco.
3. Talk to Me, Talk to Me Little Willie John, King
4. Looking Back, Nat King Cole, Cap.
5. For Your Love, Ed Townsend, Cap.

Detroit

- 1. All I Have to Do Is Dream Everly Brothers, Cdc.
2. Do You Want to Dance? Bobby Freeman, Josie
3. Secretly, Jimmie Rodgers, Rit.
4. Yakety Yak, Coasters, Atco
5. For Your Love, Ed Townsend, Cap.
6. Looking Back, Nat King Cole, Cap.
7. Witch Doctor, David Seville, Lib.
8. Twilight Time, Platters, Mer.
9. Jennie Lee, Jan & Arnie, Arw.
10. Big Man, Four Preps, Cap.

Los Angeles

- 1. Looking Back, Nat King Cole, Cap.
2. Yakety Yak, Coasters, Atco
3. All I Have to Do Is Dream Everly Brothers, Cdc.
4. For Your Love, Ed Townsend, Cap.
5. Do You Want to Dance? Bobby Freeman, Josie
6. Johnny B. Goode, Chuck Berry, Chs.
7. Big Man, Four Preps, Cap.
8. Witch Doctor, David Seville, Lib.
9. What Am I Living For? Chuck Willis, Atl.
10. Rumble Link Wray & His Ray Men, Cdc.

New Orleans

- 1. What Am I Living For? Chuck Willis, Atl.
2. Yakety Yak, Coasters, Atco
3. Twilight Time, Platters, Mer.
4. All I Have to Do Is Dream Everly Brothers, Cdc.
5. Skippy Minnie Bill Haley & His Comets, Dec.
6. Rumble Link Wray & His Ray Men, Cdc.
7. Witch Doctor, David Seville, Lib.
8. For Your Love, Ed Townsend, Cap.
9. Looking Back, Nat King Cole, Cap.
10. Johnny B. Goode, Chuck Berry, Chs.

New York

- 1. All I Have to Do Is Dream Everly Brothers, Cdc.
2. Secretly, Jimmie Rodgers, Rit.
3. Witch Doctor, David Seville, Lib.
4. Jennie Lee, Jan & Arnie, Arw.
5. Twilight Time, Platters, Mer.
6. Wear My Ring Around Your Neck Elvis Presley, Vic.
7. Book of Love, Monotones, Argo
8. Chanson D'Amour Art & Dotty Todd, Era
9. Johnny B. Goode, Chuck Berry, Chs.
10. Do You Want to Dance? Bobby Freeman, Josie

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JUNE 7

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 Last on Week Chart

- 1. ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers . . . 1 8
Claudette (BMI)—Cadence 1348
2. YAKETY YAK (BMI)—Coasters . . . 9 2
Zing! Went the Strings of My Heart (ASCAP)—Atco 6116
3. DO YOU WANT TO DANCE? (BMI)—Bobby Freeman . . . 5 5
Big Fat Woman (BMI)—Josie 835
4. WHAT AM I LIVING FOR (BMI)—Chuck Willis . . . 4 7
HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179
5. LOOKING BACK (BMI)—Nat King Cole . . . 3 9
Do I Like It (BMI)—Cap 3939
6. WITCH DOCTOR (ASCAP)—David Seville . . . 2 9
Don't Whistle at Me, Baby (ASCAP)—Liberty 55132
7. JENNIE LEE (BMI)—Jan and Arnie . . . 8 4
Gotta Getta Date (BMI)—Arwin 108
8. JOHNNY B. GOODE (BMI)—Chuck Berry . . . 7 7
Around and Around (BMI)—Chess 1691
9. TWILIGHT TIME (BMI)—Platters . . . 6 10
Out of My Mind (BMI)—Mercury 71289
10. BIG MAN (BMI)—Four Preps . . . 12 4
Stop, Baby (ASCAP)—Cap 3960
11. SECRETLY (ASCAP)—Jimmie Rodgers . . . 13 3
MAKE ME A MIRACLE (ASCAP)—Roulette 4070
12. FOR YOUR LOVE (BMI)—Ed Townsend . . . 10 8
Over and Over Again (BMI)—Cap 3926
13. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley . . . 11 9
Doncha' Think It's Time (ASCAP)—Vic 7240
14. TALK TO ME, TALK TO ME (BMI)—Little Willie John . . . 15 10
Spasm (BMI)—King 5108
15. RUMBLE (BMI)—Link Wray . . . 17 5
The Swag (BMI)—Cadence 1347
16. ENDLESS SLEEP (BMI)—Jody Reynolds . . . 19 2
Tight Capris (BMI)—Demon 1507
17. BOOK OF LOVE (BMI)—Monotones . . . 18 11
You Never Loved Me (BMI)—Argo 5290
18. SICK AND TIRED (BMI)—Fats Domino . . . 4
NO, NO (BMI)—Imperial 5515
19. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London . . . 14 11
Handed Down (ASCAP)—Cap 3891
20. COME WHAT MAY (BMI)—Clyde McPhatter . . . 1
Let Me Know (BMI)—Atlantic 1185

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JUNE 7

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.

- 1. ALL I HAVE TO DO IS DREAM—Everly Brothers . . . 1 5
Cadence 1348—BMI
2. WHAT AM I LIVING FOR?—Chuck Willis . . . 4 7
Atlantic 1179—BMI
3. TWILIGHT TIME—Platters . . . 2 9
Mer 71289—BMI
4. JOHNNY B. GOODE—Chuck Berry . . . 3 6
Chess 1691—BMI
5. LOOKING BACK—Nat King Cole . . . 5 9
Cap 3939—BMI
6. JENNIE LEE—Jan and Arnie . . . 10 3
Arwin 108—BMI
7. YAKETY YAK—Coasters . . . 1
Atco 6116—BMI
7. FOR YOUR LOVE—Ed Townsend . . . 1
Cap 3926—BMI
9. HANG UP MY ROCK AND ROLL SHOES—Chuck Willis . . . 1
Atlantic 1179—BMI
10. WEAR MY RING AROUND YOUR NECK—Elvis Presley . . . 6 8
Vic 7240—BMI
11. DO YOU WANT TO DANCE?—Bobby Freeman . . . 9 4
Josie 835—BMI
12. ENDLESS SLEEP—Jody Reynolds . . . 8 3
Demon 1507—BMI
13. BOOK OF LOVE—Monotones . . . 7 9
Argo 5290—BMI
14. TALK TO ME, TALK TO ME—Little Willie John . . . 6
King 5108—BMI
15. CHANSON D'AMOUR—Art and Dotty Todd . . . 13 4
Era 1964—ASCAP

Philadelphia

- 1. Jennie Lee, Jan & Arnie, Arw.
2. Do You Want to Dance? Bobby Freeman, Josie
3. All I Have to Do Is Dream Everly Brothers, Cdc.
4. Yakety Yak, Coasters, Atco
5. Hang Up My Rock and Roll Shoes Chuck Willis, Atl.
6. Looking Back, Nat King Cole, Cap.
7. For Your Love, Ed Townsend, Cap.
8. Witch Doctor, David Seville, Lib.
9. What Am I Living For? Chuck Willis, Atl.
10. Endless Sleep, Jody Reynolds, Dem.

St. Louis

- 1. Do You Want to Dance? Bobby Freeman, Josie
2. Yakety Yak, Coasters, Atco
3. Johnny B. Goode, Chuck Berry, Chs.

- 4. El Rancho Rock, Champs, Chal.
5. Looking Back, Nat King Cole, Cap.
6. Jennie Lee, Jan & Arnie, Arw.
7. What Am I Living For? Chuck Willis, Atl.
8. Twilight Time, Platters, Mer.

Washington, D. C.

- 1. Yakety Yak, Coasters, Atco
2. Do You Want to Dance? Bobby Freeman, Josie
3. Looking Back, Nat King Cole, Cap.
4. What Am I Living For? Chuck Willis, Atl.
5. Johnny B. Goode, Chuck Berry, Chs.
6. All I Have to Do Is Dream Everly Brothers, Cdc.
7. Big Man, Four Preps, Cap.
8. Sick and Tired, Fats Domino, Imp.
9. Twilight Time, Platters, Mer.
10. Talk to Me, Talk to Me Little Willie John, King

THE CATALINAS SPEECHLESS and FLYING FORMATION (With You) Back Beat 513 Back Beat Records 2809 Erastus St. Houston 26, Tex.

There's only one "THE DEACON'S WALK" instrumental hit #1539 by Billy Hope and the Bad Men There's only one BIG MAYBELLE and she sings hits #1536 "BLUES, EARLY, EARLY"

SAVOY RECORD CO 38 MARKET ST NEWARK, N. J.

LAWFUL WEDDING The Cufflinx #438 SHINDIG Joe Houston #439 DOOTO RECORDS 9512 South Central Ave. Los Angeles 2, Calif.

FOLK TALENT & TUNES

Continued from page 41

Dolly" and "Rockin' Bones." "Don't Wantela" was co-written by C. L. McMurray, of Tucuman, N. M., and Floy Case, of Paris, Tex., and is pubbed by Jim Deany's Cedarwood, Nashville.

Steve Stebbins, of Americana Corporation, Woodland Hills, Calif., has booked Lefty Frizzell and Freddie Hart, along with Eddie Cleto and band, into Bostonia Ballroom, San Diego, Calif., for a show and dance July 4-5. Smokey Rogers and the Western Caravan, regulars at the Bostonia, will be playing a rodeo dance at Klamath Falls, Ore., on those dates. . . . Freddie Hart has been inked as a regular Thursday night feature at the Band Box nitery, Los Angeles, for an indefinite period. On July 26, he and Lefty Frizzell hit out on a month's tour set by Steve Stebbins, of Americana.

With "Country Music Jubilee" in the capable hands of Jim Reeves, Red Foley and wife Sally are enjoying the first of several weeks' visit-in California. NBC Radio's "Red Foley Show," taped in advance, continues to carry the mellow Foley pipes across the continent every Saturday during

Monitor. . . . Leroy VanDyke, the Auctioneer, skipped last week's "Jubilee" to headline the Saturday and Sunday (14-15) bill at Seneca Lake, near Cambridge, O. "Jubilee" folksinger Will Mercer travels to the Buckeye State this weekend to play the popular resort spot. . . . Suzi Arden of "Country Music Jubilee," followed up a week of New Jersey night club dates with four days at Ray Perkins' Flame Club, Minneapolis, and a single date at Moonlight Gardens, East Dubuque, Ia. Due at the Flame for a four-day stand this week (18-21) is Bouncin' Bobby Lord, who appeared Sunday (15) at Mrs. Eddie Ruten's Hillbilly Park in Newark, O.

Johnny Cash and the Tennessee Two headed westward last weekend for a series of one-nighters starting June 19 at Rolling Hills Ballroom, Riverside, Calif. On June 20 the Cash unit appears in San Diego, Calif., 21-22 in the Los Angeles area; 24, Eureka, Calif.; 25, Klamath Falls, Ore.; 26, Coquille, Ore.; 27, Portland, Ore.; 28-29, Seattle, Wash., winding up July 1 in Vancouver, B. C. Sonny Burgess and the Pacers will also work the dates, which were

set by Bob Neal, of Stars, Inc., Memphis.

Carl Perkins and band did a session for Columbia last week, producing material for several singles and an LP. Perkins and his group are readying for an engagement at Myrtle Beach, S. C., late in June, to be followed by 10 days of dates in Alaska. . . . Johnny Cash, Marshall Grant, Luther Perkins, Carl Perkins, J. B. Perkins, Clayton Perkins, W. S. Holland, Eddie Star and George Bain, along with their manager, Bob Neal, recently spent a day fishing at Pickwick Dam on the Tennessee River. Everyone cooperated except the fish. . . . Clyde Moody will be the June 21 guest on "New Dominion Barn Dance," Richmond, Va.

With the Jockeys

Frank Davenport has inaugurated a new two-hour gospel-music broadcast on WISP, Kingston, N. C., and is badly in need of suitable recordings. . . . Deejay samples of the latest Duke and Null waxings may be had by writing to Guitar Records, Box 64, Cicero 50, Ill.

Number of Releases This Week

ALADDIN	1
ARROW	2
ATCO	1
BIG B	1
BOW	1
BROADWAY	1
CAPITOL	2
CARLTON	2
CHECKER	2
COLUMBIA	1
CORAL	3
CORVETTE	1
CREST	2
CUB	2
DAWN	1
DECCA	4
END	1
EVENT	1
GOLDEN CREST	1
HANOVER	2
IMPERIAL	1
JAY SCOTT	1
JOSIE	1
JUBILEE	1
KAPP	1
KLIK	1
LEE	2
LIBERTY	1
M. & J.	1
MERCURY	3
M-G-M	5
NASCO	2
NEWPORT	1
PATIO	1
PET	1
RCA VICTOR	2
SAVOY	1
STAR-X	2
UNITED ARTISTS	1
VEGA	1
VERVE	2
WARNER	1
TOTALS	58 3 4

Reviews and Ratings of New Jazz Albums

Continued from page 25

DOUBLES IN JAZZ

The Don Elliott Quartet & the Same Most Sextet (1-12") Vanguard VRS 8522 A nice, mildly swinging set that should appeal to the modern, mainstream buffs. The versatile Elliott is heard either on vibes, trumpet or melophone on five sets—all in a modern rhythm groove. The Most Sextet offers a more varied series of tempos on their six tracks. Most is also a multi-instrument player, but is heard here on clarinet and flute. Good potential.

DELICATE JAZZ

Paul Smith (1-12") Capitol T 1017 Smith, a former player and arranger for several top bands including T. Doves, Billy May and others, presents an impressive package in his first starring LP. He has a fleet, deft approach, and the sextet's group work shows unity, while giving each member his chance to blow. The group has a cool, clean sound that can have appeal. Numbers include "Fine and Dandy," "It's All Right With Me" and two Smith originals. This could score with plugging.

THE RITES OF DIABLO

Conceived & Conducted by Johnny Richards With Various Artists (1-12") Roulette R 52008 An Afro-Cuban suite, composed and conducted by Johnny Richards, which has its ethnic base in the Bantu (African) annual ceremony of tribal purification in which natives "purge" themselves by vilifying the gods of evil. The platter is exciting stuff, for the following of the Richards band.

JAZZ ★★

FREE WHEELING

The Ted Brown Sextet (1-12") Vanguard VRS 8515 Tenor sax man Ted Brown's first LP under his own name is a happy one. The swinging tenor man gets a chance to show off some listenable horn work, helped by W. Marsh, also on tenor, A. Pepper on alto, R. Ball on piano, R. Tucker on bass and J. Morton on drums. Tunes include Standard such as "Avalon" and "Crazy She Calls Me" and a couple of originals. With exposure this could get jazz attention.

THE MOST HAPPY FELLA

The Jazz Modes (1-12") Atlantic 1280 The style of jazz exemplified by some of the label's artists, "interior jazz" or jazz chamber music, is pushed to its utmost in this recording by the Jazz Modes of many of the tunes from Frank Loesser's musical. Altho the technical interpretations by J. Watkins on French horn, C. Rouse on tenor, G. Mahones on piano, M. Rivera on bass and R. Jefferson on drums are faultless, this style of playing the songs from the musical drains them of their virility and emotional quality in most cases. Some jazz musicians will dig.

DIXIELAND AT CARNEGIE HALL

Various Artists (1-12") Roulette R 25038 This on-location waxing of a big Dixie bash at Carnegie Hall has the advantage of a long list of top guest artists, from Jimmy McPartland and Pee Wee Russell to George Weiting and Miff Mole, but it suffers from second-rate sound work, and downright bad mike balancing. Tunes are all two-beat favorites—"Tin Roof," "High Society," "Saints," among others.

Reviews and Ratings of New Popular Albums

Continued from page 22

Dances in the Jewish tradition, many Katz originals, get rhythmic treatment and amusing side remarks. Ziggy Elman's trumpet scores. Delightful cover and Katz rep should help sales of this spirited entry, but it's strictly for fans of Yiddish or ethnic collectors.

THAT'S ME ALL OVER

Gypsy Rose Lee (1-12") Westminster WP 6093 Comedy standards like "I Can Cook Too" suffer from Gypsy's hoarse semi-serious excursions, but specials like "A House Is Not a Home" (not for kiddies) shine with the glint of true ribaldry. Tony Cabot's arrangements are gems. For collectors of party records.

POLKA ★★★★★

LET'S DO THE POLKA

Ted Tyle Ork (1-12") Roulette R 25031 Several peppy and sprightly polka melodies are presented with gusto by Tyle's large ork. All are cheerful, danceable items that should click with polka buyers. It's one of the best polka items to hit the market in a while. Selections include "Hazy Nagilla," "Hopscotch Polka" and "Polka No. 5 (Brahms' 5th Hungarian Dance)."

RELIGIOUS ★★★

HEAVENLY SPIRIT

The Jordanaires (1-12") Capitol T 1011 A nice assortment of rhythmic and happy-sounding gospels are presented by the Jordanaires in their first solo LP. The group has achieved some fame via their backing of other artists including Tommy Sands and Elvis Presley. Selections include "Joshua Fit de Battle of Jericho," "When They All Get Together" and "The Bible Tells Me So." In this market it can go well.

Arts Center Site Gets Solon's Nod

WASHINGTON — Legislation setting a definite site for construction of a Center for the Performing Arts here was approved by the Senate Public Works Committee last week (10).

Site is along the Potomac River on mostly government-owned land in the foggy bottom section of the Capital.

Legislation authorizes the National Capital Planning Commission to acquire the site. Nine acres is owned by the Federal Government—the other is privately owned and is estimated at costing \$650,000.

The approved legislation sets up a 30-member board of trustees to build and operate the Center. Funds for construction are to be raised by the trustees thru contributions. Members of the board would be 15 "general" trustees appointed by the President, and 15 government officials.

ON THE BEAT

Continued from page 42

which they will return to the States for concerts in Carnegie Hall and the Hollywood Bowl. Man, what a group. It seems they return home only long enough to make a few records and promptly hit the international trail all over again.

Down at Duke Records at Houston, they're pepped up over current releases by the Catalinas, the Original Casuals, Jimmy McCracklin, Little Sonny and Little Junior Parker. Don Robey is also crowing about a new LP "The Barefoot Rock," featuring Bobby Blue Bland and Little Junior Parker. The Casuals' EP, "Three Kisses Past Midnight," is described as "breaking out like the measles." . . . The Atlantic boys are pushing hard this week on the smart new Chris Connor wax of "Moon Ride."

Central Records has moved to new quarters in uptown Manhattan. Prexy Malcolm Newkirk tells us that he has just signed "two fabulous vocal groups which will upset the top vocal groups in the business and give them more competition than they have ever hoped to run into." These would be the Escels and the Laddins, each with new releases set for later this month. A note says that "Central is a beehive, with the partners listening to groups, songs and singers and telephones ringing constantly." . . . A news release says that Sycamore Records of Hollywood is releasing chanter Johnny Darcy on a new disk, backed by the Nelson Riddle ork. Songs are "Rockin' the Ark," and "Tombstone."

Lee Morris, a history teacher in a city that has not always proved the friendliest to rock and roll and related topics, has cracked thru as a rock and roll clefter. The Boston cat, spending his sabbatical in Tin Pan Alley, got hot this week with six disks of various of his tunes. Morris claims the following on his good luck chart of the week: "Ring-a My Phone" by Dinah Washington on Mercury; the same tune by Brenda Lee on Decca; "Make a Little Love," by Ronald and Ruby on RCA Victor; "Beach Doll" by Jimmy O'Neill on Victor; "I'll Build a Fire" by Georgie Shaw on M-G-M; and "The Gossip Wheel" by the Clovers on Poplar. Morris says he also has records coming by Elvis Presley, Teddi King and Rosemarie McCoy.

Unsurpassed in Quality at any Price

8" x 10" GLOSSY PHOTOS

5 1/2¢ EACH IN 5,000 LOTS
6 1/2¢ in 1,000 LOTS
\$8.99 per 100
POST CARDS \$24 per 1,000
Copy Negatives \$4.10 \$1.30
MOUNTED ENLARGEMENTS
20" x 30" \$3.50-30" x 40" \$4.85
FAN MAIL PHOTOS AS LOW AS 1c Each
COLOR ALBUM COVERS
"WE DELIVER WHAT WE ADVERTISE"
PLaza 7-0233

JJK COPY-ART Photographers
A Division of JAMES J. KREBSMANN
165 W. 46th St., NEW YORK 19, N. Y.

FAN MAIL GLOSSY PHOTOS

All sizes — quantities — color or black and white. Post cards, mounted blow-ups. It will pay you to see our free samples and complete price list before ordering anywhere. Write today for new low prices, samples, etc.

MULSON STUDIO
Box 1941 Bridgeport, Conn.

PHOTOS for PUBLICITY

QUALITY PHOTOS IN QUANTITY
100 8x10 . . . \$ 7.99
1,000 Postcards 19.00
BLOWUPS
All other sizes, write for FREE sample & list BB.

MOSS PHOTO SERVICE

350 W. 50 St., New York 19, PL 7-3520

RADIO AND TV SHOWS AVAILABLE

for remote announcing from your favorite night clubs and lounges after June 23. Mr. Versatility Show and the Swinging Dean Show. Audition tape and details on request.

Hollins Associates
4700 Kenwood, Suite 602, Chicago 18, Ill.



MINSTREL COSTUMES & ACCESSORIES

Circulars Free

DANCE & CLOWN COSTUMES

For all other occasions get in touch with

THE COSTUMER

238 State St. Phone: FR 4-7442. Schenectady, N. Y.

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

938

Name _____
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____

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



PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

Hetzer Revue Adds Charleston, W. Va.

Fits Between Missouri State And Indiana State Fairs

NEW YORK—The Charleston (W. Va.) Agricultural and Industrial Fair has been added to the route of Jimmy Hetzer's International Spectacular Revue, Hetzer said this week at rehearsals here. Hetzer's show has been taking shape since May, with Russell Markert of the Radio City Music Hall in charge. In rehearsal are 25 girls, six boys, six singers. Together with musicians, there will be 103 persons on the show, Hetzer said. Three key musicians and leader will be augmented along the route to a 24-man orchestra. Charleston will have the revue

Thursday thru Saturday, August 27-30. The three days following, Sunday thru Tuesday, will feature a TV name, probably Chester of the "Gunsmoke" show, plus supporting acts, also booked in by Hetzer.

The fair fits the space between the Sedalia and Indianapolis fairs, coming from the Canadian A Circuit tour. Markert will make the Minot (N. D.) Auditorium break-in and at least one Canadian fair. Minot dates are June 26-28.

The show is being built from the ground up, with all-new costumes utilizing a new elasticized material, spangles, day-glo colors, and other decorative gimmicks. Scenery has been completed in Charleston, including a swimming tank 28 feet in diameter and eight feet across. Movements will be in buses and props will go in two tractor-trailers.

Colan, Eister Named at Charleston

CHARLESTON, W. Va.—New officials named recently for the Charleston Agricultural and Industrial Fair include O. B. (Dick) Colan as manager and Ward Eister as president.

The fair is erecting a new grandstand stage, 60 feet by 60, which will accommodate the Jimmy Hetzer "International Spectacular Revue" on four days, two shows daily. A night of stock car racing is scheduled, as part of the regular Saturday series of the summer. It is a local promotion.

On the midway will be the No. 1 act of Gooding Amusement Company.

Charleston operates a free grandstand, with outside gate prices of 75 cents for adults and 50 cents for children. Total admissions are close to 100,000 yearly.

Attractions Boost Dorney

ALLENTOWN, Pa.—Strong live attraction advertising helped Dorney Park roll up a big weekend for the Decoration Day holiday.

Units ballyhooed included Sunday square dancing to Happy Weiser and a Western group, Channel 10's Jack Valentine and His Rodeo Pals, Barney Grand and Brother Ted from the Red Foley TV show, clown cyclist and juggler Art Bassett, Rollo the Clown, free kids' quarter midget racing, and stock car racing.

ANTIQUF FARM ITEM MUSEUM FOR HAMBURG

HAMBURG, N. Y.—Constant reminders of the many ancient farming pieces available in this section has led the Erie County Fair to plan an antique equipment museum on the grounds here. A search will be made this summer for the oldest item of farm equipment and the effort, it is figured, ought to scare up a number of them for permanent display.

Chicago Novelty Show Bows July 27

CHICAGO — The Associated Variety and Novelty Manufacturers will hold its fourth annual show in the Palmer House here July 27-30.

Joseph Lavan, president and general manager of the show, said that several new manufacturers and importers of jewelry, novelties, housewares and toys will show their line for the first time at this year's show.

IN EFFECT

U. S. Enforcing Tax On Hi'way Trucks

CHICAGO—The Internal Revenue Service of the U. S. Treasury Department has launched strict enforcement of its federal use tax on highway vehicles, which affects many owners of highway trucks in the outdoor amusement industry.

The tax, which stems from the Federal-Aid Highway Act of 1956, provides for a 15-year program of federal-aid highway construction and improvement and further provides for certain new taxes to help finance this program.

One of the new taxes provided for is a tax on the use of highway motor vehicles with "taxable gross weight" of more than 26,000 pounds. The tax is in effect for each tax year in the period beginning on July 1, 1956, and ending with June 30, 1972. Details are contained in Publication No. 349, a pamphlet published by the Internal Revenue Service.

Under the act, any vehicle which is propelled by means of its own motor and which is of a type used for highway transportation is a highway motor vehicle for purposes of this tax. Trucks, truck-tractors and buses are highway motor vehicles. Trailers and semi-trailers are not.

The tax does not apply to any highway motor vehicle which has a "taxable gross weight" of 26,000 pounds or less. Every roadway which is not a private roadway is considered to be a public highway for purposes of the tax.

The "Actual unloaded weight" of a highway motor vehicle means the empty, or tare, weight of the ve-

hicle fully equipped for service. This includes the weight of the vehicle itself, plus the weight of the body, all accessories, all equipment attached to or carried on the vehicle for use in the operation or maintenance of the vehicle and a full supply of lubricants, fuel and water.

The rate of tax is \$1.50 a tax year for each 1,000 pounds or fraction thereof of each highway motor vehicle having a "taxable gross weight" of more than 26,000 pounds.

AMATEUR CHEFS

Hoosier Fair Sponsors Chicken Bar-B-Q Event

INDIANAPOLIS—The Indiana State Fair this year will sponsor a state-wide chicken barbecuing contest in which amateur backyard chefs will vie for cash prizes of over \$500. The contest will be climaxed with the selection of a State champion at the fair here.

The contest will start on the county level with the 92 counties sending winners to the 11 agricultural district contests in the State. Sponsorship of the county contests are being undertaken by such groups as home economics clubs, hatcheries, feed stores and service organizations. These 92 contests will be completed before August 10.

County winners will vie against each other in the 11 district contests which will also be sponsored by county and service organizations.

These 11 winners will begin their "cook-it-out" at 9 a.m., Tuesday, September 2, in the front yard of the secretary-manager's residence on the State fairgrounds. Judges will include home economists, farm leaders and newspaper editors. Each contestant will use his own grill and equipment. A minimum of two chickens weighing between 2½ and 2¾ pounds will be used.

N. D. State Fair Sets 130G Stand

MINOT, N. D.—The North Dakota State Fair this year will, for the first time on record, open its run on a Sunday and it will at that time show its new \$130,000 grandstand, currently under construction, Merrel O. Dahle, secretary-manager, announced.

The grandstand will be all steel, will be covered and measure 200 by 88 feet and have a capacity of 3,500. Space underneath will be 200 by 54 feet and will have two new rest rooms, a restaurant and space for grandstand concessions operated by Chet and Peggy Junkins. The stand was designed by Arrowhead Steel Buildings, Duluth, Minn., and is being constructed by the Central Steel Erection Company, Minot.

The Sunday opening will be at

1.30 p.m. and plans are to have a nationally known speaker to open the fair and dedicate the grandstand. He will speak on the late Teddy Roosevelt, who spent his youth on a ranch in the neighborhood.

A CAC-Hamid night show, booked thru Ernie Young, will be in front of the grandstand featuring the Mariners, Rockettes and five additional acts. Frank Winkley will bring in auto races on the opening Sunday night and will follow up with big car races on Thursday, stock sprints on Friday and a 100-lap stock car race on Saturday, all matinees. Tournament of Thrills will be in for two afternoons and on Monday a free kid's show, featuring Lassie, will be presented. William T. Collins' Shows will provide the midway attractions. Local modified stock cars will race Saturday evening.

Other improvements include planting of 200 ash and elm trees; installation of a cement floor in the horse barns; and enlarging of the rest rooms in the women's building. Additional improvements are also under way in the hog and sheep barns, with all scheduled for completion by fair week, Dahle pointed out.

Aut Swenson Adds Talent For CNE Stand

TORONTO — Attractions that will be added to the Swenson Thrillcade for its 10 shows in front of the grandstand at the Canadian National Exhibition, were announced here last week.

Aut Swenson, owner-manager of the stunt show, has booked the Great Arturo, wire act; Drossler Brothers, motorcycle act, and four clowns, Happy Knapp, Dukey Anderson, Earl Shipley and Gaylord Maynard. The fair has signed the Zaccini double cannon act and the Nerveless Nocks, double sway-pole turn.

The thrill show will appear in front of the grandstand from August 21-September 1, excluding Sundays.

Disk Tie-In For Lakeside At Roanoke

ROANOKE, Va. — Lakeside Park opened its ballroom for the Memorial Day weekend with a 9 a.m.-to-noon teen dance party broadcast by emcee Ken Manley over WHYE, Some 500 persons attended.

The station is promoting a personal appearance series during the summer, with the Everly Brothers, Three D's, Jody Reynolds, Dicky Doo and the Don's and other artists booked in. Disk jockeys Art Lawrence, Dave Q. Hart and Glenn C. Lewis will air programs from studios at Lakeside.

Dan Baldwin Heads Bangor's 125-Year Cele

BANGOR, Me.—J. Dan Baldwin, former manager of the Kentucky State Fair, Louisville, has been named executive director of the Bangor 125th anniversary celebration which will be held all during the year of 1959.

Prior to taking the fair position in 1950, Baldwin was a vocational agriculture teacher and headed up the division of marks of the Kentucky Department of Agriculture.

The year-long celebration will have features each month. A big kick-off is scheduled for January 1. A college invitational basketball tournament will also be held during the year as well as music festivals, sports events and burial of a time capsule.

The convention committee is busy promoting conventions and a complete advertising campaign will be conducted thruout the state.

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



Myrtle Beach Pavilion Opens

MYRTLE BEACH, S. C.—Fun Fair, this city's second modern pavilion, representing an investment of more than \$150,000, held its grand opening June 1.

Along the 450-foot ocean frontage site there will be a miniature golf course, a Ferris Wheel, Merry-Go-Round, other major rides plus several kiddie rides.

J. J. FREDERICK SAYS: "As long as I am in business I will boost BIG ELJ Products. They are the best. Children imitate but they will never compare with BIG ELJ. Our Wheels are the pride of the Midway. The new Scrambler is beyond words—next to going to the moon to get money. Ask the Man Who Owns One." Thank you, Joe Frederick, your testimonial is based on experience. There is a BIG ELJ WHEEL to fit every Ride Owner's needs. Ask for Price List A72 TODAY.

ELI BRIDGE COMPANY
Builders of Reliable Rides Since 1900
300 Case Avenue Jacksonville, Illinois

MANY CHANGES NOTED Belmont Now 35, Bally Proclaims

MONTREAL — Despite the worst early-season weather break in its history, Belmont Park got away to a fast start attendance-wise to mark its 35th year. The "birthday" has been featured in the park's advertising and publicity, the contrast of the park today with its state many years being an impressive story, such as:

At that time, a yearly gate of 40,000 was a record. Today it is nudging a million. Then it had three rides. Today it has 35 rides and attractions, 12 games, a frankfurter and French fry stand, a regular restaurant seating 800 with the Boulevard Cafe, as well as several refreshment stands, popcorn, floss and frozen custard. Soft drinks are served exclusively by dispensers, to eliminate hazard and bottle loss.

Bandstand features a 10-piece band under the baton of Stan Wood on weekends, and on Saturday afternoons a big feature at the ballroom is the popular radio show, CJAD's "Club 800" with Mike Stephens as master of ceremony. The show features radio interviews including celebrities visiting Montreal, prizes and disk spinning for dancing.

Park picnics are a big feature. The first year saw two picnics at the park. Now there are over 400 annually, with major Montreal industries taking advantage of the picnic facilities and sports ground with a separate stage and band shell. Schools, churches, service clubs, institutions of the area and from points as far away as the New England States use these facilities each year. Chartered railroad trains and buses are used extensively.

Steadily increasing attendance has been built with a gate charge of 15 cents for children, 25 cents for adults, and promotional tie-ins with shopping centers and newspapers. Television tie-ups with live shows originating in the park, along with movie coverage by the National Film Board, have also helped spread the fame of the spot. Special nationality days, specifically for the Polish, Italian, German and Jewish populations, have resulted in turnouts exceeding 30,000 for a day.

The long business association between managing director Rex Billings and the Conklin brothers, Patty and Frank, has given the park the benefit of modern rides acquired by the Conklins, who currently operate the Roll-o-Plane, Whiz-Bang, Flying Dragon, Roto-Jet, the Scrambler, the Ferris

Wheel, Hurricane, Wild Mouse and Crystal Maze. Lou Dufour has a diversified Side Show, and Micky Hughes operates the Hot Rods. The park itself operates the Cyclone, Caracole, Whip, Magic Carpet, Laff-in-the-Dark, Carousel, Shooting Gallery, Flying Scooters, Scoota-Boats and Scooters, a 12-ride Kiddieland and the ballroom, as well as a sight-seeing motor boat on the adjacent river. Dave Russell operates two excellently-equipped Arcades.

Free parking is provided in adjacent areas, and the whole property is covered unobtrusively by a police staff.

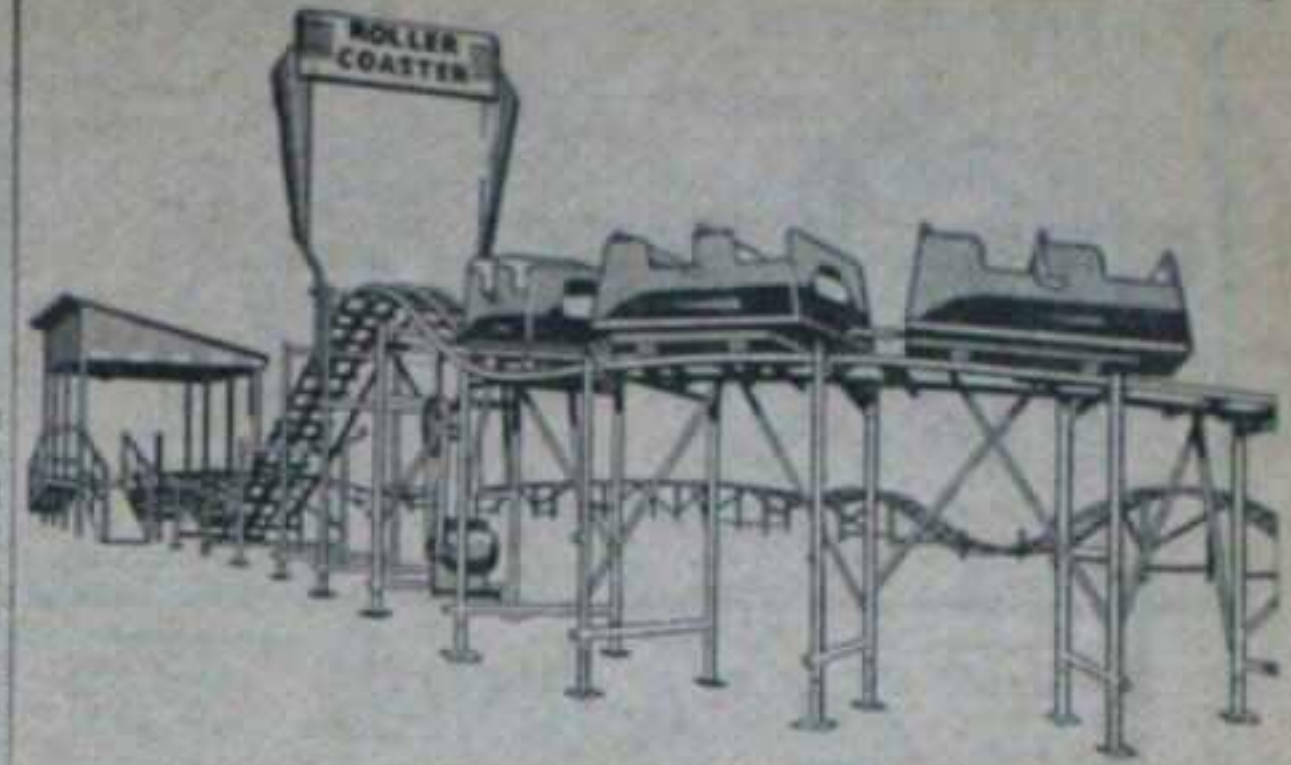
Billings is serving his 24th year at the post, and is assisted by Marcel Dame, bilingual public relations and promotional director. Secretary-treasurer is Maurice Lamarre, with Robert Duclos as office manager and Bill Kirshner, who has not missed a single day of a seven-day week in 25 years at the park, managing the restaurant. Longest tenure of office in a staff which boasts its continuity is superintendent Joe Clermont, who has been with the park for 33 years.

Publicity feature is its policy of free acts. The season this year includes the Rudi Sisters, Fredianis, Geraldos, Clay Beckett, Sky Kings, Jack Joyce with his camels and llamas, the Condors, and Celeste, the Girl in the Moon, concluding the season.

Belmont Park Company Limited is headed by President J. Romeo Gauvreau, with Ernest Beaupre as first vice-president, Jacques Murphy as second vice-president and Jean Racine and Pierre Elliott-Trudeau as other directors. Burns Advertising handles the account, with Charlotte Freyvoigt as layout artist and Ken Johnstone as press relations.

Detroit Columnist Proposes Great Lakes Festival

DETROIT—A proposal for a multi-state Festival of the Great Lakes was voiced in The Detroit Free Press by columnist James S. Pooler, based upon a suggestion by A. D. Grant of Toledo. The proposal is for a major festival event that would involve all cities along the St. Lawrence Seaway from Quebec to Chicago and Duluth, along the lines of the country-wide Festival of Britain several



"\$800 IN 8 HOURS"

That's what Robert E. Kissel, of the Kissel Brothers Amusement Co., Cincinnati, Ohio, grossed at one date in Ohio with the Allan Herschell Roller Coaster. He says:

"While this amount is not at all unusual, it does indicate the tremendous drawing power and capacity of this unit. The Roller Coaster is tops with me for profit making, portability and ease of maintenance."

Another good Allan Herschell customer, Eddie Wagner, Reynolds Park, Winston-Salem, North Carolina, says this about our Roller Coaster:



"A good drawing card and crowd pleaser, as well as being a well-built piece of equipment. We are very happy with the receipts of the past season."

Order yours now. Cars are comfortable for adults and children. Get-away from platform is quick and smooth. Truck is engineered for fast set-up and knock-down. There are profits aplenty for you in this ride.

FINANCE PLAN AVAILABLE

MERRY-GO-ROUNDS • MINIATURE TRAINS • BOAT • AUTO • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK • HORSE & BUGGY • JOLLY CATERPILLAR • HELICOPTER • ROADWAY RIDE • RODEO • TWISTER • 18-CAR CAT • RECORD PLAYER • RECORDS • TAPES • RIDE TIMERS • CANVAS.

ALLAN HERSCHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"
NORTH TONAWANDA, NEW YORK

PROFITS! ADULT FERRIS WHEEL

SMITH & SMITH KIDDIE SPACE PLANE ADULT CHAIR PLANE

RIDES KIDDIE CHAIR PLANE TRAILER-MOUNTED AUTO RIDE ATOMIC JET FIGHTER

WRITE FOR CATALOG

SMITH AND SMITH, INC.
SPRINGVILLE, ERIE CO., NEW YORK

GARBRICK RIDES

42 Ft. Ferris Wheel
36 Ft. Ferris Wheel

20 Ft. Chair Swing
16 Ft. Chair Swing

FLYING SAUCER
Merry Mixer

Trailer Mounted Kiddie Rides

GARBRICK MFG.
Lewis H. & Lewis A. Garbrick
Centre Hall, Penna.
Phone: Empire 4-1403

Century Flyer

Rock-a-Plane
Roll-a-Plane
Fly-a-Plane
Octopus
Midge-a-Racer
Bulgy the Whale

DISPLAY FIREWORKS
For All Outdoor Festivities.

Direct from the door of our Factory to You. "The Nation's Finest Fireworks" at Rock Bottom Prices. Catalogue now ready for the asking. Write, Wire or Call

ILLINOIS FIREWORKS CO., Inc.
P. O. Box 792, Danville, Ill. Phone 1716

OUR LIST OF OPERATORS CONVINCES THE SKEPTICAL

HODGES' KIDDIE'S DELIGHT
HAND CAR RIDE

The ride that is proven on your own grounds before purchase. How Can You Lose?

Any ride is only worth what it nets YOU.

HODGES AMUSEMENT AND MFG. CO.
1415 W. Pruitt Street Phone MEIrose 1-1527 Indianapolis 23, Indiana

AD MEN OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE

FAIRS—CARNIVALS—PARKS—KIDDELANDS—SHOPPING CENTERS—DRIVE-INS—INDEPENDENT OPERATORS

NOW ... \$5500. PUTS YOU IN BUSINESS!

Nothing else to buy . . . no installation cost . . . no extras. A Profitable Operation priced so low it will earn its cost in less than a month.

WHAT BETTER INVESTMENT CAN YOU MAKE?

National's "PICMY" Trackless Train is a Revenue Producer . . . Not a toy. Consists of powerful locomotive and 3 cars, 40' long, 10' turning radius. Operates anywhere on hard surface. No rails needed. Pulls 4% grades. CAPACITY: 18 adults or 27 children. LOCOMOTIVE: 18 hp heavy-duty air-cooled engine, hydraulic brakes, starter and standard transmission. Can be transported from city to city under its own power or on a 24-ft. flat truck.

Write for descriptive circular.

NATIONAL AMUSEMENT DEVICE CO.
Box 488 VAC Phone: AMherst 3-2646
DAYTON 17, OHIO

Manufacturers of

Century Flyer	Fun House
Trackless Trains	The Steeplechase
Kiddie Ferris Wheels	Old Mill and Chutes
Kiddie Buggy Ride	Coaster Cars
The Pony Trot	Mirror Mazes
Comet, Jr. Coaster	Complete Kiddielands

National's Railroad Division builds Train Locomotives ranging from 15 to 400 hp to suit any purpose or location.

Hamburg, N. Y., Fair Aims for 300,000

HAMBURG, N. Y.—A second year of full eight-day operation is expected to send attendance over 300,000 again for the Erie County Fair here. The fair this year is featuring several additions, all of which will combine to increase interest and, it is anticipated turn-outs.

Dates are August 16-23, Saturday thru Saturday. Talent for the grandstand show is again provided by GAC-Hamid, and there will be nighttime thrill show performances on Mondays and Tuesday of fair week by Jack Kochman's Hell Drivers, and on Thursday and Saturday by his International Auto Daredevils unit. James E. Strates Shows repeats as midway occupant.

The fair has a free gate for all children aged 16 and younger. Some 130,000 adults paid their way in last season. Other free-gate arrangements are offered thru a firemen's night and a veterans' night.

Thru 1955 the fair was a five-day event. A Sunday was added then, and the following year the schedule jumped to eight days with partial operation on Sunday. Full eight days was attained last year.

New Exhibit Mezzanine
George Sipprell, treasurer and publicity committee head, noted that additions this year include one by the Buffalo Trotting Association, which leases the grounds and thereby helps in the maintenance. A large mezzanine has been constructed beneath the grandstand and will be utilized by the fair for exhibit space. Outdoors, there will be an illuminated waterfall in front of the poultry building and 40 extra tables with benches for the picnic area. This will be the second year of use for the 100-by-100

aluminum industrial building, which is enclosed and heated.

The first Erie County Fair Queen contest is being promoted, with the winner to preside over the fair and take part in the Statewide finals at the State Fair, Syracuse. Eliminations are going on now thruout the county.

The annual press dinner is set for this weekend in the West End Hotel. It normally draws up to 300 area representatives of all press media.

Thrill Gross Pleasing for Boivin Unit

FREDERICKTON, N. B.—Canadian Auto Daredevils have been scoring fair business in Canada's maritime provinces, Owner-Manager Paul Boivin stated as the unit played here.

Edmundston, N. B., the entry point, was rained out. Grand Falls, Woodstock, St. Stephen and Moncton yielded good returns in weather that has been clear but cold for outdoor attractions. Fredericton, on the night of Friday (6), ran around 1,000 paid admissions at \$1.25 in the prevailing cold weather.

The Daredevils were scheduled for Sussex, N. B., on Saturday (7), and Buctouche, N. B., Sunday (8). Both are small towns. The small ones down East have been good to Boivin for the past several years. In that regard, he says, he has learned "to make the best catches in lakes that are not fished out."

The unit last year had an extensive route of United States fair dates. The itinerary in 1958 will be all-Canadian.

Major tie-up this year is with Chevrolet motors. Subsidiary arrangements include Dunlop tires, Champion spark plugs and Irving gas and oils. Drivers include Bobo Canup, Buddy Young and Roy McClure. Ray Smith is emcee.

Fairs, Parks Added to Brandon List

NEW YORK—A week of fair dates and a pair of Southern shows are reported for hypnotist Joan Brandon.

Jack Brandon, agent for the act, reports the fairs in Palmyra and Sandy Creek, N. Y., Hagerstown, Md. and Carlisle, Pa., during the week of August 12-16. Hagerstown is for two days.

Also booked at the Rocky Mount and Greenville, N. C. Fairs, Roseland Park in Canandaigua, N. Y., the Huntsville, Ala. Home Show at Ft. Walton, Fla. Sports Show. Miss Brandon will be at Rocky Point Park, West Warwick, R. I., June 29.

NEW MODERN AMUSEMENT EQUIPMENT



KIDDIE RIDES
ADULT RIDES
MINIATURE TRAINS
ROLLER COASTERS
FERRIS WHEELS
MERRY-GO-ROUNDS
SHOOTING GALLERIES
FUN HOUSES

Write today for complete catalog
EASY TERMS: 25% down, three seasons on the balance.

KING AMUSEMENT CO., INC.

P. O. BOX 308 PHONE: HO 3-1562 MT. CLEMENS, MICHIGAN

Features for 1958
Beautiful Fluorescent Lighting
New Center Light Column

TILT-A-WHIRL



Features for 1958
Colorful New Optic Signs
Fiberglass Car Tops

For Literature and Particulars, Write, Wire or Phone

P. O. Box 306 Phone: 4-6362

SELLNER MFG. CO.

Faribault, Minnesota

TUBS-O-FUN RIDE

48 PASSENGER — KIDDIE—ADULT

Electric Brakes for stopping Tubs optional. Install yourself Brake Kits available for installation on previous models. Immediate delivery.

Mechanical Stage Coach Ride, Hand Car Ride

HAMPTON AMUSEMENT COMPANY

Portage Des Sioux, Missouri (Phone: Skyline 3-2381)



OTTAWA ROCKET LINER B-14

UP TO 70 ADULT CAPACITY
EXCLUSIVE MANUFACTURER OF RAIL RIDES SINCE 1944

FOR KID APPEAL
PUMP-IT HANDCAR RIDE
PROVEN FINEST IN ITS FIELD
also OTTAWA STEAM TRAINS

SPECIAL PRINTED
Size: 1x2 inches
2,000 \$ 6.90
4,000 7.80
6,000 8.70
8,000 9.60
10,000 11.00
20,000 13.50
100,000 33.50
500,000 133.50
Coupons Double These Prices.

ROLL TICKETS

F.O.B. Collinsville, Ill.

DAILY TICKET CO.

COLLINSVILLE, ILLINOIS

Prices Cash With Order. No C.O.D. Orders.

ROLL — FOLDED — ASSORTED STATIONERY — OFFICE FORMS.

STOCK TICKETS

Size: 1x2 inches

1 Roll \$ 1.00

5 Rolls 4.50

10 Rolls 8.25

25 Rolls 18.75

30 Rolls 24.00

Double Coupons Double These Prices.

High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—
GALLOPING HORSE CARROUSEL—FIRE ENGINES

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

◆◆◆ **FOR IMMEDIATE SALE** ◆◆◆
25,000
THEATRICAL COSTUMES
from Broadway shows
Individually or in large lots
can be inspected at **STAGE COSTUMES, INC.**
3 West 61 St., New York 23, N. Y. Phone Circle 7-7948
or contact **JOHN SHUBERT** at
234 West 44 St., New York 36, N. Y. Circle 6-9500

5 POPULAR. . PROFITABLE. . PREFERRED
MINIATURE TRAINS
For Parks and Kiddielands — Capacities 14 Children to 240 Adults!

Write for FREE details

MINIATURE TRAIN DIV.
ALLAN HERSCHELL CO., North Tonawanda, N. Y.

DOUBLE FLOSS PROFIT \$\$
two whirlwinds
Two colors all the TIME!

Your key to extra sales is two colors from two Whirlwinds. The key to all floss sales is the Whirlwind; top production, most dependable, best design best materials. Write now for circular.

100% INCREASED SNO-KONE BUSINESS

Double your repeat business with Gold Medal Sno-Kone Flavors and Sno-Kone Printed Cups. Everything is listed in our 96-page catalog on Sno-Kones, Candy Floss, Popcorn and apples.

Best value by comparison in the low price field. Write for details. \$149.50

GOLD MEDAL PRODUCTS
318 E. 3rd St., Cincinnati 3, Ohio
World's Largest Mfr. of Profit Making Concession Equip. & Supplies

MAKE \$200 A DAY
On Candy Floss

Our NEW PERFECTION has EVERYTHING; write for literature.
ELECTRIC CANDY FLOSS MACHINE CO.
P. O. Box 478 303 Eighth Ave., S
Nashville, Tenn.

BARGAIN!
"Little Tug" Boat Ride—newly painted, new lights—Ride and Trailer, \$1,000.00.
STACY JOHNSON
3640 N.W. 47th St. Miami 42, Fla.
Phone: NE 4-9653

MERRY-GO-ROUNDS
1958 Jumping Carousels in 3 standard sizes — kiddie 20 ft.; teen-age 30 ft.; adult 32 ft.; larger sizes on special order.
Also KIDDIE RIDES: Ferris Wheels, Airplane Ride, Water Boat Ride.
TRIEL MFG. CO.
Phone: MU 3-4331 Leavenworth, Kansas

Hartford Studies Pittsburgh Arena
HARTFORD, Conn.—Plans for Pittsburgh's proposed multi-purpose auditorium are being studied by John Prindiville, vice-chairman of the Hartford Civic Auditorium Committee.
Councilman Edward C. Pawlowski, committee chairman, says Prindiville's trip is intended to bring back data to strengthen the drive for a Hartford auditorium, possibly linked with the current redevelopment program.



Hot sandwich sales are in the bag with the **SAVIO INFRA-RED SANDWICH COOKER** \$69.50

Now you can cook cheese, ham, beef or pork barbecue sandwiches in less than three minutes... and serve them piping hot in sanitary cellophane bags with all the flavors sealed in! The Savio cooker turns itself off when sandwiches are done... needs little more than a foot of counter space! Put it to work making big profits for you... send today for complete information! Complete with timer and indicator lights. \$69.50 FOB Philadelphia.

SAVIO MANUFACTURING CO., INC.
3423 S. 42nd Street Philadelphia 43, Pa.
SARATOGA 7-8428

SNOW BALL
Ice Shaver



A Style and Size for Every Need
Write for full particulars
CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.

Pronto Pups



America's Original "Hot Dog on a Stick"

"Pronto Pups" and "Pups" are registered trademarks.

Food Concessionaires... Sell PRONTO PUPS Big Profits—Big Volume
Write to **PRONTO PUP CO.**
Room 208
2014 N.E. Sandy, Portland 13, Oregon

Popcorn Equipment & Supplies

Creators and Star distributors, Popcorn, Noses, Bags, Oil, Butter dispensers, 8, 12 and 33-qt. all-aluminum kettles.



KETTLES
8-qt. \$22 12-qt. \$29.50
Guaranteed

CONCESSION SUPPLY CO.
3916 Secor Rd. Toledo 13, Ohio
Phone: GR 4-2408

FOR SALE
1 Electro-Freeze CUSTARD MACHINES. One excellent condition, other fair. In operation. Come and get them. \$1,200.00 for both.
SEASIDE PARK
Virginia Beach, Va.
Phone: Garden 8-4724

ARENAS & AUDITORIUMS

Pittsburgh, Tokyo Mulls Roofing for Giant Arenas

IN PITTSBURGH, where planning and building the new Public Auditorium has brought on several debates and discussions about details and methods, the latest has to do with the kind of material with which to cover the huge movable dome. Should it be aluminum or steel?

Earlier, there was a similar debate about whether a movable roof was worth the additional expense. The movable faction won out and construction provides for the dome to open, thus turning the arena into an open-air stadium when desired.

On Tuesday (11) the Public Auditorium Authority met to consider aluminum versus steel. Steel won by a unanimous vote of five. So stainless steel made in Pittsburgh, the Steel City, will cap the dome. The decision is hailed by steel executives and by a steel workers' union executive who also is on the auditorium board.

ON THE SAME DAY in Tokyo, it was announced that a proposed indoor baseball stadium will be roofed with stainless steel, too. It is to be built by a television company and is to seat 80,000 persons. Indoor baseball makes good sense in Japan, where about one-third of the games are called for rain.

FROM MEMPHIS, Early Maxwell reports another success with legitimate theater. His auspices of the Constance Bennett company of "Auntie Mame" registered \$31,435 after taxes, with seven performances at Auditorium Music Hall. Earlier in the season he had "Back to Methuselah", "No Time for Sergeants" and "Damn Yankees". Best of all was his "My Fair Lady" engagement of five performances for \$85,045 in the front end of a split week.

EXPOSITIONS AND trade fairs are busy with promotional material aimed at various markets and levels. Manager Fred Imhof, of the California International Trade Fair, releases information showing that California has 60 per cent of the consumer spendable income of the 11 Western States. His prediction is that California will exceed New York State in population by 1963. His figures are ready for world-wide distribution in connection with the trade fair, scheduled for the Great Western Exposition Center, Los Angeles, in April, 1959.

Similarly the National Hotel Exposition, a November event at the New York Coliseum, is demonstrating its effectiveness as a display and sales medium by quoting an executive of the Knott Hotels. That corporation selected furniture for the International Hotel at International Airport at the exposition. The eventual purchases totaled nearly \$1,000,000.

Indiana Fair Declines New Lease on Coliseum

INDIANAPOLIS — A request for a new lease on the Indiana Coliseum with a stipulated \$12,000 cut in the annual rental was turned down Friday (6) by the Indiana State Fair Board.

Mel Ross, manager of the Indiana Coliseum Corporation, the renting organization, said that the rejection would compel a reduction in activity in the huge arena on the State fairgrounds.

"That," stated Mr. Ross, "finishes hockey for Indianapolis."

The Indianapolis Chiefs, this year's winners of the International League hockey playoff championship, use the Coliseum as their home base.

Terminates in '59

The corporation's five-year lease now in force will terminate in

May, 1959. Ross asked for a new three-year agreement with a renewal date of October 1, 1958.

"For the last three years, we have been operating at a tremendous loss," Ross told the board.

The board has been receiving about \$10,000 a year from the hockey games. Ross suggested that the championship status of the Chiefs might stimulate attendance and revenue. But he added it would be foolhardy to continue hockey this coming season without assurance of a home for it for at least three years.

Ross stated that the fair board has derived \$202,875 in revenue from the Coliseum in the last four years.

P. L. White, Oxford, board

(Continued on page 48)



Puzzled Over Your Booking Picture for the Coming Year?

Get the answers to many of your problems and plan NOW to be represented in The Billboard's

BIG ANNUAL

AUDITORIUM-ARENA SPECIAL

Dated Sept. 15, 1958

Contact any of our offices TODAY!

C. J. Latecha
CINCINNATI 22, OHIO
2160 Patterson St.
Dunbar 1-6450

Hardy Wolfe
CHICAGO 1, ILL.
188 W. Randolph St.
Central 6-9818

Dermott O'Connell
NEW YORK 36, N. Y.
1564 Broadway
Plaza 7-2800

Frank Joerling
ST. LOUIS 1, MO.
812 Olive St.
Chestnut 1-0443

Sam Abbott
HOLLYWOOD 28, CALIF.
1520 N. Gower
Hollywood 9-5831

IF IT'S NEW... POPPERS HAS IT!

EVERYTHING FOR:
POPCORN • CARAMEL CORN
SNOWBALLS • PEANUTS
COTTON CANDY • CANDY APPLES, ETC.
PLUS—GOLD MEDAL PRODUCTS



It's the newest!
Poppers Own
"ALL-IN-ONE"
CANDY APPLE
MIX!

SEND TODAY FOR OUR 1958-59 CATALOG

POPPERS SUPPLY CO. of Phila.

OUR ONLY LOCATION 1211 N. 2nd STREET • PHILADELPHIA 22, PA.
24 Hour Phone Service — GARfield 6-1616

SNO-KONES—CANDY FLOSS—APPLES—POPCORN

If you have not received our new complete Equipment and Supply Catalog, write for it now. Make sure you line up with GOLD MEDAL 100% for bigger profits in 1958. It's the World's Great SNO-KONE, FLOSS, APPLE, POPCORN & COOKHOUSE line. You can get the GOLD MEDAL line from leading Concession Jobbers. Write for one nearest you.

GOLD MEDAL PRODUCTS COMPANY

314 E. THIRD STREET CINCINNATI 2, OHIO

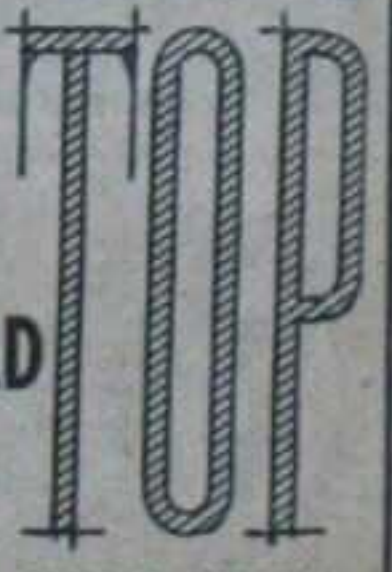
STAY RIGHT ON TOP!

Keep abreast of the latest, weekly News and Developments in the

AUD-ARENA FIELD

and all other phases of **SHOW BUSINESS**

READ THE BILLBOARD EVERY WEEK!



Subscribe Now

The Billboard, 2160 Patterson St., Cincinnati 22, O.
Yes Please send me The Billboard for one year at \$15 (foreign rate, one year, \$15) 954

Name.....
Address.....
City..... Zone..... State.....
Occupation.....



DON'T WAIT ANY LONGER!

Forms for the

SUMMER SPECIAL

Go to Press

WEDNESDAY, JUNE 18

Rush your advertising copy air mail, special delivery TODAY . . . OR, wire us collect to repeat a previous ad for you.

Cincinnati 22, Ohio
2160 Patterson St.
Dunbar 1-6450

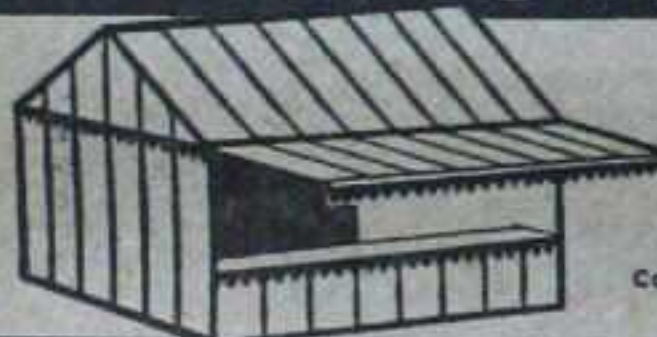
Hollywood 28, Calif.
1520 N. Gower
Hollywood 9-5831

St. Louis 1, Mo.
812 Olive St.
Chestnut 1-0443

New York 36, N. Y.
1564 Broadway
Plaza 7-2800

Chicago, Ill.
188 W. Randolph St.
Central 6-9818

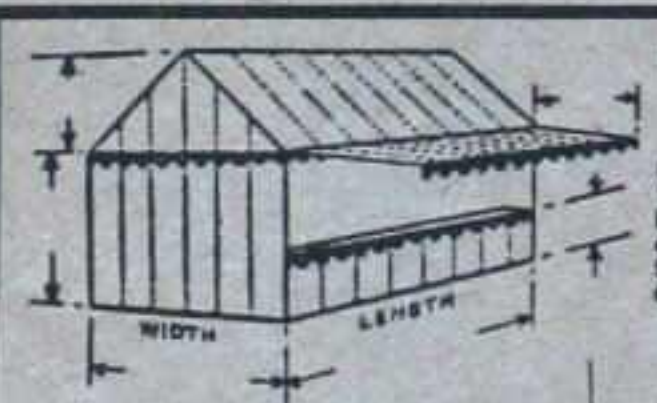
ANCHOR TENTS



The Showman's Choice

Finest materials—48 Yrs. Experience.
Flametail and New Nylon Fabrics.
Red—Blue—Yellow—Green—White.
Aluminum Tent Frames—Light Weight
Hinged Legs—Slip Joints—Rustproof
Concessions—Show Tents—Ride Tops—Bingo
—Merry-Go-Round—Cookhouse Tops.
Phone: Harrison 5-8105.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA



Largest Manufacturer of Tents in the East

Powers Tents are made from best quality 12.63 oz. Vivalax treated army duck reinforced at all points of strain. All corners are reinforced with leather. Shipment within 3 days after receipt of order.

Phone: Saratoga 7-3500.

POWERS & CO.

5929 Woodland Ave. Philadelphia 43, Pa.

AMERICA'S FINEST SHOW TENTS

O. Henry Tent & Awning Co.

- CONCESSION TOPS
- SHOW TENTS
- RIDE CANVAS
- BANNERS

BERNIE MENDELSON
4862 N. CLARK ST. Phone: Ardmore 1-1300 CHICAGO 40, ILL.
Field Representative: G. C. "MITCH" MITCHELL

UNITED STATES TENT

AND AWNING CO. Established 1870.
Over 86 Years of Specialized Experience.

MAIN OFFICE & FACTORY: SARASOTA, FLORIDA
Circus—Carnival—Concession—Any Size—Any Type
THE LOWEST PRICE CONSISTENT WITH QUALITY

SID T. JESSOP
1230 N. EAST AVENUE

GEO. W. JOHNSON
PHONE: RINGLING 6-6316

over **67,000 ACTIVE BUYERS** read
The Billboard Classified columns each week

PLOWING BACK PROFITS

County Fairs Shelling Out \$\$ on Improvements

CHICAGO — Three Midwest county fairs will spend a total of over \$175,000 on major plant improvements this year and one Pennsylvania event has launched a long-range building program at its recently acquired new grounds.

Fayette County Fair, Uniontown, Pa., has mapped a program of building on the 80 acres it acquired from the county a year ago. Grading of the plot is under way and part of the plant will be ready by the August 18 opening day.

Plans call for three livestock barns, two commercial exhibit buildings, a 4-H Club building and an agricultural building. Also on the schedule, altho not for this year, is a 6,500-seat coliseum and a half-mile track with a 3,500-seat grandstand.

Work on the new \$123,000 grandstand at the Rock Island County Fair, East Moline, Ill., is well under way, according to D. L. Morrison, vice-president. The stand will be combined with commercial exhibit space.

Muskingum County Fair, Zanesville, O., reports operations on its new \$80,000 pre-cast concrete grandstand are ahead of schedule. The stand was rushed so that it could be used for July 4 festivities. For the fair, Perl Elliott, fair secretary, has signed Tony Marvin of the Arthur Godfrey TV show to give the dedication address.

Roy Miller, vice-president of the

Allen County Fair, Lima, O., reports that a contract has been awarded for the construction of their new \$75,000 grandstand. The stand is scheduled for completion by mid-August and will have a capacity of 2,000.

Gaylord Lewis, Findlay, O., architect and fairgrounds consultant, has worked on all the projects.

Federal Park Concessions Upped 10 Years

WASHINGTON — A bill increasing from 20 to 30 years the period for which concessionaire leases may be granted in the national parks has been signed into law by the President. Legislation was introduced earlier this session by Sen. James Murray (D., Mont.) (The Billboard, March 24).

The President also has signed into law a bill to establish Fort Clatsop National Memorial in Oregon. Fort Clatsop, according to House Interior Committee, is considered to be the most important site on the Pacific Coast associated with the Lewis and Clark Expedition. It is the spot used as winter headquarters for the expedition.

In other action, a number of bills have been introduced in both Houses to establish the Indiana Dunes National Monument. The dunes occupy a 25-mile strip of Lake Michigan shoreline.

Austin Names Francis Vickers Building Mgr.

AUSTIN, Tex. — Francis Vickers, manager of the Paramount Theater here for the Interstate Theater Circuit, has been named manager of Austin's new \$3,000,000 Municipal Auditorium, due for completion in December. Vickers was selected from a field of 38 candidates. He will take over his duties the middle of June.

The City Council agreed to pay Vickers an annual salary of \$8,000, and he will have department head status in the city organization in his supervision of the combined operations of the Auditorium and the City Coliseum.

CSRA Preps Ohio Fair Race Sked

DAYTON, O. — Close to \$34,000 in prize money is expected to be paid Central States Auto Racing Association competitors at Ohio fairs this year, officials announced.

The Ohio fair schedule for '58 is the heaviest since CSRA entered the field. The fair race season kicks off at Attica on August 6, following by speed events at Wapakoneta on August 8 and Wilmington August 9.

Following week the race organization will provide the racing at Mount Gilead and Springfield fairs. Until August the association is operating still dates in Michigan, Ohio, Indiana, Illinois and Pennsylvania.

Home Show Total

SAN ANTONIO — The final attendance figure at the Home Show held here at the Bexar County Coliseum for eight days was 82,420.

Hiler's Ranger Show Clicking

MARYVILLE, Tenn. — The Tex Ranger Show, operated by Ed Hiler, has been doing good business, he reports. Hiler, veteran circus contractor, has the unit playing ball parks.

The show works in front of a back drop which depicts a frontier town. Wing drops show mountains and desert. Action is similar to that in Western movies and TV but is live. Show follows a script written by Buck McLean. There are a horse act, knife act, Western band, cowboys and cowgirls and other participants.

Performance runs nearly two hours. Hiler has it going into Knoxville Friday and Saturday (13-14) under Grotto auspices.

Indiana Fair

Continued from page 47

member, said. "Were we to approve the new lease, the board would be subsidizing the corporation. We are just as well off to let the building remain dark and rent it ourselves."

Spiraling costs of operation, rising food prices and increasing expenses were given by Ross as the reasons for the four-year loss suffered by the corporation. He explained that he drew no salary during the first three years and that the corporation board of directors had been serving without compensation.

Billy Graham will come to Indianapolis Coliseum in the fall of 1960. The board announced that the evangelist will pay a nightly rental of \$1,500 from October 2 to October 30.

8,000 Turn Out At Des Moines Futurity Race

DES MOINES — Despite a program that was operated in threatening and rainy weather, an estimated 8,000 auto race fans turned out for the annual Hawkeye Futurity here Sunday (8) at the Iowa State Fairgrounds. Al Sweeney, National Speedways, Inc., handled the event.

Because of rain that sent the crowd scurrying for cover briefly after the first race, the main event was moved up and two 10-lap heats were run after the feature. Bobby Grim, who won the main event, was presented with a trophy by Gov. Herschel C. Loveless.

Staten Island Good to Hunts

WALDWICK, N. J. — A rare light-turnout day met the Hunt Bros. Circus when it ran into rain Monday (9) in Union, N. J. Two days preceding, on Staten Island, produced four turnaway crowds. Altho within New York City limits the big top was allowed to go up. Police Athletic Club auspices was used. Beatty had to sidewall on Staten Island in 1957.

Marsha Hunt, now 15, working her elephant Rahnee, has been doing it since the animal was one year old. It is now nine. Featured is a walk-the-board and turn-around.

Boss canvasman on the menagerie top this season is Harry Shierling.

SHOW TENTS

FOR RENT OR FOR SALE

20'x30' 30'x60' 40'x60'

20'x40' 30'x90' 40'x80'

20'x60' 30'x100' 40'x100' & up

Any Size—Any Type

Rent or Sale

Circus—Carnival

Concessions

ACE CANVAS CORP.

103 Greene Street Jersey City, N. J.

Hoosier TENTS

ANY SIZE • ANY STYLE

CANVAS OR NYLON

Fastest Shipment • Lowest Prices

Hoosier Tents

Indianapolis, Indiana Phone MIllrose 7-9451

SHOW TENTS

HARRY SOMMERVILLE

516-518 East 18th St.

Kansas City 6, Missouri

Phone: Harrison 3026

CENTRAL

Canvas Company

MUST SELL

Complete lighting outfit for Outdoor Amusement Area—12 pole units, 2 to 4 lights per unit, 1500 wt. bulbs.

For information Contact

M. GALLAGHER

2925 Locust, San Diego, California

Ill. State Fair Sets 5-Story Pop Bottle

SPRINGFIELD, Ill.—The Illinois State Fair will present two unique commercial exhibits this year, a five-story high bottle of Pepsi-Cola that will tower over the grounds, and a cuckoo clock that is billed as the "world's largest."

The pop bottle, which will be 12 feet in diameter will be an inflated balloon and is being brought in by the Pepsi-Cola Company.

The clock will be part of the exhibit of Natural Foods, Inc., Olmstead Falls, O., and was hand-carved in the Black Forest of Germany. In addition, tentative plans are to have a crew of cuckoo clock carvers on the scene plying their trade.

J. Ralph Peak, fair general manager, said that leasing of exhibit space for the fair is 90 per cent completed. Concessions for refreshments in the grandstand and coliseum have again been leased to the American Business Club. The fair will offer a total of \$797,269 in premiums this year, and premium books were recently mailed.

Prospects for the fair, from the agricultural standpoint, are excellent, according to Stillman J. Standard, State Director of Agriculture. In his June 5 report, he said that the May hog-corn ratio was

the highest for that month since 1926. Illinois expects a 1958 wheat crop of 51 million bushels compared with 37 million bushels a year ago and the average annual yield of 43 million bushels.

Amusement Firm Gets South Carolina Charter

CAMDEN, S. C.—Rides and Amusements, Inc., here has been granted a charter by Secretary of State Frank Thornton. Authorized capital stock is \$1,000. C. H. Scholsburg is president.

Clown Happy Kellems, who on Decoration Day weekend began a four-week engagement at Coney Island, Cincinnati, as a midway attraction and feature at the park's kiddieland, Land of Oz, at the conclusion of his first week was signed by Coney's president and general manager, Edward L. Schott, to stay on for the remainder of the season, ending Labor Day, September 1. In addition to his midway jaunts, Kellems works the park's Moonlight Gardens ballroom and the pool area. He also appears on local radio and TV to plug the park's varied attractions.

'57 Soft Drink Sales Hit New All-Time High

WASHINGTON—Sale of soft drinks during 1957 jumped 3 per cent according to a preliminary estimate based on a survey of the American Bottlers of Carbonated Beverages.

The estimate revealed a slight increase in per capita consumption from 188.9 bottles in 1956 to a record-high 189.2 last year. Altho the percentage gain was slight, the per capita increase represented a rise in total case sales equivalent to almost 40 million, to an industry high of 1,360,850,000 cases. Value of production was also at a new high—\$1,347,241,500.

Of the various sales gains shown in the different bottle sizes, bottlers in the northeast and western regions reaped the highest average increase. Bottlers in the northeast showed the only increase in sales of six to nine ounce bottles. All areas reported average gains in the 10 to 12 ounce sizes with western bottlers leading the way with an increase of 16.6 per cent.

Gains were curtailed in the south and southwest regions, reportedly due to abnormal weather conditions during the peak selling months. Southwestern bottlers suffered thru heavy rains and floods during the early spring and summer, while southern bottlers were confronted with cool weather and much rain. There were no sustained heat waves in the southern region last year.

Gains estimated for the industry as a whole can be attributed to increased promotion and merchandising activities. Thru the efforts of bottlers, franchise companies, and industry associations—1957 was the year of "promotion." Advertising and public relations activities by the national association, activation of local and State PR committees, and concentrated efforts of the franchise companies all comprised the necessary ingredients for a moderately successful soft drink industry year.

1958 SNO-MATIC
 Revolutionary, New Snow Shaver



Truly the finest Snow Shaver ever designed. Built to do the job right for the big spots. Fine, uniform snow better than ever shaved by any other make machine.

Completely automatic, 1/2 HP motor, shaves about 700 pounds per hour. All aluminum, satin finished. It actually makes sales for you. Get details and you'll want to order yours.

Only \$325.00

GOLD MEDAL PRODUCTS COMPANY
 317 E. Third Cincinnati 2, Ohio

UNDER THE MARQUEE

Charles Schuler is joining the Beatty show this week. He'll work press along with Frank Braden and Ora O. Parks. He also has signed to handle press for the Cleveland Grotto again next winter.

From the Ringling-Barnum show, Chuck Burnes writes that Horst and Gloria Esposito Bokara have a new son. . . . Margaret Smith, Chet Toliver, Justino Loyal and Bob Dover keep an eye on the performance. . . . The Szabos, Hungarian teeterboard troupe are practicing a four-high. . . . The Rev. Edward Sullivan and Hugo Zacchini visited and showed movies at Boston. Everett and Charlotte Smith visit regularly there. . . . The Ringling show now has its own traveling trailer park, with personnel moving 4V house trailers. . . . Connie Klausen Anderson, former Ringling girl and now a New York model, visited. . . . W. E. Lawson has recovered from nose surgery. . . . Harold Alzana is recovering nicely and practiced for the first time in Hershey. . . . Also coming back in action after an injury at Boston is Reggie Armor, of the teeterboard display. . . . At Hershey, the performers' baseball team beat the prop department, 32 to 2, and beat the elephant department, 19 to 18. . . . Jackie Gerlich, Duane Thorpe and Rosebud Reilly were up early to watch the Memorial Day parade at Hershey. . . . Al Schwartz caught the Beatty show. . . . Working a hospital show in Philadelphia were Tony Durkin, Al Catorzi, Kaichi Namba, the Soranis, the Yongs and the clowns.

R. A. Miller's circus unit was at the Great Southern Shopping Center, Pittsburgh, June 6-7. . . . Paul Nelson now has a pig act and it will play Cedar Point Resort near Sandusky June 21-22. . . . Palmer Robinson, former circus advance man, visited R. M. Harvey at Perry, Ia., and F. A. Bondinot at Chicago. Robinson's home is Los Angeles.

From Polack Bros., Kitty Kelly Roostrom writes that Lalo Palachio is back in the flying act after a year in a TB sanitarium. . . . Billy Wong, formerly of the Mandarins, and Bill Lee, finger-stand act, visited in San Francisco. . . . Miss Tuppy Downs and Shirley Kelly

visited Harold Simmons. . . . The Manchester, England, soccer team visited with the Gutis. . . . Ernestine and Kim Baer visited in San Francisco. Dave Cavanaugh, the Al Weirs and Rector and Doreen visited also. . . . Bruce and Mildred Williams and Lillian Osborn were guests of the Ronstroms. . . . Al Wilcox visited Lalo Palacio. . . . Chris and Valerie Krinkle go to Vancouver for the show there.

J. S. Ramsey, veteran agent, is back in action after a two-month bout with pneumonia and Asiatic flu. He is with his daughter at Ashboro, N. C. . . . Tex Maynard, recently with Bee Carsey on Polack Bros., and Mrs. Maynard, are on the Clyde Bros. Circus for their fifth season.

Gaylord Maynard has signed to do clowning and juggling with Aut Swenson's Thrillcade. . . . Kitten and Gabby Wendt made the Orrin Davenport route this winter and then jumped to Vancouver to open with the British Columbia centennial show produced by Roy Lisogar. Among those on the show are Al Morrison and Betty Reeves, Bill Fontana, the Wendt's Aero-Stylites act, the Goddess of the Moon, and Orwin Hatvey. Show tours 12 weeks.

Estelline Pike, sword swallower, writes that among those with her at Riverside Park, Chicago, are Sadie Anderson, spotted girl, and Russ Lewis, vent. She was on TV in Chicago recently. . . . Visiting the Harold Bros. Circus recently were Dr. Ralph Hartman, John Beard, Frank and Thelma Pahlman, Tom and Georgie Scaperlanda, Ray Geahardt, Anita Marx, and Leonard Farley, all of San Antonio. . . . John J. Doyle, fronting Nelson Bros. Circus, was in Davenport, Ia., recently. . . . Jim Nolan, CFA, caught the Mills show at several Chicago suburbs and worked snow cones one day.

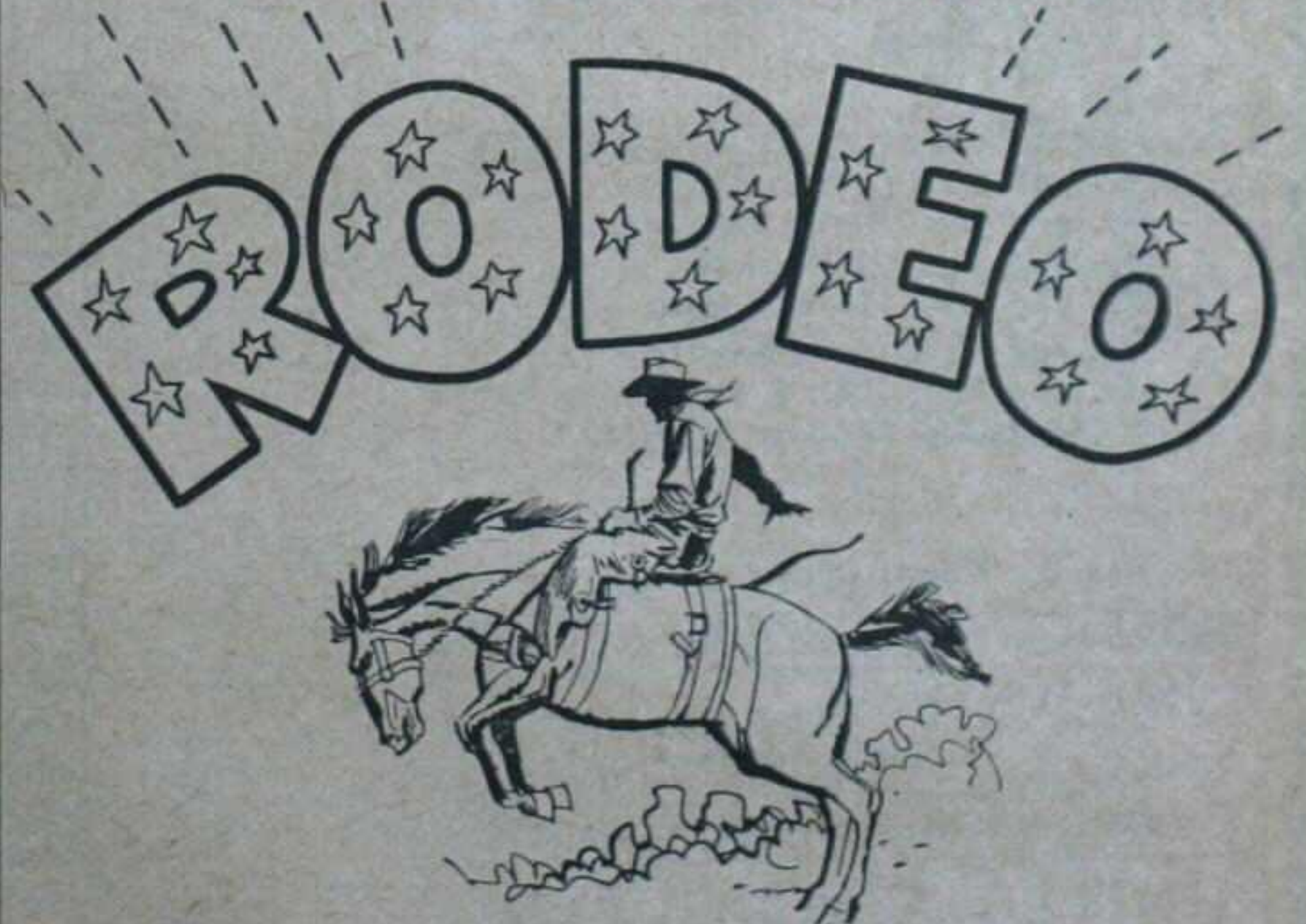
L. Mitchell White, CFA and newspaperman of Mexico, Mo., was given an honorary degree by the University of Missouri. . . . Thru Earl Allen, CFA, the Sikeston, Mo., Standard reprinted an article from The Billboard's recent circus special issue. . . . Jack LaPearl, alternating with Hagen Bros. and Clyde

(Continued on page 58)

BE OUR GUEST!

MISTER: Fairman, Promoter, Arena Manager, Stadium or Ballpark Operator, Ad Agencyman...

COME SEE US AT THE WORLD FAMOUS POLO GROUNDS IN NEW YORK!



FEATURING: 14 Person Mounted Patrol • Sgt. Preston of the Yukon • Texas Rangerettes—15 Western Chorus Girls • Colorado Rhythm Boys • Pat Henry & Golden Tony • Clowns Hippo Harpo • Chief Evergreen Tree & Band of Sioux Indians • Penelope Beautiful Indian Maid Singing (Under the Sky Blue Water) Indian Love Call • Trick Riding • Trick Roping • Sharpshooting • The Fastest Man On The Draw In The World • Square Dancing On Horseback (Strobel Lites) • Howard Trickey—Rodeo's No. 1 Announcer • Bareback Riding —Saddlebronc—Bull Dogging • Calf Rape • Brahma Bull Riding • Wild Horse Race • 1,000 In The Cast • 250 Head of Stock • CIRCLE T RANCH RODEO.

This is an organized show with time open for this season. If you want to talk about 1959, we're wide open for suggestions. Come see us, it's open house during our

New York run, June 27 to July 6.

HEADQUARTERS, FORREST HOTEL, West 49th St N. Y., Plaza 7-6653 or Circle 6-5252

IN MEMORIAM



PHIL ISSER

To our friend and beloved General Manager of the I. T. Shows, Inc., who passed away Saturday, June 7, 1958. May he rest in peace forever and ever. From his associates, show personnel, ride employees, concessionaires and others on the midway.

Isidore Trebish

Mr. and Mrs. Charles Bochert
 Mr. and Mrs. Harry Sussman
 Mr. and Mrs. Al Howard
 Mr. and Mrs. Morris Brown
 Mr. and Mrs. Louis Scherer
 Mr. and Mrs. John Leonard
 Mr. and Mrs. William Appleton

Joe Uknis
 Ray Manning
 Al Sementi
 Gus Maynard
 Mattie Aquillino
 Mrs. Zara
 Mr. and Mrs. Harrington
 Harry Wiensmark
 Bob Brown
 Sam Wiesser
 William Kaye
 Harry Berk
 Danny Mann
 Mr. and Mrs. James Yotas Jr.

Mr. and Mrs. Tewes
 Simon Carter
 Charles Morton
 Charles Maxwell
 Atlas Miller
 Lemon Daniels
 Mike Argumper
 Charles Argumper
 Arthur Gay
 D. Kenwood
 Jack Barnes
 Harry Hayward
 Anna Bloomer
 Agnes Buss
 Neil Martin
 Tyze Goodwin
 Johnnie Metz
 Isabelle Nunemaker
 Margaret Price
 George Fagan
 George Simpson
 John Youngbauer
 Daniel Kine
 Harry Haddix

Charles Ewig
 Mr. and Mrs. Jules Lasures
 Mr. and Mrs. Nathan Hyman
 Mr. and Mrs. James Alexandria

THE FINAL CURTAIN

BEARES—Charles L., amusement park man, at Conneaut Lake, Pa., June 7. He was a football player at Princeton University. Later he was general manager of Westview Park and more recently was a ride operator at Conneaut Lake Park. For many years he was treasurer of the Pennsylvania Amusement Parks Association. His father, Charles Beares Sr., was in the park business also. Survivors include his widow, Inez, and a son, Charles III. Burial June 10, at Perrysville, Pa.

FIRESTONE—Robert, long-string driver for Barnum & Bailey and later the Ringling-Barnum combine, at Cape Girardeau, Mo., May 15. He had been retired for a number of years.

GREEN—Hazel T., 67, wife of Nat Green, former Chicago representative for The Billboard and the Ringling-Barnum Circus, at a Geneva, Ill., hospital, June 9, after an extended illness. Memorial services were held in West Chicago, where the Green home is located, and funeral and burial were in Noblesville, Ind., June 12. Mrs. Green was connected with newspapers in Indiana, Minnesota and Ohio. The Greens moved to Illinois in 1928. Survivors include her husband, Nat, now representative of Radio-TV Daily in Chicago; a son, Robert W. Green, of Phoenix, Ariz.; a daughter, Virginia, of South Pasadena, Calif.; two sisters, three grandchildren and a great-grandchild.

ISSER—Phil, 66, general manager of I. T. Shows, June 7, in Brooklyn (see Carnival Section for details).

JOBER—Stanley, 75, midget with Moore's Model Shows, June 10 in Bartlesville, Okla.

MORRIS—Arthur, 84, known as Doc in the outdoor show world, died June 5 in Milton, Fla. He was one of the century's top picnic promoters and worked for many amusement parks. (Details in Outdoor Section.)

MORRISON—Mal, 51, veteran promoter and partner of H. Werner Buck in the Los Angeles and Chicago Sports Shows, died last week. He had been dead several days before being discovered on his boat in California by his wife, upon her return from a trip. Burial was in Los Angeles, June 10.

STONEBACK—Howard, mechanical superintendent at Euclid Beach Park, Cleveland.

WILLIAMS—Jacob O., 70, former manager of the Kent and Sussex Fair, Harrington, Del., June 7 (details in Fairs Section).

MARRIAGES

BLOOM-ZUMBRUM— Earl Oscar Bloom, son of veteran carnival owner and agent, Oscar Bloom, and Mary Jane Zumbrum non-pro, June 14 in Chicago Heights, Ill. The groom formerly worked with his father when he owned Gold Medal Shows.

BIRTHS

REITHOFFER— a son, Michael Lee, to Julius and Ella Reithoffer, May 29 in a Williamsport, Pa., hospital. Father is with Uley Reithoffer Shows.

Fluorescents To Aid Lure At Rockaway

NEW YORK — A series of fluorescent signs will add greatly to the decorative lure at Rockaway's Playland before the season hits its peak. Ranging from skeletal structure to the spectacular kind, they will include one which will suggest an animated model of the atom symbol.

Memorial Day, equal to a Sunday in gross business during prior years, attained the status of a July Fourth this season, Dick Geist noted. Ideal weather helped. Strong winds which spared inland parks cut the day's business short on the Saturday and Sunday which followed. The midway was emptied by 11 p.m.

A recent "What's My Line?" network TV show had Pete Lomagistro, skirt blower in the Fun-house at Playland, as a contestant. The panel was stumped. Other publicity included a feature story on the financial page of the New York Times on the park business, illustrated with a three-column night photo of Playland.

Denver Mulls Top For Red Rocks Pit

DENVER—City officials and board members of the Denver Symphony are studying the possibilities of installing a plastic bubble over the orchestra pit of the Red Rocks Amphitheater. The amphitheater, with a seating capacity of nearly 5,000 is the largest outdoor arena in the area and the scene of nearly two dozen big shows each summer. Inclement weather in the past has hurt the musicians and their instruments more than the box office. Show goers have sat thru rainstorms to witness productions.

Services for Doc Morris, Picnic Man

NEW YORK—Funeral services were held Tuesday (10) for Arthur (Doc) Morris, retired picnic promoter who had maintained a tavern in Milton, Fla., a suburb of Pensacola. Morris, who died in Milton, was interred in Showmen's Rest at Southern Memorial Hospital, Hartsdale, N. Y. Services were held at St. Malachy's Church here. A veteran of a half-century in the park business, Morris was a (Continued on page 63)

Carnival Routes

- Alamo Expo.: Montrose, Colo.; Rawlins, Wyo., 23-28.
- American Beauty: Kirksville, Mo.
- Amusements of America: Pennel, Pa.
- Badger State: Wahpeton, N. D.; East Grand Forks, Minn., 24-29.
- Baker United: Indianapolis, Ind., 16-22; Martinsville 23-28.
- Barstow Am. Co.: New Waterford, O.; Harmony, Pa., 23-28.
- Beam's Attractions: Marion Center, Pa.; Summerville 23-28.
- Bee's Old Reliable: (Fair) Springfield, Ky.; (Fair) Shelbyville 23-28.
- Belle City: (S. 16th & W. Cleveland Sts.) Milwaukee, Wis.
- Big State: Stockdale, Tex.
- Blue Valley: Buckner, Mo., 19-21.
- Borderland: Crane, Tex.
- Brodbeck & Schrader: Rapid City, S. D.
- Brown, Al: Glenn Ullin, N. D., 16-18; Golden Valley 19-21; Crosby 23-28.
- Buck, O. C.: Glenn Falls, N. Y.
- Buckeye State: New Holland, O.
- Burke, Harry: Port Sulphur, La.
- Burkharts: East Chicago, Ind.
- Byers Bros.: Atchison, Kan.; Newton, Ia., 23-28.
- Capell Bros.: Rangely, Colo.
- Capital City: Stanford, Ky.
- Carpenter Bros.: Perryburg, O.; Sylvania 22-29.
- Carroll's Greater: More, Minn., 16-18; Onamia 20-22; Winthrop 23-25; Waconia 27-29.
- Central States: North Platte, Neb., 16-22; Holdrege 23-28; Neligh, July 3-5.
- Cetlin & Wilson: Morgantown, W. Va.; Uniontown, Pa., 23-28.
- Chanos, Jimmie: Winchester, Ind.
- Cherokee Am. Co.: Clifton, Kan.; Frankfort 23-25; Parsons 26-July 2.
- Collins, Wm. T.: Hutchinson, Minn., 20-22; Fargo, N. D., 23-29.
- Continental: Plattsburg, N. Y.
- Copeland Am. Co.: Smethport, Pa.
- Crafts Expo.: (Fair) Vallejo, Calif., 20-28.
- Crafts 20 Big: Montebello, Calif., 19-22.
- Cumberland Valley: South Pittsburg, Tenn., 16-28; Cowan 30-July 5.
- Cunningham Expo.: Sardis, O.; Blairsville, Pa., 23-28.
- Dauberman's Rides & Concessions: Milton, Pa., 18-21; (Riverside) Danville 25-28.

(Continued on page 56)

Ice Shows

Shipstads & Johnson's Ice Follies: San Francisco, Calif., June 18-August 31.

Thrill Shows

Aut Swenson Thrillcade: Joplin, Mo., 22; Wellington, Kan., 23; Wichita 25; Sterling, Colo., 26; Alliance, Neb., 27; Rapid City, S. D., 28; Dickinson, N. D., 29; Swift Current, Sask., 30.

Circus Routes

- Beatty, Clyde: Warwick, R. I., 16; Worcester, Mass., 17; Brattleboro, Vt., 18; Rutland 19; Montpelier 20; Burlington 21; Plattsburg, N. Y., 22; Cornwall, Ont., 23; Ottawa 24-25; Kingston 26; Belleville 27; Oshawa 28.
- Beers-Barnes: Bellbrook, O., 16; Trenton 17.
- Carson & Barnes: Newberg, Ore., 18.
- Clyde Bros.: Leamington, Ont., 16; London 17-18; Woodstock 19; Semco 20; Brampton 21.
- Cristiani Bros.: Muncie, Ind., 16; Anderson 17; New Castle 18; Lexington, Ky., 19; Frankfort 20; Newport 21.
- Famous Cole: Elm Creek, Neb., 16; Ravenna 17; Loup City 18; St. Paul 19; Central City 20; Osceola 21; Genoa (mat.) 22.
- Gray, Gil: Edmonton, Alta., 16-19; North Battleford, Sask., 21; Saskatoon 23-25; Regina 26-28; Minot, N. D., 30-July 2.
- Hagen Bros.: Clinton, Ia., 16; Dubuque 17; Platteville, Wis., 18; Madison 19; Oconomowoc 20; Kenosha 21.
- Hunt Bros.: Waldwick, N. J., 16; Meriden, Conn., 17; Bolton 18; Simsbury 19; Greenfield, Mass., 21.
- Kelly-Miller: Lodi, Calif., 16; Woodland 17; Roseville 18; Auburn 19; Nevada City 20; Yuba City 21.
- Mills Bros.: Elyria, O., 16; Avon Lake 17; Olmsted Falls 18; Willoughby 19; Geneva 20; Mill Creek Twp., Pa., 21; East Aurora, N. Y., 23; Lancaster 24; Newfane 25; Medina 26; Leroy 27; Albion 28.
- Packs, Tom: Belleville, Ill., 24; Springfield 25-27; Terre Haute, Ind., 28; St. Louis, Mo., July 1-6.
- Polack Bros.: Boise, Idaho, 17-19; Twin Falls 20-21; Ogden, Utah, 23-24; Provo 25; Salt Lake City 27-28.
- Ringling Bros. and Barnum & Bailey: Washington, D. C., 28-29; Youngstown, O., July 1-3; Johnstown, Pa., 4-5; Columbus, O., 8-10; Cincinnati 11-13.
- Sello Bros.: Alberti, B. C., 16.
- Strong, John A.: Burney, Calif., 17; 18.

Legitimate Shows

- Auntie Mame, with Constance Bennett: Dallas, Tex., 16-21.
- Auntie Mame, with Sylvia Sidney: (Memorial Hall) Dayton, O., 16-18; (Palace) South Bend, Ind., 19; (Arena) Kitchener, Ont., 21; (Strand) Niagara Falls 22; (Palace) Hamilton 23-24.

Miscellaneous

- Brunk's Comedians: Canon City, Colo., 16-21.
- Matchstick City: Centralia, Ill., 16-17; Mt. Vernon 19-21; Salem 23-28.
- Schaffner Players: Mount Pleasant, Ia., 16-21; Carthage, Ill., 23-28.
- Texas Ranger Show: Pineville, Ky., 16; Williamsburg 17.
- Tommy Scott Country & Variety Show: Annapolis, Md., 16; Washington, D. C., 17; Cambridge, Md., 18; Easton 19; Pocomoke City 20; Dover, Del., 21; Wilmington 23; Riverside, N. J., 26; Atlantic City 28; Plainfield July 2.

INSURANCE

IDA E. COHEN
173 W. JACKSON BLVD.
CHICAGO, ILLINOIS

SEASONAL OR YEARLY INSURANCE NEEDS

- FOR
- CARNIVAL RIDE OPERATORS
- PARK OPERATORS
- KIDDELANDS
- CONCESSIONAIRES

Nation Wide Claim Service
Premiums Payable Weekly or Monthly
(For Midway Public Liability)

SEND FOR DETAILS

CALL or WRITE

"MIKE" LAW LAW BROTHERS

135 South LaSalle St., Chicago, Illinois
Phone: Financial 6-1210

Attention: PARKS—FAIRS—BALLROOMS—STADIUMS—BALL PARKS

A Sure-Fire Attraction

BILL HALEY
and his Comets
International Stars of Columbia Pictures & Decca Records

Some Spot Dates Available in July-August-September, 1958

WIRE • WRITE • PHONE

JOLLY JOYCE
Theatrical Agency
Philadelphia: 1001 Chestnut Street
Phone: Walnut 3-4677
New York: Hotel President (2nd Fl.)
PLaza 7-1784 & Circle 6-8200

follow the leader

If you want personal service—
Hop on the Lens Sandwagon — join the thousands of Showmen who insure with an Agency that offers only the Best.

CHARLES A. LENZ
"The Showman's Insurance Man"
1492 Fourth St., North
St. Petersburg, Fla.
Phone: 8-3121—7-2914

The Most Beautiful MINIATURE GOLF Courses

Built in America are constructed by **ARLAND** 444 Brooklyn Ave. New Hyde Park, N. Y.

—The Nation's Largest Builders—

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

INSURANCE For the Amusement Industry

SAM SOLOMON
"The Showfolk's Insurance Man"
5017 N. Sheridan Road, Chicago, Illinois
Phone: Longbeach 1-5555 or 5376

WANTED TO BUY

Fascination Game. Complete and in Good Condition. Must Be Reasonable. Needed at Once. Write:

RAYMOND CAMARA
11 Lewis St. Paterson, New Jersey

We wish to express our thanks and appreciation to all our friends for the many cards, flowers and deeds of kindness received during the illness and recent death of our husband and father

R. L. (BOB) LOHMAR
MARY R. LOHMAR
R. L. LOHMAR, JR.

In Loving Memory of **FREDDIE REED**

Who Passed Away
June 17, 1951

You Are Always in My Heart

DOLLIE REED FRAZIER

In Memory Of Our Darling Sister **LILLIAN SHEPPARD**

Who left us June 22, 1947.
We loved you dearly and miss you more each day.

DAVE & EMILY FRIEDENHEIM

In Memory Of My Dear Husband **ROBERT S. MELLOR**

Who passed away June 14, 1957.
From his wife,
LILLIAN M. MELLOR

PARKS - KIDDIELANDS - RINKS

Cedar Point Stresses Excursion, Promotions

CEDAR POINT, O. — Young people will practically take over this Lake Erie resort on the weekend of June 21-22 and beyond. Upwards to 30,000 Northern Ohio youngsters are expected on Saturday (21) for the annual Esmond Dairy day, which features several special attractions pointed toward the youngsters.

Approximately 1,000 teen-agers from all over the nation are due on Sunday (22) for the 17th annual music festival and world championship accordion and guitar contests, which runs thru June 26. This will be the third consecutive year for the International Music League to bring the youths together at Cedar Point, with headquarters at the Breakers Hotel. Several hundred adults are expected to accompany the boys and girls to the resort.

A total of 105 newsboys from Huntington, W. Va., is to arrive on June 22 for three days and two nights at the resort. The youths are to travel by Chesapeake & Ohio Railroad from Huntington to To-

ledo and the remainder of the way by chartered bus.

Convention activities got under way on the weekend (13-15) when an aluminum company held a sales conference at Breakers Hotel. From June 25 to 28 the Ohio State County Auditors' Association and the Ohio Sealers of Weights and Measures will gather simultaneously.

An old-fashioned railroad excursion is being sponsored by The Columbus (O.) Dispatch for Sunday, June 29. The Pennsylvania Railroad is expected to bring a dozen or more coaches into Sandusky, with passengers transferring to the resort's three diesel ferries for the two-mile trip across Sandusky Bay to the resort.

Set Free Acts

William H. Evans, public relations director, this week named free attractions for the season, which got in full swing over the weekend (14-15). Nelson's Pigs kick off the season on June 21 and 22. The Flying Malko's are set for July 7-13, followed by Joe Smiley's magic show from July 14 to 20.

Peyton and Ray's Canines are set for July 21-27; Galasso finger stander and balancer, July 28-August 3; Diving Sensations, August 5-17; Appolon swappole act, August 18-24, and Lemke's Chimps, August 25 thru Labor Day.

A total of 230,000 coupons is being distributed thruout the area for Esmond Dairy Day (21). Coupons admit to rides and shows for 7 cents before 6 p.m. and 10 cents on major rides during the evening.

Two puppies and five one-year supplies of ice cream will be given to winners by the dairy firm. Kids from the Erie County Children's Home are to be guests of the company for the day. A model of the U. S. Explorer satellite is to be on display thru June 7 in the midway showcase, along with scale models of rockets and missiles. Also on display will be a number of foreign sports cars, Lyman boats and a U. S. Marine Corps exhibit and movies in the Coliseum.

Rain hurt both of the pre-season openings of the beach and midway. Decoration Day proved best of the five days with hot weather and mid-July like throngs on the beach and midway. Saturday (31) was cool and Sunday (1) brought rain before noon.

This past Saturday (7) was on the cool side while a mid-morning rain and windstorm again hurt on Sunday (8) with overcast skies in the afternoon and light rain at night. Spending was reported about on a par or a little better than a year ago.

With the Breakers Hotel, dining

Shopping Center In Milwaukee Adding Kid Spot

MILWAUKEE—The big Capitol Court Shopping Center in the middle of Milwaukee has completed agreements for a \$200,000 kiddieland to be opened there in the next few weeks.

W. D. Pavalon, Highland Park, Ill., is to be president of the company operating Kiddietown. The kiddieland is being equipped by George Moses, sales manager of the Allan Herschell Co. Initial Herschell equipment includes a C-16 Miniature Train, Helicopter, Roadway, Roller Coaster, 36-foot Merry-Go-Round, Sky Fighter, Kiddie Tank and Kiddie Boat Ride. Concession stand is included. More features are planned for the future.

The shopping center has about 50 stores and parking for 5,000 cars.

Mgrs. Make Detroit Papers

DETROIT—Detroit park managers have been making the headlines recently.

Harold Gorry, manager of Bob-Lz. Park, was depicted driving the golden spike marking completion of track-laying for the park's new narrow gauge railroad.

A. M. (Brownie) Brown, new manager of Walled Lake Park, was the subject of a six-column story in the Sunday issues of The Detroit Free Press, giving his personal history. It included reminiscence of his days with the old Grenada Park, where he supervised construction over 30 years ago. His association with the late John Miller, noted ride builder, was reported and illustrated with pictures under the headline "Love-Tunnel Man Turns 17—Again."

Western Town For Hartford

HARTFORD, Conn. — Larry Gagnon, local cowboy entertainer, has reopened Frontier Land, a reproduction of a Western town, complete with ponies, covered wagons, staged gun fights, holdups and a Wild West performance.

Admission scale: Adults 75 cents; children, 25 cents.

rooms, ballroom and a number of stands opening full swing this weekend (14-15) operators will have a better idea of how business prospects are for the season.

New York Percentage Spot Hums in Third Year

NEW YORK — A second full season of operation is under way for Fun Fair, Queens percentage ride operation. Fun Fair was sparked three years ago by John Ursini under a plan where all units would operate on a p.c. basis on his property, with 10-year lease arrangements.

Various construction problems plagued the operation in 1956. Last year the rides did business. Now the major lure, Max Lander's lavish Adventures Inn food establishment is open.

Things are humming now. A major promotional deal suffered in day-long rains a couple of Sundays ago, when part of the Dean Martin City of Hope Telethon was held at the park. Many TV kiddie show favorites were lined up for appearances, plus a number of sports stars. The show went off okay, but the weather was miserable.

Ursini had a philosophical outlook on the event. Even if the rain wrecked the anticipated big gross that day, he says, people still stayed home and saw it on television, thereby being exposed in that way to the park's attractions.

These attractions include the restaurant, novelty stand, miniature golf, and the following rides:

Century Flyer, Comet Junior Coaster, Roto-Jet, Rock-o-Plane, Tilt-a-Whirl, Hot Rods, Little Dipper, Sky Fighter, Ferris Wheel, Skooter and kiddie pony cart, tank and boat units.

Business to date is more than twice as good as for the same period last year, when facilities were fewer, Ursini notes. Advertising is concentrated in The Long Island Star-Journal and Press and The New York Post. A ride coupon is printed, also good for a special price in the restaurant.

There are three centralized tick-

et booths and the counting and p.c. figuring is done nightly. Prices are 10 for \$1 on kiddie rides, six for \$1 on major units, and 25 cent on a ride on major rides, namely the Roto-Jet, Hot Rods, Skooter and Rock-o-Plane.

Boat Line Cancels Some Holiday Trips

PENNSVILLE, N. J. — Un-chartered holiday steamer service out of Philadelphia to Riverview Park here is being eliminated. Riverview Lines, Inc., announced following a riot aboard the S.S. State of Pennsylvania in which 18 persons were hurt and 24 arrested on Memorial Day.

Only a chartered ship will sail to the park on July Fourth and on Labor Day, the firm said.

Train Attracts 100,000 Monthly At San Antonio

SAN ANTONIO—The longest miniature train ride in the world, the route of the Brackenridge Eagle thru scenic Brackenridge Park, is attracting riders at the rate of almost 100,000 per month.

G. L. Smith Enterprise owns the railroad. Of the first 267,000 passengers, 72 per cent were adults.

ST. PAULS, N. C. — McGoogan Lake, Inc., here, has obtained a charter to operate a pavilion, pool and bathhouse. Authorized capital stock is \$100,000. Incorporators: A. S. McGoogan, Louise S. McGoogan and Charles McGoogan all of St. Pauls.

ROLLER RUMBLINGS

Rosee Calls RSFA Pic Hefty B.-O. Stimulant

By STAN FISCHLER

NEW YORK—The Roller Rink Skating Foundation of America hopes to give rink operators a shot in the arm with its just completed film, "This Is Roller Skating." RSFA officials unashamedly insist that "rink operators never had such a tool for promoting their business."

A 17-minute feature narrated by sportscaster Bill Stern, the movie has professional writing and music, scoring as well as top-flight production and technical quality. It is ready for distribution to more than 5,000 roller rink operators thruout the country, according to the RSFA.

Essentially, the film is the story of roller skating, with special emphasis on its appeal to people of all ages. The world field of skating is covered from the first uncertain steps of the five-year-old to the polished intricate performances of the "Skating Varieties" revue at Madison Square Garden.

The film depicts the close tie-in between roller rinks and the community, and how the rink operators participate in community activities and make skating an integral part of the recreational life of a locality.

How can it help the rink operators? "It's just as if you want to boast of your best part of town or the prettiest baby in the neighbor-

hood," said Irwin Rosee, of BSFA. "You show it. And that's the approach with 'This Is Roller Skating.' It's the best film on skating and should be shown off — in schools, churches, before parent groups and other organizations."

The RSFA says that on the first draft of "This Is Roller Skating," rink operators reported an increase (Continued on page 65)

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY - GLAMOUR - SHOWMANSHIP

GET THE NEW REVOLVING HOLLYWOOD SPOTS-LITE

BETTER THAN A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY MODERN GROOMING LIGHTING EFFECTS AND LONGWEAR. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PROFITS FOR ITSELF IN BALLROOMS, TEATING ROOMS, CLUBS, TAYLOR BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

Write For Complete Free Details

HOLLYWOOD SPOTS-LITE Co. Dept. 3 3612 No. 166 St. Omaha 10, Nebraska

SKATING RINK TENTS

42 x 102 IN STOCK
53 x 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO. 100 Central Ave. Alton, Ill.

MIKE MUNVES CORP.

ARCADES

577 TENTH AVE., N.Y. 26, N.Y.

PLANNING AN ARCADE? Interested in Increasing Profits? WE DESIGN AND EQUIP MONEY-MAKING ARCADES. WRITE OR CONTACT AMERICA'S NO. 1 ARCADE OUTFITTERS.

MIKE MUNVES CORPORATION Bryant 9-6677 577 Tenth Ave., New York 36, N. Y.

FOR SALE

Schiff High Park Model Coaster, like new, \$6,500. Jay Warner Merry-Go-Round, 36 ft., new top and side wall, \$5,000. Rides can be seen up at Sequoyah State Park, Wagoner, Okla., or contact

WALBOX DISTRIBUTING CO. 3909 Main Dallas, Texas

THE MOST SUCCESSFUL MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE HOLMES COOK MINIATURE GOLF CO. 883 10th Ave., New York 36, N. Y. BRyant 9-0574 "Imitated But Never Duplicated"

FOR LEASE

Immediate occupancy—newly renovated building, 10,000 square feet. Famous New England resort area—ocean front.

H. G. NABHAN 404 N. Blvd. Salisbury Beach, Mass. Phone: Homestead 2-4531

WANT WANT WANT for GALVESTON PLEASURE PIER Seawall Blvd. at 25th St., Galveston, Texas FREE ACTS

Can place Platform and High Acts for 10-week season. No moves, no commissions. Preference given to those doing two or more. Send photos and price Air Mail. Openings beginning June 18.

RIDES CONCESSIONS 1958 Grosses up 75%. Can place two Major Rides. Can use Tilt, Roll-o-Plane, Scrambler, Spitfire or Round-Up. Openings for Scale & Age, Novelties, Hats, Pitches and Straight Sales.

Isser Dies; Vet Eastern Operator

I. T. Shows Manager Led Show Club; Stricken During Winter Europe Tour

NEW YORK—More than 150 persons turned out in pouring rain Monday (9) for the funeral of Phil Isser, widely known carnival figure who was general manager of the I. T. Shows. Isser, 66, died at 7 p.m. Saturday (7) in Maimonides Hospital, Brooklyn, where he had been fighting illness since last December.

A veteran of 49 years in the outdoor show field, he was partnered with many individuals from the time he began in 1909 with Eddie Brenner at Revere Beach, Mass. Isser's inauspicious beginning consisted of raising and lowering concession awnings and cleaning up around a knife rack.

At the time of his death he was overseer of one of I. T. Shows' two units. His No. 2 Unit was returned to winter quarters this summer with plans to bring it out for fairs, when the show normally consolidates its operations. Partner Is Trebish immediately honored all agreements and deals made by Isser, with the result that the show will function in its usual manner for the rest of the year.

Decisions in Fall

One of the things to be decided

Crafts No. 2 Unit Finds Spotty Takes

DELANO, Calif. — Crafts No. 2 Shows were here last week after racking up fair business along the route. A four-day stand at Monterey Park, Calif., was just so-so and the Orange County Fair, Costa Mesa, Calif., was off considerably from last year due to date changes and, in part, lack of promotion.

Jackie Lee and Ralph Christensen have a new tractor, semi and stock trailer and have expanded to where they now operate seven concessions. Lee is busy on the Cadillac fund drive for the Pacific Coast Showmen's Association.

Jimmie Lantz, show manager, and his wife, Evelyn, have had their family on the show in recent weeks. First their daughter, Rose Marie, came on and when she left, brothers Louis and Jimmy Jr., moved in for visits. George (Pudgie) Harms, no leave from the Navy, brought several buddies with him on several occasions.

Other visitors included Al Flint, PCSA executive secretary; Pete and June Sutton, Steve Vaughn, Bob and Eliza Matthews, Marjorie Hartman, Bill and Jewel Hobday, Tillie Palmateer and Helen Smith. Grace Merkel came on for 10 days at Costa Mesa to help Blanche Henderson with the cashiers. Mrs. O. N. (Eleanor) Crafts visited for the first time this season at that fair.

Show held a giveaway program and a portable TV, donated by O. N. Crafts and Roger Warren, went to Electrician Murphy. Proceeds were sent to George Black, former secretary of the Arizona State Fair, Phoenix, who recently suffered a heart attack.

Tommy (Capers) Cummings, mechanic, was scheduled to rejoin here in Delano.

this fall, following the Mineola Fair, ending the season, is the appointment of a new general manager and decision as to the No. 2 Unit's disposition for the 1959 season. It was expected that Morris Brown, long-time concession and lot supervisor, will run the outside with Louis Scherer, assistant and close friend of Isser, in the office.

Isser's interest in I. T. Shows constitutes the bulk of his estate. He is survived by five daughters, Elinor Geller, Aanita Weis, Kay Warner and Dorothea and Rochelle Isser; three brothers, one of them in Israel, plus six grandchildren.

Services were held in Riverside Chapel, Brooklyn, with a eulogy delivered by Louis D. King, chap-



PHIL ISSER

lain of the National Showmen's Association, of which Isser was a charter member and past president. Burial was in Acacia Cemetery, Queens. Isser had been visiting Israel and Europe during the winter when illness compelled him to fly home. He never recovered.

Following his Revere Beach introduction, Isser promoted \$1,500 and set up his own knife rack in Wonderland Park. He brought in a brother, marking the start of a long series of partnership arrangements. (Continued on page 58)

Rain Takes Cut In Royal's Biz At Davenport

DAVENPORT — The Royal American Shows caught the best Friday and Saturday business here June 6-7 that the show has ever experienced in this city but was hard hit by rain Sunday (8), usually one of the biggest days of the annual 12-day stand.

Sunday's (8) rain broke at 4:30 p.m. and washed out the day's business. Winds that accompanied the rains twisted the panels on the Velare Rotor and new fronts are being built.

More rain, which fell off and on, took a cut out of patronage and spending Monday thru Thursday (9-12). The Royal was scheduled to wind up its stand here Sunday (15).

Visitors to the midway included Mrs. Mary Lohmar, wife of the late Robert Lohmar, and son, Roland, and his wife and child. Harold Johnson, assistant concession manager of the Minnesota State Fair, St. Paul, also was a visitor.

OLD MAN RIVER KEEPS PICKING ON GROSCURTH

MARION, Ind. — C. C. (Specks) Groscurth is now convinced the Mississinewa River, which flows thru this Hoosier city, is no friend of his Blue Grass Shows.

Tuesday (10), for the second consecutive year, Groscurth had to tear down and move off the lot before the river over-ran its banks and flooded the midway.

About a year ago, on June 29, 1957, Blue Grass was having one of its biggest kids' days here when city officials warned him the river's dikes were not expected to hold. A plea for volunteer help was immediately put on the radio and close to 150 of the citizens came to the rescue. In six hours they had the rides, shows and concessions loaded and the trucks on high ground.

"This is getting to be a habit," Groscurth said.

Continental Rehash Okay In Kingston

ONEIDA, N. Y. — Continental Shows was up early on Sunday (10) here, following a New York Thruway jump from Kingston. The rehash date there was a good one, being hurt by poor weather the first time in, which was the opening week of the season.

Week started slowly but built nicely. Friday and Saturday (6-7) provided two good nights and a good matinee. Visitors included Dick Coleman, whose show is due in after several weeks, and Danny Dorso, bingo operator with the O. C. Buck Shows.

First Road Stand Okay For Schafer

BLACKWELL, Okla. — Schafer's 20th Century Shows opened its first road stand of the season here Monday (9) to good business. Show moved here after five weeks of playing Dallas area lots.

After playing Quincy, Ill., and Fort Dodge, Ia., the show moves into its fair route. Line-up includes 23 rides and 10 shows.

Prior to leaving Dallas a number of the show's personnel purchased new house trailers from Floyd Uinecitt, Fort Worth agent for Midway Trailer Company. Included were Mr. and Mrs. W. A. Schafer, show owners; Frank Gaskins, general agent; M. Brown, cookhouse; Allin Morris, Lee Turner and Jack Nelson.

Powelson Plays Firemen's Conclave

CRESTLINE, O. — Powelson Amusements moved here over the week-end for a Monday (16) opening at the Northwestern Firemen's Convention here Monday thru Saturday.

The No. 1 unit, managed by Homer M. Snedeker, was here for the date with 12 rides and three shows plus concessions.

Lowell Shapes Up Big for Lagasse

Largest Line-Up Assured With Dozen Rides, Shows From World of Mirth

LOWELL, Mass. — More than 30 rides and a wide number of concessions will populate Lowell's Commons for the extended July 4th celebration. Lagasse Amusements, playing the spot for its fourth straight year, will operate a full four days this time, adding Wednesday, July 2, as the opener.

The operation with its added day gains stature as possibly the East's leading still date. Orville Wesley general manager, noted that the midway provided by Lagasse will undoubtedly be Lowell's biggest, since early commitments insure a dozen rides and a dozen shows from the World of Mirth Shows.

25th Season

Business during the two recent weekends has been encouraging, following a disappointing stretch of weather in the spring time. Season opened April 28, for the 25th year under the Lagasse title. Marie Lagasse, who survives the late Eli Lagasse, continues as kingpin of the operation. Wesley has been in his post seven years.

The show operates from three to five units consecutively during still

dates, with a nucleus of 22 company-owned rides. Latest addition is a Ferris Wheel to replace the one lost in an accident in 1957. Unit managers are Harry Ryan, René Desjardin, Al Cartier, Bucko Homer, and Dave Manning.

Fairs include a promising one at Northampton, Mass., where Wesley noted the fair has modernized and enlarged its midway area. Included in the project was drainage and fill to eliminate the old poor conditions resulting from rainfall. Following will be the Tunbridge, Vt., Little World Fair, and the three-day fair in Westfield, Mass.

A line-up of rides will be provided for the World of Mirth Shows midway in Brockton, Mass., providing that spot with a full operation on opening Sunday as insurance against possible delays in the latter's jump southward.

Jimmy Drew Hypes Title; Gets OK \$\$

GRAYSON, Ky. — Jimmy Drew has hyped his show title to James H. Drew World's Fair Shows and reports that business thus far this season has been up to expectations. In fact, from early spending, he figures it should be as good as it was in 1957, which was the best year the show has had.

Season opened on April 10 and the usual early rains cut into business. The West Virginia Strawberry Festival at Buckhannon was the big winner, being 20 per cent ahead of last year which evened out season grosses to about on a par with 1957.

Drew's German hand organ, which is mounted on a semi-trailer, is proving a solid attraction and is garnering much newspaper space and air time. In addition, the show has an air calliope which is used for street bally and just outside the main entrance. A new Rocko-plane and a Scrambler has been added to the line-up.

Visitors included George Brous, G & B Shows; L. P. Brady and Ted Woodward; United States Shows; Tommy Scott, Fuzzy Q. Jones and others from the Tommy Scott Ozark Country Show; George Moses, former showman, now with the West Virginia Tax Department; Orville Smith, Funland Shows, and Floyd King, Clyde Beatty Circus.

Uncle Joe Does Okay At Opener

MARLIN, Tex. — Uncle Joe's Amusements moved here Monday (16) for a Juneteenth celebration after getting fair to good business at its opening stand in Rising Star, Tex.

From here the show moves to Jacksboro, Tex., and then to Bridgeport, Tex., for a July 4 celebration. Joe Seabold recently purchased the Texas Kidd Eli Wheel from Grafton Ducols. It had been stored in Fort Worth for three years and it was necessary to re-upholster all the seats and repaint the ride. Seabold also bought a truck and trailer.

In addition to the Wheel, the show has a Merry-Go-Round, Mix-Up, Kiddie Autos and a double Buggy Ride. Floyd Eaton is ride superintendent.

On the front end are Mr. and Mrs. A. B. Huddleston, popcorn, floss, apples and snow; Johnny Parsons and Ralph Morgan, bingo; Glenda Edwards, hit and miss; Wes Riley, pan game; Luke Hardy, jewelry; Bob Bingham, duck shooting gallery; Jimmy Edwards, balloon darts, and Maxine Levine, clothes pins and penny pitch.

Business Okay On Kahn Show

PROVIDENCE, R. I. — Business has been pretty good for Harry Kahn's New England Amusement Company this season whenever there has been a break in the weather. Show is carrying four major rides, two kiddie rides, Fun-house and about 15 concessions.

Elsewhere in the region, Kid Hope has signed the Fourth of July celebration in Bristol, R. I. for his Little Rhody Shows. The LePa Shows of Frank Pacia and LePorte management, is in Douglass, Mass., week of June 16.

Reithoffers Open No. 5 Unit in Pa.

EAGLESVILLE, Pa. — The Blue Unit of Reithoffer Shows opens here Tuesday (10), under management of Betty Reithoffer. It will become the main unit fielded by the Dallas, Pa., organization.

Pat Reithoffer Jr., has been playing Long Island with two ride units while brother-in-law Bill Goodman's Green Unit has been showing lots in the Philadelphia neighborhood. P. J. Reithoffer Sr., also has a show out, and played Ephreia, Pa. last week.

SKERBECK AMUSEMENT COMPANY WANTS

SWOWS—Glass House, Snakes, Monkeys, Crime, Fat, etc.
RIDES—Coaster, Scooter, Roll-O-Plane, Kiddie Rides non-conflicting.
FOR SALE
 1953 Allan Herschell, 36 ft., all-electric Merry-Go-Round. Complete with top, side wall, fence and ticket box, in lo-boy semi with tractor.
 1952 Allan Herschell Auto Kiddie Ride, complete with new top and side wall.
 1952 Allan Herschell Jeep Ride, complete with new top and side wall and ticket box. Both rides all electrically timed in lo-boy semi with tractor, to sell as a unit.
 Eli Farris Wheel #5. Perfect running condition. Closed van, good tractor, if desired.
 Can place a few more legitimate concessions.
 Newberry, Mich., now. Then as per route. The Bridge Celebration at St. Ignace to follow. Contact, wire or write—EUGENE W. SKERBECK.

STAGEFORT PARK (ON THE CAPE)

GLOUCESTER, MASS., JUNE 30-JULY 5

This is not a suitcase promotion. Ask those who played it last year. Thousands of people. This is a bona fide annual event with fireworks and all. Will sell ex on Glass Pitch (Sonny Bronfelle, contact), Ice Cream, Custard, French Fries and Novelties. All Hankies, Laydowns for merchandise open. Space limited and reasonable.

Now booking Concessions for Keene, N. H., Fair, August 19-24, including Sunday. Can use Bingo for this date.

Write, wire or call Republic 4-0227.
HARRY KAHN, 60 Parkside St. Springfield, Mass.

PAGE COMBINED SHOW

Want for Allegany, N. Y., Firemen's Celebration June 23 through 28, and Addison, N. Y., 4th of July Celebration and 100-Year Centennial combined to follow. Then 17 weeks of outstanding Fairs and Military Bases.

CONCESSIONS: Seales and Ace, Long and Short Range Gallery, Glass, Parakeet and Lamp Pitches, Photos, Roman Target, Break-Dish, Bumper, String Game, Long Range Bucket and Nail Joint, Curley with Arcade contact. Novelties and Jewelry. EATS: Custard, Waffles, Sno Cone, Lemonade-Shake, Chocolate Dip and Pronto Pups. SHOWS: Life Show, Big Snake, Fun House, Glass House, Drome or any Family-Type Show. Roland Todd wants Half and Half, and General Sideshow Help. RIDES: Scrambler, Scooter, Rock-O-Plane and Dark Ride, Plane, Train, Sky Fighter, Tanks, Pony Cart, Live Pony or any outstanding Kiddie Ride. HELP: Foreman for Tilt and Roller Coaster. Second Men on all Rides who have license and drive. No drunks and car peddlers.

All replies to **BILL PAGE, Du Bois, Pa.**

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 4-2727

DEL FLORE AMUSEMENTS

This week, Natrona, Pa., Old Home Week; next week, Bentleyville, Pa., Firemen's Celebration, followed by WESTERN PENNSYLVANIA'S LARGEST FOURTH OF JULY CELEBRATION, IRWIN, PA.

Will book a few Concessions. Also want one or two family-type shows.
 Write or wire Natrona, Pa., this week.

STOCK TICKETS	TICKETS	Cash With Order Price	Special Printed
1 Roll \$ 1.50	of every description	2,000 \$ 6.70	3,000 \$ 9.70
5 Rolls 4.50	Wheel tickets carried in	4,000 7.80	4,000 8.70
10 Rolls 8.25	Stock for immediate ship-	6,000 8.70	8,000 9.40
25 Rolls 18.75	ment:	10,000 10.50	10,000 15.20
50 Rolls 34.00		30,000 15.20	100,000 33.00
100 Rolls 44.00		500,000 132.00	1,000,000 258.00
Rolls 2,000 EACH			
Double Coupons			
Double Prices			
No C.O.D. Orders			
Size: Single Tkt., 1x3			

THE TOLEDO TICKET CO.
 Toledo 12, Ohio
 "Allied Trades Union Label Used"

WANTED
 Ferris Wheel Foreman, \$75.00 per week. Any kind of Ride Help needed. Concessions Open—Novelties, Age & Weight, Glass Pitch, Bear Pitch, Buckets, Hanky Panks, others that can work for quarter and half. Shows of merit. Rides—Major and Kiddie, Big one—June 25-28-27-28, Oswego, N. Y. Two Fourth of July celebrations. 10 bona fide firemen's celebrations to follow. Contact
HAROLD MORLEY, ONTARIO AMUSEMENTS
 225 W. 5th St., Oswego, N. Y. Phone: Oswego 620

A-1 AMUSEMENTS
 WANT FOR FARMER CITY, ILL., FAIR & 4TH JULY CELEBRATION COMBINED, COMMENCING JUNE 29-JULY 5.

Can place Photos, Fish Pond, Duck Pond, Pitch-Tilt-U-Win, Coke Bottles, Cork Gallery, Long Range, Glass Pitch, Bear Pitch, Roman Target, Ball Games, Bumper, Age & Weight or any non-conflicting Show working for stock.
SHOWS—Can place Mechanical Show, Snake Show, 10-in-1 and two Girl Shows. Will book one non-conflicting Ride. Can place Second Men on all Rides. Must drive and have license. Contact
JOHN HANSEN, 2807 Irving Park Road, Chicago, Ill. Phone: IN 3-9614, 8-10 a.m.

PALMETTO SHOWS

WANT FOR GALAX, W. VA., 4TH OF JULY
 Hanky Panks of all kinds, also Eats. Also want Shows: Help needed and first-class Girl Show. Can use Foreman on Octopus and Wheel. All replies to
MILTON MCNEACE
 MARION, VA., THIS WEEK; WYTHEVILLE, VA., JUNE 23-28.
 P.S.: Floyd Sheaks, contact.

LAST CALL FOR LAST CALL
NEW ENGLAND'S BEST 4th OF JULY CELEBRATION
 AT BRISTOL, RHODE ISLAND
 15th Division Parade—Naval Base—Mammoth Fireworks Display—100,000 People.
WANT RIDES—FAMILY SHOWS—HANKY PANKS.
 Wire or Call **KID HOPE, Clifford 3-7889, Bristol, R. I.**

MIDWAY CONFAB

Mrs. Sharon Miller was guest of honor at a stork shower on Prell Shows at Harrisonburg, Pa. Joan Prell, Josephine Burro and Marie Zabriske were hostesses. A buffet lunch was served and many gifts were received. Guests included Alice, Marge and Mary Stevens, Pat Cross, Pat Grish, Margo Swain, Edna Mascheri, Rita Sharp, Fay M. Prell, Pat Lebau, Pauline Luson, Grace Pelly, Ann Williams, Lil Reisiager, Margaret Smith, Myrtle Jones, Dolores Lassiter, Dolly Vashender, Thelma Amand, Bessie Horner, Gladys Tribble, Doris Meyer, Jean Keffer, Susan Stewart, Gertie Miller, Tomi Gambino, Judy Blair, Dorothy Barnes, Mrs. Murr, Georgianna Osborne, Mrs. Jeffries, Flo Rubin, Betty Goff and Lillian Sylvester.

Paul Gordon reports that he has his performing dog, Topsy, in training prior to a July 4 opening with Lisa Del Mar's Strange-O-Rama show on the Gentsch Shows.

The Charles Hodges Side Show, since closing its early stand with the Clyde Beatty Circus at Palsades (N. J.) Amusement Park, has remained at the park until it lifts the road to play fairs. Personnel includes Claude Bentley and Jean Pagent, front talkers; Art Eldridge and Wilbur Daner, ticket sellers; Joseph Oddi, magic and emcee; Joy Hodges, electric and bally; William Durks, two-faced man; Freddie, fat clown and block head; Doris Carter, bally and sword box; Alex Linten, swords; Loretta Rillo, tattooed; LaVern Martin, blowoff; Boki, fire; Angelo, bally.

David King postals that he's joined the Kelly Sutton Side Show on James E. Strates with his vent and boy-without-a-stomach acts. Herbert McNeil will handle his Arcade in Cedar Rapids, Ia.

Lee Collins, erroneously reported as being with Royal American Shows, is with Archie Gayer's Palace of Wonders at Long Beach, Calif., according to Norman C. Wolf. In August Collins will be with the Wild Cargo Show, operated by Wolf and George Sertes for Gayer, opening at Wisconsin State Fair, Milwaukee.

Ralph Sanders, owner of Ken-Penn Amusements, was tendered a birthday party May 22 at the new Sanders home in New Kensington, Pa., by concessionaires on the show. Guests included Mr. and Mrs. Frank Comerotta and Mr. and Mrs. Louis Borelli, co-owners of Smiley Amusements.

David Griggs joined Prell's Broadway Shows when it played Charlottesville, Va. Spot Pinsonault and Jimmy Zingo are on the Drago No. 1 Show. Mr. and Mrs. Mike Gallichio, who were with Ross Manning Shows earlier this season, are now on C. C. (Specks) Groscurth's Blue Grass Shows. Gallichio joined Blue Grass after a trip to Canada where he caught World's Finest Shows.

A double birthday party was recently marked on O. C. Buck Shows in the trailer of Mr. and Mrs. Chet Batcholler when Chet, show mechanic, and Curley Hutton chalked up another year. Guests included Mr. and Mrs. George Gordon, Mrs. Elizabeth Murphy and Mrs. Curley Hutton. J. C. (Mack) McCall, lot super, has purchased a house trailer. Betty Peugh, wife of the show's press agent, and daughter, Karrin, visited at Yorkville, N. Y. Mrs. Peugh is scheduled to undergo surgery in the near future.

Other recent visitors on the Buck organization included Mrs. Bernie Therit and two children, Judy and Tommy, who visited Bernie. Also stopping off were Phil Cook, Bligh A. Dodds, Slim Kelly, Pop Garrett, Gene and Julia O'Donnell and Ben

Braunstein. Buck front-enders include Mr. and Mrs. A. M. Vick, derby; Mr. and Mrs. Joseph Marchiano Jr., 2; Mr. and Mrs. William Carpenter, photos, and Mr. and Mrs. Larry Marcassio, glass pitch. Larry Reynolds has taken over operation of the Motordrome.

Aldon Rivenburg, concessionaire on Buck, is in St. Elizabeth Hospital, Utica, N. Y., with injuries suffered when he was struck by an automobile. He suffered a broken pelvis and right leg, scalp and chest injuries. Mrs. Lee Vogt is spending her vacation with her husband, Frank, who has the long-range on Buck.

Dolly Young, while playing the Cristiani Bros. Circus lot in Philadelphia, May 26-31, with her concessions, had as guests during the week Jeff Harris, of Boston; Harold Greenburg, of National Advertisers & Auction Company, and Mr. and Mrs. Harry Smiley, concessionaires. Dolly also put in much time visiting with members of the Zachini and Cristiani families during the engagement. She booked her concessions with Jeff Harris for the Bunker Hill Day Celebration in Charlestown, Mass., which opened Friday (13).

H. William (Bill) Jones and wife Onalee Jones have sold their home in Norfolk, Va., and will be making their permanent home in Miami Shores, Fla., they report.

Ruth J. Williams has her concessions back on the William T. Collins Shows for the third straight year. Agents are Hubert Clark, Russell R. Baker, Alma Wacht, Norma Best and Georgie Carol Best. Capt. Dan Darnell has his buried-alive act on Tivoli Exposition.

Among those attending the funeral of Phil Isser in New York were Al McKee, John S. Weisman, Louis D. King, Isidor Trebish, Mr. and Mrs. Al Howard, Mr. and Mrs. Morris Brown, Mr. and Mrs. Harry Sussman, Louis Scherer, Mr. and Mrs. John Leonard, Jack Gilbert, Charles Bochart, Mr. and Mrs. James Yotas, Mrs. Rebecca Castle, Mannie Rosen, Mr. and Mrs. A. Hymes, Mr. and Mrs. Ray Manning, Frank Rappaport, Daniel Kine, Morris Saul, Angelo Peppe, Ike Weinberg, Ethel Weinberg, George Regan, Nite Cutler, Joe Uknis, Mr. and Mrs. Charles Torres, Jack Eichholz, Abe Steinberg, Sam Weisser, Joe Agule, Dan Thaler, George Bovino, Herman Cohen, Maurice Elk, Sam Rothstein, Mrs. Mollie Spitz Harry Weintraub, Isaac Sloberman, Jack Chicarella, Nathan Kilberg, Simon Hadgi, Louis Light, Sam Walker, Mrs. Ann Lager, Mannie Cohen, Harry Gold, William Harrington and many others.

Among those attending the funeral of Phil Isser in New York were Al McKee, John S. Weisman, Louis D. King, Isidor Trebish, Mr. and Mrs. Al Howard, Mr. and Mrs. Morris Brown, Mr. and Mrs. Harry Sussman, Louis Scherer, Mr. and Mrs. John Leonard, Jack Gilbert, Charles Bochart, Mr. and Mrs. James Yotas, Mrs. Rebecca Castle, Mannie Rosen, Mr. and Mrs. A. Hymes, Mr. and Mrs. Ray Manning, Frank Rappaport, Daniel Kine, Morris Saul, Angelo Peppe, Ike Weinberg, Ethel Weinberg, George Regan, Nite Cutler, Joe Uknis, Mr. and Mrs. Charles Torres, Jack Eichholz, Abe Steinberg, Sam Weisser, Joe Agule, Dan Thaler, George Bovino, Herman Cohen, Maurice Elk, Sam Rothstein, Mrs. Mollie Spitz Harry Weintraub, Isaac Sloberman, Jack Chicarella, Nathan Kilberg, Simon Hadgi, Louis Light, Sam Walker, Mrs. Ann Lager, Mannie Cohen, Harry Gold, William Harrington and many others.

Among those attending the funeral of Phil Isser in New York were Al McKee, John S. Weisman, Louis D. King, Isidor Trebish, Mr. and Mrs. Al Howard, Mr. and Mrs. Morris Brown, Mr. and Mrs. Harry Sussman, Louis Scherer, Mr. and Mrs. John Leonard, Jack Gilbert, Charles Bochart, Mr. and Mrs. James Yotas, Mrs. Rebecca Castle, Mannie Rosen, Mr. and Mrs. A. Hymes, Mr. and Mrs. Ray Manning, Frank Rappaport, Daniel Kine, Morris Saul, Angelo Peppe, Ike Weinberg, Ethel Weinberg, George Regan, Nite Cutler, Joe Uknis, Mr. and Mrs. Charles Torres, Jack Eichholz, Abe Steinberg, Sam Weisser, Joe Agule, Dan Thaler, George Bovino, Herman Cohen, Maurice Elk, Sam Rothstein, Mrs. Mollie Spitz Harry Weintraub, Isaac Sloberman, Jack Chicarella, Nathan Kilberg, Simon Hadgi, Louis Light, Sam Walker, Mrs. Ann Lager, Mannie Cohen, Harry Gold, William Harrington and many others.

PETER PAUL AMUSEMENTS

Want Octopus for next week and celebrations. Want Agents for Alibi. Need Hanky Panks, small Grab. Want Man to take charge of Kiddie Rides. All who contacted before, come on. Jefferson, Wis., this week; then Monroe, Wis.

WANT

Hanky Panks, Ride Men—Wheel Foreman and Second Men on Tilt and Octopus. All must drive. All replies to
MANAGER
 Motor State Shows #2
 Durand, Mich., this week; Pontiac, Mich., next week.

WANTED IMMEDIATELY

CARNIVAL ELECTRICIAN WHO CAN MAINTAIN AND OPERATE SEARCHLIGHTS
 Wire, Phone or Write
CRAFTS 20 BIG SHOWS, INC.
 7283 Bellaire Ave., No. Hollywood, Calif.
 Phone: Poplar 5-0909 or 5-0320
 Night: Poplar 4-2727
 No Collect Calls.

ATTENTION, SHOW MANAGERS

Available June 20
 Hydraulic Rock-o-Planes, Glass Hobbs and Fun House; all like new and equipped for fast moves. Interested in proven route
BUD HUMPHREY
 R. 3, Box 8, Canoe, Texas

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.

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

Carnival to show for dates July 25 to Aug. 2, 1958, Las Vegas, New Mexico. Concurrent with massive pageant celebrating Theodore Roosevelt Centennial, showing to 50,000 people. Please submit bids to
JOHN M. HABERL
 Chairman, Concessions Committee
 Teddy Roosevelt Centennial Assn.
 El Fidal Hotel, Las Vegas, New Mexico

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1958 DATE BOOK
CENTRAL Show Printing Co., Inc.
 MASON CITY, IOWA

WANTED

CARNIVAL FOR 4-H SHOW
 July 30-31-August 1-2,
 Carthage, Illinois.
 Contact **JERRY NUTT, JR.**

CONCESSIONS FOR SALE

24-ft. Concession Trailer, Cold Drinks, Snow, Floss, Popcorn, \$2,000; 12 Erie Diggers on King-built trailer, \$4,500; Six Cat, \$350; Buckets, \$175; Dice, Penny Pitch, \$150; Cnks, Bear Pitch, \$150; Cigarette Gallery, \$150; Balloon Dart, \$200; Cat Back, \$150; One Ball, \$100; three Joins on Table, \$400; three Bee Hives on Table, \$300; many others; all are repainted and ready to go. FORREST C. SWISHER, Box 122, Caney, Ken.

HANKY PANKS—SHOWS—MAJOR RIDES

Join now for Ontario, Oregon, Diamond Jubilee Days, June 24-25; Grangeville and Orofino for 4th Celebrations. Ten Idaho Fairs and Rodeos. All Concessions open, no X. Floss, Snow, Pop, Corn, Pitches, Lead Galleries, Photos. Will book your Stock Concessions. Want Ride Help, Truck Drivers. Contact Nyssa, Ore., now; then per route. J. R. LEERIGHT, LEERIGHT MIDWAY SHOWS.

ATTENTION, SHOW MANAGERS

Available June 20
 Hydraulic Rock-o-Planes, Glass Hobbs and Fun House; all like new and equipped for fast moves. Interested in proven route
BUD HUMPHREY
 R. 3, Box 8, Canoe, Texas

CAPELL BROS.' SHOWS

WANT
Concessions of All Kinds
LOGAN, UTAH, DAIRY FESTIVAL, ON THE STREETS, NEXT WEEK; THEN UTAH'S LARGEST JULY 4 CELEBRATION AT HYRUM, 14 FAIRS AND CELEBRATIONS TO FOLLOW.
Charley McCarthy Wants Count, Peek and Skills Agents. Help for 10 Rides. Come on.
DOC CAPELL, Mgr.
Rangely, Colo., This Week!
Then Per Route

CLUB ACTIVITIES

Showmen's League of America

CHICAGO—The League was represented at the funeral of Past-President Bob Lohmar in Morton, Ill., by most of the officers. Included were Jack Duffield, president; Bill Carsky, first vice-president; Ed Sopenar, third vice-president; Bernie Mendelson, treasurer, and Hank Shelby, secretary.

Past-presidents who attended the rites were Carl Sedlmayr Sr. and Jr., Ned Torti, Fred H. Kressmann and Frank Duffield.

Things are quiet at the clubrooms as many members have left for the road. Secretary Shelby reports a new television set will be purchased. Henry Polk left to join the Collins shows.

Clubroom visitors included Paul Delaney, Whitey Lehrter, Jack Hawthorne, Morris Haft, Johnny Criss, Tom Sharkey, Max Brantman, John Lempart and Blackie Cherniak.

Shelby planned to go to Brooklyn June 13-15 to spend Father's Day with his 95-year-old dad.

Morris Hannum Shows
One of the Great Eastern Shows

ST. MICHAEL'S CHURCH FAIR

On Church Grounds, Levittown, Pa., opposite Levittown Shopping Center. 2 big weeks, June 22-July 5. Parade, nightly prizes, car give-away, gigantic fireworks display, free gate.

- CONCESSIONS** Custard, Novelties, Penny Arcade, Hats, Jewelry, Photos and all Games that work for stock.
- RIDES** Can place any Rides not conflicting.
- HELP** Another Wheel Man, first-class Chairplane Man and Help who drive semis, on all other rides. Red Adams wants Help for Diner, Grab and Ice Cream. Contact Red Adams on the lot. Show now playing Cahill Field Fair, 29th & Clearfield Sts., Philadelphia, Pa.

All replies to MORRIS HANNUM, 934 Murdoch Road, Philadelphia, Pa. Telephone: Chestnut Hill 7-8176.

WANTED

Jam Auctioneer for permanent beach resort. Must be capable and have nice appearance. Call

MAX SHARP

Doyle Motel
West Kittaning, Pa.

FOR THE BEST ON SHOWMAN TRAILERS

Write, Phone or Visit
SELLHORN'S
First to finance show folks.
P. O. Box 790, Tampa, Florida
Also Sarasota and Lansing, Mich.

WALLACE BROS. SHOWS INC.

LAST CALL! OPENING JUNE 30, MADISON, WIS.

All Help report to Jackson, Miss., at once. Concessioners advise.
Show leaves Winter Quarters June 23

- SHOWS** Went Fat Show, Illusion, Athletic, Mechanical, 10-in-1, Monkey show.
- CONCESSIONS** Can place Pronto Pups, Snow, Floss, Hanky Panks of all kinds.
- HELP** Foremen and Second Men on Rock-O-Plane, Tilt, Scrambler, Merry-Go-Round, Ferris Wheel, Chairplane, Roller Coaster, Kid Rides. Also Truck Drivers.

All replies E. E. FARROW, Mgr.

BOX 1184, JACKSON, MISS. DAY PHONE: 2-5113. NIGHT PHONE: 3-7644.

ALAMO EXPOSITION SHOWS

WANT — For Biggest 4th of July in Wyoming — WANT LANDER, WYO., JULY 1 TO 5.

CONCESSIONS: All Merchandise Hanky Panks, Short Range Gallery, Photos, Glass Pitch, Bear Pitch, Custard.
SHOWS: Can place any Show of merit with own equipment. Clyde Davis wants Girls for Hawaiian Village; prefers girls who have worked for him before.
RIDE HELP: Can use Second Man on Ferris Wheel who understands Wheel and can drive semis.
CONCESSIONAIRES AND SHOWMEN: No depression in this part of the country, tourist season and we are here.
Can place Agents on Six Cals and Buckets. All contact:
JACK RUBACK, MGR., Montross, Colo., this week; Rawlins, Wyo., June 22-28.

VOLUNTEER SHOWS

BLOOMFIELD, KY., JUNE 14-21
Big July 4 Celebration, Mumfordsville, Ky., June 20-July 5, 10,000 people expected. Wise Dolly Young is no longer connected with this show.
CONCESSIONS: Hanky Panks of all kinds, Diggers, Popcorn, Candy Floss, Snow, Fish Pond, Help, Pin Store, Hazle, Skills with help. This show has 12 bonafide fairs beginning first of AUGUST.
Contact: C. R. LEONARD, Mgr., or RALPH Decker, Bus, Mgr., per route.

DIXIE AMUSEMENTS

HELP: Want Wheel Foreman and other Ride Help. **CONCESSIONS:** Bumper, Photos, Styring Game, Lead Gallery, Glass and Penny Pitches, Age and Weight, Grab Stand, High Striker, Several Others Still Open.
CHELSEA, OKLA., JUNE 14-21; FAIRLAND, OKLA., JUNE 22-28; THEN THE BIG ONE—PINEVILLE, MO., JULY 2-5; THEN INTO THE PICNIC VALLEY OF NEBRASKA FOR FAIRS AND CELEBRATIONS; NO STILL DATES AFTER JULY 4.
CLIFFORD DAVIS, Mgr.

HEART OF AMERICA SHOWS

WE ARE HEADING FOR THE WHEAT HARVEST. WANT TO BOOK FOR 15 FAIRS AND CELEBRATIONS STARTING AT WAMEGO, KANSAS, JULY 3-5.
RIDES: Coaster, Roll-O-Plane, Others Not Conflicting. Can Place Ride Men Who Drive Shows. Any Grind Shows Except Fun House.
CONCESSIONS: Balloon Darts, Watch-La, Ball Games, Photos, Long Range, Short Range, One Grind Store Open With Hanky Panks.
NOW SHOWING IN & CHELSEA, KANSAS CITY, KANSAS, UNTIL JUNE 21; MANTATTAN, KANS., ARMY PAY DAY, JUNE 25-JULY 2.
All contact **TED CORY, Mgr.**

100 YEAR CENTENNIAL, CROTHERVILLE, INDIANA

JULY 12 THRU 19
Followed by ten County Fairs. **WANT** Hanky Panks, Bingo, Bear Pitch, Glass Pitch. All people contacted if coming answer this ad. Please do not phone or wire, "write."
W. R. GEREN
Ride Office, Westown Shopping Center, Dayton, Ohio.

DAVIS AMUSEMENT CO.

Concessions wanted that do not conflict, such as Photos, Bumper, Long or Short Range, Bingo, 16-Striker, Scales. Can use first-class Wheel Man. Thrill Rides that do not conflict for well-known Fourth of July Celebration at the Timber Carnival, Albany, Oregon; July 1-5. Wire or write
Winchester Bay, Oregon, June 18-22, or Odell, Oregon, June 24-29.

DON FRANKLIN SHOWS

HELP: Want Wheel Foreman, top pay. Also Second Men. Man for Fun House. All must drive semis. No cars or drunks. Glenn Gibson wants for Side Show—Nugget-Inside Lecturer. (Billy Timberlake, come on.)
Topeka, Kans., thru Friday, June 20, only; self route of Fairs and Celebrations starting next week at Salem, Ill. Fairtime wages start at Salem.
DON FRANKLIN, Mgr.

GOODING AMUSEMENT CO.
CONCESSIONS WANTED

JUNE 25-29 GIBSONBURG, OHIO Can Place Most Direct Sales and All Legitimate Concessions	JUNE 30-JULY 6 BOWLING GREEN, O. Can Place Most Direct Sales and Legitimate Games	JUNE 30-JULY 5 WELLSVILLE, OHIO Firemen's Carnival Can Place Direct Sales & Hanky Panks
JULY 3-4 HILLSDALE, MICH. Can Place Direct Sales & Hanky Panks	JULY 7-12 MARTINS FERRY, O. Can Place All Direct Sales and Legitimate Games	JULY 9-10-11 HUDSON, MICH. Can Place Direct Sales & Hanky Panks

WRITE AT ONCE
GOODING AMUSEMENT CO. CONCESSION DEPT.
1300 NORTON AVENUE COLUMBUS 8, OHIO

BAKER UNITED Shows
"A Clean Modern Midway"

WANT—CONCESSIONS—SHOWS—WANT
For Linton, Ind., Fourth of July Celebration, June 30-July 5.
All Fairs and Celebrations to follow
CONCESSIONS: Can place Grab, Ft. Longs, large Cookhouse, Popcorn, Floss, Snow Balls, Shake-Up, Custard, Jewelry, Ball Games, Pitch Till-U-Win, Short Range, Basket Ball, Balloon Darts, 6-Cats, Cork Gallery, Buckets, Glass Pitch, Novelities, Arcade, Coke Bottles, Double-Up, Hoopla, Bird Pitch, Fishpond or any clean, legitimate Concessions.
SHOWS: Can place Snake, Geek, Fat, Glass House, Funhouse, Baby and Illusion.
HELP: Can always use good, useful Ride Help in all departments.
All replies to **ERNIE ALLEN, MGR,** c/o Western Union, or phone **UNiversity 2-6622, Indianapolis, Ind.,** this week; then **Martinsville, Ind., June 23-28.**

WANTED
Girls for Girl Show, Talker for large Illusion Show. Call or wire
RICHARD HOBSON & CARROLL GREEN
c/o Johnny's United Shows
Murfreesboro, Tenn., this week
No collect.
P.S.: Shelvia or Cherry, come on.

BERNIE FELDMAN AND GEO. BARTLEY
Want Agents—Hanky and Afibi, also Count and one Peek Store. Work everyday. Can use good semi drivers and useful help at all times. Bob Paul and Frank Hamilton, get in touch. Headed for Eastern Shore Resorts, then Carolinas. Those joining now will have preference for some of the finest Fairs in the States, including Atlanta, Birmingham, Saginaw and Centerville, Mich., and others, such as some of the best space at Timonium, Md., Newport News (any week), and all-winter action in Florida. We do not tolerate drunks!
Contact either **BERNIE** or **GEORGE,** care of Virginia Greater Shows, Williamston, N. J. (Atlantic City Highway); or per route.

Barstow Amusements

ALIQUIPPA, PA., GOLDEN JUBILEE

Parades, Fireworks, Pageants, June 30-July 5

WANT—Cookhouse, Grab Joint, Ice Balls, Franch Fries, Apples, Frozen Custard, Salt Water Taffy, Novelties, Hats, Age & Scales, Photos, Bear Pitch, Glass Pitch, Hanky Panks.

Can use family type Side Show and Funhouse. No gypsies, flats, or girls. New Waterford, Ohio, June 16-21; Harmony, Pa., 23-28.

DICKSON UNITED SHOWS

Want for now and balance of season—Hanky Panks, Bear Pitch, Glass Pitch, Hi-Striker, etc.

Will book one more Ride—Chairplane, Rock-O-Plane or Spinners.

Want Fun House and good Grind Shows.

Johnny Graves wants Pin Store Agents and Hanky Pank Agents.

Ride Help who drive. No drunks or midway delegates needed.

Amherst, Ohio, this week; Byesville, Ohio, next week; Marietta for the Fourth.

GALA EXPOSITION SHOWS

Want for the largest July 4th in the South at Portia, Arkansas, July 1-4-5, and all Fairs and Celebrations till last of October, including the Big Mammoth Springs, Ark., Reunion, and Doughboy Reunion at De Witt, Arkansas, and Houston, Mo., Reunion. Concessions—What have you? Concession Agents of all kinds, call "Boots" Cutler. We want two or three more Shows. What have you? One big Ride for season. What have you? We have the biggest and best route in Missouri and Arkansas. Ride Help who can drive. No cars. Get with the minnow that swallowed the whale. Wire or call now, Newport, Arkansas, June 16-23, Uplown.

B. E. MILLER

SMILEY'S AMUSEMENTS

Want for Firemen's Celebration, Western Pennsylvania. Homer City, Pa., June 16-21; Stonesboro, 23-28; July 4th Firemen's Celebration, South Pymatuning, Pa., June 30-July 5; Arnold, 7-12.

Can use Novelties, Custard, Hi-Striker, Ball Games, Hoopla, Bear Pitch and any other Hanky Panks. Can use Shows—Motordrome, Glass House, any other family-type show. Ride Help—Can use Ferris Wheel Foreman, also Ride Foreman who can put and take down rides; good salary, pay every Wednesday; must drive semi.

All wires and mail to Homer City, Pa.

Wanted

Wanted

Wanted

HUNT AMUSEMENT CO.

Can book now for Fairs and Celebrations; Major Rides and Kid Rides, outstanding Shows and Motordrome. Can book Bingo at 6 county fairs. Can book Crab, French Fries, Snow Cones, Jewelry and all Hanky Panks. Can place Agents and Help for Cotton Candy. Contact

RALPH HUNT as per route, Laveland, Ohio, June 16-21; Senecaville, Ohio, June 24-28; Parkersburg, W. Va. (City Park), July 1-5.

MONARCH EXPOSITION SHOWS

MILITARY DAYS, POLO, ILL., STARTS WEDNESDAY, THIS WEEK; FOLLOWED BY HILLSBORO, ILL.; THEN THE BIG 4TH OF JULY CELEBRATION AT MADISON, ILL. CONCESSIONS—CAN PLACE HANKY PANKS OF ALL KINDS. ALSO BEAR AND GLASS PITCHES.

HELP—CAN PLACE 3 RIDE MEN WHO DRIVE. CONTACT:

E. L. WINROD, MGR., Per Route Above

MOUND CITY SHOWS

ALTON ILL. (MILTON FIRE DEPARTMENT), JUNE 19-20-21; BRIGHTON, ILL. (ON THE STREETS), JUNE 24-27-28.

CONCESSIONS: Want High Striker, Balloon Darts, Short Range, Slum Spindle, Add-Em-Up Darts and other Games. RAY COOPER WANTS AGENTS FOR ROLLOVER. HELP: Want Second and Third Men on Tilt. Also Man for Kid Rides. FOR SALE—FIVE SEMI TRAILERS.

CONTACT: CLARENCE SLATEN, MGR., Wood River, Ill. (Phone: 4-4787) No Collects.

WANTED

FOR EAST RAYNELL, W. VA., 4TH OF JULY CELEBRATION Located in City Park, Downtown. Sponsored by Fire Dept. Hanky Panks of all kinds, Grab and Popcorn; low privilege. No alibi or Grind Stores. Also will book Arcade or any Rides not conflicting on small percentage.

PLAYLAND SHOWS

PHONE: WALnut 5-1921 CHARLESTON, W. VA.

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. At James wants Help for Balloon Darts, Bear Pitch, Cigarette Shooting Gallery, Juice Stand, Want Cookhouse Help—Walters and Griddleman. Cook who can bring up meals.

CONTACT: BOB HAMMOND or JIM SCHNECK

4118 Gold St. (Phone: Oxford 4-8447) Houston, Texas

SUNSET AMUSEMENT COMPANY

Wants Second Men on Rides who have chauffeur's licenses. Can Place Photos, Hi-Striker, Nickel Pitches, Ball Games and Hanky Panks.

John Hutchens wants sober annex Attraction.

Mankato, Minn., this week; Carroll, Iowa, next.

WILLIAM D. STANLEY SHOWS

Want for Celebrations and Fairs starting July 9, at Lisbon, North Dakota. Can use few more Hanky Panks that do not conflict. Tip-Over Cakes, String Cams, Pitcher, Photos, Short and Long Range. Will book any Show of merit. We have a good route where there's no recession. Also want Ride Foreman for Octopus, General Help on others; good pay, good treatment. Only Men looking for full season's work need apply. All inquiries as per route. No flats or gypsies.

CARNIVAL ROUTES

• Continued from page 51

Davidson United: Pocahontas, Ia., 17-18; Colon 19; Des Moines 20-22; Lewis 23-24.

Davis Am. Co.: Winchester Bay, Ore., 19-22; Odell 24-29.

Del Flore Am. Co.: Natrona, Pa.; Bentleyville 23-28.

Dickson United: Amherst, O.; Byesville 23-28.

Dixie Am. Co.: Chelsea, Okla.; Fairland 23-28.

Dobson's United: Waverly, Minn., 16-18; North Branch 20-22; Stillwater 23-25.

Donovan Bros.: Marshall, Tex.

Down River Am. Co.: Camden, Mich., 18-21; Plymouth 24-28.

Drago, No. 1: Albion, Ind.; Frankfort 23-30.

Drago, No. 2: Spencer, Ind.; Lebanon 23-28.

Drew, James H.: (Fair) Middlesboro, Ky.; Olive Hill 23-28.

Dudley, D. S.: Berger, Tex.

Dyer's Greater: Highland, Ill.; Mark 26-29.

Eastern Am. Co.: Belfast, Me.

Eddie's Expo.: Everson, Pa.; S. Connelville 23-28.

Evans United: Shawnee, Kan.; Raytown, Mo., 23-28.

Fairland Am. Co., No. 1: Bladell, N. Y., 20-21; Frewsburg 25-28.

Fairland Am. Co., No. 2: East Pembroke, N. Y., 21-22; North Tonawanda 27-28.

Fera Bros.: Providence, R. I.; Wilimantic, Conn., 23-28.

Franklin, Don: Topeka, Kan., 16-20; Salem, Ill., 23-28.

G. & B.: Masontown, W. Va.

Galo Expo.: Newport, Ark.

Garden State: Lehighton, Pa.

Gem City: Owensboro, Ky.

Gentsch: Bolivar, Tenn.

Georgia Am. Co.: Cartersville, Ga.

Geren, W. R.: (Western Shopping Center) Dayton, O., 16-July 5.

Gladstone Expo.: Miami, Okla.

Gold Bond: Janesville, Wis., 17-22; Monona 24-29.

Golden Gate: Los Gatos, Calif., 17-22; Lafayette 23-29.

Grand American: Toledo, Ia., 16-18; Brooklyn 19-21; Fairfield 23-28.

Great Western: Willow Creek, Calif.; Enreka 23-29.

Green Tree: Hyden, Ky.; Louisa 23-28.

Groscurth Comb.: Waukegan, Ill.

Hale's Shows of Tomorrow: Kansas City, Kan., 17-22.

Hames, Gene, Am. Co.: Waco, Tex., 18-22.

Hannah Am. Co.: La Belle, Pa.; Monessen 23-28.

Hannum, Morris: (Cahill Field) Philadelphia, Pa.; Levittown 23-July 5.

Happyland: Pontiac, Mich.

Hartsock Bros.: Brashear, Mo.

Hartsock, Roy: Gifford, Mo.

Hart of America: (9th & Chelsea Sts.) Kansas City, Kan., 16-22; Manhattan 25-July 2.

Heth: Decatur, Ala.

Holiday Am. Co.: Pleasant Hill, Mo.

Hottle, Buff, No. 2: Gonzales, La., 16-24.

Howard Bros.: Norvelt, Pa.; New Salem 23-28.

Hugo's Nov. Expo.: Horton, Kan.

Hunt Am. Co.: Loveland, O.; Senecaville 24-28; Parkersburg, W. Va., July 1-5.

Ideal Rides: Nashville, Ind.

Imperial: (Fair) Macomb, Ill.; Morris 23-28.

Inland Empire: Sunnyside, Wash., 17-21; Emmett, Idaho 23-28; Rupert, July 1-5.

Johnny's United: Murfreesboro, Tenn.

Kellogg, Robert D., Am. Co.: Corinth, N. Y.

Ken Penn: Leechburg, Pa.; Mt. Pleasant 23-28.

King Bros.: Monte Vista, Colo., 17-22; Pagosa Springs, July 4.

Lagasse Am. Co., No. 1: Nashua, N. H.

Lagasse Am. Co., No. 2: Arlington, Mass.

Lagasse Am. Co., No. 3: Dorchester, Mass.

Leeright Midway: Nyssa, Ore.; Ontario 24-28.

LePa: Douglas, Mass.; Pascoug, R. I., 23-28; Newport 30-July 5.

Lindle, Jack: Ashland, Ill.; Braidwood 24-29.

Little Rhody: Valley Falls, R. I.; Warren 23-28.

Lone Star Am. Co.: Clayton, N. M.; Amarillo, Tex., 23-July 5.

Lynn's Midway: Akley, Minn., 17-18; Pine River 21-23; Barrett 24.

M. D. Am. Co.: (Fair) Cementon, Pa.; Fountain Hill 23-28.

McKenna Rides & Am. Co.: Oakdale, Wis., 19-22; Oxford 27-29.

Manning, Ross: Charleston, Mass.

Marvel: Deer Creek, Ill., 20-22.

Maryland Bazaar: Lexington Park, Md.

Meeker: Walla Walla, Wash.; Toppenish 23-28.

Mercury: Newburg, Mo.

Merriam's Midway: Fredericksburg, Ia., 16-17; Grand Meadow, Minn., 19-21; Lake Crystal 23-25; Paynesville 26-28.

Midway of Mirth: Pearl, Ill.

Mo-Ark: Bourbon, Mo., 17-21.

Monarch Expo.: (Fair) Polo, Ill.; Hillsboro 23-28.

Moore's Modern: Olathe, Kan.; Clarinda, Ia., 23-28.

Motor State, No. 1: Waterville, O.

Motor State, No. 2: Durand, Mich.; Pontiac 23-28.

Mound City: Alton, Ill., 19-21; Brighton 26-28.

Murphy's Northern State: Roscoe, S. D., 16-17; Selby 18-19; McIntosh 20-22; Linton, N. D., 23-25; Napoleon 26-28.

New England Am. Co.: Chicopee, Mass.

Nolan Am. Co.: (Magic City Shopping Center) Barborton, O.

North American: Hibbing, Minn., 17-22; Nisswa 23-26; St. Cloud 27-July 1.

Northern Expo.: Bismarck, N. D.

Norton's Rides: Hill City, S. D.

Olson: Champaign, Ill.; Joliet 23-28.

P & J Am. Co.: Massillon, O., 21-22; Canton 26-28.

Page Bros.: Morehead, Ky.

Page Comb.: DuBois, Pa.; Allegany, N. Y., 23-28.

Palmetto: Marion, Va.; Wytheville 23-28.

Pan American: Baton Rouge, La., 16-July 1.

Paul, Peter, Am. Co.: Jefferson, Wis.; Monroe 23-28.

Penn Premier: McKeesport, Pa.

Peppers: Ft. Walton Beach, Fla.

Playtime Am. Co.: Gloucester, Mass.; Plymouth 23-28.

Port City Rides: Prophetstown, Ill., 18-19.

Powelson Am. Co., No. 1: Crestline, O.; Sandusky 23-28.

Powelson Am. Co., No. 2: Marietta, O.; Port Washington 23-28.

Prell's Broadway: West Kittanning, Pa.

Raines Am. Co.: Locust Grove, Okla.; Siloam Springs, Ark., 23-28.

Rainier: Burien, Wash., 17-22; Anacortes 23-28.

Reid's Golden Star: Hampton, Tenn.

Ritter's United: (Fair) Pedley, Calif., 17-21; San Bernardino 25-29.

Rock City: Waukegan, Ill., 17-22; McHenry 23-29.

Rogers Bros.: Crookston, Minn., 16-18; Mayville, N. D., 19-21; Pelican Rapids, Minn., 23-24; Valley City, N. D., 25-19.

Rohr's Modern Midway: Watseka, Ill., 17-21; Manhattan 25-29.

Rose City Rides: Jonesburg, Mo., 19-21; Sullivan 25-28.

Royal American: Winnipeg, Man., 21-28.

Royal Crown: Kenmare, N. D.

Royal United: Springfield, Minn., 16-17; Westbrook 18-19; Montevideo 20-22; Hector 23-24; William 25-28; Norwood 29-30.

Schafer's 20th Century: Quincy, Ill.

Shorter's: Somerset, Wis., 19-21; Lewisville, Minn., 25-26; Hartland 30-July 1.

Slugart & Sons: Sulphur Springs, Tex., 19.

LAST CALL

For 15 Fairs and Frontier Days Celebration, Five Weeks in Alaska.

Following people get in touch: J. R. Howard, Bobby Butts, Jitterbug Jack, contact Hardy Brady, Ray Hotel, Phone: #4136, Dickinson, N. Dak.

P.S.: Hedy Jo Starr would like to have girls who have worked for her before to get in touch or any girls who would like to work in a high-class Girl Show where the pay is right and you get paid every week. No alibis.

DROME RIDERS WANTED

Straight and Trick Riders. Top salary, good ding.

Laddie and Bob Crumline, contact.

RUSSELL J. PELAUIN

c/o James E. Strates Shows
Watervliet, N. Y.

AGENTS WANTED

For Alibi and Hanky Pank, Frank Endman wants Spot Workers, Jimmie Mercer, Red Woods and Junior McCluskey, contact.

ROGER YOUNG

c/o W. G. Wade Shows, Mt. Morris, Mich.

WANTED

Capable Count Store Agents. Contact

MIKE GATTO

c/o Proll's Broadway Shows,
West Kittanning, Pa.

R. L. CHAMBERS

Wants Talker for Monkey Show front; best proposition to right man for complete season with a good route of fairs on World of Mirth. Must be sober.

R. L. CHAMBERS

c/o World of Mirth Shows
New Britain, Conn., this week,
or per route.

Have Solid Booking

Tractor and Trailer and Foreman for Scrambler. If you have poor booking or a close number, I will buy or lease an interest, put over route. Want Ill. Foreman, Second Men who stay sober and drive. For Sale—Van-type Trailer, load of Stands and Stock.

R. L. CHAMBERS

c/o World of Mirth Shows
New Britain, Conn., this week,
or per route.

FOR SALE

#5 ELI WHEEL

V-belt drive, steel base Ford Tractor and 28-ft. Trailer, first-class condition, \$2,900 cash.

TURNERS AMUSEMENT PARK

Box 42, Smithtown Blvd.
Lake Ronkonkoma, N. Y.
RD 9-9628

CARNIVAL

Owner just died. Executor must sell to settle estate. Carnival now operating and contracted for season.

E. TANNENBAUM

1042 N. Nealey Ave., Pittsburgh 4, Pa.

SCRAMBLER

SCHIFF COASTER

Both with transportation, many extras; to be sold as a unit.

FORREST C. SWISHER

Phone 468 Caney, Kansas

AGENTS WANTED

Also Man to work in Floss and Apple Joint.

V. E. (GENE) JAMESON

c/o Dickson United Shows

Amherst, Ohio, June 16-21.

WANTED

Second Men on all Rides who drive. Need Agents for Cook Gallery, Walk-La and Photo. Help for Cook House. Can book Cakes, Bottle, Lead Gallery and Glass Pitch.

RAINES AMUSEMENT

Locust Grove, Okla., June 16-21; Siloam Springs, Ark., 23-28.

MERRY-GO-ROUND FOREMAN AND WHEEL FOREMAN
 Second Men for Ferris Wheel and Merry-Go-Round. Top wages to sober, reliable help.
A. J. SUNNY
 3006 E. 130th St. Cleveland 20, Ohio
 Phone: WASHINGTON 1-4679
 This week, Libby Road, Maple Heights, Ohio; next week, Latin Field, Cleveland, Ohio.

BURKHART SHOWS
WANT WANT WANT
 For Waukegan Lions Club 10th Annual Celebration, June 24 thru 25. Then the biggest 4th in Southern Wisconsin, 6 big days, Lake Geneva, in City Park. Want Concessions, all kinds, String, Bird, Bear and Glass Blowing, Tin-Over Cook, Bomb Range, Ice Cream, Dog on Stick, Human Target, Hi-Striker, Age & Weight, Hanky Panks only. No grapes or flats. All Summers wants Cookhouse Help, prefer man and wife. Summer Craden wants Agents.
KENNETH RITCHIE, Mgr.
 PER ROUTE

WANTED
 Agents for Bear Fitch, Coke Fitch, Age and Scales. Can use Foremen for Chairplane and Kiddie Rides. Join on wire.
FRANK W. PEPPERS
 PEPPERS ALL STATE SHOWS
 Fort Walton Beach, Florida

EVANS UNITED SHOWS
 Shawnee, Kan., June 16-22; Raytown, Mo., 23-29; Rich Hill, Mo., July 1-5; Hopkins, Mo., July 10-12.
WANT HELP ON NEW SPITFIRE, SECOND MEN ON ALL RIDES.
 CONCESSIONS: Can place a few more Concessions, Photos, Long Range, Cork Gallery, Age and Scale, Coke Bottles, Pitch-Till-U-Win, Basket Ball and others not conflicting. Contact
MANAGER, per route

STAFFORD SHOWS
 Concessions of all kinds and small Shows for following spots: Bloomfield, Ind., American Legion, June 23-25; Sullivan, Ind., American Legion Home, July 2-5; Kinsman, Ind., on the streets, July 9-12; Beeville, Ind., 17-18; Waveland, Ind., Lions Club, 24-26; Buessville, Ind., 4-H Fair, July 30-Aug. 2; Gaston, Ind., Lion Celebration, 13-16; Veedersburg, Ind., Hub Park, 21-23; Fontanet Bean Dinner, 20-21; Bowling Green, Ind., open date. Write or wire per route.

FOR SALE
 One Gallery (Mangels), 12 ft. wide, 10 ft. high, perfect shape, \$1,900.00 F.O.B. Coney Island. One Parker Ferris Wheel, 10 cages, cap. 40 adults or 60 children, complete, rebuilt. One Canvas Top for Herschel Carousel, almost new, \$100.00. One Canvas Top with fringe, 25x50, almost new, \$100.00. Assorted Gallery Parts, large selections.
ELCO ENTERPRISES, INC.
 3788 W. 14th St. Brooklyn 34, N. Y.

WANTED
 Scooter Foreman and Second Man. Must drive. Contact
ALASKA
 c/o Schafer's 20th Century Shows
 Quincy, Ill., this week

GIVE TO DAMON RUNYON CANCER FUND

FOR SALE
 No. 5 EH Wheel, perfect condition, with Lavel 4-cylinder overhead valve motor, V Drive. Newly painted and upholstered seats, seat covers. 5-boat Water Boat Ride, good tank. 30-hp. Allison Herschel Auto Ride, top like new. Kiddie Margolis 2 abreast Merry-Go-Round, all aluminum jumping horses; this ride cannot be told from new.
 Contact
THOMPSON BROS.
 2704 FOURTH AVENUE ALTOONA, PA.

FLOYD O. KILE SHOWS
FIRST CALL
 A solid route of Fairs in Missouri, Iowa, Arkansas, Mississippi, Louisiana, starting July 5 in Missouri closing late November in Louisiana. Concessions: Will place a neat and clean Cook House, Ball Games and Water Games, Pitches of all kinds, Cork Gallery, Long & Short Ranges, Novelties, Jewelry, Stock Concessions of all kinds; Cats and Burbs, stock only. Wire: W. U., Baton Rouge, Louisiana, or write P. O. Box 208, Clinton, Louisiana. Get placed now for our route of Fairs. Shows: Will place any worthwhile, neat and clean. Write P. O. Box 208, Clinton, Louisiana. Ride Men: We can place Foremen for Ell. Merry-Go-Round and flashy Kid Rides. Top salary if you can produce. Second Men and others if you can handle iron of any kind, stay sober, drive semi, we will phone you, come in now. **FLOYD O. KILE**, Clinton Louisiana, till July 1.

Siebrand Bros. Comb. Butte, Mont.; Swift Current, Sask., 23-28.
 Skerbeck Am. Co.: Newberry, Mich.; St. Ignace 23-28.
 Smiley's Am. Co.: Homer City, Pa.; Stonesboro 23-28.
 Smith, George Clyde: Scalp Level, Pa.
 Stafford: Bloomfield, Ind., 23-28.
 Stanley, Wm. D.: Lakota, N. D., 18-20; Erskine, Minn., 21-22; Carrington 25-26; Towner 27-28.
 Sta. Am. Co.: Jacksonville, Ark.
 Stephens, Otto: Milan, Ia.
 Stipe's: Lafayette, Minn., 18-22; Granite Falls 25-29.
 Strafes, James E.: Watervliet, N. Y.; Schenectady 23-28.
 Strong's Am. Co.: Harvard, Neb., 17-18; Deshler 20-21; Emerson 24-25.
 Stumbo's Tri-State: Grove, Okla., 16-23; Jay 25-30.
 Sugar State: Mechanicville, La., 20-22.
 Sunny, A. J.: (Libby Rd.) Maple Heights, O.; (Latin Field) Cleveland 23-28.
 Sunset Am. Co.: Mankato, Minn., 23-28; Carroll, Ia., 23-29.
 Tatham Bros.: Forrest, Ill., 17-19; Toluca 20-22.
 Tennessee Valley Am. Co.: Westmoreland, Tenn.; Hartsville 23-28.
 Thiess United: South Wilmington, Ill., 18-22.
 Thomas, Art B., No. 1: Aberdeen, S. D.
 Thomas, Art B., No. 2: (Columbia Heights) Minneapolis, Minn., 20-22; Navarre 23-25; Golden Valley 26-29.
 Thomas Joyland: Fairmont, W. Va.
 Tip Top: Alma Center, Wis., 20-22; Milwaukee 26-29.
 Uncle Joe's Am. Co.: Marlin, Tex.; Jacksboro 23-28.
 United Expo.: (9300 Block, So. Broadway) St. Louis, Mo.
 United States: Richlands, Va.; Grundy 23-28.
 Venditto Bros.: Cumberland, R. I.; Middlesboro, Mass., 23-28.
 Virginia Greater: Williamston, N. J.; Burlington 23-28.
 Volunteer: Bloomfield, Ky.
 Wade, W. G.: Mt. Morris, Mich.; Mackinaw City (Bridge Cele.) 23-28.
 Wade Expo.: Allen Park, Mich.; Grand Rapids 24-28.
 Wade Greater: (8 Mile Rd. & Gratiot) Detroit, Mich., 17-22; Tecumseh 24-28.
 Wall, Alfred, Am. Co.: Sheldon, Ill., 18-21; Watseka 26-29.
 W. B. J.: (Fair) Bourbon, Ind., 18-21; Woodburn 25-28.
 West Coast, No. 1: Grants Pass, Ore., 17-22; Roseburg 23-28.
 West Coast, No. 2: (Fair) Sacramento, Calif., 18-22; Stockton 26-July 5.
 Western, No. 1: Auburn, Wash.; Darrington 23-28.
 Wiggins: Colton, S. D., 16-17; Flandreau 18-19; Porter, Minn., 20-21; Baltic, S. D., 23-24.
 Wilcox, Dick: Limestone, Me., 17-22.
 Wilson Famous: Rock Falls, Ill.; Ottawa 23-28.
 Wonderland Expo.: Belen, N. M.
 World's Finest: Virden, Man., 19-21; Regina, Sask., 23-28.
 World of Mirth: New Britain, Conn.
 World of Pleasure: Battle Creek, Mich.
 Young, Monte: Pleasant Grove, Utah.

MICHIGAN WANTS FOR
Lions' Club
 Eight Mile Rd. at Gratiot, Detroit, June 17-22
Jr. C. of C. Free Fair
 Tecumseh, June 24-28
Lake Odessa Fair
 July 2-5
Cork Pine Fair
 Vassar, July 7-12
Flat Rock Homecoming
 Speedway Parking Lot, July 14-20
WANT legitimate Concessions of all kind, **WANT** Fun House, Glass House, Snake Show, Mechanical City, **RIDE HELP** in all departments. Especially want Long-Range Shooting Gallery, Six Cats, Balloon Darts and French Fries. Write or wire as per route: **C. D. MURRAY, Mgr.**

Milan Free Fair
 Milan, July 22-26
Livingston County Fair
 Fowlerville, July 29-August 2
Cass County Fair
 Cassopolis, August 4-9
Kent County Free Fair
 Lowell, August 12-16
Newaygo County Fair
 Fremont, August 19-23

CHARLEROI, PA.
BIGGEST FOURTH CELEBRATION IN THE EAST
June 30 to July 5, Inclusive—Day and Night
WANT and CAN PLACE—All legitimate merchandise Hanky Panks. No others need apply. Can also place Scales and Age for all still dates.
CETLIN & WILSON SHOWS
 Morgantown, West Va., this week
 Uniontown, Pa., next week

I. T. SHOWS
WANT WANT WANT
 For Middletown, N. Y., Fair, Aug. 2 thru Aug. 10, 2 Saturdays and 2 Sundays; Flemington, N. J., Fair, Aug. 26 thru Labor Day; Mineola Fair at the new 20 Million Dollar Roosevelt Raceway; 2 Saturdays and 2 Sundays, Sept. 6 thru Sept 14; and the Great Danbury, Conn., Fair, Sept. 27 thru Oct. 5.
SHOWS Want Children's Animal Show, Fun House, Sport Land, also First Class Circus Side Show, Vaudeville Show. Will book Shows for all Fair dates exclusively.
CONCESSIONS Want a few more legitimate Concessions. Hanky Panks that do not conflict. Novelties and Age and Weight are already sold. Paul Goldfarb has exclusive in Middletown, N. Y., Fair for Hats, Novelties, Age and Weight. Anyone interested, call him at Cloverdale 1-8520 or write to 5804 Farragut Rd., Brooklyn, N. Y. Also have room for Popcorn, Candy Apples, Snow Frost, Cotton Candy and first class Grab Joints.
 Bookings for all Fairs beginning Middletown, N. Y., will get preference. All Replies to: Write or wire:
I. T. SHOWS 2686 VALENTINE AVE. BRONX, NEW YORK

WANTED
FOR KEOKUK, IOWA, STREET FAIR AND FOURTH OF JULY CELEBRATION
WEEK JUNE 29-JULY 5
 Advertised for miles around, county-wide Civic Event. Parades, Fireworks, Street Dancing, Free Acts, something doing every afternoon and night.
RIDES: Can place non-conflicting Major Rides such as Dark Ride, Round-Up, Spinaroo, Fly-a-Plane or Flying Scooter, or what have you. Liberal percentage. Can also place Kiddie Auto, Helicopter, Boats and other non-conflicting Kiddie Rides.
SHOWS: Glass House, Mechanical City or any good Grind Show that caters to ladies and children, that can set on street.
CONCESSIONS: Hanky Pank Prize-Every-Time Games of all Kinds, Hi-Striker, Derby, African Dip, Basket Ball, Custard, Name-On-Hats, Pitchmen and Demonstrators, etc.
HELP: Foremen and Second Men. Must be licensed semi drivers. All wires.
C. C. GROSCURTH, GEN. MGR., BLUE GRASS SHOWS
 Waukegan, Ill., all this week.

CANDY MAN
 Want well-dressed, reliable, sober Candy Man for best Girl Show route in Middle West. For large sit-down Girl Show and Posing Show. Can handle all inside sales, etc. You must be able to make clean pitch at some large fairs, giveaways don't work. Can also place Man and Wife to run Posing Show, must be good, clean talker, set up, tear down, P.C. or salary. I have top equipment, good trucks. Wire (no collect).
MIKE MILLER, c/o W. T. Collins Shows
 Hutchinson, Minn., June 17 to 22; then Fargo, N. D.

STAR AMUSEMENT COMPANY
WANT FOR JACKSONVILLE, ARK., AIR BASE PAYDAY, JUNE 16-21, AND ONE OF THE BIGGEST 4TH OF JULY CELEBRATIONS IN STATE OF ARKANSAS—JUDSONIA. NEW CAR GIVEN AWAY, FREE BARBECUE, FREE ACTS DAY AND NIGHT—6 BIG DAYS AND NIGHTS.
CONCESSIONS: Fish Pond, Bumper, String Game, Ball Games, High Striker, Hanky Panks of all kinds.
CLAUDE JONES, WRITE ME BURNS, GEORGE WOOD, NEED AGENTS (MOUCH, CONTACT).
SHOWS: SIDE SHOW, SNAKE SHOW, ILLUSION, ATHLETIC SHOW, ANY SHOW OF MERIT.
KID BURNS, Mgr. SAILOR MORAN, Bus. Mgr.

WADE EXPOSITION Shows

Second Annual

KIWANIS CLUB FESTIVAL

28th at Clyde Park Avenues

June 24 thru 28

GRAND RAPIDS, MICHIGAN

—CAN PLACE—

Hanky Panks of all kinds, Pitches, Ball Games, High Striker, Darts, Water Games, Hoopla, Fish Pond, Scale & Age, etc. Outright Sales, Jewelry, Novelties, Snow, French Fries, Short & Long Range, Photos, etc. SHOWS of the educational type only. All replies:

W. G. Wade, Jr.

WADE EXPOSITION SHOWS

Allen Park, Mich., all this week.

WANT COOKHOUSE

And due to the sudden illness of Ed Plunkett, will book first-class Popcorn, Candy Floss and Candy Apples in trailer (not Snow Cones); also need Ball Games, String Games, Dart Balloons or any Hanky Panks not conflicting. Monte Vista, Colo., June 16 thru 22; Pagosa Springs, Colo., 4th of July. This is a very good Cookhouse spot. This show holds contracts for Leadville, Colo., World Championship Burro Races, also 15 other leading Fairs and Celebrations.

All replies:

JOE L. KING
KING BROS.' SHOWS

as per route

SHORTER'S GREATER SHOWS

Want (due to agitation) Popcorn, Carmel Corn, Photo Gallery, Jewelry, Snow Cones, Ice Cream Bar, Hi-Striker, Six Cats, Raffle, Pitches of all kinds. Duke Mitchell not here. Playing Street Celebrations, Centennials and Fairs.

National Pea Soup Days, Somerset, Wis., June 19-20-21; South Central Dairy Days, Lawisville, Minn., 25-26; Hartland, Minn., Street Festival, June 30-July 1; then the biggest July 3-4-5-6 in Minnesota—at Blue Earth.

Contact **MANAGER**

HELP WANTED

Ferris Wheel and Merry-Go-Round Foremen. Must be capable to take complete charge. Will not tolerate drunks. Have bunk house and home-cooked food. Pitch Till You Win, plus good salary.

Wire Newberry, Michigan
PAULINE SKERBECK
Skerbeck's Great Northern Shows

WANTED

Count, Pin and Blower Agents; also Hanky Panks for Cambridge City, Ind., and 4th of July, Fairborn, Ohio.

CHUCK DUMA

c/o Jimmie Chanos Shows
Winchester, Ind., this week.

HELP WANTED

Hanky Pank Agents especially for Guess Your Age, Addem Up Dart, Coke Ring and Tip Over Coke Bottle. For Sale: Calumet Coach, 8'x12', equipped to sell Pop Corn, Peanuts, Snow, Floss and Apples, \$1,600.00. Contact A. L. STAFFORD or ERNEST WODE, Borger, Texas, June 16-21; Sterling, Colo., June 25-28; Brush, Colo., June 30-July 5.

JAMES H. DREW WORLD'S FAIR SHOWS

ANNUAL SUMMER FESTIVAL, Olive Hill, Ky., June 23 to 28; 4TH OF JULY

CELEBRATION, Paintsville, Ky., June 30 to July 5.

With long circuit of topnotch Fairs North and South to follow

Want Shows—Will place any family-type Shows. Good opening for Monkey, Snake, Illusion, Animal, Mechanical, etc.

Concessions—Good opening for Cookhouse. Will place all Prize-Every-Time, Merchandise and Outright Sale Concessions. Also have opening for Long and Short Range, Photos, Custard, Scales, Novelties and Hats. All address

JAMES H. DREW WORLD'S FAIR SHOWS
Tri-State Fair, Middlesboro, Ky., this week.

MERCURY SHOWS

HELP: Want Ride Help for All Rides. Also Want Men for Illusion Show and Fun House. CONCESSIONS: Can Place a Few More Concessions for Big 4th of July Centennial.

CONTACT:

BOB ALSOBROOK, Newburg, Missouri

UNDER THE MARQUEE

• Continued from page 49

Bros., was in Chicago last week. . . . When George Gallo, biller for the William T. Collins carnival, asked a tavern keeper if it was okay for him to hang a couple of panels in the window, the owner took over and hung the paper himself. He turned out to be ex-circus biller Mike Kitzman, father of Frances Kitzman, who now has the Kelly-Miller billers.

British show paper, World's Fair, records that Bertram Mills Circus moves on four trains made up of 55 British railroad cars. British circus author and authority Antony Hippisley Cox has been in this country and caught the Ringling and Beatty shows.

Joe Fleming, Trenton, Neb., was catching the Famous Cole Circus June 11. . . . Al Butler, ahead of "My Fair Lady" in Chicago, has set up several circus features with Chicago papers to coincide with the Cristiani date and CFA convention.

Elmer Jones and Arnold Maley were visitors on the Beatty show. Maley is with a Pennsylvania lumber company and Jones is the former circus operator. . . . Hughie Hart, formerly with King and Ringling, has a liquor shop in Macon, Ga.

From Buck Lucas quarters at Banard, O., comes word that the Clyde Fergusons, the Bill Pratts, the Duke Halls, Al Jones, Bert and Corrine Dearo, Paul Carpenter, L. J. Holly, the Wick Leonards and the John Minchels were at a surprise birthday party for Buck Lucas. Faith King will play fairs with her circus unit.

A. J. Becker, circus biller, caught the Beatty show recently. . . . William Pruy, bandleader for the Tom Packs Circus, has been signed to front the Houston Shrine Circus band in November. . . . George Kienzle, Lancaster, Pa., CFA and radio man, caught Beatty, Hunt, Cristiani, Beers-Barnes, Kelly-Morris and Ringling. Also making some of the dates were John Adams, Paul Bohler, Harold Moore, Robert Good, Sam Brown, George Duffy, A. V. Carr, Bob Garrett, Bill Cooker, Jack Haines, John Lauer, Jim Hassan and Russ Warner.

Karl Kae Knecht, Evansville, Ind., circus fan, is saluted in the May issue of Indiana Business and Industry magazine. Article traced Knecht's circus activities as well as his newspaper and cartooning career.

Harry Thomas is with T. Dwight Pepple in Chicago and is to be with Dwight Bros. Circus. . . . Playing the annual festival sponsored at Harrisburg, Pa., by W.S.V.A. will be Fern Monohan, George Peyton and the Three Rhythms, booked thru Irv Klein. Paul H. Bowers, CFA, caught Cristiani and Ringling. . . . William H. Judd, past president of

CFA, showed his circus movies at New Britain, Conn., library recently.

CFA Ethel Cline has seen Ringling in Sarasota, New York and Boston; Cristiani in Philadelphia and Hamid-Morton in Washington.

William R. Baker, CFA, Fairfield, Ia., is recuperating from an injury to his leg and would enjoy mail. He writes the Bob Couls, of Adams Bros. Circus, escaped injury when the Couls trailer was sideswiped near Fairfield recently. . . . Jane Furbee, CFA, caught Mills Bros. and met Bumpy Anthony, Herman Joseph and Buck Leahy as well as others.

The July 4 parade in Columbus will include a Big Sautelle bandwagon that has been in storage about 45 years.

Johnny Fulghum, of the Beatty advance, writes that in Hancock, Mass., recently he covered some Sells-Floto-Buffalo Bill 1916 paper. . . . Charles Sanchez retired from circus billing three years ago but got out the litho sticks again to post for the Rudy show.

J. W. Hartigan Jr., writes that a photo of the lion cubs born on the Cristiani show in Philadelphia made the AP Wirephoto net and was used by the Charleston, W. Va., paper.

Visiting the Ray Del flying act on Cristiani Bros. around Baltimore were Bill Ballantine, en route to San Juan, P. R., where he is with the Singer Sewing Machine Company, and Betty Boatright, high act just back from Cuba.

From Sarasota, Mrs. Judy Graves, formerly with Ringling, writes that she has been visiting other circus people recently, among them Mrs. Maud Millette, Mrs. Hathaway and the Albert Powells. A recent gathering at the home of the Charlie Luckeys included Ernest Fulton, who once had trained geese; Blanche Lindberg, formerly in a statue act; Mrs. Graves, Russian dancer and widow of Mickey Graves; Emil Hedder, formerly in the Siegrist-Silbon flying act; Jack Hedder, formerly in an acrobatic act; Mrs. Clara Francois, former elephant trainer; Katie Luckey, former acrobat; Charlie Luckey, former props boss; Mrs. Ernest Fulton and Mrs. Katie Zeller.

Charlie and Beverly Allen, Allen's Bears, are back from the University of Minnesota school circuit and playing parks and fairs. They have Lincoln Park, New Bedford, Mass., June 23-29, and Mountain Park, Holyoke, Mass., until July 6.

Enrique De Mell is leaving Puerto Rico shortly to rejoin Jerome Wilson at New Orleans.

Happy Belisle, circus drummer, writes that Harry Kyes visited J. W. Shideler at Shreveport, La., when Shideler had a rodeo band in there. Bubba Voss, Kelly-Miller bandmaster, has signed to take his band to supermarkets in the South this winter. Belisle says he may take up hitch hiking with his drums again later, but meanwhile, he's with the band on the Tom Packs Circus for the season.

John R. Trunk, Odessa, Tex., reports the Hubert Castle show did well at Texas shopping centers. . . . Paul Kelly, Jules Jacot and Ralph Green have been working Chicago area shopping centers with their elephants, lions and circus acts, as part of a unit that also includes several rides.

Chris Anast caught the Mills show near Chicago. . . . Floyd Henton, director of the Omaha Zoo and CFA member, reports that

Howard and Agnes Hansen caught the Gil Gray show in Lincoln, visiting with Gray, Cleo Plunkett and Ruby and Jack Landrus. . . . Count Beketow, Mills Bros. horse trainer, has recovered from an eye injury caused by something thrown into the ring by a child. . . . David Reddy writes that the Kalamazoo, Mich., paper recently carried a story about the 109th birthday of William Eddington, who once was a circus cook.

Chester (Bobo) Barnett opens June 23 and will be with Barnes-Carruthers for fairs. He also has some time booked with Howard Schultz and Billy Senior. Barnett went into the Mayo clinic at Rochester, Minn., for a check-up and underwent major surgery on April 22. He remained for treatment thru May 18, when he went to Marion, Ark.

Valla and Mack McCall on Adams Bros. Circus were visited by Dot and Sunny Burdette and Bob Green in Illinois.

Harry Levine Jr., son of Charlotte Hunt Levine and grandson of the late Charles T. Hunt, has just been admitted to the practice of law before the Supreme Court of the United States.

Visitors on the Kelly-Miller show in Texas a few weeks ago were Joe T. Ward, former cornetist with the Floto show, and Bill Cordill, formerly in the Everette James band on Christy Bros., both of Ballinger.

Wynn Partello passed thru Chicago recently. . . . Roger Towne, CFA, reports Joe Flynn, Beatty elephant man, is recuperating at Towne's home in Buffalo following an accident in which Flynn lost three fingers on his right hand. Don Quirk, CFA, came from Ypsilante, Mich., to see the Beatty show and visit Towne.

When the St. Louis Police Circus was in the St. Louis Arena recently, it used rubber floor mats similar to those used in buildings by the Ringling Circus. St. Louis used green material, while Ringling's is yellow.

From the Kelly-Miller Circus, Jack Smith writes that during Texas rains Pete Smith and Keller Presley showed the results of 14 muddy lots. . . . David Retherford, 24-hour man, was busy with changes in lots and blowing of two towns. . . . Ione Stevens and Donnie McIntosh had trouble keeping concession stock dry. . . . Jack Smith was out in hip boots to get tax forms filled. . . . Among those with new cars or trailers are Roy and Joy Thomas, Chief and Tillie Keys, Deacon and Flo McIntosh, Bennie Rossi, and Red and Shirley Bentley. The Bentley's twins are a main attraction in the backyard. Lilia Loyal was helping take care of them until Sonja Lindemann rejoined.

Phil Isser Dies

• Continued from page 53

ments, most of which worked out well. Associated with him in concessions were Jack Gilbert, who was to become a son-in-law; Charles Cohen, Abie Cohen, Mike Korres, Vaxwell Kane and others.

Partnered With Linderman

After a couple of years in New York, Isser associated with Max Linderman and they made the Eastern fair circuit with games. Isser stayed with concessions and Linderman eventually became co-owner of the World of Mirth Shows. Isser spent six years with Korres, during which time the combination operated major midways at many fairs, and operated rides as the Isser-Korres Shows.

In 1927 began the association known as the I. T. Shows, and it has prospered thru its two-unit system in which one plays New York City and the other on Long Island. Rides now number 20, including a new Roundup.

RIDES FOR SALE

Sunshine Choo Choo \$ 900.00
Rens. Miniature, like new 2,350.00
A.H. Little Dipper, good 2,500.00
A.H. Boat Ride, good 2,500.00
A.H. Auto Ride, good 2,500.00
A.H. Sky Fighter, like new 4,000.00
A.H. 36' 3-A. M.G.R., good 7,500.00
A.H. 36' 3-A. M.G.R., like new 9,000.00
Spillman 40' 3-A. M.G.R., like new 10,000.00
Eli #5, late model, good 6,500.00
Eli #5, 1954, like new 7,500.00
Eli #16, late model, good 9,500.00
Have transportation for above.
12-Car Lusse Scooter Ride, aluminum roof, for park, good, \$12,500.00
Terms if rated.

FRANK E. BAUERSFIELD
1814 Third Ave., Rock Island, Ill.
Phone: 8-2211

WANTED CONCESSIONS

SEPT. 1-6
DUNKIRK, N. Y.
CHAUTAQUA COUNTY FAIR

NOW BOOKING ALL
KINDS DIRECT SALES AND
LEGITIMATE GAMES.

GOODING AMUSEMENT CO.
1300 NORTON AVE.
COLUMBUS 9, OHIO

PARAKEETS



★ Superb Quality
★ Same Day Shipment
★ Lowest Prices Anywhere
(Volume Shippers)

Call, wire or write for low quantity prices.

AMBASSADOR BIRD CO.
Phone: Johnstown 4-2144
Johnstown, Penna.

WANT

Diesel Electrician immediately. Salary plus cut-ins. Also can place 2 Girls for Girl Show. Salary, \$100.00 out of office.

ROSS MANNING SHOWS

Charlestown, Mass.

WANT

Hanky Panks, one of a kind. George Desak and Larry Loucky want Agents. For Sale or Trade—Trailer-mounted Arcade, 60 machines.

TIP TOP SHOWS

Alma Center, Wis., June 20-21.

AGENTS WANTED

6 Cat and Buckets, PeeWee, who worked for me at Sulphur, Iowa, come on. Have X. No drunks! Can use few more Hanky Panks. Have solid route all bona fide celebrations and plenty of fairs.

TED LEWIS, c/o Davidson United Shows, Walnut, Iowa, June 13-14; Pocahontas, Iowa, 17-18, or per route.

NEW MOTORDROME

FOR SALE—\$3,500.00

New flame-proof top and four motorcycles, parts, tractor and trailer included.

902 Weight Ave., Newark, Ohio
Phone: Diamond 4-4495

CONCESSIONS WANTED

Annual Firemen's Homecoming on streets, June 25-27-28 July 10-11-12. Need Games for Union County Fair, Marysville, Ohio, Sept. 9-13. Contact

DINE AMUSEMENTS

4057 Marfindale Rd., N.E. Canton, Ohio

French Lick & West Baden American Legion Posts Combined Annual Fourth of July Celebration from June 29 thru July 5.

Wanted—Independent Shows and Concessions. Write, wire or call

HARRY L. BROWN

Box 471 French Lick, Ind.
Phone numbers: 81 or 87K1

WANTED

FOR JOYLAND PARK

Concession Help in all departments. Families with trailers—free trailer space available.

Phone: Walnut 5-1921, Charleston, W. Va.
Write: P. O. Box 919, Rand, W. Va.

York Signs Gobel, Lennons, C&W Unit

YORK, Pa. — George Gobel, the Lennon Sisters and a country and western music revue comprise part of the weekly stage offering for the York Inter-State Fair, it was announced last week. Arrangements for three of the five days have been completed with booker Frank Wirth, with only Thursday, September 11, still to be announced.

Opening day, September 9, will feature a 10-people country and western unit headed by Johnny and Jack and Kitty Wells. Wednesday features the Lennon Sisters, of Lawrence Welk's TV show, and George Gobel will be in on Friday.

Aut Swenson's Thrillcade is booked in for closing day. There will be two grandstand shows daily.

Sam Lewis, general manager of the fair, said sheep driving acts will be provided by W. Lee Springs, of Plainfield, Ind., with each grandstand performance. The concession picture is excellent to this point, with money from space reservations already totaling \$76,406, more than \$1,100 over last year for the same period. In other developments, Lewis was authorized to work on the problem of parking cars on the race track infield at night. Afternoon use of the infield is prohibited because of obstruction of vision for officials.

PNE Livestock Classes Split

VANCOUVER, B. C.—The addition of two days to the run of the Pacific National Exhibition here has resulted in a split of its livestock show, rated as one of the biggest in the Northwest.

Heavy horses and dairy cattle will be in for the entire run, August 18-September 1. Beef cattle, swine and goats will be shown August 25-September 1, and sheep, August 18-23. The light stock show will be split, with thoroughbreds, hunters, jumpers, Western horses, appaloosas and ponies on view August 18-23, Arab, grade Arabian, Anglo-Arab, American saddle, grade American saddle, palominos, parade, equitation and dressage sections will be shown August 25-September 1.

Chattanooga Gets Atomic Exhibit for Sept. 15-20 Run

CHATTANOOGA — The Chattanooga-Hamilton County Interstate Fair has signed an Atoms for Peace exhibit for its September 15-20 run this year, Mrs. Maude Atwood, secretary, announced last week.

The exhibit, which comes out of the Oak Ridge (Tenn.) Institute of Nuclear Studies, will occupy close to 6,000 square feet of space in the center section of the field house. It has 80 panels along with models and displayed objects and includes a set of mechanical hands used in handling radio-active materials.

Charlie Defieux to Leave As PNE Pub. Director

VANCOUVER, B. C.—Charlie Defieux, publicity man for the Pacific National Exhibition the past eight years, will leave that post after this year's fair.

Defieux, who established the press, radio and TV gallery here, plans to devote his time to freelance writing.

EL CAJON RUN TOPS RECORD; NO RECESSION

EL CAJON, Calif. — Officials of the annual Eastern San Diego County Fair here shrug their shoulders at the word recession. Paid attendance at their five-day fair, which closed June 1, set a new all-time record of 86,340 paid and it was estimated total paid and free topped the 150,000 mark.

They even bragged about it, wiring President Eisenhower: "There is no recession in the City of El Cajon, Calif." Attractions included Johnny La Padula, Disneyland Record accordionist; two members of the Mouseketeers, Sharon Baird and Tommy Cole, and Fairy Tale Lane, a children's zoo.

Profitwise, the fair tripled its 1957 net, according to Sheamus Fay, who managed the fair for the sponsoring Jaycees.

Molly Bee to Top Name Bill At Lincoln, Ill.

LINCOLN, Ill. — The Logan County Fair has signed a name grandstand show headed up by Molly Bee, Wilbur E. Layman, secretary, announced last week. Also on the bill will be the Blue Barron band, Ann Marston, the Harmonicats, the Mariners, Harry Welch and Fabulous Kelly.

The Aut Swenson Thrillcade will be in for one matinee and one night show. Harness horses will race five afternoons, and the society horse show will be held four nights.

Stafford Spr. Grandstand Burns Down

STAFFORD SPRINGS, Conn. — An hour after 1,200 persons left the Stafford Fairgrounds grandstand Sunday night (8), a spectacular fire destroyed the half-century-old structure in 20 minutes. Stafford Fair, Inc., spokesmen indicated it would cost upwards of \$50,000 to replace the grandstand, which had a seating capacity of 2,400.

Fire Marshal's office reported that during the afternoon eight small fires had been extinguished in this old wooden grandstand while spectators watched motorcycle races. Cause of the blaze was not determined.

Thompson Succeeds Jackie Huffhines In Manager Post

RICHARDSON, Tex. — Mrs. Jackie Huffhines, manager of the Richardson Community Fair here the past 25 years, has bowed out of the position and has been succeeded by Mayor R. V. Thompson.

Mrs. Huffhines will continue as publicity director and manager of the midway. Fair's dates are August 13-16.

ESE Signs Godfrey As Horse Show Name

TV Performer to Head Up Four Sessions; Howard Johnson Restaurant to Be Built

SPRINGFIELD, Mass. — Arthur Godfrey, who in recent years has appeared as the name attraction at several top-ranking horse shows, will be a feature of the show at the Eastern States Exposition here, September 19-21.

Godfrey and his palomino, Goldie, will appear at four of the six sessions of the horse show, making matinees Friday, Saturday and Sunday, and the night finale on the Sabbath.

Last year the TV performer and his horse made guest appearances at horse shows in San Francisco, Chicago and Toronto.

The expo's grandstand show this year will be headed up by Roy Rogers, Dale Evans, Sons of the Pioneers and Pat Brady. And the Regimental Band of the Grenadier Guards and Massed Pipers and Highland Dancers of the Scots Guards will be featured September 13-16. The band, dancers and pipers will stop here for their first stand of a 1958 tour.

Building Under Way

Much activity is taking place on the grounds in preparation for the fair to be held September 13-21. A Howard Johnson restaurant will be built on Commonwealth Ave-

noe. The dining spot will be 20 feet wide and 40 feet long. A new information center has been established just west of the Administration Building. It is built of red bricks, and two hostesses will be on duty during the fair. In addition, a large illuminated map of the grounds will be erected close by. All buildings on the Avenue of States will be floodlighted this year. Some of them had previously been so lighted, but this year all will be treated in the same manner.

The Coliseum will be painted this year and the main entrance will be renovated and dressed up to provide a theater-type entrance. Seats will be painted to correspond with the ticket schedule. Boxes will be brown, loge section will be painted blue-green and reserves will be Chinese red.

The former Ringside Club and the old cafeteria are being converted into dressing rooms for the Scot contingent and performers in the Rogers' show.

Boston Firm Gets Brockton Concessions

PLYMOUTH, Mass. — A suit involving the Brockton Agricultural Society, operators of the Brockton Fair, was settled in Superior Court here (6) when George Bush, of Bush-Laube, Kansas City, Mo., agreed to dismissal on his petition against the society for alleged violation of his oral contract to operate the eat-and-drink business at the Brockton Fair.

Bush accepted a settlement, the terms of which were not disclosed. It was brought out during the two and a half days of hearings that Bush had no contract with President George L. Carney and the officers of the society. He said, however, that he had had an oral contract with the late Dr. George A. Buckley whom Carney succeeded.

Bush fought thruout the trial for what he termed a fair market value for his lunch stands and cafeterias at the fairgrounds and for the equipment each contained. Under an agreement made with the fair operators, a Boston firm, the Plymouth Catering Company, will take over the concessions. The Bush-Laube firm had operated there since 1948.

Masters Ork Inked for Iowa State

CHICAGO — The Iowa State Fair this year will use a name band to cut its grandstand show, the first in many years. Frankie Masters and his ork has been signed by Barnes-Carruthers Theatrical Enterprises thru Associated Booking Corporation.

Masters will also play the Illinois State Fair one day along with the Dukes of Dixieland, and two county fairs in the State, Morrisonville and Lewiston.

The Barnes office, also thru ABC, has set Louis Armstrong into the Illinois State Fair for one night.

Jake Williams Dead at 70

EASTON, Md. — Jacob O. (Jake) Williams, 70, former president of the Kent and Sussex Fair, Harrington, Del., and a widely known figure in harness horse racing, died here Saturday (7) after a long illness.

Funeral services were held in Federalsburg, Md., Tuesday (10).

Troy Hills Sets Auto Gymkhana

TROY HILLS, N. J. — A sports car gymkhana, kids' model-building contest, bee keepers' honey show and other events are on tap for the Morris County Fair, set for August 18-23, manager Swante Swenson notes.

It will be the first such automotive event here, and entry forms are going to various car clubs in the area. A separate program is slated daily, starting Monday, including technical inspection, obstacle run on the fifth-mile oval in the arena, auto musical chairs, auto broom polo, and motor gymnastics. Winner will get a State sports car championship trophy, and various trophies will also be awarded.

The model contest is open to boats, airplanes, rockets, space ships and missiles. The honey show is sponsored by the Morris County Bee Keepers Association.

Greenwood, Ark., Adds Exhibit Bldg.

GREENWOOD, Ark. — Greenwood Fair has awarded a contract for the construction of a \$7,500 exhibit building to be erected on the west side of the grounds here. The structure will be all-metal and will measure 40 by 80 feet.

Indiana State Inks Godfrey

INDIANAPOLIS — Arthur Godfrey and his palomino horse, Goldie, will return to the Indiana State Fair this year, Robert H. Weeden, horse show director, announced last week.

The TV personality will head the \$55,000 horse show in nightly exhibitions August 31-September 5. On hand also will be Godfrey's trainer, Arthur Konyot.

This will be Godfrey's second appearance at the fair. He was a principal at the 1956 event.

Chippewa Falls Loses 100 Trees To Windstorm

CHIPPEWA FALLS, Wis. — The Northern Wisconsin District Fair, which was struck by one end of the recent tornado here, suffered little major damage, according to W. H. (Bill) Kittle, new manager.

However, nearly 100 trees on the grounds were lost to the storm, and some minor damage was done to the buildings. Some of the wiring was knocked down by the high winds, but this has been repaired.

WANTED
for
WHITE COUNTY COLORED FAIR
Week of September 17, 1958.
Complete Carnival with Concessions and Shows of all kind.
HERMAN "POP" TURNER
Sparta, Tenn.

* **JOAN BRANDON** *
* **WORLD'S GREATEST HYPNOTIST** *
* **ROSELAND PARK, CANANDAIGUA, N. Y.** *
* "Never have I seen audiences respond with such enthusiasm. You keep them completely fascinated thruout your entire show. I am happy to recommend you to park owners all over the country for their big attraction." *
* **W. W. MUAR, PRESIDENT** *
* Return date: Roseland Park, Aug. 18 thru 24, 1958. *
* Publicity: J. Brandon, 450 W. 24th Street, New York, N. Y. *

THRILL OR CRASH SHOW
WANTED FOR AUG. 6 THRU SEPT. 11
Will Guarantee 30 Dates, Minimum, Must Have Organized Unit.
CALL: ANNEKST 5-1080, WICHITA, KANSAS, (Collect)
TRUEN-PEEBLES ENTERPRISES
317 S. WATER WICHITA, KANS.

RINGLING ROUTE CHANGES REVEALED

Drop Cleveland, Detroit, Indianapolis For Knoxville, Chattanooga, Louisville

NEW YORK — Newly announced route of the Ringling-Barnum show reveals that Harry Dube, national director, has cancelled out some of the Middle Western industrial cities that had been scheduled tentatively earlier.

Show was in Richmond, Va., Friday (13) thru Sunday (15). It idles two days and opens at Baltimore's Memorial Stadium on Wednesday (18) for a five-day stand. After a day off, it opens in Washington's Griffith Stadium ball park.

The Washington stand is split. Show plays June 24-25-26 on evenings only. That night the show is dismantled to make room for the Masonic Night of Thrills, which has singer Jimmy Dean and some cowboys and Indians. Then the circus rigging will be placed again and the circus will give three shows on June 28 and an afternoon only on June 29.

Changes Made

Ringling will play Youngstown's suburban Camfield Fairgrounds on

July 1-3, Johnstown, Pa., follows for July 4-5, replacing Cleveland.

Columbus is scheduled for July 8-10, as originally, and Cincinnati still is scheduled for July 11-13. Earlier, the show had thought of making Detroit, Grand Rapids, and Indianapolis on July.

The finalized route, however, takes it to Knoxville's Billy Meyer Stadium, July 15-16; Chattanooga's Engel Stadium, July 18-20; and Louisville's Stadium, July 23-26.

Reading Strong For Cristiani; Look to Chicago

READING, Pa.—Cristiani Bros. Circus played to full houses for its two-day stand in Reading. The show plays this stand annually for the Sertoma Club. Dates were Saturday and Sunday (7-8).

At Easton, Pa., Friday (6), the show straddled a crowd to the curbs and the side show did overflow business. Earlier, two days on Long Island were strong, the show reported. Generally, afternoon shows were good and nights were about filled.

Chairman of the Reading date is CFA Jim Raab.

Meanwhile, publicity is breaking on the show's coming Lakefront stand. Bus cards are out. First newspaper ad appeared Sunday (8) and all papers would be running ads starting Sunday (15). Paul Cristiani was expected over the weekend and billing would get underway shortly. Tom Parker, in charge of the stand, was completing a deal which will put most of the show's parade on State Street as the first step of a tie-in with the State Street Council big merchants' organization.

Hildebrand's Memphis Show Fills Building

MEMPHIS — Frank Hildebrand's Fun-O-Rama circus played to full houses for five performances May 30-June 1, at the Merchants Building on the fairgrounds here. Sponsor was the Grotto, and Chairman Taylor Gray said the date was successful.

Acts included Ruby Haag's Dogs and Ponies; White Guards (5), singers; Balabanows, accordions; Willie Bob Smith, comic; St. Leon's, teeterboard; Symphonettes, tumbling; Lolita Perez, wire; Four Sailors, knockabout; Collegians, trampoline; and clowns Sunny Jim Snell, Pappy Kerr, Lopez, Max and Alfredo Mustafa.

Memphis columnist Eldon Road devoted a full column to an interview with Sunny Jim Snell.

Mills Plays Indiana Towns

DECATUR, Ind.—Mills Bros. Circus got along in fair fashion here Friday (6), but the day before at Andrews, Ind., was better.

In Andrews, near Huntington, the show had half and three-quarter

BOOK REVIEW

Circus Tomes Due for More Interest, Sale

By TOM PARKINSON

Published in England is the first volume of "Circus and Allied Arts, a World Bibliography," by R. Toole Stott. Two more volumes are to follow at intervals of about a year each. This one lists and describes the books on circus history and biography.

For circus historians, collectors of circus books, librarians, writers, circus museums or libraries and others in similar specialized fields, this book is valuable. For some it is essential.

It itemizes books in 11 languages, numbers some 1,657 different books or editions. There are special sections devoted to books about Astley, Grimaldi, Barnum, Cody and others. Ancient books about Roman circuses are described in detailed technique of the book specialist. So, too, are the 18th century books written by Philip Astley, first circus owner. Stott's research describes 66 books or editions signed by Barnum, eight language editions of Dr. J. Y. Henderson's "Circus Doctor." It describes "Acrobats and Montebanks," published in French in 1859 and then English, as the first modern circus classic. It tells that England's Thomas Frost not only wrote an important pioneer circus history volume but also caused Charley Keith to write his. Similar treatment is accorded the hundreds of books; some are listed simply and some are described in great detail. Inclusion of many Russian books is unique to Stott's bibliography.

Minimum Omissions

The first test a reader applies is to see if this sort of book includes the volume he knows of. We note only two biographies that have been omitted and they were published in ways that would make them difficult to discover from abroad. Moreover, the scheduling of later volumes on other phases of circus literature makes it possible to add omissions to a later volume, thus making the final set complete. From an American viewpoint, the several route books in the listings should have been left out or a complete list of these special volumes ought to have been used. These minor points fail to dim the bibliography's over-all value.

Author Stott has contributed greatly to the knowledge and the source material about circuses. To the researcher approaching the field anew, to the surprisingly large number of circus book collectors, here is the guidebook. Because of it, future circus writing will be better. And because of it, the collectors will direct their efforts toward important old books they may not have known of before.

An end result will be considerable increase in the demand for and awareness of antique circus books.

The book, with 185 pages plus a section with 21 photographs, is published by Harpur & Sons, Ltd., Derby, England, at 70 shillings.

ter turnouts, altho two factories have been shut down several weeks. Lions Club was the auspices. Weather was cold at night.

In Decatur, the show had 1,200 in the afternoon and 175 at night. Chamber of Commerce was the auspices.

HENRY NORTH OUT OF CORPORATION

Lancaster, Mrs. Sanford also Resign; John North Says No Quarrel With Henry

NEW YORK—Henry Ringling North has been dropped as a vice-president of Ringling Bros. and Barnum & Bailey Combined Shows, Inc. After the action at the annual board meeting, held here Monday (9), circus president John Ringling North said his brother had asked for a leave of absence.

He said there was no quarrel between the two and that Henry planned to stay in Italy.

In a separate action, Stuart Lancaster resigned as a vice-president and his mother, Mrs. Hester Ringling Sanford, resigned as a director. They sent their resignations by telegram.

Lancaster and Mrs. Sanford have legal actions pending against present management of the circus.

North's board retained him as president and Art Concello as executive director. Rudy Bundy,

who has been treasurer of the show, now also is treasurer of the corporation. Vice-presidents are Irene Ringling Bon Seigneur and James C. Ringling. Ed Kelly and Theodores Bull were re-elected directors, while Robert Thrun is retained as attorney and secretary for the board.

Trenton Date Big for Shrine, Hamid-Morton

TRENTON, N. J.—Hamid-Morton's first appearance under the Shrine Temple here, June 5-8, drew capacity throngs of 10,000 each to the State Fairgrounds Grandstand. On Saturday afternoon (7) the show had a full house and on Sunday (8) there was a big turnout, largely adults.

Omer Kenyon promoted the stand. The advance sale was in excess of \$50,000 and the membership sale was strong.

Polack Meets San Francisco Opposition Test

SAN FRANCISCO — Polack Bros. Circus took on Russia's Moiseyev Dancers, the baseball Giants and Billy Graham in San Francisco, last week but charged out of the ring with a winning attendance total of 65,000 during a five-day run at San Francisco Civic Auditorium.

Louis Stern, manager, said the circus played to full houses at all matinees in the 7,000-capacity indoor arena. Night performances averaged 75 per cent capacity from Tuesday to Thursday, but the house was full Friday and Saturday nights.

Matinee attendance was 50 per cent children and evening performances were 75 per cent adults, Stern said.

Polack Bros. Circus, whose San Francisco stand last week was their 16th consecutive appearance in the city, was sponsored for the second year by the Saints and Sinners.

Clyde Bros. Has 4,800 in One Day, 3,442 in Another

NIAGARA FALLS, Ont.—Clyde Bros. Circus played here June 4 and pulled 4,799 paid attendance. Show used Niagara Falls Memorial Arena, seating 2,500.

Show had 1,859 kids and 320 adults in the afternoon plus 1,450 kids and 1,170 adults at night. Lions Club was the auspices.

At St. Catharines, Ont., the show had a total of 3,442 at two performances Monday (2), where the Garden City Arena seats 3,190.

Springfield Shrine Sets Outdoor Date

SPRINGFIELD, Ill.—Tom Paeks Circus will play here June 25-27 for the Shrine Temple. Date previous was indoors in November and was produced by Polack. This time it will be at the Illinois State Fairgrounds grandstand.

Shrine officials announced that the concessions will be handled by Hopson and Girard, which also have concessions at the fair.

CRISTIANI BROS. CIRCUS WANTS SIDE SHOW PEOPLE

Giant, Escape Artist, Young Snake Charmer, Attractive, clean Side Show Novelty Acts, Saggiops, Novelty, Glass Blowers, others except midgets. For Chicago Lakefront engagement.

Contact:

PAUL CRISTIANI
Hotel Sherman
Chicago, Ill.

NOTICE, CIRCUS MANAGERS WHO HAVE THREE-RING CIRCUS

On account of mistake of dates, unable to play this date WOODWARD, OKLA., COUNTY FAIR, Sept. 19-21.

CONTRACT FOR SALE

25,000 people went thru turnstile last year. Expect more this year because of big wheat crop. Fair assn. gets 10%; circus 90% with all concessions, side shows, pit show free carried with circus. Biggest wheat crop ever known in Okla. I have other contracts with advance ticket sales in Okla. Work in front of AMP Theater, everything furnished. Would consider 20-25% after Fair Board, or \$10,000 for the spot. Have to act fast. For correct details contact JACK MOORE, Carson-Barnes Circus, Newberg 18; Forest Grove 19; Verona 20; Rainier 21; all Oregon, or contact our representative, TED WILSON, c/o Neal Walters, Eureka Springs, Ark.

4-PHONEMEN-4 SYRACUSE, N. Y.

4 top producers, for Tickets and Banners. AUSPICES Keder Kahn Grotto Cerebral Palsy, 6 weeks' work; paid collectors. SYRACUSE in good condition. You can get well here. ONLY GOOD, CLEAN OPERATORS. DEAL JUST STARTING.

Call **ROGERS**
Phone: ORanite 1-6941
Syracuse

4-PHONEMEN-4 CLYDE BEATTY CIRCUS

3 TOP CITIES FOR JAYCKERS, FIREMEN AND SHERIFF. NO LAY-OFFS.

Phone: Chapel 3-1772
Albuquerque, N. Mex.

PHONEMEN

Just opening in Albany, N. Y., for top civic sponsor. Terrific appeal. Banners, U.P.C. Pay daily. First circus in Greater Albany this year. Downtown office.

MERLE JOHNSON
Call Office Manager
Albany 6-8532 or ALbany 6-8234

North Brookfield, Mass., Lions' Club date.

NEED 2 GOOD MEN HERE

Have another real money maker to follow close by.

J. P. BOWES
North Brookfield, Mass.
Phone: VOInteer 7-3788

WANTED

2 PROMOTERS

For Hagen Bros. Circus. Must be able to open at once. Long season.

JOE McMAHON

Box 206, Knox, Ind., or
Knox 8946

PHONE MEN

Have 4 Shrine, Grotto, Fireman, Police Deals going now. Legitimate operators only. Write

WARD BEAM ASSOCIATES, INC.
Coshen, N. Y.

PHONEMEN OR WOMEN

Knights of Columbus. Book, 6x. Banquet beg. Pay daily. Booked thru IIII Xmas. No collect.

A. W. FOWLER
1111 Webster St. Ft. Wayne, Ind.
Phone: Days—Anthony 1244
Nites—Anthony 9211—Ext. 419

PHONEMEN

Due to disappointment. Tix and banners; steady work. Clyde Beatty Circus. Geo. Parren, call; also Baltimore, call again.

Phone—Days: Woodward 3-8843.
CHAS. WILLIAMS
Baffle Creek, Mich.

PHONEMEN

Official labor, here is a repeat. Seventh annual tickets and advertising. A good opportunity in sunny Los Angeles.

DU 85085
ROY BELL

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

JUNE 16, 1958

Communications to 188 W. Randolph St., Chicago 1, Ill.

MERCHANDISE

61

WATCH VALUES



BULOVA ELGIN!

BENRUS! GRUEN! WALTHAM!

NEW STYLES

CHOICE LOT! 6 for

\$49

(sample \$9.95)

STANDARD BRANDS WATERPROOF WATCHES

6 for \$59

(sample \$10.50)

15 and 17 Jewel Watches

HEADPHONES BACK

Crystal Sets, Popeye, Woody Gimmicks Click

By IRWIN KIRBY, New York

There is no end to examples of what modern inventiveness can do with age-old devices. An outstanding use of gimmickry this year is the way the old crystal radio receiver (remember the headphone craze of the 1920's?) has been injected with new blood and salability.

Most of the new pocket radios sold at around \$28 a dozen are Japanese crystal receivers in sleek plastic containers. Last winter's ice-breaker was in a Sputnik shape. Now it is available in rocket form and as a little rectangle with retractable antenna. What is new, beside the case, is the little earplug which nestles snugly in the listener's ear.

The sound brought in is acceptable and, since there is no volume control, the midget sets are pre-adjusted for volume by the manufacturers. Pastics being extremely adaptable, the little radios, as small as vest-pocket size, come in a variety of shapes and brilliant colors.

Domestic manufacturers also have a line of the little receivers, but have an added lure in that they also have a model working on a transistor and utilizing a pencil flashlight battery. Price of the American product is around \$50 a dozen for the transistor model and \$33 for the crystal set. These are made of more expensive materials than the imports, with metal frames and leather cases. Both foreign and American models are good for the purpose made, requiring only that they be clipped to any metal object like a pipe or telephone dial.

Publicity for the radios has already been won on a wide basis, one outlet being the editorial column of the stately Christian Science Monitor. An editorial, "World in Your Hand," says: "With a tiny, bottle-shaped receiver and the aid of a metal clip, two wires and plastic ear-stopper, anyone can attach himself to a metal object and pick up radio programs. In the palm of one hand he holds communication with the world—he holds a radio."

Star Stamps: Sheets of 50 gummed stamps are available with photographs of recording stars. They are standard sized, an inch high and bear such likenesses as Ernie Ford, Nat King Cole, Elvis Presley, Rosemary Clooney and others. Each sheet is packed with an identification sheet in a cellophane bag. Displays are appealing to teen-agers, prone to decorate their garments, books and records with likenesses of their favorite performers.

Popeye Stuff: A wide range of Popeye merchandise is available at low cost, some items as low as \$1.35 a dozen. These are plastic figures molded in color in plastic, floating rowboats, poly-bagged and prepriced. Also in the line is a kiddie Popeye version of the adult muscle builder, except that handles are connected by a rubber belt rather than springs. Pop-ons are clever plastic disks bearing cartoon likenesses of Popeye's nautical equipment. Kids peel off the backs, push the disks onto the bodies anywhere and can pop them off to reuse again. Youngest of the young set will go for a Popeye plastic pinwheel.

Woodpecker Hat: Newest kiddie craze to be offered in licensed hat form is Woody Woodpecker, and the execution is almost faultless. Made of felt, it has a jagged red plastic comb sticking up from the dome. Red body has two large screen-printed eyes, and the pointed bill has a duckbill outline. Effect is very Woody Woodpeckerish. About \$6.50 a dozen to retailers.

Amazing Cel-Max Jewelry Offer

WHILE THEY LAST

Popular styles . . . top quality . . . Every set an astonishing bargain. Sell at terrific profits!

Hand set Sparkling Stones

High style Earrings Bracelet & Necklaces



Simulated pearls and brilliant stones in assorted colors! Four fashion-designs 24K gold plated pieces in satin-lined gift box! Entire stock priced to close-out at sensational reduction! Stock up NOW — cash in all year! Write for famous CEL-MAX Bargainteer for other specials!

Sample \$1.50

Order a sample assortment — watch them sell on sight!

\$13.20 DOZ.

Order today! 25% with order, bal. C.O.D.

CEL-MAX, Inc.

582 So. Main St. Memphis, Tennessee

WEINMAN'S

162 S. MAIN ST. MEMPHIS, TENN.

Thank You SARGE AND EMMA SUBER

Concessionaires B. & J. Shows for your BUICK CENTURY RIVIERA purchase. This year fourth. "Save Money With Johnny" JOHNNY CANOLE Phone: WI 3-8083 or WI 4-3247 Altoona, Pa.

FISHING SEASON IS JUST AROUND THE

CORNER 60" GLASS ROD

65¢ each lots of 20

Des. 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 doz. minimum order)

10" BEAR—Plastic Bag . . . \$4.80 doz.

24" BEAR (Approx.) \$21.60 doz.

ALL PLUSH \$6.60 doz.

Assorted Colors. One dozen minimum order.

FLYING BIRDS \$21.60 doz.

SWORDS (Metal) \$21.60 doz.

25% disp. with order, M.O. or cert. check. Bal. C.O.D., F.O.B. Chicago.

Open Sundays: 8:30 to 2:00

1958 Catalog available about MAY 1.

BELL SALES CO.

1107 SO. HALSTED ST. Chicago 7, Ill.

WORLD'S SMALLEST LITER

SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

\$2.75 \$30.00

Des. \$2.75 Gr. \$30.00

Plus shipping charges.

Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

STERLING JEWELERS

1975 East Main St. Columbus, Ohio

Ideal for Engravers. State Your Business.

WE ARE MANUFACTURERS ALL KINDS FULL TICKET CARDS

TIP CARDS • BASEBALL CARDS

at very reasonable prices.

Phone: Wheeling—CEder 34122.

COLUMBIA SALES CO.
302 Main St. Wheeling, W. Va.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG

IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR

Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices

GELLMAN BROS.

119 N. FOURTH ST. MINNEAPOLIS, MINN.

SALESBOARD DISTRIBUTORS, JOBBERS & OPERATORS

LOWEST PRICES—WRITE FOR PRICE LIST & CATALOG

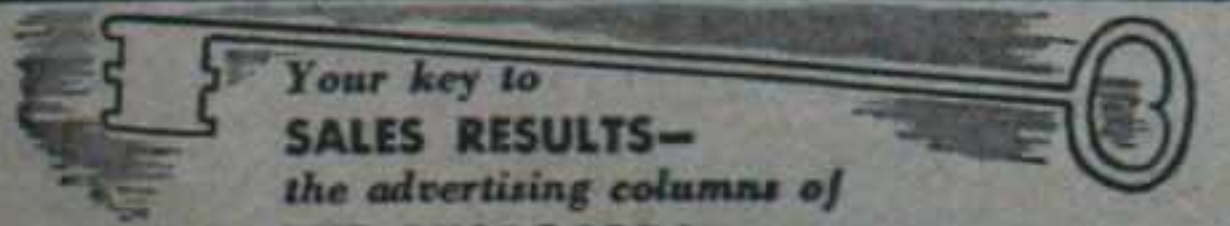
Manufacturers Of America's Finest Salesboards

PEERLESS PRODUCTS, INC.

AN INDEPENDENT MFG.

633 PLYMOUTH CT. Phone: HARRISON 7-2971 CHICAGO 5, ILL.

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

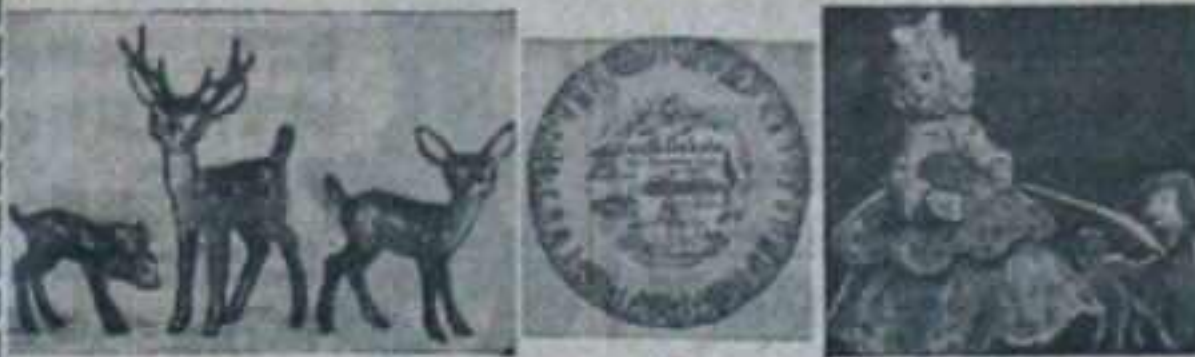


WAGON JOBBERS

Write for Our

- NEW COLORFUL CATALOGUE
- LOW JOBBER PRICE LIST
- HOT LINE OF FRESH MERCHANDISE

SALLY DISTRIBUTORS 200 North First Minneapolis, Minnesota



Gifts — Novelties — Toys

NOTICE TO ALL OUR GOOD FRIENDS AND CUSTOMERS

AFTER JUNE 1ST WE WILL BE IN OUR NEW AND SPACIOUS HEADQUARTERS LOCATED AT 2048 WEST NORTH AVE.

HANDLING AN EXTENSIVE LINE OF ENGRAVING JEWELRY, ETC.

SEND FOR YOUR FREE COPY OF OUR 1958 CATALOG TODAY—PLEASE STATE YOUR BUSINESS

Frisco Pete Enterprises, Inc.

2048 W. NORTH AVE. CHICAGO 47, ILLINOIS
ALL PHONES: EVERGLADE 4-0244

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.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum, Special Single Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3, Mo.

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

62 MERCHANDISE

THE BILLBOARD

JUNE 16, 1958

PRICE LIST READY

Send for Your Copy at Once

SLUM . . . Greatest Line Ever Assembled

PLUSH TOYS and DOLLS

FLASH . . . Superb Values
NEWS ITEMS When They Are New

If you have not dealt with us in the past, ask those who have

BERNY NOVELTY CO.

114 West 14th Street New York 11, N. Y.
Phone: ALgonquin 5-8290

PIPES FOR PITCHMEN

By BILL BAKER

CLYDE FORKNER . . . who is working Virginia Beach, Va., with sheet to good returns, reports that he recently met an old friend, Whitey Phillips, who is doing okay there with novelties, and Phil Groden, the guess-your-weight man, who is going strong after 50 years in the business. Clyde plans to work the Virginia-North Carolina Coast this season. He would like to read pipes from Jack (Bottles) Stover, Heavy Forkner, Al Harvey, Goldie Stegall, E. C. Pardee, Spud Mangum, Al Delesk, Father Patrick, Louise Burke and George Stacey. Clyde says that there is good business for all along the Atlantic Coast this year.

E. C. PARDEE . . . who has been resting for a few weeks in Thomasville, Ga., is heading out on a trek that will take him thru Mississippi, Alabama, Arkansas and Oklahoma. "Will try the sheet again," said Pardee. "The markets in Georgia were very short. Pipe in, you sheeties, so the folks in the field will know how you are getting along."

HARRY R. DAY . . . currently working New England, writes that he recently ran into Steve Parker, former gadget worker, who has left the road to accept a job as a chef in Milton, Conn. Day also recently visited the Bridgeport, Conn., factory of Bob Sherman. Sherman's firm is known as Magic Manufacturing Company.

WHILE . . . awaiting delivery of a new panel truck to replace one destroyed in an accident a few weeks ago, Ben (Horseback) Meyers put in a few weeks of demonstrations at the new Farmers' Mart in Cincinnati. Ben, who is awaiting settlement from an insurance company for the truck damage, said he would like to read pipes from friends in the trade.

"SAW THE SAME familiar faces at the Decoration Day Indianapolis 500, but missed those of Bernie Stein and Lefty Shapiro," cards B. Niets. "Did they open a health studio? Rifkin made a Canadian tour, but had more success at the race tracks."

Frisco Pete's New Jewelry Method

CHICAGO—Frisco Pete Enterprises, local jewelry and merchandise firm, has come up with a lamination process that is being used to protect its line of metal novelties and jewelry for the carnival and small retail shop trade.

Each item is cemented on a small, treated card and a film of cellophane is cemented over the front of the card. Called Visual Creations, it is designed to keep the jewelry from being scratched. It also serves as a protection against tarnishing.

The film is bonded to the card and the only area above the surface of the pasteboard is the object itself, which also is completely covered.



Hawaiian "TI" PLANT LOGS
Bagged in polyethylene...
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 plants. 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

BUY DIRECT!!

NEW BEAD ROPES!!
Assortment of Colors.
25% deposit with order, bal. C.O.D.
Bell Novelty Co.
1540 Broad St., North Baltimore, N. Y.
Castle 1-0122

DIRECT FROM
Costume Jewelry Manufacturer
Per Doz.
Miracle Prayer Crosses, boxed \$4.35
Men's 3-Rhinestone Rings, boxed 3.75
Ladies' Rhinestone Adj. Rings, boxed 3.00
Ladies' Bridal Ring Set, individually boxed 1.00
Tailored & Rhinestone Earrings 1.50
DeLuxe Hollywood Styled Earrings 3.00
Scatter Pins, boxed 3.00
Bracelets, Tailored 2.50
Necklace, Earring Sets, boxed 4.50
Pin Earring Sets, boxed 4.00
Necklace, Bracelet & Earrings Sets, boxed Each 1.00
5-Piece Sets—gold plated, beautifully boxed Each 1.75
SEND FOR FREE CATALOG
48 Illustrated Pages
25% Deposit on C.O.D.'s
PACKARD JEWELRY CO.
48 W. 25th St., Dept. B, N.Y. 10, N.Y.

YOU CAN'T BEAT BRODY

FOR MERCHANDISE
24" Assl. Dolls—Duck, Clown, Bear and Doll Faces. Assl. 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.
SEND for Your Copy Today.
M. K. BRODY
1014 S. Halsted St. Chicago 7, Ill.
L. D. Phone: MOntrose 6-9520
In Business in Chicago for 37 Years.

CLOSEOUTS!
FLASHY Slum Assl. \$1.00 gr.
Low End Assl. Toys & Nov. \$4.00 gr.
42" Taffeta Dancing Doll \$9.60 dz.
32" Taffeta Carnival Doll \$9.60 dz.
9" Plush & Plaid Dots \$5.00 dz.
4" Animals & Plastic Dolls \$9.00 gr.
No Extra Charge for Samples.
31 1/2 dz. of above only \$21.60 f.o.b. (Includes 1 doz. 32" & 42" Dolls, 30 doz. Low End & 4" Toys, plus 1/2 doz. 9" Dolls.)
1/3 Dep., Bal. C.O.D. if not rated.
FREE: 3-color Catalog of 600 items. Full Line of Plush, Low End & Slum.
REPRESENTATION WANTED.
TOY MFG. COMPANY
334 Broadway, N. Y. C.
WA 5-3234

ONE BALL BOTTLES

No. 8715—3 lb. Bottle \$5.00 ea.
No. 8726—4 lb. Bottle 4.50 ea.
No. 5005—12" Ball 8.40 dz.
BEARS—POODLES
26" BEAR All Colors \$21.60 Dozen F.O.B. N. Y. C.
30" BEAR All Colors \$26.00 Dozen F.O.B. N. Y. C.
27" BEAR \$22.50 Dozen F.O.B. N. Y. C.
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.

BINGO and EQUIPMENT

7 and 10 color specials
4-5-6 and 7 ups
Midgets, 3,000 series—7 colors
Paper and Plastic Markets
Wire and Rubberized Cages
Pencils—Crayons—Clips
5x7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards Made to Order
Free Catalog Available
JOHN A. ROBERTS CO. INC.
817 Broadway, Newark, N. J.

CLOSE-OUT ON REBUILTS

17 J. and Up. Waterproof. Including boxed and stretch bands.
Benrus—\$9.00
Walthams—\$7.75
Hamiltons—\$11.50
Prepaid or C.O.D. orders only. Deposit on C.O.D. orders.
Sure to please money-back guarantee. Photo or write:
NATHAN COHEN
207 Washington Square Building Philadelphia 6, Pa.

NO-CHROME

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, \$79.30; 10 Gross, \$576. (Shipped F.O.B. by Freight or Express, State which.)
W. T. GIVEN, Mfg. Chemist
ORRVILLE, OHIO

LONGINE-HAMILTON-BENRUS BULOVA-GRUEN-ELGIN

We are One of the World's Largest Suppliers of New and Conditioned Watches.
LOWEST PRICES
Write for Free Catalog.
Mars Watch Sales Co.
421 So. Los Angeles St. Los Angeles 12, Calif.

Beautiful Genuine Dupont Plastic
Now! Enjoy a NEW FALSE PLATE Made from Your Old, Loose Plates! ONE-DAY SERVICE
Only \$18.25
No Impression Needed!
At last! Take advantage NOW of our new, revolutionary False Plate Duplication System. SAVE MONEY! Enjoy the blessed comfort of a perfect-fitting plate! Your old loose, uncomfortable, cracked or chipped plate transformed into a new, comfort-fitting, natural-pink lightweight plate—made expertly of fine, top-quality Dupont Plastic. We use same tooth, or new, natural-shaped matched teeth. Broken, cracked plates repaired; missing, broken teeth replaced. ACT TODAY to enjoy comfort in wearing full or partial dentures!
SEND NO MONEY! Write today for FREE DETAILS, lowest prices on this new, wonderful plate service. High-wet prices paid for dental gold!
FREE! 3 months' supply False Plate Cleaner to all who write for money-saving offer!
ALL-STATE DENTAL LABORATORIES
22 W. Madison (Dept. 281), Chicago 2, Ill.

JAR DEALS and MATCH PAK DEALS
SALESBOARDS
PREMIUMS
BINGO SUPPLIES
Make BIGGER PROFITS WITH Galentine!
WRITE FOR CIRCULAR
GALENTINE NOVELTY CO.
519 E. JEFFERSON BLVD. SOUTH BEND 17, INDIANA

DON'T WAIT ANY LONGER!

Forms for the
SUMMER SPECIAL

Go to Press
WEDNESDAY, JUNE 18

Rush your advertising copy air mail, special delivery TODAY. . . OR, wire us collect to repeat a previous ad for you.

- 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

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

JUNE 16, 1958

THE BILLBOARD

MERCHANDISE

63

COMING EVENTS

California

Los Angeles—Celebration (Continued), July 4. American Legion. Los Angeles—Great Western Dairy Show, June 20-24 A. M. Matthews. Los Angeles—Construction Industries Expo & Home Show, June 21-25. San Francisco—Hawaii Show, Aug. 21-22. San Francisco—Gift Show, Aug. 2-4. Key Loner, 1350 Market St. San Francisco—San Francisco Home Show, June 18-20. Ted Bentley Productions, 888 N. Robertson St., Los Angeles.

Colorado

Greenley—Horse Show, June 28-29. Chamber of Commerce. Pagosa Springs—Celebration, July 4.

Florida

Sarasota—Festival of Sports and Beauty, July 3-5. Chamber of Commerce.

Georgia

Atlanta—Southeastern China, Glass & Gift Show (A.S.L.), July 20-23. Foster B. Steward, Billmore Hotel. Savannah—Summer Bazaar, Aug. 30-Sept. 4. Irwin B. Griffin, Jewish Educational Alliance, 111 Albercorn St.

Idaho

Emmett—Emmett Cherry Festival, June 25-28. Diet Severson. Grandville—Celebration, July 4. Crofton—Celebration, July 4. St. Anthony—Pioneer Co. Pioneer Day, July 14. Golden C. Lindford. Sandpoint—Celebration, July 4. Jim Berry, Box #12. Sugar City—Snake River Valley Horse Show, July 10-12. Dena Lander.

Illinois

Ashland—Celebration, June 16-21. Bradwood—Celebration, June 24-29. Broadview—Legion Carnival, June 13-22. Carthage—4-H Show, July 30-Aug. 2. Jerry Null Jr. Chicago—Celebration (Soldier Field), July 4. Geneseo—VFW Celebration, July 3-5. Post No. 1003. Hanover—Firemen's Homecoming, July 4-5. Harold King, Box 24. Hoopston—Celebration, July 4. Pele—Military Celebration, June 16-21. Rockton—Celebration, July 2-8. Vern Ghiglietti, Retailers' Assn. Shokton—Street Carnival, July 17-18. Frank C. Niemeyer, Lions Club. Tulona—Legion Convention, June 20-22. Tuscola—Veterans' Reunion, July 14-19. Cal Reese, Nickoma.

Indiana

Brazil—Celebration, July 4. Butler—Celebration, July 22-26. Charlestown—Lions Celebration, June 23-28.

Connecticut

Claytonville—Homecoming & Picnic, July 24-26. Cromwell—Centennial, July 12-19. Dublin—Dublin Street Fair, June 13-21. Easton—Firemen's Celebration, June 9-18. Harlan—Harlan Days Celebration, July 20-Aug. 2. Huntington—Street Fair, July 28-Aug. 2. La Porte—Celebration, July 4. Ludlow—Homecoming & Fish Fry, Aug. 20-23. New Palestine—Annual Carnival, June 19-21. Joe Wickham, Chamber of Commerce. North Webster—Mermaid Festival, June 22-28. Lions Club. Odon—Old Settlers' Meeting, Aug. 20-23. Lex Benefit. 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. 3-7. Mrs. Lee Collingham, Russell. Cherokee—Pilot Rock Plowing Match, Aug. 14-16. Sherman Peirson. Clear Lake—Celebration, July 3-8. 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. Shiley—Oscota Co. Livestock Show, Aug. 16-20. Gene Alexander. Waterloo—Steam Engine Show, Aug. 14-17. Nat'l Cedar Valley Steam Engine Club, 1128 Kern St. Wilton Junction—Punfest, July 14-19.

Kansas

Haxter Springs—Centennial, June 24-July 4. E. Guilan, Box 216. Dewey—Celebration, July 21-26. Kansas City—Legion Celebration, July 7-12. Lebanon—Celebration, July 14-19. Wamego—Celebration, July 2-5.

Kentucky

Wheatonsville—Celebration, July 4.

Louisiana

Morgan City—La. Shrine Festival, Aug. 28-Sept. 1. P. O. Box 111. Ruston—La. Peach Festival, June 18-20. Howard H. Smith.

Massachusetts

Charlestown—Bunker Hill Celebration, June 13-21. Gloucester—St. Peter's Fiesta, June 26-29. Haverhill—Celebration, July 2-5. Lowell—Celebration, July 2-5. Lowell Clover Club. New Bedford—Eagles Circus, July 14-19. New Bedford—American Portuguese Veterans Fair, July 21-27. Revere—Bunker Hill Celebration, June 13-21. Jeff Harris, 1001 Walnut Ave.

Michigan

Manton—Manton Harvest Festival, Aug. 29-Sept. 1. Robert McBride. Menominee—Menominee Dairy Show, July 24. Gail E. Bowers. Rogers City—Homecoming, July 4-8. Chamber of Commerce.

Minnesota

Edgerton—Dutch Festival, July 16-17. Clifford Peterson. Pipestone—Southwestern Minn. Centennial, July 4-8. Winona—Steamboat Days, July 10-12.

Missouri

Allanta—Centennial, July 3-5. Ronald Shoush. Bolivar—Pike Co. Jr. Livestock Show, June 14. A. M. Wiley. Cassville—Old Soldiers & Sailors' Reunion, July 7-12. Columbia—Boone Co. Horse Show, July 18-20. Carson Teel. Crocker—Celebration, July 3-5. 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. Linn—Old Settlers' Reunion, Aug. 5-9. E. Thurlie. 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—Ozark PFA Fair Hog Show, Aug. 28. Vencel O. Mount.

Montana

Three Forks—Founders Celebration & Rodeo, July 25-27. A. Driscoll.

Nebraska

Holdrege—Diamond Jubilee, June 25-28. NEW HAMPSHIRE. Gorham—Celebration, July 4. NORTH CAROLINA. Belhaven—Legion Celebration, June 30-July 3.

New Jersey

Hammonden—Fest of Our Lady of Assumption, Aug. 11-16. Ralph Santella, 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. 4. Morgan Demarest. Monroe—Celebration, June 30-July 3. Morgan Demarest, Mgr. Patchogue—Inn Bicycle Races, Aug. 2-3. Brian L. Morrison, 13 Valley View Ave., Hamburg.

Perryburg—Firemen's Celebration & Gala Days, June 27-28. Brian L. Morrison, 73 Valley View Ave., Hamburg.

North Dakota

Jameson—N. D. State Dairy Show, June 26-July 2. Clayton Paulson, Marion.

Ohio

Beverly—Legion & Lions' Homecoming, Aug. 14-16. Bob Bloomfield. Clyde—Cherry Festival, July 1-12. Commercial Point—Homecoming, July 31-Aug. 2. Derby—Homecoming, July 25-26. Grove City—Harvest Festival, July 18-19. Harrisburg—Homecoming, Aug. 7-9. Lexington—Homecoming, July 9-12. Macomb—Homecoming, June 23-28. Marietta—Celebration (Fairgrounds), July 4. R. A. Weaver, Box 16. Napoleon—Celebration, June 30-July 5. New London—Celebration, Aug. 30-Sept. 12. Pleasant City—Homecoming & Street Fair, July 14-19. Pete Trott. Waco—Homecoming, June 25-28. George Marlow. Wellville—Firemen's Carnival, June 28-July 5. Westerville—Centennial, Aug. 18-23.

Oklahoma

Alva—Celebration, July 4. Chamber of Commerce. Dewey—Celebration, July 4.

Pennsylvania

Hanger—Blue Valley Farm Show, Aug. 26-27. Millard Gleim. Homer—Firemen's Celebration, June 16-21. Lettittown—St. Michael's Church Festival, June 23-July 5. Sharon—Patagonia Homecoming, June 22-25. William R. Dodds, R. D. 1, Fowler, O. Silo—Celebration & Old Home Week, July 1-5. South Punxsutawney—Celebration, July 4. Shoshone—Firemen's Celebration, June 23-28. Summerville—Firemen's Old Home Week, June 23-28.

Tennessee

Red Bolling Springs—Centennial, July 4.

Texas

Bellon—Celebration, July 4. Brady—Jubilee and Race Meet, July 3-8. Jim Harkrider. Fredericksburg—Horse Races, July 4-6. Summa Petroleum. Mason—Mason Co. Centennial, June 15-21. W. A. Birk. Uvalde—Tex. Angora Goat Raisers Show & Sale, July 31-Aug. 2. Pete Gully.

West Virginia

Franklin—Brooke Co. 4-H Farm Fair, June 27. Ralph Kille. Pennington—Celebration, July 2-5. Harry Bee.

Wisconsin

Appleton—Civic Celebration, July 3-8. Jaycees, Box 483. Burlington—Legion Celebration, July 3-6. Andy Long. Butler—Frontier Days, Aug. 8-10. H. Pohl Milwaukee—Madonna De Lume Society Festival, July 24-27. St. Sanfellippo. Milwaukee—Polish Catholic Union Council Festival & Picnic (Pulaski Park), June 19-22. L. Worzinski. 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 4-8. Marlin Cober. 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 4. Father Charles A. Bartek.

Lander—Pioneer Days Celebration, July 4-5. Chamber of Commerce. Laramie—Laramie Jubilee Days, July 9-12. Arthur McKechnie.

CANADA

Manitoba

Bonnaville—Bonnaville Exhn., June 25-28. Deloraine—Deloraine Exhn., June 17-18. Greenway—Greenway Exhn., June 26. Hartney-Lander—Hartney Lander Exhn., June 27-28. N. H. Jasper. Killarney—Killarney Exhn., June 27. Miami—Miami Exhn., June 21. Nipette—Nipette Exhn., June 21. Notre Dame—Notre Dame Exhn., June 26. Rapid City—Rapid City Exhn., June 23. Red River—Red River Exhn., June 21-28. Rivers—Rivers Exhn., June 27. Selkirk—Selkirk Exhn., June 28. Southey—Southey Exhn., June 23-24. Stonewall—Stonewall Exhn., June 21. Swan Lake—Swan Lake Exhn., June 28. Virdee—Virdee Exhn., June 18-21. Winnipeg—Red River Exhn., June 21-28. R. E. Stewart.

Ontario

Aurora—Aurora Exhn., June 28. Leonard D. Morris. Maxwell—Maxwell Exhn., June 19-21. Dr. D. M. Gamble. Renfrew—Centennial, Aug. 11-16. Thorold—Thorold Celebration, Aug. 6-9. Windsor—Emancipation Celebration, Aug. 2-4.

Quebec

Quyon—Quyon Exhn., June 27-28. Gerrase O'Reilly.

Saskatchewan

Jamesport—Jamesport Jr. Livestock Show, July 27-Aug. 1. Frank Nowland. Mailind—Blue Grass Festival, June 25-28. Dale A. Marion, American Legion Post 256. Mount Vernon—Lawrence Co. Jr. Livestock Show, July 31. Troy E. Call. Farnell—Northwest Mo. Jr. Angus Show, July 13. F. B. Houghton.

Morris Services

Continued from page 51

master at getting large masses of people to amusement parks. While a vaudevillian, he took over bookings in 1911 for Chester Park, Cincinnati for Jack and Ike Martin.

Morris came East in 1919 and made large sums for both himself and sponsoring park people. Midway Beach outside Albany, Olympic Park and Palisades Amusement Park, both in New Jersey, and Carlin's Park, Baltimore. While at Carlin's he was credited with building the largest single day's crowd the place ever knew.

He was a popular member of the National Showmen's Association and a lifetime friend of Joe McKee, park superintendent and roller coaster builder. Attending the funeral were McKee, Al McKee, D. D. Simmons, Ike and Ethel Weinberg, Joe Agule, Charles Cingolo, George Bovino, and Morris' daughter and three grandchildren, from Florida.

St. Joseph—Buchanan Co. Dairy Show, July 13. Webb Embrey. Warrensburg—Johnson Co. Jr. Livestock Show, July 29. Jack Jennings.

JAR DEAL and SALESBOARD DEALERS, OPERATORS and CLUBS

Contact us at once for a brand new deal. This new deal will open new territories. This new deal is not a salesboard or jar deal. It is a red-hot proven money maker!

For exclusive distribution in your territory, write, wire or phone. We know you can do a good job.

IF YOU MISS THIS DEAL YOU MISS MAKING MONEY!

Contact SALES MANAGER

CLUB SPECIALTY, INC.

1801 West Irving Park Road

Chicago 13, Illinois

All Phones: Diversey 8-5900

WHOLE OF A BUY 75c EACH ONE PIECE PLASTIC HANDLE Class 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. COOK BROS. 1020 W. Randolph Street Chicago, Ill.

DEMONSTRATORS PITCHMEN—COIL WORKERS AMAZING BATTERY SAVER Will produce BIG, ADDITIONAL PROFITS FOR YOU! This is an item that saves motorists up to 20% leakage in battery. Actually removes and prevents corrosion, thus doubling the life of any battery. Every motorist NEEDS one—Every motorist will buy. A SURE-FIRE SELLER! Quick \$1.00 retailer that will TRIPLE your investment. Send 30c for postpaid sample TODAY! G. S. DISTRIBUTORS P. O. Box 4322 Chicago, Ill.

WATCH SPECIALISTS FOR 68 YEARS Unbeatable Charm Bracelet Watch, \$7.50 New Thin Watch, terrific band, boxed, \$7.50 New seventeen jewels easy Diamond Cover Watch, boxed, \$11.75. Copy \$8.25. 2-button Chronograph \$3.95. Most adv. 10-piece sets \$5.95. 2-piece \$4.80. Top name brands. Many 75% disc. Catalog.

RESULT SALES Dept. B1 380 FIFTH AVE., NEW YORK 26, N. Y.

Make a Note Now Not to Miss the MERCHANDISE SECTION June 23, SUMMER SPECIAL Out Next Week

Among other features it will carry a vivid, accurate and highly interesting story on the Pitch-Demonstration-Auction Field, headed

TOP SALESMEN, SHOWMEN

Auction, Pitch, Demonstration Clan Delights As It Moves Goods

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Parodies

"RICH AND BARE" OVER 1,000 ALL-NEW classified acts and replies. Spicy! Only \$4. Edmund Orrin 2682 Filbert, San Francisco 23, Calif. j618

SEND FOR FREE CATALOG OF ORIGINAL new comedy material; Gagfiles, Skits, Monologues, Parodies, etc. Laugh Unlimited, 104 W. 45 St., New York City. j620

25,000 PROFESSIONAL COMEDY LINES. Routines, Sight-Bits, Parodies, 1,700 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. j618

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. j617

Agents and Distributors

AGENTS AND DISTRIBUTORS WANTED to handle the amazing new Battery-Saver. Good deal to right men. Send for free sample to G. S. Distributors, P. O. Box 8223, Chicago, Illinois.

ADVERTISING SPECIALTIES DIRECTORY. Locates Manufacturers, \$3.50. Holbert Publisher, Oak Park, Ill. ch

AUTOMATIC LIGHTERS—DOZEN \$3.45. Dollar ballpens, gross \$9.60. Combs, gross \$1. Rainfalls, gross \$6. Samples, catalog 1901 bargains \$1. Millasies, 889 Broadway, New York ch-124

BALL POINT PENS! RETRACTABLE. America's finest pen \$9 a gross; money back guarantee. Four gross minimum. Martin, 20 1/2 E. High St., Springfield, Ohio.

BILFOLDS—PLASTIC ALLIGATOR OR lizard. Sensational price, \$10.80 per gross plus postage. C.O.D. Gross lots only. New England Jewels, 124 Empire St., Providence, R. I. j620

BIRD CAGES—CLOSE OUT, 1,000 FOR immediate sale; all in new cartons. Call evening: Teaneck, N. J. 6-5242. j618

CARNIVAL JEWELRY, SHERIFF BADGE for Engraving. Closeout Jewelry for giveaways. Besale Jewelry for straight sales. Send for 1958 Catalog. Samuel B. Pekar Co., 477 Smith St. (Near) Providence, R. I. j619

COLORED AREA SALESPEOPLE SHOW hair straightening combs, irons, hair pieces, hair nets, clippers, hairdressing stores. Ellis-Rand, 2349 Milwaukee, Chicago 47.

EARRINGS—ASSORTED STONED AND tailored, \$6 per gross plus postage c.o.d. Gross lots only. New England Jewels, Dept. B, 124 Empire St., Providence, R. I. j620

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.25 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Eng. Lord's Prayer Neck, boxed 3.00 dz.
Alrosa Borealis Stoned Cross, boxed 4.00 dz.
Stoned Pearl Mirzale, boxed 4.50 dz.
Crested Cross, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 2.85 dz.
Asst. Tie Slide, carded 1.00 dz.
Tie & Cufflink Set, asst. 3.50 dz.
Pearl Necklaces (domestic) 1.45 dz.
Neck & Earrings, asst., boxed 7.38 & 9.00 dz.
Cufflinks carded, asst. 1.30 dz.
Necklaces, asst. 4.50 dz.
Engraving Charm Bracelets 2.60 dz.
Asst. Earrings, carded 4.50 dz.
Roses & Peppits 2.25 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. \$25. Sample with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1810 Westminister St., Providence, R. I.

FOGMASTER—CHANGE HEADLIGHTS into foglights \$1 a pair, 50 pairs \$25. Fog, 7111 Vine St., Cincinnati 16, Ohio. j617

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., (A33-1741), 1258 Market St., Chattanooga, Tenn. j617

HUSTLERS CAN CLEAR \$100 TO \$200 daily selling famous Smoothie Electric Vibrator Pillow at fairs and carnivals. Carduroy covered, 8-foot cord. Guaranteed. Lowest factory prices. Sample \$4 postpaid. Smoothie Products Box 342, Waterloo, Iowa. ch

MEXICAN JUMPING BEANS—ONE OF THE world's wonders; they attract immediate attention; 10 playing charts with each thousand. IM, \$7.95; SM, \$27.45; 10M, \$72.25. Cash with order; shipped parcel post. The Hollinger Company, 1972 Tutwiler, Memphis, Tennessee.

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. j616

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr \$18.00
E2—Stone Earrings, Asst. Gr 21.90
E3—Stone E/Rings, Etc. Asst. Gr 12.90
2357—Hunting Knife & Leaf, Case, Dc. 7.20
O1—Odd Lot Neck & Brace, Gr 15.00
G2—Snapshot Camera, Bnd. Dc 16.20
W1—Men's 6-Piece Watch Set 5.15
W2—Ladies' 5-Piece Watch Set 6.25
9967—2 Hunting Knives & Leaf, Cases, Dc. 12.00
R3—Gent's Stone Rings, Asst. Dc 2.50
1165—Tri-Color Flashlites, Bnd. Dc 4.00
R164—Religious Medallions, Bnd. Dc 5.75
259—Fan—Brandy Glasses, Bnd. Dc. 1.20
B2—Boutiques, Boxed, Asst. Dc 3.00
225—3-Piece Pearl Set, Bnd. Dc 7.20
L3—Bonson-Type Lighter, Dc. Cd 4.50
G10M—M or W Sunglasses, Bnd. Dc 7.20
20% disc. bal. C.O.D. Free catalog. Try sample of any items at reg. prices.

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT

START YOUR OWN BUSINESS... starting SOCIAL SECURITY PLATES, NICKEL SILVER Key Rings, etc. Samples of either \$5 with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS, Dept. 88-24, 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.

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.

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 21 60 PATTERSON ST., CINCINNATI 22, OHIO

"TI" PLANT LOGS

The Wonder Hawaiian "Good Luck" "TI" Plant Logs, nationally advertised at \$1.00, are terrific sellers at 50c. 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 \$23.00 Postpaid
100 for \$18.00 Postpaid
50 for \$ 9.50 Postpaid
25 for \$ 4.75 Postpaid
5 for \$ 1.50 Postpaid
200 individually wrapped but not bagged—\$25.60 Postpaid.

KOY PACE'S

Box 7 Logansport, Louisiana
STINKBOMBS—POPULAR HIGH PROFIT juke item. \$3 hundred, \$35 thousand, postpaid. Juke shops, write. Kite, 1450 Drake, San Pablo 19, Calif. ch-124

TAKE EASY ORDERS FOR NEW CHRISTMAS CARD and All Occasion assortments. Make \$20-\$250 extra money plus bonus. Feature assortments on approval; free Album Personal Christmas Cards and Stationery. Rush name, address for everything needed to start, and money-making plans. New England Art Publishers, North Abington, MA-12, Mass. ch

Animals, Birds, Pets

A FULL PLANE LOAD FRESH STOCK just arrived. Special reptile dent for immediate shipment. Have all types of South American Monkeys, also Ocelots, Pacos, Agoutis, Flamingos, Giant Iguanas, Tegus, Boas, etc. For full information write, phone, wire. Reptile Jungle, Stillell, La. Phone 222.

A BONUS VALUE—BIGGEST ASSORTMENT of Snakes in U. S. Every \$35 den has Rattles, Boas, Indigos, Copperheads, Moccasins, plus others. Write, wire King Snake Farm, Box 912, Alameda, Texas. Arrived last week: Imperial Boas, Red and Black Indigos, Leopard Iguanas, Green Rattles, Cantile, also Giant Diamondbacks, many more. Write, wire King's Snake Farm, Box 912, Alameda, Texas.

ADDRESS SNAKE FARM, LAPLACE, LOUISIANA. Telephone 5411. Owner, C. C. McClung. Chameleons, Snakes, Iguanas, Alligators, Giant Rats, Pythons, Cobras, Dens. \$25. j616

CANADIAN BEAR CUBS—ORDER NOW for May, June, July delivery. We ship everywhere. Reliable Bird Co., Winnipeg, Canada's largest Cub exporters. j618

CHIMPANZEE—20 MONTHS, PERFECT, wears clothes, few tricks, smart, gentle. \$550. C. Boal, 7801 Chef Menteur Hwy., New Orleans, La. j623

DUE IN THREE WEEKS—LARGEST REGAL Python ever imported; 25 feet long. Feeding now at our jungle compound. All offers for this unusual specimen will be carefully considered. Write, wire or telephone Woodland 4-4218. Jark Adam, Box 881, Mexa, Ariz. j623

FLYING SQUIRRELS, SEND \$9 PER PAIR. No checks. New Orleans Flying Squirrel Ranch, 7801 Chef Menteur Hwy., New Orleans, La. j623

FOR SALE—YOUNG TRICKS DOGS BROKE the Best Fox Terrier Hand Balancer other tricks. Gordon Smith, 295 S. 89th St. West, Duluth 7, Minn. j623

MONKEYS, SPIDERS, CAPUCHINS. Woodys, Marmosets, Squirrels, Kinkajous. Send for prices. Veterans Animal Import, 7801 Chef Menteur Hwy., New Orleans, La. j623

MOST APPEALING, GENTLE LEOPARD Seals, Sea Lions, guaranteed healthy delivery by world's only trader-trainer. Homer Snow's Sealaquarium, 207 Jefferson, San Francisco. Greystone 42288. j620

ONE FEMALE BABY INDIAN ELEPHANT, 5 foot, broke in lead, exceptionally gentle, ideal showman, \$3,000; male Giraffe, 7 ft 8 inch, no permit necessary; large healthy Boas, giant Diamond Backs, Yellow Bull, Indigos, giant Iguanas, giant Anteater, Acouchi Paca, (two-footed Sloth, Jaguarundi, Grass, Armadillo, Prairie Dogs, Horned Toads, Rhesus Monkey, on 24 hours notice. Logaston, Box 2048, Fort Worth 5, Tex. Phone: Jefferson 42592.

PARAKEETS, 60c 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. j617

SEA ELEPHANTS, CALIFORNIA SEA Lions, Seals. Main suppliers gross and wholesale, entire world. Marine Enterprises, Inc., P. O. Box 232, Hermosa Beach, Calif. dp-1414

SNAKES: PYTHON, 15' TO 25'; MONITOR Lizards, 4', \$125; 5', \$200, also 6 and 7 feet; Hyena, stripe, 5 months, tame, \$350; Leopard Cub, very tame and playful, \$450; Sun Bear Cubs, \$250; Porcupines, \$75; Civet Cats, \$75; Binturong Bear Cats, \$200 up; Tiger, 4 months, tame, \$1,200; Cheetah Cubs, tame, 4 to 5 months, \$750; Female Cheetah, 1 1/2 yrs., very tame, chain-broken, \$1,350; Male Cheetah, tame and chain-broken, 1 yr., \$1,350; Orangoutang, male, 2 yrs., 25 lbs.; Java Monkeys, \$25; Baboon, \$50; Mather and Nursing Baby Javah, \$100; M. Shoemaker, 2214 Delancy Place, Philadelphia 3, Pa. j618

SUMMER SPECIALS IN COBRAS, PYTHONS, Boas, Giant Anteater, Hornbills, Jaguar, Peanginas, Condors, Monkeys, Chimpanzees, Toucans and Galapagos Turtles, Mowras Bird, Animals, Box 10791, St. Petersburg, Fla. j618

Business Opportunities

ATTRACT CROWDS AND COIN MONEY with portable electric machine bakins new greaseless doughnuts. Free recipes. Norbert Ray, 2003 S. 15th, Minneapolis 7, Minn. np-a223

HI FIDELITY & RECORD SHOP—HANDLING 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, 28x52; air conditioned. Lease \$210 mo., including 3-room apt. over store. Modern store, show windows. Price \$30,000 to \$25,000, depending inventory; includes fixtures, equipment. Write Box C-341, c/o Billboard, Cincinnati 22, Ohio. j616

HOW TO COMPILE AND SELL NAME Lists by mail. Easy, profitable, complete instructions, \$1. How to earn money typing at home, 10 complete plans, \$1. Vickers', 1143 E. Pearl, Hazel Park 7, Mich. j623

FOR SALE

Cascade Cavern 24 miles north of San Antonio in the Texas Hill Country. One of the best developed caves anywhere in the U. S. 75 acres of live oak trees with rock veneer office, gift shop and concession. 4 modern living quarters, large picnic area with concrete tables, 4 modern rest rooms, metal paint shop, rock veneer storage building, large paved parking lot and good deep water well. Company owns all highway signs except 4. Business is increasing every year. Age is prime factor in selling. Price and terms contact

ED LINDBERG

Box 336 Boerne, Texas

Coin-Operated Equipment (Used)

A-1 COIN OPERATED VENDING Machines. Everything made, barring none; brand new or used; under the market price. Established 21 years. Mack H. Postal, 2952 S. Milwaukee Ave., Chicago, Ill. j623

ANY REASONABLE OFFER—23 COIN operated Kiddie Rides, Horses, Rockets, etc. All in operating condition. A. W. Crimmins, M. C. 196, Seaford, Del. Phone: Seaford 7047. j620

SCALES SCALES—4 ROCK-OLA. Lohay, porcelain finish, \$39 ea.; 12 Walling 500 Futurity, \$35 ea.; 9 A.B.T.-Kirk Bibby Guesser, \$45 ea.; 24 Walling 500 Guesser, \$45 ea.; reconditioned and set for locations. Send deposit and shipping instructions; halight draft. Gaycoth Distributors, 4508 Woodward, Detroit 1, Mich. j623

USED CIGARETTE MACHINES

All in excellent condition. All set to operate at 20c.
EM National \$90.00
3-Col. Kenney Electric 40.00
3-Col. National Electric 40.00
3-300 Unseed Pak 40.00
3-Col. DuGrenier 40.00
11-Col. DuGrenier Electric 50.00
8-Col. Eastern 40.00
10-Col. Eastern 40.00
12-Col. Eastern 40.00
1-3 cash with order, bal. C.O.D., F.O.B. Cleveland.
You will never get a better buy—BUY NOW.
Ace Cigarette Service Co.
7381 Carnegie Ave. Cleveland 3, Ohio

STANDARD METAL TYPERS, \$175. THREE in excellent condition. Just off location. Three \$500. Send 1/2 deposit, balance c.o.d. Florida Music Company, 1020 Par Ave., Orlando, Fla. j616

SHIPMEN DUPEX STAMP MACHINES, \$10. Triples, \$29.25 each; like new. Felders, direct factory prices. USP Co., 100 Grand, Waterbury 3, Conn. j614

Coin Machine Help Wanted

WANTED—MECHANIC FOR ROUTE AND shop work. Bigos and Phonos and Cigarette Machines. Prefer married man. No drugs or drifters wanted. Musle Machine Co., Brunswick, Ga. j623

Costumes, Uniforms, Wardrobes

SEQUINED PANEL SETS, \$7.50; FRINGE G-strings, Girl Show, Strip, Bally, Clown Costumes, Imperatorator Wigs, Chorus Sets. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: Union 3-3508.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krupp Kern, 120 S. Halsted, Chicago, Ill. j621

FOR SALE—ONE USED "SELMIX" refrigerated 3-flavor drink dispenser. Price right, food condition. V. H. Sharp, Gideon, Missouri. j623

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes. P. O. Box 7802, Dallas, Tex. np-ds22

For Sale—Secondhand Show Property

A COMPLETE STAGE SHOW WITH trucks. Write for listing of equipment. G. W. Galnes, 429 Josephine Ave., Columbus 4, Ohio. j623

BIG WHIP PORTABLE FENCE, NEW, \$40 each. New and used parts. Howell's Garage, 804 Jamaica Ave., Brooklyn 6, N. Y. j616

BRILL'S TESTED PLANS; KIDDIE RIDES: Auto, Airplane, \$100 Chairplane, Rocket, \$3 each. Free 72 page plan catalog. Brill, Box 878, Peoria, Ill. j623

CONCESSION AND TRUCK FOR SALE, ready to operate. John Wierzbinski, 117 West Lapham St., Milwaukee 4, Wis. j623

FOR SALE—3 1/2x5 PHOTO JOINT ON trailer with sleeping accommodations. Fast set-up, take-down, \$800. Lloyd Johnson, 1408 Irving, Alexandria, Minn. j618

FROZEN CUSTARD IN 18-FT. TRAILER, with fair dates. Bus equipped for living quarters. Lela Prenzki, Plaza 12598, 3025 Woodburn Ave., Cincinnati 8, Ohio. j623

LARGE MODEL, ELECTRO FREEZE IN factory built trailer; beautiful outfit; excellent condition; cheap for cash. Tom Thurston, Gratiot Road, Grosse, Mass. j623

ONE USED PORTABLE SKATING RINK. Tent Top only and floor (maple). Tent needs minor repairs; floor real good; can furnish complete if wanted, \$1,800. Have another Portable Rink complete. This is a beauty. Top new this year, 44x100 maple floor; skates, 90 pair new shoe skates; skate trailer, pipe rails, steel poles. Top 3 weeks old. Operating Bardonia, N. Y. \$6,800. Champs Roller Rink, Springfield, Ky.

PORTABLE SKATING RINK—FULLY equipped, \$3,650. Is operating at Mooresville, Ind.; contact me there or at my home, Box 119, Glendale Trailer Park, Greenwood, Ind. Edmund E. Harris. j623

PARKER MERRY-GO-ROUND—38 FT. x 3 Street, good show, \$2,500 cash. Kiddie Swing Ride, \$200. Verna Avery, Houghton Lake, Mich. j623

SALE ON TRADE—ELECTRIC FLASKER, Ball Chuck, Ribek Wheel. Wanted Big Six. R. Trubing, 812 N. Belmont Ave., Baltimore 5, Md. j623

SCHIFF ROLLER COASTER—1865 LO-Road model with loading platform, canopy and ticket box, in excellent condition. Used only 1 1/2 seasons. Complete, ready to operate. With International Van Truck, \$5,800 cash; no deals. Bus, Monroe, Virginia Greater Show, Williamstown, N. J. j623

2 KIDDIE RIDES FOR SALE—HERSCHELL Auto, \$1,500, and Herschell Jeep, \$1,750; both in excellent condition. Overland Amusements, Box 3, Lexington, Mass. VO 3-0268.

22-PASSENGER KIDDIE RIDE (SCAR "Solving Tube"), portable, goes up in 30 minutes, \$1,000. A. Brill, 1214 N. Third, Peoria, Ill. Phone 3-1777.

Help Wanted

BOYS AND GIRLS—CONTESTANTS FOR Walkathon, \$1,500 prizes; Judges, M.C.; free entry; hotel; salary; come see, Cullerum Ballroom, Beard, Ill. j623

EXPERIENCED RIDE HELP WANTED—Ferry Wheel Foreman, Merry-Go-Round Man; good pay for good men; all spots Northwest Chicago area. Midwest Amusement Co., 219 N. Hough St., Barrington, Ill. DUckirk 1-3082 j623

LADY ASSISTANT FOR DOMESTIC Animal Act. State height and weight; send photo; salary, \$75 a week. Lanero, Rt. 1, Lebanon Road, Collinsville, Ill. j623

WANTED FOR HIGH ACT IMMEDIATELY—Man for cradle and girl to work underneath. Top salary, long season, now working. Do not write, wire. High Act, care Western Union, San Augustine, Texas. j623

WORK IN FABULOUS TEXAS—HELP wanted classified from Houston Chronicle, Texas leading newspaper, mailed promptly, 50c. Rex Frasier, 4713 Ave. F, Austin 5, Tex. j623

Instructions, Books, Cartoons

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reisch Auction School, Mason City 18, Iowa. j620

Magical Apparatus

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 28+ Free! Show business book catalog. Ireland, B-109, North Dearborn, Chicago 7. j623

NEW 152-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Sleight of Hand, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-Minute Transcribed Radiophone for mentalists. Brochure, prices on request. Catalog 50c. Nelson Enterprises, 336 South High, Columbus, Ohio. j618

Miscellaneous

MOBILE HOME SITES—BEAUTIFUL Clearwater Bay 60'x80', utilities, dockage restricted, \$1,500 up. Write: Port O'Palma, P. O. Box 23, Indian Rocks Beach, Fla. Own your own. j620

WANTED—CARNIVAL FOR LIONS CLUB Celebration. Any time in next 4 or 5 weeks. Write J. Tallon Store, Lions Club, Murfreesboro, N. C. Phone 2808.

WANT KIDDIE RIDES OF ALL KINDS ON percentage basis; through Labor Day. Write full particulars to Box C-342, c/o The Billboard, Cincinnati 22, Ohio. j623

Motion Picture Films and Accessories

18MM SOUND FILMS, WESTERNS, ETC. Sale, \$15 up. Free lists. Projectors bought and sold. Ace Camera Supply, Florence, South Carolina. j623

Personals

AL FERGUSON OR ANYONE KNOWING his whereabouts please phone collect Academy 1-5071, Lakewood, Ohio. Elizabeth Texter.

JOHNNIE "PAT" MAHER, PLEASE LET me know where you are. Your sister, Lillian Heberle, 2702 Loma Vista Ave., Oakland, Calif. Phone: KE1099 4-6726.

RUBBER STAMPS—NAME, ADDRESS, phone (3 lines), \$2; (3 lines) \$1.75. Send check, cash or money order to S. F. Sales, 248 W. 40th St., New York. j623

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. FDQ Camera Co., 1346 W. Cuyler, Chicago 23, Ill. ch-124

Printing

ALWAYS FASTEST SERVICE—QUALITY nonbinding 3-color posters; 11x22 window cards copy 500 words, 48 hours; 17x26 size \$12.50 hundred. Day-glo bumper sticker strips, also 6x15, copy printed in black, \$13 hundred. Tribune Press, Dept. 258, Earl Park, Ind. j623

CLASSIFIED SECTION

TYKERS PRINTED TWO COLOR... 200 4-11 LETTERHEADS AND 200 8-1/2 Envelopes...

WANTED - ADULT NO. 12 KJ FERRIS Wheel and Kiddie Firefighter Airplane Rides...

Tattooing Supplies TATTOOING - I WILL TEACH YOU THIS profitable, fascinating business...

Wanted To Buy RINGO COUCHHOUSE OR LARGE CONCESSION Tent with frame...

CLOSETOUT MERCHANDISE SURPLUS - Surplus items bought. Turn non-selling items into cash...

WANTED - BINGO EQUIPMENT, ALSO Jam-Man for auction. Billy Fitzpatrick...

WANTED - ADULT NO. 12 KJ FERRIS Wheel and Kiddie Firefighter Airplane Rides...

WANTED - AIR CALLOPE AND BLOWER, also condition. Circus Features Films...

Talent At Liberty Circuses and Carnivals AT LIBERTY - SHOW DECORATOR AND Sign Man...

NOTED WOMAN RIDING INSTRUCTOR and exhibition rider desires position...

GIRL COUNTRY AND WESTERN ENTERTAINER. Vocals, Guitar and Bass...

GIRL TRIO, JUNE 25 - LEAD GUITAR. Rhythm Guitar, Bass, Dinner, dance music...

RELIABLE CANDY FLOSS MAN WANTS job as Operator. Experienced. Ray Garston...

Miscellaneous MENTALIST - STAGE, PRIVATE PARTIES, etc. clubs, etc. good act for quality bookings...

PROFESSOR WRIGHT AND HIS 5 PERSON Variety Stage Show of Magical Illusions...

AT LIBERTY - ALL AROUND PIANIST, available immediately. Prefer hotel or combo work...

BASSIST ELECTRIC SPANISH GUITAR, Vocals, White, 35, sober, reliable, travel. Prefer combo...

DRUMMER (FULL SET) 22, WHITE - Doubles trumpet, valve trombone. Experience, vocal, entertaining and jazz groups...

DRUMMER WANTS RESORT OR LOCATION spots. Dependable play, any style; age 29, single, does vocals...

DRUMMER - BONGOS, VIBIST, SERIOUS musician. Experienced all styles. Solid Drums. Solo work on both instruments...

DRUMMER - MODERN, EXPERIENCED, commercial. Jazz, society, Latin, shows. Read, fake, own traps...

ELECT. GUITAR - LEAD OR RHYTHM. Read or fake. Double piano, sing. Location only John E. Meyer...

FOUR-PIECE BAND AVAILABLE FOR Night Clubs, Cocktail Lounges, etc. Plays rock and roll, jazz, etc...

GIRL COUNTRY AND WESTERN ENTERTAINER. Vocals, Guitar and Bass; Radio and TV experience...

GIRL TRIO, JUNE 25 - LEAD GUITAR. Rhythm Guitar, Bass, Dinner, dance music...

HAVE GUITAR, WILL TRAVEL; ALSO Vocal. Currently working with Organ, Vibs and Drums...

PIANO MAN DESIRES SUMMER LOCATION. Solo or with organist or combo. Will play your style...

PROFESSIONAL ORGANIST DESIRES job, hotel or restaurant work, or agent to represent. Contact Roger Jewett...

TENOR DOUBLING ALTO, CLARINET AND Drummer. Experience in all lines. Call or no notice...

TENOR, ALTO, CLARINET - NAME EXP. rience. Read anything. Combo or solo work. Fake, lead Tenor and Alto...

TENOR, BARITONE, ALTO SAX, CLARINET, Bass Clarinet, Flute, available immediately. Name experience...

TRUMPETER, DOUBLE TENOR SAX, VOcals, some Accordion, Bongos, read, fake anything. Can arrange; married. R. Creighton...

TRUMPET - ALL STYLES, SEMI-NAME EXPERIENCE. Vocals, excellent reader and fake; prefer location. Society, 27 years old...

TRUMPET - EXPERIENCED, READ, FAKE, shows, travel. Prefer commercial combo. Gil Altway...

Parks and Fairs AVAILABLE FOR FAIRS, ETC ORGANIST. "Bu Bu the Clown" and "Blades of Death"...

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude I. Shafer...

HIGH DIVE DIVE RESULTS IMPRESSIVE. Smallest diving tank in the world; fire spears. Mag Productions...

HIGH DIVER IN TANK OF WATER, BLIND-folded. The higher the better. Roger Jobe...

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act...

RAYS CIRQUE REVUE - SIX PONIES, Dogs, Monkeys, Hoop Clown with Tumble the Mule Magnolia...

SENSATIONAL PROMOTIONS & THRILL-U-ations. Blindfold drives, bullet catching and headline predictions...

SUPER ANIMAL ACT & TRAMPOLINE Act Parks and Fairs. Contact 2015 Oliver St., Ft. Wayne, Ind. Phone: R. 1198.

THREE COMEDY ACTS - ONE OR ALL. Juggling-Balancing, Breakaway Bicycle Ventriloquist Act...

Roller Rumbings Continued from page 52 of \$2,600 in party business after showing the film to various groups...

"Our revised edition of 'This Is Roller Skating' costs \$29.75," said Rose. "The price would be liquidated at the first showing..."

"And with each successive showing more good will will be built along with a new respect for the place that roller skating has in the American picture..."

The RSFA also is working on a second film titled "Roller Skating Is Fun," which is due to be completed by the end of June.

A print may be obtained by sending a check or money order for \$29.75 to RSFA, 400 Madison Avenue, New York.

Condemned Providence Spot Brings 50G Settlement... PROVIDENCE, R. I. - Damages of \$29,080.64, representing the balance of a \$50,000 settlement...

Attorney General J. Joseph Nugent said that the State previously had paid off a mortgage balance of \$21,427.67 on the rink, which included three lots of land.

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 The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis...

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

- Alexander, Mrs. Jackie
Allen, A. B. C.
Allen, Billy
Allen, Gene
Allen Jr., James
Allen, Kenneth
Ames, George
Annis, Jimmy
Austin, Win R.
Anthony, Mike
Atherbury, Bob
Baker, Fred
Bales, Charles
Bays, Dick
Bays, Edward
Beck, Bob
Behre, Clayton
Bell, Bill
Berwick, Harry A.
Biddle, Wm. J.
Billet, Fillmore H.
Bishop, Red
Blackley, John
Blustein, Sam
Boardman, Ernest
Bolin, Johnny
Bollenbaker, L. A.
Bolen, Tony (Nick)
Bovins, Paul
Bowman, John T.
Boyer, Russell W.
Boyd, C. F.
Boydman Jr., Oscar K.
Brady, F. J.
Bredt, Howard
Brenfield, Sonny
Brogue, Fronsie
Brown, Mary
Burdett, Jack
Burns, William E.
Busch, Mrs. Bernice
Bushman, Lambert M.
Caldwell, Sam
Calhoun, Beatrice
Campbell, Charles R.
Cannon, Bea
Cantwell, Charlie
Carawan C. L. & Mrs.
Carpenter, Eddy
Carr, J.
Carter, Zeno
Casey, Jimmy
Cassidy, Hugh
Carter, Arthur W.
Chambers, Ingram E.
Clayton, Raymond
Crandell, Roy & Mrs.
Crummer, Robert H.
Cody Wyatt Dene
Cook, Jack
Cox, Lottin G.
Crain, George L.
Crenshaw, W. R.
Darlington, C. W.
Davis, Angeline
Davis, John M.
Davis, Mrs. N. E.
Deal, Morrison
De Coste, Romaine
De Lock, David
De Metz, Capt.
Deat, Al
Dell, E. M.
Dell, M. E.
Dempses Jr., John
Devine, Mrs. Alice
Dewey, Delph
Dick, Bill
Dixon, Earl M.
Dynes, Anna
Donnelly, George
Duffy, H. T.
Dundee, Hickey
Eagert, W. G.
Eddie, S. D. & M.
Edlin, Ted
Edmons, David
Elli, Ray
Elli, Helen
Farrington, Herbert
Fee, Harry & Bea
Ferrell, D. T.
Flagg, Chester
Flaher, Francis
Forbes, Henri
Friedenhelm, Morris
Gale, Bob
Gibben, F. E.
Gibson, Lewis
Gilliam, P.
Girouard, Anthony
Glasow, F. A.
Golden, William C.
Goodman, George T.
Good, A. H.
Gras, Siew & Helen
Green, Russell
Grignon, Walter E.
Gullford, E. R.
Gutnik, Linda or Ken
Hale, Pat & Sue
Haley, Denner
Hall, Marie
Hamid, Mrs. Maudine
Hansley, Norman
Hartman, John
Harriman, Dean E.
Hart, John P.
Hawbeock, Ray E.
Hatfield, James
Hazelwood, Mrs. R.
Heiser, Paul
Heck, M. C.
Hill, Mrs. Lenora
Hilliard, Mrs. Selma
Holoboff, Esq.
Hudson, Paul
Hunters, Mrs. Frances
Hunter, Rob & Mrs.
Jack, Barbara
Jackson, Harry
Jacobs, Medicine Show
James, Al
Jamison, J.
Jardine, Harry
Jeter, Charlie
Johnson, Jimmy
Johnson, Lorraine
Jones, Curtis
Kilbath, William
Kay, Walter
Kelly, George
Kelly, Guy
Keltz, J.
Kessner Jr., Tom
King, Kathy
Kiser, E.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Williams, Joe
Wills, Polly
Wilson, Eugene
Wilson, Harvey T.
Wilson, Cary Lexter
Winters, Lester J.
Wisnett, Wm.
Wright, Joseph W.
Wright, Jimmie Hazz & Mrs.
Young, Janice
Young, Roger
Zilowski, Mrs.
Zurbitz, Robert
Balslevic, Peter
Barth, Carl
Conroy, Patricia
Cohen, Joseph A.
Daly, Florence
Dooler, John
De Sara, Joseph
Dillon, Jack
DuPont, Burt M.
Edenstone, Ray
Fennell, Jean
Fowler, Frances
Fowler, Lorella
Gruy, Gil
Grossman, Marie
Genduso, Pat
Kinzia, Lex
Mavin, Leo
Mills, Harry J.
Miller, Norma
Miller Jr., R. A.
Miller, Richard
Mons, W. J.
Myer, Bob
Oskay, Julius
Purdin (No Initial)
Rush, Whitey
Ruffin, Whitey
Seale, Charlene
Solomon, Sad
Tynick, L.
Williams, Victor
Morrison, Jimmie & Peggy
Powers, Babe
Ray, Mrs. Hone
Ridgley, Mrs. Charles
Clover, James C.
Diane, Clyde
Hunt, Roy
Lynn, Saz
Luff, Ava
McComb, Eddie
Phillips, Jimmie & Peggy
Powers, Babe
Ray, Mrs. Hone
Ridgley, Mrs. Charles
Clover, James C.
Diane, Clyde
Hunt, Roy
Lynn, Saz
Luff, Ava
McComb, Eddie
Jeffries Jr., E. C.
Johnson, O. D.
Jones, Billy T.
Jordan, Jean
Keller, C. O.
Kerner, Dorothy
Kingsley, Joe
Kjos, Marvin
Ladd, Gail
Lean, Bob
Levan, Mr. & Mrs. Edith
Levit, Murray
Lowe, William H. & Benson, E. E.
Lorenz, Alfred
McGrath, Thomas F.
McMillan, R. J.
McNarren, William P.
Mahoney, Edward
Maloney, J. F. & Mrs. M. A.
Maser, Mr. & Mrs. O. T.
Minter, Frank
Morrow, Tito
Moore, W. J.
Muney, Mrs. Faye
Murphy, Ed F.
Nash, I. - - - - - R.
Noel, H.
O'Neil, P. H.
Parsons, Ronnie
Peck, Arrangement
Peppers, Mrs. W.
Pitner, W. L.
Poole, William L.
Quail, C. J.
Randy, Wes
Reak, C. A.
Reames, Mrs. Lisa
Wiley, Louis
Roberts, Ben
Russell, Mr. & Mrs. E. E.
Ryan, Tom
Sarris, Joseph
Scott, Everett
Scott
Stinson, Mrs. Charles
Stiki, William
Stumann, James W.
Smith, Henry N. & Marian
Smith, Iola B.
Snook, Albert T.
Snuder, Mrs. Norma
Stroull, Lorraine
Stacy, Bill
Starks, James H.
Star, Hedy Jo
Stark, John
Stear, Miss Pat
Steward, Bobby Lee
Stoddard, Jack C.
Strincham, Paul
Tetterow, Charles C.
Walker, Mr. & Mrs. Vern
Ward, Travis
Weekley, H. H.
Wells, Mrs. Marie
White, Worth
White, Mr. & Mrs. Rodney
Widaman, Ed
Zawatake, Mrs. Margaret
Zurvel, Steve

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

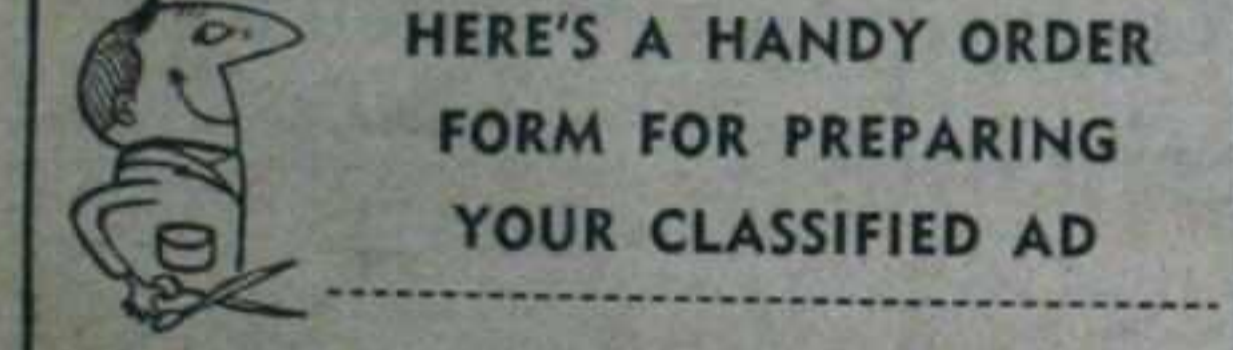
MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Allen, Billy
Arnold, Woodrow
Baldwin, Billie J.
Bales Jr., James
Baker, D. C.
Barker, Mr. & Mrs.
Baker, L. A.
Batchelor, Mary
Bates Jr., Charles E.
Bekelow, Sander
Bennett, James C.
Benson, E. E.
Blazo, Joseph
Bofista, Jerome
Bond, John H.
Burdohora, Ray
Bowlin, Mr. & Mrs. John
Caldwell, Sam
Calolan, C. A.
Cameron, Bill
Carnoll, Dorothy
Carr, Lester
Cherry, John
Clark, Greenville L.
Clark, Jack
Collins, Ernie
Cook, James E.
Cooke, Richard J.
Cooper, Ray
Costello, Billy
Crawe, W. J.
Cullen, Donald
Cund, Joseph
Daniels, Eddie
Darrell, Dickie
Davis, Mrs. E. C.
Davis, Jacqueline E.
Davis, Mr. & Mrs. N. E.
Decker, Kirk
Delish, Dewey
Dennis, Charles
Diaz, Ted
Dixson, John
Duxon Jr., W. F.
Edgington, Mr. & Mrs. Cecil
Ferguson, Danny
Fallowell, Leonard M.
Fetter, Marjorie
Fraker, Russell
Gill, T.
Goodale, Cheta
Goodale, Thomas
Gray, Alfred L.
Guzon, B. H.
Hammonds, Mrs. Angela
Hans, Grant B.
Hartman, William
Hatfield, Dale W.
Hemphill, Robert E.
Hetz, Robert
Hill Jr., Forrest
Hofmeister, Lester
Hollenbeck, Glenn
Holston, J. F.
Hout, Scott
Ingram, Albert
Jackson, Ben
James, Bob L.
Stevenson, Ed
Stevenson, Miller
Stevenson, Robert
Stout, Slim
Stover, Bottles Jack
Stumbo, Mrs. Fred
Sunderlin, Phillip
Sutton, Mrs. Margaret
Swamer, Geo. G.
Sweeney, Edward
Sylvester, William
Tan, Miller
Tate, Mrs. Essie
Tennis, Steve
Thornston, Goffry
Till, John
Tusker, Barbara E.
Vealey Jr., Percy
Vernon, Michael L.
Wallace, Al
Wallan, Raymond A.
Wants, Gerald & Mrs.
Ward, Mrs. Marie
Webster, Paul McKee
West, George
West, Tom
White, Madeline (CIN-ton Reed Rogers)
White, Mrs. Pat
White, Mrs. Lawrence
Williams, Lawrence L.
Williams, James

Sacramento Rodeo Inks Rex Allen

SACRAMENTO, Calif. - Rex Allen, TV and motion picture cowboy, will head up the rodeo at the Sacramento County Fair here June 19-22.

Events will include saddle bronk riding, bareback riding, bull riding, steer wrestling, calf roping and team roping, all under RCA auspices.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

- 1. Type or print your copy in this space:
2. Check the heading under which you want your ad placed:
Acts, Songs, 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
Talent At Liberty Headings
Agents and Managers
Bands and Orchestras
Circus and Carnivals
Dramatic Artists
Miscellaneous
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
Classified and At Liberty ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Please insert the above ad in... NAME ADDRESS CITY STATE

THE DOLLAR SQUEEZE

Bulk Vending Apt to Be Favored By Declining Chain Store Profits

By FRANK SHIRAS

CHICAGO—A persisting situation of extreme chain store competition in the face of the current recession is apt to favor bulk vending.

Chain stores are deeply concerned with even minor ways of saving money. They would probably be quite interested in way of making a little money at no expense to themselves.

Altho chain store sales volume increased during 1957, net profits declined, according to Godfrey M. Lebhar, editor of Chain Store Age. Net profits declined because the cost of merchandising gimmicks employed to capture more dollars was more than the additional revenue they brought in during 1957, claims Lebhar.

Sales Effort

The situation is not to be remedied by relaxing efforts to promote sales, says Lebhar in the June edition of Chain Store Age

(Administration Edition). Americans are accustomed to promotional merchandising, and those chains that downgrade selling gimmicks are apt to lose precious dollars.

It is not surprising that Lebhar recommends that chains achieve greater economies of operation in order to maintain net profits.

"Even a small cost-saving a store level becomes important when multiplied by the number of stores in which it may be realized," says Lebhar. Efforts already made by chains in this direction have

become so exhaustive that the publication was able to list 14 different cost-cutting methods employed.

Encouraging Sign

With respect to bulk vending, this is an encouraging sign. True, bulk machines make instead of save money, but that is irrelevant. Lebhar's point is that chains want to increase net profits without having to expend additional promotional dollars. That being the situation, the traditional sales talk

(Continued on page 79)

HOME-MADE NOVELTY

Aquarium Capsule Unit Scores at Chi Arcade

Bulk vending machines of radically new design are needed in the industry, said Irving Axelrod in his National Vendors Association convention keynote speech. Below is a description of a unique home-made capsule venter which the operator claims has grossed an unbelievable \$8 a day.

CHICAGO — His home-made nickel venter utilizing an aquarium motif is doing eight times the volume that his standard capsule machines have in Arcades at River-view Park, Chicago, said Herb Tekip, veteran Arcade operator, last week.

The prototype machine—still not finished—has been vending approximately 160 nickel capsules a day since it was put on location two weeks ago, said Tekip. The standard capsule machines he had in his three Arcades in Riverview Park typically sold 20 charms each day, reported Tekip. Tekip made the unit himself. He plans to make two more for the other two Arcades he operates at the park.

Chief Attraction

Chief attraction of the venter is the aquarium, which is mounted over a basic Victor capsule mechanism. (See cut.) The aquarium itself contains a wide variety of items that attract attention from

passers-by on the midway. Illuminated from above, the aquarium has a sand bottom, blue-tinted water, goldfish, glittering costume jewelry, skeletons, feature charms, and a number of animated figures.

A small compressor pumps bubbles thru four hoses, three of which simulate a diver's hose and are attached to the helmets of miniature-divers. The fourth hose operates a large sea clam, whose up-

(Continued on page 67)

O'REILLY DENIES MERGER REPORT

NEW YORK—Charles L. O'Reilly, chairman of the Board of the ABC Vending Corporation, this week denied rumors of a pending merger involving ABC, Continental Industries and the U. S. Hoffman Machinery Corporation. Continental and Hoffman are separate corporations, the former listed on the American Stock Exchange and the latter on the New York Stock Exchange. However, both companies are operated by a group headed by Harold Roth. ABC is on the New York board. It was learned by The Billboard that talks were in progress at one time, but there has been no report as to whether these talks are still going on.

Deliveries Set For Sept. On Eppy Vender

NEW YORK—Initial deliveries of the new ball gum and charm bulk vender to be made by Samuel Eppy & Company will be made in early September.

Eppy explained that he is retooling for a modified model, incorporating suggestions made by operators at the National Association of Vendors meeting in Miami Beach and those of five industrial engineering consultants who were called in last month.

While the machine will be basically the same as the one shown at the NAV convention, the coin mechanism will be changed and all parts except the wheel will be metal stamped. The wheel will be die cast.

Other Changes

Other changes will include an embossed cover, center locking and a toggle clamp.

Capacity of the machine is \$20 worth of 210-count ball gum and charms at the retail level. Price has not yet been determined. Eppy said the initial production run will be 10,000 machines.

The plant will close from July 3 to July 14 to allow the employees to have their vacations.

Lack 90 Subs For NVA Life Insurance

CHICAGO — Only 10 out of a required 100 signed applications for National Vendors' Association group life insurance policy have been received, announced Sylvan Lipshutz last week. Deadline is July 1.

The insurance is a new plan that was offered members at NVA's May convention in Miami Beach. (See The Billboard, May 12, for complete details.)

A medical examination is waived. Employee insurance of one-half standard insurance amount at half the premium is also available under the plan.

2 Million Cigs Burnt

ANCHORAGE, Alaska—Staleness was given as cause for recently burning over two million cigarettes at the Anchorage Air Force Base.

Retail worth of cigarettes was estimated at \$20,280.

4-Month State Cig Taxes 3.2% Ahead of 1957

RICHMOND, Va. — Quantity of cigarettes taxed by States during the first four months of the year ran 3.2 per cent ahead of the same period in 1957, according to the monthly report of the Tobacco Tax Council. (See tobacco tax chart, this section.)

The number of cigarettes taxed during the month of April itself was 3.7 per cent greater this year than last.

Total gross amount of taxes for April was \$54,304,336. There are 43 States, including the District of Columbia, taxing cigarettes.

For the four-month period, January thru April, those States that taxed 7 per cent or more cigarettes than during the same period in 1957 were Arizona, Idaho and New Mexico. The latter, with an increase of 19.1 per cent, led all the other States.

Op Uses Self-Testing to Whip Sales Resistance

ALBUQUERQUE, N. M. — A self-test trial period by the location is successfully used by Alberto Jiminez to land spots where the owner objects to bulk vending machines.

Such store owners typically have unpleasant memories of sweeping peanuts off the floor every few hours, of stuck chutes causing customer ill-will and of niggardly commissions from operators.

When he first entered the business five years ago, Jiminez found himself repeatedly rebuffed by location owners in many of the better high-traffic spots. A persistent individual, Jiminez keeps making repeat calls to these locations, if only to find out exactly why the owner objected to bulk vending.

Eventually he worked out a sim-

ple method in which the owner runs a test himself, generally over a two-week period. The instance he best remembers is that of a barbershop specializing in cutting children's hair. In this instance the owner felt that an operator simply didn't earn enough money from a bulk machine to make it worth his while keeping merchandise fresh at all times. The owner felt that, simply on a cost basis, servicing would eventually degenerate.

Jiminez turned up with a new ball gum-charm vender one day and persuaded the owner to service the machine himself for two weeks. The owner picked the spot of his choice in the shop, counted

(Continued on page 79)

News in Brief

110 Exhibit Booths Reserved For NCWA August Confab . . .

Total of 110 exhibit booths have been reserved for National Candy Wholesalers' Association convention to be held August 3-7 at Commodore Hotel in New York City. Confectionery, gum and allied manufacturers have reserved booths. Featured speaker at confab will be Alvie Claxton, trade relations director for Beatrice Foods. Subject of Claxton speech is "You Gotta Make a Profit." Special sponsored events at convention will include breakfasts, luncheons and cocktail receptions.

P. Lorillard Company Makes Executive Promotions . . .

Executive promotions and re-organization of field sales force of P. Lorillard Company announced by Harold F. Temple, vice-president of firm. Albert L. Dion promoted to Northern States sales manager, headquarters in New York City. William A. Jordan is sales manager of newly created Central States

territory, also with headquarters in New York City, while Robert Z. Post is new field manager working out of Boston. Changes in division managers also made. Purpose of promotions is to give "further impetus to steadily rising sales . . . of Kent, Old Gold and Newport cigarettes."

NAMA Conferences Breaking Attendance Records . . .

NAMA Sectional Conferences, to end in Dallas this month, have broken previous records. At each conference William Fishman, NAMA president, explained that gross margin is major problem because equipment and labor costs per sales dollar are high. On the other hand, he asserted that present recession favors vending in many locations where coffee breaks and employee food service cuts into profits. With respect to cigarette vending, Edward Dierickx, Newark, N. J., stated at conferences that advance commissions and bo-

(Continued on page 79)

Pat Boone Stars In Green Duck's New Button Series

CHICAGO — A new line of buttons featuring Pat Boone has been added to the Green Duck line, announced Ed Jordan, sales manager, last week.

The line will feature Boone in three different poses, and the buttons will also have titles of the latest of his hits printed on them, said Jordan. The firm tentatively plans to change the titles as different Boone hits make their way up the record charts.

The series is printed in two colors and made to vend in standard machines as well as fit into capsules of all sizes. Operator prices are \$10 a thousand in quantities up to and including 9,000, said Jordan. Special prices are available in quantities of 10,000 or more, concluded Jordan.

Eppy Says Top Stops Eschew Winner Balls

NEW YORK—Sam Eppy, local charm manufacturer, continued his campaign against winner ball machines this week with second mailing to ball gum operators.

Eppy maintained that prime locations—supermarkets, chain stores, top retail establishments—will balk at winner balls while the poorer locations will accept them.

"When the merchant has an impoverished store, when he has nothing much to sell, when he hasn't much traffic . . . that kind of store take anything, and do anything, out of desperation," he charged.

Poor Risk

He added that these are usually poor stores, in poor neighborhoods, where purchasing power is low, or a toy because perhaps it is the

only opportunity he has to get something by gambling. He has so little that he is willing to gamble a little, to get a little more in the He added that this is the type store that is apt to go out of business.

"It logically follows," Eppy continued, "that if an impoverished retail store will settle for gambling in desperation, to make a few pennies, than the impoverished consumer will gamble for a candy bar way of a prize, or a 5-cent candy bar."

Eppy further charged that the winner ball operator feels he can get away without paying either the \$250 federal gambling tax stamps or the \$10 amusement tax stamps because federal enforce-

(Continued on page 79)

OPERATIONS CANDY BALLS

210 Count, with CHARMS;
also 100 Count "HALF-HOUR" Balls.
Free: Candy Ball Labels.

**SO ROUND, SO SWEET,
SO PROFITABLE**

Samples and information on request.

EPY

51-15 144th Place
Jamaica 35, New York

**JOBBER
WANTED**

With qualified
sales organiza-
tions to handle

LOW-PRICED
LINE OF
CIGARETTE
VENDORS,
3 SIZES.

None finer
quality—none
lower in cost!
We also manu-
facture vendors
for
candy, cookies,
pens, stamps,
perfumes.

OUR 26th YEAR!

SHIPMAN MFG. CO.
LOS ANGELES 32, CALIF.



Aquarium Capsule Unit Clicks

Continued from page 66

per shell opens and closes rhythmically as accumulating bubbles periodically force the shell open and rise to the surface. A mirror forming the back wall of the aquarium gives added depth, and plastic ferns eliminate the necessity of constant cleaning of the aquarium.

Minimal Cleaning

Tekip claims that the aquarium will seldom need cleaning, and that soaks will be used if necessary to keep down servicing costs of the unit. Thus far servicing is merely a daily routine of refilling the capsule machine itself, he reports. Tekip buys his capsules from

a local distributor, and attempts to select those with a deep-sea tie-in. He stated that he makes a 3-cent gross profit on each nickel capsule vended.

Parts for the unique vender cost Tekip \$70, but he reports that the figure is unrealistic. Interested primarily in trying out the idea, he reports that he paid up to \$2.50 apiece retail for some of the costume jewelry, for example. The prototype vender measures 80 inches high, 19 inches wide, and 17 inches deep. There is also a small step in front of the unit for toddlers who can't see into the aquarium.

Double Earnings

Tekip feels that the machine is making money for him in two ways. Not only are the per-sale profits high, but the machine attracts people from all ages from the midway. Past experience has shown that once people are brought into an Arcade, they generally don't leave without having spent some of their change.

Teen-agers and adults will often use the machine, reports Tekip. A small group forms and everyone buys a charm, partly in jest, partly to see how what he receives compares with charms of others in the group. For this reason Tekip doesn't make the capsules visible to the customer. He found that sales weren't comparable when people could see the merchandise.

Double Glass

The aquarium is shielded by an

extra plate of glass in front and a similar double thickness in the port-holes on either side. He would like to use quarter capsules, but says there is a gentlemen's agreement in Riverview Park that Arcade operators will not use 25-cent equipment.

Tekip believes that a much lighter and smaller machine similar to his could easily be mass-produced. He thinks that judicious use of mirrors would make it unnecessary for the aquarium to be greater than six inches in depth. The stand and shielding parts could easily be made of light metal instead of the plywood he uses, Tekip says.

He continued that prime loca-

tions other than Arcades might be movie theaters and locations where an aquarium motif would fit into the over-all setting.

HOTTEST ITEMS ON THE MARKET!
PENCIL TOP DOODLE GAMES



PUZZLES!

A Variety of 35 assorted and colorful puzzles, loaded with fun and action. Includes games, sports, a n i m a l s, clowns, all in color. MIX PENCIL TOPS IN CAPSULE MACHINES. THEY'LL VEND WELL! Vends in all types of machines. Included in g. the Rocket, etc.

Key Chain Puzzles... \$15.00 per M
Pencil Top Puzzles... 15.50 per M
Labels available at your distributor or:

paul a. PRICE CO. INC.
5 Crossed St. N.Y. 12, N.Y. (E.O. 12812)

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. #39 1c Parc.	7.95
N.W. Model #33 1c Parc. Con-verted for 100 ct. B.G.	4.50
Silver King 1c B.G. or Misc.	8.00
ART Guns	30.00
Mills 1c Tab Gum	12.00

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	\$.85
Pistachio Nuts, Jumbo Queen	.74
Pistachio Nuts, Large Tulip	.69
Pistachio Nuts, Vendor's Mix	.53
Pistachio Nuts, Shell	.41
Cashew Whole	.68
Cashew Butts	.38
Peanuts, Jumbo	.42
Spanish	.33
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Roast Baked Beans	.32
Jelly Beans	.38
Licorice Gums	.38
Leaflets, 450 ct.	.60
M & M, 550 ct.	.28
Hershey-etc.	.47

Rain-Bio Gum, 40 ct.	\$.38
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.32

300 lb. minimum, prepaid on all Rain Bio Ball Gum.

Adams Gum, all flavors, 100 ct. . . . 45
Wrigley's Gum, all flavors, 100 ct. . . 45
Beach-Nut, 100 ct. . . . 45
Hershey's Chocolate, 350 ct. . . . 1.40
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngorrr 4-6467



AQUARIUM mounted over basic capsule mechanism is used to promote sales of nickel charms.

VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR \$13.25 Ea. \$12.75 Each 100 or More

25 LB. 210 BALL GUM \$1.00 WITH EACH CASE OF 4 TOPPERS ORDERED.

Write for Free 32-Page Catalog on Charms, Ball Gum, Capsules, Machines.

1/3 Deposit on All Orders.
PARKWAY MACHINE CORP.
715 Essex St. Baltimore 2, Maryland

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.

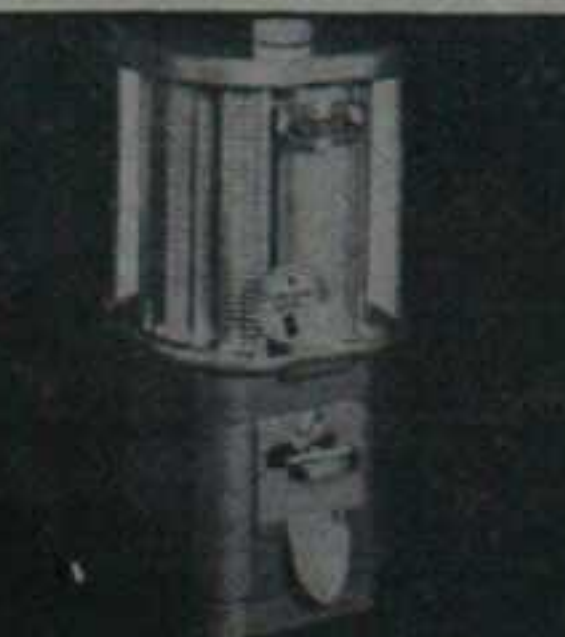
Don't wait, don't lose those sales. Be in on the ground floor. Order today, put a few of these machines on location, the profit is the proof.

See your Northwestern Distributor or write, wire or phone for complete details.

THE NORTHWESTERN CORPORATION
2683 E. Armstrong St., Morris, Illinois

GIVE TO DAMON RUNYON CANCER FUND

WE HAVE oak's "GOLD MINE"
R. R. WHITEHEAD DISTRIBUTORS
1075 Woodland Ave., S.E., Atlanta, Georgia



ELECTRIC MONEY MAKER! Famous ACME ELECTRIC MACHINE

Sample	\$28.13
2 and Up	22.52
Bracket	1.00
Floor Stand	5.00

1/3 deposit, bal. C.O.D. F.O.B. N.Y.
Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will. Also one of the best amusement devices. Uses only one dry battery usually good for 1,200 to 3,000 plays.

Prices Subject to Change Without Notice

ORDER TODAY!

J. SCHOENBACH
Distributors of Advance Vending Machines.
715 Lincoln Place, Brooklyn 14, N. Y. President 3-2900

No cards, capsules or tickets to buy.

FULLY AUTOMATIC.

All you do is collect the money. Will earn \$20 to \$75 per month.

Guaranteed for 5 years.

\$20 deposit puts it to work for you.

Order or write for details.

AMERICAN SCALE MFG. CO.
Dist. D.
3204 Grace St. NW, Washington 7, D.C.
Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



introducing **A SURE HIT! oak's LI'L LEAGUER**



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. The machine provides a fun filled game while it vends ball gum. Adaptable to any seasonal game and also to present Oak equipment.

west coast factory sales east and midwest factory sales
OPERATORS VENDING MACHINE SUPPLY CO. M. J. ABELSON/Phone AT 1-6476
1023 South Grand Avenue Los Angeles, California 2033 Fifth Avenue Pittsburgh, Pa.

oak MANUFACTURING COMPANY, INC.
11411 KNIGHTSBRIDGE AVE. CULVER CITY, CALIFORNIA

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed Bill me

Name _____
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____
Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

FOR SALE ACORNS
900, like new, to close estate.
1c-3c-\$8.75 ea.
F.O.B. Los Angeles. All or Part.
Box A-207, c/o The Billboard
1820 N. Gower, Hollywood 28, Calif.

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

ROWE PRESIDENT CIGARETTE,
10-col, 25c & 30c comb. \$110.00

STONER PENNY GUM MACHINES,
reconditioned 22.50

STONER POSTWAR 6-COLUMN CANDY,
5c & 10c model 110.00

STONER 8-COLUMN CANDY,
postwar, 5-10-20 165.00

NATIONAL CANDY, 9-column 90.00

ROWE CRUSADER CIGARETTE,
8-column, 25c & 30c comb. 85.00

EASTERN ELECTRIC CIGARETTE,
10-col., all coin, 25c & 30c... 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
108 Furman St. Brooklyn, N. Y.
Triangle 5-1857

\$25 DOWN



Balance \$10 Monthly

400 DELUXE PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies

13" wide WEIGHT, 165 LBS

Invented and made only by

WATLING
Manufacturing Company
4650 W. Fullon St. Chicago 44, Ill.
Est. 1899. Telephone: Columbia 1-2772
Cable Address: WATLINGITE, Chicago

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

State Cigarette Taxes For April, 1958

State and rate per package	Gross amount of taxes (a)	Packages taxed during April		Packages taxed January thru April	
		1958 (add 000)	Per cent change from 1957	1958 (add 000)	Per cent change from 1957
Alabama (4)	\$ 900,282	22,507	+ 3.9	85,163	+ 1.7
Arizona (2)	220,069	11,003	+ 7.1	43,876	+ 8.0
Arkansas (16)	661,838	11,160	+ 5.2	41,800	+ 0.5
Connecticut (3)	844,454	28,148	- 0.3	106,468	+ 4.8
Delaware (13)	142,596	4,753	- 12.8	17,299	+ 1.9
District of Columbia (2)	204,446	10,222	+ 4.5	37,547	+ 6.6
Florida (5)	2,425,494(b)	48,510	+ 7.7	194,136	+ 6.1
Georgia (15)	1,368,806	27,376	+ 12.5	105,983	+ 1.8
Idaho (4)	190,231	4,756	- 1.6	19,072	+ 7.3
Illinois (13)	3,183,245	106,108	+ 5.7	384,080	+ 1.7
Indiana (13)	1,340,589	44,686	+ 1.3	168,940	+ 2.8
Iowa (32)	658,980	21,966	+ 7.8	85,687	+ 6.8
Kansas (4)	690,400	17,260	+ 30.8	66,845	+ 3.7
Kentucky (3)	751,744	25,058	- 9.1	102,830	+ 3.2
Louisiana (8)	2,095,486	26,194	+ 3.9	98,137	+ 3.3
Maine (5)	529,833	10,597	+ 19.7	37,087	+ 3.8
Massachusetts (15)	2,599,216	51,984	+ 3.7	195,190	+ 3.6
Michigan (5)	3,512,808	70,256	- 1.0	285,436	- 0.6
Minnesota (4)	1,022,434	25,561	+ 9.6	104,680	+ 5.8
Mississippi (15)	688,234	13,765	+ 7.7	51,700	+ 3.8
Missouri (2)	797,735	39,887	- 3.3	153,808	- 0.9
Montana (8)	432,024	5,400	- 6.8	21,935	- 3.5
Nebraska (4)	456,740	11,418	+ 6.5	42,752	+ 2.1
Nevada (13)	123,662	4,122	+ 3.8	13,975	+ 4.1
New Hampshire (3)(c)	255,954	7,704	+ 3.1	28,769	+ 4.8
New Jersey (15)	3,010,852	60,217	+ 1.9	225,721	+ 3.5
New Mexico (15)	369,656(b)	7,454	+ 23.5	27,361	+ 19.1
New York (13)	3,530,365	185,005	+ 2.2	707,063	+ 4.4
North Dakota (16)	286,608	4,777	+ 15.1	17,381	+ 7.2
Ohio (13)	2,818,280	93,943	+ 4.7	360,753	+ 2.2
Oklahoma (15)	903,577	18,072	- 6.3	72,389	+ 2.5
Pennsylvania (15)	5,212,734	104,255	+ 8.5	388,617	+ 4.8
Rhode Island (13)	334,642	11,155	+ 16.5	38,551	+ 5.0
South Carolina (3)	489,035	16,201	+ 9.7	61,262	+ 1.0
South Dakota (13)	138,742	4,269	- 7.8	19,994	+ 6.4
Tennessee (15)	1,276,022	25,520	+ 3.8	95,504	+ 0.6
Texas (15)	3,997,463	79,949	+ 2.8	316,684	+ 5.4
Utah (14)	182,049	4,551	+ 3.2	17,216	+ 1.9
Vermont (15)	156,500	3,130	+ 27.4	14,062	+ 8.9
Washington (15)(c)	1,243,263	24,857	+ 2.6	92,817	+ 4.4
West Virginia (15)	586,768	11,735	- 17.6	60,735	- 3.2
Wisconsin (15)	1,554,690	31,094	+ 3.4	118,818	- 0.7
Wyoming (13)	95,990(b)	3,200	- 9.2	11,651	- 4.3
TOTALS	\$54,304,336	1,339,885	+ 3.7	5,139,794	+ 3.2

No. of States showing increase in volume from: Apr., 1957... 32—Jan. thru Apr., 1957... 36
No. of States showing decrease in volume from: Apr., 1957... 11—Jan. thru Apr., 1957... 7

Total taxing States including District of Columbia... 43

Note: Above data compiled from reports received from State tobacco tax administrators.
(a) Represents the face value of the cigarette stamps and meter impressions sold within the month, and, in the case of Massachusetts and Michigan, the gross amount of taxes assessed under their respective reporting systems. Exceptions are Louisiana, Maine, South Carolina, Utah and Kentucky, in which States the dollar figures shown relate to net collections from cigarette taxes adjusted to a gross value basis; the package figures for these States are derived from the gross value figures thus obtained. The figures here shown for Massachusetts and Michigan reflect the operations for the month of March.
(b) A part of the State-imposed cigarette tax here shown is returned directly to the political subdivisions of the State. This figure includes both the State and local shares of the gross value of stamps sold within the month.
(c) A rate per package somewhat higher than the rate here shown is imposed on certain premium price cigarettes.

April Cig Taxes Hit New High in Florida

TALLAHASSEE, Fla. — The State Beverage Department, in charge of cigarette tax collections, reports that money available from this source for distribution in cities rose to a new high for this fiscal year in the April collections.

A department spokesman said that of \$2,304,219 collected, the cities will receive \$1,824,184 in the May distribution of funds. The State general revenue fund will get the remainder.

As noted, cities get the tax money collected on cigarette sales inside the city limits. The State general fund receives the taxes from sales in rural areas.

RINGS

- SEA PEARLS \$15.00
- DIAMOND CHIPS 14.00
- PEARL CHIPS 15.00
- DAZZLERS 12.50
- 8 RINGS 10.00
- SNAKE 10.00
- CAMEOS 11.25
- SPARKLES 15.00
- CUT DIAMONDS 15.00
- PEARL KNOCKERS 15.00
- INITIALS 15.00

All prices per 1,000. Samples on request.

EPPY
91-15 144th Place
Jamaica 35, New York

April Cig Taxes Hit New High in Florida

TALLAHASSEE, Fla. — The State Beverage Department, in charge of cigarette tax collections, reports that money available from this source for distribution in cities rose to a new high for this fiscal year in the April collections.

A department spokesman said that of \$2,304,219 collected, the cities will receive \$1,824,184 in the May distribution of funds. The State general revenue fund will get the remainder.

As noted, cities get the tax money collected on cigarette sales inside the city limits. The State general fund receives the taxes from sales in rural areas.

Cancer Scare, Taxes Fought By Cig Assn.

WASHINGTON — The cancer scare and high cigarette taxes have come under fire of the newly-formed Tobacco Institute. In a speech before the Burley Auction Warehouse Association in Kentucky the institute's President James P. Richards said it is not right that the public be "misled by the anti-cigarette side of a question on which there is such marked divergence of opinion by leading scientists and doctors the world over."

Richards pointed out that the tobacco industry has allocated nearly \$3 million for scientific research on facts about smoking and health. It's a job that will continue until all the evidence is in," he said.

On the tax front, Richards noted that levies paid by the tobacco industry to federal and State governments are running in the vicinity of \$2,250,000,000 annually. He called it a "tremendous contribution by a single industry to our tax coffers—more than enough to have paid last year, for example, for the operations of the Departments of State, Commerce, Interior, Justice and in addition to have underwritten the general fund expenditures of the Post Office Department."

Richards added that there are more than 1,000 factories producing cigarettes, cigars and tobacco in 34 States, with more than three million persons in farm families depending in whole or part on tobacco for their income.

10-COLUMNS

All Kings or Regulars, will give Book Matches, will sell for 25c, 30c or BOTH 25c and 30c.

Reconditioned, refinished, guaranteed like new.

\$115.00

T. O. THOMAS CO.
1572 JEFFERSON
PADUCAH, KENTUCKY
Vending Machines Since 1937

ZORRO® RINGS ARE HOT!

© Walt Disney Productions

Guggenheim
INC.

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

Get IMMEDIATE delivery of these KEENEY Venders:

- 300-cup combination Hot Coffee/Chocolate
- 500-cup combination Hot Coffee/Chocolate
- Snack Vender
- "Riviera" Deluxe Electric Cigarette Vender

Write for New Circulars and Easy Payment Plans

J. H. KEENEY & CO., INC.
2600 W. 50th St. Chicago 32, Ill.

BIG SAVINGS on BALL AND VENDING GUMS

Some Fine Flavors, Centers and Coating

Direct LOW Factory Prices

Bubble Ball Gum, 140-170 G
210 ct. 27¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Clar-o-Vend Ball Gum 40¢ lb.
Clar-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 G 520 ct. 36¢ lb.
Bubble Chicks, 320 G 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory 150 lb. Lots

AMERICAN CHEWING PRODUCTS
34 years of manufacturing experience
4th & Mt. Pleasant • Newark 4, N. J.

MAN... IT'S OUT OF THIS WORLD!



The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most... for profits.

Write, Wire, Phone Immediately

STANDARD SPECIALTY CO.
1020 4th Avenue Oakland, California

"SPOOKS" HAVE ALWAYS SOLD \$\$\$

from Scary Fun Houses to Halloween Jack-O-Lanterns... and

SKULL RINGS are selling like wild! Order today.

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.

The PENNY KING Company
2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms

NATIONAL SALES HEADQUARTERS FOR ATLAS-MASTER MACHINES



VACUUM PLATED JEWEL EYES
\$15.00 per M
\$12.50 per M—SM or more.

Ask About Our ATLAS Finance Plan



SPEED-UP of servicing is accomplished by Joe Arguelles, Seal Beach, Calif., operator, with this coin scoop of his own invention.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy, Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for

1 year \$5 3 years at \$10.
(Foreign rate, one year, \$5)

Name.....
Address.....
City..... Zone..... State.....
Occupation.....

Invoke Displays To Up Juke Plays

Detroit Operators Report Favorable Tests of Eye-Catching Layouts

• Continued from page 1

of Music Systems, says that Detroit is doing the outstanding job.

Altho results are difficult to evaluate in view of the recession, Richard V. O'Meara, Detroit manager of Music Systems, says that almost all new 200-selection machines now sold are fitted with album boards—a measure of their success in the eyes of operators.

Few Use Many

A few Detroit operators are using the display boards on a majority of their 200-selection machines currently. For example, Sam Di Noto, operator of Jay Cee Music, uses the boards on 75 per cent of his 200's. Sam Willens, head of Willens Music, another merchandising-minded operator in the area, is a booster for them and uses a high percentage.

Altho the displays are imposing and do attract notice, their size in some instances necessitates changing the position of the juke box, e.g., when they block light from a window or are backed against a booth. That room is found for them indicates their initial acceptance by location owners, as well as some operators.

Why Detroit?

Why are such displays having at least a temporary success in Detroit? First, it must be made clear that operators are eager to try anything that may help buoy up collections. The fresh, novel appeal of the colorful display—which has the display field all to itself—is another reason they seem to have caught on. Still another is that they promote EP's, for which some operators sometimes get 15 cents a

Burglars Take \$20,000 of LP's From Singer's

CHICAGO—Some \$20,000 of LP merchandise was stolen from Singer's One Stop South Side store Monday (9).

The burglary was the 18th involving Chicago record shops in the past few months.

As in previous cases, the burglars were selective, indicating knowledge of record values.

They took 6,000 albums in all (see full story in Music-Record Section).

S. D. Ops to Give Jukes to Centers

HURON, S. D. — The South Dakota Phonograph Operators Association, at its spring meeting here, voted to donate 10 juke boxes to youth centers and other worthy organizations in the State.

Applications will be mailed to Earl Porter, secretary-treasurer, Mitchell, S. D., and will be voted on at the next meeting, to be held in Rapid City, August 24-25. Host and hostess at this meeting will be Mr. and Mrs. Lloyd Morgan, Rishmore Amusement Company.

A committee of four, to be selected by President Norman Gefke, will tour the State on a membership drive the week of July 14.

play. Finally, in arresting interest in the juke box, the board may help boost play on any numbers on the machine, whether EP's or singles.

O'Meara sees a further value in the board: "It is a good merchandiser in view of the fact that more and more hit tunes are coming out on EP's."

50% EP's

According to Bob Rzepecki, of Music Systems' Detroit sales staff, most of the operators now using the boards in Detroit are programming nearly half of their selections with EP's. (The number provided in a separate program panel on the new Model 201, Seeburg headed "EP Album Records.")

Boards are being sold, both with machines and as extra equipment. A "substantial number of operators" are buying them for 1957 and 1958 models after using them on 1956 models, according to the distributing firm.

The boards, which measure the

(Continued on page 83)

HAD MIND ON OTHER THINGS

NEW YORK—A story appearing in last week's issue of The Billboard referred to Rm-vou Sales, New York AMI outlet, as "Bunton Sales." The error was made by Andy Tomco, a linotype operator who seldom goof. However, Tomco's transgression is understandable. Just a few minutes before he set the story he was informed that Mrs. Tomco gave birth to the couple's first child—a son.

Jack Mitnick To Europe on Sales Mission

CHICAGO — Jack Mitnick, United Music Corporation chief, was scheduled to leave Saturday (14) on a European sales trip.

Mitnick said he planned to visit eight different countries in about three weeks' time. He planned to meet with present United distributors and appoint some new ones.

Mitnick said he would be concerned with both juke boxes and amusement games on his current tour.

Kaufman Ordered to Pay Damages To Denver, Chicofsky in Arbitration

Ruling May Be Milestone in Procedure of Settling Disputes Among Juke Box Ops

NEW YORK—In what may be an important precedent in the music machine industry, Harold Kaufman, a local juke box operator, was ordered by the American Arbitration Association to pay damages of \$850 to Al Denver, head of Lincoln Service and president of the Music Operators of New York, and \$742.50 to Ben Chicofsky, who operates Ben-Ray Music.

The ruling was the first ever handed down by the American Arbitration Association involving a dispute among juke box operators.

All parties to the dispute had been signatories to an agreement permitting location disputes to be arbitrated by the AAA. While the AAA is not a State judicial body, its decisions have the force of law.

Location Jumped

The dispute itself was one which is old hat to every man who has ever operated juke boxes. Denver and Chicofsky had machines on location and under contract. Kaufman convinced the location owners to substitute his machines for theirs.

The point of law involved is did the new operator induce or attempt to induce the location to breach a contract. If it can be proved that he did, a court will generally award damages to the original operator, usually based on the amount of money the operator would have netted had the contract run its course.

However, the wheels of justice turn at an exceedingly slow tempo, and the location in question is apt to be out of business by the time the case gets on the crowded court calendar.

Swift Justice

Arbitration makes the process of obtaining justice somewhat quicker, and considerably less expensive.

Parties to a dispute appear be-

fore a three-man arbitration board, present their arguments—usually thru counsel—and get a quick decision.

Only cost to the parties is the \$10 required to file, and lawyer's fees if counsel is retained. However, the legal fees incurred in an arbitration case are usually considerably less than one argued in court.

Possible Appeals

In New York State, the law recognizes the rulings of an arbitration board as binding. These rulings may be appealed to the State courts on only two grounds—fraud or errors of record.

In the former case, the appellee must show that one or more of the arbitrators had a bias, or that the

(Continued on page 83)

DIZZY DISK DERBY

Denver Ops Shift Program Strategy

DENVER — Changes in programming techniques caused by shorter life spans on hit tunes are showing results for Denver music operators.

Records are changed more frequently, buying is becoming more selective and collectors are being given the record buying job in some operations in order to insure a program best tailored to individual locations.

Some operators are also buying more potential hits well in advance of their hitting best selling charts in order to insure longer runs for "money records."

For example, Glen Pierce, of Century-Supreme Music Company, one of the city's leading operations, believes that both more frequent change and "advance program-

ing" are successfully meeting the challenge posed by shorter life expectancies on hits. Careful disk buying can result in some records building up respectable play before they hit the top of best seller lists and are "played to death," Pierce has found.

Most Denver operators are convinced that there are too many "top tune" disk jockey programs. With 11 Denver stations programming "Top 40" or "Top 20" tunes daily, any hit tune can be played as many as 12 times a day, they point out. Thus, its appeal on the juke box is often cut short since people get tired of hearing it more quickly.

One operator suggested that "one of the reasons people get weary of a top tune sooner today

Seeburg Sets Push On Announcing Unit

See Operators Role in Outlying Areas For Juke Box-Type Announcement System

CHICAGO — The Seeburg Corporation last week launched a major sales drive on its recorded announcement system for use in transportation centers in a program designed to include operation of the equipment by music operating companies.

Seeburg kicked off the campaign with a 16-page brochure detailing the system, its costs and operation in a mass mailing to every airport, railroad and bus terminal in the U. S.

The system, which includes the firm's 200-selection hideaway unit equipped with special circuitry and wallboxes, is already in use in airports and bus terminals in some large metropolitan centers throughout the U. S. More than 13 airports are using it and more than 19 Greyhound bus terminals as well as several railroad terminals.

Up to now, the installations have been custom designed. But Seeburg has now designed and standardized the circuitry necessary for the hideaways, thus simplifying its installation.

Seeburg distributors are installing and servicing the equipment in large metropolitan centers. However, it is expected that since most such terminals are in smaller towns and cities, operating companies there could better install and service the equipment.

The system, designed for use in providing arrival and departure times, operates just like its coin-operated counterpart. The hideaway unit holds 200 pre-recorded announcements on arrivals and departures. The letter-number combinations are pushed for the desired announcements.

Whether the installation of the announcement systems in transportation centers will eventually lead to growth of background music in those establishments remains to be seen.

Ray Lindgren, head of Seeburg's background music division, does see both a business and a public relations value in the use of the system. (See separate article.)

Figures and formula described in the brochure enable centers to arrive at total monthly costs and prorated costs for airports, where the system is shared by two or more airlines.

Cost figures quoted in the booklet pre-suppose an existing sound system—speakers, amplifiers—thru which the Seeburg equipment will operate.

Rental fee for each unit equipped with special circuitry is \$72 per month. This amount is

(Continued on page 70)

Hirsch Granted Injunction Vs. Juke Box Local

NEW YORK — Supreme Court Judge Francis X. Conlon this week ruled in favor of a temporary injunction against Local 1690, Retail Clerks International Association. The injunction prohibits the union from picketing juke box locations of Joe Hirsch, Brooklyn operator.

The argument offered by the union was that Hirsch's locations are serviced by a man named Rosenberg, and that this serviceman is not a union member.

Hirsch's answer was that Rosenberg is an independent contractor and that, as an independent contractor, he need not belong to a union. The judge said that Local 1690 had failed to prove that Rosenberg was an employee of Hirsch.

Trial Coming Up

However, Barney Schlang, Local 1690 official, said that he will fight the injunction motion when the case comes to trial. No trial date has been set.

Samuel Markewich, Hirsch's attorney, pointed out that three times within the last five years the plaintiff had sought and had been granted injunctive relief against picketing. In none of these cases, however, was Local 1690 the defendant.

is that more people are listening to radio programs than were a year ago.

Most operators are therefore

(Continued on page 70)

E. Rullman, Juke Pioneer, Dies at 71

ST. CHARLES, Ill. — Elmer Rullman, Sr., 71, one of the early juke box pioneers whose music experience dates from the old electric piano days, died June 2 at Marathon, Fla., where he was municipal judge.

Rullman for 16 years was president of Automatic Instrument Company, predecessor of AMI, Inc., from its beginning in 1929 until 1945, when a group headed by John Haddock acquired control.

During Rullman's 16 years, the firm manufactured, distributed and

(Continued on page 83)

Location Loans Continue to Plague N. Y. Juke Operators

Interest Seldom Charged; Repayment Prospects Are Bleak; No End in Sight

By AARON STERNFIELD

NEW YORK—Heavy loans to locations continue to plague juke box operators in the New York City area, but the situation seems to be easing somewhat up-State.

Most location owners here are in hock to the operator for amounts ranging from \$500 to \$1,500, and the prospects of these loans ever being repaid are remote.

No formula exists for loans; the amount depends on how badly the operator wants the location and what he thinks the competition will offer. When asked why he loans money to locations, the operator will invariably answer that his competitor started the practice and that if he doesn't loan the location money his competitor will wind up with the stop.

Up to \$2,500

Generally, a stop doing a weekly gross of \$30 is good for a \$500 loan, and a really top location, doing say \$100 a week, can demand \$1,500. In unusual cases, loans as high as \$2,500 have been reported.

The standard method of repayment is to have the location forego its commission until the loan is repaid. But it doesn't usually work out that way.

In many cases, the location will pay off a portion of the loan, and then an "emergency" will arise. The operator will be asked to dig down

again, and the amount paid back will be refunded.

Always in Hock

Thus, the location will be perpetually in hock to the operator. The loans themselves are usually in the form of non-interest-bearing notes, payable on demand. But the operator knows that if he ever demands the money he loses the location.

A few operators will charge bank interest to the location, specify the amount of weekly payments and will make the location owner responsible as an individual. The advantage of making the location owner rather than the business responsible is that there is considerable turnover in the tavern and restaurant business, and it may be difficult to recover the loan from the new owner.

Bonuses usually range from \$300 to \$500 and are rarely given unless accompanied with a two or three-year contract. Bonuses are seldom given unless the location changes hands.

Juke Op

In New York most of the loans and bonuses are given by the juke box rather than game operators. The reason for this situation is that the life of a game is considerably shorter than that of a juke box, and the game operator must figure on replacing his equipment much sooner than does the juke box operator.

In cases where the same opera-

tor has both games and music, the loan or bonus will generally cover all equipment.

Up-State, loans are usually not as common as in the city, but they are common enough to present a problem. Unlike city operators, most up-State coinmen operate both games and music, and repayment of loans is based on what all the equipment on the location does, not just on juke box revenue.

Tightening Up

It may be that the economic recession has hit the up-State communities harder than it has hit Gotham, as Empire State operators seem to be tightening up on location loans.

In many cases the operators just don't have enough loose money to plow into locations. As a result, they are loaning less money to good locations and aren't lending any at all to so-so stops.

While local coin machine associations have begun no organized activity to cut down on location loans, the associations provide the meeting place where operators can discuss the problem, and these discussions often encourage the operator to take a firmer stand.

Most operators agree that as long as two or more coinmen are competing for the same location, loans will be made. But they feel that the practice can be kept within bounds, that the location can be made to pay bank interest, and that the loan contract provides adequate recourse for the operator.

Jazz Disk Activity Up in Juke Boxes

Play Increases Despite EP Shortage; 200-Selection Machine Major Factor

NEW YORK—Despite a shortage of jazz on EP records, juke box operators in metropolitan areas report a sharp increase in jazz disk play.

The complaint is that most of the classical jazz artists—performers of the stature of Dave Brubeck, Shelley Manne and Chico Hamilton — are available primarily on LP's, which may not be played on juke boxes.

However, whatever EP recordings are being made seem to be gaining strength on the mechanical music merchants. Doing particularly well are the Shelley Manne jazz recording of "Fair Lady" and Dakota Staton's EP records.

Wider Appeal

The increased interest in juke box jazz parallels what is happening over the record counters and in radio and television. The public is becoming educated in good jazz, and records that a few years ago had an appeal to jazz buffs now will find favor with a fairly large audience.

The 200-record juke box has had a lot to do with the development of jazz in automatic phonographs. With the operators limited to 100 selections, current pop singles and standards left little programming leeway for jazz.

But the 200-selection machine allows the operator to have something for everybody—and the jazz addicts constitute a fair percentage of the total market.

In fact the increased jazz play in juke boxes has had little effect on rock and roll, ballads, pop standards or country and western disks.

While there is no such thing as a jazz market, there are a good many people who prefer jazz to any other form of musical expression, and who might not play the juke box at all if the selections were limited to non-jazz records.

For example, rock and roll shows few signs of slackening off, despite the ground picked up by jazz. The reason is that the rock and roll fans are primarily teenagers, while jazz of the Brubeck variety appeals more to young adults. Of course, there is considerable overlapping, and not all youngsters are rock and roll fans, nor are all young adults jazz lovers.

But, by and large, age has a lot to do with musical tastes.

Jazz Festivals

The current rash of jazz festivals, and increased emphasis on jazz shows on television networks has had a lot to do with the increased juke box play.

Right now, record manufacturers are limiting their EP production because they feel that the market for their juke boxes is only fair. But they are watching their EP sales very closely, and if the jazz trend continues, the operator will have a wide selection of records.

The World's Finest Phonograph



United's
Model UPB-100

Styled by
Raymond Loewy



UNEQUALLED

PERFORMANCE

UNPRECEDENTED

EARNINGS

UNPARALLELED

BEAUTY

UNITED MUSIC
CORPORATION

3401 NORTH CALIFORNIA AVENUE
CHICAGO 28, ILLINOIS
CABLE ADDRESS: UNICORP










MAKE IT YOUR BUSINESS TO GET COMPLETE DETAILS... IT MEANS VIRTUALLY UNLIMITED PROFITS FOR YOU... WRITE TODAY!



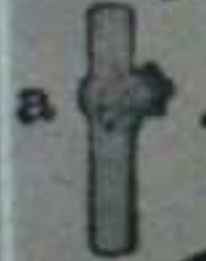
Joe, the Juke Box Man, Goes Back to School.



Joe's smart—so smart he knows he can make more  by seeing first hand how  are manufactured, assembled, tested and maintained ... by working on the bench with old pros  ... by seeing ... by swapping experiences with other men in the same . So here's Joe arriving  to attend the AMi Factory Service School.

Joe's  and  are paid by AMi ... and at the Graduation

Banquet, he'll receive



AMi
Incorporated

1500 Union Ave. S.E. / Grand Rapids 2, Michigan
Chicago - Zurich

Check with your AMI Distributor for details and early reservation. Classes kept small for individual instruction.

Leslie Dist. Opens Long Island Branch

Predicts Volume Will Equal New York's; Sandy Moore Signs Pact for Disk Sales

NEW YORK—Leslie Distributors, one-stop with branches here, in Newark, N. J.; Hartford, Conn., and Pittsburgh, this week announced the opening of its fifth in Freeport, Long Island, New York.

The Long Island branch will begin limited operations late this month in a building adjoining the Wurlitzer distributorship, Sandy Moore Distributors.

Lou Boorstein, Leslie president,

said he will rent the branch office from Moore. The building formerly housed Moore's record shop, which no longer operates. Boorstein emphasized that altho he and Moore will cooperate, the branch is the sole property of Leslie Distributors.

Disk Contract

In addition, Moore signed a contract with Leslie to buy all his records from the branch. Moore operates more than 1,000 juke boxes and buys about 130,000 records a year.

Boorstein cited the tremendous growth of Long Island during the last decade (current population of Nassau and Suffolk Counties, nearly 2,000,000) and predicted that the store would do a volume at least equal to that of the New York outlet in from one to three years. The New York store sells about \$1,000,000 worth of records to juke box operators a year.

In explaining the contract covering Moore's record purchasing, he explained that Moore had bought directly from distributors and also bought from several one-stops. Boorstein said that Moore figured it is more economical to buy all his records from the same source.

New York Sales

Boorstein feels that New York sales will not be hurt by the opening of the Long Island branch. He pointed out that when the Newark branch opened, New York business was actually increased, and added that the promotion for the Long Island branch—including radio advertising—is bound to help New York.

The store itself, Boorstein said, will be converted physically from a retail outlet to a headquarters for juke box operators. Work will begin next week, with limited operations set to start Monday (23). The branch will be in full operation as soon as the renovation work is completed.

Boorstein said he will also stock LP's for retail dealers, and he will sell to the public. But he emphasized that he will continue to maintain the one-stop price differential. He explained that if he dispensed with the differential, he would have to dispense with his programming services, and he feels the services are essential.

He also pointed out that selling at distributor prices causes the one-stop to compete with his sources of supply and is unprofitable to boot.

The personnel at the new branch will be announced at a later date. He did say that men already in the Leslie organization will be promoted to man the new branch.

SEEBURG TELLS PUBLIC STORY OF NEW UNIT

CHICAGO—The story of its recorded announcement system based on an adaptation of its juke box is being told by The Seeburg Corporation.

In a general news announcement, Seeburg kicked off its publicity on the unit. At least one wire service—United Press International—sent its member newspapers a lengthy article based on the release for June 6 afternoon publication. (The Billboard reported an installation of the system at Chicago's Midway airport in the April 14 issue.)

Papers known to have written stories of the unit are: The Dallas Times Herald, the Chicago Sun-Times and the Indianapolis Times.

Airports using the service, besides those at Chicago and Dallas, include those in Portland, Ore., Seattle-Tacoma, Oakland, San Francisco, Las Vegas, Reno, Denver, and Pittsburgh. (See separate article.)

Detroit Ops Pick L. Nemesh, Chart Program

DETROIT—Lou Nemesh, well known in the Detroit juke box business for many years, has been elected president of the United Music Operators of Michigan, to succeed Edward L. Carlson, veteran owner of the Carlson Music Company.

Nemesh is owner of the Grand Music Company, and also general manager of Fabiano Amusement Company. He was for some years head of the Detroit office of Music Systems, with headquarters in Cleveland, of which Joseph Nemesh, a brother, is president.

Other new officers elected are: vice-president, Harry Norton, Lincoln Vending Company; secretary, Sam Willens, Willens Music System; treasurer, Carl J. Angott, Angott Sales Company.

The board of directors was reduced by formal amendment from nine to five members, permitting a more compact organization which can function more speedily and efficiently. Elected to the new (Continued on page 81)

COINMEN YOU KNOW

Chicago

The AMI Sales office last week was the site of a great conversation on the juke box industry and its future. Ted Parker, AMI district sales representative; Joe Collins, AMI Sales (Chi distrib) veepee, and Mike Spagnola, Chi distrib manager, dug into basies for hours. Altho they didn't quite solve all the problems of the industry at one sitting, they made a good try and did come up with good, sound talk.

It is unfortunate that men of this caliber—manufacturer representative and distributors across the country—don't meet frequently in regional or district meetings with operators. It is not possible to listen to good talk of this kind without realizing that unless ideas are shared with many others, it's largely wasted.

Why don't manufacturers hold regional meetings for the sole (Continued on page 80)

Teamster Head Denies Agreement With Knoss

NEW YORK—Joe DeGrandis, head of Local 266, International Brotherhood of Teamsters, angrily denied charges that he had signed an agreement with Ray Knoss, head of Arrow Music, agreeing to refrain from picketing Knoss' locations.

Knoss has filed suit for a temporary injunction against the Teamster Local and the Joint Teamster Council, naming officials of both organizations as defendants.

Arrow Music employees are members of Local 1690, Retail Clerks International Association, which has a collective bargaining agreement with the Music Operators of New York.

Injunction Filed

Early this spring Local 266 began picketing Knoss' locations proclaiming that the coin machines on

the locations were not serviced by their union. Knoss filed for an injunction in New York Supreme Court, charging that his employees were unionized and that the picketing was illegal.

When the hearing was postponed by mutual agreement, the gossip on 10th Avenue was that Knoss had agreed to drop the case. Knoss denied these charges and said that the case was merely postponed. DeGrandis concurred, adding that the case is due to come up in August.

In the meantime, Local 266 pulled its pickets from Knoss' locations. Knoss, in a statement to The Billboard this week, said the pickets were pulled as a result of a written agreement with the (Continued on page 83)

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.



Subsidiary of Shaffer Music Co.
Seeburg Distributors
849 North High St., Columbus 8, O.
1839 Central Parkway, Cincinnati, O.

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

959

My Name.....

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.

Albert Pick Hotels

Outstanding accommodations for meetings, luncheons, parties and conventions

Write, phone, or teletype for full details on meeting facilities

PICK HOTELS CORPORATION

20 N. WACKER CHICAGO 3



Albert Pick Motels

- Birmingham, Ala. Pick-Birmingham
- Chicago, Ill. Pick-Congress
- Cincinnati, O. Pick-Fountain Square
- Cleveland, O. Pick-Center
- Columbus, O. Pick-Fort Hayes
- Dayton, O. Pick-Miam
- Detroit, Mich. Pick-Fort Shelby
- Evansville, Ind. Pick-Corcoran
- Flint, Mich. Pick-Owens
- Indianapolis, Ind. Pick-Adams
- Memphis, Tenn. Pick-Norfolk
- Pittsburgh, Pa. Pick-Steinwall
- St. Louis, Mo. Pick-Mark Twain
- St. Paul, Minn. Pick-Melrose
- South Bend, Ind. Pick-Oliver
- Tulsa, Okla. Pick-Fort Meigs
- Topeka, Kan. Pick-Kansas
- Washington, D.C. Pick-Lee Harbo
- Youngstown, O. Pick-Dino

- Chattanooga, Tenn. Holiday Inn Hotel
- Colorado Springs, Colo. Holiday Inn Hotel
- Miami Beach, Fla. Albert Pick Motels
- Nashville, Miss. Holiday Inn Hotel
- Portsmouth, Va. Holiday Inn Hotel
- Rockford, Ill. Edge of Town Motel
- Terre Haute, Ind. Holiday Inn Hotel

The above Holiday Inn Motels are operated by Albert Pick Hotels and Motels from Holiday Inn Hotel, a division, Inc.

BIG NEWS

FOR EXPORTERS AND IMPORTERS REGARDING THE BILLBOARD INTERNATIONAL

Use THE instrument designed to promote World Trade. Reach over 8,000 potential buyers, sellers and users of all types of coin operated equipment, supplies, and phonograph records in more than 120 countries throughout the World!

1957 Exports hit Record \$26,637,266! Are you getting your share of this growing World market? The Billboard International, published every other month—printed in English—French—German and Spanish—is THE vehicle whereby you can deliver your sales message to this ready made market.

ADVERTISING DEADLINE
FOR THE SEPTEMBER ISSUE OF
THE BILLBOARD INTERNATIONAL
15 TUESDAY, AUGUST 12

Contact your nearest Billboard office today or write

BILLBOARD INTERNATIONAL

- CHICAGO 7, ILL.
188 W. Randolph St.
CE 6-9818
Jack Sloan Dick Wilson Dick Ford
- HOLLYWOOD 28, CALIF.
1520 North Cawar
Hollywood 9-5831
George Kellner
- NEW YORK 35, N. Y.
1536 Broadway
PLaza 7-2800
Murray Dorf
- ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0643
Frank Jeurling

GIVE TO DAMON RUNYON CANCER FUND

IT TAKES

3

You, Mr. Manufacturer,

with your new records, talent and equipment . . . those new releases and products that you're about to introduce with full scale promotional effects and with all the know-how you can command. But you need . . .

. . . Mr. Phonograph Record Dealer

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.

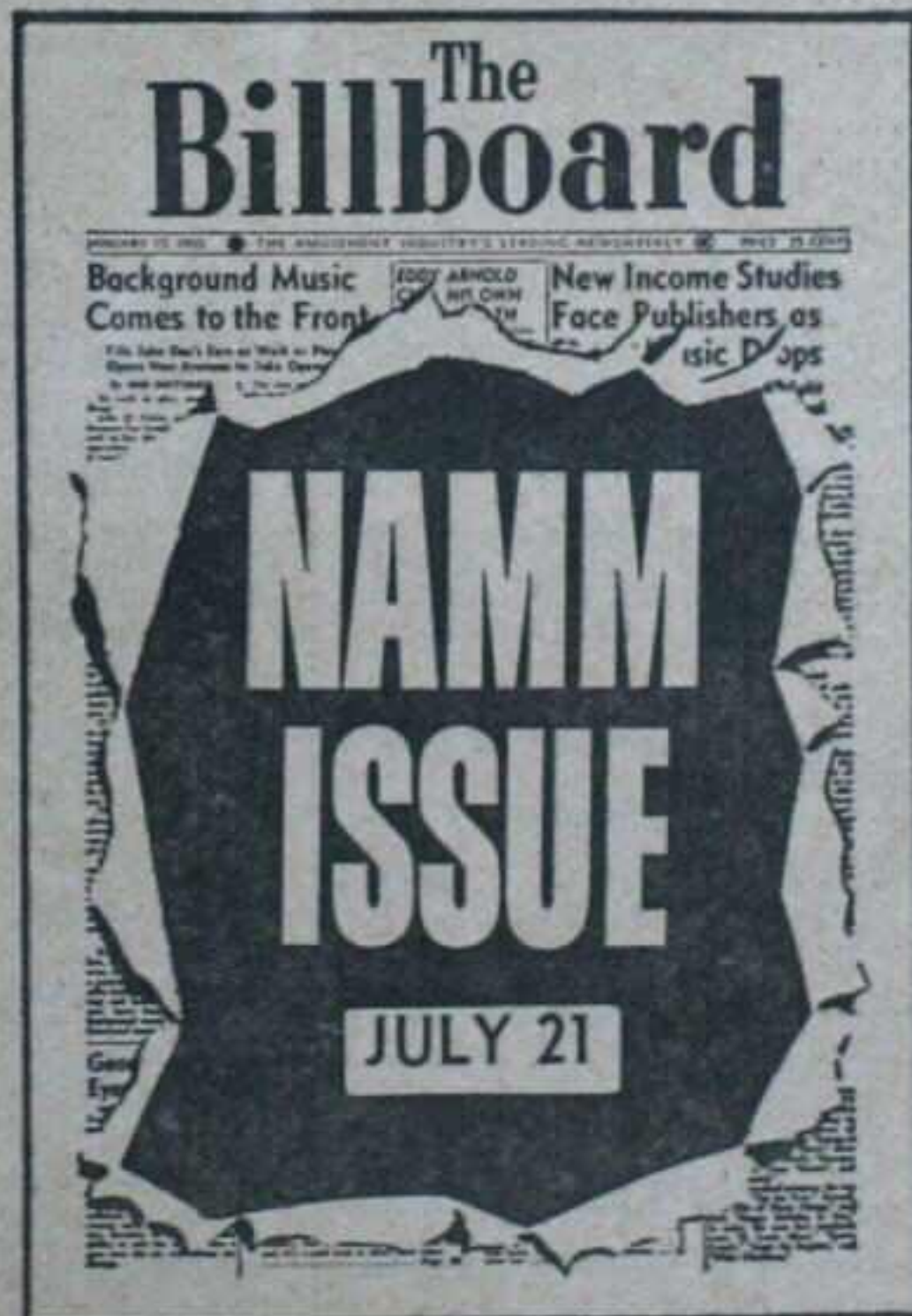
Once a year, at a time when the National Association of Music Merchants (NAMM) meets in convention, The Billboard devotes an issue lock, stock and barrel to these record dealers.

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.

NEW YORK 36, N. Y.
1564 Broadway, Plaza 7-2800
Dan Collins, Bob O'Brien
Norm Wieland, Ren Carpenter
Hal Rand

HOLLYWOOD 28, CALIF.
1520 N. Gower St.
Hollywood 9-5831
Bob McCluskey

CHICAGO 1, ILL.
188 W. Randolph St.
Central 6-9818
Johnny Sippel

ST. LOUIS 1, MO.
812 Olive St.
Chestnut 1-0443
Frank Jaerling

THE BILLBOARD—THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

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.

(For 10-week period ending with issue of June 9, 1958)

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.

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		199.00
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-531 120 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		449.00
Hi-Fi (55)	189.00	189.00	189.00
SEEBURG			
HM-100-Hideaway (9/49)	\$125.00	\$125.00	\$125.00
M-100-A (9/49) 100 sel., 78 RPM	245.00		145.00
M-100-B (10/50) 100 sel., 45 RPM	595.00		375.00
M-100-C (5/52) 100 sel., 45 RPM	495.00		445.00
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)	60.00	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)	185.00	155.00	170.00
Dude Ranch (9/51)	50.00	40.00	45.00
Frolic (10/52)	45.00	45.00	45.00
Gaiety (3/55)	75.00	60.00	75.00
Gaytime (6/55)	115.00	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	225.00
Palm Beach (7/52)	40.00	40.00	40.00
Palm Springs (11/52)	50.00	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	175.00
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 Lil (12/54)	120.00	119.00	119.00
Dragonette (6/54)	160.00	150.00	160.00
Duette (3/55)	165.00	135.00	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)	150.00	100.00	150.00
Cold Star (8/54)	150.00	114.00	114.00
Grand Slam (4/53)	49.00	49.00	49.00
Green Pastures (1/54)	84.00	60.00	60.00
Guys & Dolls (5/53)	85.00	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	150.00
Hawaiian Beauty (5/54)	110.00	110.00	110.00
Hawaiian Beauty (5/54)	95.00	95.00	95.00
Hit 'n Run (3/52)	45.00	45.00	45.00
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	245.00
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	75.00
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	190.00
Sea-Belles (8/56)	275.00	225.00	245.00
Shindig (9/53)	100.00	90.00	100.00
Skill Pool (8/52)	50.00	50.00	50.00
Sluggin' Champ (4/55)	165.00	125.00	150.00
Sluggin' Champ Deluxe (4/55)	175.00	175.00	175.00
Southern Belle (6/55)	175.00	160.00	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	170.00
Toreador (6/56)	275.00	170.00	210.00
Tournament (8/55)	194.00	165.00	170.00
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)	40.00	25.00	25.00
Hawaii (6/54)	25.00	25.00	25.00
Manhattan (4/55)	80.00	70.00	70.00
Mexico (3/54)	50.00	25.00	50.00
Nevada (8/54)	50.00	25.00	25.00
Pixie (9/55)	125.00	55.00	85.00
Rio (11/53)	30.00	25.00	25.00
Singapore (10/54)	50.00	25.00	50.00
Stardust (4/56)	125.00	90.00	90.00
Starlet (11/55)	110.00	90.00	95.00

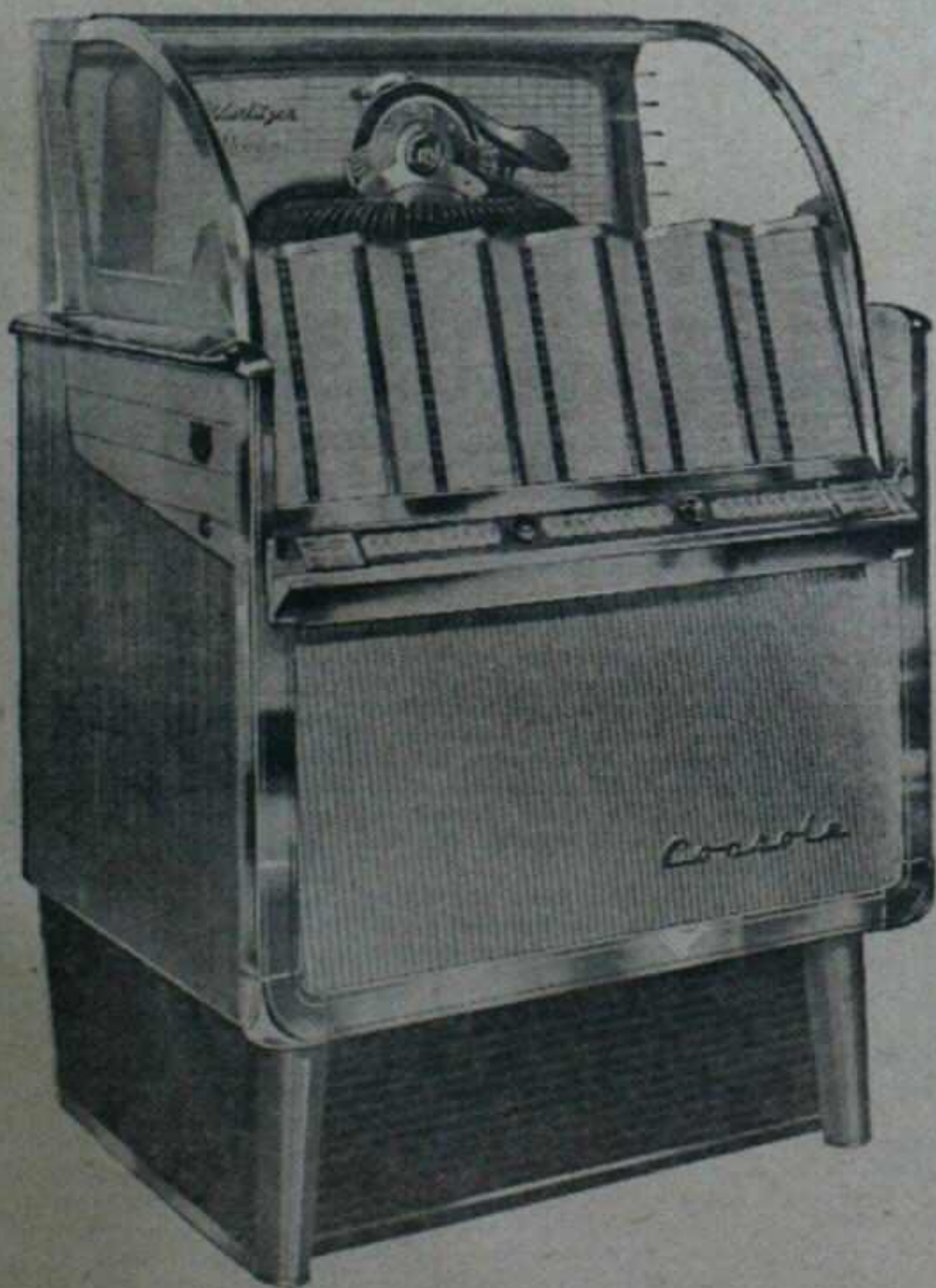
	High	Low	Mean Avg.
Stars (6/52)	\$ 35.00	\$ 35.00	\$ 35.00
Tahiti (8/53)	30.00	30.00	30.00
Triple Play (8/55)	85.00	85.00	85.00
Tropicana (1/55)	60.00	60.00	60.00
Tropics (7/55)	35.00	30.00	35.00

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	85.00	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 Buggle (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



Proven Higher Earning Power



Yes! The Wurlitzer Console has proved it. Earnings go up wherever this "new dimension in automatic music" is installed.

Put its beauty, its tone and its 50-cent play feature to work for you. Earnings climb! You'll enjoy happier relationships with your locations as their profits increase too!

WURLITZER
104- and 200-Selection

Console
PHONOGRAPHS

SEE YOUR WURLITZER DISTRIBUTOR

THE WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK • Established 1858

	High	Low	Mean Avg.
Fireball (CC) (11/54)...	\$145.00	\$145.00	\$145.00
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)	175.00	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	190.00	190.00
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)	190.00	75.00	110.00
Score-A-Line (CC) (9/55)	245.00	245.00	245.00
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

	High	Low	Mean Avg.
Thunderbolt (CC)	\$210.00	\$185.00	\$185.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC) ..	210.00	150.00	130.00
Venus Deluxe (U) (3/55)	350.00	225.00	275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Virus 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—Mott; Muloscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walting.

ABT Challenger (5/46)	\$ 30.00	\$ 25.00	\$ 25.00
AA Gun (K) (1/48)	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) (1/48)	125.00	125.00	125.00
Air Hockey	175.00	95.00	175.00
Air Football	245.00	245.00	245.00
Balloonamat Capitol 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) (W)	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	150.00
Carousel (Se) (11/54)	325.00	325.00	325.00
Champion Baseball (G)	175.00	150.00	175.00
Champion Hockey (1/46) ..	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)	95.00	50.00	50.00
Defender (B) (1/40)	150.00	125.00	125.00
Derby (Exhibit)	125.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	135.00	135.00	135.00
Drivemobile (M) (7/54)	150.00	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 Typer	195.00	195.00	195.00
Heavy Hitter (B)	65.00	50.00	65.00
Hi-Ball (Ex) (2/38)	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

	High	Low	Mean Avg.
Jack Rabbit (Amusement) (1/46) ..	\$125.00	\$125.00	\$125.00
Jet (B)	110.00	110.00	110.00
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)	145.00	125.00	125.00
Midget Raver (B) (11/56) ..	250.00	75.00	75.00
Midget Skeeball (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 Typer, F 5 ..	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	195.00	275.00
Teleguiz (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
Wizzard 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

Seeburg Announcing Unit

Continued from page 69

based on a three-year contract and includes all installation labor, complete maintenance and repair on all equipment supplied, including the semi-annual replacement of a pair of diamond stylus.

The rental for each wallbox is quoted at \$6 per month, is based on a three-year contract and includes maintenance and repair but not installation labor.

These figures are suggested by

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

950

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

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

Seeburg to its distributors. However, the brochure explains that "varying conditions nationally, particularly where the airport may be so far out that the Seeburg distributor must bring in a local Seeburg dealer (operator) to install and service it, may make it necessary to adjust these basic rental fees."

Two units can be installed in combination when more than 200 announcements would be needed, thus giving up to a 400-announcement capacity. The unit would then be numbered "1" and "2" and this designation would be added to the normal letter-number combination in selecting a message to be played.

According to the brochure, "field experience has indicated that it is not necessary to figure 24-hour per day, seven days a week standby service which would have raised monthly rates considerably." Service will be available, it is explained, from 8 a.m. to 5 p.m., six days a week (excluding Sunday).

Any terminal located in one of the 45 major cities where distributors are located is told in the brochure

to deal direct with that distributor. Terminals located in outlying small cities not serviced direct by a Seeburg distributor can be handled by a qualified factory-trained Seeburg operator, it is pointed out. In that case, the distributor would make the equipment available to the operator and extend him all possible technical assistance.

The brochure touts four advantages of the announcement system to an untrained voice at a microphone:

1. Considerable saving of a dispatcher's time; he only presses a selection combination (or more than one) rather than having to read thru them all.

2. Clarity of a professional radio announcer

RELAX with ROCK-OLA

the only complete line of "trouble-free" phonographs



Model 1465 200 Hi-Fi Selections

Model 1458
120 Hi-Fi Selections

Model 1462
50 Hi-Fi
Selections



Model 1464 120 Hi-Fi Selections
New Wall-mount Phonograph



Model 1555
Dual Purpose Wall Box
For either 120 or
200 Selections

... with the only complete line of phonographs for every possible location need, the time-tested proven 200, 120 and 50 Hi-Fidelity Selection Models ... with the only 200-120 selection combination remote control wall box in the industry. ... and now with the sensational new wall-mount 120 Hi-Fi selection Model 1464, designed to make pay-spots of locations never before dreamed of.

for literature and complete information, contact your ROCK-OLA Distributor or write
ROCK-OLA Manufacturing Corp. 800 N. Kedzie Avenue • Chicago 91

*On View Only at
ROCK-OLA Distributors!
See Them Today!*

U. S. Supreme Court Decides Not to Review Ohio Pin Case

WASHINGTON — The U. S. Supreme Court has decided not to review the Ohio Supreme Court decision upholding a ban against pinball machines in Columbus and Toledo, Ohio.

The U. S. High Court issued its denial of review Monday (9), but made no statement as to why it decided not to review the case. Names of the operators filing petitions for review were simply listed along with other cases which the court decided not to review.

Two briefs had been filed with the High Court, asking it to look into an Ohio Supreme Court de-

cision banning pinballs in Columbus and Toledo.

First brief, filed for Columbus operators Ray M. Benjamin and G. D. Ferguson, asked the High Court to decide whether in "enacting a city ordinance prohibiting possession of pinballs in Columbus, the Council of Columbus took property without due process of law." (The Billboard, April 14.)

Second brief, filed for Toledo operator Don Feak, was similar to the one filed for Benjamin and Ferguson. It claimed that the Ohio court action raised the ques-

tion of whether the Toledo ordinance violated due process of law by "establishing a conclusive presumption that a pinball machine which can be used for gambling purposes is in fact used for such purposes." (The Billboard, April 28.)

Operators have the right to file for a rehearing within 25 days if they believe that matter is important enough to warrant consideration by the nation's High Court, and if they "think their case is strong enough to get a review," court sources said.

COOL SHOOTIN'

Rifles Doing Best at Chi's Riverview Pk.

CHICAGO—Cold weather has put a damper on early season Arcade receipts at Riverview Park here, according to Herb Tekip, Arcade manager, with the coin-operated gun games among the few types of machines doing a steady business.

As a result, Tekip hopes to add more rifle games to the big line of amusement equipment spotted at Riverview's three Arcades. All of the rifles now in action bring good grosses, he reports, with some of [\(Continued on page 81\)](#)

Donan Slates Grand Opening At New Offices

CHICAGO — Donan Distributing Corporation will stage a grand opening and open house at its new offices and showrooms at 2633 Milwaukee Avenue, Sunday, June 22, at 3 p.m.

Refreshments will be served and souvenirs awarded while operators and other guests are given a tour of the new location.

Donan made its move to the more spacious and accommodating location early last month (The Billboard, May 5).

The new site takes in an estimated 10,000-square-foot, single floor area featuring ready access [\(Continued on page 84\)](#)

Await Decision On Pa. Pinballs

UNIONTOWN, Pa. — A decision on pinballs which could affect operation of these games thruout the State, was expected soon in Fayette County Court.

The controversial case has been pending since June of last year. At that time State police seized 41 pins in a number of communities. The court was asked to declare them "gambling devices."

If the court rules pinballs "gambling devices," the State is expected to seize more of these games thruout Pennsylvania.

Game, Juke Exports Boosted in March

Amusement Machines Double Volume, New Phonographs Top \$1 Million Mark

WASHINGTON — Dollar volume of U. S. game exports in March more than doubled, and juke box volume jumped 27 per cent over the February levels, according to U. S. Department of Commerce figures.

Shipments of new juke boxes rocketed to over \$1,000,000 during the month, the highest volume of the year in this category. Used juke shipments ran to only \$199,904 in March.

Amusement game exports jumped from a low \$323,659 February run to a better-than-average volume of \$695,877 in March. Game export volume averaged \$646,301 per month in 1957.

The \$1,917,868 March volume in games and juke, however, was far behind January's record run of \$2,197,183. New phonographs were shipped to the tune of 1,375 units in March, 469 used juke were shipped, 3,303 amusement games. This compares with respective unit figures of 1,042,313, and 1,688 in February.

Belgium Tops

Belgium was easily the top market in March, taking a volume of \$419,590, fairly well divided between game and juke. West Germany and Switzerland followed, both above the \$200,000 mark, and Cuba, Italy, Venezuela and Canada each did better than \$100,000. (See chart this section.)

West Germany, in close run with Belgium and Switzerland, did the best volume in new phonographs, taking \$181,285.

Belgium topped the game markets with a \$168,305 volume.

Other top game markets in March were Italy (\$127,567) and Cuba (\$123,447).

Among the markets notching new high one-month marks for 1958 in total game and juke imports were Belgium, Cuba, Sweden, Denmark, Ecuador, Lebanon and Panama.

Vending machine shipments in March (not shown on chart) totaled \$202,338 on 5,927 units shipped.

IN BIRMINGHAM:

Grosses Determine Spot's Commission

This is the first in a series of articles on game route commissions and location loans.

By ROGER THAMES

BIRMINGHAM — Game operators here make a practice of scaling location commissions to grosses, with the top spots getting a 50-50 split, the others scaled downward. Operator loans to locations—once prevalent in this area—are no longer a problem.

The standard 50-50 split is dominant here, but it's hard to stick to it and realize a profit, according to Max Hurvich, whose Birmingham Vending Company is the oldest coin firm in the city.

"There are high licenses in this area—almost confiscatory," Hurvich said. "This makes it difficult to pay 50 per cent. There's a \$12.50 per-machine levy by the State and county; \$10 per machine in Birmingham, \$25 in nearby Bessemer—in fact, towns and cities now charge whatever license they

feel they can get away with."

The 50-50 split is standard operating procedure only in good locations, said Hurvich, and the few good locations just about carry the rest of them.

Tough on Beginners

"If it wasn't for the fact that most operators have machines bought and paid for, you couldn't make it. A new man coming in the [\(Continued on page 82\)](#)

Chi Coin Ships Bonus Scoring Puck Game

CHICAGO — Shuffle Explorer, a new model shuffle puck game with bonus scores, was shipped to distributors last week by Chicago Coin Machine.

The new game is an advance model of the standard Rocket Shuffle, with a spell-the-name feature providing extra in-line scoring opportunities.

Player making three, four or five in-line lights up one letter of the name, Explorer. When the entire word is spelled out in lights in this fashion, player can earn up to one-million added points to his score.

When name is lighted, three-in- [\(Continued on page 82\)](#)

Ind. Lawmakers Seen Losing Anti-Pin Fervor

By JOE KLEIN

INDIANAPOLIS—For the first time in eight years, an Indiana Legislature may adjourn next March without having enacted laws for the regulation of coin equipment in general, and pinballs in particular.

Began in 1951, the "crusade" to bring coin machines under control and pins under virtual prohibition has apparently run its course.

The anti-coin measures of former years seem to have stemmed from the Kefauver probes begun in 1950. From that time on, Hoosier Legislatures have shown a pronounced tendency to regard all coin machines as contraband.

Since the Kefauver hearings, a law has been passed in Indiana requiring ownership identification of all coin equipment, and by "all

is meant everything from pinballs to gum venders.

Passed Stiff Laws

Since then, in the fervor to annihilate traffic in pins, statutes have been enacted which, by comparison, makes a Politburo decree a shining example of benevolence.

Under the provisions of one such law, for instance, a second arrest for possession of a pinball machine could have brought 10 years' imprisonment and a possible \$5,000 fine.

Control of pin gambling has been a major ordeal of Indiana legislators thru four sessions — 1951, 1953, 1955 and 1957.

Today, the laws designed to curb pinball play in Indiana are in a condition of impotence having been strangled in the maze of legalistic [\(Continued on page 85\)](#)

Pins Banned In Utica, N. Y.

UTICA, N. Y.—The Common Council here has banned pinball games as "gambling devices."

Previously the games had been licensed by the city. The ban is immediately effective.

The new Utica ordinance also regulates other coin-operated games.

While previously declared legal, pinballs were not allowed to be used for gambling. There had been claims that the old ordinance was full of loopholes and that the machines were often being used for gambling.

Last March, Mayor McKenan asked the Council to ban the pinballs outright. But an ordinance was introduced which would have removed all city controls from the games. That ordinance, together with two others were sent to committee, and the new ordinance banning pins emerged.

COIN MACHINE EXPORTS

MARCH, 1958

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	225	\$171,638	216	\$79,647	761	\$168,305	1,202	\$419,590
West Germany	260	181,285	40	24,600	289	83,298	589	289,183
Switzerland	257	176,218	52	36,582	103	22,665	412	235,465
Cuba	91	68,556	1	750	1,127	123,447	1,219	192,753
Italy	30	20,533	—	—	423	127,567	453	148,120
Venezuela	142	118,171	2	2,500	23	8,844	167	129,515
Canada	70	49,103	7	2,844	179	48,395	256	100,342
Austria	81	60,509	30	21,535	—	—	111	82,044
Sweden	20	16,169	3	1,723	74	20,859	97	38,753
Denmark	23	17,081	—	—	38	14,631	59	31,712
Ecuador	24	24,695	—	—	—	—	24	24,695
Lebanon	25	21,660	—	—	19	2,325	44	23,985
Panama	27	21,939	—	—	—	—	27	21,939
Philippine Republic	24	18,680	—	—	—	—	24	18,680
Morocco	2	2,100	—	—	45	13,483	47	15,583
Netherlands	—	—	33	6,447	7	2,700	40	9,147
Other Countries	74	53,730	85	23,274	217	59,358	376	136,362
Totals	1,375	\$1,022,087	469	\$199,904	3,303	\$695,877	5,147	\$1,917,868

National Picks 4 Distributors

ORANGE, N. J.—The National Shuffleboard Company has named four distributors. They are Miller-Newmark, Detroit; Sheldon Sales, Buffalo; Harry Snodgrass, Albuquerque, and Elmer Rowe, Troy, N. Y.

Ed Martell, National sales manager, said the company's new models will be delivered late this month. He added that orders for 50 machines have been received to date.

Martell leaves this week for a sales trip in the South Atlantic States.

SPECIAL SUN VALLEYS and MISS AMERICAS

Phone, write or call

NEW ORLEANS NOVELTY COMPANY

115 MAGAZINE STREET
NEW ORLEANS, LOUISIANA
Tel.: Jackson 2-5906

WANTED Bingo Mechanics!

STEADY WORK! GOOD
PAY! NO DRIFTERS!
GIVE QUALIFICATIONS
AND REFERENCE IN
YOUR FIRST LETTER.

Write to Box
924
THE BILLBOARD
188 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS

Fly!

NAVY OFFICER

NAVY

Bulk Profits in Chain Stores

• Continued from page 66

of the bulk vending operator is apt to carry more weight. Per dollar net profits (commissions) are extremely high compared to standard merchandise. (See The Billboard, June 2.) Bulk venders take up minimal floor space. They do not require attention by store personnel. They thrive in high-traffic locations. They seldom compete with a store's merchandise for sales.

More Advantages

They are often an aid to parents accompanied by children. Machines may be stacked vertically. All point-of-sale material is supplied and handled by the operator. Batteries of machines may often be spotted in places where they do not interfere with the flow of traffic. Chain Store Age also gives comparative sales figures of leading chains for the first four months of 1958 (net profit is not computed). Grocery and drug chains are the only ones that consistently made more money from January thru April, compared to 1957 sales figures. The other chains—variety, general merchandise, shoe, apparel, mail-order, auto-supply, fur-

Self-Testing

• Continued from page 66

up the take, and, of course, listened to comments from customers. When the owner compared the take of the machine to the time he had spent servicing the machine he was convinced that Jimenez was in a position to guarantee top-quality merchandise that would be kept fresh. He was also impressed with Jimenez's candor and readily agreed to try a triple-head pedestal installation vending ball gum and charms.

Jimenez has used the self-test method to land four supermarkets, a dozen drugstores in family neighborhoods, five confectioneries, a roller rink and two day nurseries. In each instance Jimenez candidly stated that he couldn't guarantee that sales would be high enough to warrant bulk vending machines. Invariably the self-test experiment worked out, reports Jimenez, who was judicious in selecting spots that had high traffic in children. During the testing period, Jimenez splits the take 50-50.

Juke Ops Look to Cig Venders To Increase Location Takes . . .

Desire to keep locations not responsible for music machine operator interest in cigarette machines at recent MOA convention, according to Vend magazine. Rather, operators want to increase revenue in their juke box locations, according to the publication. Operators argue that altho takes from cigarette machines are much smaller than those of music machines, profits are steady, depreciation is at slower rate and increase in servicing costs is nominal. Seeburg unveiled new cigarette venter at MOA confab, while Rowe and National Vendors showed latest equipment as well.

News in Brief

• Continued from page 66

muses enables him to maintain average commission rate of 1 1/4 cents per pack. Dierickx said his gross profit per pack was 8.4, 7.6 and 7.4 cents on regular, king-size and fifters respectively.

Winner Balls

• Continued from page 66

ment officers do not spend much time in slum and rural areas. Eppy said that these are the first places they do look, as they figure that better-type locations are less apt to have winner balls. Eppy said that his letter is not meant for exclusively winner ball operators, but to those who operate some winner balls in their poorer locations. He advised these operators to quit locations which will support only winner balls and relocate the equipment on stops which will yield a profit with ball gum and charms.

RECONDITIONED EQUIPMENT

We're back again with some of the finest machines we've had in a long time. For a while we couldn't get enough good used games worth advertising, but now we have a fine selection of guaranteed reconditioned machines, clean as a whistle and ready for location. Rails have been scraped and lacquered, new cards installed, machines have been cleaned inside and out and they've been completely overhauled. Better order now while we still have a good selection.

SHOW TIME	\$395.00	MIAMI BEACH	\$110.00
KEY WEST	315.00	GAY TIME	100.00
BIG SHOW	275.00	GAYETY	65.00
PARADE	200.00	BIG TIME	115.00
NIGHT CLUB	200.00	VARIETY	75.00
BROADWAY	175.00	YACHT CLUB	60.00
BEACH BEAUTY	160.00	BEAUTY	60.00

WRITE, WIRE OR PHONE FOR PROMPT SHIPMENT

H.M. BRANSON DISTRIBUTING COMPANY

811 E. BROADWAY Phone: Juniper 7-1343 LOUISVILLE 4, KENTUCKY

EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

A Royal Flush not once, but TWICE!

YOUR WINNING
Bally
HAND

- A CYPRESS GARDENS
- K TROPHY BOWLER
- Q ABC Super Deluxe BOWLER
- J BIG HIT
- 10 KIDDIE RIDES

and we're dealing both winning hands to YOU with this fabulous line-up of BALLY and ROCK-OLA equipment. Don't draw another card . . . you can't beat the hand Scott Crosse is dealing operators!

Play your cards this week and order immediately. It will pay you . . . in spades!

YOUR WINNING
Rock-Ola
HAND

- A MODEL 1465, 200 Sel.
- K MODEL 1458, 120 Sel.
- Q MODEL 1464, 120 Sel. WALL UNIT
- J MODEL 1462, 50 Sel.
- 10 MODEL 1555, 200 Sel. WALL BOX.

(With the "Tip of a switch" either 120 or 200 selections!)

International Scott Crosse Company
SCOTT CROSSE COMPANY

BRANCH: 512 CARPENTER AVENUE SCRANTON, PA. 1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Rittenhouse 6-7712

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

SLATE TOPS

REG. PRICE \$69.50 **NOW** BUMPER POOL 32" x 48" \$44.50 4 or more \$42.50
REG. PRICE \$90.00 & POCKET 35" x 47 1/4" 69.50 2 or more 65.00

Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. & 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

MARVEL Billiard Supply Company

1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MOntrose 6-8855

TERRIFIC LOCATION PIECE FOR FOOD CHAINS, BUS-AIR TERMINALS, BOWLING ALLEYS AND KIDDIELANDS New! "BIKE RACE"

- Competitive—2 player.
- Players manipulate their own bikes in a thrilling race by turning handles at top speed.
- Speed is recorded on meter . . . best score wins.
- Brilliantly illuminated.
- Actual miniature bicycles—life-like riders.

IMMEDIATE DELIVERY

EXPORT—DOMESTIC SALESMEN! DISTRIBUTORS! OPERATORS! CONTACT US!

EXPORT—ALL TYPES MACHINES
MIKE MUNVES CORP.
577 Tenth Avenue New York 36, N. Y.
Elyant 9-6677

"JIGGER" MECHANICAL HORSE

The Jigger Branc mechanical horse is a safe, lively saddle rider, complete with a genuine western saddle and bridle . . . is a proven money-making traffic stopper.

The Jigger Branc is motor driven, coin operated.

The cast aluminum body is finished with a high gloss automobile finish. This finish permits easy touch up.

The body finish is brown with white mane, tail and black hoofs. Special body colors on request (small additional charge). Base is constructed of 1/2 steel angle iron frame, with 1/2" marine plywood covered with hammered aluminum. Top sections easily removed in two parts for attention to motor, belts, fuses, etc. Mechanism is driven with two V-belt drives, 1/2 h. p. Westinghouse motor, 115 V 60 cycle A.C. Eccentric bearings are permanently lubricated and sealed at the factory and require no further attention.

The Jigger Branc is equipped with 10c national rejector coin chute, 1, 1 1/2 or 3-minute ride (specify when ordering).

The Jigger Branc is equipped with ground connection plus two 10 amp. fuse to insure the safety of the riders.

DISTRIBUTORS WANTED
Write or call for prices and details

UNITED KIDDIE RIDES CO.

414 NORTH GILPIN DALLAS, TEXAS
PHONE: FE 7-3924

SPECIFICATIONS

Overall Height 46 in.
Height in Saddle 39 in.
Overall Length 53 in.
Width of Stirrups 18 in.
Base 18 in. wide—42 in. long
Weight 300 lbs.
Shipping Weight 340 lbs.

COINMEN YOU KNOW

Continued from page 72

purpose of bringing together distributors and operators and their own representatives? This is a good job for the Automatic Phonograph Manufacturers Association to tackle. And while they're at it, they can turn their attention to the problem of securing top salesmen, servicemen and mechanics—one of the many problems kicked around

by the Parker - Collins - Spagnola "panel."

Joe flew back to Atlanta to direct the moving of his furniture and belongings to Chi (Joe, of course, was formerly headquartered there as district sales representative for the SE before getting the call to Chi).

Joe mentioned that he paid \$288 in Georgia income taxes just several days before getting his new assignment—a sum he would not have had to pay if he had only known! He'll be back in the Windy City to resume his new duties around the end of the month. Also expected back at that time is Ed Ratajack, vacationing in his favorite vacationland, Arizona. Ted took off for Minneapolis.

Ben Coven and Sid Parrish were kicking it pretty fast and furiously, too. Their subject is one that is a number one topic of the moment with all Chi distrib: Where's the business? Ben's diversifying his coin line considerably, as well as handling such non-coin items as an Allen-Bradford "navigator" device for boats, etc.

Jack Mitnick, golfer-turned-famous-fisherman, had a few choice fishing expeditions to tell about prior to his leaving for his big "fishing expedition" overseas for three weeks. He recalled with fresh detail the time that he, Sam Solomons and Jerry Brenner took off for a fishing weekend up in Michigan. Jack, an inveterate believer in guides when fishing in strange waters, gave in to Sam on that score when the latter assured him that they didn't need a guide.

The details of how they finally found fish without a guide would fill quite a few pages. They did, however, wind up with a boatload full of fish—not only Saturday, but Sunday as well. One way they did it: Kept a sharp eye on the charter boats. There were a couple of mishaps that colored the adventure, tho.

One, was the tragedy of Sam's losing 10 dozen minnows by parking them in the trunk of the car during the ride up to the fishing spot. Another: when Jack asked Jerry to put the liquid refreshments into the net and flip it over the side to keep cool. Jerry (or someone) forgot to tie the net to the boat. Jack Sloan, veteran BB ad man, fought for equal time to tell some tales of his own.

The United Music head will make a fast tour thru London, Dublin, then on to Stockholm, Antwerp, Paris, Genoa; hitting Austria, West Germany and Switzerland at points in between. He'll make a whirlwind trip and will try to wrap it up in two weeks, but as he admits, it'll most likely take three. "The hospitality of the Europeans is amazing; I can't very well pass up invitations when the people are as gracious as they are."

Kurt Kluever believes that Rock-Ola's wall-mount may be a possibility for picking up very small spots not equipped with juke boxes now; he also sees it as a competitor for hideaway-wall-box units, altho it's a cinch that he'll find a strong debate on that score from at least some of the other manufacturers, if not all. Les Rieck down in St. Louis on business, is expected back this week.

Washington

By DELORES NEWCOMB
Hirsh de La Viez has returned from a "really enjoyable" tour of Europe. He says that coin machines, especially juke, are very popular in Europe. The "latest models" are in use," he says. . . . Phil Mason, vice president of Hirsh Coin, is planning a trip to

Florida in July. He hopes to get to Cuba, too, and do some deep sea fishing.

The company's treasurer, Roger Squitiero, says business "is holding its own" and has not been hit by the summer slump. Roger believes that joint servicing of machines is a practical, workable idea. A joint servicing venture launched by Hirsh was ended late last year so that operators could take stock and "catch up on outside activities." Squitiero believes the plan has "many advantages" and would like to see more operators follow it.

Boston

By CAMERON DEWAR
Leon Sherter, Chester Music Company, Newton, was rushed to Beth Israel Hospital, Boston, after a heart attack. Leon is progressing satisfactorily and would probably appreciate a card or a note. . . . Edward Ravreby, Associated Amusements, back at work after a second illness. Came back too fast after pneumonia laid him low. Ed says business is picking up again and operators are finding their way to the new quarters at 391 Cambridge Street, Allston.

Trimount repairman David Walsh has taken a bit of time off to get himself married. . . . Dick Mitchell, Dick's Records, escorting his charming wife to the party given by Coral Records at Blinstrub's Village for their star, Eileen Rogers.

Bob Jones, sales chief at Redd Distributing Company, is keeping on the run these days with the annual end-of-the season clearance sale. Says operators are streaming in and business is lively. . . . Pete Slepchuck, Springfield, is enjoying success with his Playland Amusement Centre. Pete had some trouble in opening his second Arcade in the city a year ago, but he has had his license renewed and business is booming. . . . George Briggs reports both music and games are going well in the Western part of Massachusetts.

Dave Baker, Melo - Tone Vending Company, Inc., and president of the Music Operators Association of Massachusetts, says his talks at the MOA Chicago convention have brought a great deal of response to the group's fight on the oppressive juke box license situation in the City of Boston and the State.

The balmy weather is bringing

operators in from far out of town these days. Seen this week were Bill Ferris, Madison, Me., Marty Rosa, Waterbury, Conn., George Clapp, Paxton, Joe Cucchiare,

DAVIS 6-Point GUARANTEE

S	V200 Rebuilt w/VL Sel. Rec.	\$695.00
E	HF100G	525.00
B	HF100W	495.00
U	3W1 Wallboxes, Chrome (100 Selections)	49.50
R		
G		

A	G200 (like new)	\$595.00
M		
I		

W	2150 (200 selections)	\$695.00
U	2000 (200 selections)	619.00
R	1900 (104 selections)	569.00
L	1800	495.00
I	1700	425.00
T	1400	149.00
Z	5205 (104 sel. wallbox)	27.50
E	5204A (105 sel. wallbox)	19.50
R		

R	1446 (120 selections)	\$449.00
O	1438	345.00
C		
K	1434 (45 rpm)	139.00
O		
L		
A		

Terms: 1/2 Deposit, Required.

WORLD EXPORT Corp.

DISTRIBUTING

Exclusive Seaburg Distributors

738 Erie Blvd., East
Syracuse 3, N. Y., U.S.A.
Phone: Granite 5-1631

CABLE ADDRESS: "DAVDIS"

BIG NEWS

FOR EXPORTERS AND IMPORTERS
REGARDING
THE BILLBOARD INTERNATIONAL

Use THE instrument designed to promote World Trade. Reach over 8,000 potential buyers, sellers and users of all types of coin operated equipment, supplies, and phonograph records in more than 120 countries throughout the World!

1957 Exports hit Record \$26,637,266! Are you getting your share of this growing World market? The Billboard International, published every other month—printed in English—French—German and Spanish—is THE vehicle whereby you can deliver your sales message to this ready made market.

ADVERTISING DEADLINE
FOR THE SEPTEMBER ISSUE OF
THE BILLBOARD INTERNATIONAL
IS TUESDAY, AUGUST 12

Contact your nearest Billboard office today or write:

BILLBOARD INTERNATIONAL

CHICAGO 1, ILL. 188 W. Randolph St. CE 6-9818 Jack Sloan Dick Wilson Dick Ford	NEW YORK 36, N. Y. 1536 Broadway PLaza 7-2800 Murray Dorf	ST. LOUIS 3, MO. 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling
HOLLYWOOD 28, CALIF 1520 North Cower HOLlywood 9-5831 George Kelley		

MISC. COIN EQUIPMENT

- All Reconditioned
- 4 Bally All Stars, Ea. . . . \$295.00
 - 2 Bally Balls-A-Poppin', Ea. . . . 125.00
 - 2 C. C. World Trainers, Ea. 295.00
 - 9 Ex. Dale Guns, Ea. . . . 25.00
 - 1 Ex. Ringer Ball 50.00
 - Bally Bowling Lanes Write
 - Bally Tournaments Write
 - Bally Strike Bowlers Write
 - 1 Bally Target Roll Write

KING-PIN EQUIPMENT COMPANY
824 Mills St. 7624 Fenkell St.
Kalamazoo 21, Mich. Detroit 38, Mich.
Phone: Phone:
Firstline 5-1151 University 3-4770

KIDDIE RIDES FOR SALE

In operating condition. All parts complete.

VARIETY SPECIALS
Novelties to attract attention and sales.

DOPEY DUCK	\$125.00
GYM CYCLE	100.00
FLYING SAUCER	150.00
AUSTIN AUTO	225.00
HVD METAL TYPER	175.00

Available L.A. Chgs. Type of Ride Price

x	x	Miss America Boat	\$225.00
x	x	Metear P. T. Boat	200.00
x	x	Dopey Duck	125.00
x	x	Gym Cycle	100.00
x	x	Bally Space Ship	150.00
x	x	Flying Saucer	150.00
x	x	Atomic Jet	100.00
x	x	Austin Auto	225.00
x	x	Lane Merry-Go-Round	280.00
x	x	Deco Merry-Go-Round	195.00
x	x	Jay Merry-Go-Round	125.00
x	x	Hopalong Pony	195.00
x	x	Space Ranger	225.00
x	x	Exhibit Western Gun	80.00
x	x	Harvard Metal Typer	175.00

Terms: 1/3 Certified Deposit, Balance C.O.D. or Sight Draft.

KIDDIE RIDES, INC.
2557 W. North Avenue, Chicago 47, Illinois
Phone: ARmitage 6-8180

JOE ASH SAYS:

Question: WHY DOES ACTIVE HAVE THE LARGEST SELECTION OF GOTTLIEB GAMES IN THE U.S.A.???

Answer: ACTIVE IS THE LARGEST GOTTLIEB DISTRIBUTOR IN THE U.S.A.!

Exclusive Distributors for Worlizer, D. Gottlieb and Irving Kaye Co. in So. Jersey, Del. and Penna. Cable Address: COMAC, Philadelphia, Penna.

ACTIVE

AMUSEMENT MACHINES CO.

You can ALWAYS depend on ACTIVE ALL WAYS

666 N. Broad St., Phila. 30, Pa. • POBox 54492
Write or wire for prices

ILLINOIS and INDIANA OPERATORS

BUY OR RENT FROM EMPIRE!

Largest Selection of Equipment

BINGOS—BOWLING ALLEYS—FIVE BALLS

Prompt Service

1/2 Deposit, Balance Sight Draft or C.O.D.

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600
DETROIT BRANCH—14344 Fenkell, Detroit, Mich. Tel.: Broadway 3-2150

JUNE SPECIALS

DON'T MISS THIS SALE

- Bally Miss America
- Bally Sun Valley
- Bally Show Times
- Bally Big Show
- Bally Skill Roll
- Bally's Great New Bingo . . .
- Cypress Gardens

Write, Wire or Phone for Prices
Phone: Alpine 4-8571

FRANK SWARTZ SALES CO.

515-A Fourth Ave., S.
Nashville 10, Tenn.

TERRIFIC BUYS!

- 20 New AMI H-200
- 10 BALLY ALL STAR BOWLER
- 10 BALLY KEY WEST
- 25 BALLY ABC BOWLING LANE, 14'-11"

REDD Distributing Co.
298 Lincoln St.
Alhston 34, Mass.
AL 4-0440

Exclusive Distributors of
WURLITZER—BALLY—CHI. COIN
GENCO—FISCHER

When answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

Fitchburg, Louis Stevens, Southbridge, Adolph Dugas, Webster, and Stanley Skop, Westfield.

Detroit

By HAL REVES

Milcael Bellantuoni, who established the Bell Coin Machine Company with a diversified route of amusement and vending machines, and sold out in 1954 to the General Coin Machine Company, is returning to the business with the newly formed Bellantuoni Coin Machines. He is operating Arcade equipment, ball gun units, games and juke boxes, and plans to enter the soft-drink vending field as well. Headquarters are on Michigan Avenue, in connection with one of the two pizza restaurants which he also operates.

Gill Kitt, head of Empire Coin Machine Exchange, was in town for several days visiting his new Detroit branch, which is under the management of Bob Wilcy.

Samuel J. Rose, veteran Detroit coin machine operator, is taking over sole ownership of the Crown Amusement Company, in which he

was formerly a partner with another veteran, Arthur P. Saurve, who has withdrawn from the business. Saurve remains active in the firm of A. P. Saurve and Son, spending much of his time at his home at West Palm Beach, Fla. Crown is operating a route of amusement games in the Detroit area.

"We have to keep equipment up, keep it clean, and keep looking for new locations" is the way Frank Alluvot Jr., Frank's Music, summarizes the company's policy for meeting recession conditions on one of the area's largest routes.

Richard V. O'Meara, general manager of Music Systems, Seeburg distributors, is to be married Saturday, June 28, to Arlene Klein, who is working in labor relations with General Motors. The ceremony will be performed at St. Alphonsus Catholic Church in the west side suburb of Dearborn, and O'Meara is inviting operator friends to attend the event. The couple tentatively plans the honeymoon on the East Coast, especially New England.

Denver

By BOB LATIMER

Sam Salardino and Bill Haelfner, long-time phonograph operators in Pueblo, Colo., were guest speakers at the May meeting of the Colorado Music Merchants, Inc., held at Ernie's Restaurant. Salardino, who operates Salle Music Company, and Haelfner are two of the most remote members of the organization, which has its headquarters in Denver, and devoted their time on the rostrum to discussing common operating problems, plus peculiarities of phonograph and amusement machine operation in an industrial city such as Pueblo.

Among the reasons Haelfner and Salardino were honored guests is the fact that the June meeting of the group will be held in Pueblo, according to Jack Arnold, president of the Colorado group. A policy of holding at least one meeting per quarter in communities other than Denver will be followed in the future, according to Arnold.

Bill Storey, noted as a music and game operator who "takes the longest vacations in the Denver industry," is planning another extended trip for 1958. This time his destination is Haiti; Storey will sail from Miami on July 10. . . . The tempo of route sales has been stepped up sharply during May, with at least half a dozen major vending, phonograph and game routes in the process of changing hands.

CHATTANOOGA TO BAN ALL COIN GAMES

CHATTANOOGA — The City Commission passed a first reading last week of a new ordinance that would ban all types of coin-operated games in the city. Included are pool games, shuffle games and pinballs.

Frank Stell, owner of the Dixie Amusement Company, protested passage of the ordinance at the city meeting. Other operators attended, but none spoke up. Stell said that coin-operated pool and shuffle games have no gambling features, and are in the same class as regular pool tables and alley bowling.

Previously here the test for a coin game was whether it was a game of chance or skill. Games of chance were outlawed. But games of skill were permitted unless used for gambling.

CHILDREN'S RIDES!

by CAROUSEL!

- Space Ranger Space Ship . . . \$250.00
- Circus Jet . . . 100.00
- Sea-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 Typewriter (Standard) . . . 225.00
- Williams Crane . . . 125.00

ABT CHALLENGER PISTOLS \$39.95

Big Bronco Hobby Horse . . . Write
Pony Bay 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

carousell

industries inc.

2645-47 W. Lawrence Ave.
Chicago 25, Illinois
Phone Uptown 8-1369

THEY'RE STREAMLINED
THEY'RE THE LEADERS



THEY'RE BY UNITED
and the COLLECTIONS
PROVE IT!!

UNITED'S

EAGLE SHUFFLE—ALLEY & UNITED'S SHOOTING STAR. REGULAR

& DE LUXE MODELS
BONUS BOWLER

12 and 14 ft. long.

AND
UNITED'S HI-FI PHONOGRAPH

Also a complete line of reconditioned Bowlers, Shuffle Alleys and Phonographs.

Exclusive distribution for United Mfg. Co. in New York, New Jersey, Connecticut, Delaware, Maryland, Washington, D. C., Virginia, West Virginia, North Carolina and South Carolina.

In Mass., Maine, Vermont, N. H. and R. I. call collect: Pennsylvania 4-8488.

TRADES ACCEPTED DAVE SIMON • IRVING HOLZMAN

323 10th Ave., N. Y. 24, N. Y.

We carry a full line of genuine United Parts



The SEEBURG CIGARETTE VENDOR

- Quiet, all-electric selection and delivery
- 22 Columns—over 800 Pack capacity—11 rear bank shift columns
- Three-Way Pricing
- Easy-view selection panel
- Blended styling for all location decors

Immediate Delivery

Exclusive Seeburg Distributors

A Quarter Century of Service

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmings 6-5005

Detroit Ops

Continued from page 72

small board were: Frank Alluvot, Frank's Music; Louis Ambroisine, L. A. Music Company; Harvey Gilbert, Gilbert's Music; Sidney Katchem, Morris Music; and Everett Watson, Ray Music Company. Retiring president Carlson becomes ex officio a member of the board also.

The election meeting was conducted by Roy Small, coordinator and public relations counsel of the UMO, whose term of office continues until January, permitting a continuity in administration over election periods.

The addition of a new member was announced at the meeting—Marvin J. Blank of the J. G. Music Company, a recently organized operation.

A program for strengthening the functioning of the UMO through the appointment of Leo Piazza as field representative, a new post, was announced, and Piazza was introduced to UMO members. His basic function, according to a UMO spokesman, will be "to assist members with their location troubles and problems, and create good will among members." He will also head up an active membership drive, calling on both former members and non-members to enroll them in support of the music trade association.

Financing of new machines by distributors was the subject of a special conference of UMO executives and distributors, and all distributors have agreed to co-operate with the UMO's position urging certain precautions in this area—a position formally stated by Small:

"Financing of phonographs is insecure when the distributor does not know where the machine is being placed or when it is being used in any way that would create enmity and strife between operators to such an extent that the ability to pay for the instrument becomes questionable.

"Therefore the distributor should demand cash for machines that are used in a way that jeopardizes the financing, thus eliminating one of the financial troubles of the operators."

This is basically intended to eliminate the problem of location jumping, which is currently said to be "very bad" in Detroit, according to a UMO spokesman. It is in effect aimed to urge the distributor to check where a machine is going to be placed before he finances its purchase, and if there is an established operator with a machine in that spot, to demand cash payment. It is this effective block on jumping to which the UMO office reports distributors have agreed, pointing a likely way to smoother operating conditions in this area.

Cool Shootin'

Continued from page 78

the earliest models doing as well as the later types. Tekip has some of the original Exhibit Supply rifles still in heavy action.

Tekip has rearranged some of his penny card vendors, grouping them together in four-sided batteries and getting better results. Current rage among the kiddies is the TV cowboy card line. Tekip's vendors sold 20,000 of these within 20 days of cold, rainy weather.

New this season are four Dale Burp guns and four Genco Space Age rocket-launcher machines.

Pennies still account for the biggest single-coin receipts, but dimes, filling the machines in fewer numbers, bring in three times as much cash. Some of the penny units have been kicked up to the nickel fare and are doing better.

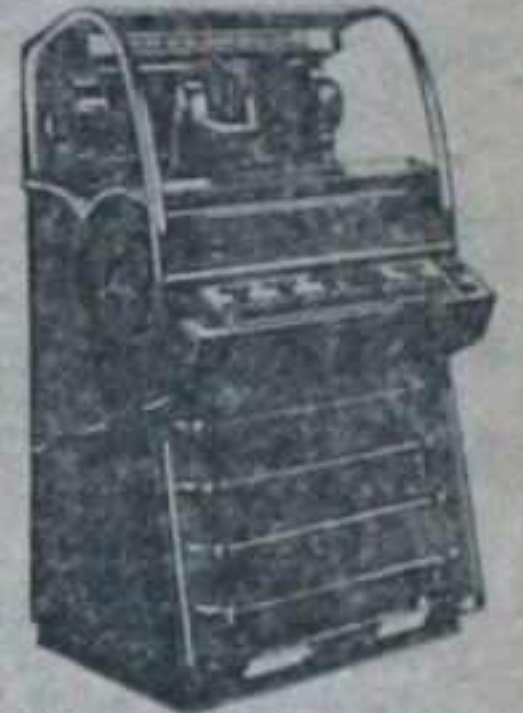
One machine doing a smash business is a capsule vendor totting a miniature aquarium as a companion. (See story in Vending Machine section.) Tekip designed the unit himself and plans to add more on the basis of early heavy returns.

STEP UP

COLLECTIONS

WITH THESE REBUILT PHONO SPECIALS

AMERICA'S Finest Used Phonograph



SEEBURG

- V-200 (200 Sel.) with VL Receiver . . . \$695.00
- HF100R . . . 595.00
- HF100G . . . 495.00
- M100C . . . 395.00

WURLITZER

- 1800 (104 Sel.) . . . \$469.50

ROCK-OLA

- 1455 (D) (200 Sel.) . . . \$649.50
- 1454 . . . 595.00

AMI

- G-200 . . . \$595.00
- H-200 . . . 749.50

"45" R.P.M. Phonos
For the Fair Locations

- Rock-Ola 1434 . . . \$149.50
- Wurlitzer . . . 149.50

VISIT ALL SHAFFER OFFICES

SEE THE SEEBURG

Cigarette Vendor over 800 pkg. capacity

Write for Illustrated Catalog

GUARANTEED BY



SHAFFER
MUSIC COMPANY

849 North High Street
Columbus 8, Ohio
AXminster 4-4614

1839 Central Parkway
Cincinnati, Ohio
MAin 1-4210

1927 N. Capital Ave.
Indianapolis, Indiana
MEtro 4-3571

August Latest Targets Date in Rackets Probe

WASHINGTON — It now appears that it may be August before the Senate Committee on rackets in labor and management will get around to probing racketeering in the coin machine field.

Committee sources told The Billboard last week (1) that plans to probe coin machines in June had to be dropped because other phases of the investigation were "stringing out." The Committee has had investigators looking into the coin industry in New York, Chicago and Detroit, sources said, but it will be August before public hearings are held.

In an earlier phase of the investigation, the McClellan (D., Ark.) probers uncovered attempts by a teamsters West Coast union to control pinball operations in Portland, Ore.

In other action on the labor front, the Senate was in hot debate on the Kennedy (D., Mass.) and Ives (R., N. Y.) union control bill, at press time. The bill would require full reporting and public disclosure of union internal processes, union financial operations and trusteeships over subordinate unions. It would also establish an advisory committee on ethical practices, composed of representatives of the public, labor organizations and employers.

The bill was labeled by many Republican senators as "too weak," and has come under fire of Labor Secretary Mitchell.

In Birmingham

Continued from page 78

business in a big way would probably lose a chunk of money," Hurvich said.

The "front money" practice hasn't come to this area, but several operators yearn for it. "With that system it seems an operator can come out of it with a profit," Hurvich remarked. "It should be done here."

Here is the way commissions generally line up in this area:

Locations that return less than \$8 per week get just 25 per cent. Locations with \$8 to \$10 per week return are paid a third.

Over that, it's the standard 50-50. One operator preferring anonymity said, "We can't make it on the 50-50 split and we can't take any higher. That's one reason some of us are behind on our bills. The money's just not there."

Costs, Licensing Grips
Recession didn't take any blame in the concerted tale of woe from operators: Rising labor costs, plus the high rate of licensing got one-two nominations as top reasons for slim margins of profit.

The commission rates here are in effect for all games, with no variance between those that are popular and those not so popular. There is, of course, always stiff competition for good locations, but every operator contacted claimed a strict sticking to the standard commission rates in his fight for new business.

Commenting on loans by operators to locations, Max Hurvich said, "It's done sometimes in the case of a good location when the owner gets sick or suffers other misfortune, but not as a means of getting or holding a location."

"This infrequent loan business is not so prevalent as to be a problem," said another operator, "and whenever you hear of it you'll usually find the guy making the loan did so on a friend-to-friend basis."

German Arcade Owners Meet, Elect Officers

HAMBURG, Germany — The German Amusement Arcade Owners' Association held its fifth annual meeting at Hugenpoet Castle near Essen-Kettwig (Ruhr) June 4 and elected its 1958 officers.

Willi Becker, Oberhausen, and Lars K. Skriver, Hamburg, were elected first and second president. Other officers named were: Otto

Chi Coin Ships

Continued from page 78

line scores a 50,000-point bonus, four-in-line 100,000, five-in-line 200,000, and four corners 200,000. Corner diagonal in-lines score still higher bonus points ranging from 100,000 to 400,000.

The bonus scores are adjustable, and the game can be set for either five or 10 frames of play. A replay model is available.

Similar to its predecessor, Rocket Shuffle, in basic play action, Shuffle Explorer has a 25-hole ball target field reflected from the bottom of the cabinet. Object is to make in-line scores by lining up bounding rubber balls in score holes, vertically, horizontally, diagonally. Player presses button on cabinet to register in-line scores made, and shoots a puck at the vertical lines of balls to attempt to improve the in-line score arrangements.

Mieth, Essen, recording secretary; Alfons Stein, Oberhausen, executive secretary.

Elected to the board of directors were: Hans-Hurgen Glawe, Hamburg; Doctor Lutz, Munich; Rolf Reimers, Lubeck, and Mrs. Marie-Luise Schmitt, Mannheim.

The Association's office is now at 88-90, Nollstrasse, Oberhausen (Rhineland), Germany.

SPECIAL!
SEEBURG 'C' HIDEAWAY
(Like New)
\$350.00

PINS

Gottlieb STEEPLCHASE	325
Gottlieb WORLD CHAMP	195
Gottlieb SUPER CIRCUS	325
Gottlieb MARATHON (3 PL.)	195
Gottlieb GLADIATOR	195
Gottlieb SCOREBOARD (4 PL.)	175
Gottlieb SLUGGING CHAMP	195
Gottlieb SWEET ADD A LINE	150
Gottlieb EASY ACES	125
Williams KINGS	225

ARCADE

Genco HI-FLY BASEBALL	\$150
Genco CIRCUS GUN	375
Genco STATE FAIR	325
Genco DAVY CROCKETT	345
Genco RIFLE GALLERY	150
United PIRATE GUN	375
Bally BULL'S-EYE	275
BINGO! BINGO! BINGO!	

Coin Machine Exchange
UNIVERSITY
858 No. High St. Columbus 8, OHIO
Tel. AXminster 4 3529

WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS



OUT OF THIS WORLD!

Williams SATELLITE



IMAGINE!
A MONKEY SEALED IN A SPUTNIK and orbited around the world!
ACTION!
THRILLS!
SUSPENSE!

All Williams 5-Balls are equipped with National Slug Rejectors

Twin Chutes at slight extra cost



See YOUR WILLIAMS DISTRIBUTOR TODAY!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

GIVE TO DAMON RUNYON CANCER FUND

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH	\$120.00	PALM SPRINGS	\$50.00
VARIETY	75.00	BEAUTY	60.00
GAYETY	65.00	SURF CLUB	50.00

Immediate Delivery. 1/2 Deposit.

FRANK MILLS, Mgr., Dept. R-5

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

Rosen Special! AUTOMATIC POOL TABLES

All You Want at only . . . **\$35.00** Each

1/3 With Order, Balance C.O.D.

DAVID ROSEN
Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

14 FT. BOWLERS . . . \$425

ARCADE	2-Player	Round the World	
Dale Gun	\$ 80	\$340	
Teloquit	90	Genco Circus	340
Space Gun	90	Rifle	340
Sidewalk Engineer	95	Horoscope	Write
Exh. Shooting Gallery	95	Melarama	320
Shoot the Bear	120	Del. 1957	340
Crane	120	Baseball	340
Silver Gloves	140	POOLS	
Coon Hunt	140	6 Pocket	
Exhibit Sportland	145	Pool	\$150
		Jumbo Pool	95
		Bumper Pool	75
		Flicker Pool	125
		4-Hole Pool	95

BALLY ALL STAR BOWLERS \$325 Like New

PURVEYOR DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

67,000 ACTIVE BUYERS

The Billboard Classified columns each week

SALESMAN WANTED
 COIN MACHINES
 for leading Photo, distributor. Sell inside and outside. Write.
BOX 150, BILLBOARD
 1344 Broadway
 New York 26, N. Y.

Kaufman Ordered to Pay

Continued from page 69

evidence presented by the other party was fraudulent. In the latter case, he must demonstrate that the hearings records were incorrect.

However, the actual judgment of the arbitrators is not subject to appeal, and if the penalized party fails to abide by the decision of the board, the plaintiff may get a judgment in New York Supreme Court and have the judgment enforced by the constabulary.

Power of Injunction
 Where no monetary damages are involved, and where the plaintiff seeks to prohibit the defendant from continuing certain practices, the arbitration board has the power of injunction.

Of course, no operator can be forced to go into arbitration. He must sign a contract agreeing to accept the findings of the arbitration board before the case is ever heard.

In New York, the Music Operators of New York is the godfather of arbitration. The practice was conceived by the late Sidney Levine, MONY and Music Operators of America general counsel, and Al Denver, MONY president and MOA director.

Open to All

But the arbitration procedure here operates independently from MONY, and non-association members are encouraged to become signatories.

The arbitration hearings themselves are based on New York State statute, with a court reporter present and courtroom procedure followed.

Most members of MONY, and several non-members have signed individual agreements with the American Arbitration Association. The AAA keeps a master contract, listing all operators who have signed up. When one operator on the master list files a complaint against another operator on the list, a three-man panel is selected, a date is set, and a hearing is held. Decisions are possible within a week or two after filing of the complaint.

Drawback

One of the drawbacks to the system is that the panel members usually have no knowledge of the coin machine industry, and they must be briefed.

However, a plan is being contemplated whereby the arbitrators will be selected from disinterested persons whose legal practice has been in the coin machine field, or lay arbitrators with coin machine backgrounds who are acceptable to all parties to the dispute.

Invoke Displays

Continued from page 69

width of the juke box are four feet high, are headed with an entreaty to juke box patrons to "Play Your Favorite Albums."

The boards are mounted against the back of the machine with four screws. A smaller board is being designed for use on 160-selection models.

Horizontal aluminum strips mounted on the plywood board painted white hold four rows of five album covers each. Above each album appears the selection combination on the juke box program.

To further facilitate play of the album selections, the 20 album selections displayed correspond to the last 20 program positions on the EP program. Covers are placed and numbered accordingly. This consecutive positioning of featured album numbers on the machine permits easier handling of the display board and, according to operators, is an important feature of its successful operation.

Teamster Head

Continued from page 72

Teamsters, which, for all practical purposes, was the same as a temporary injunction.

DeGrandis replied that no such agreement was ever made and that he can resume picketing at any time until the case is adjudicated.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Rullman Dies

Continued from page 69

operated juke boxes. In 1945, he claimed that Automatic Instrument Company was the largest operator of phonographs in the world, operating more than 10,000 machines in over 500 cities and 30 States.

Operating routes were sold in 1941, and a new distributive system was established. The firm stopped operations because it was not able to keep proper supervision over the routes and because of competitive conditions.

According to Rullman, there were 1,400 stockholders in the firm at the time he retired. After he left, he joined a new organization called Industrial Management Association which dealt in the sale of war surplus materials.

Under Rullman, AMI manufactured the "Automatic Hostess," wired music equipment which was licensed by Electrical Research Products, Inc., Western Electric Company and the American Telephone & Telegraph Company. It also made the "Electro-Vac," a combination vacuum and vertical massage device used in beauty shops and the Bell hotel.

At one time, Rullman owned the Madison Athletic Club building. He had been a resident of Oak Park and River Forest 25 years, was a Mason and a Shriner. Recently, he was a resident of Wayne, Ill., Chicago suburb, as well as Marathon. Surviving are his widow, Martha Rullman; a son, Elmer Rullman Jr., a brother and three sisters.

Services were held June 6 in the St. Charles Episcopal Church.

TOP COLLECTIONS WITH FIRST-CLASS USED MACHINES

WURLITZER

- 1700 \$475.00
- 1800 \$565.00
- 1900 \$445.00
- 1350 AF (as is) \$55.00
- 48 Sel.—4851 Wall Boxes \$2.50

SEEBURG

- Original VL 200 (like new) \$675.00
- Model C \$75.00
- Model R \$65.00
- 100 Sel. Wall Boxes, Chrome \$5.00

AMI

- 1200 Wall Boxes \$39.50

ROCK-OLA

- Model 1432 (45 rpm) \$80.00

BINGOS

- Coyote \$65.00
- Ni-Fi \$5.00
- Triple Play \$5.00
- Starlet \$60.00
- Dude Ranch \$40.00

ARCADE

- Gun Patrol \$45.00
- Bally Rocket Bowler \$5.00
- 10 Col. Rows Cigarette Mach. \$5.00
- "300" Shuffle Alley—small ball \$55.00

1/4 down, balance C.O.D.

Lew Jones Distributing Co.
 Exclusive Wurlitzer Distributor
 1301 North Capitol Avenue
 Indianapolis, Indiana
 Phone: MEIrose 5-1593

GIVE TO DAMON RUNYON CANCER FUND

Only

Valley

MAKES BUMPER POOL®



Nothing Finer in the Market for

QUALITY—APPEAL—EARNINGS!

See Your Distributor or Write

VALLEY SALES CO.

(Sales Affiliate of Valley Mfg. Co.)
 233 Merton St. Bay City, Mich.
 TWIbrook 5-8587

You are cordially invited to our

Grand Opening AND Open House

AT OUR SPACIOUS NEW OFFICES & SHOWROOMS

2633 Milwaukee Ave.
 Chicago 47, Illinois

Refreshments-Souvenirs

DONAN DISTRIBUTING CORP.

We are in the market for ANY QUANTITY

USED BUT CLEANED

SHUFFLE ALLEYS

BINGOS

WURLITZER 1500 and 1500A



Please Write, Wire or Phone

CLEVELAND COIN

MACHINE EXCHANGE
 2025 PROSPECT AVE., CLEVELAND 15, OHIO
 All Phones, Tower 1-6715

**DON'T "BEAT YOUR BRAINS OUT"!
 GET THE EQUIPMENT, THE QUALITY AND SAVINGS YOU WANT
 at WORLD WIDE!**



UPRIGHT GAMES

- SUPER HUNTER \$295
- GUNSMOKE 325
- SUPER BIG TENT 325
- BIG TENT 295
- HUNTER 335
- Kennedy DLX. BIG TENT New
- Auto Ball CIRCUS New

ARCADE

- Bally SKILL ROLLS Write
- Bally ALL STAR BOWLERS Write
- Genco MOTORAMA \$725
- Genco 2-PL. SKILL BALLS 95
- Wms. 4-PL. ROLL-A-BALL 125
- Un. SUPER SLUGGER 225
- Wms. SAFARI GUN 175

See Our Complete Line of ROCK-OLA PHONOGRAPHS

ON DISPLAY IN OUR SHOWROOMS NOW!
 200-120 50 SELECTIONS

WANT TO BUY FOR CASH!

- ROCK-OLA 1454—1448—1446
 - SEEBURG HF100—J—R—C—B
 - A.M.I. G-200—G-120—F-120
- CALL US COLLECT—TODAY!

BINGOS

- MISS AMERICA Write
- SHOWTIME \$425
- KEY WEST 325
- BIG SHOW 275
- PARADE 225
- BRAZIL 195
- MONACO 145
- SOUTH SEAS 145
- STAR DUST 125
- STARLET 95

FISCHER Slate Top 6-POCKET POOLS

BRAND NEW LOW, LOW PRICE!
 Exclusive Distributors in ILLINOIS—IOWA—INDIANA—MICHIGAN.

5-BALL GAMES

- 4-PL. FALSTAFF \$425
- 4-PL. MAJESTIC 295
- 4-PL. REGISTER 275
- 4-PL. SCOREBOARD 175
- 4-PL. SUPER JUMBO 245
- 3-PL. CONTINENTAL CAFE 275
- 3-PL. SUPER CIRCUS 275
- 3-PL. FLAGSHIP 255
- 3-PL. FAIR LADY 240
- 3-PL. SEA BELLES 225
- 3-PL. TOREADOR 210
- 3-PL. BALLS-A-POPPIN' 145
- 3-PL. GLADIATOR 195
- 3-PL. MARATHON 175
- 3-PL. TOURNAMENT 145
- 3-PL. DUETTE 225
- 3-PL. CIRCUS 165
- 3-PL. PICCADILLY 125
- CRISS CROSS \$310
- SILVER 275
- WORLD CHAMP 245
- ROYAL FLUSH 225
- ACE HIGH 195
- AUTO RACES 185
- RAINBOW 175
- CLASSY BOWLER 165
- DERBY DAY 155
- HARBOR LITES 145
- SLUGGIN' CHAMP 145
- FRONTIERSMAN 135
- JIGSAW 125
- TWIN BILL 85
- REGATTA 85
- WONDERLAND 95
- GYPSEY QUEEN 95
- HAWAIIAN BEAUTY 95

NEW GAMES

- Games' DOUBLE SHOT
- Bally CYPRESS GARDENS
- Bally BIG INNING
- Wms. SHORTESTOP
- United SHOOTING STAR
- Chicago ROCKET SHUFFLE
- Gottlieb PICNIC
- Wms. SATELLITE

PHONOGRAPHS

- SEEBURG HF100-JL \$745
- ROCK-OLA 1455, 200 Sel. 695
- SEEBURG HF100-N 435
- A.M.I. G-300 595
- A.M.I. G-120 545
- A.M.I. F-120 485
- SEEBURG M100-C 435

ALL EQUIPMENT THOROUGHLY RECONDITIONED

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47
 2330 N. Western Ave.
 Phone: EVerglade 4-2100

First-Rate Performance Calls for "FIRST"-Class Equipment!



LONG BOWLERS

United 14' Bowling Alley...\$445
 Bally 14' Bowling Lane... 445
 C. C. 14' Bowling League... 475
 C. C. 16' Classic Bowler... Write

Chicago's Coin
 2-Player

ROCKET SHUFFLE

SPECIAL CLOSEOUT!

BRAND NEW
 COUNTER GAME
 "SMILEY"

In factory carton.
 Originally \$59.50

NOW **\$29.50**

LIMITED QUANTITY

NEW GAMES

Chicago ROCKET SHUFFLE
 Bally ALL STAR DEL. BOWLER
 Chicago BATTER UP
 Genco SPACE AGE
 Genco GUN CLUB
 Gottlieb ROCKETSHIP
 Wms. KICK OFF
 Bally SKILL ROLL
 Bally CYPRESS GARDENS
 VALLEY 6-POCKET POOL
 Kaye EL Dorado 6-POCKET
 Kaye COMPETITOR 4-POCKET
 Auto Ball PLAYBALL
 Keeney DELUXE BIG TENT

5-BALLS

GOTTLIEB
 2-PI. SEA BELLES \$248
 2-PI. GLADIATOR 210
 AUTO RACES 195
 SCOREBOARD, 4 PI. 185
 2-PI. TOURNAMENT 185
 DERBY DAY 178
 EASY ACES 185
 GYPSY QUEEN 170
 WISHING WELL 165
 SLUGGING CHAMP 165
 2-PI. DUETTE 95
 QUEEN OF HEARTS 95
 CHINATOWN 78

WILLIAMS
 RACE THE CLOCK 145
 BALLY
 CIRCUS BALLS-A-POPPIN' \$225
 210
 CHICAGO COIN
 BLONDIE \$140
 CAPRI 135

Chicago Coin
BLINKERS, \$325

ARCADE

Wms. TEN PIN \$385
 Genco MOTORAMA 368
 Genco CIRCUS GUN 350
 Genco STATE FAIR 340
 Genco DAVY CROCKETT 338
 C.C. TWIN HOCKEY 220
 Genco SKY ROCKET 195
 Genco BASKETBALL 178
 Un. CARNIVAL GUN 165
 Genco RIFLE GALLERY 145
 Evans SUPER BOMBER 145
 Wms. CRANE 138
 C.C. STEAM SHOVEL 135
 Cap. MIDGET MOVIES 135
 C.C. BASKETBALL CHAMP 130
 Exh. RINGER BALL 95
 Wms. QUARTERBACK 85

FREE!
 56-PAGE CATALOG
 for IMPORTERS only

Fully
 Illustrated
 Send for
 Copy
 Today!



Texas Ride Firm Ups Sales Drive

DALLAS—United Kiddie Rides Company here began organizing distributorships and sales on its Jigger Brono, coin-operated horse kiddie ride last week.

Jigger Brono is driven by a 3/4 h.p. Westinghouse motor. Ride dimensions are: length, 55 inches; height, 39 inches. Weight is 300 pounds.

Ride is equipped with dime National Reflector chute, can be ordered at 1, 1 1/2, or 3-minute operation. Standard body color is brown with white mane, tail and black hoofs. Special body colors can be ordered.

Donan Slates

Continued from page 78

bility to service and parts department, stockroom and loading and shipping area. Front is bay-windowed.

The Donan Stereophonic Rental Library, a national taped music rental enterprise operating as a Donan division, is also headquartered at the new offices.

On hand to greet visitors at the grand opening will be Don Maloney, president, and Mac Brier and Howard Freer of the sales staff.

Reconditioned Single Player 5-BALLS

CRIB CROSS \$300
STRAIGHT FLUSH 265
SILVER 240
ROYAL FLUSH 230
ACE HIGH 215
AUTO RACE 210
CLASSY BOWLER 200
WORLD CHAMP 175
DERBY DAY 165
HARBOR LIGHTS 155
WISHING WELL 135

N. ILLINOIS, N. INDIANA and IOWA OPERATORS—

We're Shipping
**GOTTLIEB'S NEW 2-PLAYER
 PICNIC**

Players are having a "picnic" with Advancing Value Roto-Targets—1, 10, 100 Times Target Values. On-Off Rollovers, color-matched to Pop Bumpers. . . . Double Number Match Feature.

NEW GAMES

Bally CYPRESS GARDENS
 Bally SKILL ROLL
 Bally ALL STAR DEL. BOWLER
 Bally BIG INNING
 Chicago ROCKET SHUFFLE
 Chicago BATTER UP
 Genco GUN CLUB
 Genco SPACE AGE
 Valley 6-POCKET POOL

NATIONAL

COIN MACHINE EXCHANGE
 1411-13 Diversey, Chicago 14, Ill.
 Buckingham 1-8211

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

FIRST

Cable: FIRSTCOIN—Chicago

COIN MACHINE EXCHANGE, Inc.

Joe Kline & Wally Finke • Dickens 2-0500
 1750 W. NORTH AVE. • CHICAGO 27, ILLINOIS



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
- 3 or 5 Ball Play
- 2 Super-Powered Flippers
- Double Number Match Feature
- 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.
 1140-50 North Kostner Avenue • Chicago 51, Ill.

Amusement Pinballs
 as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

KANSAS DISTRIBUTOR-WURLITZER

BINGO GAMES

United Playtime	4295	United Treasex	530	United Mexico	550
United Nevada	40	United Singapore	80	United Nevada	80
United Starlet	110	United Trepcama	40	United Rio	30
United South Seas	160	United Manhattan	75	Bally Gassy	40

Write for Prices on Wurlitzer 1800, 1900, 2000, 2100 Phonographs

UNITED DISTRIBUTORS, INC.

902 W. SECOND WICHITA 12, KANSAS HO 4-6111
HO 4-3504

Ind. Lawmakers

Continued from page 78

maneuvers in a score of Indiana courts.

Enough of Pins?

Most Indianapolis legislative observers say that the 1959 Assembly will abandon its adventures in pin legislation, feeling that the laws are there if only the courts will interpret them properly.

A few feel that the "crusade" will be kept alive, pointing to the renomination of State Senator Thomas C. Hasbrook (Rep., Indianapolis), the long-time champion of anti-gambling legislation.

Still others argue that the primary election of May 6 underlined the utter disinterest of the public and the worthlessness of the pin-ball issue as a vote-getting device.

"The reformers who cheer the Hasbrook victory," says one hotel-lobby politician, "should look up north to South Bend where Representative Otto Pozgay, who fought the excessive Hasbrook laws, won renomination in the face of opposition by his own Democratic county organization."

NOW DELIVERING

WRITE or CALL for Prices

- 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

★ ★ SPECIAL ★ ★

1434 Rock-Ola 50 Sel., 45 R.P.M.	\$145.00
1432 Rock-Ola 50 Sel., 45 R.P.M.	95.00
Like New A.B.C. Bally Bowling Lanes, 11 Ft. 14 Ft.	495.00
Like New Strike Bally Bowling Lanes, 14 Ft.	695.00

All machines have been checked, cleaned and ready for location.

5 BALLS

Balls-a-Poppin'	\$195.00	Write
Cenco Showboat	Write	Write
Bally Circus	Write	Write
Bally Carnival	Write	Write

BINGO GAMES

Sun Valley	\$575.00
Showtime	295.00
Ble Show	275.00
Night Club	195.00
Beauty	55.00
Coyote	75.00
Daytime	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

ARCADE

Bally Bull's Eye Kiddle Gun	\$225.00	Write
Exhibit Sportland Gun	125.00	Write
Irving Kaye Jumbo Hockey Game	195.00	Write
Cenco Gun Club	Write	Write

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: MEtrase 4-8466 Indianapolis, Indiana

GIVE TO DAMON RUNYON CANCER FUND

← **WANTED** →
ANY QUANTITY
BALLY AND UNITED BINGOS
ALL TYPES
SEND IN COMPLETE LISTS

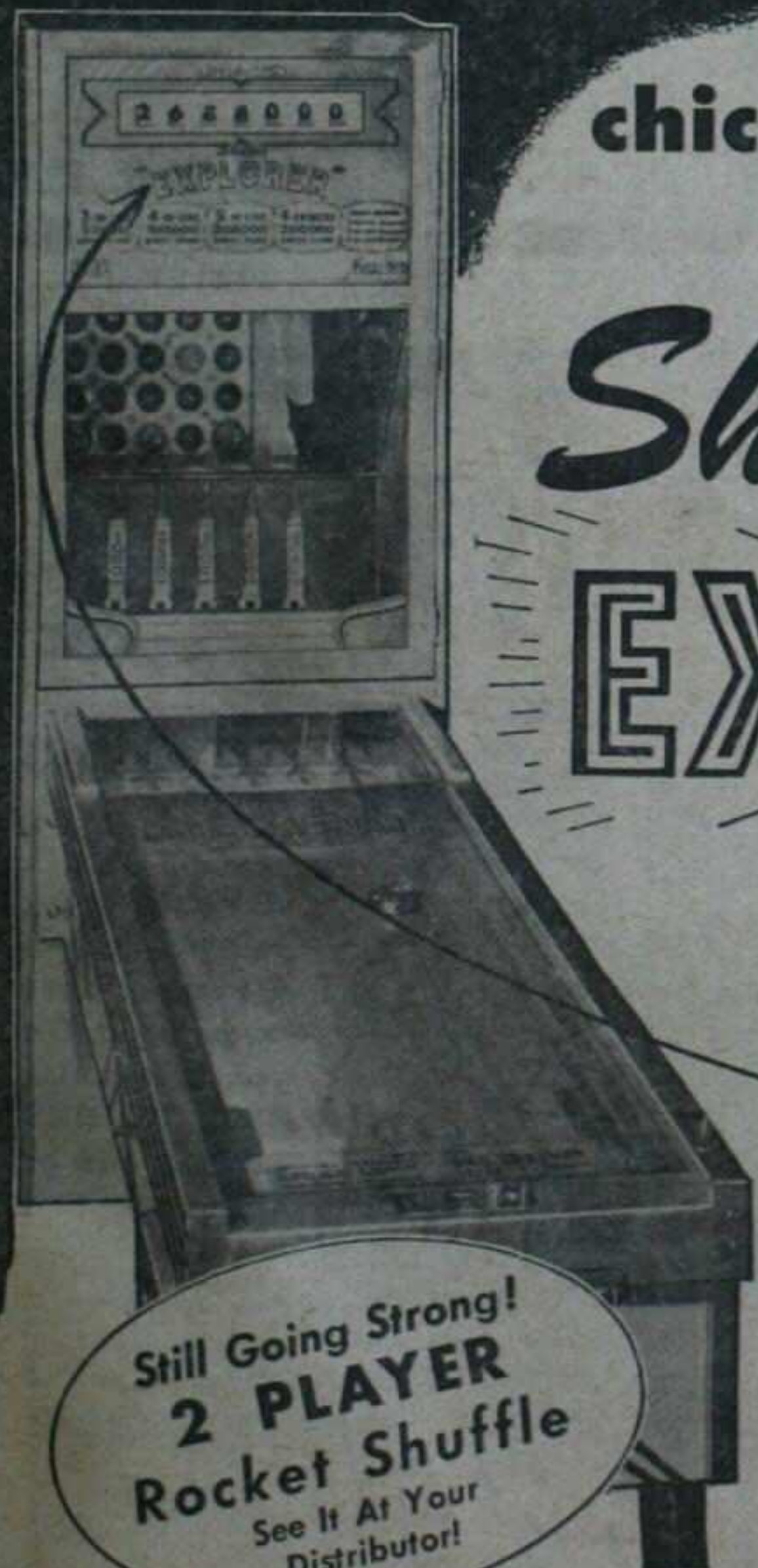
Exclusive Gottlieb, Williams and Seaburg Distributors

TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9480

Another WINNER...



chicago coin's
NEW

Shuffle

EXPLORER

MEMO: From The Office of The President
TO: Operators
ROCKET SHUFFLE reports reaching us from operators have been fantastic. Even now after months of on location operation this game continues to maintain unbelievably high profits.
For this reason we definitely believe that this type of game is here to stay for some time to come. Naturally we will continue to incorporate new innovations and new features to attract even more play. SHUFFLE EXPLORER follows this trend and we urge all alert operators to visit their distributors without delay.

CHICAGO DYNAMIC INDUSTRIES, INC. President

Every 4 In Line or Better "LIGHTS-UP"
A Letter In E-X-P-L-O-R-E-R... With Carryover Feature
TO BRING YOU THE HOTTEST PROFIT-MAKING
ADDED ATTRACTION IN A SHUFFLE GAME

Still Going Strong!
2 PLAYER
Rocket Shuffle
See It At Your
Distributor!

- Adjustable ALL BALL Launch Feature!
- Exciting Captive Ball Scoring 3 in Row - 4 in Row - 5 in Row!
- 4 Corners Feature!
- Diagonals 3-4-5 In Line Score Up To 400,000
- Available in Replay Or Novelty Models!
- Adjustable to 5 and 10 Shots Per Game!

chicago coin machine
1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
Chicago Dynamic Industries, Inc.



Bally Trophy Bowler

New
STREAMLINED
EASY-TO-INSTALL
CABINET

New
QUIET ALLEY
—
NEW FOUL-LIGHT
Protects Equipment
From Abusive
Play

New
**EXTRA
HUSKY
PINS**



11 ft., 14 ft., 18 ft.
Choice of DIME-PLAY or
2-FOR-QUARTER

POPULAR
7-10
PICK-UP

4 IN. BALL
RUBBER OR
HARD BALL

All-Star DE LUXE Bowler

for match-score order
Super-Bowler



New instant-loading ball-gun doubles dimes-per-hour earning power. Get your share, get ALL-STAR DE LUXE BOWLER with or without Free Play, and Match Model, SUPER-BOWLER.

Available in
FREE PLAY
Model

Only
5½ ft. by 2 ft.
floor
space

SEE YOUR *Bally*
DISTRIBUTOR
FOR OTHER TOP MONEY-MAKERS

- ✓ ABC SUPER DE LUXE BOWLER
- ✓ BIG INNING
- ✓ CYPRESS GARDENS
- ✓ SPACE-GUNNER
- ✓ SKILL-ROLL
- ✓ TARGET ROLL
- ✓ BALLY KIDDIE-RIDES

UNITED'S

BOMBS

BOWLING ALLEY

with fascinating new bonus profit features!

NEW EXTRA ROLLS

2 FOR 1 FOR

in 5th and 10th Frames

2 FOR 25c PLAY STEPS UP EARNINGS

Special CREDIT UNIT accepts up to 20 quarters at one time for future play

Also obtainable as one game for 25c

Easily convertible to 10c play

Bonus 5th Frame ADJUSTABLE FEATURE

QUIET

Specially Treated to Insure Extremely Quiet Play

**BIG
4 1/2 INCH
COMPOSITION
BALL**

**Regulation
Bowling**

AUTOMATIC
SCORING

1 to 6 Can Play

DROP-CHUTE COIN MECHANISM with

NATIONAL REJECTOR on Pull-out Drawer for Easy Servicing



LOCKED-IN BALL GATE
HOLDS BALL BACK WHEN GAME IS COMPLETED

4

JUMBO SIZES

13 FT. LONG

16 FT. LONG

Expandable with 4-ft. Sections to

17 FT. LONG

20 FT. LONG

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

See Your
UNITED DISTRIBUTOR
Today!

MAKES NOTHING BUT MONEY!

program EP albums here

DUAL PROGRAMMING

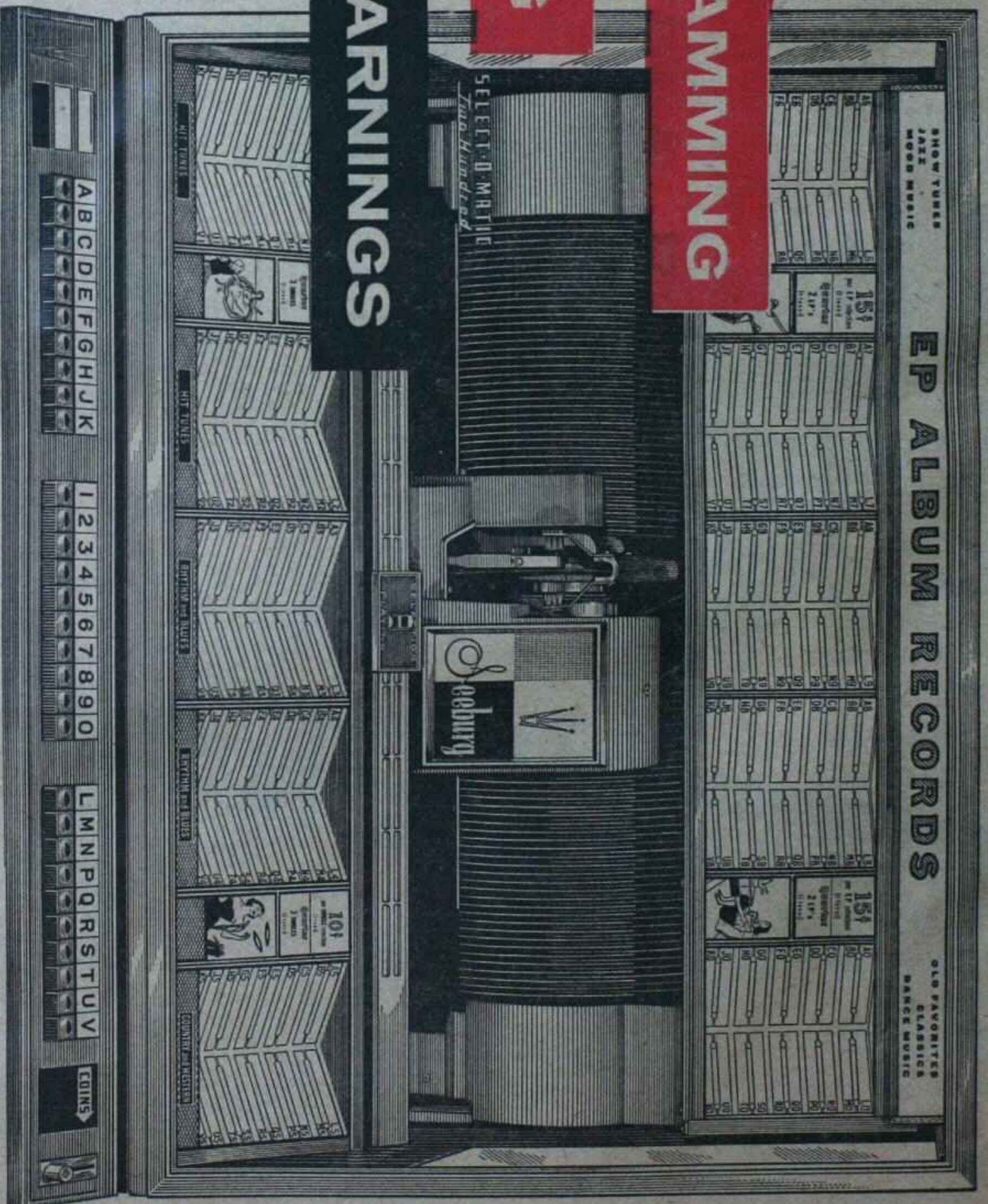
plus

DUAL PRICING

equals

INCREASED EARNINGS

program singles here



Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 THE SEEBURG CORPORATION
 Chicago 27, Illinois

*America's Finest and
 Most Complete Music Systems*