

Albums singles

The Billboard

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MAY 25, 1959 (ARP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Chicago Parts Show Cues Tape Return

4-Track System Foreseen Lower-Cost Lever; Nine Firms Climb Bandwagon

By RALPH FREAS

CHICAGO — Recorded tape looks as tho it's set for a comeback. Immediate prospects, tho not on a level with those halcyon days of two years ago when almost every disk firm turned out some recorded tapes, are certainly better than they have been in the last 18 months. Long-range prospects, could easily surpass prior peak periods. This estimate is based on happenings at last week's Electronic Parts Distributor's Show here. As far as tape is concerned, last week's doings are an accurate preview of the coming Music Merchants' conclave in New York June 22.

Four-Track System

The vehicle ready to move recorded tape back into prominence is the four-track system. The use of four-tracks instead of two on a standard quarter-inch tape brings the costs of recorded stereo tapes to about \$7.95, a level more nearly competitive with the disk counterpart. Some tapes, depending on length and repertory, may cost a little more; some will cost less.

How big is the market for four-track recorded tapes? At present, there are 100,000 four-track players in homes. Another 600,000 two-track machines are in use and a high percentage of them are convertible to four-track. The Armour Research Foundation estimates next year's sales at between 650,000 to 750,000 units, representing a dollar volume of \$140 million. A very large percentage of them will be four-track. These figures lead the tape industry to estimate conservatively that between a half million and three-quarters of a million four-track machines will be in use a year hence. However, the figure could go above a million.

Meet Cheers For Stereo

WASHINGTON — A rousing cheer for the "dynamic phonograph industry" and its new sidekick, stereophonic sound, came out of the Electronic Industries Association conclave in Chicago, last week. The association expects factory sales of 2,200,000 stereo units in fiscal 1958-'59.

A leap of 4,300 per cent over the 50,000 stereo phonos sold by factories in fiscal 1957-'58. (The EIA fiscal year ends August 1).

The music-making electronics are booming, with radio sets also up over last year, altho TV sets have been declining since last May.

(Continued on page 10)

DJ-JUKE DISK GUIDE ANOTHER BILLBOARD FIRST

NEW YORK — The first Quarterly issue of The Billboard's new Record Programming Guide for deejays and juke box operators—which is bound into the center-fold of this issue is an accomplishment unique even in the history of this 65-year-old publication.

Months of planning and extensive research went into the special 48-page supplement, first of a regular series of quarterly reference guides for jocks and operators. The next Quarterly will appear in the September 14 issue of The Billboard.

A study of the various features in the first Quarterly reveals some interesting trends in the disk field. "Today's Top Talent," the artist bio feature, for example, shows that 217 artists made The Billboard's "Hot 100" chart and/or the Best-Selling LP list from January thru April of this year, representing a total of 88 different labels. Less than 12 of the artists represented were LP-only stars.

In line with the continuing trend for male artists to dominate the pop record scene, 137 of those who made the "Hot 100" were men, 57 were groups, and only 23 were women. Men also dominated the group category, which included 47 all-male groups, six mixed groups and only four all-fem outfits—The McGuires, the DeCastros, the Chordettes and the Poni Tails.

(Continued on page 4)

At the Parts Show, 12 tape recorder firms displayed four-track machines. They were Ampex Audio, Bell Sound, Viking, Pentron, Telectrosonic, Tandberg, Super-scope, Magnecord, Revere, Webcor, Wollensak and Webster Electric (Ekotape). These firms sell about 90 per cent of the machines for home use. V-M Corporation was the noticeable holdout. The firm's president, Victor Miller, told The Billboard: "Our firm is making and selling two-track machines. I have nothing more to say about it."

Just as significant as the unanimity among the recorder firms is the decision of nine recorded tape and disk firms to get behind the four-track system. Currently, their four-track output consists of 31 titles. They will offer five times that many a month from now at the NAMM Show, and they estimate that 1,000 to 1,500 titles will be ready by early fall. This total will be boosted by other disk firms joining the ranks of the four-track tape producers.

Future Plans

Firms currently producing four-track tapes and their plans for the immediate future are:

Mercury—One tape now available. At NAMM, 12 will be ready. All will be available in both two and four-track versions.

Westminster—Four tapes now

(Continued on page 38)

Diskery DJ Meet Promotion Tabs Will Top 100G

Party Sponsoring Entertainment Gimmicks Run to Jackpot Figures

By JUNE BUNDY

MIAMI — Record manufacturers will spend well over \$100,000 on promotion at the forthcoming Storz Radio-sponsored Second Annual International Radio Programming Seminar and Pop Music Disk Jockey Convention here May 28, 29, 30, 31 at the Americana Hotel. Last year's tab ran around \$30,000.

At the same time — with more than 3,000 deejays in attendance and at least 2,000 other record industry execs—an estimated \$500,000 will pour into the city of Miami, via hotels, night clubs and other tourist lures.

This figure may go even higher since the majority of the record companies are sending their people down five days in advance, and many deejays are combining one and two-week Miami vacations for themselves and their wives with the event, thereby adding another 1,500 or more tourists to the originally estimated 5,000-6,000.

Big Party Tabs

The basic costs of sponsoring the regular convention breakfasts, lunches, cocktail parties, banquet, and all-night dance, total around \$75,000. One indie record company, which sponsored a breakfast at last year's Kansas City, Mo., convention, reports that the K. C.

affair cost them \$2,000; while the same breakfast in Miami—because of the increase in attendance — is expected to run from \$5,000 to \$6,000.

In addition to the basic sponsorship costs, practically all of the sponsor-companies — plus many other diskeries — will hold open houses for jocks in lavish Americana lanai cottages and suites. Add to this regular hotel expenses (at \$20 a day and up) plus transportation fares for small armies of label execs and visiting artists. Roulette, for instance is bringing down the entire Count Basie Band.

Promotion Costs

Over and above these costs will be money spent on special promotions—RCA Victor's and Columbia's tape-interview services (see last week's issue) Victor's "millionaire" give-away gimmick (see separate story in this issue), Dot's sky-banner gimmick; Cadence's free guided-bus tours for deejays' wives; special stereo recording sessions staged by Capitol with Peggy Lee and George Shearing, and by Roulette, which will record Count Basie's ork during the label's all-night dance, starting at 1 a.m. Sunday (31) morning.

Manufacturers will vie for jockey attention in their various suites. Capitol, for instance, is asking jocks to "sign in" at the label's suite, idea being that all those who do will later receive a copy of the Peggy Lee-Shearing LP as a souvenir of the convention.

M-G-M Records will operate a "photographic concession" during the event—photographing jocks and servicing their hometown papers.

(Continued on page 4)

Miami Mayor Lauds DJ's

MIAMI—The Mayor of Miami, Robert King High, has proclaimed the week of May 24-31 as "Disk Jockey We" in Miami.

In making the proclamation, Mayor High said the nation's deejays "have demonstrated an admirable dedication to the improvement of the standard of their profession and of popular music in general and have given unselfishly of their time and talent in the advancement of the welfare of our nation thru their work for many projects of a charitable and patriotic nature."

NEWS OF THE WEEK

NYU Survey Shows Boom In LP Sales for 1959 . . .

Album sales in retail stores for the first 12 weeks of 1959 are up 27.7 per cent over the same period in 1958. Reports on retail store sales were compiled by The Billboard in conjunction with The New York University School of Retailing. . . . Page 3

Classical Programming Increases; Stereo Seen an Important Factor . . .

Classical music programming by American AM and FM radio stations, has increased more than 30 per cent in the past year. Survey of all stations, conducted by Broadcast Music, Inc., which drew a response from more than 1,700 outlets, also indicated that at least half of stations programming classical items are already broadcasting in stereo or intend to do so soon. . . . Page 3

Diner's Club Debuts With 100 LP Disk Club . . .

The Diner's Club will take the wraps off its new record club (as reported exclusively in

The Billboard) with an initial salvo of 100 LP's. Charter members will receive five LP's free and can buy other club records at 50 per cent off list. . . . Page 3

All Eyes on Miami Deejay Convention This Week . . .

Stories relating to the deejay convention in Miami, which appears to be turning into one of the biggest music business bashes of the year, appear in this edition of The Billboard on. . . . Page 4

DEPARTMENT AND FEATURES

Amusement Games 95	Music Pop Charts—
Auto-Arena 70	Album Buying Guide . . . 45
Audio Products 34	Honor Roll of Hits . . . 52
Carnival 77	Hot 100 56
Circus 75	Singles Reviews 62
Coming Events 87	Outdoor 68
Classified Ads 86	Parks & Pools 73
Coin Machine 83	Radio 2
Fairs & Expositions . . . 74	Record Programming
Final Curtain 72	Guide Center
Hot 100 56	Rinks 73
Letter List 87	Routes 71
Merchandise 84	TV-Music-Radio 2
Music 7	Vending Machines 92
Music Machines 88	

Upsurge in Retail Album Sales Hits Stampede Proportions

First Quarter Jumps 22.7% Over '58 Seg; Stereo Plus Factor

By SAM CHASE



NEW YORK — The boom in long-play records which got under way at the beginning of this year has zoomed into a stampede, and the

cash registers at retail record outlets have been jingling at 3 1/2 r.p.m. In the month of March, this took the form of a 63.2 per cent increase in the number of LP records sold over March of 1958. This follows rise of 4.2 per cent in LP unit sales in January and 22.7 per cent in February over one year ago. Album business for the year to date, thru March, was up 27.7 per cent over the first 12 weeks of 1958.

It is a fact that stereo has been responsible for the bulk of this boom, for stereo albums now account for 24.5 per cent, or nearly one-fourth of the total LP dollar volume.

Just as interesting, however, is the fact that the stereo LP surge which has gladdened the retail record dealers is all plus business.

There has been no decline in the sale of monophonic long-play albums despite the stereo boom; on the contrary, mono album sales actually are up 5 per cent in dollar volume over 1958, so far.

These figures are excerpted from the special report covering record sales in retail stores during the first 12 weeks of 1959, issued by The Billboard in conjunction with the New York University School of retailing. These studies, produced every four weeks for private subscribers, provide not only complete over-all industry statistics but confidential competitive label information as well. The research is de-

veloped from individual sales recorded in diaries maintained across the nation by a scientifically selected rotating sample of the nation's retail record stores.

The report also makes it clear that the special stereo sales which some labels began during March were a substantial contributing cause of the LP sales boom. However, the increase in monophonic business, as well as the general health of the LP market even among many stereo labels which had no special offers, is an indication that for the present, at least, the public's appetite for LP music has not been sated.

JD-ASCAP Delay Scored in House

Final Terms Must Have 'Substantial Values' for Dissidents, Says Roosevelt

By MILDRED HALL

WASHINGTON — The sharp rebuke given Justice Department from the floor of the House last Monday (18) by House Small Business Subcommittee Chairman Roosevelt for its year of delay in amending the ASCAP consent decree, was only prolog. If the decree is not completed by the end of May, or if it emerges and fails to meet with approval by Roosevelt and his committee, "a plan of action" already blueprinted will get underway, Roosevelt told The Billboard last week.

In the light of Justice Department's promise to allow time for a review of the decree before formal court entry, Roosevelt expects to take action if the terms do not have "substantial value" for the small-business members of the

(Continued on page 33)

Victor Spots Ellington LP

NEW YORK — RCA Victor's final May album shipment features "Duke Ellington at His Very Best" which includes the original "Black, Brown and Beige." Package revives the original Ellington sides dating from 1927 to 1946, with Cootie Williams, Rex Stewart, Barney Bigard and many other greats.

Final May release also includes "Chet Atkins in Hollywood," wherein the guitarist plays motion picture themes. Another package is Billy Rowland's piano album, "They Laughed When I Sat Down," which explores piano sound gimmicks.

Wallerstein To Belock Exec Slot

NEW YORK — Edward (Ted) Wallerstein, veteran disk exec, has been named a veepee of Belock Instrument Corporation. Prexy Harry D. Belock reported that Wallerstein would head the Belock Recording subsidiary, producers of Everest Records.

Wallerstein is a former president of Columbia Records, where he was instrumental in developing and launching the first LP disk in 1948. Earlier he was general manager of the record division of RCA Victor. Most recently, Wallerstein was a top level consultant to prexy Dave Kapp of Kapp Records.

HUB LIBRARY GUESTS JAZZ MEMORABILIA

BOSTON — A comprehensive exhibit on jazz, co-sponsored by the Boston Public library and the Newport Jazz Festival, is being held thru the month of May at the main library, Copley Square. The exhibit, which has had the co-operation of jazz enthusiasts, schools and interested organizations, occupies 17 display cases in the main lobby and corridors of the library's first floor. Books, portraits, films, recordings, instruments and other memorabilia of famed jazz composers and artists from the library's collection and from private collections are being shown.

In the collection of instruments are those of jazzmen of the last three decades. Bix Beiderbecke's sister, a Greater Bostonian, has lent the horn last used by her noted brother. The exhibit committee is headed by Charles Bourgeois, a director of the Newport Jazz Festival, and includes John McLellan, noted jazz authority; Thomas J. Manning and Emilia Lang of the library staff.

Allied Sets Up LP Distribution

NEW YORK — Allied Record Manufacturing Company, the pressing plant operation which set up a distributing service for indie labels one year ago, titled Allied Record Distributing Company, is expanding the latter service. Allied will now handle distribution of album lines in addition to singles. Up to now, Allied has handled an occasional album.

Initial deal to handle an album line has already been finalized with Interlude Records, West Coast jazz label. Interlude has some 60 (Continued on page 33)

Col. Ups Zemarel

NEW YORK — Columbia Records has upped Emil Zemarel to the post of national promotion manager. He will be one of two national promotion managers reporting to Jim Turnbull, field sales chief. He formerly held the post of promotion manager with Columbia Distributors in Baltimore. He will be succeeded in the latter position by Vic Gregory, formerly of Schwartz Brothers distributors in Washington.

Committee Favors Fair Trade Bill

WASHINGTON — Record dealers were encouraged recently by a favorable report out of the House Interstate Commerce Committee on a bill to set up fair trade rulings at federal level. The bill, H.R. 1253, sponsored by Rep. Oren Harris, chairman of the committee, permits manufacturers of branded products to set minimum retail prices for their goods sold in interstate commerce.

The bill's proponents, including record dealers fighting discounting tactics, say the law will protect independent retailers from "loss leader" sales and predatory pricing of fair-traded items. Federal Trade Commission and Justice Department are strongly opposed to fair trade legislation, as being in restraint of competition. Committee vote was 20 to 9 for the fair trade bill.

Southern Reps Huddle on World Policy

NEW YORK — World-wide representatives of Southern Music, Inc., recently held a three-day convention at the Avenida Palace Hotel in Barcelona, Spain, to discuss policies involving promotion, exploitation and exchange of song material thruout the world. Mario Conti, Southern New York rep, stated the meeting was very successful and included managerial staffs from offices thruout the world.

Agenda included parties attended by top disk and radio artists, civic dignitaries—in all, over 250 people. Ralph Peer, Southern Music chief, and Mrs. Peer, presided.

Among the Southern executives attending were the following area managers: Tommy Ward, London; Ronald Sjogren, Stockholm; Alberto Carisch, Italy; Alfred Zmigrod and Hans Dunk, Amsterdam; Alfred Bruner, Zurich; Manuel Salinger, Barcelona; Rolf Marbot, Paris; Joseph Hochmuth, Vienna; Theodor Seger, Hamburg.

Plans for another world meeting in Paris in 1960 are underway.

Bids Distribs Mend Album Sales Fences

NEW YORK — "If distributors do not alter their merchandising procedures the bulk of sales in the album field will be out of their hands in less than a year." This straightforward and most unusual statement was made in a letter sent this week by Nelson Verbit, of Marnel Distributors in Philadelphia and Baltimore. It is one of the first statements made by any distributor concerning the new outlets that records are now being merchandised thru and the failure of most distributors to go after these new markets.

"Make no mistake," Verbit states, "the record distributor today is losing control of the LP market by leaps and bounds. If we are going to maintain our position in the record industry we've got to change our thinking and our entire method

of operation. Too many of us are still acting as the music retailers were the only outlets for records. I wish they were, but they are not and we have no choice but to realistically conform to this new situation."

Verbit went on to say in his letter that mass production has become the only feasible means of manufacturing low-price albums and in order to merchandise this great volume of product distributors must seek out new outlets. He noted that the manufacturers have done this more aggressively than the distributors and thus distributors were losing larger and larger chunks of the market to electronics distributors, rack jobbers, specialty salesmen in the hardware and auto supply field and in many cases to (Continued on page 30)

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No. 21

Diners' Disk Club to Deb With 100-Album Salvo

Charter Membership Drive Offers 5 Free LP's, 50% Off on Others

By LEE ZHITO

HOLLYWOOD — Diners' Club will send its disk club into orbit with an initial array of 100 albums. Wide selection, believed to be the largest ever provided by a club at one time, is aimed at pulling mass membership. Additional fire-power thrown behind the club's launching includes (1) five free albums without requiring any purchase at the time of joining; (2) a charter membership offer allowing 50 per cent off on all records purchased from the 100-album selection at time of enrolling in the club.

Club is waging its membership drive along two fronts. It is taking well-trodden path followed by the other disk clubs by luring members thru an ad campaign in consumer mags plus direct mail pitch. It will build a nation-wide network of record retailers to recruit

members and share in the benefits. To pursue the latter objective, heretofore untried by any club, the disk club will send its chief exec, Bernard Solomon, to New York to be on the scene at the forthcoming National Association of Music Merchants Show.

20 Labels on Tap

Product included in the club's initial 100-album salvo is being supplied by approximately 20 labels who have come aboard the Diners' Club bandwagon. Among these are Atlantic, Bel Canto, GNP, High Fidelity, Liberty, Monitor, Omega, Period, Vanguard, World Pacific, Westminster, and others. Club's charter membership offer giving joiners 50 per cent off on record purchases will be a one-shot, valid only at the time member signs up. After that members will pay established list prices and will agree to

buy at least six albums during the first year.

Product fulfillment (distribution to members) will be handled from two points. Deal was concluded with General Fulfillment Corporation of New York, firm which handles all of Diners' Club direct mail fulfillment, to cover the Eastern section of the U. S. Negotiations are currently under way with one of the largest fulfillment houses on the Coast to cover the Western States. A portion of the fulfillment load also will be shouldered by the record dealers who will participate in the club's dealer plan. This is expected to serve the dual purpose of boosting in-store traffic for the dealers who come aboard while siphoning off some of the fulfill-

Roulette Pop Singles Hype

NEW YORK—A bright spot in the current pop singles sales slump was reported last week by Roulette's sales veepee Irv Jerome, who notes that the label's singles sales for the last couple of weeks tops all previous figures since the first of the year.

Jerome said the label is currently using four pressing plants to meet distributors' orders on singles. Major sales spark is attributed to Jimmie Rodgers' new disk "Ring-A-Ling-A-Lario" and "Wonderful You," and the Mickey Mozart Quintet's "Little Dipper."

tune, has it translated, gets a record made of it and has it released in the market. In the American zone of Germany, for instance, which includes key cities like Munich and Frankfurt, the Armed

(Continued on page 30)

WAX SPEEDUP

Germany Catches Disk 'Fever' Pace

By BOB ROLONTZ

NEW YORK — The German music business has adopted the same "fever" pace of its American counterpart, according to three key German publishers in the United States last week. The publishers were Dr. Hans Gerig from Cologne, Ralph Maria Siegel from Munich, and Paul C. R. Arends from Hamburg. When rock and roll took over in Germany a few years ago, for instance, the old line writers—just as in the States—were practically swept right out of the business, and as in the U. S., are still grumbling about it. But now a new generation of writers is coming along in Germany, who are able to write material that fits the rock and roll trend.

All three publishers talked about the tremendous speedup in the music business in the past 24 months. A record that breaks in the U. S. in April for instance, may already be falling off The Billboard's "Hot 100" chart by the time a German publisher gets the

\$2 Off Promo On New Victor 'Sea' Version

NEW YORK—RCA Victor has set a special "\$2 Off" promotion for a newly recorded version of "Victory at Sea, Volume 1" one of the all-time best sellers on Red Seal. According to Jack Burgess, commercial sales and merchandising chief, the disk will be promoted at \$2 off the nationally advertised price for the month of June.

The disk, which contains the Richard Rodgers score played by the RCA Victor Symphony, will receive a big promotional push, with consumer ads in Redbook, New Yorker, High Fidelity and many other national magazines. The package will be featured in lighted blinker boxes, and will be given extensive deejay promotion. Pop deejays will be shipped a promotional single featuring "No Other Love" and "Guadalcanal March."

BMI Survey Tabs Classical Upsurge in Air Programming

Reports From 1,700 Stations Put Longhair Plays 30% Over Year Ago

NEW YORK—Programming of classical music by America's radio stations has increased by better than 30 per cent in the past year. The specific figures on the changes will be released shortly as a part of a special report titled "Concert Music, U.S.A. 1959" compiled by Broadcast Music, Inc.

Approximately 1,700 stations replied to BMI's survey which was sent to all of the AM and FM

stations in the United States. Of those answering, 65 per cent, or about 1,100 stations, indicated they are programming classical music. Virtually all of these said they had increased the time devoted to classical programming in the last year. The current average is 9.2 hours a week as against 6.9 hours per week a year ago.

Stereo Aids

Interestingly enough, many sta-

BMI SPONSORS JAZZ CHAIR

NEW YORK—A grant of \$1,000 from Broadcast Music, Inc., has made possible the establishment of the John Lewis Chair in Jazz Composition by the School of Jazz, Inc., at the Music Barn, Lenox, Mass. It's the first faculty chair to be set for the school, now in its third year.

Lewis, the renowned jazz composer and pianist with the Modern Jazz Quartet, who accepted the check from BMI veepee, Bob Burton, is executive director of the school. Thru the grant, composition students who enter the school this summer will get an automatic reduction of \$125 on the normal tuition of \$385. This year's session of the school will run from August 9 to August 30.

ment weight from the direct mail facet of the operation.

Credit Screen

Club's offer of five free albums without requiring any purchase at the time of joining differs from the established pattern followed by the

(Continued on page 30)

New Stereo Chart Reflects Monaural

By HOWARD COOP

NEW YORK—The Billboard's new, best selling stereo LP chart, which debuts this week, points up several similarities to the best selling monaural chart. Included in the listings on the stereo chart are sets in any categories. Twenty-two of the 30 stereo best sellers

are or have been monaural best sellers also.

Instrumental albums account for the largest number of positions with two classical volumes, two jazz sets and a balance of miscellaneous pop, semi-classical and other instrumental packages totaling 18. The other 12 positions include LP's by vocalists, vocal groups, sound-track and original casts.

The instrumental sets that have been both monaural and stereo best sellers are "South Pacific," "Peter Gunn," "1812 Overture," Tchaikovsky's "Piano Concerto No. 1," "Around the World in 80 Days," "Film Encores, Vol. 1," "77 Sunset Strip," "Taboo in H-Fi," "Victory at Sea, Vol. 2," "Near You," "Gems Forever," Strauss Waltzes and "Soul of Spain."

The instrumental sellers that have not been on the monaural chart are "Blue Hawaii," by Billy Vaughn; "Canadian Sunset," by Eddie Heywood; "Porgy and Bess," by Percy Faith; "Hollywood Cha Cha," by Edmundo Ros, and "Un-

(Continued on page 30)

'New Orleans' Real Hotrod For Columbia

NEW YORK—Columbia Records has come up with the hottest single it has had in two years with Johnny Horton's waxing of "The Battle of New Orleans." According to record company execs, the disk is expected to hit the million marker this week, having passed 900,000 last Wednesday (20). The platter has been selling as much as 70,000 on some days, a sales mark that can only be considered amazing in the light of the current somewhat soft singles market.

The "New Orleans" disk, which jumped to No. 2 on The Billboard's Hot 100 chart this week, was cut by Don Law, Columbia's Nashville a.&r. exec. Tune was arranged from a folk tune by Johnny Driftwood, who recorded it in an RCA Victor album last year. This version of the tune has been released as a single and Vaughn Monroe has also cut the tune.

COMING JUNE 22

The Billboard's 1959 Music Merchants' Convention Number

featuring in its broad line-up of special dealer material

The Billboard's famous Annual Record-Phono Dealer Survey

... the yardstick by which dealers, distributors and manufacturers measure their record, phono and tape sale performance

One-Stop Service By Jocks for Jocks

Edwards Offers to Supply Conferees
Direct With Hard-to-Find Wax

MIAMI — Tom Edwards, WERE, Cleveland, is introducing a unique one-stop record service for disk jockeys at the deejay convention here this week (May 28, 29, 30, 31).

Edwards' plan, which he is circulating in leaflet form to jocks here, is patterned after one-stop services to dealers. Edwards will invite deejays across the country to write to him in Cleveland for copies of new or potential hits—particularly those on smaller labels—which they haven't been able to get in their areas.

Edwards will send them the disks—all marked as deejay copies or stamped "not for sale" for a small fee—from 25 to 35 cents a disk or \$1 for a package of four—which will include all handling costs.

The plan, of course, means that

Edwards must obtain considerable quantities of new releases from manufacturers. This the jock thinks he can do. Prior to setting up the service, he solicited the opinions of 150 record companies on the idea.

Most of the small disk outfits, reports Edwards, "think the plan is a good one. They are the ones who never have more than three or four records out at any one time."

(Continued on page 32)

Atlantic Skeds 2 LP's, 4 EP's

NEW YORK—Atlantic Records this week is releasing two new LP's and four EP's, two on Atlantic the others on Atco. The new albums feature the first Mode Jazz Quartet release in over a year, and "Once in a Blue Moon" by Mabel Mercer.

"The Modern Jazz Quartet at Music Inn, Vol. 2" package spotlights tenor sax star Sonny Rollins as guest artist; while the Mabel Mercer LP presents the thrush for the first time with strings and full orchestra backing.

The new Atlantic EP's feature LaVern Baker and Clyde McPhatter. The Atco EP's are by Bobby Darin and the Coasters. The label is also releasing stereo versions of two LP's previously releases as monaural packages—Bobby Short's "Speaking of Love," and Wilbur de Paris' "Marchin' and Swingin'."

Disneyland Sets Conclave

HOLLYWOOD — Disneyland Records will stage its first national distributor convention here during the first three days in August. It will host approximately 30 distributors and their wives at the Disneyland Hotel. During their visit, Jimmy Johnson, head of the Disneyland and Buena Vista labels, will seek to impress the sales reps with the close tie-in the Disney organization follows between its disk releases and pix product and Disneyland Park.

Distributors will be given the royal tour of the Disney lot where the

(Continued on page 32)

RECORD GUIDE CREDIT ERROR

NEW YORK—In the Billboard's new Quarterly Record Programming Guide, Page 13, Columbia's original cast album, "South Pacific" is erroneously credited to Decca for the year of 1953.

DJ-JUKE RECORD GUIDE TOP-FLIGHT REFERENCE

• Continued from page 1

It's interesting to note that practically all of the artists listed on the "Top 25 Singles Last Summer" list (see "A Year Ago This Summer" in the supplement) are spotlighted in the current artist bio feature.

The anti-fem trend has also begun to evidence itself in the album field. A study of the top 10 albums of the year over the last decade (see "Ten Years of Long Play Favorites" in the supplement) indicates that not one woman artist (other than in an original cast LP) has appeared since 1935. Only 10 fem stars are represented over the entire 10-year period—Doris Day, Julie London, Ethel Merman, Kay Starr, June Christy (in a package with Stan Kenton), Jane Froman and Ann Blythe (teamed with Howard Keel).

Show packages, of course, accounted for more than half of the top 10 albums—19 original cast, 22 sound track, and 11 tied up in

some way with a Broadway musical or movie score.

Capitol Records had a slight edge over Columbia with 27 packages on the 10-year compilation, as compared to Columbia's 26. Decca was third with 18 and RCA Victor had 15. Only five other labels made lists—M-G-M with nine packages, London with two and Imperial, Kapp and Liberty with one each, thereby illustrating the continuing sales strength of the majors in the album field.

Columbia had the No. 1 album 5 out of 10 years, with its "South Pacific" original cast LP taking the top spot for three successive years, and "My Fair Lady," for two. Capitol was No. 1 four years, and RCA Victor took top position once with Presley.

Jackie Gleason made the list eight times—more than any other artist. Mario Lanza was represented five times and Doris Day, four.

FINAL TALENT LINE-UP SET FOR DJ MEET

MIAMI—The final line of talent scheduled to appear at the deejay convention here this week (May 28, 29, 30, 31) on Saturday (30) night has been posted by convention coordinator Bill Stewart, Storz' national program chief.

Veteran jock Martin Block, WABC, New York, will again emcee the All-Star Show, featuring Pat Boone, Cathy Carr, Chris Connor, Vic Damone, Alan Dean, the Diamonds, Connie Francis, Johnny Horton, Peggy Lee, Patti Page, the Playmates, Jimmy Rodgers, Connie Russell, Jack Scott, George Shearing, Dodie Stevens, Gary Stites, Kirby Stone Four, Jesse Lee Turner, Andy Williams and Lon Norman's Panama Records orchestra. Dick Linke and Paul Brown will produce and direct the show for the second year.

Every Jock At Meet a Millionaire

It's Just Phony
Victor \$'s for
Fun and Prizes

MIAMI—RCA Victor will shell out \$1,000,000 in stage money to each jockey attending the deejay convention here this week (May 28, 29, 30, 31) at the Americana Hotel.

It's all part of a special promotion, whereby the label will give away a flock of bigtime prizes, including a trip to Europe for two, a Studebaker "Lark," \$500 worth of clothes, a color TV set and a stereo phono.

Jocks will be invited to bid for these prizes with the stage money Saturday afternoon at 5 p.m. Prior to the auction, the spinners will be given chances to increase their \$1,000,000 capital, via various games. In addition, each time a jock visits Victor's hospitality suite at the Americana he will receive \$5,000 in stage money.

BLOCK AWARD FOR TOP DJ PUBLIC SERVICE

MIAMI — Veteran deejay Martin Block, WABC, New York, will present the Martin Block Award at the disk jockey convention here this week to the jock who has performed the most outstanding public service during the past year.

The award, first in an annual series, will be determined by vote at the deejay convention here this week. Ballots will be distributed to jocks when they register. Arrangements have been made for completed ballots to be left at The Billboard's hospitality Lanai suite 22 at the Americana Hotel.

On display in The Billboard suite will be a \$1,500 sterling silver service (purchased via contributions from various record companies) which will be presented by Block to the winning jockey. It is hoped that tabulations will be completed in time for presentation of the award by Saturday (30) night.

SUMMARY OF AGENDA AND EVENTS "Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention

Sponsored by The Storz Stations

THURSDAY, MAY 28—Registration all day—Main Lobby
7:00-9:00 p.m.: Welcoming Reception and Cocktail Party;
Sponsor—Mercury Records; Host—Kenny Meyers

FRIDAY, MAY 29—MORNING

7:45 a.m.: Breakfast, Sponsor—United Artists Records;
Host—Max Youngstein, President

8:55 a.m.: Welcoming Remarks—Todd Storz, President,
the Storz Stations

9:05 a.m.: Keynote Speech—Harold Fellows, President,
National Association of Broadcasting

9:30 a.m.: Panel, "Network vs. Independent Radio"

10:30 a.m.: Panel, "News Should Be New"

11:00 a.m.: Panel, "Radio Reprs Are Salesmen, Too!"

FRIDAY, MAY 29—AFTERNOON

12:00 Noon: Luncheon, Sponsor—RCA Victor Records;
Host—Bill Bullock

1:05 p.m.: Address: "Youth Fitness—A Product to Sell,"
Dr. Shayne MacCarthy, Executive President,
President Eisenhower's Committee on Youth
Fitness.

1:30 p.m.: Panel, "What Is a Personality Today?"

2:30 p.m.: Panel, "From Deejay to Management—It's
Happening"

3:00 p.m.: Panel, "Evaluation of Station Promotion"

4:00 p.m.: Panel, "Too Many Releases?"

5:00-6:00 p.m.: Discussion of the Feasibility of a National
Deejay Organization.

FRIDAY, MAY 29—EVENING

7:30 p.m.: Cocktail Party and Stereo Recording Session,
Capitol Records. Peggy Lee and the George
Shearing Quintet will record a stereo album
during this party.

SATURDAY, MAY 30—MORNING

7:45 a.m.: Breakfast, Sponsor—Atlantic Records; Host
—Ahmet Ertegun

9:00 a.m.: Panel, "Both Sides of the Record"

9:30 a.m.: Panel, "Are Live Commercials Dead?"

10:00 a.m.: Panel, "What Next, Mr. Music Man?"

11:00 a.m.: Panel, "Swingin' in the Smaller Markets"

11:30 a.m.: Panel "Promotion Men Can Work for the
Deejay"

12:00 Noon: Luncheon; Sponsor—Columbia Records;
Host—Bill Gallagher, Director of Sales

SATURDAY, MAY 30—AFTERNOON

1:05 p.m.: Discussion, "The One-Minute Record—Good
or Bad?"

1:30 p.m.: Panel, "Do We Live and Die by Ratings?"

2:30 p.m.: Panel, "How You Can Better Promote Your-
self and Your Station Through the Trade
Papers"

3:30 p.m.: Panel, "Programming—More Than Just Jugg-
ling Numbers"

4:00 p.m.: Panel, "The Pros and Cons of Formula
Radio"

5:45 p.m.: Cocktail Party and Reception; Sponsor—
Liberty Records; Co-Hosts—Julie London
and David Seville

SATURDAY, MAY 30—EVENING

7:00 p.m.: Annual Banquet; Sponsor—Dot Records;
Host—Randy Wood; Special Guest—Pat
Boone.

8:30 p.m.: 2d Annual All-Star Show featuring America's
Top Recording Stars. Emceed by the Dean
of the Disk Jockeys, Martin Block, WABC,
New York, celebrating his Silver Jubilee as
a platter spinner.

Pat Boone Playmates
Cathy Carr Jimmy Rodgers
Chris Connor Jack Scott
Vic Damone George Shearing
Alan Dean Dodie Stevens
The Diamonds Gary Stites
Peggy Lee Kirby Stone Four
Patti Page Jesse Lee Turner
Andy Williams

Panama Records Orchestra directed by Lon
Norman

Show produced and directed for the second
year by Paul Brown and Dick Linke.

SUNDAY, MAY 31

1:00 a.m.: Old-Fashioned Breakfast Dance and Bar-
B-Q; Sponsor—Roulette Records; Host—
Morris Levy, featuring the swinging Count
Basie Band.

DISKERY DJ HOSTING NUT RUNS TO 100G

• Continued from page 1

Connie Francis will play hostess in their suite, and will pose with visiting spinners for polaroid camera shots, which the jocks may take home with them.

Last year's convention spotlighted Mitch Miller's blast against rock and roll programming and open rebellion by many jocks against what they termed restrictive elements so-called "Top 40" programming.

This year attention will again center on panel discussions sched-

uled on "What Is a Personality Today?" and "The Pros and Cons of Formula Radio" since the topic is even more controversial in today's radio.

Many record manufacturers are most concerned with sounding out current deejay attitude on record programming, Columbia's sales director, Bill Gallagher, for instance, expressed particular interest in looking for "any new attitudes on disk programming and the role the disk jockey will play in future programming policies."

Attention, Disk Jockeys:

SEE YOU AT MIAMI BEACH!

*The Billboard wishes you a
most successful convention*

Come in and say
hello at The Billboard's
hospitality suite:

LANAI SUITE No. 22,
near the outdoor
swimming pool,
Americana Hotel

We look forward to
greeting you at the
Convention, May 28-31

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8RPD-S7X-UD03



SINATRA

*Frank and a bunch of kids
knock out a real fun tune*

HIGH HOPES

.c/w

ALL MY TOMORROWS

From the Sincap Production

A United Artists Release

"A HOLE IN THE HEAD"

Starring Frank Sinatra



RECORD NO. 4214



THANKS

*chris
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CURRENT HIT

**SUMMER
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EXCLUSIVELY ON:



Metropolitan Soars With Kluge at Helm

NEW YORK—One of the most successful operators on the local radio-TV scene today is John Kluge, head man of a group of investors who last January took over the entire holdings of the Metropolitan Broadcasting Corporation. (WNEW-TV and WNEW, New York; WTTG, Washington, D. C., and WHK, Cleveland.)

Current trade speculation centers around — if any — further changes Kluge (chairman of the board and proxy of Metropolitan) plans to make at WNEW here. When the Kluge operation took over WHK in Cleveland earlier this year some drastic changes were made, resulting in the station moving up from near-low-man on the rating pole to the No. 2 spot on the local Hooper rating in 22 days. Only one jock—Pete Meyers—was held over from the old administration.

However, Kluge says WNEW calls for an entirely different approach, since the station is already a highly successful operation, one of — and frequently the 8 top-rated outlets in its area. On the other hand, notes Kluge, WHK (which will be breaking even by June) was losing \$10,000 a week when they first took it over. "All we want to do with WNEW," comments the exec, "is make it even more No. 1 than it is now."

Altho WHK programs primarily from a top-singles list, Kluge expresses some skepticism about the value of such listings. "When I see one of those lists," says Kluge, "I'm always reminded of the fact that man is on top of animal kingdom charts because he makes out the list."

As previously reported in The

Billboard (see page one story in last week's issue) Kluge plans to put more emphasis on the playing of pop singles at WNEW. Heretofore the outlet has concentrated more than 50 per cent of its programming on LP selections.

Kluge thinks WNEW's disk programming "could be more encompassing," and hopes to attract more young listeners via the programming of more pop singles. However, he emphasizes, that he doesn't wish to exploit "the wildest element of teen-ager."

To date there has been practically a mass turnover on the administrative exec level at WNEW, with the recent departures of station chief Richard Buckley, former 10 per cent owner in Metropolitan; program director Hal Moore, manager John Jaeger, and financial officer Mel Stack.

Sales chief John Sullivan has been upped to general manager status at the outlet, and Kluge is currently looking for a program director. At the same time, tho, he denies trade rumor that he plans to make any sweeping changes in WNEW's deejay lineup.

At Metropolitan's annual board meeting this month, Kluge reported that for the first 17 weeks of this year gross revenue was more than \$500,000 ahead of the comparable period last year, and it is expected that the gross revenue of Metropolitan will be in excess of \$16,000,000 for 1959.

The Corporation's net profit for the first 13 weeks of 1959 was \$287,512 as against \$56,021 in the first quarter of 1958—an improvement in excess of 450 per cent over the preceding year.

15 MORE JOIN LABEL PARADE

NEW YORK—Fifteen new labels joined the label parade during the last week. Here are the names and addresses of the newcomers:

Apon Records, 435 East 86 St., New York; Autograph Records, 1010 North Zang, Dallas 8; Big Howdy Records Box 870, Bogalusa, La.; C and P Records, 2311 Gentry, Houston 9; Cable Car Records, 150 Powell St., San Francisco 2; Edsel Records, care of Music World Corporation, 6087 Sunset Blvd., Hollywood 28; Fernwood Records, care of Fernwood Music, 7000 Fernwood Farms Rd., Route 4, Norfolk County, Norfolk; Jack Bee Records, 13117 Lakewood Blvd., Downey, Calif.; Lido Records, care of United Telefilm Records, 701 Seventh Ave., New York; Mastersound Records, 2656 1/2 S. La Cienega Ave., Los Angeles, 34; Moka Records, care of P.P.X. Music, 565 Fifth Avenue, New York; Olivier Records, 913 North Gayoso St., New Orleans 19; Signature-Hanover Records, 119 West 57th Street, New York; Swingin' Records, 1554 Gower St., Hollywood 28; Top Rank Records, 729 Seventh Ave., New York 19;

UA Adds 8 LP's for May

NEW YORK — United Artists has added eight additional LP's to the May release schedule. Included are two sound-track albums, "Shake Hands With the Devil" and "The Horse Soldiers." Both of these will be available monaurally and in stereo for \$4.98.

A second LP in connection with "The Horse Soldiers" film, "Constance Towers Sings to the Horse Soldiers" will also be released. It's also available in stereo and monophonically for \$4.98 and \$3.98 respectively.

The additional releases will also include a jazz version of "Destry Rides Again" by Randy Weston and his trio plus four trombones. Stereo and monaural price is \$4.98.

LITTLE INDIE JACKPOTS

Brand-New Label Can Hit It—With Real Hot Disk

NEW YORK—If you have a hot enough record you make it—even if the label is new, even if you don't have distribution, and even if you don't have very much loot. This is the lesson to be learned from two recent number one hits on brand new labels: "The Happy Organ" by David (Baby) Cortez on Clock, and "Kansas City," by Wilbert Harrison on Fury.

Both Clock and Fury are new labels, and both Cortez and Harrison came up with their first hits on these labels. Now it used to be that a new label when it started to get hot would allow itself to be distributed by a larger firm, or would sell the master of its burgeoning hit to a large firm for a lot of loot and then sit back and collect royalties. Many small labels still do this, of course, but both Clock and Fury decided to chance it on their own.

The Clock label is owned by George Levy and Wally Moody, the music publishers in New York; Fury is owned by Bobby Robinson who operates a record store in uptown Manhattan. Levy and Moody have been making demo disks with that "master" sound for a long time, Robinson has issued records on many labels over the years.

When the Fury Record of "Kansas City" broke, Robinson was offered tremendous amounts for his master by many companies. And in this case there were three cover records of the tune on the market, and a fourth was brought out on Specialty with the always potent Little Richard. To make it even more dramatic, Robinson was brought to court by Herman Lubinsky of Savoy Records, who claimed Harrison was under con-

tract to Savoy. Yet in spite of all these obstacles, as well as limited funds, Robinson was able to hold on to his record and make it the No. 1 disk in the country.

What this all means is that now, with many indie pressing plants able and willing to press records in addition to the major diskery's pressing plants; with factors and other persons available to help finance the pressings, and with indie distributors willing to swing into action on a hot disk, a new label can make it on its own. Of course, the product must be there — and more than that, must be so much there that it practically happens on its own.

This only applies, however, to one-shot, one hit situations. If either Clock or Fury decides to build into a large label, with regular singles releases, and possibly album releases as well, they will probably have to make an affiliation with a large label or major—or else add an awful lot of personnel. But if a label has a really hot one, even if it's their first release on a brand new label—it's possible to make it solo. If you're pretty smart, that is.

Coral Signs Brown's New Youth Band

NEW YORK — Coral Records has signed Marshall Brown's Newport Youth Band to a long term disking pact for singles and albums. Brown, who organized the Farmingdale High School band two years ago and the International Youth Band last year, both primarily for appearances at the Newport Jazz Festival, organized the current edition from youths of the New York metropolitan area.

All 18 members range in age from 14 to 18 and as members reach 18, they will be replaced with new entries. The group made its bow on March 15 of this year in a concert at Carnegie Hall and will culminate its activities this season with its appearance at Newport on July 4. Initial single disking couples "Cha Cha Cha for Judy" and "Rock Bottom."

Loft Named Kassner Mgr.

NEW YORK—Solly Loft, veteran music man, was appointed general manager of the Ed Kassner music firms. Loft succeeds Artie Mogul who left Kassner recently to form his own publishing companies. Loft was a partner in the publishing firm of Campbell, Loft and Porgie and has worked for Shapiro-Bernstein as professional manager, for Buck Ram and recently had his own music firm. Kassner in addition to his own music firm, both here and abroad, is part owner of Broadway Music.

Eldorado Wins 'So Fine' Suit

NEW YORK—A suit launched two weeks ago by Eldorado Music, a West Coast firm operated by Johnny Otis and Hal Zieger, has been settled out of court in favor of the plaintiffs. The suit involved the Otis tune, "So Fine," a hit by the Fiestas on Old Town Records, with the action directed not only against the infringing publisher, Maureen Music, but against the diskery, the artists who made the record and various stores which marketed it.

As a result of the capitulation of Maureen Music, action against the other defedants was dropped. Maureen, in renouncing its claim to the tune, instructed BMI to henceforth register the tune in Eldorado Music. Old Town then agreed to execute a mechanical license agreement with Eldorado on the tune, retroactive to July 1, 1958. The diskery also agreed to advance at once to Eldorado the sum of \$4,500 as a non-refundable advance against the royalties under the license agreement. Old Town will also pay \$1,500 legal costs to Eldorado.

HOT 100 ADDS 10

NEW YORK—Ten new sides appear for the first time on this week's Hot 100 chart. Details are:

60. Bobby Sox to Stockings—Frankie Valon, Chancellor.
63. A Boy Without a Girl—Frankie Avalon, Chancellor
75. I Must Be Dreaming—Nat King Cole, Capitol.
77. What a Difference a Day Makes—Dinah Washington, Mercury.
81. Hushaby—The Mystics, Laurie.
87. The Battle of New Orleans—Vaughn Monroe, RCA Victor.
89. There Is Something On Your Mind—Big Jay McNelly, Swingin'.
92. Lonely Saturday Night—Don French, Lancer.
96. Straight Flush—The Frantics, Dolton.
98. Waterloo—Stonewall Jackson, Columbia.



Miss Gypsy Rose Lee, famous Manhattan hostess, whose domestic appointments are most discriminating, says:

"I love these slow-burning Springmaid Sheets."

America's **NO. 1** record salesman -

FRANKIE AVALON

WITH AMERICA'S NEXT #1 HIT

"FROM BOBBY SOCKS TO STOCKINGS"

b/w

"A BOY WITHOUT A GIRL"

CHANCELLOR #1036



Soon to be seen in the
Warner Bros. picture
**"GUNS OF THE
TIMBERLAND"**

THE FRANKIE AVALON SHOW
can be heard over the ABC
Network every Saturday night,
sponsored by the Charles Pfizer
Chemical Co., 7:00 P.M., E.D.T.

*thanks Jocks-
For your many
plays on "Venus" and I hope
you'll like my latest.
Best wishes for a successful
Convention
Frankie*

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CHICAGO MEET TOASTS PHONOGRAPH INDUSTRY

• Continued from page 1

along with most other consumer goods, said Robert S. Bell, president, Packard Bell Electronics Corporation, and chairman of the EIA Consumer Products Division. The gains being made are attributed largely to "improvements in sound reproduction for phonographs (stereophonic), and new compactness and reliability in radio portables (transistor)."

Monaural phonos have been feeling the push of the new stereos, but over-all sales are still ahead of last year's, said Bell, "While the impact of stereo has brought an expected decline in monaural sales (phonos) from 4,400,000 to 2,500,

000 units, total sales of monaural and stereo are up from slightly under 4,500,000 to more than 4,700,000 units."

Cheerful item for the closing week of Radio Month celebration, is Bell's annual report that consumers have bought 8,600,000 table, clock and portable radios since the 1958 convention—400,000 more than during the previous fiscal year. The big push in radio sales came from the transistorized portable battery radios (and this calls for an orchid to the music-hungry teenagers), "which more than accounted for the higher sales level by increasing from 2,000,000 to 3,300,300 units," says EIA.

Merc Toasts Art Talmadge

CHICAGO—An office shindig at Mercury Records this week toasted the fifteenth anniversary of Vice-President Art Talmadge's connection with the firm and for the claimed distinction of the longest service as an a.&r. director for any large label.

Talmadge, a charter staffer with the company, presided over the development on disks of Patti Page, Frankie Laine, Vic Damone, the Diamonds, the Platters, the Crew Cuts, the Gaylords, Richard Hayman, Ralph Marterie and David Carroll.

He is credited with pioneering deejay disk "give-away programs, recorded "shorties" for deejay programming, and as organizer of the Mercury Caravan of 1950, he launched the techniques of p.a. tours by disk talent.

'Opry' Execs Huddle On Plans for Future

NASHVILLE — Executives of Station WSM, home of "Grand Ole Opry," and bookers and managers of "Grand Ole Opry" talent met here Monday (18) in a meeting called by Ott Devine, WSM program director and new director-manager of "Grand Ole Opry," to discuss their mutual interests and to further plans for the "Opry's" future.

It was the first time in the 34-year history of "Grand Ole Opry" that such a meeting had been held and the results of the three-hour conclave were proclaimed so successful that it was voted to continue such meetings on the first Wednesday of each month to discuss ways and means to further interest in country music in general and "Grand Ole Opry" in particular.

Those present at the initial session were Robert Cooper, general manager of WSM; Jim Denny, president and owner of the Jim Denny Artists Bureau, and his associate, W. E. (Lucky) Moeller; Walter D. Kilpatrick, general

manager of the newly formed Acuff-Rose Artists Corporation; Hubert Long, president of Talents, Inc.; Frankie More, manager of Roy Acuff and the Wilburn Brothers; Wesley Rose, general manager of Acuff-Rose Publications; Jack Stapp, president of Station WKDA and Tree Music, Inc., and producer of the Prince Albert portion of "Grand Ole Opry"; Harry Stone, executive director of the Country Music Association, and Vito Pelletiere, WSM music librarian and stage manager of "Grand Ole Opry."

Connie Tag on Teen-Age Togs

NEW YORK—M-G-M Records' star thrush, Connie Francis, has become the inspiration for an extensive line of merchandise which will soon be on sale in stores throughout the nation. Miss Francis is believed to be one of the few fem disk stars in recent years, and one of the youngest, to achieve this recognition.

The Robert Lesberg Company, personality marketing-merchandising specialists, will introduce a line of Connie Francis TV bobby sox to be sold in more than 3,000 retail outlets from coast to coast.

Stern Brothers, New York department store, will debut a Connie Francis charm bracelet with a special promotion starting June 3. The bracelet will then be placed in national distribution in department stores running similar promotions from coast to coast. Early in the summer, a number of record stores will also introduce a Connie Francis record carrying case.

A full line of high fashion knitted sportswear and an exclusive, teen-age, back-to-school line of coats, all bearing the Connie Francis identifying tag, will both be introduced by major manufacturers.

A spokesman for the Lesberg firm stated that in addition six other manufacturers in various fields would soon be licensed to produce Connie Francis merchandise in time for the back-to-school period and that special plans are now underway for the Christmas holiday season.

Stimler New Hanover Exec

NEW YORK—Irving Stimler has been appointed vicepee in charge of sales for Hanover Signature Records here. Prexy Bob Thiele announced that the appointment is effective at once.

Previously, Stimler was manager of Decca Distributing operations on the West Coast, covering Los Angeles, San Francisco and Seattle. Previously he had his own label, Pacific Records. He'll headquarter in the firm's new offices here.

Sagle Joins Epic A.&R.

NEW YORK—Chuck Sagle has been named co-director of pop a.&r. for the Epic-Okeh labels. His fellow co-director will be Jim Gogelsong, who has been handling pop albums for the label for the past two years. Sagle, who succeeds Joe Sherman in the post, has been arranging and conducting sessions on a free lance basis for a lot of labels over the past year.

N. Y. Dealers Make Awards At Local Bash

NEW YORK — Two hundred dealers associated with the Retail Record Dealers of New York and New Jersey rubbed shoulders with manufacturers, distributors and jockeys Sunday (17) at a banquet held at Town and Country, Brooklyn.

Seymour Bondy, prexy of the group presented awards to deejay Peter Tripp as the outstanding jockey of 1959 and to Connie Francis and Jimmy Rodgers as the outstanding vocalists on records of the year. The dealers also presented Bondy with a plaque in recognition of his efforts for the group.

Eugene Malis, publicity director, said that the affair was the first of many steps to bring the organization into prominence and to lay the groundwork for more aggressive, unified retail merchandising.

Willhelm to Ad Agency Exec Post

HOLLYWOOD—Bob Willhelm, for the past two years, director of merchandising at Dot Records, was named account executive of the RCA Victor account by the Grey Advertising Agency. Willhelm joins the Grey Agency effective June 2 when he will attend an RCA conclave in Chicago.

Prior to joining Dot, Willhelm had served at Capitol Records for five and a half years. When he left Capitol, he was advertising manager of the Company. Preceding Willhelm as account executive at Grey was David Strauss. Willhelm had been headquartering on the Coast but he will be moving to New York where his future headquarters will remain.

Chudd Exec To Europe

HOLLYWOOD — Anits Steinman, vicepee and manager of Lew Chudd's music publishing firms, leaves Thursday (28) for a two-week European junket. She will confer with Lew Chudd's music pub affiliates in London and Paris and is scheduled to return June 9. This will be her first trip abroad for the music firms.

RECORD DISTR. and MFRS.



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Hereby Apply for Membership In A.R.M.A.D.A.

Our official representative will be _____

His Company Title is _____

Signed _____

Our Activity In the Record Industry Is

Please check one Distributor Manufacturer

Enclose this application blank, together with your membership fee of \$25, payable to A.R.M.A.D.A., and remit to Harry Schwartz, Schwartz Bros. Dist., 901 Girard St., N.E., Washington, D. C.

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- Harold Friedman Record Consultant New York City
- Tom Robinson Atlas Records New York City
- Steve Janis Variety Records Chicago
- Jerry Blaine Jubilee Records New York City
- Lester Lees United Artists Records New York City

ATTEND

A.R.M.A.D.A.'S 1st CONVENTION
Mon., Tues., June 8-9, 1959
HOTEL MORRISON, CHICAGO

WE ARE VERY GRATEFUL TO EVERYONE WHO HAS HELPED MAKE THIS, THE "HOTTEST LABEL IN THE INDUSTRY"



CONTINUE TO WATCH THIS SPOT FOR MORE SMASH RELEASES

CURRENTLY ON THE CHARTS

"HUSHABYE"
THE MYSTICS

LAURIE 3028

"A TEENAGER
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"VELVET
WATERS"
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TRULY YOURS"

THE CRITERIONS

CECILIA 1208

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THE FIRST ALBUM BY
THE HOTTEST GROUP
OF '59

"PRESENTING DION
& THE BELMONTS"

LAURIE LLP 1002

STILL GOING STRONG
CHRIS BARBER'S
JAZZ BAND ALBUM

"PETITE FLEUR"

LAURIE LLP 1001



CONWAY TWITTY

*Thanks Jocks -
for your great
reception!*

**"HEY LITTLE
LUCY"**

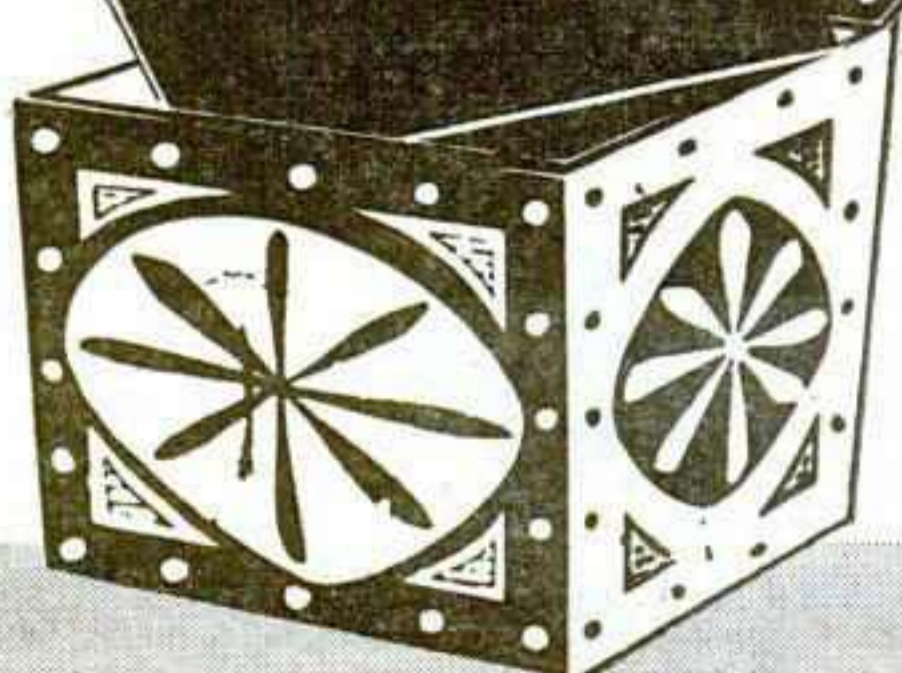
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SINGS**

Stereo #3744 Monaural #3744

Thanks,

D.J.'s

Nat King Cole



Current Single

"YOU MADE ME LOVE YOU"

b/w

"I MUST BE DREAMING"

Current Albums

"TO WHOM IT MAY CONCERN"

"WELCOME TO THE CLUB"

Personal Management
CARLOS GASTEL



COLPIX HAPPY WITH 'CONTROLLED' RELEASE

NEW YORK—Colpix Records, the movie-based label that took the tight approach rather than the buckshot approach to releases is flipping over the success of its current Jimmy Darren waxing of "Gidget." According to Paul Wexler, sales exec of the Columbia Pictures subsidiary label, the firm is more than satisfied with its policy of "controlled" releases, issuing only a few singles and even fewer albums per month.

"We have built Darren into a record name and enhanced his value as a movie artist," stated Wexler, "which is what we set out to do when we started the label." He noted that the firm's policy was to try to build artists "who will be around for a long time" and that the firm was not interested in trying for one-shot hits. In line with this Wexler pointed out that Colpix, in nine months of operation, had only issued two records by the young singer, with the next release not expected until summer. The next release will feature the boy in some rock and roll type material rather than on a Sinatra kick.

Colpix recently signed another artist that they are grooming for

the long pull, a jazz-pop thrush named Nina Simone, who was picked by The Billboard as a talent possibility on her first Bethlehem album. "We will try to build her for the long pull too," stated the sales chief, "and we hope by a year from now to have about five artists who can sell consistently on both albums and singles."

Colpix tests its records in key markets before shipping them to jocks all over the country. As part of the control scheme Wexler makes sure that only the distributor promotion man gets copies of any new record, excluding publishers, artists, or managers from duplicating records to jockeys. "This stops a jock from thinking we are trying to push him by letting him get five or six copies of the same record. And it makes our distributor's promotion man more important."

Colpix has no regular release schedule. Both albums and singles are issued as the firm decides they are needed. "We will not issue two similar records at the same time. If we are working on a record by boy singer we will not issue a record by another boy singer at the same time." At the moment, Colpix

ALB. BOOKLETS, ETC., SUBJECT TO EXCISE TAX

WASHINGTON—The booklets and selectators and container-albums are subject to manufacturers' excise tax together with the records they accompany, Internal Revenue Service ruled last week. This holds true even if the items are billed separately from the records.

IRS ruled in response to a query from a manufacturer who sells specially designed albums to hold a particular record or series of records, booklets with descriptive background of the recording, and selectators to enable the player to locate a particular passage without playing the entire record.

These items are all considered by IRS to be "accessories" for the records, and their price in the sale must be included with the manufacturers' taxable record sale price.

is cutting an album with Darren and another by Mis: Simone. These will be released sometime this summer. "With all the glut of material on the market," said Wexler, "we think it is wiser only to issue the few things we feel have a chance to sell, rather than issue a lot of stuff and have most of it come back six months later."

Waldorf Ups 'King' Size Stereos \$1

NEW YORK — Waldorf Music Hall "King" size stereo disks have now been pegged at the national list price of \$3.98. Disks were formerly \$2.98.

CHI STADIUM TO HOST PLAYBOY JAZZ BASH

CHICAGO—Playboy Magazine this week shifted its jazz festival to the air-conditioned Chicago Stadium after being barred from the city-owned Soldier Field. Originally scheduled to be played August 8-9, the dates have been expanded to include an evening performance Friday, August 7.

The stadium seats about 22,000 compared to the 29,000 capacity of the section of Soldier Field that the festival had expected to use.

Chicago's Park District and the Pan-American Games Committee each blamed the other for bringing about the cancellation, the ostensible reason being that the elaborate stage set-up might damage the Soldier Field track. The Chicogoland Music Festival, sponsored by the Chicago Tribune, however, is scheduled between the date of the

festival and the opening of the sports activity.

In making the switch, Playboy withdrew its announced plan to contribute festival profits to the Pan-Am committee. According to Vic Lownes, mag promo director, Playboy contemplated moving the bash to another city before it decided on renting Chi Stadium.

Negotiations were resumed this week for the appearances of Steve Allen, Terry Gibbs, Sammy Davis Jr., Johnny Mathis and others. Already set are 19 attractions including Count Basie, Ahmad Jamal, Mort Sahl, Stan Kenton, Austin High Gang, Louis Armstrong and Red Nichols.

Chi Distrib Pot Simmers

CHICAGO—Shakeup in local record distribution circles occasioned by Morry Price, ex-national sales manager for Mercury, opening Arnold Records, his own distribbery (The Billboard, May 4) continued this week. Paul Glass, veteran distrib chief who had outlets in Houston, Dallas and Atlanta before opening here four years ago, was rumored buying out Hy Frumkin, owner of Frumkin Sales. Frumkin's operation is primarily Long Play labels and a few singles lines. Frumkin is in business as a distrib for over 14 years and is second in service only to James H. Martin, Chicago's oldest distrib house. Neither Glass nor Frumkin would verify the report. It's understood deal is close to completion, however.

Bottle Cap Jamboree

ROANOKE, Va.—A crowd estimated at 10,000 teen-agers crowded into the Lakeside Amusement Park here for a Lloyd Price show. The admission price was 12 Pepsi-Cola bottle caps and the kids crowded the doors to get inside. About 4,000 of the kids, and some older folk, managed to get to the second floor where Price was giving out with rocking versions of "Stagger Lee," "Personally" and "Where Were You On Our Wedding Day," and dance a bit. Downstairs was only chaos. It was a wild night in Lakeside. The show was a Roberts Production, presented by Roger and B. R. Roberts of Salem, Va.

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 AMERICANA HOTEL • MIAMI BEACH, FLORIDA • MAY 28-30

HOT AS A FIRECRACKER!

JIMMY CLANTON

Smash Single:

"SHIP ON A STORMY SEA"

b/w

"MY LOVE IS STRONG"

ACE #560



Thanks, Jocks, for all your help—see me soon in my new Hal Roach motion picture, "GO, JOHNNY, GO"



AMERICA'S HOTTEST LP & EP:
"JUST A DREAM"

#1001

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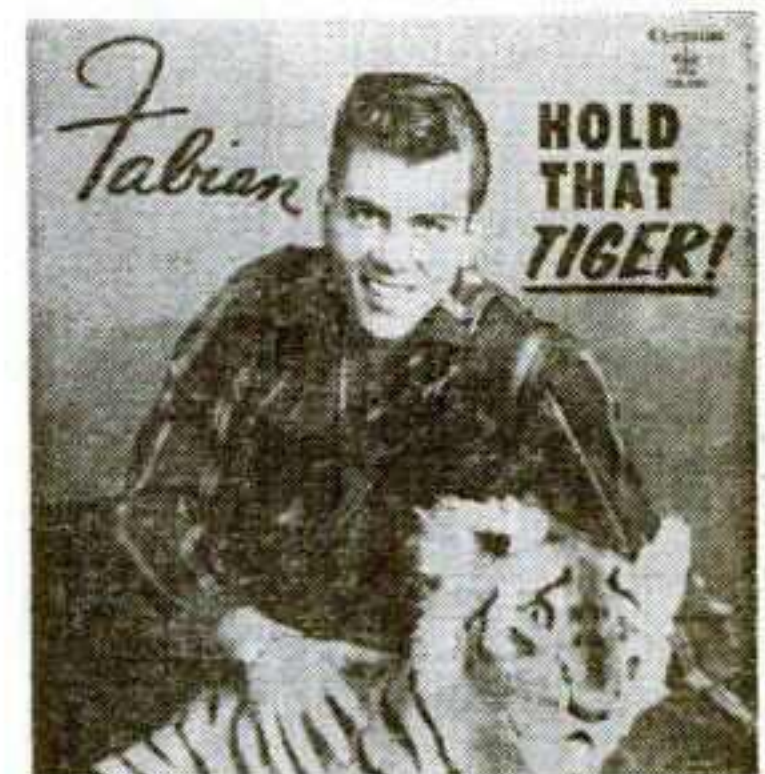
the brightest new star on
the horizon...

thanks TO THE
NATION'S DISK JOCKEYS
FOR MAKING
THIS A YEAR
I'LL LONG REMEMBER



Fabian

THE NATION'S
HOTTEST SELLING LP!



CHL 5003

Also Available:
3 EP's from the LP

CURRENT SMASH SINGLE:

TURN ME LOOSE

CHANCELLOR #1033

WATCH FOR NEW SMASH SINGLE
TO BE RELEASED THIS WEEK!

Exclusively:
CHANCELLOR RECORDS

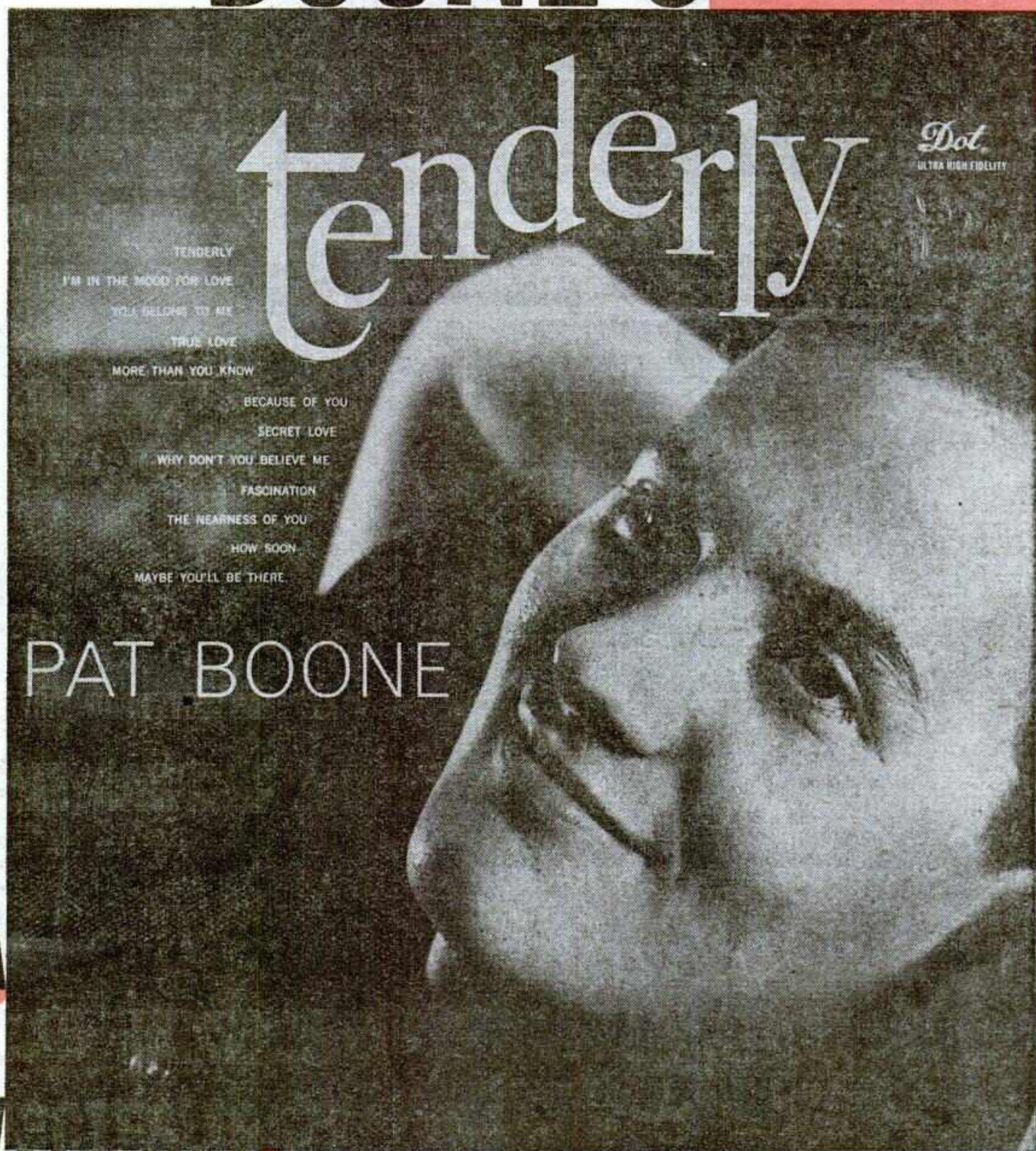
Personal Management:
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206 South 13th St.
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Bookings:



Motion Pictures:
**TWENTIETH CENTURY FOX
FILM CORP.**

It's
PAT BOONE'S



A GREAT NEW ALBUM!



th Anniversary on *Dot* records

The BILLBOARD Apr. 27, 1959

BOONE NO. 1 ON DOT'S ARTIST PROMO PITCHES

HOLLYWOOD — Dot Records will launch a month-long promotional campaign on behalf of Pat Boone as the first of a series of artist drives. The Boone push will be kicked off on May 15 and will run thru June 15. Similar campaigns are scheduled for Billy Vaughn during July and Lawrence Welk in November, among others.

The first drive will fly the banner of "The Pat Boone Fourth Anniversary," and will be spearheaded by his new album release, "Tenderly." Dealers will be given a 10 per cent discount on all Boone package merchandise purchased during the May 15-June 15 period. This includes all Boone albums—new releases and catalog items, LP's, EP's, monaural and stereo—but excludes single merchandise.

Furthermore, Dot will grant a 30-60-90 day billing on all Boone package product purchased during the month-long program.

Randy Wood, Dot prexy, told The Billboard his firm expects to move approximately a half million units of Boone product during the drive. Mrs. Chris Hamilton, label's veepees in charge of sales, said the initial shipment of the "Tenderly" album will be 100,000. Total Boone product shipment now going out breaks down

as follows: 200,000 monaural LP's, 90,000 stereo LP's, and 140,000 EP's. This includes the above mentioned 100,000 "Tenderly" LP's.

The Boone push will include special-dealer displays and point of sale material, Pat Boone browser boxes and 250,000 "Anniversary Buttons" to be distributed to record buyers. Promotional resources of Dot, 20th Century Fox (movie maker handling Boone's films), ABC network (which airs his TV Chevrolet show) and his sponsor are being united in the drive. Norman Greer is serving as co-ordinator.

Boone has been named "Father of the Year" by the J. C. Penney Company, an honor heretofore only bestowed upon Bing Crosby and Bob Hope, will mean that the 1,700-store chain will feature Pat Boone windows and special displays in its record departments.

Boone will headline the May 30 deejay banquet during their Miami gathering, with Dot playing host to the spinners for the affair. Deejay promotion calls for Boone's "Tenderly" album to be used as a program giveaway by the spinners. In addition to blanketing the jockeys with copies of the album, it will also send the "Tenderly" album to TV editors.

3 MORE
BEST-SELLING
EP'S



Decca Loses 'Glenn Miller Story' Suit

NEW YORK—Supreme Court Judge Henry Epstein has ruled against Universal International Pictures and Decca Records in a suit brought by Mrs. Helen Miller, widow of the late and famed band-leader, Glenn Miller. The decision in the long-brewing case, originally filed several years ago, was handed down Wednesday (20).

The action involved Mrs. Miller's claim that her original assignment of the motion picture rights of the life story of Glenn Miller did not authorize the release by Decca Records, which holds a controlling interest in Universal, of an album of the sound track of "The Glenn Miller Story." In the 14-page decision, Judge Epstein discounted virtually every argument of the defense in upholding Mrs. Miller's claims.

In establishing the fact that the Decca recording was a "close and conscious imitation of the authentic Glenn Miller performances," he noted how Joseph Gershenson, "conductor of the synthetic Glenn Miller orchestra for the picture studied and 'saturated' himself with the Miller style." Noting the tie between Universal and Decca, Epstein declared that "the president of Universal, Milton Rackmil, was and is president of the parent Decca."

Epstein noted such Decca publicity slogans as "Millions will want the great Miller sound from this picture. Only the Decca Records taken from the actual film can give this sound," as making groundless the defendants' claim that the record was used only to exploit the picture.

He added that despite the substantial returns to Mrs. Miller from the picture and resultant increased royalties from the sale of RCA Victor Miller records, "the wealth of the victim grants no reprieve from the pickpocket."

Noting in the defendant's brief a statement that "Decca's business was to sell records," the Judge declared that "it is in this frank confession, combined with Rackmil's action and decision as president of both defendants that we find the motivation for the piracy indulged in."

"This court believes," the judge said, "That damages might well be extended to the profits derived by Decca from the sale of the recordings," and that "equity should at least enable plaintiff as executrix to recover . . . the benefits which the estate would have derived from royalties under the RCA contract." The Judge called for an "all embracing accounting" by Decca of profits made on its sales of records from "The Glenn Miller Story," and also royalties payable on said sales based on the royalty basis of the
(Continued on page 22)

ARTIST CO-OWNERSHIP

Names on Profit Sharing Basis New Label's Aim

HOLLYWOOD—Dico Records, a new label seeking to record established name talent on a profit-sharing basis, will be unveiled by its founder, Lou (Joe (Fingers) Carr) Bush, with its release of Janet Blaire's "Flame Out" album. The Busch plan allows the artist a substantial piece in the album's ownership, similar to the participating equity pattern long followed in the motion picture industry.

Miss Blaire's album marks her first appearance on records since her days as vocalist with the Hal Kemp Orchestra in 1940. Busch was pianist with the Kemp crew. Her album will consist of torch tunes. It will be released this summer when the songstress returns to the "Chevy Show" as star replacement for Dinah Shore, thereby reaping TV promotional benefits.

Dico will release thru Allied. Label will also feature Lou Busch's recordings. Busch is currently lining up similar co-ownership album deals with other name personalities.

He launched his label when he concluded a 10-year stint with Capitol Records on May 15. While at Capitol, Busch created his nom de disk, Joe (Fingers) Carr, which he used on honky-tonk styled keyboard knuckling.

Busch contends that established names deserve far more than the standard 5 per cent royalty paid by record manufacturers, and that his profit sharing plan is the only way they can be assured of a larger slice of record sales revenue. The majors, Busch argues, want the artist to pay the recording session costs and then get a mere 5 per cent return. He insisted that his parting with Capitol was ami-

cable and his remarks are aimed at the "5 per cent holy cow" royalty structure of the industry as a whole and not at Capitol alone.

Record companies, Busch said, expect artist to look upon their recording activities as mere hobbies and not as a major source of income. While profit-sharing deals may not be practical for the major labels, Busch said, he feels his plan will attract top names to his firm and prove successful. Co-ownership arrangements with artists, however, won't allow Dico to groom unknown talent, which is a major area of investment for most diskeries. Deals will be made only with established names and not newcomers.

Dico's deals will vary among artists, Busch said. Amount of Equity retained by the Artist will depend upon the extent the artist will invest in the package product.

Hi Label in London Group

NEW YORK — The London Records group, which now lists London, Felsted, Monument and Splash Records among others in its distribution set-up, has acquired Hi Records under a similar arrangement. Eddie Kissack, of London, initiated the discussions which lead to the deal.

Initial release under the new arrangement is Jay B. Lloyd's "I'm So Lonely," and "I'll Be All Right." The record is reportedly showing up in Memphis and Nashville.

IT BROKE IN CHICAGO



'Island of Love'

by the SHEPPARDS apex 7750

APEX RECORDS

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with gratitude to America's Disk Jockeys. Best wishes for a successful convention.

ONE OF AMERICA'S HOTTEST NIGHT CLUB ATTRACTIONS

BOBBY FREEMAN

Exclusively JOSIE RECORDS

CURRENT SMASH SINGLE
MARY ANN THOMAS
B/W LOVE ME - JOSIE 863

P.S. Many Thanks to:
Tommy Sands
Chase Mitchell
Gary Morton

Many Thanks to:
Boulevard Club
QUEENS, L. I.
Town Casino
BUFFALO, N. Y.
OPENING:
The Hacienda
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JUNE 4
OPENING:
The Cloisters
CHICAGO
FOR THREE WEEKS
BEGINNING JUNE 16
Personal Management
MAX BAER & WALT SOMERS
Bookings:
SHAW ARTISTS CORP.

*Thanks to the many
D.J.'s who've been so swell!*

Billy
VAUGHN



Best Selling Albums

"BLUE HAWAII"

★

"BILLY VAUGHN PLAYS"

In Monaural and Stereo

Recording for

Dot RECORDS, INC.

h o t !

My Sincere
Gratitude to the
Nation's
Disk Jockeys
for your help
in Making
"Come to Me"
A Smash!



Just Released! New Smash Single
"I'M COMING HOME"
b/w
"RIVER OF TEARS"
ON UNITED ARTISTS

MARV

The Year's
Most Exciting
New Voice!

JOHNSON

Exclusively:
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BERRY GORDY, JR.

Published by:
JO-BET MUSIC CO.
1719 Gladstone St., Detroit, Michigan

Thanks D.J.'s
for your wonderful send-off
to your new recording —

With My Eyes Wide Open I'm Dreaming
I Cried ^{b/w} for you

Because of your enthusiastic
presentation, this record
is breaking nationally
for a Smash Hit!

Sincerely

Ernoe Light

Grand Award Monaural # 1032
Grand Award Stereos # 3016

TWO SUMMER SMASHES!

"I'M CONFESSIN'"

(That I Love You)

Terril Dean — Laurel

"STEEL GUITAR RAG"

The Dynatonas — Cameo

For Summer Programming

"SWINGIN' IN A HAMMOCK"

BOURNE, INC.

ABC MUSIC

136 West 52nd St. New York 19

When answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Solon Heat on Swindle Sheet Entertainment

WASHINGTON — Cabaret, night club and live theater attendance could take a terrific dive in major cities across the country, if a bill introduced last week to end tax deductibility of entertainment by businessmen as a necessary trade expense, should pass.

A strong push was begun by Senator Clark, and co-sponsors Douglas, Proxmire and McCarthy to end what Clark terms "a revenue loss of between one and two billion dollars," because of the deductions of entertainment costs as necessary business expense, "Uncle Sam pays 52 per cent of the cost

of the theater tickets or night club performances," with corresponding "subsidizing of theatrical and sporting events in America," by this indirect means, Clark told the Senate last week (22).

The theater-night club, yacht and stock club types of expense spending have reached an annual tab of between \$5 and \$10 billion in tax-deductible entertainment for business concerns, said Clark, while ordinary John Q. Public gets no tax deduction on his entertainment costs.

Clark quotes a Yale Law Journal article on the "expense account aristocracy," which stated that "in cities like New York, Washington and Chicago, it is safe to say that at any given moment, well over half the people in the best hotels, restaurants and night clubs are charging the bill as an expense of their company."

Clark has introduced two bills, one to require more detailed accounting for the business expense charges, and another to put certain types of entertainment on the non-deductible list for business expenses.

WALTZ PROMO

'Judy' Disk Pitches to Teen-Agers

NEW YORK—Teen-agers will temporarily desert rock and roll for the waltz if Liberty Records' Eastern representative Jane Gibbs has her way. Mrs. Gibbs has convinced some key TV jocks to hold waltz contests on their record hop telecasts to help promote the label's new David Seville disk, "Judy."

The contest gimmick was sparked when Mrs. Gibbs found it difficult to get air-play on TV deejay shows because "the kids won't waltz." Buddy Deane, WJZ, Baltimore, Milt Grant, WITG, Washington, and Jim Gallant, WNHC, New Haven, Conn., are sponsoring competitions in their areas.

Liberty convinced the teen-agers that waltzing can be fun by making it profitable. The winning couples will each receive \$50 gift certificates. Deane kicks off his contest this week. It will run for three weeks, with votes compiled by write-ins from viewers. The "Judy" disk will be played every day during that period.

CMA Skeds 2d Show for Rodgers Day

MERIDIAN, Miss.—The Country Music Association, with headquarters in Nashville, will hold its second of a series of sponsored shows on the final day of the Jimmie Rodgers Day Celebration to be held here June 15-18.

The Jimmie Rodgers Memorial Foundation and the CMA, non-profit corporations who have as their objectives "to perpetuate and promote country music," will share the money derived from the venture. Ernest Tubb and Hank Snow, founders of the annual Rodgers day event, will handle most of the details in connection with the show to be staged at a local stadium.

Among the c&w performers who have already volunteered to donate their services for the show are Hank Snow and His Rainbow Ranch Boys, Ernest Tubb and His Texas Troubadours, Skeeter Davis, Ray Price and His Cherokee Cowboys, Johnny Cash, Curtis Gordon, Johnny Western, Doyle and Teddy Wilburn, Ferlin Husky, Justin Tubb, Mac Wiseman, Porter Wagoner, Marty Robbins, the Brown Trio, Hank Locklin, Cindy Walker, Charlie Walker and Red River Dave.

The first show sponsored by CMA was held at the Fairgrounds Coliseum, Louisville, several months ago and netted around \$8,000 for the CMA operating fund.

program of dance, music, concert, jazz and children's theater thru June 21. The children's classic, "Pinocchio," will be presented during the run by the Pilgrim Productions of New York, which is currently on tour in New York and New England. Several other events and entertainments are programmed for children.



SO FINE

by The Fiestas
OLD TOWN 1062

DREAM GIRL

by Robert & Johnny
OLD TOWN 1068

GRANDMA GAVE A PARTY

by Billy Bland
OLD TOWN 1067

'Glenn Miller'

Continued from page 18

contracts between plaintiff and RCA Victor.

"There must come a time," Judge Epstein concluded, "when the morals of the marketplace should approximate those standards measured in terms of common honesty. In determining cases, the courts have a responsibility which does not always require the necessity of statutory relief. Equity has that power and this is such a case."

Jesse Climenko, of the firm of Gallop, Climenko & Gould, represented the plaintiff inasmuch as David Mackay, who as Mrs. Miller's attorney, was a witness in the case. Henry Cohen, of Cohen & Sandomire, represented Decca and Universal.

Opera Bill for Hub Festival

BOSTON — A double bill of contemporary American operas will open the 1959 Boston Arts Festival Friday, June 5, in the Public Garden. The New England premiere of "The Scarf" by Lee Hoiby, and a New England folk tale, "The Devil and Daniel Webster" by Douglas Moore, will inaugurate the eighth festival's 17-day and evenings of performances and exhibitions.

The festival will continue with a

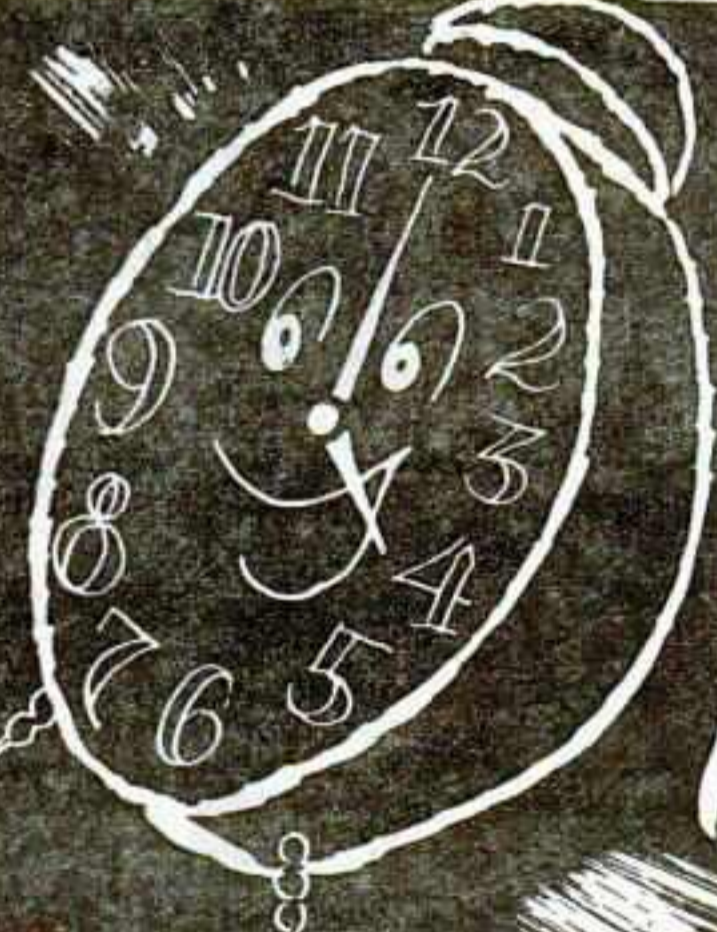
Thanks D. J.'s for making "HAPPY ORGAN" #1 in the nation . . . See You in Miami

Al Silver & Doug Moody

WATCH FOR THE NEW "BABY" CORTEZ RECORD

"WHISTLING ORGAN"

Clock 1012



CLOCK RINGS IN THE HITS!

Two Great Sides on Ember

"A PLACE IN YOUR HEART"

b/w

"IS IT FAIR"

by

Jimmy Milner

Ember 1052

Breaking For A Hit!

"I WON'T CRY"

by

Johnny Adams

Ric 961

SMASH HIT!
"3000 MILES"

by

Narvel Felts

Pink 701

EMBER DISTRIBUTORS

1697 Broadway, N. Y. C.

National Distributors of Clock, Ember, Herald, Ric, Boss, Prince and Pink

WHEEE IT'S DEE!



DEE CLARK

SINGING

“JUST KEEP IT UP”

bw

“WHISPERING GRASS”

Abner 1026 Stereo 10263

The Billboard **HOT 100** FOR THE WEEK ENDING MAY 24

VEEJAY ABNER RECORDS
 2129 S. Michigan, Chicago 16, Ill.
 CA 5-6141

81	48	(45)	JUST KEEP IT UP, Dee Clark, Abner 1026 3
75	(46)	↓	I'M DEADY Fate Domino Imperial 5595	2

A FOOL SUCH AS I

ELVIS PRESLEY 47/7506

I KNOW

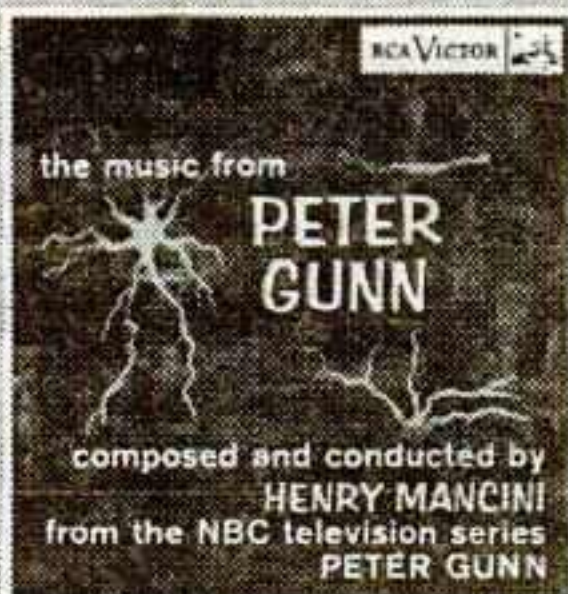
PERRY COMO 47/7541

SOMEONE TO COME HOME TO

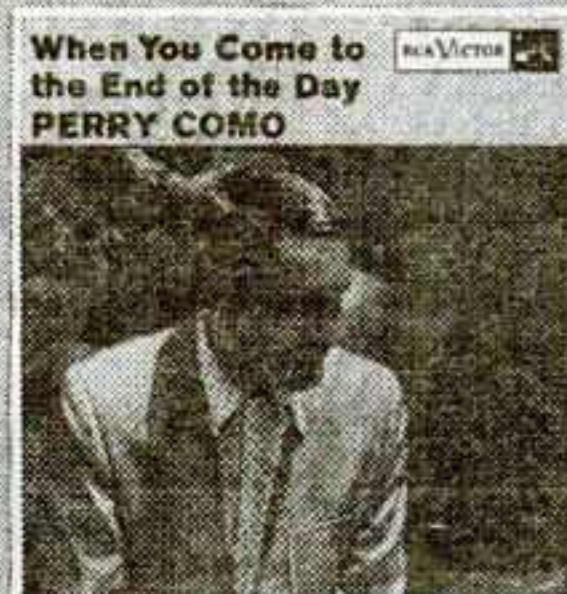
AMES BROTHERS 47/7526

SOUVENIRS

BARBARA EVANS 47/7519



LPM/LSP-1956



LPM/LSP-1885

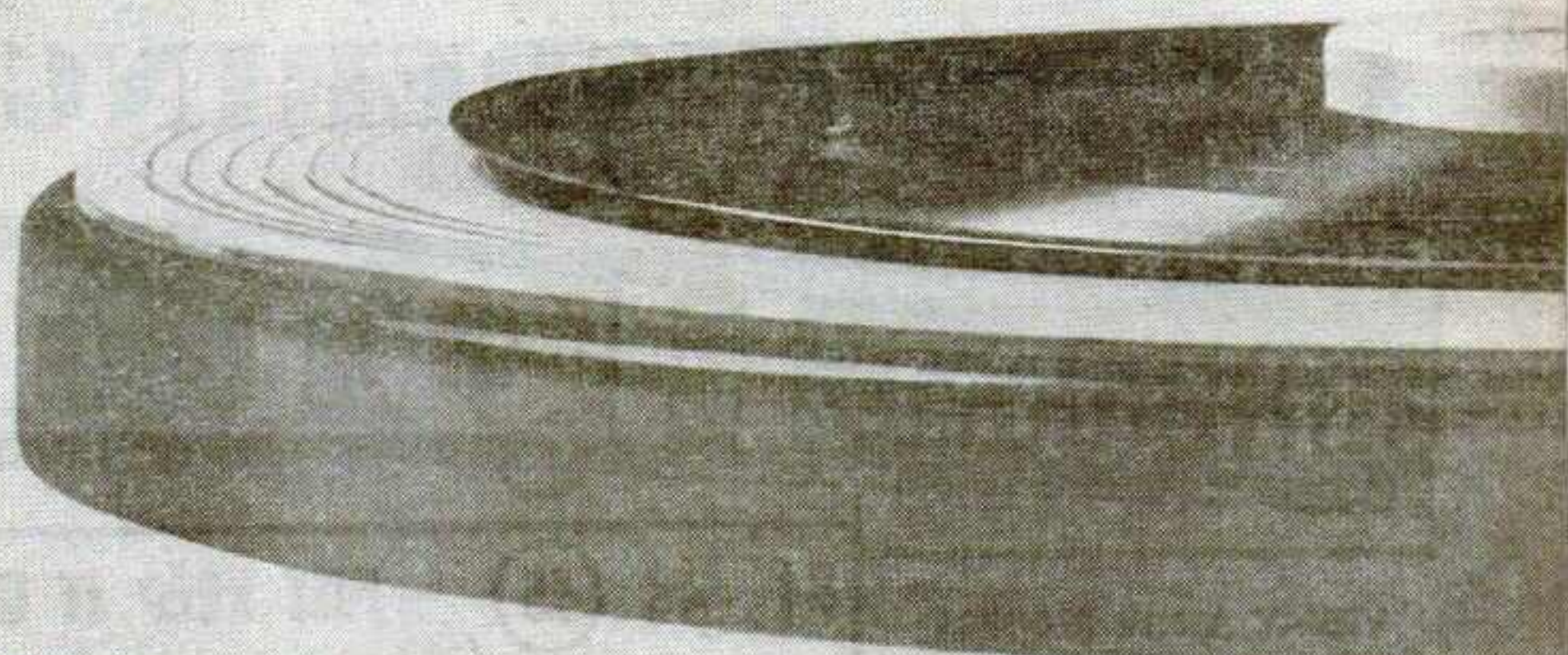


LPM/LSP-1927



LPM/1990

THANKS, D. J.'S, FOR SPINNING US TO



CATERINA VALENTE AND LOU MONTE INVITE YOU TO DROP IN AND SAY HELLO AT THE RCA VICTOR SUITE.

LA PLUME DE MA TANTE

HUGO & LUIGI ORCHESTRA AND CHILDREN'S CHORUS 47/7518

LONESOME OLD HOUSE

DON GIBSON 47/7505

CRYING MY HEART OUT FOR YOU

NEIL SEDAKA 47/7530

THE WONDER OF YOU

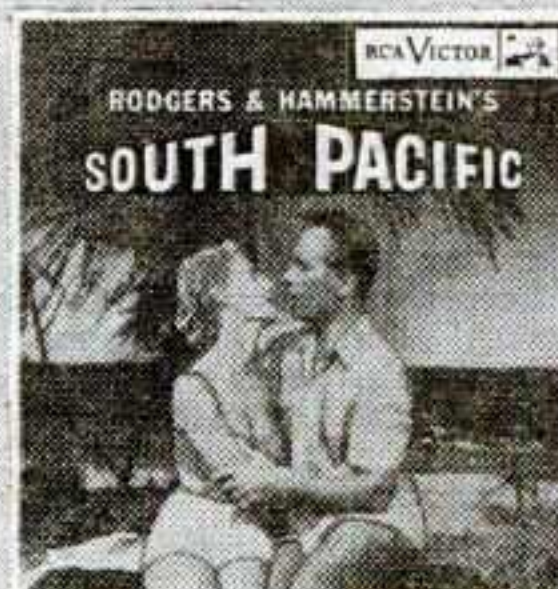
RAY PETERSON 47/7513



LPM/LSP-1738



LPM/LSP-1954



LOC/LSO-1032



LOP/LSO-1507

SUCCESS



HEAR THEM AT YOUR SATURDAY NIGHT SHOW



RCA VICTOR

TRADE MARK RADIO CORPORATION OF AMERICA



"PLEASE, LORD, BLESS MY ONE AND ONLY LOVE" —a sweet ballad
 "SWEAT MANIA"
 another "Down Home Rag"
 "BABY THAT'LL GET IT" —fascinating
 "DOWN MISSOURI WAY"
 —smooth & rhythmic
 "BATTLESHIP KATE CHA CHA"
 Kate's back with a cha cha beat
 "HONOLULU CHA CHA"
 the cha cha hits Hawaii
 "FINE, FINE, FINE" the chick clicked
 "IF THE WORLD IS ROUND"
 (It's Crooked Just the Same!)
 so true—so true
 "DON'T STOP LOVING ME NOW"
 with a beat
 Latest ASCAP hits by Wilbur Sweatman,
 of "Down Home Rag" fame.

WILBUR SWEATMAN
 MUSIC PUBLISHING COMPANY
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A "HIGHLIGHT"
 For Every Program

JUNE NIGHT

LEO FEIST, INC.

England's #1 Instrumental
SIDE SADDLE

Showing Up Strong Here With—

- RUSS CONWAY on Capitol (No. 1 Disc in England)
- JOHN BUZON TRIO on Liberty
- FREDDY MORGAN on Challenge
- FERRANTE & TEICHER on ABC-Par.
- SCOBIE & DOOBIE on Cimax

MILLS MUSIC, INC.

Prima-Smith Duo Sign Dot's Dotted Line

NEW YORK—Dot Records last week pacted Louis Prima and Keely Smith, hot attraction which had been playing to smash business at the Copacabana here. The duo, until now big sellers on Capitol, signed a long term paper and will be recorded very shortly. Deal was finalized by Dot President Randy Wood in the act's Copa dressing room.

Wood stated: "I feel privileged, honored and fortunate that these two great stars have chosen our company. There is no doubt that Loui. Prima and Keely Smith constitute two of the most valuable properties in show business today." Prima's Capitol contract expired in March, and the duo were the target of overtures by virtually all big companies.

Rondo-Lette June Stereos

NEW YORK — Rondo-lette Records will issue 10 \$2.49 stereo LP's the first week in June. This will bring the total number of stereo disks in the catalog to 65. Three of the new albums feature pianist Eric Silver, two are with the Ira Wright ork, another features violinist Christa Rupper, and four other sets spotlight Kurt Maier, a polka ork, the Revelers and Leo Stephenson.

PROMO BASH FOR 'PORGY' DISKS

NEW YORK — Columbia Records and Sam Goldwyn are throwing a soiree this Tuesday (26) at the Sheraton East Hotel here to present stereophonic recordings from the movie sound track of "Porgy and Bess." Sam Goldwyn is the producer of the flick; Columbia Records is releasing a recording from the original sound track. The clambake will run from 5:30 to 7:30, and is open to deejays, dealers, and the trade press.

MEMORABILIA

Historical Ork Data For LofC

WASHINGTON — Columbia Records has donated to the Library of Congress a microfilm copy of the official records of America's oldest symphony orchestra. The Library announced last week that it now has a microfilm copy of the official records of the Philharmonic Symphony Society of New York, 1842 to 1946, a set compiled in honor of the 80th birthday of Bruno Walter, and named after him.

The 24-reel set is now available for examination in the Music Division. It includes extensive files of programs, new clippings, press releases, financial records and correspondence of officials and conductors. The set is one of three now owned by the New York Public Library, the Philharmonic Society and the Library of Congress respectively.

Wakely Loses Master Lease Suit to Tops

HOLLYWOOD—The right of a transcription company to lease its masters to a record company for LP sale was upheld last week by California Superior Court when it ruled in favor of Tops Records and C. P. MacGregor and against country & western vocalist Jimmy Wakely, plaintiff in the action. Wakely, represented by David Ziskind, claimed MacGregor had no right to lease tracks which were recorded for transcription library use to Tops. He further charged deal was damaging in that the Tops disks were of inferior quality. Charge concerned the Tops LP, "Jimmy Wakely—A Cowboy Serenade."

Superior Court Judge James M. McRoberts, deciding in favor of Tops and MacGregor, found that Wakely had sold the masters to MacGregor and that the transcription firm was owner of the masters without reservation. The court ruled that no trade custom prevented MacGregor from leasing the masters for disk sale, and that MacGregor had the right to enter into the agreement with Tops.

The court further found that Wakely was not damaged by the Tops release. After comparing the Tops \$1.49 disk with a Wakely \$3.98 album, the judge held both were of equal listening quality.

Tops was represented by Irving Glickfeld of Glickfeld & Goldstein, and C. P. Macgregor was represented by I. B. Cornblum.

**GIVE TO DAMON RUNYON
 CANCER FUND**

NEW PACE-SETTERS
 FROM MPHC

THE HANGING TREE
 MARTY ROBBINS COLUMBIA

RIO BRAVO
 (From the W/B pic)
 DEAN MARTIN CAPITOL

77 SUNSET STRIP
 DON RALKE WARNER BROS.
 FRANK ORTEGA JUBILEE

KOOKIE, KOOKIE
 (Lend Me Your Comb)
 EDWARD BYRNES WARNER BROS.

DICK PALMER ASSOCIATES

FREE LANCE RECORD PROMOTION

HO. 2-4552
 HO. 9-2261
 1605 N. Martel Ave.
 Hollywood 46, California

From the 20th Century-Fox CinemaScope Production
 "SAY ONE FOR ME"

SAY ONE FOR ME

LEO FEIST, INC.

Many Thanks

TO THE NATION'S DISK JOCKEYS FROM
 THE CHANCELLOR RECORDS FAMILY

FRANKIE AVALON • FABIAN
 JOSEF DAMIANO • FRAN LORI

Bob Marcucci

Pete De Angelis

Best Wishes for a Successful Convention!

To All D.J.'s Attending the Big Convention
at the Americana Hotel

COLUMBIA RECORDS

Requests the pleasure of your company at

- Open house in Lanai Suite #1
- Mitch Miller's "Sing Along Saloon"
Friday, May 29th from 11 P. M.
- A gala luncheon in the Grand Ballroom,
Saturday, May 30th, 12 noon
- **DISC JOCKEYS ON PARADE**
Broadcasting from the main lobby
May 30 to May 31, 5 A.M. to 2 A.M.



COLUMBIA RECORDS

© Columbia Records Inc. A Division of Columbia Broadcasting System, Inc.

P
arkway

Going all the way!

**"THE
CLASS"**

by

CHUBBY CHECKER

PARKWAY #804

C
A
M
E
O

Breaking big in Detroit!

**"DON'T BREAK
MY HEART"**

by

THE DREAM GIRLS

CAMEO #165

C
A
M
E
O

*Their smash follow-up to
"NINE MORE MILES"*

**"FEELS
SO
GOOD"**

by

**GEORGIE YOUNG
AND THE
ROCKIN' BOCS**

CAMEO #166

Many, many sincere thanks to the Nation's Disk Jockeys for

BOMARC

*The Nation's Next
#1 Instrumental*

"STEEL GUITAR RAG"

by

THE DYNATONES

BOMARC #303

SWAN

Headin' for the Top!

"TALLAHASSEE LASSIE"

by **FREDDY CANNON**
SWAN #4031

Colt

A Sure Shot for the Jack-pot!

"HERE HE COMES— THERE THEY GO"

by **CHRIS KEVIN**
COLT #103

SWAN

A Great New Release by those Constant Chartmakers!

"BALLAD OF A TRAIN"

b/w

"DEAR HEART, DON'T CRY"

by **DICKEY DOO AND THE DON'TS**
SWAN #4033

all your help - Best wishes for a successful convention...

Survey Tabs Classical Upsurge

Continued from page 3

broadcasting at least part of the fare in stereo. Another 326 plan to start stereo broadcasts shortly. This would indicate that nearly half of those airing longhair material are doing so via stereo.

Many stations stated that listeners are calling and requesting stereo broadcasts. Another station said it is now airing all its concert music in stereo.

In line with the problems of programming classical items, a number of stations echoed an oft-heard plaint in the field of pop LP's and singles, to wit: "We are a small station and we can't afford to sign up for all the subscription services offered by record companies. Won't some of them consider the plight of the little independent stations that operate on a low budget?"

Personnel Problem

Others pointed out that the biggest problems faced by stations in the classical field was not to get

the recorded material, but rather to find personnel knowledgeable enough to program it, explain it and comment on it with taste and intelligence.

The considerable increase in AM and FM radio's attention to the classical field, is a reflection of many factors, according to the Concert Music report. For example, the report cited the fact that Americans today spend more money on concert-going, classical records and tapes and hi-fi phono and tape playing equipment than they do on all spectator sports combined.

Current estimates show that at least 450 record companies are turning out long hair disks. It was also shown that more contemporary composers are active than ever before. About 470 of them have more than 1,800 of their compositions now available on 3,375 recordings.

German Fever

Continued from page 3

Forces Network radio broadcasts disks soon after they are released in the States.

Much German music is getting released in the U. S., tho not as much as the three German publishers would like to see. And they noted that Italian tunes are doing very well in Germany these days, too.

Possibly one of the biggest disappointments to the average German music man, record manufacturer or publisher, is the slight effect that TV has had on making any tune. Before TV became important in Germany many publishers felt that it would be a new way of making a hit. But so far the results have been negative. Hardly any new records are played on the country's one government run TV channel, and as yet the Germans have not developed any Dick Clark type bandstand show.

Album Fences

Continued from page 2

department store buyers and military purchasers. This is due to the fact, claimed Verbit, that distributors have not been active enough in setting up co-op advertising deals and in local in-store promotion.

The music store will always be the distributors' most important customer, averred Verbit. But single sales and specialty album sales are not enough, according to the letter, for distributors who must also have mass volume albums sales for steady income.

"I don't claim my solutions to this problem are perfect," Verbit's letter continues, "but three of our salesmen spend two days a week at non-music stores. We have co-op ad schedules with any store that will tie in with us and . . . we are working toward a closer understanding with the rack merchandiser and wholesalers. Verbit also said that altho many distributors blame it on themselves. They have not afforded record firms new outlets so that they can sell their records in volume, thus distributors have created their own competition," Verbit concluded.

Diners' Disk

Continued from page 3

other clubs. Usual pitch to membership prospects is six albums for \$3.98. This means the joiners have to buy at least one album while receiving five packages free of charge. Diners' Club, however, feels its member lure will have added strength in getting a prospect to join without having to spend any money at the time. It feels it can send out product without getting money immediately inasmuch as all club applicants will first be screened as credit risks by

Chart Reflects

Continued from page 3

der Western Skies" and "Music for Reading," by Melachrino.

The top selling vocal albums in stereo closely parallel the monophonic best sellers. All of the stereo sets by vocalists, including sound tracks and original casts, have appeared on the monaural chart except for "Deep River and Other Spirituals" by Robert Shaw. Four of the vocal sets are by male vocalists, "Come Dance With Me" and "Only the Lonely" by Frank Sinatra, "Open Fire," "Two Guitars" by Johnny Mathis and "When You Come to the End of the Day" by Perry Como.

The original cast LP's are "My Fair Lady," "Flower Drum Song" and "The Music Man." Sound-track albums are "South Pacific," "Gigi" and "Oklahoma!" "Swingin' Pretty" by Keely Smith is the only set by a fem artist on the stereo chart this week.

Twelve labels are represented on this week's stereo chart. RCA Victor leads with 9 albums; Capitol has four. Columbia and London have three each and Mercury, M-G-M, Decca, Warner Bros. Hi-Fi Record, Stereo Fidelity, Dot and Kapp have one.

Artists with double listings are Frank Sinatra, Mantovani and Melachrino.

For the most part stereo best sellers have paralleled monaural best sellers. Stereo sales, according to The Billboard-NYU continuing survey of record sales thru retail stores, now account for 25 per cent of LP sales.

Diners' Club before they are enrolled as members of the disk club. Thus, it contends, it stands no credit risk while the other disk clubs take a chance with their applicants.

WANTED

Experienced promotion man or woman with background on classical and jazz records

To handle all promotion out of New York office of well-known national organization. Must be good on creative copy and ideas, and able to supervise and follow through on all production details.

Write stating full qualifications, experience and salary requirements.

All applications held in strictest confidence.

Box 221

The Billboard, 1564 Broadway, New York 36, N. Y.

ON THE DICK CLARK SHOW, ABC-TV, MAY 30

BIG SURPRISE!

THE FOUR PREPS

Newest swingin' single



c/w

TRY MY ARMS

Record No. 4218

HITS ARE A HABIT!

at JAMIE-GUYDEN Records

MANY, MANY THANKS, DEEJAYS — YOU'VE BEEN GREAT

*Duane Eddy's New Smash Single
Bigger than "Rebel Rouser"*

DUANE EDDY



**"FORTY MILES OF
BAD ROAD"**

b/w

"THE QUIET THREE"

JAMIE #1126

MORE
HITS-A-POPPIN'

CIAO, CIAO, BAMBINA

("Chio, Chio, Bambeena")

b/w De Serait Dommage

JACKY NOGUEZ

**PLEASE
TELL ME NOW**
b/w
NEVER, NEVER

**The
Jordan Bros.**
Jamie #1125

**ASK ME
ANYTHING**

b/w
BETWEEN MIDNIGHT & DAWN

Donnie Owens
Guyden #2013

**JUNE WAS THE
END OF AUGUST**

b/w
BLACKMAIL

The Arcades
Guyden #2015

*Selling Like
A Single*

**"ESPECIALLY
FOR YOU"**

**DUANE
EDDY**



LP #70-3006

Monaural and Stereo

*And Jamie's Great Catalog
of New LP's!* (Available Monaural & Stereo)

- JLP 3000
HAVE TWANGY GUITAR WILL TRAVEL... DUANE EDDY & THE REBELS
- JLP 70-3001
TROMPETTE BOUCHEE..... JACK MELROSE AND HIS ORCHESTRA
- JLP 70-3002
MAGIC SOUNDS OF PIERRE CAVALLI
- JLP 70-3003
MUSIC FOR DREAMERS..... FRANCOIS VERMEILLE & HIS ORCHESTRA
- JLP 70-3004
TOO TOUGH..... BOBBY TUCKER TRIO
- JLP 70-3005
33 MINUTES AND 20 SECONDS WITH CONNIE CONWAY

JAMIE-GUYDEN RECORDS

Distributed Nationally by
GONE RECORDING CORP.
1650 Broadway • New York, N. Y.

BO DIDDLEY'S NEWEST!!

"CRACKIN' UP" bw "THE GREAT GRANDFATHER"

checker 924

first Ahmad Jamal

NOW . . .

RAMSEY LEWIS TRIO

"I LOVE PARIS"

b/w

"SONG OF INDIA"

argo 5336
(from LP 645)

"CAR TROUBLE"

EDDIE MCDUFF

argo 5335

"MY DREAM"

b/w

"AIN'T THAT LOVIN' YOU, BABY"

DALE HAWKINS

checker 923

AHMAD JAMAL'S PORTFOLIO

deluxe 2-pocket LP at reg. price
argo mono 2638 argo stereo 26385

Chess-Checker-Argo will greet DJ friends at Miami Convention. Many Thanks Phil, Leonard, Max + Paul

Service By Jocks for Jocks

Continued from page 4

The larger record manufacturers seemed to feel they are servicing enough deejays at the present time.

Edwards doesn't think the lack of enthusiasm on the part of the majors will hamper him, in view of the dominant position held by indies in the singles market today, and since jocks usually find it more difficult to track down potential hit waxings on tiny indie labels than major platters.

Edwards originally proposed that manufacturers send him from 25 to 50 deejay samples of every new release. However, after considering the extensive output of some labels, he has decided to include only records that have reached The Billboard's "Hot 100" chart and/or disks that appear to be sure-chart makers on the basis of initial reaction.

Edwards will keep lists, and supply each manufacturer with the names of deejays who have received the disks. For a slight fee, he may also insert samples of disks manufacturers want to "push" along with the requested records.

The jock, who pioneered the deejay newsletter several years ago, said he was inspired to start his one-stop service as the result of the increased number of complaints from jocks all over the country, because they can't get the

new hit records when they're hot. "Many of them" notes Edwards, "even try to purchase them at retail prices but can't find the record available in their areas. Most of them don't even know where to write to the manufacturer to get a copy of the record. We all know that it is a physical impossibility to service every deejay in the country with sample records. But what about these 'live wire' deejays. Are the record manufacturers going to leave them out in the cold and not get the good exposure these boys could give their records?"

Disneyland

Continued from page 4

labels headquarter plus a closeup look at the Disneyland Park itself. New product and merchandising plans will be reviewed to gird the distributors for a stepped-up sales push.

To lay groundwork for the conclave, Disneyland records execs will go on the road during the next few weeks visiting distributors in the key markets. Those making the distributor calls will include Johnson, artist-repertoire head Tooty Camarata, sales manager Moe Preskell, Western sales head Bob Auerbach, national sales promotion reps Bob Elliott and Sam Rowland.

the novelty record of the year

by

MR. HITMAKER

HUEY SMITH

his smash follow-up to "DON'T YOU KNOW YOCKOMO"



WOULD YOU BELIEVE IT

(I HAVE A COLD)

b/w

GENEVIEVE ACE 562

PERSONAL MANAGEMENT:

JOHNNY VINCENT

EXCLUSIVELY



BOOKINGS, CIRCLE ARTISTS CORP.

Thanks, DeeJays, for all your help—

—Huey and Johnny Vincent

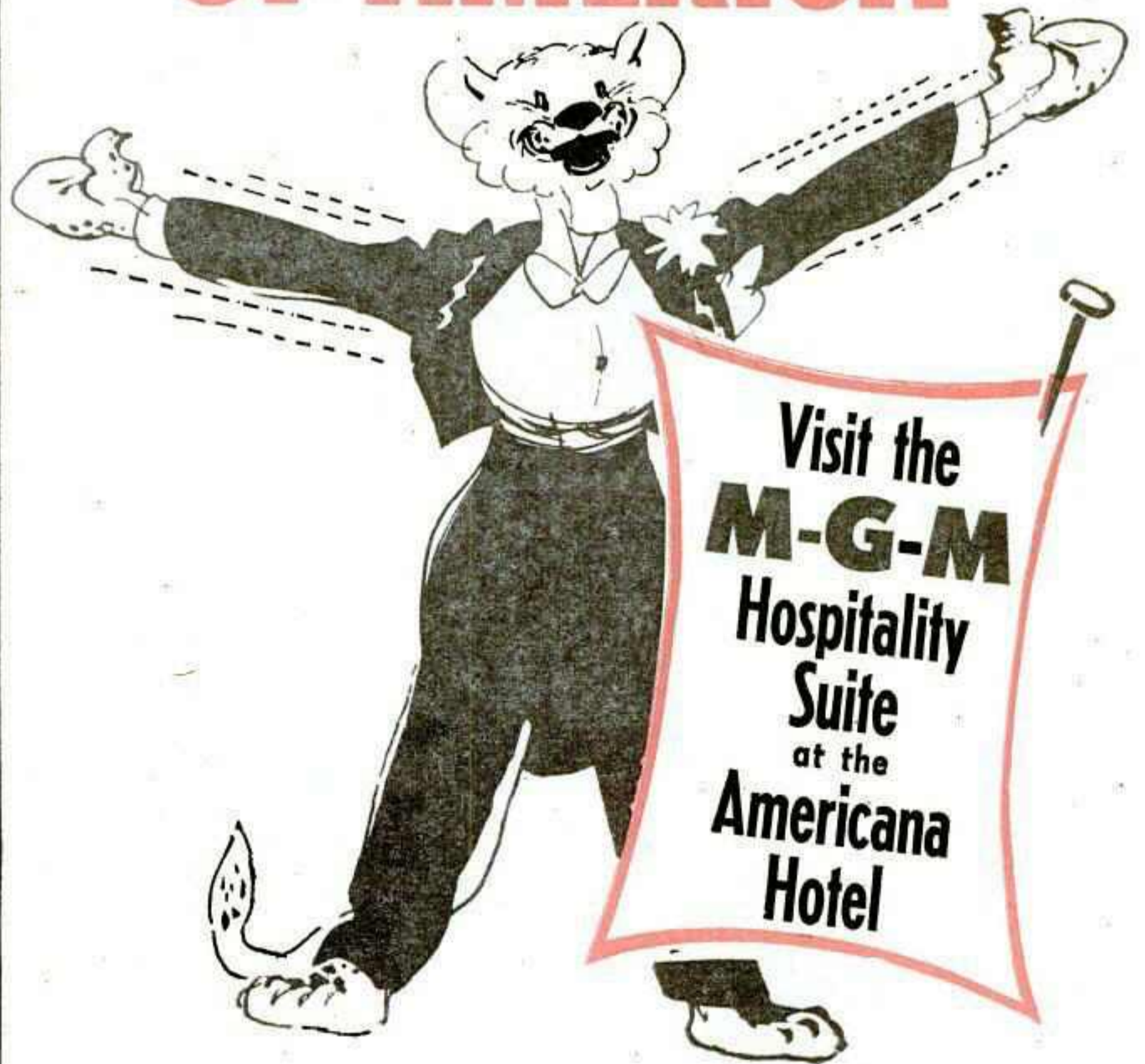
A GREAT VOICE! A GREAT PERFORMANCE!
A GREAT SONG!

ON HIS WAY TO THE TOP!!!
"THESE FOOLISH THINGS" b/w "THIS ABOVE ALL" F-409
RUDY RENDER

"The Bright New Name In Sound"

EDISON INTERNATIONAL, INC. 8525 Sunset Blvd., Hollywood 46, Calif.

M-G-M RECORDS' LEO THE LION ROARS OUT A BIG WELCOME TO THE D.J.'S OF AMERICA



M-G-M / METRO / METROJAZZ LION / CUB

DJ-ASCAP

• Continued from page 2

American Society of Composers, Authors and Publishers who took their case to the Roosevelt (D. Calif.) subcommittee over a year

Scores Delay
In a biting review of Justice delays in finishing negotiation with ASCAP's special attorney Arthur Dean (reportedly getting the phenomenal sum of \$350,000 to represent the Society in the decree chore), Roosevelt told the House last week: "The Department has been attempting for one year to make a decision respecting the nature of the corrective action that it should take. At various times during this past year, I was given to understand that this decision was imminent. Such reports reached me in September, 1958, in October, 1958, and again in January, 1959. The same report reached me again, just last week."

"Of course I am in no position to know whether the Department of Justice will act on this matter within the next few days or whether it will require another full year to make up its mind—but I do know that the continued existence of several thousand small business members of the industry is at stake. For that reason, I have felt obligated, as chairman of the Small Business Subcommittee that held the hearings, to make this report to the Members of the House."

(Full committee chairman Wright Patman, D., Tex., in his report to the House on committee activities, said of Justice, as far back as last January: "We believe that the delay in bringing this matter to a head is inexcusable.")

Full Report Promised

Roosevelt promised that "a comprehensive and detailed report concerning this entire matter will be presented to the Members of the House at a later date. I trust that the Department of Justice will have taken decisive action by the end of this month."

Roosevelt's gearing for action is believed to result partly from last week's reportedly less-than-satisfactory discussions between some of the small-business ASCAP members and the Justice spokesmen (The Billboard, May 11, 1959). Up to now, Roosevelt has consistently refrained from anything that might upset the progress of the decree negotiations in "these highly sensitive and complex matters." But the growing uneasiness by ASCAP dissident members as well as the pattern of delay, has raised increasing questions about whether the new decree will take the corrective action promised in the wake of Roosevelt's committee report.

Main lines of worry by the small business members of the Society are on possible continuance under the amended decree of what they consider a far too heavily weighted vote; also, they fear failure of the decree to correct gaps in performance survey; and to correct rulings and general tactics they believe to favor seniority so strongly over performance that small business members can't stay solvent on their percentage of distributed royalties.

Allied Distrib

• Continued from page 2

packages, and 12 of these will be in the first batch distributed by Allied.

Allied's album service is similar to that set up to handle singles. Allied takes care of auditing collections from distributors—in fact, the entire manufacturer-distrib relationship. The label itself does deejay promotion and concentrates on product.

It is known that other deals are pending whereby Allied will take over distribution of albums.

Since Allied decided to take over distribution of indie singles, it has sold close to 3,000,000 in the space of one year.

"THE VOICE YOU CAN'T FORGET" — REVIVES A LEGENDARY HIT!

GLAUDIA THOMPSON... ON HER WAY TO THE TOP!!!

"GLOOMY SUNDAY"

b/w "GOODNIGHT MY PET" F-408

Featuring BARNEY KESSEL

EDIZON

INTERNATIONAL, INC.

8525 Sunset Blvd., Hollywood 46, Calif.

"The Bright New Name In Sound"

Tape Group Shows Signs of New Life

CHICAGO—If the tape industry doesn't take a giant step next year, it won't be the fault of the Magnetic Recording Industry Association (MRIA). That group, at their annual meeting here last week, displayed more singleness of purpose, determination, and promotional excitement than they ever have before.

There's a reason for their attitude. They had a rough year and they don't intend to repeat it.

One sign of new life is MRIA's greatly increased membership. Currently, their roster shows 44 firms—three times the number they had six months ago. And the list of members shows such key firms as Minnesota Mining and Manufacturing. No less than five firms are recorded music producers.

Following their meeting, incoming president Herbert Brown (Ampex) told some of the groups immediate aims and accomplish-

ments. They have a new legal counsel, McBride, Baker, Weinke and Schlosser of Chicago. George Schlosser will represent the org and will also maintain its new official headquarters at 110 Wacker Drive in Chicago.

Tax consultant to the revitalized group has also been appointed. Miller and Chevalier of Washington, D. C., will handle this aspect of MRIA affairs.

A public relations firm, International Business Relations, with offices in New York and San Francisco, will take over publicity. A P. R. committee with Hugh Daly (Magnecord) as chairman was also appointed to work with them.

At the press conference following their meeting, Herbert Brown emphasized one item of business that they did ratify. As a group, the MRIA did not adopt four-track, 7½ ips. recorded tapes as a standard.

"We represent many diverse interests in the industry," Brown told the press. "Some of our members are cartridge manufacturers and some make cartridge players. We represent them as well as those who produce four-track tapes."

Asked if RCA were a member, Brown replied in the negative. On the RCA tape cartridge question, Brown underscored the fact that many of the MRIA membership felt that the open-reel, four-track offered something many of them could promote immediately and

(Continued on page 38)

GREENBACKS LIMIT WIDE RANGE HEARING

CHICAGO—Aging audiophiles and producers of audio equipment can envy George B. Frazer with good reason. Frazer, Astatic Corporation topper, reports he can hear high-frequency sound up to 15,000 cycles per second. That's pretty phenomenal when you consider he's 67 years old. The average person's ability to hear high frequencies begins to drop off at a much earlier age.

"I can hear 15,000 on a test record going up the scale," Frazer told *The Billboard*, "and coming down I begin hearing at about 12,000."

"Incidentally," he added, "when my wife asks me for a hundred dollars, I can't hear a thing."

E-V Hits 20 Cps. With 30-Inch Woofer

CHICAGO—A woofer capable of reproducing extreme low frequencies down to 20 cycles per second was a unique feature of the Electro-Voice exhibit at the Parts Show here. It would have taken the blue ribbon for size, if such an award were made, because it uses a 30-inch cone.

According to E-V spokesmen, the 30-inch woofer was designed

(Continued on page 38)

Reminder Sign Sells Extra Accessories

PHOENIX, Ariz.—"Never take it for granted that the record customer is going to remember accessories on his own," advises Bert Himmelfarb, owner of the three Bert's Record Shops, here. "Instead, it takes some sort of forceful reminder to make certain that the customer who needs such items will remember to add them to his purchases."

Himmelfarb built his business on sheer showmanship, with such novelties as a "disk jockey" demonstration table equipped with head sets for listening silently to record selections, colorful stereo demonstrations, and he insists on using the same sort of efforts to sell accessories.

Timely Reminder

The most prominent example of his thinking along these lines is the black-velvet-covered bulletin board located immediately behind the cash register. The wall-mounted board is three feet long by two feet wide and in white silhouette lettering, simply tabbed into grooves in the board, points out:

"We Also Have Needles, Record Racks, Storage Cases, Record Cleaning Cloth, Storage Albums, Records Spray, Tape, Bongo Drums, Table Cabinets, Batteries, and Repairs."

Here, where the average cus-

tomers waits a few seconds for his turn at the check-out, the bulletin board has the effect of reminding people of scratchy records, torn tape, dusty albums and cases, at a time when they are most intent upon purchases, and the natural impulse is to pick up whatever is needed.

Reminds Clerks Too

"Actually, the sign works out just as well to the advantage of salespeople as customers," Himmelfarb said. "Since they see it constantly and are reminded to suggest these items verbally to their customers. We do a lot of self-service business on records, however, so that salespeople get little opportunity for first-hand conversations. Since we put the bulletin board up, accessory sales have increased steadily, proving that we were actually losing potential sales when we did not make this effort."

Which Needle Is Cheapest? The Diamond!

CHICAGO—A new consumer leaflet from Fidelitone explains the economics of replacement needles to the consumer. A diamond needle priced at \$16.95 and giving 1500 hours of play costs the consumer only about a penny per hour of use. A sapphire, on the other hand, priced at \$2.50 and giving 60 hours of play costs about 4 cents per hour of use. The osmium, or precious metal tip, is the most expensive in the long run. Priced at \$1.50 and giving about 20 hours of safe play, it costs the consumer about 7½ cents per hour.

The eight-page, accordion-fold leaflet also explains how to buy the correct needle, how a worn needle ruins records and the facts of needle wear. The leaflets are available in quantity to dealers.

Scotch Tape Sets Big Ad Program

CHICAGO—Minnesota Mining and Manufacturing Company has set a new advertising campaign in leading consumer, trade and hi-fi and music publications that adds up to 32 million advertising impressions.

Their Scotch Brand recording tape ads will be seen in *New Yorker*, *Time*, *Esquire* and *Saturday Review*, *High Fidelity*, *Hi-Fi Review* and *Modern Hi-Fi*.

"Scotch Brand," the firm states, "is pre-sold to help you sell more."

Erie Amplifier Kit Is Tagged at \$12.95

CHICAGO — Erie Electronics showed a budget priced amplifier kit that puts out two watts at the Parts Show here. The unit is tagged at only \$12.95.

Easy to assemble, the kit features printed wiring board into which the various components are plugged in. After plugging in, the contacts are soldered on the underside of the wiring board and the excess plug nipped off. Holes that accept the components are fool-proof. They are arranged to not accept the wrong component.

The kit should appeal to beginning audio fans.

Stereo Keeps Parts Show Interest High

CHICAGO — Once again, stereo in all aspects dominated the Electronics Parts Distributors Show at the Conrad Hilton here last week. New amplifiers, with few exceptions, were two-channel models. Tuners feature AM-FM stereo or are adaptable to multiplex. Speaker firms are still coming up with new ideas and arrangements to overcome objections to bulky enclosures in duplicate. Tape recorders, which started the stereo boom in the first place, are shown in the interesting four-track variation (see separate story). And the cartridge and needle people put special emphasis on their two-channel product.

Three disk firms were represented among the exhibitors: Crown,

Tops and Audio Fidelity. Both Crown and Tops pushed special stereo disk packages—buy a representative stock and get a free display rack. Audio Fidelity, however, was mainly interested in acquainting audio dealers and reps with their Telefunken line of microphones and related equipment.

Seasoned convention-goers view the show as one of the best they've seen in a long time. Exhibitors told *The Billboard* that actual orders were much heavier than they had anticipated. Attendance was heavy and, unlike past years, it was a "quality" attendance. In other words, convention-goers were interested in doing business.

COMING JUNE 22

The Billboard's 1959 Music Merchants' Convention Number

featuring in its broad line-up of special dealer material

The Billboard's famous Annual Record-Phono Dealer Survey

... the yardstick by which dealers, distributors and manufacturers measure their record, phono and tape sale performance

Tri-Phi Shows Phono Kits

CHICAGO—A new wrinkle in electronic kits made a bow at the Parts Show here. It's a phono-graph kit series, introduced by Tri-Phi, Albertson, L. I., N. Y., firm.

There are three kits in the series. Model TPK-3 constructs a three-speed portable and is consumer-tagged at \$49.95. TPK-4 is a 45-only portable at \$34.95. TPK-7 is a combination three-speed phono and radio combination with a \$79.95 tag.

All three units are battery-operated. Four flashlight batteries power the units. Amplifiers are identical in all three and feature printed circuits using three transistors. The radio-phono circuit has an additional four transistors.

The TPK-7 radio-phono kits are shipped 12 to a carton. The other two are shipped four to a carton.

In addition to the phono kits, the firm also has three transistor portable radio kits, priced from \$19.95 to \$49.95.

Phonola Sets Big Promotion Ad Program

CHICAGO — The promotion program ready to go into action for Waters-Conley, makers of the Phonola phono line, has a bold new look. In fact, it looks as different from what the firm has done in the past as their new phonographs look compared to an old Edison cylinder model.

Gearing to the slogan, "The new sound of sound," Waters-Conley has prepared window streamers, banners, ad mats, window display ideas, the "works." In addition, they are launching a big ad campaign in national consumer media beginning in July. *Esquire*, *Parents*, *Coronet*, *House Beautiful*, *Playboy*, *Seventeen* and *Ebony* are some of the magazines to be used on an every other month basis until the end of the year. Big space ads,

(Continued on page 38)

Irish Tells Profit Pack Promotion

CHICAGO — Orradio Industries, makers of "Irish" recording tape, introduced a "Two-Way Profit Pack" at the Parts Show here. The deal includes a tape recorder service manual, 12 reels of Irish tape and a banner identifying the dealer who displays it as a "recognized service dealer." The whole package costs \$44.40, the price of the tape alone.

The manual, prepared by Howard W. Sams and Irish Tape, shows detailed schematics exploded views and trouble charts on most popular recorders. These include Webcor, V-M, Revere, Ampex, Pentron, RCA, Wollensak, Bell, Viking, Ekotape and Telectro. The manual ordinarily would be priced at \$4.95, according to the tape firm.

The deal is called the "Two-Way Profit Pack" because, Irish points out, dealers can profit by servicing the recorder, first of all, and then profit by the tape sales that the service leads to.

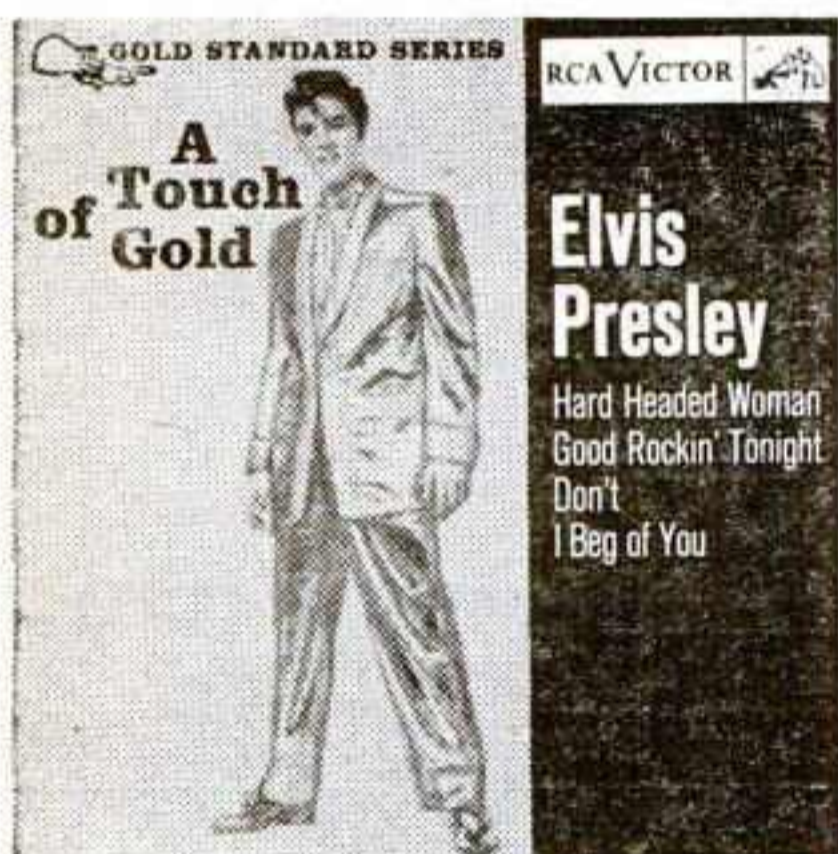
The 12-reel package is an assortment of four each of Nos. 211, 602 and 724, Irish's three most popular sellers in the seven-inch reel size.

GOLD!

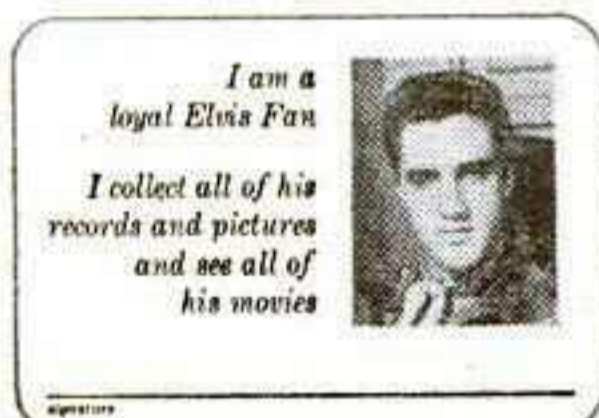
BIG NAMES! BIG HITS! BIG PROFITS! ALL IN THESE GOLD STANDARD 45 EP'S. FILL IN THE ORDER FORM, CLIP OUT AND SEND TO YOUR RCA VICTOR DISTRIBUTOR.

GOLD STANDARD 45 EP DEALER ORDER FORM

DEALER NAME _____
 ADDRESS _____ CITY _____
 ORDER NO. _____ DATE _____



Hard Headed Woman, Good Rockin' Tonight, Don't, I Beg of You. EPA-5088. NEW! In each album, an Elvis Presley Fan Card, picturing Elvis and designed to fit in wallet or purse. An ideal incentive for Presley fans.



The Loveliest Night of the Year, Siboney, Valencia, Granada. EPA-5083

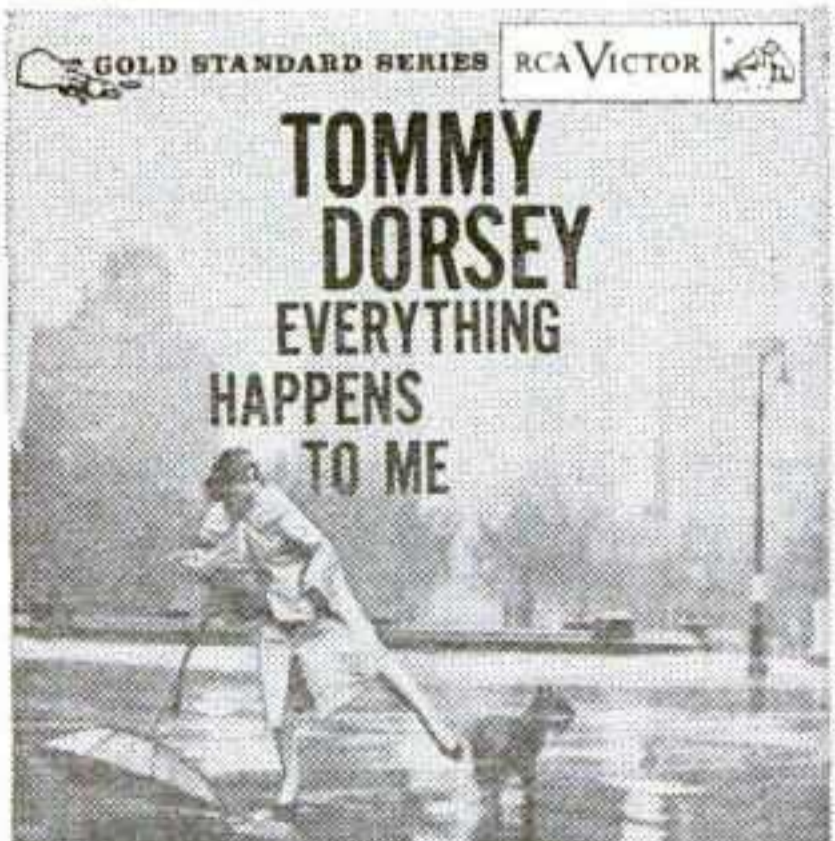
Quantity _____

Quantity _____



Goodnight My Love, Take Another Guess, Did You Mean It?, The Kingdom of Swing. EPA-5100

Quantity _____



Everything Happens to Me, Summertime, I'll Be Seeing You, Once in a While. EPA-5082

Quantity _____

ALBUM NO.	QUANTITY	TITLE AND ARTISTS
EPA-5071		Opera and Operetta—Mario Lanza
EPA-5074		I Love You Truly—Wayne King
EPA-5075		Count Basie
EPA-5076		Sammy Kaye
EPA-5077		Pennies from Heaven—Louis Armstrong
EPA-5078		One O'Clock Jump—Benny Goodman
EPA-5080		The Man on the Flying Trapeze—Spike Jones
EPA-5081		Chattanooga Choo Choo—Glenn Miller
EPA-5084		That's an Irish Lullaby—Dennis Day
EPA-5086		The Golden Rocket—Hank Snow
EPA-5087		Kentucky Waltz—Eddy Arnold
EPA-5090		Faith—The Statesmen Quartet
EPA-5096		Hank Locklin
EPA-410		Songs of Faith—Perry Como
EPA-650		Favorite Cowboy Songs, Vol. 1—Sons of the Pioneers
EPA-725		Inspirational Songs—George Beverly Shea
EPA-735		I Believe—Perry Como
EPA-747		Elvis Presley
EPA-787		Anytime—Eddy Arnold
EPA-821		Heartbreak Hotel—Elvis Presley
EPA-830		Elvis Presley—Shake, Rattle and Roll
EPA-940		The Real Elvis
EPA-961		Canadian Sunset—Hugo Winterhalter
EPA-965		Any Way You Want Me—Elvis Presley
EPA-992		Elvis, Vol. 1
EPA-993		Elvis, Vol. 2
EPA-994		Strictly Elvis
EPA-1-1383		Finger Style Guitar, Vol. 1—Chet Atkins
EPA-1-1427		Night Train, Vol. 1—Buddy Morrow
EPA-1-1515		Loving You, Vol. 1—Elvis Presley
EPA-2-1515		Loving You, Vol. 2—Elvis Presley
EPA-4006		Love Me Tender—Elvis Presley
EPA-4041		Just for You—Elvis Presley
EPA-4054		Peace in the Valley—Elvis Presley
EPA-4114		Jailhouse Rock—Elvis Presley
EPA-4319		King Creole, Vol. 1—Elvis Presley
EPA-4321		King Creole, Vol. 2—Elvis Presley
EPA-4325		Elvis Sails
ERA-220		Jeannette MacDonald and Nelson Eddy in Songs from "Rose Marie"

BRAND NEW RELEASES

EPA-4342	The Happy Organ—Dave "Baby" Cortez
EPA/ESP-4339	More Music from Peter Gunn



FLYIN' TAPE

Webcor Has 10-Track Cartridge

CHICAGO—Military necessity, which fathered the magnetic wire and tape principle in Berlin's bunkers during the last days of the Hitler regime, is providing Webcor, Inc., here with an excellent chance to test a new type of magazine-loading tape recorder. Bud Letzter, sales manager of Webcor's consumer division, emphasized that the military magazine-loader is being built "only for military aircraft" at the present time. A company spokesman in Webcor's military engineering department said that, with modifications, the unit could become a consumer item.

The military cartridge-type tape recorder, which, for military use, records only, but with head changes could also playback, has a cartridge approximately two-inches deep, seven inches wide and 15 inches long. The G.I. unit uses one and a half-inch tape played at 8½ inches per second, "because

(Continued on page 38)

3M Booklets Aim to Up Tape Sales

CHICAGO—A pair of colorful booklets are being published by Minnesota Mining and Manufacturing to help promote their Scotch Brand recording tape. "A World of Sound" is an accordion-fold leaflet in full color. It includes a recording time chart and a guide table for selecting the right recording tape for the right purpose. The various tapes and their special qualities are described fully.

The "How to Do It" booklet of tape recording is a 20-page booklet which explains tips and techniques for using recording tape. "How to Thread a Tape Recorder," "How to Edit Recordings," "How to Splice" and other subjects are described in simple terms for the tape recorder hobbyist.

Both booklets are designed to increase the recorder's pleasure in following his hobby and thereby increase sales of recording tape.

THREE DEALS

Audiotex Accessory Racks Bow

CHICAGO—The most expansive line of self-merchandising, packaged hi-fi tape and record accessories available to dealers in a variety of wall-hanging or floor-based fixtures was unveiled by Audiotex, division of General Cement Textron, major name in electronic hardware. The project, under wraps for months, has been masterminded by Walter Schott, general manager of Audiotex. Schott previously sold out his Walsco Electronics holdings here to GCT. Walsco was an established name in electronic hardware.

Choice of Three

Audiotex offers the dealer a choice of three wall-hanging, self-merchandising racks. The general wall-hanging accessories rack, which will cost the dealer around \$500, is three feet wide and four feet high, carries hooks for 50 different items, with the packaged deal carrying from three to 12

(Continued on page 38)

Brown Is New MRIA Topper

CHICAGO—Herbert L. Brown is the new president of the Magnetic Recording Industry Association of America. Brown was chosen at a meeting of the membership here, Tuesday (19). A vice-president and manager of Ampex Audio, Brown replaces Irv Rossman of Pentron.

Other newly elected officers of the MRIA are: Ken Bishop (Bell Sound), vice president; Charles Murphy (Michigan Magnetics), treasurer; Herman Kornbrodt (Audio Devices), secretary.

On the MRIA Board of Directors are: Hugh Daly (Magnecord), Vic Miller (V-M Corp.), Russ Malloy (Bel Canto), J. Herbert Orr (Orradio Industries), Irv Rossman (Pentron) and Harry Sussman (Telectro).

Malloy's position on the board of directors is significant, indicating the importance the MRIA places upon the recorded music aspect of tape recorder sales (see story, Page 1). The vice-president of Bel Canto, he is the first music producer to serve on the MRIA board.

Magnecord Four-Track Unit Bows

CHICAGO—Magnecord joined the four-channel parade with a second tape recorder, the Model 728, equipped with four stationery heads. One is a new four-channel head produced by Midwestern Instruments, the parent firm. The 728 has separate erase, record, two channel and four channel heads. Hugh Daly, Magnecord sales chief, explained that the Tulsa firm favors the permanent, separate heads over shifting heads because of the need for perfect alignment, especially in four-track playback.

The newest Magnecord tape playback, introduced at the Parts Show here, lists for either \$759 for the deck with three heads or \$800 with the four heads, including the four-track. The four-track may be purchased separately for \$50 list. The 728 features a tandem playback control, making it possible to control volume of either of the dual channels separately and once both channels are aligned to the consumer's taste, they can be locked into permanent alignment. Magnecord's deck has five push-button controls. By simultaneously depressing the fast forward and fast rewind buttons, the audiophile is able to cue his reel-to-reel tape with only one hand on one of the reel chucks. Previously, it was necessary to spin both reel chucks to get proper tension for cueing. Control panel carries twin VU meters, one for each stereo channel. By merely turning a switch, the tape transfers from the two to the four channel head for playback. Machine will record either monaurally or dual-track, with engineering tests showing that it's possible to do multiple dubbing up to 12 separate takes easily.

The 728 is available with either 7½ and 15 inches per second or 3¾ or 7½ inches per second direct drive.

Universal Shows New Hi-Fi Cabinetry

CHICAGO — A first-component cabinet and a second-table were introduced at the Parts Show here last week by Universal Woodcrafters, Inc. Peter Jacobi, sales chief of the La Porte, Ind., firm, showed a \$79.50 tri-shelved equipment cabinet.

Available in a choice of woods, the cabinet has two upper shelves which can house tuners and amplifiers, while the lower shelf has a pull-out base which can house either record turntable or tape deck. The cabinet, with magnetic-lock door, also has storage space for 50 LP's.

The newest step table is a 60-inch-long, 20-inch-deep stereo bench set on 14-inch-square tapered legs on brass ferrules with levelers. Available in five different woods, the list is \$39.95.

Table Carts Are Useful Phono, TV, Tape Accessory

CHICAGO — Comfort Line, metal furniture producers here, have the answer for people who wonder where to place that phonograph, tape recorder or TV set. They turn out a complete line of brass-finish table carts that can roll from room to room. TV models have swivel tops so the set can be pointed easily in any direction.

Several models, aimed at phono buyers, have built-in, wire-type record racks on a lower shelf for convenient storage of all types, all sizes of records.

The table carts do double duty as a serving cart for the busy hostess. Lucite casters are used on all models.

Bell Shows Amp-Tuner Combination

CHICAGO—To complement its Model 3030 two-channel 30-watt stereo amplifier, which lists for \$169.95, Bell Sound introduced a matching FM-AM stereo tuner at \$139.95 here at the Parts Show. To promote consumer buying of both matched pieces of componentry, Andy Lorant, Belle's ad mentor, said the firm offers both units for \$269.90, a saving of \$40.

The new two-channel tuner features electronic tuning bar for separate FM and AM sections; automatic frequency control; logging scale and a stereo-selector switch which feeds a monaural signal thru both channels of the stereo amp.

Wellcor Shows Enclosure Line

CHICAGO — Wellcor introduced an intermediate-priced Cosmopolitan line of matching speaker enclosures and equipment cabinet this week to supplement its custom and economy lines. The local wall baffle and hifi cabinetry firm has priced the equipment cabinet at \$57.50 in mahogany. The equipment cabinet has two upper shelves for components and a slide-in drawer type lower shelf for a record turntable or tape deck. The cabinet is outfitted with a precision hinged door with magnetic catch.

The Cosmopolitan speaker enclosures, listing at \$46.50 for mahogany, accommodate either 12 or 15-inch speakers plus tweeters and horns. Specially selected grill cloth will not muffle reproduction and ducted port construction gives increased cubic capacity. Prices are slightly higher for limed oak or walnut.

Electro-Voice Sets New Sales Contest

CHICAGO — To stimulate the sales to dealers of its Power-Point 577 Racks, Electro-Voice has inaugurated a salesman's contest which closes September 1.

During the next 90 days, salesmen will be provided with contest post cards numbered from 1 to 100. Each time an E-V Power Point deal is sold, the salesman encircles a number. Salesmen who sell most deals in any distrib organization wins a Polaroid Highlander camera and supplementary flash gun unit.

SHAKESPEARE SELLS AND SELLS AGAIN



... and so do ALL of the world's greatest classics!

AUDIO BOOKS BRING YOU THE WORLD'S MONUMENTAL WORKS - SUPERBLY RECORDED!

Timeless classics, precision-recorded by big-name artists are magnificent collectors' treasures. These fine Audio Book albums are a proud addition to any record library. Write today for full details.

COMPLETE SONNETS OF WILLIAM SHAKESPEARE

The immortal works of The Bard beautifully read by RONALD COLMAN.

Three 16 rpm records.....\$3.95 List

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Eight chilling stories of suspense plus the most famous poems of the master of mystery and macabre.

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THE AUDIO BOOK OF GREAT ESSAYS

MARVIN MILLER reads 41 delightful, sometimes profound essays of 36 great writers—Swift, Rousseau, Johnson, Paine and many others.

Eight 16 rpm records.....\$8.95

MANY, MANY MORE SELECTIONS FOR ALL AGES—ALL TASTES. CATALOG AVAILABLE.

AUDIO BOOK SPEED REDUCER converts any 33 turntable to 16 rpm. Only \$1.95

AUDIO BOOK COMPANY St. Joseph, Michigan

THE KINGSTON TRIO



Climb aboard for top sales

M. T. A.

(Metropolitan Transit Authority)

A smash follow-up to
"Tiajuana Jail"

c/w

ALL MY SORROWS

Record No. 4221



GREETINGS JOCKEYS!

many thanks
for making these

GONE-END

releases
current hits—

I ONLY HAVE EYES FOR YOU

The Flamingos

END #1046

A PRAYER AND A JUKE BOX

Little Anthony
and the Imperials

END #1047

IS IT BECAUSE?

Ronnie Baxter

GONE #5058

LONG BLACK AUTOMOBILE

Don Elliott

GONE #5062

Gone-End RECORDING CO.

1650 Broadway
New York, N.Y.

CHICAGO PARTS SHOW CUES TAPE COMEBACK

• Continued from page 1

available. Future production is indefinite but indications are that they will release plenty.

Everest—Five tapes ready. Firm expects to have 40 titles by NAMM time.

Concertapes—Five tapes ready and will convert entire catalog of 50 to 60 items to four-track by fall.

Bel Canto—Two tapes available. Will produce 65 additional "as soon as possible," including material from the Dot disk catalog to which the firm recently acquired taping rights.

Omegatape—One available, 10 ready by NAMM-time, and will convert entire catalog of 35 titles to four-track.

HiFi Tapes—Two available, with 25 to come as soon as possible.

Verve—Two available now. Entire catalog will be converted.

SMS-Tandberg—Nine available. By NAMM time, 20 will be ready, and 40 will be available by fall.

Conversion to four-track of the 600,000 two-track machines now in use looms importantly for the recorded tape firms, but they are optimistic. Russ Malloy, Bel Canto topper and newly elected to the board of directors of the Magnetic Recording Industry Association (see separate story), points out that conversions should go well above 5 per cent. This is the estimated number of conversions among phonograph owners who went from monaural to stereo.

Self-Liquidating

The important aspect of conversion from two-track to four-track

Tape Group

• Continued from page 34

that they were getting behind it (see separate story).

"Any mention of tape cartridges to come some time in the future," said Brown, "is damaging to our industry. We're producing specific products now and we're trying to sell them.

"Don't," Brown told the press, "upset the dealer who buys our products. Don't give him the impression that proposed products are here now."

Asked if the MRIA had taken a stand on cartridges, Brown said that, until the cartridge could meet certain standards and until it was competitive in price and quality with stereo disks, they intend to stay with four-track, 7½ ips. recording. He added that he didn't think the stereo disk hurt the tape market. Whereas only five million people knew about stereo thru an interest in tape, there are now 95 million who are aware of stereo since the disk came along. This, he said, could work in tape's favor in the future.

Sales of tape recorders themselves have been strong, according to Brown. Since last October, he told the press, the demand has been greater than the supply.

"The normal slump between January and April just didn't happen this year," he said.

E-V Hits

• Continued from page 34

for the few who really can afford the best. Used with the firm's "Patrician" speaker system in a stereo hook-up, cost would be in the neighborhood of under \$2,000.

In a demonstration of very low frequency tones, the 30-inch provided attendees a literally shattering experience. Heard in combination with a complete stereo speaker hook-up, it reproduced a pipe organ recording with plenty of realism.

Another feature of the E-V exhibit was a tightly-clad model who walked. That's right—walked.

stereo tape is the fact that it is self-liquidating. Conversions can be made for as little as \$25 or \$30. After buying six reels of four-track tape, the user is home-free because of the price differential between two-track and four-track. Two-track material that cost \$12 will cost \$7.95 on four-track, a saving of about \$4 a reel.

Among the firms which already have conversion kits on the market are Bell, Pentron, Ampex, Magnecord and Tandberg. There may be others, but it could not be learned at press time who they are.

According to Herbert Brown, Ampex Audio prexy and incoming president of the Magnetic Recording Industry Association: "Every Ampex owner will be hit with a four-track conversion promotion we have in the works. The deal will include a library of four-track music."

Race Is On

RCA Victor's long-awaited tape cartridge player occupied the thoughts of many observers here. In the light of the intense activity on four-track, open-reel systems, possible debut of the RCA Victor unit at the NAMM show could signal a struggle for the dominance of one system over the other. Open-reel partisans point out that four-track machines can play the RCA Victor tapes. They simply have to be removed from the plastic cartridge and threaded on a reel. Whether or not the NAMM develops as a battleground depends, of course, on RCA Victor's ability to get the machines into production. RCA Victor will not be without allies. At least one major producer who asked The Billboard not to use his name said: "One hour after RCA announces their units, we'll be ready with ours."

Concertapes 4-Trackers

WILMETTE, Ill. — Concertapes is delivering on five four-channel tape packages and will have 10 more available by June 5, Al Freiburger, label's general manager announced this week. Concertapes' Gigi and My Fair Lady (both in one package) by the Musical Arts Symphony; a dance album by Jay Norman Quintet and Silk, Satin and Strings by the Radiant Velvet Strings. The 7½ inches per second four track stereo tape packages will list thusly: 30 minutes—\$6.95; 45 minutes—\$7.95; and one-hour—\$8.95.

Webcor C'tridge

• Continued from page 36

of military modification needs." The tape carries 10 tracks monaurally, but with head changes, has been used to cut stereo with five tracks available. The cartridge carries 520 feet of tape, can play four hours monaurally or two hours of stereo. It's understood that the recorder offers selectivity of channels thru a rotary type switch, which switches the head to whatever channel is desired. Webcor has developed a special separate playback unit which complements the G.I. tape cartridge deck.

The cartridge utilizes none of the basic principles of the Fidelipac, Cousino or RCA cartridges, altho a Webcor engineer said the cartridge comes closest in appearance to the Victor magazine, in that it encloses two reels, with tape running from one reel to the other and reversing.

Audiotex Accessory Racks

• Continued from page 36

items per hook. Price range of the items run from 25 cents to \$9.95 list. List price of the items included in the deal is \$900. Two smaller deals are available. A tape recorder accessory deal provides a wall-hanging pegboard, measuring 18 by 24 inches, with hooks for 11 different items. Dealer pays around \$50 for the entire wall rack, with items, which range from 50 cents to \$9.95 each, listing for a total of \$100. For the dealer interested in record accessories only, there's a 12 by 24-inch rack, with a dozen hooks, carrying items from 25 cents to \$3.95, costing the dealer approximately \$30 and listing for \$60.

One Floor Rack

Audiotex offers one floor rack, measuring six feet by four feet, with an 18-inch floor base. The display holds 130 different items in quantities up to a dozen, with a high list of \$9.95 for the top item. Dealer's cost will be about \$1,000 and items will list for \$2,000.

Audiotex will be merchandised thru record and hi-fi distributors, company spokesman said. Audiotex will provide dealers with rapid

reorder forms. All Audiotex items, ranging from 45 r.p.m. inserts thru expensive technical hi-fi accessories, are packaged in heavy-gauge transparent plastic packs which contain blow-ups of the actual items to further draw the consumer eye to the rack. These insert cards carry full instruction information. Audiotex, it's understood, will continually build the number of items available for the racks as new products are produced.

Phonola Program

• Continued from page 34

two-page spreads, will be used. More than a dozen small space ad mats have been prepared for dealer tie-ins in local newspapers.

The complete stereo line, from a \$39.95 portable to an all-in-one console at \$249.95, also has a completely new look. Designer responsible is William Palisek.

All ads and literature will carry the new Phonola logotype, also modern in appearance to harmonize with the rest of their program.

Thanks,
D. J.'s

Class
Records

THEY LAUGHED WHEN I SAT DOWN AT THE TYPEWRITER . . .

. . . to order copies of HIGH FIDELITY to sell to my customers. But now they're ordering copies themselves!

Fourteen months ago, when I told some of my fellow dealers I planned to sell HIGH FIDELITY over the counter, they laughed. Said the profits would be too small. Now I'm sitting pretty. I figure I've made several hundred extra dollars from the sale of HIGH FIDELITY alone . . . several thousand from the extra records and equipment I've sold as a result of HIGH FIDELITY's advertising and editorial pages.

Now that HIGH FIDELITY has merged with AUDIOCRAFT, it's the best

ORDER TODAY FROM:

High Fidelity The Publishing House, Great Barrington, Mass.

magazine the music listener and hi-fi hobbyist can buy. Two magazines in one, as a matter of fact. It's certainly a sure-fire profit booster for me!

Those dealers are laughing on the other side of their faces now . . . and ordering copies of HIGH FIDELITY themselves.

There's a 40% profit on each sale—you pay 36c for copies; sell them for 60c. And there's no risk—unsold copies are fully returnable!

GIVE TO DAMON RUNYON CANCER FUND

Coming June 22

The Billboard's 1959 Music Merchants' Convention Number

featuring
in its broad line-up
of special dealer material

The Billboard's famous Annual Record-Phono Dealer Survey

. . . the yardstick by which dealers,
distributors and manufacturers measure
their record, phono and tape sales performance

Is the record-phono dealer important to your sales success? If the answer is "yes," it's important for you to deliver your sales message with dominating advertising impact in Billboard's June 22 Music Merchants' Convention Number. It's an issue that's loaded with extra values that pay off in extra results: extra distribution right from The Billboard's own display room to the entire convention attendance at the Hotel New Yorker and New York Trade Show Building, June 22-25 . . . extra attention and interest because of the great line-up of special dealer features and charts . . . extra long-term value for your ad because dealers read, keep and use this issue---with its vital dealer survey statistics---for months and months and months. Reserve space now at any office of The Billboard!

Issue dated: June 22

Regular trade distribution
begins: June 22

Special NAMM Convention
Distribution: June 22-25

Advertising Deadline June 17

New York
1546 Broadway • PLaza 7-2800

Chicago
188 W. Randolph • CEntral 6-9818

Cincinnati
2160 Patterson St. • DUbar 1-6450

St. Louis
812 Olive St. • CHestnut 1-0443

Hollywood
1520 N. Gower • HOLlywood 9-5831

VOX JOX

By JUNE BUNDY

STUNT TIME: The stunt-season is with us again this summer. For example, last week, Bob Bandy, KFMA, Davenport, Ia., made the wire services when he barricaded himself in his studio and played the same record—the Coasters' "Only the Shadow Knows"—for eight hours. He said he was "unhappy" about his salary, but he certainly wasn't unhappy over the national publicity. Program Director Ken Brown claimed that Bandy couldn't be cut off because federal regulations require the outlet to remain on the air until its assigned sign-off time.

Also "Flyng High" this month—in the most literal sense—was Ted Jackson, WRCV, Philadelphia, who taped his three-hour Saturday show 35,000 feet up in the air, from a Navy TV-2 Jet trainer. The jock took a tape recorder along and recorded intros to disks and his own sensations as a jet passenger. The material was aired over WRCV the following Saturday, May 16.

GAB BAG: Record promotion man Buddy Basch writes, "I certainly agree with your comments in the May 18 issue of The Billboard in which you ask for representation for gals on the panels at the (Miami) deejay convention. Of course, you didn't mention a couple of the most potent gals of all—Ann Wagner of WFBM, Indianapolis, and the all-girl station in Memphis, WHER. They have nothing but girls on the air. The only man in the place is the manager, and I wish I was in his place! Then, too, most of the record librarians are girls, as well as many assistants to deejays, assistants to program directors and other programming personnel."

CHANGE OF THEME: Freddy Robbins is returning to the local deejay scene, via an affiliation with WABC, New York. Starting June 1, he will emcee a two-hour daily show from 2 to 4 p.m. . . . Hy Lit will emcee a new weekly record show over WCAU-TV, starting June 3 from 7:30 to 8 p.m. The telecast will spotlight lip-syncing stunts by top record names to their latest disks. A studio audience will be present but there won't be any dancing. Fabian will guest on the premiere show, along with three or four other disk performers.

"JUNE WEEK" FOR DEANE: Buddy Deane, WJZ-TV, Baltimore, will celebrate "June Week"—June 1-6—next month, via a special all-star guest lineup. Johnny Horton and the Skyliners will appear Monday; Connie Francis and the Tassels, Tuesday; Kathy Linden and Big Jay McNeely and his ork, Wednesday; Bobby Day and Billy Storm, Tuesday; Chubby Chucker and Freddy Cannon, Friday. Bobby Darin will also guest during "June Week," but the date has not yet been set. The WJZ Houserockers will be featured throuth the week on each show, and a formal "End of School" dance will be a feature of Monday's week-opening program.

Pat Tallman has left KTSA, San Antonio, Tex., to join WCUE, Akron. . . . New manager at WDCY, Minneapolis, is C. B. (Pete) Clark Jr. . . . Ray Ford, formerly with KBUZ, Phoenix, Ariz., has been named musical director of KPBM, Carlsbad, N. M. . . . Bill Cardille is emcee of a new daily TV record hop show over WIIC, Pittsburgh, from 6 to 6:30 p.m. In addition to visiting record artists, the program spotlights different area disk jockeys each day. Jocks appearing the first week included Herb Allen, WESA, Charleroi, Pa.; Porky Chedwick, WAMO, Homestead, Pa.; Dave Callaghan, WCVI, Connellsville, Pa.; Bill Demjohn, WEIR, Weirton, W. Va., and Chuck Wilson, WBVP, Beaver Falls, Pa.

Charlie Jefferds has replaced Jim Holt at WICE, Providence, R. I., in the 11 a.m. to 1 p.m. and 3-6 p.m. time slots. However, Holt, who left WICE to take over the "All Night Record Show" on WBZ, Boston, will continue as emcee of the "Coca-Cola Hi-Fi Club" for WICE on Thursday afternoons. . . . Pat Matthews, ex-WKOP, Binghamton, N. Y., is now spinning 'em at WLYN, Lynn, Mass., in the morning time slot. Ross Smitherman has returned to WALA, Mobile, Ala., after an absence of two years. . . . Detroit outlet WKMH becomes an affiliate of CBS today (May 25).

TEEN-AGE REPORT: William B. Williams, WNEW, walked off with most of the honors on latest report on Manhattan deejay favorites by the Teen-Age Survey, Inc. The 11th study, in a continuing survey of high school and college students' disk jockey preferences, puts Williams No. 1 favorite of both college boys and girls, and tied for No. 1 spot with Peter Tripp as No. 1 favorite of high school girls. Tripp was No. 1 choice of high school boys. A comparative study was also made of deejay preferences of housewives and men listening to car radios while driving to and from work. Again Williams was the No. 1 choice of the housewives; while WNEW's early morning team Gene Klavan and Dee Finch were No. 1 with men driving to and from work.

THIS 'N' THAT: "Vox Jox" neglected to mention Ruth Clenott in its list of swinging fem record promoters. Miss Clenott has operated thruout Boston and New England for the past six years, and currently represents Liberty Records in her area. Sorry about the oversight. . . . Clarence Jones, WBPD, Orangeburg, S. C. comments, "We are discontinuing the airing of records not furnished to our station free by record manufacturing companies. This has been a problem for quite some time with stations not blessed with being in a 100,000-population city and this is no bluff with us."

New York city station WOV has been sold to Bartell Broadcasters. Prexy, Melvin Bartell, said the present programming policy—divided between Italian-language and rhythm and blues—will continue. Morris S. Novik, prexy of WOV since 1955, will sever his relationship with the station, and Bartell will become general manager—as well as prexy—of the outlet, assisted by Arnold Harley, who retains his post as veepee in charge of program and operations.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Peterson Hails From Second Largest State

Twenty-year-old Ray Peterson hails from San Antonio, and has been in the music business for a short year and a half. He started singing while a polio patient in a Texas hospital. The artist used to pass the time singing to fellow patients, and it was they who advised him to make a career of it.

Peterson has a four-and-a-half octave range. He played in clubs in Las Vegas, Atlantic City and Chicago, and has been seen on the Ed Sullivan Show. "The Wonder of You," on the RCA Victor label, is his fourth record, and is the first to break thru nationally.



Billy Storm on Charts With "Come of Age"

High school friends from Dayton remember Billy Storm for his enthusiasm for basketball. Storm did not develop his musical bent until his family moved to the West Coast at the start of his junior year. The singing began when he joined L. A. High's a cappella choir. When the group broke up after graduation, the artist enrolled in music classes at Los Angeles City College and found a post on Sundays as a church soloist.

A few months ago, at a rehearsal for a National Brotherhood Week concert, theatrical agent Manny Shribman heard the six footer and sent an audition record off to Mitch Miller at Columbia. Storm was quickly pacted by the diskery. "I've Come of Age" is the 20-year-old's first waxing, and chart-wise it's doing real well.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

MAY 21, 1949

1. Forever and Ever
2. Cruising Down the River
3. Riders in the Sky
4. Again
5. "A"-You're Adorable
6. Careless Hands
7. Red Roses for a Blue Lady
8. Some Enchanted Evening
9. Sun Flower
10. I Don't See Me in Your Eyes Anymore

MAY 22, 1954

1. Wanted
2. Cross Over the Bridge
3. Young at Heart
4. Make Love to Me
5. Oh, Baby Mine
6. Little Things Mean a Lot
7. If You Love Me (Really Love Me)
8. Man With the Banjo
9. Answer Me, My Love
10. Here

DISTRIBUTOR NEWS

By HOWARD COOK

PHILADELPHIA: Ted Kellem of Marnel, called to give his line-up of best sellers for the week. "Steel Guitar Rag" by the Dynatoners, "Don't Break My Heart" by the Dream Girls and "For You, for You" are Cameo's current big ones. "A Teen-Ager in Love" by Dion and the Belmonts and "Hush-A-Bye" by the Mystics on Laurie are strong sellers. Epic is cooking with "Delia's Gone" by Bobby Sykes and "Daphne" by Jack Lemmon. "Kansas City" by Little Richard and "An Old Town" by Rod Jackson on Specialty are getting action. "This I Swear" looks like a repeat for the Skyliners on Calico. United Artists has "Yes, That's Love" by Ray and Lindy and "Kazoo Polka" by the Matys Brothers on their subsid Sunnyside. "Tall Cool Ones" by the Waiters on Golden Crest, and Savoy's "A Hard Time" by Nappy Brown and "It's So Good" by Little Esther are also showing promise.

A note from Shirley Rubin of Cosnat Distributing Corporation advising that the firm has moved to 1343 W. Cumberland St.

ALBANY, N. Y.: Leonard Smith, Inc., is the distributor in Albany and environs for Top Rank of America, and not Seaboard as listed here last week.

NEW YORK: Austin Records is now handling distribution of Seeco and Dawn Singles and LP's. Seeco has albums by Shoshana Damari, Stubby Kaye, Billy Maxted and Jose Melis in its latest release.

PORTLAND, Ore.: Jerry Dennon, promotion manager of B. G. Record Service, writes that one of the hottest new records to hit the Northwest in some time is Kenny Baker's Orbit slicing of "Goodbye Little Star" b-w "I'm Gonna Love You." Arvee Records is clicking with "You're a Square" by the Tramps. Other hot sellers are "Kansas City" by Wilbert Harrison on Fury, "So Fine" by the Fiestas on Old Town, "Pajama Party" by Bobby Pedrick Jr. on Big Top, "Yes-Sir-Ee" by Dodie Stevens on Crystalette and "Shirley" by John Fred on Montel "Four Winds and Seven Seas" by Jerry Mason and "Delia's Gone" by the Rovers are getting action for Kapp.

SHREVEPORT, La.: Stan Lewis of Stan's Record Shop reports top action on "Battle of New Orleans" by Johnny Horton on Columbia and "Kansas City" by Wilbert Harrison on Fury. Following are "Ain't That Loving You, Baby" by Dale Hawkins on Checker, "Twelve Months of the Year" by Harvey on Chess, "Just Keep It Up" by Dee Clark on Abner, "Take Out Some Insurance" by Jimmy Reed on Vee-Jay, "Teen-age Romeo" by Paul Perryman on Duke and "Dream Lover" by Bobby Darin. "Jack O' Diamond" by Ruth Brown on Atlantic is also starting.

NOTES IN THE MAIL: Howard (Chic) Silver of Mercury Records writes to report on several Mercury platters that are jumping. Included are "Endlessly" by Brook Benton, "Enchanted" by the Platters, "What a Difference a Day Made" by Dinah Washington, "Mama's Place" by Bing Day and "White Lightning" by George Jones. Top LP's are "It's Just a Matter of Time" by Brook Benton, "Vaughan and Violins" by Sarah Vaughan and "I'll Remember April" by Patti Page.

CHICAGO: Elyn Bagus in her weekly round up of distributor doings reports the following action among Windy City distributors: Top three at Capitol are "Only You" by Frank Pourcel, "I Dig Chicks" by Jonah Jones and "You Made Me Love You" by Nat King Cole. Columbia has "Battle of New Orleans" by Johnny Horton, "Frankie's Man Johnny" by Johnny Cash and "Fountain of Youth" by the Four Lads.

Tops at United are "Pretty Low Mama" b-w "Will You" by Joe Hinton on Back Beat, "Thanks a Lot" by Johnny Cash on Sun, "Love's Burning Fire" by Beverly Ann Gibson, "Come Back" by Little Mack on C. J., "I'm Not Ashamed" by Bobby (Blue) Bland on Duke and "Five Long Years" by Little Jr. Parker on Duke. James H. Martin has clicks with "Bonaparte's Retreat" by Billy Grammer on Monument, "Goodbye, Jimmy, Goodbye" by Kathy Linden on Felsted and "I Can't Get You Out of My Heart" by Al Martino on 20th Fox.

Best sellers at Music Distributors include "Crossfire" by Johnny and the Hurricanes on Warwick, "Lipstick on Your Collar" by Connie Francis and "My Melancholy Baby" by Tommy Edwards on M-G-M and "Gidget" by Jimmy Darren on Colpix. Coral has "Summer Dreams" by the McGuire Sisters, "Angel of Love" by Charlie Gracie, "This Is It" by the Paris Brothers on Brunswick is also showing. Strongest at RCA Victor are "Till There Was You" by Mimi Hines, "Guess Who" by Jesse Belvin and "Someone to Come Home To" by the Ames Brothers. Decca lists "Some of These Days" by Brenda Lee and "Fabian" by the Perry Sisters. "Perdido" by Gloria Lynn of Everest is getting action.

Midwest Mercury reports strong sales on "Endlessly" by Brook Benton, "Enchanted" by the Platters and "Mama's Place" by Bing Day. M-S Distributors has strong one with "Tallahassee Lassie" by Freddy Cannon on Swan, "Bongo Rock" by Preston Epps on Original, "Wanna Dance" by Frank Pizani on Afton and "Lonely for You" by Gary Stites on Carlton. All-State's top three are "A Prayer and a Juke Box" by Little Anthony and the Imperials on End, "I'm Ready" by Fats Domino on Imperial and "I Only Have Eyes for You" by the Flamingos on End.

Garmisa has winners with "Personality" by Lloyd Price on ABC-Paramount, "A Boy Without a Girl" by Frankie Avalon on Chancellor and "Lonely Boy" by Paul Anka on ABC-Paramount. Chicago Manufacturer's lists "Twelve Months of the Year" by Harvey on Chess, "My Dream" by Dale Hawkins on Checker and "Car Trouble" by Eddy McDuff on Checker.

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like
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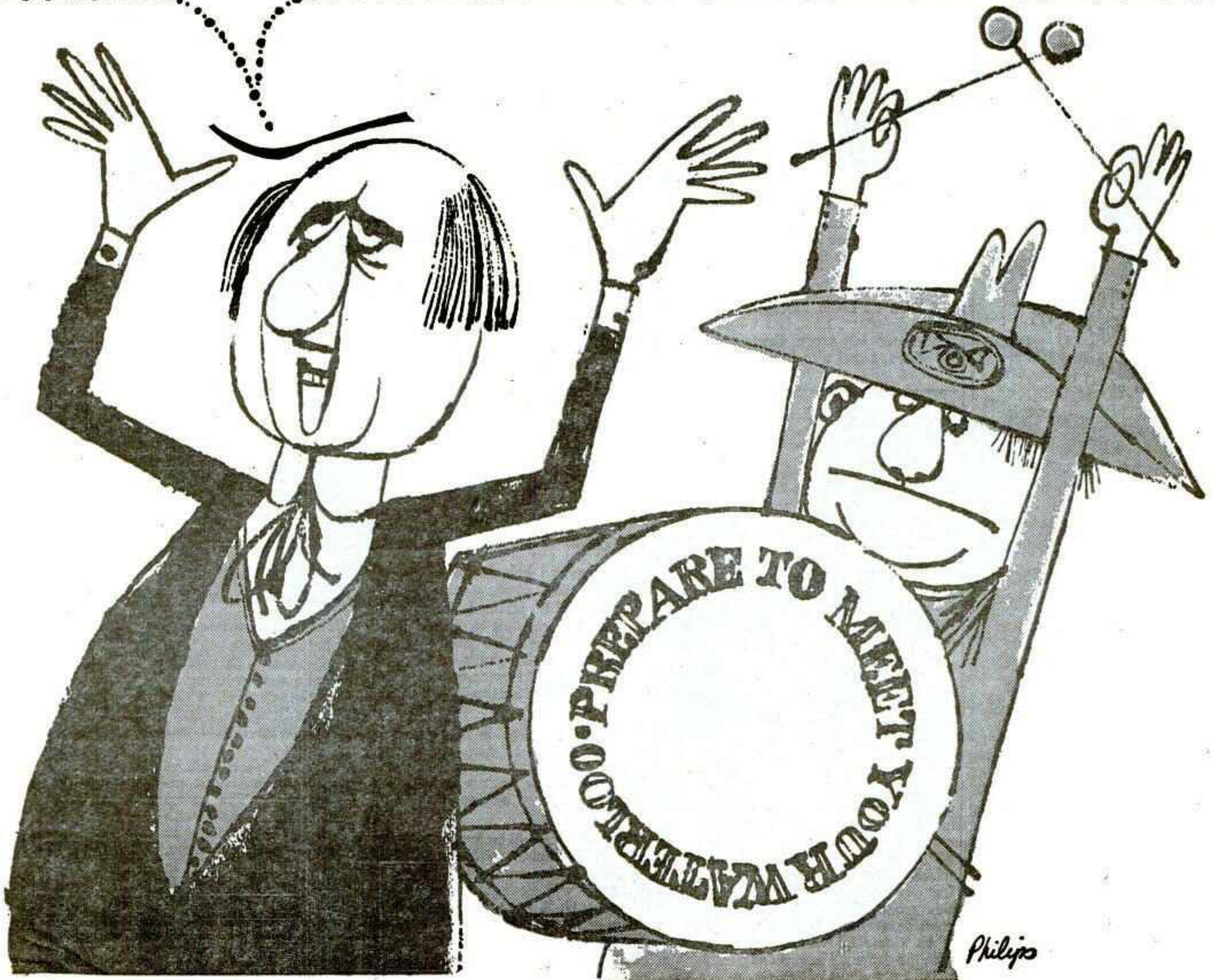
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HE'S GROWING
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MUSIC AS WRITTEN

By BOB ROLONTZ

New York

Charles Vee Hall of State College, New Mexico, has signed a wax pact with Ridgecrest Records according to Ridgecrest proxy Ralph Stevens. . . . Thrush Trude Adams had to cancel her visit to Moscow with the Ed Sullivan troupe in August as she is expecting in September. . . . The School of Jazz in Lenox, Mass., has instituted a new service for students, a talent registry office from which band leaders, agents, club owners and concert promoters may draw performers. Idea is that it will operate as a placement service. Let's hope it works. . . . Altho Ivan Mogull is on his way right now to the deejay convention in Florida, the natty publisher didn't forget to remind us that he will be represented this week on a new Vic Damone release on Columbia titled "My Heart Has Many Dreams" and "A New Romance in Old Rome." Ivan—both sides yet! . . . Ella Fitzgerald and the Count Basie ork will be featured at the Waldorf-Astoria Hotel in New York Starting June 1. . . . Buddy Bregman has signed with World Pacific Records.

Bud Shank will do the musical score to the film "Slippery When Wet." . . . Ace Records of Jackson, Miss., has signed Al Ward of Jackson to a term pact. According to Ace proxy Johnny Vincent, "Ward is a real find for our label." . . . Mickey Scopp, veepee and general manager of the Big Three, is now in London to visit with Robbins Music, Ltd., execs, the British affiliate. He also met with Fred Day of affiliated Music Publishers there, which consists of Francis, Day & Hunter, B. Feldman and Robbins. Maynard Ferguson, who will play his screaming trumpet at

the Toronto Jazz Festival on July 23, will appear on the French TV network out of Montreal on May 31. . . . Epic records has signed the Mariners. . . . Columbia Transcriptions won two awards from the Chicago Premium Industry. Citation Awards were for two outstanding premium programs: one the Benny Goodman Brussels LP for Westinghouse, the other a Tony Bennett EP For Coca-Cola. . . . Mitch Miller, in addition to all his other duties, has been elected a director of Bradford Audio Corporation. . . . Bobby Darin will open at the Sahara Hotel in Las Vegas starting June 9. . . . Karen Chandler, now with Sunbeam Records, will make a number of personal appearance as the lead in "Say Darlin'" on the summer circuit in June. . . . Pye Records of England will distribute the Colpix line there. . . . Mark Damon of Wynne Records has been signed by Warner Bros. to star in the new flick "All God's Children."

Lee Mathews of the KYW, Cleveland, road show and featured vocalist in the "Showcase of 1959" was seriously injured in an auto crash in Ipswich, Mass., last week. He is expected to recover. . . . Alan Dean is now managed by John Levy, manager of Dakota Staton, Ahmad Jamal and others. . . . Elaine Lorillard presents a jazz show at the Phoenix Theater in New York tonight (25) with Steve Allen, Tony Scott, Wild Bill Davidson and other jazz names. . . . Erroll Garner is set for the Town House in Pittsburgh, the Glen Casino in Buffalo and the Frolic in Salisbury Beach, Mass., this summer. . . . Parisienne dramatic star Suzanne Bernard will make her recording debut on Tommy Valando's Sunbeam label next month.

Abe Langsam, exec at Coed Records, and a longtime show business accountant, died suddenly Sunday, May 17, at the age of 44. . . . Barry Frank opens with songs and chatter at the Safari Club in Long Island, New York, on May 29. . . . Peter Van Hattum visited jocks in Baltimore-Washington to introduce his new Panorama waxing "House on the Hill." . . . Ferlin Husky headlines at Oliver at the Oliver's Club in Lake Tahoe, Nevada, starting May 28. . . . Irwin Pincus of Pincus Publishers, became the father of a daughter, Lisa, last week. . . . A new EP label, Moka Records, started last week. Execs are Mort Wolson, Ed Chalpin and Dick Lord. Label also has a publishing firm, PPX Music.

SEATTLE EXPOSITION TO THEME SPACE AGE

WASHINGTON — "Man in Space" will be theme of the gigantic Seattle International Exposition of 1961, and 1962—with a 3,000-seat concert hall for international performing artists, where the music can be as far out as any cat could wish.

Federal participation in the nation's International Exposition in two decades was announced last week (21). Uncle Sam will augment the "Century 21 Exposition" major theme of science with a \$12.5 million program.

The exposition site will be a "Jewel box" setting of 74 acres in downtown Seattle, overlooking the harbor. In addition to the 3,000-seat concert hall, there will be a \$5,000,000 Century 21 Pavilion, which will provide 165,000 square feet of exhibition and circulation space, larger than the U. S. pavilion at Brussels.

An ultimate investment of \$50,000,000 from all sources is anticipated for the exposition site, which will become Seattle's civic center following conclusion of the big

show in the late fall of 1962.

The space-age exposition will connect with the city center by a \$5,000,000 monorail link designed by Lockheed Aircraft Company.

Opening Date is planned for May 10, 1961, according to Edward E. Carlson, exposition president. The exposition's exhibit director is Allen Beach, former deputy director of exhibits for the U. S. Pavilion at Brussels.

The display will provide "dramatic demonstration of the role space age science plays in our civilization," and together with a display of the "traditional cultures of the world."

The Soviet Union will be invited on a reciprocity basis, and invitations to all countries on the U. S. diplomatic list will be issued this month by the U. S. State Department, thru Presidential proclamation. The gates will swing open to "the most comprehensive displays of science and technology ever assembled" — plus displays of art, dance and music.

LEGIT REVIEW

'Chic' Happy, Intimate Revue

"Chic" is a fresh and bright new revue. The intimacy of the off-Broadway Orpheum Theater is a perfect setting for the clever routines and charming musical sequences. The energetic and talented cast boasts a flock of attractive newcomers and several pros.

Opening with a racy number that deals with things that have become chic, the sketches proceed to barb and satirize several contemporary events. Lester Judson's material is witty and original, and the music by Julien Stein and Murray Grand is, for the most part melodic and interesting.

One of the most hilarious spots in "Chic" is a take-off on Tennessee Williams' dramas. In "Tea," a scene combining elements of several of Williams' plays, Bea Arthur and John Myhers furnish the evening's most amusing moments.

Eileen Rodgers, Columbia Records artist, makes her legit debut in "Chic," snaring huge applause for her rendition of "Summer Romance," the show's prettiest ballad. "East Side Story," a spoof of the current hit "West Side Story," is also an amusing sequence.

Drama critics, England's angry young men, pop music, Westerns and TV commercials are among the other items that are at the mercy of the performers in "Chic." Other performers in the cast, all of whom shine at various points, are Emory Bass, Kelly Brown, Bob Dishy, Patty Ann Jackson, Dale Monroe and Virginia de Luce.

Costumes and lighting are excellent. Music is capably provided by a quartet which includes Dorethea Freitag and Rolf Barnes on piano; Perry M. Lopez on guitar and Ralph Roberts, percussion.

Howard Cook.

* * *

NIGHT CLUB REVIEW

Nichols Pennies in Sock Return

Red Nichols and the Five Pennies, making their first New York appearance in many, many years, opened to a jammed and enthusiastic house at The Roundtable Monday (18). The enthusiasm was well deserved, for the newly reconstituted Five Pennies, with Nichols at the helm, contributed some mighty listenable Dixieland that had the club rocking all night. It's rare these days to hear Dixie played as well as the Nichols crew handles it.

Adding interest is the fact that the combo, with Nichols on trumpet, plus clarinet, trombone, baritone sax, piano and drums, alternate its Dixieland with a smooth swing style. Another solid factor is the group's interesting repertoire. The Pennies start off with "High Society" and then breeze thru a wild version of "Dixie," "Shake It and Break It," "Row, Row, Row" and "The American Patrol." On the smooth side the group played medleys of tunes like "How Am I to Know," "September Song" and "Morning Glory."

Nichols has returned to the spotlight due to the forthcoming movie of his life "The Five Pennies," in which Danny Kaye plays the hornman. But he doesn't need the prop of a flick to make his music worth hearing. It stands on its own.

Bob Rolontz.

* * *

CONCERT REVIEW

Weavers Score in Carnegie Date

The Weavers wound up a spring concert tour Friday (15) with their first Carnegie Hall appearance in several years. The house was packed with so many stage seats that there was hardly room for Lee Hays, Fred Hellerman, Ronnie Gilbert and newcomer Erik Darling. The predominantly teen-aged audience responded warmly to the "Folksongs Around the World" format based largely on recorded favorites like "Tzena, Tzena" and "Wimoweh." The group's vitality seems to increase with time.

There were several original efforts by Hellerman that had real folk quality, notably "All the Days of My Life." Hays supplied the comic elements with droll stories about advertising executives buying folk-type jingles, a fellow-Arkansan named Orville, and other comments on the current social scene. Miss Gilbert offered exuberance, and Darling demonstrated a fine voice and some spectacular yodeling and banjo-picking. While the Vanguard artists display their wares to better advantage in a more intimate atmosphere, they make for mighty fine listening even in a concert hall showcase.

Bernie Hodes.

Elektra Adds Offbeat LP's

NEW YORK—Elektra Records, which has helped make offbeat material synonymous with profits, has released two new sets, again focussing on the unusual. Titles are "Gold Coast Saturday Night" and "A Concert With Heillel and Aviva."

The "Gold Coast" set features Saka Acquaye and his African ensemble from Ghana. The group employs native instruments with the more ordinary band pieces to create sounds which, they claim, are expressive of night life in Ghana today. They sing in their native tongue, "Ga."

Hillel and Aviva, an Israeli duo, were caught here at Town Hall in a concert featuring performances in Hebrew, English, Russian and Italian. They accompany themselves on native instruments.

Cabaret Tax On DJ Show

CHICAGO — Deejay shows emanating from saloons were jolted last week when the Bureau of Internal Revenue slapped a tax bill of \$130,457 on the Chez Paree from whose lounge Jack Eigen has been interviewing celebs and spinning disks for the past eight years. According to the BIR, the show constitutes entertainment for the imbibing customers and therefore is subject to a 23 per cent cabaret tax.

Atty. Joseph Borenstein, representing the Chez, said the night club intends to file suit to test the order. No issue of withholding the payment of collected taxes is involved, since the club charged its customers a tax in the lounge.

ON THE BEAT

By REN GREVATT

Making hit records, like horse racing, is normally viewed as a game of chance. Up till now, picking winners in either field has largely been a matter of balancing out various intangible factors. When you've done this, you plunge and go for broke. Now, however, the marvels of electronic and mathematical science have entered the picture. In short, the computer, known in the world of mathematics as Univac, has now been turned loose on behalf of horse players. In view of this, some music traders are now speculating on the possible application of Univac to picking the hit disks of tomorrow.

Consider the application which Univac might have to the record business. Even if it didn't pick the number one record of a given period, most disk men and publishers would be well satisfied to know if their record might reach the money circle, that is the top three. And consider the fascinating kind of information which would be used to help Univac determine a winner.

A.&r. men, for instance, could add up the factors in their control—number of men on the date, whether an artist was offering a celestial, meshuga, grass roots or straight type vocal performance, whether the engineer turned up the echo chamber or other control board gadgets, the kind of song material being employed—and a whole host of other items of data.

Publishers would contribute what kind of promotion they were putting behind the record, what kind of hype methods were being employed, whether they were getting the artist a shot on the Dick Clark show, whether the record was "breaking" in Pittsburgh, Buffalo, Akron or Baltimore or some place else, what jockeys were being specially contacted for plays, how many freebies were being handed out to what distributors, etc. The artist, of course, would be expected to issue a statement to Univac regarding his record indicating his faith in the sides. He would say something like, "Man, this is my best record. I really feel this one," and from this the machine would be able to determine the rate of his sincerity of performance.

Beyond this, the point might be reached where all this information could be assembled for Univac before a penny had been spent on the recording. The machine could then be expected to tell what type of record, released at a certain time could be a hit, thus saving diskeries and publishers a lot of money. We feel the idea has some definite merit and suggest that some of the swinging indies, that is the wheelers and dealers, take a crack at it.



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- 8025 • YES INDEED!** Ray Charles
What Would I Do Without You/It's All Right/I Want to Know/Yes Indeed/Get On The Right Track Baby/Talkin' Bout You/Swanee River Rock/Lonely Avenue/Blackjack/The Sun's Gonna Shine Again/I Had A Dream/I Want A Little Girl/Heartbreaker/Leave My Woman Alone
- 8024 • LOVE BALLADS** Clyde McPhatter
Heartaches/Come What May/Rock And Cry/That's Enough For Me/I Gotta Have You/Bip Bam/Just To Hold My Hand/Lucille/Long Lonely Nights/When You're Sincere/No Matter What/No Love Like Her Love/You'll Be There/Love Has Joined Us Together
- 8023 • ROCKIN' THE BLUES** Joe Turner
We're Gonna Jump For Joy/Teen Age Letter/Love Roller Coaster/Lipstick, Powder And Paint/Morning, Noon And Night/I Need A Girl/Red Sails In The Sunset/Blues In The Night/After A While/World Of Trouble/Trouble In Mind/TV Mama/You Know I Love You/Still In Love
- 8022 • ROCKIN' & DRIFTIN'** The Drifters
Moonlight Bay/Ruby Baby/Drip Drop/I Gotta Get Myself A Woman/Fools Fall In Love/Hypnotized/Yodee Yakee/I know/Soldier of Fortune/Drifting Away From You/Your Promise To Be Mine/It Was A Tear/Adorable/Steamboat
- 8021 • ROCK & ROLL FOREVER** Volume 2
Chuck Willis: C. C. Rider/Ray Charles: Swanee River Rock/The Bobbettes: Mr. Lee/Joe Turner: Wee Baby Blues/LaVern Baker: Substitute/Clyde McPhatter: Come What May/Ruth Brown: Lucky Lips/Ivory Joe Hunter: Empty Arms/The Clovers: Wishing for Your Love/LaVern Baker: Learning To Love/The Jays: Sisters: Going To The River/Ray Charles: Yes Indeed!/Chuck Willis: What Am I Living For/The Drifters: Moonlight Bay
- 8019 • BLUES FROM THE GUTTER** Champion Jack Dupree
Strollin'/T. B. Blues/Can't Kick The Habit/Evil Woman/Nasty Boogie/Junker's Blues/Bad Blood/Goin' Down Slow/Frankie & Johnny/Stack-O-Lee
- 8018 • THE KING OF THE STROLL** Chuck Willis
Betty & Dupree/That Train Is Gone/Love Me Cherry/Juanita/It's Too Late/C. C. Rider/My Life/What'cha Gonna Do When Your Baby Leaves You/Kansas City Woman/There's Got To Be A Way/Ease The Pain/Thunder & Lightning/My Crying Eyes
- 8015 • IVORY JOE SINGS THE OLD & THE NEW** Ivory Joe Hunter
Where Are You/I'll Take You Home Again Kathleen/I Could Fall In Love With You/One More Memory/I'll Be Faithful/Worried Mind/All My Life/Moonlight & Roses/There Goes My Heart/To Lose You/Someone/I Didn't Mean To Be Mean To You
- 8013 • DANCE THE ROCK & ROLL** Willis Jackson: Gater's Groove/Chuck Calhoun: Hey Tiger/Tommy Ridgley: Jam Up/Arnett Cobb: Flying Home Mambo/Joe Morris: Wow!/Arnett Cobb: Mr. Pogo/Frank Culley: Gone After Hours/Arnett Cobb: Light Like That/Joe Morris: Weasel Walk/Frank Culley: Culley-Flower/Willis Jackson: Rock! Rock! Rock!!!/Frank Culley: Hop 'N' Twist/Chuck Calhoun: Barrel House/Tiny Grimes: Midnight Special
- 8010 • ROCK & ROLL FOREVER** Joe Turner: Shake, Rattle & Roll/LaVern Baker: Tweedlee Dee/The Clovers: One Mint Julep/Clyde McPhatter & The Drifters: Money Honey/Ray Charles: It Should've Been Me/Ruth Brown: 5-10-15 Hours/T-Bone Walker: T-Bone Shuffle/Ruth Brown: Mama, He Treats Your Daughter Mean/Ray Charles: I've Got A Woman/The Clovers: Good Lovin'/Joe Turner: Hide & Seek/La Vern Baker: Bop-Ting-A-Ling/Clyde McPhatter & The Drifters: Honey Love/ Joe Turner: Flip Flop & Fly
- 8009 • THE CLOVERS** Love Love Love/Lovey Dovey/Yes It's You/Ting-A-Ling/I Played The Fool/Hey Miss Fanny/Don't You Know I Love You/Middle Of The Night/Blue Velvet/Little Mama/Crawlin'/Here Goes A Fool/I Got My Eyes On You/Devil or Angel
- 8008 • IVORY JOE HUNTER** Since I Met You Baby/I Need You By My Side/I Want Somebody/I Got To Learn To Do The Mambo/I'll Never Leave You Baby/That's Why I Dream/A Tear Fell/Heaven Came Down To Earth/I Need You/That's Why/You Mean Everything To Me/You Can't Stop That Rocking & Rolling/It's A Doggone Crying Shame/It May Sound Silly

1200 Series—\$4.98

- 1281 • LA VERN BAKER SINGS BESSIE SMITH**
Gimme A Pigfoot/Baby Doll/On Revival Day/Money Blues/I Ain't Gonna Play No Second Fiddle/Back Water Blues/Empty Bed Blues/There'll Be A Hot Time In The Old Town Tonight/Nobody Knows You When You're Down & Out/After You've Gone/Young Woman's Blues/Preaching The Blues
- 1259 • THE GREAT RAY CHARLES**
The Ray/My Melancholy Baby/Black Coffee/There's No You/Doodlin'/Sweet Sixteen Bars/I Surrender Dear/Undecided
- 1234 • JOE TURNER KANSAS CITY JAZZ**
The Boss of the Blues
Cherry Red/Roll 'Em Pete/I Want A Little Girl/Low Down Dog/Wee Baby Blues/You're Driving Me Crazy/How Long Blues/Morning Glories/St. Louis Blues/Piney Brown Blues

Atlantic's ROCK & ROLL EP's \$1.29

- 618 • CLYDE McPHATTER**
A Lover's Question/I Can't Stand Up Alone/Lovey Dovey/My Island Of Dreams
- 617 • LA VERN BAKER**
I Cried A Tear/Dix-A-Billy/I Waited Too Long/You're Teasing Me
- 612 • WHAT AM I LIVING FOR** Chuck Willis
What Am I Living For/Hang Up My Rock & Roll Shoes/Betty & Dupree/My Crying Eyes
- 609 • ROCK WITH CHUCK WILLIS**
C. C. Rider/Ease The Pain/That Train Has Gone/Love Me Cherry
- 608 • ROCK WITH IVORY JOE HUNTER**
Empty Arms/Love's A Hurting Game/Every Time I Hear That Song/She's Gone
- 607 • ROCK WITH RAY CHARLES**
Lonely Avenue/Mary Ann/A Fool For You/Blackjack
- 606 • ROCK WITH JOE TURNER**
Boogie Woogie Country Girl/The Chicken And The Hawk/Midnight Special Train/Crawdad Hole
- 605 • ROCK WITH CLYDE McPHATTER**
Seven Days/Long Lonely Nights/Honey Love/What'cha Gonna Do
- 597 • THE GREAT RAY CHARLES**
Sweet Sixteen Bars/Doodlin'
- 592 • THE DRIFTERS**
Fools Fall In Love/Adorable/Steamboat/Ruby Baby
- 591 • CHUCK WILLIS**
Juanita/What'cha Gonna Do When Your Baby Leaves You/Kansas City Woman/It's Too Late
- 590 • THE CLOVERS**
Love Love Love/Devil Or Angel/Blue Velvet/From The Bottom Of My Heart
- 589 • IVORY JOE HUNTER**
Since I Met You Baby/I Got To Learn To Do The Mambo/It May Sound Silly/A Tear Fell
- 588 • LA VERN BAKER**
Jim Dandy/Still/Play It Fair/Tra La La
- 587 • RAY CHARLES**
Ain't That Love/Greenbacks/Drown In My Own Tears/Hallelujah I Love Her So
- 586 • JOE TURNER**
Corrina Corrina/The Chicken & The Hawk/Feeling Happy/Hide & Seek
- 585 • RUTH BROWN**
Lucky Lips/Mambo Baby/Smooth Operator/Oh What A Dream
- 584 • CLYDE McPHATTER**
Without Love/Thirty Days/I Make Believe/Treasure of Love
- 575 • ALL STAR ROCK & ROLL**
LaVern Baker: You Better Stop/Ivory Joe Hunter: All My Life/Clyde McPhatter: Let The Boogie Woogie Roll/Ruth Brown: Too Many Men
- 567 • RAY CHARLES**
I've Got A Woman/Come Back/It Should've Been Me/Don't You Know
- 566 • LA VERN BAKER**
Tweedlee Dee/Tomorrow Night/Bop-Ting-A-Ling/Soul On Fire
- 565 • JOE TURNER**
In The Evenin' When The Sun Goes Down/Shake, Rattle And Roll/Flip, Flop And Fly.
- 537 • THE CLOVERS SING**
Good Lovin'/Ting-A-Ling/Lovey Dovey/Crawlin'
- 536 • JOE TURNER SINGS**
Honey Hush/Sweet Sixteen/Chains Of Love/TV Mama
- 535 • RUTH BROWN SINGS**
Daddy Daddy/Three Letters/Wild Wild Young Men/Be Anything
- 534 • THE DRIFTERS**
featuring Clyde McPhatter
Money Honey/The Way I Feel/Such A Night/Lucille
- 505 • RUTH BROWN SINGS**
Teardrops From My Eyes/5-10-15 Hours/Mama, He Treats Your Daughter Mean/So Long
- 504 • THE CLOVERS SING**
One Mint Julep/Fool, Fool, Fool/Hey, Miss Fannie/I Played The Fool

ATLANTIC RECORDING CORP.
157 WEST 57TH STREET, NEW YORK 19, N. Y.



NEW

IN THIS ISSUE

The Billboard charts
the sales of the nation's

TOP LP's

in a new, expanded format

These LP Charts feature the same scrupulously authentic data and accurate mechanized tabulations which have made The Billboard's Hot 100 the standard of the singles record business.

- **MONOPHONIC LP Chart**
now expanded to 50 Positions
- **New separate**
STEREOPHONIC LP Chart

The Billboard's Record Popularity Charts Guide the Record Industry

The Billboard TOP LP'S

FOR THE WEEK ENDING MAY 31

BEST SELLING MONOPHONIC LP'S

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
1	1	GIGI, Sound Track, M-G-M E 3461 ST.....	47
2	2	PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	16
6	3	FROM THE "HUNGRY I," The Kingston Trio, Capitol T 1107... 15	15
4	4	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	15
5	5	77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289.....	6
3	6	EXOTICA, VOL. 1, Martin Donny, Liberty LRP 3034.....	4
7	7	MY FAIR LADY, Original Cast, Columbia OL 5090.....	164
16	8	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	61
12	9	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270... 16	16
10	10	HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000.....	17
14	11	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160.... 46	46
11	12	THE KINGSTON TRIO, Capitol T 996.....	27
15	13	FILM ENCORES, Mantovani, London LL 1700.....	81
9	14	THE MUSIC MAN, Original Cast, Capitol WAO 990.....	65
13	15	NEAR YOU, Roger Williams, Kapp KL 1112.....	14
—	16	FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	19
8	17	BUT NOT FOR ME, Ahmad Jamal Trio, Argo LP 628.....	22
17	18	INSIDE SHELLY BERMAN, Verve MGV 15003.....	5
19	19	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	7
25	20	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133... 56	56
18	21	THE BUDDY HOLLY STORY, Coral CRL 57279.....	5
24	22	THE KING AND I, Sound Track, Capitol W 740.....	136
—	23	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243.26	26
21	24	AHMAD JAMAL, Argo LP 636.....	12
—	25	LOVE IS A GENTLE THING, Harry Belafonte, RCA Victor LPM 1927 1	1

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
23	26	RICKY SINGS AGAIN, Ricky Nelson, Imperial IMP 9061.....	15
—	27	SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	260
—	28	BILLY VAUGHN PLAYS THE MILLION SELLERS, Dot DLP 3119... 10	10
—	29	CONTINENTAL ENCORES, Mantovani, London LL 3095.....	3
—	30	VICTORY AT SEA, VOL. 2, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226.. 11	11
—	31	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252.....	39
22	32	HOLD THAT TIGER, Fabian, Chancellor CHL 5003.....	2
—	33	REMEMBER WHEN! The Platters, Mercury MG 20410.....	6
—	34	RITCHIE VALENS, Del Fi DEFLP 1201.....	3
—	35	TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury MG 50054... 4	4
—	36	NEARER THE CROSS, Tennessee Ernie Ford, Capitol T 1005.... 18	18
—	37	HEY, BOY! HEY, GIRL! Sound Track, Capitol T 1160.....	1
—	38	ONLY THE LONELY, Frank Sinatra, Capitol W 1053.....	26
—	39	I WANT TO LIVE, Gerry Mulligan's Jazz Combo, United Artists UAL 4006.....	1
—	40	FAVORITES IN HI-FI, Jeanette McDonald and Nelson Eddy, RCA Victor LPM 1738.. 1	1
—	41	FOR LP FANS ONLY, Elvis Presley, RCA Victor LPM 1990.... 7	7
—	42	ELVIS' GOLDEN RECORDS, Elvis Presley, RCA Victor LPM 1885.. 31	31
—	43	BROADWAY IN RHYTHM, Ray Conniff, Columbia CL 1252.....	1
—	44	BELAFONTE SINGS THE BLUES, Harry Belafonte, RCA Victor LOP 1006.....	12
—	45	SWINGIN' PRETTY, Keely Smith, Capitol T 1145.....	1
—	46	GEMS FOREVER, Mantovani, London LL 3032.....	30
—	47	REDHEAD, Original Cast, RCA Victor LOC 1048.....	1
—	48	TEA FOR TWO CHA CHA, Tommy Dorsey-Warren Covington Ork, Decca DL 8842.....	1
—	49	OKLAHOMA! Sound Track, Capitol SAO 595.....	175
—	50	TILL, Roger Williams, Kapp KL 1081.....	22

Album Cover of the Week



CHET, Riverside R.I.P. 12-299. In a soft-focus shot with Vermeer lighting, a pretty lass rests her head upon the shoulders of jazz artist Chet Baker. The affecting cover was designed by Paul Bacon and photographed by Melvin Sokolsky.

Best Selling Low Priced LP's on the Racks

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

1. Perry Como Sings Just for YouCamden CAL 440
2. Music From Peter GunnLion 70112
3. Eddy ArnoldCamden CAL 471
4. Soul of SpainSomerset P 6600
5. 77 Sunset StripLion L 70116
6. Flower Drum SongDesign 98
7. That's What I Like About the SouthCamden CAL 456
8. Good Housekeeping's Plan for Reducing Off the RecordHarmony HL 7143
9. The Three Sons With Happy-Go-Lucky SoundsCamden CAL 446
10. Dream Along With MeCamden CAL 403

Best Selling Pop EP's

This chart has been tabulated from the sales made by the nation's leading rack service merchandise and jobbers. Over a four-week cycle, it covers the main types of packaged records sold from racks. These include: Best-Selling LP's (\$3 or more suggested retail price); Best-Selling Low-Priced LP's (\$2.99 or less suggested retail price); Best-Selling EP's, and Best-Selling Kiddie Records.

1. Peter GunnRCA Victor EPA 4333
2. King Creole, Vol. IRCA Victor EPA 4319
3. Ricky Sings AgainImperial EP 159
4. The Fabulous Johnny CashColumbia EPB 12532
5. Nearer the CrossCapitol EAP 1-1005
6. SpiritualsCapitol EAP 1-818
7. Elvis SailsRCA Victor EPA 4325
8. Sing Along With MitchColumbia EPB 11601
9. The Lonely OneJamie JEP 301
10. The Buddy Holly StoryCoral EC 81082

BEST SELLING STEREOGRAPHIC LP'S

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
—	1	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	1
—	2	MY FAIR LADY, Original Cast, Columbia OS 2015.....	1
—	3	PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	1
—	4	TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054.....	1
—	5	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252.....	1
—	6	FLOWER DRUM SONG, Original Cast, Columbia OS 2009.....	1
—	7	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	1
—	8	GIGI, Sound Track, M-G-M SE 3461 ST.....	1
—	9	AROUND THE WORLD IN 80 DAYS, Sound Track, Decca 79046.. 1	1
—	10	OKLAHOMA! Sound Track, Capitol SWAO 595.....	1
—	11	FILM ENCORES, VOL. 1, Mantovani, London PS 124.....	1
—	12	77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289.....	1
—	13	ONLY THE LONELY, Frank Sinatra, Capitol SW 1053.....	1
—	14	TABOO IN HI-FI, Arthur Lyman, HiFi Record R 806.....	1
—	15	SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6600.....	1

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
—	16	VICTORY AT SEA, VOL. 2, RCA Victor Symphony (Bennett), RCA Victor LSC 2226.....	1
—	17	THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	1
—	18	NEAR YOU, Roger Williams, Kapp K 1112.....	1
—	19	GEMS FOREVER, Mantovani, London PS 106.....	1
—	20	STRAUSS WALTZES, Mantovani, London PS 118.....	1
—	21	DEEP RIVER AND OTHER SPIRITUALS, Robert Shaw Chorale, RCA Victor LSC 2247.....	1
—	22	BLUE HAWAII, Billy Vaughn, Dot DLP 25165.....	1
—	23	PEREZ, Perez Prado, RCA Victor LSP 1556.....	1
—	24	CANADIAN SUNSET, Eddie Heywood, RCA Victor LSP 1529.....	1
—	25	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CS 8056... 1	1
—	26	PORGY AND BESS, Percy Faith, Columbia CS 8105.....	1
—	27	SWINGIN' PRETTY, Keely Smith, Capitol ST 1145.....	1
—	28	HOLLYWOOD CHA CHA, Edmondo Ros, London PS 152.....	1
—	29	WHEN YOU COME TO THE END OF THE DAY, Perry Como, RCA Victor LSP 1885.....	1
—	30	UNDER WESTERN SKIES, Melachrino, RCA Victor LSP 1676.....	1
—	30	MUSIC FOR READING, Melachrino, RCA Victor LSP 1002.....	1

Reviews and Ratings of New Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

★★★★—Very Strong Sales Potential — Essential Inventory

★★★—Good Potential—Will Sell

★★—Moderate Potential — Salable Qualities

★—For dealers who stock all merchandise.

POPULAR ★★★★★

★★★★ **BROOK BENTON AT HIS BEST**
Epic LN 3573
Benton, whose "It's Just a Matter of Time" on Mercury, put him right up with the hottest hitmakers, has a collection of solid performances here, consisting mostly of ballads, with the exception of "Rock and Roll That Rhythm." His album debut on this label is a solid one, with a program that contains a number of potential singles. Fans should go for this.

★★★★ **WITH LOVE FROM HOLLYWOOD**
Shirley Jones & Jack Cassidy. Columbia CL 1255

An excellent program of fine love songs introduced on the Hollywood scene sung by the talented Cassidys (she's also Mrs. C.) Nice-to-hear-again tunes include "Cheek to Cheek," "It Might As Well Be Spring," "Love of My Life," "It's Easy to Remember," "Hit the Road to Dreamland" and a host of others. Good solid music at top performance level should make for a big sell. Good d.j. material.

★★★★ **SOME LIKE IT HOT**
Jack Lemmon. Epic BN 528

STEREO & MONAURAL
An amusing cover (featuring Lemmon admiring a photo of himself as a female impersonator in "Some Like It Hot") gives this LP sock display value. Lemmon exhibits a pleasant vocal quality and fine phrasing on a group of standards from the film and the '20's—"Sweet Georgia Brown," "Black Bottom," etc. Spinnable wax.

POPULAR ★★★

★★★ **JIMMY DORSEY'S GREATEST HITS**
Lee Castle & the Jimmy Dorsey Ork. Epic LN 3560

The Jimmy Dorsey ork under the direction of Lee Castle re-creates some of the late orkster's well-known hits. Included are "Maria Elena," "Amapola," "Tangerine," "Green Eyes" and "I Understand." The arrangements in some cases suggest the original treatments, but with modern innovations. Good jockey set and good sales prospects.

★★★ **SCHMITT BROTHERS BARBER SHOP**
Decca DL 78866 & DL 8866

STEREO & MONAURAL
The Schmitt Brothers, who have been on other Decca releases of prize-winning SPEBSQSA sets, have their first stereo album for the four-square fans. The boys have a clean, powerful sound and the stereo version has a good depth quality about it. Selection contains typical barber-shop items like "Down by the Old Mill Stream," and less expected numbers like "America the Beautiful" and "Whiffenpoof Song." Among the fans this can pull its weight.

★★★ **DANCING IN HIGH SOCIETY**
Ben Ludlow Ork. Vanguard VSD 2023 & VRS 9044

STEREO & MONAURAL
Ludlow develops a big room, cotillion sound with a big band which features a variety of off-beat instruments like tin whistle, ocarina, banjo. Set consists of nine medleys plus several individual numbers. Most are from the usual "society" composers—Rodgers, Porter, Gershwin, Berlin, Kern, et al. Selling point here is the superb sound, in both stereo and mono versions.

★★★ **20TH CENTURY WALTZES**
Robert Stolz Conducting the Vienna State Ork. RCA Victor LSP 1898 & LPM 1898

STEREO & MONAURAL
Recorded in Vienna, this lush mood music album spotlights the gay, melodic waltz themes of Lehar, Strauss and other waltz specialists. Served up in rich, symphonic style by Stolz, the package is eminently listenable with good stereo sound.

★★★ **SOMETHING OLD AND SOMETHING NEW**
The Sammy Herman Sextet. Everest SDBR 1034 & LPBR 5034

STEREO & MONAURAL

A rather unusual instrumental complement here and the crew develops a fine sound. Xylophone, vibes, organ, guitar drums and bass turn in crystal clear hi-fi performances of "Heartaches," "Bye Bye," "Raggin' the Scales," etc. Highly interesting listening with the accent on sound.

POPULAR ★★

★★ **WHERE LOVE IS EVERYTHING**
Raoul Meynard Ork. Warner Bros. WS 1288

STEREO & MONAURAL
Old and new songs depicting the "country of romance." Italy. Meynard's use of a whole mandolin section backed by a guitar-bass-percussion section is highlighted by fine stereo sound. Tunes include "Santa Lucia," "Vieni Vieni" and more recently, "Return to Me" and "Non Dimenticar." Colorful cover.

★★ **MUSICAL MEDICINE BY MIKE PEDICIN**
Apollo LP 484

Pedicin and his boys serve up jazz-flavored rock and roll with a solid beat and a terpbable tempo. Spinnable wax for the younger set. Pedicin and Al Mauro alternate on vocals, plus some rockin' instrumentals. Selections include "Sweet Georgia Brown," "When the Cat's Come Marchin' Home," "Tiger Rag."

★★ **DANCE FRAPPE**
(Snapper) Lloyd Ork. Everest SDBR 1036 & LPBR 5036

STEREO & MONAURAL
As usual, good stereo sound marks this Everest package, featuring bright, danceable instrumentals by Lloyd. A group of top musicians (Chubby Jackson, Marty Napoleon, George Barnes, etc.) provide quality listening on "Out of Nowhere," "Rose Room," and other standards.

★★ **TEN SHADES OF BLUE**
Hal Schaefer. United Artists UAL 3021 & UAS 6021

STEREO & MONAURAL
Pianist Schaefer plays pleasantly — with taste and feeling—on a group of blues-instrumentals—some originals others standards — "Beale Street Blues," "Memphis Blues," "Basin Street Blues," etc. Nice programming for fairly hip jock shows.

★★ **AN EVENING WITH KURT MAIER**
Decca DL 78848

STEREO & MONAURAL
Maier, who has appeared in smart clubs in New York and the West Indies, puts some of his popular piano interpretations of classical themes on wax. Included are light and rippling arrangements of works by Chopin, Dvorak, Tchaikovsky, Grieg and Rubinstein. Pleasant listening.

POPULAR ★

★ **Mike Cushman (1-EP)**
Leo's 2001

★ **LET'S DANCE ALL NIGHT**
The Sonny Moon Ork. Warner Bros. WS 1284

STEREO & MONAURAL

CLASSICAL ★★★★★

★★★★ **WALDO DE LOS RIOS: SOUTH AMERICAN SUITE**

The Columbia Symphony Ork. of Buenos Aires (De Los Rios). Columbia WL 152
The suite is divided into four sections: Paraguay, Argentina, Peru and Uruguay. The sections devoted to each include various, programmatic strains, drawn from folk and dance melodies. There's quite a range of feeling in the romantic-frivolous light passages and more somber motifs. It can create wide interest with exposure. Sound is excellent, and the cover provides a fine display piece.

★★★★ **WARSAW CONCERTO AND OTHER CONCERTOS FOR LOVERS**
Sondra Blanca, Piano, with Robert Ashley
Symphonic Ork. Lloa L 70110

(Continued on page 49)



The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value,

as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Pop Albums

HOLLYWOOD IN RHYTHM

Ray Conniff Ork—Columbia CL 131

Conniff has another likely click package with this latest in his series of "Rhythm" sets. This time the orkster devotes his talents to a group of movie themes. The sparkling arrangements with clever wordless chorus are tops for dancing or listening. Jocks should take to this, as well as they did to his previous best sellers. Sound and cover are plus factors.



COMFORT ME WITH APPLES

India Adams with Ray Martin Ork—RCA Victor LSP 1943 & LPM 1943
STEREO & MONAURAL

Miss Adams, who has been the screen singing voice for such stars as Joan Crawford and Cyd Charisse, has a debut LP that should create quite a name for herself in her own right. The saucy tunes are well handled by the thrush, and ork backing by Ray Martin is first rate. She's sultry, exciting or tender whatever the mood requires. Notes by Earl Wilson and a sexy cover photo of Miss Adams should help with sales.



Low-Price Pop Albums

THE RIVIERAS

101 Strings—Stereo-Fidelity SF 9000

The disk is an adventure in sound. The soaring strings achieve quite a range of sound and colorful effects, all of which are sweepingly caputed in stereo. The program is a lush setting of popular French, Italian and Spanish popular, light classical and folk themes. As with their previous releases, the group should have another strong selling LP.



Pop EP Albums

SECRET SONGS FOR YOUNG LOVERS

(1-EP) Andre Previn, Piano with David Rose Ork—M-G-M 1669

Deejay's have rich spin-material in this package, featuring Andre Previn's artful piano solo work and David Rose's lush backing. In addition to the expressive title theme, the package spotlights three other "young" tunes . . . all solid jockey wax items—"Younger Than Springtime," "You Make Me Feel So Young" and "Blame It On My Youth."



Pop Special Merit Albums

GEORGE GERSHWIN AT THE PIANO

20th Fox 3013

An album of unique interest, historically as well as from a nostalgic viewpoint. Gershwin is heard playing the "Rhapsody in Blue," "That Certain Feeling" and several other of his own works in a breezy, staccato style greatly removed from their smoother, but less vital interpretations of today. Sound is surprisingly first rate, the transfer from piano roll to tape to master being engineered in excellent fashion.



Jazz Special Merit Albums

SONGS FOR SWINGERS

Buck Clayton with His All-Stars—Columbia CL 1320

Buck Clayton and such wonderful mainstreamers as E Berry, B. Tate, E. Warren, D. Wells, A. Williams, H. Lavelle, and G. Raymond have put together an exciting LP that has a chance for solid sales. Clayton is his usual outstanding self on trumpet, and the other men help him tremendously. Some of the tunes are standards, such as "Mean to Me" and "Moonglow," and there are other items of interest to jazz fans like "Night Train" and "Swinging at the Copper Rail."



Classical Albums

MOZART: SINFONIA CONCERTANTE; HAYDN: SINFONIA CONCERTANTE

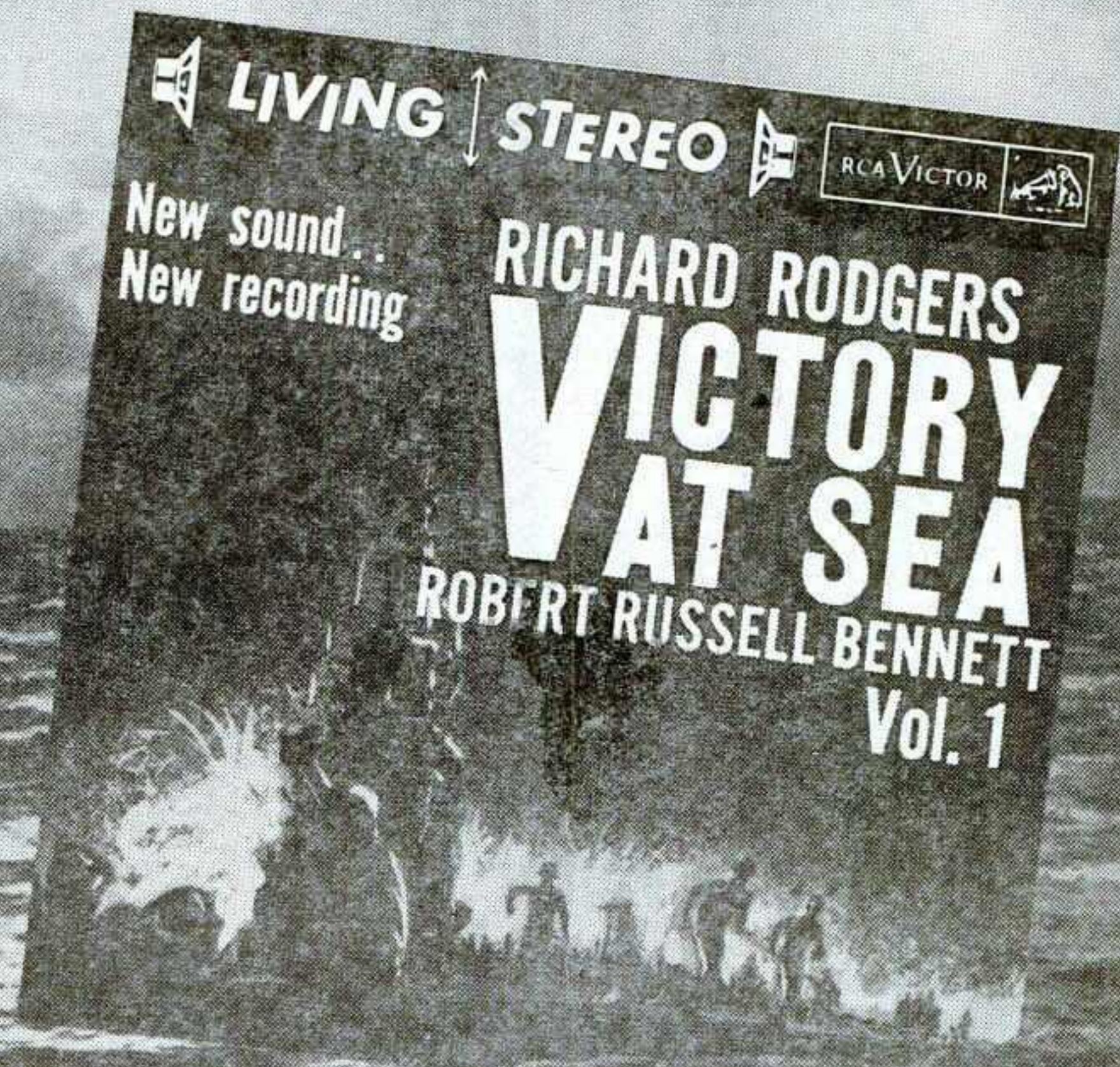
Various Artists with the Philadelphia Ork. (Ormandy)—Columbia MS 6061 & ML 5374
STEREO & MONAURAL

A delightful coupling with the Haydn, out of the catalog for some time, especially welcome. It features solo violin, oboe, bassoon and cello in a richly melodic work. This is the first stereo outing for the Mozart work for solo oboe, horn, clarinet and bassoon. Ormandy controls the Philadelphia Orchestra's normal lush tone to a well-balanced backing for the soloists, when required. Altho neither work is among the most popular by the composers, their pairing in performances by this orchestra will stir up business.



(Continued on page 67)

BRAND-NEW RECORDING FROM RCA VICTOR SPECIAL BUY FOR YOUR CUSTOMERS—SENSATIONAL SALES FOR YOU!



FOR A LIMITED TIME ONLY... \$2.00 OFF!*

Now hear this! *VICTORY AT SEA, Vol. I*, one of the biggest Red Seal sellers ever, has just been re-recorded. Now, for the first time, it's available in Living Stereo,

as well as on regular L.P. And a special limited time offer saves your customers \$2.00 on every *VICTORY AT SEA, Vol. I* album that they purchase! LM/LSC-2335

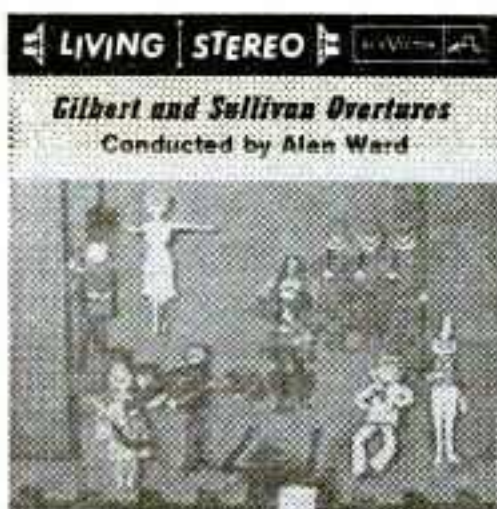
Stand by for action! RCA Victor is going into this campaign with all guns blazing!

ON THE AIR *The NBC Television Network*—commercial announcements on the Perry Como Show (May 30), and the Steve Allen Show (June 7). *The NBC Radio Network*—weekend announcements on Monitor during the month of June. *Local Radio Promotion*—complete, coast-to-coast Disc Jockey campaign.

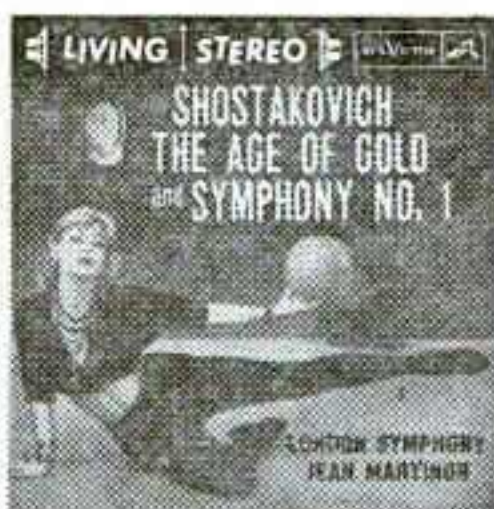
IN PRINT Consumer ads in Redbook, Esquire, Living for Young Homemakers, The New Yorker, Playboy, High Fidelity, Harrison Catalog, Long Player, Schwann, Saturday Review. Various-sized newspaper mats.

IN YOUR STORE Lighted blinker box for counter or window display, with added "\$2.00 Off!" panel.

Just out! These other great albums on RCA Victor



High-spirited interpretations of overtures to *The Mikado*, *H.M.S. Pinafore*, *Iolanthe* and 3 other favorites. LM/LSC-2302



Significant early works of Shostakovich. The London Symphony Orchestra under the baton of Jean Martinon. LM/LSC-2322



Jean Morel, the Orchestra of the Royal Opera House, Covent Garden, in compositions by Bizet and Chabrier. LM/LSC-2327



Charles Munch and the Boston Symphony Orchestra, now in Living Stereo. Three records for the price of two. LM/LSC-6140



Risë Stevens, Mario Del Monaco and the Metropolitan Opera Orchestra and Chorus, Fausto Cleva conducting. LM/LSC-2309



Artur Rubinstein's profound and beautiful reading of two major works, No. 21 ("Waldstein") and No. 18. LM-2311

order them from your RCA Victor record distributor today!

*Manufacturer's nationally advertised price — optional with dealer





You Made Me Love You



Only You



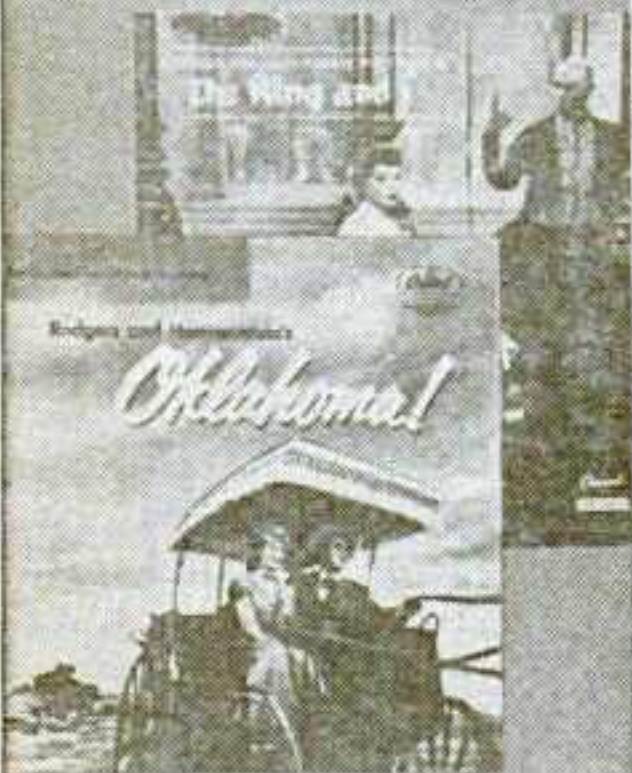
Draggin' The River

OPERATION 25

Little Child



Rio Bravo



Chili Beans



ONE MORE WEEK

Don't miss this big profit opportunity on Capitol's entire catalogue, including one of the hottest new releases in Capitol history!

Don't forget all your purchases from April 27th through May 29th (5 WEEKS) count toward your quota.

You may already be over quota—so check with your Capitol man to-day.



THE KINGSTON TRIO



Castin' My Spell



THE MUSIC MAN
ROBERT PRESTON



Tiajuana Jail



Hallelujah, I Love Him So



Reviews and Ratings of New Albums

Continued from page 46

Big feature of the set is Sondra Bianca's playing of the well-known "Warsaw Concerto," tho the set boasts nine other selections done in concerto style. Sound is good, and packaging is okay. As a rack item, it should attract good sales.

CLASSICAL ★★★

★★★ JENNIE TOUREL—A FRENCH-ITALIAN PROGRAM
With Paul Ulanowsky, Piano. Decca DL 710013 & DL 10013

STEREO & MONAURAL

The famous soprano offers an interesting program of arias and songs from the catalogs of Rossini, Bizet, Gluck, Vivaldi, Liszt, Stradella, Ravel, Poulenc and Berlioz. Warm and appealing performances by the singer are abetted with aplomb by Paul Ulanowsky at the piano. Miss Tourel's many followers will want this, altho the need for a stereo version is questionable. Cover photo of the artist might have been more carefully selected for flattering values.

★★★ BOLSHOI THEATER BALLET PRODUCTION
Bolshoi Theater Orch. (Faler & Rozhdestvensky). Bruno BR 14029

The current appearances of the Russian Ballet with its accruing publicity provides a timely quality to this release. Selections in the package include "Swan Lake" "Romeo and Juliet." Sound is good.

CLASSICAL ★★

★★ ARNOLD: FOUR SCOTTISH DANCES, SYMPHONY NO. 3
The London Philharmonic Orch. (Arnold). Everest SDBR 3021 & LPBR 6021

STEREO & MONAURAL

Arnold is best known to American audiences for his music for "River Kwai" and "Inn of the Sixth Happiness." His Third Symphony strikes the ear as superior movie music. It's a fresh, vivacious score with big, brassy orchestration. The Scottish Dances are always gay and sometimes lovely. Disk has good sound with the distinctness of instruments especially marked on the stereo release. Striking cover of Scottish dancer's legs.

★★ MOZART: PIANO CONCERTOS, PIANO SONATAS (2-12")
Denis Matthews, Piano with The Vienna State Opera Orch. (Swarowsky). Vanguard VSD 2025-B & VRS 1040-37

STEREO & MONAURAL

Matthews' playing is immaculate and extremely even. A pianist in the classic style, he uses little color and warmth in these readings of the D Minor, K. 466 and C Minor, K. 491 concertos. His detachment is seven more apparent in the K. 333 and K. 310 sonatas. There's fine balance between orchestra and soloist. Heavy competition, however.

JAZZ ★★★★★

★★★★ BENNY GOLSON AND THE PHILADELPHIANS
United Artists UAL 4020

Here's an album that is one of the tastiest jazz sets issued in recent weeks. It features Benny Golson on tenor, helped by such swinging Philadelphians as L. Morgan, R. Bryant, P. Heath and P. J. Jones, playing jazz classics arranged by Golson, Gigi Gryce, and John Lewis. The playing is first rate and the arrangements are fresh and exciting. A fine new album that deserves much exposure.

★★★★ BAGS' OPUS
Milt Jackson with Various Artists. United Artists UAL 4022 & UAS 5022

Milt Jackson, the sparkplug of the Modern Jazz Quartet, shows off his amazing style and versatility on this fine new jazz LP. He is solidly accompanied by a strong group of jazz names, including B. Golson, A. Farmer, C. Kay, T. Flanagan and P. Chambers. Tunes include standards and originals, one penned by Bags called "Blues for Diahann." Among the other tunes are "I Remember Clifford," "Ill Wind," and John Lewis' "Afternoon in Paris."

★★★★ MR. WILSON AND MR. GERSHWIN
Teddy Wilson & His Trio, Columbia CL 1318

First in a series of composer-LP's by Wilson, this album should be a solid commercial success. With strong appeal for the pop market as well as the jazz field, Wilson's tasteful, light hearted pianistics are spotlighted on "Liza," "Oh, Lady Be Good," and other memorable Gershwin standards.

JAZZ ★★★

★★★ CHET
Chet Baker with Various Artists. Riverside RLP 12-299

A striking cover, with a dreamy soft-focus quality, makes this package a strong display item. Baker's lyrical trumpet is featured on a group of melodic standards—"How High the Moon," "It Never Entered My Mind," "Time On My Hands," etc. Top-notch sideman line-up includes Herbie Mann, Philly Joe Jones, Pepper Adams, Bill Evans, Kenny Burrell, Paul Chambers and Connie Kay.

★★★ THE SWINGIN'EST
Various Artists. Vee-Jay LP 1005

Here's hard bop that should warm the hard bop lover's heart, played by such names as leader Benny Green and G. Ammons, N. Adderly, T. Flanagan, A. Heath and F. West. The album drives all the way thru a group of five originals with the men performing with guts and feeling. Best tracks are "Jugging Around" and "Going South."

★★★ BOURBON ST., BILLY AND THE BLUES
Billy Mated Septet. Seeco CELP 4380

STEREO & MONAURAL

A most exciting new stereo album that should interest both Dixieland fans and stereo hi-fi bugs. It features the excitement of swinging Dixie played stylishly by Mated and his ensemble. Tunes include "Bourbon Street Parade," "Tailgate Rumble," "Tin Roof Blues," and Mated's own "Billy's Delight" and "Parade of the Saints." A driving, lively waxing that could grab sales if exposed.

★★★ PIECES OF EIGHTY-EIGHTY
The Evans Bradshaw Trio. Riverside RLP 12-296

Evans, in his second LP for the label, continues the promise that he showed in his earlier volume. His approaches on the standards and some of his own tunes are fleet and imaginative. His interplay between right and left hands is more than a technical exercise, showing clever improvisation. Rhythm support from Alvin Jackson on bass and Richard Allen on drums is complementary. Set will sell with exposure. Tunes include "It's All Right With Me," "It Ain't Necessarily So" and "A Night in Tunisia."

★★★ WALKIN' & TALKIN'
Beulah Green with Various Artists. Blue Note 4010

Mood of the LP is easy-going with the trombonist presenting some fine blowing in the six-track set. In addition to Green's work there is also engaging work on the parts of Eddy Williams, tenor; Gildo Ma-



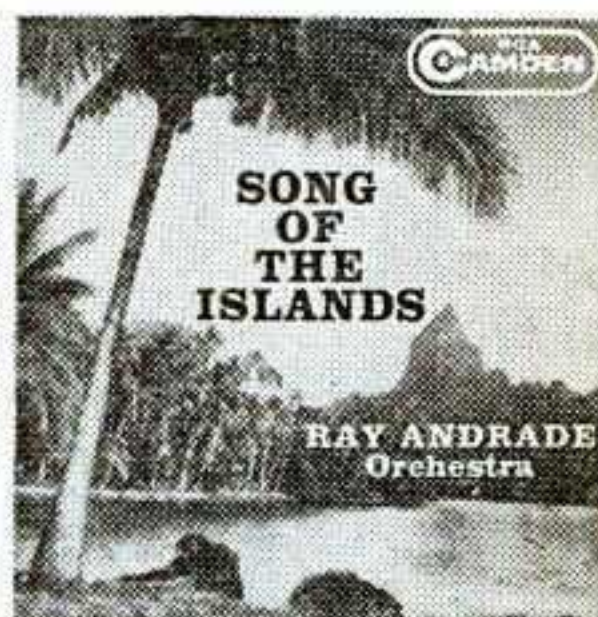
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More and more D.J.s find themselves programming
TWO TIME WINNERS

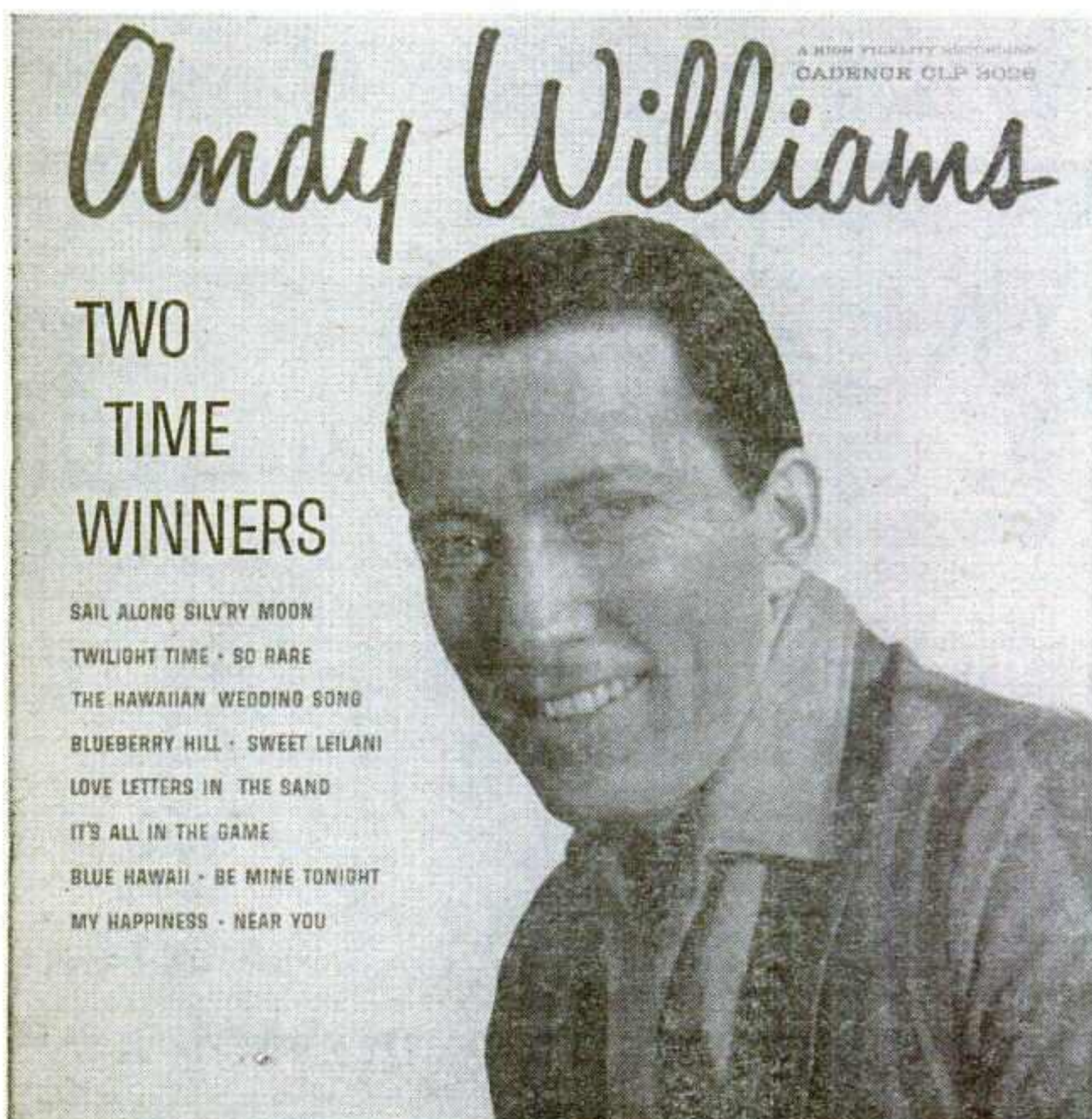
An interesting program segment could be titled

TWO TIME WINNERS

ANDY WILLIAMS

has a new Cadence LP called

TWO TIME WINNERS



SAIL ALONG SILV'RY MOON

TWILIGHT TIME • SO RARE

THE HAWAIIAN WEDDING SONG

BLUEBERRY HILL • SWEET LEILANI

LOVE LETTERS IN THE SAND

IT'S ALL IN THE GAME

BLUE HAWAII • BE MINE TONIGHT

MY HAPPINESS • NEAR YOU

AVAILABLE IN MONAURAL OR STEREO

*Any similarity between the title "TWO TIME WINNERS" and the title "TWO TIME WINNERS" is purely coincidental

• Reviews and Ratings of New Albums

• Continued from page 49

hones, piano, and good rhythm backing from George Tucker, bass, and Al Dreases, drums. "All I Do Is Dream of You" is a clever, witty band that can sell the package. It can have wide appeal. Good prospects.

SPIRITUAL ★★★★★

★★★★ SOMEBODY BIGGER THAN YOU AND I

Marian Williams, Gospel MG 3003
Marian Williams, once the lead singer for the Clara Ward Singers and now with the Stars of Faith group, does a terrific job here. Virtually every performance is arresting. "When He Calls Me," "I Can't Forget," "The Lord Only Knows" are examples. Lovers of this category will find the album terrific.

★★★★ THE STARS OF FAITH

Marian Williams, Frances Steadman, Kiddy Parham, Henrietta Waddy & Esther Ford, Savoy MG 14924
This gospel group, members of which were once members of The Famous Ward Singers, have an outstanding package here. Performances are emotional and intense, and full of the true gospel flavor. "When I Lay This Body Down," "Mean Old World," "Don't Stop Praying" are typical.

SOUND LOW-PRICE ★★★

★★★ GRIEG: PEER GYNT SUITE NO. 2; MOUSSORGSKY: NIGHT ON BALD MOUNTAIN; BEETHOVEN: CORIOLANUS OVERTURE
The Berlin Concert Orch. (Kevchazy). Rondo-Lette SA 87

STEREO ONLY

Good musical value for the price. Performances are muscularly exuberant rather than expressive, with the Moussorgsky getting an especially vivid reading. Poor labeling still hurts this line; neither Moussorgsky nor Beethoven is credited anywhere on the disk or jacket, and the orchestra is called the Berlin Concert on the jacket but Berlin Symphony on the label. The disk, however, offers the sole performance of Grieg's Second Peer Gynt Suite in the catalog which does not have the more popular Suite No. 1 on the same platter.

LOW-PRICE POPULAR ★★★

★★★ SOUTH PACIFIC
Various Artists with Hill Bowen Chorus & Ork. RCA Camden CAS 494

STEREO & MONAURAL

Bright and moving album of songs from the award-winning Broadway show "South Pacific" sung by Marie Benson, Bryan Johnson, Fred Lucas, Laurie Cornell, and Denis Martin, and backed lushly by Hill Bowen's ork and chorus. Stereo sound is good. Nice buy at the low price.

CHILD LOW PRICE ***
★★★★ SNOW WHITE AND THE SEVEN DWARFS-ALICE IN WONDERLAND
Frank Luther. Vocalion XL 3667

Vintage but salable middle wax. Frank Luther and various friends dust off memorable tunes from the pic. "Snow White and the Seven Dwarfs," "Heigh Ho," "I'm Wishing," etc. Side 2 finds a flock of original tunes by Luther, based on episodes from Lewis Carroll's famous fable. Strong titles can sell this.

BAND ★★★★★

★★★★ MEN OF THE MALL
The Pride of the '40's. Stereo-Fidelity SF 8900

STEREO ONLY

A salute to various British regiments that parade on the Mall in London. Disk starts off with sounds of Big Ben and the cavalry, and commands of the regimental sergeant of the Coldstream Guards. Then comes the music. The marches get crisp, effervescent treatment. The bright, loud sound is excellently captured on stereo and gives the hearer a feeling of participation in the pageant.

RELIGIOUS ★★★★★

★★★★ SACRED CLASSICS
The Earl Snapp Chorale with Patricia Schramm, Organ. Chime G 1001
The Snapp Chorale contributes moving vocal interpretations of reverent selections—"Hallelujah A-Men," "Lamb of God," etc. Excellent backing by organist Patricia Schramm and good work by a group of soloists.

FOLK ★★★★★

★★★★ AN EVENING WITH THE RUSSIAN COSSACKS, VOLS. 4 & 5
Various Artists. Bruno BR 50083-8
This pot-pourri of music by the Russian Cossacks comprises two exciting and very

enjoyable LP's. They both feature tenor Sergei Lemeshev, baritone Boris Gmyria, and bass Artur Eizen, plus the Alexandrov Song and Dance Ensemble, the Sveshnikov Chorus and the Ossipov Balalaika Orchestra. The folk tunes are performed with vigor and enthusiasm and the two sets should be of interest to folk music fans.

SOUND LOW-PRICE ★★★★★

★★★★ VANGUARD HIGH FIDELITY DEMONSTRATION RECORD
Vanguard SRV 110
Lest the title be misunderstood, this is not a collection of gimmick sounds and balancing tests. Rather, it consists of complete performances of four of the most popular classical works, beautifully recorded by the Vienna State Opera Orchestra. Included are Tchaikovsky's "1812 Overture" and "Capriccio Italien," and Rimsky-Korsakov's "Capriccio Espagnol," and "Russian Easter Overture." The best kind of hi-fi demonstration, and a real buy for \$1.98.

SPECIALTY ★★★

★★★ SCRUBBIN' & PICKIN'
The Original Washboard Band. RCA Victor LSP 1958 & LPM 1958

STEREO & MONAURAL

An unusual novelty package. The group—formed 29 years ago in Georgia, includes four men with guitars, a kazoo, bass and washboard, frying pans, etc. Various of the men do vocals, either in solo, or with a chanting response from the group. Tunes include "Mama Don't Allow," "Going to Chicago Blues," "White Silver Sands," "Honeysuckle Rose," several rags, etc.

SACRED ★★★

★★★★ A LA RUSSE!
Emil Decameron Ork. Vanguard VSD 2026 & VRS 9047

STEREO & MONAURAL

Fifteen Russian folk songs performed by a large orchestra with lush sound and a fine feeling for the material. Material ranges from that of ancient times to modern, among the latter being "Meadowland" and "From Border to Border." Also here are "Volga Boatman," "Red Sarafan" and "Dark Eyes." Sound is very good.

★★★ ONE NIGHT IN ROME
Armando Trovajoli Ork. RCA Victor LSP 1920 & LPM 1920

STEREO & MONAURAL

Moodly listening of the lush variety. The basis is a big string sound with mandolins, harp and in some cases voices rounding out the picture. The melodies are warm and Latin and include the almost inevitable but nonetheless appealing, "Arrivederci Roma." Nice, soft music for background purposes with good material for late evening jockeys.

SPOKEN WORD ★★★

★★★★ THE RAVEN
Read by Nelson Olmsted. Vanguard VRS 9046

Nelson Olmsted, actor known to many, is very suitable for these readings—which comprise poems and stories by Poe. In addition to "The Raven," there are shorter lyric pieces, as "To Helen," and short stories, as "Leggia." "The Bells," notable example of the figure of speech known as onomatopoeia, is included. Cover, with its portrait of Poe and the sombre forest background, catches something of the poet's mood.

SPOKEN WORD ★★

★★ TUMBALALAIKA!
Emil Decameron Ork. Vanguard VSD 2024 & VRS 9045

STEREO & MONAURAL

European ork leader Decameron makes his American debut via a collection of Yiddish folk songs without words. Most of the tunes are favorites like "Oif'n Pripetschok" and "Rozhinkes mit Mandlen," but there are some interesting 20th century songs from the 1939's. Treatment is so lush and smooth that old-timers may feel the essential flavor is lost.

INTERNATIONAL ★★

★★ APRIL IN PORTUGAL
Bert Kampfert Ork. Decca DL 78881 & DL 8881

STEREO & MONAURAL

European conductor Kampfert provides melodic instrumental treatments of music "of and about Portugal." Selections range from the swiny "Petticoats of Portugal" to the exotic "Fado De Santarem." Interesting mood music for jocks.

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for helping to get us on our way with these star studded releases . . .

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b/w Week-End Rock **Gabe Garland**
- W-110 THUMPIN' PUMPIN'
b/w Talk to You **Tonto Schwartz**
- W-111 HEARTACHES
b/w Mickey **Ted Weems** (Also Available STEREO)
- STAR SATELITE 1004:**
ALL OF A SUDDEN b/w Baby You're a Find **Bobby D'Fano**

soon to be released

- W-107 GYPSY BOOGIE
b/w Faded Love **Teen Tones** with Gerald Powers
- W-108 IS THAT WRONG
b/w You Are the Only One **The Wynnewoods**
- W-112 ALL OF A SUDDEN
b/w Sentimental Secret **Frank Verna**

HEADED ALL THE WAY TO THE TOP OF THE CHARTS!



W-105 I DON'T WANNA GO HOME
b/w Party Crashers **Mark Damon**
Appearing on the Saturday Night Dick Clark T.V. Show June 13th

STILL GOING STRONG . . . both on the charts and in sales cross country

- W-101 PETER GUNN CHA CHA
b/w Chiny-Chin Cha Cha **THE EMBERS**
- W-102 ITCH FOR SCRATCH
b/w Just a Game **TED STANFORD**
- W-103 LET YOUR CONSCIENCE BE YOUR GUIDE
b/w Constantly **JIMMY BAILEY**
- W-104 HAWAIIAN CHA CHA
b/w I'm Glad for Your Sake **GLORIA HUDSON**

STAR SATELITE 1006:
TELL ME THAT YOU CARE b/w Deborah . . . **TOMMY DE NOBLE**



WYNNE RECORDS, INC.
450 Seventh Avenue, New York City

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending May 16

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Kansas City By Leiber-Stoller—Published by Fire (BMI) BEST SELLING RECORD: Wilbert Harrison, Fury 1023 (Fire, BMI) RECORDS AVAILABLE: Rocky Olson, Chess 1723 (Fire, BMI); Rockin' Ronald and the Rebels, End 1043 (Fire, BMI); Hank Ballard and the Midnighters, King 5195 (Armo Music, BMI); Little Richard, Specialty 664 (Armo Music, BMI); Little Willie Littlefield, Federal 12351 (Armo, BMI).	1	5	6. Quiet Village By Les Baxter—Published by Baxter-Wright (BMI) BEST SELLING RECORD: Martin Denny, Liberty 55162. RECORD AVAILABLE: George Wright, Hi Fi 502.	10	4
2. Happy Organ By Wood-Clowney-Kriegsmann—Published by Lowell (BMI) BEST SELLING RECORD: Dave (Baby) Cortez, Clock 1009.	2	8	7. Kookie, Kookie (Lend Me Your Comb) By Irving Taylor—Published by Witmark (ASCAP) BEST SELLING RECORD: Edward Byrnes with Connie Stevens, Warner Bros. 5047.	3	5
3. The Battle of New Orleans By Jimmie Driftwood—Published by Warden (BMI) BEST SELLING RECORD: Johnny Horton, Col 41339. RECORDS AVAILABLE: Jimmie Driftwood, Vic 7534; Vaughn Monroe, Vic 7495; Pete Seeger & Frank Hamilton, Folkways 201; Buddy Starcher, Starday 439.	11	3	8. Sorry, I Ran All the Way Home By Zwiirn-Giosasi—Published by Figure (BMI) BEST SELLING RECORD: Impalas, Cub 9022.	5	7
4. Dream Lover By Bobby Darin—Published by Progressive-Fern-Trinity (BMI) BEST SELLING RECORD: Bobby Darin, Atco 6140. RECORD AVAILABLE: Robert Farnon, London 1241.	6	3	9. Personality By Logan & Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount.	27	2
5. A Teenager in Love By Doc Pomus & Mort Shuman—Published by Rumbalero (BMI) BEST SELLING RECORD: Dion & the Belmonts, Laurie 3627.	4	4	10. Guitar Boogie Shuffle By A. Smith—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Virtues, Hunt 324.	9	9

Second Ten

11. Pink Shoe Laces By Mickie Brant—Published by Pioneer (BMI) BEST SELLING RECORD: Dodie Stevens, Crystalette 724.	7	11	16. Turn Me Loose By D. Pomus-M. Shuman—Published by Avalon (BMI) BEST SELLING RECORD: Fabian, Chancellor 1033	12	7
12. Only You By Buck Ram & Ande Rand—Published by Wildwood (BMI) BEST SELLING RECORD: Frank Pourcel, Cap 4165.	14	4	17. Enchanted By Buck Ram—Published by Choice (ASCAP) BEST SELLING RECORD: Platters, Mer 71427. RECORD AVAILABLE: Lenny Troy, Wanderlust 1107.	15	7
13. Come Softly to Me By Troxel, Cristopher, Ellis—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Delphin 1. RECORD AVAILABLE: Ronnie Height, Dore 516.	8	11	18. Endlessly By Otis—Published by Meridian (BMI) BEST SELLING RECORD: Brook Benton, Mer 71443. RECORD AVAILABLE: Johnnie Ray, Col 41662.	21	3
14. A Fool Such as I By Bill Trader—Published by Leeds (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7506. RECORDS AVAILABLE—Hank Snow, Vic 0562; Bill Haley & His Comets, Dec 30873.	13	8	19. Goodbye, Jimmy, Goodbye By Vaughn—Published by Knollwood (ASCAP) BEST SELLING RECORD: Kathy Linden, Felsted 8571.	25	3
15. So Fine By J. Gribble—Published by Maureen (BMI) BEST SELLING RECORD: Fiestas, Old Town 1062. RECORD AVAILABLE: Aquatones, Fargo 1002.	16	3	20. Take a Message to Mary By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1364.	18	5

Third Ten

21. I Need Your Love Tonight By Sid Wayne-Bix Reichner—Published by Gladys (ASCAP) RECORD AVAILABLE: Elvis Presley, Vic 7506.	19	8	26. Since I Don't Have You By J. Rock Skyliners—Published by Calico (ASCAP) RECORD AVAILABLE: Skyliners, Calico 104.	26	9
22. Three Stars By Tommy Dee—Published by American (BMI) RECORDS AVAILABLE: Tommy Dee, Crest 105; Ruby Wright, King 5192.	23	7	27. Poor Jenny By F. Bryant-B. Bryant—Published by Acuff-Rose (BMI) RECORD AVAILABLE: Everly Brothers, Cadence 1364.	30	5
23. Tell Him No By I. Prichett—Published by Burnt-Oak-Lowell (BMI) RECORDS AVAILABLE: Dean & Marc, Bullseye 1025; Jackson Brothers, Atco 6139; Margie Rayburn, Liberty 55183; Travis & Bob, Sandy 1017.	17	7	28. For a Penny By Charles Singleton—Published by Roosevelt (BMI) RECORD AVAILABLE: Pat Boone, Dot 15914.	-	6
24. That's Why By Berry Gordy Jr.-Tyran Carlo—Published by Pearl (BMI) RECORD AVAILABLE: Jackie Wilson, Brunswick 55121.	24	6	29. Lonely for You By Gary Sites—Published by David-Jones (BMI) RECORD AVAILABLE: Gary Sites, Carlton 508.	-	1
25. Tijuana Jail By Denny Thompson—Published by Falstaff (BMI) RECORDS AVAILABLE: Johnny & Jonie, Challenge 59041; Johnny Bond, Ditto 120; Kingston Trio, Cap 4167.	20	7	30. Venus By Ed Marshall—Published by Rambed-Lansdale (BMI) RECORD AVAILABLE: Frankie Avalon, Chancellor 1031.	22	14

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

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With Joe Reisman's Orch. & Chorus



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A-LARIO”**

c/w

**“WONDERFUL
YOU”**

R-4158

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Thanks for all those spins
and I hope I see you at the
convention in the Roulette
Lanai Suites 13 & 14.

Jimmie

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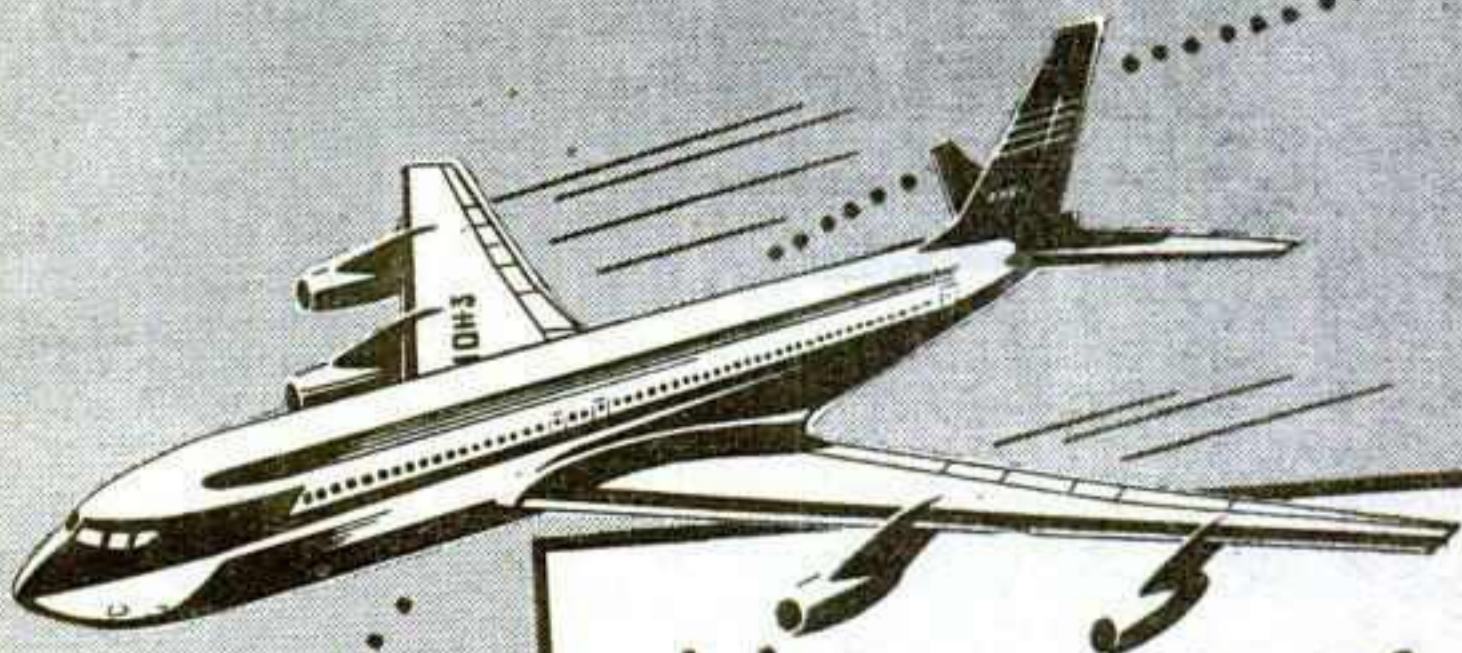
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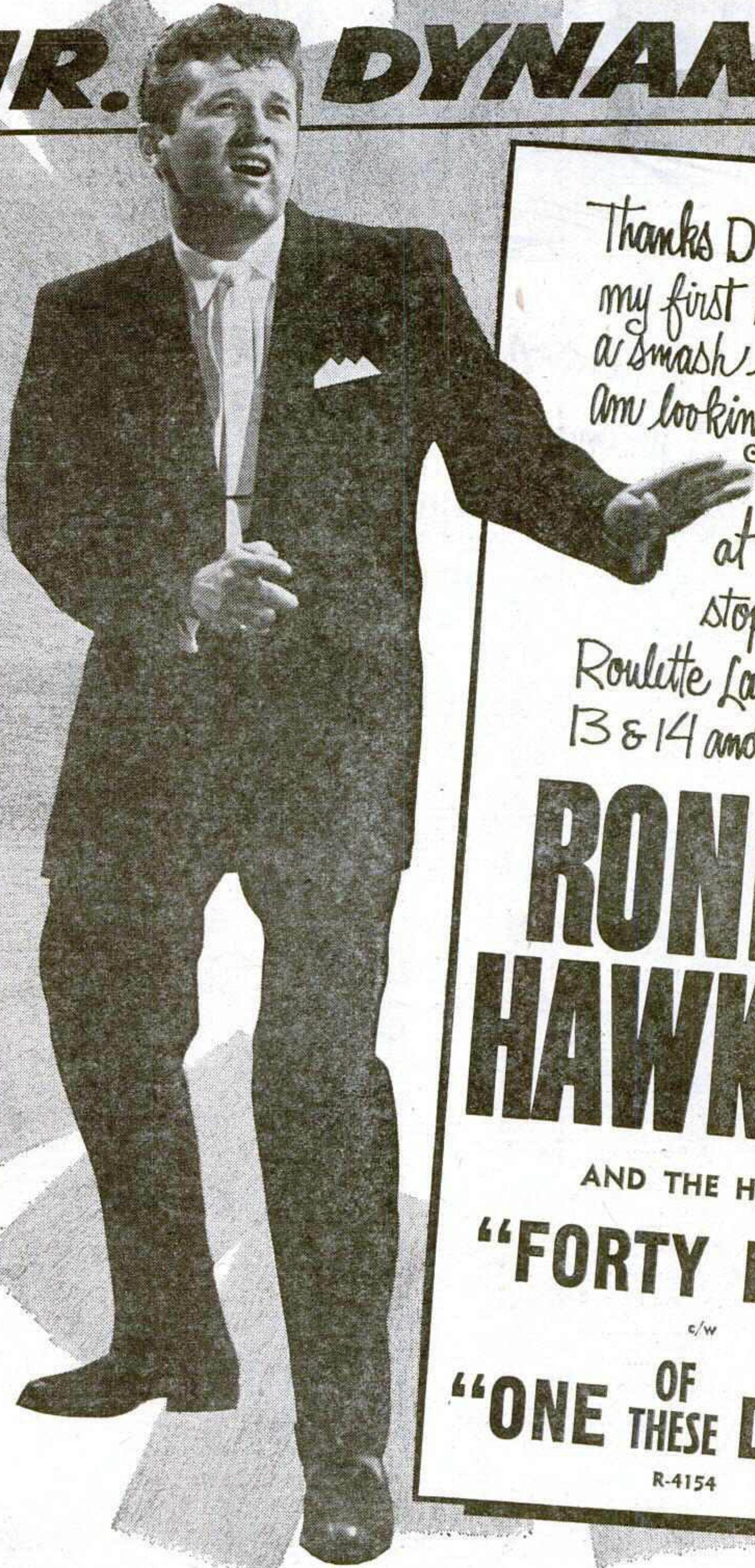
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"FORTY DAYS"

c/w

"ONE OF THESE DAYS"

R-4154

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ROULETTE

The Billboard

HOT 100

FOR THE WEEK ENDING MAY 31

Table with columns: THREE WEEKS AGO, TWO WEEKS AGO, ONE WEEK AGO, THIS WEEK, STAR PERFORMER, TITLE, Artist, Company, Record Number, WEEKS ON CHART. Lists top 100 songs including 'Kansas City', 'The Battle of New Orleans', 'Dream Lover', etc.

THE BILLBOARD'S BEST BUYS

These records have shown the greatest national SALES BREAKOUT potential this week. POP: BOBBY SOX TO STOCKINGS, A BOY WITHOUT A GIRL, ALONG CAME JONES, BONGO ROCK, THE CLASS. C&W: YOUR WILD LIFE'S GONNA GET YOU DOWN. R&B: No selections this week.

THE HOT 100: A TO Z

Table with columns: TITLE, POSITION. Lists songs alphabetically from 'A Boy Without a Girl' to 'You're So Fine'.

Table with columns: THREE WEEKS AGO, TWO WEEKS AGO, ONE WEEK AGO, THIS WEEK, STAR PERFORMER, TITLE, Artist, Company, Record Number, WEEKS ON CHART. Lists top 100 songs including 'Tall Cool One', 'As Time Goes By', 'You're So Fine', etc.

PRESTON EPPS

(Personal Management)

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by
PRESTON EPPS

b/w "BONGO PARTY"

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YES, THAT'S LOVE

by RAY & LINDY b/w ANGEL LOVE UNITED ARTISTS 171

MERRY-GO-ROUND

by EDDIE HOLLAND b/w IT MOVES ME UNITED ARTISTS 172

DANCING ELEPHANTS b/w KING SIZE GUITAR

by THE WILD CATS UNITED ARTISTS 169

I APOLOGIZE

by JIM GAYLORD b/w I COULD WALK THE EARTH UNITED ARTISTS: 170



YOU'RE SO FINE

by THE FALCONS b/w GODDESS OF ANGELS UNART 2013

YOUR NAME AND MINE

by THE ACORNS b/w PLEASE COME BACK UNART 2015



KAZOO POLKA

by THE MATYS BROS.
b/w
WHEN IRISH EYES ARE SMILING
SUNNYSIDE 3108

UNITED ARTISTS RECORDS

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This Week	Last Week	Weeks on Chart
1. GUITAR BOOGIE SHUFFLE (Shapiro-Bernstein)	2	5
2. COME SOFTLY TO ME (Cornerstone)	1	7
3. PINK SHOE LACES (Pioneer)	3	8
4. THE HAPPY ORGAN (Lowell)	7	4
5. FOR A PENNY (Roosevelt)	6	4
6. 77 SUNSET STRIP (Witmark)	9	7
7. HAWAIIAN WEDDING MARCH (Pickwick)	5	19
8. PETER GUNN THEME (Northridge)	8	14
9. NEVER BE ANYONE ELSE BUT YOU (Eric)	4	7
10. QUIET VILLAGE (Baxter-Wright)	12	2
11. IT'S LATE (Eric)	13	5
12. IT'S JUST A MATTER OF TIME (Eden)	14	7
13. GIGI (Lowal-Chappell)	11	4
14. MAY YOU ALWAYS (Hecht, Lancaster & Buzzell)	—	15
15. HEAVENLY LOVER (Skidmore)	10	6

• Best Selling Sheet Music in Britain

(For week ending May 16)

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.

Side Saddle—Mills (Mills)	A Fool Such as I—Leeds (Miller)
May You Always—Essex (Hecht, Lancaster & Buzzell)	Smoke Gets in Your Eyes—Sterling (Harms)
It Doesn't Matter Anymore—Monarch (Spanka)	Wait for Me—Sterling (—)
Come Softly to Me—Morris (Morris)	Gigi—Chappell (Chappell)
Petite Fleur—Essex (Hill & Range)	Roulette—Mills (Mills)
Donna—Aberbach (Kemo)	My Happiness—Sterling (Belasco)
Chick—Henderson (—)	If Only I Could Live My Life Again—Peter Maurice (Ashland)
Venus—Essex (Rambled-Lansadle)	Trudie—Henderson (Kassner)
Charlie Brown—Progressive (Tiger)	The Little Drummer Boy—Bregman, Vocco & Conn (Bregman, Vocco & Conn)
Sing, Little Birdie—Good Music (Zodiac)	As I Love You—Macmelodies (Northern)

• Best Selling Pop Records in Britain

(For week ending May 16)

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

This Week	Last Week
1. A FOOL SUCH AS I/I NEED YOUR LOVE TONIGHT—Elvis Presley (RCA)	1
2. IT DOESN'T MATTER ANYMORE—Buddy Holly (Coral)	2
3. IT'S LATE—Ricky Nelson (London)	7
4. SIDE SADDLE—Russ Conway (Columbia)	3
5. DONNA—Marty Wilda (Philips)	4
6. I'VE WAITED SO LONG—Anthony Newley (Decca)	9
7. COME SOFTLY TO ME—Fleetwoods (London)	5
8. PETITE FLEUR—Chris Barber (Pye)	6
9. COME SOFTLY TO ME—Frankie Vaughan and the Kaye Sisters (Philips)	10
10. MEANSTREAK—Cliff Richards (Columbia)	13
11. I GO APE—Neil Sedaka (RCA)	11
12. CHARLIE BROWN—Coasters (London)	8
13. ROULETTE—Russ Conway (Columbia)	—
14. FORT WORTH JAIL—Lonnie Donegan (Pye)	15
15. GUITAR BOOGIE SHUFFLE—Bert Weedon (Top Rank)	—
16. WHERE WERE YOU?—Lloyd Price (HMV)	19
17. MAY YOU ALWAYS—McGuire Sisters (Coral)	18
18. SMOKE GETS IN YOUR EYES—Platters (Mercury)	16
19. VENUS—Frankie Avalon (HMV)	14
20. WAIT FOR ME—Malcolm Vaughan (HMV)	—

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FOR WEEK ENDING MAY 24

TITLE, Artist, Company, Record Number.

4	1	1	①	KANSAS CITY, Wilbert Harrison, Fury 1023.....	6
—	—	26	②	PERSONALITY, Lloyd Price, ABC-Paramount 10018.....	2
25	14	4	③	ENDLESSLY, Brook Benton, Mercury 71443.....	4
6	3	3	④	SO FINE, Fiestas, Old Town 1062.....	10
2	2	2	⑤	THAT'S WHY, Jackie Wilson, Brunswick 55121.....	8
29	9	7	⑥	I WAITED TOO LONG, LaVern Baker, Atlantic 2021.....	4
8	6	5	⑦	HAPPY ORGAN, Dave (Baby) Cortez, Clock 1009.....	7
—	—	25	⑧	BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339.....	2
—	—	27	⑨	I'M READY, Fats Domino, Imperial 5585.....	2
—	—	16	⑩	DREAM LOVER, Bobby Darin, Atco 61401.....	2
3	7	8	⑪	ALMOST GROWN, Chuck Berry, Chess 1722.....	7
24	22	14	⑫	QUIET VILLAGE, Martin Denny, Liberty 55162.....	4
22	12	15	⑬	GUESS WHO, Jesse Belvin, RCA Victor 7469.....	7
7	5	6	⑭	PINK SHOE LACES, Dodie Stevens, Crystallette 724.....	6
11	10	10	⑮	EVERYBODY LIKES TO CHA CHA, Sam Cooke, Keen 2018.....	12
—	—	22	⑯	THE TWIST, Hank Ballard and the Midnighters, King 5171.....	5
27	20	18	⑰	KANSAS CITY, Hank Ballard and the Midnighters, King 5195.....	6
13	21	9	⑱	ENCHANTED, Platters, Mercury 71427.....	5
10	26	23	⑲	SINCE I DON'T HAVE YOU, Skyliners, Calico 103.....	11
15	8	17	⑳	SO CLOSE, Brook Benton, Mercury 71443.....	4
—	30	20	㉑	A FOOL SUCH AS I, Elvis Presley, RCA Victor 7506.....	4
—	—	—	㉒	SIX NIGHTS A WEEK, Crests, Coed 509.....	1
—	29	30	㉓	SORRY, I RAN ALL THE WAY HOME, Impalas, Cub 9022.....	3
14	15	—	㉔	I NEED YOUR LOVIN', Roy Hamilton, Epic 9307.....	4
—	—	—	㉕	ONLY YOU, Frank Pourcel, Capitol 4165.....	1
—	—	—	㉖	YOU'RE SO FINE, Falcons, Unart 2016.....	4
5	11	11	㉗	COME SOFTLY TO ME, Fleetwoods, Dolphin 1.....	10
—	18	13	㉘	COME TO ME, Marv Johnson, United Artists 160.....	11
28	23	—	㉙	I'M NOT ASHAMED, Boby (Blue) Bland, Duke 303.....	3
21	16	19	㉚	SEA CRUISE, Frankie Ford, Ace 554.....	7

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45-1680 Dorothy—Peck Time

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45-1740 Come on Home—Finger Poppin'
45-1655 Senor Blues—Cool Eyes

JIMMY SMITH

45-1685 Blue Moon, Parts 1 & 2
45-1676 All Day Long, Parts 1 & 2

THE THREE SOUNDS

45-1724 It's Nice—Angel Eyes
45-1725 Blue Bells—O Sole Mio
45-1726 Goin' Home—Time After Time

BENNIE GREEN

45-1708 Soul Sterlin'—That's All

JOHN COLTRANE

45-1718 Moment's Notice, Parts 1 & 2
45-1691 Blue Train, Parts 1 & 2

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The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

★★★★

JIMMY BREEDLOVE

★★★★ **I Say Hello**
EPIC 9319—Breedlove packs plenty of emotion into an expressive version of the "Destry Rides Again" ballad. Watch it. (Florence, ASCAP)

★★★ **All Is Forgiven**
Heartfelt chanting by warbler on moving rockaballad. (GIL, BMI)

MARVIN RAINWATER

★★★★ **Half-Breed**
M-G-M 12803—The epic story of a white trader and his romance with an Indian maid. The tune has a folkish twang about it, and it has appeal. In tune with today's market. Watch it. (Cedarwood, BMI)

★★★ **A Song of Love**
This pleasant ballad starts with a whistling intro. Rainwater comes thru with a good reading assisted by a chorus backing. Two nice sides. (Spook, BMI)

ANITA BRYANT

★★★★ **Ill There Was You**
CARLTON 512—The pretty ballad from "The Music Man" gets a very strong vocal by the thrush, backed with chorus and ork led by Monty Kelly. (Frank, ASCAP)

★★ **Little George**
Novelty rockabilly side. Thrush has a full-voiced style, and belts this one with a lot of rhythm. (Jaymar, ASCAP)

CLYDE McPHATTER

★★★★ **Since You've Been Gone**
ATLANTIC 2028—The chanter turns in a first-rate reading of a swinging effort that has a lot of meaning. It rocks and it could get loot. (Aldon, BMI)

★★ **Try Try Baby**
Clyde McPhatter turns in a solid reading of a funky ditty penned by the well-known offspring team of Ertegun and Wexler. (Progressive, BMI)

★★★★ Teen-Age Vision

SANDY 1010—The boys turn in a soft, slow harmony reading about visions of roses and wedding rings. Song has good teen-age heartbreak qualities about it. Watch both. (Burnt Oak-Singing River, BMI)

★★★★ **Little Bitty Johnny**
The "Tell Him No" boys turn out another infectious rocker that's all about doings at the hop, etc. Strong teen stuff that should register easily. (Burnt Oak-Singing River, BMI)

RAYMOND LEFEVRE

★★★★ **La Belle Helene**
KAPP 279—Bright ditty with various tempo changes is lushly treated by the French orkster who scored with "The Day That the Rains Came." Classy material.

★★★★ **You Are My Destiny**
Tune was a hit for Paul Anka some months back. Lefevre treats it in lush rockaballad style. Jocks should spin. Sales are likely. (Pamco, BMI)

★★★

DOROTHY COLLINS

★★★ **All Full of Empty**
TOP RANK 2000—Wistful thrushing stint on pretty folk-flavored ballad. Nice jockey side. (Rickl, ASCAP)

★★★ **Down in the Valley**
Tricky train sounds, via harmonica, mark the canary's rich chanting of the dreamy standard. (Leeds, ASCAP)

GRADUATES

★★★ Lonely

CORSICAN 0058 — Feelingful reading by lead singer on appealing r.&r. tune with a rumba beat. (Shan-Todd, BMI)

★★★ What Good Is Graduation

Attractive warbling stint by lead singer on strong tune with teen-appeal lyrics. Merits exposure. (Shan-Todd, BMI)

JOHNNY STONE

★★★ Mirror, Mirror

SPECIALTY 663—Bluesy ballad beat has a haunting theme. Stone handles the material well. Cat is asking his mirror whether his gal loves him best of all. It can move. (Venice, BMI)

★★★ Be Sure

Rocker is belted rhythmically by Stone over a mildly driving arrangement. It has a chance. (Venice, BMI)

NARVEL FELTS

★★★ Cutie Baby

PINK 701—Effective warbling stint on a bouncy rockabilly tune. Merits spins. (Wal-may-Jec, BMI)

★★★ Three Thousand Miles

Plaintive reading by Felts on okay rockaballad. (Wal-may-Jec, BMI)

BILL HORTON

★★★ Never Will Part

ACE 563—Rockaballad is handled to good effect by Horton with a male chorus assist. Good ork backing. Side bears watching. (Adams, & Williams, BMI)

★★★ Evelyn

Moving rocker blues tells all about how heavenly Evelyn affects the singer. Moving tune, and Horton gives it a good treatment. (Adams & Williams, BMI)

TERRY WAYNE

★★★ You'll Cry

COLUMBIA 41377 — Catchy rocker is handed personable vocal treatment by Wayne. (Nor-Va-Jak, BMI)

★★★ Go Steady With Me

Wayne registers solidly on infectious ditty with good teen lyric. (Nor-Va-Jak, BMI)

THE ACORNS

★★★ Please Come Back

UNARI 2015—Pleasant blend by boys on plaintive rockaballad. Merits exposure. (Admiration, BMI)

★★★ Your Name and Mine

Moving rockaballad sung with heart and feeling by duo. (Labell, ASCAP)

THE MURRAY HILL MILITIA

★★★ You Fooled Me (For the Last Time)

STACY 913—This starts with a weeping chick, but he's fooled her for the last time. Has a pleasant old-fashioned quality and it's played in Philadelphia band style. Has definite appeal, with a gimmick ending. (Garnoll, BMI)

★★★ Look Away! Look Away!

Strong Civil War sound here, somewhat in a groove that's come to be known as the Mitch Miller sound. Here a male chorus (the militia) turns out the vocal on the martial strains, assisted by fem chorus. A good sing-along and it has a sound. Should be watched. (Skyline, ASCAP)



----- Pop Records -----

JOHNNY MATHIS

YOU ARE EVERYTHING TO ME (Cathyr, ASCAP) SMALL WORLD (Chappell, ASCAP)

Mathis reads "You Are" with warmth over pretty ork backing. "Small World" is a tune from "Gypsy," and it's handled just as effectively. Disk should be a two-sider. Columbia 41410



DAVE (BABY) CORTEZ

THE WHISTLING ORGAN (Lowell, BMI) I'M HAPPY (Lowell, BMI)

Cortez could have another winner with "Whistling Organ." It has a similar infectious sound to his current smash "Happy Organ." "I'm Happy" is a moving, Fats Domino type tune that he sings with style. Both can score. Clock 1012



SAM COOKE

ONLY SIXTEEN (Hermosa-Kags, BMI) LET'S GO STEADY AGAIN (Hermosa-Kags, BMI)

Cooke treats both tunes in easygoing attractive style. "Only Sixteen" is a rockaballad with a teen-slanted lyric that can create interest. "Let's Go Steady" is a lush ballad on which he is given chorus backing. Either can figure. Keen 2022



PERRY COMO

YOU ARE IN LOVE (Roncom, ASCAP) I KNOW (Roncom, ASCAP)

"You Are In Love" is a bright, bouncy tune that Como renders with a hit sound. "I Know" is a ballad with a mild rock beat. Both sides are contenders, and the artist could register strongly with either. RCA Victor 7541



DUANE EDDY

THE QUIET THREE (Gregman, BMI) FORTY MILES OF BAD ROAD (Gregmark, BMI)

"Quiet Three" has a big chorus in back of Eddy's twangy guitar. The pleasant melody is nicely treated, and the side should come in for heavy loot. Flip, "Forty Miles," is a snappy hand-clapper that provides a good change of pace. Both are likely winners. Jamie 1126



THE CRESTS

FLOWER OF LOVE (Winneton, BMI) MOLLY MAE (Winneton, BMI)

The Crests have had two in a row, and these latest efforts should keep them on top. "Flower" is a pretty rockaballad on which the lead scores well with good group backing. "Molly Mae" is also a rockaballad, and the groups sell it just as strongly. Coed 511



THE DIAMONDS

HOLDING YOUR HAND (Sea-Lark, BMI) SNEAKY ALLIGATOR (Lily, BMI)

"Holding Your Hand" is a gospelish rockaballad that is given a strong outing by the group over good ork support. It's an interesting song, and their reading is highly salable. "Sneaky Alligator" is a moderate rocker, and the crew uses lots of vocal gimmicks in the presentation. Mercury 71463



THE FOUR LADS

THE CHOSEN FEW (Siras, ASCAP) TOGETHER WHEREVER WE GO (Chappell, ASCAP)

"The Chosen Few" is a lovely ballad, and the Lads render it with appeal over strong ork support from Frank DeVol. "Together" is a bright tune from "Gypsy," and their liting reading should attract coin. Columbia 41409



The fastest, most complete and most authoritative evaluation of this week's new releases

THE ROCKIN' R'S

NAMELESS (Data, BMI) HEAT (Data, BMI)

Both sides are blues rockers that feature twangy guitars, honking tenor sax and driving rhythm support. "Nameless" is more on the rhythmic side. "Heat" is done in stroll tempo. Both are infectious and danceable. Tempus 1507



GENE ALLISON

I BELIEVE IN MYSELF (Conrad-Babb, BMI) EVERYBODY BUT ME (Conrad-Babb, BMI)

Allison has two strong offerings. "I Believe" is pounding ballad that he reads with feeling over fine fem chorus and rock backing. Side has a slight gospel flavor. "Everybody" is an equally attractive go on a slower ballad that also sounds gospel-derived. Strong r.&b. prospects also. See Jay 317



Pop Disk Jockey Programming

ROBERT CHAUVIGNY

FRENCH ROCKIN' WALTZ (Editions Salabert, BMI) THE BOTTLE HYMN (Music Maestros, BMI)

Fine debut platter for the new label features the French orkster on two smart sides. "Waltz" is a Continental theme that is wrapped up in light rock fashion. "Bottle Hymn" is a contagious theme that spots bottle playing over lush support. Top Rank 2001



DAVE CARROLL

THE DOODLIN' DRUMMER (Leeds, ASCAP)

Interesting side features military drums, trumpets and a whistled background. It's an imaginative and colorful side, and spins should be appreciated. It can also score sales-wise. Flip is "Bouncing Ball" (Stereo, BMI). Mercury 71459



JOYCE HEATH

THE GREAT PHILADELPHIA LAWYER (Forbell, ASCAP)

The chanter tells this interesting folk story with appeal. It's a dramatic tune in a minor key, and whirled should find favor. If plugged, it's different enough to step out for coin. Flip is "Promise Me, Sweetheart" (Forbell, ASCAP). RCA Victor 7536



Pop Talent

SAM FLETCHER

NO SUCH LUCK (Korwin, ASCAP) TIME HAS A WAY (Sheldon, BMI)

Fletcher hands in two quality readings of lovely tunes. He's backed on both by lush chorus and ork support. He's a talent to watch, and his attractive offerings could take off. Cub 9032



KAYE GOLDEN

ILL ALWAYS LOVE YOU (Famous, ASCAP)

The thrush handles the oldie in listenable and expressive style. The rockaballad treatment of the standard makes for a strong wax debut, and the side rates exposure. Flip is "I See the Image of You" (Nu Star-Marlow, BMI). Judd 1009



H. B. BARNUM

GIVE ME LOVE (Pioneer, BMI) DON'T-CHA KNOW (Pioneer, BMI)

Barnum bows on the label with two frenzied readings of rhythmic rockers. His shoutin' style is exciting and full of verve. If given a chance, the lad could have winners with either. Mun-Rab 103



C & W Disk Jockey Programming

WILLIE PHELPS

JIMMY RODGERS WILL NEVER DIE (Show, BMI) D.J.'S JAMBOREE (Tubb, BMI)

Phelps has two sides that should catch on with c.&w. deejays. Top side is a tribute to the great traditional country warbler. "D. J.'s Jamboree" is a topical tune about events at the annual Nashville jockey meet. Fernwood 1



C&W Talent

JEFF DANIELS

YOU'RE STILL ON MY MIND (Bayou State, BMI)

Daniels gives out with a strong chanting job on a plaintive country weeper. He has a distinctive approach on the attractive tune that makes for a good initial disk effort. Flip is "Switch Blade Sam" (Bayou State, BMI). Big Howdy 777



The correct publishers for "Wild Willie," by Annette on Vista, a Spotlight in last week's of The Billboard, are Music World and Wonderland, BMI.

THE WOW-WOWS

Count Down CHALLENGE 59046—A catchy instrumental with souped up piano and guitars playing the honky tonk sounds. Good juke box contender in a blues pattern, which could pull action. (Seminole-Jat, BMI)

Richmond Rally This has the old time Civil War type flavor of "Oh Susannah." Banjo takes the lead at first, then in comes an inevitable honker on tenor. An interesting side. (Marlow, BMI)

THE MILLS BROTHERS

Te Quiero DOT 15950—An Iberian-styled melody has an attractive Latin rhythm. Boys are in good voice, and the side should please the fans. (Summit, ASCAP)

Lullaby in Ragtime An easy-rhythm tune from the track of the Danny Kaye pic, "The Five Pennies." Boys handle it well. (Dena, ASCAP)

PETE SEEGER & FRANK HAMILTON

Battle of New Orleans FOLKWAYS 201—The tune is a powerful hit for Johnny Horton on Columbia but this could catch some strictly folk market loot. (Warden, BMI)

My Homes On Top of Smoky Mountain Seeger and Hamilton develop a nice folk sound, accompanied by banjo. There's much of the hill quality in these two fine cats. (Warden, BMI)

PRENTICE MORELAND

Please, Please, Please EDSEL 778—Moreland chants in shouting, high pitched tones akin to the gospel style on a pleader. It's a blues and it gets wailing choral support. Good talent. (Music World-Kemo, BMI)

Oh! Pretty Baby Blues is chanted effectively by Moreland. Side has a good measure of excitement, again with choral support. (Music World-Kemo, BMI)

THE IMPRESSIONS

Listen BANDERA 2504—Listenable vocal on an attractive rockaballad that has a chance to get some spins. (Ashna, BMI)

Shorty's Got to Go The Impressions, formerly with Jerry Butler, return to their home label to turn in a nice reading of a warm ballad. (Ashna, BMI)

STEVE GAYNOR

Any Time M-G-M 12796—Gaynor revives the former hit for Eddie Fisher. This time it's done in rockaballad fashion with a chorus backing. A spirited go. (Hill & Range, BMI)

High School Dance A dramatic reading by Gaynor of a slow rockaballad. (Aldon, BMI)

THE RAVENS

The Rising Sun TOP RANK 2003—Exuberant reading by group on catchy rhythm-rocker. (Regent, BMI)

Into the Shadows Moving rockaballad is sung with sincerity by lead singer and group. (Mayfair, ASCAP)

NORMAN BROOKS

There's Yes, Yes in Your Eyes SCOPE 101—The oldie by Joe Santly and Cliff Friend is done up with a Philadelphia ferko-type backing. Norman Brooks makes his return to the disk scene with a spirited reading. (Remick, ASCAP)

Hello, Sunshine Brooks has an old familiar Al Jolson sound on this happy upheater. Possible for jocks. (Erwin-Howard, ASCAP)

BILLY MITCHELL

(Let's) Stop a Little While WARWICK 501—Mitchell turns in a good sound on a medium tempo item. Material has a teen slant to it. Spinnable. (Selma, BMI)

It Doesn't Matter to Me A slow, pensive ballad effort by Mitchell has high wailing fem voices in the backing. (Selma, BMI)

DONNIE OWENS

Between Midnight and Dawn GUYDEN 2013—An expressive ballad is handed a soulful reading by the chanter over simple support. Good wax. (Malapl-Jamie, BMI)

Ask Me Anything Donnie Owens sells this ballad of true love with much emotion over contemporary support. (Malapl-Jamie, BMI)

BO DIDDLEY

Crackin' Up CHECKER 924—Blues with a touch of rhumba and calypso feeling, and a lyric which tells a story. Bo Diddley is in good voice here, and will get plenty of play. (Arc, BMI)

The Great Grandfather A terrific folk blues, with a lyric telling of life during pioneer days. Bo Diddley sings this in slow tempo, and he builds all the time. (Arc, BMI)

GLORIA LAMBERT

Moon Man COLUMBIA 41402—An earth girl is gone on a moon man. Lyric is a clever novelty and the tune is a good ballad. Can get strong play. Watch it. (Famous, ASCAP)

Anyone Would Love You The pretty song from "Destry Rides Again" gets a tasteful performance, with backing by Richard Maltby's ork and chorus. (Chappell, ASCAP)

LOREZ ALEXANDRIA

Aln't Misbehavin' KING 5206 — Miss Alexander reads the standard over mildy rock backing that has jazz traces. Spinnable side. (Mills, ASCAP)

Love Is Just Around the Corner Another evergreen dolled up in rock-jazz style. Gal has a way with a lyric. Exposure can bring sales. (Famous, ASCAP)

ROY BROWN

I Never Had It So Good KING 5207—Rocker is belted with verve by Brown over driving support. It can gather pop and r.&b. loot. (Lols, BMI)

Rinky Dinky Doo The blues rocker tells about a dance called the "Rinky Dinky Doo." Brown's vocal is rhythmic and infectious. It should go as well as the flip. (Lols, BMI)

TOMMY PRISCO

Stngaree EPIC 9315—Medium-beater is smartly read by Prisco with mild rock support. Listenable side can move. (Olympic, BMI)

Only Once A smart adaptation of "Sorrento" provides the chanter with a good side. Quality vocal can score with jocks. Reprise is in Italian. (Vernon, ASCAP)

KENNY MARTIN

It's So New FEDERAL 12354—Feelingful reading of a tune that deals with the beginning of love. Good ork and chorus backing help sell the side. (Bourne, ASCAP)

My Wish Pretty rockaballad is given a salable warble by Martin over backing that features prominent piano and chorus. Good prospects. (Lucky, ASCAP)

ROLAND JAMES

Patriotic Guitar JUDD 1012—Guitarist James plays some patriotic airs brightly backed by a combo with horns. Side has a chance if exposed. (Judd, BMI)

Guitarville Roland James bows on the label with a listenable guitar effort that is in the Duane Eddy style. It has a chance for some coin. (Judd, BMI)

THE SOUNDS

Street Walkin' TEL 1002—The Sounds turn in a listenable (Continued on page 64)

The Billboard HOT C & W SIDES

FOR WEEK ENDING MAY 24

TITLE, Artist, Company, Record Number.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	WEEKS ON CHART	TITLE, Artist, Company, Record Number.
7	3	1	①	5	BATTLE OF NEW ORLEANS , Johnny Horton, Columbia 41339.....
1	1	2	②	10	WHITE LIGHTNING , George Jones, Mercury 71406.....
2	2	3	③	9	HOME , Jim Reeves, RCA Victor 7479.....
3	4	4	④	15	I'M IN LOVE AGAIN , George Morgan, Columbia 41318.....
—	16	10	⑤	3	HEARTACHES BY THE NUMBER , Ray Price, Columbia 41374.....
12	7	6	⑥	8	A THOUSAND MILES AGO , Webb Pierce, Decca 30858.....
17	6	5	⑦	7	BLACK LAND FARMER , Frankie Miller, Starday 424.....
5	8	11	⑧	9	SET HIM FREE , Skeeter Davis, RCA Victor 7471.....
10	9	8	⑨	9	LUTHER PLAYED THE BOOGIE , Johnny Cash, Sun 316.....
4	5	7	⑩	20	WHEN IT'S SPRINGTIME IN ALASKA , Johnny Horton, Columbia 41308.....
27	12	20	⑪	4	FRANKIE'S MAN, JOHNNY , Johnny Cash, Columbia 41371.....
13	10	9	⑫	8	AM I THAT EASY TO FORGET! Carl Belew, Decca 30842.....
23	21	13	⑬	6	FRANKIE'S MAN, JOHNNY , Johnny Sea, NRC 019.....
—	23	18	⑭	3	YOU DREAMER, YOU , Johnny Cash, Columbia 41371.....
19	13	12	⑮	7	THANKS A LOT , Johnny Cash Sun 316.....
11	20	14	⑯	10	POOR OLD HEARTSICK ME , Margie Bowes, Hickory 1094.....
28	22	17	⑰	4	I CRIED A TEAR , Ernest Tubb, Decca 30872.....
—	24	21	⑱	3	LONESOME OLD HOUSE , Don Gibson, RCA Victor 7505.....
—	—	—	⑲	1	BIG MIDNIGHT SPECIAL , Wilma Lee & Stony Cooper, Hickory 1098.....
6	11	16	⑳	19	DON'T TAKE YOUR GUNS TO TOWN , Johnny Cash, Columbia 41313.....
—	—	23	㉑	2	SOMEBODY'S BACK IN TOWN , Wilburn Brothers, Decca 30871.....
—	25	25	㉒	3	ANYBODY'S GIRL , Hank Thompson, Capitol 4182.....
9	17	19	㉓	13	MOMMY FOR A DAY , Kitty Wells, Decca 30804.....
14	15	28	㉔	7	THAT'S THE WAY IT'S GOTTA BE , Faron Young, Capitol 4164.....
16	14	15	㉕	24	COME WALK WITH ME , Wilma Lee & Stony Cooper, Hickory 1085.....
—	—	22	㉖	2	GAMBLER'S LOVE , Rose Maddox, Capitol 4177.....
18	18	—	㉗	9	CHIP OFF THE OLD BLOCK , Eddy Arnold, RCA Victor 7435.....
—	—	—	㉘	1	NIGHT , Jimmy Martin, Decca 30877.....
15	—	30	㉙	4	HOW CAN I THINK OF TOMORROW! James O'Gwynn, Mercury 71419.....
—	—	27	㉚	2	YOU TAKE THE TABLE (AND I'LL TAKE THE CHAIRS) Bob Gallion, M-G-M 12777.....

• Reviews of New Pop Records

• Continued from page 63

instrumental in walking tempo here, as they swing all the way. Good dance side with guitar and piano featured. (Rudy Star, BMI)

*** **Billy Boy Hop**
On this side the group takes the old favorite "Billy Boy" and put it in the contemporary groove. Two good sides. (Rudy Star, BMI)

JACK ROGERS
*** Never Want for More
KEEN 2021—Rogers comes thru with a listenable reading of an attractive folk ballad that could get some attention. He can handle a tune. (Gulld, BMI)

*** **Frankie and Johnnie**
The old favorite is sung nicely here by Rogers over rock and roll backing. It deserves plays but there is a Johnny Cash waxing of the tune that will hand it much competition. (Hermosa, BMI)

JACKY NOGUEZ
*** **Clao, Clao Bambina**
JAMIE 1127—Swinging instrumental reading of the tune penned by Dominico Modugno. It has a good, warm sound. (Feist, ASCAP)

*** **De Serait Dommage**
The Noguez combo sells this melodic item brightly with a vocal chorus adding to the sound. (BIEM)

THE CYCLONES
*** **Good Goodnight**
FORWARD 313—Lead singer wails with heartfelt appeal on this attractive rock-ballad. Spinnable. (House of Fortune, BMI)

*** **Big Mary**
Catchy rocker is sung in sprightly fashion by the group. Good beat. (House of Fortune, BMI)

THURSTON HARRIS
*** **Ship-Stop**
ALADDIN 3456—Cute novelty effort is handed a smart reading by Harris over light, peppy backing. Side has a chance for some coin. (Obie, BMI)

*** **Paradise Hill**
Thurston Harris turns in a warm reading of a tender rockballad, that is sung with much feeling over a large ork background. (Eastwick, BMI)

KAYE GOLDEN
*** **I'll Always Love You**
JUDD 1009—The thrush gives a listenable belt to the attractive oldie. It's done in rockballad style and should cop coin. (Famous, ASCAP)

*** **I See the Image of You**
Ballad with a beat is treated to an attractive outing. Thrush has a talent, and either side could make a noise. (Nu-Star-Marlow, BMI)

BIG DADDY
*** **Daddy Frog**
ROYAL 1004—Grotesque belch-like frog croaking accompanies this off-beat novelty, which should get some jockey play. Disk is distributed by Am-Par. (Burchett, BMI)

*** **Bus Ride**
Catchy instrumental theme is handed okay ork treatment. (Burchette, BMI)

JIMMIE DRIFTWOOD
*** **The Battle of New Orleans**
RCA VICTOR 7534—This side is from an album by Driftwood, one of the country's authentic folklorists and artists. He gives the wonderful song an exciting go. (Warden, BMI)

*** **Damyankee Lad**
Also from the Driftwood album comes this fetching ballad, with true folk flavor. Lovers of authentic Americana will get a kick out of this one. (Warden, BMI)

TERRY NEVADA
*** **I'm Sending You Some Roses**
BLACK JACK 106—An easy, bouncy ballad number has strong ties with the country world. Nevada hands it a creditable reading.

*** **Blue Moon Waltz**
Nevada has an easy going and pleasant crooning, yodeling style on this Western three-beater. Some juke value here. (American, BMI)

FRANKIE VAUGHAN
*** **Honey Bunny Baby**
COLUMBIA 41406—The British cat gets in a swingin' and rockin' groove on this echoey side. The backing band really pounds this one out with Vaughan attempting a low-down grass roots sound. Can catch some spins. (Belgrave, BMI)

(Continued on page 65)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Webb Pierce, Ferlin Husky and Faron Young are featured in a new technicolor film, "Calico Fair," which will be released soon on NBC-TV as a weekly feature. . . . A new Decca album slated for early release features six sides by Webb Pierce and Kitty Wells, with Ernest Tubb and Kitty highlighted on a like number of tunes. . . . Wayne Walker's new Cedarwood release on the Coral label couples "You've Got Me Where I Want to Be" with "What Kind of God Do You Think That You Are?" . . . Faron Young will be the special feature, with the Wilburn Brothers the guests on the Prince Albert portion of "Grand Ole Opry" over the NBC radio network this Saturday (30).

Bobby Lord opened May 19 at the Showboat, Las Vegas, to remain thru June 2. . . . Marvin Rainwater, who headlined the annual Firemen's Benefit in Houston Friday and Saturday (22-23), holds forth this Wednesday thru Saturday (27-30) at Ray Perkins' Flame Club, Minneapolis. . . . Upcoming "Jubilee U.S.A." guests stars are Lonzo and Oscar this Saturday (30); George Morgan and Chet Atkins, June 6, and Johnny Horton, June 13. . . . "Jubilee U.S.A.'s" Norma Jean did a weekend stint May 22-24 at Rickey's in Milwaukee.

The newly revamped Oliver's Club, Lake Tahoe, Nev., which recently switched to a country music policy, has Ferlin Husky opening there Thursday (28) to remain thru June 15. Following in June 17 for two weeks are Faron Young and His Country Deputies. . . . Nat and Mary Nigberg, producers of the "Country America" TV show, are in New York this week huddling with Madison Avenue ad agencies anent syndication of the show. . . . Steve Stebbins, of Americana Corporation, Woodland Hills, Calif., reports that country music is booming on the West Coast front, with business the best in years. Steve reports that he has added five more clubs to his circuit, making a total of 20 clubs he is now servicing with c.&w. guest stars on a weekly basis.

The annual Jimmie Skinner Anniversary Celebration at Verona Lake Ranch, Verona, Ky., Sunday, May 17, attracted nearly 3,000 paid, with the gate pegged at 75 cents. Entertainment was furnished by Flatt and Scruggs, Wayne Raney, Rusty York, Jimmie Skinner and a number of guests. Jimmie is now in his 10th year on WNOP, Newport, Ky., where he's heard two hours a day. He also has an hour a day on WMOH, Hamilton, O. Jimmie and his manager, Lou Epstein, have entered a new venture, that of pitching Jimmie Skinner Coffee over a three-State area. Dealers in the area are being stocked with the product, with Jimmie ringing in the pitch on his air shows.

Bucky Wilkin, young son of songwriter - entertainer Marijohn Wilkin, auditioned for Sam Goldwyn Jr. in Nashville May 18 for the Huckleberry Finn role in the forthcoming MGM presentation of the same name. . . . Next Sunday's (31) guest stars at Harry Smythe's Buck Lake Ranch, Angola, Ind., will be Billy Grammer and band and Charles Walters and the Trail Riders. Features on successive Sundays are Red Foley's "Jubilee U.S.A.," with Marvin Rainwater, Norma Jean, LeRoy Van Dyne, Lennie and Goo Goo, the Country

Gentlemen and added feature, George Jones, June 7; Bill Haley and His Comets plus the Barrier Brothers and band, June 14; the WLS "National Barn Dance" plus Rem Wall and band, June 21, and Ferlin Husky plus Joe Taylor and His Redbirds, June 28.

Kenny Roberts, in addition to his regular daily kids' show on WWTV, Cadillac, Mich., has launched a new show, "Kenny Roberts' Dance Party," on that station, with a live audience of 50 teen-agers. He is featuring both c.&w. and rock 'n' roll material, with platter artists as guests. He invites record firms and artists to send in platters for spinning on the new seg. Roberts continues to play dances in the area each Friday and Saturday night with his combo known as the Jumping Jacks. Starting June 6 he and his band will be the regular Saturday night feature at Lake Valley Resort located between Kalaska and Grayling, Mich. This Friday night (29), Kenny and the lads appear with the Gaye Sisters at the first of a series of show-dances which Cousin Ed, of WION, Ionia, Mich., is presenting at the Belding Theater, Belding, Mich.

Johnny Horton, currently one of the hottest things in the nation with his "Battle of New Orleans" on Columbia, does a guest spot on the Ed Sullivan TV-er June 7. On June 20 he returns to Shreveport for another appearance on "Louisiana Hayride." . . . Thurston Moore, now in the throes of readying for publication his "Country Music Who's Who," yearbook for the country music industry, is devoting a section of the book to photos of c.&w. artists, deejays and executives. There will be no charge for running the photos, Moore says. Those wishing to be included in the photo listing are urged to send him a glossy print as soon as possible. Mail will reach him at Verona Lake Ranch, Verona, Ky.

Jimmy Smith and the Golden Rhythm Boys, popular in the Omaha sector the last three years, have located permanently in California, where they are booked solidly until October by Steve Stebbins, of Americana Corporation. Smith recently purchased a home on the Coast. Beverly Mae Wilson, teen-age c.&w. entertainer handled by the Robert A. Sherwood Enterprises, is playing California dates with Smokey Rogers and His Western Caravan, with Lee Harris. On June 6 Miss Wilson will be the feature at Melody Inn, Fullerton, Calif., and July 3 begins a summer tour of the Pacific Northwest. . . . Hylo Brown and the Timberliners, new regulars on WWVA, Wheeling, W. Va., are making a string of personals in Kentucky, Ohio and West Virginia under sponsorship of the Martha White Flour Company.

The Famous LeFevres, musical and singing group of Atlanta comprising Urias, Eva Mae and Alphus LeFevre; Jimmy Jones, baritone, and Rex Nelson, bass, are routed as follows for the next five weeks: Augusta, Ga., 26; Lawrenceburg, Tenn., 28; Franklin, Ky., 29; DuQuoin, Ill., 30; Augusta, Ga., June 2; Marion, Ill., 6; Augusta, Ga., 9; Morgan City, Ala., 4; Nashville, 5; Dublin, Ga., 11; Baxley, Ga., 12; Sandersville, Ga., 13; Anniston, Ala., 14; Augusta, Ga., 16; Epworth, Ga., 18; Iva, S. C., 19; Atlanta, 20; Huntsville, Ala., 21; Augusta, Ga., 23; Beckley, W. Va., 24-29, and Augusta, Ga., 30.

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• Reviews of New Pop Records

• Continued from page 64

★★ **Big Deal**
A rocking ballad about an affair that's over and done. Chorus on a "wah wah wah" kick supports Vaughan in this spinable job. (Mellin, BMI)

THE VOGUES
★★★ **Ev'ry Day, Ev'ry Night**
CASCADE 5908—A slow rocker done with style by the Vogues. Good arrangement and a nice performance by the boys can pull spins. (Karin, ASCAP)

★★ **Now I Lay Me Down to Cry**
A moderate paced, but rhythmic effort done for pleasant results by the Vogues. Flip would impress as the choice of the two. (Karin, ASCAP)

THE DEMIRES
★★★ **The Spider**
LUNAR 519 — Amusing rhythm-rocker is sung brightly by the group with swiny beat. (Hillart, BMI)

★★ **Wheels of Love**
Meaningful warbling stint by lead singer and group on an attractive r.&r. item. (Hillart, BMI)

THE TRAMPS
★★★ **You're a Square**
ARVEE 548—Very much on the "Charlie Brown" kick is this rhythm tune about other doings in the school yard. The material is cute and the Tramps give it a good ride. (Arvee, BMI)

★★ **Ride On**
Rhythm rocker tune has the sound of the Frankie Lyman era of rock and roll. Interesting rhythmic material which could get a spin or two. (Arvee, BMI)

RANDY & THE ROCKETS
★★★ **Genevieve**
VIKING 1000—Rockaballad is belted with appeal by Randy with New Orleans type backing. A dual-market contender. Side rates spins and exposure. (Dalg, BMI)

★★ **If You Really Care**
Ballad with beat is given an effective sing by Randy. Talented artist. (Dalg, BMI)

THE TWISTERS
★★★ **Count Down 1-2-3**
FELCO 103—Unusual sounds make this wild rocker as the group drives from the opening words "Count Down." It could attract some attention due to the sounds. (Cherl, BMI)

★★ **Speed Limit**
The Twisters bow on the Dallas label with a wild rocker here featuring growling horns, guitars, and rhythm.

BILLY (THE KIDD)
★★★ **Crazy Guitar**
JANE 107—A wild guitar solo features this exciting instrumental side. It has a sound and could grab some loot. (Dalworth-Ted, BMI)

★★ **I've Decided**
Billy Kidd comes thru with an attractive reading of a country styled medium tempo ballad which he sells with feeling. Could get spins in both pop and country marts. (Dalworth-Ted, BMI)

RENE TOUZET
★★★ **Tenderly**
GNP 142—Lush, Latin-tempo instrumental treatment of the lovely standard, with stand-out piano solo work. Strong jockey wax. (Morris, ASCAP)

★★ **Ye Yo**
Pleasant reading of Spanish lyric on hip-swinging Latin ditty. Another good jockey side. (Peer, BMI)

JACK LEMMON
★★★ **Sleepy Lagoon**
EPIC 9318—Smart, stylish arrangement of the old Harry James hit with Lemmon on piano and a chorus and ork behind him. It could get a lot of spins. (Chappell, ASCAP)

★★ **Daphne**
Attractive instrumental theme (named after "fem" character played by Lemmon in "Some Like It Hot") is handed an effective piano solo treatment with lush backing. Lemmon also penned tune. (Soon, ASCAP)

TOMMY MARA
★★★ **Until I Hear It From You**
FELSTED 8579—A smartly-done country-flavored song, with a rhythm that bounces right along. Will get pky. (Knollwood, ASCAP)

★★ **Now is the Hour**
The Gracie Fields hit of some years ago gets a sweet-sounding performance. Female voices in the background are effective in the arrangement. (Leeds, ASCAP)

JORDAN BROS.
★★★ **Never, Never**
JAMIE 1125—A rocker is sung with enthusiasm by the pair over a big beat by the band. It has a sound. (Jamie, BMI)

★★ **Please Tell Me Now**
The Jordan Brothers bow on the label with a good reading of a sad rockaballad. (Jamie & Giordano, BMI)

JOHN BENNINGS
★★★ **Anytime, Anyplace**
CLOCK 1011—John Bennings turns in a warm reading of a listenable ballad with triplets in the backing. (Lowell, BMI)

★★ **Home**
Another warm reading by Jennings here, this time singing of the delights of home. (Lowell, BMI)

JERRY BYRNE
★★★ **Carry On**
SPECIALTY 662—Byrne sings of the dances that his gal is always doing, from the slop to the bop. It's a rocker and it moves. (Venice, BMI)

★★ **Raining**
The chanter sings of the rain that falls thru the night as he thinks of his baby who is gone. There are sounds of rain and thunder on the record. (Venice, BMI)

JERRY KELLER
★★★ **Time Has a Way**
KAPP 277—Jerry Keller bows on the label with a smooth reading of an attractive ballad that he handles warmly. It is a good record that has a chance. (Sheldon, BMI)

★★ **Here Comes Summer**
This side is praiseful of those warm summer days when school is out and so is the sun. (Jaymar, ASCAP)

BILLY EMERSON
★★★ **Holy Mackerel Baby**
CHESS 1728—Blues, chanted in a precise style with a fetching staccato-styled arrangement behind the chanter. (Tollie, BMI)

★★ **Believe Me**
Emerson sings a ballad here. His style is full of sincerity. Merits play. (Arc, BMI)

CEE VEE
★★★ **I'm Yours**
CARROLLTON 800—Soulful reading of an emotion-packed rockaballad with churchy-flavor to backing. Dual market item. (Hi-Hess, BMI)

★★ **Lonely Street**
Effective warbling stint on catchy blues-rocker. (Glynmar, BMI)

BEAU BRUMMEL
★★★ **Till I Waltz Again With You**
ABC-PARAMOUNT 10019—Raucous r.&r. backing is featured on this rockin' version of the oldie. Solid dual market item. (Village, BMI)

★★ **All Washed Up**
Routine blues is sung with verve by Brummel. (Village, BMI)

JERRY KORMAN
★★★ **Blind Date Fate**
ABC-PARAMOUNT 10024 — Korman and group sing out in personable fashion on teen-appeal lyric with swiny tempo. (Robbins, ASCAP)

★★ **Hurry Back**
Okay reading by Korman on a pleasant r.&r. ditty. Flip is better side. (Robbins, ASCAP)

JIMMY STARR
★★★ **All I Ever Do**
DEBBIE 1408 — Appealing vocalizing by Starr on a pretty folk-flavored theme. Merits a listen (Charlene, BMI)

★★ **It's Me**
Starr chants effectively on a catchy r.&r. ditty, but flip is better side. (Charlene, BMI)

THE SUBURBANS
★★★ **Alphabet of Love**
PORT 70011—This tune, somewhat on the order of "Ten Commandments of Love" receives a warm reading by the boys and it has a chance for coins. (Benell, BMI)

★ **Sweet Diane Cha-Cha**
Fair cha cha version of a medium tempo ballad. (Benell, BMI)

OSCAR HART
★★★ **Too Late**
SAGE 280—Country-flavored rhythm side. Hart's full-timbred vocal is backed by a bouncy arrangement. (Sage & Sand, SESAC)

★ **Con Toda Me Aims**
A ballad with a good melody line. Adequate
(Continued on page 66)

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Reviews of New Pop Records

Continued from page 65

recording job. Triplet figure in the arrangement. (Sage & Sand, SESAC)

JOE AND EDDY
★ ★ And I Believed
CAPITOL 4209—The duo reads the pretty rockaballad with feeling. Talented pair impresses with their first wax outing. Good arrangement includes chorus. It bears watching. (Eugene & Johnstone-Montel, BMI)

★ ★ Green Grass
The folk tune is presented with zest by the lads. Good side, but flip is likely to take command. (Beechwood, BMI)

★ ★
DENNIS BELL
★ ★ A House of Our Own
TOP RANK 2002—Heartfelt vocalizing by Bell on pretty rockaballad with lush backing. (Knollwood, ASCAP)

★ ★ Jeanine
Okay warbling stint on the lovely standard with mildly r.&r. tempo. (Felt, ASCAP)

THE DUKES
★ ★ I Love You
FLIP 345—The lead man here has a quality of Bill Kenny and Sam Cooke mixed into one. It's a tender, rocking ballad reading by the cat with a new bass-type voice taking the bridge. (Limax, BMI)

★ ★ Leap Year Cha Cha
Okay vocal by the lead man, this time in the middle vocal register. The middle section contains spoken dialog. Side has a persistent rhythm quality. (Limax, BMI)

JERRY
★ ★ Pile In
CAMPUS 109—This is the story of all the guys piling into the phone booth, as one of the boys calls his girl. It could get some spins. (Fremwar, BMI)

★ ★ Skins
Pounding instrumental is handled warmly by the combo with Johnnie Gennette featured on the drums. (Fremwar, BMI)

ROOSEVELT MARKS ORK WITH CLAYTON LOVE
★ ★ Bye Bye, Baby
BOBBIN 108—Rocker blues is given a vigorous shout by Love with hand-clapping included in the ork support. It could start something with plugs. (Lycio, BMI)

★ ★ Mistreated
Medium stomper is belted with feeling by Love. The Marks ork backs him nicely. It can move as well as the flip. (Lycio, BMI)

THE EMERALDS
★ ★ Maria's Cha-Cha
BOBBIN 107—Intense warble on a rhythmic Latin ditty. Tribute to a gal named Maria can attract some interest. (Lycio, BMI)

★ ★ That's the Way It's Got to Be
Emotional sing on a rockaballad by the group. Potential appears similar to that of flip. (Lycio, BMI)

THE FRATERNITY BROTHERS WITH GIL FIELDS
★ ★ Passion Flower
VERVE 10081—Fervent solo work by lead singer on dramatic rockaballad with Latin tempo. (Longridge, ASCAP)

★ ★ A Nobody Like Me
Fields sings out with heartfelt emotion on okay rockaballad. (Longridge, ASCAP)

CLARE NELSON
★ ★ The Valley of Love
M-G-M 12800—Miss Nelson on her first outing with the label turns in a pleasant, relaxed dual-track performance with philosophical overtones. (Wemar, BMI)

★ ★ You Are My Sunshine
The oldie gets an okay treatment by Miss Nelson to a suggestion of a rock backing. (Southern, ASCAP)

THE STEWART SISTERS
★ ★ Shine On Me, Moonbeam
SPECIALTY 668—Attractive thrushing by girls on expressive r.&r.-styled ditty. (Venice-Hillart, BMI)

★ Comes Dawn
Okay chanting by sisters, but flip is better side. (Music-Chord & Aut, BMI)

SAMMY KAYE
★ ★ Sammy Kaye's Theme Song
COLUMBIA 41398—The long familiar, wailing trombones introduce this well-known theme, known to dancers down thru the years. Might have some disk jockey applications. (Republic, BMI)

★ ★ Until Tomorrow
The Kaydets vocal group joins the band on this dreamy good night song. For romancers. (Republic, BMI)

DALE JAY
★ ★ Shaken All Over
RAVEN 001—This one depends on a gimmick sound. The cat sounds like a rooster crowing and the crazy fem group answers him in a chorus. It's an insistent rhythm item. (Durf, BMI)

★ Our Love Is for Real
After an elongated intro, Jay sings an overly-gimmicked and arranged ballad. Not too much of promise here. (Durf, BMI)

MAURICE WILLIAMS
★ ★ Say Yeah
SELWYN 5121—Good low-down blues sound starts with the band thru two choruses with Williams and the Zodiacs moving up front later. (Selwyn, BMI)

★ ★ College Girl
Williams and the group come in with a crazy start and continue pretty much on that kick with a hard to catch vocal. Side has a down to earth, bluesy quality. (Selwyn, BMI)

DAVE KENNEDY
★ ★ Wait Till the Sun Shines, Nelly
DINAMO 1002—Kennedy and his combo turn in an old-fashioned barroom sound with banjo and souped up piano. There's a "one more time" routine a la Basie's "April in Paris," disk. For taverns. (Von Tizer, ASCAP)

★ ★ Pizza Pie
In contrast to the flip, this is a swinger in a blue framework. Kennedy handles the vocal in okay style, assisted by a group of chicks. Lyrics has some novelty value. (Creative, BMI)

THE THREE DOTS
★ ★ Tip Toe
BUZZ 104—A snappy rhythm tune has a good sound but the arrangement has a ring of many preceding efforts in the rocking field. Moderate prospects. (Play-Mor, BMI)

★ ★ Window of Love
The group gives an okay, flat version of this ballad with a Beethoven Concerto type piano backing. Hard to see this going far. (Play-Mor, BMI)

WEBB DIXON
★ ★ Rock Awhile
ASTRA 101—A blues rocker with a boogie rhythm figure. Dixon gives this a fair frantic approach. Spinable side. (Stairway-Singing River, BMI)

★ ★ Rock and Roll Angel
Dixon has a country sound on this rockaballad. Chorus supports. Slim potential. (Stairway-Singing River, BMI)

BILL DESTRO
★ ★ Destin's Last Call
STARLA 13—Bill Destro and his combo sell this walker neatly with sax featured in the lead. (Drive-In, BMI)

★ ★ Bunny
A wild rocker is handed a good go by the boys here. (Drive-In, BMI)

THE JOHN BARRY SEVEN
★ ★ Long John
CAPITOL—4212—Infectious rocker instrumental is treated in danceable fashion by the septet. This also has a chance. (Merit) ★ ★ Snap n' Whistle
Catchy item is whistled by the group, accented by rhythmic finger-snapping. It's a contagious item that can step out with spins. (Campbell-Connelly, ASCAP)

COBRA BROTHERS
★ ★ Night Time
BLACK JACK 107—The Cobras have a suggestion of the Everly Brothers in their approach to this rhythmic peader. Good teen message. (American, BMI)

★ ★ Everybody's Looking
A plea to the chick by the boys, entreats her to stop running around with others 'cause it's too embarrassing. Fair wax. (American, BMI)

JOE MORGAN
★ ★ What Do We Do Now?
FAME 505—Joe Morgan turns in a warm reading of a cute little rocker and shows off a pleasant style while doing so. He is in the Jimmie Rodgers style. (Mel-Mat, BMI)

★ ★ Decisions
On this side the lad tackles a rockaballad for okay results. (Mel-Mat, BMI)

EBONIERS
★ ★ Hand in Hand
PORT 70013—The boys sell this rockaballad with style, helped by a talking lead. This side has a chance for spins. (Benell-Earl, BMI)

★ ★ Shut Your Mouth
The Eboniers sell this novelty effort sharply, as they tell about a woman who can't stop talking no matter what she does. (Benell-Earl, BMI)

TED HUMPHRIES
★ ★ Firm Foundation
KING 5205—An up-tempo ballad with a gospel touch is sung brightly here by Humphries over good chorus and ork support. (Jay & Cee, BMI)

★ ★ What a Night
Good reading by Humphries of a rockaballad on which he is supported by a girl's chorus. Could get spins. (Arnel, ASCAP)

THE DREAM GIRLS
★ ★ Oh This Is Why
CAMEO 165—Rockaballad is neatly sung by the lead fem. Group backing is helpful. Danceable item which rates spins. (Vicki, BMI)

★ ★ Don't Break My Heart
The gals don't want their faith in romance shattered. The attractive rockabilly item could catch on with teens. (Vicki, BMI)

VINCE WALLACE
★ ★ Funky
BLACK JACK 4051—Solid sax solo work and good beat highlights this catchy instrumental. Strong jockey side with dual market appeal. (American, BMI)
MEL DORSEY

★ ★ Annie Miss Fanny
Okay shouting vocal on a bouncy rocker. More effective sax work on backing. (American, BMI)

THE V-8'S
★ ★ Please Come Back
MOST 713—Lead singer waits effectively on a moving rockaballad. (Rudy Star-Green Fly, BMI)

★ ★ Pretty Girl
Lively vocalizing by group on a bouncy rocker. (Rudy Star-Green Fly, BMI)

JOHNNY ELLIS
★ ★ Cinderella Doll
FREEDOM 44014—Pleasant rendition by Ellis of a lulling tune with teen-appeal lyric. (Gold Band-Ameche, BMI)

★ ★ Balboa Bop
Solid chanting by Ellis on a catchy rhythm ditty. (Gold Band-Ameche, BMI)

BOBBY JAY
★ ★ Sweet Little Stranger
IMPERIAL 5590—Exuberant reading by Jay on a bouncy rocker. (Alan-Edwards, BMI)

★ ★ So Lonely
Okay vocal stint by Jay on a forwent rockabilly item. (Alan-Edwards, BMI)

JOHNNIE ALLAN
★ ★ My Baby Is Gone
M-G-M 12799—Johnnie Allan sings of his loneliness since his baby is gone. (Big Bopper, BMI)

★ ★ Lonely Days, Lonely Nights
A sad rockaballad is sung with the proper tearfulness by the chanter. (Swallow, BMI)

SKIPPY ROBERTS
★ ★ Brown Sugar
LARK 457—A blues, with an unusual primitive quality in the accompaniment. (Reserve-Mabo, BMI)
★ ★ Holy Mak'nai Andy
Novelty blues. Roberts shouts the lyric, occasionally going into the falsetto register for effect. (Reserve-Mabo, BMI)

THE MEMOS
★ ★ I'm Going Home
MEMO 5000—A dedicated lead tells the story of his baby. He gets interesting support from his cohorts in the group. (Byrd, BMI)
★ ★ My Most Precious Possession
Okay rendition of a ponderous rockaballad, clumsily arranged. (West End, ASCAP)

DICKIE (BIRD) NEWLAND
★ ★ Irm, the Worm
FAME 504—Dickie Newland sings of a lass named Irma who keeps all the boys on a string, thus her nickname. Cute side could get spins. (Mel-Mat, BMI)
★ ★ Don't Be Funny Honey
Newland sells a rocker with fervor as he tells of a gal who brushes him off all the time. (Mel-Mat, BMI)

HAROLD (THUNDERHEAD) WARD
★ ★ I Want You to Come Back Home
ALLAN 108—Harold Ward sells this ballad with much feeling as he asks his girl to come back home. He has some of the flavor of Joe Williams. (J. A., BMI)
★ ★ How Wild Can a Woman Be?
On this side Ward turns to blues as he asks

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★ ★
DENNIS BELL
★ ★ A House of Our Own
TOP RANK 2002—Heartfelt vocalizing by Bell on pretty rockaballad with lush backing. (Knollwood, ASCAP)

★ ★ Leap Year Cha Cha
Okay vocal by the lead man, this time in the middle vocal register. The middle section contains spoken dialog. Side has a persistent rhythm quality. (Limax, BMI)

ROOSEVELT MARKS ORK WITH CLAYTON LOVE
★ ★ Bye Bye, Baby
BOBBIN 108—Rocker blues is given a vigorous shout by Love with hand-clapping included in the ork support. It could start something with plugs. (Lycio, BMI)

THE EMERALDS
★ ★ Maria's Cha-Cha
BOBBIN 107—Intense warble on a rhythmic Latin ditty. Tribute to a gal named Maria can attract some interest. (Lycio, BMI)

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• **Review Spotlight on Albums . . .**

• *Continued from page 46*

----- **Folk Albums** -----

HARD TRAVELIN'

The Tarriers—United Artists UAL 4033 & UAS 5033
STEREO & MONAURAL

The folk trio which has been active in the singles field in the past has a debut LP on this label that should prove a profitable item. Their repertoire includes spirituals, work songs and ballads. Sound is excellent. Displayable cover will also help. Tunes include "Times Are Getting Hard," "Swing Low" and "Love Oh Love."



BALLET ESPANOL-XIMENEZ-VARGAS

RCA Victor LSP 1952 & LPM 1952
STEREO & MONAURAL

For sheer blazing excitement, this could well be the most thrilling flamenco record of them all. With one number running into the next continuously, the entire troupe participates behind the highly talented soloists with shouts, castanets and heel clicking. There's not a moment's letdown in the running program of wild gypsy laments, virtuoso guitar playing, turgid heel-and-toe zapateados and one such dance which even could be called tender. The sonics, in stereo, are positively hair-raising.



----- **Spoken Word Albums** -----

GENESIS

Judith Anderson—Caedmon TC 1096

One of Caedmon's series of selections of the Bible (King James Version), this is distinguished reading. Judith Anderson includes on side one "The Creation," "The Fall of Man," "The First Murder" and on side two "Noah," "Isaac and Rebekah" and "Jacob and Esau."



----- **Specialty Albums** -----

SLIMNASTICS

Dr. Charles A. Bucher—Decca DL 79069 & DL 9069
STEREO & MONAURAL

Columbia did sock rack business with a low-priced exercise package, and this LP should enjoy similar success on the regular market. Aimed at both men and women, the double fold album features extensive Photo-illustrations plus clear instructions by N.Y.U. physical education professor Bucher. All exercises are timed to bouncy instrumental backings—"Oh What a Beautiful Morning," etc.



----- **Low-Price Specialty Albums** -----

MEL ALLEN'S BASEBALL GAME

RCA Victor LBY 1025

Here's a sock package for the low-priced market with strong appeal for kids and baseball fans. Gimmick is that Mel Allen's narration of a ballgame is set up so that the needle falls into different groove (featuring different plays) thereby enabling listeners to "play ball" with the record and enclosed score card.



----- **Low-Price Sound Albums** -----

THIS IS STEREO

RCA Camden SP 33-22

STEREO ONLY

This is a "sound" buy at \$1.98. Stereo is effectively demonstrated via a variety of sides, ranging from classical pianist Lorin Hollander and the Oslo Philharmonic Ork to the melodic musical comedy instrumentals of Hill Bowen and the jazz-flavored offerings of Mundell Lowe and his All Stars.



authentic instrumental reading. Fine for dancers. (Morand, BMI)

★★★ Caminito
Another noted tango, performed with authentic instrumentation and style. (Pemora, BMI)

RAND CARLOS ORK
★★★ Cave
FIESTA 099—Latin instrumental, with vocal in Spanish and a chick chorus backing the male lead. Authentic wax. (Morand, BMI)

★★ Satellite U. S. A.
Instrumental catches a mood. Percussion and brass scoring is interesting. (Morand, BMI)

Spiritual

★★★★

THE ORIGINAL FIVE BLIND BOYS
★★★★ Someone Watches
PEACOCK 1797—Very strong side for the spiritual market. It's a slow-paced, very emotional, and the spirit is really on the boys. (Lion, BMI)

★★★★ You Done What the Doctor Couldn't Do
This side is relatively uptempo, and moves right along. Good, altho the flip shades it. (Lion, BMI)

THE SPIRIT OF MEMPHIS
★★★★ In the Garden
PEACOCK 1798—A relaxed side, with a swinging beat and wide-ranging voices from falsetto to bass. (Lion, BMI)

★★★ The Great Love
Dignity marks this one, which moves with stately rhythm. Lead singer carries the medley, with group voicing in accompaniment. (Lion, BMI)

★★★

THE MIGHTY HARMONY KINGS
★★★ Christians Journey
CARROLLTON 802—Fervent solo work by lead singer and group on a moving spiritual. (Hi-Hess, BMI)

★★★ You Should Have Been There
Same comment. (Hi-Hess, BMI)

★★★

THE TELENAIRES
★★ Jesus Had to Pray
GOSPEL JUBILEE 513—The group displays commendable high seriousness and feeling with this one; and midway the lead embarks on an interesting recitative portion. (Ralph's Radio Music, BMI)

★★ A Closer Walk With Thee
The noted hymn gets a stately slow-paced reading. Very satisfying. (Ralph's Radio Music, BMI)

Rhythm & Blues

★★★

WALTER J. WESTBROOK
★★★ Midnight Jump
BOBBIN 106—Deep-South blues is wrapped up in catchy instrumental treatment. (Lycro, BMI)

★★ Bring Your Clothes Back Baby
Feelingful reading on okay blues. (Lycro, BMI)

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the question about a wild woman. (J. A., BMI)

BUDDY BRADSHAW

★★ Nothing You Can Say
CAPITOL 4208 — Appealing reading by Bradshaw on a feelingful rockaballad. (Moonbeam, BMI)

★ Tonight I Walk Alone
Bradshaw wails effectively on a plaintive rockaballad. (Moonbeam, BMI)

RODDY JACKSON

★★ Any Old Town
SPECIALTY 666—Roddy Jackson sings of

his quest for a true companion in any old town, no matter where it may be. (Venice, BMI)

★ Gloria
Tender rockaballad is sung with warmth and feeling. (Venice, BMI)

LINC JEFFRIES

★★ As a Matter of Fact
KEY 1064—Pretty ballad is handled warmly by the singer here, over pleasant backing by the ork and chorus. (Verna, ASCAP)

★ On the Rampage
Linc Jeffries lets his girl know that he's on the rampage since she wrecked his car, his dinner, etc. (Verna, ASCAP)

KIRK ATELLO

★★ Flirtacious Fool
SAGE 296—A relaxed blues in slow tempo. Horns and strings are behind the chanter. (Sage & Sand, SESAC)

★ A-Ma Na Man
A modified blues, with Middle Eastern influence indicated in the melody and lyric. (Sage & Sand, SESAC)

The following records, also reviewed by The Billboard music staff, were rated one star.

ARCESI: Of Man River/Cow Po—Orpheus 2104.

THE CRUISERS: My Mary Lou/Cruisin'—Winston 1033

THE DREAMERS: Don't Cry/It's Gonna Be All Right—Nugget 1000

BARRY ETRIS: Faded Rose/I've Met My One and Only—Leo's 20011

HADDOCK SISTERS: Don't Make Me Cry/I'm Gonna Rock Myself to Sleep—Holmes 201

OZ HILL: A Perfect Love/In the Field of Love—EMC 961

THE JOLLY BREWERS: When Colonel Oompah Reviews the Troops/The Jolly Lumberjack—Pleasant Peasant 1188

VIVIAN LORI: Let Me Fly/First Formal Dance—Counterpart 10-013

THE SINGING CALICOATS: Day-Dreaming/Pretty White Feet—International 4009

DICK TILGHMAN: You Cheated On Me/All Alone and Blue—Elsan 1006

Latin American

★★★

MONCHITO ORK
★★★★ No Tequila
FIESTA 102 — Instrumental with chorus. Side has South of the Border flavor with catchy Latin rhythm. (Morand, BMI)

★★★ Pancho
A cha cha with an unusually pretty melody line. Vocal is done in Spanish. Plenty of authentic style here. (Morand, BMI)

ARGUESO ORK
★★★★ A Media Luz
FIESTA 100—The sultry tango gets an

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START WORK ON GOODING 750G WINTER QUARTERS

Huge "Factory" Will Also Service Rides, Equipment of Other Shows

COLUMBUS, O.—Construction of a \$750,000 winter quarters—the finest, largest and best ever built for a carnival—has been started for the Gooding Amusement Company at a 10-acre tract on Valley View Drive here.

When completed by November 1, the quarters will include machine, carpentry and paint shops, each with 20,000 square feet of floor space; an office building, and a 750-by-100-foot shed which will house 150 semi-trailers.

Describing the winter quarters as "a factory" rather than as winter

quarters, Floyd E. Gooding, president of the company, said that it will be used to provide storage for all of the company's own equipment—currently about 125 rides, 10 shows and the 150 trucks—and to service rides and other units of other carnivals.

To Hire Personnel

"I believe we can render a much-needed service to carnivals of the Central and Midwestern States by overhauling, rebuilding and repainting their equipment at reasonable prices," Gooding said.

The prime objective in building the new quarters is to provide for the many Gooding units, but the plant's capacity, facilities and manpower will enable servicing others, Gooding pointed out.

"We will more than double our off-season winter quarters manpower, lifting it from 30 to 50 men, our usual winter payroll, to about 100. This will enable us to give

more people year-round employment," Gooding said. "Most of the plant personnel during the outdoor season will go out with our ride units or work at the Gooding Zoo Park here. A permanent crew of skilled carpenters, machinists and painters will work in the factory all thru the year."

Air-Conditioned Shops

Each of the three work shops, as well as the office, will be air conditioned. Heating will be by gas.

"By air conditioning the shops we will give our shop personnel the same treatment we give our office personnel, and we will, I am confident, step up our productive work time in the shops," Gooding said. "The work shops will have showers for the men. Equipment in each of the three shops will be of the latest design," he added.

The paint shop will have two
(Continued on page 82)

Behoff Named Fair Manager At Huntington

HUNTINGTON, W. Va.—Joseph Behoff has been appointed manager of the Ohio Valley Interstate Fair to be held at the Motor Speedway here, August 18-22. Behoff will manage nine fairs this year.

Professional wrestling will be featured opening night here; Minnie Pearl and her "Grand Old Opry" show, August 19-20; the West Virginia Stock Car Racing Championship will be August 21 and Stony Roberts and his All-American Dare-Devils are booked for August 22.

Pepsi-Cola will give away a television set each evening and another one on children's day. City busses will run to the fairgrounds for a Pepsi-Cola bottle top. The Huntington Junior Chamber of Commerce are sponsoring the event.

Cetlin & Wilson Shows will be featured on the midway, coming from Ionia, Mich. Harry Dam-
(Continued on page 82)

Australian Tours Parks

OLDHAM, England — American park operators who went on a global jaunt last summer have nothing on Mr. H. E. C. Hall-Kenney, owner of MacDonald's Amusements Ltd., Lower Esplanade of Victoria, Australia. He's now touring British parks.

Prior to spending three weeks in England, Mr. Hall-Kenney had visited amusement parks in Manila, Hong Kong, Japan, Bangkok, and Singapore. After England, he will tour parks in Denmark, Germany and France. Then he will come to the United States.

EMMETT KELLY AT PACIFIC SPOT

SANTA MONICA, Calif.—Emmett Kelly joins Pacific Ocean Park here for the season, opening Friday (29) as official greeter. His title is vice-president in charge of fun. The amusement center is owned by Columbia Broadcasting System and the Los Angeles Turf Club.

Bond Sale Sought For N. Y. Funspot

Marco's Wood Among Principals; Want \$24.7 Mil. From Public Shares

WASHINGTON — International Recreation Corporation, a Boston firm planning to open outdoor amusement parks in Miami and New York, has asked the Securities and Exchange Commission for permission to register 2,750,000 shares of common stock, with 2,250,000 shares for public sale at \$11 per share, SEC announced last week.

The company was organized April 14, this year, to construct and operate directly or thru subsidiaries, open-air recreation and entertainment parks. The stock offering is primarily to launch construction of the Miami and New York City parks, and to raise capital for first year operation. The company has leased about 212 acres in the Bronx, N. Y., from Webb and Knapp, in Baychester Center, on which it plans to put up an amusement park costing between \$14,000,000 and \$19,000,000, to be completed by July 1,

1960 (The Billboard, May 4).

The registration application names Paine, Webber, Jackson and Curtis as head of an underwriting group. Engineering and management agreement has been made with Marco Engineering of the East, Inc. Prospectus lists Gerald W. Blakeley Jr. and Robert C. Linnell, of Boston, as holders of 187,500 shares of deferred stock; Peter Demet of Coral Gables, president, 187,500; Herbert C. Lee, treasurer, of Boston, 187,500; Thomas B. Slick, of San Antonio, a director, 93,750 and C. V. Wood Jr., a director, 93,750 shares.

Miners Help King Put Up After Blow in Grundy, Va.

GRUNDY, Va. — Coal miners saved the night performance for the King Bros. Circus here (13) by pitching in with the show's per-

sonnel, clearing the debris, erecting the seats so that the show could go on, following a severe storm that leveled all the tents shortly after 7 o'clock. The storm swept down from the mountains without warning. Some 200 people were caught in the side show. One woman required 10 stitches in her scalp and a man needed two stitches for injuries.

It was the first circus to exhibit here in 10 years. The lot was the city school grounds. The afternoon house was about three quarters, when the night performance finally got started at 9, it was described as a full house. Ramo and Benny Cristiani, managers, reported the damage to the show's equipment following the blow-down was minor.

Robert Hall joined as treasurer in Covington, Ga. Spot Griffin is marking the highways and doing 24-hour work. Sam B. (Silas Green) Warren, who is looking after the legal work with the show, recently returned from a trip to the advance. A. Lee Hinckley has
(Continued on page 82)

St. Louis Cops Say 146,000 Attend Show

ST. LOUIS—St. Louis Police Circus, May 7-17, played to a high of 146,000 people, according to a report from Ed Rohde of the police welfare organization. This compared with 142,000 last year and was run up despite a postponement from original dates because of storm damage to the St. Louis Arena.

The show was the first event in the repaired Arena. First four days were lighter than corresponding time last year. Pick-up began on Monday (11). The final show on Sunday (17) pulled 11,000.
(Continued on page 82)

NAAPPB ATTENDS LABOR HEARINGS ON WAGES BILL

WASHINGTON — NAAPPB will take part Tuesday (26) in a hearing before a Senate Labor subcommittee headed by Senator Kennedy. Harry Batt, New Orleans, head of the park association's government relations committee, and John Bowman, NAAPPB secretary, will be in charge of the association's participation.

They will oppose a bill which would include parks under increased minimum wage provisions. Other park operators and NAAPPB members are invited to join them at the New Senate Office Building.

N. Y. State Fair Inks Art Linkletter Show, Truth-Consequences

Name Show Also Set for Two Days; Icer, Edgar Bergen in for Five

SYRACUSE, N. Y. — Art Linkletter, TV headliner, has been signed to make a two-a-day, three day appearance at the New York State Fair here, Harold L. Creal, fair director, has announced.

Linkletter will head a show he will produce, with the bill including excerpts from his TV shows, special acts and an orchestra. He

will appear in the fair's coliseum September 8-10.

Guy Lombardo, Tommy Sands, Jaye P. Morgan and the Morgan Brothers, Johnny Cash, and Ford and Hines will follow Linkletter into the coliseum, also on a two-a-day basis, for two days, September 11-12.

Truth and Consequences, NBC TV show, has been set for matinee and night shows in front of the grandstand for the first three days of the fair, September 4-6, with a bill topped by Edgar Bergen, Ed Leary's ice show, Hubert Castle, slack wire act, following for five matinees and as many nights.

All of the coliseum and grandstand talent was booked thru Eldred Stacey of Music Corporation of America, Chicago.

\$52,700 Gate Is Edmonton Rodeo Record

EDMONTON, Alta.—Results of the Edmonton Exhibition Rodeo of Champions just released substantiate an upward trend for professional rodeo in the U. S. and Canada.

Total money taken at the door during this week-long event, April 27 to May 2, exceeded \$52,700, with a recorded attendance of 28,447 for seven performances. Last year 700 more people witnessed the annual sporting event
(Continued on page 82)

Linderman Named Arena Director Of Rodeo Finals

DENVER — Bill Linderman, past-president of the Rodeo Cowboys Association, was named arena director of the first National Finals Rodeo to be held December 26-30 at the State Fair of Texas plant in Dallas. Linderman, former world's champion cowboy was the unanimous choice of the National Finals Rodeo Commission.

Philly Circus Draws Early Ride Arrivals

PHILADELPHIA—The Front and Erie lot took shape early last week in preparation for the annual circus date here, played by Cristiani Bros.' Circus for the second season. The M. D. Amusement Shows and other units arrived last week.

Going up also were Ernie Farrow's Wild Mouse, Ralph Sanders' Dodgem, Stanley's (Mazurkiewicz) Rides' Rock-o-Plane, Roll-o-Plane and kiddie rides, Active Bazaar Company's rides, and a Roundup. Concessionaires were pulling in during the week.

Midway office will be operated by Gladys Essner and Arlene Dem-brosky.

Mike Dembrosky has been out four weeks, playing Philadelphia area dates with Active Bazaar. Essington, Pa., pulled rotten weather but earnings were surprisingly satisfactory.

Dedicate Culver Bldg.

CULVER, Ind.—A \$1,600,000 auditorium was dedicated Friday (22) on the campus of the Culver Military Academy.

SPECIAL LOT FOR SMALL CARS UPS CAPACITY

HEMPSTEAD, N. Y. — Grumbling about long and wide American cars has been followed by action on the part of Hofstra University here. The school set aside a part of its student parking lot for small cars only, and painted stalls that are scaled down for the small, foreign autos. Parking is a continuing problem to fairs and parks, as well as to private and commercial operations. Hofstra's decision not only increased capacity by one-third in the special area, but won instant publicity in metropolitan newspapers and on TV.



H. H. SCOTT, TOCOA, GEORGIA, SAYS: "I still have my 1949 No. 5 BIG ELI Wheel which I am just as proud of as the day I left Jacksonville. Haven't spent even \$100.00 on it since." Betty Handel, Mississippi Valley Rides, writes: "Our Wheel is the pride and joy of our group. I must add, the BIG ELI Wheel is our big money-getter." BIG ELI WHEELS continue in popularity; they produce maximum profits at minimum operating expense. Write for Price List A-73 and ask about our purchase plan and prompt delivery. YOU can be a BIG ELI Owner with just a reasonable investment.

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Trade Packs Jewelry Show In Providence

PROVIDENCE, R. I. — More than 300 exhibitors took part in the United Jewelry Show, which overflowed the Sheraton-Biltmore Hotel for the nine days ending Sunday (10). Exact count was 340, and registered buyers totalled 954. Orders placed indicated a satisfactory year ahead for this jewelry center.

Most companies reported business accomplished at the show as better or just as good as during the 1958 event. Seventeen per cent of firms surveyed said business was down.

Mayetta Rodeo Bleachers Collapse

MAYETTA, Kan.—A section of 10-high bleachers, 75 feet long, collapsed under 250 spectators at a rodeo here Sunday (17) at the conclusion of the final event.

A total of 125 people were taken to hospitals. All but 24 were released after treatment, and only one of the hospitalized victims required surgery.

Rodeo-owner Ken Roberts said he carried liability insurance covering all the injuries.

Opens Texas Beach

ARLINGTON, Tex., May 2.—Gene Hames Amusements, Inc., staged a grand opening of Lake Arlington Beach here May 9-10.

Hames recently was awarded a concession contract by the Arlington City Council. He said a new dock, floating on styro foam, has been put into place for fishermen, and that 80 aluminum boats will be ready for rental at the municipally owned lake.

Paul Miller's Center Show Draws at Gary

GARY, Ind.—Paul A. Miller's shopping center circus played a new Tri-City Shopping Center here May 12-17, drawing large crowds throughout the week. The free circus is presented at 2:30, 4:30, 7:30 and 9:30 p.m. daily. On Saturdays a 10:30 a.m. morning show is added.

The merchants here wanted to hold a 36-hour "sellathon," operating the stores and midway all Friday night and Saturday morning and adding the circus at 1 and 4 a.m., Saturday morning. However, the weather turned cool and operations came to a halt about 2 a.m., Saturday morning.

The free show is presented on a semi-trailer stage in one ring and in a wild animal arena. A five-piece band in red jackets plays the show which opens with a riding mechanic number, using a pony and local kids.

Swede Johnson presents five lions in the arena, followed by "Silly-Dilly," clown magic routines. Mario Rojas does a bike and unicycle act and Kinko presents his clown car and contortionist routine. Hunky Johnson next works his baby elephant, Pinky, that also rides kids between shows. Wind-up is Sport Matthews, high act. Matthews is breaking a wild animal act in the mornings, giving the show area the flash of two wild animal arenas.

He is being assisted with the lions by his father, Bob, who formerly had a lion act and more recently had a flea circus at Long Beach, Calif. Matthews is building a compact high-wire and sway pole rigging to mount on his 35-foot trailer, where he will also set his arena. He hopes to work all the acts anywhere without driving stakes.

Rides include Roll-o-Plane, Round-Up, Tilt-a-Whirl, Spinaroo, Flying Scooters, two-abreast Merry-Go-Round, twin Ferris Wheels, Little Dipper, Sky Fighter, Jolly Caterpillar, Kiddie Boats, Train, Roto Whip, Toonerville Trolley, live pony and elephant rides. There are about 30 concessions.

Shows are Snakes, Glass House, Pygmy Horses and Crazy House. Show carries a diesel light plant. Paul A. Miller is manager and Dub Duggan is also with it.

Show moves on Mondays and operates all other days of the week every week. It is in its third year of continuous operation. Show moved from Gary to Toledo.

New Mexico Park Bought by McKays

ALBUQUERQUE, N. M. — Playland Amusement Company here has been purchased for \$24,000 by Mr. and Mrs. Bruce McKay. The New York City couple bought the park they had operated since Easter from Chester T. French and C. C. Qualls.

McKay said he is president, his wife vice-president and Mrs. McKay's mother, Mrs. Mary Elizabeth Parker, is secretary-treasurer of the new team. Qualls had managed the park for five years.

Dates Corrected For N. Y. Fairs

NEW YORK—Dates for two of New York State's fairs have been erroneously reported both in a statewide bulletin and The Billboard, and are hereby corrected. Herkimer County Fair in Frankfort runs August 17-22 and Washington County Fair in Greenwich runs August 25-29.

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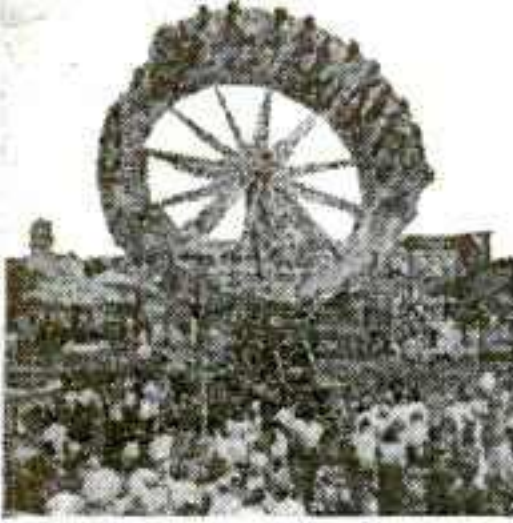
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RED TAPE
Will Russ Trip Ease Detroit Booking Snarl?

DETROIT—C. W. Van Lopik, Masonic Auditorium manager here, who is flying to Rotterdam, Wednesday (27), is trying to arrange a visit to Sverdlovsky, Russia, as well.

It's part of Van Lopik's campaign to get an okay for booking Russian ballets and other attractions into the Motor City. He's eager to "sell Russians" as lure for ticket buyers, but because Detroit is a key industrial city, there are State Department complications.

With Russia barring Americans from many of its key cities, the U. S. blocked Russians from similar American cities. So Russians can't come to Detroit because Americans can't go to Sverdlovsky. Van Lopik reasons that if he can get into the Russian town, it might ease his efforts to book Russian artists in Detroit.

Plan Celebration
MADISON, Ind.—Plans are in formulation for the sesquicentennial celebration of Madison late this summer.

Parades, a pageant and other events are being considered, C. T. Renne, temporary committee chairman announced.

ARENAS & AUDITORIUMS
IAAM Plans; Krahn Banning; Nichols Names; Penn Hosts

By TOM PARKINSON
CONVENTION PLANS FOR THE International Association of Auditorium Managers are progressing nicely, according to word from Harry Niebruegge, manager of the Atlanta Municipal Auditorium. The IAAM will hold forth in Atlanta July 29-August 1. Niebruegge reports that manager-experts already scheduled for program participation include Nathan Podoloff, Fred Barr, Fred McCallum and C. W. Van Lopik.

Elmer Krahn, manager of the busy Milwaukee Arena and Auditorium, has banned wrestling in his buildings and cancelled a series of matches scheduled thru next fall. The action has been approved by the board and it follows an April incident when a disturbance was set off in the Arena by a wrestling match and a dozen policemen were required to restore order.

Len Monheimer, formerly in minor league baseball, has been named events staff supervisor of the Los Angeles Coliseum. General Manager Bill Nichols made the appointment. Monheimer fills the position vacated when Austin Mahr was named to take charge of the new Sports Arena, also under Nichols' direction.

In Chicago, the park district's Soldier Field cancelled out a jazz festival sponsored by Playboy Magazine. It had been set for August dates. Now the festival is headed for the Chicago Stadium instead. Meanwhile, the Soldier Field schedule includes a police-sponsored thrill show in June, American Legion July 4 celebration, the All-Star Football game in August, the Chicagoland Music Festival in August, and the Pan-American Games for August 27-September 7.

Jack Engerman and Zollie Volchok, of Seattle, have signed to present the Roller Derby in the Civic Ice Arena at Seattle, starting on June 12. Events will be held once a week in Tacoma, Spokane and Vancouver, B. C., also.

Herman J. Penn had formal dedication ceremonies for the Greenville (S.C.) Memorial Auditorium May 16 and the publicized debut of the "Holiday Watercade" on May 20. He and the show were hosts to a number of building managers from various spots thru the country for the water show opening.

Penn saw to it that the tanker got the benefit of a Greenville promotion. Pepsi-Cola printed 100,000 ticket coupons and stores distributed them. All block ticket buyers received display cards with pockets for coupons. A food firm clipped discount ticket deals to every package of potato chips that went into the trade area. And at the opening there were TV cameras for lobby, interviews of show-goers. NBC was there with tape equipment to record material to be used on the program, "Monitor" Sunday (24).

Canadian Retail Hardware Association has final figures showing the 1959 Hardware Show at the Canadian National Exhibition buildings, Toronto, drew 16,368 trade people, a 13 per cent increase. Booth sales were up 7 per cent. Next show dates are February 8-11, 1960. R. D. Werner Company, Inc., makers of aluminum ladders, stages and other products, has relocated its New York sales offices at its Greenville, Pa., plant.

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Trade, Press Hail Laden Water Debut

GREENVILLE, S. C. Reception to the new Lenn Laden "Holiday Watercade" water production exceeded expectations Wednesday night (20). The Memorial Auditorium, with about 4,000 permanent seats, had better than 3,100 spectators, not the least of which were 50-odd fair and arena figures from all over the country.

On hand were Pete Baker of the Oklahoma State Fair, Sen. Clyde Byrd of the Arkansas Agricultural and Livestock Exposition; Bud Purdy of the (Bozeman) Montana State College Fieldhouse; Paul Buck of the Charlotte (N. C.) Coliseum, Paul Mannen of the (Del Mar) Great Southern California Exposition; Leonard Rogers of the (Knoxville) Tennessee Agricultural and Industrial Fair, Edward M. French of the Norfolk, Va., Municipal Auditorium, and others. There were numerous telegrams and letters bearing good wishes, also from interested business people.

Reviews were favorable and the advance for the remainder of the kick-off run picked up sharply thereafter. Show opens in Jersey City, N. J., at Roosevelt Stadium on Tuesday (26).

Herman Penn, arena manager, and Laden were both elated at the public and trade reception. Lighting was singled out for praise, particularly the 16 light changes in units skirting the pools.

Snyder "Water Follies" Opens at Marine Base

BOSTON — Sam Snyder's "Water Follies of 1959," latest in his series of water shows, left its Hub base here for the opening of the new season this week to play its first date at the Marine base in Camp Lejune, N. C. Carrying a cast of 36, the show, half water and half dry, starts an extensive American and Canadian tour after which it will head for South Africa and Japan.

A group of vaude acts will complement the water segment. Headlining the dry section is comedy impressionist Freddy Barber; blonde singer Suzanne Nicole; (Continued on page 82)

Carnival Routes

A-1 Amusements: Harrisburg, Ill.
 American Beauty: Clinton, Ia.
 Amusements of America: Perth
 Amboy, N. J.
 Badger State: Winona, Minn.
 Baker United: Jeffersonville, Ind.;
 Paoli June 1-6.
 Barstow Amusements: New Bright-
 on, Pa.; Baden June 1-6.
 Beam's Attractions: Winder, Pa.;
 Barton, Md., June 1-6.
 Bee's Old Reliable: Fort Knox, Ky.
 Belle City: (5221 W. Vliet St.) Mil-
 waukee, Wis.
 Big State: Chickasha, Okla.
 Blue Grass: Owensboro, Ky., 28-
 June 6.
 Blue Valley: Chilhowee, Mo., 27-
 30; Butler June 3-6.
 Brodbeck & Schrader: Garden
 City, Kan.
 Brown, Al: Allendale, N. D., 25-27;
 Oaks, 28-30.
 Buck, O. C.: Yorkville, N. Y.
 Buckeye State: Bremen, O., 28-30;
 Alliance June 1-6.
 Burkhardt: Princeton, Ill., June 1-6.
 Byers Bros.: Benton, Ark.; Fort
 Smith June 1-6.
 Capell Bros.: Shiprock, N. M., 26-
 31; Durango, Colo., June 2-7.
 Capital City: Harriman, Tenn.
 Carl, A. J.: Ecorse, Mich., 25-31;
 Grand Rapids June 2-6.
 Carroll's Greater: Brooklyn Center,
 Minn., 25-31; Osseo June 1-4;
 Prior Lake 5-7.
 Central States: Columbus, Neb.
 Cetlin & Wilson: Petersburg, Va.,
 30-June 6.
 Chanos, Jimmie: Anderson, Ind.
 Cherokee Am. Co.: Colgate,
 Okla., 27-30; Bristow June 1-6.
 Coleman Bros.: New Britain, Conn.
 Columbia: Jaffrey, N. H.
 Continental: Bennington, Vt., June
 1-6.
 Crafts Expo.: Santa Paula, Calif.,
 28-31; San Fernando June 4-7.
 Crossroad Am.: Fruitport, Mich.
 Davis Am. Co.: Newport, Ore.;
 Camas, Wash., June 2-6.
 Del Flore Am.: Hubbard, O., 27-
 30.
 Dickson United: (Wooster Hawkin
 Shopping Center) Akron, O.;
 (Trumble Plaza) Warren June
 1-6.
 Dixey, Raymond C.: Plymouth,
 Ind., 26-30; Harvey, Ill., June
 2-7.
 Dixie Am. Co.: Wagoner, Okla.;
 Jay June 1-6.
 Down River Am.: Roseville, Mich.
 Drago, Paul: Covington, Ind.; Car-
 drew, James: Point Pleasant,
 W. Va.
 mel June 1-6.
 Dudley, D. S.: Lovington, N. M.
 Dyer's Greater: Flat River, Mo.
 Eddie's Expo.: Ambridge, Pa.

Fair Time: Montebello, Calif., June
 3-8; Del Mar 10-July 5.
 Fera Bros.: Newport, R. I.; Cen-
 tral Falls June 1-6.
 Franklin, Don: Texarkana, Tex.;
 Paris June 1-6.
 G. & B.: Belington, W. Va.
 Gabe Am.: Kannapolis, N. C.
 Gala Expo: Marshall, Ark.
 Garden State: McAdoo, Pa.; Em-
 maus, June 1-6.
 Gatto Am.: Bridgeport, Pa.
 Gem City: Murfreesboro, Tenn.
 Georgia Am. Co.: Roswell, Ga.
 Gladstone Expo.: Fredericktown,
 Mo.; Benld, Ill., June 1-7.
 Gold Bond: Ottawa, Ill., 25-31.
 Gold Medal: Williamson, W. Va.
 Grand American: Muscatine, Ia.;
 Fort Madison, June 1-6.
 Great Western: Milpitas, Calif.,
 25-31.
 Green Tree: Pikeville, Ky.
 Griffiths Am. Co.: (Stony Creek)
 Reading, Pa.; Manheim, June
 1-6.
 Hale's Shows of Tomorrow: Kansas
 City, Kan., 25-31; Kansas City,
 Mo., June 1-8.
 Hannah Am. Co.: Fairchance, Pa.
 Hannum, Morris: Pottsville, Pa.;
 York, June 1-6.
 Happyland: Mt. Clemens, Mich.,
 25-31.
 Heart of America: Kansas City,
 Kan.
 Holiday Am. Co.: Belton, Mo.
 Holly Bros.: East Point, Ga.
 Hottle, Buff, No. 2: Covington,
 La., 25-31.
 Imperial: Fairbury, Ill., 25-June 1.
 Inland Empire: Kennewick, Wash.,
 26-30; Auburn, Idaho, June 1-6.
 Island Manor: Seaford, N. Y.
 Johnny's United: Andalusia, Ala.
 Kinney Attractions: (Town &
 Country Shopping Center)
 Indianapolis, Ind.
 L. & L.: Columbus, Ind., 29-June
 6.
 Lagasse Am. Co., No. 1: Dracut,
 Mass.
 Lagasse Am. Co., No. 2: Woon-
 socket, R. I.
 Lagasse Am. Co., No. 3: Brookline,
 Mass.
 Lagasse Am. Co., No. 4: Melrose,
 Mass.
 Lawrence Greater: Charlotte, N. C.
 Leeright Midway: Mt. Home,
 Idaho.
 Lindle, Jack: Gillespie, Ill.
 M. D. Amusements: (Front & Erie)
 Philadelphia, Pa.
 Manning, Ross: Poughkeepsie,
 N. Y.
 Marks, John H.: Johnstown, Pa.
 McKenna's Rides: Menasha, Wis.
 Merchants Jubilee: Hillsboro, Tex.
 Merriam's Midway: Fairfield, Ia.;
 Webster City, June 1-6.
 Midway of Mirth: Winchester, Ill.
 Mighty Interstate: Johnson City,
 Tenn.
 Monarch Expo.: Mexico, Mo.;
 Washington, June 1-6.
 Moore's Modern: Okmulgee, Okla.
 Motor State: Melvindale, Mich.,
 25-31; Holly, June 1-7.
 Mound City, No. 1: St. Ann, Mo.,
 28-31; East St. Louis, Ill., June
 5-6.
 Murphy's Northern State: Martin,
 S. D., 25-26; Pierre 28-30;
 Gettysburg, June 1-3; Redfield
 4-6.
 New England Am. Co.: East Ded-
 ham, Mass.
 Nolan Am. Co.: Lansing, Mich.,
 25-31.
 North American: St. Louis Park,
 Minn., 25-27.
 Northern Expo.: Dickinson, N. D.
 Northern State: Martin, S. D.
 Norton's Rides: Perryton, Tex.
 Novelty Expo.: Ottawa, Kan.;
 Leavenworth, June 1-6.
 P. & J. Ams.: (Street Fair) Massil-
 lon, O., 27-30.
 Page Bros.: Richmond, Ky.
 Page Combined: Chattanooga,
 Tenn.
 Palmetto Expo.: Salisbury, N. C.;
 Rockingham, June 1-6.
 Pan American: St. Martinsville, La.
 Parada: (Midtown Am. Center-5th
 & Maiden Lane) Joplin, Mo.
 Penn Premier: Johnstown, Pa.
 Peppers All States: Milton, Fla.
 Powelson Am. Co., No. 1: Wells
 ville, O.; Bellaire, June 1-6.

Powelson Am. Co., No. 2: Crest-
 line, O.; Newcomerstown, June
 1-6.
 Powelson Am. Co., No. 3: Logan,
 O.; Marietta, June 1-6.
 Proll's Broadway: Norfolk, Va.
 Reed Amusements: Leitchfield,
 Ky.; Muldraugh, June 1-6.
 Reid, King: Newport, Vt.
 Reid's Sweetwater, Tenn.; Lafay-
 ette, June 1-6.
 Ritter's United: Riverside, Calif.,
 June 1-6.
 Robinson's Western, No. 1: Port
 Angeles, Wash.; Oak Harbor,
 June 1-6.
 Robinson's Western, No. 2: Aub-
 urn, Wash.; Mercer Island, June
 1-6.
 Rock City: Westmont, Ill., 26-31;
 Plano, June 1-6.
 Rohr's Modern Midway: Wilming-
 ton, Ill., 25-31.
 Rose City Rides: Ironton, Mo.;
 Percy, Ill., June 4-6.
 Royal United: Little Rock, Ia.,
 25-26; Lansing 28-29; St. Ansgar
 30-31; Clarksville, June 1-2;
 Fredericksburg 3-4; Arlington
 5-6.
 (Continued on page 72)

Circus Routes

Adams Bros.: Niles, Ill., 25; Villa
 Park 26; Palos Park 27; Rolling
 Meadows 28; Highland Park
 29; Zion 30; Island Lake 31;
 Northbrook June 1; Chicago 2-3;
 Grayslake 4; Itasca 5; Addison 6.
 Beers-Barnes: Irwin, Pa., 25; New
 Wilmington 27; Bessemer 29;
 Lowellville, O., 30.
 Clyde Beatty-Cole Bros.: Kingston,
 N. Y., 25; Albany 26; Rochester
 27; Hornell 28; Olean 29; Nia-
 gara Falls 30-31; Dunkirk June
 1; Salamanca 2; Attica 3; Buffalo
 4-7.
 Clyde Bros.: St. Thomas, Ont., 28;
 Kitchener 29-30; St. Catherines
 June 1-2; Niagara Falls 3;
 Hamilton 4-6.
 Cristiani Bros.: Philadelphia, Pa.,
 25-31; Salisbury, Md., June 1;
 Cambridge 2; Allentown, Pa., 3;
 Schuylkill Haven 4; Reading
 6-7.
 Famous Cole: Gering, Neb., 25;
 Torrington, Wyo., 26; Lusk 27;
 Hot Springs, S. D., 28; Rapid
 City 29; Custer 30; Sturgis 31.
 Garden Bros.: Newmarket, Ont.,
 25; Orillia 26; Collingwood 27.
 Hagen Bros.: Elwood City, Pa., 25;
 Grove City 26; East Butler 27;
 Arnold 28; Kittanning 29;
 Barnesboro 30.
 Hamid-Morton: Quebec City, Que.,
 28-31.
 Hunt Bros.: Wenonah, N. J., 25;
 Pitman 26; Berlin 27; Somer-
 dale 28; Maple Shade 29; Fort
 Dix 30.
 James Bros.: Roseburg, Ore., 25;
 Eugene 26; Corvallis 27; Albany
 28; Salem 29; Vancouver, Wash.,
 30; Longview 31; Centralia
 June 1; Everett 3; Seattle 4-7.
 Kelly-Miller: Arkansas City, Kan.,
 25; Wellington 26; Winfield 27;
 El Dorado 28; Newton 29; Mc-
 Pherson 30; Lyons 31; Kingman
 June 1; Hutchinson 2; Pratt 3;
 Great Bend 4; Hays 5; Russell 6.
 King Bros.: Sutton, W. Va., 25;
 Weston 26; Buckhannon 27;
 Elkins 28; Grafton 29; Fairmont
 30.
 Mills Bros.: Chicago, Ill. (85th &
 Cottage Grove) 25; Harvey 26;
 Willow Springs 27; Marengo
 28; Schiller Park 29; Wilmette
 30; South Beloit June 1; Polo 2;
 Sterling 3; Oglesby 4; Earlville
 5; Lincolnwood 6.
 Polack Bros.: Sacramento, Calif.,
 25-31; Pocatello, Idaho, June
 3-4; Denver, Colo., 8-14.
 Ringling Bros. and Barnum & Bai-
 ley: Rochester, N. Y., 26-27;
 Detroit, Mich., 29-June 7;
 Toledo, O., 9-10; Chicago, Ill.,
 12-21.

Ice Shows

Holiday on Ice of 1959: Mexico
 City, Mex., 25-31.

Miscellaneous

Doss, Buster, Show: Jackson, Mich.,
 25; Battle Creek 26; Kala-
 mazoo 27; Muskegon 28; Trav-
 erse City 29; Sault Ste. Marie
 30.
 J & B Concessions: Lansing, Mich.,
 25-30; Farmland, Ind., June 1-6.
 Marlowe, Don, Players: Reno, Nev.,
 25-28.
 Matchstick City: Washington,
 D. C., 25-30.
 R-Bar-L Ranch Rodeo: English,
 Ind., 30-31.

Legitimate Shows

Bells are Ringing, The: (Philhar-
 monic Aud) Los Angeles, Calif.,
 25-30.
 L'l Abner: (Biltmore) Los Angeles,
 Calif., 25-30.
 Music Man, The: (Shubert) Chi-
 cago, Ill., indefinite run.
 My Fair Lady: (Russ Aud) San
 Diego, Calif., 26-31; (Phil-
 harmonic) Los Angeles, Calif.,
 June 2-11.
 Two for the Seesaw: (Curran) San
 Francisco, Calif., 25-30.

Thrill Shows

Buddy Gates' Hell Cats: Columbus,
 Ga., 26; Valdosta 29; Jackson-
 ville, Fla., 30; Savannah, Ga.,
 31; Walterboro, S. C., June 3.

Arena Routes

Bolshoi Ballet: (Aud) Los Angeles,
 Calif., 25-30; San Francisco 5-7;
 Toronto, Ont., 11-13.
 Holiday Watercade: (Roosevelt
 Stadium) Jersey City, N. J.,
 26-31; Baltimore, Md., June 2-6.
 Metropolitan Opera: Toronto, Ont.,
 25-30.



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 • DENVER, COLO. Hotel Park Lane
 • WASHINGTON, D.C. Hotel Raleigh
 • HARTFORD, CONN. Hotel Bond
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 * time.
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THE FINAL CURTAIN

BALLENTINE—N. R. (Bob), 47, partner with his wife in the harmonica duo known as the Ballentines, May 15 in a plunge from the 10th floor of the building at 64 West Randolph Street, Chicago. Ballentine had played many fair dates in recent years and he and his wife were booked in Whiting, Ind., Saturday (16) night for a show. Survivors include his widow, Agnes, and a daughter.

BAXTON—Warren, 33, assistant mechanic on Adams Seils Circus, May 17, at Watseka, Ill., of a heart attack.

CHIPPERFIELD—Lick, 84, head of the Chipperfield circus family, May 8 at Wishford, England. He was the first to make the Chipperfield Circus really successful. He was traveling with the circus when he died.

HOLMES—Ben, 75, owner of the Ben Holmes Wild West Show for several years and an agent for several shows before retirement, May 8 at his home in Williamsport, Pa. Survived by his widow, Sarah; a son and a sister. Services and burial May 11 in Peoria, Ill., his home town.

IN MEMORY
Of our good friend
JOHN CHRISTOPHER
Who passed away
May 27, 1958.
FRANK & HELEN G

Carnival Routes

Continued from page 71

- Shorter's Greater: Waverly, Ia., 27-31.
- Shorty's Tri-State: Prairie Du Chien, Wis., 29-31; Waterloo, June 5-7.
- Siebrand Bros.: Winslow, Ariz., 25-31.
- Skerbeck Am. Co.: Iron River, Mich., 27-31.
- Smiley's Am. Co.: Crabtree, Pa.; Clymer, June 1-6.
- Smith, George Clyde: Cumberland, Md.
- Smith's Funland: Clendenin, W. Va., June 1-6; Buckhannon 8-13.
- Stanley, Wm. D.: East Grand Forks, N. D., 25-31; Kulm, June 2-3; Napoleon 4-6.
- Steele Ams.: Valparaiso, Ind., 26-31; East Gary, June 3-7.
- Stephen, Otto: Centerville, Ia.; Mount Ayr, June 1-6.
- Strates, James E.: Philadelphia, Pa.
- Stumbo's Tri-State: Springdale, Ark.
- Sunset Am. Co.: Marshalltown, Ia.; Dubuque, June 1-6.
- Sutton's Pacific Coast: El Monte, Calif., 25-31.
- Tatham's Fun Fair: Bethany, Ill., 27-30; Mattoon, June 1-6.
- Thiess United: Oglesby, Ill., 27-30; Joilet, June 2-7.
- Thomas, Art B., No. 1: Grand Island, Neb.
- Thomas, Art B., No. 2: Sioux City, Ia., 25-June 2; Sheldon 3-6.
- Thomas Joyland: Logan, W. Va.
- Uncle Joe's Ams.: Cameron, Tex.; Rockdale, June 1-6.
- Venditto Bros.: (Olneyville Square) Providence, R. I.; (Federal Hill) Providence, June 1-6.
- Victor Expo.: Alamosa, Colo., 26-31.
- Virginia Greater: Smyrna, Del.; Seaford, June 1-6.
- Wade Greater: East Detroit, Mich., 25-31.
- Wade, W. G.: Kalamazoo, Mich.; Pontiac, June 1-6.
- Wall, Alfred, Ams.: Buckley, Ill., 29-31; Potomac, June 4-7.
- West Coast, No. 1: Redding, Calif.; Eureka, June 1-9.
- West Coast, No. 2: Seaside, Calif., June 1-7.
- Wilson Famous: Canton, Ill.
- Wolfe Am. Co.: East Spencer, N. C.
- Wonderland Expo.: Floydada, Tex.
- World's Finest: Hamilton, Ont.
- World of Mirth: Plainfield, N. J., 25-June 6.
- World of Pleasure: Wayne, Mich., 26-June 7.
- Young, Monte: Orem, Utah, 26-30.



ELI N. LAGASSE
founder of
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May 26, 1959, 6:45 a.m.
St. Joseph Church

LAMB—Scott, 50, special agent for Capell Bros. Shows, May 12 in Holbrook, Ariz., of a liver ailment. Survived by his widow, Marie; a son, Thomas, and three brothers. He was a member of the Masonic order and the Shrine Temple of Denver. Burial May 18 in Sebastopol, Calif.

MILLETTE—Mrs. Maude, widow of Ed Millette and a circus performer for most of her life, at Sarasota, Fla., May 14. She was the mother of Ira Millette, performer and advance man with Ringling-Barnum in recent years. She died at the home of a daughter, Mrs. Mildred M. Taylor, with whom she had lived for years. Another daughter, Irene, also survives. Burial in Texas.

PEPPER—Frank, 83, bareback stunt rider as a young man for Ringling Bros.' Circus, May 11 at his home in Bath, Me.

REID—Walter (Gabe), 64, May 16 of a gunshot wound at Albany, Ky., while working a concession with Page Bros. Shows. Survived by a brother and sister in Pennsylvania. Burial in Hot Springs.

SHAPIRO—Max, 85, veteran carnival merchandiser and founder of M. Shapiro, Philadelphia, May 14. (Details in Carnival section.)

SPARKS—Robert Frances, 70, operator of the Sparks Greater Shows until retirement eight years ago, May 15 at Baton Rouge, La., of a heart attack. He was born in Biensworth, Mo., and operated the Gentsch & Sparks Shows with J. A. Gentsch for many years. Survivors include his widow, Juanita; two sisters and two brothers. Burial at Denham Springs, La.

PARKS-KIDDLIELANDS-RINKS

MAY 25, 1959

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

73

Riverview Concessions Leased; Ride Tops Bobs

CHICAGO—A new Coaster at Riverview Park has become the first ride to top the spot's giant Coaster, the Bobs, in 35 years, President William B. Schmidt declared last week. New ride is called the Fireball. Schmidt said it topped the line-up for the season's first three days.

On the basis of the same three days, Schmidt said "it looks like people have money" this year.

New also at Riverview this season is the operation of concessions Food and drink concessions have been leased to the Concession Cabinet division of ABC Vending Company. Lester Grand is manager for the company, which has taken over Riverview's 14 stands plus automatic vending units in the

park. The same firm operates concessions in other places, including many drive-in theaters.

Schmidt said he believes the leasing company will prove more efficient than the park itself in operating the concessions because the firm is expert in the field and devotes full time to it, while the park had to use seasonal employment as well as fit the concession business in with other dissimilar phases of the park business.

At the same time it was learned that games concessions, which have been operated under direction of Andy Markham for many years, now have been divided among a number of operators, most of whom have been with the park for some years.

ROLLER RUMBLINGS

Great Leopard Stages Combo Affair . . .

CHESTER, Pa.—A combination skating meet, queen contest and skating exhibition program was staged May 1-3 at Jack Cooper-Smith's Great Leopard Skating Club here, with 250 contestants participating in the affair. Parents, relatives and friends of contestants were guests of the rink.

The affair included events for tiny tots and competition in figures, dancing, singles, pairs, fours and speed skating. Judging the events were Edna Betts, Pittsburgh pro, who assisted Great Leopard pro Bob Fitzgerald in running the contests; Emma E. Smith, another Great Leopard pro, and Allwyn Bauman, John and Betty Davis, Noel Pion and Frank Grande, of Panel 46 of the host rink.

Highlights of the Sunday evening program were exhibitions by American and World Skating Congress champions Charles Wahlig and Claire Farrell, in a dance routine, and a pairs routine by Kenneth Trotter and Ruth Hesseman. The Miss Delaware Valley Skate Queen

Contest, to be an annual affair, followed, with Audrey Marie Payton being declared winner.

All girls participating in the contest have been invited to ride a float in a June 17 parade which will be part of Old Newsboys' Day, sponsored by The Philadelphia Inquirer and the local Variety Club.

Family Nights on Mineola Summer Sked . . .

MINEOLA, N. Y.—So successful have family nights been at Mineola Roller Rink that operator Earl Van Horn recently announced that the sessions will be continued thru the summer season. The sessions, from 7:15 to 10:30 p.m., will be held on a night to be announced later. The price for family groups (parents and children) is 50 cents per person, including use of shoe skates.

Boulevard Arena Stages Yo-Yo Contest . . .

BAYONNE, N. J.—A Duncan yo-yo contest got under way May 23 at Boulevard Arena here, a link in the America on Wheels chain. Another such contest will be held May 30, with finals June 6. All will be held during matinee sessions. There will be prizes for all contestants, with trophies for grand final winners. An added attraction will be exhibitions by expert yo-yoers, including the world champ, Don Norris. Yo-yos will be available for purchase at the rink.

Benefit Skating Show At Springfield Rialto . . .

SPRINGFIELD, Mass.—Some 100 skaters appeared in a three-hour show, "Rollerama 1959," at Rialto Skating Rink here, April 12-16, all proceeds going to the Pioneer Valley Chapter of the Multiple Sclerosis Society. Participants were amateurs from the Springfield-Holyoke-Chicopee area, who rehearsed for more than two months under guidance of Peter Gullo, Rialto professional. The show was a roller version of the musical, "The King and I." Physical education instructors from high schools in Western Massachusetts were invited to performances.

Combo Skating-Bowling Facility at Norwalk . . .

NORWALK, Conn.—Joseph Yates and Joseph Kavanewsky, owners of Bowladrome, Sarasota, Fla., have opened the newly constructed Rip Van Winkle Bowler-skate, providing both bowling and roller skating, on the Boston Post Road here. The location has parking space for 300 cars. Skating phase features include plastic floor, organ, instruction staff, snack bar, lockers, league room, game room, check room and air conditioning.

HELICOPTER CAPS BIRTHDAY PARTY

CHATTANOOGA—A birthday celebration for Mrs. Evelyn Dixon White, operator of Lake Winnepesaukee Park near here, was climaxed by her visit to the park and the unveiling of a new Helicopter ride which her husband gave to her.

500,000 View Flyovers Off Coney Beach

NEW YORK — Coney Island's amusement season opened officially last weekend with the Armed Forces Day air show off the beach and boardwalk. Featured were the Six Red Devils, Italian Air Force NATO precision flying champs, plus a helicopter flyover, pair of B52 bombers, eight-plane aerial formation, and display of helicopter tugging a boat.

Weather was the best since this event was initiated by Milton H. Berger, who represents Steeplechase Park in publicity and special events but no longer functions for the Chamber of Commerce as well. Attendance was given in newspapers at 500,000 for the day; last year's reported attendance was 1,500,000 in a day marred by rainfall.

Publicity for the fun area and Steeplechase has served to make the city Coney Island conscious again. Saturday (16) was the park's official opening, and the period surrounding the debut has included a double truck in the Daily Mirror, double truck in The News, photo page in the Journal-American, three picture layouts in the Brooklyn Telegraph, and full page of Associated Page pictures.

A new Tilt-a-Whirl at Steeplechase fills the outdoor area near The Bowery formerly occupied by a slide and wooden maze. A photo concession is also new. The girls from "Destry Rides Again," Broadway musical, were photographed as testers on the Steeplechase ride for the opening.

Dazey in Hospital

MIDDLETOWN, O.—Don Dazey, operator of LeSourdsville Lake park here, is recuperating at Middletown Hospital and expects to be released from the hospital at the end of the month. Dazey is under treatment for a stomach disorder.

Lakeside Flashes 3 New Rides; Elitch Gardens Debuts TV Show

DENVER — Both amusement parks here are in full swing with new attractions.

A new fantasy area was built on a section of Lakeside Park near Lake Rhoda. Part of the lake was filled in and landscaped to provide space for Manager Ben Krasner's three new rides, Satellite Jet, German Hot Rods and the Rolloplane. A major attraction again this year is stock car races Sunday nights at the park's Lakeside Speedway.

Elitch Garden's manager, Arnold Gurtler, has scheduled a weekly TV remote from the park this summer. The Sunday program features a live broadcast thruout the park. First show (17) had the TV cameras on rides and games and the announcer gave a history of the

MILLIONS AUGMENTS CELORON LINE-UP

Magic Carpet, Fun House From Pomona; Herschell Rides on Hand for Opening

JAMESTOWN, N. Y.—A recently arrived shipment of amusement devices from Pomona, Calif., and three new Allan Herschell rides will augment the attractions at the Memorial Day opening of Celoron Park here, owner Harry Illions disclosed.

Illions, who will devote his full time to his funspot here in the future, said that the equipment from Pomona included his Magic Carpet, Fun House and several concessions. The A-H rides—new

Helicopter, Shooting Star and Flying Saucer—will complete the re-equipment of the midway.

On June 27, the fifth-annual Shrine Kiddies' Day will be held at the funspot, when the Shrine will play host to more than 2,500 underprivileged children.

Illions recently told the local Shrine club that he hopes to erect a 200-250 assembly hall on the 23-acre grounds for year-round use. He plans to house permanent exhibits, convention facilities and an indoor ice rink in the proposed structure.

Kids' Day Slated At Dallas Spot

DALLAS — The Time-Herald's Seventh Annual Kids Day has been set for May 30 at State Fair Park Midway.

The Times-Herald is publishing coupons for various rides thru May 28. It will cost the kids only 5 cents, plus a coupon, to ride any of the park's 33 rides. The event is scheduled from 10 a.m. to 6 p.m.

Neil Fletcher, president of the State Fair Midway Owners Association, said that new rides this year include Wild Mouse, Paratrooper and Air Train, and that all the rides will be manned by extra crews.

Playland Park Sets May 29 Opening

SOUTH BEND, Ind.—Playland Park is ready for its opening on May 29, Earl J. Redden, manager, announced.

A new Shoppers' Fair Store on Park property will not impede operation of the amusement center, Redden said. A new parking lot has been built in the corner of the park's race track. Dancing for teen-agers and a fireworks display in front of the grandstand on May 30 will be features of the opening weekend.

No Re-Ride?

ASBURY PARK, N. J.—Two robbers climbed up a Ferris Wheel at Palace Amusement Park here recently, lowered themselves down its superstructure thru a roof, broke into an office safe and stole \$1,239, according to police. The thieves left by a side entrance.

STEADY HIGH GROSSES OVER THE YEARS . . .

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FAIR BILL FAILS IN S. C. SENATE

Proposal Provided for 30-Day,
County-Wide Ex; Will Be Up Again

COLUMBIA, S. C.—Passage of the pre-date law failed to clear both houses before the Legislature's session ended. Submitted by Arthur C. Baker of Charleston County, it passed the House but was still under consideration in the Senate. It will be on the Senate

calendar for the January session. It thereby becomes possible for more than one fair to be held in any county this fall. Contention exists only in Charleston County, whose Exchange Club has been sponsoring the fair previously put on by the Junior Chamber of Commerce.

Allegan Plans New Agril. Hall

ALLEGAN, Mich. — The Allegan County Fair will build a new agricultural display hall, measuring 50 by 250 feet, to be ready for use this fall, according to fair Board President James Snow.

Construction of the new building, at an estimated cost of \$25,000, will allow the old agricultural hall to be used for more industrial exhibits.

Weldon Rumery, special activities chairman, announced that Carmel Quinn will headline this year's evening grandstand shows. The Irish singer was booked last year, but found it necessary to cancel then.

The bill provides a 30-day competition-free period for fairs, only one of which would be licensed for each county by the Commissioner of Agriculture. It was drawn up by a committee of the South Carolina Association of Fairs. Committeemen were former Gov. Ransom Williams of Columbia, Judge J. M. Hughes of Orangeburg, Paul Black and Tom Moore Craig of Spartanburg, Cliff Brown of Sumter, and Robert Scarborough of Charleston.

MERCEDES, Tex. — Dates for the annual Rio Grande Valley Livestock Show have been set for March 17-21, 1960, according to Col. H. G. Stein, general manager.

The Cover Girl Show, one of the show's major events, will be held March 15. Stein says the executive committee has already started plans for next year's show.

Mass. Fairs Urged To Ask \$ of State

WEST SPRINGFIELD, Mass. — Daniel J. Reidy, director of the division of fairs of the Massachusetts Department of Agriculture, told the annual meeting of the Western Massachusetts Fairs' Association here May 11 that Massachusetts fairs—Grange, community, county and others—have the greatest opportunity ever to build up agricultural and other displays thru attractive premium awards.

He urged that more fairs be scheduled this year and more premium money be offered to keep the fair tradition alive in the State where it is believed to have originated.

Charles Shelnut, associate commissioner of agriculture, representing Commissioner Charles McNamara, asserted that conditions of fairs in this State must be reappraised. Few, except those conducting racing and pari-mutuel wagering, he contended, are doing the business the traditional exhibits should do.

Stating that in unity there is strength, Shelnut said there should be less bickering among individual groups and more "togetherness" for successful operations.

On the subject of premiums, Reidy also reported that all types of fairs withered on the vine when premium money in years past had to be voted from tax receipts by the Legislature. Today, he pointed out, patrons of fairs that feature pari-mutuel racing contribute from wagering receipts to the Agricultural Purposes Fund, from which premium money is allotted.

Reidy, referring to a sizable fund from which premium awards can be allotted, said only 49 Grange,

4-H, community and county fairs applied for funds in 1958 and only \$45,120 was asked for and expended. To date, 52 fairs have applied for 1959 premium money, and the State director said he hoped the number would increase.

Russell Pomeroy, Westfield, was re-elected president of the association at the dinner attended by 135 representatives of nearly all fairs in the area. Charles Cunglo, Southwick, was named vice-president, and Mary Carlin, Hampden County Improvement League, was re-elected secretary.

SWIFT CURRENT, Sask.—The Swift Current Agricultural and Exhibition Association has decided to rent a steel and concrete block building at the fairgrounds to the Swift Current Curling Club for use during the winter as a curling rink. The building is used by the exhibition during the summer.

REX BELL, IDOL OF 20'S, GETS BOOKED

CHICO, Calif.—Rex Bell, motion picture idol of some 30 years ago, will be a name attraction at the Silver Dollar Fair, here this week.

Bell, husband of the former flicker star, Clara Bow, is also lieutenant governor of Nevada, and will appear in that capacity rather than actually as a performer.

As a gimmick, Bell will receive a letter of welcome from the fair, borne by Pony Express over a 55-mile rough trail from Jonesville to the fairgrounds by members of the Butte County Mounted Sheriff's Posse.

Calgary Ex Buys Modern Starting Gate

CALGARY, Alta.—An electronically controlled starting gate constructed for the Calgary Exhibition and Stampede at a cost of \$15,000 made its debut when the spring race meet started Friday, May 15.

The builders, Dominion Bridge, Calgary, say it embodies the finest features of all starting gates to be found in Canada and that it is among the fastest in the world.

The individual stall doors are push-button operated and open from the center, rather than from the side. There are 10 stalls, all padded. The rear stall doors lock automatically when closed.

George Dunn, veteran race starter, assisted in supervision of construction.

The gate locks were designed by John Leinweber, a mechanical engineer with Dominion Bridge, so as to eliminate excessive wear. All inside parts of the locks have been case-hardened. Each has a special lever which will compensate for any wear which might occur in the hinge-pin and locking device.

The gates are opened by a coil spring which is manually depressed before each operation. The gates are manually closed. The trigger for releasing the spring is energized by an electric magnet designed by Leinweber in collaboration with Canadian Westinghouse.

With the opening of the gates an electro-magnet switches on two powerful bells.

Twin City PR Firms Merge; Dave Speer Is President

MINNEAPOLIS — Merger of two Twin Cities public relations firms to form the largest organization of its kind in the Upper Midwest has been announced by David J. Speer, president of Sullivan & Speer, Inc.

Richard J. Sullivan, who has operated a public relations company in Minneapolis for seven years, is treasurer and chairman of the board of directors of Sullivan & Speer, Inc.

Sullivan will establish a New York branch of the company July 1. He will supervise six other field offices.

Ray P. Speer, public relations director of Minnesota State Fair since 1914 and dean of Twin Cities publicists, is secretary and member

of the board of directors of the merged organization.

Also announced was the appointment of W. R. Greer, former managing editor of The St. Paul Pioneer Press, as vice-president. Greer is a veteran of 29 years in the newspaper business. He has been commanding officer of the U.S. Navy's Twin Cities public relations company for six years and is the author of "Gems of American Architecture," of which more than a million copies have been sold.

David Speer was a staff member of The Minneapolis Star and Tribune and Minneapolis bureau of the Associated Press for five years before entering the public relations field in 1950. For the past eight years he and his father,

QUEBEC EXPO REAPS PROFIT FOR 25TH YEAR

QUEBEC CITY, Que.—The 1958 Quebec Provincial Exhibition, for the 25th consecutive year, showed a profit officials disclosed.

The net surplus, after deductions of \$92,592 deficit for the Coliseum, adds up to \$8,466.85. Total surplus for the Exhibition alone was \$101,058.85.

A total of \$122,692.06 was spent for plant improvements and the city collected \$47,493.04 in amusement taxes and \$21,909.17 in service charges.

The record attendance of 401,285 could well have been hiked if weather conditions had been better, officials pointed out. Sale of strip tickets at three for \$1, showed an increase of 3,000 with 63,463 strips being sold. Twice the number of automobiles entered the ground in '58.

Featured Coliseum attraction—Fantasia '58—drew 60,538 customers in 10 days, a hike of nearly 25,000 over the previous year.

Total income was: Gates, \$184,540.47; agriculture, \$26,544.91; attractions, \$292,454.94; fine arts, education, \$800; concessions, space rentals and privileges, \$182,492.61 for a grand total of \$686,832.93. Total expenditures came to \$585,774.08.

STANDARDS

Mass. Prints Aids For Judges, Fairs

BOSTON — With the aid of guidance publications, fairmen, exhibitors and judges alike now have their tasks made easier in Massachusetts. The established leaflet, "You, as a Judge!" has been supplemented by a 17-page Standard Premium List for Fair Officials which gives general instructions and rules to be incorporated in lists, a breakdown of classes and subclasses, and hints about things judges look for. On the judging and exhibit level, it is anticipated, the publications pave the way for improved fairs.

The judges' leaflet was prepared by Earl S. Carpenter, County Extension Specialist in visual education. Its sections cover objectives of judging, responsibility of judges, tips on judging a class, and responsibilities of fairs.

In addition to the basic objectives of early judging and marking prior to exhibit halls being opened to the public, fairmen are reminded that entries should be closed well in advance of judging, to avoid late pileups and activity while the public is milling about.

Another reminder is that a first place award does not have to be made in every division. "When a product does not approach a reasonable standard, do not give it first place," judges are told, emphasizing that the best exhibit among many does not automatically earn a blue ribbon if it cannot also be considered excellent. Judges are advised not to make comments on exhibits during their judging rounds; at the same time, it is expected that fairmen will keep a judging round; at the same time, it is expected that fairmen keep a judging area free from traffic and distraction, meaning the public will be excluded.

The State Department of Agriculture and State Co-Operative Extension Service worked together in assembling the Standard Premium List. The various classes include apiary and maple products, arts and crafts, canned and preserved goods, cattle, club displays, conservation, family displays, flowers, home sewing, horses, pigs, poultry, rabbits, sheep and vegetables. Additional classes may be added, but the outlined classifications must be used.

Ray P. Speer, have directed public relations for numerous enterprises, including the St. Paul Winter Carnival (Saintpaulites, Inc.), the State Fair and Trade Shows, Inc.

If there are a number of young people who exhibit, there will be two complete sets of prizes in each youth class—one for children aged 10-13 and one for those 14-21 years of age. If a fair is in operation more than two days, perishable exhibits should be replaced. A standard entry card should be used with blank spaces for class number, variety, and exhibitor.

13 General Rules
General instructions and rules which should be included in premium lists number 13, as follows:
Exhibits will be received from (hour) to (hour and date).

All entries must be in place one-half hour before judging starts.

No exhibits can be removed before (hour) o'clock on (date).

A person shall not offer for exhibit any item not produced and/or prepared by himself.

An exhibitor shall make only one entry in a given class (livestock classes may be excepted.)

Youth exhibits are for boys and girls 10-21 years of age.

Undesirable quality exhibits will not be accepted.

The committee and judge reserve the right to reject any and/or all exhibits which are not listed in the premium list.

Placings will be awarded on basis of quality of exhibits and the decision of the judge will be final.

All canned and preserved goods, except jelly, shall be sealed by processing.

Foods are to be properly covered and accompanied by recipe. No package mixes are to be used.

All perishable products not called for by (hour) o'clock the last day of the fair will be disposed of or sold at auction, and the proceeds given to defray the expense of the fair.

The fair association will not be responsible for loss or damage of exhibits, or injury to animals and persons.

Carpenter was chairman of the premium list committee, which also included Daniel Reidy, director of the division of pest control and fairs; Catherine Griffin, secretary to Reidy; and county agent specialists Blanche Eames of Middlesex County, home economics; Albert Fuller of Hampden County, extension service; Everett Hatch of Franklin County, 4-H club work; Molly Higgins of Hampden County, home economics; Thomas J. Moore of Middlesex County, agriculture, and Mrs. Evangeline Standish of Worcester County, 4-H club work.

**WANT
CARNIVAL**
For the big Western Iowa Band Festival,
September 21 thru September 26.
Contact
CHAMBER OF COMMERCE
Carroll, Iowa

Beatty-Cole Hits Lush Road Dates

Atlantic City, Staten Is. Strong; New Floats, Lighting Adding Flash

PATCHOGUE, N. Y. — The five-day journey onto Long Island looked more than promising for the Beatty-Cole forces, with a three-show day in the works here Thursday (21) where the advance was exceptional. Road tour thus far convinces all hands they have a solid winner this year.

Freeport, on Wednesday (20) was the island's kickoff, resulting in one of the only two days on the road when business has not been very good. Matinee was all but full, and the night house was about a third full. Norristown, Pa., on Friday (8), was the only other disappointment. There were two very light houses on a poor lot nine miles out of town and off the main drag, and it was raining to boot. The show has scratched out on every day but that one.

The second of two days in Staten Island was sidewalled after the big

Norristown, A Red One For Hunts

SOUTHAMTON, Pa. — Business continues fine for the Hunt Bros. Circus. Weather was clear and warm for the two shows here Wednesday (20) and good results were apparent early in the day.

Best spot of the young season was a surpriser, with three packed performances in Norristown, Pa. on Saturday (16), Harry Hunt said. Show pulled in the day after town was showed by Beatty-Cole.

Detroit Area Good to Mills

DETROIT — The Motor City area proved a bonanza for Mills Bros. Circus, with business running 60 per cent better than last year when they played the same circuit. The show drew near-capacity for both afternoon and evening shows at Livonia on Tuesday (5), Farmington on Wednesday (6), Auburn Heights on Thursday (7), and Royal Oak on Friday (8). On Saturday (9) the show moved to St. Clair Shores under the auspices of the Lions Club, drawing 4,570 for the afternoon but dropping to 1,500 for the night performance in line with the typical pattern of attendance hereabouts.

At Holly, Monday (11), the afternoon show was near-capacity and the night show was three-quarters full for Kiwanis auspices.

At Lapeer, (12) the matinee was near-capacity with many State hospital patients in attendance. A half house attended the night show with the general admission seats getting nearly all the patrons. Rotary was the auspices.

Saginaw (13) was filled to capacity in the afternoon and the night show was two-thirds full in cool weather. American Legion was the auspices. A strawed matinee greeted the show at Alma (14) and the night performance was three-quarters capacity despite cold weather. The Inter-Service Council was sponsoring.

top had to be struck Monday night (18). Following a near-full matinee there was another capacity crowd on hand at showtime when the order came thru and a cancellation and refund was unavoidable. Tuesday, with threatening weather, nonetheless, produced three strong turnouts. Cited was a New York City ordinance applying to show canvas.

Otherwise the Beatty-Cole show, revisited after its extended Palisades (N. J.) Amusement Park run, gives a better impression of its touring capabilities. Physically it never looked better since being converted from railroad status several seasons ago, and the eye appeal continues to be stressed.

Animation & Glitter

Delivery of six new parade floats was taken on Long Island. Made by Tracy Display Company, they are beautifully tinsel, animated and illuminated, and are mounted for transport on a new, specially adapted flatbed trailer. Themes are Pumpkin, horse-pulled chariot, Women in the Shoe, sitting elephant, Hey, Diddle, Diddle, and rickshaw. The execution is strikingly big time, with such features as an endless belt which carries dolls down a slide in the shoe float, revolving elephant surrounded by nursery blocks, and rotating cow, knife and spoon. Blinking lights further dress up the floats. Tracy also produced a colorful marquee entrance ticket box. *(Continued on page 76)*

Wilcox Billing Carson-Barnes

LEITCHFIELD, Ky. — W. F. (Bill) Wilcox took over the advertising of Carson-Barnes Circus recently at Paris, Tenn. He will have three men, Claude Poe, Stanley Beal and Harry Bailey, with him in two advertising cars.

For the past three seasons, Bill and Jackie Wilcox had the advance brigade on the Famous Cole Circus. Jackie Wilcox this season will stay in Hot Springs to care for her mother, who recently suffered a stroke.

Kelly-Miller Does Extra Shows; Mud Continues

NEOSHO, Mo. — The Kelly-Miller circus gave night shows at two towns and did generally good business as it recently plowed thru heavy rains, hail and plenty of mud.

Pawnee, Okla., on Sunday (10) drew a quarter house for the afternoon-only show in the rain. The big top blew down following the show. Cushing and Sapulpa had better weather and both drew one-third houses in the afternoon and three-quarters full in the evening. Tahlequah (13) drew a one-third afternoon show and a half-house at night.

Fayetteville (14), the first of four Arkansas towns, gave the show a three-quarters house in the afternoon, and the first night show was capacity and the second was three-quarters of capacity. Springdale, Ark., (15) had cool weather and a one-third house in the afternoon and three-quarters in the evening. Rogers (16) produced three-

PARKER SETS LOS ANGELES, CHICAGO LOTS

CHICAGO — Tom Parker, who has the Cristiani Bros. Circus dates for Chicago and Los Angeles, last week announced completion of negotiations for lots at both cities.

Los Angeles stand will be August 20-30 at the Pan-Pacific Auditorium parking lot. Promotion will start soon. Publicity will be handled in Los Angeles by Milton Weiss, under direction of Aaron Cushman & Associates, Chicago publicity firm. Sherman Wolf is working the dates for Cushman.

Third location for metropolitan Chicago will be the parking lot at Washington Park race track in Homewood, south of Chicago. Cristiani will open its Chicago time June 25-28 across from Hill-side Shopping Center west of Chicago. Second will be June 29-July 5, adjacent to Old Orchard Shopping Center north of Chicago. Dates for Washington Park are July 6-12.

PACKS ANNOUNCES NASHVILLE LINE-UP

Show Includes Cuneo, Gutis, Malkos, Weldes, Les Kimris, Jenniers, Dorchesters

ST. LOUIS — Details and talent line-up of Tom Packs' 16th annual Shrine-sponsored circus in Nashville were announced this week from the show's base of operations here.

Formerly part of the regular summer route, the stand is set ahead this year. The show will appear in Nashville's Sulphur Dell Baseball Park, May 27-30, with several special bookings for this event only. The Packs season begins in Belleville, Ill., June 24, with the St. Louis ten-ring affair set for June 30-July 5. Following dates in Pittsburgh and West Virginia, the show's first Southern date will be in Lafayette, La., August 5.

With Tom Packs in Nashville will be C. W. Hoerber and Jack Leontini. Bill Pruyn will be the musical director and Dick Ware

Ringling's Boston Run Starts Light

Engagement Twice as Long as Usual; Saturday, Sunday Develop Crowds

BOSTON — The Ringling-Barnum circus opened an almost unprecedented run of 11 days at the Boston Garden Thursday (14). Not since World War II days had it stopped in the Hub for more than the usual six days. Stymied by lack of transportation facilities, the circus had waited out the time.

The extra five days was in lieu of making the Providence, R. I., stand which had proved poor last year. Circus officials said they felt they would give it a rest until next year.

The Thursday opening, according to Garden Treasurer Edward Powers was off considerably from last year and nights had been slim altho business picked up fairly well on the weekend. But even the weekend gross was down from other years. Powers said he believed the longer run had the effect of making patrons feel they had more time to see the show.

Attendance estimates were 3,000 in the afternoon and 2,500 at night for Thursday (14); 3,500 and 3,000 for Friday (15); 8,000 in the morning, 7,500 in the afternoon and 7,500 at night on Saturday (16); 10,000 and 8,000 on Sunday (17), and 2,800 and 3,000 on Monday (18).

Business was still better for the extra five days than it had been in Providence in 1958 and even the Tuesday matinee showed signs that the public was serious about attending. The matinee drew around 4,000, with heavy emphasis on moppets, which was about level with last year's opener.

While there had been a good advance sale, business was spread over a longer period than was the case when the stand was concentrated into six days. Indications were that the weekend would be big and there was a chance that it would surpass last year.

Powers expected more business than a year ago from Tuesday on. One reason was that the circus boxoffice is now installed in the North Station, of which the 13,909 seater Garden is part. This is the third year in which the Garden has handled ticket sales and the system appears to have advantages over the previous method of having the circus handle the boxoffice.

The Garden's relatively new plan of promotion paid off last year and a heavy concentration of television and radio advertising brought a good Saturday morning crowd and an excellent one on Sunday. Newspaper space has been good with plenty of advance pictures in dailies and Sunday photo sections. Space also has been excellent since the run started.

Castle Packs Tex. Stadiums For M System

SWEETWATER, Tex. — Hubert Castle's Spectacular Circus drew an overflow crowd into the 4,500-seat Lion Stadium at Brownwood Monday (11) night on the first of a string of Texas dates sponsored by the M System, a grocery chain. The afternoon show played to 2,700 people.

At San Angelo (13) crowds of 3,500 and 9,500 turned out to the 12,230-seat stadium in threatening weather. Abilene (14) brought a half-house in the afternoon and a near-capacity stand in the evening at the 10,500-seat Fair Stadium. No stadium was available here at Sweetwater (15) but the show drew capacity at night and had a good turnout in the afternoon on open ground near town.

Tickets are given for each \$34 worth of purchases in the M System grocery stores. This is Castle's second year on the promotion.

Carson-Barnes Pulls in Tenn.

LEXINGTON, Tenn. — Carson-Barnes Circus drew a half house in the afternoon here Saturday (9) and a near-capacity crowd in the evening for the Lions.

The day previous (8) in Brownsville, Tenn., there was a quarter house in the afternoon and a near-capacity in the evening in fair, cool weather.

Famous Cole Finds Colo. Business Big

SPRINGFIELD, Colo. — Famous Cole Circus enjoyed its biggest day of the season so far here Friday (15) when two straw houses were registered, according to Glen J. James, co-owner. Three other straw houses were reported among good business at Canyon, Dumas and Delhart, Tex. A rain storm hit Delhart at show time.

Francis Kitzman has a six-man billing crew busy. Show mails out 2,500 Chief Printing heralds and 1,000 colored special heralds from Neal Walters each day. Central Show Printing furnishes special paper. Show also has a \$50-a-day budget for radio and \$100 per day for newspaper ads, according to James.

John and Hazel Frazier, general agents, are now booking in Wyoming and are headed West.

CHS Sets Baraboo, As Convention Site

COLUMBUS, O. — The Circus Historical Society will hold its 1959 convention at Baraboo, Wis., August 7-9, according to President Fred D. Pfening Jr.

AN OPEN LETTER

To Lovers of the Decent and Finer Things in Life!

MY MOTTO FOR LIVING

If we have God, we can only give for there is nothing more for which to ask.

A modern-day example of giving in our world of entertainment and music has been the Firestone family who have given the listening and viewing public the world's finest music through their "Voice of Firestone" program.

If you care to preserve these finer things in life, please give of your time and write to Firestone, Akron, Ohio, a 3c postcard with just the words "Lover of Fine Music."

This ad sponsored by

GEORGE LERCH
Juggling in Stroblite

GOOD, SMALL AND LARGE PROMOTERS

Are invited to call. Steady—no hold-backs. All yours daily. No worries about dates. We are booked solid.

Phones: Kimball 3-0574 or KI 5-1317, care Fire Department, or EXport 9-7521, evenings, Norfolk, Va.

JACK KELLY, General Promotion Mgr.

TOMMY SCOTT SHOWS

P.S.: Some of our promotions can use good Phone People if you get in touch.

CAN PLACE

Contracting Agent who can set auspices. Year-round work; good pay for capable man. Contact

PAUL F. FORRESTER, General Agent
TOMMY SCOTT SHOW
Care National Show Printers, Toccoa, Ga.
P.S.: Also can place Heel and Toe Banner Man.

PHONEMEN

Can place 3 top Ad Men for top Deal. Pay daily. 2 Deals to follow. Steady work.

Call AMherst 8-6223, Columbus, Ohio.

VARIETY ACTS

Wanted for the following dates.
Matinee & Evening:

Loves Park, Ill., Tuesday, June 23, '59; and Altoona, Wis., Thursday, June 25, '59. Acts that do two or more preferred. Please give full details and lowest flat price.

SUNSET PRODUCTIONS CO.
P. O. Box 74
Loves Park, Ill.

2—PHONEMEN—2

A. F. of L.—C. I. O., 90,000 Members.

RODEO DEAL

Banners and Tickets. Top Men who can sell. Power Deal for reliable Men.

Call: Akron, Ohio, days, HEMlock 4-6983; nights, JEFFerson 5-3111, extension 716.

PROMOTERS

Financially solvent. 52 weeks a year. Canada and U. S. Must be able to start immediately. No C.O.D. deals. Good towns and good dates.

BUSTER DOSS ENTERPRISES

Glendale 3-8525, Great Falls, Montana (Days only.)

PHONEMEN

Who can keep it up. No layoffs, lots of towns. Call

W. G. PHILLIPS

Cold Spring 5-2040, Cold Spring, N. Y.

CLYDE BROS. CIRCUS

Wants Acts and Clowns for balance of season. Bob White, call.

CLYDE BROS.' CIRCUS
as per route

2 PHONES OPEN

UPC's—BOOK & BANNERS

Repeat. Best deal in Syracuse last year. Plenty taps, town cards, phones in, paid collectors, pay daily. Another winner to follow.

Phone: MArrison 2-4059, Syracuse, New York, 9 to 5 only.
ANDY CALYER

PHONE WOMEN

Tix & Book. C.C. Fund.
Man and Wife Teams as Managers.

JACK RYAN

SHerwood 1-9245, Elgin, Ill.
No collects, no advances. Good proposition for sober Agent. Only clean, sober, responsible people wanted.

CATCHER

FOR FLYING ACT

Thirty weeks' work. Join at once. Act now working. All replies to

BOX D-98

c/o The Billboard Cincinnati 22, O.

4 PHONEMEN 4

20% daily, 4-hour collection.

Very strong sponsor.

Phone: TWInbrook 4-4741

HAMILTON, Ohio

BOB PETERSON

PHONEMEN

Six weeks' work. UPC, Book and Tickets.

Sober and reliable. Geo. Menard, call.

MRS. E. BROWN

UNiversity 1-5948, Cincinnati, O., 9 to 5 daily. No collect calls.

WANT PHONEMEN

Banners and UPC Tickets, Knights of Columbus, sponsor.

Weisglas Stadium, 1971 Richmond Terrace Staten Island, N. Y.

Gibraltar 7-9353 or YUkon 1-0403.

Bill Davis, Fred Brown, George Bernard, come on.

EDWARD

4—PHONEMEN—4

2—PROMOTERS WITH CREW—2

U.P.C., Tickets & Program. Paid Collectors, pay daily.

Hollywood Stage Show. Steady work, no layoffs.

BILL JOHNSON

Eureka, Calif.
Hillside 2-5115 or 2-2750 or 2-8573

Cristiani Scores At Lancaster; Baltimore Weak

LEVITTOWN, Pa. — Cristiani Bros. Circus scored two straw houses despite cloudy-rainy weather in Lancaster, Pa., Friday (15).

After showing Lebanon, they rolled into Levittown and drew a straw and half house on Sunday (17) and a one-fourth and three-fourths Monday (18) in good weather. Hunt Bros. Circus will show on the same lot June 4-5.

Cristiani drew mediocre business at Baltimore May 11-13. Monday (11) accounted for 200 people in the afternoon and about one-fourth of a house in the evening. Tuesday (12) also had 200 at the matinee, but the night show picked up to three-quarters. Wednesday (13) drew a quarter house to the afternoon show in a hard rain, and the night show was three-quarters filled in the mud.

Des Moines Tells Line-Up

DES MOINES — The Shrine Circus here at the Veterans Memorial Auditorium May 22-23 included Landon's Midgets; Langs (7), teeterboard and swings; Baudy's Greyhounds and Leopards; Jeanne Pivotteau, aerial; Lola Dobritch, wire; Marion Seifert, dressage; Rose Gould Trio; Flying Mallos; Goetchis, unicycles; Diano (3) Elephants; Seven Ashtons, Risley; Jungleland Wild Animals presented by Dick Walker and the Hildalys, aerial.

Al Landon was producing clown and Al Dobritch set the acts.

After closing with the advance of Buck McLean's horse opera in Jacksonville, Fla., Ray C. Herbers spent several weeks with Jimmie Heron, former circus owner, who is about recovered from surgery. . . Billie Burke, clown, is now on tour with the Gil Gray Circus.

Beatty-Cole Hits Good Dates

Continued from page 75

in the shape of a cage wagon, with wings that open up into two boxes.

Work ahead includes building of front-row railings to replace the striped canvas wall now in use, and building of new-design seat wagons, possibly for 1960.

Business has seen a couple of exceptional days, best of which was the three-show visit to Atlantic City on Sunday (17). Gross exceeded \$30,000 and the Side Show-Menagerie combination came close to having a \$4,000 day, it is understood. It was the best day yet recorded under the new Beatty show management.

Quick Departure Time

Freeport gave the labor side a good chance to show its merit. On a hard, dry and level lot in perfect weather, the seats and canvas were downed and packed in two hours flat. The lot was cleared shortly after midnight, altho part of the work was accomplished early due to the light house.

Illumination is one of the best advances of the show, with strong lighting and the added reflection from a floor of shavings, put down everywhere as a general practice and creating a bright and clean appearance. There are nine batteries of five photoflood bulbs each, turned onto the rings, and 24 pole-mounted strong lights spaced around the track.

In the Side Show-Menagerie

UNDER THE MARQUEE

Johnny Fulghum has returned to advance of the Clyde Beatty-Cole Bros. Circus for his third season. He recently visited with Cristiani at Norfolk, Hunt at Laurel, Md., and Bert Pettus on Strates at Wilmington, Del.

The July issue of Sir magazine has an article by Fred Logan as told to K. D. Curtis, which includes several photos of Logan and his wife with the K-M bulls.

Charlie Campbell has closed with Paul A. Miller's shopping center circus and is now playing Oklahoma towns.

Fred Conley is out of the Riding Fredericks with Hamid-Morton after breaking an arm in a spill at Philadelphia. . . Klausner's Bears will rejoin Ringling-Barnum in June when the Hamid-Morton show shutters. Fans who caught

(Continued on page 81)

Beers-Barnes Lists Program

OAKDALE, Pa. — Beer-Barnes Circus, with an enlarged program, is currently in the Pittsburgh area and will remain there thru Decoration Day. Big top is an 80 with three 30 middles and show equipment moves on 10 trucks and trailers.

Performance opens with trampoline by Maurice Droguett and clowns, followed by a chimp presented by Charles Beers. Display three features Gayle Barnes on head balancing traps. The Allens, rolling globes are followed by the Liberty Horses, presented by Walt Davis. After a clown number, Maurice and Julie Droguett offer their juggling turn. Seals are worked by Dianne Wilson. Display nine is Harold Barnes, wire, followed by Gayle Barnes and Julie Droguett, webs. Roger Barnes worked the teen-age elephant next, followed by Diane Wilson's Dogs. Harold Barnes offers an inclined cable walk after which Walt Davis works ponies, dogs and monkeys. Swinging ladders by Dianne Wilson and Julie Droguett are followed with a clown chair gag and the big bull, Alice, presented by Roger Barnes. Mrs. Roger Barnes plays the show on the organ.

Midway contains an animal Side Show, two pit shows operated by Harold Barnes, Irene Barnes' concessions and Walt Davis' pony ride. Show is owned by Charles W. Beers and Roger A. Barnes. Gene Christian is general agent.

WHY THIS COUNTRY IS GALLOPING TO RUIN!

Our children have no courtesy and discipline, highways crowded with drivers without courtesy and killing undisciplined teen-age drivers. Our elected officials have forgotten the words "Integrity" and "Honesty." The wealth of this nation lies in the brains of our young people. BUT they now are being constantly exposed to destructive elements instead of constructive. Let's put a stop to these crime-type TV and Movie Shows and suggestive Rock 'N Roll shows and music.

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You all know I pay daily and honestly. I can use Promotional Managers, but I must know you before you can run Deals for me. If you have not worked for me before you will have to prove you can cut it. If you think you qualify and if I know you, call collect, if not, pay your own. Tex Harrison, Cy Guertler, Tommy Moore, Bernie Malone and Joe Leonard, call me.

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Daily collection and pay.
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Agents and Candy Butchers for 20 weeks' work with Ward Beam Rodeo starting June 4 in Bayonne, N. J. Two spots each week! All sponsored dates with big advances! Only reliable Men will be hired. Have two choice Jewelry locations, exclusive, for sale on Independent Midway, West Virginia State Fair.

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Joseph F. McMahon

Manager Hagen Bros.' Circus for the new 20th CENTURY MOBILE HOME purchased as a wedding present for your wife, Donna.

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Wants small Show Agent, Acts, Teams or Families, Pit Show, Side Show and Concessions open.

SHOW OPENS JUNE 5.

Can place useful People all lines.
GENERAL DELIVERY, Knoxville, Illinois.

BUBBLE BOUNCE BUILT FOR HETH SHOW MIDWAY

BIRMINGHAM, Ala.—Heth Shows this year will carry a Bubble Bounce, a riding device rarely seen on a carnival midway and usually confined to permanent amusement parks.

Al Kunz, owner-manager of the show, recently returned here from Dayton, O., where he placed an order with Custer Manufacturing Company for the ride, the first ever built by Custer.

The Heth organization last year had a Bounce on its midway for fair dates after Labor Day, and according to Kunz, it attracted much attention and racked up good grosses. Joe Kuntz will be foreman of the ride when it is delivered which is scheduled for mid-July. Two weeks after that an Allan Herschell Mad Mouse will be delivered to the show.

Work at winter quarters here is being centered on the new Dodge building. Designed by Kunz, it is described as a radical departure. It is mounted on two low-boy semis and is lavishly flashed with slim line.

Show is readying for its Huntsville, Ala., bow June 8. Heth will be the first to still date the spot in the spring or summer for a number of years, Kunz pointed out.

Reid Glitters in Pre-Canada Debut; New Shows Added

Circus-Wagon Semi Holds Model Show; Quebec, New Brunswick Precede U. S.

MANCHESTER, Vt. — King Reid Shows rolled out of winter quarters last weekend in its best physical shape in years. Debut of the international tour was Monday (25) in Newport, following which comes the move into Canada where several highly regarded dates are in store. Lock Island and Sherbrooke are first-played, in Quebec.

A refurbishing all down the line and creation of two new show units enhanced the organization's appearance. First-week's layout saw 21 rides, 11 shows and close to four dozen concessions assembled for the kickoff.

The 10th trip into Canada, Reid opined, should prove disappointing to nobody. The prospects are good, with such dates as the spring fairs in Ormstown, Que., which has a newly paved midway, and Lachute, Canada's oldest annual in its 133d season. Also ahead are two dates in New Brunswick, coinciding

with the British Royal Family's visit to the Dominion, and Woodstock's Old Home Week, played by Reid for the eighth year.

Back-End Units to Tour

The U. S. fair season, ending with the Eastern States Exposition, will not terminate with that date for Reid, since he will send back-end show units on a Southern tour, providing another eight weeks of revenue. The system was tried out in 1958 to satisfying results, with the show's Pirate's Cove dark ride rolling up a few exceptional weeks at Southern fairs.

Brand-new units include the Space Flight show designed by W. R. Fritts, and Harley's Miniature 3-Ring Circus. Tatter is a condensation of Harley Barber's model circus, for which the Reid crew has been turning out a 40-foot semi-trailer replica of a parade tableau wagon.

(Continued on page 82)

Holiday Upswing Eyed for Hannum

SCHUYLKILL HAVEN, Pa.—High hopes for a big Memorial Day date were held by the Morris Hannum Shows, opening here on Monday (25) after a satisfactory engagement in Berwick. The show would up its third week with better grosses resulting from more favorable weather.

Owner Hannum termed Lansford and Wilkes-barre as potentially profitable but not too rewarding due to coldness. Berwick was much better as weather turned summer-like.

At this stage the show is carrying 10 rides, five shows and around two dozen concessions. Back-end units number the office Funhouse, Motordrome, Col. Lew Alter's Side Show, and Austin Dentinger with two Girl Shows. Marion MacWethy operates the bingo.

Cele Shapes Up Big

American Legion committee here had a promising week lined up for its annual celebration, with pa-

rades and other special events. It was expected to be one of the bright spots in the pre-fair season which ends for Hannum the first week in August, when the show plays the fair in Dallastown, Pa.

Hannum has operated his own show for more than 25 years, at one time playing an extended regular Eastern route but more recently confining the operation to Pennsylvania.

Staff includes Morris Hannum, owner-manager; Garnet Hannum, office manager; Ben Herman, business manager; Lehman Moore, lot superintendent; Homer Dixon, electrician; Sam Murphy, ride superintendent.

Concessions include units by Tommy Allen, Steve Swicka, Ed Wilson 4, Metlow 6, Chuck Kellows with popcorn, long range gallery and french fries, and Red Adams with his new diner. A combination grab and sitdown unit, it has a brand-new trailer-mounted kitchen and other equipment.

Weather Cuts Play at R. I. Mardi Gras

Rain and Cold Curb Turnout; Jaycees Offer Large Show

WOONSOCKET, R. I. — The big Mardi Gras show at Lincoln Downs race track was only fair in terms of earnings for showmen who populated the independent midway. Weathered out during much of the Friday thru Sunday (15-17) period, it fell far short of producing its actual potential.

Coldness cut into the turnout Friday night. Saturday was cool during both the matinee and evening play, but business was not bad. Sunday drew rain in the afternoon and night, plus threatening weather when it was not coming down. Only a few games concessionaires did well.

Top money in the show line-up was reported for Sailor West's Snake Show. Novelty men turned over a large number of Robin Hood -type hats with white feathers. Concession layout was was plenty roomy, but the Vic Lagasse bingo was in an isolated spot, not easy to locate.

Woonsocket Jaycees sponsored the date. They had the 40-customcar Autorama and feature acts including, on successive days, the Kirby Stone Four, vocal group, plus auto giveaway; Cisco Kid, balloon ascension, fireworks spectacular, and volunteer firemen's com-

(Continued on page 83)

ACQUIRES 'CARDIFF GIANT'

C&W Inks Fair at Charleston, W. Va.

PETERSBURG, Va. — A new show unit is among highlights of the Cetlin and Wilson Shows, kicking off its 1959 tour on Saturday (30) at the Washington Street lot, which it has shown for 21 years. Heavy exploitation possibilities are inherent in the Cardiff Giant, nationally featured in newspaper and on TV and last written up in the March 21 issue of the Saturday Evening Post.

The show last week negotiated a contract with the Southern West Virginia Fair in Charleston, W. Va. Originally assigned to the Gooding Shows, the midway was relinquished because of conflicting dates, it was reported. Representing the fair was Charles E. Hurt, manager.

Raynell is helping to frame the Cardiff Giant front, a 65-footer with new banners being executed by Snapp Wyatt. It will be shown by Harry Statmiller who has gotten a release, permitting use of historical pamphlets and blowup photos of the 1896 excavation of the original mummy, which was retained by the New York State Historical Association.

Set Sally Rand, Sky Wheels

The Raynell Show is utilizing two new wagons for its back end. Sally Rand, a perpetual favorite and feature, has been at the Silver Slipper in Las Vegas since November and will show at several C&W fair dates. Other revue personnel include Dean Allen, comedy emcee who has been on the Ed Sullivan television show; Baby Dumpling, tassel dance; Kay and Aldrich,

RAS Top '58 Gross At Cotton Carnival Despite Paid Gate

New Location, Layout Catch On; Covette Revue Paces Back-End Units

MEMPHIS—Showing behind a paid 15-cent gate for the first time in the many years it has played the Memphis Cotton Carnival, the Royal American Shows raked up a bigger gross than last year.

A switch to the river front parking lot, which enabled a paid gate and an oval midway layout, from Front Street, where a straight line set-up had been used for years, yielded ride and show receipts about 15 per cent higher than last year.

The eight-day engagement, which closed Saturday (16), wound up with one of the biggest Saturday nights the show has ever had here. At the break of the Cotton Carnival parade, the parade crowd thronged to the lot and it was necessary to draft staffers to handle ticket sales at the outside gates.

Two other nights — Wednesday and Friday (13-15) also were big. Tuesday night (12), usually a big one, was off because heavy showers forced the postponement of the landing of the barge, the traditional high spot of the Cotton Carnival, until the following night. As a result, Wednesday night was big.

The Ricky Covette revue topped the shows in receipts. It was given particularly heavy business on the wind-up night.

Visitors to the midway included G. W. (Bill) Wynne, manager of Mid-South Fair here; J. M. Dean, former secretary of Mississippi State Fair, Jackson; Chuck Moss, Dallas, and Cliff Wilson, Miami.

Open in St. Louis

ST. LOUIS—The Royal American Shows Wednesday (20) opened on the Grand and Laclede lot here for a 12-day engagement. The stand marks the show's return to St. Louis for the first time since 1956.

Motor State Plays Mich. Cele Memorial Week

MELVINDALE, Mich. — The Motor State Shows are the first show to play this Michigan community in 20 years, according to J. Frederick, show's owner-manager. A total of 12 rides, including twin Ferris Wheels, are on the show. Bicycle and other merchandise giveaways, bands, parades and free acts will be used in the date thru Sunday (31).

A pair of new searchlights has arrived on the show and a new Allan Herschell Helicopter ride will be added to the rides soon. Frederick reports good business, when weather permits, so far this season.

COSHOCTON, O. — Happy Powelson, owner of Powelson Amusements, has taken delivery of his new Allan Herschell Mad Mouse.

Powelson plans to operate the ride on his circuit.

Royal Canadian In '59 Bow; Will Spend All Season in B. C.

NEW WESTMINSTER, B. C. —Royal Canadian Shows preemed at Richmond, B. C., Monday (4) for a three-day stand under Elks auspices. Business was only fair due to cool weather.

On Wednesday (7) a new lot was broken in at Sussex and Kingsway in Burnaby where the show played six days under radio Station CKNW. Business was fair. On Wednesday (13) five rides and a few concessions moved to Queens Park, New Westminster, to play the May Day celebration to big business. Friday (15) the entire show opened at the three-day Cloverdale Rodeo here.

This season Royal Canadian has 14 rides, 2 shows and 20 concessions. Besides its usual complement, it has three major and three kiddie rides belonging to Baddley Bros. Shows. Baddley is devoting all his time to his Ghost Town in downtown Portland, Ore., and did not take his show out. Royal also has three kiddie rides and some equipment from the late Bill Mohan's show, with Mrs. Elsie Mohan in charge.

This season Royal Canadian isn't leaving the province of British Columbia and has some fair and special event bookings which run into September. For three days, June 29-July 1, Dominion Day holiday, the show will split into three units playing the Mission Soap Box Derby, Mission; the Salmon Queen Festival, Steveston, and a Kinsmen celebration in North Vancouver.

Besides the above dates, it will play five fairs, including Pacific National Exhibition, Vancouver, August 22-September 7, and the Peach Festival, Penticton, August 5-8.

Shows carried are Bingo Hauser's Jungle Compound, and Dave O. Bouras' Egyptian Show, which plays in a blow-up top, an innovation on Canadian midways.

Show personnel includes George Crawshaw, president; Dick Crawshaw, general manager; Sam Taylor, accountant; Jerry Rochford, ride superintendent of No. 1 unit, and Cecil Jones, ride superintendent with the No. 2 unit. Dick Crawshaw does advance work. Bob Parsons staff have the grease joint.

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NOW BOOKING CONCESSIONS FOR SIX DIFFERENT SPOTS

JUNE 1-6 Farmland, Indiana Lions Club Street Fair Can place some Direct Sales and Hanky Panks.	JUNE 15-20 Port Clinton, Ohio Northwestern Ohio Firemen's Convention on the streets. Can place Direct Sales and Hanky Panks of all kinds.	JUNE 26-JULY 4 Euclid, Ohio Sesqui-Centennial Celebration Can place some Direct Sales and Hanky Panks of all kinds.
JUNE 29-JULY 4 Cambridge, Ohio Boosters Club Celebration Can place Direct Sales and Hanky Panks of all kinds.	JUNE 30-JULY 4 Bowling Green, Ohio Can place Hanky Panks and Direct Sales. No Eats, Drinks or Ice Cream.	JULY 2-4 Hillsdale, Michigan 4TH OF JULY CELEBRATION Can place some Direct Sales and Hanky Panks of all kinds.

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RIDES Can use Fly-o-Planes, Caterpillar or Dark Ride. No Kiddie Rides needed.	CONCESSIONS Can place Custard, Photos, Derby Racer, Glass Pitch, Fish Pond, Palmistry, Short Range, Cork Gallery, Basketball and all types of legitimate Concessions. Want Dealer for PC office joint. Can also use good Blower Agent. Chas. Allen wants Gunner, Cat Boy and Agent for Six Cats.
HELP Can place Ferris Wheel Foreman at once who drives semi. Salary and bonus. Also place Men on other Rides who drive.	SHOWS Can place at once, Manager for Side Show. Must have sound equipment. We have some acts already. Show complete, ready to go. Can also place Monkey Show, Funhouse, Arcade or any Grind Show not conflicting. Joe Mooney, wire. We have one of the best routes in the East.

Address all mail and wires to LLOYD D. SERFASS, Owner, or HARRY (BUSTER) WESTBROOK, Bus. Mgr., Johnstown, Pa., this week.

CAPITAL CITY SHOWS

WANT FOR MARYVILLE, TENN., WEEK JUNE 1-6

Followed by 4 Strong Still Dates and Best 4th of July in the Country. Stearns, Ky., 18 Fairs until Nov. 14.

CONCESSIONS Short & Long Range, Derby, Pitch Till You Win, Stock Concessions of all kinds. V. L. Collier wants Agents for Swinger. Ted Lewis, contact. Bingo for season, must be well flashed and work jackpot.	SHOWS Monkey, Side Show, Grind or Family Show, Arcade. (Jessie French, send your address where to send your P.A. Set).
HELP Nate Grey wants Musicians and Chorus Girls for Minstrel Show. Johnny Bradshaw and Sam Rozzia, contact. Second Men on all rides who drive semi.	FOR SALE Allan Herschell 32-Ft. Little Beauty Merry-Go-Round, 2 abreast, 20 aluminum horses, fluorescent lights, like new. Will take any major ride in trade that I don't have. Also Stacey Johnson Tank Rides. Both can be seen with show.

All replies: J. L. KEEF, Capital City Shows, Harriman, Tenn.



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BROADWAY AT YOUR DOOR

Want for Waynesboro, Va., June 1-6 and balance of season:

Concessions: Age & Scale, Photos, Ball Games, Pitch-Till-U-Win, Hanky Panks of all kinds, Buckets, Picture Frames.

Rides: Live Pony, Scrambler, Helicopter, Scooter, Paratrooper.

Shows: Pit and Grind Shows, Wild Life. (Baby Thelma, get in touch.)

Want Ride Men on all Rides, semi drivers preferred. Whitey Pelly wants Agents for Nail Store.

Have Custard Wagon, nicely equipped, for sale.

All answer: PRELL'S BROADWAY SHOWS, Norfolk, Va.

MONTE YOUNG SHOWS

"Pride of the Inter-Mountain West"

NEED FOR SEASON, AS PER ROUTE—ORAN, UTAH, THIS WEEK
CONCESSIONS: Want Long Range Gallery, Scales and Age, good opening for Photos or any Stock Concessions not conflicting.

BONA FIDE ROUTE OF 20 FAIRS AND CELEBRATIONS IN UTAH AND IDAHO, CLOSING WITH UTAH STATE FAIR, SALT LAKE CITY.

RIDE HELP: Can always use experienced Ride Help. Need Foreman for new Paratrooper Ride. Truck Drivers preferred without cars. Joe Williams needs Counterman and Caller for Bingo. Top salaries. Also experienced Men for Swinger and Stock Concessions. All Agents joining now have preference at Abilene, Amarillo and Lubbock fall Fairs to follow.

Contact: ORAN, UTAH, THIS WEEK; then per route.

WILL PLACE

Competent Help for Hanky Panks and Alibi Stores. Have wonderful route, out until November. Also need Percentage Agents, one Pin Store and one Count Store Agent. We work every week. All replies to

BILL MC COY
Virginia Greater Shows

Smyrna, Del., this week; Seaford, Del., next week.

Royal American Gives List of Personnel

MEMPHIS—Staffers and personnel of the Royal American Shows at the Cotton Carnival, which closed Saturday (16), included the following:

STAFF

Gail J. Sedlmayr, general manager; C. J. Sedlmayr Jr., assistant manager; Walter DeVoyné, secretary-business manager; Guy Gardner, Vernon Korbn, Fred Byrd, assistant secretaries; Robert Hasson, assistant to C. J. Sedlmayr Jr.; J. C. (Tommy) Thomas, general agent; Frank Morrissey, publicity director; Tex Monneyhan, mailman and agent for The Billboard; Vera Pollett, office ticket box.

Electrical department: T. E. Adams, Bob Leonard, Guer Chestnut, Frances Solomon. Towers: Specks Meyers, A. B. Russell, Joe Erlise Stan Robertson, Frank Smith, Nellie Herman. Sleeping car porters: Clarence Edwards, chief; Willis Tolliver, Isabelle Tolliver, Milton Anderson, Henry Cooper, C. Cooper, Leroy Smith, Donald Morse, Garfield Chambers, Herbert (Chink) Jones, Joseph Malcolm, James Burgess, Arthur Ford, Doris Ford, Joseph Treats, Ike Johnson, Arthur Russell, Jacob Price.

SHOWS

Ricki Covetta musical revue, "Takeoffs of 1959"; Ricki Covetta, featured; Sabrina, added attraction; Harry Savoy, comic; Reed and Aurora, comic; Park Sisters, novelty dance; Leon Miller, producer; June Johnson, organist; Jim McEmore, drummer; chorus line, Buena Vista Miller, Ann Gross, Bobette Sowards, Gail Lee Scott, Alvina Tanas, Jean Wright Thompson, Irene Hawthorne, Suzie Thompson, Vicki Parks, Mollie Parks; Sugar Ohrel, wardrobe; Bob Winkler, front man; Nancy Morgan, front bally; Slim Mercer, front foreman; Clarence Lowery, George Boy, ticket boxes; Morry Weber, George Dugan, candy and programs; Carl Goss Sr., canvas; Fritzy Weston, electrician; Harold Heim, spot man; Jim Marrs, properties; Glennwood Drost, carpenter; Carl Goss Jr., William Goss, Shorty Holdrig, extra men.

"Harlem In Havana"; Leon Claxton, producer; Gwen Claxton, assistant producer; Pituha Vega and Mario Valdes, dancing; Carol Lee, vocals; Tiny Kennedy and Al Jackson, comics; Polly Goree, exotic; Vicki Allyn, emcee; chorus line, Monette Johnson, Laurita Harvey, Elsie Jewell Russell, Sylvia Lorraine Morgan, Jean Anderson, Ella Jean Hickman, Gwendolyn Bates; George Patterson, Lester Goodman, dancers. Band, Bill Harvey, leader; George Washington, first sax; Sephus Harvey, baritone and flute; Edward Miller, first trumpet; Isreal Holland, second trumpet; Al Hayes, drums; Meguel Camacho, bass; William Lang, piano; George Putman, trumpet; Mrs. Lottie Brooks, cook; Isaac Johnson, porter; Jack Jackson, boss canvasman; Jack W. Hughes, Roy Thomas Lewis Billy Moore, Manford Ashcraft, carpenter; Leroy Wilson, switchboard; Arthur Russell, spotlight.

Glasshouse: Don Kingsbury, manager; Arthur Hanson, Kenneth Prouse, Funhouse; Hal Hall, manager; Henry Whitefield, Ernest Hiltbruner, Siamese Twins; Ronnie and Donnie Galyon, featured; Arnold Rayback, manager; Wesley Galyon, Ken Crawford, Piranha Fish; Arnold Rayback, manager; James Shanks, Martin Davin, Giant Steers; Arnold Rayback, manager; William Myers, Harold Spence.

Side Show: Dick Best, owner; Willie Cain, manager; Bill Thompson, front manager; Billy Logsdon, talker; Bob Kelly, talker; Henry Scott, Ken Humphrey, tickets; Johan Petursson, giant; Jose DeLeon, armless; Prince Arthur, midgett; Cains, glass blowers; Nabor Felice, sculptor; Sidney Garvin, anatomical; Cumar Tomason, magic; Scotty McNeal, vent; Clara Belle Strouse, Joyce Feathers, Marie Humphry, bally; Herbie Mize, Willie True, Gerry Coker, canvas; Willie Lee Pierce, cook.

Woman Show: Lou Dufour, Mel Smith, operators; Thomas Hart, lecturer; Dick Tanas, canvas; Chuck Connors, tickets; Jungle Jim, canvas.

TRAIN CREW

Train Department: Wallace A. Cobb, trainmaster; Ray Milton, assistant trainmaster; John Mohr, James Gail, Huey Volsens, John Rogers, Victor Larsen, Perry Howard, Herman Bomberly, Thomas Colbert Kirby Karshner, Louis Julius, Maynard Knox, Damon Cox, Thomas Goughnour, Walter Broslawski, George Worley, Charles Todd, Jewell Bennett, Coy Plummer.

Machine Shop: Lenard (Pop) Whitman, master builder; Emmet Holiday, welder; George Wilcox, welder; Joe Hazey, rigger. Carpenter Shop: John Mercer, superintendent; Ralph Morley, James Dunn, Tractor Department: John A. Brooks, superintendent; Charles Bovington, Dick Carlson, Erwin Painter, Glenwood Drost, Harry Kline, Laurence Woods, James Smith, E. Sullivan, William Jones, George Davis.

RIDES

Ferris Wheels (4): Johnny Jackson, foreman; Hagen Brooks, George Broderson, Jack Obitz, Lee Lynch, William Breault, Jim Lucas; Hazel Martin, tickets. Flyo-plane: Jimmy Owens, foreman; William Wilson, Charles Norton, George Bratton; Delores Brown, tickets. Jet Comet: Archie Feathers, foreman; O. D. Tyrone, Floyd A. Mullins; Eleanor Jardine, tickets. Rollo-plane: Joe Brown, foreman; Clifford Minter, Albert Hill, Johnny H. Ellison; Iris Cook, tickets. Caterpillar: Roy L. DePoer, foreman; U. Fred Thompson, Hazen Thompson, Andy Cuba; Kathleen Owens, tickets. Scrambler: Bud Ferris, foreman; Don Burns, Dan Crain; Jean Jackson, tickets.

Twister: Chet Fowler, foreman; Ralph Cadwell, John Wyble; Emma Ludwig, tickets. Loop: Forest Mitchell, foreman; Louise Rudolph, Erchel Clark; Catherine McMillan, tickets. Ye Old Mill: Wenzel Keller, manager; Harold Freeman, Glenn Housman, Robert Blair; Ruth Minson, tickets. Pretzel: Wenzel Keller, manager; Emmitt Blackburn, George McCarty, Frank E. Ray; Henrietta Ewing, tickets. Octopus: Daniel Sowards, foreman; Jesse Harris, Edwin Thomas; Betty Davis, tickets.

Round-Up: Frank Stubbefield, foreman; Morris Brickey, Paul St. Pierre; Thelma Erickson, tickets. Dodgem: Robert (Wagon) Garner, foreman; John Atchley, Robert Moranda, William Milligan, Edward C. Furman; Margaret Milton, tickets. Hot Rods: Beulah Boyd, owner; Judy Boyd, manager; Bill Elliot, foreman; Bill Brinn, starter. Merry-Go-Round: O. A. Wixon, foreman; George Tolleson, Jack Johnson; Hettie Sehestedt, tickets. Tilt-a-Whirl: Clifford Erickson, Richard Newkirk, Cecil Perkins; Goida Kelly, tickets. Relief ticket sellers: Emma Brookes, Ollie DePoer, Marie Feathers, Ruby Hall, Bonnie Sue Brookes. Motor-drome: George Murray, manager; Lou Mahs, talker; Pappy Coleman and Tommy Thomason, tickets; Dolly Ballard, rider; Speedy Ballard, trick and fancy riding; Oliver Day, dips and dives of death; Lefty Johnson, dynamite ride; Ralph Ritter, speed and wall test; Jim Hawthorne, criss-cross race.

KIDDIELAND

Kiddieland: Harold Brookes, manager; William Ludwig, assistant manager; Leonard H. Davis, maintenance. Helicopter: Charles Paul Mankus, James M. Hamblin, David Flowers. Boats: William P. Adams Jr., Joseph K. Hochmuth. Tanks: John W. Stephens, William R. Haines. Train: Ralph W. Sehestedt. Sky Fighter: Ronald W. Fadgett. Choo Choo: Edward Grodivant, Frank Hughes, Jollycat; Thomas E. Irby, William S. Davenport, Ferris Wheel: Nathan J. McMillan, Auto: Charles Cohen, Pete La Veirge. Tickets: Shirley Fowler, Dee Blair. Wild Mouse: Carl Miller, owner; Cliff Brewer, manager; Curly Carnette, foreman; Robert Sullivan, Dan Diardelle, Tom Abbey; Judy Wood, tickets; Delores Brewer, secretary, Roller Coaster: Carl Miller, owner; Cliff Brewer, manager; Dale Jardine, foreman; Don Wilcox, Frank Haddas, Myrtle L. Gall, tickets. Pony Ride: Larry Davis, superintendent; John Williams, Hubert V. Hurst.

CONCESSIONS

Concessions: O. J. (Whitey) Weiss, concession manager; L. B. DeMay, assistant; Hymie, secretary; James G. Cook, assistant stockman; Herman Burke, Lora Ferrell, Alex Witychyn, watchmen.

Sammy Glickman, James L. Nixon, bear wheel; Ed Summerlin, Louis Stone, Robert Sugar, Russell J. Caughey blower; Thomas M. Deemer, Jack Nardin, Al Morton Kaye, Norman Shabas, bowling alley; Joseph Strauss, dog wheel; Harold W. Denick, Pete Andrews, William L. Owens, Russell Tuer, clothespins; Sam Aldrich, doll wheel; Louis J. Santalone, Ida Jacobson, Paul Wunder, mouse game; Ernest Wenzik, Mary Wenzik percentage; Blanche Zelman, Peggy Phillips, Jesse Wilhoit, punk rack; Johnny Gaimportone, Leo Bennett, Sam Spielman, Tony J. Masfrangelo, razzle; Earl Maddox, Ervin Skie, Joseph Steiner, Arthur Price, LeRoy Cordell, Wilber Featherstone, six cat; Richard M. Crawford, Albert D. Miro, William Tuer, small roll down; John Manzat, Hettie Manzat, Samuel Shepard, string game; Helen B. Julis, Martha Price, Dorothy Goss, Roman targets; Esther Crawford, Isla Caughey, fish pond; Roger Finger, Joe Phillips, Pierce Vess, Marion Fountain, short-range buckets.

Phil Knight, Thomas Lewey, Spurgeon McDade, John Russell, chip board; Thomas Kelly, Molly Straus pan game; Tommy Thomas, Evaline Belew, Edward Kunkle, James Young, cigarette block; Mark Eilman, William Yohan, Anthony Waver, Anthony Pinn, roll down; Buck Fortner, Don Fortner, Fred Knutson, Dottie Knutson, Henry J. Browning, bead galleries; Tony Diaz, Mary Jane Diaz, Willie Owens, George Phillips, Hawley Fridley, bear pitch; James Minson, Steve Buda, Ruth Minson, Wayne Pekish, spot pitch; Ed Peris, Dean Harriman Loretta Lee, pronto pups No. 1; O. L. Womack, Willie Fuller, Pronto Pups No. 2; Fred Rohlander, Shirley Rohlander, Walter O'Neal, Larry Seizer jewelry; Matt Herman, Marosa Herman, Pete Frank, James Milled, Tony Ruti, derby racer; Ann Skie, Helen Jordan, Robert Morgan, David Brown, ball game; Hazel Maddox, Charles Taska, Richard Cullinan, Bill Jones, balloon store; Charles McDougall, Nellie Pelatz, Charlie Pelatz, Chester Suchora, Eddie Jones, Ollie Morris, Harvey Hughes, Margaret Cobb, Madge McDougall, lunch stand; Guy Markley, Larry Woodley, Troy Pennell, Paul Witt, Bobby McGregor, Pete Morris, Dorothy Morris, Bud Jewett, Chubby Jewett, Jones bingo.

Andy Kasin, Jerry Kasin Chester Taylor, basketball; Dorothy Cohn, Ben Cohn, Edwin Silvio, Robert Hutchison, Richard Berrus, Eddie Diehl, Marvin Lawrence, Louise McDade, basket game No. 1; John P. Miller, Larry Labrie, Roy Seavre, Patrick Mathews, Norm Scrymgour, Vince Brenner, Calaur Rommer Walter Cannon, basket game No. 2; Paul Sprague, Olive Sprague, Ervin Kolter, Eugene Crews, bear pitch No. 2; Mary Delaney, Sam Delaney, Charles Howard, Hugo Mailman, Clemens Steiner, Joe Crowley, Jean Mathews, George Kilpatrick, John M. Miles, Lamar Range, Ruby Singleton P. J. O'Brien, Babette Cooper, Betty Carter, Eugene Wilson, Lee Doyner, Willard McAfee, Don Britton, popcorn, ice cream, floss, snowball.

Gertrude Weiss, Wilma Summerlin, Marge Yohan, Ronnie Yohan, p.c. basketball; Bill Hassan, Fabian Sincok, Mom Whitman, custard; Desplenter Bros., Jack Desplenter, Lawrence Symes, George McCurvey, Gordon Massey, Hank Barnes, Mrs. Mickey Kelly, John Symes, novelties. Cookhouse: Thomas Blackwell, manager; Ralph Rothrock, Joyce Briles, George Murray, John Taylor, Edward Brown Don Landon, Roger Olette, Joe Douglas, Albert Henderson, W. E. Lanier, Alena Adams, Dining car: Jean Blackwell, manager; Ted Ondell, Thelma Jackson, Tommy Lambert, Sando Clark, Pie car No. 77; Mrs. Dorothy DeMay, manager; Mr. and Mrs. X. Holiday.

Jim Stabile started making his Northern rounds recently. En route from Florida he visited the Marks, Vivona and Manning shows. Also visiting Marks in Virginia was Peter Dell.

MIDWAY CONFAB

Line-up on the Dick Hilburn Side Show on Amusements of America includes Fred Harris, Punch and Judy, magic and inside lecturer; Louise Wilson, blade box and bally; Dick Hilburn, half boy and tattoos; Carl Norwood, frog boy; Grayce Kuhn, doorway on two-headed baby annex; Eddie Harrington, fire-eater, Kathy Hilburn, Buddah; Frankie Koyama, pin cushion and nail board; Nora Hilburn, electric; Pete Wilson, alligator skin, and Sherri Lane, annex attraction. Front includes Roland Collantra, talker; Hoover Hyatt and Eddie Wardowski, ticket sellers; Essie Lou Spradley, bally girl, and Carl Bryon, carpenter. A new 25 by 120-foot top with steel poles was put up in Philadelphia. A collection of 300 freak photos also was added. Visitors included Claude Bently, Charlie Hodges and Billy Logsdon.

Harry A. Illions, operator of Celeron Park, Jamestown, N. Y., was a recent visitor in St. Louis while en route from the West Coast to Jamestown. . . . Robert Burns, traveling rep of the Indianapolis Clowns and Los Angeles Hawks baseball clubs, also visited in St. Louis while en route from his home in Hollywood, Fla., to Denver.

C. C. Mast, former secretary-manager of the Quincy, Ill., fair, was in St. Louis recently for several days visiting friends. Mast is now in business in Quincy.

J. W. (Patty) and Frank R. Conklin's Frolic Land at London, Ont., recently held a preview for 1,200 institutional children and newspaper carriers and scored front-page publicity and pix in The London Free Press. The funspot operates thru August 15.

James Warren, manager of J & W Concessions, reports good business at Nelsonville, O., but poor business at Sandusky. J & W will play Lansing, Mich., May 25-30, and Farmland, Ind., June 1-6.

J. L. (Whitey) Bedard, operator of Whitey's Amusements, racked up good business and received much publicity recently in the newspapers in his home town, Flint, Mich. The occasion was when Bedard provided rides for a Buick sales drive that took place on the main street. Dozens of new cars, which are manufactured there, were lined up along the thoroughfare, and Bedard had his Ferris Wheel, Merry-Go-Round and other rides spotted in strategic locations.

Benjamin (Swede) Wenzel, ride and concession op who makes Potter, Wis., his home base, was the subject of a recent newspaper feature story by Charles House. Wenzel, Mrs. Wenzel and their nine children, were all mentioned in the piece, including Mary Ann, Donald, Harland, James, Ava, Angeline, Victor, Sidney and Rosalind. Ava and Rosalind are both now married.

Personnel on the James E. Strates midway were grateful last week to Francis Yurick of the South Plainfield, N. J. Police, for his aid to Pop Garrett, veteran cookhouse operator, suffered a heart attack on the show and when efforts to rouse a doctor were unsuccessful, Yurick fought his way thru heavy traffic with an oxygen tank. Garrett was resting comfortably the following night, Wednesday (13).

New members approved for the National Showmen's Association are William Kruse and Vito DiLeonardo, sponsored by Leo Wilens, Anthony Salerno, sponsored by John (Duke) DeNoia, and Peter Santanello, sponsored by Joe McKee. A wreath will be placed on the club's plot at Ferncliff Cem-

etry, Hartsdale, N. Y., on Decoration Day, honoring deceased members.

Mr. and Mrs. Billy (Red) Sweet, New England concessionaires, recently took delivery of a new kiddie Chairplane. They will play bazaars in the New York area prior to joining Coleman Bros. Shows for fairs in July. . . . Bill Gillette, manager of Imperial Shows, and Tracy Scruggs, his assistant, were recent guests of Mohammid Shrine Temple, Peoria, Ill. . . . Tony Alfano, Merry-Go-Round foreman, billposter and painter on Burr's Playtime Amusements for the past 16 years, writes he's no longer with the show.

George Desak, Mobile, Ala., ride operator, left Sunday (17) for Markesan, Wis., to join Tip Top Shows. He took his Octopus ride and two assistants, John Roy and Donald Lolley, with him. Mrs. Desak and three children will join Desak in mid-June and operate a concession on the Tip Top Shows.

Bill Stacy, bingo operator, will leave his Trenton, O., home shortly to open with the Art B. Thomas Shows on June 8 at Sioux Falls, S. D.

D. J. (Doug) Davy, formerly of Royal American and Royal Canadian shows, was in Regina, Sask., recently en route to the Art B. Thomas Shows where he and Dave Saunders will have a scale and age spot. Davy said Thomas will play Virden, Man., June 25-27 before starting the Western Canadian Class B circuit in Weyburn, Sask., June 29.

Lucy Millie Bruce, retired show girl, recently celebrated her 94th birthday in Boonesville, Va. She and her late husband, George operated a carnival in the South for years.

Dan Donnini will have his bingo on the Continental Shows this season, it is reported.

E. W. (George) and Betty Coe, of the West Coast Shows, marked their 40th wedding anniversary by again reciting the marriage vows before Reverend Jensen, of the First Methodist Church, in Los Angeles on April 17. Arthur Andersen was best man, and Mae Mortensen matron of honor. I and Sally Flint were witnesses. The Coes were married originally by Justice Campbell in Springfield, O., when George was with the John Robinson Circus and the now Mrs. Coe was with the Gus Sun circuit. The Coes were best man and matron of honor at Andersen's wedding to the former Clara Mortensen a few years ago.

Walter B. Fox, veteran general agent, has penned a feature story on odd names of railroads, and the piece is scheduled to appear in an upcoming issue of the L. & N. Railroad employee magazine. Recent visitors to the Fox apartment in Mobile included Danny Clippard, Frank W. Peppers, Johnny Adams, Charles H. King Jr. and Charles E. Crichton. . . . Simon Kellerman, promoter on the old Rice & Dore Water Carnival and other shows, is recovering from eye surgery. Kellerman is Circuit Court clerk in Edwardsville, Ill.

Joe Franchino and James Casarsa were the first Easterners to pay Miami Showmen's Association dues, being picked up by Jimmy Stabile. En route north he visited Amusements of America, Marks, Manning, Strates, Buck, Continental and Coleman shows, and the Providence jewelry show.

Doc Fisher, veteran wheel operator and one of the best known game operators in the East, was killed in an automobile accident in (Continued on page 83)

GOLD MEDAL Shows

55 RAILROAD CAR SHOW ON TRUCKS

CAN PLACE
For 22 Fairs. First fair in two weeks. Starting at Richlands, Va., Fat Stock Show & Fair; followed by Shelby County Fair, Shelbyville, Ky.; then the best Fourth of July Celebration in West Virginia at Ripley. Williamson, W. Va., this week; followed by Grundy, Va., downtown.

RIDES—Book Scooter, Round Up, Rock-O-Plane. Good opening for Live Pony Ride.
CONCESSIONS—Good opening for Scales, Long Range, some P. C. open. Will book two more Grind Stores, only two on Show now. Custard, French Fries, All Hanky Panks open. Bob Hallock, get in touch with Leo. Frank Spina wants Agents for Count Store, Peek Store, Six Cats & Buckets.
SHOWS—Good opening for one Girl Show with own equipment, Snake Show, Ape Show, Wild Life. George W. Johnson wants Drummer and Performers to enlarge Minstrel Show for fairs. Also Talker who can pitch candy and Canvas Help. Janet Lane can place for Side Show, Sword Swallower, Tattoo Artist, Bearded Lady. Lee Land & Vicki Lapage, get in touch.
EDWARD MENCL (BLACKIE) TILT-A-WHIRL operator, urgent you call me collect at once, Mountaineer Hotel, Williamson, W. Va. Call John Denton or Leo Bistany.
 Call or wire **JOHN DENTON**, Williamson, W. Va.

Morris Hannum Shows

One of the Great Eastern Shows

YORK, PA., JUNE 1-6
IDEAL LOCATION DOWNTOWN IN THE HEART OF YORK

CONCESSIONS: Photos, Custard, Pitches, Long Range Shooting Gallery, Fish and Duck Ponds, Ball Games of all kinds, Six Cats, Buckets, one more Wheel and one Grind Store.
WANT capable Help who drive for Octopus, Tilt, Comet and Caterpillar. Johnny Wilson, call or come on. Top wages and bonus.
All Replies to MORRIS HANNUM
 Necho Allen Hotel, Pottsville, Pa., this week; then Yorktown Hotel, York, Pa., June 1-6.

Allegheny-Garrett 2 County Firemen's Convention

Barton, Maryland — June 1 thru 6 — next week

Pals Community Week Celebration

Masontown, Pa., June 8 thru 13

Old Home Week Combined With Firemen's Celebration

Saltsburg, Pa., June 15 thru 20

The above events feature Parades, Fireworks and other special promotion by the sponsors. Can book all types of Hanky Panks or other Concessions that work for stock.
SHOWS: Still need a good Animal Attraction and Grind Shows. Girls for Revue.
HELP: Can place capable Ride Help. Sober, reliable Men will be given better than average wages. Must drive. Address all communications to
BEAM'S ATTRACTIONS
 Windber, Penna., this week. Tele. 722, 9 a.m. to 3 p.m. (No collect calls.)

CETLIN & WILSON SHOWS

21st Annual Opening Petersburg, Va., Saturday, May 30

CAN PLACE: Caterpillar Foreman, Second Man for Skooter and Workingmen in all departments.
Earl Purtle can place Drome Riders and Workingmen for Drome. Best of working conditions.
RIDES: Want Paratrooper and Round-Up to join immediately. Can use any other new Ride that does not conflict. No Kiddie Rides wanted.
CONCESSIONS: Can place Short and Long Range Galleries. Mohr, answer. Can also place all legitimate Merchandise Hanky Panks, Photo Gallery. Can place several Center Pitches. Parakeets open.
Address CETLIN & WILSON SHOWS
 P. O. Box 787, Petersburg, Va. Telephone: RE 2-3781, daytime only.

CARNIVAL WANTED

For County Fair, August 2 thru 6, Danville, Illinois.
ROBERT J. BANKS, Jr.
 306 Adams Bldg. Phone: 255

OPENING MAY 28

At Mens, Arkansas. Two Saturdays, under Firemen's Assn. Want Ride Help for all Rides, Agents for Fish Pond, Cork, Dart, Percentage and other Concessions. Can place Glass Pitch, Novelties, High Striker, Age and Scales, Short Range.
RAINES AMUSEMENT
 MENA, ARKANSAS PHONE 102—NOT COLLECT

CHAS. LAMKIN

Needs Agents for Picture Frames, Buckets and Hanky Panks. Also Gunners and Ball Boys and 1 Cat Boy. All replies care of:

BLUE GRASS SHOWS
Owensboro, Ky.

WANTED

**Ferris Wheel Foreman
Merry-Go-Round Foreman
Screwball Foreman**

Top wages, good equipment, excellent treatment.

Unit No. 1—York Road, Parma Heights, O.

Unit No. 2—Lincoln Knoll Plaza, Youngstown, O.

A. J. SUNNY AMUSEMENTS

Center 8-6256 Cleveland, O.

BINGO HELP NEEDED CALLER

Counter men, experience not necessary. Truck Driver. Need Handyman that can build. Men that worked with me before, come on. Two locations:

DANNY DORSO

O. C. Buck Shows, Utica, N. Y. and
Roxy Gatto Shows, Bridgeport, Pa.

BRISTOL, R. I., 4TH CELEBRATION

New England's Best
June 29-July 4—6 Big Days &
Draws 100,000 People Annually—Firemen's Muster Added This Year.
WANT—All types Hanky Panks, Novelty, Photos, Long and Short Range Galleries. Book Rides not conflicting. Will buy or lease Ferris Wheel. All activities on Show Grounds (Bristol Common).

Will book clean Grind or Bally Shows. Town sponsored features daily—Boxing, Block Dances, Band Concerts, Bonfire, Aerial Display Night Before and Fireworks Night of 4th.

V AND H SHOWS

Call Elmwood 1-1050 Clifford 3-7889

CARNIVAL WANTED

With eight or more rides and concessions for the NATIONAL CEDAR VALLEY STEAM ENGINE FARM FAIR, September 4-5-6-7 at Hudson, Iowa. For information write

L. C. WARNEKE, Vice-Pres.
Hudson, Iowa

AGENTS

FOR COUNT STORE AND BUCKETS. Benton, Ark., May 25-29; then the big Army Payday at Fort Smith, in the County across from Camp Chaffee. All replies to:

DUTCH WILSON

c/o Byers Bros. Shows, Benton, Ark.

RIDE HELP

Want First and Second Men who can drive on Wheel, Tilt, Octopus, Merry-Go-Round and Kid Rides (Cotton, come on). Art Murphy, get in touch. Shopping Center, Alexandria, May 28-June 8. Reply:

JIMMIE HENSON

Forest Hill, La.

WANTED FERRIS WHEEL FOREMAN

Must drive. Good salary plus \$10 a week bonus. Best of equipment. Wife on tickets.

PARADA SHOWS

5th & Maiden Lane Joplin, Mo.

WANTED ROCK-O-PLANE FOREMAN

Top wages plus percentage. Join Johnstown, Pa., this week.

HARRY MAMAS

JOHN MARKS SHOWS

Vermont Air Base Added To Continental's Route

HUDSON, N. Y.—Continental Shows made its move here from Herkimer, N. Y., in ample time for the opening Monday (18) and anticipated a profitable week. Weather the first couple of days was spotty.

General Agent Paul La Cross reported the week of June 15-21, including Sundays, has been set for

Fort Ethan Allen Air Force Base in Burlington, Vt. There will be a festive occasion tied in, with the base open to the public and such events scheduled as parachute jumps, helicopter maneuvers and other military displays.

Herkimer proved a winner for the show, altho rain and bitter cold prevailed most of the week. Roland Champagne, manager, said the bad-weather turnouts exceeded anything in the last 25 years he has been in the business.

Continental Shows mourned the passing of John Falato, veteran Ferris Wheel foreman, who was on the show for 18 years. He died in his home town, Troy, N. Y., at the hospital on Saturday night (16), after being ill for a year.

WOM Opening At Customary N. J. Location

PLAINFIELD, N. J.—World of Mirth Shows opens at its traditional spot in Arbor under fire department sponsorship this weekend. Rather than ending on Memorial Day, it opens the day before the holiday and runs thru June 6, the latest it has ever taken to the road.

On the show is Bonnie Snellens, whose husband, Gerald, the show's general representative, died in New York on May 9. She will travel with the show and function in her late husband's capacity.

Max Shapiro Dies; Founded Mdse. House

PHILADELPHIA — A large assemblage of friends was present Sunday (17) for the burial in Roosevelt Cemetery of Max Shapiro, veteran carnival merchandiser who was active in many Jewish philanthropies. Born in Russia, he was 85 years old and had served carnival buyers for 50 years.

Shapiro founded the M. Shapiro Company of this city, which has operated at 418 Market Street. He had been ill during the last year, having suffered a stroke in Miami.

Sons Albert and Bernard, who have assisted their father, are continuing the family business. Mrs. Shapiro also survives her husband, as do four daughters, 11 grandchildren and 11 great-grandchildren. Among those attending the rites was Ben Weiss, bingo operator, who was a close friend of the deceased.

CAN PLACE

Side Show Act and Girls for Bally. Long season and good pay. Vanteen, the Magician, and Stan, the Sword Swallower, with me last year, please call me collect. Have good proposition for you both. Dee Dornack, wrote you; what's wrong? Call me collect. Have for sale 35 ft. Low Boy Trailer made into office. All steel on inside. The one that was the Rabbit Foot Minstrel Show office. Has back door and side door and 4 almost new tires. Take \$600 cash or trade for Pony Rides and pay difference. KITTY KELLY, Brodbeck & Schrader Shows, Garden City, Kansas.

CONCESSION AGENTS WANTED

For Hankies, Buckets and Swingers. (Bama, get in touch.) Want Count and Pin Store, only 2 Grind Stores on show. Lindy, call "Cucumber." Have 22 fairs starting in June. Dick Copeland and Red "Popper" Denton, get in touch with BILL STEVENS. Address:

BOBBY COOPER AND BILL STEVENS

c/o Western Union
Pl. Pleasant, West Va., all this week.

RIDE MEN

Can use capable Foreman on Octopus and Wheel, also Second Men who drive; come on.

FIELDING GRAHAM HOLIDAY AMUSEMENT COMPANY

Belton, Missouri, May 25 to 30; Marshall, Missouri, June 1 to 4.

WANTED BUCKET AGENTS

BILLY FINGERS

c/o JIMMIE CHANOS SHOWS
Anderson, Ind.

WANT

Concessions of all kinds. Hanky Panks, Penny Arcade, Motordrome, Animal Shows, Girl Show, Fun House, Photo, Jewelry, Edibles. Firemen's Homecoming Week, June 22 thru June 27. Contact

J. E. PHILLIPS

P. O. Box 61 Wellsville, Ohio

WANTED SCOOTER MAN

For all year work in Park. Can use Wife in Concessions.

BILOXI-GULFPORT AMUSEMENT PARK

(Phone: Idlewood 2-8946)
3315 W. Beach, Biloxi, Miss.

CONCESSIONS WANTED

For Whitestown, Indiana, Annual Picnic, June 22 thru 27. No food, no gypsies, no propositions. This is bona fide Annual sponsored by Lions Club and terms are reasonable.

RIDES: Can place Rides not conflicting with Scrambler and Kid Rides. Wheel, Merry-Go-Round or Coaster. All replies to **GENE BAKER**, P. O. Box 98, Whitestown, Indiana. Phone 162.

W. O. King Exposition Off To Good Start

AVONDALE, Mich.—King Exposition Shows did better at its opening weekend at Southgate, Detroit's leading shopping center, than at any engagement played during the 1958 season. The show was known last year as Deluxe Rides No. 2. However, equipment is new, as last year's equipment was sold during the winter. The opening stand was for 10 days.

The show winters at Mount Clemens, Mich., home base for Owner Walton O. King, ride manufacturer, and is under the personal management of Walt King Jr.

The organization has six kiddie and seven major rides, and 10 concessions. Unique for a small show is the battery of six searchlights, which give plenty of flash visible for miles in all directions. King added a Tangley calliope, which is spotted for street bally a few days ahead of opening.

The route for the season covers mostly celebrations, street and harvest festivals, and shopping centers in Michigan, with one Ohio stand at Macomb. The route includes three Michigan centennials — at Owosso, Lake Orion and Battle Creek.

Roster includes W. O. King, owner; Walt King Jr., manager; John Knapp, superintendent; Bernard Brown, electrician; Larry Snodgrass, searchlights.

Foremen: Orville Green, Mixer; Louis Harris, Spinneroo; John Cannon, Merry-Go-Round; Joe Brown, Chairplane; Ed Ellison, Comet; Tex Schneider, Ferris Wheel.

Kiddieland—James Martin, foreman; Gary Holmes and Joseph Sysling, assistants.

Concessions: Eva King, Barbara Emerick and Faye Harris, popcorn; Frank Cook, seven games, with Sam and Edna Burd, Reggie and Mike Rizick, Al Diamond, Sam Soloff, Walt and Mary Shattuck, Burt Lane, Red (Rangie) Jewell and Disk and Shirley Howell, agents; Whitey Caler, three games, with C. P. (Shorty) Hering, Elza Hill, Noel and Shirley Smith and Bill and Betty Simpson, agents.

Weisses Plan Bingo Debut

ALLENTOWN, Pa.—Ben and Martha Weiss are in Allentown while awaiting the start of their summer bingo season. Weiss has completed a combined vacation and business trip which took him to Los Angeles, San Francisco and Las Vegas. En route north from Miami he stopped at many coastal beach operations as well as at Ed's Park, Harrisonburg, Va. Their son, Jack Weiss, is an attorney in Miami, but makes appearances when needed during the season.

N. C. Fair Inks Tinsley

HENDERSONVILLE, N. C.—The Western North Carolina Agricultural Fair has awarded its mid-way contract to the Johnny T. Tinsley Shows, James Gilliam, fair manager, announced.

The fair, set to open August 17, will be held at a new location, the grounds of the Hendersonville Saddle Club. The plant is 28 acres, has several buildings and adequate parking space.

R. F. McLendon represented Tinsley in the negotiations.

Gayland Fields Two B. C. Units

VICTORIA, B. C. — Gayland Shows, of Kelowna, B. C., is working two units this season. Gayland Shows, under the management of Tiny Nichols, and Mid-West Shows, handled by Ab Greenway, are both owned and operated by Nicholas and Greenway.

Gayland Shows opened May 4 at the Agricultural and Industrial Fair here to good business. Mid-West Shows have signed the Fort MacLeod Stampede Rodeo, June 30-July 1, in Alberta.

The Gayway Shows will play the Prince George (B. C.) Fair in August, formerly played by the Royal Canadian Shows.

Gayland Shows Set Regina Still Date

REGINA, Sask. — Gayland Shows will still date for the first time in Regina, June 22-27.

Stand will be under auspices of the Canadian Legion, which for the past several years has sponsored J. P. Sullivan's World's Finest Shows.

FOR SALE Complete Carnival

Will sell any item separately: Octopus, high Schiff Coaster, Wheel, Kiddie Carrousel, four Kiddie Rides, 60 kw. Diesel, five Concession Trailers, Rifle Range, many extras. Can be seen in operation. No collects.

Island Manor Shows
227 Franklin St., Elmont, L. I., N. Y.

SEASIDE PARK

Virginia Beach, Va.

Guess Age & Weight—\$1,500.00 flat rent for season. Stand and Goldberg type scale furnished. \$100.00 deposit, balance weekly.

Open May 22 thru Labor Day.

This is money horse for good jockey.

Phone

MISS ELEANOR

CArden 8-1199

WORLD'S FAIR AMUSEMENT CO.

WANTS

RIDE HELP

ADDRESS: OXFORD, OHIO (Centennial), May 26-June 8

CANADIAN AND U. S. AGENTS

Working Rodeos, Sports Days and "C" Fairs in Saskatchewan with four Rides and fifteen Concessions. Then Vancouver over Labor Day.

Can place Agents for Six Cats, Swinger, One Ball and other Hanky Panks.

VIRGIE WATERS

Permanent Address:

Box 844, Swift Current, Sask., Canada

Thank You

JOE RENADO

Concessions, Coleman Bros. Shows, for your new WELLS CARGO TRAILER purchase.

"Save Money With Johnny"

JOHNNY CANOLE

Phones: WI 3-0803 or WI 4-9347

Alltoona, Pa.

WANTED

For Minnesota Celebration August 15

MERRY-GO-ROUND. GUARANTEE SUM.

RALPH GLICK

6705 N. Jean Avenue

Chicago 46, Illinois

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1959 DATE BOOK

CENTRAL Show Printing Co., Inc.

MASON CITY, IOWA

WANT

CARNIVAL

For one week anytime during June, July or August. Contact

Chamber of Commerce

Carroll, Iowa

Ritter's United Shows

OPENING JUNE 1, MARDI GRAS DAYS

Magnolia Center, Riverside, Calif., want Concessions that do not conflict playing home-town celebrations. Contact

130 So. K St.

San Bernardino, Calif.

CARNIVAL WANTED

FOR 36th ANNUAL CAMP DOUGHOBY REUNION, DE WITT, ARKANSAS

Any week in August but preferably the 2nd or 3rd week.

Big Rodeo Show and Dancing each night.

Contact: **W. B. NORSWORTHY,**

Post Adjutant

101 Court Square De Witt, Ark.

Tel.: WH 6-5050

WANTED

Photo, Jewelry, Fish Pond, Hoop-La, Gallery. BOOKING ONE OF A KIND. Salineville, Ohio, June 1-6; Toronto, Ohio, 8-13; Coventry Fire Dept., Akron, Ohio, 16-21.

DINE AMUSEMENT CO.

4057 Marfindale Road, N.E., Canton, Ohio

UNDER THE MARQUEE

• Continued from page 76

The H-M show in Philadelphia included Jim and Dolly Hassan, Art Carr, Rudy Conway, Jim Malfatto and Bill Hall. . . Charles and Rosalie Hoffman took in R-B and Beatty four times each during a recent New York trip.

The A. C. Nelsen Company, of Omaha, hosted the personnel of the Gil Gray Circus to a steak dinner and after-dinner entertainment at Lincoln.

L. Nelson Thomas, biller for the James E. Strates Shows, reports the Cristiani Bros. Circus advance crew under Elmer Kauffman includes Andy Campbell, Bobby Chaffin, Gordon Curein, Allen Pieason and Mike Henderson, lithos, and Frank Geer and Bill Backell, billposters.

J. W. Hartigan Jr., Morgantown, W. Va., visited Hagen Bros. Circus at Uniontown, Pa., and Beers-Barnes at Perryopolis, Pa.

From Ringling Bros. and Barnum & Bailey Circus clown Chuck Burnes writes that Edmundo Zaccini has a complete photo lab inside his double cannon and recently showed color movies he'd taken of the new show. . . Duina Zaccini closed and was replaced by her brother, Hugo. . . Midget clown Paul Horumpo is hospitalized at St. Clair Hospital, New York City, recovering from two operations on his foot which was run over by a car. . . Recent visitors include Bill Rice, Phil and Bambi Rae, Charlotte and Everett Smith, Father Sullivan, Bill Pitt, Bill Richardson, Dave Merrifield, Lottie and Ted Brunn, the Robertes, Prince Paul and 3-D Mike.

Herb Walters and Glen J. James, owners, and John and Hazel Frazier, of Famous Cole Circus, visited the James Christy Circus at Elkhart, Kan., where big business was scored.

Albert Chryst, 91, recently broke his left elbow in a fall at his Allentown, Pa., home. He has been with Ringling Bros. and Barnum & Bailey and other shows as Al Sylvester, single contortion and trapeze and one of the Four Comrades, comedy acro.

Earl Shipley, traveling ahead of Ringling Bros. and Barnum &

Bailey due in Rochester 26-27, recently had a writeup in the Rochester paper. . . Al Weir, retired tramp clown, now makes his home in Vancouver, B. C., and is with an auto dealer and a member of the Little Theater Association.

Clown Glenn (Seacow) Hart reports from Cristiani Bros.' Circus that Charlotte the gorilla girl and Mac McClosky, magic, joined the kid show. Visitors in Washington included Mr. and Mrs. Wilson Poarch, Ethel Cline, June Badger, Melvin D. Hildreth, Dr. William M. Mann and Mr. and Mrs. Bill Cooper. Other visitors were James Harshman, Chester Waddle, Charles Miles, Paul Buhler, Bill Cooper Jr., Gordon E. Jones, John W. Dysingler and Herbie and Chata Weber.

While Hagen Bros.' Circus was in the Washington area, visitors included Chuck Satjea, Frank Green, Bert Sheldon, James Waldo Fawcett and Claire and Tony Conway.

Bill Rice, on a recent Army leave, caught King; Cristiani, Beers-Barnes, Hagen, Hunt, Beatty, and Ringling in one week. He covered 2,100 miles by bus on the trip.

Recent issue of the Christian Science Monitor carried a feature article about circuses and other phases of show business. On the same page was a review of Bill Ballentine's book, "Wild Tigers and Tame Fleas." Both were written by CFA Everett M. Smith, member of the Monitor staff.

Carl Nelson, Youngstown, O., dog trainer, is out of the hospital following a February auto accident. His wife, Jean, has been working their dogs at club dates.

Paul Kelly has rides, five-cat act, three elephants and a pony drill on a shopping center show, American Greater Circus, in the Chicago area. He also has other acts at Peru, Ind. . . Among others that have been setting up shopping center show dates recently are Arthur Sturmak and Tommy Comstock, working separately.

Milt Hinkle has left the K-Bar-M Rodeo and opened his own show, which he writes will be at Florence, S. C., May 28-30, to be followed by Columbia, S. C., June 12-13, and Idora Park, Youngstown, O., July 6-12. Gordon Kilber is in with Hinkle on the Youngstown date.

Bob Orth, old-time circus acrobat, recently spoke and narrated movies at a luncheon in Chino, Calif. . . M. F. Goff, Odessa, Tex., has caught the Ringling, Beatty, Polack and Kelly-Miller circuses so far this spring.

Mrs. Floyd King and the four King children, Dr. William Northen Jr., Si and Dorothy Rubins, Jim Burke and wife, R. P. Thornton, W. J. Lyon, Edward Logue, Charles Hanson, Thomas Wood and Paul M. Conaway were on hand for the opening of King Bros. Circus.

Island Manor On 22d Tour

SEAFORD, N. Y. — Island Manor Shows is in its 22d season of Long Island operation under management of the Tamargo family. Lawrence Tamargo, now 67, founded the show in 1937 and has been in the carnival business 44 years.

Business continues on a satisfactory level. There are eight rides plus a dozen concessions, most of them trailer-mounted and hauled behind family cars. Jumps average five miles.

\$100 CASH REWARD
For location of **WM. (BERNIE) ROGERS**
Young Bernie Rogers with Lou Riley at Wauchula and Sanford, Fla., last November.
For reward call collect
GEO. TURNER
Phone Victor 2-9888
Oklahoma City, Okla.

WANTED WANTED WANTED
For Belington, W. Va., May 25-30; Fairmont to follow and a solid route of Celebrations and Fairs.
Want Cookhouse to join on wire. Need Ride Help who can drive, especially No. 1 Man for Wheel.
Will book Hanky Panks of all kinds, also Six Cat and Pan Game or Cigarette Block. Want Count and Pin Store and Bucket Store Agents. Can use Girl Show to join at once, or 5-in-1. All replies to
TOMMY BURNS
c/o G & B SHOWS
P.S.: Juanita Hunt, contact.

RIDE OWNERS
Buy, sell or trade in Rides and Animals. Storage space available. Also money loaned on all Rides.
Owner—**CHARLES GARVIN**
Phone: VI 3-4802
Manager—**E. L. ISENBURG**
VI 3-6739
P. O. Box No. 386, Bowling Green, Ky.

ATTENTION!
Can place all Games and Concessions. Legion Street Celebration, Bolivar, Ohio, June 3, 4, 5 and 6.
Call or write
MERCIER ATTRACTIONS
8931 Mt. Pleasant Rd., S. W.
No. Canton 20, Ohio
Phone NYacinth 9-7842

WANTED
20-30 CLUB STREET FAIR
Massillon, Ohio, May 28-30
Free Fireworks May 30
Will book Hi-Striker, Age and Scale, Photo, Short Range, Fish Pond, Bear Pitch and Pitches of all kinds, Novelties, Candy Apples, Carmel Corn and any other legitimate Concession.
Contact: **P&J AMUSEMENTS**
P. O. Box 45, Massillon, Ohio
Phone: TE 2-9487

WANTED
Concessions of all kinds that work for stock. No flats or gypales. Ride Help wanted. Hank and Betty Dyle, contact us.
Oglesby, Ill., May 27 to 30; Joliet, Ill. (Inalls Park), June 2 to 7.
THIESS UNITED SHOWS
386 Montgomery Rd. Aurora, Ill.
Phone 29473

WANT AGENTS
For Alibi and Hanky Panks. Gunners and Ball Boys. Big Jim, Jim Reynolds, Tom, Ann, Moe, Ritchie, Junior, Kenny and Virgil, wire or come on. Billy Henderson wants One Ball and Watch-La Agents.
ROGER YOUNG
c/o Art B. Thomas Shows
Grand Island, Nebr.

COMPLETE FLY-O-PLANE
Now operating. Will sell now for \$8,000; after Labor Day for \$5,000. Come see and inspect.
OCEAN VIEW PARK
Norfolk, Virginia. Phone: Justice 7-1011.
ALBERT MILLER, Manager

UNCLE JOE AMUSEMENTS
Want Wheel Man, Jenny Man, Chair-plane Man, Hanky Pank Agents or P.C.
Taylor, Texas, May 25-30.

BELLE CITY SHOWS
Want Concessions: Skill type for Milwaukee lots. Red one at No. 52nd and West Vilet, May 25 to 31. New location. Also at Oconto Falls, Wis., 16th and Cleveland; Kenosha to follow. Burlington, Wis., 4th of July, City Park. Some good Ride Help and Drivers wanted.

CANADA'S LARGEST R. R. SHOW CANADA'S

WORLDS FINEST SHOWS

WANT GIRL SHOW
Will furnish new, modern show top, front, all equipment to proven capable producer with staff.

WANT ROUND-UP OR LATE
Modern Rides not conflicting.
SNAKES—George Vogstad wants Couple or Manager. Also Girls for Illusions. John Lillie, wire collect.

Wonderful virgin territory for
FUNHOUSE, MONKEYS, ETC.
We arrange customs—immigrations.

Wire J. P. SULLIVAN, WORLD'S FINEST SHOWS, Hamilton, Ontario, to May 30; Old Woodbine Race Track, Toronto, June 1-6.

3 MAJOR SHOPPING CENTERS
GOLD RUSH CELEBRATION • 3 MONTREAL PARKS
11 BIG DAYS DOWNTOWN, QUEBEC CITY;
8 MAJOR EXHIBITIONS TO FOLLOW

M. D. AMUSEMENT SHOWS

Can Place Concessions for Phoenixville, Pa., June 2-6.
Want Foremen for Ferris Wheel, Merry-Go-Round, Tilt-A-Whirl, Scrambler.

Now playing Front St. and Erie Ave., Philadelphia.
Playing Allentown, June 8-13.

Michael Dembrosky, Mgr.

THOMAS JOYLAND SHOWS

Want for Logan and Morgantown, W. Va., Followed by Clarksburg, W. Va., First in 7 Years.

Can place Concessions of all kinds. Want Hanky Pank Agents, prefer married couples. Want Bingo Counterman. (Burke, Pitch open, wire.) Want P.C. Dealers. Cecil Speers wants Readers. Can place Ride Help in all departments. Want Caterpillar Foreman, very good salary. Place Shows of all kinds. Also Acts for Side Show.

Bob McBride wants Help for Cookhouse, Griddle Man, Counter Men that can take it. Must be sober and reliable. Want Man for Grab and French Fries. Good deal to right party.

ADDRESS: L. I. THOMAS, Logan, W. Va., this week.

SMILEY'S AMUSEMENTS

Want for Clymer, Pa., Firemen's Celebration, June 1-6; followed by Reynoldsville, Pa., Firemen's Celebration, June 8-13.

CONCESSIONS: High Striker, Photos, Basketball, Short Range Gallery and all other Hanky Panks.
SHOWS: Can use Snake Show, Motordrome, Side Show and all other family-type Shows.
RIDE HELP: Wheel Foreman and General Ride Help. Payday every Wednesday.
All replies to CRABTREE, PA., MAY 25-30.

PAGE BROS. SHOWS

Want for 16 Fairs and 4th of July, Eminence, Ky. — 8 Fairs in Kentucky — 8 Fairs in Tennessee including Alexandria, Tenn. — 6 in Alabama including Athens. Bingo, Arcade, Custard Scale & Age, Hanky Panks. Also Kid Rides. Norman Littlefield wants Agents of all kinds.
Ride Help, come on, top salary. Grind Show Operator with Girls for Girl Show; we have all equipment. Manager for No. 3 Unit.
"SHOTGUN" PAGE Richmond, Ky., now.
P.S.: Caterpillar for sale or trade.

AL BROWN SHOWS

Need Ride Help on all Rides—Foreman for Tilt, Rolloplane, Schiff Coaster, Wheel. Good Man to handle six Kid Rides. Second Men on all Rides. Top wages and good treatment. Frank Croin and Jim, good proposition, come on.
Allendale, N. D., May 25-27; Oaks, N. D., 28-30; Valley City, June 1-7.

MERCHANTS JUBILEE SHOWS

Want Hanky Pank Agents for office-owned. Slim Cunningham wants Count Store Agents. Have special proposition for Tony Bell. Contact, Want Ride Help, Tilt Foreman who knows how. Salary every Tuesday. Can use Second Men. All must drive. Want Operator for Funhouse on semi. Place Girl Show with own outfit. 2 big Army paydays. 30 days at Ft Hood.
Address: Hillsboro, Tex., this week.

MIGHTY INTERSTATE SHOWS

Want for Bristol, Va., Downtown Dulaney Street Show Lot.
SHOWS: Want Operators for 2 office-owned Girl Shows. Must have wardrobe and P.-A. System. Will book Side Show, Wild Life, Monkey, Snake and Grind Shows.
CONCESSIONS: All Hanky Panks open. Also Bingo, Diggers, Age and Scale, Novelties, Short and Long Range Galleries, Pitches of all kind.
RIDE HELP: Foremen and Second Men on all Rides. Must be entirely dependable and reliable. also drive. Top wages.
HELP: Electrician who can handle GMC Diesel. Must drive. Mechanic with tools. Must know your business. Want Show Carpenter and Builder, Scenic Artist and Painter.
All replies to H. B. ROSEN, c/o Western Union, Johnson City, Tenn.

BIG 4TH OF JULY CELEBRATION

CUYAHOGA COUNTY FAIRGROUNDS
BEREA, OHIO, JULY 1-5

FREE PARKING—FREE ADMISSION TO GROUNDS

GRANDSTAND SHOWS EVERY EVENING

OSARK JUBILEE With MINNIE PEARL
Wed. & Thur. BUDDY WAGNER THRILL SHOW
FRI., SAT. & SUN.

FIREWORKS—FRI.-SAT.-SUN.

RADIO — TV — NEWSPAPER PUBLICITY

WANT—Major Rides, Shows, Hanky Panks, Cookhouse, Pitchmen, Straight Sales.
Will sell X—Custard, Novelties, Snow, Hats.

Call or Write } **MELVIN OR RUPERT OTTERBACHER**
HUNTER 3-4168, VALLEY CITY, OHIO

SCHAFFER 20TH CENTURY SHOWS

NOW OPEN — CAN PLACE THE FOLLOWING

SHOWS: Penny Arcade, Fat Show, Fun House, Glass House, Life, Dark Ride.
CONCESSIONS: Cookhouse, Glass Pitch, Bear Pitch, Novelties, Scales, String Game, Photos, Watch-La, Pitch-Till-You-Win, Bowling Alley, Shooting Gallery, High Striker, Basketball. All Hanky Panks, come on.
RIDE HELP: Can place Ride Foremen, must be sober. If you drink, don't answer. 3 weeks in Dallas; then Fair at Quincy, Ill.
Contact: W. A. SCHAFFER, 731 Parkwood Drive, Dallas, Texas.
(Phone: FR 5-5817)

DICKSON UNITED SHOWS

Can place now and for balance of season: Photos, Hi-Striker, Balloon Dart, Bear Pitch, Glass Pitch, Ice Cream, Pronto Pups, Root Beer, French Fries, or any legitimate Concessions. No flats or alibis.
Wooster, Ohio, Hawkins Shopping Plaza this week, then Warren. Wire or come on. All replies to

F. DICKSON

MOTOR STATE SHOWS

12 RIDES — SEARCHLIGHTS — ETC.

Want for all Celebrations and Fairs—Michigan, Ohio, Indiana and continuous route of late Fall Fairs in South.

Hanky Agents, Cookhouse Help, Hanky Panks, Scale, Age, Novelties, Jewelry, Mug, Lead Galleries, Grind Shows. HELP—Foreman and Second Men who drive. We have 3 Units. Tilt, Wheel, Kid Rides, etc. Positively no lishes, hot heads or cars wanted. Diesel Electrician, Carter, come on. Pat Bright, Merle Sloane, Hal Martin, come on.

Melvindale Celebration this week—near Detroit; Holly, Mich., June 1-7.
No phone calls.

J. J. FREDERICK

NORTHERN EXPOSITION SHOWS

"Northwest's Finest"

WANT CONCESSIONS—Can place Long and Short Range Shooting Galleries, Age & Scales, Hi-Striker and any Hanky Panks not conflicting. No Mitt Camp or Grind Stores. Want Agent for Spot Pitch. SHOWS—Motordrome, Mechanical or any new and novel attraction with own equipment and transportation. Dick Palmer wants Talker and Ticket Seller for Girl Show, Talker for Geek Show, Talker for Freak Show, also two more Girls: ticket if I know you. Top pay and bonus for right people. HELP—Can place Foremen and Second Men—must be sober and reliable, also drive semi.

MIKE SMITH, Owner
DICKINSON, N. D., MAY 25-30; THEN PER ROUTE.

STOCK TICKETS		TICKETS		Cash With Order Price		Double Coupon Price
Roll	Price	of every description.	Wheel tickets carried in Stock for immediate shipment.	SPECIAL PRINTED	Roll or Machine	
1 Roll	\$ 1.50			2,000	6.90	Double Coupon Price
5 Rolls	4.50			4,000	7.80	
10 Rolls	8.25			6,000	8.70	
25 Rolls	18.75			8,000	9.60	
50 Rolls	24.00			10,000	10.50	
100 Rolls	44.00			30,000	15.20	
Rolls 1,000 EACH				100,000	33.00	
Double Coupons				500,000	133.00	
Double Prices				1,000,000	258.00	
No C.O.D. Orders						

Size: Single Tkt., 1x2

THE TOLEDO TICKET CO.
Toledo 12, Ohio
"Allied Trades Union Label used"

GARDEN STATE SHOWS

Want for 15th Annual Firemen's Celebration, Emmaus, Pa., June 1 thru 6. 200th Centennial Year. Free Gate, Free Entertainment Nightly. Advance Ticket Sale.

Want Girl Shows for this one. Can place Custard Milk Bottles, Cat Rack, Record and Coke, Long and Short Galleries, some P.C. open.

Address **R. H. MINER, MCADOO, PA., this Week.**

NO ELECTRIC!—USE KEROSENE OR GAS

Refrigerators—Bottle Coolers—Freezers.

No moving parts. No service necessary. Economical.
Ideal for mobile refreshment stands, home trailers, etc.

M. L. S. REFRIGERATION CO. P. O. BOX 49
NO. MIAMI, FLORIDA

CARROLL'S GREATER SHOWS

RIDE HELP: Foremen and Second Men on all Rides, must have licenses and drive trucks. Top wages and bonus. Brooklyn Center, Minn., May 25-31. Playing around Minneapolis suburbs for next month. (BLACKIE JURDEN AND GEETUS, COME ON HOME.) CONTACT

CHARLES CARROLL, Per Route Above or 10734 Central Ave., N.E., Minneapolis, Minn.
(No Phone Calls, Please)

Gooding Hqs.

Continued from page 68

spray rooms, one of which will be large enough to accommodate a semi-trailer or a show front 20 feet high.

Areas around the huge storage shed will be graveled, parking areas will be black-topped and the grounds landscaped, with shrubbery to be used around the buildings.

The present winter quarters at 1300 Norton Avenue and a nearby piece of land used currently both will be sold. With the completion of quarters, the company also will discontinue storing rolling stock and show equipment in buildings on the Ohio State Fairgrounds.

"I have been thinking of building new quarters for the past five or six years and during the past year members of my staff, associates and I have spent much time on the design," Gooding commented. "I have visited the plants of various ride manufacturers and some of the ideas picked up in these visits have been incorporated in the design. The end result should make the quarters the finest and most efficient winter quarters anywhere."

'Water Follies'

Continued from page 70

Ray Edwards, emcee; and Solar and Lorca, dance team.

On the water side of the extravaganza, Snyder has assembled a group of pool performers who include:

Emile Hotte, Canadian diving champ; Roger Nadeau, featured water comic; Bobby James, national AAU champ; Stanley Mitchell, acrobatic diving champ; Clyde Dyson, Australian diving champ; Judy Bowen, captain of the 12-girl ballet, and music director William Cianci.

Production numbers in the new "Water Follies" have been staged and choreographed by Buster Kiem and will include salutes to Hawaii and Alaska in an all around the and a fire dance. Following the Camp LeJume date, the follies move to Johnson City, Tenn., and will continue with a group of Western dates.

\$52,700 Gate

Continued from page 68

but due to a rearrangement of seating accommodation and price ranges for 1959, the gross was an all-time high.

With the exception of one American cowboy who was detained due to illness in the family, all the World and Canadian Champions participated in the ninth annual Edmonton Exhibition Rodeo.

Saturday (2), the last day of the Rodeo, was also the occasion of the Edmonton Exhibition Association's first annual light horse auction sale. A total of 63 horses was entered; 59 were sold for a total of \$14,830, and it was decided to plan a similar sale for next year.

Behoff Named

Continued from page 68

ron and Ted Braube will assist Behoff with the promotion.

Behoff will manage the Allegheny County Fair at Covington, Va., August 10-15. Professional wrestling, Minnie Pearl, auto thrill show and the Pepsi-Cola tie-in will also be used there along with a championship rodeo for two days. The John H. Marks shows will be on the midway.

Another fair under Behoff's management will be the Delaware Valley Fair in Philadelphia, September 28-October 3. Negotiations for grandstand and midway are underway.

Reid Glitters

Continued from page 77

Shows in addition to the circus and Space Flight are the office Funhouse; Pirate's Cove; Lila, operated by Louise Kneeland; Rock 'n' Roll minstrel revue, Lawrence Williams; Capt. Rice's Midget Horses, Joe Cooper; Fat Show, featuring Little Arthur Simpson.

Rides are two Ferris Wheels, William Dyer's Scrambler, Harry Mamma's Rock-o-Plane, Merry-Go-Round, Paul Miller's Skooter, Comet, Caterpillar, Tilt-a-Whirl, Ridee-O, Roll-o-Plane, Dipsy Doodle, Octopus, Roller Coast, Turnpike, Capt. Rice's pony ride, and five kiddie rides.

Concession row contains many of Reid's regulars, the year-after-year operatives headed by Harry Agne with the bingo, in his 18th year on the show. Also with it are Pat and Fletcher Petri, cookhouse and grab stands; Tommy DeVito, popcorn, candy apples and French fries; Willie and Violet DeVito, 5 concessions; Mother DeVito, American advisor; Gabe Novak, 2; Artie and Vicki Pinsonault, floss and ice cream; Frankie Allen, 6; Jack Kregas, snow cones; Freddie Primo, 2; Lesioski, 4; Paul Miller, 4, plus diggers and Arcade with new 60-foot front; Essie Estes, walking Charlie; Don and Ruth Miller, 4.

On the show are a host of veteran ride and show foremen, including Earl Jones, Don Morrison, Birchie Tibbets, Clarence Brown, Bucky McKinnon, Slim Pelky, Bodie Henderson, Eddie Ryan, Johnny Reynolds and Jessie Stark-wether.

Staff of the King Reid Shows: King Reid, owner-manager; Mrs. Dorothy Reid, office manager; Charles Joyce, general agent; Tommy Austin, special agent, purchasing, and The Billboard; W. R. Fritts, designer; Toby Kneeland, painter; Al Thomas, electrician; Harold Young, billposter.

C&W Inks Fair

Continued from page 77

show at Ionia, Mich., Richmond; Charleston, W. Va., Macon, Ga. and Jacksonville, Fla. A Wild Mouse is expected to be added for fairs.

From Petersburg the carnival will railroad westerly, going to such cities as Connelville and Uniontown, Pa., Morgantown, W. Va., and Charleroi, Pa., where a major July Fourth celebration is held.

Regulars have been pulling into quarters at the fairgrounds in preparation for the opening. Bert Slover, who has six major rides, has his equipment freshly painted and has added a new Paratrooper. Art Converse is in, with his Side Show. Al Dorso is also returning, with the bingo, Roundup, and food, as is Rip Weinkle, Osceola Club host.

Miners Help

Continued from page 68

added two musicians to his band. Charles R. Underwood, general agent, spent several days on the show while in Kentucky.

At Welch, W. Va., Saturday (16), the show had a near-full afternoon and three-quarters night, with Kiwanis auspices.

Williamson, W. Va., (18) had a light afternoon but a near-full night.

St. Louis Cops

Continued from page 68

compared to 9,000 for the corresponding show a year ago.

Producer both this year and last was Al Dobritch.

The Flying Malkos, one of the acts in the show, completed 17 triple somersaults in 17 performances. At one show, they missed the first try but completed the stunt on the second attempt.

COMING

MERCHANDISE

'BUY MART'

DIRECTORY

JUNE 8 ISSUE

BELLE CITY SHOWS

Want Concessions of all kinds, skill and science only for Oconto Falls J. C. Memorial Day Celebration, May 29-30-31. Will book major Ride not conflicting for this date—such as Octopus, Spinaroo, Tilt-A-Whirl, Paratrooper. Address

3453 N. Third St., Milwaukee 12, Wis.

LAWRENCE GREATER SHOWS

Want for Downtown Lots in Charlotte, North Carolina.

Ride Help: Foremen for Caterpillar, Wheel, Roll-o-Plane, Ridee-O, and Kiddie Ride Operator. Want Operator for Fun House, Electrician who understands Caterpillar Diesels, Mechanic with tools. Can use small Cookhouse, Grab and Photos. Write or call

SAM LEVY
Edison 2-2101, Charlotte, N. C.

WHITESIDE CONCESSIONS

Twenty Weeks of Celebrations & Fairs. Can place two capable Grind Store Agents, one for Pins and one for Razzle. I have exclusive on this show. Can also place Agents for Six-Cats and Buckets, also useful Working Men.

All replies:

A. R. (Dutch) WHITESIDE
Ellis Hotel Waterloo, Iowa

WANTED

Two clean Shows. Hanky Panks—no flats. Season's work.
Opening date—May 25.
Address:

EDDIE JONES SHOWS
1412 W. Baltimore St., Baltimore 23, Md.

PENN STATE SHOWS

Want Second Man on Wheel. Floss, Pitch-Tilt-Win, Spindle, Gallery. Will buy or book Merry-Go-Round. Louis Hall wants Agents for Hanky Panks.

STEWART WACHTER
General Delivery, Palmerton, Pa., June 1-6.

WANTED

Due to disappointment—book, buy or lease a Ferris Wheel for 25 consecutive two and three-day Street Celebrations. Can use Agents and Ride Help.

GENE BALES
c/o Carnival, Eagle Butte, S. D., May 25-27; Low Bridge, 28-30; McIntosh, June 1-3; Hettinger, 4-7.

ROCK CITY SHOW

Playing the big one—Westmont, May 26-31, one of the best spots in Northern Illinois.

All Hanky Panks open. I need joints—don't write or wire, come on in. I will place you on the streets. Smiley, come up Darby.

GEO. IENHOWER
Westmont, Ill.

RIDE MEN

Top pay, long season. Have several openings for Foremen. If you drink, stay where you are.

TED CORY, MGR.
HEART OF AMERICA SHOWS
Kansas City, Kans., May 22-30; then per route.

BINGO OPEN

Owatonna, Minn., June 8 to 14; Granite Falls Celebration, June 18-21.

SUNSET AMUSEMENT CO.
Marshalltown, Iowa, this week; Dubuque, Iowa, next.

RIDE HELP WANTED

Foremen and Second Men for Tilt and 25 Ell Wheel. Also Kid Ride Operator. Must drive trucks and have valid driver's license. Must be experienced ride men. I've had plenty of amateurs. Contact

J. W. MAHAFFEY
Colgate, Okla., May 25-30; Bristow, Okla., June 1-6.

MIDWAY CONFAB

• Continued from page 79.

Georgia last month, while heading north.

Al Edwards writes the following chit-chat from the Denver area: The John R. Robinson Shows are playing shopping centers with a collection of rides and Carl Pearson's popcorn, managed by Eddie Neff. Oliver is also playing the marts with several kid rides. Joe L. King had his King Bros. Shows, at Derby, Colo., recently, moving there from his new Pueblo, Colo., quarters. Had four major and three kid rides and a couple dozen concessions. An elephant was due to join the free act, with Mary King working the bull. The show is sporting a rebuilt trailer that has nine bunks for the help. Edwards reports that crowds were generally good, with rides racking up good grosses and no complaints from the front end.

Jim and Joyce Stout and daughter, Debbie, joined Sunset Amusement Company at its break-in spot, Excelsior Springs, Mo., and the youngster was presented with four baby kittens. . . . John A. Corcoran, New England concession op, letters that Tony Alfano has started his 17th season as a Jenny foreman, this year with Playtime Amusement Company. Corcoran also handles the public address and sound systems there. . . . Prof. Willie Bernard died early in April at his Penticook, N. H., home. . . . Edward (Red) Berube was released from the VA Hospital in Togus, Me., and was a recent visitor to the Manchester, N. H., show lot.

Lewis Highsmith, known in the business as Eddie Ames, lost his five-year-old daughter, Janet, last week. She had been confined for a long time to Jackson Memorial Hospital in Miami with a heart condition. Ames was formerly with Penn Premier and Page Combined Shows as a girl show operator, but has been off the road due to the illness of his daughter. Miami Showmen's Club handled the details and burial.

Weather Cuts

• Continued from page 77.

petition plus beauty contest. Other acts were the Morrison Sisters, Dornan Brothers, Four Valentines, Stardusters, Edna and Leon Trio, Evy and Evert, Celeste the Girl in the Moon and a Joe Basile band.

In addition to the custom cars there were Jake Kaplan's foreign cars, Community Hearing Center, Muscular Dystrophy Association, Chamberlain Home Insulation and others.

Midway Detailed

Shows were Sailor West's Snake Show, John Bastista's Arcade, and John Lagasse's Museum of the Sea, the former S. S. Spellbound of Al (Crapo) Randall. Rides included a Merry-Go-Round, Henry Holman; Ferris Wheel and Kiddie Whip, Ted Goloskie; Tilt-a-Whirl, Vic Lagasse, and Kiddie Auto Ride, Pat Fera.

Concessionaires were J. C. Har-lacker, penny sales; Lincoln Downs Catering Company, refreshments; Jaycees, 8; Ted Goloskie, coke ring and short-range gallery; Tom Thornton, pitch; Howie Worden, pitch and balloon darts; Vic Lagasse, bingo and milk bottle; Jean Lagasse, long-range gallery; Arthur Lagasse, cigarette pan game; Ted Miner, duck pond and jewelry spindle; Bobby Webster, candy ball game; Morty Miller, jewelry; Bozo Cosmo, jewelry; George Boyer, auto polish; Bernie Wolf, Maine and Vermont candy booth; Mrs. Ann Burke, candy booth; Sam Frank, novelties, and Henry Holman, popcorn.

Mary Cain entertained at her Tampa home last week with a stork shower for Mrs. Clifford (Dolores) Brewer. Guests included Jeri Ringlin, Maxine Cyr, Elsie Owens, Jimmie Ann Owens, Mary Alexander, Nancy Young, Patty Ann Sciortino, Olive Sprague, Jeanne Wicks, Hazel Wicks, Hazel Maddox, Mickey Wenzik, Dorothy De May, Judy De May, Esther Young, Elsie Williamson, Sue Walters, Egle Sedlmayr, Ruth Grimsell, Blanche Zeiman, Myrtle Jeter, Laura Sedlmayr, Shirley Fowler, Jackie Manzat and Lee Cain.

Thomas G. (Jerry) O'Brien, old-time Side and Girl Show operator, has been confined to the Ohio State University Hospital, Columbus, since March 15 and will appreciate hearing from show folks. Mike Gallichio and Tommy Smith are back on the Don Franklin Shows after a business trip to North Laredo, Mex.

Earl B. Walsh, owner of Matchstick Cities, reports he will open his fall season July 1 at Griggsville, Ill. After Griggsville he will play Peoria and Belvidere, Ill.; Monticello, Ia.; Topeka, Oklahoma City; Chippewa Falls, Wis.; Cedar Rapids, Ia.; Lincoln, Neb.; Hutchinson, Kans.; Waco, Tex., and Shreveport, La. . . . Joe Mandrick, concession manager of William T. Collins Shows, is at the shows' Minneapolis winter quarters. Mandrick wintered at his Winnipeg home.

Jack (Twisto) McCormack, veteran midwayite, writes from Cleveland that he's still very much alive despite rumors to the contrary. McCormack, who was with Royal American, Prell's Broadway and other shows and also worked with Dick Best, is currently doing press work for the Musicarnival, a tent theater just outside Cleveland.

Biz Picks Up For Capell

HOLBROOK, Ariz. — Business for Capell Bros. Shows has been on the up-beat the past couple of weeks after early dates that were, in the words of H. N. (Doc) Capell, "a little rough."

Two Arizona stands, those at Flagstaff and Winslow, showed up okay despite cold and windy weather at the former.

Show has been rerouted this year and will play more fairs than in 1958, according to Capell. On the route are more fairs at Demming, N. M., and Arizona annuals at Douglas, Safford and Duncan. Top events include the Tombstone (Ariz.) Hellorado Days and the July 4 event at Logan, Utah.

Fun zone boasts a total of 12 rides, Charley Griner's Unborn, Glenn Gibson's Side Show and 25 concessions. Route will take it into Arizona, New Mexico, Utah, Idaho and Colorado.

Gooding Receives 14th A-H Jenny

COLUMBUS, O. — Gooding Amusement Company has taken delivery of a new Allan Herschell 36-foot Merry-Go-Round here.

This makes a total of 14 A-H Merry-Go-Rounds that F. E. Gooding has purchased in the past 13 years.

REED AMUSEMENTS

Muldraugh, Ky. (Fr. Knox), June 1-6, lot on 31W, heart of Muldraugh, entrance to Ft. Knox.
RIDES: Want set of Kiddie Rides or single Kiddie Ride, Pony Ride, Octopus or Tilt or any flat Ride.
SHOWS: Want A-1 Girl Show with or without equipment, Geek Show, 5-in-1, Funhouse or Glass House.
CONCESSIONS: Place any and all Hanky Panks, \$26. Good opening for Glass Pitch, Bear Pitch and Penny Pitch. Want Bingo.
HELP: First and Second Men on Wheel, Swing and Merry-Go-Round. Useful Carnival Help. Ralph Decker wants Agents for Buckets, 6-Cat, Ball Games, Pan Store and other P.C. Pin Store and Razzle Agents. No Skillo.
All replies: JOHN REED, Leitchfield, Ky., this week; Muldraugh, Ky., next.

SUNSET AMUSEMENT COMPANY

DUBUQUE, IOWA, POPULATION 50,000, JUNE 1 TO 6

HELP: Want sober Second Men who are licensed to drive semi trailers.
CONCESSIONS: Photos, Age and Weight, Derby, Hanky Panks. Will book Arcade.
SHOWS: Can place Shows with own equipment, Side Show, Monkey, Geek, Animal and Grind Shows.

Address: Marshalltown, Iowa, this week; Dubuque, Iowa, next.

NOVELTY EXPOSITION SHOWS

Want Ride Help on Tilt-a-Whirl, Octopus, Wheel and Merry-Go-Round. Second Men on all Rides, Foremen on some. Pay every week. Have good route for Photos, Short and Long Range, High Striker and Hanky Panks. Address:

Ottawa, Kansas, week May 25; Leavenworth, Kansas, week June 1.

DELUXE SHOWS

June 3-7 HARTFORD, CONN. June 3-7

3rd Annual Celebration sponsored by St. Lucia Society benefit St. Anthony Church. This will be bigger than ever. Plenty of radio and TV coverage.

Location: Wethers Field Ave. and Elliot St.

Want Concessions: Legitimate Games of Skill. All replies:

DELUXE SHOWS, 41 White St., Rockville, Conn. TRemont 5-2281.

STAFFORD SHOWS

We have eighteen weeks of Indiana Fairs and Celebrations. June 1-6, No. Vernon Street Fair; June 13-14, Bainbridge Street Fair; June 18-22, Rockville Street Fair. Wanted: Lead Galleries, Ball Games, Bear and Glass Pitches, Fish or Duck Ponds, High Striker, Pitch-Tilt-U-Win, Basketball, Bingo, Novelties, Hoop-a-la, Coke Bottle, Custard, Lemon Shake-Ups or any other Hanky Panks. Small Shows and Agent for Scales. Send for route list.

RALPH STAFFORD, Rural Route #2, Seymour, Ind.

DICK BEST WANTS

FOR ROYAL AMERICAN SHOWS

FAT PEOPLE FOR FAT SHOW. Top salary and percentage.

Freaks, Attractions, Working Acts and Side Show People of all kinds for big Circus Side Show. Especially want Magician that can pitch without heat and handle inside of Show. Also want capable Inside Lecturer.

Address: DICK BEST, c/o Royal American Shows, St. Louis, Mo., until May 31; then Davenport, Iowa.

KINNEY'S ATTRACTIONS

Can use Hi-Striker, Basketball, Milk Bottles, Novelties, Pitches of all kinds. Can use small Sitdown Grab that caters to show help. Playing Indianapolis, Ind., till middle of June—now at Town & Country Shopping Center, 4400 N. Keystone. Contact

MUTT HAYWARD at location—no collect calls or wires.

P.S.: Useful Ride Help, come on. Sol Rosenfeld can use Agents. Claude White, get in touch with Whitey, good proposition for you for office-owned office joints.

WANT OPERATOR FOR COOKHOUSE

Have Building fully equipped and ready to go. Water, plumbing, counters, appliances all set. Exclusive on eats, drinks, ice cream, candy, etc. Route 33, west of Harrisonburg, Va. Answer:

JEROME WILEY

ED'S PARK, Harrisonburg 4-9030 (before 9 a.m. or after 11:30 p.m.)

WANT AGENTS

For Balloon Darts, Heart Pitch and Bucket Agent.

Fred, am waiting for you.

JACK THOMAS

c/o Holiday Shows, Belton, Mo., this week; Marshall, Mo., next.

RIDE MEN WANTED

For 15 late Rides, Octopus, Coaster, Wheel and Kid Rides.

BILL GULLETTE

IMPERIAL SHOWS, Fairbury, Ill., until June 1; then Alton, Ill., until June 6.

\$100 REWARD

For information on present whereabouts of JAMES GOODSON. Has crippled wife and boy known as Johnny Ringo. Driving old '41 to '46 black Cadillac. In formation confidential.

JOHN REED, REED'S AMUSEMENTS Leitchfield, Ky., this week; Muldraugh, Ky., next.

FOR SALE

16 x 24 ft. Sitdown Grab or Cookhouse. New blue top with awnings. Used only 2 weeks. Will sell fully equipped or just frame and top.

PAT FORD

Phone: FR 2-1824, Arkansas Livestock Show Grounds, Box 907, Little Rock, Ark.

WANT BINGO HELP

Capable Men for Top Route of Fairs, including Canadian "B" Circuit. Must be sober, top pay. ALSO NEED CAPABLE MANAGER FOR SOME FAIRS.

BILL STACY

P. O. Box 84 Trenton, Ohio (Phone: Middletown, Ohio, Garden 2-7337) No collect calls.

AGENTS

Wanted for Six Cats, Buckets, One Ball, Balloon Darts, Pan Game. Also Working Help.

ROY T. DUFFY

c/o Burkhart Shows, Aurora, Ill.

UNIT MANAGER WANTED

Must know Rides. Contact A. J. SUNNY

Center 8-6256 Cleveland, O.

STRAWBERRY FESTIVAL

June 8-13, Buckhannon, W. Va. Want Bingo and any Stock Concessions

Wire or write, do not call.

SMITH'S FINLAND SHOWS

Hamlin, W. Va.

NOTICE

27-ft. Yellowstone Mobile Homes now available. This is a special for Showmen.

"Save Money With Johnny"

JOHNNY CANOLE

PHONES: WI 3-0003 or WI 4-9347 Altoona, Pa.

COMING
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JUNE 8 ISSUE

WANT--WANT FOR HOTTEST SUMMER RESORT IN THE SOUTH

Concessions: Mug Joint, Hi-Striker, Snow Balls, Age and Scale. Also Agents for office-owned Joints. Ride Help: Can place few reliable Ride Operators. Rides: Will book, buy or lease Scooter and Coaster.

DALE WRIGHT, Mgr.

P. O. Box 9114, Panama City Beach, Fla.
A. M. (JUGGY) PODSOBINSKI, Gen. Mgr.
Rt. 1, Box 354, West Palm Beach, Fla.

ATTENTION: NOVELTY OPERATORS: WANTED!

NOVELTY BIDS FOR 12 6'x6' Center Spots on the Independent Midway for the Kentucky State Fair, Sept. 11-19, 1959. Please reply to: Kentucky State Fair, Dept. R. W., P. O. Box 67, Louisville 17, Ky.

REID'S GOLDEN STAR SHOWS

Want Hanky Panks of all kinds. Glass Pitch, Jewelry, Popcorn, Cotton Candy, Penny Pitch, Ball Game, Buckets, Six Cat, Pin Store, Skillo, Rolldown and Bowling Alley. Will book two Kiddie Rides. Want Legal Adjuster with Concessions. Couple to take care of Mug Joint. Ride Help on all rides. Want Girl Show or any worth-while show. Following people get in touch: Johnny Caruso, also Mac Moag. Frank Spina is no longer with this show. Sweetwater, Tenn., this week; Lafayette following week.

ELMER REID, Owner & Mgr.

WANTED DROME RIDERS

Also Man that can up and down Drome. Also Kiddie Ride Help. Jack and Mac, come in. For Sale: Two Male Lions, excellent buy. Contact

EARL PURTLE
c/o Ceffin & Wilson Shows
Winter Quarters, Petersburg, Va.

GRIFFITHS AMUSEMENTS

Want Ride Help — Foremen for Merry-Go-Round, Ferris Wheel, Kiddie Rides; Second Men all rides and Truck Drivers. Top wages and bonus. Stony Creek Section of Readings, Pa., this week; Manheim, Pa., June 1 thru 6.

WANTED

Foreman to take charge of five Rides. Must be able to put up Ferris Wheel. Year around work, move once or twice monthly playing Shopping Centers.

Address: GREAT WESTERN SHOWS
Box 2601 Odessa, Texas
(Phone: Federal 7-8819)

V. E. BROWN ("BROWNIE")

Contact: SCHILLER, West Coast Shows
Phone: CHase 7-6301, Sun Valley, California

FOR SALE

8 Tub Short Arm Octopus, complete with fence, ticket box and fluorescent lighting, good condition. Short Range Gallery on steel trailer, neat.

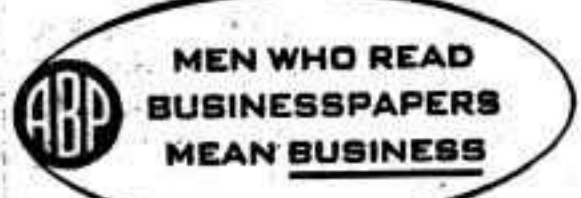
W. A. THOMAS

W. A. Thomas Shows
Belgrade, Neb. Phone 2882

WANT

Need Counter Men who can drive; Joe, who worked for me last fall, contact: Robert Martin, get in touch. Long season on good Show. No collect wires or phone calls. Contact:

ARTHUR L. McINTYRE
c/o Prell Broadway Shows
Norfolk, Va., this week; or per route.



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FLOWER BASKET

Vinyl and polyethylene plastic foliage; a combination of yellow and red flowers and green leaves and fern in a moss-filled green basket. Available in two sizes, 34 inches high and 43 inches high. Adler-Jones Company, 521 South Wabash, Chicago 5.

KEY RINGS

Stamped State design in two-tone finish, gold and silver, all on a display card. A practical souvenir item made with the Golden Wheel finish. Golden Wheel Creations, 150 Chestnut, Providence, R. I.

AWL

Sews thru leather, canvas and other heavy, tough materials. Comes complete with thread supply, three different types of diamond-pointed needles and instructions. Retail price, \$1.98. Manufacturers' Agent, 4155 West Armitage, Chicago 39.

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Quick flick of the wrist, using the Gilhoolie Jr., opens any jar or bottle without bending and distorting caps and lids. Brand-new item. Every housewife wants two or more. Retail price, \$1. Riswell, Inc., P. O. Box 298, Cos Cob, Conn.

PIN-UPS

Clown and animal head designs made of lightweight durable plastic are easy to hang with adhesive and hook. Each is packed in transparent plastic. Contains card with illustrations and suggested uses printed on back. Retail price, \$1.48. Stensgaard Galleries, 348 North Justine, Chicago.

HOLDER-OPENER

Three stainless metal prongs in skid-proof handles hold anything in position without skidding or clutching. Wonderful opener, too, for milk and juice cans. Dozens of practical applications. Retail price, \$1 each. Jackson Industries, P. O. Box 7907, Portland 12, Ore.

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Same set as above with

\$5.90 Set

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Min. order 4. 25% cash. bal. C.O.D.

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A sparkling beauty to dazzle their eyes! Smartly styled case. Priced to sell at tremendous profits! Order a sample, \$8.95 Yellow or white

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JUNE 8 ISSUE

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NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad lib. Only \$1. Last free! Edmund Orrin, 1619-B Golden Gate, San Francisco 15, Calif.

SEND FOR FREE PRICE LIST NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 108 W. 45 St., New York, N. Y.

54,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies, 1700 pages! Free catalog. Write Robert Orben, 11 E. Carpenter St., Valley Stream, N. Y.

Agents, Distributors Items

ABALONE, CONCH-LAMPS, \$18 DOZEN. Sensational handmade Summer Earrings, \$18 gross. Trial 30 different shell-decorated Souvenirs, \$10. Lusufka Products, Box 10248, Tampa, Fla.

BEAUTIFULLY TOOLED GENUINE Leather Billfold, made in Old Mexico. Dozen, \$18, sample, \$2. No c.o.d.'s, please. Old Pueblo Importers, Box 893, Tucson, Ariz. This Billfold should retail for \$5. Satisfaction guaranteed.

BELOW WHOLESALE! ASSORTED USED dresses, skirts, sweaters, pants, shirts, etc. 100 items. \$11; 200; \$20; \$50, \$45 F.O.B. Wholesale. 2361-W Grand River, Detroit 1, Michigan.

CUSTOMERS CAN'T RESIST BUYING products made by the Handicapped. Terrific high pressure item. Dusted Mit, \$2.40 dz.; \$28 gr. Retail 3 for \$1.49. Nooker Enterprises, Box 573, Atlantic City, N. J.

DAY-GLO SIGNS FOR ALL BUSINESS. Comics for private home retailers, etc. Sample and catalog, 10¢. Koehler Sign, 333 Gook, Lemay 25, Mo.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts.

DEMONSTRATORS—NOTHING EVER LIKE this Flashy Steamboat. Actually propelled by its own steam. Sample \$1 postpaid. Importer, 523 Center St., Waterloo, Iowa.

EARRINGS ASSORTED STONE AND TAILORED, \$6 per gross plus postage. Billfold, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. Province, N. I. England, 124 Empire St., Providence 25

FAMOUS MFR. CLOSEOUTS
Asst. Earrings, \$1.75 & \$3.00 Ds.
Pierced Earrings, Asst., \$1.25 & \$1.75 Ds.
Charm Bracelets, Asst., \$1.50 & \$2.50 Ds.
Tie & Cufflinks Sets, Asst., \$3.75 & \$6.00 Ds.
Cultured Pearl Tie Slides, corded \$2.00 Ds.
Broken Jewelry Min. 3 lbs., \$1.00 Lb.
Cameo Neck & Earrings, Boxed \$3.00 Ds.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, balance C.O.D. **SAMUEL SILVERMAN & CO., INC.**, 1826 Westminster St., Providence, R. I.

FREE CATALOG! BULOVA, ELGIN, GRUEN Watches, etc. 1959 styles, \$6.95 up. Buy direct from importer: Electrical Tools, Novelties, Costume Jewelry, etc. Write today! Jet Premiums, 423-EN Los Angeles 15, Calif.

HOSEY—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. F. F. Pollard & Hosey Co. (AM 3-1741), 1348 Market St., Chattanooga, Tenn.

MAIL ORDER BUSINESS—HELPS YOU avoid errors of judgment. Read "I Was Wrong About That" by Arthur Stizmore. Send 4¢ stamp for free copy to John Bishop, Box 153R, Ojai, Calif.

NEW 7"x11" SIGNS—COMEDY, RELIGIOUS, general, 7¢; retail, 50¢. Catalog free. 15 samples, \$1. Lowy, 812 Broadway, Dept. 107, New York 3.

RETRACTABLE BALL POINT PENS, 100, 7¢ each; 1,000, \$7. 10 samples, \$1. The Wholesale Mart, 1255 Arlington Ave., Plainfield, N. J.

YOUR OWN BUSINESS—SUITS, \$150; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 124¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profit! catalog free. Nathan Portny Associates, 2109 AF Roosevelt Rd., Chicago 8.

JEWELRY CLOSEOUTS

FREE CATALOG

E-1—Tailored Earrings Asst Gr \$18.00
E-2—Stone Earrings Asst Gr 21.00
E-3—Stone & Rings, Etc., Asst Gr 12.00
O1—Odd Lot Neck & Brace Gr 15.00
W1—Men's 6-Piece Watch Set 3.15
W3—Ladies 5-Piece Watch Set 2.25
R3—Gent's Stone Rings, Asst Dz 6.50
L2—Ransom Type Lighter Dz Cd 4.50
S20—Snapshot Camera Boxed Dz 14.40
R164—Relic Medallions Boxed Dz 5.75
2234—3 Piece Pearl Set Boxed Dz 7.20
2357—Hunting Knife & Sheath Dz 7.20
9967—2 Hunt Knives & Sheath Dz 12.00
1165—Tri Color Flashlight Boxed Dz 4.00
3110—G Girl's Doll Handbag Dz 3.75
9474—3" Plush Stiff Fed Bear Dz 5.40
PDI—Stone Pendant Boxed Dz 3.00
C1 or T4 Cuff or Ties, Corded Dz 1.25
3¢ dep. bal. C.O.D.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES NICKEL SILVER Key protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free. **GENERAL PRODUCTS**, Dept. 88-73, 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 8 pt. upper and lower case. RATE: 20¢ a word, minimum \$4 CASH WITH COPY.

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

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

Animals, Birds, Snakes

A BIG "SPECIAL" each week

See separate ad this issue.

Big "Red Tailed" Boas Giant Anacondas

COMPLETE REPTILE EXHIBITS, \$150 World's best SNAKE DENS, \$25 to \$100 Why buy "secondhand" at "retail" when you can buy WHOLESALE, DIRECT from the world's largest importers of TROPICAL REPTILES. Save money and get fresher and better stock.

Write for Free Complete Price List.

REPTILE JUNGLE

Phone 322

SLIDELL, LOUISIANA

ALWAYS THE FASTEST SERVICE AND the best of quality on Reptiles, Animals and Snakes. Telephone 5411, Snake Farm, Laplace, La.

ATTENTION SHOWMEN—BOAS, GIANT Iguanas, Snake Dens, Ringtail Monkeys, Spider Monkeys, Mangabeys, Monas, Green Monkeys, Baboons. Write for complete list Miami Animal Co. 3680 N.W. 79th St., Miami, Fla.

BABOONS, \$50; PIGTAILS, \$50; JAVAS Monkeys, \$35; Binturong Bear Cats, \$350; Palm Civet Cats, \$75; Cheetah Cubs, 4-6 months, \$600; Cheetah, 2 years, very tame, lead broke, \$1,200; Rainbow Pythons, 20 ft., \$650; 23 ft., \$900. Satisfaction guaranteed or money refunded. R. Biddle, 328 Mannheim St., Philadelphia, Pa.

CALIFORNIA SEA LIONS—PRINCIPAL supplier zoos and circuses throughout world past 12 years. Marine Enterprises, Inc., Box 2636, Ocean Park, Calif.

CURRENTLY IMPORTING LARGE VARIETY Reptiles from India South America (Indian Pythons, Cobras, Monitors, Boas Beaded Lizards, Fer-de-lance, etc.) Many exotic and rare species. Mary-Wald Zoological Trading Post P. O. Box 294, Rockville, Maryland.

FREAK ANIMALS WANTED. TOP PRICES paid. World's largest freak animal exhibitor, send photo. Harvey Boswell, Paines Amusement Park, New Jersey.

HEALTHY STOCK AT RIGHT PRICES. Plenty Snakes all kinds. Alligators, Armadillos, Hooded Todid, Dragons, Gila Monster, Tegus, Terrapins, Lizards, Agoutis, Pacas, deodorized Skunks, Peafowl, Ringneck Doves, White Doves, Owls, Hawks, Monkeys, Ferrets, Kinkajous, Wild Cats, Jack Rabbits, Squirrels, Prairie Dogs, Ground Squirrels, Ringtail Cats, Bantams, Kangaroo Rats, White Rats, White Mice, Black and White Rats, Jungle Rats. Shipping quality stock since 1882. Otto Martin Locke, Phone MA 5-4523, New Braunfels, Tex.

PARAKEETS 85¢ EACH MINIMUM ORDER 50 birds Cages \$3.80 doz. Canaries Fish Cages Rats Alice, immediate ship ment Terms: Part cash, balance C.O.D. National Pet Supply 3029 Olive St. Louis 3 Missouri

PARAKEETS, 85¢; PARAKEET CAGES, 30¢; set up chrome cages, 50¢. Thousands shipped daily. Write, wire, phone: WEBSTER 9-4151, Chicago Bird & Cage Co., 422 S. State St., Chicago, Ill.

SHIPPING ON 24 HOURS' NOTICE—LARGE Boas, Diamond-Back Rattlesnakes, harmless Snakes, large Gila Monsters, Giant Iguanas Tegus, Jaguar Cubs, tame Ocelot Kittens, African Lion Cub, Bob Cat, Tigers, Monkeys, Prairie Dogs, Horned Toads, Black Bear Cub, Two-Toed Sloths, Giant Anteaters, Honey Bears, Coat Mundi, Peccaries, Owls, Hawks, Doves, Crows. For prompt service write or wire Logston's, Box 3045, Fort Worth 5 Tex. Phone: Jefferson 42592.

SNAKES, ALL KINDS; BABY ALLIGATORS, Iguanas, Raccoons, desecrated Skunks, mama Opossums with Babies, Flying Squirrels, Chipmunks, Animals, Birds, Reptiles. Thompson Wild Animal Farm, Clewiston, Florida.

A BIG "SPECIAL" THIS WEEK ONLY

GIANT ANACONDA DENS

REPTILE JUNGLE Phone 322 SLIDELL, LOUISIANA

THREE TAME BABY AFRICAN FENNECS, weaned, world's smallest gray fox, odorless, all 7/8. H. Crowell, Rt. 1, Grandview Park, Mobile, Ala.

WILD ANIMALS—TROPICAL HOBBY-land, 1525 N.W. 27th Ave., Miami, Surplus stock: Chimps, Baboons, Min. Lion, Ocelot, Capuchins, Ringtails, Javars, Rhasus, Curassows, Flamingoes, etc. All acclimated stock, perfect for exhibits. Phone: Newton 4-4579, 9:00 a.m. to 6:00 p.m.

WOOLLY MONKEYS, \$47.50; SQUIRREL Monkeys, \$12; Organ Grinder Capuchins, \$27.50; tame Ocelot Cubs, \$65; 2 tame Kinkajous, \$35 ea.; Spider Monkeys, \$19.50; many Cage Animals, Monkey Haven (formerly Monkey House), immediate delivery; order from old firm, 4714 Magazine, New Orleans, La. Tw. 1-91135.

3 SHETLAND PONY DRILL, HARNESS, Mat. Ring, Plumes, Whips, \$700. Wolcott, 1438 Blandin Ave., Toledo, Ohio. Oxford 3-3538.

Business Opportunities

BE AN IMPORTER—MAKE UP TO 1000% profits importing by mail. No stock investments. Get the new Importer's Guide and Directory of Foreign Manufacturers. Your complete guide and short cut to tremendous profits. Order yours now only \$2 postpaid. Satisfaction guaranteed. Samuel Gienn (Publications), Box 507, Jacksonville, North Carolina.

Did This Ad

ATTRACT YOUR ATTENTION! USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using two inches or more.

EXCELLENT PORTABLE RINK INCLUDING Tractor Trailer, Shoe Skates, \$4,500. Neale Nesbit, 1074 Braddock Rd., Cumberland, Md.

FOOD TRAILER—1951 INDIAN, 8 X 17, fully equipped, \$1,175; also Popcorn Wagon. Melrose 4-5155. Clarence Nycholm, Sturtevant, Wis.

FOR LEASE—RIDES: MERRY-GO-ROUND, Tilt-A-Whirl Ferris Wheel, 2 Kid Rides. Available immediately to best offer. H. V. Petersen, 2720 Grand, Joplin, Mo.

FROZEN CUSTARD TRUCK

With Light Plant and Port Morris Machine. Good condition, \$950 sacrifice.

ANTHONY TEDESCO

317 W. Runyon St. Newark, N. J. Phone: ESsex 1-0493

LARGEST WHOLESALE SUPPLY SOURCE in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesale, Box 2068-BB, Sioux City, Iowa.

ROLLER RINK FOR SALE OR LEASE IN Western Massachusetts. Excellent income, \$25,000. \$5,000 down. Owner will finance. D. H. Jones, Amherst, Mass.

VEST-POCKET SIDELINE—\$80 PROFIT per day selling imported "Starlite" jewels. The hardest, most brilliant synthetic diamonds on Earth. Very small investment for samples. Write: Capt. Wm. Lewis, Importer (B), Tampa 9, Fla.

40 X 100 NEW PORTABLE SKATING RINK, complete, \$6,000. Silver Creek Skating Club, Rt. 12, Box 375-A, Jeffersonville, Ind. Phone: WH 5-7233.

Costumes, Uniforms, Wardrobes

COSTUME CLOSEOUT—LESTER DESIGNED and made. Over-stocked, must make room. Chorus Sets, 4 to 14; also Principals. Cash and carry. No mail orders. Lester, Ltd., 33 S. Wabash, 5th Floor, Chicago. Central 6-6118.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment. Plova Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill.

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and specs. P. O. Box 7803, Dallas, Tex.

For Sale—Secondhand Show Property

BOAT RIDE, MGR., FIRE ENGINE, TRAINS, Swing Ride and 10 kw. Generator. Will trade for other rides. Topval, Lyndhurst, N. J. GE 8-8880 after 8 p.m.

BUILD GROUP ATTRACTIONS—Complete plans: Miniature Golf (Portable, \$7; Deluxe Permanent, \$25); Funhouse, \$10; Panel Front Shows, \$7; Pit Show (Turtle Girl, Spidora), \$8; Mouse Circus, \$5. 39 Big Show Front Pictures, \$5; all \$42. Free catalog. Brill, Box 878, Peoria, Ill.

COMBINATION KIDDIE RIDE, 9-12 MINIA-ture Train, Aeroplans Ride, Long Range Gallery on semi. Geo. Crippen, Grooms Beach, Whitmore Lake, Mich. Hickory 98513.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

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

- Acts, Songs, Gags
- Advertising Specialties
- Agencies, Distributors Items
- Animals, Birds, Snakes
- Business Opportunities
- Calliopes and Band Organs
- Collectors Items
- Costumes, Uniforms, Wardrobes
- Food & Drink Concession Supplies
- Formulas and Plans
- For Sale—Secondhand Goods
- For Sale—Secondhand Show Property
- Help Wanted
- Instructions and Schools
- Locations Wanted
- Magical Supplies
- Miscellaneous
- Mobile Homes, Accessories
- M. P. Films—Accessories
- Musical Instruments, Accessories
- Partners Wanted
- Personals
- Photo Supplies & Developing
- Ponies
- Printing
- Rigging and Props
- Salesmen Wanted
- Scenery, Banners
- Talent Wanted
- Tattooing Supplies
- Trucks, Trailers, Accessories
- Wanted to Book
- Wanted to Buy

Music, Records, Accessories

- Business for Sale
- Record Pressing
- Situations Wanted
- Sound Equipment—Components
- Used Dealer-Distributor Equipment
- Used Records
- Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
- Opportunities
- Parts, Supplies
- Positions Wanted
- Routes for Sale
- Wanted to Buy
- Used Equipment

Talent Availabilities Headings

- Agents and Managers
- Bands and Orchestras
- Dramatic Artists
- Hypnotists
- Miscellaneous
- M. P. Operators
- Musicians
- Outdoor Acts and Attractions
- Vaudeville Artists
- Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20¢ a word Minimum \$4
- DISPLAY CLASSIFIED AD—\$1 per agate line One inch \$14 (14 agate lines to inch)
- TALENT AVAILABILITIES AD—10¢ a word Minimum \$2.

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

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Please insert the above ad in _____ issue

NAME _____
ADDRESS _____ I enclose remittance of \$ _____
CITY _____ STATE _____

Help Wanted

ORCHESTRA—DINNER & DANCE, 4 OR 5 pieces, accordion essential. Mt. Resort, May 27 to Sept. 20. State instrumentation, wages per man & send photo first letter. We furnish room & meals 7 days per week. Box 686, 1801 Broadway, New York. ch

PHONEMAN — BUFFALO AREA. ALL year-round work for sober, experienced person with their own phone. Call: Bedford 8441, Buffalo, N. Y.

WANT FEATURE VAUDEVILLE TEAM with several changes for traveling tent repertoire company. Must be willing to handle tickets, etc. Can also use young general business woman with specialties. Write, wire or phone. Caroline Schaffner, Wapello, Iowa. jel

Magical Supplies

BE A MAGICIAN! FOR FUN AND PROFIT. Professional trick and large catalog latest tricks, \$1. Ireland, B-109 North Dearborn, Chicago 2.

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Minature Radiophone for mentalists. Catalog \$1 with refundable certificate. Nelson s. 336-B South High, Columbus, Ohio. jel

Miscellaneous

LUNCH STAND, 12X14, CANVAS TOP AND awnings, used twice, 2x4 framing hinged, includes steam table and grill. Sacrifice, \$275. Gerald Clary, 12814 Camden, Detroit 13, Michigan.

NEW KIDDIE RIDES — FACTORY MADE. save 50%. Rockets, Chairplanes, Ferris Wheels, Thomas Felasco, 419 East Lutten St. New Castle, Pa. Phone: OLiver 47242. np

Phonograph Records—Why Pay More?

New 45 R.P.M. Records
74 in 1000 Lots Assorted
\$4 in 100 Lots Assorted
Many Major Labels
Send check or M.O. with orders.
Add 54¢ parcel post charges with every 100 records ordered.

HAM-MIL DISTRIBUTORS

N.W. Cor. 58th & Willows Ave.
Philadelphia 43, Pa. Sa 4-0253

RUBBER BUMPERS FOR HI-STRIKERS. Former Moore-made. J. M. Moore, 649 Turritt, Lapeer, Mich.

Personal

MEN—UNUSUAL ASSORTMENT NOVEL- ties. Sample assortment, \$5 or \$10. Free lists. Oulija Board, \$4. Bower, P. O. Box 787, Gary, Ind.

RONALD ARVID WEISLAND OR ANYONE knowing his whereabouts, please notify Mrs. Robert Jones, 12038 Excelsior Dr., Norwalk, Calif.

Ponies

17 PONIES, CONSISTING OF 13 MARES and 4 Baby Colts, all for \$1400; others to foal later. This is a close-out deal and a real bargain. Don't wait, you might be too late. Truck available for delivering. No time for letter writing. Phone, day or night, 8317. P. L. Cobb, Amite, La.

Photo Supplies and Developing

EASTMAN DIRECT POSITIVE PAPER. Chemicals supplied to Carnival Photographers at lowest prices. Piedmont Cameras stocked. Catalog mailed. Memphis Photo Supply, P. O. Box 1350, Memphis, Tenn. jel

FOR SALE—P.D.Q. CAMERA, F4.5. AUTO- matic lens, tripod, takes beautiful pictures, bargain, \$75. Rush order to Stylecraft, Cartersville, Ga.

GOING OUT OF BUSINESS—\$200 TAKES all. Portable Photo Booth, Billfold, Postcard, little picture Cameras with automatic shutters, lots of Equipment, Chemicals and Paper. Clair Orr, Route 2, Crivitz, Wis.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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

Miscellaneous

AERIALIST AVAILABLE IMMEDIATELY— Wants to join established act. Young man, experienced. Write Craig Stillwell, 1329 Bellevue Ave., Plainfield, N. J. my25

DON MARLOWE, STAR OF THE WORLD famous "Our Gang Comedies," available. Write Don Marlowe, Box 1021, Hollywood 28, California.

FEMALE STUNT DRIVER, 26 YEARS. Attractive, plenty of guts, would like to join show. Box 123, Van Etten, New York. Phone 54F2. Available now. jel

VERSATILE ACTOR — COMEDIAN, WORK anywhere. L. Kopenhagen, 1027 E. 167th St., Bronx, N. Y.

YOUNG MAN, EXPERIENCED, WITH OWN recording firm, desires position with recording firm in promotion or sales end. Box C-489, e/o Billboard, Cincinnati, Ohio.

Musicians

DRUMMER, VOCALS WANTS LOCATION spots, hotel, clubs, summer resorts. Single, 29, travel anywhere. John Bonino, e/o General Delivery, Dallas, Tex. My26

PHOTO BOOTHS, CAMERAS, D.P. PAPER. Developers, Frames, everything for direct positive photography. Write for our low prices. P.D.Q. Camera Co., 1846 W. Cortes, Chicago 32, Ill. ch-lfs

Printing

A-1 TESTED SHORT-RANGE TARGETS— One-day service; \$6 per 1,000, free samples. Fine Arts Press, 1016 Donald, Peoria, Illinois. np

This is a **DISPLAY CLASSIFIED AD** Your Advertisement Displayed in a space this size will cost only **\$14 per insertion.**

200-8½X11 LETTERHEADS, 200 6¼ EN- velopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B, Clovis Ave., Flushing, Michigan. je8

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSI- ness without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part time or full time. Match Corporation of America, Dept. D-234, Chicago 32. my25

SALESMEN-JOBBERS-AGENTS—SELL AU- tomatic Needle Threaders. Sample, \$1. Profits 200% on 5 gross lots. Prepaid. Vidmar Sales, Freeburg, Ill.

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. ch-my25

\$300 FIRST WEEK OR MONEY BACK—AD Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10. ch-mp

Talent Wanted

TRUMPET PLAYER AND TEACHER wanted; AFM; willing to work; can double income. State details. Box 1527 LWV, South Bend 28, Ind. jel

Tattooing Supplies

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zels, 728-A Leslie, Rockford, Ill. np

Wanted to Book

RIDES WANTED—BEACH FRONT LOCA- tion, power, fence, concrete. Contact: Mr. Van Dyke, Cliffwood Beach, N. J. Phone: LOwell 6-1772. Attractive deal.

WANTED—CARNIVAL TO PLAY DATES at Triennial Homecoming, Greenfield, Ill., August 3-8. Please contact Mayor George Rives, Greenfield, Ill.

WANTED — CARNIVAL FOR MORGAN County Fair, August 20-21-22. Contact: Darrel Goodman, president Morgan County Fair Board, Versailles, Mo.

COIN MACHINES

Used Equipment

ARCADE MACHINES—ALL TYPES, MANY now on floor, also a Mangels Shooting Gallery. Visit, write, Times Amusement, 1663 Broadway, New York City. je8

FOR SALE—9 HOLLY CRANES, MODIFIED new Bodie motors, special gear box, A-1 condition, \$300 each. Local Amusement Co., 602 N. 34th St., Seattle, Wash.

SCALES — WATLING — SCALES, "500" Guessers, \$32.50 ea.; Tom Thumb Fortunes, \$35 ea.; "500" Fortunes, \$37.50 ea.; used inside only, renewed-reconditioned. Send deposit and shipping instructions, balance sight draft. Gaycola Distributors, 4866 Woodward Ave., Detroit 1, Mich.

RELIABLE COMMERCIAL MUSICIAN, doubling Trumpet, Tenor Sax and vocals. Lead or fake anytime. Creighton, Box 5173, Sarasota, Fla. Tel. RI 6-6088. my25

TENOR CLARINET, FLUTE, NAME EX- perimented, all styles; need steady work, all offers considered. Don Stewart, 701 No. Dunn, Bloomington, Ind. jel

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. je8

BALLOON ASCENSION — PARACHUTE for all occasions. Using modern equipment. Phone AT 8-8760, Porter Flyers, 814 Hoyt Ave., Muncie, Ind. je8

HIGH DIVING EXTRAORDINARY, HOLLY- wood style. Doubles the applause and stimulates attendance. Rigging illuminated and visible for miles. Available large illustrated circus-style posters to advertise this Fox Movietone Feature. Mae Productions, 456 Lampher, Warren, Ohio. Phone: EX 9-1478. je29

COMING EVENTS

Alabama

Mobile—Ala. Deep-Sea Fishing Rodeo, July 24-Aug. 2. Jaycees, P. O. Box 172.

Arizona
Flagstaff—All-Indian Powow and Hopi Exhn., July 3-5.

Arkansas
Crawfordville — Crittenden Co. Livestock Show, June 4. Herman C. Phillips.

California
Los Angeles—Los Angeles Home Show (Memorial Sports Arena), July 16-26. Dale J. Missmer.

North Highlands—Sacramento Riding Club Horse Show, June 13. Vivian W. Kimmell.

Salinas—Calif. Rodeo, Horse Fair & Stock Show, July 16-19.

Santa Barbara—Santa Barbara Natl. Horse Show & Flower Show, July 19-18. Edward G. Van Cleave.

Colorado
Pagosa Springs—Celebration July 4.

Connecticut
Bridgeport — Barnum Festival, June 26-July 5.

District of Columbia
Washington—Nat'l Rod & Custom Car Show (Nat'l Guard Armory), June 12-14. Howard Carr.

Idaho
Emmett—Emmett Cherry Festival, June 22-27. Dick Sweetman.

Illinois
Bend—American-Italian Spaghetti Festival, June 1-7.

Chicago—Chicago Intl. Trade Fair (Navy Pier), July 2-19.

Chicago — Celebration (Soldier Field), July 4.

Griggsville—Celebration, July 4.

Highland—Celebration, July 4-5.

Marengo—Celebration (City Park), July 29-Aug. 1.

Rock City—Centennial, June 17-20. Warren D. Lapp.

Rockford—Businessmen's Mid-Summer Festival, June 14-20.

Indiana
Carmel—American Legion Jubilee, June 1-6.

Evansville — Junior League Horse Show, June 17-20. J. T. Denton.

Farmland—Lions' Club Street Fair, June 1-6.

Greensburg—Centennial, June 15-20.

LaPorte—Jaycees' Celebration, July 4. Devere Thompson, R. R. 2.

Marion — S. Marion Businessmen's Fair, July 6-11. Geo. H. Prough, 2227 Homewood, Mishawaka.

North Webster—Mermaid Festival June 22-28. Lions Club.

Veedsburg—Street Fair, June 2-6.

Iowa
Albia—Centennial, June 22-27.

Belle Plaine, Ia.—Celebration, July 3-4.

George Clarke, Jr. Chamber of Commerce.

Creston—Celebration, July 1-4.

Kansas
Anthony—Anthony Race Meet, July 22-25. J. L. Robinson.

Kentucky
Anchorage—St. Luke Horse Show, June 16. Tom Pike.

Fort Knox—Celebration, May 25-30.

Harrodsburg—Kentucky Pony Show, June 19-20. H. K. Ytze.

Irvington—Irvington Saddle & Pony Show, July 11. Nell B. Mitchell.

Lawrenceburg—Lawrenceburg Horse Show, July 14-18. Charles Martin Jr.

Lexington—Junior League Horse Show, July 14-18. J. T. Denton.

Louisville—Rock Creek Horse Show, June 11-13. Fred H. Nobbe, 715 S. 44th St.

Owingsville—Lions Club Horse Show, July 3-4. Joe R. Thompson.

Paris—American Legion Horse Show, July 21. Harley Kiser.

Louisiana
Ruston—Louisiana Peach Festival June 11-12. Mrs. Janet Aycock.

Maryland
Barton—Firemen's Convention, June 1-6.

Massachusetts
Boston—Boston Common Dairy Festival, June 12-20.

Boston—Bunker Hill Celebration (Boston College High School Grounds), June 22-27. Jeff Harris.

Charlestown—Bunker Hill Celebration, June 15-21. Jeff Harris.

Dracut—Greater Lowell Celebration, June 30-July 4.

New Bedford—Eagles Charity Circus, July 6-11.

Michigan
Chelsea—Centennial, July 13-18.

DeTour—DeTour Sportsmen's & Homecoming Show, July 4-5. Kent Hamilton.

Detroit—Boat Carnival, May 23-June 7. J. Levine, 2429 W. Grand Blvd.

Detroit-Windsor—Intl. Freedom Festival, June 28-July 4.

Grand Rapids—South Kent Kiwanis Club Homecoming, June 2-6.

Menominee—Menominee Dairy Show, July 25. Gall E. Bowers.

Port Huron—Port Huron Blue Water Festival, July 20-26. Floyd B. Walters, 1418 Harker St.

Wayne—Celebration, May 27-June 7.

Mississippi
Jackson — Jackson Home Show (Fairgrounds), May 26-31.

Missouri
Bethany—Celebration, July 3-5.

Browning—Browning Homecoming July 23-26. Mrs. Mary Grice.

Payette—Howard Co. Jr. Lamb Show, June 6. W. D. Settle.

Gallatin—Davies Co. Jr. Lamb Show, May 29. George H. Schmitt.

Linn—Lions Club Horse Show, June 6. Alvin F. Linhardt.

Maitland—Blue Grass Festival, June 24-27. Dale A. Marion, American Legion.

PAT HENRY AND HIS GOLDEN HORSE— The greatest Horse Act on earth. Three times on Captain Kangaroo. American-Canadian Sports Show, Cleveland. "A top act on any show," says Smiley Burnette. It would be hard to find a better act for any occasion, inside or outside. Stairways no problem. Mailing address: c/o C. S. Irwin, 2102 N. 19th St., Lawton, Okla. Remember, this horse works as cutting horse without a rider. Phone Pat Henry person to person. I might be in your town now. Elgin 5-3732. je22

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. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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

Parcel Post

Roxby, Wm. A. catalog, 30¢ due

Allen, Gene
Ammon, Samuel D.
Anderson, Buddy
Anderson, Clois (Sonny)
Applegate, J. R.
Ascue, Ray
Austin, Thomas
Baggett, Mrs. Betty
Baggett, Mrs. J. W.
Bailey, Mrs. E. M.
Barry, Dan
Barry, Martin E.
Bauer, George
Bays, Eddie
Beck, Donald
Beck, Robert
Bejarano, William
Bell, Mrs. Fred H.
Bentley, Claude
Biddle, Melville L.
Billiet, Raymond
Bluestein, Sam
Broeffle, H. J.
Brady, J. J. (Mike) (Hardtack)
Breneman, E.
Broeffle, Sonny
Broome, Yvonne
Brooks, Mrs. Eleanor
Bullock, Kenneth (Painter Chubby)
Burns, Marian
Butts, Erin T.
Calston, Esq., Hallan
Camp, Bob & Mrs.
Campbell, Frank A.
Candrea, Joseph R.
Carlisle, Mrs. I. E.
Carter, Waynell or Terry O'Hara
Case, Dave
Cash, James
Casson, Tommie
Caudill, Otha Lee
Cavalero, Patricia
Charbonneau, Adrian Jay
Christian, Franklin
Clark, H. C.
Clarke, Mr. N. Maxine
Cody, H. L. (Jimmy)
Coleman, Jack & Les
Collins, Jimmy
Connors, E. L.
Conrad, Martin L.
Conli, Louie
Cortes, Rita
Coutts, Robert (Curley)
Couvas, George L.
Cox, Cliff
Cox, L. E. (Doc Boy)
Cramblit, C. H.
Crownell, Mr. & Mrs. Culpepper, Gene (Hickey)
Curl, Hubert
Daniels, Sonnio
Dare, Donald
Davis, Koke
Day, And. Red
DeFonce, Jo Diana
Deltrich, Francis T.
Del Rio, Carmen
Demagleo, Mario
De Marsh, Jack
Demetro, Archie
Demetro, John
Denton, W. L.
Donaldson, Slim
Dowell, Earl T.
Duggan, William
Edwards, Eddie
Elliott, B.
Escue, Howard
Evan, Mrs. Raymond
Everhart, Beulah L.
Evers, Robert N.
Everschore, Edward
Fairbanks, William (Bill)
Fassen or Fossen, Pete
Ferguson, Danny
Flake, James & Mildred
Fowler, Floyd
Fuller, Robert
Furlow, John H.
Fustanio, Anthony
Gallupo, Jack O.
George, John
Gilchrist, A.
Glosser, Ben
Graham, John L. (Bud) & Mrs. Peterson, Hazel

Pelley, Whitey & Mrs.
Phillips, Phil
Pickard, Francis
Pollitz, John G.
Poole, Dick
Poole, Kenneth
Poplin, Chas. M. & Jewell
Porter, Florence
Puckett, George
Pugh, Gettus or Garnet
Rae, Joseph H.
Raley, Ethel
Reichardt, Doc
Reichert, Frank
Revell, Mrs. Joyce
Riley, Louis T.
Rix, Albert
Roberts, Telford
Rogers, Bernie
Rose, Cecil
Royal, Jack
Rucker, Johnny
Rucker, E. H.
Rudolf, R. C.
Rudolf, Robert
Ruffin, Frank P.
Sadler, John
Salem, Kathy
Sandlin, Robert
Schafer, Jr., Alfred
Heaton, Arthur P. (Herbert?)
Henderson, Mike
Hines, Charles & Mrs.
Hinton, Charles
Hinton, Clarence & Mrs.
Holliday, Jack W.
Horowitz, H. George
Howard, Sonny Boy
Ivey, James W.
Johnson, Lorraine
Johnson, W. R. & Mrs.
Johnson, William J.
Kaplan, Sam
Keaton, Chick
Kellow Jack
Kelly, Jack Morrison
King, J. B.
Kirkwood, Billie
Kling, Jimmy
LaBrake, Kenneth
LaBrecche, Charles A.
Lankford, Lester W.
Lane, John (Shorty)
Lane, Veronica
Lantz Jr., Harry
Lasby, William
Lightie, Delores
Little Wolf, Chief
Livingston, Richard
Lovejoy, French & Mrs.
Lovett, Larry
Lowery, Grace
McAlister, Tate
McCaskill, Bob & Babe
McGill, John Walker
McGinley, Barbara
McSpadden, John R.
McLain, I. M.
McSpadden, S. J.
Machain, James
Majors, Harold T.
Malanga, Dixie & Mrs.
Manley, Harold
Manning, Joe Frank
Marshall, Jessica
Martin, Edward
Martin, Jean
Mason, Tony
Mathis Jr., Edward
Miller, Charles (King D. Bros Rodeo)
Miller, Robert E.
Miller, John
Mitchell, Ray
Mizel, William B.
Moody, Mrs. Hattie
Moran, Chet
Moran, Ed (Wolcott's Minstrel)
Morgan, F. A.
Mott, Charles W.
Mullings, Buster
Murrillo, Louis
Murphy, E. J.
Myers, Minnie
Nelson, L. M.
Nicholas, Ephrem
Nippo, William M.
Novarro, Monte
O'Brien, Mickey
Oliver, Swede
O'Matta, Mike
Odom, Agatha
Oklahoma Bob
Osborne, Bill
Osborne, C. J.
Otto, Harry
Palmer, Dick
Palmer, Harold F.
Pannebaker, Mrs. G. D.
Paregorey, Earl
Parks, Ora O.
Pauli, F. W. & Mrs. Pearlman, Mrs. Mike (Ginny)
Peterson, Hazel

MAIL ON HAND AT NEW YORK OFFICE
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New York 36, N. Y.

Carroll, Jean
Charbonneau, A. J.
Clark, Eugene
Dante, Delilah
Davenport, Henry
Dixon, Donald
Dunning, Arhmed
Edwards, Tom
Famighetti, Rocco
Haley, Peggy
Haley, John J.
Hanson, Phillip
Miller, Buzz
Miller, Larry
Miller, R. R.
Neil, David
O'Connell, Isabelle
Robert, Bobby
Russell, Harry
Ruffin, Frank P.
Ryan, F.
Smith, Melbourne
Sterling, Jan
Vincent, Donna
Christie

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Bogart, Jack
Denise, William A.
Everidge, Wvly
Five Fredonas, The
Fuller, William
Buddy Gates Enter-
prises, Inc.
Gordon, Jackie
Haley, Peggy
Jaxon, Jay
Lancaster, Katherine
Lancaster, L.
MacDonald, George
Mae
Meyer, Mrs. Helen
Northdort, Mr. and
Mrs. Donald
Simmons, Warren F.
Towne, A. C.
Whealright, Tom
Wilson, Robert

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Ackley, James W.
Barker, Floyd
Beard, E. L.
Bennick, Chuck & Deslie
Blockman, Mr. Tom
Boone, Virgal W.
Boudreau, A. A.
Boureaux, Pat
Bowen, Lefty
Brown, V. E.
Burgess, Roy
Cassidy, Mrs. James
Cassidy, Mrs. Kay
Cherry, John M.
Christian, Patty
Christo, Leo
Church, Curtis
Cuffman, Clifford
Collins, Pat
Conlin, Pat
Craig, Buddy
Creighton, Mrs. Mamie
Cromly, R. M.
Crumley, R. M.
Culpepper, Milton
Dale, Bob
Davis, Noah Eugene
Demind, L. & P.
Diaz, Isabelle
Diaz, Ted
Dobson, Leon
Dornack, Mrs. Richard
Dunn, Danny
Durbun, H. E.
Easter, Henry Hank
Eldot, Si
Fought, Thomas J.
Gardner, Sammie
Garlich, John
Gloyd, George W.
Gomeson, Larry
Haley, Peggy
Hally, Mrs. Ed
Harmon, Lenora
Harris, Buddy
Harry, Geneva May
Haywood, Jimmy Clayton
Hoot, Scott
Hightower, Don
Horowitz, Harold G.
Hyland, Richard C.
Johnston, George
Joseph, Peter
Kelsey, Albert M.
Kelly, Mrs. E. C. Sr.
Kerney, James A.
Kinder, Bill
Levetan, Maurice
Levine, Joseph B.
Levey, Thomas
Louden, Mr. & Mrs. Cecil
Marsh, Jesse B.
Martin, Harry
Mathews, Harry D.
Matura, Lawrence
Mayberry, Wayne
Minatra, Jim
Morgan, Donald
Morgan, Katherine
Morris, Leona
Neil, Mrs. James
Noakes, H. C.
Oliver, Swede
O'Neill, P. J. & Mrs. O'Neill, Phil
Payton, W.
Quintero, George
Rice, G. L.
Riley, H. L. (Jack)
Romero, Rickey J.
Rowe, Jack
Saddlemier, Jerry
Shelford, William
G. & O.
Sherfery, Crystal
Shmms, Hermon
Sitki, Wm.
Smart

EDITORIAL

Fight Back With Facts

An industry-wide survey to gather accurate cost and income statistics about the juke box operating industry is currently under way. Results will be used to represent the juke box operators' side of the story at future Washington hearings on copyright legislation.

The important point to remember is that this is the juke box operators' chance to get accurate facts about our industry before the representatives and senators who make our laws as well as the general public. It's a chance that should be eagerly grasped.

The questionnaire is short—five simple questions. All tabulation is being done by Price Waterhouse, Washington certified public accountants, assuring complete privacy of individual returns. Only final results will be announced, and then only at the time of the public hearings.

All five juke box manufacturers and Music Operators of America are sending out questionnaires to their mailing lists to assure complete industry coverage. Many operators will receive duplicate questionnaires. They should make every effort to return one. It's the industry's chance to present the truth about the juke box operator, but it needs the operators' help.

INDUSTRY PROJECT

AMI's Ratajack Asks Ops Answer Survey

CHICAGO—A special letter to operators, signed by AMI Vice-President E. R. Ratajack, was included in the firm's mailing of questionnaires on juke box income and cost data made last week. The survey is part of an industry-wide effort to gather statistical information on the coin-operated phonograph industry (see editorial).

The AMI mailing comprised a special co-operative effort between the juke box manufacturer and The Billboard. The questionnaires were prepared by AMI, with The Billboard conducting the mailing portion of the operation to a select list of juke box operators throughout the country.

Letter

The AMI veep's letter to operators, urging their participation in the survey, follows.

"Dear Mr. Operator:

"Altho time and circumstances do not permit me to address this letter to you personally as I would like, it goes, nevertheless, to one whom I regard as a friend.

"That's why I am asking you to pause for a few moments in your busy day and fill in the information requested on the enclosed questionnaire.

Copyright

"By doing so at once you can help the industry, of which you are an important part, to win the copyright legislation battle now shaping

up before the Congress of the United States.

"It is imperative that you get the data requested into the mails without delay. Be sure to write down everything called for. The special combination envelope - information form is all you need, and it requires no stamp.

Confidential

"Note that the enclosure is addressed to Price Waterhouse & Company, Washington, D. C. This internationally respected accounting firm, one of the largest, will treat your answers with complete confidence.

"You may be sure that no one else will read what you've written. No one will identify you with the answers.

"If you've already received a questionnaire and have made your reply, disregard this duplicate. However, if you've not sent in your answers as yet, do so today. There is still time for you to help. Remember, the ammunition you supply by your answers can be exactly what's needed to carry the fight forward to victory.

"Let's make the most of the business upturn by protecting our opportunities from the outsiders who want a share of our earnings.

"Sincerely yours,

"E. R. Ratajack (signed)

"Vice-President

"Automatic Music, Inc."

Nassau Grand Jury Hears Evidence on L. I. Juke Boxes

MINEOLA, N. Y.—A Nassau County grand jury is sifting evidence in connection with alleged juke box racketeering on Long Island. Presenting the evidence is Nassau District Attorney Manuel J. Levine, who has been investigating the industry for three months, and Assistant District Attorney William Cahn, rackets bureau chief.

The move to seek criminal indictments came on the heels of the seizure of the records of Local 266, International Brotherhood of Teamsters, identified in the McClellan Committee hearings as a racketeer-controlled local which is attempting to organize the juke box industry (The Billboard, May 18).

To date, more than 100 operators, location owners and union

officials have been questioned by the district attorney's office. How many of these will appear before the grand jury is not known.

Queens County

In neighboring Queens County, District Attorney Frank O'Connor questioned Eugene Jacob and Herbert Jacob, partners in Nu-Way Vending, Brooklyn. The Jacob brothers are also scheduled for questioning this week by the Nassau County district attorney's office.

Others recently questioned by the Nassau County office were Vincent Losquandro, Morris Wurtzel and Max Gulden, operators; Frank DeForte and Ernest Zundel, officers of Local 266, and John Amalfitano, a former official of a "paper" juke box union.

Wurlitzer New Africa Rep: R. Wilbourn

NORTH TONAWANDA, N. Y.—The export department of the Wurlitzer Company, here, has selected Robert Wilbourn as sales and service representative for the continent of Africa. According to Arthur C. Rutzen, export sales manager, Wilbourn will take up his duties in Africa following an accelerated training program in various Wurlitzer plants to acquaint him with the musical prod-



ROBERT WILBOURN

ucts which comprise the company's export line.

Wilbourn is presently receiving instruction on electronic organs and coin-operated phonographs at the company's North Tonawanda facility. Next week he will proceed to DeKalb, Ill., to undergo training on conventional pianos. The final phase of his tutelage will take place at the Wurlitzer plant in Corinth, Miss., where electronic pianos and spinet organs are produced.

Africa

Wilbourn comes to Wurlitzer with an extensive knowledge of Africa and the Middle East. Following his discharge from war service as a major, he traveled extensively in Greece and adjacent Middle Eastern countries. Wilbourn resided in Africa where he was based in Ethiopia with the foreign service of the United States government. He has a good knowledge of the area and of the manner in which business is conducted.

Born in Kansas, he attended the University of Virginia and graduated from George Washington Uni-

(Continued on page 91)

SKIPJACK WELCOMES JUKE BOX

NEW LONDON, Conn.—The atomic age hasn't overlooked the coin machine industry.

The Navy's newest under-sea atomic submarine, the 252-foot-long USS Skipjack, proudly carries a Seeburg juke box among recreation facilities. Moreover, there is a 17-inch television set built into the recreation room wall. Next to TV set is a tape recorder.

The Skipjack's sister atomic submarine, the Nautilus, has come up with a novel handling method for its juke box. A 5-cent piece plays five records. The accumulated money is used to purchase new records, according to public relations source at Electric Boat Company.

Canteen Sales, Net Hikes for 2d Qtr.

Sales Rise 8.2% Over 1958 Period; Leverone Predicts Continued Rise

CHICAGO — Automatic Canteen Company, parent firm of AMI, reported a rise of 8.2 per cent in Canteen's second quarter sales over a like period in 1958. Nathaniel Leverone also noted that earnings were up for the period and predicted the trend would continue for the coming quarter.

Canteen posted net income figures of \$814,083 for the 12-week period ending March 14, compared to \$635,225 for the same period last year. On a per common share basis this comes to 37 cents

per share in 1959 compared to 30 cents in 1958.

Sales totaled \$28,527,939 for the quarter compared to \$26,376,795 in the 1958 period.

Commenting on the figures, Chairman Leverone said, "indications are that this trend will continue in the third quarter. In the first four-week accounting period of the third quarter sales and other operating revenues showed an increase of 13 per cent over a year ago and earnings were 14 cents per share compared with 10 cents last year.

300 Attend Westchester Operator Guild Fete

SCARSDALE, N. Y. — Some 300 coin machine operators, distributors, manufacturers representatives, record people and their guests gathered at the Holiday Inn here for the eighth annual dinner of the Westchester Operators' Guild.

As in the past, speechmaking was held to a minimum, with the evening devoted largely to dining, dancing and watching the floor-show. Carl Pavesi, the organization's popular president, told the gathering that "despite all the recent bad publicity, the average operator is a hard-working, decent and law-abiding citizen, and we here in Westchester County stand ready to prove these statements."

The Guild presented Pavesi with a \$200 Defense Bond in recognition of his efforts on behalf of the industry, and Mrs. Pavesi was given a bouquet of roses for allowing her husband to devote so much time to the organization. Malcolm Wein, WOG attorney, did the honors.

In another presentation, Pavesi, on behalf of the association, gave a set of matched luggage to Aaron Sternfield, of The Billboard, and to Mrs. Sternfield on the occasion of Sternfield's transfer to the Chicago office.

Recording Talent

Mistress of ceremonies for the evening was Jeannie Reynolds, night club comic. Recording talent at the show included Billy Storm, Columbia; Danny Winchell; Jamie and Jane, Decca; Jack Casden, Mercury; Jeannie Thomas, Seeco, and Tommy Mara, Felsted.

Also providing entertainment were Irv Kempner, Runyon Sales, and Murray Kaye, Atlantic-New York, who teamed with Miss Reynolds in various vocal and terpsichorean endeavors.

Guests included Meyer Parkoff, Murray Kaye and Gordon Howard, all of Atlantic-New York; Barney Sugerman, Morris Rood and Irv Kempner, Runyon Sales; Art Daddis, AMI; Art Garvey, Bally; Harry Koepfel, Rock-Ola; Sandy Moore and Gabe Forman, Wurlitzer; Irv Holzman, United Manufacturing; Phil Silverman and Jack Silverman, Bruno-New York; Al Bodkin and Ben Chicofsky, Music Operators of New York; Al Simpson, Decca, and Lou Boorstein and Phil Steckel, Leslie Distributors.

Also Jerry and Elliot Blaine, Cosnat Distributors; Frank Forman, London; Paul Southern and Terry Southern, Columbia; Jack Wilson, New York State Operators' Guild; Tom Greco, Lou Werner, Mr. and Mrs. Bill McCarthy and Gertrude

Browne, all of the New York State Coin Machine Association.

Also Harry Aposteleris and John Holunka, Alpha Distributors; Drew Calland and Barney Schlang, Local 1690; Perry Wachtel and Pete Commanday, de Perri Advertising; Al Levine and Sam Levy, Ideal Records; Leonard Book, Steadman Music; Sam Keenholz, one-stop operator; Earl Linsky, Coral; Archie Blyer, Cadence; Sam Clark, ABC - Paramount; Lou Klayman, Active Records, and Abe Lipsky, of Sandy Moore's Philadelphia

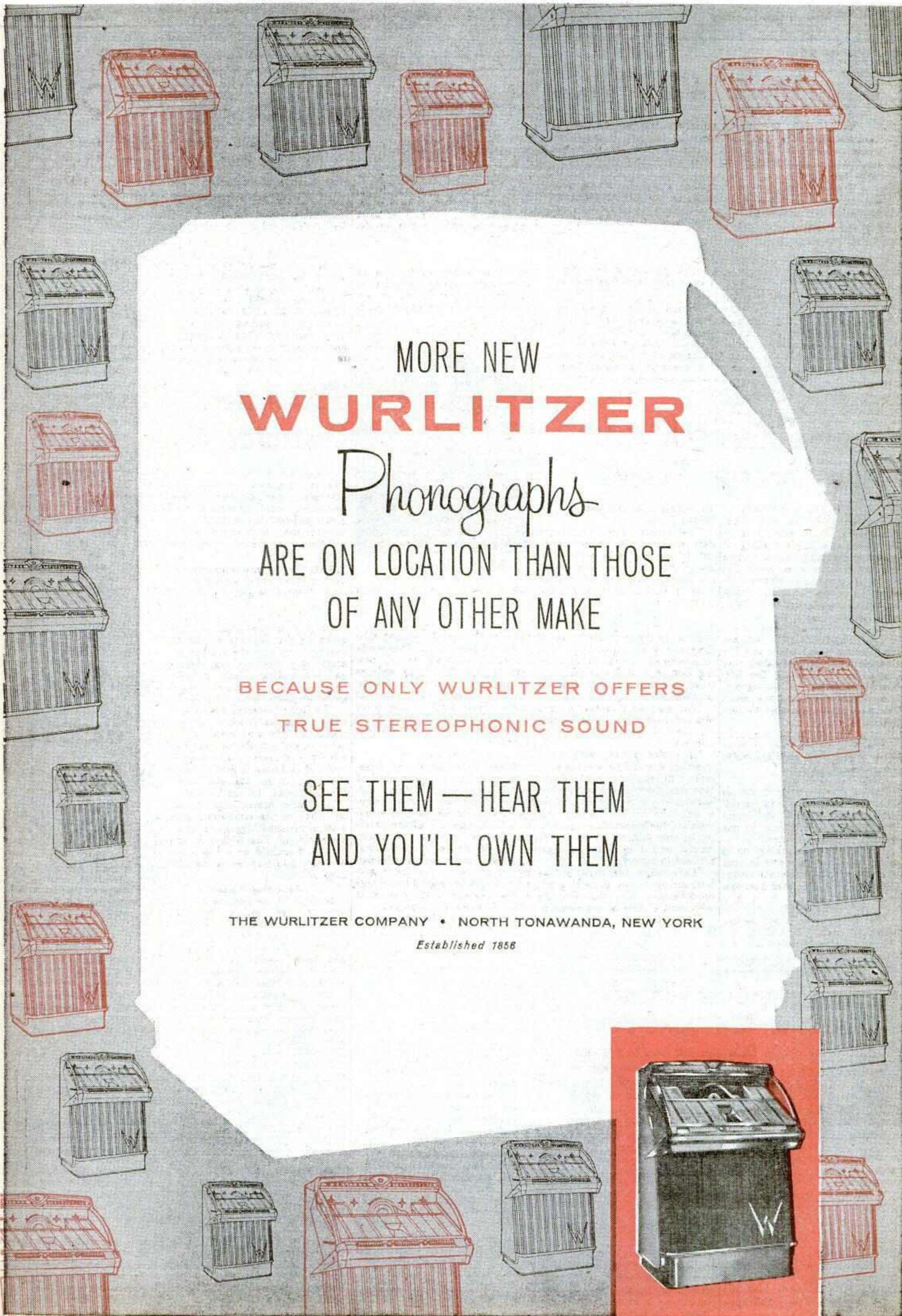
(Continued on page 91)

Fete Sternfield At Westchester Op Banquet

SCARSDALE, N. Y. — At the 8th annual Westchester Music Operators banquet (see separate story this issue) held at the Holiday Inn, Tuesday (20), President Carl Pavesi paid special tribute to Aaron Sternfield, who was leaving for Chicago to assume the post of Coin Machine Editor of The Billboard. Sternfield has represented the Coin Machine division of The Billboard, and Vend, its sister publication, in the East since March, 1952, and was recently promoted to the editorship of the over-all Coin Machine department.

Aaron and his wife, Muriel, were called to the stage and presented a "his and hers" set of luggage as a token of the best wishes of the Westchester organization. President Pavesi said, "Aaron has done a wonderful job covering our activities. In addition to being a good reporter, he has gained the personal respect and friendship of all our members. He has never hesitated to give us counsel and advice when we asked for it. We wish him the best of luck in his new position."

Earlier the same day, Aaron was a guest of honor at a surprise luncheon by his fellow employees of The Billboard's New York office and was presented with a wrist watch as a reminder of his association with them the past seven years. Saul Feit, owner of Steuben's Restaurant, topped off the luncheon with a gigantic cake, and, in presenting it to the assembled group, paid tribute to Aaron's reputation as a gourmet.



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Detroit

By HAL REVES

Irving Ackerman, former head of Detroit Tradio Company, and his legal counsel, Frederick Jasmer, have been working on a new location contract providing essential location security for the operator of juke boxes, games and other machines. . . . Art Gilboe, leading coin machine operator of neighboring Windsor, Ont., who has just disposed of his interest in rides at Bob Lo Amusement Park, was a visitor on the midway of Jimmy Sullivan's World's Finest Shows, largest railroad show in Canada, during its local engagement.

B. F. (Bernie) Farnell, B. F. Farnell Company, distributor of school and library supplies, has branched out into the vending business, installing the machines made by Matt Skorey of Denver to vend pens, pencils and paper. He has had a number of installations in schools in the area, and has now added a couple of locations in the Detroit Public Library, opening a new field for vending operations.

Joseph Auton, operator of Michigan Midget Movies, has taken over the long-established Arcade at Walled Lake Amusement Park, and is revamping it to make it one of the outstanding summer locations of the area. Auton says: "All we need now is good weather." His firm specializes in park, kiddieland and shopping center locations, in addition to a wide diversity of operations.

Kenneth Styles has formed the Styles Music Service and moved to a new location on Helen Avenue on the East Side. He has been operating here for a number of years, formerly as the Jet Music Service Company and the Amusu Novelty Service, but has discontinued operation of these two companies and dropped his games route, as well as nut and candy vending, in order to concentrate exclusively on juke box operation.

Coinmen You Know

Mrs. Grace A. Hooper is joining the ranks of Detroit's few active feminine operators with the formation of the H & H Music Company, operating a route of juke boxes. She is returning to a field with which she was formerly associated, as her husband, Bill Hooper, formerly had Bill's Music, but discontinued the business some eight months ago. He is now in poor health, and Mrs. Hooper is returning to familiar pastures in establishing her new business.

The White Music Company, operated by James D. Robson and Vincent A. Meli, has moved to a near-downtown location at 2600 Grand River Avenue. This is one of the pioneer prewar juke box operating firms, founded by Harry J. White. . . . Leo Piazza, conciliator of the Music Operators, Inc., reports this trade association, organized last fall, is active on several industry problems and currently is strongly opposing the projected \$200 annual license fee in the suburb of River Rouge.

Memphis

By ELTON WISENHUNT

Drew Canale, owner of Canale Amusement Company, and his pretty wife, Helen, are expecting any time now. They have a son, almost two years old, Drew J. Canale Jr. . . . Drew, incidentally, has leased a new, larger, more modern building and is in process of moving. . . . Mrs. Douglas Highfill will operate her late husband's route, Rainbow Amusement Company. Highfill died early this month of a heart attack. He was 44.

Parker Henderson, general manager of Southern Amusement Company, reports his entry into automatic laundrettes has been a successful diversification. He and his part-

ner, Mrs. Clarence A. Camp, have 15 in Memphis and opened one recently in Louisville. Parker reports the laundrettes, with washers and dryers are doing excellently.

Joe Cuoghi, partner in the operators' most popular one-stop, Poplar Tunes Record Shop, says the hottest thing he's seen in a while is "Battle of New Orleans." It's by Johnny Horton on Columbia and all the ops are grabbing it up. . . . Johnny Novarese, Cuoghi's partner, reports more and more ops are getting stereophonic juke boxes and are buying more and more stereo records. Johnny, who operates their route, says collections are holding up well.

Memphis Music Association met last week (19). Main topic of discussion was a charity project with which it can become identified as a sponsor. Under consideration is "Happy Acres," home for crippled children.

Parker Henderson, Southern Amusement Company general manager, made several flying business trips recently in his private plane. One to Louisville was for the opening of a laundrette; to Monroe, La., and Bowling Green, Ky., about oil deals, and Yellville, Ark., on business relating to mining interests he has there. . . . Mary Anne LaQuardo, secretary-clerk of Poplar Tunes Music Service, returned recently from a New York vacation.

George Sammons, president of Sammons-Pennington Company and super salesman deluxe, returned recently from a swing thru Arkansas calling on music operators. He reports the vacation business is picking up fast at Little Rock and Hot Springs and consequently the operators are doing big business.

Edward H. Newell, owner of Ormatt Amusement Company, enjoying his weekends these fine summery days on outings with his Scout troop. . . . Alan Dixon, general manager of S & M Sales Company, reports a big catch of crappie on a recent weekend fishing trip. . . . Ditto Clarence A. Camp, who pulled them in at Horse Shoe Lake, Ark., where he has a cabin and often weekends summer and winter.

Twin Cities

By DONALD M. LYONS

There has been considerable activity among operators moving equipment into the resort areas of Northern Minnesota and Northwestern Wisconsin and refurbishing equipment that's already there in anticipation of the opening of the tourist season next month. Operators are looking forward to a big tourist business this summer since resort owners say they already have many advance reservations for accommodations.

Tony Bartus is a new serviceman for Sandler Distributing Company, Minneapolis. . . . Tom Crosby, of Automatic Games Supply Company, St. Paul, was at the Mayo Clinic, Rochester, Minn., for a general checkup. . . . Also in Rochester was John Buterac, of Arrowhead Amusement Company, Hibbling, Minn., who was recovering from a slipped disk.

The following operators were seen at Hunter Distributing Company, St. Paul: John Ojurovich, Virginia, Minn.; Nibs Peterson, P. Y. Young Company, Osceola, Wis.; Harry Anderson, Frederick Novelty Company, Frederick, Wis.; Larry

Dwyer, Tri-State Novelty Company, Rochester, Minn.; John McMahon, Eau Claire Novelty Company, Eau Claire, Wis., and Frank Davidson, Peerless Novelty Company, Spooner, Wis., who had just returned from Florida where he was vacationing.

Most distributors report that recent business activity has been very good and that operators are optimistic generally about upcoming business. Now that the entire region has had heavy rains and the fear of drought is past, the operators expect that with good crops farmers will have more money to spend. . . . In at Jim's Music Shop, St. Paul, were Tommy Matthews, Osakis, Minn.; Cab Anderson, Hudson, Wis.; Bob Souter, Hudson, Wis., and Ben Kragtort, Tracy, Minn. . . . Also seen around the Twin Cities were Mr. and Mrs. Ralph Harvey, Mitchell, S. D., and Bob Bregel, Glenwood, Minn.

Hartford, Conn.

By ALLEN M. WIDEM

Ralph Colucci, Seaboard Distributing Corporation, and family were in Waterbury, Conn., for a family reunion. . . . Jack Gordon, of Seeburg, came thru the city on business. . . . Mrs. Gene Gotthelf, wife of the Trinity Records Distributing exec, modeled hats at a recent gathering of the suburban Windsor, Conn. Jewish Center's Auxiliary. Funds will be used for new synagogue construction.

This writer is now appearing on Monday mornings (9-9:30 a.m.) via WNBC, the NBC-TV owned-and-operated outlet, and plans to invite coin machine industry spokesmen for an early discussion. Weekly guests represent various elements of the show world.

Milwaukee

By BENN OLLMAN

Stu Glassman, Radio Doctors one-stopper, is readying for a pleasure trip in May. He and his wife will spend about 10 days in New York. Juke box operators stopping at Radio Doctors for new wax last week included Niles Gluth, Janesville; Ray Becker, Rib Lake; Ollie Leick, Stratford; Bert Leisch, Milwaukee, and Bibs De Rusha, Fond du lac.

Red Jacomet, Red's Novelty, West Allis, informs that the volume drop caused by the Allis-Chalmers strike has not yet being recouped. "Location traffic is still down. The strikers have a lot of old bills to pay and are cutting down on recreation," he says. Jacomet and his crew are keeping busy overhauling and remodeling their Auto-Photo equipment in preparation for the expected summer rush.

Harry Jacobs Sr. has stepped out of the front office post he held for a number of years at United, Inc. He will devote his time to other business interests, according to reports. According to Woody Johnson, a heavy demand exists for Wurlitzer stereo equipment. "Locations are asking for stereo and are willing to give our operators guarantees," he says.

Johnny Barros, Rhinelander, down to shop for new music and games equipment, made the rounds of distributors. Bearing gifts, he gave out tins of pure maple sirup to some business friends and associates. Another visitor, Chuck

Miller, A. & M. Distributing Company, Racine, reports coin business good. Miller is plugging his Badger Records label's latest release to fair results, he says.

Despite the recent unfavorable vote on the free play bill in the Legislature, coinmen feel that there is still a possibility it may gain passage. Wally Brown, Kendou, Inc., routeman, is visiting relatives in Louisiana. Avenue Arcade takes are down slightly, according to Glen Grubb.

Demand for used music equipment is strong, notes Sam Hastings, Hastings Distributing Company. Most operators hunting for used pieces prefer 100 and 120-record units ranging from \$400 to \$600, he says. Stopping at Hastings last week were John Jesinski, Sheboygan; W. H. Blizel, Sturgeon Bay; Chet Manhardt, Hazelhurst, and Joe Halladay, Coin Machine Service, Green Bay.

"April was the biggest month in the history of our company," reports Nate Victor, S. L. London Music Company sales boss. He attributes much of the climb to the way the Seeburg stereo equipment has fired the interest of locations and operators.

Denver

By BOB LATIMER

Frank Huber, partner with Glenn Pierce in Century-Supreme Music Company, has sold his cocktail-lounge restaurant in suburban Westminster. . . . Milton Bixler, Denver bulk operator, is planning an extended vacation during May in Mazatalan, Mex. Bixler, who was a dance band musician before entering the vending business, is an ardent deep sea fisherman, and has decked several record tarpon, sail fish, tuna and marlin in Mexico over the past 10 years. One of his records still stands high on the waltz-favorite list.

Doyle Wyscaver, of Midwest Distributors Company, reports excellent early sales on the United phonograph and game line, which he took over a few weeks ago. This is Midwest Music Company's first entry into phonograph distributing in many years, since the firm operated under the ownership of Jim Blackwell, who was a phenomenal figure in the early days of the phonograph industry, operating over a territory which extended north to Seattle, east to St. Louis, south to El Paso and west to Los Angeles.

Denver distributors Lou Shulman, of Modern Music Company; Pete Geritz, Mountain Distributors, and Mike Savio, Draco Sales Company, report that new machine orders are hitting an all-time high as the result of two unusual circumstances. The miserable winter complicated any type of delivery activities thru most of the year, plus the fact that the Colorado Legislature had considered imposing a \$10 across the board tax on all coin machines, thus just about eliminating buying during early 1959. Now that the miserable winter is over, the tax is done away with for this session at least, and operators are opening their purse strings.

Ray Samuels, of Samuels Music Company, Cranby, reports a clean sweep so far as co-operation with the Colorado "Rush to the Rockies" Centennial is concerned. Every employee of Samuels Music Company is sporting a luxuriant beard and going about route chores with the foliage and pioneer costumes. Samuels is one operator who expects immediate and impressive returns from the centennial and the eight million visitors it is expected to bring into Colorado. He has many locations in such famed mountain resorts as the Pine Cone (Continued on page 91)

NOW - CONVERT LOCATIONS TO

STEREO in 1 Hour

with WICO CONVERSION KITS

NOW AVAILABLE FOR THESE PHONOGRAPHS..

SEEBURG—Models M100A thru "201." Note: Kits for Models K-200, L-100, "101," "161" and "201" are \$109.50 ea. (Includes Pre-Amplifier)

AMI—Models D thru I
WURLITZER—Models 1600 thru 2250
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- Can be installed on location in one hour.
- Utilizes present auxiliary speakers.
- Automatic Volume Compensator included as part of kit.
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- Remote Volume Control, optional—\$16.95.
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MODERNIZE . . . KEEP IN STEP . . . convert to STEREO!

Only \$99.50 Complete



Kit is complete and includes simple instructions and diagrams for easy installation.

WHEN ORDERING, PLEASE SPECIFY NAME AND COMPLETE MODEL NUMBER OF PHONOGRAPH . . .



Write . . . Wte. . . or Phone
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Tune Talk . . .

Ray T. (Ted) Samuelson Jr. does most of the record buying for his dad's route, Ray's Music Company in Salt Lake City, together with advice from Boyd Nielsen, principal routeman in the firm. Here are the records Ray is putting out on the route this week.



SALT LAKE CITY—"I'm buying a bunch more of those 'Mau Mau' records. We have to have them for the spots where teen-agers gather," said Ray T. (Ted) Samuelson Jr.

Ted buys all the records for his father's business, Ray's Music Company, here.

What are "Mau Mau" records?

"That's what I call rock 'n' roll. The teen-agers are still demanding them, but in some of the better restaurants I have just the opposite, a steady demand for quiet jazz and the standards. Frank Sinatra, some of the extended play George Shearing records and 'Poinciana' by Keely Smith are going good right now.

"Each spot is different. In a tavern where a lot of older folks hang out, they go for honky-tonk piano like Crazy Otto or some guitar music. Among the westerns going now are 'Sitting Alone,' by Webb Pierce, or Johnny Cash's 'I Still Miss Someone.' I think he'll go pretty good. Ray Coniff has some nice stuff out, and 'Gotta Travel On,' by Grammer, is going okay."

On the more popular side, Ted said, "A number of people have asked for Reg Owen's 'Manhattan Spiritual,' and it has been getting good radio play around here. Then there's one I've bought that seems different enough to go. It's 'Little Drummer Boy,' by Harry Simeone Choral.

"As for 'Red River Rose,' by the Ames Brothers, there hasn't been a good march since the 'River Kwai' thing, so it could be good. I'm trying it anyway.

"Some of the old songs that have been rerecorded have been getting good play, so I'm trying 'Blue Hawaii,' by Billy Vaughn. That's been the trend lately, so we'll go for 'The One Rose,' by Teresa Brewer. She's good. Tho it's been a while since she had a good one, she might be ready."

Ted commented on the difficulty of picking records now. "We used to go to four or five distributors and get all we could use. Now it seems there are a thousand labels and each spot requires different records, except maybe certain standards and hits.

"But Boyd Nielsen, our chief route man, tips me to what records are going hot; then I buy enough to stock all the spots in the same classification."

He noted that some of the old standards—on new recordings—have been "Smoke Gets in Your Eyes," by the Platters, and "That Old Black Magic," by Prima-Smith.

"We don't use too much of the rhythm and blues unless it leans toward the popular. Sometimes they even lean western. There used to be a more definite line between pops, rhythm and blues and western, but now they all slip across the line into the others' territories sometimes."

Ted has been a resident of Salt Lake City most of his life, altho he lived in San Francisco for some time. His father has been in the music, games and vending business more than 30 years. Ted at 34 is married and has a 14-year-old daughter. He is an ardent ski enthusiast.

As a final comment, he said, "Sometimes I can't understand why a song is popular. But I think I've got that 'Chipmunk Song' figured out: Nobody can understand it so they keep playing it to see if they can figure it out."

ADVICE

J. Tolisano Details MOA Advantages

By ALLEN M. WIDEM

HARTFORD, Conn.—Veteran coin machine operator James F. Tolisano, a national director of Music Operators of America, and past president of Music Operators of Connecticut, is urging greater industry interest in MOA.

"I cannot stress too strongly," he told The Billboard, "what membership in the MOA can mean to the



JAMES F. TOLISANO

individual coin machine operator. Every operator, regardless of size or situation, should belong to MOA. By doing so, he is helping MOA to help him in an amazingly diversified roster of activity.

Life Insurance

"The MOA makes life insurance available to you and your employees at such a low rate that you can pay your national and State dues on the savings alone. At the same time, the organization has tax experts at hand who have the specific answers to such vital matters as depreciation, MOA continually furthers a public relations program to give our industry the proper respectability.

"MOA has a national tax council to supply the know-how of competing against discriminatory licenses and taxes throught the United States. It is continually our champion in the numerous attempts to get licensing legislation.

"And let us not forget that MOA, organized and recognized as our national leader, furthers our just cause in whatever may be adverse to us.

"These are just a few of the many things MOA does for us. However, I honestly feel that we shouldn't need inducements to further the accomplishments of the industry that gives us a living. I'm asking every coinman in Connecticut who is not already a member, to join, and soon!"

Robert Wilbourn

Continued from page 88

versity with a B.S. degree in business administration. While serving with the foreign service in Ethiopia, he met and married his wife, who is now a United States citizen.

Mrs. Wilbourn is a fluent linguist, speaking five languages. She will accompany her husband on an early trip to Africa where they will select a home in a central area.

Wilbourn will represent the Wurlitzer Company in the sales and service of its products throught Africa. His activities will supplement an overseas Wurlitzer office in Zurich, Switzerland.

COINMEN YOU KNOW

Continued from page 90

Inn in Grand Lake, a mecca for summer tourists.

Leo Negri, of Draco Sales Company, is spending some extra time with Wurlitzer phonograph operators in Wyoming as part of his selling junket. A new entry in both the phonograph and vending fields is Ray Brock, a recent arrival from Cincinnati. Brock began operations with a complete cigarette vending route, and was in to talk phonographs with Mike Savio, of Draco Sales Company. Brock has had much experience in the Ohio city with all phases of phonograph and amusement machines.

Glenn Mason, phonograph operator from Craig was in town to announce that he was selling his route to another Western Colorado operator. A surprise announcement by Jack Arnold, president of Colorado Music Merchants, Inc., Association, has settled the somewhat indeterminate status of the group. Instead of holding monthly meetings during 1959, as was the policy in recent years, it has been decided to hold only one formal business

meeting per year. In between the annual meeting, there will be, of course, several special meetings as the need for them arise.

Gordon Lewark, a collector for Century-Supreme Music Company in suburban Westminster for the past seven years, has purchased the Service Center Bar, adjoining the Century-Supreme office. Lewark, responsible for programming, collecting and maintenance on 35 Northwestern Denver phonograph locations, has not only bought this popular tavern but is moving into a new home near-

(Continued on page 94)

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SEE PAGE 90

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Monophonic or stereophonic electrical or mechanical 200, 120 or 100 play.

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Grand Rapids 2, Michigan

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Operators

Get all the NEW SAVOY and WORLD WIDE 45 r.p.m. STEREO SINGLES!

Blues, Pops, Dixie & Jazz, Rock 'n' Roll and Gospel items!

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50 120 200 SELECTION MODELS

A **ROCK-OLD** FOR EVERY LOCATION

DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?

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Musical Sales Company, Seeburg distributors for Baltimore, Washington and Virginia, is the oldest and largest one-stop record and c...ry service in the nation. The huge Musical Sales building in Baltimore houses one of the most complete inventories in the country, and the vast shipping department guarantees same day service o any order from this nation or abroad for all labels, hits and accessories.

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Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$18 (a considerable saving over single copy rates). Foreign rate \$30. 629

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Company
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Type of Business..... Title.....

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

Vendo Acquires Stoner Mfg. Corp.

KANSAS CITY, Mo. — All manufacturing assets of Stoner Manufacturing Company, Aurora, Ill., were acquired by Vendo Company here, in a \$5 million cash-stock transaction.

Stoner will be operated as a wholly-owned subsidiary of Vendo, according to Elmer F. Pierson, Vendo's chairman of the board.

NAMA Moves Fall Conclave Day Earlier

CHICAGO—The National Automatic Merchandising Association has rescheduled its fall convention to start a day earlier on October 31 and to run thru November 3 instead of the originally scheduled November 1-4 dates. The announcement came from convention chairman W. T. Collett.

The 1959 convention will take place in Chicago, with the exhibit to be located at Navy Pier. The Conrad Hilton will be the official convention hotel.

In previous years, the national show started on Sunday. "We hoped that many companies would send more of their personnel to the exhibit and convention if we moved the date up to Saturday," Collett said.

More than 6,000 persons are expected by NAMA at this convention and exhibit of the latest merchandise vending machines and products.

Stoner officials are continuing in their present capacities, and according to Pierson, there will be no change in operation methods of either company.

Stoner's purchase adds candy, cigarettes, hot sandwich and instant coffee to the Vend-Stoner equipment line. Pastry, and hot canned food Stoner models are or have been made by Vendo.

Stoner did \$5.5 million in 1958 sales. Vendo made consolidated net sales of \$29,410,432. Included are sales by Vendorlator Manufacturing Company, Fresno, Calif., purchased in 1956 by Vendo and operated also as a wholly-owned subsidiary. An affiliated plant, Vendo & Montiel, is operated in Mexico City, Mexico.

Vendo Line
Vendo, a publicly-owned corporation since 1955, was founded by Elmer and John Pierson in 1937. Producing bottle drink machines exclusively in the earlier years, it now manufactures fresh-brew coffee, milk, ice cream, hot and chilled food, cookie and nut venders.

Stoner production emphasized candy venders until its diversification several years ago into other product venders. It was formed in 1933 by Harry B. Stoner, his father, Marvin H., and brother, Theodore M. Stoner.

Vendo reported it would issue 60,000 shares of its common stock to the Stoner family in connection with purchasing assets. Stoner's assets were placed at more than \$5 million. Vendo's exceed \$15 million. Net cost to Vendo in addition to the stock, will be about \$3.25 million, according to the company.

The Stoner firm employs 500. Vendo more than 2,000.

STEP BY STEP

How to Use Smokeshop's New Loading Mechanism

ST. PAUL—A new modification of Smokeshop cigarette venders enables operators to load rear columns of the machine without disturbing the shift columns.

As shown in Figure 1, operator

now fills rear columns from the front after splitting the stacks and (Figure 3) loads shift column from the rear side.

Large capacity for the most popular brands is one of the outstanding features of the Slimline V-27 Smokeshop, which features 27 columns, nine which are shift columns accommodating 45 regular or king-size packs in combination with the rear columns. A combination of a front, rear and shift column allows a total brand capacity of 70 packs. Eighteen brand selections and the 530-pack capacity provides the Smokeshop with complete flexibility in any type of location.

The Smokeshop is available in

Eppy Bows 3 New Charms

NEW YORK — Three new charm items—a clock ring, star dust ring and metalized rabbit's foot—were bowed by Samuel Eppy & Company recently.

The clock ring is vacuum-metalized and has a fixed clock face in the setting. The star dust ring is also vacuum-metalized with a simulated "star dust" sparkling setting. Both are priced at \$12.50 per 1,000 for 10,000 and up; \$13.25 per 1,000 for 5,000 to 9,000; \$15.75 per 1,000 to 4,000. All prices f.o.b. factory.

The rabbit's foot, sometimes called bunny leg by the less romantic, is a gold vacuum-metalized charm with the traditional good luck emphasis. Price is \$7 per 1,000 on 10,000 and up; \$8 per 1,000 on 5,000 to 9,000 and \$10 per 1,000 when ordering 1,000 to 4,000.

Free colored labels are available with all charms.

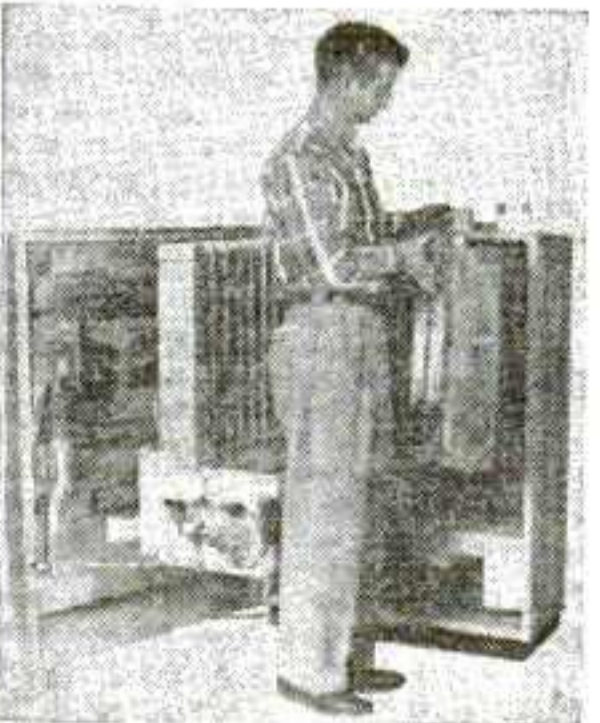


Figure 1

PICK 'RIGHT' LOCATION AND DON'T BE 'LEFT'

NEW YORK — A card mailing to operators by Samuel Eppy & Company, Inc., urges them to pick the "right" location.

"We shake hands with the right hand, walk and drive to the right, habitually favor the right side," reads the card. "That's why ball gum and charm machines, on the "right" side, empty faster than machines on the left side.

"...Always place ball gum and charm machines on the right side of your racks. If you vend with four multiple machines, place the two ball gum-charm machines on the right—one on the top shelf, the other on the lower shelf—so both are on the right sides."

Milk Vender Op Fights City Zone Law in Conn. Town

TORRINGTON, Conn. — Is a milk vending machine entitled to the same consideration as a telephone booth as far as zoning regulations are concerned?

This is the problem currently before the Torrington City Planning Commission.

Council Meet

The matter was brought to a head at a recent city council meeting. The council also serves as Torrington's zoning commission. Sidney Maskowsky, operator of a milk vending machine business, complained to the council that he is being forced to change the location of his machine to conform with the regulations affecting accessory buildings.

Maskowsky asserted that it is virtually impossible to find locations for the machines that meet zoning requirements. He disclosed that two of his machines have already been moved.

The council's problem rises from the fact that only several weeks ago, it voted—five to one—to exempt telephone booths from zoning regulations because, it is claimed, they provide a necessary public service. City Councilman Eric Chadwick, who voted against exemption of telephone booths, pointed out that it is a service "only if you deposit a dime."

Disagreement

Mayor Anthony Gelormino, who disagreed with Chadwick as to

(Continued on page 93)

18 color combinations with polychrome, wood grained, marble and baked enamel finishes.

Smokeshop cigarette venders are manufactured by Automatic Products Company, 301 Chestnut Street, St. Paul.

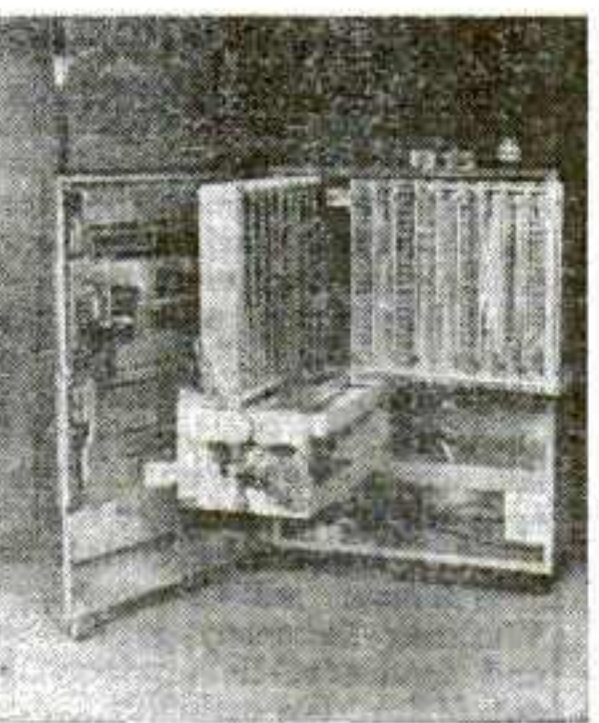


Figure 2

Must Coin Laundries Abide by Blue Laws?

PROVIDENCE, R. I. — The question of whether coin-operated, self-service laundries—now a booming business in many cities and towns in Rhode Island—are covered by the Sunday blue law is headed for high court decision.

Edward L. Gyns Jr., attorney for a Central Falls, R. I., automatic laundry owner fined \$25 in District Court May 12 for Sunday operations, said he would appeal the decision to the State Superior Court. The issue, he said, is similar to one litigated in Florida, where it was held that if no employees are present, a Sunday operation law does not apply.

Gyns told Judge Guillaume Myette in the Central Falls case: "This is a new type of operation, unheard when our General Assembly passed this law prohibiting laundries opening on Sunday."

Reason

Reason for the law, he continued, was to prohibit wet wash employes from making a nuisance of themselves by collecting tubs of clothing during the early morning hours and on Sundays.

The May 12 case involved the automatic laundry at 491 Dexter

Street, Central Falls, owned by Norman Belisle. His attorney said there was no proof that the owner was present when the laundry was observed operating by police.

Judge Myette ruled that the owner, whether present or not, is operator of a laundry, and said it was immaterial that similar laundries are allowed to operate in Pawtucket, Woonsocket and other Rhode Island communities.

Ohio House OK's Vending Location Tax

COLUMBUS, O. — The Ohio House of Representatives passed 114 to 0 a bill to levy an annual license fee of \$5 for places with seating capacity of less than five persons which sell food in vending machines.

The bill now goes to the Senate for consideration.

One dollar of the license fee would go to the general revenue fund, with the remainder to the State and local health departments to defray the costs of inspection of premises "serving meals or luncheons for a consideration."

Sponsors

The bill is sponsored by James J. McGettrick, Democrat of Cleveland, and Harold W. Oyster, Republican of Marietta, and is an "agreed" bill, according to McGettrick.

McGettrick explained the license fee would be applied to locations and not to the individual vending machines.

The measure would not apply to machines dispensing only "bottled, canned or pre-packaged non-perishable beverages" or to "pre-packaged, non-perishable confections, crackers or cookies." It would cover coffee and milk.

Laundries Take to TV In Ohio

CINCINNATI — Coin-operated laundries are being plugged via television in Ohio cities and current plans now call for the promotion to be expanded to Kentucky and Indiana shortly.

Behind the video self-test is the Nite 'n' Day Wash 'n' Dry Coin Laundry Franchising Company, Inc., located here. The firm uses animated cartoon commercials during a 10-second station break.

Push for Cig Tax Increase in Conn.

HARTFORD — The State Chamber of Commerce has recommended an increase in the cigarette tax to help pay for the school construction aid program.

In addition, the chamber advocates a diversion of the portion of the cigarette tax paid to the Soldiers, Sailors and Marines' Fund "until such time as the fund drops below \$25 million." The fund now stands at \$28 million and the Chamber says investment income from the balance "will be adequate to meet payments."

At the same time, the chamber

suggests the present 3-cents-per-pack tax be upped to 4 cents to bring in an additional \$7,140,000 revenue. This, it says, coupled with \$3,750,000 gained by diverting the one-half cent tax paid to the Soldiers, Sailors and Marines' Fund, could be used to permit payments without bonding of part of the \$12,200,000 installments due under the school construction aid program.

The new tax and the diverted tax would bring in a total of \$10,710,000, leaving a balance of \$1,500,000 that could be raised by "businesslike governmental operations."

Ala. Tobacco Tax Collections Hike

MONTGOMERY, Ala. — Tobacco tax collections for April totaled \$1,039,000, an increase of 10.5 per cent as compared with the same month in 1958, it was announced by the State revenue department here.

A department spokesman said collections for the first seven months of the 1958-'59 fiscal year totaled \$6,702,000, representing an increase of 7.77 per cent over collections from the same source in the corresponding period of the preceding fiscal year.

Figure 1

Figure 2

Figure 3

SALESMAN WANTED
 Exceptionally fine opening for a Salesman who is familiar with the vending machine field. Inquire
 Box No. 219

SCORE A HIT
 as many operators are doing with the . . .
 Terrific New 5/8" **WHITE BASEBALL** with Black Stitches
 ONLY \$7.00 per M
 "SPIN-A-HIT" TOPS
 Each spin indicates a play
 JUST \$5.00 per M
 In asstd. colors, solid plastic, vend 1 at a time, fairly large item.
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MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxa 1c & 5c Comb.	12.00
N.W. 239 1c Porc.	7.98
N.W. Model 233 1c Porc. Con.	4.50
Verted for 100 ct. B.G.	8.50
Silver King 1c B.G. of Mds.	30.00
ABT Guns	12.00
Mills 1c Tab Gum	10.00
Acorns, 1c or 5c B.G. or Mds.	10.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	.73
Pistachio Nuts, Jumbo Queen, White	.48
Pistachio Nuts, Large Tulip	.49
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.42
Cashew Whole	.46
Cashew Butts	.58
Peanuts, Jumbo	.32
Spanish	.42
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gums	.40
Leaflets, 650 ct.	.59
M & M, 550 ct.	.47
Hershey-ets	.47

Rain-Bio Gum, 60 ct.	.30
Malt-ette, 100 ct., per 100	.32
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct., 200 lb. minimum, prepaid on all Rain-Bio Ball Gum	.32
Adams Gum all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

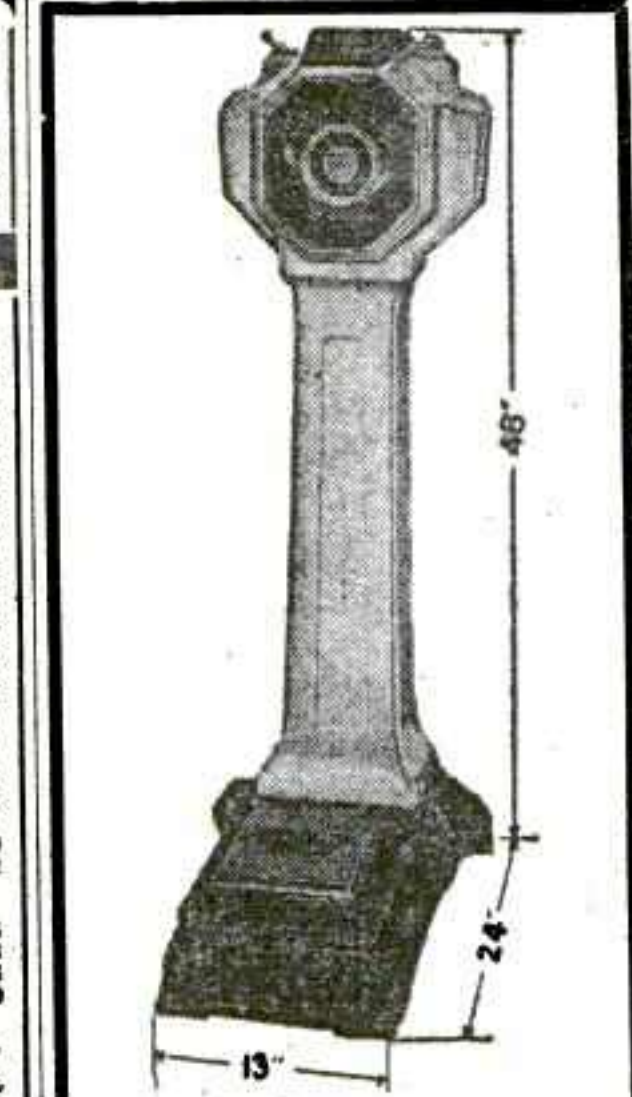
Minimum Order, 25 Boxes Assorted.
 Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
 1/3 Deposit, Balance C.O.D.

THERE ARE BIG PROFITS IN **NUTS**
 GET YOUR SHARE WITH **Northwestern**
49 NUT VENDOR
 Interchangeable SANI-CARRY globe for faster servicing.
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STAMP FOLDERS, Lowest Prices. Write
MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.
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 MOE MANDELL
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Dr. Pepper Adds Penny Bottler
 YORK, Pa.—Dr. Pepper Company announced that G. F. Plitt & Son, bottling firm of York, has begun production and distribution of Dr. Pepper in their newly franchised territory, the 20th firm to join Dr. Pepper Company as a franchised bottling plant since January of 1959.
 The new Dr. Pepper Bottling Company of York began its initial distribution with consumer-dealer promotions and is following up with radio spots, TV announcements and newspaper advertising. Other consumer-dealer promotions will be employed as progress continues. Officials of the new plant report "excellent response is being experienced," and that distribution in present accounts has reached nearly 90 per cent.

Milk Vender Op
 • Continued from page 92
 what constituted a service, said that Maskowsky has repeatedly violated zoning regulations and suggested that he formally apply to the zoning commission for a change of regulations.
 The council has voted to suspend a pending action against Maskowsky requested by the city engineer for violation of the zoning ordinance until the planning commission has adequately reviewed the matter.



\$25 DOWN
 Balance \$10 Monthly
ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.
 WRITE FOR PRICES.
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NAVY
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HERE'S HOW Op Builds Bulk Stands, Using Plumber's Pipe

PHOENIX, Ariz. — An experiment in developing his own bulk vending stands which has worked out well for Fred Millard, bulk vending operator here, involves the use of heavy steel pipes. Painted with corrosion-proof enamels the pipe racks have proven just about as sturdy and reliable a base as can be produced, Millard indicated.

Millard, who retired to Phoenix from a Middle Western business, went into bulk vending because it provided him with a "combination hobby and business," has developed his own stands from pipe in all sizes, and settled upon inch-and-a-half steel pipe as ideal. Two sections 20 inches long make up the sides, with two 20-inch cross members at the bottom. A center strengthening pipe, 30 inches long, is constructed of ordinary one-inch pipe. Elbows, screwed to the stringers across the bottom, provide a handy mount for small-diameter hard-rubber casters, which support the bulk venders on an even keel, simply by screwing in or out the caster mounts.

Wheels
 Finding a way to attach the caster wheels to the pipe was a problem for quite some time until an easily workable soft brass pipe was found, which could be cut into short segments, and a caster spindle easily brazed into it. The softer metal absorbs shocks well, and guards against cracks, which can result when the heavy vending rigs are hauled over rough sidewalk.

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 In machines TODAY The CHILDREN say This SWORD RING is QUITE THE THING!
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 5,000 and Up...\$13.50 per 1,000
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 The Finest for Vending Flat-Pack Products
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 Accommodates flat packages up to 1/8" by 2" by 3 1/4" . . . has separate cash box.
 Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.
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 2594 Armstrong Morris, Illinois

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Northwestern GOLDEN '59
 Write, Wire or Phone Your Northwestern Distributor for Complete Details
THE NORTHWESTERN CORP.
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**VICTOR'S
Sextette**

A terrific money-maker in those
Supers and Chain stores.
The New Modern Key to Successful
Bulk Vending.

**IMMEDIATE DELIVERY!
THE 4-UNIT
BI-LEVEL STAND**

VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.

COINMEN YOU KNOW

Continued from page 91

by at the same time. Among the unusual aspects of the bar purchase is that the phonograph owned by Frank Huber and Glenn Pierce, of Century-Supreme Music Company, will be programmed and serviced by another veteran collector on the Century-Supreme route.

Jackson, Miss.

By ELTON WHISENHUNT
News from Mississippi: Joe Tierce, owner of Greenwood Amusement Company, Greenwood, has seen his operation grow so much in recent years he has created the position of route manager. The job went to Walter Davis of Washington, D. C., veteran in the business. One of Davis' ideas was to use foreign cars to keep down overhead. Tierce sold his three American cars, bought three Volkswagens. Savings on gas and upkeep is 70%, Tierce reports.

Abe Malouf, owner of Le-Flore Music Company at Greenwood, is expanding his cigarette vending business considerably. Bluford Taylor, owner of Holmes Amusement Company, is busy re-vamping his route for spring

and summer business, buying old and switching equipment.

Clint Shives is doing a good job operating Yazoo Novelty Company, which was owned by his brother, the late Bert Shives, who died two months ago. J. T. Long owner of Long Music Company at Hollandale, says the lush, rich Mississippi Delta is teeming with activity, at work on another big cotton crop. Tractors are working day and night planting, he said. Planters are expecting a bigger cotton crop this year than last, he said.

Pete Manos, PM Music Company at Greenville, was in New York recently visiting relatives. Henry C. Smith, Smith Amusement Company, had a busy time while Pete was gone looking after both his and Pete's route.

Paul Mauceli, the successful young operator of Paul's Novelty Company, Greenville, is diversifying. He's building two new store buildings to rent out. Chester Richardson, Richardson Amusement Company at Greenville, opened a bait farm for fishermen recently. Billy Bledsoe, Chicot Amusement Company, across the Mississippi River from Greenville, had a \$500 loss recently when fire did that much damage to one of his phonographs at a location.

Clarence Spain, owner of Spain Amusement Company at Tunica, recently opened a branch operation at Clarksdale and commutes back and forth. Frank Steed, partner in Steed and Hearn Music Company at Clarksdale, is in process of putting out some phonographs on dime play, reports they have been received well so far.

Start New Raleigh Firm

RALEIGH, N. C. — Winston Enterprises, Inc., Winston-Salem, N. C., has been granted a State charter to deal in vending machines. Authorized capital stock is \$100,000. The incorporators were Frank, Mario and Domineck San Marco, all of Scarsdale, N. Y.

Send for Your **FREE** Copy of RAKE'S NEW CATALOG TODAY!

A guide to efficient and economical operation of coin operated machines.

RECONDITIONED MACHINES

Silver Kings	\$ 8.50
Model V's 1¢ B/G	8.50
Model 49's	12.50
Master B/C 1¢ & 5¢	10.00
N.W. Tab Gum	19.50
Mills Tab Gum	14.50
3 col. Hot-Nut	19.50
2 col. Stamp Mach.	12.50
N.W. Jets, 1¢, B/G	8.95
N.W. Jet Capsules, 5¢	8.95
Pen Machines 50¢	5.00
Pen Machines 25¢	14.50
½ Deposit, Balance C.O.D.	

Rake Coin Machine Exchange
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Philadelphia 23, Pa. Walnut 5-2676

VENDING MACHINES — Parts, Supplies: Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Fanned Candies; 1 Hershey's, 320 count and 520 count Candy Coated Baby Chicklets; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO., Northwestern Distributors,** 2700 West Lake St., Chicago 12, Ill.

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beans bounce and jump in your hand!

COLORED PLASTIC
1M to 9M—\$5.00 per 1,000
10M and up—\$4.20 per 1,000

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The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most... for profits.

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WE HAVE **oak's** "TRADING POST"



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DRake 7-4300

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The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and interest the customer.

AND: **ACORN**

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise, including beads. Guaranteed mechanically perfect—the one machine with virtually no depreciation. Today's Acorn looks the same as the original.

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east and midwest factory sales
M. J. ABELSON/Phone AT 1-6478
2033 Fifth Avenue Pittsburgh, Pa.

oak MANUFACTURING COMPANY, INC.
11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA

Canteen Opens New Building

MINNEAPOLIS — Canteen Company of Minnesota, Inc., recently had a three-day open house to mark the opening of its new building at 6310 Penn Avenue S.

The new facilities with more than 21,000 square feet of space were completed at an over-all cost of \$141,000. Administrative offices, shop and equipment and maintenance departments, product warehousing, reception and display rooms are consolidated at the new location.

Two subsidiary operations in Rochester and Albert Lea, Minn., are administered from the Minneapolis headquarters.

The firm, an affiliate of the Automatic Canteen Company of America, began operations 30 years ago in St. Paul. L. A. Johnson, president, became the franchise holder in the Twin Cities in 1941. The firm has 60 employes and a fleet of 40 trucks. Sales last year totaled \$1,900,000.

CIGARETTE VENDORS

Like New—One Year Old

5 Eastern Electric Mark II, 22 Cols., @ \$150.00 Each

10 Corsair, 30 Columns, @ ... 150.00 Each

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'MEET ME AT THE BOWL-RAMA'

New Sheboygan Funspot Draws 200 to 700 Daily; Mostly Teens

By KEN KNAUF

SHEBOYGAN, Wis. — Long regarded as a capital of beer and bratwurst and celebrated in songs of the "Little Dutch Girl" ilk, this town of 43,000 has added still another note of popularity. It's site of the Bowl-Rama, a miniature bowling palace that's become a favorite haunt of teen-agers.

The Bowl-Rama is one of a handful of new-type recreation centers featuring play on coin-operated bowling alleys and other games recently sprouted in scattered points on the national map. Like most of the others, it's a solid attraction.

For most cities the task of finding some form of supervised recreation that is thoroly enjoyed and appreciated by the young set is a formidable one. Some communities go thru large chunks of collected taxes in the process. Few communities are so fortunate as to have the problem solved for them in the form of a private enterprise.

But for Sheboygan, such potential problems were nipped in the bud when Nick Dacquisto, a veteran amusement operator, rented and remodeled a five-year-old downtown building which had housed a clothing store and opened

the Bowl-Rama last April. As Dacquisto's three-month quest for the ideal location ended, Sheboygan teen-agers search for a new, entertaining and parent-approved way to spend spare hours ended, too.

Now Sheboygan parents assume that if their Jimmy or Jane isn't home directly from school or movie, the youngster is likely at the Bowl-Rama under guided supervision of Nick Dacquisto or Frank Bordui, a retired policeman who helps Nick run the rec spot. The young adults share a mutual respect with Nick and Frank, as do their parents.

Dacquisto invested \$1,000 to \$1,200 remodeling, waxing and polishing, putting in new lighting and adding a neon sign atop the 30-foot wide, 100-foot deep, glass-fronted building. He put another \$12,800 into new bowling games and amusement pieces, reconditioned other coin games from his 125-piece Ozaukee County route based at Thiensville, and moved them in.

The Bowl-Rama is spotted on North Eighth Street in the heart of the downtown section, kitty-corner from the city park and within two blocks of the Sheboygan and

Rex movie houses. It's only "competition" is the Palladium, a full-size bowling alley establishment six blocks away. But the dime-a-line fare of the Bowl-Rama is proving more attractive to at least the teen-age fun-seekers.

Closely supervised, the Bowl-Rama is wide-open in one sense: From inside or out, parents and passers-by can see at a glance everything that is (or isn't) going on. The wide bay-window front, unobstructed by drapes, awnings or frosted glass, provides a clean view of the corridor-like interior. Seven Chicago Coin Machine King bowlers in alley formation line the far end, while a highly popular photo machine, gun games, baseball pieces and coke and ice cream venders flank the side walls. All equipment is hand-picked for this spot.

Dacquisto is sharply aware of the importance of constant supervision in such a youth center:

"You have to be 'on' with the kids, or you're a loser. I make an effort to get well acquainted with them all and with their parents. I'm pleasant to the kids, but I'm strict, too.

"I try to make ladies and gentle-

(Continued on page 100)

IRS Seeking to Clarify Gambling Defers Action Now

Hope to Formalize "Before July"; Wishes to Answer Beefs Ere Final Action

WASHINGTON — Again the pinball ruling, out of Internal Revenue Service, is stirring up clouds of queries and protest on the amusement machine front. The sum and substance of The Billboard's querying of IRS is, however, that no immediate action will be taken on classifying pinball machines of the type defined below as gambling devices per se and subject to the \$250 ax.

IRS says that many conferences have been held and that they hope to formalize and publish a formal ruling "before July" which would make games liable to the \$250 tax if they have a pushbutton to release free plays together with meter registry, or if they have a slot for multiple coins.

Holding up any immediate action, IRS adds, are "the protests which we want to answer before finalizing the ruling." It was indicated in The Billboard's survey that many more conferences and possible litigation were in the offing.

Spokesmen for IRS told The Billboard that during the interim, no action will be taken against this type of machine on a gambling per se basis. It was added that in cases where the machines are proven to be used for prizes in money or merchandise and are operating under the low \$10 amusement tax, the location owner will be subject to customary demand for the \$250 payment on

(Continued on page 99)

Active Games to Spark Denver Arcade Season

Another in a series on spring Arcade operations around the nation.

DENVER—Arcade operators in this area report things definitely "looking up" for 1959.

New equipment is being installed and old machines are being remodeled, largely because of two factors which are increasing traffic into most of the city's Arcade locations. These include a new amusement tax which has upped costs of movies, live entertainment, roller skating and other amusements in the area, high interest on the part of teen-agers in competitive types of Arcade games, and the building up of the downtown district in which most are located to attract more traffic during evening hours.

As yet, except for the city's two large amusement parks there are no suburban Arcades anywhere in the Denver area.

Each of the operators contacted was planning considerable expansion primarily in the way of "active" games such as bowling alleys, shuffle games, bumper-type pool, grip machines and such.

At the skill Arcade, Denver's largest, on 17th Street in the downtown theater district, nine machines

had already been purchased for immediate delivery and around a dozen more were planned. Jack Hershman, owner, plans to eliminate many of the old-timers which have been a standby almost since the Arcade was originally launched.

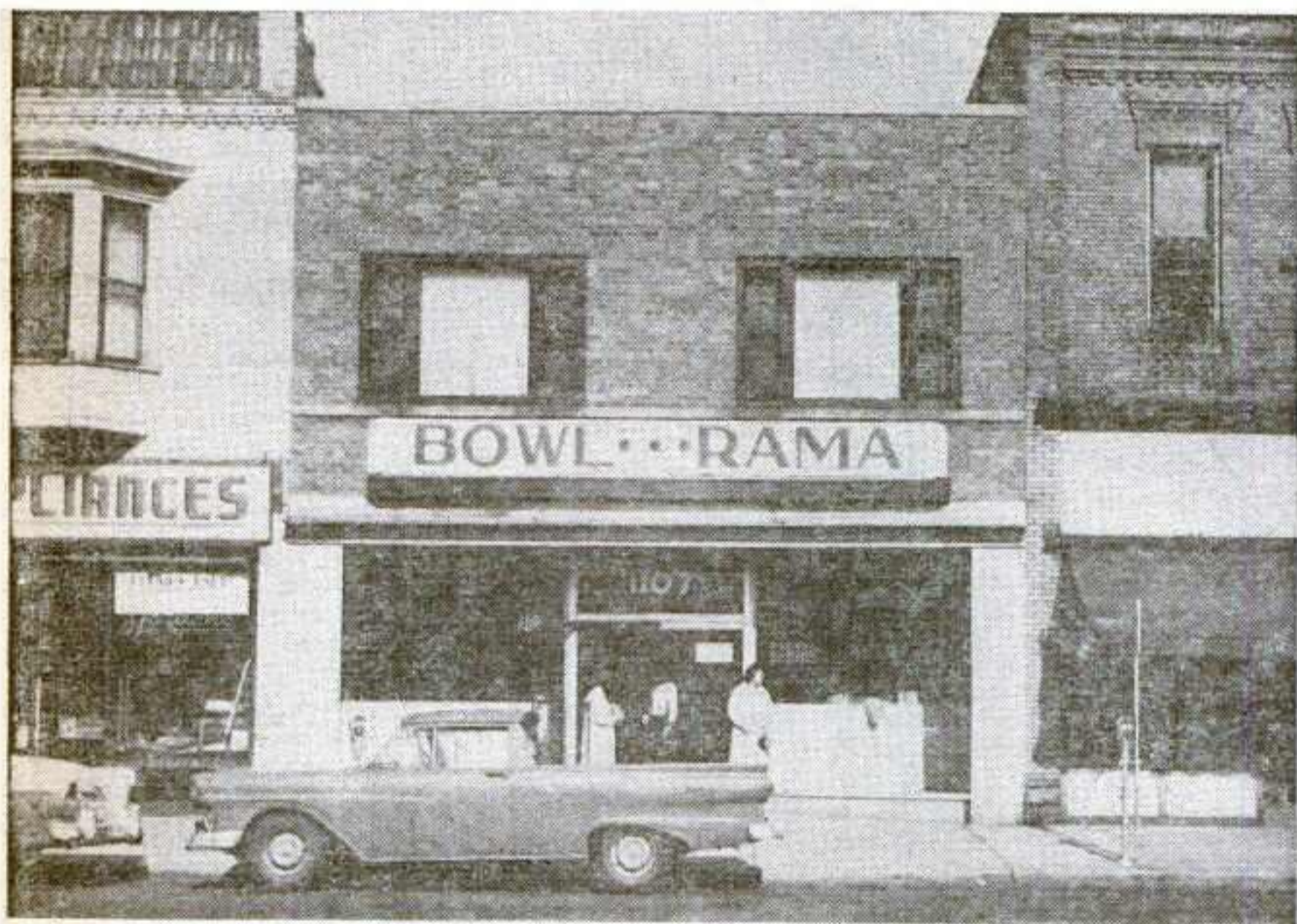
Change Set-Up

Included have been fortune-telling machines, peep-show movie machines and card venders. In their place, the athletic type, as Hershman calls them, can show a much better return, in his opinion. "This is an active age," Hershman said. "The kids want to do more than drop in a coin and watch some action performed. They want to have some part in it themselves. That's one reason why standard five-ball pin tables have stayed so popular with us. The more action, the more returns they will show."

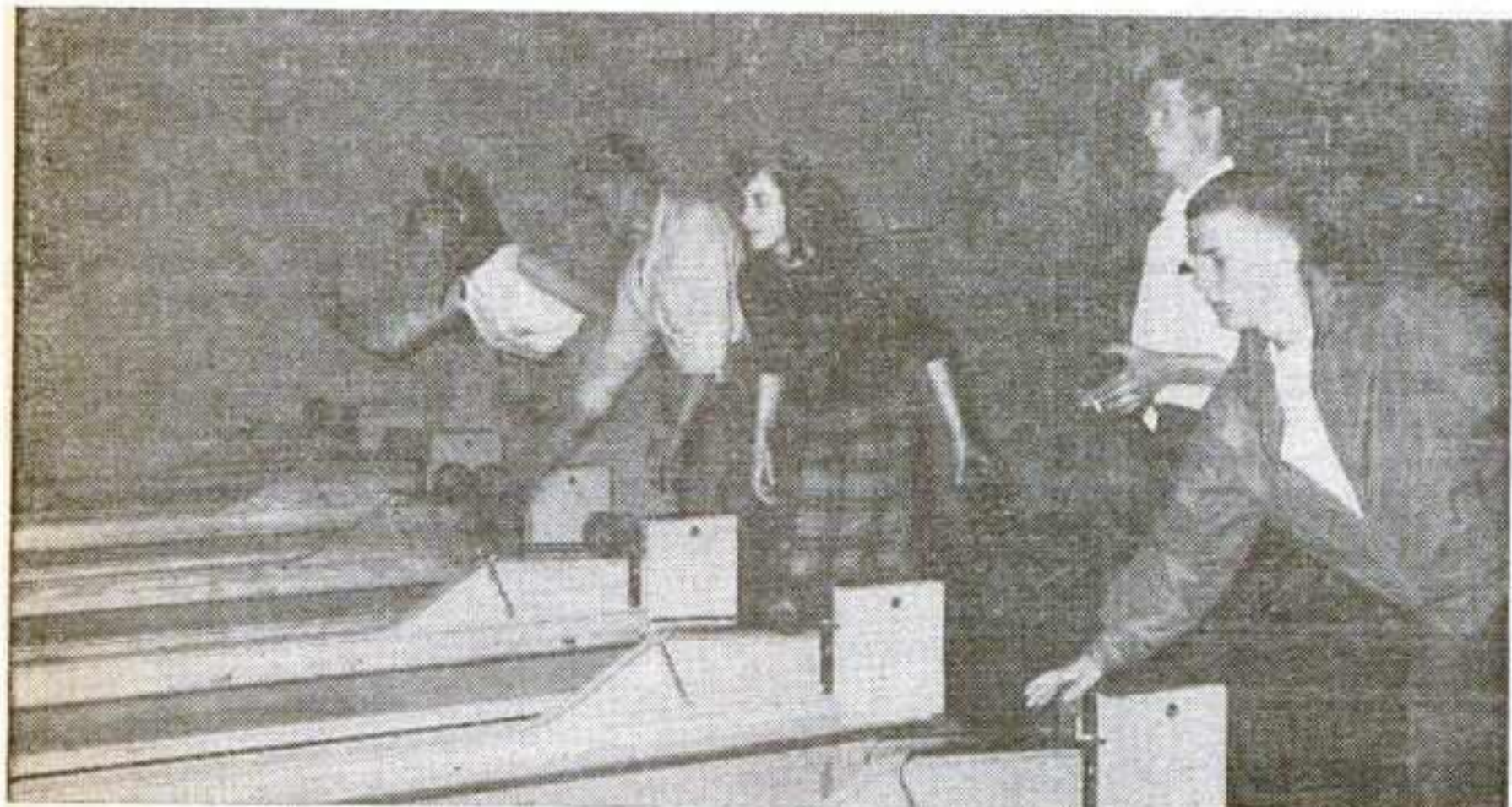
Bowling games consistently showed the best results during 1958, followed closely by miniature pool games and the venerable but always popular five-ball pin games coming in third. Take-your-own photo machines did not show enough play to retain the amount of space required, he also pointed out.

Altho the area in which the

(Continued on page 97)



BOWL-RAMA SITE is a remodeled downtown building, formerly a clothing store. One-hundred feet deep and well lighted inside and out, it provides a choice spot for a teen-age gathering place. The bay window front gives a clear view to passers-by.



TEEN-AGERS COMPETE on Chicago Coin bowlers arranged in alley style at one end of the Bowl-Rama. Other coin equipment includes a Seeburg juke box, United Sky Raider gun, Williams Crane, rifle games, baseball machines, photo booth, hockey game, beverage and ice cream venders.



NICK DACQUISTO, owner and manager of Sheboygan's new Bowl-Rama rec center, is a long-time operator of a 125-unit game and juke box route headquartered in Thiensville, Wis. Nick personally supervises the teen spot Sundays and weekday nights, and has Frank Bordui, a 20-year veteran police officer now retired, to help manage it.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of May 18, 1959)

Main table containing coin machine price index data. Columns include High, Low, Mean Avg. prices for various categories like MUSIC MACHINES, PINBALL GAMES, SHUFFLE GAMES, and ARCADE EQUIPMENT. Includes sub-sections for AMI, ROCK-OLA, SEEBURG, WURLITZER, BALLY, CHICAGO COIN, and GENCO.

Game Legislation

TALLAHASSEE, Fla.—Unanimous endorsement of a bill to legalize free play pinballs in Florida was given by the House Public Amusements Committee. Such games are currently listed by the State as illegal.

In the Courts

CHATTANOOGA—This city's ban on pinballs was upheld by Chancellor M. B. Finkelstein. He ruled against several operators who had sought an injunction against enforcement of the law.

Active Games

• Continued from page 95

Arcade is located does not lend itself to family types, Hershman has used bright colors, and a crash program of daily clean-up and scrub-downs to keep the Arcade as appealing as possible. The installation of slim-line fluorescent lamps in place of former incandescent helps especially.

Out at Elitch Gardens, where Denver's biggest amusement Arcade will operate, Arnold Gurtler, park's manager, is getting results from active participation games. Ski-ball has been a continuously popular favorite at this big Arcade for more than 20 years, and 10 of the Ski-ball machines have now been matched with as many miniature bowling alleys. Even an old-fashioned prize-fighting game with players at opposite ends operating a handle for an "upper cut" at the opposing player's boxing figure came back to life in 1958, and set a record for the nickel intake.

Other popular games have included a Drive-Mobile, jet-plane piloting, shuffleboard, and a digger with a customer-operated crane bucket. The Arcade likewise includes Denver's biggest shooting gallery with air-operated rifles and moving targets, a consistent favorite with the family trade.

An exceptionally rough winter, which brought nothing but snow, slush and miserable conditions, will certainly bring more people out to enjoy balmy summer weather.

BUY! METAL TYPERS

VENDING ALUMINUM IDENTIFICATION DISC

WHY!
1. LIFE-TIME INCOME
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EV 4-3120



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SUN VALLEY	400.00	NIGHT CLUB	150.00
SHOW TIME	310.00	BROADWAY	135.00
KEY WEST	265.00	BEACH BEAUTY	125.00
BIG SHOW	225.00	GAY TIME	90.00
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KS200H	689	HVL200 Hideaway	495
ROCK-OLA		WURLITZER	
1455D 200 selections	\$495	1650	\$195
1448 120 selections	395		
1446 120 selections	375		

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REBOUND SHUFFLES
Like New—\$159.50

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855 N. BROAD STREET, PHILA. 23, PA.
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WANTED: BINGOS & PHONOS.

PURVEYOR Better Buys
4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

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NEW FIVE BALL GAME CROSS WORDS
AND CRUSADER GUN.

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902 W. SECOND WICHITA 12, KANSAS HO 4-6111
HO 4-3504

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Please write us for our complete new price list. When ordering 25 or more machines discounts are offered.

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1423 Spring Garden St., Phila. 30, Pa. Rittenhouse 6-7712
Exclusive Dist. for Bally in E. Penna., and Rock-Ola in E. Penna., So. Jersey and Del.
Branch: 1011 Pittston Ave., Scranton, Pa.

SLATE TOPS
REG. PRICE \$69.50 NOW BUMPER POOL, 32" x 48" . \$44.50 4 or more \$42.50
REG. PRICE \$90.00 NOW 6 POCKET 35" x 67 1/4" 69.50 2 or more 65.00

Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.
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Seeburg—Wurlitzer *

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Night Club	129
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- CHICAGO COIN RED PIN BOWLER, KING BOWLER
- ROCK-OLA STEREOPHONIC & MONAURAL 120-200 SELECTION

SPECIALS

PHONOGRAPHS

1458 Rock-Ola, 128 Sel. (new in crates)	Write
1465 Rock-Ola, 200 Sel.	\$745.00
1455 Rock-Ola, 300 Sel., Deluxe (like new)	\$95.00
1445 Rock-Ola, 120 Sel.	\$73.00
Seeburg VL-200	\$25.00
Seeburg K-D	\$75.00

BOWLING LANES

Bally ABC Bowling Lanes	\$325.00
Bally Strike Bowling Lanes	\$25.00
Bally Trophy Bowling Lanes	\$25.00

SHUFFLES

Lucky Shuffle	\$495.00
Bally Star Shuffle	Write
Bally Speed Bowler	\$495.00
Bally Club Bowler	Write
Chi-Coin Red Pin Bowler	Write
Chi-Coin Rocket Shuffle, 2 player	\$295.00
Chi-Coin Rebound Shuffle (close-out)	Write

BINGO GAMES

Sea Island	Write
Carnival Queen	\$645.00
Beach Time	\$75.00
Cypress Garden	\$95.00
Miss America	\$425.00
Sun Valley	\$425.00

Showtime	\$325.00
Double Header	\$225.00
Broadway	\$150.00
Miami Beach	\$125.00
Big Time	\$110.00
Gaytime	\$110.00
Variety	\$75.00
Gayety	\$75.00
Big Show	\$245.00
Key West	\$295.00
Skill Parade-new	Write
Skill Roll	\$95.00

ARCADE

All Star Bowler	\$195.00
Wm. Four Bagger	\$195.00
Big Inning	\$25.00
Motorama	\$95.00
Chi. Coin Explorer	\$95.00
Bally Jet Bowler	\$90.00
Golf Champs (close-outs)	Write

ALL machines have been checked, cleaned and ready for location. Terms: 1/3 Deposit, Balance C.O.D. or Sight Draft.

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: MEIrose 4-8468 Indianapolis, Indiana

Williams Bows Crusader Gun, In-Line Model

CHICAGO — Deluxe Crusader, the latest new in-line scoring rifle game model, moved off Williams Manufacturing Company production lines last week. Sample ship-



predecessors, Hercules and Vanguard, but is set for seven balls instead of six, featuring a brand new score arrangement and a sparkling new cabinet. Williams recommends the seven-ball play, although fewer can be used.

Player scores by arranging bounding balls in scoreholes on playfield, and launches individual balls by firing the rifle. A rifle target at the right of the scoreholes, when lighted, launches all balls when hit.

Crusader gives the player the added opportunity of racking up a double bonus by making an in-line in a red diagonal section. Other bonus scores are made on four corners or five-in-line (1,500), four-in-line or double three-in-line (1,000), or three-in-line (500). Player racks up in-line scores as game progresses, by pressing a red button on the cabinet.

Spells Out Letters

Another important score feature is a light-up-name attraction. Making either diagonal or five-in-line scores lights a letter in the title, "Crusader," and earns a replay. Added replays are earned for spelling out the full title.

The Crusader cabinet features a black finish resembling that used on a number of juke box models, which sets off the red, white and gold flecked figure of a rocket, reaching the full height of the cabinet. The gun mount cabinet section is white Formica.

Sam Lewis, director of sales, says the combination of attractive cabinet and new score features made this model a top earner on test spots.

ments are on the way to distributors.

Crusader is the same size as its

WANTED!!! EXPERIENCED MANAGER FOR MUSIC ROUTE

Reference requested and complete information in first letter. Information will be held confidential.

Write Box 949
THE BILLBOARD
188 W. Randolph
Chicago, Ill.

BEST FOR LESS!!!

MUSIC

1700, 1800, 1900, 2000, 2100, 2200 WURLITZER

Write or Call for Quantity Prices.

KD 200 Seeburg	\$595
M100 A	80
AMI C	55
AMI B	45
AMI E 120 Hideaway	295
AMI D 40	115
Seeburg C	335

SEEBURG 100 SEL. CHROME WALLBOXES \$37.50

BINGOS

Sea Island	\$600
Carnival Queen	540
Beach Time	500
Cypress Garden	400
Show Time	275
Key West	195
Miss America	325
Nite Club	150
Beach Beauty	110
Gayety	55
Variety	65
Starlite	75
Bally Beauty	45
Bally Parade	175
Double Header	175
Gaytime	75
Broadway	135
Pixie	75
Bally U.S.A.	225
Big Time	85
Hi-Fi	45
Nevada	45

5-BALLS

Piccadilly	\$ 85
Arabian Knights	60
Scoreboard	85
Quelle	85
Fun House	145
Arrowhead	115

Call, Write or Wire

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 North Capitol Avenue
Indianapolis, Indiana
Phone: MEIrose 5-1593

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The Billboard classified columns each week

when answering ads . . .
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It's Sensational



WILD CAT

'1000' FEATURE

FAST 1COIN PLAY

4 COLUMNS MORE WAYS TO SCORE

Height 56"
Width 28"
Depth 16"
Wt. 171 Lbs.

Originators of the ELECTRONIC UPRIGHT FREE-PLAY GAMES

Manufactured by

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2950 N. Campbell Ave. Chicago 18, Ill.
Phone: CORnellia 7-8800

NOW - CONVERT PHONOGRAPHS TO
STEREO in 1 hour
with **WICO CONVERSION KITS**
SEE PAGE 90

No. 1

PROFIT-MAKERS from

chicago coin

- STAR ROCKET
- RED PIN BOWLER
- KING BOWLER
- TWIN BOWLER
- JET PILOT
- COMMANDO MACHINE GUN

NOW AT YOUR DISTRIBUTOR

Chicago Dynamic Industries, Inc.
1725 W. DIVERSEY CHICAGO 14

WANTED!!

- Late 5 Balls
- Late Bingos
- Seeburg R, J, L
- Flashing Light Shuffle Alleys

Empire COIN MACHINE EXCHANGE

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DETROIT BRANCH—14344 Fenkell, Detroit, Mich. Tel: BROADway 3-2150

FOR SALE

4 Seeburg HM Hideaway 100 \$100
 10 Seeburg 1948, 78 RPM ... 35
 8 Wur. 1100, 78 RPM 80
 (above can be converted)
 8 Wur. 1250, 45 RPM 75
 8 Wur. 1400, 45 RPM 100
 Phones in good working order.

1/2 dep., bal. c.o.d.
A & M AMUSEMENT COMPANY
 209 Center St. Hannibal, Mo.

IRS Seeking

Continued from page 95

the machine; and, "persistent flagrant violations will be subject to prosecution."

It was reported that IRS was at first opposed to setting up the games ruling and definition of gambling per se but was convinced by the Justice Department to rule on the basis of a single court decision in Illinois branding the button-meter pinballs "gambling devices" per se (The Billboard February 11 and March 2, 1959).

Purveyor Gift Hikes Morale Of Chi Kids

CHICAGO—Brother Lopez of Our Lady of Sorrows Catholic Church on the West Side here was the recipient of a 20-foot shuffleboard game from Purveyor Distributing Company here recently.

Herb Perkins, Purveyor chief, says the game was donated to the church to provide wholesome entertainment for the youngsters of the parish. "It will help keep the kids off the streets and out of trouble," said Herb.

WANT to BUY for CASH—

Highest Prices Paid!
GOTTLIEB
 CONTINENTAL CAFE
 GONDOLIER
 MAJESTIC • CONTEST
 FLAGSHIP • SILVER
 SUPER CIRCUS
 ALSO WANT UNITED
 CLIPPER } SHUFFLE
 CAPITOL } ALLEYS
 LIGHTNING }
RUSH YOUR LIST!

FOR SALE—
 Completely Reconditioned
GOTTLIEB 5-BALLS
 SWEET ADD-A-LINE \$115
 AUTO RACE 125
 ACE HIGH 135
 STRAIGHT FLUSH 195
 CRISS CROSS 215
 ROCKET SHIP 225
 ROTO POOL 250
 SUNSHINE 265
 SITTING PRETTY 275
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NATIONAL
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 1411-13 Diversey Chicago 14, Ill.
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"WORLD FAMOUS EXPORTER"

Inquiries Invited

Wurlitzer 2150 \$600.00
 Seeburg 100W 450.00
 Seeburg 100G (repainted) 495.00
 2 AMI G200 500.00
 3 AMI E80 (repainted) .. 325.00
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 2 AMI B-45 95.00
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 Watling Scales and others 55.00
 Slight charge for crating
 2 Williams Shuffle-Bumper
 Tables (like new)..... 225.00
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 Phone: MAin 1-3511; Cable: 'Cendist'

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IT'S
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 TANTALIZING!
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 GREAT!
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 NEW!
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Williams
 MANUFACTURING CO.
 4242 W. Fillmore St., Chicago 34, Ill.

WANTED

Bingo Mechanics
BINGO MECHANICS
BINGO MECHANICS

Good Pay! Steady
 work for reliable
 man. No drifters.
 Give reference and
 qualifications in your
 first letter.

Write to Box 950
 The Billboard
 188 W. Randolph
 Chicago 1, Ill.

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 OUR LOCATIONS
 WITH THE NEW
 MODEL 14**

AUTO PHOTOS

We have several model 9 and 11 Auto Photos for Sale. They are in top condition.

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WE require one third deposit
 with order, balance C.O.D.

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 Garphoto, Inc.
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 CANCER FUND**

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**6-POCKET
 POOL TABLES**



The SPECIAL
 74" Length
 Multi-color finish with anodized
 aluminum rail inserts.

BUMPER POOL®
 BETTER THAN EVER!

featuring

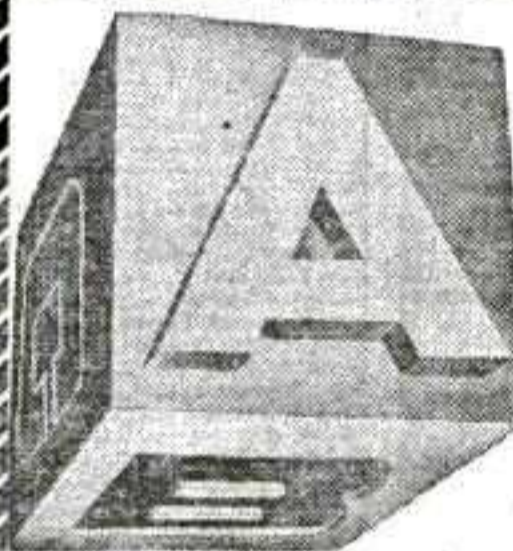
- New trouble-free, cheat-proof mechanism!
- Genuine regulation billiard cushions!
- Regulation 2 1/4" billiard balls!
- Aluminum rail ball returns!
- "No-Sloop" separate cue ball return!
- "Cadillac" quality—but priced with the lowest!

See your Distributor or write direct

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 Valley Mfg. Co.)
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 SUCCESSFUL GAME
 BUYING!**

**For A-1 VALUE—
 B SURE TO
 C WORLD WIDE!**



BINGOS

CARNIVAL QUEEN \$645	SHOWTIME \$325
BEACH TIME 595	KEY WEST 275
CYPRESS GARDENS 525	BIG SHOW 235
MISS AMERICA 375	NITE CLUB 178
SUN VALLEY 445	PARADE 195

5 BALLS

STRAIGHT SHOOTER \$295	2-PL. BRITE STAR \$278
SITTING PRETTY 275	2-PL. WHIRL WIND 245
SUNSHINE 265	2-PL. CONT. CAFE 175
ROTO POOL 245	2-PL. FLAGSHIP 155
ROCKETSHIP 225	2-PL. SEA BELLES 145
CRISS CROSS 210	2-PL. TOREADOR 125
STRAIGHT FLUSH 195	2-PL. GLADIATOR 115
WORLD CHAMP 145	4-PL. REGISTER 175

**WANT
 TO BUY**

Keeney
**SHAWNEE
 DELUXE BIG TENT**

Games'
**WILDCAT
 SKEET SHOOT**

Will Pay Highest Prices!

BASEBALLS

Wms. SHORTSTOP \$345
Bally BIG INNING 345
Wms. '57 BASEBALL 295
Chi. Coin BATTER-UP 245
Keeney LEAGUE LEADER .. 145
Wms. 4 BAGGER 175
Genco HI-FLY 125
Wms. KING OF SWAT 125

UPRIGHTS

Games' DOUBLE SHOT ... \$395
Games' SUPER HUNTER ... 325
Keeney BIG TENT 225
Games' HUNTER 225
Autobell COUNTY FAIR ... 155

ARCADE

Chi. Coin 2-PL. ROCKET SHUFFLE \$315	Chi. Coin MONTE CARLO \$195
Chi. Coin 1-PL. ROCKET SHUFFLE 295	Bally ALL-STAR BOWLER 145
Genco 2-PL. BASKETBALL 145	Wms. TEN STRIKE 145
Chi. Coin REBOUND SHUFFLE. 175	Bally SKILL ROLL 95
	Chi. Coin CRISS CROSS HOCKEY 375

BOWLERS

United 16' BONUS \$595	Bally 14' TROPHY \$595
United 16' PLAYTIME 625	Bally 14' STRIKE 425
United 16' JUMBO 825	Chi. Coin 16' T.V. 425
United 16' ROYAL 425	Chi. Coin 16' CLASSIC 475

ALL EQUIPMENT THOROUGHLY RECONDITIONED

Cable Address
 "GAMES,"
 Chicago

Terms: 1/3 Deposit, Balance
 Sight Draft.



Chicago 47

2330 N. Western Ave.

Phone: EVerglade 4-2300

**WE NEED THE SPACE
 OUT THEY GO**

25 assorted 14' alleys consisting of Bali, Bowling Lanes,
 Chicago Coin Bowling League, United Bowling Alleys,
 \$225 complete as is.

Exclusive Gottlieb, Williams and Seeburg Distributors



Remember
 IN NEW ENGLAND
 IT'S TRIMOUNT!

40 WALTHAM STREET
 BOSTON 18, MASS.
 Tel. Liberty 2-9480

SPECIAL LOT!

**SEEBURG
 K-200**

1 Machine \$570
 3 Machines 545
 5 or More 525

Limited Quantity—Wire Us Collect

Magna Cord Console
 Tape Recorders
 Complete with
 Amplifier
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\$295

NEW Calcoin 45 RPM
 Conversion for M-100A
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 carriage gear...
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A Quarter Century
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50 LATE BINGOS

SEA ISLAND (slightly used), CARNIVAL QUEEN, SHOW TIME, BIG SHOW, etc.

50 BIG BALL BOWLERS

LUCKY ALLEY (slightly used) STRIKE CHAMPION CLASSIC TROPHY TWIN

KIDDIE RIDES Beautifully reconditioned like new!



nedd DISTRIBUTING CO.
208 LINCOLN ST.
ALLSTON 34, MASS. - AL 4 4040

BALLY CHI COIN CENCO FISCHER

Meet Me at the Bowl-Rama

• Continued from page 95

men of them, and by the time they leave here they respect me.

"We don't open until 1 p.m. on Sunday, so as not to interfere with church services or family dinners. We're attempting to impress the parents with our supervision, and plan to hold an 'open house' for them in the near future."

Dacquisto, like a good number of other progressive game operators, believes that an operator must be "always looking ahead," developing new ideas in his business. The operator, he feels, can no longer depend entirely on tavern and restaurant locations. He must search out opportunities for added income.

Making the most of a new trend in game operations, Nick developed the Bowl-Rama spot and also furnished equipment for a similar enterprise in nearby Port Washington—Janzer's Bowlette, run by Bob Janzer. Like Nick's Sheboygan funspot, the Port Washington rec center has already won the plaudits of the community.

The Bowl-Rama, according to Dacquisto, has been drawing from 600 to 700 on Fridays and Saturdays and 200 to 300 on weekdays. He opens after school hours during the week and at 10 a.m. on Saturdays. Closing time is 10 p.m. weekdays and 11 p.m. week-end nights.

Promotion in a medium-sized city can be largely word-of-mouth, but Dacquisto has been advertising in the local high school papers as well, building good will and business at the same time. The ads stress the fact that the kids can bowl at a dime a game and, in bigger letters, the fact that the place is well-supervised. Coupons for free games may be included in future ads. He figures the teen population in the area at about 4,000 to 5,000, which includes enrollment of two high schools and a junior high.

Plans for the future include tournament bowling competition to feature father-son and mother-daughter teams, PTA get-togethers and special events. Also in the works is a prize system to award weekly high scorers and high teams. Elevated shelves for prize display will be added, and a snack bar will be installed. At least four or five new coin games, to include a Drive-Mobile, will fill out the amusement line-up. Dacquisto remarks, incidentally, that good Arcade machines are currently difficult to come by.

LIKE NEW!

SHAFFER SPECIALS

Make This Your Coin-Machine Headquarters for Anything You Require

New or Used (all used equipment thoroughly shopped—ready for use)

KIDDIE RIDES	MUSIC	ARCADE EQUIPMENT
Ex. Pony Express \$195 Ex. Big Bronco 350 Bally Space Ship 295 Merry-Go-Round 295 Miss America Boat 295 Round-World Trainer 325 Lancer Horse 295 Lane's Fire Engine 395 United Horse Write	10 Wurlitzer 1500 \$175 30 Wurlitzer 2000 495 5 Wurlitzer 1900 385 5 Wurlitzer 1800 385 2 AMI A 40 75 2 AMI C 40 125 1 AMI D 40 195 3 AMI E 120 295	Space Gun \$125 Dais Gun 65 Gen. Rifle Gallery 125 Ex. Shooting Gallery 125 Carnival Gun 125 Gen. Sky Fiter 110 State Fair 225 Sportsman Gun 150 Treasure Cove 210 Polar Gun 225 Pistol Pete 125 Coon Gun 125 Squirt 395 Midget Movies 125 Sidewalk Engineer 150 Gen. 2-Pl. Basketball 195 Air Football 130 Balloon-O-Mat 175 Marv. Metal Typer 250 Stan. Metal Typer 275 Rock N Roll 50 3-D Movies 125 Flying Saucer 95 Silver Gloves 125 Heavy Hitter 65 C.C. Midget Skae Ball 125 Photomats 295 Voice Recorder 295 Auto Photo 1,150

SPECIAL
C.C. 1-Pl. Rocket .. \$225
C.C. 2-Pl. Rocket .. 295
C.C. Rebound 110
Shuffle 195

BINGOS
Miss America \$375
Show Time 310
Key West 275
Brite Lites 65
Miami Beach 110
Double Header 195

VENDORS

National 9 Col. 950 Cig. \$ 95.00 National 9 M Cig. 125.00 National 11 M Cig. 165.00 Kunkel or Pop-Sex Popcorn 69.50 Hot Automatic Popcorn 99.50 Automatic U-Pop-It, shopped 99.50 Habel 3 Sel. Ice Cream 325.00 Habel 5 Sel. Ice Cream 395.00 Welch Orangeade 195.00 Coffee & Hot Choc. 350.00 Silver King Hot Coffee 95.00 Ship. & Col. Candy 115.00 Film Vendors, 6 Col. 95.00	Revco Cup Ice Cream \$125.00 Vendo #210 Ice Cream 295.00 Dair-O-Matic, Milk Cows Milk 295.00 Cup-O-Matic Milk 395.00 Victor 5c Capsules. 8.50 N.W. 1/2 Jet Ball Gum 8.50 Select-O-Vend 5 Sel. 1/2 Tab Gum 10.00 Eastern Elec. 22-Col. Cigt. 225.00 U-Select-It 30c Cigt. 69.50 Lehigh 15-Col. Cigt., new 285.00
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WANT TO BUY
Flasher Type Shuffle Alleys
Late Wms. & Gottlieb's Games
Panorams—Auto Photos—Urytes

We require one-third deposit with order, balance C.O.D. or sight draft.
Wurlitzer Distributors

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GOTT. DUETTE, 2-PL. \$110
GOTT. SCOREBOARD, 4-PL. 95
GOTT. TOREADOR, 2-PL. 150
GOTT. REGISTER, 4-PL. 150
GOTT. JUBILEE, 4-PL. 150
GOTT. FAIR LADY, 2-PL. 225
WMS. RACE THE CLOCK, 4-PL. 95
WMS. FUN HOUSE, 4-PL. 125

CHILDREN'S RIDES

2 PALOMINO HORSES \$150
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SPECIAL!!!

BALLY SPACE GUNNER, (floor sample) THIS IS A STEAL AT \$195
5 WILLIAMS 10-STRIKES, (LIKE NEW) 195

Modern Dist'g Co.

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SEEBURG

KD200 \$675.00
VL200 545.00
HF100R 450.00
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M100C 395.00
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WURLITZER

2100 \$499.50
2150 479.50
2000 449.50
1900 449.50
1800 395.00

AMI

H200 \$650.00
G200 450.00
G120 450.00
F120 395.00
E-80 275.00
D-80 189.50
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WALL BOXES

Wurlitzer 5210, 200 Sel. \$89.50
AMI-W200 89.50

CIGARETTE VENDORS

Eastern Mark II ... \$199.50
Eastern, 10 Col. .. 99.50
Rowe Commander, 11 Col. 109.50

SPECIAL

Williams Bank Shuffle \$199.50

Reconditioned—Refinished Guaranteed
Write for Illustrated Catalog

SHAFFER

MUSIC COMPANY
849 North High Street
Columbus 8, Ohio
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CLEVELAND COIN MACHINE EXCHANGE, INC.
M. S. GISSER (Sales Manager)
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All Phones: Tower 1-6715

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ARCANE

Genco FOOTBALL \$140
Wms. CRANE 115
Wms. ALL STAR BASEBALL 125
C. C. STEAM SHOVEL 115
Bally ALL STAR BOWLER 175
Genco MOTORAMA 295
C. C. TWIN HOCKEY 215
Williams TEN PIN 195
TELEQUIZ w/Film 95

NOW DELIVERING!
Chicago Coin's **RED PIN**
Regulation and Flashomatic Hi-Scoring

KING BOWLER
16' Reg. and Hi-Score
21' Regulation only

WANT TO BUY!
Gottlieb
5 BALLS
Any Quantity

NEW GAMES
Autobell CIRCUS PLAYBALL
Bally SEA ISLAND
Bally HEAVY HITTER
Bally CLUB BOWLER
Bally LUCKY ALLEY
Bally GUNSMOKE
Keeney SHAWNEE
Keeney DLX BIG TENT
Keeney BIG ROUNDUP
United DLX, BASEBALL
United SIMPLEX BOWLING ALLEY
United DUAL SH. ALLEY
United DUPLEX BOWLER
Valley 6-PKT. POOL TABLES
Kaye 6-PKT. POOL TABLES
Williams PINCH HITTER

Write or Call Us for DEAL OF A LIFETIME!
Chicago Coin's
ROCKET BALL
14' TWIN BOWLER
6'-8' MONTE CARLO
REB. SHUFFLE

FIRST COIN MACHINE EXCHANGE
Joe Kline & Wally Finke
1750 W. NORTH AVE • CHICAGO 22, ILLINOIS • Dickens 2-0500

NOW DELIVERING!
Chicago Coin's
STAR ROCKET
★ 5 Big Buttons!
★ High Scoring Action!
★ Available in 3 Models!
★ Fits Everywhere
Only 24"x32"
★ New "Player Action"

GUNS

Genco CIRCUS GUN \$330
Genco STATE FAIR 240
Genco DAVY CROCKETT 225
Genco SKY ROCKET 195
Keeney RANGER 195
Un. CARNIVAL GUN 160
Keeney SPORTLAND 135
Keeney SPORTSMAN 135
Genco RIFLE GALLERY 135

NEW GAMES
Autobell CIRCUS PLAYBALL
Bally SEA ISLAND
Bally HEAVY HITTER
Bally CLUB BOWLER
Bally LUCKY ALLEY
Bally GUNSMOKE
Keeney SHAWNEE
Keeney DLX BIG TENT
Keeney BIG ROUNDUP
United DLX, BASEBALL
United SIMPLEX BOWLING ALLEY
United DUAL SH. ALLEY
United DUPLEX BOWLER
Valley 6-PKT. POOL TABLES
Kaye 6-PKT. POOL TABLES
Williams PINCH HITTER

Cable: "FIRSTCOIN" - Chicago

SPECIAL SALE UPRIGHTS

Games, Inc., Super Hunter \$275
Games, Inc., Double Shot. 295
Bally Skill Parade 245
Bally Skill Roll (new).... 125
Bally Deluxe Skill Parade (new) 295
Genco Silver Chest 50

BINGOS

Bally Miss America ... \$325
Bally Cypress Gardens \$450
Bally Sun Valley 425
Bally Key West 250
Bally Big Show 220
Bally Night Club 150
Bally Broadway 115
Bally Miami Beach 105
Bally Big Time 95
Bally Beach Club 60
United Nevada 50
United Manhattan 50
United Scarlet 85
United Caravan 95
United Star Dust 95

ARCANE

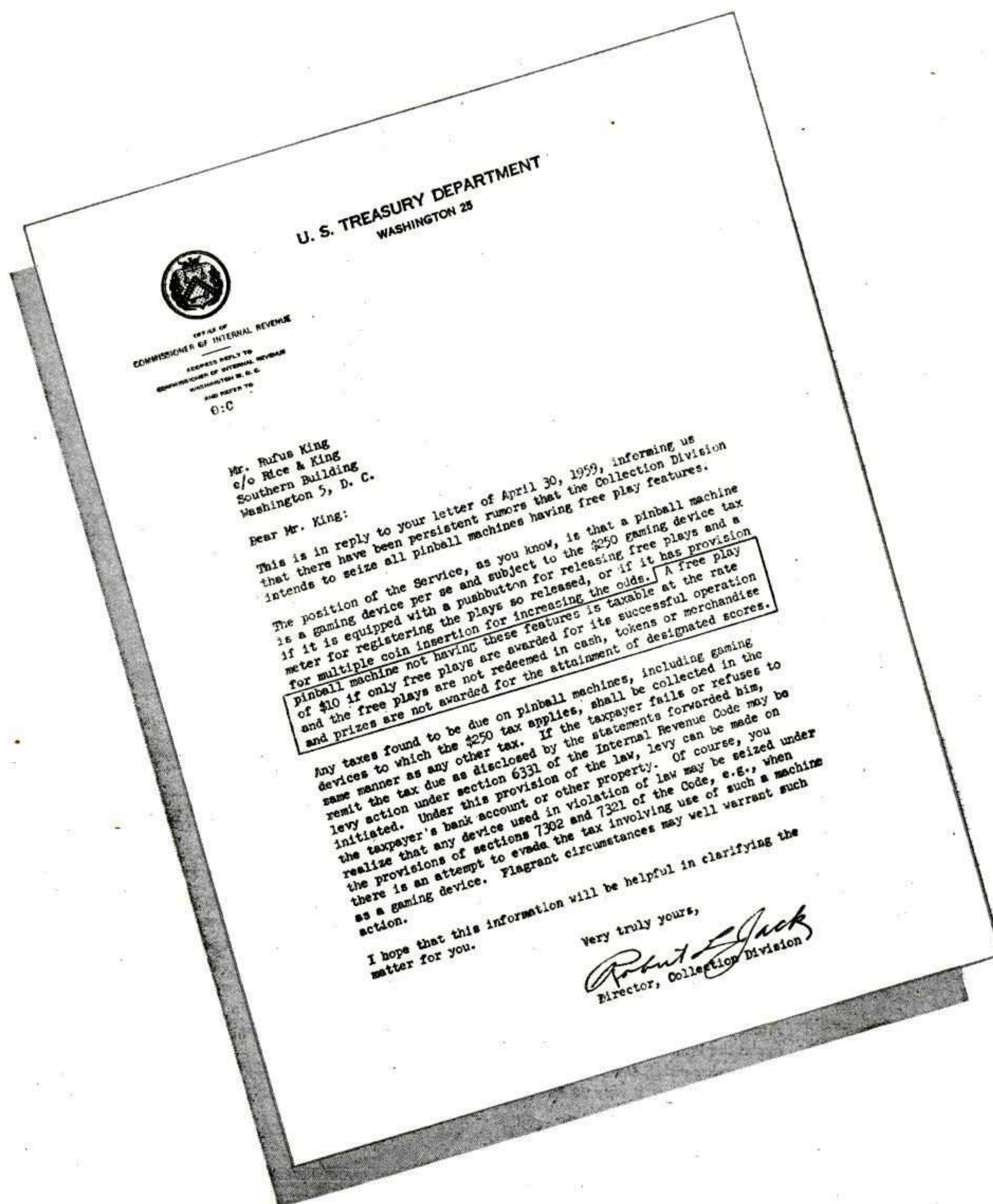
BALLY ALL STAR BOWLER, 5 1/2' \$145
Bally Strike Bowler 425
Bally Trophy Bowler, 14' 595
United Midget Alley, 6' 145
United Bowling Alley, 14'... 295
United Leader Shuffle Bowler. 95
Genco Quarterback 95
COMPLETELY RECONDITIONED . . . GUARANTEED.

MICKEY ANDERSON AMUSEMENT CO.
314 East 11th St. Erie, Pa.
PHONE: 2-3207


The following letter, reproduced with the permission of the U. S. Treasury Dept., is in reply to an inquiry on our behalf for a clarification of the Department's position on amusement type pinball machines.

D. Gottlieb & Co.

Chicago 51, Illinois



Every spot is a *Bally* spot!



LUCKY ALLEY

FAMOUS LUCKY STRIKE FEATURE
Biggest thrill in bowling!
Biggest money-maker in years!

- Official bowling scores
- 1 to 6 can play

4 in. Rubber Ball
or
4 in. Hard Ball



SEA ISLAND

8 MAGIC SCREEN POSITIONS
A B C D E F G H

Shift before or AFTER 5TH BALL!

Extra mobility of Magic screen and maximum Extra time add up to Extra play-appeal... Extra earning-power. SEA ISLAND collections top sensational records of CARNIVAL QUEEN. Get your share... get SEA ISLAND today.



De Luxe CLUB BOWLER

NEW FAST PLAY ups alley earning power 50%

New twice-as-fast rotary totalizers and faster play-cycle enables you to make hay while the sun shines. Get DE LUXE CLUB BOWLER today.

Players' choice:
OFFICIAL or SPEED bowling...
switch-on LUCKY STRIKES

1 TO 6 CAN PLAY
8½ ft. by 25 in.
DIME-PLAY



Heavy Hitter

PITCH-AND-BAT BASEBALL GAME

New
Moving Target Light
JUMBO PITCH BAT BUTTONS
SPEED UP FAST 3-INNING GAME

1 or 2 can play
ANIMATED BACKGLASS
Flashy Cabinet

2 MODELS: Standard—Replay

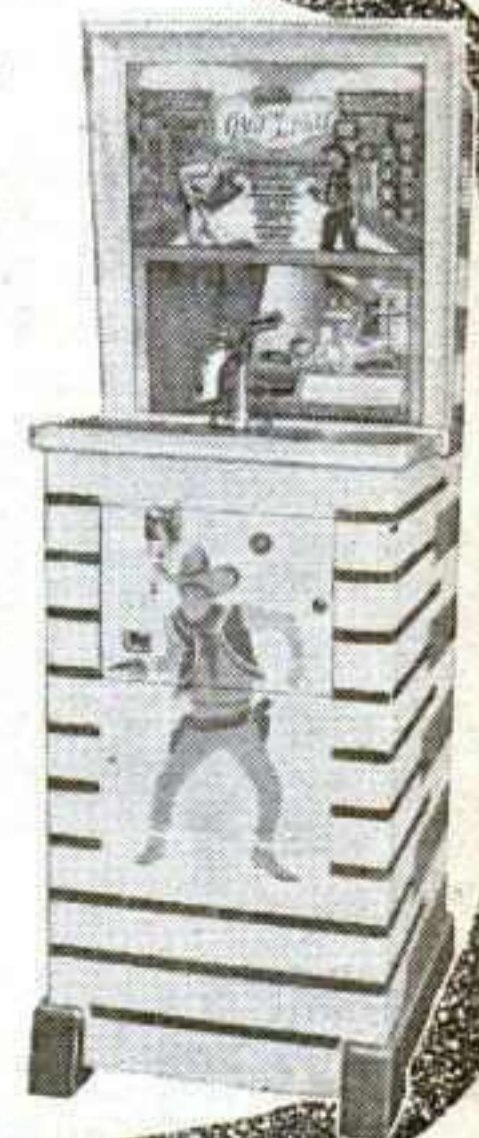
PINBALL SIZE
24 IN. BY 57 IN.
NEW HIGH-SPEED
TOTALIZERS
NEW FAST BALL



JUMBO

PLAY-TESTED FOR PROFIT-POWER
BY 250,000 GREAT *Bally* GAMES

CHOICE of Lever-Arm with ratchet-action, as illustrated, or jumbo-size Push-Button. Choice of 3 coin-styles: nickel, dime, quarter. Club-styled cabinet is only 28 in. wide, 17½ in. deep, 57 in. high.



GUNSMOKE

TARGETS SHOOT BACK

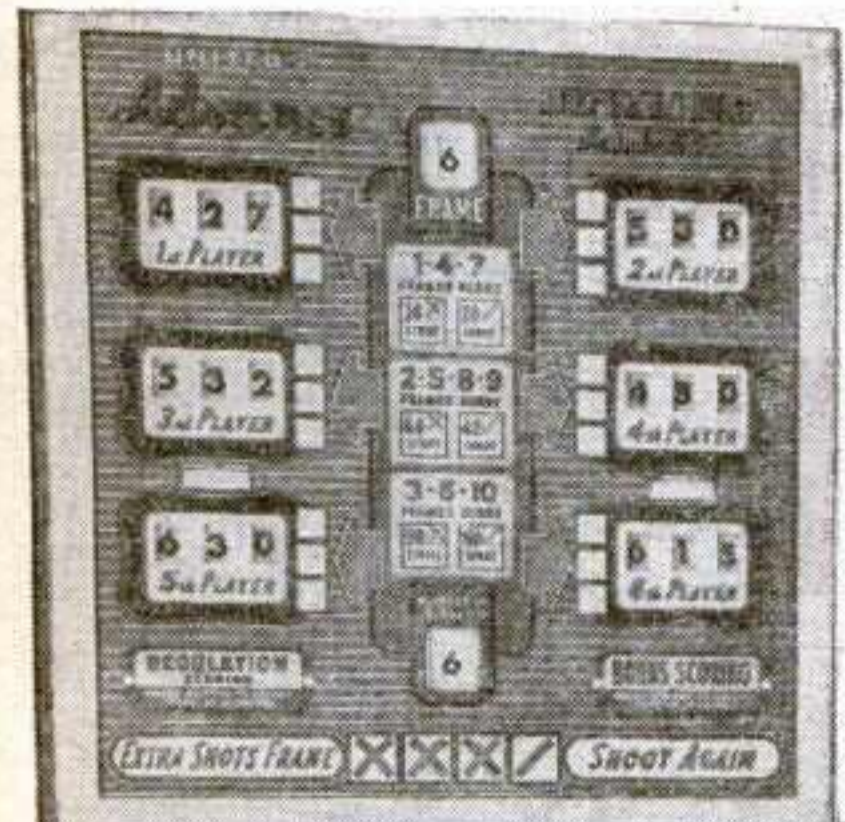
Shoot-Back feature gives player all the thrills of a two-player game... while operator enjoys the fast earnings of a fast one-player game. Put GUNSMOKE in your gun spots now.

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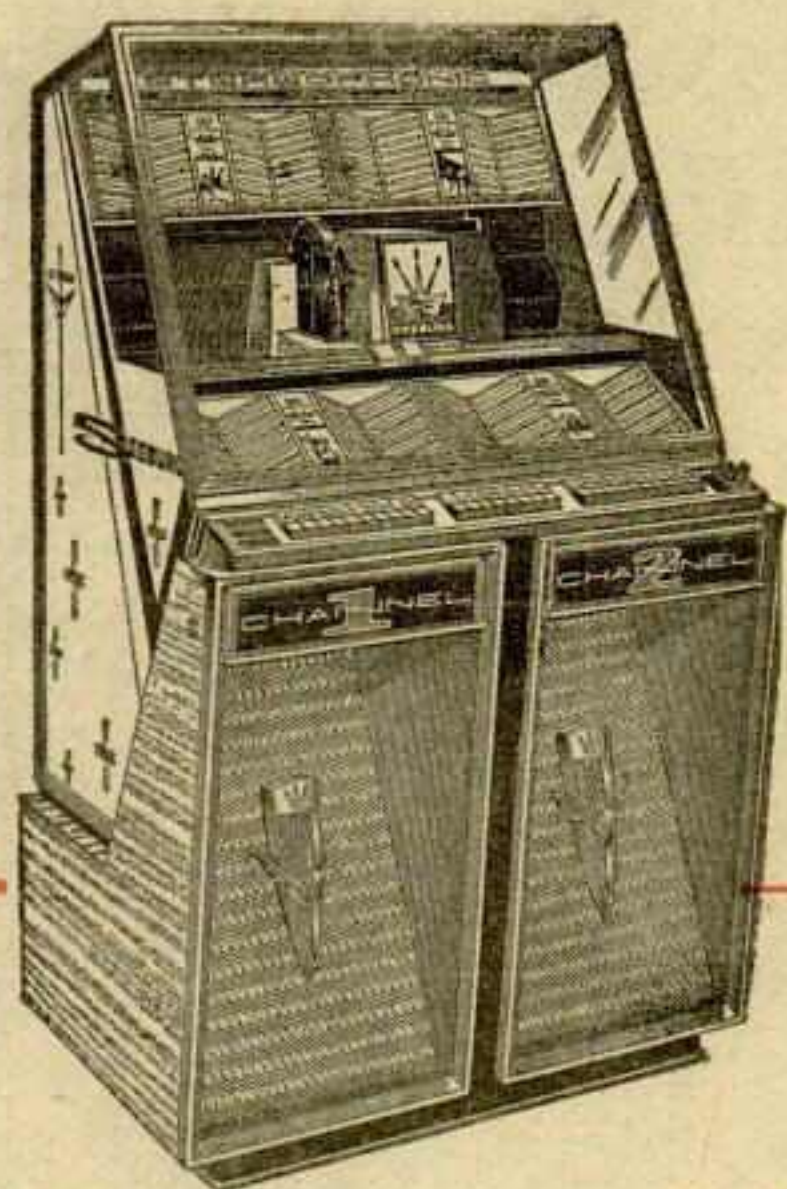
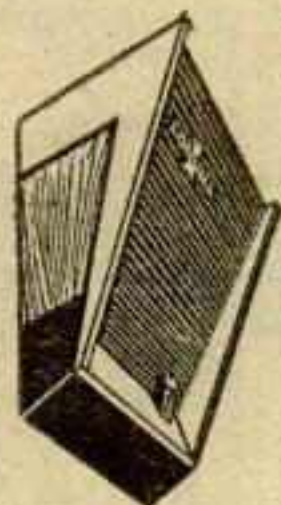
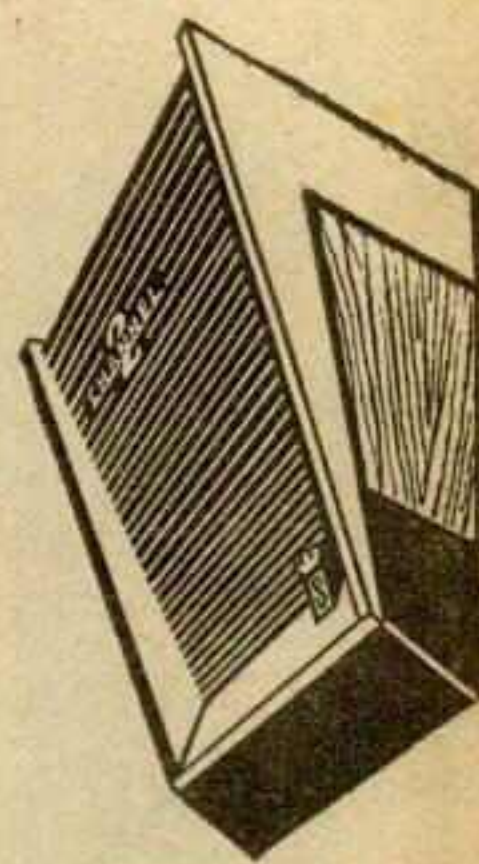
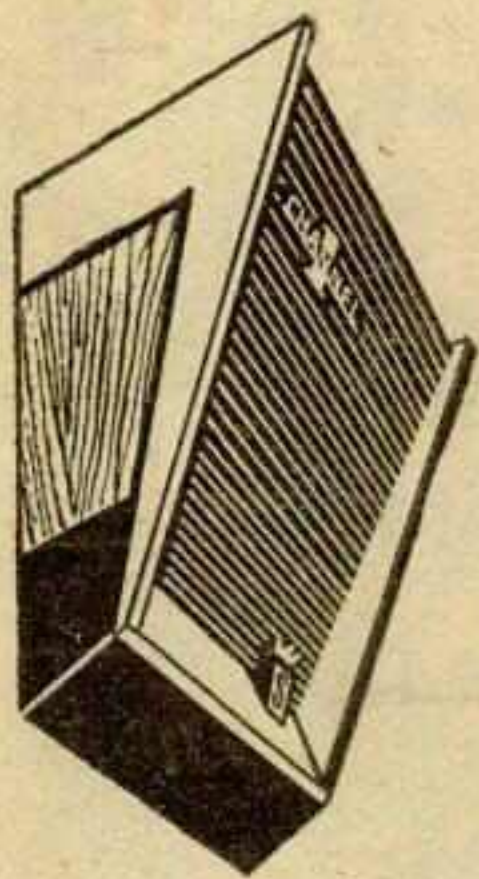
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