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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Singles Lag Stirs Diskery Thought

Labels Mulling Cause and Cure; Some See Situation Transitory

By PAUL ACKERMAN ar BOB ROLONTZ

NEW YORK-Question uppermost in the minds of many diskers is a provocative one, succinctly posed: "What's wit' the singles business?"

That the dollar volume is spread thinly over many labels, and that many manufacturers are reporting poor volume even on chart records, is no longer news. What is news is the fact that a number of labels are doing considerable soul-searching to ascertain reasons for the lag -and to come up with a possible

Over-production and lack of sufficient air time are among the most cited arguments for lagging sales. To these, however, have been added newer theories. One of the most provocative has to do with possible changes in the buying habits of teen-agers. With regard to the latter, several top execs are of the opinion that teen buying habits are experiencing a change; that many youngsters, aware that they can hear singles many times over the air, are getting "hip" and are saving their money to buy alis the view that the price of singles may be completely unrealistic.

Mull Price Cuts cerned with the singles picture, are types of ballads coming to the fore.

Hip Kids Tape D.J. Programs

NEW YORK -- In line with the question as to "What's with the singles business," a number of deejays have reported that kids are taping their shows and then using the tapes at parties and dances. According to these jocks the youngsters know they can hear all of the top 40 tunes on most of the stations and thus they obviate-via the tape machine-the necessity of going out to the stores and buying the disks.

At the same time that manufacturers are complaining about the singles business, three noticeable sales trends are being closely watched. The first is that there are less million sellers at present than there have been over the past few years, more 500,000 sellers, and many, many more bombs. The latter of course is due to the elew of records released each week. Some observers attribute the slackening of million sellers to the difficulty of "laying on" a record in a crowded market.

of price. On some very high levels the feeling is this; that a break in price will have to be drastic if it is to be effective. Secondly, it is felt that any company bold enough to make such a move will have to do so at a time when it has hot artists - otherwise the move will mean little.

Another aspect of the situation being reckoned with is this: The singles business, even tho it represents only 30 per cent of the dollar volume, has a terrific profit margin. A drastic price break would, of course, eat into this considerably. Again, on the other hand, it could introduce a measure of stability into a field over-run with rampant wheeling and dealing.

Several labels, which have admitted they have tried to analyze the pros and cons of a drastic price break on singles, have specifically pointed out that as of now they have rade no decisions.

While they are debating, others are of the feeling that the current situation is transitory; that exciting new artists will help to cure it.

More Production

There are others who believe bums. Tied in with this argument that the changing taste in music will help overcome the weak singles situation. They point out the slow fading of the wild rock and Several important labels, con- roll material and the smoother known to be analyzing the matter They also note the great increase in country-type tunes hitting the top of the charts, and note as a current example the folk song smash, "The Battle of New Orleans."

It is certain that a.&r.-wise, many labels are making an attempt to come up with singles product which has more "production" than a lot of the material of the past (Continued on page 11)

KEYNOTE FOR DEEJAY MEET

By JUNE BUNDY

MIAMI -- Harold Fellows, National Association of Broadcasters prexy, made it very clear in his keynote address at the second annual deejay convention here Friday (28), that the major problem between station management and its key employee, the disk jockey, continued unresolved. The problem-management - control versus "personality" jockey - is of paramount interest to the record industry, of course, since its ultimate resolution will determine local radio promotion policies of the diskeries.

As spokesman for NAB, an association of broadcasting management, Fellows strongly urged so-called "personality" jockeys to be ever mindful of their responsibilities, not only to the public but to their station management.

The NAB exec cautioned jockeys against running "the risk of taking yourself too seriously because people refer to you as a 'personality' or a 'name." Regardless of those tags," he noted, "in the last analysis you are none of these. You are that station and all of the people who made it possible for you to be on the

Fellows opined that "This basic consideration is overlooked by a few of our disk jockeys. They become so intent upon projecting themselves as characters, if you will, or as dominant and influential figures on the local scene, that they fail to remember that they are but a part of this overall and compre-

(Continued on page 3)

FELLOWS SOUNDS C.&W. Renaissance Highlights Current Hot 100 Trends

Recently Hitless Names Making Comeback; Twin-Side Scoring

By REN GREVATT

NEW YORK -- A strong resurgence of country music as an important pop factor highlighted a series of interesting new trends on The Billboard Hot 100 chart this week. Other changes noted included the reappearance on the charts of a half-dozen recently hitless name acts and what appears to be at least a trend toward artists scoring with both sides of a single disk.

At least four artists, well-known in the country field, have simultaneously broken out with their very first disks to hit the pop charts. The big example of the week, of course, is Johnny Horton's runaway smash, "The Battle of New Orleans," which took over the top slot this week.

Big Jump

But there were others. Carl Dobkins Jr., with his Decca disk of "My Heart Is an Open Book," bounced up from 47 to 31 in the standings. Stonewall Jackson's "Waterloo," on Columbia moved from the 98 to the 66 slot, while George Jones' "White Lightning," on Mercury moved from position number 88 to 75. All these artists are on the pop chart for the first

Also of some interest is the movement of two other Columbia Records. Johnny Cash with "Frankie's Man, Johnny, moved up to 57 from the 70 slot, while Carl Perkins. with "Pointed Toe Shoes," entered the chart for the first time in the 97 position. The appearance of Horton, Jackson, Cash and Perkins on the pop chart means that

four of Columbia's six current chart records have strong country origins. Tradesters recalled that not since the advent of the Everly Brothers as pop hit makers has the rural flavor appeared so strong.

Dual Hits On the dual-hit kick, eight artists appeared on the charts this week with two sides of a single disk. The trend appears to reflect the fact that disks may have a similar mood or rhythm on both sides plus the fact that as some observers have noted: "They're just making better records all around these days." A third and perhaps more logical theory is that with the present admittedly slow state of the singles business, the phenomenon of the so-called "throw-away" side is no more. Record men simply figure that they have twice the chance of getting a hit if they put two good sides back to back.

At any rate, appearing this week with coupled hits are Brook Benton with "Endlessly" (13) and "So Close" (54); Fats Domino with "I'm Ready" (17) and "Margie" (56); the Everly Brothers with "Take a Message to Mary" (18) and "Poor Jenny" (41); Elvis Presley with "A Fool Such as I" (19) and "I Need Your Love Tonight" (29); Frankie Avalon with "Bobby Sox to Stockings" (35) and "A Boy Without a Girl" (53), and Nat King Cole with "You Made Me (Continued on page 11)

Gimmicks Hyp Instrumentals

NEW YORK - "You Gotta Have a Gimmick," sings Ethel Merman's stripteasing sidekicks in the hit Broadway musical, "Gypsy," and nowhere is the truth of that statement more in evidence than in the instrumental hits on the current Hot 100 chart.

Martin Denny brings the jungle animals to life in "Quiet Village," while Frank Pourcel's Parisianmade "Only You," has the big, lush studio ork sound. "Baby" Cortez turns in a wild, gimmicked quality in his slicing of "Happy Organ." and the Virtues accent a down-toearth blues sound on "Guitar Boogie Shuffle." "A String of Trumpets" with the Trumpeteers is just that, while an interesting soprano and baritone sax interplay is heard on Mickey Mozart's "Lit-tle Dipper."

NEWS OF THE WEEK

Chicago Dealers Sue Victor,

Columbia, Capitol Over Clubs . . . A suit was filed in Chicago this past week by four record dealers against Victor, Columbia and Capitol Records over alleged price discrimination, covering many things including Record Clubs. Page 2

Victor, Roulette, Mercury Offer Summer Plans . . .

Victor Records, Mercury, and Roulette offered their summer sales plans this week for dealers and distributors. Pages 2 and 3

Fun and Seriousness Alternate At Miami Deejay Convention . A mixture of fun and frolic and high seriousness marked the Miami conclave of deejays from all over the country in Miami this past weekend. Page 4

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ROULETTE DEALERS RECORD CLUB see pages

Communications to 1564 Broadway, New York \$6, N. Y.

Victor, Col., Cap. Named In Suit by Chicago Dealers

Allege Trio's Club, One-Stop, Rack Deals Restraint of Trade

By BERNIE ASBELL

forewarned by the Society of Rec-Victor, Columbia and Capitol Records with violations of the Sherman Antitrust, Clayton and Robinson-Patman Acts was filed this week in Federal District Court here under the names of four Chicago disk called Harmony Hall; B. H. retailers.

allege that the three majors have "conspired" to restrain free trade clubs and in giving lower prices

Muse Tune Rights Spark Pubber Suit

NEW YORK - Mills Music and cleffer Clarence Muse filed suit in New York Federal Court Thursday (28) against publisher Robert Mellin and a pair of his ASCAP - affiliated firms, Robert Music and Sherwin Music. The suit involves renewal rights to the tune "Sleepy Time Down South."

The suit seeks a determination as to who owns said renewal rights. The complaint states that sometime KEYS MERC SALE The complaint states that sometime prior to 1930 the tune was written by Muse in association with Leon Rene and Otis Rene. The three cleffers are claimed to have assigned renewal rights in 1957 to Mills Music. Defendants have claimed that they own the renewal rights under an alleged assignment made by Muse on February 16, 1951.

The suit seeks a permanent injunction against the Mellin firm's culated to be a major traffic claims to or licensing of the song. Damages and reasonable legal fees are also sought by plaintiffs.

MJQ Set for **Europe Return**

NEW YORK - The Modern Jazz Quartet returns to Europe album at \$5.95 will be able to use this week for a two-week tour, to the \$5 coupon toward the purbe highlighted by an appearance chase of a second album. Thus, at the world famous Maggio Mu- he'll get 11.90 in value for \$6.90. sicale Florentinc. The two special concerts will be presented in the bought at \$3.98, the \$3.48 coupon Italian city at the Pergola Theater, can be applied against the price of June 9 and 10. They will mark a second, the customer paying the first jazz performances at the \$4.48 for \$7.96 in value. festival. On the current tour the If he buys a single, the customer MJQ will also perform in concert can use the 79-cent coupon toward in Rome, Naples, Milan, Turin, the price of another, so he gets Genoa and Venice, The Turin con- \$1.96 in value for \$1.17. cert on June 6 will be televised by the Itlaian National TV net- spectacular in a growing industry work.

CHICAGO - A lawsuit long and one - stops. They ask triple resulting in their relinquishing their damages and call for an injunction ord Dealers (SORD) charging RCA to halt further operation of the clubs as well as further employment of the allegedly discriminatory price benefits.

Plaintiffs in the suit are Bernard Strickler, owner of two shops (Bernie) Skidell, ABC Record-In a 21-page brief, the dealers Teria; V. H. (Andy) Anderson, Record Center, and Gerald R. by operating mail order record half as well as in behalf of all re- artists who enjoy strong public debefore final adjudication is made. majors.

> The brief was prepared by the lan recently fought a successful

> blasts a quarter-million dollar ad-

vertising campaign with full-page

color ads in leading newspapers

tomorrow (2), to open a sale cal-

stimulator. On June 15, a four-

color page will run in Life

Ads will be headlined "This

Page is Worth \$9.27!" and will

carry coupons worth \$5, \$3.48 and

A customer buying a Merc stereo

When a monaural album is

The sale is one of the most

trend toward promotions that

Bill me

79 cents off regular list prices.

magazine.

250G AD PITCH

Coupon Deal on LP's, Singles

CHICAGO - Mercury Records | couple traffic-building along with

Aimed as Major Dealer Aid

and special benefits to rack jobbers suit against the A.&P. food chain exclusive right to dstribute Woman's Day magazine.

Named as co-defendants in the suit are the company-owned distributing branches.

Major arguments advanced in the suit are:

1. The defendants manufacture and distribute the major portion of all records consumed in the United States. Because these companies Tapp. They filed in their own be- have exclusive contracts with tailers in the Chicago area, in what mand, no substitute for their prodis called a "spurious class" suit. ucts can be offered. Therefore, no This classification, according to dealer "can successfully compete Jerome Marvin Kaplan, SORD with any other sellers of records to counsel as well as co-counsel in the ultimate consumers . . . without carsuit, enables any additional retailer rying . . . all or the greater portion' to become a party to the complaint of the product of the defendant

2. For four years prior to the firm of Marks, Marks and Kaplan, suit, the defendants allegedly did specialists in antitrust law, co- "discriminate in prices between counsel with Jerome Marvin Kap- certain retailers," by giving dislan who is connected with a sepa- counts, rebates, commissions, free rate firm. Marks, Marks and Kap- goods, discounts for advertising,

price incentives to the dealer.

Celebrity Series in Lingles.

The sale will last until June 30

and covers all package categories

Irving B. Green, Merc prexy,

said that "a voluminous supply"

of store and window display mate-

rial is moving out to dealers and

that co-op advertising money to ad-

vance the campaign is available.

coupons can be given a set.

Dealers will be supplied with re-

(Continued on page 11)

Hanover Staff

INDIE DISTRIBS

IN HUSH HUDDLE

CHICAGO — A hush-hush meeting was held Wednesday (27) at Como Inn restaurant of all indie distributors here

except one and all the city's

The main subject was an

exploration of the promis-

cuous return guarantees that

one-stops have frequently en-

joyed and of ways that returns

to the problems were found,

No earth-shaking solutions

might be better regulated.

The Billboard learned.

one-stoppers.

NEW YORK - Hanover - Signature Records has appointed Milton De Lugg to the post of musical director. The appointment was announced by H-S prexy, Bob Thiele, with whom De Lugg was associated in the past at both Dot and Coral Records. Thiele also announced the release of the company's first package, the much celebrated "Poetry for the Beat Generation" by Jack Kerouac.

De Lugg started his music ca-(Continued on page 11)

Wexler to M-G-M Post

NEW YORK - Elliot Wexler, The Amusement Industry's Leading Newsweekly 15 year veteran of the disk scene, has joined M-G-M Records as di- Founded 1894 by W. H. Donaldson rector of marketing. He'll be in charge of developing new marketing approaches and business stimulants.

Prior to World War II, Wexler started in the record business as sales chief for the Columbia Recin stereo and mono as well as the ords distributor in Philadelphia. Later he had his own distributorship where he became the first distributor o. London Records in the United States. Subsequently, he operated a Coral distributorship, was manager of Benny Goodman and later was veepee of the Mershaw Company, one of the early prints of the newspaper ads so rack jobbing firms. Wexler also customers failing to bring in operated Moon Records, a kiddie

Victor Skeds \$1.49 Summer LP Sale

running a "Summer Clearance" sale on a lot of older album merchandise starting this week, which slashes the price of "hundreds" of previously released albums to \$1.49 from the original list price of \$3.98 and \$4.98. The lead item in the summer clearance is the original cast waxing of "Say Darling," which was issued at \$4.98. The clearance also contains stereo albums as well.

RCA Victor does not reveal in its trade ads the names of the albums that are part of the summer clearance except for "Say Darfor the albums to either the dealer or the distributor except to say that it is "very special."

NEW YORK - RCA Victor is | Billboard was unable to learn the names of these selections at press time. The carton unfolds into a browser box that can be placed on a rack or on a counter. With the cartons come window streamers, ad mats, and envelope stuffers.

Victor states that the supply of these cartons is limited. They also mention that there are hundreds of LP albums among the merchandise. How long the summer clearance will last is not mentioned.

News of the RCA Victor summer clearance plan caused much speculation in the trade. What the diskery will do about dealers who have ling." They do not give a price these summer clearar. - items in stock now was not known. As for price, it was estimated by tradesters that the \$1.49 albums would The summer clearance works as cost the distributor about 75 cents follows: Distributors and dealers each and the dealer about 95 cents receive pre-packed cartons, each each, or thereabouts. This is the one containing 25 assorted LP's, first summer clearance sale by Vicwhich include pop, classical and tor in many years, and one of the jazz albums. Each carton contains few sales in which the savings are 25 different selections, altho The passed directly to the consumer.

Roulette Sets 'SSS' Special

NEW YORK -- Roulette Records this week launched a "Sound Summer Sales" program, whereby the label will offer two albums free for every 12 albums purchased for both monaural and stereo sets. The program, which runs from June 1 thru July 31, is directed at distributors as well as dealers.

The program includes the entire Roulette and Roost catalog and everything in the Tico catalog but 10 LP's. These 10 packages will be offered at the suggested retail price of \$2.98. Tico albums offered to dealers at a \$1 off the regular retail price include packages by the Trio Los Panchos, Jose A. Jiminez, Pepe Luis Okr, and Larry Sonn and Mariachi Gilberto Parra.

Dealers may order and reorder in any quantity they choose, but the plan calls for a minimum initial order for distributors to qualify for the two-on-12 deal. Roulette sales veepee Irv Jerome is readying an extensive promotional and advertising campaign on the summer sales plan, including new album inventory control form and order pads for distributors and salesmen, and a special mailing piece on the program to 8,000 dealers.

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Occupation.

'What Next' In **Waxing Claims** Deejays' Ears

Diskers Say They Must Sell What's Wanted by Public

MIAMI BEACH, Fla.--One of the most provocative discussions at the deejay convention here last week was the panel devoted to the subject, "What Next, Mr. Music

Joe Kolsky, Roulette Records' executive vice-president, stated that in the disk business one could always expect the unexpected. He stated the manufacturer must purvey not what he likes but what the public likes. "In short, we as manufacturer and you as disk jockey do not act, we react. Kolsky noted that because of the increase in formula programming, the over-exposure given to top records contributed to the phenomenon of smaller sales, with newer records never even seeing the top of the turntable.

He predicted an even further decline in singles sales unless the situation is corrected. Kolsky stated that once a record reaches its peak and begins to slide, it is no longer a hot record and should be taken off the list to make room for new releases that are getting action. "In doing this, we maintain the Top 40 format and the Top 40 becomes agreement on two major issues. more current and gives exposure to more records.

Dave Cavanaugh, Capitol Records a.&r. exec, stated he saw a trend toward better music. As evidence, he noted the rise in impor-(Continued on page 36)

Paul Ackerman Lauds Jockeys

MIAMI BEACH, Fla. — The disk jockey has become the custodian of American music, the DI convention was told by The Billboard music editor, Paul Ackerman, in the panel on Disk Jockey Promotion Via Trade Papers. In view of this, Akerman noted, the jock must "always seek to broaden jockeys are beginning to accept sonality completely to a rigid forhis knowledge of the music business and all its facets-records, parently here to stay, and now on the live personality. In my sosongs, trends in taste, etc."

man, faces up to this obligation. the indications during the session the top men, whereas before it was He added: "He is the true savant tagged "What Is a Personality To- voices and automations." of American music. It is he, more day" at the deejay convention here than any college professor, who last Friday (29). has his finger on the true musical pulse of the nation." Trade papers agement is beginning to find that by stations, and cited the New aid in this connection by keeping formula radio in an increasingly jocks better informed. They also competitive market can build bethave the obligation of preserving ter ratings "personalities." "an independent attitude toward the record business. Like the hon- of Capitol Broadcasting, for inest jockey and like Caesar's wife, stance, said he has always been the honest trade paper must keep a great believer, in strict format itself above suspicion."

Lively Discussion on Problem of Releases

discussion on the subject of the of good quality the deejay would great number of record releases suffer along with sponsors and recwas held at the deejay convention ord manufacturers. He said the rehere last week, with considerable birth of radio was due to the crerange of opinion being voiced. ativity of record companies and Archie Bleyer, Cadence Records disk jockeys; he warned against a ohief stated there were too many decline in the creative level of releases, that even conscientious record men and jockeys. He condeejays could not listen to them all, gratulated Sam Phillips, of Sun; that the buying power of the pub- Steve Sholes, of RCA Victor, and lie could absorb only a small per- those jockeys who recognized such centage of the records. He noted talents as Elvis Presley. With re-

Bleyer stated the deejay com- in singles sales, Bleyer indicated municates thru music rather than

MIAMI BEACH, Fla.-Lively speech and that if records are not an increasi r disregard of talent. gard to complaints about the lag

REGISTRATIONS TOP K. C. MARK

MIAMI BEACH, Fla .--Attendance at the Second Annual DJ Convention here went well over the figures racked up a year ago in Kansas City, Mo. According to convention co-ordinator Bill Stewart, the registration had reached 2,297 at 1 p.m. Friday, with additional registrants still expected later in the day and Saturday.

This figure compares with the 1,700 registrations which Stewart said were the total for Kansas City. Moreover, he added, the proportion of disk jockeys was considerably higher this year, hovering about the 1,500 mark at the latest count. The remainder were representatives of the related music fields.

United in War On Static Adv'g, TV's Opponents

MIAMI BEACH, Fla. — Altho NBC Executive Veepee Matthew J. Culligan and McLendon Stations Chief Gordon McLendon were scheduled to debate on the subject "Network Vs. Independent hensive effort that comprises a Radio" at the deejay convention thing we call a broadcasting stalast week, both execs were in tion. They believe indie and network of the day, and important ones too, radio"-TV, Newspapers, and alone - in your comportment and "other forms of static advertising." judgment—depends the reputation They also opined that broadcasters of the entire American system of the increasingly appearance of the entire American system of the property of the entire American system of the entire American system of the property of the entire American system of

DJ'S FIGURE WAYS

TO BEAT FORMULA

Stewart Reported Leaving Storz to Join Metropolitan

Mull Effect of His Departure On Future Disk Jockey Meets

By SAM CHASE of these sessions.

Storz Lauds Stewart

MIAMI BEACH, Fla. — The industry meetings, Storz paid trib-reported resignation of Bill Stew- ute to Stewart for having organ- Nevertheless, prior to Stewart's art as national program director ized "virtually single-handed" this reported ankling, Storz had given of the Storz radio chain at the convention as well as last year's an affirmative answer Thursday conclusion of the Second Annual meet in Kansas City, Mo. In view (29) to a direct question put at a Disk Jockey Convention here raised of the fact that Stewart devoted meeting of the d.j.'s on the conseveral questions about the future several months to the preparation vention planning committee con-Rumors circulated, at the tail some question about how willing convention sponsorship. He added end of the meet, of Stewart's de- Storz may now be to spring an- that thinking already had begun parture to become vice-president other key exec, presumably of the on the plans for 1960. Whether in charge of programs for the ex- stature of Executive V.-P. George this thinking will undergo any panding radio-TV interests of the (Bud) Armstrong, to oversee fu- change as a result of Stewart's re-Metropolican Broadcasting Com- ture conventions. In addition, it ported move now becomes a quespany. No confirmation could be is understood that Storz's own tion of considerable moment in In his opening address of wel- which, he has noted, his stations the confabs would create a real come at this, one of the costliest get little tangible benefit at the vacuum, while their continuation,

but most successful music-record sponsor-ad agency level whence

of each year's convention, there is cerning his willingness to continue tab for the Miami Beach bash will view of the increasing importance considerably exceed \$50,000 for of the d.j. meet. Elimination of under Storz sponsorship or otherwise, provides a rallying point for still further enlargement of what is becoming the most important annual record business get - to gether.

Metropolitan Broadcasting, which Stewart reportedly is joining, now operates WNEW, New York, for many years the nation's leading indie radio outlet, as well as WHK, Cleveland, and the affiliated TV stations in these cities. Stewart's deal with Metropolitan is said to embrace a basic salary of \$50,000 per year as well as a liberal stock option arrangement. Metropolitan is known to

(Continued on page 50)

Fellows Keynotes D.J. Responsibilities

Continued from page 1

He continued, "There are hours broadcasters should stop their when you alone are in direct com-"internecine warfare" and concen- munion with most of the citizens trate on "the true opponents of of the United States, and upon you should be increasingly aware of broadcasting. I cannot say to you their responsibilities in the public in a word, or in an arrangement service field. "The danger of of words, how needful it is that government intervention," said you be aware of this great chal-(Continued on page 36) lenge to your integrity and de-

cency and good judgment."

Lauding the purpose of the convention, Fellows said "It is wonderful to know that all of you are sufficiently serious about your professional pursuits that you can and will tale the time in such a forum as this, to counsel with each other. l broadcasting will be the better for it; you wil' be the better you in all her homes, will be the better, too.

The NAB prexy also commended the jocks for their support of civic and public affairs, both on and off and public affairs, both on and off the air, and reminded them of their continuing opportunities for constructive work with young people. However, he said, deejays must always bear in mind their relationship to the station's over-all purpose of serving all age groups and the many varied interests of the listening and viewing audience.

No Guaranteed Success Formula, Says Krelstein

MIAMI FEACH, Fla.-A formula "guaranteed to make you Moderator of the panel was Bob successful in radio broadcasting" is (Coffeehead) Larsen, WRIT, Milnon-existant, according to Harold waukee, who has also made the Krelstein, president of the Plough transition from jockey to manage-Stations, which are regarded by ment during the last year. many observers as being among

(Continued on page 51)

MIAMI BEACH, Fla. - Art Ford, program director of WNTA, Newark, N. J., speaking as a panelist at the deejay convention here last Friday (29), proposed that the National Association of Broadcasters "establish a seminar in New York of a two-week training program for such (deejay) talent as management thinks right have a potential on their level."

The panel, which also included Bill Camperson, manager WHOL, Allentown, Pa., and Marty Hogan, WCFL, Chicago, was set up to discuss "Deejays Moving Up to Management - It's Happening."

In proposing the management (Continued on page 36)

DJ Group Meets on Plan for Nat'l Org

(Continued on page 50) Gallagher, director of sales of Co-

MIAMI BEACH, Fla.—A small lumbia Records, volunteered to but important group of deejays met | make available the Saturday in a session to discuss the feasibility luncheon, which his company was of forming a national jockey organ- sponsoring, as a forum for further said Hawthorne, "has learned to ization. In the last Friday business discussions. Martin Block, dean speak up and shut up." The jock meeting of the Storz DJ conven- of the jockeys, said that he besaid today's successful "personal- tion, chaired by Joe Csida, of lieved a substantial organization ity" spinner must take an active Csida-Burton Associates, the pros can be formed, especially with the part in civic affairs and charity and cons were discussed, along assistance of the trade press in drives and must also know and with such other topics as the place publicizing developments. He sugunderstand each and every facet of record company support of such gested that a committee be appointed which would work out a No definitive action resulted set of plans and submit it for

This followed a request by Bill up-to-date weather reports, etc. would be held during the re- Gavin, of "Lucky Lager Dance Coming out strongly in favor of mainder of the convention. Bill Time," that interested jocks con-(Continued on page 51)

Copyrighted material

Panelisi Michael Joseph, veepee

and still is, but whereas a few

(Continued on page 36)

MIAMI BEACH, Fla. - Disk | years ago he "subdued the perthe fact that formula radio is ap- mat," today he "depends strongly they are trying to work out ways called overhauling of stations, The serious jockey, said Acker- to live with it. At least these were said Joseph, "I always try to get

> Joseph also said he had recently spotted a general trend toward the York City market as a prime ex-

ample. In line with this, Joseph and fellow panelist Jim Hawthorne, KDAY, pointed out that a jock can inject formula radio with considerably more than contained in his script if he brings sufficient enthusiasm and talent to the read-

ings. Hawthorne told the group: "I'm format and I have personality. I was brainwashed about three years ago." The jock said he studied the market and then modified his own format to speed up his tempo and cut down on

"The personality deejay today,"

of radio operation. He also opined an organization. that "accuracy on the air is a vital

factor in the success of a radio from the meeting, but there were jockey approval nationally. personality today" - correct time, indications that further discussions

Roulette Disk Club For Dealers Only

Plan Offers One Copy of All New Albums at Less Than Distrib Cost

garner better and more extensive make special bonus sales offers exposure for its entire album line, available to members-greater dis-Roulette Records is setting up a counts, marked - down catalog dealer-only record club, which will items, bonus merchandise, etc. have a membership of retail record dealers exclusively.

The deal r club operation launched this week, via a special dealer from Roulette, but each dismailing to 8,000 disk retail rscalls for dealers to buy one copy (and only one) of each new album | the club, and will also be responsirelease at the below - distributor cost of \$1.40 monaural and \$1.95 stereo - including all shipping charges. The dealer in turn may sell the lbums at regular retail prices. Regular dealer price on Roulette's \$3.98 monaural packages is \$2.47. Distributor price is \$1.95.

Roulette prexy Morris Levy opines that the dealer only club will help the dealer by giving him the opportunity of determining sales potential of albums in advance (utilizing the cut-price album as a pre-selling tool) before placing his stock order. The exec also thinks the club , an will help eliminate 'blind buying' and chance ordering, since the dealer will "have a better control over his inventory of Roulette LP's."

Three Plans

Dealers have their choice of three plans. They may receive just monaural albums (Plan A), just stere) (Plan B) or both monaural lar and colorful commentary be- as a special supplement in the last and stereo (Plan C). Terms of the show will be week's issue. Her contact and stereo (Plan C). Terms of the sponsored by Studebaker - Packis June 28th, and she is much younger than she was listed to be contact. The contact is June 28th, and she is much younger than she was listed to be contact. whenever he chooses to do so," new Lark, via D'Arcy Advertising. by The Billboard. Sorry, Cathy. adding, "We are not looking to hurt or burden the dealer and take advantage of his being a club member by loading him with album releases."

In line with this, Levy said dealers need not fear that there will be a heavy increase of album releases. Tico and Roost average less than two album releases a month during the year, and the label's over-all monthly album release is eight-never exceeding a maximum of 15.

As an incen ive to join the dealer club, dealers may purchase one each of any of the albums in Roulette's catalog at the same \$1.40

Verve Extends '99-er' Plan

HOLLYWOOD - erve Records is extending its "99-er" sales program thru June. The Verve discount plan was to have expired May 31, but the fact that its momentum resulted in the label's biggest sales month in its history prompts the firm to continue it until the end of June.

According to the plan, consumer buying a Verve monaural al- February 1958 was a hot month bum at \$4.98 can have another with single sales of \$5,900,000, as Verve monaural package for 99 against February 1959 sales of cents. If he buys a Verve stereo \$4,600,000. album at \$5.98, he can have a second stereo package for 99 cents. single record sales are trailing Dealers reap the usual markup on 1958. They have only totaled 93.4 Henry O. Epstein in the now celeboth the list price and 99-cent per cent of the dollar volume brated case brought against the sale. Discount program embraces chalked at for the first 12 weeks firms by the estate of the late the complete Verve catalog of more of 1958. In dollars this mean \$15,that 500 albums, monaural and 000,000 as against \$16,700,000 for

According to Bernie Silverman, Verve's national sales veepee, label enjoyed its top month during March, ho vever. For the first time er Story," and was therefore lia-May, due to its discount program EP sales during a four week span ble for a complete accounting to plus the fact that sales were paced in 1959 bettered those during a the estate and Mrs. Helen Miller by its new "Porgy and Bess" double-LP package featuring Ella Fitzgerald and Louis Armstrong. "Porgy" album is -urrently the label's best-seller, Silverman said.

NEW YORK - in a nove to price. In addition, Roulette will

The club - albums will be shipned (about 10 days in advance of their release date) directly to the tributor will have final approval of any dealer in his area joining ble for billing each dealer club member in his area. Both the distributor and his salesmen will share

(Continued on page 11)

Beard Again Commentator

NEW YORK--For the second consecutive year, CBS R. dio has a \$1 saving over the regular \$3.98 contracted for exclusive broadcasting rights of the Newport Jazz Festival As last year, the commentator will be Columbia Records' veteran a.&r. chief, Mitch Miller

The broadcasts will be aired Sorry, Cathy! on a 9:05 to 10 p.m. seg (EDST) Happy Returns 2, 3, 4 and 5. A CBS spokesman NEW YORK -- The birthday noted that the broadcasts would of Cathy Carr of Roulette Recpresent "climactic performances" of ords was incorrectly listed in The all major attractions at the Festi- Billboard's Record Programming val, with Miller adding his popu- Quarterly Guide which appeared

MORE JOIN

joined the label parade during the last week. Here are the names and addresses of the newcomers.

Ariel Records, 2060 First Ave., New York 29; Bob Records, 1350 North Highland Ave., Los Angeles 28; CLS Records, 1308 Old State Rd., Park Hills, Ky.; Dawn Records, 215 South Kirkwood, Kirkwood 22, Mo.; Hob Records, 111 Mack Ave., Detroit 1; Merco Records, care of Bla-Mar Music, Box 195. Shreveport, La.; Raynote Records, 6331 Hollywood Blvd., Suite 424, Hollywood 28; Stylo Records, care of Dub Records, 5024 Club Road & Kavanaugh, Little Rock, Ark.; Thompson Records, 299 Madison Ave., New York 17; Tower Records, 4601 Afton, Dallas 19; Viking Records, care of Starday Records, Box 115, Madison, Tenn.

Greeley LP's WB Specials

NEW YORK -- Warner Bros. Records has initiated a special promotion on two piano concerto albums featuring George Greeley. The two albums, "The World's Ten Greatest Concertos," and "World Renowned Popular Piano Concertos," will be available to consumers thru June 25 for \$2.98 each, price for WB monaural LP's. The "World's Ten Greatest Concertos" was released last year, the other album is a new June release.

Angel Records Sets **All-Out Sales Drive**

HOLLYWOOD, Fla. -- Angel | phonic). Hand-printed in Paris cov-Records is launching an all-out sales ers will be continued. drive, offering dealers the greatest | The Angel drive will be butsales incentives in its history plus tressed by a number of dealer aids the label's biggest summer release, and displays. Of particular note coupled with a deferred payment among these is a double browser plan. Program will run from June box made of five-ply, three-quarter-

An across-the-board, sliding dis- back panel featuring the Angel count will accompany a 20-album release. Dealers making initial pur- handle 60 albums in two rows of chase orders of \$250 or more from catalog items will qualify for discounts ranging from 6 to 15 per designed by Fred Rice, Capitol's cent, depending upon amount pur- director of display arts, and is chased. This breaks down as fol- claimed to be the most expensive lows: 6 per cent on \$250; 9 per cent on \$500; 12 per cent on \$750, and 15 per cent on \$1,000 in catalog purchases.

Once having established the diswill be applied to any additional orders of newly released Angel albums. Subsequent orders of \$75 or more of either catalog or new product will enjoy the same discount established by the dealer's initial order. Product purchased during this sales drive will be billed in two equal parts on a deferred payment plan, with half due September 10 and the remainder by October 10.

Streamlined Package dicating monaural) and red (stereo-

June Highlight

NEW YORK - "More Music From Peter Gunn" is the top album release of the new Victor pop LP's to ship in June. Other albums on the release include a new cutting of "Rose Marie," with Julie Andrews and Giorgio Tozzi, "Swingin' on a Star" with the Three Suns, and "Dancing Under Latin Skies" with Tito Puente's ork. Merc. Post

RCA Victor's Red Seal release for June features Artur Rubinstein in performances of two Beethoven Saint-Saens' "Samson and Delilah."

dealer aid ever produced in the industry. Other Dealer Aids

inch wood, finished in walnut, with

trade-mark in brushed silver. It will

30 each and will stand on a gold-

finished wrought iron base. It was

Other dealer aids include a number of browser floor racks containcount rate by the amount of catalog ing twin sections, each holding 30 product ordered, the same discount albums. Each holds a 13 by 14inch, four-color card displaying pictures of six Angel artists, including Maria Callas, Elisabeth Schwatzkopf and Herbert Von Karajan.

Displays include a large window centerpiece resembling a giant Angel record, with the disk's playing surface containing the Angel artists roster, with the disk's label area containing the Angel trademark in brushed silver against a brilliant red background. Another display card, measuring 14 by 17 June release will introduce An- inches heralds the first Maria Callas gel's new "streamlined" package. simultaneous monaural-stereophon-The usual wooden dowel will be ic release, "Callas Portrays Verdi removed for the first time to permit Heroines." A 14 by 38-inch display the display of Angel albums in card will spotlight the five differbrowser boxes. Album spine will ent conductors batoning the Philretain the same colors, black (in- harmonia Orchestra in the June re-

> Timed with the all-out Angel push is the issuance of Angel's first consumer all-stereo catalog. It's an eight-page booklet printed in four colors.

A consumer ad campaign waged in seven publications will support the summer sales push as will the delivering of 10 albums to 300 radio stations subscribing to Angel's programming service.

Woolford to

NEW YORK -- John R. Woolford has been appointed director of sales for the classical division of Mercury Records, according to Wilma Cozart, chief of the division. In the new post, Woolford will head up all sales and sales promotion activities for the Mercury longhair product and will work closely with the firm's 30 distributors and with dealers.

Woolford helped launch Angel Records some years ago and was Eastern sales chief with that label for five years. Most recently, he was manager of promotion in the Masterworks wing of Columbia

Records.

Warner Has 6 June Albums

HOLLYWOOD-Warner Bros. Records will issue six albums during June. Release will include the package debut for the label of Pete King, Marty Paich, and the Gateway Singers.

Label is cutting price on its new George Greeley album, "World Renowned Popular Piano Concertos," to \$29.98. It's also offering Greeley's first album for the label at ditto pri- .

could become a burdensome exquoted here, are based upon the and recommended that payment Universal appeal will be filed with- pense, it would not be undertaken third report for 1959 issued to con- be made to Mrs. Miller on the in a week and will be heard by until the results of the appeal were

March Single Sales Top Slow February

By SAM CHASE



NEW YORK --Single record sales durof March were up over the month of February by about \$1,000,000. Salesracked

up on single records by retail record dealers and chains amounted to \$5,600,000 in the four weeks from March 1 thru March 28; as against total sales on singles of \$4,600,000 in February. February, 1959, was one of the slowest singles months of the season.

However, single record sales for March, 1959, trailed single record sales in March, 1958, by about 1959 versus February 1958, since

comparable period last year.

board in conjunction with the New York University School of Retailing. These reports provide statistics on all asp cts of the industry as ing the month well as competitive label data.

The EP sales increase was particularly heartening to dealers and Sonatas, the "Waldstein," and the manufacturers. In March EP's No. 18. Other waxings in the Red claimed \$500,000 worth of busi- Seal June release include "Gilness as against \$400,000 in March, bert and Sullivan Overtures, 1958. For the first 12 weeks of Shostakovich's "Age of Gold" bal-1959, however, EP sales are only let suite and his First Symphony, 70 per cent of what they were the and an album of Bizet and Chafirst 12 weeks of 1958. Total sales brier compositions. Tenor Mario were \$1,400,000 in 1959, as De Monaco bows on the Victor against \$2,000,000 in the first 12 label in an abridged version of weeks of 1958.

Decca to Appeal From \$100,000. This was better, comparatively speaking, then February Miller Suit Decision

NEW YORK -- Decca Rec- isting between the Miller Estate ords and Universal International and RCA Victor Records. Pictures expect to file an "imme-For the first 12 weeks of 1959, diate appeal" to the decision handed down last week by Judge Glenn Miller.

In the decision, Judge Epstein ruled that Decca had illegally is-The 45 r.p.m. EP record sales sued a sound-track album of the picture was surprisingly strong in Universal Picture, "The Glenn Millon the sale and profits of the al-These figures, like the others burn. Epstein called for an audit

Leonard W. Schneider, exec veepee of Decca, stated that "the decision, if it stands on appeal, which we doubt, will involve an accounting of approximately \$20,000 to

Another Decca spokesman, commenting on the decision, declared: 'If there is any theory which would tend to sustain this judgment it would be that it is possible to have a monopoly on a style or a sound. This we doubt." Concluding, the spokesman said he felt next fall. The Decca people added the decision an "astounding" one. that since the accounting called for

It's expected that the Decca fidential subscribers by The Bill- basis of the royalty agreement ex- the New York Appellate Division known.

Copyrighted material

IT'LL BE EVEN HOTTER IN JUNE!

Verve Records' "NINETY-NINER", the plan that turned out to be the most successful album promotion of the year! Set to end May 31, the plan is STILL GAINING MOMEN-TUM! Urgent calls coming in from dealers and distributors everywhere ... "SALES ARE UP-KEEP IT GOING!"... "BUILDING TRAFFIC LIKE CRAZY-DON'T STOP NOW!"

...so we WON'T stop!!!

NOTICE:

THE VERVE RECORDS NINETY-NINER PLAN IS EXTENDED THROUGH THE MONTH OF JUNE



... FOR ANY VERVE STEREO ALBUM

with any Verve stereo album at the regular price of \$5.98

price of \$4.98

DEALER'S COST

DEALER MAKES FULL MARK-UP ON BOTH ALBUMS!

ea.

LEADING IN SALES EVERYWHERE...

MG V-15003 INSIDE SHELLEY BERMAN

MG V-4021 ELLA SWINGS LIGHTLY-Ella Fitzgerald

MG V-15004 MORT SAHL 1960 or Look Forward in Anger

MG V-8288 ONE O'CLOCK JUMP-Ella Fitzgerald-Count Basie-Joe Williams

MG V-2105 TORME'-Mel Torme'

MG V-8205 PRES AND TEDDY-Lester Young-Teddy Wilson

MG V-4019-2 ELLA FITZGERALD SINGS

THE IRVING BERLIN SONG BOOK

MG V-8292 GENE KRUPA PLAYS

GERRY MULLIGAN ARRANGEMENTS

MG V-8271 THE BIG SOUND-Johnny Hodges and the Ellington Men

MG V-2110 MITZI-Mitzi Gaynor

this is the BIG one...

Just released and available in the Ninety-Niner sales plan ...

PORGY & BESS

ELLA FITZGERALD and LOUIS ARMSTRONG ... one of the most magnificent musical achievements of all time!

MONAURAL MG V-4011-2

STEREO MGVS-6040-2

Album contains two long playing records and illustrated book.

OTHER ALBUMS! AND OVER

Contact Your Verve Distributor Today! Co-op Advertising and Point of Sale Material Available to You!



451 N. Canon Dr. Beverly Hills, Calif.



HERE AND OVERSEAS

Everest Charts Broad Expansion

ment Corporation's recording sub- equipment." sidiary, Everest Records, is being keyed for an expansion not only on the domestic market but also overseas. Several developments are indicative of this. Firstly, it is already known that Harry Belock has already negotiated pacts providing for distribution in most of the Western World, and details will be forthcoming shortly. Secondly, and of great interest to the trade, is Belock's acquisition of Edward (Ted) Wallerstein, pioneer ecording executive, to head up the Everest operation (The Billboard, May

Wallerstein, who is vice-pr dent of Belock Instruments, of which Everest is a division, is already scouting talent and formulating plans which will result in broadening the Everest repertoire. Wallerstein's intention is to have the product encom ass all fieldsin albums and ringles. Much albu material, he indicated, has beenand is being-recorded, and will be released between now and Christmas. This material will include a set by the London Symphony, a new Stokowski pop package among others. In the singles field, Wallerstein will move more slowly, analyzing marketing and talent trends. His aim, he said, will be 500G Suit to broaden the repertoire while maintaining the Everest quality and sound.

It is estimated that the cost of the Everest recording and studio equipment (the tudio has recently firm, in a suit launched by band- vention starting June 12. Martin sharply wherever supermarkets half and one million dollars. "This Gray and Albert Music. gets the sound," said Wallerstein.

ably not yet completed. Waller- ment of a number of tunes from etein hopes the Everest operation the public domain, for which Alwill some day include a pressing bert claims it secured exclusive plant. He added, however, that rights. These tunes include "Glow this would wait "un'il we can build

Camden Brings Back 'Porgy'

NEW YORK -- Camden Records will add to the ever-lengthening list of "Porgy and Bess" albums with the issuance of the only waxing of the score supervised by Gershwin himself. The album is Victor vaults, featuring Lawrence Tibbett and Helen Jepson. It has been re-engineered to bring the sound close to today's standards.

Other albums on the Camden June release include a stereo waxing of "Oklahoma," a set by Leo Addeo titled "Hawaii in Stereo," another new set "The Biggest Hits of '59," and an album featuring are enjoined, plaintiffs will suffer ory of Jimmie Rodgers, "the Tommy Leonetti titled "Dream irreparable damage, the suit seeks daddy of country music," on that Street."

NEW YORK - Belock Instru- one as advanced as our recording

The excutive, who was instrumental in launching the LP record during his tenure as president of Columbia Records, stated the dollar volume of the disk industry is approximately one-half what it should be in the present American economy. "The public is there, but confusion has held back growth."

Banner Month He added that despite the prevalence of discounters, a quality product will always command a price.

"Once we are thru the stereo introductory period," Wallerstein stated, "catalog will again assume its proper importance in the record business."

With regard to developments in the pop field during the past five or six years-notably rock and roll-Wallerstein said: "We have gone thru a phase, and in the long run the grass roots material brought into the pop field via rock and roll will prove of lasting value."

Oberstein Target of

NEW YORK -- Veteran disker, the meet S-F execs will attend the Eli Oberstein, popped into the ARMADA sessions in Chicago and news again this week, this time as stay on for the National Associa-Record Corporation of America tion of Rack Merchandisers Con-

This heavy investment is prob- junction against alleged infringe-Gently Sweet Afton," "Anvil Chorus," "Valse Triste," and "Loch Lomond," among others. These and others were transcribed by Gray in 1952 under agreement with Standard Radio Transcriptions and were marketed as electrical tran

Claiming that the tunes as waxed leased only in stereo. by Gray constituted in toto a valuable and unique property, the complaint charges that Oberstein and Record Corporation of Amera famous best-seller from the RCA ica with full knowledge of plaintiffs' rights and notified by plaintiffs of alleged infringement did nevertheless reproduce the transcriptions and place them on the market under the title "Tribute to Glenn Miller, with John Gregory and His London Orchestra," on Country Music Day will invite all Halo Records.

\$500,000 damages.

NOVEL CARLTON HOT 100 ADDS 16 SALES GIMMICK

NEW YORK - Carlton Records has come up with a new sales gimmick on its new cutting of "Till There Was You" with thrush Anita Bryant. Instead of giving away records with every 1,000 platters sold to distributors, Carlten is offering to take back 300 records for full credit, for every 1,000 sold. And the records can be Carlton Records or any other label.

For S-F Sales

NEW YORK - Stereo Fidelity Records stated this week that its sales for the four week period ending May 15 were the second largest in its history, topped only by sales in Nevember, 1958. The four week period covered the firm's "Operation Graveyard," during which dealers who purchased 100 Stereo Fidelity records were able to return 25 LP's of any make or

Meanwhile, Stereo Fidelity execs are having a sales planning meet starting June 3 in Swarthmore, Pa. Label prexy Dave Miller returns on that day from a six-week European trip. S-F execs at the meeting will include Miller, his partner George Phillips, sales chief Joe Martin and national s..les head Jules Malamud. After starting June 15.

Stereo - Fidelity will issue four also be issued monaurally on the the children's school lunch. Somerset label. The two other albums on release include music from "K'-s Me Kate," and "Oklahoma," and the "Peer Gynt" Suites, Nos. 1 and 2. Latter sets will be re-

Solon Wants Nat'l Country Music Day

WASHINGTON - A bill to provide for a "National Country Music Day," on the third Tuesday in June of each year, has been introduced by Mississippi's native son, Sen. John Eastland. National citizens of the U.S. interested in Claiming that unless defendants country rusic to honor the memday, is Eastland's proposal.

NEW YORK - Sixteen new sides have popped onto The Billboard's Hot 100 chart for the first time this week. Details

> 52. Lonely Boy-Paul Anka, ABC-Paramount 60. I Only Have Eyes for You-The Flamingos, End

68. Ring-A-Ling-A-Lario-Jimmie Rodgers, Roulette

73. Danny Boy-Sil Austin, Mercury 74. Velvet Waters-The Megatrons, Acousticon 82. Mona Lisa—Carl Mann, Phillips International

86. It's Only the Good Times—Tommy Edwards, M.G.M. 87. This I Swear-The Skyliners, Calico 90. Sweet Chile-Sheb Wooley, M-G-M

93. Mary Ann Thomas—Bobby Freeman, Josie 95. Yes-Sir-Ee-Dodie Stevens, Crystalette

96. Like Young-Andre Previn & David Rose, M-G-M 97. Pointed-Toe Shoes—Carl Perkins, Columbia

98. There Goes My Baby-The Drifters, Atlantic

99. Cherrystone—The Addrisi Brothers, Del Fi 100. Jack O' Diamonds-Ruth Brown, Atlantic

CAT'S OUT OF THE BAG

Polyethylene Album Sleeves Go Refrigerator Conscious

any record buying home that does LP's in a polyethylene sleeve and not now have in it at least one polyethylene bag preserving the delicate flavor and the crispness Pet Milk Sets of leftover salad, meat loaf, et al.

According to the rumors being bruited about the supermarkets, sales of polyethylene bags intended of stereo phono firms at the Sum- they even say that sales of bathing The suit seeks a permanent in- mer Furniture Market in Chicago caps have nosedived too, as many clever women have found that the olvethylene bags keep their hair new stereo disks in June. These dry under the shower. Many wominclude "Torero," waxed in Mexico en use the bags at seashore resorts City, and "The Golden Age of the to take wet bathing suits home Dance Bands," which was recorded from the beach. Others have found in New York. Both albums will that they are great for wrapping

Record companies, having ratched on to the multiplicity of uses for the polyethylene sleeves, are starting to do things about them. It is noticeable that in recent months, many record manufacturers have eliminated the plain polyethylene bag in favor of one with the company's name on it in stark, bold lettering. They claim that as long as these bags are being used constantly they want to make sure they are getting over their advertising message. As one manufacturer put it: "Every time a woman takes her leftovers out of the refrigerator, I want to make certain she sees my company name. When a woman is preparing dinner is the time she is Summer Sked preparing dinner is the time she is most susceptable to the subliminal advertising approach."

One manufacturer, when queried about the use to which the

M-G-M Joni June Pitch

NEW YORK -- M-G-M Records has instituted its third annual "June for Joni" promotion campaign. During the month of June, consumers can get their choice of the New York Opera Festival; any one of 14 Joni James albums American Music Festival, with at a special price with one album purchased at the regular price.

regular tag of \$3.98, the buyer gets be the "Biggest Show of Stars for the second for \$1.98. Stereo .. P's '59," which will have the fabulous will be \$2.98 with each purchase one, Duane Eddy, and others. o an album at \$4.98 Two-pocket sale while one-pocket Ep's will go the regular price of \$1.29.

NEW YORK - What had LP bag was being put, noted that been one of the most closely he had wondered for a long time guarded secrets in the record busi- why the sales of his low-price alness for many months is now out bums were slipping. "I tried betin the open. Those polyethylene ter covers better recordings, more bags which manufacturers use to songs by Rodgers and Hanmerenclose their LP records are being stein - everything! But nothing re-used by housewives all over the worked. Then one day I saw my country to preserve lettuce, en- wife wrapping the dinne. leftdiv?, hamburger meat and scores overs in a competitor's polyethyof other perishable foodstuffs. lene bag - then I knew. Since There is hardly a refrigerator in then I have repackaged all my

'Opry' Trek

NASHVILLE -- One of the for refrigerator use have fallen off largest "Grand Ole Opry" units ever to go on tour takes to the road been rebuilt) totals between one. leader - cleffer - arranger Jerry will also huddle with execs have installed record racks. And June 10 under sponsorship of the Pet Milk Company, long-time "Opry" advertiser. The Pet Milk unit will be headlined by Ray Price and Don Gibson and will feature a cast of 25 "Opry" regulars.

Included in the cast, besides Price and Gibson, will be Billy Grammer, Grandpa Jones, the Jordanaires, Margie Bowes, emsee T. Tommy, the Opry Square Dancers and Ben Smather's Stoney Mountain Cloggers. The unit will travel in its own specially equipped bus. Dates are already set for Charleston, Columbia and Greenville, S. C., and Macon, Ga., with others being set.

The Pet Milk tour will be under the direction of W. D. Kilpatrick, head of the newly formed Acuff-Rose Artists Corporation, Dub Allbritten will handle the advertising and assist Kilpatrick in the promotion and production.

Carter Barron

WASHINGTON -- The fabulous Fabian will wind up the program for the coming summer season at the Carter Barron Amphitheater here, and David Rose will oper it, backgrounding Red Skelton's "Clown and Baton" act. The rest of the scheduled performances announced for the open-air theater by Super Attractions, Inc., for the June 11-Sept. 7 season, run heavily to music.

Appearing for one-week engagements will be: Ella Fitzgerald, with the Nelson Riddle Orchestra; Johnny Mathis, Ahmad Jamal, and Dakota Staton, Harry Belafonte With one monaural LP at the has a week, and the finale will

The Feld Brothers, impresarios EP's will be \$1.49 with each \$2.49 of the Carter Barron, present the attractions in co-operation with the for 99 cents with each sale at U. S. Department of the Interior and National Capital Parks.

All eyes will be on Billboard's Annual Survey of Record-Selling Phono Dealers for 101 vital up-to-the-minute market facts like . . .

published In

Billboard's June 22 **NAMM Convention Number***

*A great way to get broadest exposure for your important NAMM Convention sales message—and real sales impact!

AD DEADLINE JUNE 17

How many phono lines does the record-selling phono dealer handle?



NEW GLARIS! NEW DRISS! NEW GOTTEN ENGE!

The Billboard's Easy-to-Use Record Charts and Reviews are improved still further!

LP REVIEWS

are presented in fresh,
more convenient style
to go along with the new
Top LP Charts.

SINGLE RECORDS

are packaged in a new format that traces them from release to hit status.

and

See The Billboard Hot 100 & Tomorrow's Tops—
a new two-page package that skims the cream of the singles record business, including

BUBBLING

Under the Hot 100 the new listing that predicts which new records will become chart-climbers.





Billboard

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

London Records congratulates

on becoming the

First Artist To Sell Over



to all the dealers, disc jockeys and distributors who helped make this accomplishment possible

TOP SELLING MANTOVANI STEREO ALBUMS

FILM ENCORES VOL. 2

Separate Tables: The High and the Mighty: A Certain Smile: Friendly Persuasion: Tammy Be My Love April Love Around the World: Fascination Secret Love Whatever Will Be, Will Be IQue Sera, Sera: When You Wish Upon a Star

All the Things You Are: True Love: I Could Have Danced All Night, You Keep Coming Back Like A Song, A Woman in Love This Nuarty Was Mine, Summertime, Something to Remember You By, Love Letters: The Nearness of You: An Atlair to Remember:

CONTINENTAL ENGORES

More Than Ever, La Vie En Rose, Onder, Paris Pales, O. Mein Paux, April in Mortu-Paris Cales, O. Mero Papa, April 2012, April 2012, Arrivodero: Roma, Anema E. Core, La. Mero I. Cory Know I. Love You, Autumn Loavest Answer Mc., Poppa Piccolino. Pp. 147

FILM ENCORES VOL. 1

My Foolish Heart, Unchanned Melody, Over The Rainbow, Summertime in Vanice, intermezzo, Three Coins in The Fountains Love Is A Many Smendered Things Laura: High Noon, All Life Hi-Lo September Song: Theme from Lemenghi.

capacity audiences and critics acclaimed

539 WEST 25TH STREET, NEW YORK ! NEW YORK

MANTOVANI'S 4th AMERICAN CONCERT TOUR

his greatest! Feb. 28, 1959 - May 9, 1959 in 56 cities

Sam Phillips Opens WLIZ; Second All-Femsee Station

radio, based on painful experi- tween them. The commercials are ence, that lady announcers don't just as sweet as the music.

In this city, Sam Phillips by name, light jazz, never the big beat. opened a new station in Lake Seven out of 10 selections are Worth, Fla., a suburb of Palm from albums. Yet Phillips is the Beach, with the promise that no very same cat to whom many bow live man's voice would ever be heard on it. Call letters are WLIZ ("You'll Love Liz, Liz Loves Youmove with serene confidence because three years ago in his home Johnny Cash and Bill Justis. town of Memphis, Phillips opened a 1,000-watter, named it WHER, staffed it entirely with "femsees," reporter monitored the Memphis claim, and he looked astonished. station for a dozen hours last week When she reported that Bill Justis' and hardly heard a single pair of "Summer Holiday," an easy bal-

W-P ISSUE

Five Jazz Toppers In Stereo

NEW YORK - World Pacific has issued five of its best-selling LP's in stereo versions and they should all find favor with the jazzstereo fans. Probably the one with the strongest appeal is the stereo Annie Ross-Gerry Mulligan waxing titled "Annie Ross Sings a Song With Mulligan." It was a mighty good record monophonically, and it sounds even better in stereo. Another excellent stereo waxing is the W-P set titled "The Sound of Big Band Jazz in Hi-Fi." This LP features the bands of Gerry Mullgan, Gil Evans, Bill Holman, Johnny Mandel and Art Pepper, and it swings.

Chico Hamilton's first rate tribute to Duke Ellington is also part of the stereo issue, as are two LP's by the exciting Mastersounds, one a jazz version of "The King and I," the other a listenable reading of standards and jazz pieces by the group. The last of the W-P stereo releases is Bud Shank's listenable "Holiday in Bazil," which features fine work by Shank of Laurindo Almieda's warm arrangements of Latin melodies.

The Sound of Big Band Jazz in Hi - Fi, Various Artists, World Pacific 1015. Stereo & Monaural. The Chico Hamilton Quintet: Ellington Suite, World Pacific 1016. Stereo & Monaural. The Mastersounds, World Pacific 1019. Stereo & Monaural. The King and I, The Masterminds. Wor'd Pacific 1017. Stereo & Monaural Holiday in Brazil, Bud Shank, Alt Flute, World Pacific 1018 Stereo & Monaural. Annie Ross Sings a Song With Mulligan, With Gerry Mulligan Quartet. World Pacific 1021. Stereo & Monaural.

Bob Rolontz.

Doug Moody **Ember Partner**

NEW YORK - Doug Moody, young music business vet, has been made a partner in the Ember Distributing Corporation. Moody son of the well-known a.&r. man and publisher, Wally Moody, has been working for the Al Silvers distributing firm for the past two years, and has been associated with a number of other record firms. He has been made a partner in the corporation with a stock participation.

MEMPHIS -- It's an axiom in records without a commercial be-

have what it takes. Oh sure, for The rousing success of the naspieling the weather reports on tion's first all-girl station is no Monitor, a sexy voice is a cute more paradoxical than the music gimmick, but when it comes to the policy of the man who owns it. hard sell between records, uh-uh. Phillips permits the playing only of Last week a certain rule-buster "sweet" sides-show tunes, ballads, as the patron saint of rock and roll. As owner of the Sun and Phillips International disk labels, he was 1380 on Your Dial"). He made the the discoverer of Elvis Presley, Carl Perkins, Jerry Lee Lewis,

Phillips claims, with puzzling pride, that no Sun or Phillips International record has ever been spun and sent quivers thru the town on WHER. Last week one of his that have still not let up. This distaffers corrected him in the lad, had slipped thru for a few plays, he was relieved but still looked uneasy.

Phillips, a practical man above all, says WHER's music policy was dictated not by personal taste but business opportunity. The most powerful stations in town are WMPS, a Plough outlet with a Top 40 policy; WHBQ featuring the "Top 56" (it holds the 560 spot on the dial); WDIA, offering r.&b. and gospel fare; KWAM, a c.&w. station; and WMC and WREC, NBC and CBS affils, respectively. A station for gentle music (with gentle voices) seemed to be the only field for "hitting 'em where they ain't."

While the iconoclastic going was rough for about a year and a Danes Dig

Cimarron Wax Reactivated

TULSA, Okla.--Cimarron Records, established a number of years ago by G. Don Thompson and Leon McAuliff, Western band night. leader, but dormant since 1957, when the latter signed to record for Dot Records, is being reactivated by Thompson. Firm's headquarters are at 221 W. Fourth Street here.

Under the new set-up, Cimarron will release both pop and c.&w. material, Thompson says. First release, due out this week, has a new pop group, the Emcees, pushing a tune called "IFIC," so named after Dick Clark's IFIC Club on "American Bandstand."

The Emcees have had the high school and college kids in Arkansas and Oklahoma swinging the last several years.

Good Will Caravan To Latin America

LOS ANGELES - The Good Will Caravan, a Home Show on wheels, which will carry 100 singers, dancers and musicians down the Pan American Highway from Los Angeles to 16 Latin American countries and their major cities, is slated to leave here September 1. The object of the caravan is to strengthen the ties which unite the United States with the countries south of the border by demonstrating the cultural and business achievements in the U.S.

No admissions will be charged to the industrial-sponsored caravan at any time during the fourmonth journey. All phases of American entertainment will be represented, including pop, c.&w. and classical. The Caravan's offices are located at 716 S. Longwood Avenue here. Casting is now under way with a number of recording names already signed to make the

NEWS REVIEW

Owen Albums Pack Fine Mood Sound

RCA Victor has released five new sets by the popular British maestro, Reg Owen, three of which feature stereo counterparts. Basically, the approach is the same in each set with choirs of strings and brass weaving in and around the mostly familiar standard themes. In a set titled, "You Don't Know Paree," the framework is the same, with the added voice of a rippling solo piano on some of the tracks.

Owen recently enjoyed success in the States with a single, "Man-hattan Spiritual," and this may serve to bring these Owen albums to the attention of mood-minded jocks. All will serve as splendid mood and background music. On the other hand, the sets are wellpackaged, particularly, the one titled "Cuddle Up a Little Closer," which shows a mother bassett hound and her brood of pups doing just that.

Recordings are all of high quality and the stereo, where it's available, is good without being exaggerated.

"I'll Sing You a Thousand Love Songs," LSP and LPM 1906; "Girls Were Made to Take Care of Boys," LSP and LPM 1908; "Cuddle Up a Little Closer," LSP and LPM 1914; "Deep in a Dream," LPM 1907; "You Don't Know Paree," LPM 1915.

Ren Grevatt.

(Continued on page 23) Granz Jazz

COPENHAGEN -- Norman Cranz and Richard Stangerup presented the Gerry Mulligan Quartet, Jimmy Guiffre's Trio, Art Farmer and Gene Krupa, for two concerts, in the new Falkoner Cnetret Theater, on Thursday 21

Both concerts drew near capacity and were well received by the audiences and the critics. Raves went to the Gerry Mulligan Quartet but all of the others also drew plaudits and special mentions, altho a special selection featuring Gene Krupa's drumming was found too long and noisy for the Falkoner hall, which has very good acoustics.

Granz unit had to compete with this city's annual Music and Ballet Festival, May 17 31, which was in full swing. Tivoli's Con-cert Hall had the feature concert of the "Festival" on Monday (25) night, when Igor Stravinsky conducted the Royal Opera Orchestra in some of his compositions. John Frandsen conducted first half of the concert, during which Stravinsky was presented with the "Sonning Prize" (an award of 50,000 Danish crowns - approximately \$7,500).

Col., Victor, Decca Share Show LP Hits

ing up with two winners. Columbia's original cast waxing of "Flower Drum Song," has been a consistent best seller since it was issued, and the diskery may have latched on to another solid seller with "Gypsy," since both the show and star Ethel Merman received rave reviews.

Decca snagged a hot one with "Destry," which is playing to packed houses in New York. The firm reports sales are solid on the album. Victor's big one this year is "Redhead," another hot ticket on the main stem and an album that is selling strongly.

Altho Columbia came up with two important original cast waxings, the firm also had a number of weak sellers, mainly because they snagged more original cast record-

M-G-M Issues TV Themes

NEW YORK--In the wake of successes on its low-priced Lion label with sets of TV jazz themes from "Peter Gunn," and "77 Sunset Strip," M-G-M Records is re-leasing "Great Themes From TV Shows," on the parent label, by the Metropolitan Jazz Quartet. A special price of \$3.98 for stereo and \$2.98 for the monophonic version has been set for the package.

Special on-the-air exploitation has been arranged via plays on such outings as the Civil Defense Corps' transcribed "Stars for Defense" show; the Marine Corps' "Take Five" show and the Treasury Department's transcription series. Via these slottings, selections from the album are guaranteed 5,400 performances, 21,000 spot announcements and 2,100 video spots between now and July 15. Four other sets by the Quartet, covering themes from Broadway shows, American movies, foreign movies and the classics will be released simultaneously,

THREE SUMMER SMASHES! "SMILE"

Art Mooney-MGM "I'M CONFESSIN"

Terri Dean-Laurel "STEEL GUITAR RAG"

The Dynatones—Bomarc For Summer Programming-"SWINGIN" IN A HAMMOCK"

BOURNE, INC.

ABC MUSIC

NEW YORK - Columbia, | ings than any other firm. Two orig-Decca and RCA Victor appear to inal cast waxings, "Juno" and "The have latched on to hit Broadway Nervous Set," were waxed by the show score albums this year, with diskery after the closing label had Columbia Records apparently com- already been posted, setting a new prece lent this past season. Same thing also happened at M-G-M Records, which released an LP of "Whoop Up" after the show was (Continued on page 15)

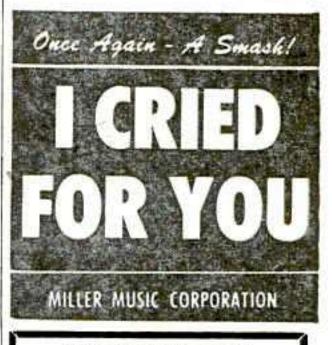
PACE-SETTERS

THE HANGING TREE MARTY ROBBINS COLUMBIA

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

77 SUNSET STRIP DOM RALKE WARNER BROS. FRANK ORTEGA JUBILEE

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



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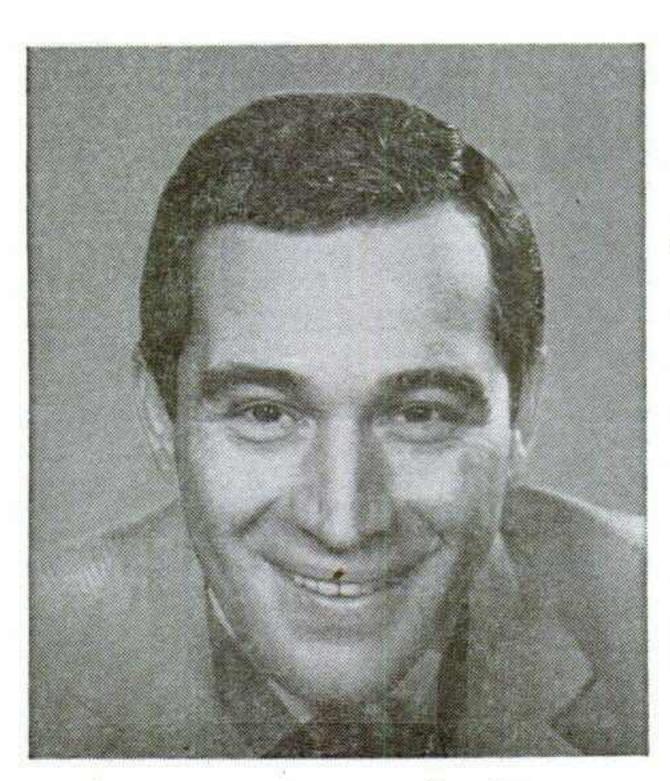


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www.americanradiohistory.com

RURAL RHYTHMS MAKE SHARP CHART UPBEAT

Continued from page 1

Love You" (54) and "I Must Be Me," on ABC-Paramount in the 62 Dreaming" (69).

A pair of M-G-M artists were also represented with back to back hits. Tommy Edwards has scored with "Melancholy Baby" (49) and "It's Only the Good Times" (86), while in the case of Connie Francis hits, jocks and buyers appeared to have very closely split loyalties. Her two-sider couples "Frankie" and "Lipstick on Your Collar," in consecutive chart positions of numbers 22 and 23. Johnny Cash currently has "Frankie's Man Johnny" on the pop list but this title, plus its flip side, "You Dreamer You," have both been riding the country charts.

Also noted on the charts this week after considerable absences were a half dozen well-known names. Most prominent perhaps, were those of Dinah Washington and Al Martino. Miss Washington has "What a Diffrence a Day Makes," on Mercury in the 58 slot, while Martino, virtually an unknown among today's teen-agers has obtained new disk life with "I Can't Get You Out of My Heart," on 20th Fox in the 77 posi-

spot after a dry spell of well over a year. Sheb Wooley, who gained stature as Mr. Purple People Eater just a year ago, is back with "Sweet Chile," on M-G-M, in 90th place, while Sonny James has returned with his Capitol disk of "Talk of the School," in the 85 slot. The Drifters on Atlantic, absent for a long time from the charts, took hold of the 98 spot this week with "There Goes My Baby."

Singles Lag

• Continued from page 1

five or six years. Arrangements are getting more complex, and the violin, which fell into virtual disuse in pop singles during the height of the rock and roll era, has come back with a bang. Some feel that should this material catch on, it will place a premium upon "profesionalism" and make it more difficult for the myriad floating indies to come up with "natural" or "accidental" hits.

In any event, much sotto voce examining, prying and testing. is going on, all of which poses the question as to whether we are at a Steve Lawrence has "Only Love cycle in the singles business.

er. This is allegedly accomplished

by reducing store traffic, thus cut-

ting down the impulse buying of

the consumer, and "so adversely

the manua ture and 'le of phono-

graphic records." The suit further charges that consumers joining the

clubs are offered disks at substan-

tially the same prices paid by

4. These practises, the suit al-

leges, give the defendants a further

monopolistic control over recording

artists and over the ultimate price

of disks to consumers, contributing

submit an answer to the charges

before Judge J. Sam Perry, or to

T' e Jefendants have 20 days to

Victor, Col., Cap. Named

dealers.

to public injury.

Continued from page 2

promotional schemes, racks and knock out the smaller manufacturprivileges of full reutrn for credit to rack jobbers and one-stops and "requiring the plaintiffs . . . to pay higher prices . . . under the same conditions." The dealers filing the complaint "were at all times ready, affect the sales of competing recwilling and able" to buy and sell ord companies as to further extend ander the same prices and terms, the monopoly of the defendants in the suit charges. These allegedly discriminatory benefits "permitted the favored retailers to carry on advertising, enlarge their facilities and offer inducements of value to the record purchasing customers" by allowing them to undersell, according to the brief. The plaintiffs claimed to be "suffering raduced sales, olume, traffic and profits . . . at a time when the retail purchasing of records has increased."

3. In a switch from the usual line of attack on record clubs, the suit charges that clubs are a "conspiracy" by the three majors to

Roulette Club De Lugg Joins

Continued from page 2

reer some years back as accordionist with Matty Malneck's band on the West Coast. Later active in TV on such shows as "Broadway Open House," "Two for the Money," and "All Star Revue," De Lugg also is noted as the cleffer of such hits as "Whoop de Doo," "Be My Life's Companion," and "Orange Colorer Sky."

On the matter of the Jack Kerouac P, tradesters will recall that this became an open cause celebre when it was first released during Thiele's recent tenure at Dot Records. After a number of copies of the set had been shipped, Dot prexy Randy Wood had the package withdrawn from sale because of allegedly off-color material. At that point, the package reverted to Steve Allen who had written much of the material it contained. Allen is now associated with Thiele in the Hanover-Signature combine and hence its release on that label at this time.

At the same time, Theiele also announced that Hanover's initial three singles would be released this week. Newly named Hanover-Signature sales chief, Irving Stimler, held a sale, conference Wednesday (27) here alerting salesmen to the new merchandise.

Continued from page 4

as' for additional time.

in the profits derived from the sale

of each album to the store.

Extensive Promo

Roulette is putting an extensive promotional and advertising push behind the club, with the label's top brass going out on the road to cover the distributors and dealers in person. Levy said he and Roulette's executive veepee Joe Kolsky have discussed the club with a number of key record dealers and distributors and have received an "enthusiastic" reaction to the plan. Trutone distributors in Miami, for example, signed up all 10 dealers in its area last week.

"Roulette," said Levy, "is not interested in any consumer record club that will in any way hurt our chief source of sales, the retailers." However, he said there is possibility that sometime in the future they might work out some way for dealers to pass the Roulette club idea along to their customers.

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

IN THE BILLBOARD

Open Letter To All Record Retailers From The Society of Record Dealers of America

Mr. Record Dealer:

Four Chicago area record retailers filed suit last week in federal district court, Chicago, against Radio Corp. of America; Columbia Records, Inc., and Capitol Records, Inc. This law suit is underwritten and supported by the Society of Record Dealers of America (SORD).

This law suit could not have come about without an organization like SORD, without the financial and physical resources that SORD can offer. Unfortunately, not enough record dealers seem to realize this; our membership today is numbered in hundreds-it should be numbered in thousands.

SORD appeals to you, Mr. Record Dealer, to take stock of your future in this business and to think in terms of what SORD can do for you. Is there any other organization whose chief aim is to bring about a return to sanity in the record business? Is there any other organization that can begin to challenge the unbridled, unconscionable reign of the major record companies? There is only one answer: SORD must be supported by the independent record dealers!

For too long now, the retail record dealer has been the step-child of the record business. He has seen his constructive and cooperative efforts repaid with rebuff, insult and, finally, with cut-throat competition from his own suppliers. Is there any other industry where this situation exists? Of course not! Can you imagine a major shoe manufacturer selling directly to consumers and offering a free pair of shoes to buyers after they have purchased two pairs; can you imagine their retail dealers accepting a situation like that?

Many of our problems would not exist today if we had built an organization like SORD even as recently as three years ago.

Since the inception of SORD last July, a handful of devoted members have put in a lot of their own time and money into making SORD a national force. Now it is no longer up to the handful. It is up to all of us to carry this campaign forward.

Last week's Billboard reported a 10% increase in record sales for 1958 over 1957. Did your sales increase last year?

AREN'T YOU TIRED

playing the game with two sets of rules? AREN'T YOU TIRED OF having your store serve as a library for club customers? AREN'T YOU TIRED OF return privileges that shift like the wind? AREN'T YOU TIRED OF carrying the credit load for a favored few? AREN'T YOU TIRED OF deals loaded with "hookers"? AREN'T YOU TIRED OF fictitious prices. AREN'T YOU TIRED OF being treated as a beggar instead of a customer?

Well, stand up and be counted! Speak up on these issues by joining SORD! Right now, while you still have some resources left, send in your membership dues of \$25 for the fiscal year beginning July 1, 1959, to SORD.* Do it now, before it's too late.

| AME | OF | COMPA | MY_ | - | | - 11 |
|------|-----|--------|-----|------|------|-------|
| AME | OF | OWNER | OR | MGI | R | |
| DDRE | SS_ | street | | zone | city | state |

Make your \$25 check payable to the Society of Record Dealers. Mail, together with this application blank, to SORD, P.O. Box 518, Chicago 90, Ill.

*PRESENT MEMBERS: Your check for \$25 will continue your membership through the next fiscal year, July 1, 1959, through June 30, 1960.

SORD Executive Committee:

CHAS. L. SIMMONS PRESIDENT Coghill-Simmons Music Company Dallas, Tex.

> MARTIN SPECTOR VICE-PRESIDENT Spec's Coral Gables, Fla.

JACK SCHAPS TREASURER Hillside Music Center Hillside, III.

JOE ASTON SECRETARY PRO-TEM Westcliff TV Center Ft. Worth, Tex.

HOWARD JUDKINS Judkins Music Co. Garden Grove, Calif.

LOUIS SHAPIRO Music Center Corp. Jersey City, N. J.

HOWARD PEARLMAN Hill's Records Tempe, Ariz.

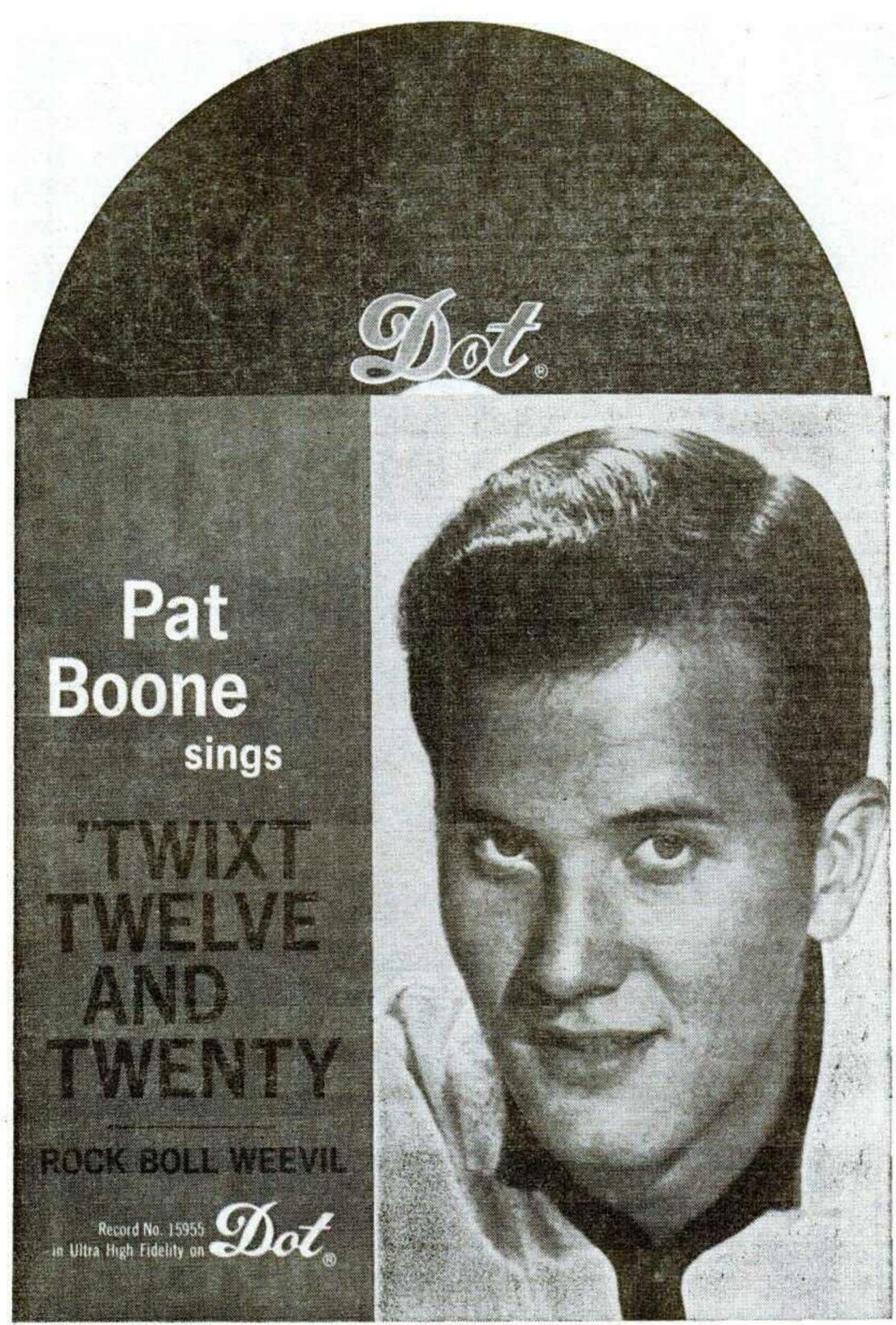
FRANK HOMEYER Chas. W. Homeyer & Co., Inc. Boston, Mass.

> FRED WERNER Kimbrel Music Co. Greeley, Colo.

DAN WINOGRAD Roseland Music Shop Chicago, Ill.

> BUD HURST Hurst Tunetown Cleveland, O.

CONVENTION NOTE: The first annual meeting of SORD will take place during the NAMM Convention in New York, June 22 and 23, in the Hotel New Yorker. A SORD meeting schedule will be available at the NAMM registration desk.



Record No. 15955



corded tapes.

tember.

isting machines.

Communications to 1564 Broadway, New York \$6, N. Y.

JUNE 1, 1959

costs \$75. Labor on the conver-

sion by an Ampex dealer (in New

York) costs an additional \$25 for a

total of \$100. Kits are already

available and Ampex announces

that they intend to debut a special

four-track conversion package that

will include some four-track re-

Pentron - Conversion kit is not

yet available but is coming. It will

cost about \$20. Installation costs

were not available but this may

or dealers. Firm has been producing

four-track recorders since last Sep-

a four-track recorder but will have

one at the NAMM show. Firm has

no conversion kit available for ex-

able now on four-track conversion

producing four - track playback

units. Firm is unable to give any

definite word on four-track con-

published statement last January

in High Fidelity magazine, this vet-

eran deck manufacturer offered to

provide, on special order, four -

track heads for monaural and

stereo erase and our - track re-

cording. Price was not given. The

statement recommended two-track

recording and playback for best

results. Current opinion of four-

track tapes couldn't be determined

had two conversion kits available

since last fall. The BTK-200 for

conversion of models 201, 202 and 203 is tagged at \$25. The BTK-

210 for conversion of models 211,

212 and 213 is tagged at \$27.50.

Firm implies that the do-it-your-selfer could handle the conversion.

Service charges would probably be

(Continued on page 15)

Bell Sound Systems - Firm has

Viking of Minneapolis - In a

version kits at present.

Revere - No information avail-

Webster (Ekotape) - Currently

Webcor - Haven't yet produced

Jap Cartridge Is Duotone Headache

Court against the Capitol Records holds licenses. Distributor Corporation there. Clevite and Erie charge infringement of certain licenses they hold on elements.

Capitol distributes the Duotone product nationally. Clevite is the mers," N ster said, "and will asfirm that recently acquired Walco, sume the cost of the defense of any a Duotone competitor.

Walco, the Duotone cart idges are being made in Japan and imported

FAIRCHILD'S

New Stereo Cartridge Is \$34.95

NEW YORK --- A new rotating magnet stereo cartridge, the SM-1, makes its bow this month from of the matter has yet to be deter-Fairchild. The firm says the SM-1 has "higher output, lower hum and greater adaptability than any other cartridge on the market."

The SM-1's output is given as 11 mvs. and 5 cm. at 1 kc. and it does not require a transformer. Its case is mu metal to kill magnetic interference and reduce hum. It can track high level passages with low stylus pressure, says the firm. Designed, they say, for perfect lateral response, it "is completely compatible with monophonic recordings." They also claim 2 db of separation and a cycles plus or minus 2 db.

Fairchild includes extras with the cartridge. It is packaged with a small screwdriver, gram gauge for adjusting stylus pressure, installation kit and instructions in three languages. The cartridge is a \$34.95 seller and the replacement stylus is tagged at \$15.

University Sold to Ling Electronics

NEW YORK -- Ling Electronbought University Loudspeakers, of purchase was \$2,300,000 - \$1,-650,000 of which was in cash. Join, announcement was made by James Ling, board chairman of Ling Electronics and Sidney Levy, president of University.

University will now be a wholly owned subsidiary of Ling Electronics and its products will complement those of Altee Companies, Inc., another Ling subsidiary.

The combined companies, the announcement says, will become "the largest manufacturers of qual-Ity loudspeakers in the U. S." Speaker and system sales should exceed \$11,000,000 annually.

Sales of all eq ipment by University this year are expected to reach \$5,000,000. No changes in operation of University are being considered, Ling said. Company will continue to operate thru the same distribution and marketing channels. There will be no change in product or brand identification.

NEW YORK -- Clevite Cor- by Duotone for distribution by poration of Cleveland, O., and Capitol. They contain, Walcutt told Erie Resistor Corporation have The Billboard, a barium-titanite filed suit in the Federal District type of element on which Clevite

Steve Nester, Duotone president, told The Billboard that his firm would hold any of his customers nounced by Clevite "Walco." The ceramic elements because Capitol "blameless" by "reason of the pur-is selling Duotone pick-up car-chase of Duotone products." "Custridges which allegedly use these tomer," in this case refers to Capi-

"We will stand by our custoaction brought against our custo-According to Bob Walcutt, of mers for selling Duotone products.'

In defending the action, Duotone infers that the Clevite patent is not valid.

This is Duotone's second hassle with the Japanese product. First problem arose with U. S. Customs over alleged mislabeling. As Duotone's Nester explains it, certain elements were brought to this country and assembled here. In the assembling process, the "Made in Japan" labels had to be removed.

Customs investigated the case and turned it over to the U. S. Attorney's office where disposition mined.

Clevite - Walco

NEW YORK - New diamond needle packaging for both stereo and monophonic needles is anbox is a flange-based two-piece telescoping unit with a simple black Clevite "Walco" design on gold background.

mounted on a raised platform houses the needle. Underneath the platform are needle removal and replacement instructions and the Clevite "Walco" one-year guarantee. Two different blister shapes are used: the "T" shape for the and a round shape for all other models.

According to Clevite "Walco," the diamond box offers dealers three advantages: more attractive displays; easier stocking; and they are immune to mix-ups in that the box will not slip open accident-

Firm has already started shipping diamond needles in the new boxes.

Diamonds Get New Package

Inside, a plastic "blister"

U. S. HOUSEWIVES

Don't Sing Stereo Blues: Audio Firms

Stereo Living Room Blues" is the mounted in a picture frame enway the headline read in the May closure two and a half inches deep. 11th Billboard story about prefer- The paintings, in the modern vein, frequency response of 20 to 15,000 ence shown by the distaff side for are from originals painted for Decall-in-one stereo units. Wives, the rosonic by Kikuchi. Prices, destory said, are determining stereo pending on size, range between phono designs. They don't want a \$49.50 and \$59.50. Hanging on lot of furniture.

> firms was immediate. The Con- can be used not only for stereo but tempo Corporation in Denver, for for radio and TV. Speakers have example, said wives don't have to six to eight ohm impedence and sing those blues no more. Their have 12-watt capacity. answer?-a "Stereophonic Coffee Table." Contempo Sales Manager to diminish the wives' blues. Brady Malone, sent along a flyer They have introduced "tiny" speakdescribing the table. Center panel ers that roughly resemble a large kit is tagged at \$49.50. Finished of the unit is hinged and lifts up dictionary standing on end. Recto reveal the record changer and ommended use is with a third concontrols. End sections of the coffee | sole type speaker for solid reprois mounted on brass legs and finif, presumably coffee is spilled.

ics, Inc., of Los Angeles, has N. Y., also is out to take the blues Inc., of White Plains, N. Y. Price "hi-fi from a painting." Speakers Maybe th

NEW YORK -- "Wives Sing and subjects printed on linen and the wall, no one would recognize Response to the story by audio them as speaker enclosures. They

Weathers Industries is also out Decrosonics, Inc., of Freeport, lished report, are very efficient and Takes any cartridge, stereo or capable of response from 70 to mono. Four wires plus shield guar-

are mounted behind colorful scenes 'wives can stop singin' the blues.

www.americanradiohistory.com

Costs of Conversion To 4-Track Tape Vary

By RALPH FREAS

NEW YORK - Advocates of four-track tape reproducing equipment point out that two-track machines already in homes can be converted to four-track play. Conversion to four-track is important for several reasons. In the first place, existing equipment is not obsoleted with introduction of fuortrack recorded tapes. Secondly, a strong conversion movement on the part of the consumers could give a depend on individual servicemen boost to sales of four-track recorded tapes. Third, the dealer stands to profit from the sale of conversion kits.

Officers of the Magnetic Recording Industry Association, eager to see conversions take place, emphasized that the conversion cost is self-liquidating because of the sav-General Electric cartridge series ings effected in being able to play the less expensive four-track tapes kits. (The Billboard, May 25). Price differential is about \$4 per reel for the same amount of recorded music. The amount of time it would take to liquidate the conversion depends on the cost and the rate at which the consumer ands to his four-track library.

The cost of conversion, The Billboard found out, varies widely on the type of equipment the consumer has. Here's a run-down on some of the conversion units being offered by those firms committed to a four-track program.

Ampex - Conversion kit itself

Gray Has Turntable,

NEW YORK -- Gray Manufacturing is introducing two kit products. One is a turntable kit (HSK-33); the other is a tone arm kit (SAK-12).

The turntable kit features hysterisis motor at 331/3 r.p.m. A special belt provides optimum decoupling. The table is die-cast, lathe-turned aluminum. Motor is shock-mounted so that the shaft may be adjusted in three planes. Assembly takes about 25 minutes. Available in three finishes-white, black and natural aluminum-the base is \$17.95. Unfinished base is \$10.95.

SAK-12 tone arm kit features table are speaker enclosures. Unit duction of lower frequencies. They linear fluid damping and tracks as form part of the Weathers Har- low as 2 grams. Quick cartridge ish is plastic laminate, easy to clean mony Trio speaker system. The change is made easy by slide. small speakers, according to a pub- Stati- ally balanced in laterial pivot. antee minimum hum. Finished in Maybe they're right. Maybe the bone white and black, it's priced at \$23.95.

Phonos Show 'Fast Growth' WASHINGTON -- Phono-

at presstime.

graphs are high on a list of the country's fast - growth products which have maintained high annual production increases between 1929 and 1957. The list appears in Commerce Department's jubilant report on strong recovery trends in the nation's production figures, published in the May Survey of Current Business.

The survey shows phonograph production has averaged an annual increase of between 15 and 20 per cent. Radios are included in a "moderately growing" category, with annual average increase of about 5 per cent, and radiobroadcast stations with 71/2 per cent. Commerce considers a product in fast-growth class if it has averaged annual increase of 71/2 per cent or more since 1929.

Altho tape recorders for home use, and TV sets came out with a high average annual increase of 30 to 40 per cent up to 1957, they are currently listed among the "downslide" 1958 exceptions to the general rosy trend noted in the

Commerce notes that spectacular increase percentages are often the result of a new and dramatically fast-growing product, like TV sets, which drop to much lower percentages when the saturation point has been reached, (as with TV sets), or when other factors slow production over a period of

years.

All eyes will be on Billboard's Annual Survey of **Record-Selling Phono Dealers for** 101 vital up-to-the-minute market facts like . . .

> published in Billboard's June 22 NAMM Convention Number*

*A great way to get broadest exposure for your important NAMM Convention sales message—and real sales impact!

AD DEADLINE JUNE 17

What makes and models is the record-selling phonograph dealer offering his customer?

Strong Arguments Win Tape Recorder Sales

of Allan Appliances here, likes to pliances. Altho most of the men cell records and phonographs. At stationed at the base are in the the same time, he also likes to sell lower-rank, student capacity, Allan tape recorders-primarily because still sells a predominently bettera tape recorder is a "big ticket priced tape record a volume. sale which keeps on getting big-

Allan points out that once a customer has been successfully sold on a tape recorder, not only for the musical pleasure which it provides, but likewise for its versatile uses in home recording, parties, etc., tape sales keep increasing. Selling a reel of high fidelity tape takes little more effort than selling a single long-play record, and consequently, Allan puts a lot of time into convincing music lovers that *tape brings satisfaction which goes on forever."

Tape Longevity

is practically indestructable, can four-track units. be put aside for years if necessary, until the customer feels like listening to the music again, with no loss in tone or quality. One of the most effective ways of proving this point is to pick up a record and carry it over to a demonstration tape recorder, with a reel of stereo music, and ask the customer to compare the differences first hand. Stressed, of course, is the fact that the surface of a standard phonograph record is "just about the world's best dust catcher" with its highly polished surface picking up dust which is difficult to remove. Pointing out that the plastic tape on the ree!, on the other hand, is automatically insured against dust collection by being wound tightly on its reel carries much weight with any customer, whether his interest be in high fidelity music or simply "recording the gang's voices."

"First Approval" Allan doesn't know how many additional tape recorders this record-and tape reel-comparison has sold, but he knows that the demonstration has been responsible for a lot of them.

"One of the surprising points which we have learned is that there are many people who are just getting started on music ap-preciation, and who have never given it much serious thought before," it w pointe 'out. "These are people starting out with their first music collection and they, of course, will stick to whatever type of musical presentation first wins their approval. Where such customers are concerned, we put ev-ery possible emphasis on the advantages for tape, see to it that they get an opportunity to sit down at leisure, uninterruited by sales-people, and listen at length.

Trouble-Free Play

The hour-long trouble-free play of the tape recorder is a strong selling point. The tact that taperecorded music swings from one number directly into another witho t pause is another point. Fast forward and rewind speeds, and counters which make it easy for the customer to locate an specific number he wants to hear are usually enough to answer the problen when a customer wants to know how he can listen to a particular number without having to wait for others to go by on the tape."

Allan has found the tape recorder represents a bigger unit sale to begin with and a larger unit sale as ve" where the music purchase is concerned. It isn't unusual for a tape recorder owner to buy two and three times as much music in terms of dollars in a single year than the usual record purchaser.

Much of Allan's volume is provided by the huge Keesler Air Force Base, the gate of which is

BILOXI, Miss. - Scotty Allan, only a few steps from Allan's Ap-

Conversion

Continued from page 14

low. (Also see Audio Feedback column for other comments by this firm.) -

Tandberg - All currently available models are four-track units. A conversion kit for earlier models had been available since last July and is priced at \$62.50. Service costs not available.

of the following firms could not be determined: Magnecord, Su-

Show LP Hits

Continued from page 9

already on its last legs. Columbia also issued recordings of "Goldilocks" and "First Impressions," two tries. The price, not revealed, is shows that have since closed. among the "lowest in the hi-fi However, on these latter two field," says the firm. shows the firm made its nut back since the albums sold well at the sen's cartridge No. 38 features

Music Man," one of the hottest can replace single needle cartridges show scores since "My Fair Lady." held by two set screws on half-Speaking of the latter show, by inch centers. the way, the new stereo recording | As an incentive to distributors, all over again.

As has been the case over the past few years, no show has yet come up with a big pop hit this or six single records of the best season. There is still hope for a tunes. At the moment there is acosts not available.

hit from "Gypsy" and "Destry" tion on a new waxing on Carlton however. No one really knows Records of "Till There Was You," why the Broadway composers from "The Music Man." If this In using this approach, Allan perscope and Telectrosonic. These there is little doubt that they want closer look at show score material concentrates on the fact that tape are, however, currently producing to since every contract with a disk- for singles since it is the 32d reery for a show score calls for five cording of the tune.

Low Price, All Speed Cartridge by Jensen

NEW YORK - An economy phono cartridge, with needle has been introduced by Jensen Indus-

Packed in plastic container, Jenstandard mounting and 10 gram Capitol Records, tho it missed tracking pressure. Its all-speed styout on show scores this season, lus is of push-in, hairpin design, is still riding happily with "The 2 mil. in size. The new cartridge

of the Lerner-Loewe score has Jensen pays all transportation turned the LP into a best-seller charges on cartridges ordered with a regular needle supply.

haven't come up with a hit, but record breaks loose it will cause a



"... and the first one who finds it gets to keep it . . . the needle - The Jensen needle, that is."

Jensen Industries #JI-73



ASTATIC ... THE ONLY COMPLETE LINE

 Astatic makes the ONLY complete line of plug-in cartridges in the industry, and is YOUR ONLY SOURCE OF A SINGLE-LINE INVENTORY that gives you everything. With the Astatic line, you have a plug-in cartridge model that truly fits on every replacement sale.

 There is a sharply rising demand for cartridges with diamond tips—creating a tremendous source of new high profit sales. EVERY ASTATIC PLUG-IN CARTRIDGE MODEL IS AVAILABLE WITH DIAMOND OR SAPPHIRE TIPS, to guarantee your giant share of this blue chip business.

 Astatic provides a COMPLETE MERCHANDISING PACK-AGE for easy, more profitable handling and selling. A colorful permanent-type DISPLAY-MERCHANDISER is an Integral part of the package. The display-merchandiser contains the most popular assortment of Astatic plug-in cartridges. Also available is an attractive window card. In addition, an easy-to-read cross reference chart is included to show immediately which Astatic plug-in your customer needs.



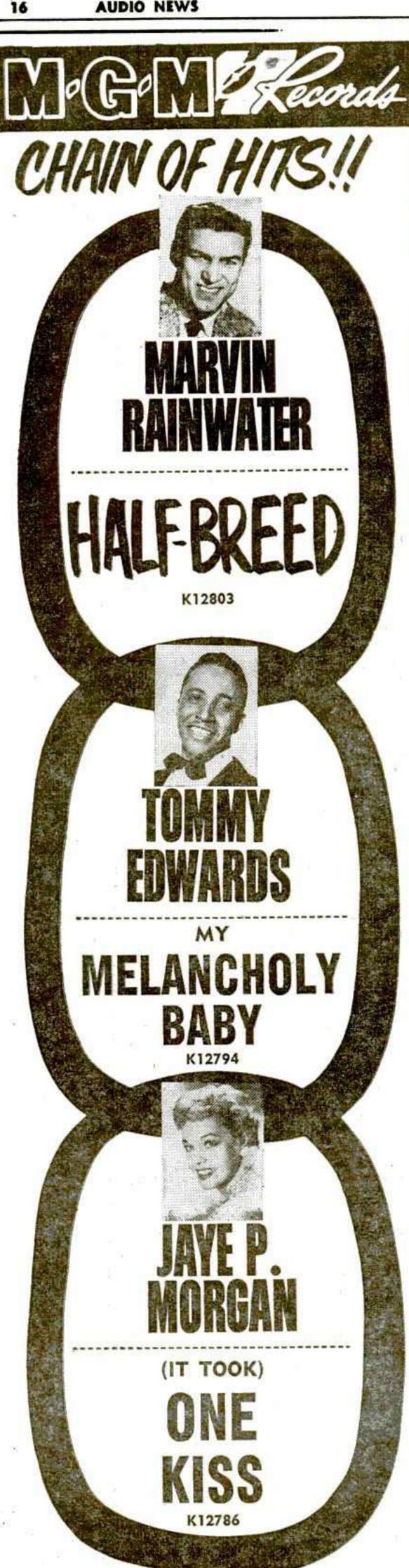
Here's a display masterpiece, a plastic merchandiser that helps you stock, sell and stock-replace Astatic plug-ins. Each cartridge is packed in a sturdy transparent plastic box. Identification and description beneath each box gives your customer immediate information as to model and type required for replacement.

> EASY SALES, EASY PROFITS...NO INSTALLATION OR SERVICE PROBLEMS ... WITH ASTATIC PLUG-IN CARTRIDGES

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CORPORATION, CONNEAUT, OHIO GO BY BRAND - GO BUY ASTATIC In Canada: Canadian Astatic Limited, Toronto, Ontario



Turntable, Stereo Arm By Alliance

ALLIANCE, O. -- Alliance Manufacturing Company, veteran supplier to the phonograph industry, is producing a stereo turntable and companion stereo arm.

Unit uses statically balanced arm which eliminates the need for critical levelling of the unit. The entire assembly can be tilted 45 degrees or more without interfering with accurate tracking of the

Features include heavy duty 4pole motor; teflon thrust bearing to give vertical vibration damping for optimum stereo performance; single-speed belt drive operation; slip clutch for accurate cueing; precision ground spindle to reduce wow and an 8-pound anodized aluminum turntable.

The stereo arm is die-cast aluminum with low mass and rigidity. Stylus pressure is adjusted by a screw-lock leaf-spring device.

Any size cartridge can be used and accurately positioned by means of a locking device which eliminates conventional screws in favor of an adjustable sub-plate.

Tracking error is also lowered by means of the adjustable cartridge sub-plate. Turntable, complete with matching wood base is tagged at \$49.95. Price of the arm is \$24.95.

UA Pegs 'Hot' Sound Track June Topper

NEW YORK --- United Artists has pegged the sound track of I.P. of "Some Like It Hot" as their "Star Album of the Month" for June. During the month of June, the set will be priced at \$3.98. It is available in monaural and stereo. A special "Star Album of the Month' display box has been supplied by UA thru their distribs to dealers.

Mary Johnson, UA artist, is scheduled to sing his newest release, "I'm Coming Home" b-w "River of Tears," on Dick Clark's "American Bandstand" on June 5.

The label has signed trumpeter Ruby Braff to an exclusive recording contract. Plans for the production of his first LP for UA, tentatively titled, "Blowing Around the World," are being completed.

Herbie Ma , ja - flutist, who recently cut an LP for UA of original tunes that combine African rhythms and instrumental techniques with American jazz, has been asked by the U. S. State Departmen: to tour his new Afro-Jazz Sextette thru Africa. All of the music in the album will be presented by Mann during his African tour.

Harold Scott, who debuted on UA with a spiritual-spoken word LP, "God's Trombones," has won the "Obie" award for his portrayal of the role of Maurice in the Off-Broadway production of "Death Watch."

Admiral Line Goes on Road

NEW YORK --- Admiral's 1960 line of stereo phonos, radios and TV sets are going on the road this month. Meetings will be held for dealers in Chicago, Miami Beach, Las Vegas and Atlantic City. Dealers who met assigned quotas for the past three months will have their travel tab and cost of attendance picked up by the

Each meeting will mean two days and three nights of entertainment to the dealer. Accommodations are arranged in name hotels and clubs.

Audio Feedback

By RALPH FREAS

CLEARING TAPE PICTURE

We were discussing the way the future of recorded tape is shaping up with Andy Lorant the other day. Andy is with Bell Sound Systems out in Columbus, O., and therefore is plenty interested in any opinions on recorded tape. Bell, of course, has several tape recorder and playback models in addition to a line of hi-fi components.

The talk got around as it usually does these days to that RCA Victor tape cartridge and player.

"I think a lot of people are missing an important point about that RCA cartridge," Andy said. "In my opinion, that cartridge system is aimed at and will find the widest acceptance by a mass market. Opposed to that and existing alongside of the mass market is the audiophile or audio nut of hi-fi fan or whatever you want to call him. Sure, RCA wants to sell him, too, but I don't believe that's the primary market for the cartridge. I think the hi-fi fan is going to want his recorded tapes on open-reels that play at 71/2 inches per second. It's axiomatic that you lose quality and fidelity by cutting the speed in half and the cartridge plays at 3% inches per second."

SIDE BY SIDE

You don't think then that there will be a battle between the two systems, we said.

"Absolutely not," Andy said. "I think the cartridge will compete more with disk recordings than it will with openreel tapes at 71/2 ips."

Did Andy Lorant think that RCA Victor would bring out open-reel tapes at 71/2 ips along with the 314 ips cartridge?

"I'd like to see them do it," he said, "but it's hard to say what they'll do at this point."

All of the foregoing was a reminder of our story last week in which the upcoming NAMM show was likened to a battleground on which the two "opposing" tape playing systems would fight it out. Fight? From Andy Lorant's point-of-view, a fight is as unlikely as snow in New York on June 22d.

THAT CHICAGO MEETING

Is anyone confused? If you didn't see The Billboard's story on last week's Chicago meeting of the Magnetic Recording Industry Association, you might be. At the MRIA meeting and at the press meeting the following day, the tape recorder and recorded tape people declared themselves almost unanimously for the four-track, 71/2 inches per second recorded tape system. The system makes their stereo recorded tapes almost competitive in price with stereo disks. And the quality, they emphatically point out, is far superior to the disk. The recorded tape producers are beginning crash programs to convert their two-track libraries to four track. The recorder people are, with few exceptions, readying four-track models for the NAMM show. And a number of them are making kits to convert two-track machines already in homes to four-track systems.

Everybody guesses that RCA Victor will have their cartridge player at the NAMM show also. If they do, they'll be joined by other firms who will also have cartridge players. RCA's strength in the overall situation is their ability to release outstanding items from their album catalog on tape cartridges. This is so important that they have swayed recorder firms to their way of thinking.

IMPORTANCE OF MUSIC

Ever since last fall, Bell has had four-track conversion kits for their tape recorder line, Andy Lorant told us. Inexpensive too! They only cost \$25 or \$27.50 depending on the model to be converted.

"I took one of them home last weekend," Andy said, "and converted a machine I have. It was a cinch to do and it works like a charm.

"We haven't done much with them the because the dealers and the public have been apathetic. Now that there's a lot of music coming out on four-track, the picture's changing. There's more of a reason to convert. And we're actively going to promote this thing."

According to the recorded tape producers, about 150 four-track titles will be in the catalogs by NAMM-time.

QUALITY FIGHT?

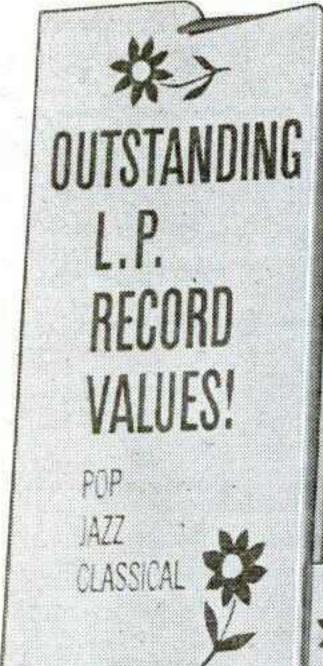
Will there be a quality fight between the open-reel, 712 ips producers and the 3% cartridge producers? Andy Lorant was inclined to doubt it.

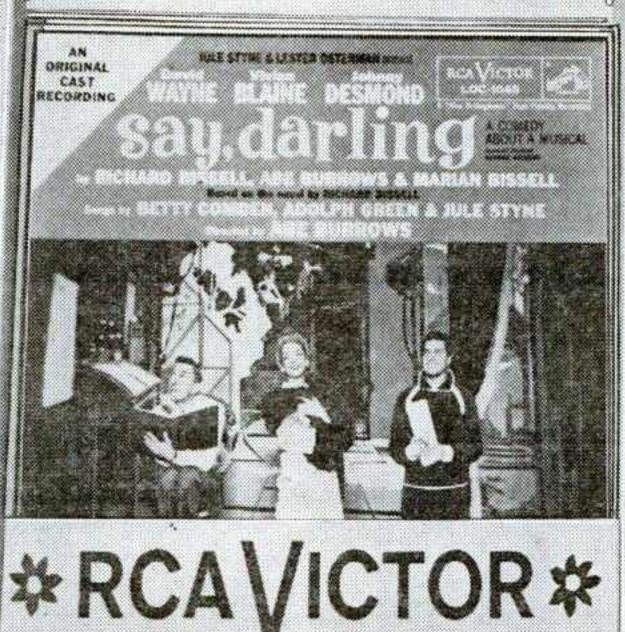
"The people who buy a cartridge player aren't going to be that discriminating," he said. "They aren't interested in specs, signal-to-noise ratio and that kind of thing. They'll buy the cartridge concept. This gets back to what I said before. The hi-fi fan will probably stick with open-reel at 71/2. The mass market will go for the cartridge."

Whatever happens, one thing is certain. It's RCA's move and everyone in the tape industry is watching them closely to see what they'll do at this point.











this carton contains the profit and traffic-builder of the summer season

Grab the phone! Here's the fastest-moving merchandise you ever saw — hundreds of RCA Victor long play albums — regular \$3.98 and \$4.98 catalog items — offered to your customers at only \$1.49 each! Your price? Very special, too!

For this Summer Clearance Sale, we'll ship these pre-packed cartons, each containing 25 assorted L.P.'s, including pop, classical and jazz albums. Every carton contains 25 different selections . . . no two alike. Each assortment contains Living Stereo, too!

The handy shipping carton unfolds easily into an attractive browser-box for this special sale. It tells the whole story and sells for you!

SPECIAL PROMOTION: Eye-catching window streamer . . . 240- and 180-line ad mats-. . . dealer radio spots . . . envelope stuffers. The supply of this

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merchandise is necessarily limited. Get your share of extra profits with this special promotion. Order from your RCA Victor distributor now!

when ordering Stereo, say ...



Manufacturer's nationally advertised prices shown-optional with dealer.

VOX JOX

By JUNE BUNDY

LIST TIPS BY RUPPE: The local record survey list (by radio stations) is a competitive one in St. Louis, where all three major stations maintain their own individual top-disk lists for programming.

Michael Ruppe Jr. "(circulation director of KWK, St. Louis, and the man in charge of KWK's "Great 38" list) has some interesting tips for stations on what he deems proper proceedure for setting up successful local survey operations.

"The Great 38," which started last October, is distributed by more than 65 dealer-outlets, which hand out around 8,000 copies each week. The list is primarily based upon from 35 to 40 weekly reports from these dealers. Ruppe combines this info with reports from KWK program director Gil Newsome and program co-ordinator Bill Bennet, both men representing the opinion of the deejay staff.

Major rules set forth by Ruppe for setting up a local music survey are as follows: A. "This is a two-way street. Not only are you getting info from your sources, but you should be passing info on to them—new releases that seem to have hit potential, etc. B. Get the reports in writing from your retailers. Ours are prepared on Saturday night or Monday. This gives the reporter a chance to put some extra thought into the report. The timing is good too, because we get the advantage of their weekly sales summary made for ordering purposes the following week.

"C. Don't 'hype' because once you're caught, you've had it. The reliability diminishes. Stick to the facts. A good music survey is a strong influence in your area. The need for accuracy becomes a major moral responsibility. D. Keep fully informed on up-to-the-minute happenings in the music and recording fields, via the trade papers. E. Try to establish a first-person liaison with your reporters. It pays off in accuracy, plus fast tips on releases beginning to get good reaction."

HE'S ON "OUR SIDE": Barney Groven, who left KFDA, Amarillo, Tex., last week to join WKLO, Louisville, Ky., has some interesting and encouraging thoughts on our recent paragraphs re the comparative scarcity of fem deejays. He writes, "Bless You. (Vox Jox) You, to my knowledge, are one of the first to acknowledge the fact that girl jockeys are not freaks, but actually a growing factor of modern radio. My wife, Dottie (heretofore with KRAY, Amarillo, Tex.), has been a jockey for a number of years now, and I've worked with gals for some time, off and on, at various stations. They have, every one, proven to be just as efficient as men, more tolerant, and more watchful of details. Citing Dottie, as an example, I've found women proficient in every phase of on-the-air operations.

"Believe me," continues Groven, "I'm much more interested in seeing management accept gal jockeys than automatic programmers. A gal is still a radioman, but an automatic programmer will only present the "X-456" show, I'd like to see more said by gal jockeys in their crusade to win acceptance."

CHANGE OF THEME: Bill Marr, who recently took over as program director of WDVH, Gainesville, Fla., also emsees the "Top 40" show from 3 to 6 p.m. daily, while his former 8-11 a.m. slot has been taken over by Gene Bowen. Newcomer at WDVH is Everett Flagg who has the noon to 3 p.m. time slot.... Art Allan has joined WKNX, Saginaw, Mich., in the 9 a.m. to noon spot. He'll also do a late-night sports show on WKNX-TV. His radio show features pretty standards and LP selections.

Jack Morse, formerly with WINR, Binghamton, N. Y., has moved to California and is now spinning 'em over KBUC, Corona, Calif. The station recently switched from a South-of-the-Border disk policy to pop singles, and Morse says they need pop wax.... Bill Scott, ex-WDSM, Duluth, Minn., has joined KILT, Houston.

New program director at WREB, Holyoke-Springfield, Mass., is Ken Gaughran. He will continue to handle the 2-5:30 p.m "Pops on Parade" show.... New Staffer at WIBG, Philadelphia, is Bob Mitchell.... Leo McDevitt is now doing a daily deejay stint at WDCL, Clearwater, Fla. The show features LP's, but McDevitt keeps in touch with the kids, via a weekly Wednesday "Teen Matinee" from the Clearwater auditorium.

Rex Miller, formerly with KILT, Houston, has moved on to KLIF. Dallas.... Phil Stout, formerly with WNCO, Ashland, O., and more recently in the personal management business, has joined WTOA. Trenton, N. J., as program director-deejay.

Darrell Dreyer, informs us of a new programming policy at KFOX, Long Beach, Calif., which has "returned to air personalities, and dropped the formula format for a good music policy." New line-up includes program director Don Lamond and deejays Dreyer, Dick Provenson, Gary Fuller, Ed Perry, Harry Gift, Jim Gosa, and George Mikels.... Chuck Edwards, ex-KELP, El Paso, Tex., is new program director at KRAK, Sacramento. Other new appointments at KRAK are George West as music director and Jim Wood, production director.

THIS 'N' THAT: Elliot (Duke) Nevins, who recently switched to WJET, Erie, Fa., in the 8-11 a.m. and 1-3 p.m. time slots, was one of three "mystery men" unveiled at a recent mass hop attended by 1,000 teen-agers. During the hop, Nevins conducted a "Singin' Teens" contest, and invited "teen-age dolls" to sing duets with him. The jock says he needs wax to use as prizes for various contests he is running, including one whereby gals write in to win a "Date With Duke."

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Cincinnati Home Of Carl Dobkins

Carl Dobkins Jr. is a 17-yearold high school junior from Cincinnati, O. He regularly appears at all the Sunday Swing Dance dates at Castle Farm in his home town. It was at one of these performances that Dobkins was spotted by Harry Silverstein of Decca Records.

Besides singing, the lad writes music. He has appeared on several local TV shows and has worked with Owen Bradley and the Jordanaires. His great ambition is to become one of the country's top male vocalists. "My Heart Is an Open Book" may help him on his way. It's Dobkin's first disk to hit The Billboard's charts.



'Hushaby' Hits For the Mystics

The Mystics, who've landed on the charts with their first wax, "Hushaby," are five Brooklyn lads. Two are brothers, and all have been friends since grammar school days.

Lead tenor is tall Phil Cracolici, 18, who plays piano and is learning to strum the guitar. His brother, Albee Cracolici, just turned 20, is group baritone. Both Cracolicis are sports enthusiasts. First tenor Bob Ferrante, also 20, is spokesman for the quintet. George Galpo, 17, sings second tenor. The bass is dark-haired, 18-year-old Allie Contrera.

While the Mystics were cutting a demo at the Broadway Recording Studios, they were over-heard by manager Jim Gribble. Gribble took them to Laurie Records, and a contract was signed. The boys are starting on a three-week tour of the Midwest on June 12.

YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

MAY 28, 1949

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

10. Bali Ha'i

- MAY 29, 1954
- Wanted
 Little Things Mean a Lot
- 3. Young at Heart
- 4. Cross Over the Bridge
- Oh, Baby Mine
 M.ke Love to Me
- 7. Happy Wanderer
- 8. If You Love Me (Really Love Me)

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- 9. Three Coins in the Fountain
- 10. Man With the Banjo

DISTRIBUTOR NEWS

By HOWARD COOK

DISTRIB DOINGS: Barbara Barnes of Phillips International called to report that Phillips products are now being handled by Garmisa in Chicago, Oklahoma Record Supply Company in Oklahoma City and All-South in New Orleans. The label is currently swinging with "Mona Lisa" by Carl Mann... Chips Distributing Company is now distributing Disneyland Records in Philadelphia. Ernie Sanstone, a Disneyland representative, has joined Chips sales force... Nick Cenci of Ajack Record Distributors in Pittsburgh is now handling the Seeco line... Appolo has appointed the following distribs: Leonard Smith, Albany, N. Y.; Carmisa, Milwaukee; Great Western, Salt Lake City; Music Sales, Inc., Memphis, and Dumont, Boston.

PHILADELPHIA: Raymond Knowles, manager of the RCA Victor Records division of Raymond Rosen & Company, writes that Joe Valino has been signed by RCA Victor and that his initial release, "Gold," has the earmarks of a hit. Neil Sedaka's latest, "Crying My Heart Out for You" is starting. Other strong sellers are "Guess Who" by Jesse Belvin, "The Wonder of You" by Ray Peterson and "Someone to Come Home to" by the Ames Brothers. "Making Love" by Floyd Robinson is showing promise.

PITTSBURGH: Mel Herman of State Record Distributors in Cincinnati reports that there are several newer disks that are moving well. "Lonely Boy" by Paul Anka on ABC-Paramount is a smash. "Like Young" by Andre Previn and David Rose on M-G-M is going. "Along Came Jones" by the Coasters on Atco is another big one for them. "Tallahassee Lassie" by Freddie Cannon on Swan is one of his best platters. Other strong ones include "I'm Ready" by Fats Domino on Imperial, "Bobby Sox to Stockings" by Frankie Avalon on Chancellor, "Frankie" by Connie Francis on M-G-M and "I Only Have Eyes for You" by the Flamingos on End. Newer disks that are stepping out include "Memphis, Tennessee" by Chuck Berry on Chess, "Here Comes Summer" by Jerry Keller on Kapp and "Let Them Talk" by John Gary on Fraternity. Top LP's are "Hold That Tiger" by Fabian on Chancellor, "Secret Songs for Young Lovers" by Andre Previn and David Rose on M-G-M and "Suite for Two Bands" by Vic Schoen and Les Brown on Kapp.

ROULETTE RAMBLINGS: Roulette Records has initiated a special sales promotion drive on singles with their distribs and promotion staff. The promotion involves all of the current plug platters that have been getting sales action around the country. Under the plan the first distributor to pass a designated figure in singles sales on any of the plug disks receives additional free merchandise as a bonus. The winning distrib also cops a cash bonus prize.

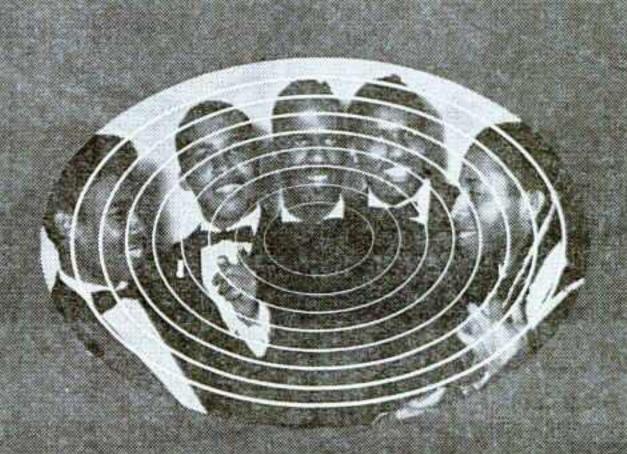
Arc Distributors in Detroit under Henry Droz was the first Roulette Distrib to reach the sales figure on "Ring-A-Ling-A-Lario" by Jimmie Rodgers. Bud Lampe of Commercial in St. Louis scored first in the program on "Little Dipper" by the Mickey Mozart Quintet. Frank Buchanan was the promotional man in the area to win the cash bonus prize.

SAN FRANCISCO: Stan Sulman of C & S Distributors reports strong action on "I Love an Angel" by Little Billy & the Blue Boys and "Graduation's Here" by the Fleetwoods on Dolton. "Endlessly" by Brook Benton is still selling well. "Remember When?" by the Platters is taking oft strongly. "Mama's Place" by Bing Day is happening. "The Class" by Chubby Checker on Parkway is big. "It Was I" by Skip and Flip on Brent looks like a winner. Strongest LP's are "Frank D'Rone," "It's Just a Matter of Time" by Brook Benton and "Remember When?" by the Platters on Mercury.

LOS ANGELES: Jim Warren of Central Sales Company lists "I'm Ready" by Fats Domino on Imperial, "Just Keep It Up" by Dee Clark on Abner and "12 Months of the Year" by Harvey & the Moonglows on Chess among his best-selling singles. Chuck Berry's latest, "Memphis, Tenn." b-w "Back in the U. S. A." is taking off swiftly. "Gotta New Girl" by Bobby Day on Class is strong. "Cross-Fire" by Johnny & the Hurricanes is selling strongly. Strongest albums are "Exotica, Vol. 1" by Martin Denny on Liberty, "More of the Fabulous Fifties" and "Near You" by Roger Williams on Kapp and "Suite for Two Bands" by Vic Schoen and Les Brown on Kapp.

NOTES IN THE MAIL: Ted Kellem of Marnel in Philadelphia writes that "Steel Guitar" by the Dynatones on Bomarc, which is being distributed by Cameo Distribs, looks like a smash. Top items for Laurie are "A Teen-ager in Love" by Dion & the Belmonts, "Graduation Souvenir" by Scott Garrett and "Hushaby" by the Mystics. Imperial is swinging with "I'm Ready" by Fats Domino, "If You Only Knew" by the Teddy Bears and "It's Late" by Ricky Nelson. Colpix has a big one with "Gidget" by Jimmy Darren. Epic is moving "Marshall, Marshall" by Gar Bacon, "Mr. Dillon" by Doc Severinson, "Delia's Gone" by Bobby Sykes, "One Love, One Heart" by the Four Coins and "Please, Mr. D. J." by Somethin' Smith & the Redheads. United Artists is hot with "Come to Me" by Mary Johnson, "Yes, That's Love" by Ray & Lindy, "King Size Guitar" by the Wildcats and "Kazoo Polka" by the Matys Brothers on their subsid label, Sunnyside.

Golden Crest has a winner with "Tall Cool One" by the Wallers. Specialty has "I Can't Stop Loving You" by Larry Williams and "Any Old Town" by Roddy Jackson. Top Cameo disks are "For You, For You" by Bobby Rydell and "Don't Break My Heart" by the Dream Girls. Savoy has strong sellers with "It's So Good" by Little Esther and "I'm No Good" by Nappy Brown.



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B/W THE GODDESS

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LACK DUCK 77 (S3)

(With The Baby Blue Eyes)

IT DIDN'T COME FROM OUTER SPACE!!

MUSIC

IT DOESN'T BELONG TO THE HUMAN RACE!

Words

Music

Vocal

By Ray WHITAKER

ESCAPED

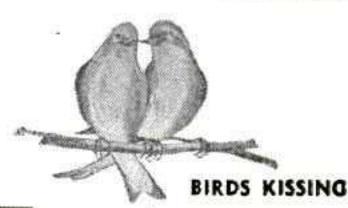
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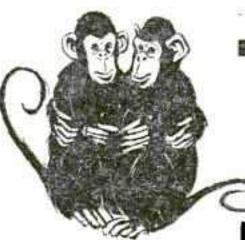
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Don't Let It Escape From You

IT'S A GASSER!

"SEE





MONKEYS HUGGIN'

BIRDIES

(S3)

FISH SMOOCHING

It's Another-SMASH! SMASH! SMASH!

By Ray WHITAKER

And The "FLI-LO'S"

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Orchestra conducted by TOMMY OLIVER

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First and Only
Lyric To Les Baxter's
Famous "QUIET VILLAGE"

It's Moving Now!!

DARLA HOOD Sings! Sings! Sings!
"MY NIHET VII I AGE"

PRE A UINGIE A PRIME A AND RIG VOICE

b/w "RED DRESS"

(Fabulous Modes to Orchestra)

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Album Releases

"FOR THE BRIDE and GROOM"

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Coming Album

CALVIN JACKSON JAZZ TRIO

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Coming Album

DON LEE ELLIS SENSATIONAL ORGAN SOUNDS Coming Album

DARLA HOOD sings LES BAXTER'S

"RITUAL OF THE SAVAGE"

Ray Whitaker—Conducting

MUSIC AS WRITTEN

New York

Don Degraf, salesman with the H. R. Basford Distributing Company in San Francisco, became the father of a boy, Duncan Rankin, last week... Clayton Burdick, formerly with ABC Paramount Records, has joined Best Records of Philadelphia as sales manager... Don Johnson, Kandy label artist, opens at the Rooster Tail in Detroit on June 10. His new album on Kandy is called "Organ With a Beat." ... Herb Gottlieb of the Ed Traubner Company in Hollywood, was married last week to Mrs. Beatrice C. Eskin. Congratulations, Herbert. ... The Jubilee Promenaders and L. D. Keller will lead the square dancing at Madison Square Carden in New York for the Rotary International on June 8... Jack Beckman has signed Hugo & Luigi to a management contract for personal appearances.

Cleffers Varel and Bailly, currently headlining at Radio City Music Hall in New York with their vocal group, Les Chanteurs De Paris, have been signed by Columbia Records.... Steve Bigson and The Redcaps are currently at the Basin Street Club in New York. On June 3 they open at the Town & Country Club in Brooklyn. . . . Eileen Farrell left last week for her concert tour of Europe, she will appear in London, Milan and Spoleto, Italy. . . . The Berkshire Music Barn will open its Fifth Season on Sunday, June 28, with Louis Armstrong starred. Mahalia Jackson, Odetta, George Shearing, Count Basie, Stan Kenton, Dave Brubeck, Miles Davis, and many other jazz names will also appear on the programs over the summer.... The Castle Sisters have signed with Roulette Records. . . . RCA Victor held a bash for composer Hank Mancini last week in New York at Danny's Hideaway, named for the occasion "Mother's Pad."

Club in Atlantic City, N. J. . . . Lee Konitz has taken over for the ailing Tony Scott at New York's Village Vanguard. . . . Records Associates have added the Cal and Treasure labels to the list of indie labels they are managing. . . . The Lions Club of Garden City, N. Y., is presenting a jazz clambake on June 5 at the Garden City High School. . . . Warbler Buddy Smith has signed with Ridgecrest Records, the La Grange, Ga., label. . . . The Jive Bombers are now at the Club Polka Dot in Jackson Heights, New York. . . . Bernie Lawrence, Apollo Records exec, is hitting the road to push the firm's latest waxings after spending the past weekend at the deejay convention in Miami.

George Lee of Zodiac Music, informs us that his Pallette waxing of "The Day the Rains Came" with Andre Colbert Ork, is breaking in the South. He says deejay Bob Joyce of WILY in Richmond, broke the disk wide open for him.... Urania Records is issuing its first singles this week with Casey Anderson and Los Cangaceiros.... Bill Hill, Fiesta Records sales chief, is issuing stereo singles on the label in the cha cha dance field and the waxings will be available this week. Cha cha cha in stereo, anyone?... The Broadway musical "The Nervous Set" cut out last Saturday (30). Critics didn't dig it, man.... Roulette Records acquired the record "First Dance, First Kiss, True Love," by Billy Killen from Meridian Records of Winter Park, Fla., for national distribution.

Judd Records, Jud Phillips label, has signed thrush Kaye Golden. . . . Bill Lowery, head of NRC Records, has started a new subsidiary out of Atlanta called Scottie. . . . Maynard Ferguson and his ork return to Birdland, New York, on June 4. . . . Sid Frey, head of Audio Fidelity, left for England last week with national promotion chief John Ridley. . . . The Dukes of Dixieland are now at the Blue Note in Chicago. . . . Two Everest recording crews are on location for the label. One is in Cuba, recording pop songs, the other is London, making classical waxings. Bob Rolontz.

Chicago

Dan Sorkin, WCFL jock, plans a flight around the world in July in a Piper Comanche. His wife, Bet E. Martin, Coral thrush, will wing to Paris via KLM; then they'll do it together as far as Tokyo, and Dan will solo again over the waters to the States. . . . John Doumanian, Columbia promo man, has cleaved to Jean Karabas. . . . On esoteric WFMT, folk-and-jazz authority Studs Terkel snagged a sponsor for his morning off-beat waxworks, People's Gas Company. So now he's being introduced around as the People's Gasser. . . . Comes word from Memphis that disk mahoff and radio tycoon Sam Phillips is scheduling a series of two-hour tutoring sessions in music programming for staffers on his all-girl station, WHER. He'll be tutoring 'em two at a time, according to plan. Well, now, that's better. . . . Lenny Garmisa, Chi distrib, takes over Major Distributing Company, Milwaukee, getting Wisconsin distribution of Mercury, Vanguard, Hi-Fi and Grand Award, adding to his other lines there that include ABC-Paramount. . . . Al Freiburger, general manager of Concert-Disc, going into free-lance marketing-merchandising counseling for other diskeries under shingle of USACO, headquartering in Morton Grove, Ill. . . . Puff Cannon, batoneer, and Joe Cacioppo, publicist, forming Cappo, Inc., for musical arrangements, talent management, publicity and audition recording. Bernie Asbell.

Cincinnati-Nashville

Dot Records and Paramount Pictures hosted the local music gentry Tuesday night (26) at an after-theater party at Stein's Hideaway, suburban nitery, honoring Danny Kaye, who was in town for a special showing of his new flick, "The Five Pennies." Is Nathan and Stan Kamin, of Hit Records, Dot distrib, handled the arrangements. . . . Pianist Burt Farber, musical director for Peter Lind Hayes and Mary Healy, fronts a local combo at Coney Island's Moonlight Garden here June 3-6. Farber, long the top 88-er (Continued on page 23)

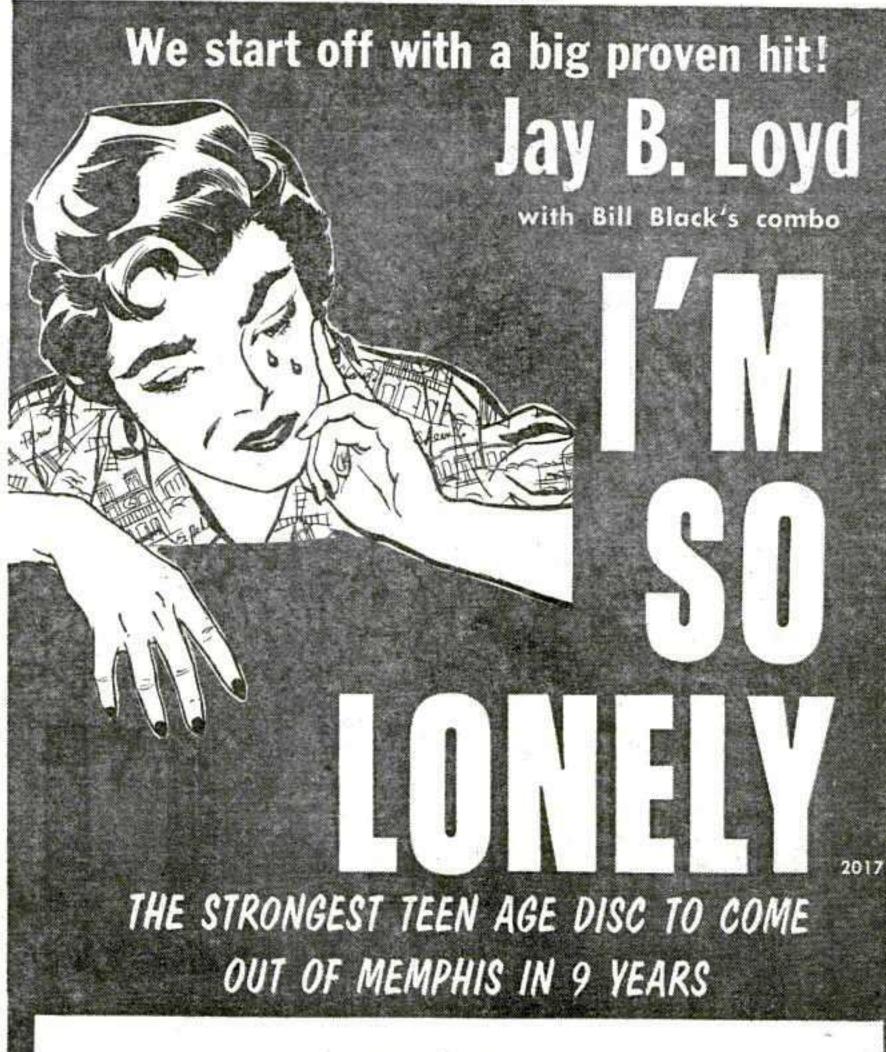
London Records

announces
the acquisition of one of the
nation's most sought after labels...









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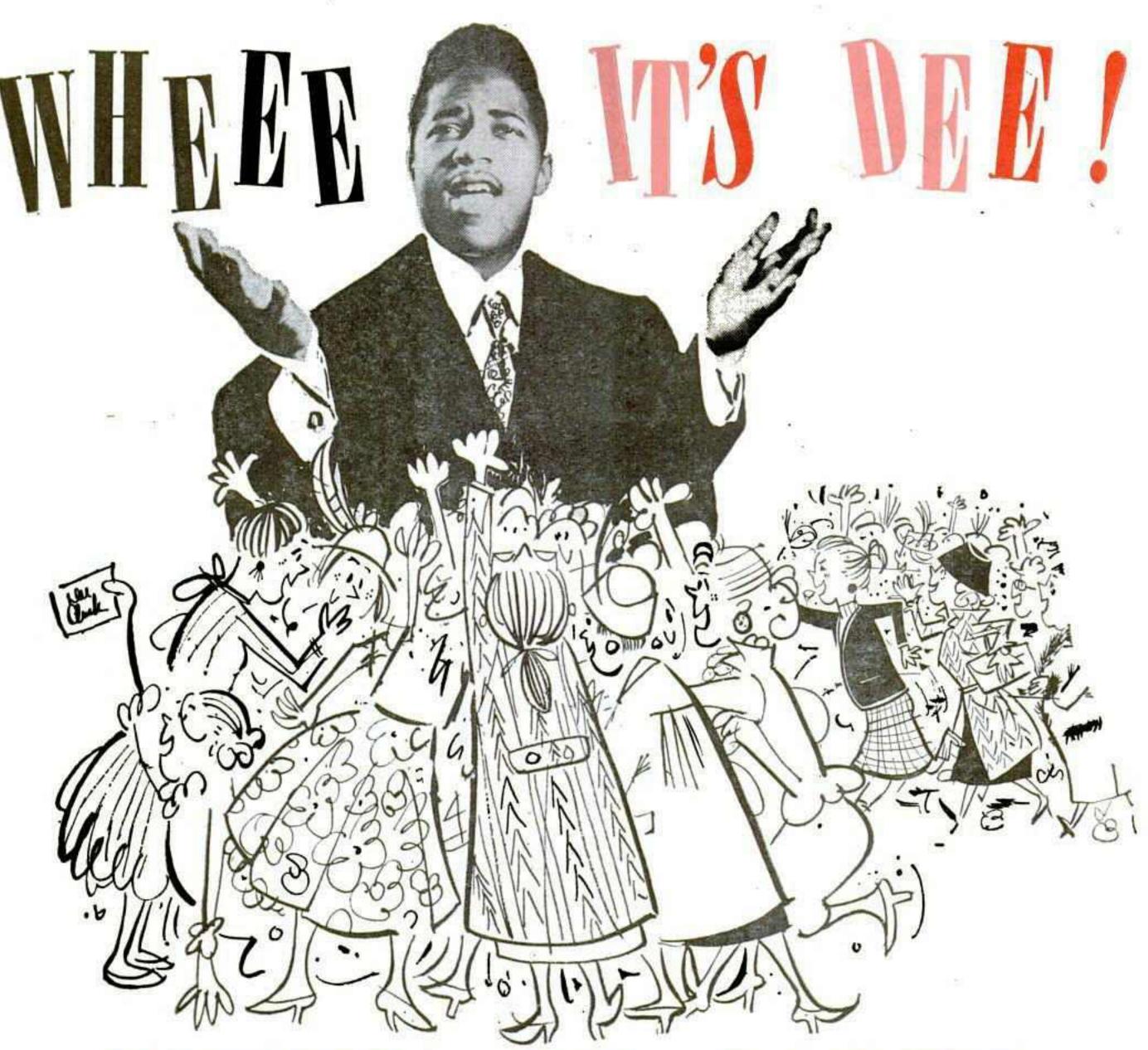
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LONDON RECORDS, INC. 539 W. 25 ST., N.Y. 1, N.Y.

22



SINGING

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"WHISPERING GRASS"

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Abner 1026 Stereo S1026

FOR THE WEEK ENDING MAY 24

THUMBS Wayne, Leinwood 109

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

81 48

JUST KEEP IT UP, Dee Clark, Abner 1026

(AR) & I'M DEADY Fate Domino Imperial 5595

MUSIC AS WRITTEN

Continued from page 21

hereabouts, formerly served as musical leader with Arthur Godfrey and Helen Traubel.

Paul Carlson, of Fraternity Records, planed to New York Wednesday (27) with the label's new singer, John Gary, for the latter's second appearance in eight days on the Jack Paar TV-er Friday night (29). Gary's new one on Fraternity is "Let Them Talk." . . . Coney Island inaugurates its special Tuesday Nights for Teen-Agers June 23, with a package comprising Gary Stites, Freddie Cannon, Johnny and the Hurricanes, Frankie Ford, Barbara Evans, Carl Dobkins Jr., and the Mystics. Fabian comes in June 30; Frankie Avalon, July 14, and Tommy Sands, July 28. WLW's Bob Braun will emsee the weekly stanzas. Bookings are handled by Clyde Trask, of the local Ruth Best office.

Nat Tannen, of Tannen Music, completed a deal with Wesley Rose and Boudeleaux and Felice Bryant in Nashville recently for all the Bryant copyrights in the Tannen catalog. Acuff-Rose acquired about 100 Bryant copyrights from Tannen for a lot of cash in front. Tannen will retain a 50 per cent interest in the Bryant copyrights for the next five years, with the deal becoming effective July 1. Included are such songs as "Hey Joe," "How's the World Treat-Bill Sachs. ing You," "Midnight," and others.

Hollywood

Roland Fribourghouse, head of Capitol's artists & publishers relations, will spend two weeks in New York starting June 1, in huddles with Gotham-based music publishers. He will base his operations at Capitol's New York headquarters. Purpose of his Eastern hop: to effect closer working relationship with New York pub firms.

Ivan Ditmars and Jerry Bowne have formed a new firm devoted to creation of ad jingles. Ditmars, currently an NBC music director, has held music exec posts at the three TV-radio networks. Bowne, also with network writingdirecting credits, was associated with Horace Heidt's showbiz projects. Prior to forming their new firm, to be known as Messages In Music, both teamed on jingles for General Mills, Westinghouse, Pontiac, Philip Morris, among others.

They're playing tracks out of the Sonny Moon Warner Bros. album, "Let's Dance" over the P.A. system after the Dodgers games. Plugs have no connection with Dodger player Wally Moon. . . . Jimmy Darrin's new single for Colpix is being kicked off in San Francisco on Saturday as part of a "Jimmy Darrin Day" promotion. . . . Capitol is pinning high hopes on the new Tommy Sands single, "Sinner Man," with backing by the Nelson Riddle Orchestra.

Attorney Arthur Katz, associated with the Max Fink law firm, is opening his own office. He will remain at the Equitable Building in Hollywood. Katz handled a number of music biz cases while part of the Max Fink firm.

Slogan for the Warner Bros. Records June drive is "June Will Be But Great This Year" to be used in its ad and merchandising program.... Gene Simmons, formerly with Central Record Sales, joins Jack Lewarke's California distrib firm as promotion man. . . . There's considerable promotional coin behind the launching of Challenge's Yvonne Shubert album. Package was produced by Foote, Cone & Belding for "a client" with Challenge putting it out under its own banner.... Dot is issuing its "Twixt Twelve and Twenty" Pat Boone single as a tie-in with the balladist's best selling book of the same name. Tune was commissioned by Randy Wood, Dot prexy, and written by Aaron Schroeder and Fredda Gold. Prentice-Hall, the Boone book's publishers, will send copies of the volume to all deejays.

Don Ralke's orchestra backed Petula Clark on four tunes to be included in her Imperial album now being recorded by Henri Rene. Accompaniment for remaining songs will be provided by the Billy May and Pete King orks.... Four Jokers were signed by Crystalette.

Del-Fi's Bob Keene is establishing a Ritchie Valens Memorial Fund to be supported by from sales of future Valens releases. Forthcoming platters recorded by the late vocalist will bear a gold label and feature a four-color jacket with autographed portrait of Valens. Fund will contribute to a young people's center named in honor of Valens, who was killed in a plane crash last Lee Zhito. February.

Sam Phillips

• Continued from page 9

half, class advertisers eventually discovered the advantages of the high-tone, yet sexed-up sound. WHER now carries more financial advertising-banks, real estate and insurance firms-than any other station in town. Of 23 Memphis new car dealers, 21 have pitched on the station. In contrast, only one used car dealer has bought time.

A recent Hooper survey of listening in business houses revealed that WHER is heard in 59 per cent of sound. When continuity director dentist offices and 48 per cent of Janie Joplin opens her early morncotton brokerages, not to mention ing show cooing, "I'm Janie Joplin that it is piped into the operating -I play records-I'm a girl"-who room of Baptist Hospital.

The station's airiness is signified even in the pastel decor of its studios in the Holiday Inn Motel. Two studio doors are marked "Playroom A" and "Playroom B," behind an outer door marked "Rumpus Rooms." The record library door is labeled "Music Box"; newsroom, "Propaganda"; commercial manager, "Pitchman." The equipment room door is decorated by an image of a clothesline adorned with bras and panties. Manager Bill Decker's door provides the only jarring note: "Boss Man.

But it's the sound, man, the needs music?



"COME THE CASBAH"

GANIMIAN AND HIS ORIENTALS

My Funny Valentine
ATCO 6142

ON THE BEAT

- By REN GREVATT

The name of the late Ritchie Valens is still a powerful one in the record business. Bob Keene of Del Fi Records, in New York en route to Miami this week, told us that at least 500 fan letters on Valens still pour into his West Coast offices every week. "There are at least 50 active Ritchie Valens fan clubs too," Keene said.

To keep the name of Valens on the lips of his public, Keene has adopted a powerful merchandising idea—that of the limited edition memorial release—once used by RCA at the packaging level for Glenn Miller material. Keene is applying the concept to singles of previously unreleased Valens sides. He's using a special four-color sleeve for the singles, employing blow ups of color transparencies taken for publicity purposes when Valens appeared in an Alan Freed picture. A special gold colored label is being used with the series. On the sleeve the name and address of the Valens national fan club prexy is also listed.

In samples of the initial release distributed to the jockeys in Miami last week, a special leaflet described a Ritchie Valens memorial fund which is to be applied to a young people's center in Pacioma, Calif., in the artist's memory. Part of the profits of the memorial records were to be set aside for this purpose.

Keene, who started the original Keene Records label on the West Coast and who had the first Sam Cooke hit, "You Send Me," is operating the Del Fi firm with much the same apporach as that used by Archie Bleyer at Cadence and Johnny Vincent of Ace—that is, limited releases by a limited number of artists. "It's the only way to work today," says Keene. "The market is glutted with stuff that can't sell. I think it pays to wait for the right song done with the right arrangement and interpretation. We only have a very few acts. We're pushing very hard on the Addrisi Brothers now. People like them because they have a great act. They've played the best clubs in the West, including Las Vegas, and we're trying to build them that way.

On the subject of deejays and record hops, Keene has a suggestion. "Everybody's crying about the single record business. No sales they say. I think it's a mistake for the big companies to send out so many records to the disk jockeys to give away to every kid at a record hop. The practice destroys the idea of value in a record. And if you give enough records out, it's bound to affect your sale. There's nothing wrong with passing out a few at a hop. But why not make them door prizes or prizes for a dance contest? If you limit the number given out, then it becomes a bigger deal for somebody to get a free copy."

warmer of Monded Telefilm Records, Inc. The service of the Control of the Control

EH II CAR MA SHOW SHOWS

NOW

* * * * * * * IT'S GONE * * * * *

Pop

SWINGIN' ON THE BILLBOARD HOT 100 SWINGIN' ON THE CASH BOX TOP 100 SWINGIN' ON THE MUSIC VENDER TOP 50 SWINGIN' ON ALL REGIONAL POP CHARTS

"SOMETHING ON YOUR MIND"
Big Jay McNeely

Vocal by Little Sonny

Swingin' #614

Released through ARDCO - 1041 N. Las Palmas, Hollywood, Calif.



"WHAT A DIFF'RENCE A DAY MAKES" Dinah Washington

MERCURY 71435

NOW...the hottest smash on the charts,

www.americanradiohistory.com

published by E. B. Marks



Billboard TOPLP'S

FOR THE WEEK ENDING JUNE 7

BEST SELLING MONOPHONIC LP'S,

| ONE WEEK AGO THIS WEEK | TITLE, Artist, Company, Record Number. | WEEKS ON CHART |
|---------------------------|--|----------------|
| 1(1) | 6161, Sound Track, M-G-M E 3461 ST | 48 |
| 2 (2) | PETER GUNN, Henry Mancini, RCA Victor LPM 1956 | 17 |
| 3 (3) | FROM THE HUNGRY I, The Kingston Trio, Capitol T 1107 | 16 |
| 6 (1) | EXOTICA, VOL. 1, Martin Denny, Liberty LRP 3034 | 5 |
| 5 (5) | 77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289 | 7 |
| 40 | COME DANCE WITH ME, Frank Sinatra, Capitol W 1069 | 16 |
| 1(1) | MY FAIR LADY, Original Cast, Columbia OL 5090 | 165 |
| 11 (8) | SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160 | 47 |
| 8 (9) | SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032 | - |
| 9 (10) | OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270 | _ |
| 10 (11) | HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000 | 100 |
| 13 (12) | FILM ENCORES, VOL. 1, Mantovani, London LL 1700 | dest |
| 14 (13) | THE MUSIC MAN, Original Cast, Capitol WAO 990 | 66 |
| 18 (14) | INSIDE SHELLY BERMAN, Verve MGV 15003 | - |
| 12 (15) | THE KINGSTON TRIO, Capitol T 996 | 28 |
| 21 (16) | THE BUDDY HOLLY STORY, Coral CRL 57279 | - |
| 19 (17) | STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283 | - |
| 16 (18) | FLOWER DRUM SONG, Original Cast, Columbia OL 5350 | |
| 15 (19) | NEAR YOU, Roger Williams, Kapp KL 1112 | 1 |
| 17 (20) | BUT NOT FOR ME, Ahmad Jamal, Argo LP 628 | tra i |
| 23 (21) | MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243 | 2 |
| 20 (22) | JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133 | 5 |
| 32 (23) | HOLD THAT TIGER, Fabian, Chancellor CHL 5003 | |
| 24 (24) | AHMAD JAMAL, Argo LP 636 | - |
| 22 (25) | THE KING AND I, Sound Track, Capitol W Z40 | |

| ONE WEEK AGO THIS WEEK | 8 |
|------------------------|---|
| MEEK N | |
| ONE W | TITLE, Artist, Company, Record Number. |
| 25 (26) | LOVE IS A GENTLE THING, Harry Belafonte, RCA Victor 1927 2 |
| 28 (27) | BILLY YAUGHN PLAYS THE MILLION SELLERS, Dot DLP 3119 11 |
| 29 (28) | CONTINENTAL ENCORES, Mantovant, London LL 3095 4 |
| 31 29 | TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252 |
| 26 (30) | RICKY SINGS AGAIN, Ricky Helson, Imperial IMP 9061 16 |
| 27 (31) | SOUTH PACIFIC, Original Cast, Columbia OL 4180261 |
| 30 (32) | RODGERS: VICTORY AT SEA, VOL. 2, RCA Victor Symphony Orch. (Bennett) RCA Victor LM 2267 12 |
| 41 (33) | FOR LP FANS ONLY, Elvis Presley, RCA Victor LPM 1090 8 |
| - 34 | LOOK TO YOUR HEART, Frank Sinafra, Capitol W 1164 1 |
| 34 (35) | RITCHIE VALENS, Del Fi DEFLP 1201 7 |
| 42 (36) | ELVIS' GOLDEN RECORDS, Elvis Presley, RCA Victor LPM 1885 32 |
| 45 (37) | SWINGIN' PRETTY, Keely Smith, Capitol T 1145 2 |
| 48 (38) | TEA FOR TWO CHA CHA, Tommy Dorsey-Warren Covington Ork, Decca DL 8842 2 |
| — 39 | TABOO IN HI-FI, Arthur Lymon, HiFi Record R 806 11 |
| - (10) | BLUE HAWAII, Billy Vaughn, Dot DLP 3165 |
| - (1) | IMPROVISATIONS TO MUSIC, Mike Nichols & Elaine May, Mercury MG 20376 |
| 39 (42) | Gerry Mulligan's Jazz Combo, United Artists UAL 4006 2 |
| 46 (43) | GEMS FOREVER, Mantovani, London LL 3032 |
| 38 (4) | ONLY THE LONELY, Frank Sinatra, Capitol W 1053 27 |
| 40 (45) | FAVORITES IN HI-FI, Jeanette McDonald & Nelson Eddy, RCA Victor LPM 1738 2 |
| 43 (46) | BROADWAY IN RHYTHM, Ray Conniff, Columbia CL 1252 2 |
| 44 (17) | BELAFONTE SINGS THE BLUES, Harry Belafonte, RCA Victor LOP 1006 |
| - (48) | |
| - (19 | FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316 |
| 33 (50) | REMEMBER WHEN! The Platters, Mercury MG 20410 |

BEST SELLING STEREOPHONIC LP'S

| - | | WEEKS ON CHART |
|------|---|----------------|
| 1 (| SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032 | 2 |
| 2 (| MY FAIR LADY, Original Cast, Columbia OS 2015 | 2 |
| 4 (| TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054 | _ |
| 3 (| PETER GUNN, Henry Mancini, RCA Victor LSP 1956 | 2 |
| 1(| COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069 | 2 |
| 8 (| GIGI, Sound Track, M-G-M SE 3461 ST | 2 |
| 5 (| Van Cliburn, RCA Victor LSC 2252 | 2 |
| 10 (| OKLAHOMA! Sound Track, Capitol SWAO 595 | 2 |
| 13 (| ONLY THE LONELY, Frank Sinatra, Capitol SW 1053 | 2 |
| 11 (| FILM ENCORES, VOL. 1, Mantovani, London PS 124 | 2 |
| 22 (| BLUE HAWAII, Billy Vaughn, Dot DLP 25165 | 2 |
| -(| MANTOVANI SHOWCASE, London SS 1 | 1 |
| 9 (| AROUND THE WORLD IN 80 DAYS, Sound Track, Decca DL 79046 | 2 |
| 15 (| SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6000 | 2 |
| - (| WHAT'S NEW ON CAPITOL STEREO, Various Artists, Capitol SN 1 | 1 |

| ONE WEEK AGO | THIS WEEK | TITLE, Artist, Company, Record Number. | WEEKS ON CHART |
|--------------|-----------|---|----------------|
| 12 | 16 | 77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289 | 2 |
| 24 | 11) | CANADIAN SUNSET, Eddie Heywood, RCA Victor LSP 1529 | 2 |
| _ | (18) | CONTINENTAL ENCORES, Mantovani, London PS 147 | 1 |
| 16 | (19) | RODGERS: VICTORY AT SEA, VOL. 2, RCA Victor Symphony Orch. (Bennett) RCA Victor LSC 2226 | 2 |
| 19 | 20 | GEMS FOREVER, Mantovani, London PS 106 | 2 |
| 20 | (1) | STRAUSS WALTZES, Mantovani, London PS 118 | 2 |
| 23 | 22 | PREZ, Perez Prado, RCA Victor LSP 1556 | 2 |
| 26 | 23 | PORGY AND BESS, Percy Faith, Columbia CS 8105 | 2 |
| 6 | 24) | FLOWER DRUM SONG, Original Cast, Columbia OS 2009 | 2 |
| 14 | 25) | TABOO IN HI-FI, Arthur Lymon, HiFI Record R 806 | 2 |
| 17 | 26) | THE MUSIC MAN, Original Cast, Capitol SWAO 990 | 2 |
| 27 | (1) | SWINGIN' PRETTY, Keely Smith, Capitol ST 1145 | 2 |
| 28 | 28 | HOLLYWOOD CHA CHA, Edmundo Ros, London PS 152 | . 2 |
| 29 | 29 | WHEN YOU COME TO THE END OF THE DAY, Perry Como, RCA Victor LSP 1885 | |
| _ | 30 | LET'S DANCE, David Carroll, Mercury SR 6001 | |

Album Cover of the Week



CONWAY, Jamie JLP 70-3005, The russet-furred kitty with the white paws looking at the sands of time is a real knockout of a cover. The charming album was produced by Kev Devejian and designed by Al Jarusso, with E. C. Moore as photographer.

Best Selling EP's on the Racks

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 Gunn

1. Peter Gunn

8. Elvis Sails

| 15 | Henry Mancini |
|----|---|
| 2 | Ricky Sings Again Ricky Nelson |
| 3 | Fabulous Johnny Cash |
| 4 | . Hank Williams M-G-M EPX 1637 |
| 5 | . The Buddy Holly Story Coral EC 81082 |
| 6 | . The Everly Brothers' Best Cadence CEP 111 |
| 7 | . Side by Side Pat and Shirley Boons |
| 8 | . Hymns Tennessee Ernie Ford |
| 9 | . Yep Duane EddyJamie JEP 100 |
| 10 | . Exotica, Vol. I |

Best Selling Pop EP's

Martin DennyLiberty LEP 1-3034

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.

| | Henry Mancini |
|----|---|
| 2. | King Creole, Vol. I Elvis PresleyRCA Victor EPA 4319 |
| 3. | Ricky Sings Again Ricky Nelson |
| 4. | Nearer the Cross Tennessee Ernie FordCapitol EAP 1-1005 |
| 5. | Spirituals Tennessee Ernie Ford |
| 6. | Sing Along With Mitch Mitch Miller |
| 7. | The Fabulous Johnny Cash Columbia EPB 12532 |

10. The Buddy Holly Story Coral EC 81082



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COUNTRAL





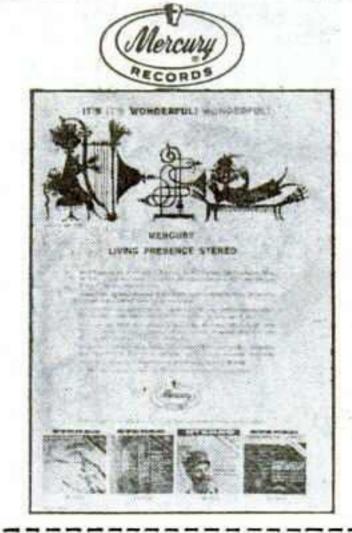


























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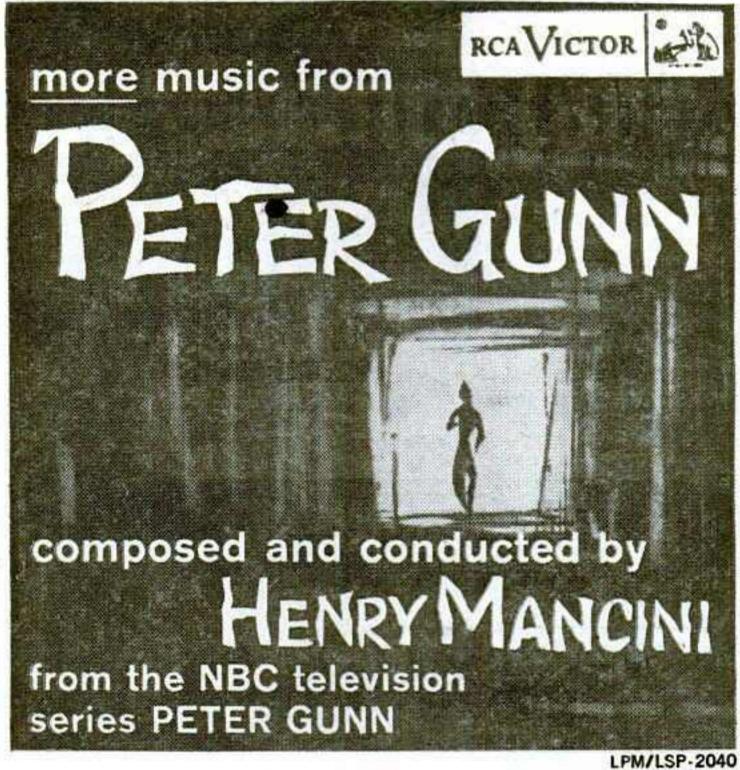
It will pay dealers to stock the records featured by these labels in their HIGH FIDELITY advertising.

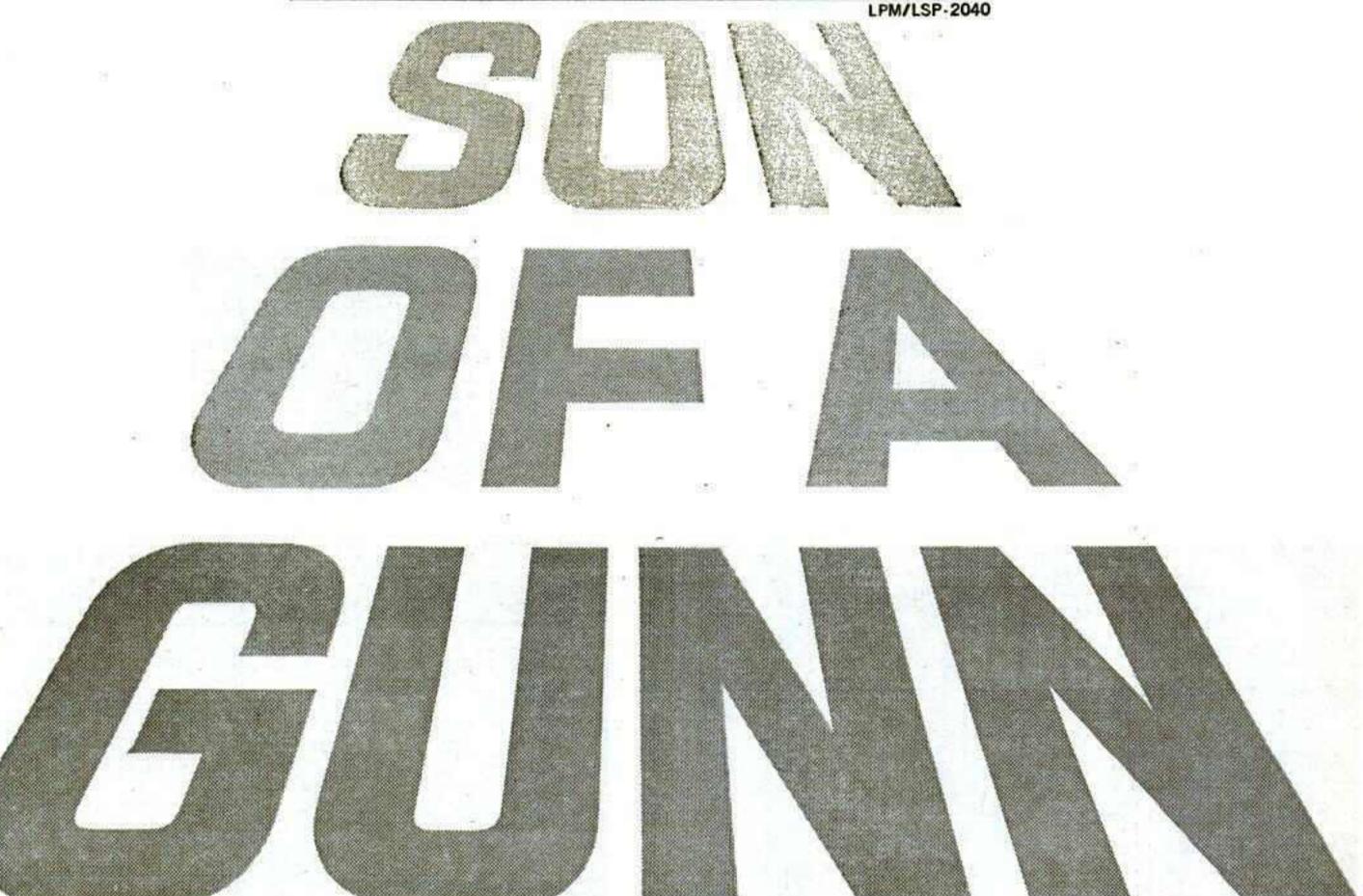
fidelity

THE MAGAZINE FOR MUSIC LISTENERS

Great Barrington, Mass., with branch offices at New York . Chicago . Los Angeles

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RCA Victor presents a sequel to

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Reviews of THIS WEEK'S LP'S



Strongest sales potential of all albums reviewed this week.

GYPSY-Original Cast-Columbia OL 5420



This melodious, original cast recording of the smash Broadway musical is a triumph for Ethel Merman, and that should mean solid sales for every dealer. The album, which is available less than 10 days after the show opened in N. Y. is tuneful, and well recorded with fine performances from every member of the cast, but the indomitable Merman is the star with a capitol "S". A smash album that should do smash business.

GREAT WALTZES



Andre Kostelanetz Ork-Columbia CL 1321. Kostelanetz provides gay, swirling instrumental treatments of nostalgic waltz themes by Strauss, Coward, Lehar, Berlin, and others. Lushly orchestrated selections include "Always," "Waltz Dream" and "I'll See You Again." Solid sales appeal and potent mood music for jocks.

THE HAPPY ORGAN



Dave (Baby) Cortez.-(1-EP) RCA Victor EPA 4342. Cortez has one of the hottest singles in the country on the Clock Label, and this EP-featuring his hit single "The Happy Organ" and other catchy organ solos-should enjoy similar sales success on the racks. Victor has made deal with Clock to release Cortez EP's and LP's. Other selections include "Love Me As I Love You," "Dave's Special," and "You're the Girl."

ESPECIALLY FOR YOU



Duane Eddy & The Rebels. Jamie JLP 70-3006. This should be a potent seller. Eddy displays his sock guitar techinque on a group of standards and originals. Sides include an exciting version of "Peter Gunn," "Lover," and "Tuxedo Junction." Excellent jockey wax.

WITH MY EYES WIDE OPEN I'M DREAMING



Enoch Light & the Light Brigade. Grand Award G.A. 33-406. Light has a package that should move strongly. Lush, mild rock arrangements of a group of lovely standards provide jocks with an excellent programming item. Accent is on strings and soaring reeds with wordless chorus. Sound is excellent, and an attractive cover painting is an additional lure. The selections include "With My Eyes Wide Open I'm Dreaming," and "I Cried for You" which are available as a single coupling and "Smoke Gets in Your Eyes." A tasteful set with strong chances.

CHET ATKINS IN HOLLYWOOD



RCA VICTOR SLP 1993 & LPM 1993. (Stereo - Monaural) The fine guitarist gives another outstanding display of his talent. Performances are flawless and have the backing of Dennis Farnon and ork. Material, which was cut in Hollywood, includes "Armen's Theme," "Theme From 'Picnic'," "Limelight," "Greensleeves," "Santa Lucia"—which gives an idea of the broad range.

Pop Low Price -

CONNEE BOSWELL SINGS THE RODGERS & HART SONG FOLIO



Design DLP 101. Tasteful thrushing by the legendary thrush on a group of great R. & H. standards makes this package a solid sales item for the low-priced market. Selections include "My Romance," "The Lady Is a Tramp," "Bewitched," etc. Gal's current appearance in new TV series "Pete Kelly's Blues" should also help sales.

Classical -

RACHMANINOFF: PIANO CONCERTO NO. 3



Van Cliburn, Piano with The Symphony of the Air (Kondrashin).-RCA Victor LM 2355. The concert was recorded during Cliburn's first appearance at Carnegie Hall last May. The popular concerto is performed dynamically and stylishly by the artist with Kiril Kondrashin conducting the Symphony of the Air vigorously and in complete rapport with the pianist. One appreciates the long ovation by the audience who attended the concert. This is certain to follow the sales path of the Tchaikovsky "Piano Concerto No. 1."

CHOPIN SCHERZOS



Leonard Pennario, Piano-Capitol SP 8486. (Stereo & Monaural) Pennario delivers the complete volume of Chopin Scherzos in forceful and striking style. Chopin devotees will find his approach much to their liking. The fanciful selections call for dexterity and boldness, and Pennario technique is sensitive and right. The works with varying intense and light romantic passages allow the artist a full range of expressions. Sound is excellent, tho stereo adds little to the appreciation of the set.

THE ORCHESTRA



Leopold Stokowski-Capitol SSAL 8385 (Stereo & Monaural) Sensational is the word for the quality of stereo sound offered on this disk. Master of recording techniques, Stokowski showcases the brass, strings, woodwind and percussion sections separately, with appropriate music, then puts them together in varying combinations and finally unleashes the full orchestra in two excerpts from Moussourgsky's "Pictures at an Exhibition." The interpre-tations are, of course, peculiarly Stokowski, but as a demonstration of the make-up of an orchestra, the disk is without peer. A colorful 24-page illustrated booklet expounds further for the interested listener. Wonderful gift

Sacred

BOUND FOR THE KINGDOM



Webb Pierce-Decca DL 8889. This is Pierce's first album of sacred songs, and it is a very strong one. Like most of the great country singers Pierce is very close to the sacred field, and his performance here rings with sin-cerity. Anita Kerr Singers and Owen Bradley ork provide background. Material includes "He's Got the Whole World in His Hands," "Whispering Hope," etc.

Country & Western __

AFTER DARK



Kitty Wells-Decca DE 8888., Another great collection of ballads having to do with the seamy and sinful sides of life, sung as only Kitty Wells can sing them. All her typical haunting nasal quality comes thru on these tales of tragedy and heartbreak. Sample titles would be "He's Married to Me," "After Dark," "I Heard the Juke Box Playing," etc. Fans should dig this one.

International —

JACQUELINE FRANCOIS AT THE PLAZA



Columbia WS 302. (Stereo & Monaural) On-location waxing contributes a sense of being on the scene without compromising the quality of the program. Much of the program is familiar fare and will appeal to more than just audiences for French tunes. "Tenderly," "Lullaby of Birdland," "September Song," etc. are included. Delivery is velvety smooth and will not disappoint her fans.



The following albums have been picked for outstanding merit in their various categories, because in the opinion of The Billboard Music Staff, they deserve exposure.

JAZZ SPECIAL MERIT SPOTLIGHT ALBUM

AT HIS VERY BEST

Duke Ellington Ork .- RCA Victor LPM 1715. This is, in the true meaning of the overworked phrase, pure gold. Package includes the spell. Stereo in this case is of the low original "Black, Brown and Beige" (over sticker points this out) and pressure variety with no startling effects many other great jazz performances, such as "Concert for Cootie," "Do Nothin' Till You Hear From Me," "Ko-Ko," "Royal Carden Blues" and others. Most were cut in the early 1940's. One, "Creole Love Call" dates back to 1927. In addition to Ellington's piano, there are Wallace Jones, Cootie Williams, Barney Bigard, Tricky Sam" Nanton, Sonny Greer, Ben Webster and other fine artists. Excellent notes by Nat Hentoff. A must for discerning collectors.

CLASSICAL SPECIAL MERIT SPOTLIGHT ALBUM -

BEN WEBER: FANTASIA; CONCERTINO FOR FLUTE, OBOE, CLARINET & STRING QUARTET; SERENADE FOR STRINGS

William Masselos, Piano; Soloists & The Balimir String Quartet. Epic BC 1022. (Stereo & Monaural) The 12-tone works are presented with spirit by the various soloists and the Balimir String Quartet. All of the selections are interesting and challenging to the listener. The "Concertino for Flute" is an espeically absorbing work with fluid contrapuntal lines and virorous expressive passages. The LP is one of the Twentieth-Century Composers Series developed by the label and the Fromme Music Foundation. The set is stricly for moderns, and while sales will most likely be limited, the set is worthy of consideration.

VERY STRONG SALES POTENTIAL

*** AN EVENING IN PEACOCF ALLEY

Erufe Warren Trio, Everest \$DBR-1033. ing of familiar standards. Arrangements are Best side is "She's Funny That Way."

musicianly, unobtrusive, and perfect for mood listening or dancing. Stereo adds a nice spread of sound without extreme separation and sound, generally, is first rate.

POPULAR ★★

** 33 MINUTES AND 20 SECONDS WITH CONNIE CONWAY

Jamle JLP 70-3005. An enchanting cover photo of a kitten gives this package solid display value. Conway sings with taste and (Steres & Monaural) Small combo render- pleasant phrasing on a group of standards.

** THEY LAUGHED WHEN I SAT DOWN

Billy Rowland, Piano. RCA Victor LPM 1872 & LSP 1872. (Stereo & Monaural)

Rowland who has played piano with Mitchell Ayres band on Perry Como's TV show for a number of years, went out and gimmicked up the hammer heads on the piano by sticking a flock of thumb tacks into them. Thus we get a sort of metallic quality akin to the harpsichord plus a band of good jazz oriented men to assist in the backings. Whether the tacking job was really worth the effort is a question but the sound may attract some buyers.

** CUBAN FIREWORKS

Lita Baron, Bobby Ramos & George Hernandez Ork. Dot DLP 3179. Aptly titled LP features the George Hernandez crew playing an exciting group of Cuban tunes ranging from "Love for Love," to "Ouimbombo" There are cha chas, boleros, mambos and guaracheas. Singers Lita Baron and Bobby Ramos warble pleasantly. Good wax for the Latin terp set.

CLASSICAL ***

*** BRAHMS: VIOLIN CONCERTO Yehudi Menuhin, Violin with The Berlin Philharmonic Orch. (Kempe). Capitol SG 7173. (Stereo & Monaural) A sensitive, meaningful performance of the Brahms Violin Concerto by Yehudi Menuhin, with the Berlin Philharmonic Orchestra, And the performance is enhanced by the excellent stereo recording. There are as yet only two other versions of the D Major concerto available, and this version is a "irst' rate one that will be hard to surpass.

*** FOUR ITALIAN SONATAS Nathan Müstein, Violin. Capitol SP 8481 (Stereo. & Monaural) The violinist employs his usual beauty of technique and purity of taste in readings of Tartini's "Devil's Trill," Corelli's "La Follia," and works by Gemeniani and Vivaldi Lovers of the baroque however, may perfer a thicker, more sensuous tone for this type of music. Poor balance of sound leaves piano much too loud. Striking cover and Milstein name with

*** VILLA LOBOS: QUARTET NO. 6: KODALY: QUARTET NO. 2

The Hollywood String Quartet. Capitol SP 8472. (Stereo & Monaural) Both these works are virtually unrecorded. For this reason alone newly disked material of the increasingly popular Brazilian composer, Villa Lobos, can be a welcome addition to the market. Both these fascinating studies in polytonality and unusual harmonic structures, in addition, get splendid readings by the Hollywood group. Stereo gives the program a splendid feeling of concert hall depth. Solid cover here too.

CLASSICAL ***

*** TCHAIKOVSKY: THE NUT-

CRACKER BALLET The Philharmonic Orch. (Kurtz). Capitol

SG 7149. (Stereo & Monaural) The stereo version of a performance that has been available on monaural for a considerable jumping out of the speakers. Appealing enough, however, to share the market with at least four other versions in stereo, currently available.

*** THE ROMANTIC GUITAR Rey De La Torre, Guitar. Epic LC 3564. The accomplished De La Torre, offers his third arbum on the label, a concert of romantic songs of a strictly Spanish derivation. Composers represented among the selections include Granados, Albeniz, Tarrega, Rodrigo, Falla and Grau. In a field where few artists other than Segovia have attained top status as solo artists, De La Torre makes a solid contribution.

*** MUSIC OF THE SPANISH MASTERS

The Royal Philhar sale Orch. (Rodzinski). Capitol SG 7176. (Stereo & Monaural) This collection of music by Spanish composers contains selections by De Falla, Granados, Albeniz and others, Selections include the well-known dances from "The Three-Cornered Hat," and the "Ritual Fire Dance" by De Falla plus dances from "Iberia" by Granados. They are well performed by the Royal Philharmonic Orchestra and the stereo sound is exciting. Should interest many.

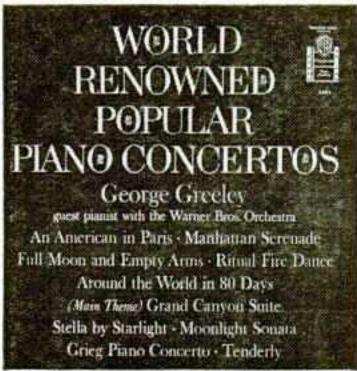
*** PROKOFIEV: SYMPHONIC

SUITE OF WALTZES, GY Y FANTASY The Kansas City Philharmonic Orch. (Schweiger). Urania USD 1030. (Stereo & Monaural) This disk introduces a new orchestra, conductor and musical work to the catalog. What the renditions lack in subtlety and slickness they make up via a genuine flair and personality. The Suite consists of waltzes excerpted mainly from Prokofiev's ballets, as well as the brilliantly vivid Gypsy Fantasy from 'te Stone Flower ballet. The music is always colorful, occasionally memorable, and receives a performance alive with the necessary fire and

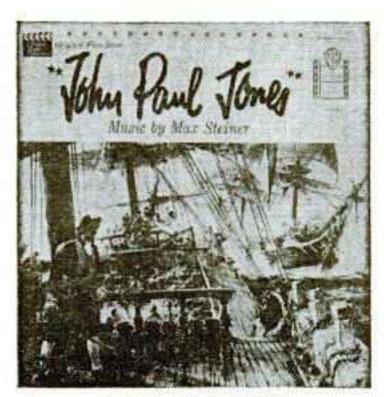
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(Continued on page 33)





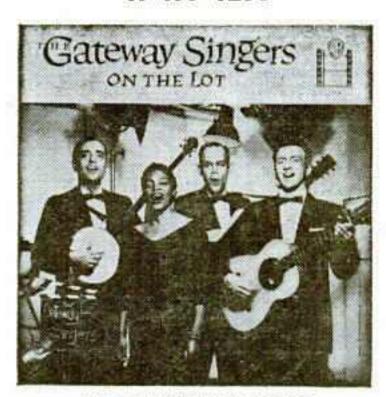
WORLD RENOWNED POPULAR PIANO
CONCERTOS—GEORGE GREELEY
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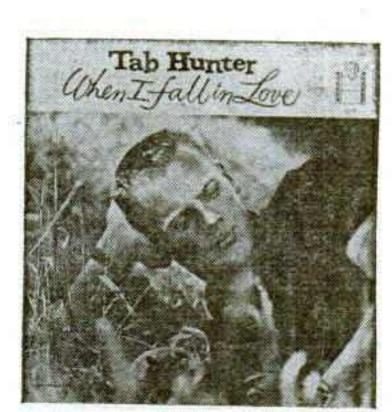
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Reviews and Ratings of New Albums

· Continued from page 31

CLASSICAL **

** HANDEL ARIAS SUNG BY RICHARD LEWIS

Capitol SG 7170. (Stereo & Monaural)
The tenor's clarity of diction, ability to
project his voice without harshness and fine
sense of style make him a first-rate oratorio
talent. Lewis is heard in arias from
"Judas Maccabeus," "Acis and Galatea,"
and frequently performed works. Sir Malcolm Sargent and the London Symphony
back him nobly. It's a quality job in the
best English tradition.

★★ KORNGOLD: SUITE, "MUCH ADO ABOUT NOTHING"; AUSTRIAN CLASS-ICAL MARCHES

The Boston Chamber Artists — The Boston Concert Band (Simon). Boston B 411
The Boston Concert Band presents marches by Beethoven, Schubert, Krenek, Berg and J. Straus under the capable leadership of Eric Simon. The settings are disciplined and controlled. The LP brings to wax one of the few opportunities to appreciate the concert band. The Boston Chamber Artists play Korngold's suite, a light frivolous, modern romantic work with equal appeal. The market for the set may be small, but with exposure the worthy offering should attract some sales.

JAZZ ***

*** TOP AND BOTTOM BRASS

Clark Terry Quintet. Riverside RLP 12-295. (Stereo & Monaural) Here's a fine album that should win Clark Terry a lot of new admirers. It features Terry on both trumpet and fluegelhorn, playing the former in a Miles Davis-ish sort of way that is mighty listenable. With Terry are Don Butterfield on tuba and a rhythm section made up of J. Jones, S. Jones, and A. Taylor. Selections include both originals and oldies, with "127" and "The Swinging Chemise" two outstanding tracks. Hard bop that has an intriguing quality.

JAZZ ***

*** THE HI-FI LAND OF JAZZ

Various Artists. Seeco CELP 428. Set spots groups of various sizes on an array of tunes that include hard driving swingers and inventive approaches on a few standards. Personnel includes T. Scott, clarinet; B. Evans, and T. Pollard, piano; and G. Quill, on alto. Arrangements are by Dick Garcia, who is also heard on guitar. Hard bop fans will go for this especially, tho the set can have wide appeal. Tunes include "If I'm Lucky," "It Could Happen to You," and a racy version of "Have You Met Miss Jones?" as the fine opening track.

POLKA ***

*** NEW POLKAS

Joe Resetar & Bernie Witkowski Orks. Stella S-LP 915. Joe Resetar and the Bernie Witkowski orks come thru with bright versions of authentic polkas, played with spirit and aparkle. Tunes include polkas and obereks neatly handled. All of the tunes are originals, and they should please the polka set.

*** SONGS OF ENCHANTMENT
Salli Terri. Capitol SP 8482. (Stereo &
Monaural) Here's a delightful album of
charming folk themes, featuring warm, appealing thrushing by Salli Terri and excellent guitar solo work by Laurinco Almeida. The mezzo-soprano is spotlighted
on Brahms' "Lullaby," "Scarlet Ribbons,"
"All Thru the Night," "Songs My Mother
Taught Me," and other varied items.



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RELIGIOUS ***

Bill Pearce with the Concert Ork. of London (Mickelson). Word W 3063 LP. Bassbaritone Pierce registers well on a group of favorite hymns, rendered over moving support by the Concert Orchestra of London. The settings of the hymns are graceful and lovely. Selections include "The Lord's Prayer," "When There's a Rainbow," and a fine reading of "Lord, I Want to Be a Christian." In this market, should prove a strong item.

RELIGIOUS ★★★

** TAKE GOD ALONG

Camp-of-the-Woods Band (Stanley) with Edward Lyman, Tenor. Word W 3066 LP. There's a freshness to the performances of this group, which derives from an organization of folk who congregate at Camp-of-the-Woods in the Adirondacks to seek spiritual and physical relaxation. Material includes "Zion March," "All Day Long," "Abide With Me," etc.

INTERNATIONAL ***

*** MARACATU

The Elisabeth Waldo Group. Barbary Coast BC 33022. A collection of mystical, exotic and primitive music of the Latin American Indians of various national cultures. Material here is derived from the Andes, from Columbia, Panama, Chile, Yucatan and other territories far south of the border. The basic complement includes violins, woodwinds, guitar and bass augmented by a number of authentic and weird percussion instruments. For folk and international minded buyers.

*** VOICE OF ISRAEL

Ohela Halevy. Riverside RLP 12-836. Miss Halevy is a young Israeli artist of warmth and spirit. Her program here consists of folkish songs of Israel, which reflect outside influences ranging from Arabic to European. Accompaniment is composed of flute, accordion, guitar and miriam drums. An interesting piece for collectors.

INTERNATIONAL **

** MUSICA FLAMENCA VOL. 2

Pepe De Almeria & His Ensemble. Epic LC 3566. This is the second volume of Flamenca music by the Pepe De Almeria and his ensemble. De Almeria plays guitar; Rafael Romero and Jose Vargas sing; and La Maja De Castilla dances with castanets. It's exciting and rhythmic. There are flamencas from all the counties of Spain, some loud and wild, others softer and sweeter. Flamenca fans may be interested.

LOW-PRICE POPULAR **

** FLAMENCO FESTIVAL IN HI-FI
Nini de Alicante & His Troupe. Design
DLP 88. Disk nicely captures Flamenco
excitement and the sound is crisp. Material
is special and the market isn't the broadest.
But this disk is low-priced and permits the
customer to sample a new musical experience without putting a dent in the family
budget.

LOW-PRICE BAND ***

*** MARCH ON

The Blue Blazers Band (Jones). Rondolette SA 71. (Stereo Only) Stirring marches well-recorded in stereo should help 'make this album a good seller at the low \$2.49 price. The tunes include Sousa's "Stars and Stripes Forever," and "El Capitan," as well as marches by other composers, including "King Cotton," and "Hands Across the Sea." An exciting album of marches with good performances by the band.

<u>NOVELTY</u> ★★★★

**** HONKY TONK FOR OUTLAWS

Deadeye & the Desperados. Barbary

Coast BC 33024. This is a wacky disk
from start to finish. It includes several
paraodies of folk and western songs, and
outlandish instrumental treatments of western music lore. The selections are gimmicked with sound of horse neighs, whinnies and trots. Barroom piano is the dominant instrument. Sound is excellent. Tunes
include "It Happened on the Streets of
Laredo," "The Saga of Jesse James"
and "The Story of Frankie and Albert,"

SPOKEN WORD **

★★ SENATOR ALBUM W. BARKLEY'S FINAL SPEECH Denker 5277

Barkley's last speech was made at the Mock Democratic Convention held at Washington and Lee University on April 30, 1956. The 78-year-old veep was in his usual with form, hitting out at the Republicans in every other sentence. A highly specialized item with a great deal of charm.



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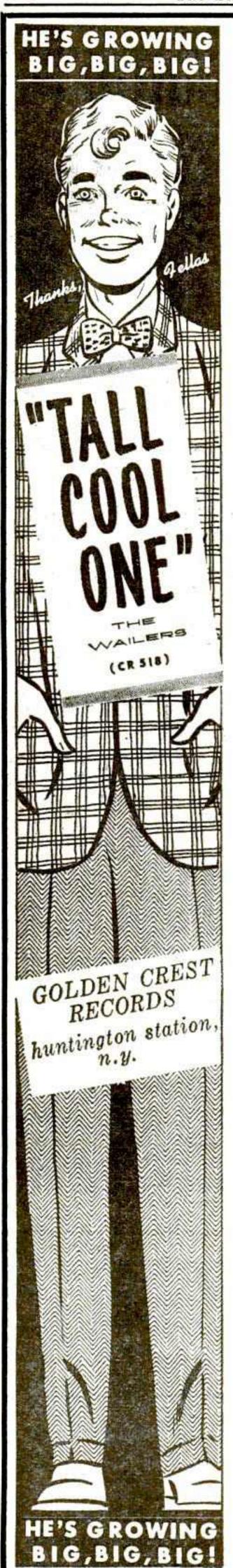
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Discussion on Releases

Continued from page 3

that good product would material- for young talent. "So keep the ly help the situation, giving as an new releases coming, as disk Julie Stearns illustration the good sales of John- jockeys, let's try to be a little more ny Horton's "Battle of New Or-

Bleyer added that creative talent cannot be put on a mass production basis. Recognition of this fact, he added, will solve much if the fact is recognized before the public loses the habits of buying records and listening to radio.

Bob Clayton, WHDH, Boston, stated that competent deejays cannot be bought; that manufacturers and distributors should resolve to clean up the industry by not paying anybody. He posed the question of how the manufacturer could obtain the loyalty of the jockey, and in answer urged that manufacturers, in their artists' contracts, make it obligatory that artists make themselves available to get out and visit deejays.

Randy Wood, Dot president, stated that an aid in solving the tance of albums. Cavanaugh added problem would be the practice of that he had no quarrel with rock more creativity, selectivity, proper and roll and that he had not lost promotion and public relations. his love for the blues. "But let's He stated Dot would exercise this face it, the public is getting back type of creative selectivity. Dee- to wanting a little something else jays, too, must be increasingly along with the blues. I think it wise selective. He concluded that if to give it to them.' both manufacturers and jockeys Jack Karey, WCFL, Chicago, ity, the industry would be a better ultimate good of the recorded music

the shotgun theory was on the way urged that the deejay be as original out. He said: "The answer, then, as he liked, but to discard hapis selectiveness. If the company hazard programming.

people about records, you can come upon the publishing industry. usually also stimulate them to buy Others on the panel, whose readded that "the only thing a disk time, included Joe Carlton, Carlton jockey has to sell is first, his rec- Records chief; Alan Freed, WABC, ords, and secondly, himself. When New York; Charlie Boone, KXGO,

entertaining and a little more enterprising. Of course, you can't program them all, so program the

Bobby Bears, KOBY, San Francisco, spoke of the interdependence of the radio and record industries, and cited samples of the problems in this partnership. He urged that two organizations, one representing radio and the other records, hold joint sessions to find out how to help each other. "Since we're in the same boat, we might just as well learn to be better neighbors and better friends."

The panel was moderated by Ira Cook, KMPC, Hollywood.

What Next?

Continued from page 3

discharge their creative responsibil- said: "Let's be selective, for the field. He added that the concept Mike Maitland, sales-merchandis- of balanced programming is still ing vice-president of Capitol, stated worth the preparation it takes. He

doesn't have something good, they | Hal Fein, Roosevelt Music chief, shouldn't release anything. He stated the big beat would continue added: "We welcome the guy with in various forms and that singles ideas. . . . " Maitland urged that must dispense good dance music. deejays give a fair audition to each Publishers, he said, will be forced record, because of the ceaseless to publish material which can be flow of new ideas and talent. interpreted with a good dance beat. Buddy Deane, WJZ-TV, Balti- He foresaw more quality ballads more, stated that altho there were with a rhythmic interpretation, and a great many releases, deejays were he felt there is much undeveloped doing a real job in exposing the writing talent which should be unnew merchandise. "How many covered. He added that modern times have we let records stack up rock and roll versions of standards on our desk unopened?" he asked. have enhanced the value of those He added that the deejay with the standards. He prognosticated that highest rating usually sells the if publishers and writers expand most records. "When you mer- their thinking and degree of acchandise, glamorize and excite tivity, a great era of prosperity will

your sponsor's product. . . ." He marks were unavailable at press he does these, the other pieces fall Fargo, N. D.; Howie Leonard, into place." He contended the WLOB, Portland, Me., and Al growth of small indies was a boom Rockwell, KRNT, Des Moines.

Parker Named Assistant to

NEW YORK - Freddie Parker has joined publisher Julie Stearns as assistant. His duties will be the acquisition of songs, masters, and he will also operate on the promotional level.

Stearns, who recently left his post as general professional manager to set up his own publishing firm, has now established a whollyowned British wing. This is Julian Stearns, Lts., in London. Pacts with various foreign representatives covering European areas will be announced shortly.

Stearns is also in talent management, his new artist, Susan Barrett, having just recently cut an album for Capitol.

Jockey Training Continued from page 3

training program for jocks, which he suggested might be patterned after RCA Victor's successful page boy-to-tycoon training operation, Ford noted: "Certainly the NAB and NTA might benefit by supporting such a yearly seminar in a centrally located city."

Marty Hogan told the group that deejays must look at management problems if they wish to advance to management status. "Jocks should be more interested in sales than fan mail," said the exec, adding "the business needs peddlers rather than personalities."

Camperson urged jocks with asperations toward management posts to "keep abreast of the dayto-day operation of your station. acquaint yourselves with the station's rate card, etc., instead of slipping the record library with several envelopes of newly arrived records, latest copies of the trades and magazines." He advised: "It would be well to see how the other half of the organization

HEAR **EVEREST**

United in War on Opponents

• Continued from page 3

Culligan, "hangs like a spectre is "no economic room for more over us all."

with an amusing taped satire by market will support at best three Bob and Ray, depicting a mythical music and news stations at a razzle-dazzle in die operation, profit. Those who think all music WSKY, complete with echo cham- and news stations are doing well," ber sirens and gun shots. In line said the broadcaster, "are deluding with this, Culligan blasted "one themselves. For that reason, we practitioner of formula radio who are now experimenting at our new believes that the public will even- KABL in San Francisco with tually believe anything if it is good music station." shouted often enough and long McLendon added: "Radio's maenough."

"formula radio" in its literal sense, McLendon questioned the validcreator about the intelligence of motivational research made some advertisers."

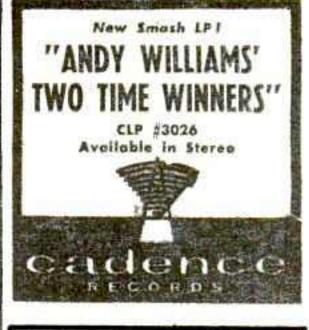
in definition," since many so-called they heard on the NBC outlet. indies are now in themselves a "First," he commented, "I small network with central news learned that almost everybody in and programming services." The Houston listened to KILT, but exec mentioned Westinghouse in nobody believed a damned thing this connection, and noted that we said. Now that's a strange Storz's Oklahoma City outlet, thing, wouldn't you say, the peo-KOMA, is now a network affiliate. ple of Houston sitting around all

than two national networks," and Culligan embellished his speech he also held "that the average

jor need today is for experimen-Culligan said he believed in tation in new program techniques."

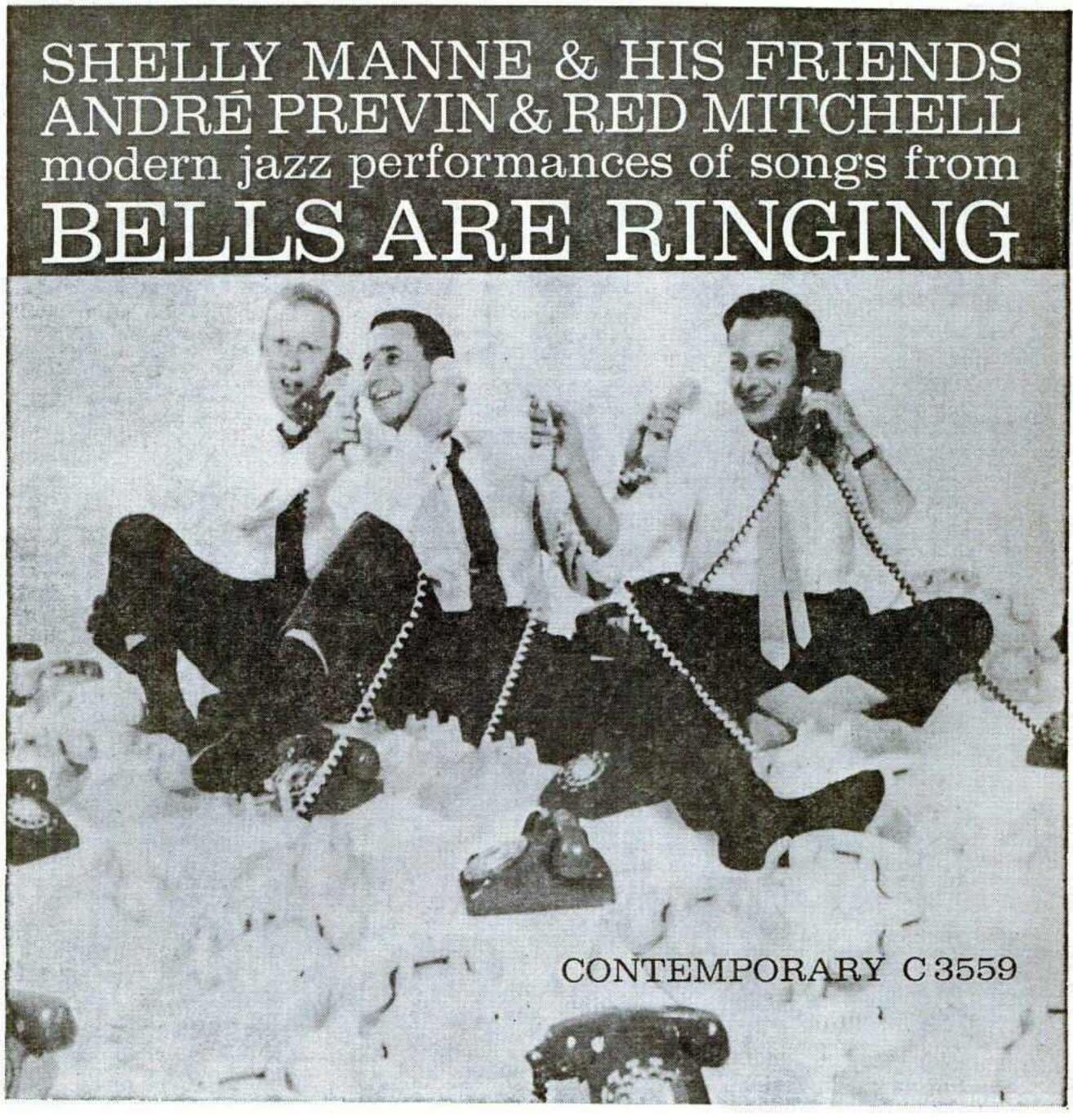
but stated: "I am unalterably ity of "the so-called believability opposed to any formula which approach" utilized by NBC reemerges from a cynicism of its cently, wherein the institute for the public, the disk jockey and study which purported to show that even the more people listened to Culligan also complained that McLendon's Station KILT in that the debate issue was not "clear cut city, they believed more in what

McLendon maintained that there day listening to a bunch of liars.





A NEW BEST-SELLER FROM THE BEST-SELLING TEAM IN MODERN JAZZ...*



MONOPHONIC M3559 STEREOPHONIC 87559

*the other best-sellers in CR's 'Broadway Goes to Jazz' series:

SHELLY MANNE & HIS FRIENDS: MY FAIR LADY (M3527 & Stereo S7527)

LI'L ABNER ... (C3533 & Stereo S7019)

ANDRÉ PREVIN & HIS PALS: PAL JOEY (M3543 & Stereo S7543)

GIGI (C3548 & Stereo S7020)

CONTEMPORARY RECORDS, INC.





The Shelly Manne/André Previn

Jazz versions of Broadway hits

are heard exclusively on Contemporary

. . as usual—

ABC-PARAMOUNT HAS THE HITS!



ABC-PARAMOUNT HAS THE HITS!

Bigger than his biggest! Already way up on the charts!

PAUL ANKA

sings

LONELY BOY

from MGM's soon-to-be-released motion picture "Girlstown"

b/w

YOUR LOVE

ABC - 10022

Orchestra and Chorus Conducted by Don Costa

Just released and swingin'!

JOHNNY NASH Sings AND THE ANGELS SING BABY, BABY, BABY

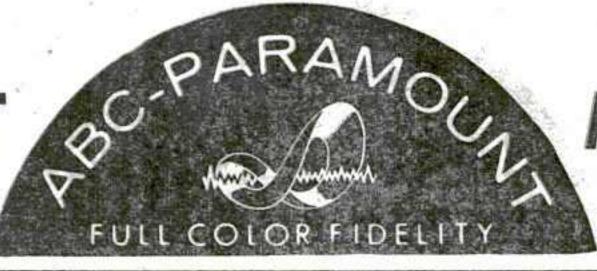
ABC - 10026

Orchestra and Chorus Conducted by Don Costa

Johnny is soon to be seen starring in the Hecht-Hill-Lancaster Production "Take a Giant Step."

All Available in Stereo 45

ABC-PARAMOUNT HAS THE HITS!



ABC-PARAMOUNT HAS THE HITS!

Fastest rising record everywhere in America!

LLOYD "Mr. Personality" PRICE

sings

PERSONALITY

b/w

HAVE YOU EVER HAD THE BLUES

ABC - 10018

Arranged by Don Costa

They're all dancing and rollin' to

EARL GEORGE KNIGHT & KELLY'S

(LET THE GOOD TIMES ROLL - PT. 1)
ABC - 10023

The hotter it gets, the faster they run to get cool in "The Pool" with

THE LIFEGUARDS
singing

EVERYBODY
OUTTA
THE POOL

b/w

TEENAGE TANGO ABC - 10021

Distributed in Canada by Sparton of Canada, Ltd.



Chancellor

proudly gives



THREE

for America's

TWO TOP STARS!



FRANKIE AVALON

sings his terrific two-sided chart-smash—

> BOY WITHOUT A GIRL

> > b/w

BOBBY SOX
TO
TO
STOCKINGS

C-1036

The Fabulous

FABIAN

back with another smash!

Out 10 days . . . already a best-seller!

TIGER

b/w

MIGHTY

(To a Warm, Warm Heart)

C-1037

Orchestra and Chorus Arranged and Conducted by Peter DeAngelis

Both Available in Stereo-45

DISTRIBUTED BY AM-PAR RECORD CORP. [

HONOR ROLL

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending May 23

| This Week | 54 | Last Wook | Weeks on Chart | This Week | | Last Week | Weeks on Chart |
|--------------|--|-----------------|----------------------|--------------|---|-----------------|----------------------|
| 1. | 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; Vaugha Monroe, Vic 7 Pete Seeger & Frank Hamilton, Folkways 201; Buddy Starcher, Starday 439. | 3 | 4 | 6. | Happy Organ By Wood-Clowney-Kriegsmann—Published by Lowell (BMI) BEST SELLING RECORD: Dave (Baby) Cortez, Clock 1009. | 2 | 9 |
| 2. | Kansas City By Leiber-Stoller—Published by Fire (BMI) BEST SELLING RECORD: Wilbert Harrison, Fury 1025 (Fire, BMI) RECORDS AVAILABLE: Rocky Olson, Chees 1723 (Fire, BMI); Rockin' Ronald the Rebels, End 1043 (Fire, BMI); Hank Ballard and the Midnighters, King 5195 (A Music, BMI); Little Richard, Specialty 664 (Armo Music, BMI); Little Willie Littlef Federal 12351 (Armo, BMI). | | 6 | | A Teenager in Love By Doc Pomus & Mort Shuman—Published by Rumbalero (BMI) BEST SELLING RECORD: Dion & the Belmonts, Laurie 3627. Kookie, Kookie (Lend Me Your Comb) | 5 7 | 5 |
| 3. | By Bobby Darin—Published by Progressive-Fern-Trinity (BMI) BEST SELLING RECORD: Bobby Darin, Atoo 6140. RECORD AVAILABLE: Robert Farnon, London 1241. | 4 | 4 | | By Irving Taylor-Published by Witmark (ASCAP) BEST SELLING RECORD: Edward Byrnes with Connie Stevens, Warner Bros. | 5047. | |
| 4. | Quiet Village By Les Baxter-Published by Baxter-Wright (BMI) BEST SELLING RECORD: Martin Denny, Liberty 55162. RECORD AVAILABLE: George Wright, Hi Fi 502. | 6 | 5 | 9. | Sorry, I Ran All the Way Home By Zwirn-Glosasi—Published by Figure (BMI) BEST SELLING RECORD: Impalas, Cub 9022. | 8 | 8 |
| 5. | Personality By Logan & Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount, | 9 | 3 | 10. | Only You By Buck Ram & Ande Rand—Published by Wildwood (BMI) BEST SELLING RECORD: Frank Pourcel, Cap 4165. | 12 | 5 |
| | | - Se | econo | d Te | n | | ō |
| 11. | So Fine By J. Gribbie—Published by Maureen (BMI) BEST SELLING RECORD: Flestas, Old Town 1062. | 15 | | | Turn Me Loose By D. Pomus-M. Shuman—Published by Avalon (BMI) BEST SELLING RECORD: Fabian, Chancellor 1933 | 16 | 8 |
| 12. | Goodbye, Jimmy, Goodbye | 19 | 4 | 17. | Tallahassee Lassie By Slay-Crewe-Picariello—Published by Conley (BMI) | eser esercit | 1 |
| 11 | By Vaughn-Published by Knollwood (ASCAP) BEST SELLING RECORD: Kathy Linden, Feisted \$571. | | 28 | 18. | A Fool Such as I | 14 | 9 |
| 13. | Guitar Boogie Shuffle By A. Smith—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Virtues, Hunt 324. | 10 | 10 | | By Bill Frader—Published by Leads (ASCAP) BEST SELLING RECORD: Elvis Prestey, Via 7506, RECORDS AVAILABLE—Hank Snow, Via 0562; Bill Haley & His Comets, Dec 2 | 0873. | |
| 14. | Pink Shoe Laces By Mickie Brant—Published by Pioneer (BMI) BEST SELLING RECORD: Dodie Stevens, Crystalette 724. | 11 | 12 | 19. | Enchanted By Buck Ram—Published by Choice (ASCAP) BEST SELLING RECORD: Platters, Mer 71427. RECORD AVAILABLE: Lenny Troy, Wanderlust 1107. | 17 | 8 |
| 15. | By Otis—Published by Meridian (BMI) BEST SELLING RECORD: Brook Benton, Mor 71443. RECORD AVAILABLE: Johnnie Ray, Col 41662. | 18 | | | Take a Message to Mary By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1364. | 20 | 6 |
| et . | | | hird | Ter | | | |
| 21. | Come Softly to Me By Troxel, Cristopher, Ellis—Published by Cornerstone (BMI) RECORDS AVAILABLE: Fleetwoods, Dolphin 1; Ronnie Height, Dore 516. | 13 | 12 | 26. | I Need Your Love Tonight By Sid Wayne-Bix Reichner—Published by Gladys (ASCAP) RECORD AVAILABLE: Elvis Presley, Vic 7506. | 21 | 9 |
| 22. | I'm Ready By Lewis-Bradford-Domino—Published by Post-Vanderbuilt (BMI) RECORD AVAILABLE: Fats Domino, Imperial 5585. | - | 1 | 27. | Tell Him No By I. Prichett-Published by Burnt-Oak-Lowell (BMf) RECORDS AVAILABLE: Deap & Marc, Bullseye 1925; Jackson Brothers, Atco Margie Rayburn, Liberty 55183; Iravis & Bob, Sandy 1917. | 23 6139; | 8 |
| 23. | That's Why By Berry Gordy JrTyran Carlo—Published by Pearl (BMI) RECORD AVAILABLE: Jackie Wilson, Brunswick 55121. | 24 | 7 | 28. | For a Penny By Charles Singleton—Published by Roosevelt (BMI) RECORD AVAILABLE: Pat Boone, Dot 15914. | 28 | 7 |
| 24. | Frankie By Sedaka-Greenfield—Published by Aldon (BMI) RECORD AVAILABLE: Connie Francis, M-G-M 12793. | i - | . 1 | 29. | Three Stars By Fommy Dee-Published by American (BMI) RECORDS AVAILABLE: Fommy Dee, Crest 105; Ruby Wright, King 5192. | 22 | 8 |
| 24. | Lipstick on Your Collar By Lewis-Goehring—Published by Joy (ASCAP) RECORD AVAILABLE: Connie Francis, M-G-M 12793. | - | 1 | 30. | Lonely for You By Gary Stites—Published by David-Jones (BMI) RECORD AVAILABLE: Gary Stites, Carlton 508. | 29 | 2 |

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

FOR THE WEEK ENDING JUNE 7

Billiboard Hot 100

| STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week. Indicates that STEREO SINGLE version is available. TITLE, Artist, Company, Record No. |
|---|
| 23 7 2 1 THE BATTLE OF NEW ORLEANS 6 Johnny Horton, Columbia 41339 |
| 6 1 1 ② KANSAS CITY |
| 16 6 3 3 DREAM LOVER |
| 19 8 8 4 S QUIET VILLAGE |
| 38 22 9 PERSONALITY |
| 12 5 7 1 A TEENAGER IN LOVE |
| 4 4 5 1 Ed Byrnes/Connie Stevens, Warner Bros. 5047 |
| 2 2 4 (SORRY, I RAN ALL THE WAY HOME 12 |
| 20 14 10 ① ONLY YOU |
| 1 3 6 10 THE HAPPY ORGAN |
| 24 23 18 (II) ES GOODBYE, JIMMY, GOODBYE 8 Kathy Linden, Felsted 8571 |
| 25 21 14 (2) SO FINE |
| 28 18 13 (13 ENDLESSLY |
| 9 9 12 (4) EI TURN ME LOOSE |
| 96 53 30 TALLAHASSEE LASSIE |
| 15 13 16 18 ENCHANTED |
| 75 46 29 th I'M READY |
| 18 16 19 18 TAKE A MESSAGE TO MARY |
| 5 11 11 1 A FOOL SUCH AS I |
| 8 10 17 20 PINK SHOE LACES |
| 7 12 15 (21) El GUITAR BOOGIE SHUFFLE |
| - 66 43 P FRANKIE |
| - 57 41 TELIPSTICK ON YOUR COLLAR |
| 49 40 28 24 LONELY FOR YOU |
| 17 20 23 ② THAT'S WHY |
| 11 19 22 ②6 TELL HIM NO |
| 13 24 24 ② EI THREE STARS |
| 43 34 36 (28) I'VE COME OF AGE |
| 10 17 20 29 I NEED YOUR LOVE TONIGHT |
| — 88 61 ALONG CAME JONES 3 |
| 91 61 47 MY HEART IS AN OPEN BOOK 7 Carl Dobkins Jr., Decca 30803 |
| 48 45 34 32 EI JUST KEEP IT UP |
| 54 48 44 1 WAITED TOO LONG |
| |

| | reser |
|--|-------|
| STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week. Indicates that STEREO SINGLE version is available. TITLE, Artist, Company, Percent No. | |
| The state of the s | |
| 3 15 21 34 El COME SOFTLY TO ME | |
| — — 60 B BOBBY SOX TO STOCKINGS 2 Frankle Avalon, Chancellor 1936 | |
| 47 54 56 CROSSFIRE | |
| — 74 51 TALL COOL ONE | I |
| — 80 48 B BONGO ROCK | |
| 35 31 33 39 El GUESS WHO | |
| 36 32 38 40 ALMOST GROWN | |
| 27 28 26 (41) POOR JENNY | |
| 34 29 32 42 SIX NIGHTS A WEEK | ľ |
| 21 25 27 (3) ES TIJUANA JAIL | |
| 64 50 53 (4) ES YOU'RE SO FINE | |
| 81 56 46 45 EN YOU MADE ME LOVE YOU | ľ |
| 22 27 25 (6) SINCE I DON'T HAVE YOU | ľ |
| — 94 67 THE WONDER OF YOU | ľ |
| 41 36 35 (8) SOMEONE | 1 |
| — 64 55 (49 E3 MY MELANCHOLY BABY | 1 |
| 37 30 37 (60) COME TO ME | ľ |
| 45 42 45 (51) GIDGET | I |
| & El LONELY BOY | ľ |
| 63 A BOY WITHOUT A GIRL 2 | ľ |
| - 63 59 54 SO CLOSE | ľ |
| 62 59 62 (55) SUMMER DREAMS | |
| 87 62 69 MARGIE | |
| 74 79 70 PRANKIE'S MAN, JOHNNY | 1 |
| — 77 WHAT A DIFF'RENCE A DAY MAKES 2 | |
| — — 81 | |
| 1 ONLY HAVE EYES FOR YOU 1 | |
| 86 67 57 (61) ROCKIN' CRICKETS | |
| — 92 83 ONLY LOVE ME | |
| 30 37 42 63 ET FOR A PENNY | |
| — 85 72 64 EI GRADUATION'S HERE | |
| — 90 76 65 THE CLASS | 1 |
| — — 98 WATERLOO | 1 |

| STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week. Indicates that STEREO SINGLE version is available. TITLE, Artist, Company, Record No. |
|---|
| 77 71 71 87 A STRING OF TRUMPETS |
| fing-A-Ling-A-LARIO |
| - 75 69 I MUST BE DREAMING |
| 69 68 79 10 ROBBIN' THE CRADLE |
| 93 — _ LITTLE DIPPER |
| — — 92 to LONELY SATURDAY NIGHT |
| DANNY BOY |
| VELVET WATERS |
| 73 — 88 (75) WHITE LIGHTNING |
| 95 83 — OLD SPANISH TOWN |
| -100 94 T I CAN'T GET YOU OUT OF MY HEART 3 |
| — 98 93 SOMEONE TO COME HOME TO |
| 50 51 58 79 EI BONAPARTE'S RETREAT 8 |
| 26 33 40 80 NEVER BE ANYONE ELSE BUT YOU 15 |
| 32 44 68 (81) TRAGEDY |
| ——— MONA LISA |
| 46 41 49 83 EN EVERYBODY LIKES TO CHA CHA |
| — 89 (4) THERE IS SOMETHING ON YOUR MIND 2 |
| 88 99100 TALK OF THE SCHOOL |
| 1 IT'S ONLY THE GOOD TIMES 1 |
| ——— 🏚 THIS I SWEAR |
| 78 78 74 88 El YOUNG IDEAS |
| 14 26 31 (89) VENUS |
| SWEET CHILE |
| 33 39 39 (91) SEA CRUISE |
| - 96 92 STRAIGHT FLUSH |
| ——— 93 MARY ANN THOMAS |
| |
| 95 YES-SIR-EE 1 96 El LIKE YOUNG 1 |
| 97 POINTED TOE SHOES |
| Carl Perkins, Columbia 41379 THERE GOES MY BABY |
| (99) CHERRYSTONE |
| 100 JACK O' DIAMONDS |
| The strain strains and |

E TOMORROW'S TOPS

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength throut the country for inclusion on any national chart anywhere, already have stimulated considerable regional action. Rank position indicates relative potential to earn an early listing on the Hot 100.

| 1. A PRAYER AND A JUKE BOX Little Anthony & the Imperials, End |
|--|
| 2. ROCKIN' IN THE JUNGLEThe Eternals, Hollywood |
| 3. I'M GONNA CHAIN HIM |
| 4. MAMA"S PLACE Bing Day, Mercury |
| 5. GETTING NEARERJohn Lester, C&M |
| 6. MY FIRST LOVE The Four Coins, Epie |
| 7. CAR TROUBLE The Eligibles, Capitol |
| 8. I'M CONFESSIN' |
| 9. IT WAS 1 |
| 10. WHAT GOOD IS GRADUATION! The Graduates, Corsie |
| 11. SOUVENIRS Barbara Evans, RCA Victor |
| 12. WHEN YOU COME ALONG The Five Satins, First |
| 13. ONLY SIXTEENSam Cooke, Keen |
| 14. CRYING MY HEART OUT FOR YOU Nell Sedaka, RCA Victor |
| 15. M.T.AThe Kingston Trio, Capitol |

BEST BUYS

These records, of all those on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers, juke box operators and disk jockeys as having the greatest potential to go all the way.

POP

| | YPaul Anka (Spanka, BMI), ABC-Paramount 1022 |
|--------------|---|
| *RING-A-LING | G-A-LARIO Jimmie Rodgers (Planetary, ASCAP), Roulette 4158 |
| I ONLY HAVI | E EYES FORThe Flamingos (Remick, ASCAP), End 1046 |
| •WATERLOO | |
| 'I CAN'T GET | YOU OUT OF |

MY HEARTAl Martino

*LONELY SATURDAY NIGHT. . Don French (Wildcat, BMI), Lancer 104

HUSHABY The Mystics (Rumbalero, BMI), Laurie 3028

*LITTLE DIPPER

C&W

*CHASIN' A RAINBOW

(Silver Star, BMI) (Snow, BMI), RCA Victor 7524

R&B

No selections this week.

Previous Billboard Spotlight Picks.

HOT 100: A TO Z

Enchanted
Endlessly
Everybody Likes to Cha Cha 83
For a Penny 63
Frankie 722
Frankie Man, Johnny 57
Gidget 600dbye, Jimmy, Goodbye 11
Graduation's Here 64
Guess Who 39
Guitar Boogie Shuffle 21
Happy Organ, The 10
Hey, Little Lucy 94
Hushaby 59

I Can't Get You Out of My Heart 77
I Must Be Dreaming 69
I Need Your Love Tonight 29
I Only Have Eyes for You 60
I Waited Too Long 33
I'm Ready 17
It's Only the Good Times 86
I've Come of Age 28
Jack o' Diamonds 100
Just Keep It Up 32
Kansas City (Harrison) ...
Kookie, Kookie (Lend Me Your

Margie
Mary Ann Thomas 93
Mona Lisa 82
My Heart Is an Open Book 31
My Melancholy Baby 49
Never Be Anyone But You 80
Old Spanish Town 76
Only Love Me 62
Only You 9
Personality 9
Pink Shoe Laces 20
Pointed Toe Shoes 97
Poor Jenny 40

 Quiet Village
 68

 Ring-A-Ling-A-Larie
 68

 Robbin' the Cradle
 70

 Rockin' Crickets
 61

 Sea Cruise
 91

 Since I Don't Have You
 46

 Six Nights a Week
 42

 So Close
 54

 So Fine
 12

 Someone
 48

 Wonder of You, The
 47

 Yes-Sir-Ee
 95

 You Made Me Love You
 45

 Young Ideas
 88

 You're So Fine
 43

REVIEWS OF

THIS WEEK'S SINGLES

(Southern, ASCAP), 20th Fox



IT COULD HAVE BEEN WORSE



JESSE BELVIN (Korwin, ASCAP)
HERE'S A HEART (Fairway, BMI)
(Korwin, ASCAP) HERE'S A HEART (Fairway, BMI)
"It Could Have Been Worse" is a slow, bluesy ballad that
Belvin gives a solid go over jazz-type backing. "Here's a
Heart" is a relaxed rockaballad, and it's handed an equally
strong reading.

RCA Victor 7543

TO HAVE AND TO HOLD



JOHN FRED (Red Stick, BMI)
MIRROR, MIRROR (ON THE WALL) (Red Stick, BMI)
Fred made a noise with "Shirley," his last record, and
either of these efforts could also catch on. "To Have" is a
listenable rockaballad on which he's given a strong, vocal
assist by a male group. "Mirror" is a Latinish rocker that
should also attract.

Montel 2001

SWEET SUGAR LIPS



THE KALIN TWINS (Acuff-Rose, BMI)
The twins turn in a happy reading of a liling tune that has the hit sound. Side appears a strong bet to click. It's somewhat on the order of their click "When." Flip is "Moody," (Sheldon, BMI).

Decca 30911

GRADUATION SOUVENIRS



SCOTT GARRETT (Kellem, ASCAP)

Garrett reads the slow-paced rockaballad softly over excellent ork support. The side has a slight rockahula flavor. Pretty tune and teen-slanted lyric should attract interest. Flip is "Love Story," (Kellem, ASCAP).

Laurie 30

OLD BLACK MAGIC



THE CLOVERS (Famous, ASCAP)
ROCK AND ROLL TANGO (Chelwood, BMI)
The group has fine debut sides on their new label. "Magic" is given an interesting, mildly rock treatment that should pull lots of buys. "Rock and Roll Tango" is also a catchy item that can move just as strongly. United Artists 174

TOO YOUNG



TINA ROBIN (Jefferson, ASCAP)
RIVER OF TEARS (Aldon, BMI)
Miss Robin gives "Too Young," the old Nat King Cole
click, a fine rockaballad reading. She registers solidly on
the attractive side, and she could have a winner. Flip,
"River of Tears" is a moderate rocker that also has a
chance. It's not the same tune recorded by Marv Johnson.
Coral 62121

(Continued on page 50)



ing merit in their various categories, because in the opinion of The Billboard Music Staff, they deserve expesure

POP DISK JOCKEY PROGRAMMING -

THE STROLLERS-C. C. RIDER (PD)

The strollers have a smart, jazz instrumental treatment of the classic blues that should flip all listeners. It spots a crazy flute lead over fine rhythm support. It's class side that rates spins a-plenty. Flip is "Hi Falutin'" (Aladdin, BMI).

Aladdin 3457

DAVE BARBOUR-BU-BAM (Artists, ASCAP)

The attractive instrumental is wrapped up in cool fashion by the Barber crew. It's an infectious theme, and spins should find favor. Flip is "Tough" (Artists, ASCAP)

Arwin 1002

JANE HARVEY-SENT FOR YOU YESTERDAY AND HERE YOU COME TODAY (Bregman, Vocco & Conn, ASCAP)

Miss Harvey belts the great blues, once a click for blues chanter Jimmy Rushing, over a tasteful arrangement. Side starts with voice and bass backing and builds into a fine stint over a full ork treatment. Highly spinnable side. Flip is "A Lover in the House" (Maxana, ASCAP).

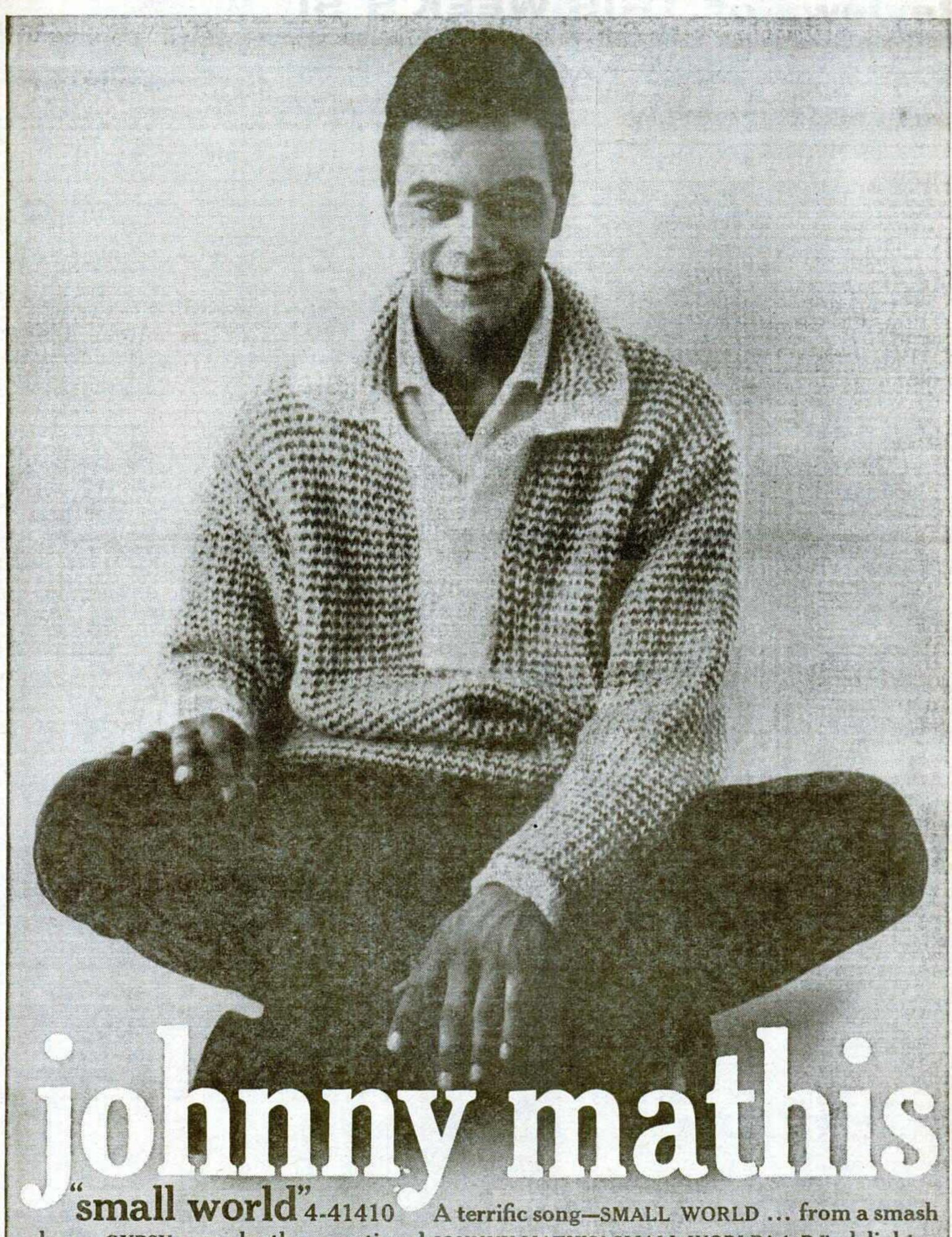
Dot 15949

POP TALENT -

WEV VOIGHT-I'M MOVIN IN (Wisto, BMI)-EV'RYTHING'S
THE SAME (Tweed, ASCAP)

King has a strong find in the new artists who impresses highly on his wax debut. "I'm Movin' In" is a mild rock ditty that is handled with attractive ease. "Ev'rything's" is a country-flavored song, and it's also capably handled.

King 5211



show-GYPSY, sung by the sensational JOHNNY MATHIS! SMALL WORLD! A DJ's delight, a dealer's dream . . . b/w "You Are Everything to Me." And dealers, when ordering SMALL WORLD from your Columbia Distributor, make sure ON HIGH-FIDELITY RECORDS BY

you're able to meet the demand for 4-41355 "Someone," COLLIMB the Mathis hit that has all record charts jumping.

Reviews of THIS WEEK'S SINGLES

VERY STRONG SALES POTENTIAL

JOHNNY NASH

*** AND THE ANGELS SING

ABC PARAMOUNT 10026-A Latin rocking version of the famous oldie, mainly identified with Benny Goodman. It's still a switch from Nash's usual style but sings this with spirit and fervor. Two spinnable sides with good backings. (Bregman, Vocco & Conn, ASCAP)

*** BABY, BABY, BABY

A Switch for Nash finds the artist in a swinger version of an old tune. Big band modified jazz backing has a good sound. Good performance by Nash. (Famous, ASCAP)

JOHNNY OTTIS

*** I'LL DO THE SAME THING FOR YOU

CAPITOL 4226-Roya and Candy Gaines come thru with a sock reading of a driving effort that has an attractive beat and melody. This could be a smash, smash, smash. (Rush, BMI)

*** 3 GIRLS NAMED MOLLY

The duo comes thru with another sock reading here, this time of another wild effort that goes, man. Both sides could happen. (El Dorado, BMI)

RAY ANTHONY

**** 707

CAPITOL 4227—Tune dedicated to the Boeing Jet is handed a fine, swinging reading by the lively Ray Anthony ork, somewhat in the Glenn Miller manner. Watch it, it could take off (Moonlight, BMI)

★★★ Fly Now, Pay Later

This side is in the driving, swinging manner that the "Peter Gunn' musical compositions have made famous. Flip may be more important, however. (Moonlight, BMI)

ROD BERNARD

*** MY LIFE IS A MYSTERY

ARGO 5338-Bernard turns in an emotional performance of a slow rockaballad. He's supported by an interesting fem chorus group. Strong effort by the cat. (Jamil, BMI)

★★★ You're On My Mind

Another strong performance by Bernard in a ballad similarly paced to the flip. The chicks here have a crazy sound. (Mallory, BMI)

THE SLADES

★★★★ SUMMERTIME

DOMINO 1000-The fine Gershwin tune is sung solidly by the Slades. It's a fine side by the boys, and it could break thru. (Gershwin, ASCAP)

★★★ You Must Try

Don Burch takes the lead, as the Slades sing this listenable sad ballad with feeling over simple backing. (Balcones, BMI)

WAYNE WALKER

★★★★ YOU'VE GOT ME

BRUNSWICK 55133-Moderate rocker is given a listenable outing by Walker over plucked string rhythm support. Side might have a chance with exposure. (Cedarwood, BMI)

*** What Kind of "God" Do You Think You Are Interesting, countryish tune is warbled sincerely. Tune has country overtones, but it should also attract pop loot. Cat is unforunate enough to be in love with a vain woman. (Copar, BMI)

THE FOUR ESQUIRES

*** ACT YOUR AGE

PARIS 535-The Esquires sell this bright effort stylishly here, as they tell of young love and the problems involved there. Attractive tune and performance could help this get some action. (Greta, BMI)

** So Ends the Night

Classy melody is sung with much passion by the Esquires over mighty big ork backing with many fiddles. It could get spins. (Gold, ASCAP)

ART MOONEY

*** SMILE

M-G-M 12802-The hit tune of several years back gets an updated instrumental reading by the Mooney ork with chorus used as supplemental instruments. Danceable and listenable. (Bourne, ASCAP)

NEIL DARROW WITH THE UARTER NOTES

*** CHARLENE

WHIZZ 717-Soulful reading of an attractive rockaballad tribute to Charlene. Side should come in for spins and loot. (Wildcate, BMI)

*** SHE'S A FINE CHICK

High-voiced lead belts this rocker blues vigorously with driving, frantic support from the ork and the Quarter Notes. It bears watching. (Music Maestros, BMI)

KAREN CHANDLER

*** FAR AWAY PLACES

SUNBEAM 131-An up, dual-track reading of the standard provides Miss Chandler with a listenable hunk of material. Her reading is danceable and rhythmic. Smart backing helps. It could step out. (Laurel, ASCAP)

** Reuben and Rachel

Thrush is telling about two kids who met at a hop. Good outing on the modern treatment of the folk tune. Flip, however, appears a bit more likely. (Sunbeam, BMI)

ARNIE DERKSEN

*** She Wanna Rock DECCA 30906—A good persuasive beat is generated by Derksen in this moderate rhythm rocker. It's in the blues tradition, and it can collect a fair share of spins. (Kahl, BMI) catch spins. Worth watching. (Flame, BMI)

★★ My Dancin' Shoes Tune has a suggestion of the melody of "Oh, Them Golden Slippers." It's done in a rockabilly style for good results by Derksen. Good performance and the side could catch on. (Leftfield, BMI)

GOOD SALES POTENTIAL

SONNY WARNER *** Riff Runner

FREEDOM 44015-Solid eax solo work on a swingy instrumental treatment of catchy tune. Dual market appeal. (Lansdowne, ASCAP)

*** San Antonio Rose

Another strong jockey and juke side, Mildly r.&r.-type treatment of the attractive country oldie. Features a Billy Vaughn styled sax sound. (Bourne, ASCAP)

BETTY MADIGAN *** Magie Moon

CORAL 62120 Maunting gypsy theme is wrapped up in ffective vocal by thrush and chorus. (Trojan, BMI)

** My Number One Love Pert thrushing stint on a catchy ditty. Both sides merit spins. (Peer, BMI)

THE GATEWAY SINGERS *** Keep A-Movin'

WARNER BROS, 5073-The Gateway Singers turn in a moving reading of a bit of folk philosophy. Listenable wax. (Bryden,

*** The M. T. A.

This is the story of man who got lost in the Boston Subway and never returned. Cute story and it's well handled. It has also been cut by the Kingston Trio, which can mean stout competition, (Atlantic,

THE INVITATIONS ★★★ Invitation

LIBERTY 55198 - Haunting theme with Latin tempo is handed a lush instrumental treatment by Russ Garcia plus effective non-lyric vocalizing by chorus. Pretty jockey wax. (Robbins, ASCAP)

** Sweet Someone

Jazz-flavored chorus has solid sound on a sentimental treatment of an oldie. Another good Jockey side. (Shapiro - Bernstein, ASCAP)

ACHILLE TOGLIANA *** Calypso Romance

CORAL 62117-Recorded in Italy by Fonit, this side presents a fine legit singer, with tasteful production backing him. Lyric is in Italian. A good one for adult programs.

*** Quand El Ocer El S'innamora First-prize winner at the Milan Song Festival, this side was recorded by Fonit in Italy It is a bright item with a pretty melody line, (BIEM)

WARD DARBY *** Wham-O

DOI 15952-This is a good down home Southern blues instrumental styling featuring the guitar and sax sounds. A satisfying side, close to the grass roots. (Fee Bee, BMI)

*** Safari

Gongs and tom tom rhythms set the pace of this side with a down guitar sound carrying the melody figures. Sounds of the savages in their rituals are heard in the background. A weird side, which also has a crazy tenor sax sound. (Fee Bee, BMI)

HARRY BELAFONTE

*** Fifteen RCA Victor 7550-Lovely folk tune is given | ** Double Date

latest film. Strong jockey side with a chance to step out sales-wise. (Clara, ASCAP)

** Round the Bay of Mexico Spicy below-the-border item is chanted to good effect by Belafonte over a good male chorus assist. Flip appears to have an edge. (Clara, ASCAP)

NICOLA PAONE *** Poor Man's Polka

ABC-PARAMOUNT 10025-A bright polks rendition by Paone features an ocarina-tuba unit in front of the band. It features a vocal chorus. An interesting jock item. (Pauline, ASCAP)

** Hold Your Horses

The erew turns in a tarantella on this side again with vocal and a chorus assist. Ocarina again figures in the lead spot. (Pauline, ASCAP)

VIC DAMONE

** A New Romance in Old Roma COLUMBIA 41407 - Rich warbling by Damone on pretty theme with lilting, Continental-styled backing. (Harvard, BMI)

** My Heart Has Many Dreams Melodic theme with Latin tempo is wrapped up in warm vocal stint and lush backing. (Mogull, ASCAP)

THE DON PALMER QUINTETTE *** Explosion

ABNER 1027-Rockin' side is a danceable item in a walkin' temo. Tenor sax is featured. This could step out with plugs. (Cal-

vert & Gladstone, ASCAP) *** Tuttl Fluti Catchy, moderate-beat theme spots flutes

over ricky tick backing with piano prominent, Good jockey side, (Calvert & Gladstone, ASCAP)

RONNIE CHAPMAN *** Rags and Old Iron

COLUMBIA 41399 - Ronnie Chapman, a new singer on the label, gets a chance to show off his powerful pipes on this intriguing folk ballad. Chapman is a singer to watch. (Bryden, BMI)

** All My Troubles

Ronnie Chapman bows on the label with a mighty strong reading of a semi-sacred tune that he performs in big time style. The lad

BOBBY RANDLE

*** Karen SHAD 5007-Attractive chanting by Randle and fem group on appealing r.&r. item. Merits exposure. (Brent, BMI)

** Walking in the Shadow Pleasant rockaballad is sung with sincerity and tenderness. (Danbury, BMI)

MARGIE SINGLETON *** Our Little Secret

DART 100-A ballad with a blues quality, sung with style by the thrush. Lyric tells a good story, Merits spins, (Glad, BMI)

** Magic Land of Love A tender ditty with a lyric having a touch

of poetry. Nicely chanted, altho not as commercial as flip. (Glad-Starday, BMI)

FRANKIE CALEN a tender chant by the artist. It's from his NRC 029-Good chanting stint on an attrac-

tive rockaballad is turned in by Calen, Mild rock backing is catchy with a slight Billy Vaughn sound. (Ardmore, ASCAP)

** Angel Face

Pounding rockaballad is sung in similar fashion to the flip. Calen scores well here, and the side can pull some loot, (Beechwood, BMI)

CLYDE McCOY

*** Hot Sugar Blues TODD 1023-McCoy has a new treatment

of his old click. Bright Dixle approach has sound. Good juke item. (Pickwick, ASCAP)

** Swinging Shepherd Blues

Good reading of the Moe Koffman click spots McCoy on trumpet. This, too, should

RED OWEN ORK

*** Kazoo PALETTE 5020-The British bandleader offers a complete switch from his recent hit, "Manhattan Spiritual," in this interesting side with a minor flavor whih features a chorus of kazoos. (Zodiac, BMI)

** Ginchy

A big band rhythm number which has the distinct feeling of the swinging era. Flip would be more distinctive. (Zodlac, BMI)

THE BLUE CHIPS *** Try My Arms

WREN 302-Appealing ballad is wrapped up in dreamy vocal stint by Chips. Nice lockey wax. (Morris, ASCAP)

** I'm So in Love With You Attractive blend work by group on pretty theme with mildly r.&r.-styled backing. (Meridian, BMI)

DUKE LLOYD

*** Middle of a Dream SURF 5036-Personable vocal interpretation of catchy ditty. (Paty, BM1)

★★ Time Will Tell

Tender rockaballad is sung with feeling and heart, (LaAlan-Blackhorn, BM1)

EDDIE HODGES *** High Hopes

DECCA 30903-From the flick "A Hole in the Head" comes this tite tune, which the youngster sings brightly helped by choral backing. (Maraville, ASCAP)

** Don't Dance on Momma's Rug Eddie Hodges turns to rock and roll for a listenable reading of a swingy little item that moves. It could get spins, (Roosevelt, BMI)

MITCHELL TOROK

*** The P.T.A. Rock and Roll DECCA 30901-This starts with a slow alma mater type eight bar interlude of "School Days," followed with a rocking tale of some r.&r. doings by the PTA behind the school house interesting material. (Sea-shore-Champion BMI)

** Teenle Weente Bikini

Good chanting performance by Torok on & medium beat rocker. Both sides deserve spins. (Seashore-Champion, BMI)

THE FOUR JOKERS *** Your Decision

CRYSTALETTE 730-The Four Jokers sing this attractive rockaballad in warm style, somewhat on the order of the Four Aces. The side is a good one. (Carsey, BMI)

** We Met in Catalina Spritely ditty is sung nicely here by the boys. (Carsey, BMI)

GRADY CHAPMAN

*** Tell Me That You Care IMPERIAL 5591-Chapman adapts something of the Sam Cooke style in this rhumba rhythm rockaballad. A nice performance by the artist, backed up by a girl's chorus. (Robin Hood, BMI)

** Ga an of Mer ories A slow and pulsing love ballad which recalls happier moments of the past. It has

a triplet rock backing, (Commodore, BMI)

CINDY AND LINDY ** Before and After

CORAL 62119-Vocal duet. Duo delivers a crisp, bright lyric to a melody with a danceable beat. [Apena, ASCAP]

A sophisticated tune, with the touch of "material," gets a good performance. Instrumentation has interesting percussion, (Hollybrook, ASCAP)

EARL BOSTIC

*** Dancing in the Dark KING 5209-Tasteful instrumental treatment of the melodic oldie. Good nostalgie

(Continued on page 46)

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Best Selling Sheet Music in U. S.

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

| | Week | Week | Chart | |
|---|---|------|-------------------|----|
| | 1. THE HAPPY ORGAN (Lowell) | | 4 5 | 1 |
| | 2. GUITAR BOOGIE SHUFFLE (Shapiro-Bernstein) | | 1 6 | 1 |
| | 3. COME SOFTLY TO ME (Cornerstone) | . 5 | 2 - 8 | 1 |
| | 4. PINK SHOE LACES (Pioneer) | . : | 3 9 | 1 |
| | 5. QUIET VILLAGE (Baxter-Wright) | . 10 | 3 9 0 3 5 5 | 1 |
| | 6. FOR A PENNY (Roosevelt) | | 5 5 | 1 |
| | 7. HAWAIIAN WEDDING SONG (Pickwick) | | 7 20 | |
| | 8. 77 SUNSET STRIP (Witmark) | . (| 8 | ł |
| | 9. PETER GUNN THEME (Northridge) | . 8 | 8 15 | 1 |
| | 10. NEVER BE ANYONE ELSE BUT YOU (Eric) | . 5 | 8 | |
| | 11. IT'S LATE (Eric) | . 11 | 1 6 | 1 |
| | 12. MAY YOU ALWAYS (Hecht, Lancaster & Buzzell) | . 14 | 4 16 | |
| | 13. GIDGET (Columbia Pictures) | | - 1 | |
| | 14. IT'S JUST A MATTER OF TIME (Eden) | . 15 | 2 8 | |
| | 15. GIGI (Lowal-Chappell) | . 13 | 3 5 | |
| | 10 Sept. 26.0 | | (8) | |
| 4 | | | | 10 |

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)

May You Always-Essex (Hecht, Lancaster & Buzzell)

It Doesn't Matter Any More-Monarch (Spanka)

Roulette-Mills (Mills)

Come Softly to Me-Morris (Morris) Petite Fleur-Essex (Hill & Range)

Venus-Essex (Rambed-Lansdale) Donna-Aberbach (Kemo)

Charlie Brown-Progressive (Tiger) Chick-Henderson (---)

A Fool Such as I-Leeds (Miller) Sing, Little Birdie-Good Music (Zodiac) Wait for Me-Sterling (---)

Gigi-Chappell (Chappell) Smoke Gets in Your Eyes-Sterling (Harms) If Only I Could Live My Life Again-Peter

Maurice (Ashland) My Happiness-Sterling (Belasco)

Trudie-Henderson (Kassner) I Need Your Love Tonight-Hill & Range (Gladys)

Never Be Anyone Else But You-Commodore-Imperial (Eric)

Best Selling Pop Records in Britain

(For week ending May 16)

| This Week | Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication. We | ek |
|--------------|--|----|
| 1. A FC | OL SUCH AS I/I NEED YOUR LOVE TONIGHT-Elvis Presley (RCA) | 1 |
| 2. IT D | DESN'T MATTER ANYMORE—Buddy Holly (Coral) | 2 |
| 3. IT'S | ATE—Ricky Nelson (London) | 3 |
| 4. SIDE | SADDLE—Russ Conway (Columbia) | 4 |
| 5. I'VE | WAITED SO LONG-Anthony Newley (Decca) | 2 |
| 6. DON | NA-Marty Wilde (Philips) | 5 |
| 7. PETI | E FLEUR-Chris Barber (Pye) | |
| 8. ROU | ETTE—Russ Conway (Columbia) | 12 |
| 9. COM | SOFTLY TO ME—Fleetwoods (London) | 2 |
| 10. COM | SOFTLY TO ME-Frankie Vaughan and the Kaye Sisters (Philips) | 6 |
| II MEA | STREAK—Cliff Richard (Columbia) | |
| 12 I GC | APE Neil Cadaba (PCA) | 10 |
| 13 GUE | APE—Neil Sedaka (RCA) | 11 |
| M CHA | AR BOOGIE SHUFFLE—Bert Weedon (Top Rank) | 15 |
| IS MAY | LIE BROWN—Coasters (London) | 12 |
| 15. MAI | YAU ALWAYS-McGuire Sisters (Coral) | 17 |
| 10. FOR | WORTH JAIL-Lonnie Donegan (Pye) | 14 |
| 17, THE | E STARS—Ruby Wright (Parlophone) | 28 |
| 18. WAI | FOR ME-Malcolm Vaughan (HMV) | 20 |
| 19. VEN | S-Frankie Avalon (HMV) | 19 |
| 20. IDLE | ON PARADE (EP)—Anthony Newley (Decca) | 22 |

Reviews of New Pop Records

Continued from page 45

wax for locks. Fine sax solo work is especially listenable, (Harms, ASCAP)

** La Cucaracha Cha Cha

Infectious oldie is handed swingy instru-

mental treatment with a catchy beat, (PD)

BUDDY HUGHEY *** The More I Learn to Care

CHEROKEE 502-Buddy Hughey comes thru with a good reading of a better than average rockabilly effort. The backing is good too, and the side could get some coin (Golden River, BMI)

** Wonderland of Love On this side the chanter sells a folk ballad over a rocking beat pleasantly, but the flip is more important, (Golden River, BMI)

PHIL PHILLIPS

*** Sea of Love MERCURY 71465-Phil Phillips comes thru

with a first rate reading of an attractive rockaballad here, selling it with style and feeling, It could happen, (Kamar, BMI)

The singer handles this rhythmic effort well

too, but the material is not as strong as the flip, (Kamar, BMI)

BABETTE BAIN

*** Graduation Night RENDEZVOUS 108-The 13-year-old lass sings this song of praise to the graduation dance with sincerity. Good side that

could get spins, (Lizann, BMI) ** That's it

Slight riff effort is sung brightly by the lass over standard rock and roll backing. (Foresite, BMI)

ANTHONY NEWLY

** Sat'day Night Rock a Boogle LONDON 1871-Swinging rocker from the

flick "Idle on Parade" receives a wild reading from the British Tony Newley over strong backing Handelapping side could get some coin (Duchess, BMI)

** I've Walted So Long

Anthony Newley sings this ballad from the flick "Idle on Parade" pleasantly over good rock and roll support. Side deserves spins. (Leeds, ASCAP)

THE STRANGERS *** The Guns

KCM 3703-Interesting country ballad is sung warmly here by the lead voice of The Strangers in a Johnny Cash style. It could get some coin if exposed. (Shelter,

** Honky Tonk Women

"If you go to tavern on Saturday Night" that's where you'll find those honky tonk women, sing the Strangers on this weeper. (Shelter, BMI)

RUSTY DRAPER *** Next Stop Paradise

MERCURY 71463-A smartly crafted song,

in the tradition of train songs, and with a folk tinge. Instrumentation is relaxed, with a tasteful rocking beat. (Prentice, ASCAP)

** Don't Forget Your Shoes A swingy rocker, with relaxed instrumenta-

tion, and a solid vocal by Draper. Side has an ingratiating touch of country feeling. (Bryn Mawr, ASCAP)

ZOLA CARTHAY 102-Danceable side is rendered a trumpet lead with various, gimmicked ork effects in the backing. (Moonbeam, BMI)

** Marching to the Coliseum

Blues rocker starts with a bugle call, shouts of "Charge!" and then develops into a brasey theme with trumpet featured. Weeks (Fairlane-Lansdowne, ASCAP)

> JOHNNY OCTOBER *** First Time

FIRST 106-Wistful reading of a pretty rockaballad with teen-appeal lyrics with sucprise finish. Merits exposure. (Astel, BMI)

** You're My Girl Dreamy vocal treatment of a romantic ballad. (Debmar, ASCAP)

RENE HALL

*** Morkat RENDEZVOUS 104-Haunting standard in wrapped up in unusual guitar solo treatment plus pleasant fem chorus (non-lyric) on backing. Nice jockey side. (Harme, ASCAP)

** Adalene

Tasteful guitar solo work marks this melodic instrumental thems. (Winneton. ASCAP)

JIMMY CRAIG

*** Walking in Darkness

IMPERIAL 5592-A rockaballad with folk quality. Craig has a lyric quality here, and he's backed by a far-away-sounding chorus and a modified triplet figure. Very interesting. (Nor-Va-Jak, BMI)

** Oh! Little Girl!

Bright and rhythmic, with a touch of folk quality. Guitar is prominent in the backing, which is swinging and relaxed. (Norman, BMI)

JERI LYNN *** #

BIG TOP 3015-A rollicking rhythm and well-turned lyric mark this one. Horns and percussion and a chorus behind the thrush combine to make a very lively side. (Angel-Overtone, BMI)

** Now I'm of Age

In contrast to flip, this ditty has a touch of nostalgia in the melody line-reminiscent of soft shoe tunes. (Benjamin, ASCAP)

LEE AND THE SOUNDS

*** What Is This Thing Called Love LIDO 600-The standard, with a Latin touch in the beat. Vocal and instrumental arrangement is quite creative and will appeal to many deejays, (Harms, ASCAP)

** Beautiful Romance

A rockaballad, sung by the group with tenderness to a triplet-figured backing. (Flame, BMI)

THE GOOFERS

*** Perfidia TIARA 6127-The Latin standard gets a rocking treatment, with distinctive horn and percussion arrangement. (Peer, BMI)

** Mameless

Blues, uptempo, with considerable noveling in the lyric. Well chanted and the arrangement moves right along. (Jimskip, BMI)

LARRY ELLIS

** A Love That Used to Be

DALE 112-Ellis renders the rockaballad in pleasant fashion with bright chorus and rock ork support. Teens could take to this. (Republic, BMI)

** I Know This Place

Pretty devotional ballad with celestial - type backing is emotionally warbled by the chanter. Lovely ork backing helps. (Republic, BMD

DANNY LANHAM *** Yes I'll Know

MOKA 1000 - Rockaballad, with triplet backing and violins in the arrangement, Lanham keeps building nicely. Worth spins. (P.P.X, BMI)

* 1 Pretend to Understand A ballad, with a country flavored lyric.

Modified triplet backing. (P.P.X, BMI)

MODERATE SALES POTENTIAL

SAMMY TANNER ** No One

KCM 3702-Tanner sells this rocker with spirit, helped out in so-so fashion by the band. With the right material he can happen. (Shelter, BMI)

** The Flying Flea Novelty ballad is handled in exuberant style by Sammy Tanner. (Shelter, BMD)

GRIER ADAMS

* Banjo Rock SYMBOL 902-Rockin' tune receives a spir-

colorfully by the ork. Arrangement spots itual type reading from Adams and the

CHART

3

chorus with banjos playing in the background. An unusual record, but an interesting one. (Saturn, BMI)

** This Feeting
Warm ballad is sung with much feeling by Grier Adams who can sell a ballad with sincerity. Side is good one that has a chance. (Saturn, BMI)

DON RALKE ** Her Name Is Geraldine MASTER SOUND 1005-Don Ralke sings this slight rocker pleasantly here, over good support. (View, BMI)

* Mambo Rock Same comment. (View, BMI)

BOB KAMES ** Carolina Moon

KING 5202-The oldie is played well here on the Hammond organ by Bob Kames. Good item for roller skating rinks and juke boxes. (Morris-Cromwell, ASCAP) ** After the Ball

Same comment, (PD)

DINO FITZGERALD

** Lullaby in Ragtime CORAL 62118—This is from the flick "The Five Pennies" and Fitzgerald sells it in Dean Martin-ish fashion. The backing is big band style. (Dena, ASCAP)

** Shyest Boy in School Fitzgerald explains that he is the shyest boy in the school and he can't tell the sirl of his dreams how much he loves her. (Willow, ASCAP)

AL LAVORATO

** Goodbye My Love FLAME 143-Medium-beater is given a good reading by Lavorato. Possible jockey appeal. (Emalf, BMI)

** Tantalize Me Slow, pleader ballad is handled nicely by the cat over rock support. Fair chances. (Emalf, BMI)

BOBBY DE WITT AND THE WILLIAMS ** Your Love I'll Never Forsake

RIDGECREST 1204 - Expressive, deepvoiced reading of a rockaballad makes for a good enough side. It should pull some sales. (Peer, BMI)

** Annie Mae Fair shout by De Witt on a blues rocker. Flip appears to have an edge. (Peer, BMI)

VIC DONNA

** The Gypsy LIDO 601-Quivering vocal on the oldie by the artist. It's done in rockaballad style, Some coin possible. (Leeds, ASCAP)

** Young Princess Rockaballad on which the chanter registers to fair effect. (Flame, BMI)

THE PIXIES ** Bacia-Ba-Loo "The Bashful Boy" DOE 107 - Tune is based on an Italian folk melody. Gimmicked voices a la the Chipmunks present the only fair ditty. (Shawn, ASCAP)

** Echolog Malibox Fem group chirps the weeper walts in pleasant fashion. Potential appears similar to that of flip. (Shawn, ASCAP)

THE FIVE STAINS

** Skippito Doo FIRST 104-Bouncy rhythm item is handed a personable vocal treatment by lead warbler and group. (Angel & Dimas, BMI)

** When Your Love Comes Along Fervent wailing by lead singer and group on an okay rockaballad. (Angel & Dimas, BMI)

BIG DADDY

** Jeistream SPOT 104-Swingy sax and organ solo work on bouncy rhythm item. (Aries, BMI)

** Cloudburst Effective instrumental treatment of haunting theme, with solid sax and organ work. (Aries, BMI)

HUGHIE OWENS

** Im Going Home RENOUN 108-Pleasant warbling by Owens on an okay bluesy item. (Renoun, BMI)

** Time Will Tell Pretty ballad is sung with feeling by Owens and chorus, (Renown, BMI)

AL COLLINS

** Beat Love DOT 15944-Lyric is somewhat in the hip language of the beatnik, and is chanted in semi-narrative fashion by the WNEW dee-Jay. (Gass, BMI)

** Prehistoric Hop Another piece of smart material. Collins describes the musicians-prehistoric moneters—as they come in for solos. Arrange-(Continued on page 49)

Billboard

TWO WEEKS AGO ONE WEEK AGO

FOR WEEK ENDING MAY 31

TITLE, Artist, Company, Record Number

| | Title, Arnsi, company, Record Rumber. |
|------------------|--|
| 1111 | KANSAS CITY, Wilbert Harrison, Fury 1023 |
| - 26 2 2 | PERSONALITY, Lloyd Price, ABC-Paramount 10018 |
| 14 4 3 3 | ENDLESSLY, Brook Benton, Mercury 71443 |
| 3 3 4 ① | SO FINE, Fiestas, Old Town 106211 |
| 9 7 6 (5) | 1 WAITED TOO LONG, LaVern Baker, Atlantic 2021 5 |
| - 25 8 (6) | BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339 3 |
| - 27 9 1 | I'M READY, Fats Domino, Imperial 5585 |
| 2 2 5 1 | THAT'S WHY, Jackle Wilson, Brunswick 55121 9 |
| - 16 10 ① | DREAM LOVER, Bobby Darin, Atco 61401 |
| 7. 8 11 (10) | ALMOST GROWN, Chuck Berry, Chess 1722 8 |

22 14 12 (11) QUIET VILLAGE, Martin Denny, Liberty 55162...... 5 12 15 13 GUESS WHO, Jesse Belvin, RCA Victor 7469......

8 17 20 29 30 23 (14)

10 10 15 (15) EVERYBODY LIKES TO CHA CHA, Sam Cooke, Keen 2018.............13 THERE IS SOMETHING ON YOUR MIND

SORRY, I RAN ALL THE WAY HOME, Impalas, Cub 9022......

Big Jay McNeely, Swingin' 614...... -- 22 (17) -26 (18)

23 - 29 (19 I'M NOT ASHAMED, Bobby (Blue) Bland, Duke 303................ 4

- 22 16 (20) THE TWIST, Hank Ballard and the Midnighters, King 5171..... 6 (21)

15 - 24 I NEED YOUR LOVIN', Roy Hamilton, Epic 9307.................. 5

13 - - (23)24 24 - (24) THAT'S ENOUGH, Ray Charles, Atlantic 2022.......

30 20 21 A FOOL SUCH AS I, Elvis Presley, RCA Victor 7506...... 5 -- 25 (27)

18 13 28 (28) COME TO ME, Mary Johnson, United Artists 160.................12

5 6 14 (29)

6 5 7 (30) HAPPY ORGAN, Dave (Baby) Corfez, Clock 1009...... 8

SMASHING NATIONALLY I

'GOTTA NEW GIRL''

& MRS. ROCK'N ROLL"

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#446 DOOTO RECORDS 9512 South Central Ave.

Los Angeles 2, Calif.

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NAPPY BROWN "This Is My Confession" b/w "For Those Who Love" Savoy #1569

RECORD CO

"BACK CHUCK BERRY checker 1729 "THE GREAT GRANDFATHER" BO DIDDLEY checker 924 "CAR TROUBLE" argo 5335 "MY DREAM" DALE HAWKINS checker 923 "I'M FALLING"

checker 925

He predict Ramsey Lewis
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1

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CAROL FRAN

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NASHBORO Record Co., Inc. Nashville, Tenn.

Billboard

| | | - 3 | |
|-----------------|-------|----------|--------|
| S ASS | AG0 | 3 | × |
| INREE WEEKS AGO | WEEKS | WEEK 1 | K WEEK |
| IMREE | O. | ONE WEEK | |

FOR WEEK ENDING MAY 31

| _ | 1 | 8 | | TITLE, Artist, Company, Record Number. | × |
|---|------|----|-----|--|-----|
| | 3 1 | 1 | 0 | BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339 | |
| | 2 3 | 3 | 0 | HOME, Jim Reeves, RCA Victor 7479 | 1 |
| | 1 2 | 2 | 3 | WHITE LIGHTNING, George Jones, Mercury 71406 | 1 |
| 1 | 6 10 | 5 | 0 | HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374 | |
| | 4 | 4 | (1) | I'M IN LOVE AGAIN, George Morgan, Columbia 41318 | 1 |
| 8 | 6 5 | 7 | • | BLACK LAND FARMER, Frankie Miller, Starday 424 | ••• |
| | 7 (| 6 | 0 | A THOUSAND MILES AGO, Webb Pierce, Decca 30858 | |
| | 8 1 | 8 | 0 | SET HIM FREE, Skeeter Davis, RCA Victor 7471 | |
| _ | 2 20 | 11 | 0 | FRANCIS'S MAN IGHNAY Johnny Cash Calumbia 41271 | |

9 8 9 BIG MIDNIGHT SPECIAL, Wilma Lee & Stoney Cooper, Hickory 1098. 2 -- 19

24 21 18 LONESOME OLD HOUSE, Don Gibson, RCA Victor 7505......

(H3) 23 18 14 YOU DREAMER, YOU, Johnny Cash, Columbia 41371..... (14) ANYBODY'S GIRL, Hank Thompson, Capitol 4182...... 4 25 25 22

20 14 16

5 7 10 WHEN IT'S SPRINGTIME IN ALASKA, Johnny Horton, Columbia 41308.21

I CRIED A TEAR, Ernest Tubb, Decca 30872..... 22 17 17

(18) AM I THAT EASY TO FORGET! Carl Belew, Decca 30842..... 9 10 9 12

(19) FRANKIE'S MAN, JOHNNY, Johnny Sea, NRC 019...... 7 21 13 13 (28) 15 28 24 THAT'S THE WAY IT'S GOTTA BE, Faron Young, Capitol 4164..... 8

(21) **— 23 21** SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871.... 3

(22) 13 12 15

IT'S ALL MY HEARTACHES, Carl Smith, Columbia 41344...... 1 (24)

(25) COME WALK WITH ME, Wilma Lee & Stoney Cooper, Hickory 1085. .25 14 15 25

- 22 26 (26) DRAGGING THE RIVER, Ferlin Husky, Capitol 4186............... 1

(28) DON'T TAKE YOUR GUNS TO TOWN, Johnny Cash, Columbia 41313..20 11 16 20

(29) CHASIN' A RAINBOW, Hank Snow, RCA Victor 7524................ 1

It's time you met-

(30)

17 19 23

MONA LISA

by Carl Mann PI #3539 Phillips International





America's Fastest Selling Records!



FOLK TALENT & TUNES

- By BILL SACHS

Around the Horn

Wilma Lee and Stoney Cooper launch their "Grand Ole Opry" Tent Show at Heuveton, N. Y., June 9, and follow with Madrid, N. Y., 10, Massena, N. Y., 11; Potsdam, N. Y., 12; Norfolk, N. Y., 14; Carthage, N. Y., 16; Lowville, N. Y., 17; Bloomville, N. Y., 18, and Gouverneur, N. Y., 20. Stoney reports that they have the longest string of park and fair bookings since 1952, which will keep them busy until September. . . . Webb Pierce will be on hand in Shreveport June 20 to greet his old friend, Johnny Horton, who returns to "Louisiana Hayride" that day in a program billed as the "Johnny Horton Homecoming Show." . . . Ray Price, set from May 30 thru June 8 in Anchorage, Alaska, makes the big leap into South Carolina, where he plays June 10-13.

Scotch the rumor that has been making the rounds of c.&w. musicdom to the effect that Hank Thompson is disbanding his band known as the Brazos Valley Boys. Jim Halsey, Thompson's manager, in a phone call stated that it is dates as a single or with a smaller combo backing him. The full band, he explained, is being reorganized and will be retained, but not on a 52-week payroll basis, to work the major spots calling for a large combo. Among the latter is the Texas State Fair, Dallas, October 9-25, where Thompson and the Brazos Valley Boys will play their seventh season for Falstaff Beer.

Carl Perkins, accompanied by W. E. (Lucky) Moeller, of the Jim Denny office, Nashville, wings to the Coast this week to begin work in a Hawaiian flicker. Carl, whose latest on the Columbia label is "Pointed-Toe Shoes," will make several personals while in California. . . Johnnie and Jack, Kitty Wells, the Tennessee Mountain Boys and Bill Phillips wind up a 21-day trek for Marlin Payne June 11 and follow immediately with a string of Canadian stampede dates to carry them thru June 11. . . . The newly formed Acuff - Rose Artists Corporation, Nashville, headed by W. D. Kilpatrick, has added to its talent roster "Grand Ole Opry's" Grandpa Jones and deejay, singer and songwriter Bob Gallion, of Mobile, Ala.

Texas Bill Strength, after working three dates with George Jones and Wanda Jackson in Minnesota territory, hopped into Houston for a guest shot on the new "Texas Jamboree" May 23 and an appearance at Magnolia Gardens there the following day. He jumped from Houston to the West Coast, where he'll work out a string of dates before heading back to his Minneapolis headquarters. . . . Following their engagement at the Portland (Ore.) Centennial June 26-30, Hank Snow and His Rainbow Ranch Boys immediately embark on a two-week swing thru British Columbia, Alberta and Sas-katchewan. . . . Stonewall Jackson has just signed an exclusive management pact with the Jim Denny Artist Bureau, Nashville. . . . Webb Pierce's new religious album, "Bound for the Kingdom," was released last week by Decca.

James O'Gwynn has formed his own combo to accompany him on his Southwestern dates. . . . Denver Duke and Jeffrey Null were in Nashville recently to cut four sides for Starday Records, with the first release slated for June 15. Working the Starday session with them were Del Wood, Grady Martin, Lightning Chance and Otto Basch. . . . Cowboy Vokes and His Country Boys were weekend (30-31) features at Hillbilly Park, six miles east of Franklin, Pa. . . . "Grand Ole Opry" jammed Ryman Auditorium, Nashville, with the biggest crowd of the year to date Saturday, May 23, according to Trudy Stamper. WSM's new promotion manager. It topped the corresponding date last year by 400 payees.

Upcoming features for the next four Sundays at Verona Lake Ranch, Verona, Ky., operated by Thurston Moore, are Wally Fowler, the Johnson Sisters and the Chuck Wagon Gang, June 7: Carl Smith and band, June 14; Billy Grammer and Don Gibson, June 21, and Carl Butler, June 28. . . . Ginny Jackson, of Nat Nigberg's "Country America," is currently appearing at the Thunderbird Hotel, Las Vegas, on the same bill with the TV Western star, Dale Robertson. . . . Carl Belew, currently enjoying success with his new Decca release, "Am true that Thompson henceforth will I That Easy to Forget?" returns work an increasing number of to "Louisiana Hayride," Shreveport, Saturday (6).

> Their mother recovered from a recent serious illness, the Browns, Bonnie, Maxine and Jim Edward, have again resumed full activity. They dash into Nashville this week for a long-overdue session for Chet Atkins at the RCA Victor studios. . . . Weldon Rogers and Wanda Wolfe were recent guests on Bill Mack's TV show on KDUB, Lubbock, Tex., to plug their new release, "Women Drivers" and "Waltz of No Regret." Weldon is currently spinning c.&w. platters via KOYL, Odessa, Tex. . . . Linda Flanigan, 18year-old canary of Fort Smith, Ark., is appearing each Saturday night with Fred Rose and band at the American Legion Hut, Huntsville, Ark.

Buck Owens, currently stirring considerable action with his new release, "Second Fiddle," on the Capitol label, is being featured in a new 30-minute seg, "The Bar K Jamboree," simulcast each Saturday afternoon via KTNT radio and TV, Tacoma, Wash. Other features on the show are Dusty Rhodes and Rollie Webber, with guests spotted on occasion to support the regular Bar K gang. In addition to the simulcast, an hour of c.&w. wax is presented on KTNT radio as part of the "Bar K" format. The station also carries an early-morning c.&w. seg, "Sunrise Ranch."

Tillman Franks, manager of Johnny Horton, will revert briefly to his one-time role of bass player on "Jubilee U.S.A.," Springfield, Mo., June 13, when he backs Horton in the singing of his current big click, "The Battle of New Orleans." Also appearing with Horton will be the Four Bees and guitarist Tommy Thompson. Johnny recently made Time magazine and a Life spread is slated to break soon. . . . "Jubiles U.S.A.'s" Chuck Bowers, Lennie and Goo-Goo, Carla Rowe, Will Mercer, Bobby Gibson and George Rhodes will highlight a pickin' and singin' session at Fargo, N. D., Tuesday (2). This weekend, (5-7), Carla shows her wares at Rickey's Club, Milwaukee.

Reviews of New Pop Records

Continued from page 47

ment behind Collins' narrative catches a mood. For deejays. (Vision, BMI)

TINA SCOTT ** Mean to Me

DOT 15945-The pretty standard gets a very good go by the chick. Arrangement has a soulful horn, a relaxed triplet figure, and a male chorus. (Ahlert-Fred, ASCAP)

** Hold Me, Hold Me, Hold Me Another pretty one-this time a waltzchanted with a lot of feeling by the thrush. Arrangement radiates sentiment. (Bourn, ASCAP)

PAT HEALY ** Bill Bailey Won't You Please Come Home

DOT 15948-A very attractive reading of the great tune. Thrush has smart phrasing, and she's backed by a swingy, relaxed backing. (PD)

** Ever Since You Went Away A ballad, sung warmly. Side has a chorus and modified triplet backing. (Moonlight, BMI)

BRUCY KIRBY

** I Call It Love CRYSTALETTE 729-The warbler sells this pretty ballad pleasantly here, supported quietly by the band. Could get spins. (Orlando, BMI)

Overnight Smash!

CHUBBY CHECKER Parkway #804

PARKWAY RECORDS

157 W. 57th St., New York, N. Y. (Butler, BMI)

The beautiful ballad from "THE MUSIC MAN" ANITA BRYANT ARLTON TAGS THE HITS TILL THERE WAS YOU" #512

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** Ka-Choonk

Happy Rocker is sung in that style by the chanter over a backing with a beat, (Orlando, BMI)

JIMMY FORD ** We Belong (Together)

STYLO 2105-Feelingful reading by Ford | * Why! Why! Why! on plaintive folk-flavored tallad. (J & W. DOT 15939-The gals develop a sound BMI)

** Be Mine Forever Same comment. (J & W, BM1)

THE WORKMAN BROTHERS

** Lou Ann POPPY 2003-A rockaballad with a tripletfigured arrangement and chorus. Manner of the vocal delivery is touched with folk quality. (American, BM1)

** Yes I Do

A breezy rhythm side, with good pickin' in the arrangement. The brothers chant this one in infectious style. (American, BMI)

L. C. COOK ** I'm Falling

CHECKER 925-A rocker which moves right along. Arrangment has a touch of gospel feeling, with handclapping. Lot of enthusiasm here, and a hint of highpitched female voices lends excitement. (Arc & Martin Rose, BMI)

** Please Think of Me

A rockaballad, sung very stylishly by Cook. Chanter displays a broad range. Tempo is slow and relaxed, with a chorus behind the vocal. (Arc & Martin Rose, BMI)

JACK BUTLER

* Sunshine Street DECOY 1961-Country-flavored side, with very interesting harmonic effect, created by a female voice who adds an interesting touch to Butler's vccal, (Butler, BMI)

** Make Believe Ballroom

Similar to flip. A female voice harmonizes with Butler, creating a pleasant sound.

LORD LUTHER ** The Truth

FRANTIC 112-"h's the truth, the whole truth and nothin' but the truth," sings Luther, in his r.&b. styled effort. Good chanting job with a slightly dated backing by the band. (Masten-Stevens, BMI)

** A Thinkin' Man's Girl Luther gives this blues styled tune a good shout with hoots and howle. Solid vocal job. (Lizann, BMI)

DONNA PERCY

** Dancing With Tears in My Eyes REMO 1022-Miss Percy provides a rock and roll offering of the weepy oldie. Gal works with a male vocal group in support. (Witmark, ASCAP)

** Sunday Sweetheart

Miss Percy offers an ekay medium beater which is dedicated to her Sunday sweetheart, Pleasant vocal, (Knollwood, ASCAP)

LEWIS WEBER ★★ Judy

All eyes will be on

Billboard's June 22

Billboard's Annual Survey of

101 vital up-to-the-minute

Record-Selling Phono Dealers for

SCOTTIE 1304-A slow, reckaballad tribute on the familiar birl's name kick. It recites the meetings, the embraces, the dances, etc. Somewhat dated material, (Threeway,

** Queen of Rock 'n' Roll

Another tribute to a gal, except this is on GENE TERRY a more upbeat kick. It has tops in the | * Guy With a Million Dreams arrangement, (Wonder, BM1)

JIMMIE HELMS

* Mary Had a Little Lamb SCOTTIE 1301-The old nursery rhyme is done in down to earth rocking style with a good performance by Helms in the frantic groove. (Marlow-Wonder, BMI)

** My Love For You Is Real

Helms pours a lot of emotion into this slow-paced ballad. In the middle part, he resorts to an exaggerated spoken style, which makes it sound somewhat like a gag. (Marlow-Wonder, BMI)

THE TILTON SISTERS

proach. Weeping country harmonies in a medium tempo, (Congressional, ASCAP)

"If you don't want Billy, let him be mine," sing the harmony duo on this old fashioned style melody. (Congressional, ASCAP)

JIMMIE HOMBS

** Poor Boys Dream JACK BEE 1001-Tale of a boy and girl HERMAN GRIFFIN . in love is the theme of this folk-wiled | * I Need You ballad. (American, BMI)

* Joe Cool

Routine rocker is sung in so-so style by | # I'm So Glad I Learned Hombs. (American, BMI)

THE RENEGADES ** Geronimo

AMERICAN INTERNATIONAL 537-This tune, which is from the picture "The Ghost | * Story of a Lost Love of Dragstrip Hollow," is really frantic. It WONDER 114-Deep-voiced sincere warcontains sounds of shooting and yells over bling jeb by Gill and group on moving the pounding reading. (Dijon, BM1)

** Charge

The Renegades play this wild item from the flick, "The Ghost of Dragstrip Hollow," hoofs, etc. (Dijon, BMI)

BENNIE BUNN ** Rock 'n' Roll Luau

EASTMAN 793-Bennie Bunn tells a pretty Hawalian lassie who really flips him with her style. (Rogers & Van Buren, BMI)

* Sometime, Somewhere, Somehow A listenable rockaballad is sung emotionally by the warbler with chicks backing him up vocally. (Rogers & Van Buren, BMI)

ESTHER SUTHERLAND ** Cock Mambo

BRUNSWICK 55135-Contagious mambo is vigorously treated by the chick with bright male group assistance. It can move. (Champion-Peterpat, BMI)

* There He Goes

Sultry thrushing sthat by the canary on a pretty ballad. Some coin possible. (Champion-Petelpaf, BMI)

THE HUBCAPS ** Scotty's Rock

BRUNSWICK 55134 - Side is about a Rockin' Scot who dies records from the U.S.A. Slightly more potent than the flip. (Hillsboro, ASCAP)

** Sleeping Beauty

Side is about Uncle Stevie telling a youngster a rock and roll fairy tale, It doesn't quite come off. (Hillsboro, ASCAP)

DUB DICKERSON

** My Impression of You

TOWER 59102-So-so rockaballad is handled to fair effect by the chanter. Fair chances. (Big World, BMI)

** All Over You

Countryish medium beater makes for a sc-so side. It can go as well as the flip. (Big World BMI)

GOLDBAND 1088-Terry sells this balled

Which tape phono dealers

recorders do record-selling handle?

with the proper feeling as he tells how he dreams of his girl. (Kamar, BMI)

** Cinderella Cinderella Fair blues is sung warmly by the chanter. (Kamar, BMI)

TEX RITTER

** Rye Whiskey CAPITOL 4217-A fine vocal by Ritter on a country folk ballad that the singer dresses up with cute vocal gimmicks. Could get spins in the field. (Vido, BMI)

** Conversation With a Gun A man talks to his gun, and asks the

firearm how many men it has killed. A bit old-fashioned but still intriguing. (Vidor,

FRANKIE DEE

** Swingin' in a Hammock 20TH FOX 146-Old-fashioned tune is sung pleasantly by the boy. (Bourne, ASCAP)

** I Had the Craziest Dream Same comment, Blegman, Vocco & Conn.

HOB 112-Moving reading of okay rockaballad. (Jobeie, BMI)

to Do the Cha-Cha Sc.so cha cha side. Flip is better wax. (Jetete, BMI)

ROBERT GILL

reckaballad, (Wender, BMI)

I'm Happy

Lively techer is handed okay vocal treatment by Gill, Jocks should get kick out of with a funky beat over pounding horses proup's name-the Gill-O-Teens. (Wonder, BMII

> The following records, also reviewed by The Billboard music staff, were rated one star.

THE BEAU-BELLES: My Heart Keeps A-Rockin'/There's Some Hawalian Lyin',

OHNNY BLAZE WITH EDDIE KONE-CNIK ORK: Oh, Lovin' Baby/Lolita Cha Cha-Apon 2142 THE BLUE DIAMONDS: Let's Dance the

Polka/Handle With Care-Fiesta 101 GWEN DAVIS: Lost Love/Seven Lonely Days-Lu 507 BOBBY DINO WITH BUDDY LUCAS &

HIS DYNATONES: You Walked Away From Love/You Rock Me, Jean-Ridge-

CRAZY ELMER: I Heard a Rainbow/Swiss on Rye-Emperor 459 THE FABULOUS BROTHERS: Tender Rhymes/Wha'd You Say?-Voss 1010

TOMMY GRAHAM: I Love My Baby/Cold as the Wind-Kool 1002 BOB HITTSON: Can It Be Real?/The Greatest Feeling-Autograph 201

CURTIS HOBOCK: The Whole Town's Falking/Do You Think-Lu 506 THE JOYLARKS: Betty My Love/In the Rain-Snag 107

JOYCE MAYO: Crazy Mixed Up Bourbon Street/Why Was I So Naive-Olivier 863 PEG LEG McEEG: The One-Legged Pirate/ Hop, Skippity, Hop-Opal 600 THE PIXIES: Bacia-Ba-Loo (The Bashful

Boy)/Echoing Mailbox-Doe 107 THE SAVOYS: The Mortal Monster Man/ Watching the Sea-Bella 2212 WALTER SCOTT: This Time Last Year/ Who But You-Eagle 2000

BUDDY SMITH: Little Blue Star/Monkey Singing Ba'boon What Crazy Crazy Feet-Ridgecrest 1205 ZOOK AND WOOK: The Little Green

Men Haunted House-Opal 1210

CBS TRUMPETERS *** Milky White Way NASHBORO 641-Moving performance by lead singer and group on reverent spiritual. (Excelloree, BMI)

★★★★ Right John

infectious spiritual is warbled with sincerity and solid showmanship. (Excellerec, BMI)

THE SELAH SINGERS *** The Wicked Race

GOSPEL 1025-Moderate-pace gospel tells of the consequences that befall those who lead a life of sin. Good lead is featured with fine chorus support (Savoy, BMI)

*** Don't Blame the Children Meving hymn advises that parents are often to blame when children stray from the right path. (Nash, BMI)

EDNAR GALLMON COOKE *** Nobody But You Lord NASHBORO 640-Thrush packs plenty of emotional intensity into this moving spiritual. (Excellorec, BMI)

*** Walk Thru fhe Valley Another good, solid reading which can move. (Esbb, BMI)

(Continued on page 50)

the Rockin R's -now out to beat "The Beat" with their new one:

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JUNE 17

market facts like . . .

published in

Reviews of New Pop Records

Continued from page 49

*** What Makes a Man Turn His Back on God SPECIALTY 915-This question is posed

Merits strong exposure. (Pathway, BMI)

*** All of My Burdens Bossie Griffin is featured here. The thrush has style and range, which will be instantly recognizable to discerning fans. (Venice, BMI)



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HOLLYWOOD 46, CALIF.

ALEX BRADFORD & BESSIE GRIFFIN | THE RAYMOND RASBERRY SINGERS *** Every Round of the Ladder (Parts 1 & 11)

SAVOY 4118-Moving readition of a fine in slow-paced and dignified fashion. Lead spiritual is presented by a fem voice with singer is a gasse, having taste and class, good chorus assistance. Organ and plano are featured in the backing. Side two is a more thythmic version of the hymn, (Planemar, BMI)

> *** We're Gonna Have a Time SAVOY 4120-The Ward Singers render the gospel in joyous fashion. Rhythm accompaniment is perfectly suited to the happiness of the theme. One of the strongest in this

> *** We Shall Be Changed Swift spiritual is presented vigorously by the fem group. This, too, is in a happy vein and is just as attractive as the flip. (Savoy, BMI)

THE GOSPEL STARLETS

market in a while. (Savoy, BMI)

*** A Worker for the Lord TUXEDO 929-There's a virtuoso performance in the shout tradition on this wax. It's a poundin', upbeat gospei item, Lead has a young sound. Fine wax. (Ford, BMI)

*** Dear Lord I Pray A slow and methodical item, full of soul, The young lead is again in form, A splendid group. (Ford, BM1)

THE HIGHTOWER SISTERS *** He That Believed in Me

GOSPEL 1022 - A strong one with a rhythm that's very pervasive. Interplay between lead and the chorus makes an arresting side. (BMI)

** After I've Done the Best I Can Lead singer has considerable range and with chorus and organ behind him gets tervor into the side. (BMI)

ALEX BRADFORD & THE MEN OF SONG

*** God Searched the World SPECIALTY 916-This one gets going immediately with an infectious beat, the wonderful voices interweaving a complex har- ROSCO GORDON mony. A real, handclapping gospel side. (Pathway, BMI)

** The Man Is Wonderful The chantress' semi-recitative is answered by the full chorus, as she tells of the glories of Josus. A stately, affecting prosentation. (Pathway, BMI)

Country & Western

CONNIE DYCUS *** I Know

COLT "45" 1005 - Countryish ballad is nicely handled by the chanter. Bright, shuffle-pace backing features guitars and uke, Side can move for pop and c.&w, coin. (Mayflower, BMI)

** Please Mister

Wooper tells a story of an encounter in a barroom. Countryish in feeling, but it could attract pop interest also. Tune la a honkytonk. (Mayflower, BMI)

STANLEY BROTHERS ** The Memory of Your Smile

KING 5210-Plaintive vocalizing on a moving weeper. Worth rural spins, (Lois,

* Suwance River Hondown Bouncy hoedown is wrapped up in lively fiddle solo work. (Lois, BMI)

DOYE O'DELL * If the Devil Wants to Talk

SAGE 297-O'Dell turns in a bright and swingy sacred tune. He's assisted by a vocal group with rhythm backing. (Sage & Sand, SESAC)

** Everybody Likes a Little Lovia' A bouncy thythm tune by O'Dell which states some fairly obvious truths. Fair chances, (American, BMI)

The following records, also reviewed by The Billboard music staff, were rated

BUDDY AND LENORD: Son, Did You Listen to Your Mother/Separation Day-

THE BURD FAMILY: I See You, Only You/Divie-Hearted Lee-Logend 103

THE COBEL FAMILY * I've Been Happy Since the Day He Set Me Free

RIDGECRESI 1105-Sacred thome is carried by a fem member of the group. It's done in traditional style, and should attract some sales in this market. (Popr. BMI)

** It'll Be You Same comment. (Peer, BMI)

VAUGHN FAMILY ** Tell Me Mommie

C and P 104-The kiddle asks mommie why tears are in her eyes, the lyric explains that daddy has gone to heaven, where he will be seen some day. A weeper in the traditional style. (Rolling Hills, BMI) ** Heavenly Chimes

Melodic and with a lilting quality is this sacred side. (Raper, BMI)

RAMSEY LEWIS TRIO

*** Song of India ARGO 5336-The Ramsey Lewis Trio sells their own special version of "Song of India" with much vitality, with Lewis featured on plane. It should do mighty well on lazz boxes. (Iraci, BMI)

*** I Love Paris Same comment. (Buxton Hill, ASCAP)

Children's

SONS OF THE PIONEERS *** (I've Come to) California RCA VICTOR WBY 100-Here's a batch of bright theme music from the TV series. "The Californians." It's upbeat and happy and the boys are accompanied by a banjo and harmonica. Kids will like. (Four Jays,

** Out in Pioneertown

ASCAP)

A pretty westernish melody is sung in slow, lazy tempo by the Pioneers. Has a pleasant vocal sound but the message doesn't seem too closely identified with kiddies. (Tim Spencer)

THE HON'Y DREAMERS

* Sandy, The Soundman (Parts I & II) RCA VICTOR WBY 98-This is all about the man who makes the sound effects on radio, and TV. It uses various of same such as phones ringing, birdies singing, etc. Group sings with simple rhythm group support. Moderate kiddie appeal. (Brighton, ASCAP)

Rhythm & Blues

** A Fool in Love VEE-JAY 316-Gordon sings in okay fashion on this ballad. He is backed by a small rhythm group. Fair chances. (Tollis, BMI)

** No More Doggin' A moderately swingin' blues effort by Gordon. Has an old style sound. (Modern, BMI)

The Formula

Continued from page 3

"personality" jocks needing to be an integral part of the community" was Joe Finan, KYW, Cleveland. "The closer and more favorable relationship established by working in the area of public service," said Finan, "the greater the reward for the disk jockey, the station, the sponsors and the THE WAY I WALK radio industry as a whole."

Speaking out against "chart programming" was panelist Dick Mar-tin, WWL, New Orleans, who said: "The opportunity to project an individual personality, thereby enhancing his ability to sell his station and his sponsors has, it seems to me, been decidedly submerged; yea, condemned, by the lead goat TRY MY ARMS known as chart programming. Martin also voiced the belief that the trend in radio programming is getting back to personality jocks.

Bill Stewart

Continued from page 3

have major expansion plans calling for ownership of seven radio outlets, the maximum permitted. Negotiations are understood to be under way for new outlets in several key markets.

Effect of the hiring of Stewart by Metropolitan prexy John W. Kluge to oversee the historic WNEW operation raises questions about possible changes in that outlet's traditional pop and non-top-

40 format. The fact that the TV outlets operated by Metropolitan have considerable experience with video jockeys also raises the provocative question of whether so-called "formula" broadcasting may now also be applied to indie television operations in the future.



· Continued from page 43

CAP AND GOWN

MARTY ROBBINS (Aberbach, ASCAP) LAST NIGHT ABOUT THIS TIME (Marty's Music, BMI) Robbins has two hot bets with these strong sides. "Cap and Gown" is a pretty, Latinish theme with timely appeal. "Last Night" is a song about a reminiscing gent. Performances on both sides are nicely backed by an ork and Columbia 41408

SHUFFLIN' ALONG



THE VIRTUES (Aqua, ASCAP) FLIPPIN' IN (Tone Craft, BMI) The Virtues have hot follow-up sides to their current big

"Cuitar Boogie Shuffle." Both are contagious instrumentals spotlighting twangy guitars over rockin, rhythm backing.

The danceable sides bear watching.

Hunt 327

TO A SOLDIER



THE TASSELS (Monument, BMI) The chicks have a strong side. The lead voice is telling about her loneliness since her "soldier boy" has gone overseas. Side has a recitation by the soldier on the reprise. It's already moving in some Eastern markets. Flip is "The Boy for Me," (Monument, BMI). Madison 117

PORTRAIT OF LINDA RONNIE HEIGHT (Pattern, ASCAP)



IT'S NOT THAT EASY (Pattern, ASCAP) Height can have big ones with this likely two-sider, "Linda" is a slow ballad tribute to a gal. "Not That Easy" is also a ballad, but the backing is in a Latinish vein. Warbling stints on both attractive.

REMEMBER WHEN?



THE PLATTERS (Porgie, ASCAP) Lovely ballad is given a stirring vocal by Tony Williams with excellent backing by the group. It's a potent side that should coast in. Flip is "Love of a Lifetime," (A.M.C., Mercury 71467

I'LL BE SATISFIED



JACKIE WILSON (Pearl, BMI) Wilson sounds chart bound again with this pleader rockaballad. It's in gospelish style, and the strong warble is backed by organ. It should follow the path of his previous clicks. Flip is "Ask," (Allied, ASCAP). Brunswick 55136

BACK IN THE U. S. A.



CHUCK BERRY (Arc. BMI) MEMPHIS, TENNESSEE (Arc, BMI) "Back in the U.S.A." is a pounding rocker blues, and Berry belts the tune with rhythmic zest. Flip, "Memphis," is a ditty about a guy trying to get the number of his gal from information. Fine guitar backs the vocal. Both

JACK SCOTT (Starfire, BMI)

are contenders.



MIDGIE (Starfire, BMI) Scott appears to be back in hit form again with these two fine outings. "Walk" is a strong rhythm side, and the chanter handles the material solidly. "Midgie" is a swinger about a cute chick, and the side really moves. Carlton 514 Both are contenders.



THE FOUR PREPS (Morris, ASCAP) BIG SURPRISE (Lor-Bell, ASCAP)

"Try My Arms" is a haunting, lovely ballad that is expressively rendered by the Preps over good ork support. "Big Surprise" is a sprightly, tune-slanted tune that is also delivered to strong effect. Both can take off.

Capitol 4218

Chess 1729

THE CHAIR TOMMY DEE (American, BMI)



HELLO, LONESOME (American, BMI) Dee uses a talk-sing approach on "The Chair," a countryish tune on which he is supported by Carol Kay. Tune tells of a barroom brawl that has unfortunate consequences. "Hello, Lonesome" is also in a country vein, and Miss Kay also figures strongly on this side. Both should also attract c.&w. coin.

LITTLE GIRL RITCHIE VALENS (Kemo, BMI)



WE BELONG TOGETHER (Figure, BMI) The late artist's newest platter should catch strong play. "Little Girl" is a medium-beat rocker that is done up in good syle. "We Belong Together" is a fine treatment of the tune that was a big one for Robert and Johnny last year. Disk is part of a series of special memorial releases on the artist.

DJ Group Mulls Nat'l Org German Cat

· Continued from page 3

tee. Gavin volunteered to continue to act as a relay point for these organization. service.

deejays were not yet ready or mature enough to organize themselves, but that in four or five years this might be possible. These included Paul Cowley, of Louisville; Don Tibbetts, of WGIR; Steve Wayne, of Allentown, Pa., and Leo Mc-Devitt, of Clearwater, Fla., several sylvania, said he personally would of these paid tribute to the way the present convention was run by the Storz people and some said that the relatively light attendance at the session indicated a lack of interest in the subject of an organiza-

Others took a somewhat different position. Lester Gould stated that the session, coming after a hard night, a long day with a 7:45 a.m. start, the competition of the sun, and too little advance notification, could not be expected to have a strong turnout. But he noted that he attended meetings of the NAB where 29 people voted for 3,900. He urged continued plugging.

D. Kilpatrick, of WSM, offered the assistance of the country music association members present. Jim



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tinue to communicate with each | Hawthorne, of Hollywood, said other as an investigating commit- those DJ's who participated now would be the nucleus of the future Scott Muni, messages via his jockey mailing WMCA, New York, proposed that a proper project could be the strug-Several jocks said they felt that gle against juvenile delinquency, and said such a group could straighten out teenagers if properly organized.

Several speakers spoke about whether jockey groups should seek contributions from record companies. Pete Wambach, of Penncontribute \$1,000 to get the organization rolling if record companies were not admitted to membership other than as associate members. Buddy Deane, of Baltimore, said jocks are difficult to get to support an organization financially. Archie Blever, of Cadence Records, charged that the head of a now defunct jockey group had System Prizes once notified record companies they were assessed a certain figure; he added that he felt the present convention had "degenerated into a social clambake," and that he was afraid proponents of an or-Clayton, of Boston, supported the men receive 10 points for each LP idea of a loan from record companies to be repaid from dues. He voiced unhappiness at The Billboard stories about the former or ganization mentioned by Bleyer.

Bill Gallagher, of Columbia Records, told the attending jocks to feel honored they were present, and to set up their own standards and principles, and that mutual benefits could accure to jocks and . Continued from page 3 record companies. He said record firms will "pour a lot of booze" at this convention, and urged that this money be spent more usefully. Discussions and demonstrations pertinent to making and playing records would be more valuable than a carnival atmosphere, he said.

Hal Cook, of Warner Bros. Records, said his firm would be glad to help an organization in any way, and paying tribute to Storz' sponsorship of the meet, urged the jocks to help get Storz off the hook financially by organizing.



Victor Guest

NEW YORK -- Werner Muller, top German ork conductor and recording artist, will arrive here from Hamburg Wednesday (3) as guest of RCA Victor. Muller formerly was associated with Polydor (Deutsche Gramophon) and was released here on Decca.

Herbert Grenzabach, a.&r. chief of German Decca, and RCA Victor's Steve Sholes, recently cut a new stereo LP with Muller. The artist now has a German hit of "Guitar Boogie Shuffle." The Shapiro Bernstein tune is published in Germany by Musikverlag, a firm operated by Paul Siegel, who recently quit the Brill Building scene to live in West Berlin.

Electro Point

NEW YORK -- Elektra Records has launched a special summer incentive program for distributor salesmen, which calls for the awarding of merchandise prizes ganization were idealists. Bob based on a point system. Salessold and 150 points for each window display they place which remains intact for at least 10 days. Nobody comes out first, according to prexy Jac Holzman, .t rather salesmen are awarded prizes on the basis of points earned.

No Guarantee

the strictest of the "formula programming" radio stations.

However, what is possible, he said, is the use of certain elements experience and solid judgment . . in a setting in which they belong, naturally and comfortably for their

most effective use." Unfortunately, he said, most in-dividuals who take pro or con positions on the subject of formula radio are talking about a panacea rather han "creative, imaginative, disciplined programming." Any broadcaster who has acheived success also is, "without exception," a formula broadcaster no matter what his type of programming. The other type of broadcaster, he said, operates "without plan or thought" and borrows ideas from other sources. Krelstein wound up admonishing that "there always has been formula radio of some sort but there never has been and

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AD DEADLINE JUNE 17

What phono price range accounts for the record-selling phono dealer's biggest dollar volume?

Diners' Disk Club Signs Up Vanguard

HOLLYWOOD - Vanguard Records last week became the latest firm to sign with the Diners' Record Club. This marks the 11th known diskery to join the multilabel record club which will be launched by the credit card firm. Others are expected in the fold before it starts distributing product to members.

As exclusively revealed by The Billboard recently, the Diners' Record Club will recruit members via dealers as well as direct mail, with dealers sharing the profits of club membership purchases. The Diners' plan differs from the existing club dealer tie-in in that members will have to pick up some of their albums at the stores as opposed to receiving the selections by direct mail. This, Diners' claims, will boost and maintain store traffic. (The Billboard, April 20.)

Lee Palmer Heads **New Dynasty Label**

HOLLYWOOD--Dynasty Reccords, a new label, is being launched, with Lee Palmer, ABC-Paramount label's Western rep, at its helm. Corporate structure lists Irving Moss as prexy, and Palmer as exec veepee and general manager. Moss is a disk biz newcomer, with most of his background in supermarket, food and real estate fields.

Label will concentrate on pop product, releasing both singles and albums. Palmer is currently setting up distribution. Artists and distribs will be disclosed later.

Palmer's replacement at ABC-"determined thru trial and error, Paramount hasn't as yet been named. Label's regional meeting is scheduled here for July 27 at which time AM-Par prexy, Sam Clark, and sales veepee, Larry Newton, will be here to introduce the new Western rep.

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GIVE TO DAMON RUNYON CANCER FUND

N. Y. Theme Park Plans Told; Shape In U. S. Contour

City Officials Praise Scheme; Plan Historical Layout, World's Biggest

ally been lifted on Gotham's big by Webb & Knapp, Inc., and amusement development in the leased therefrom. The realty firm Bronx which bids to outstrip Dis- envisions a 600-room motor hotel neyland in both size and investment. Site planning is in progress now by the Andrews & Clark engineering firm, which estimates cost of planning, surveying, land fill change Commission, asking permisand leveling at \$1,500,000.

Work will be under way shortly on construction, but actual groundbreaking will not be until the summer. Tentative plans call for a fireworks gala on the evening of July 4 for this purpose. The pyrotechnics will stress Freedomland's (the park) U. S. outline, plus a moving golden shovel.

Marco Engineering Company reported that equipment companies share in the park's production, and that "several" ride firms will turn REVIVES RODEO such as ride manufacturers, will guises of ferryboats, buckboards, antique autos, sternwheel boats, covered wagons, mine trains, orebucket sky lift and others.

86 Acres for Amusements

It was pointed out that Disneyland has 168 acres thus far developed, of which 100 are for parking. Freedomland will occupy 212 acres, making it, hands down, the world's largest theme installation. Of the total acreage, 86 will be used for entertainment and merchandising, 10.5 for administration and services, and the remaining 115.5 for parking.

This latest development is one in Marco's expanding activities in the park field. Pleasure Island, Wakefield, Mass., outside Boston, will have a press kickoff June 21, benefiting the Boys Club of Boston, and the public will start viewing the combined Western-piratewhaling village layout the following day. In Miami, Marco is stirring up interest in a Discoveryland piratenautical park, whose location is still to be announced. The pirate Jean Lafitte will play a key theme part in the \$5,000,000 development.

exclusive of costs of land, whereas was \$17,000,000.

Freedomland will be on the resented. The event was held

NEW YORK-The lid has fin- southern part of 400 acres owned on the remaining land.

> Principals listed in the application of International Recreation Corporation to the Securities Exsion to offer 2,250,000 shares of common stock to the public at \$11 per share, are:

Gerald W. Blakely Jr. and Robert C. Linnell, president and senior officer respectively, of the Cabot, Cabot & Forbes investment house, Boston.

Peter Demet, Coral Gables, Fla., and Herbert Lee, Boston, president (Continued on page 55)

PORTLAND, ORE., AFTER 7 YEARS

PORTLAND, Ore. - The once-famous Portland International Rodeo this year will be revived after a gap of seven

The PI building has been modernized after years of nonuse, and 11 performances will be held here October 17-24. A purse of \$11,000 is expected.

Christensen Bros. will bring their stock to this city after the Western Washington Fair at Puyallup, Wash.

DISNEYLAND SKEDS 160 TV SEGMENTS

ROCHESTER, N. Y. — A Kodak-sponsored tour of Disnevland will be shown on 160-odd outlets of the ABC-TV network Monday (15) from 7:30-9 p.m. Entitled "Kodak Presents Disneyland 1959," the program will show aerial views, Main Street parade and the newly developed park area. A 147-foot Matterhorn mountain replica is included, plus two bobsled runs, concrete aerial highway with rubber-tired trains, moving sidewalks and air-conditioned touring undersea won-

Jungle Garden Business Up; Cite Road Ads

SARASOTA, Fla. -- James W Shutte, manager of the Sarasota Jungle Gardens, reports his tourist INKS PANCHO attraction exceeded all previous attendance records the past winter. From December thru April, paid admissions soared 30 per cent above any former level.

Good winter weather and an expanded highway sign program contributed to the healthy increase, he said. A summer dropoff is normal tor this area, but Shutts expects his full-year attendance mark to top 60,000.

A successful innovation was sellthe attraction as frequently as they wish during their stay in the area.

(Continued on page 55)

SEE STATE AID

Georgia Fair Assn. Short Course Clicks Cowtown Sets

The Bronx park will run about to this year's short course of the Rock Eagle Park. \$19,000,000 for construction alone, Georgia Association of Agricultural Fairs was most encouraging, with the announced Disneyland figure increases of 14 per cent in attendance, and 44 per cent in fairs rep-

EATCNTON, Ga. - Response | Monday and Tuesday (18-19), at

The turnout was 80 people, compared with 70 last year, and 23 fairs, an increase from 16, secretary Joe Pruett reports. The association has 43 member fairs out of a potential 68.

It was brought out that the association is closer to receiving State aid than ever before, haveing been invited to put in a bid for a certain percentage of the agricultural premium list offered by each fair.

Presiding was Bill Benton of (Continued on page 55)

KNOXVILLE FAIR SIGNS CASH, SANDS, WAKELY

KNOXVILLE, Tenn.-In a marked departure from past policy, the Tennessee A. & I. Fair here this year will present an array of names and name attractions in its amphitheater, Leonard Rogers,

The six-day run has been divided into three two-day segments, with each offering a change in headlined attractions.

Johnny Cash and Jimmy Wakely will head the bill the first two days, with other acts including Barbara Autry, rope-spinner; Tippy and Cobina, monkey-chimp act, and the Miriam Sage Dancers.

Tommy Sands will top the offering the following two days, with Francis Brunn, juggler; the Birk Twins, acro; Tippy and Cobina; Emsee Johnny Matson, and the Miriam Sage Dancers also on the bill. The Truth and Consequences TV show will comprise the

program on the closing two days. A local orchestra led by Billy Williams will provide the music during the first two of the six-day segments. The Sage Dancers

will offer different routines and costumes in those two segments. The amphitheater shows will be presented on a two-a-day basis on four days, with three performances, a matinee and two night shows, scheduled for two days-Monday and Wednesday, the first

All of the amphitheater attractions were booked thru Eldred Stacey of Music Corporation of America, Chicago.

and third days of the run.

FIGHTLESS BULL FIGHTS

WILLIAMS LAKE, B. C. -One of the attractions at the 33d annual stampede this year at Williams I ake will be 15 head of horned cattle from Mexico, together with a bull fighter.

However, there wil' be no bull-fighting. The matador is one of three coming to Canada this summer to clown at various rodeos.

Brahma bulls also will be included in the stampede attractions.

NEW MEXICO FAIR INKS WESTERN BILL

Gunsmoke Trio, Bat Masterson, Dale Robertson Set for Rodeo

TV Western names, instead of a stunts and acts in which horses, single name, as headliners of its motorcycles and automobiles will rodeo in its Coliseum.

fair manager, announced are Ches- U. S. Army Air Force Band will ter, Doc and Kitty of "Gunsmoke," in for the first three days; Bat Caw offering, according to Barron, Masterson, of the video program of will have a cast of 25 Hollywood that name, for the following day, and Dale Robertson, of "Wells

Fargo" for the next three days. another Western name for the closing two days, Barron added. dark at night.

Chester, Doc and Kitty were booked in thru Mike North, Bat provide the midway attractions. Masterson by Clyde Baldschun, and Dale Robertson by the Beverly Hills office of Music Corporation

The rodeo, the nightly Coliseum feature of the fair, again will be produced by Lynn Beutler.

The Coliseum will be used for paid matinee attractions at the

Regina Ex To Play Up Name Lures

Carrillo, vet movie-TV performer considerable other facilities that and sidekick of the Cisco Kid, has been signed to give a name lift to ing non-transferable season tickets the first two days of the Regina most successful held here from evwhich permit the holders to visit Provincial Exhibition here, opening

> Gordie Tapp, Bob Goulet and awarded return contracts for this Juliette, to be in the city for fall. CKCK-TV anniversary observance, will entertain in front of the grandstand prior to the Barnes-Carruthers revue on the third and fourth days of the fair.

Carrillo will be in the Children's (Continued on page 57)

WEST HEMPSTEAD, N. Y.— Joe Daly has arrived to handle publicity, advertising and program for the June 20-28 showing of the Cowtown (N. J.) Rodeo in Island Garden Arena, the Whitey Carlson building on Hempstead Turnpike

ALBUQUERQUE, N. M.—The fair for the first time. A show New Mexico State Tair here this to be staged by Bill McGaw, thrill year will offer an assortment of show producer, consisting of variety be used, is to be offered in the Already set, Quenten T. Barron, afternoon the first nine days. The be in for the final day. The Mcstunt men.

Running horse races with parlmutuels will be the afternoon Negotiations are under way for grandstand attraction. The grandstand, as in recent years, will be

Siebrand Bros.' Shows will again

Winston Mulls Off-Season **Grounds Use**

WINSTON - SALEM, N. C. — Off-season use of L. fairgrounds is prominent in the thinking of Dixie Classic Fair leaders, manager Neil Bolton reports. The grounds are readily convenient to the city but prime between-fairs activities have been dominated by REGINA, Sask .- Leo (Pancho) the Coliseum, whereas there are can be used.

The 1958 fair was one of the ery standpoint. Attractions such as the World of Mirth Shows and Canadian television performers Aut Sv enson Thrillcade have been

> Fair Commissioners are Tom Rice, chairman, Atwell Alexander. Frank Bryant, Wayne Corpening, Alex Galloway, P. Huber Hanes Jr., and Bolton.

\$28,000 Fire Hits Alta. Fairgrounds

EDMONTON, Alta.-Damage estimated at \$28,000 was done Monday (18) when fire of undetermined origin destroyed a horse barn at the Edmonton Exhibition grounds. There was neither stock nor equipment in the building which had been prepared to accommodate horses during the spring race meet. It was the seoond barn fire at the grounds in three weeks. The earlier one claimed the life of a stableman and destroyed five horses.

SAN ANTONE STOCK SHOW NETS RECORD \$60,580

SAN ANTONIO-The 1959 edition of the San Antonio Livestock Exposition registered a net operating profit of \$60,580. the largest on record.

This disclosure was made by President E. W. Bickett at the organization's recent annual meeting of life members.

Bickett said that in each of the 10 years of the show's existence, a profit has been recorded. This year's net, however, was the largest ever recorded, it was noted.

Approximately \$114,000 in life membership funds is intact and on deposit in five banks. All improvements which the show has made at the grounds have been paid for out of annual profits and the show is completely free of debt except for a few outstanding bills, the president pointed out.

All officers and six members of the executive committee were re-elected along with a slate of 385 directors. About 200 life members attended the meeting, the largest number ever to attend the annual conclave.

Dates for the 1960 show are February 12-21.

SWIM REVIEW

'Watercade' Show Open in Fla.; Fast, Well-Framed Set Thru Oct.

By IRWIN KIRBY

JERSEY CITY, N. J. — The new "Poliday Watercade" production, fresh from its Greenville, S. C. arena debut, started a sixd.v run in Roosevelt Stadium on Tuesday (26) with still another debut: its initial effort before an outdoor crowd. Show went from here to the fairgrounds in Green-

wood, S. C.

South Carolina date, as did fair and arena figures who had contracted the show and expressed a natural curiosity over the package they had bought. It is not surprising that none was reportedly disappointed, for the summation, fair by any standard, is that Lenn Laden has built himself a fun-loaded, eye-pleasing unit. Satisfying for all ages, it displays kn wledge and skill in all departments.

Performance time is two hours flat, including 15-minute intermission. In this space of time Laden offers a fast show, heavy on laughswimming and diving skills, tank and stage choreography, and variety acts. If there is a weak sout hiding in the performance its detection is a matter for Scotland

Yard, not a show critic. the performance but also in the ons, press and promotion; Adelaide property department, where a swim | Lioi, costume design; Adele Mctank, diving tank and 32-square- Closkey, associate water chorefoot-stage have a freshly built look ographer; George Chergotis, direcstars-the lighting effects created Adele Moderne, wardrobe; Tim thru illumination of frosted Lane, properties. squares of plexiglass, framed in

tank. backed by lighting, are altered vocal; 7. Athos Dar to, evolution ramps. by console controls into numerous of speed strokes, commentary by color combinations which are in turn gentle, sharp, unobtrusive die Rose and Laden; 9. Bitten Berand gaudy, as is required. Fountains in round plastic pools float in the main tank's four corners. Fantasy, dance production, with in the main tank's four corners. Fantasy, dance production, with Over-all length of the tanks and Suzanne and Martha Ann Bentley; In Sullivan stage is 165 feet. Ballet pool is 12. Howard and Randall, acro-55 by 34 and four and a half batic posing; Intermission. feet deep. Diving pool is 32 feet in diameter and seven feet deep, of steel paneling. First-grade materials-pipe framing, heavy ply-comedy; 16. Chet Clark, harmon-wood, light towers, steel paneling ica; 17. Salute to Hawaii, strobeand supports-is used thruout. Ed lite water ballet, Aqua-Chorines, Gillen, long-time water comedian, turned out the tanks. Entire layout goes up in 6-8 hours.

Opening night in Jersey City saw a strong performance lavished on a meager crowd of 1,000 or so. Two Elks clubs worked the advance. Show was routed by baggage car and Pullman to the fairgrounds in Set for June 10-13 Greenwood, S. C., then had a

Show. Rose Hi-Jinks a Standout

working with emsee Laden, is a visions.

one - man mirth gang. Suzanne Dore combines winsomeness, delivery skill, cute French accent and a strong, steady soprano voice that carries perfectly. Martha Ann Bentley shows the ballet capabilities for which sh has become known. Swedea's Bitten Bergen shows off her ballet swim strokes, which lose effectiveness in one sequence thru distraction from water reflection of the poolside lighting. Speculative buyers took in the A spotlight on the dark pool would add effectiveness.

Variety numbers include the posing-balancing act of Howard and Randall, and Chick Clark, talented 'armonica artist with an overly nervous torso. For serious and comedy diving skill, there are Athos Darigo, Charlie Aitken, Mitch Drake, Charlie Diehl and Johnny Edwards, all capable professionals. There is a 14-girl swim and dance line, and nine-member orchestra led by musical director Mort Newburgh. Costuming is new and colorful.

Pacing is swift and pleasing; provoking water - stage nonsense, Laden seems to have capitalized on a basic formula which carries the performance along surely, on a mirthful pitch: when in doubt,

use Eddie Rose. Staff has Laden, producer; Bernard Gurtman, assistant; Bob La-The show sparkles not only in den, company manager; Jesse Lyabout them. In this inanimate di- t and scenic designer; Leo Burke, vision is one of the show's silent lighting, aided by Mike Demko;

Performance rundown was as folaluminum. These panels line the lows: 1. Overture; 2. Mardi Gras base and background of the tank, dance production, the Aqua-Chorthe rear of the stage, the twin div- ines; 3. Martha Ann Bentley, "Haring platforms and the round diving lequinade" ballet; 4. Gay Paree water ballet; 5. Holiday Water-Thruout the show the panels, clowns, diving; 6. Suzanne Dore, H. Jones Jr. and Harry Marshall, Laden; 8. Piano and comedy, Edgen, solo synchronized swimming; 10. Olympic diving; 11. Arabian

> 13. Roaring Twenties dance production; 14. Parade of old-style swim suits; 15. Eddie Rose, tank Bitten Bergen and Howard and Randall; 18. Olympic diving; 19. Charlie Diehl and Eddie Rose, diving hijinks; 20. Finale.

Bryan, Tex., Rodeo

BRYAN, Tex. - The annual big date ahead the June 16-21 Bryan Youth Rodeo will be held Los Angeles (Calif.) Dairy Stock here at the Saddle Club Arena June 10-13, with \$3,000 in prizes available. The rodeo will be open The list of credits is a long one. to high school students and 1959 Veteran water comic Eddie Rose, graduates, with boys and girls di-

Gates Stunter

COLUMBUS, Ga. - The new Buddy Gates "Hell Cats" auto thrill show got rolling Wednesday (13) in Florida, featuring all-girl drivers and white-painted Renault Dauphine automobiles. First few days were wet ones, starting with the debut in Sarasota, where business was termed fair despite rain.

Rain dogged the show on both days at Hialeah Speedway, Thursday and Friday (14-15), with the Friday performance a rain-out. Key West followed, on Sunday.

Bookings are virtually solid thru October 17, with bulk of the advance work being handled by Richmond Cox, veteran outdoor publicist. Work has been contracted in Alabama, Georgia, the Carolinas, Virginia, Maryland, Pennsylvania, New Jersey, New York, and all New England States except Rhode Island. Most dates are set and the few pending will give Gates a 115-date season in his initial tour.

Cox said fairs definitely contracted include Peterboro, Belleville and Lemington, Ont; Marshfield and Greenville, Mass.; Lowville, N. Y.; Union and Lewiston, Me.; Lancaster, N. H.; Tunbridge, Vt.; Richmond, Petersburgh and Chase City, Va.; Rocky Mount, Greenville and Shelby, N. C., Greenwood and Rock Hill, S. C., and others.

In addition to Gates, personnel includes Richard Gladitz, general manager; Richmond W. Cox Jr., general agent and press; Don Woods, emsee; Max Bertel, clown; Smokey Drolet, Maritella Woods, Nell Dupree, Cindy Owens, Wava (Shorty) Conard, Dean Lang and Gages, drivers; Maritella Woods, car-top aerial perch; Corky Conard, track boss; D. H. Steele, ramp foreman, and John A. Reed, James

Castle, Brenn USSR Visit

NEW YORK -- Hubert Castle, wire act, and Eric Brenn, plate spinner, will be the only circus acts to accompany Ed Sullivan's unit which will appear this summer at the Moscow Trade Fair. The show will be presented August 3-23; acts leave by plane on July 28. During the period Sullivan will film a program for U. S. telecasting, resulting in additional revenue for the acts.

Castle will be with Sullivan for a four-week appearance at the Desert Inn, Las Vegas, starting June 30. Brenn has been signed only for the Russian date. There will be other acts in the unit, such as Marvin Roy and Dick Contino, but no other circus folk.

Jr. Rodeo Riders **Get Insurance**

ABILENE, Tex.—The American Junior Rodeo Association, Inc., has announced a nation-wide contestant insurance program for all approved amateur junior rodeos in the U. S.

As a result of data compiled by the Little Britches Rodeo of Littleton, Colo., the insurance provides \$500 hospital and medical payments plus a \$1,000 death benefit. There are more than 150 AJRA membership rodeos in the country.



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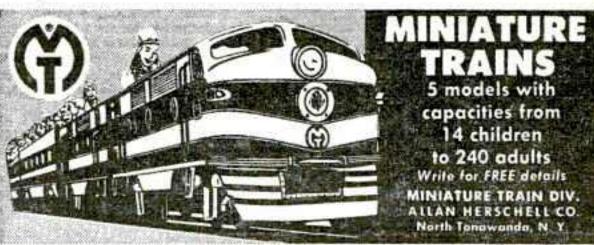
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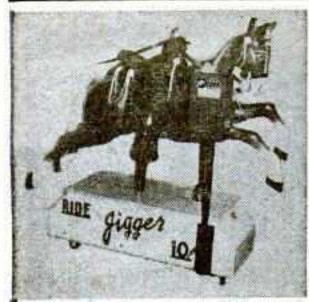
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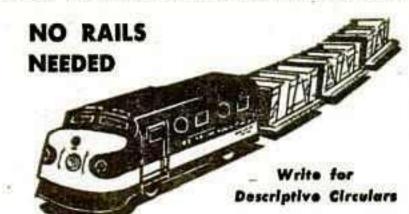
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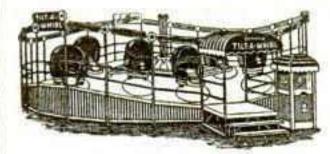
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ARENAS & AUDITORIUMS

New Icer Designed to Win In Different Towns, Arenas

By TOM PARKINSON NEW ICE SHOW opened last week in Hammond (Ind.) Civic A Center, a newcomer that offers several points that are new or different. It is the International Ice Review, produced by Tom Parker, whose other activities include the promotion of the Cristiani circus in Chicago and Los Angeles.

The show is framed to play places that don't get the principal icers. It is small, tho-as with the new-trend cars-it is probably more descriptive to say "compact," because it is significantly larger

than most units that have played fairs and hotels. International is playing a great number of one-day stands.

It is appearing usually under sponsorships and it currently is using telephone promotions in numerous stands.

Parker's current tour is for six weeks, which will take it into Illinois, Wisconsin, Minnesota and Michigan. Early stands have the show in such typical buildings as the Dixon Armory, Urbana Armory, Jacksonville High School Gym, Quincy College Gym, Knox College Cym at Galesburg, and Wharton Fieldhouse in Moline, all Illinois, and the Cedar Rapids (Ia.) Municipal Auditorium.

The cast includes Howard Bissell and Jerry Farley, the Paul Le Ducs, George Simpson, Art Newman, Norman Crider, Les Muller, Raymond Browning, Dave Park and a line of eight girls. Almost all of the cast has been with major icers and hotel shows. Company manager is Harry Hirsch.

In all there are 23 performers, and the star of the show is young Audrey McColl, champion figure skater of Scotland.

Additional personnel is held to a stage electrician, stagehand, spotlight man, two rink men, wardrobe mistress, unit manager, truck driver and the advance.

Beyond the current six weeks' tour, Parker has extensive plans and a good start on the bookings to materialize them. The show reopens September 10 and then expects to stay out "continuously." It has booked the first nine of a projected season of 40 or 45 weeks. By early 1960, Parker expects to have a second unit formed to play the West Coast.

The show is leapfrogging two rinks, one 28 by 31 and one 20 by 30. There are plans for a larger rink soon. Similarly, the initial background and masking are to be replaced with a set that is to be of new design and new combination of materials. The show pleased good crowds of up to 3,000 each at a three-day stand in Hammnd, and the refinements scheduled give promise of greater success.

Parker, familiar with buildings thru earlier indoor circus connections and prior show promotions in Texas, has been aiming at this sort of an arena show for some time.

HE BELIEVES THERE is a profitable field for this and other new shows in the auditorium-arena field. And certainly his efforts and investment are in line with the expressed desires of building managers who seek more attractions for their locations.

Auditorium, Fairgrounds Events Score at Lincoln Centennial

here recently attracted an esti- Plains," \$25,000. mated 500,000 persons to various events.

A stageshow and dance, headed by George Gobel, drew a paid crowd of 4,573 to the Pershing Memorial Auditorium. It set a one - night gross record of \$23,840.50 with a top single admission of \$12.50.

A day-afternoon rodeo at the State Fairgrounds attracted 3,500 at both performances. A square dance festival pulled 2,700.

Highlight of the free entertainment was a two-hour parade, watched by 150,000. A follow-up Western parade added 25,000 onlookers.

Local actors and TV's Robert Culp, of "Trackdown," played five nights in a production called "Tower on the Plains." It had a gate of 17,042 at the Auditorium.

Single carnival acts were hired for suburban specials. The Art B. Thomas Shows came in, along with more rain, for a week's run in a neighborhood promotion following the Centennial.

Along with Gobel on the recordbreaking single show at the Auditorium were Vernon, Bumpy and Company; Nip Nelson, a comedian; the Step Brothers, the Freedom Chorus and Jan Garber's band.

Both this show and "Tower on the Plains" reportedly showed some

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LINCOLN, Neb. — Despite a profits. Expense estimates for these series of rain storms, the nine-day productions were Gobel show, Lincoln Centennial Celebration \$20,000; and "Tower on the

New Auditorium At Austin Tabs Big Ice Crowds

AUSTIN, Tex.—Austin's new Municipal Auditorium drew about 30,000 people during a nine-performance run of "Holiday on Ice." This was "Holiday's" only Texas stand while en route to Mexico City.

Building manager F. W. Vickers said that the show played to capacity crowds at all performances. For four of those showings, extra seats were filled also. Stand was sponsored by the Civitan Club.

The building is a theater-type structure and to handle the ice show the stage was extended some 40 feet into the main auditorium, the sightline from the balcony still allowed a full view of the rink.

Evansville Stadium Names Board Member

EVANSVILLE, Ind.—Clarence J. Alstadt Jr., was chosen to succeed Al Hudson as a member of the Municipal Stadium Board by the Evansville City Council last week. The vote was four for Alstadt and three for Hudson.

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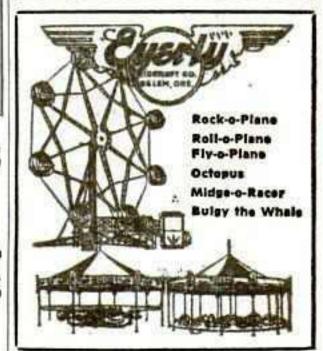
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COPENHAGEN'S TIVOLI OPENS ON STRONG NOTE

COPENHAGEN, Denmark—Tivoli started its 1959 season with heavy attendance despite some rainy days and chilly nights. Pay-gate attendance for the first 18 days (May 1-18) was a bit over 600,645, an increase of 150,430 above that of the same period in 1958.

More flowers, lights and music apparently draw larger attendances and bring in a higher gross. In 1952, Tivoli made use of 72,000 flower plants; in 1959, it will use 115,000. In 1952, there were 51,000 electric light bulbs used for exterior illumination, while this year it will use 85,000. In 1952, the park employed 103 musicians (not including the boys' band or musicians in restaurants), and this year it has more than 150 musicians. In 1952, it had 2,225 employees (including those working for concessionaires). This year it has 2,500.

Prior to 1952 the season attendance record was broken with 3,318,224 paid admissions in 1946. Since 1952 that record has been passed twice, with 4,260,387 in 1956 and 4,181,452 in 1958. In addition, 15,346 season tickets were sold in 1958.

While music and numerous free attractions are big drawing cards in Tivoli, its 23 restaurants and its flower gardens and some 3,000 free chairs, seats and benches in all sections of the park are also trumps. This is clearly demonstrated each season on Whit Sunday, which is a holy day with no music or amuse-

On Whit Sunday, Tivoli and the park restaurants open at 9 a.m., as usual, but close at 8 p.m. Kiddie rides, concession stands and coin machine Arcades operate from noon, or earlier, until 8 p.m. This year the Whit weekend drew big gates-Saturday (16), 47,100; Sunday (17), 31,000, and Monday (18), with some rain and chilly weather, 43,600.

Report N. Y. Theme Park Plans

Continued from page 52

ternational Recreation Corporation, Hutchinson River Parkway and reported as industrialists. Lee is in Bruckner Boulevard (New Engthe shoe business.

Thomas B. Slick, San Antonio, a director, member of a Texas oil family.

C. V. Wood Jr., a director, resident of Marco Engineering Com-

Shaped Like U. S. Contour Freedomland is noteworthy since United States, and what effect this will have on viewers from planes trafficking around nearby Idlewild and LaGuardia airports is obvious. In addition there is the invaluable publicity advantage stemming from this outline, which will lend itself liberally for photographs.

Marco will be building the development, which is scheduled for opening in June, 1960. Public expressions of satisfaction with the park and its location have been made by Mayor Robert Wagner, borough President James Lyons and Board of Education President Charles Silver. Wagner said the park "should help refire the imagination of all those who visit it, particularly the youngsters. I am delighted that New York has been selected as the site for Freedomland. Lyons said the city's Board of Estimate has "done everything necessary" to prepare the way.

Parking will be available for 12,-000 cars. The sprawling area will be populated by a large number of commercial exhibits, as in the case of Disneyland. Sections will portray the entire historical range of American history, with such elements as Western aspects, explorations, the Barbary Coast, the San Francisco earthquake, Civil War, Cape Canaveral, Bunker Hill, Plymouth Rock, Old New York,

Estimates of the potential earnings are reduced from figures reported by Lloyd Settle, Marco's publicity and marketing director. The five-month season, May 15 thru October 15, will see an estimated 4,800,000 gate admissions at prices of 90 cents for adults and 50 cents for kids. Forty per cent, or 2,000,000, will be tourist transients and the rest area residents and other Easterners. In-ground crowds will average 31,000 on typical high days, of which 53 are anticipated. Peak days will find the spot handling its proposed capacity, 86,000 persons.

The site is accessible to the combined 29,000,000 resident and tourist population within the New York City marketing area. It is bounded

and treasurer respectively, of In- by the Hutchinson River, the land Thruway).

See State Aid

Continued from page 52

Savannah, president. In addition to formal talks there was a oneit will be in the contour of the hour brainstorming session among fairs broken into three categories of size. Included in the \$10 fee were registration, four meals and an evening outdoor chicken barbe-

> The following fairs were represented: Albany, Athens, Atlanta, Augusta, Co. yers, Canton, Carrollton, Elberton, Griffin, Hiawassee, Jackson, Louisville, Marietta, Macon, McRae, Monroe, Newnan, Quitman, Reidsville, Savannah, Swainsboro, Waycross, Waynesboro, and Montgomery, Ala., as well as associate me.nbers E. B. Henderson and Bill Bullwinkle.

Jungle Garden

· Continued from page 52

Over 1,000 of these found buyers

the past winter. During the slack season, Shutts

will refurbish and enlarge the gift shop on his premises. Formerly a concession, the shop will be management-operated after its reopening. The parking area will be expanded and additional shade trees planted to shield patrons' cars from the sun.

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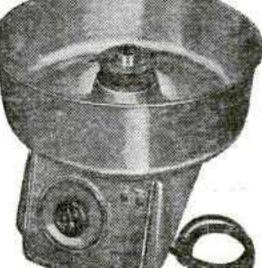
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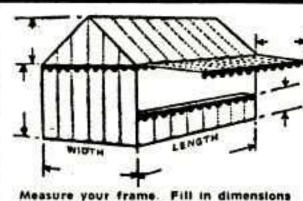
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Carnival Routes

A-1 Amusements: Herrin, Ill. American Beauty: Keokuk, Ia. American Funland: Vaughn, N. M. Amusements of America: Nanuet,

Baker United: Paoli, Ind.; Crawfordville 8-13.

Barstow Amusements: Baden, Pa.; Monaca 8-13.

Beam's Attractions: Barton, Md.; Masontown, Pa., 8-13. Bee's Old Reliable: Berea, Ky.

Bell Ams.: Loxley, Ala.; LaFayette Happyland: Port Huron, Mich.,

Bell-Form: Bristol, Conn. Belle City: (So. 16th & W. Cleveland) Milwaukee, Wis., 1-7; (So. 80th & W. Forest Home) Mil-

waukee 8-14. Bernard & Barry: Tinnins, Ont. Blue Grass: Owensboro, Ky. Blue Valley: Butler, Mo., 3-6; Greenwood 10-13.

Brown, Al: Valley City, N. D., 1-7; Mandan 9-13. Buck, O. C.: Ogdensburg, N. Y.

Buckeye State: Alliance, O. Burkhart: Princeton, Ill., Aurora

Byers Bros.: (7500 Rodgers Ave.) Fort Smith, Ark.; Bartlesville, Okla., 8-13.

C. & H.: Franklin Grove, Ill., Capell Bros.: Durango, Colo., 2-7. Capital City: Maryville, Tenn.

Carl, A. J.: Grand Rapids, Mich., Carroll's Greater: Osseo, Minn., 1-4; Prior Lakes 5-7; Roseville

8-14. Central States: Yankton, S. D. Cetlin & Wilson: Petersburg, Va.

Chanos, Jimmie: Germantown, O.: Fairborn 8-13. Cherokee Am. Co.: Bristow, Okla. Coleman Bros.: Webster, Mass.

Continental: Glen Falls, N. Y. Crafts, No. 1: (Fair) Pasadena, Calif., 3-7; La Mirada 10-14: (Fair) Fullerton 17-21.

Crafts, No. 2: San Fernando, Calif., 4-7; Delano 10-14.

Crafts, No. 3: (Shopping Center) Gardena, Calif., 3-7; (Shopping Center) Inglewood 10-14. Crossroad Ams.: Spring Lake,

Mich., 3-6. D. & D. Am. Co.: Cedar Rapids, Ia., 1-9.

Davidson United: Minden, Ia., 4-6; Atlantic 10-13. Davis Am. Co.: Camas, Wash., 2-6;

North Bend, Ore., 9-14. Deluxe: Hartford, Conn., 3-7.

DeLuxe Rides: (Eavey's Super Market) Fort Wayne, Ind.; Auburn 8-13.

Dickson United: (Trumble Plaza) Warren, O.; (Elm Road Shopping Center) Warren 8-13. Dixey, Raymond C.: Harvey, Ill.,

2-7; Posen 9-14. Dixie Am. Co.: Jay, Okla. Down River Am.: East Detroit, Mich., 2-7; St. Clair Shores 9-14. Drago, No. 1: Wabash, Ind.

Drago, No. 2: Carmel, Ind. Drew, James: Portsmouth, O. Dudley, D. S.: Andrews, Tex. Dumont: Sheffield, Ala., 2-7. Dyers Greater: Carbondale, Ill.

Duquoin 8-13. Eddie's Expo.: Rimersburg, Pa. Evans United: Raytown, Mo. Fair Time: Montebello, Calif., 3-8;

Del Mar 10-July 5. Fera Bros.: Central Falls, R. I.; Providence 8-13. Foley & Burk Comb.: Napa, Calif.,

2-7; (Fair) Colusa 10-14. Franklin, Don: Paris, Tex.; Topeka, Kan., 9-16.

G. & B.: Tunnelton, W. Va. Gala Expo.: Heber Springs, Ark. Garden State: Emmaus, Pa.; Moscow 8-13.

Gem City: Murfreesboro, Tenn. Gentsch, J. A.: Oxford, Miss. Georgia Am. Co.: Fairburn, Ga. Geren, Bill: (Market Square Shopping Center) Lafayette, Ind.,

Glades Ams.: Staunton, Va.; Buena Vista 8-13. Gladstone Expo.: Benld, Ill., 1-7;

Roodhouse 8-13. Gold Bond: Streator, Ill.; Edgerton, Wis., 8-15.

Gold Medal: Keystone, W. Va. Grand American: Fort Madison, Ia. Great Western: Belmont, Calif., 1-7.

Creater Kastl: Thermopolis, Wyo.,

Green Tree: Louisa, Ky.; Hazard Robinson's Western, No. 1: Oak

Griffiths Am. Co.: Manheim, Pa. Hale's Shows of Tomorrow: Kansas City, Mo., 1-8. Hammond, Bob: Houston, Tex.

Hannah Am. Co.: Monongahela, Pa.; Dunbar 8-13.

Hannum, Morris: York, Pa.

Holiday Am. Co.: Marshall, Mo.; Kansas City, Mo., 7-13. Holly Bros.: (North & Elm) Atlanta,

Hottle, Buff, No. 2: Slidell, La. Hunt Am. Co.: (Southway Shopping Center) Muncie, Ind.; (Southgate Shopping Center)

Fort Wayne 8-20. Imperial: Alton, Ill.; Macomb 8-13. Inland Empire: Auburn, Idaho; Lewiston Orchards 10-13.

Ken-Penn: Huntingdon, Pa. Key City: Muncie, Ind., 1-27. King Bros.: Rocky Ford, Colo. Kinney Attractions: (Town &

Indianapolis, Ind. L. & L.: Columbus, Ind.

Lagasse Am. Co., No. 1: Cambridge, Mass. Lagasse Am. Co., No. 2: Dorchester, Mass.

Lagasse Am. Co., No. 3: Wellesley Hills, Mass. Lagasse Am. Co., No. 4: Needham,

Mass. Leeright Midway: Arco, Idaho,

Lindle, Jack: Eldorado, Ill.; Diver-Lone Star Ams.: Dumas, Tex., 8-13.

Luehr's Ideal Rides: Veedersburg, Ind.; Eaton 8-13. Lynn's Midway: Kerkhoven, Minn.,

2-3; Morris 6-8. M. D. Amusements: Phoenixville, Pa., 2-6; Allentown 8-13.

Manning, Ross: Haverstraw, N. Y. Marks, John H.: Newcastle, Pa. Marvel: White Hall, Ill. McKenna's Rides: Manitowoc,

Wis., 3-7. Merchants Jubilee: West, Tex. Merriam's Midway: Webster City, Ia.; Odebolt 8-10; Pomeroy

12-13. Midway of Mirth: Auburn, Ill. Mighty Interstate: Bristol, Va. Mo.-Ark.: Marshfield, Mo., 3-6.

Monarch Expo.: Washington, Mo.; (Fair) Granite City, Ill., 8-13. Moore's Modern: Seminole, Okla. Motor State: Holly, Mich., 1-7. Mound City, No. 1: East St. Louis,

III., 5-6. Murphy's Northern State: Gettysburg, S. D., 1-3; Redfield 4-6; Ispwich 8-9; Hoven 10-11; Mc-

Laughlin 12-14. Myers, Sonny: Lawrence, Kan. New England Am. Co.: Brookfield,

Nolan Am. Co.: Battle Creek,

Mich., 1-13. North American: Aurora, Minn., 4-7.

Northern Expo.: Williston, N. D. Novelty Expo.: Leavenworth, Kan. P. & J. Ams.: Navarre, O., 6-7; Girard 12-14.

Page Bros.: Mount Sterling, Ky. Palmetto Expo.: Rockingham, Pan American: St. Martinsville,

Parada: (Midtown Amusement Center, 5th & Maiden Lane)

Joplin, Mo. Penn Premier: Dravosburg, Pa. Peppers All States: Lynn Haven,

Peter Paul: Shullsburg, Wis.; Belleville 8-13.

Powelson Am. Co., No. 1: Bellaire, O.; New Martinsville, W. Va.,

Powelson Am Co., No. 2: Newcomerstown, O.; Columbus 8-13. Powelson Am. Co., No. 3: Marietta,

Prell's Broadway: Waynesboro, Reed Amusements: LaFollette,

Tenn.

Reid's Colden Stan Lafayette, Kelly-Miller: Kingman, Kan, Tenn,

Reithoffer: Units at Hicksville and Rosedale, N. Y., and Exter, Dunmore and Landsdowne, Pa, Ritters United: Riverside, Calif., Sunnymead 9-13.

Harbor, Wash.; (Greenwood Dist.) Seattle 8-13.

Robinson's Western, No. 2: Mercer Island, Wash.; Fall City 8-13. Rock City: Plano, Ill.

Rogers Bros.: Crookston, Minn., Rohr's Modern: Rantoul, Ill.

Rose City Rides: Percy, Ill., 4-6; Sullivan, Mo., 8-13.

Royal American: Davenport, Ia., 3-14; Winnipeg, Man., 19-27. Royal United: Clarksville, Ia., 1-2; Fredericksburg 3-4; Arlington 5-6; Ruthven 8-9; George 10-11; Flandreau, S. D., 12-14.

Rumble: Vincennes, Ind., 3-12. Shorter's Greater: Vinton, Ia., 4-7. (Continued on page 67)

Miscellaneous

J & B Concessions: Farmland, Ind.,

Country Shopping Center) Matchstick Cities: Washington, D. C., 1-6. Sun Players: California, Mo., 1-7;

Tipton 8-14.

Thrill Shows

Gates, Buddy, Hell Cats: Waterboro, S. C., 3; Sumter 4; Toccoa, Ga., 5; Columbia, S. C., 6; Augusta, Ga., 7.

Legitimate Shows

My Fair Lady: (Philharmonie) Los Angeles, Calif., 2-July 11. Music Man, The: (Shubert) Chicago, Ill., indefinite run.

Arena Routes

Bolshoi Ballet: San Francisco, Calif., 5-7; Toronto, Ont., 11-13; Montreal, Que., 16-20.

Holiday Watercade: Baltimore, Md., 2-6; Los Angeles, Calif., 16-21.

Circus Routes

Adams Bros.: Northbrook, Ill., 1; Chicago 2; Gumee 3; Grayslake 4; Itasca 5; Addison 6.

Beers-Barnes: East Brady, Pa., 3; New Bethlehem 4; Dayton 6; Marienville 8; Johnsonburg 9; Emporium 10.

Carson & Barnes: Huntingburg, Ind., 1; Salem 2; North Vernon 3; Rushville 4; Pendleton 5; Elwood 6.

Christy, James: Henningford, Neb., 1; Crawford 2; Hay Springs 3; Gordon 4.

Clyde Beatty-Cole Bros.: Dunkirk, N. Y., 1; Salamanca 2; Attica 3; Buffalo 4-7; Syracuse 8-9; Scranton, Pa., 11; Hazelton 12; New Brunswick, N. J., 13; Bridgeport, Conn., 15; Springfield, Mass., 16.

Clyde Bros.: St. Catherines, Ont., June 1-2; Niagara Falls 3; Hamilton 4-6.

Cristiani Bros.: Salisbury, Md., 1; Cambridge 2; Allentown, Pa., 3; Pottstown 4; Reading 5-6; Greensburg 8; Latrobe 9; Youngstown, O., 10-11; Cleveland 12-14; Mansfield 15.

Hagen Bros.: Tyrone, Pa., 1; State College 2; Lockhaven 3; Wellsboro 4; Corning, N. Y., 5; Sayre, Pa., 6; Williamsport 8; Shamokin 9; Berwick 10; Tunkhannock 11; Dallas 12; Scranton 13.

Hunt Bros .: Mount Holly, N. J., 1; Riverside 2; Florence 3; Levittown, Pa., 4-5; Lambertville 6. James Bros.: Seattle, Wash., 4-7; Bellingham 8; Chicago, Calif.,

Hutchinson 2; Pratt 3; Great Bend 4; Hays 5; Russell 6; Ellsworth 7, Salina 8, Junction City 9; Manhattan 10; Topeka 11-12; Emporia 13.

King Bros.: Mount Pleasant, Pa., 1; Duquesne 2; Natrona 3; Apollo 4; Clarion 5; Brookville 6; Philipsburg 8; Mount Union 9; Lewistown 10; Sunbury 11; Danville 12; Lock Haven 13; Corning, N. Y., 15; Ithaca 16.

Mills Bros.: South Beloit, Ill., 1 Polo 2; Sterling 3; Oglesby 4; Earlville 5; Lincolnwood 6; Kankakee 8; Rantoul 9; Danville 10; Crawfordsville, Ind., 11, Lafayette 12; Indianapolis 13; Greenvill, O., 15.

Polack Bros.: Pocatello, Idaho, 3-4 Denver, Colo., 8-14.

Ringling Bros. and Barnum & Bailey: Detroit, Mich., 1-7; Toledo, O., 9-10; Chicago, Ill., 12-21.



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THE FINAL CURTAIN

ASHTON-Mrs. Pearl Bartone, known in med show circles as Mrs. Bart Bartone and a former co-owner of the old Ideal Comedy Company, May 20 of a heart ettack at her home in Albany, Ind. (Details in Pipes column.)

BAXDONNER-Arthur J.,

former ice cream concessionaire at Indiana, Illinois, Ohio and Kentucky outdoor events, May 22 in Indianapolis. Survived by his widow, Frida, and four children.

CAMPBELL-Hort W.

87, former owner of a 20-car railroad carnival, May 27 in Pasadena, Calif. From 1912-1916, he operated his own show but in recent years had a Penny Arcade in San Diego. He was greatly interested in horses. Was an honorary member of the Pacific Coast Showmen's Association since 1936. His wife survives. Services were held May 29 in Altadena, Calif.

COOKE-Raymond H.,

67, former comedian of the team of Cooke and Edinger, May 9 in Permenette Hospital, Oakland, Calif. Survived by his widow, Gertrude, formerly of the Edinger Sisters; a daughter, Mary Evans; a son, Walter, and three grandchildren.

ESCALARA-George,

63, boss canvasman of Ringling Bros. and Barnum & Bailey Side Show from 1912 until 1956, May 12 at St. Petersburg, Fla. Escalara, a native of Mexico City, joined the Royal American Shows in 1957 and was hospitalized in the summer of 1958. Burial St. Petersburg.

HANNAH-C. A. (Heavy), 46, owner of Hannah Amusements, suddenly May 19 in Oakdale, Pa. (Details in carnival)

section.)

JONES- Alexander (Alec) Charles, 87, with cuses from 1901 to 1926, May 25 at Warren, Pa. He was with Jones Bros., Cole, and Rogers and Rice Circuses. Survivors include one brother, two sons and two grandchildren. Burial was at Russell, Pa.

LAMBERT-William H. (Billy),

66, veteran agent and manager, May 22 at Talladega, Ala. A Kentucky colonel, he was formerly on the staff of Rogers Greater, Drago Amusements and Bill Geren shows. Recently Lambert operated concessions on Lee Amusement Company, Survivors include his widow, Marion; a son and a daughter, Burial at Pascagoula, Miss.

LUCAS-George Jacob,

82, retired showman, May 5 in St. Joseph Hospital, Tampa, following a stroke. He put over 40 years in show business, starting as bandmaster of the Ringling circus. Later he operated Funhouses and rides with such outfits as the Melville, Nat Reis, World of Mirth, Sol's Liberty, John Marks and Great Lakes Exposition shows. Survived by his

> "Requiescat in Pace"

RALPH J. CLAWSON

DIED JUNE 4, 1956

ROSE

widow, Mable; four brothers, a sister, a step-daughter and four sens, Harold J., Tampa; George P., Lc. Angeles; Richard L., U. S. Army, and Charles J., Grayslake, Ill. The sons formerly worked with their father's rides, and Harold now owns Lucas Enterprises, which has rides with the Happyland Shows and at parks. Services May 6 and burial In Myrtle Hill Cemetery, Tampa.

MOUGHIMAN-Buck,

concessionaire and showman, May 24 in Aultman Hospital, Canton, O., after an illness of five months. Burial May 27 in Canton.

MURRAY-Ernest R.,

retired clown, who in the past had trouped with the Sheesley, Lamb, Gold Medal, Gladstone and Don Franklin shows, recently at his home in Glendora, Calif., of a heart ailment. He was a World War I veteran and member of the Showmen's League of America, Masonic order, Eastern Star and Shrine of Tampa. He had been ill two years. Survived by his widow, Leona, and son, Ernest Jr. After services in Arcadia, Calif., the body was sent to Clinton, Ia., his home town, for services, followed by burial in Tipton, Ia.

RENGI S-Fugen,

70, former teeterboard and knockabout act and father of Mrs. Elsbeth Cosmo, aerialist, May 6 in New York. Born in Germany, he was one of the Five Eugenes, teeterboard act which was with many shows in Europe. In this country he manone of the Two Mirths, knock- several other appearances. about, and Perry and Gene. Surmation.

RISSO-Frank

44, midway concessionaire, May 28 in a Chicago hospital following a year's illness. He had member of the Showmen's Leatwo brothers, Peter and Michael, and a sister, Bella, all of Chicago. Funeral services were scheduled for June 1.

SHAW-Gordon,

former Wild West rider, May 12 in Watertown, N. Y.

STEWART-Robert,

68, father of Jim Stewart, assistant to the manager of the Regina (Sask.) Exhibition Association, May 19 in Regina. Survived by his widow, one son, three brothers and three sisters.

SHROPSHIRE-Mrs. Elizabeth,

who with her late husband, James, put in 35 years in the circus business, May 16 in London, Ky For the past 20 years she operated the 4-Paw Hotel in London. Services and burial in Maysville, Ky.

YOUNG-Basil (Hap), '

85, long-time outdoor showman and a West Coast concessionaire, May 22 in Attica, Ind., from cancer. He had operated concessions at the California State Fair, Sacramento, since 1921, selling them in 1958 and moving to the Indiana town. He entered outdoor show business with the Barnum & Bailey Circus at the age of 13 and in 1906 went into the carnival business to operate food and game concessions. He was a Mason.

Cincinnati Area Park Ops Host Press, Radio, TV

CINCINNATI — Members of the area's radio, TV and press fraternities waxed fat the past week when Edward L. Schott, president and general manager of Coney Island here, and his right bower, Ralph G. Wachs, Coney manager and Don Dazey, general manager of LeSourdsville Lake Park at nearby Middletown, O., played host at their annual parties for the area tradsters.

On Sunday (24) Coney was turned over to the radio, TV and press reps and their families starting at 12 noon. Everything in the park was free, including food, refreshments, rides, the pool and admission to Moonlight Gardens. Part of the afternoon was given over to contests for the kiddies and grownups, with prizes for the winners. A cocktail party for the adults in the spacious garden adjoining Moonlight Gardens was followed by a chicken-pickin' session at which more than 1,200 chicken-inthe-baskets were served.

On Tuesday night (26) some 350 radio, TV and press reps and their wives converged on LeSourdsville Lake Park for a cocktail session and chicken dinner served in the park's dining room. All the park's facilities were free to the guests.

Jack Morningstar, park's publicity director, and John Marco, advertising manager, played host in the absence of Don Dazey, who is still confined to the hospital. He is expected to be released this week

Signs Pancho

• Continued from page 52

aged Glauer's Royal Midgets at Day parade Monday (27), at the the New York World's Fair, was free grandstand show for the kids an acrobatic teacher and was after the parade and will make

The Exhibition also plans to play vived by his daughter and two up the fact that the Deep River brothers in Germany. Services in Boys will head the Barnes-Carru-New York were followed by cre- thers package and cowboy star Johnny Mack Brown will be on the Royal American Shows mid-

To strengthen the entertainment program in other directions, two special free displays have been operated concessions for 15 years but recently had been in business in Chicago. He was a Canada, will have the original Silver Dart aircraft on view. The gue of America for 12 years. other, an Eskimo exhibit, will pro-Survivors include his mother, vide a closeup of an igloo and the way of life of the Canadian Eskimo.

The powered flight exhibit will be tied in with fair week appearances of the Royal Canadian Air Force Golden Hawks. The jet squadron will present aerobatic displays over the city and district.

Another big item at the fair will be the barnyard zoo. Display of farm and domestic animals was introduced as a free feature for children last year and turned out to be one of the most popular attractions on the grounds.

MARRIAGES

BRENAMAN-LEBO-

Edwin K. Brenaman, member of the Miami Showmen's Association, and Sara Ruth Lebo, nonpro, at Winchester, Va., May 6.

MAYNARD-SOLOMON-

Gaylord Maynard and Patricia Ann Solomon, Hagen Bros. Circus performers, at Cumberland, Md., May 11.

SAKOBIE-LOWERS-

James Sakobie, of the Blue Grass Shows, and Nancy Lowers, nonpro of Charleston, W. Va., May

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RINGLING GROSSES 250G AT BOSTON

11-Day Hub Stand Proves Too Lengthy; Officials Plan Switch Back to 3 Days

Barnum & Bailey Circus wound up | tained. its 11-day satnd at the Boston Carden Sunday (24) with 11,000 be too much for the Hub, and inpatrons catching the single 5:30 dications were that the circus p.m. show. Total grosses for the would return to the six-day tradigate and concessions reached a fig- tional stand next year. There is ure close to the quarter-million- also the possibility that it may try dollar mark.

ing the show to Providence, R. I., formances, mostly on weekends.

Polack Pulls 42,000 in 10 At Oakland

OAKLAND, Calif. — Polack Bros.' Circus drew a total of 42,000 people to the Municipal Auditorium here May 20-24 under auspices and other organizations. of East Bay Children's Hospital.

The run started slow Wednesday (20) as 1,500 people attended the afternoon show and 2,000 were on hand at night. Thursday brought 3,000 payees to both matinee and evening performances. A total of 3.500 patrons attended the Friday (22) matinee and 4,500 saw the night show. Saturday afternoon (23) saw 5,000 people at the matinee and a whopping 8,000 at the night show. Two matinees on Sunday (24) drew 5,500 and 6,000

James Names Performers

RED BLUFF, Calif .- The performance of James Bros. Circus includes Johnnie Cline, dogs, pony drill and baby elephant; Clark Mc-Dermott, bear act; Volantes, unicycles; Orwyns, Risley and traps, and the Johnson Brothers, juggling and clowning.

In Seattle (June 4-7) Jimmy Troy, trapeze; Tollo, clown and table rock, and the Seattle TV old Bros. Circus will show here as his personal manager and repclown, Patches, will augment the June 11-14 and at Farmington, resentative and will make both outshow. The Seattle show also will N. M., June 17-19 for Jaycee door and indoor dates thru Wilmake Bellingham, Wash., June 8. auspices.

Schumann Opens

COPENHAGEN---Circus Schumann, which opened here recently includes Johnny Kayes, ponies, dogs and chimps; Mony Moren and Company, comedy; Alfred Burton, balancer; Pauline, Albert and Benny Schumann, horses; Four Kovacs, trampoline; Wenzell Kossmayer and Billy Smart's Baby Elephants (5); Madcaps, equilibrists; Five Lancers, hand-balancing; Five Castors, antipodists; Villams, jugglers; Max Schumann, 16 Liberty horses, and the Rudi Llato (8) clown troupe.

R-B HORSE BITES REV. SULLIVAN

BOSTON -- Rev. Father Sullivan, circus fan and chaplain, was bitten by a Ringling horse at the Boston Garden May 23 and rushed to the hospital. He was treated for a deep laceration of the forefinger of his left hand.

BOSTON-Ringling Bros. and | where last year a setback was sus-

The 24 performances proved to a new system whereby it would served seats and the five sections This was the first year the show play two long weekends in Boston had scheduled as many as 11 days and in the intervals travel to spots and it was felt that the date had in Maine and New Hampshire. Ofbeen spread too thin. However, ficials feel they could do better it was considered better than truck- here with a maximum of 14 per-

> Weekdays proved light with attendances mostly between the 3,500 and 4,000 marks. The show picked up on Saturday morning with 10,000 payees. Saturday afternoon drew 8,000 folks to the 13,909-seat Garden, but the evening show dropped back to the 4,000 mark.

> The lone Sunday (24) performance looked like the old days when more than 11,000 patrons crowded in to make the biggest attendance of the entire stand. The Garden operated on its special promotional system, working with Boy Scouts

Adams Packs Chicagoans

CHICAGO --- Adams-Seils Circus gave four shows to packed houses Saturday and Sunday (23-24) at Fullerton and Sheffield avenues in a much publicized engagement for the Lincoln Park Conservation Club. The lot was flooded by overnight rains Saturday morning and one performance was lost while the area was drained.

Elgin, Ill., was good for two straw houses Thursday (21). The first date inside Chicago, 3900 North Rockwell, drew a near-capacity in the afternoon and a threequarters house at night in the rain Tex Girard, drums, and Max Ring, on Friday (22).

The arrival of a lion via Railway Express Monday (25) garnered the show additional strong publicity in Chicago papers.

Harold Heads West

ALBUQUERQUE, N. M.-Har-

Cristiani Opens 8-Day Phil. Run; **Details Show**

PHILADELPHIA -- Cristiani Bros. Circus opened its eight-day stand here at Lighthouse Field Sunday (24) with better than a half-house for the afternoon show. Date is sponsored by LuLu Temple. There are 1,551 aluminum reof blues seat 1,810 for a total capacity of 3,361 patrons.

Acts were again augmented for the Philadelphia run with Frank Cook, high wire; Seitz-Mendez Duo, high wire, and the St. Leon Troupe, teeterboard.

The performance by displays: 1-Spec, Mardi Gras; 2-Betty and Nancy Elliott, trick riding; 3-Eddie Kuhn's Wild Animals (6 lions, 2 leopards, 2 bears and a puma); 4-Roberto, elephant head carry; 5-Frank Cook and Seitz-Mendez, high wire; 6-three single elephants; 7 - clowns; 8 - Renaults, leaps; 9-elephant in Serta Mattress ad; 10-Corky Cristiani, principal riding; 11-Aerial Ballet, six ladders, two webs; Gerald Soule, trapeze, and Manuel Barragon, cloud swing; 12-Senor Daviso, dressage; 13 - St. Leons, teeterboard; 14-Betty Elliott, Roman riding; 15-clowns' reducing; 16-Con Colleano, wire; Louis Munoz, wire, Zampela, bounding rope; 17-Chief Sugar Brown's 10 Otoe Indiáns; 18-Senor Manuel (Barragon), hand balancing; Jim Douglas, dogs, and Leon (Soule), slack Mich. State U wire juggling; 19-Ray-Dell Flyers; 20-Steve Fanning and Vicki Cristiani, five elephants; Oscar Cristiani, three elephants, and Lee Crawford, two; 21-clowns; 22-Emanuel Zacchini cannon with Louis Munoz. Show runs an hour and 55 minutes.

Ramon Escorcia, trumpet, has the nine-piece band with Joe Stefan and John DeFronzo, trumpets; Steve Palahach, baritone; Leo Lewis, trombone; John Evans, bass;

(Continued on page 59)

Griebling to Leave RB

NEW YORK-Otto Griebling, veteran clown, will close with Ringling Bros. and Barnum & bar, single comedy trampoline by Bailey Circus after the Chicago date. He has named Joe Williams liams in the future.

Kelly-Miller Discovers Kansas Wheat Crop Coin

mud, in its entry into the Kansas the evening. wheat country. Miami, Okla. (19), had sunny weather. A quarterhouse was registered for the afternoon and the night show was strawed. Pittsburg, Kan. (20), drew two straw houses in hot weather.

Parsons, Kan., produced a half house for the matinee, despite rain, and the night show was strawed night show was strawed to the ring | Coward-McCann. curbs.

the town's population. Arkansas feed was low.

ARKANSAS CITY, Kan. — The City, Kan. (25), was a clear, warm Kelly-Miller circus continued to en- day with a two-thirds house in the joy big business, despite rain and afternoon and a capacity crowd in

New Book Recalls Packs Elephants

ST. LOUIS - Incident of a dozen years ago when Tom Packs Circus was importing elephants and the Navy nir-lifted feed to the anin soupy mud. Independence, imal ship at sea is recalled by a Kan. (22), drew a three-quarters new book. It is "Elephant Cargo," house for the afternoon and the a children's book just published by

A Sunday (24) matinee-only stop based her story on accounts of the 000. Chief holders in the Edith mail agent; John Roosevelt Lewis, at Sedan, Kan., produced a three- actual incident, when storms dequarters house, more people than layed the ship and its supply of Ringling Sanford, mother of Stuart 24-hour man, and Eva Hulme, boss

CIRCUS REVIEW

Mills Show Stresses Acro, Juggling Turns

By JON FRIDAY CLARENDON HILLS, III.-Mills Bros. Circus, now in its 20th standing band, four elephants and year of operation, made its first the performers. A tape recorder Chicago area appearance of the supplies the music and vocal while season here in a sell-out repeat date various performers in the rings for the Lions Club Saturday (23). The afternoon show was a packed sell-out and the night show was better than three-quarters full. The big top, a 120 with three 40's, was new in the middle of last season and looks good now in its announcements that follow. Dissixth week of the 1959 season.

new wardrob for production num- rings bers, and producer Jake Mills has flashed up the interior of the top comers, juggle hoops, sticks and with the use of bright yellow plates in the center ring, flanked by plastic-coated nylon material for the Girards (2) also new, and seat masks, ring carpets and back Bakers (2) in juggling turns. The door curtains.

brass bar.' of Joe Rossi, all outfitted in brilliant blue and gold head balancing in Ring 3. uniforms. There are few announcements, and the band segues from one act to another without pause.

Just as Mills Bros. widely is continuing a strong band, it displays as many head of Liberty and menage stock as any show on the telescoping neck. road. However, the performance is overloaded with ground acrobatic and juggling acts to the neglect of wild animals, novelty and thrill acts, which the patrons expect.

Acrobats Give Annual Circus

EAST LANSING, Mich.—The sixth annual Spartan Circus was produced recently by the Michigan State University Acrobat Club. Directors of the show are George the Army cannon gag. Hubetts (4) Szypula, gymnastics coach, and Charles Boas, geography professor, who heads a six-man clown alley.

The performance included leaps, ladders, balancing, trampoline, unicycles, acro, batons, gorilla parody, spec, "Fiesta Time" with six dancers and web number, flying rings, Roman ladders, comedy, horizontal Chuck Thompson, the Christophers, acro team; Arabian tumbling and

Among professionals receiving credits in the program are Lesters, Ltd.; Neal Walters Poster Corporation, Carpenter, Arden Kreisch, Al Slaggert, C. H. (Pop) Hausmann and Ray, Jane and Buster Melzora visited the show. The show hopes to make a tour next year.

Ringling Factions Sell 2 Separate Sarasota Tracts

SARASOTA, Fla. - Both factions of the Ringling family last week completed sales of part of Sarasota area.

John Ringling North and associthe John Ringling Hotel to the Arvida Corporation for \$13,500,- Bill Stephens, announcer. 000.

The estate of Mrs. Edith Ringling sold 32,000 acres of Florida Felix Brazon, boss property man; grazing land to John D. Mac-Arthur, Chicago insurance company owner. The purchase price was Kelley, steward; John Schmidt, Author Winifred G. Hammond reported to be more than \$2,000, Ringling estate include Mrs. Hester Lancaster.

Jack Mills introduces the spea which includes horses, the outcarry out the theme of the production, "Dances of All Nations."

Benny Rossi gallops his palomino horse around the track in Zorrotype cape and mask, that generates excitement and helps the concert play 3 has Count and Edith Beke-The 25-truck circus has some tow with pony drills in the end

The Riva Sisters (4), new girls have the arena to themselves Best asset of this year's perform- for the fire stick wind-up. Poulo ance is the snappy nine-piece does hand balancing in Ring 1 while Walter Reith does chair and

The Musos Brothers (5) are a comedy turn that starts out to be a wrestling match, has a musical instrument interlude and ends up with dancing dolls, one with a gyrating mid-section another with a

Pirates Aloft The first aerial ballet has a pirate theme with eight girls on swinging ladders and two on revolving traps. Gerda and Pedro have a helicopter spin in action as the others bow out. Gerda does a split on ropes that Pedro supports by his teeth, first in the cradle and then in a dislocation. After iron jaw spins and a short breakaway, Pedro mounts a revolving trapeze and Gerda steps into stirrup: above him and they do a series of revolves. First concert announcement follows.

Count Beketow presents dressage routines. Clowns (6) come in for do roller skating turns in ring one ar the Umbertis (6) do Risley and acro. Latter uses a girl for the understander.

Walter Reith portrays a drunk as he attempts to reach his traps bar with two small ladders. On the trapeze, he discards the comedy and does a neck balance, ankle drop, back balance and ankle drop. Edith Beketow works five black Liberty horses in Ring 1 as Count Beketow presents eight sorrels in Ring 3. Coco makes a high stilt walkaround.

Display 15 has the Robertis (Continued on page 59)

Mills Details Staff Roster

CHICAGO -- Mills Bros.' Circus staffers include Jack Mills, president; Jake Mills, manager; Ida Mills, treasurer; Peggie Baker, secretary; George W. (Larry) Lawrence and Howard Ahrhart, general agents; Joe Rossi, musical ditheir real estate holdings in the rector; Felix (Fats) Brazauskas, purchasing agent; Rose Mills, ticket wagon superintendent; Paul ates sold 2,000 acres of land and Hudson, transportation superintendent; Walter Reith, electrician;

> Virgil Sagraves, elephant trainer and Side Show superintendent; John (Shorty) Walker, mechanic; Buddy Billings, ring stock; Thomas equestrian director; Harry Baker, boss canvasman; William Mack, inside ticket seller.

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UNDER THE MARQUEE

nouncer chores. Thomas recently Smith. finished his Orrin Davenport winter dates at Winnipeg.

From Ringling Bros. and Barnum & Bailey Circus clown Chuck Burnes reports that midget clown Paul Horumpo underwent his third foot operation and has returned to Tampa for rest. Clowns Harry Burman and Burnes made a local TV show in Boston, and Dennis Stevens and Rogelio Fajardo visited children's wards at Boston General Hospital. Roland Bischoff, son of Horst and Gloria Bischoff, celebrated his first birthday with a backstage party. Roland Kaiser has rejoined the Bokara Troupe. He was given a surprise birthday party in Boston.

Phil and Betty Escalante closed to return to their regular summer jobs with the Music Fair in Haddonfield, N. J. Jackie Bostock Jr. was baptized at Roxbury, Mass., May 20 by Rev. E. S. Sullivan. Rusty Helen Parent, Mr. and Mrs. Jackie Bostock, Minnie Alzana, Mr. and Mrs. Bratty, Teresa Aguilar, Cha-Cha and Madelena Del Moral, and Mrs. Garcia Martin attended the event. Recent visitors

Clyde Finds Ontario Light

WINDSOR, Ont .-- Clyde Bros. Circus drew 1,600 people to the 4,500-seat Arena here Friday (22) Three shows Saturday (23) pulled attendances of 1,600, 2,300 and 1,000 under Grotto auspices.

The 4,100-seat Arena at Barrie (18) had such a low ceiling that no aerial acts could work to the audiences of 1,300 in the afternoon and 700 at night under Hockey League auspices.

At London the show pulled attendances of 500 and 800 to Queens Park Wednesday (20) and 900 to the matinee and 1.150 to the night show Thursday (21). R. C. A. F. Wing Association sponsored the show.

Nelson's Pigs (3) were detained at the Canadian border and will rejoin the show when it enters the

Mills Draws Mich. Straws

THREE RIVERS, Mich. -- Mills Bros.' Circus played to a strawed matinee and three-quarters full night show here (21) for the Police despite rainy weather.

Albion (20) was also a rainy day, but the top was strawed for the matinee and near-full at the evening show for the Jaycees.

Carson-Barnes Draws in Ky.

MONTICELLO, Ky. -- The Carson-Barnes Circus played to a near-capacity matinee and threequarters full evening show here fusion was reported on the show

Tompkinsville (17) drew a threequarters house to the afternoononly show for the Volunteer Fire Department.

Gray Shows Moose Jaw

MOOSE JAW, Sask .-- The Gil Gray Circus will make its second despite rainy weather annual appearance at the exhibition grounds June 4 and 5 under Moose also the rule at Bridgeport, Wyo. Jaw Shrine Club auspices.

Col. Harry Thomas has joined include John Grundy, Father Sul- man, Bill Hall, John Van Matre, Kelly-Miller to handle banner livan, Scott Jackson, Tony and Lou Jim McLaughlin and Mr. and sales, equestrian director and an- Dateo and Everett and Charlotte Mrs. Sam Brown.

> has Mr. and Mrs. Gilbert Wilson, Strates shows. Roland Raffler and Hal Haviland, producing clown.

woody, Jim Malfatto, Sam Chap- Garden.

George Hubler recently had the Hunt Bros.' Circus band in- concessions for Harold Bros.' Circludes Stella Wirth, organist; cus in Maine and George Holmes Charles Schlarnbaum, trumpet; Rodeo in Huntington and Charles-Nick Altroth, sax, and Jim John- ton, W. Va. Hubler and his crew son, drums. Jim Conley is the an- visited the Ringling, Beatty, Hunt, nouncer. . . . The Hunt clown alley | Hartford Shrine and James E.

Don Marcks visited Polack in Oklahoma and Sacramento, Calif. Fans attending the Cristiani Earl Krauzer, Rev. Father Sulliopening in Philadelphia included van, Everett Smith and Joseph Jim Hassan and sons, Jim Dun- Carberry visited RB at the Boston

Mills Stresses Acro, Juggling

· Continued from page 58

(5 girls) in Ring 1; the Pilars (5) in | doing high jumps. Coco and Com-Ring 2 and the Millets (7 girls) in pany are next with a slapstick Ring 3, all doing tumbling and number that includes a cake toss, acrobatics. Bek tow's Dogs wear bucket after bucket of water costumes, roll barrels and walk a splashed at one another, and a trick short double wire.

Wire Highlights

Senorita Lolita Perez walks a tight wire and juggles three clubs, five hoops, skips rope and rides a unicycle in Ring 1 as the Pedrolals (Gerda and Pedro) cavort on the wire in Ring 3. Gerda sells the act with looks and wardrobe while Pedro works as a celebrant who falls many times off the sliding steps. Pedro walks a hoop and pushes a scooter and Gerda does a split for the finish. This display is a highlight of the show.

Two clowns work the balloon gag. Display 19 has three acroacts, Miss Riva in Ring 1, the Carchelis (3) ir the center ring and Duo Redcans (Poulos) in Ring 3. The Carche i stay on to do a handstand on a high forehead

Indian aerial ballet has 12 web girls in the air and Roby and Zelda in the center ring doing acrobatics. The Argentinos (2) present headstand and handstand on a shoulder perch pole and a helicopter spin on a belt perch.

Red-Coated Riders

Juggling returns in Display 22 with the Spinets (Bakers, in Ring 1 with plate spinning and the Girards in Ring 3 with balls spinning and balancing.

Eight girls in red coats work menage, followed by four horses doing dance steps and two horses

Garden Pulls **Light Business**

Circus showed to less than a Ballard, giant; Senorita Carmen, quarter-house here Friday (22) snakes: Charles Roark, Punch and night for the Jaycees. On Saturday (23) the matinee was rained and Otoe Indians. out a d the evening how pulled less than a quarter-house in cold Rose Valentine, J. R. Fenton and weather despite reduced prices.

to a 35 per cent filled Arena sans his left heel three weeks ago, but sponsors. Cornwall [18] produced continues to perform. two light houses in sunny weather with Kinsmen Club sponsorship.

moved into the 2,400-seat arena near capacities the first two eveat Orillia, Ont., and played to 257 nings and a three-quarters house people at the afternoon and 666 the final night. School was blamed patrons at the night show. Con-

Famous Cole Clings To Three-Quarter Mark

TORRINGTON, Wyo. -- Fa mous Cole Circus drew two three quarter houses here Tuesday (26)

Two three-quarter houses was (22), where it also rained.

water gag that has Coco getting a surprise shower.

Gerda is haisted to the peak of the king ok and slides down a cable to beyond the fourth pole. The iron jaw slide is slow and doesn't generate the excit ment expected of an act in the next-toclosing spot.

Finale has Mills four large bulls, carring 3 girls, lumbering thru pivots, leg carry, foot press, walkovers and a long mount. Virgil Sagraves presents his charges with a cracking whip.

The concert features Benny Rossi with trick riding and roping assisted by Mark and Jenny Girard and Papa Roberti.

The clowns include the Manuel Brothers (5), Harry Baker, Herman Joseph, Bumpsy Anthony and Coco

Cristiani Opens

· Continued from page 58

piccolo. Bandsmen have new uniforms from Brooks Bros.

Clown alley includes Jim Douglas (also announcer), Art Gallagher, Billy McCabe, Kenneth Dodd, Bellila, Queto, Glen (Seacow) Hart, Ron Daniels, Dick Kugelblitz, Jim Daniels, Frank Scallion, Francisco Ferroni, Pepo Canestrelli, Bill Brickle. Chili Powder and Bagonghi.

The blue-and-white menagerie top houses 10 elephants, monkeys, hippo, rhino, two llamas, giraffe,

mule and goat.

The Side Show contains another cage truck holding two brown bears, polar bear, a lioness and leopard. Acts include Mac Me-LINDSAY, Ont .- Garden Bros. Cluskey, magic; Doll Family; Dave Judy: Don Leslie, sword swallower,

The Ray-Dell Flyers include Billy Woods, leapers, and Ray Val-Napanee (20' the show played entine, catcher. The catcher broke

The three-day stand at Elizabeth, N. J., (19-21) drew one-On Tuesday (26) the show quarter houses at all matinees, for the light matinees by the Jaycees auspices.

> Bridgeton (23) had a strawed matinee and half-house in the cold and rainy evening. Babe Ruth League sponsored the day.

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Wage Bill Exemption Ocean Beach Sought by NAAPPB

Harry Batt Points Out Seasonal Nature of Biz to Group

WASHINGTON -- Declaring man of the NAAPPB Government that amusement parks, kiddieparks, Relations Committ a was spokescommercial pools and beaches are man for Lis association. Appearing problems, a spokesman for the Na-Parks Tuesday (26) .. ed for exemption from pending minimum 1046, Batt emphasized that he is a wage and hour legislation.

Beach Park, New Orleans, chair- in minimum wage legislation.

RIDES FOR SALE

seasonal businesses with unique before the Senate sub-committee headed by Senator John F. Kentional Association of Amusement nedy (D-Mass.) at one of the hearings on proposed Senate Bill No. "Southern Liberal" : 1 is principal Harry J. Batt of Ponchartrain for fair pay standards as proposed

However, he pointed out, seasonal enterpilies such as those operated 'n NAAPPB members are different from manufacturing plants" and not run on a co..tinuous basis. He emphasized that most park business is intra-state and patrons come mostly from the immediate trading areas of their respective communities.

Batt said that including parks, pools and beaches under the terms of the proposed bill which would boost minimum wages to \$1.25 an hour and restrict workers to a 10hour week would work a hardship on the verage park which must run longer hours when business is good to make up for business lost when the weather is bad. "Instead of creating increased prosperity as the bill intends," he declared, "it would cause more unemployment and economic hardships. Employer who could not (for competitive reasons, raise prices enough to cover added labor costs would have to consider laying off some employees in order to keep wage costs in proper balance.

"In our industry," he emplained, "this would surely involve high school and college students who sorely need to earn money to help finance their education and a large group of deserving people, such as housewives who supplement their husband's earnings with part-time work, and elderly people, some of whom are partially incapacitated, not to speak of the many widows who need the income from summer employment to make ends meet. After working for a period of 20 weeks, these widows ar' elderly people qualify for unemployment benefits for another 26 weeks."

Appearing along with Batt at the hearing were William Muar of are the Tru-Putt Golf Course, Riverland; Abram Baker, president of Mass.; Norwood's Amusement Park, Glen Echo Park Clen Echo, Md., Columbus, O.; Hunt's Skyline Minand John S. Bowman, NAAPPB inture Colf, Wildwood, N. J.; Fairexecutive secretary.

Senator Kennedy said he and his Vic Rice's Colf Range, Trenton, colleagues "fully appreciated the N. J.; Rocky Clen Park, Scrantonseason nature of the park Lusiness Wilkes-Barre, Pa.; Dreamland Park and its unique problems" and Golf Course, Rochester, N. Y.; Wee promised to give "every considera- Tee Miniature Golf, Toledo: Bowtion" to the request.

Allan Herschell 3-Abreast M. G. R. 3 Years Old—All Jumpers SCHIFF ROLLER COASTER MANGELS PONY RIDE MANGELS WHIP MANGELS BOAT RIDE AIRPLANE RIDE

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Seaside Park Adds 2 Rides

VIRGINIA BEACH, Va.--Seaside Park launched its 53d year of continuous operation Friday (22) with a new Laff-in-the-Dark, Tubs O-Fun and battery of six coin-op erated galloping horses in the Kid dieland. The funspot includes a bathhouse, concessions, and a free ballroom in its 50 attractions.

daily free acts on the outdoor stage Large Fiat posters are being sent June 8. A new act will show each to participating courses and all week thru Labor Day. Fireworks Fiat dealers are deing contacted by are scheduled for Decoration Day the tournament, urging their co-(30).

Hikes Budget, Starts Season

NEW LONDON, Conn .- The Ocean Beach Park Board, which supervises city - owned - and - operated Ocean Beach Park, has approved a budget of \$172,311.80 for 1959, the figure representing an increase of \$219.04 over 58. In Day (30). other business, the board decided at \$3.79 per unit.

Nutmeg Bottling Company has been released from its soft drink Monorail station, grading is nearly vending machine contract at the park, and Coca-Cola Bottling Com-

50-foot floor for basketball and dancing. Cost estimates range from \$6,500 to \$14,000.

Connecticut beauties modeled "A Century of Swimsuits" on the Boardwalk Saturday afternoon (23), marking the official opening. All 20 rides were in operation. The Tommy Dorsey orchestra, conducted by Warren Covington, provided evening dance music in Con- Hotel are vell under way with vention Hall.

Augustus B. Menghi is beach auto road nearly finished. superintendent, with Anthony N. Pero functioning as director of activities.

Golf Tourney

ASBURY PARK, N. J. - Thirteen miniature golf courses, ranging from as far as Toronto and Chicago, are among registrants for the Second Annual Miniature Golf Tournament. Prizes at the finals this year include a Fiat automobile and allexpense vacation at a leading Boardwalk hotel here.

Grand finals will be played on the Boardwalk September 12-13. Managing director of the event is George Zuckerman, whose office is in Convention Hall.

Among the courses signed up Canandaigua, N. Y., NAAPPB view Park, Chicago; Unionville pi sident; George Whiti sy of San Fairways, Toronto; Mountain Park Francisco, head of Whitney's Play- Amusement Company, Holyoke, way Golf Range, Lansing, Mich.; craft Playland, Scotch Plains, N. J. Kessler's Golf Course, Boardwalk Asbury Park, and Applegate's Golf Course, Boardwalk, Asbury Park

The tournament issues franchises on an area basis and provides participating courses with press material and other help It is suggesting that local course champions be Hackensack Arena Skeds determined by averaging low scores of anyone who has played at least 12 rounds on the course. Flexibility is possible in the number of games required, days of the week the tourney rules apply, locally given prizes, etc.

The Fiat tie-in makes it possible to display a model of the car at the The Skating Regals will open golf course as a traffic stimulant. operation.

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Cedar Point Adds Mouse, Monorail, Turnpike Units

tion is progressing on three new date. rides at this Lake Erie resort. Steelfirst in Northern Ohio. The funspot be set later in the season. opens for the season Memorial

The Monorail, with a capacity of mately 2,000 feet.

Across the walkway from the completed for a Turnpike, with concrete roadways to be poured kiddieland operated for a number of years by Leonard Jefferson.

Concrete block walls for the new bathhouse have been completed, concrete floors are poured and the roof soon will be installed. Officials are hoping to have the new structure ready for use by July 4. The present bathhouse will be retained thru this season.

Major changes at the Breakers the new rear entrance from the

The beach and midway will open Decoration Day, with the hotel, dining rooms and other facili-20. Approximately 8,000 Boy Peep and Mary and her lamb. Scouts are expected on June 13 Cook, a high-wire performer, opens Elgin, Ill.

CEDAR POINT, O .- Construc- | the free-act season on the latter

Fireworks will play a more work is nearly finished on a Wild prominent part in the resort's pro-Mouse spotted between a Bug ride gram this season with displays aland Noah's Ark funhouse on the ready set for Decoration Day, June midway. A short distance away 13, when the Boy Scout emblem another crew is erecting steel for is to be used in the finale, and a 20-foot-high Monorail ride, the July Fourth. More displays may

A Dow-Jones business and ftnancial news ticker is being installed in a hotel room along with to purchase 75 auditorium chairs 40 passengers, will travel approxi- a board to keep guests posted on major market changes.

Chicago Area pany has been granted a contract. soon. The Turnpike occupies Tabled was a proposal to purground adj. cent to the 10-ride Storybook Park Adds 6 Rides

MEDINAH, Ill. - Storybook Park near here has added six rides to the three it had last season. They are Trolley, Sky Fighter, Helicopter, Caterpillar, Handcars and Roller Coaster. The spot opened at mid-season last year with a Merry-Go-Round, Antique Autos and Lollipop Train.

The theme part also has a series of animated nursery rhyme characters, assorted animals depicting children's stories, and teen-agers ties getting into full swing on June a ting as Red Riding Hood, Bo-

Spot gets a 90-cent admission for a special family day. A week from adults on their first visit and later more than 10,000 moppets gives them a free pass for the re-Day, sponsored by a Sandusky milk 50-cent gate for each visit. Park is and ice cream concern. Frank 30 minutes from Chicago and near

ROLLER RUMBLINGS

To RSROA Membership . . .

roster of the Roller Skating Rink Operators of America, it was announced recently at RSROA headquarters here.

The rinks and their operators are Marchbanks' Roll-O-Torium, B. L. Marchbanks, Delbert Springett and Bob Perry, Hanford, Calif.; Ocean City (N. J.) Skating Rink, J. D Gartland; Danceland Skating Rink, Mr. and Mrs. David N. Camillo, Mount Vernon, O.; Lakewood (Colo.) Roller Bowl, Calvin B. Palmer: Skateland, Ray O. and Roy S. Fox, Tampa; Ridgeway Rollerdrome, Mr. and Mrs. Chester C. Naro, Oakridge Ore.; Boulevard Skating Club, Mr. and Mrs. Robert Y. Could (also operators of Gay Blades Rink, St. Petersburg, Fla.), St. Petersburg; Rainbow Acres Roller Rink, Carl J. and Charles E. Kissling. Toledo; El Paso Skateland, H. D. Fulwiler and George Bonal; Rhythm Roller Rink, Mr. and Mrs. Forrest Faircloth, Dover, Pa., and Canby (Ore.) Skating Rink, Mr. and Mrs. Ray Lindsley Jr., formerly of Eagles Rink, Molalla, Ore.

Another Western Party . . .

ELIZABETH, N. J. - Due to patron demand, another Westerntype skating party has been scheduled by Hackensack (N. J.) Arena for June 5, it was announced at America on Wheels headquarters here. The "Spring Round-Up" affair will feature games and contests, with prizes of attractive toy horses going to winners, thus carrying out the Western theme.

Grand finals in racing in the AOW chain of rinks will be held at Twin City Arena here June 6.

Gold skates will go to the male DETROIT-Twelve rinks have and female racers with the best been added to the membership attendance and performance records. Many skaters from AOW's Southern league will compete in the contests.

> SPRINCFIELD, Mass.--Rialto Skating Rink sponsored a coke party recently, awarding 50 door prizes and distributing favors to all



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TOP TURNOUT

104 Execs Attend Fla. Short Course

ping turnout of 104 fair executives moderated and participating were from 22 active fairs and five as- Phoebe Hodges, Horace Quincy, sociate organizations were on hand Flora Humphries, Tom Peters, for the recent short course on fair A. R. Cox, Ann Thompson, G. M. management conducted here by the Godwin and Marion Barclay. Florida Federation of Fairs and William M. Snyder Sr., moder-Livestock Shows. The course and ated a panel on "Mutual Opporthe annual meeting of the federa- tunities for Schools and Fairs." On tion were both held here at the the panel were J. Harley Black-Student Service Center of the Uni- burn, Robert Willis, Karl Lehmann, versity of Florida.

Lee Maxwell, De Land, was reelected president. Joe E. Cooper, extensive exhibit of its promotional Panama City, was named vice- ads, award ribbons, ticket samples, president to succeed Frank Stouta- passes and forms on display. mire, who declined re-election. Other vice-presidents renamed were lems wrapped up the two-day Lamar Allen, Don Adams, Mally meeting. Participating in this were Mallison, William Snyder, J. C. Lloyd Rhoden, W. J. Platt Jr., Huskisson and Luther Drummond. A. R. Cox, James N. Watson, M. E. Thomas L. Barrineau, Tallahassee, Twedell. continues as secretary-treasurer.

of the meeting and one was on key speaker at the annual banquet, "Youth Takes a Look at Florida speaking on "Pink Pills for Pale

BUSY YEAR

Race Program Tops Events

HARRINGTON, Del.-Horsemen participating in the Kent and Sussex County Fair will share in \$37,000 in purses during the July 27-August 1 event. Some of the leading two and three-year-old harness horses in the country have been nominated in the stakes.

During the winter about 400 horses train on the grounds, giving the fair association one of the largest winter training colonies in use. Off-season events of other kinds include wool sales, picnicking, fire company-sponsored auto racing, stock car racing sponsored by the Delaware State Police for benefit of Camp Barnes, an underprivileged children camp, Scouting cookouts, chicken festival, 4-H Achievement Day and others.

Current improvements work includes resurfacing of the streets and construction of a mezzanine floor in the grandstand. The drainage system is being improved and considerable repainting and repairing to structures is going on, Manager T. Brinton Holloway reports.

Attractions lineup this year has the Prell's Broadway Shows repeating on the midway. Jack Kochman's Hell Drivers perform on Monday night, and Tournament of Thrills on Friday afternoon, GAC-Hamid vandeville includes Red Foley on Wednesday and Thursday, the Chordettes on Friday, and Frankie Avalon on Saturday. There will be nightly fireworks. Other acts include the Staneks, teeterboard; Matt Tuck, Risley, and Novelle's Poodle Symphony.

A premium book message by I. Gordon Smith, association president, dedicates the catalog to the memory of J. O. (Jake) Williams, president from 1948 until his death in 1959. Other current officers are R. Edmund Harrington, first vicepresident; A. B. Parsons, second vice-president; R. Allen Cannon, third vice-president; George C. Simpson, fourth vice-president; C. Tharp Harrington, treasurer; Mrs. | yet. Earl Thomas, assistant secretarytreasurer, and Holloway, secretary elected president of the sponsoring and general manager.

GAINESVILLE, Fla. -- A whop- | Fairs and Shows." Don Adams

Ellis Moore and L. B. Lindsey.

The Florida State Fair had an

An open discussion on fair prob-

Wayman Parker, Sharpe & Panel discussions were the order | Dohme, Jacksonville, Fla., was the People." J. F. Higgins served as toastmaster. Nathan Mayo, State commissioner of agriculture, was presented with a special award by association President Maxwell. Willard M. Fifield, University of Florida, also spoke.

Spartanburg At Harrington Books A-Show

SPARTANBURG, S. C .-- Piedmont Interstate Fair will be featuring the exhibit, "You and the Atom," from Oak Ridge, Tenn., this fall, Tom Moore Craig reports. It will occupy 5,000 square feet of display space in the Science Building. The livestock department will being built south of the grandstand be enlarged, it is added.

UPDATED

Robert McClure Is Picked by Del Mar, Calif.,

DEL MAR, Calif. -- Robert Mc-Clure, 41, of Dixon, Calif., has been appointed assistant manager of the Southern California Exposition and County Fair here. He will become manager August 1 when Paul T. Mannen retires after 11 years as manager, McClure's contract runs thru September 30. 1960, Board Chairman Lewis Lipton announced.

County Fair and Dixon May Fair crease of \$11,500. in Northern California, He also has In 1958 an over-all profit of the fair industry since 1946.

Michael, 12, and Lynn, 10. He is a week-long fair was \$66,538. graduate of the University of Cali-Chamber of Commerce.

REGINA EX BUDGETS FOR 120G PROFIT

Expect \$50,614 Net From Summer Run; Total Revenue Estimated at \$561,086

of the Regina Exhibition Associa- \$1,400 (\$1,402).

Revenue is estimated at \$561, 086 and expenditures at \$440,104, compared with an actual of \$560,-448 and \$415,345 last year.

Summer fair revenue is expected to be \$353,400, down \$4,424 from McClure has served as secretary. last year, and fair-time expenditures manager of both the Del Norte are estimated at \$302,786, an in-

been with the California State Fair \$145,103, including bond and inand Exposition, Sacramento, in the vestment interest of \$11,758, was capacities of exhibit supervisor and shown on the year's operations, and activity supervisor. He has been in from this \$100,000 was appropriated for immediate and future The new assistant manager is capital expenditures, leaving a net married and has two children, surplus of \$45,103. Surplus for the \$33,638. In 1958 rentals amounted

Breakdown of anticipated fair fornia at Berkeley and is a past week revenues, with last year's president of the Crescent City figures in brackets, is as tollows: Lions Club, Dixon Rotary Club Main gates, \$64,000 (\$64,386); and a director of the Dixon District grandstand, \$65,000 (\$63,231); midway, \$24,500 (\$24,638); races,

REGINA, Sask .-- Surpluses of \$120,000 (\$119,720); concessions, \$120,982 on the year's operations | \$65,000 (\$70,717); exhibit space. and \$50,614 on the summer fair \$11,500 (\$11,715); exhibitors' fees. are anticipated in the 1959 budget \$2,000 (\$2,016), and parking,

> Capital expenditures this year, totaling \$39,500, will include two major items. The pari-mutuel plant is to be enlarged at a cost of \$15 .-000 and a stretch of roadway will be hard-surfaced at a cost of \$10.-000. The pari-mutuel change will provide back-to-back betting windows so that tickets can be sold on one side and winnings paid out on the other.

An outlay of \$43,362 is expected for current expenditures by the grounds and buildings committee as compared with \$33,895 spent last year. Revenue from rentals is estimated at \$77,000 and expenditures at \$43,362, for a surplus of to \$60,866 and a surplus of \$26,-972 was shown.

Budget for the nine days of horse racing is \$105,895, which will be \$4,148 higher than expended in 1958. Of the race total, \$64,150 will go toward purses and \$15,000 for pari-mutuel expenses.

Stadium operations are expected to show a loss of \$3,196, as against last year's profit of \$4,713, due mainly to a sharp drop in revenue from junior hockey. Revenue is estimated at \$38,631 and expenditures at \$41,827.

A profit of \$669 on the June NOPWICH, N. Y .- Facilities be erected on an area where two harness races is looked for and the to handle the ever-growing Che- old structures have been razed. In winter fair loss is estimated at

The livestock committee has 112th edition, August 10-15, will Requests for commercial space and budgeted for spending of \$23,400, have the addition of link fencing exhibits prompted the decision to with \$20,000 of the total going for add the 249-footer, in addition to prizes. The attractions committee plans an outlay of \$26,900, with Also added last season was new \$17,600 slated for the grandstand

Improvements Set At Norwich, N. Y.

to girdle the entire grounds as well as new entrance gates.

Elsewhere there are new stables and a 249-foot exhibition tent will

nango County Fair are being im- 1958 there was a 219-foot exhibit \$4,153. proved and enlarged this year. The tent added, plus the exhibition hall. the 219-footer.

aluminum roofing atop the grand- show. stand and large exhibition hall.

Len Tyler, secretary-manager, was re-elected at the annual meeting along with Melvin W. Osborne, president, and all other officers with one exception. Eugene M. Cole Jr. was named treasurer to succeed Mrs. Helen Pooler, who served the society for several years. Ice Show 3 Nites

Entertainment this fall includes the return of Coleman Bros. Shows to the midway, but excludes automobile thrill shows, Tyler said. Also contracted are Ray Beaudet's "Carnival on Ice" Monday thru Wednesday nights (10-12), Alaskan and His 22 Huskies, the Ray Price Show and the Honeycombs, provided by Cooke & Rose Agency, and the Hotel Lexington's Hawaiian show for closing night, Saturday (15). Friday show is still clude the Buddy Gates Hell Cats open. The icer will provide 900 (Continued on page 69)

RED DEER, Alta.-Red Deer's 75th anniversary will be celebrated during the week of July 27 to August 1 in conjunction with the three-day fair. Theme of the fair will be "Red Deer Pioneer Days."

Petersburg, Va., Gets Gate, Paving

projects are being undertaken on clude Hutcherson, general manthe Southside Virginia Fairgrounds ager; William G. Taylor Ir., vicewhich should make the fall run president; Otto W. Parker, secreboth more eye-pleasing and profit- tary-treasurer, and the following able. Work was in full swing last board members: J. Madison Titus week, plus activities on the Cetlin Jr., John R. Jones, Donald H. Vo-& Wilson Shows, which uses the shall, Elmer L. Bristow Jr., J. Rusgrounds as its winter quarters and sell Early and C. Frank Scott Ir. is preparing for its season's debut.

All midways will be hard-surfaced this summer with tar and thrill show, a rodeo and ice show. rock, Manager Stanley Hutcherson reports. Ross Manning Shows will provide the fun zone entertain-

The majority of present fencing is being replaced with new 12foot cyclone-type fence, and a front entrance i under construction. This will be entirely of tubular steel, 23 feet high at the center and 80 feet in width, with two driveways. Four main pilasters will be outfitted with indirect lighting, and overhead letters will be five feet tall, cut from marine plywood and also lit indirectly.

Several new concession buildings are under construction. There are plans for a children's zoo, but details have not been worked out

Gilbert Martin has been reassociation, and all other officers

PETERSBURG, Va. -- Several were returned to office. They in-

Grandstand attractions will in-



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Providence Booked By Vivonas for 6 Pre-Fair Weeks

Return to New England After 5 Yrs.; Perth Amboy Good, New Units Shine

results proved heartening for tary; Danny Dell, business manrolled up a satisfactory batting urer; Phil Vivona, purchasing District Heights, Md., where Morris, Vivona, general agent; weather was far from perfect. Babe Vivona, No. 2 unit manager; Other spots have ranged from fair Tony Mason, transportation superto good.

in point. Using up two weeks to work a 10-day date, the Vivona family found the effort worthwhile. The lot off the Outerbridge Crossing, gateway to Staten Island, was flat and firm, and weather favored the show. Saturday (23) produced an exceptional matinee, with patrons lined up at many units.

is the return to New England after Alvina Smith, light towers. a layoff of several years. The show previously announced signing the Eagles Charity Circus of New Bedford. Mass. Several other northern still dates are now known. Included are the Weymouth, Mass., merchants' festival for July 4 and six Hibbler. Kiddieland, James Cash weeks in the Providence, R. I., metropolitan area, including New- Rawlings, Harold Cooper, Alfred port the week of June 15. It has Hurd, Albert Williamson and Harbeen five years since the outfit, old Witenett. Roll-o-Plane, Pender now considerably enlarged, played Morrison and Eddie Sanderson; New England under its former title, Paratrooper, Herb Williams; Cater-Vivona Bros. Shows.

The new Paratrooper has taken top ride, Lynn Crawn.

money on several days.

Additions Numerous

All trailers are in white, with rows of blue stars. Tractors are red. The marquee front's aluminum cutout letters have been painted light blue, which shows better in daylight. New Mickey Mouse and Huckleberry Hound cutouts are mounted on the Mouse Show front. A new mobile toilet unit is carried. Red-and-white candy stripes brighten Joe Ross' popcorn stand. All framing, stools, counters and table tops of Bill and Carol Abraham's cookhouse are in white enamel.

The Rock and Roll Show has a new 50-by-120-foot top and striped proscenium arch. This is a legitimate musical offering, featuring Wayne Crawn and a four-piece five combo, ventriloquist and other supporting acts. The Circus Side Show has a new top, 25 by 100 feet. Yellow fiberglass panels, mounting cutout letters and backed with slimline lighting, front the Ferris Wheels. Sections make it adjustable in width up to 72 feet. The midway office has been completely rebuilt within, with woodpaneled walls and ceiling, and the rear stockroom is now a private office with semi-circular couch, desk and indirect lighting.

Wayne Crawn, rock and roll singer, is the son of the show's scenic designer. Seventeen years old and a native of Brunswick, Ga., he has been approached by Cameo-Swan, Star Satellite, MCM and other firms, with contract offers Marie Smuckler, operators of Alabeing studied by his parents, bama Amusement Company, have Originally a mimic of top record leased an area surrounding the stars, he has since developed a style Shopper's World for the summer of his own.

is as follows: John Vivona, general railroad.

NANUET, N. Y .- Early-season manager; Dominick Vivona, secre-Amuse ents of America, which has ager; Mrs. Catherine Vivona, treasaverage thus far. Only setback was agent; Bob Halleck, publicity; intendent, assisted by Dixie Crif-Perth Amboy, N. J., was a case fin; James Rapple, billposter; Pete Hendrix, diesels, assisted by Bill Bennett; Don Crawn, scenic artist: Tarzan Banks, painter; Joe Ross, lot man; Pop Akers, mail and The Billboard; Don Snyder, mechanic for independents, William McCoy, welder; Eddie Knapp and Dego Peternel, carpenters; Bull Smith, gate and night watchman; Robert On the contracting end big news Porter, mobile sanitation unit, and

Units Detailed Rides and personnel are: Merry-Go-Round, Bill Stets, foreman; James Stiney, second man. Ferris Wheels (2), Robert Horton, foreman; Norman Shepard and Joe and Leo Brewer, foremen; Luther pillar, John Kokel, Danny Turner Some show officials likened Satur-There are several physical im- and Ray Linville; Octopus, Bob provements. It will attain big status Delawter and Eddie Schnepf; Tiltat fairs upon the joining of its No. a-Whirl, Robert Miller, Don 2 unit, which plays bazaars and Knicely and Melvin Brooks; Chairfestivals. Sixteen rides, 10 shows plane, Shorty Cornish and Dean and 48 concessions are laid down Covington; Hot Rods, Jim Spiro; for still dates on the No. 1 unit. Scrambler, Israel Washington; pony

Shows: Side Show, Dickie Hilburn, half-boy, manager; Nora Dead at 46 Hilburn, inside lecturer and electric act; Frank Koyama, pin cushion; Carl A. Bryan, fire eater; Louis services were held here Friday (22) Wilson, blade box; Pete Wilson, for C. A. (Heavy) Hannah, 46 alligator skin boy; Carl Norwood, owner of Hannah Amusements and frog boy; Roland Calantra, outside a veteran outdoor showman. Hantalker; Freddie Harris, magic and nah died May 19 following a heart Punch; James Hyatt and Cowboy attack in the Oakdale, Pa., Veter-Hoover, tickets. Midget Show, an's Hospital. Jackie Morris; Mouse Show, Roland Calantra; Rock and Roll, Club since he was 16 and owned his Mocambo and Girlarama featur- own show since 1954. Hannah was ing Nancy Muncy, Tony Mason, a veteran of World War II serving manager; Snake Show, Wayne Bar- as a bombardier with the U. S. Air low; Irene Burton's Wildlife, Mrs. Force. He was a member of the A. B. Johnson; Unusual World, Pop Greater Tampa Showmen's Associ-Akers; Funhouse, Tarzan Banks.

Concessions: Bill and Carol Abraham, cookhouse and grab; services were Eddie Dietz, Kenny Johnson, custard; Joe and Smiley, Jack Barstow, Al Del Flore, Aggie Ross, popcorn and 3; Don Patsy Costable and Harold Churns. and Mary Crawn, French fries and 2; Butch Belcott, snow cones and floss; Mr. and Mrs. Palmer, jewelry; Mitzie Fustanio, ball game; Porky Fustanio, 2; Murray's cat rack; Danny Dell, 9; Al Schmid, long The Billboard, replacing Tex range; Billy Thurston, auction; Chico, 2; Juliano, 2; Silverberg, 2; Pat and Zudie, 1; William Evers, novelties; Bobby King, Broadway Cappie, Gary Devano and Dorothy Sellers, cats; Lou Dell, Osceola Club and 1; Mr. and Mrs. Bill Cism, 2; Jerry Shoup, 1; Joe Cenname, bingo; Billy Buttercup, 1, and Lillian Russell, 1.

MOBILE, Ala. - Berney and months. In operation are six kid Staff of Amusements of America rides, one major ride and a kiddle

Royal Races Ahead of '56 At St. Louis

Rides, Shows Up 18%; Small Lot Idles Mouse, Two Wheels

ST. LOUIS-The Royal American Shows, playing the Grand and Laclede lot here for the first time since 1956, thru Wednesday (27) eighth day of its 12-day stand, romped well ahead of its 1956 money-getting pace. This was accomplished even the the lotsmaller by far than three years ago -prevented setting up all rides, shows and concessions.

At the end of the first eight days, ride and show receipts were 18 per cent higher than at the corresponding point in '56. Among the units idled because of space limitations were the Wild Mouse, two Ferris Wheels, the Ricky Covette revue, and numerous concession stands.

Leon Claxton's Harlem in Havana, always the big favorite here, enjoyed banner business. Dick Best's Side Show and the Motordrome were the second and third among the shows in grosses.

Leon Claxton and some of his cast Sunday (24) participated in the annual parade which focuses attention on the Annie Malone Home, Negro orphanage here.

Saturday (23) was the biggest day f the first eight for the Royal, with Sunday (24) second best. day to a day at a fair because the patronage was so strong.

HOPWOOD, Pa. -- Funera

He had been in show business ation and the American Legion.

Among show people on hand for Survivors include a son, Louis, and a sister, Mrs. Iris Lange.

Joe Pearl has joined Royal American as mailman and agent for Mooneyhan, who recently closed with the show.

TORTI OPENS IN NEW SITE

MILWAUKEE - Wisconsin Deluxe, Inc., long-time jobber of merchandise, has opened at a new location here at 2470 West North Avenue. The one-story building replaces the old headquarters which were destroyed by fire early this year. Ned Torti. head man in the operation, pointed out that 1959 marks the firm's 40th year in busi-

RAIN, COLD CUTS SULLIVAN TAKES

Birthday Cele Below Last Year's \$\$; Lists Staff, Concession Personnel

moved from Windsor on Sunday to open here Monday noon to catch the holiday crowds celebrating the Queen's Birthday, traditionally one of the major festivals of the year. Sullivan has played this annual celebration here for the past nine years.

A new lot was broken in for the first time because of water services and extensive excavation work

sions. Work continued on remodeling the main front gate, adding considerable flash, in adon the midway.

Luke Hozack, foreman for the noted Frank H. Merrill racing stables, joined the show here as superintendent of the kiddieland ham Harding, A. McDougall B. Brooker after 10 years' absence from midways. He was formerly a partner in the Queen City Shows, and was also active with the Van Hooten Mr. and Mrs. Al Brown, managers; Bill Shows of Toronto.

Pat Marco, concession secretary of the show and acting president of the new Ontario chapter of the Showmen's League of America, and William Harding, membership chairman, jointly announced that, with the addition of 20 new members at last week's stand at Windsor, the total membership had reached 80.

Midway visitors during the Windsor stand included: Harry Cooper, Canadian bingo operator; Lou Leonard, concessionaire; Mrs. Al Kaufman, and Donald Gilboe, ride and phonograph operator, and Hank Shelby, secretary of the Showmen's League of America, who renewed many acquaintances.

Patty Conklin was a visitor at Sarnia, arriving from his new park at London, some 65 miles to the east. Steve Mandrake also visited.

The show moved from here to Hamilton for a one-week engagement under auspices of the Optimist Club, before starting their series of precedent-making Toronto dates.

General Staff Owner and general manager, J. P (Jimmy) Sullivan; manager, Henry (Hank) Blade; concession manager, P. A. (Pat) Marco; concession secretary, M. F. (Mike) Sullivan; office manager, Tim Jordan; assistant office manager, Joe Mulligan; general agent, Charles O'Brien; superintendent and trainmaster. (Tiny) Jamieson; chief electrician, Allan Lalumiere, with Joe Dureau and Wilfred Boisevert; front gate and office maintenance, Willard Conley; mailman and agent for The Billboard, George (Whitey) Belmer.

Art and designs, Bandy McKague, B. Brettingham, H. Blade; painting, Dave Maxwell, J. Bunk, B. Burtch; buil gang and chalkers. Len Ferguson, John Andrew, Reg Thompson, Ron Lewis, Edward

SARNIA, Ont.—J. P. (Jimmy) Angus MacDonald, superintendent, and George Moon, Ceoli Breeze, Clarence Grimsby, J. Planter; general stock, Ken Mulligan; truck and tractor drivers and maintenance: Bill Leguie, Jack LaNasa, Lorne LaLonden, Tom Dennison, Norm Ouimet; workshops, James Willard, Amos Payne, Bud Dennison; diner, William De-Cosimo, manager; Don Mousseau, first chef; R. A. Deacon, second chef. Concessions

Grab No. 1, Bill DeCosimo, manager: A. Lombardi, Ed Grant. Grab No. 2, Jack Kotar, manager; Louis Bojin, Doc Scott; potato chips, William Adams, manager; Scotty Strachan. Cigarette gallery, William Adams, manager; A. Soloway, Cookhouse, Mr. and Mrs. L. Leventure, operators; G. Beaudet, first chef; A. Mercier, second and extensive excavation work around the old lot.

Business racked up well for the show when weather permitted, but did not reach past years' figures for this holiday opener, but rain fell on Wednesday and Friday nights, and the temperature Friday dropped to 42 degrees. Saturday morning about 100 of the staff turned out to dig trenches and pits to carry away the runoff and, with the aid of plenty of straw, the

the aid of plenty of straw, the show was able to handle fairly Greenwood, G. Buckle, J. Brodniki; picture frames, Mike Thomas, S. Fisher, Lou Bunk, show was able to handle fairly satisfactory crowds despite soft ground.

Heavy publicity tie-ins were arranged for the stand in : ll media, and helped to direct patron attention to the new location. Typical was a three-column picture on the front page of the Sarnia Observer when the show was host to crippled children—a subject that also made the Windsor Star.

Two new wagons were added to the show equipment at Windsor—one to handle the new light towers and the other for added concessions. Work continued on re
Sions. Work continued on re
Siens. Greenwood, G. Buckle, J. Brodniki; picture frames, Mike Thomas, B. Pike R. Girrard, Potsy frames, Mike Thomas, Bill Watson, R. Pike R. Girrard, Potsy frames, Mike Thomas, I. P. (Windy) Lewis; cork guns, Mike Thomas, J. P. (Windy) Lewis; cork guns, Mike Thomas, J. P. (Windy) Lewis; cork guns, Mike Thomas, B. Pike R. Girrard, Potsy frames, Mike Thomas, J. P. (Windy) Lewis; cork guns, Mike Thomas, J. P. (Windy) Mulligan: novelties. Dottie Marco, J Card; hi striker, Vi Myers; over seven, Doc Scott, Tex Dumbo, big six, Cliff Drew, E. Marquis; race horse wheel, R. Karell, G. Kareh; crown and dition to extensive added lighting anchor, Pat Marco, Wally Diggers; ewinger; Pat Marco, C. Maltais, P. Cantin; skillo. Jimmy Ciesla, Ray DeCosimo, Nick Melenchuck, Louis the Wop; hoopis blocks, D. Rennie, J. Lindsay; duck pond, Phil Cronin, D. Adams; jewelry (2), Jim Ciesla, Voice Bernier, Ron Parson, R. Trudell, Don Gallant; Tip over coke, Wilping pong bubbles, D. Rennie, J. Nemes, Age, B. LaPierre; hoopla, Mrs. B. LaPierre; glass pitch, Mrs. William Harding. Bob King, Kim Rymill, J. Bethell milk cans, Pat Marco, Harey Carey; bingo, Leguie caller; Ralph Lavales, caller; Don Worden, stock; Phil Ryan maintenance and watchman; Andre Allard, maintenance; Andre Mercler, Paul Godin, Norman Leguie, Real Munier, Philip Dumont, Mario Moyette, Maurice Duval, Claude Pageau, countermen; Beauty Brown, mascot.

Octopus, Hank Rosko, foreman; Claude Bellejeuile, Jack Gagne, Rollopiane, William J. Farr, foreman; Bernard Kadey, James Roy Bluoff, Rockoplane, Francis Courteau, foreman; Guy Paris, Claude Mercier, Dark ride, Rene (Peanuts) Lauzon, foreman; John Diedrich, Reg LaChance, Wayne Geddes. Moon Rocket, Andre Bernard, foreman; Anton Fuks, Eugene Bray, Gine Pontinato.

Scrambler: Louis Meller, Robert McLaurin. Ferris Wheels, Eli Herechuk, foreman; Russell Gibson, Harold R. Lowey Merry-Go-Round George Marti-neau, foreman; Jim Kadey, Jim Bailey, Tilt-A-Whirl, Lorne LaLonde, foreman; Jean LaLonde, Fernand Jeter, Marcel La-Chanse. Auto Scooter, Al Plume, foreman; Martin Messer, Reg Edwards, Fly-O-Plane, Jim Slow, foreman; Harry Stamp, Will

Kiddieland, Philip D. Cornin, general manager; Johnny Bunk, manager; Luke Hozak, superintendent. Miniature Train Al Duvernay, Don Kulyski; Pony and Cars ride, Herb Ives, Harry Bakusha. Tank Ride, Eric Brooks; Sky Fighter, Robers Woods, Bob Harvey; Swings, Rolland Mariotte, William Baker; Turnpike, Nelson McKnight; Water Boats, Don Bourque, Roy Pelletier; Tubs O'Fun, Frank Pelletier; Helicopter, Chuck Munroe, Ivan Turner; Junior Merry-Go-Round, Fred Favel, Jim Favel; live ponies, Lucien Marceau, foreman; Jean Marc Racine.

Oircus of Oddities, George owner-manager; Mrs. Edna treasurer; Mike Buhnia, manager and talker; Lloyd Newrick, lecturer; Ronald Newrick and Jim Cole, tickets; Tony Cisero, magic and illusions; Dolores Johnston, big snakes and illusions; Rito Cisero, performing macaws; George Westbrook, escape artist; George Vogstad, performing cocka-toos; Bertha and Pearl Nelson, bally,

Buck Lucas' Western Ranch, Busk Lucas owner and talker; Mrs. Buck Lucas an Betty Miller, tlokets; Harry Harch, trick horse and sharpshooting; Faith King, brick riding and menage; Bob Karris, trick oowboy rider; Linds Miller, trick riding Hank Williams, trick riding and bul whips; Dick Potts, Tommy Brownfield and Frenchy Guernay, Western band and songe; Paul Miller, trick riders; Betty Dehumacher, chuck wagon.

Salu's Jungle Monsters, George Vogstad, director: William Gardiner, talker and Thornbeck, Stan Richard; train porters, tickets; Nancy Garibaldi, pit and lecture.

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WANTED FOR HOW-REIT SHOWS

Foremen and Second Men for the following rides: Tilt, Octopus, Merry-Co-Round, Roll-o-Plane, Ferris Wheel. Excellent opportunity for experienced Ride Superintendent. State your price. Year-round work for experienced Ride Help. Must be sober!

FOR SALE: Allan Herschell Roller Coaster, about three years old. Also two-abreast Merry-Go-Round from Reithoffer Shows. Contact

PAT REITHOFFER Dallas, Pa., or AL HOWARD 1818 Newkirk Ave., Brooklyn, N. Y.

RIDE HELP

Can place first class Ride Men at top salary. Year around work.

BILL LEONARD

902 Kimberly Road Davenport, Iowa

BLUE WATER FESTIVAL

PORT HURON, MICHIGAN JULY 20th THRU JULY 26th

Want Hanky Panks, Direct Sale, Demenstrators, Pitchmen, Gadgets, Auction. Write, wire

F. B. WALTERS Port Huron, Mich. 1419 Harker St. Or Ph. YU 2-4391. No collects.

FOR SALE

BOX 222, The Billboard New York 36, N. Y. 1564 Broadway

PHONE SALESMEN & WOMEN

For Iports Show. Tickets & Programs Bergen County Deal, Boys' Club & good Co-Sponsoring Organizations. Air Conditioned offices. Continuous work. Xx Call Sales Manager Stephens HUbard & AS49, Hackensack, N. J.

JEWELRY SPINDLE

Space for rent—\$1,200.00 for entire 1959 season. Now open. Space 7 ft. front by 12 ft. deep. Rent payable weekly. Busy location.

SEASIDE PARK Virginia Beach, Va. Phone: ELeanor Garden 8-1199

WILL PAY \$25.00 For information as to the present

whereabouts or location of

J. D. SWORDS, JR.

Write or call J. H. BEDENE Fireside 7-2145 Arma, Kan.

WANTED

Reliable Man for No. 5 Ell Wheel. Must drive. Good pay. ILLINOIS VALLEY RIDES

> JAMES NEAL Call 6-5394, Peoria, III.

WANTED

RIDE FOREMAN FOR FERRIS WHEEL. Contact

MATTY AQUILINO 8306 Sixth Avenue Brooklyn, N. Y. HY 2-5336

FOR SALE MINIATURE TRAIN

T-12. 4 coaches and engine, 270 ft. track, Ride is hauled on tandem trailer, can be pulled by pleasure car. ALSO ALLAN HERSCHELL KIDDIE AUTO RIDE. Can be seen in operation St. Andrew's School Picnic, 309 Hoffmeister, June 6. Selling on account of illness. DONALD DONNELLY, 2801 2. 18th St., St. Louis, Mo. (Phone: PRospect 2-5847.)

JIMMY HURD OR RED PERRY

CONTACT

SAVOY ATTRACTIONS 1805 South Allport St., Chicago, Ill.

Want for the Great Allentown Fair, Allentown, Pa.

Opening Saturday, Sept. 19, thru 26 inclusive

RIDES

Scooter, Caterpillar, Pretzel, Dark Ride, Twister, Round-Up, Looper, Whip, Roll-o-Plane, Hot Rods, Gas Rods, Pony Ride, Roller Coaster, all Kid Rides.

SHOWS

Side Show, Wildlife, Snake, Monkey, Fat, Mechanical, all familytype Shows, Girl Show (must be revue type).

Finley Gregory, Ted Lindsey, get in touch with Bert Pettus.

CONCESSIONS

Long and Short Range, Pitch-Till-You-Win; Bear, Bird and Glass Pitches; Balloon Darts, Photos, Cork Gallery, Cook House, Grab, Derby, Duck Ponds, Ball Games, Custard, Jewelry, Age and Scales, High Striker, Hoop-La, Arcade. All Concessions that work for stock.

ALL SHOWS, RIDES AND CONCESSIONS MUST BE READY TO OPEN AT 10:00 A.M. SEPT. 19.

Contact JAMES E. STRATES

JAMES E. STRATES SHOWS, INC.

PENNDEL, PA., JUNE 1-6; THEN AS PER ROUTE.

Wanted LECTURER

Who can sell books, for Canadian tour. Salary and percentage.

For a new presentation— Dufour's "WOMAN" Show. First time on exhibition. Contact

MEL SMITH

c/o Royal American Shows Davenport, Iowa, June 3-14

ROGERS BROS.' SHOWS

Will Open at Crookston, Minn.,

WANT

Concessions: Watch-La, Scales, Age, Long Range, Short Range, Basket Ball or anything new. Floyd Thorpe, contact. Shows: Can use all kinds with own transportation. Ride Help: Foremen for Wheel, Tilt, Octopus, Roller Coaster and Kid Rides. We have 18 Fairs and Celebrations. Winterquarters open. We carry 15

> ROCERS BROS.' SHOWS Pelican Rapids, Minn.

CANADIAN AND U. S. AGENTS

Working Rodeos, Sports Days and "C" Fairs in Saskatchawan with four Rides and fifteen Concessions. Then Vancouver over Labor Day.

Can place Agents for Six Cats. Swinger. One Ball and other Hanky Panks.

Waters & Yates Rides & Games, Lafleche, Saak., June 1; Stewart Valley, Sask., June 3; Cabri, Sask., June 5.

VIRGIE WATERS

BILL CHALKIAS

WANTS

Side Show Acts, Man to handle inside. Good proposition for man with Girls for Girl Show. Johnny Bowman and Bill Sullivan, Wire)

BILL CHALKIAS

e/o Prell's Broadway Shows as per route

DYER'S GREATER SHOWS

Carbondale, III., June 1-6; Du Quein fellows.

Want First and Second Men on Scram-bler, Eli, Merry-Go-Round, Coaster. What can you do best? Lead Galleries, Photos, Striker: Fred Warren, answer. Hanky Panks, Ball Games open. Half-wits and no-wits, if you have car, stay where you are.

Foremen for Corral. Paratrooper Ferris Wheel and Cosster. Top wages. Short moves.

DIXEY AMUSEMENTS 2130 West 44th Ave. Gary, Indiana Telephone: Turner 4-8806

Wants Wheel Foreman, Swing Foreman, Also want Agents. Cedar Rapids Shopping Center, Cedar Rapids, Idwa, June

P.S.: Geo. Ford, please contact.

EXPOSITION

INDUSTRIAL FAIR—GRANITE CITY, ILL., NEXT WEEK

Followed by Military Days Celebration, Polo, III. Then 13 more Fairs.

CONCESSIONS

CAN PLACE A FEW MORE HANKY PANKS, ALSO LONG RANGE, CUSTARD, NOVELTIES, PITCHES, ETC.

SHOWS

MONKEY, SIDE SHOW, GRIND OR FAMILY SHOWS.

HELP

CAN USE ONE FOREMAN AND TWO SECOND MEN WHO DRIVE.

E. L. WINROD

Washington, Mo., this week; Granite City, Ill., next.

Now booking for opening June 20 at South Pittsburg, Tenn., and rest of season. Hove two big Centennials—second and third weeks in July. Carnival around the square.

CONCESSIONS

Straight sales and all legitimate Concessions open. Have good opening for Long and Short Range Galleries, Water Games, Diggers, Balloon Dart, Glass and Bear Pitches, Gadgets, Tip Up Coke, Novelties, Ball Games, etc.

SHOWS

Can place any good family type Show with own equipment that does not conflict with what we have. Percentage reasonable.

RIDES Will book, lease or buy Rock-O-Plane.

HELP

Foreman and Second Men on all Rides; must have licenses and be able to drive. Top wages and bonus. Can use good, capable Help in all departments. Albert & Tiny Popham, come on. All people with whom I hold contracts for the season and who are booked with me, please confirm. Winter quarters now

open. All replies to LAVOY WINTON, Mgr., South Pittsburg, Tenn. Phone: TEmple 7-6568 P.S.: Please, no collect calls.

AGENTS WANTED

I-Ball, Cat Rack, Under 11-Over 30 and Balloon Darts. Business is good, adding more joints. Excellent route until November. Replies to

JOE STEVENS

Gold Bond Shows, Streator, Ill., this week; Janesville, Wis., next, then per

BUCKEYE STATE SHOWS Alliance, Ohio, Shopping Center, June 1-6. Want Ride Help all Rides. Must drive. Top salary and bonus. Pay each week. Want man for Live Pony Ride on sweeps. Must drive, bus for hauling. Want Man and Wife for 2 office Floss and Snow joints. Must drive straight job. Red and Jr Vittitoe, call me. Address per route or phone MANAGER, Moxahala Park, So. Zanesville, Ohio. No collect calls.

HELP HELP

joining now given preference. WRITE-WIRE-CALL

HELP

OPENING JUNE 8, DUMAS, TEXAS Want First and Second Men on #5 Eli, Parker 2-abreast, Tilt-A-Whirl, Roller Coaster,

CAPABLE AGENTS WANTED

For Hanky Panks, Alibi, Wheel, Count & Peek. Also good Up and Down Help.

Semi-Drivers, must have license. We operate every week, playing Fairs and

Celebrations from now on in. Timonian State Fair, Petersburg, Va., and many

other good enes. I Army paydays and all winter's work in Florida. Those

BERNIE FELDMAN, c/o ROSS MANNING SHOWS

West Haverstraw, N. Y., this week.

Boat, Train. Also First and Second Men on new BRONCO Ride. S. B. RHODES-LONE STAR AMUSEMENTS Amarillo, Texas 1701 Harrison St. Phone: DRake 2-5783

(Winterquarters-5601 S. Washington)

RUMBLE RIDES

Want for Leogoctee, Ind., Lions Club Celebration, on the streets, June 15-20. Stock Concessions and Straight Sales. Can place Foremen and other good Ride Halp

All wires eare Western Union, Vincennes, Ind., June 3-12.

D. P. RUMBLE

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12 by 10 Pitch-Till-You-Win. Anchor top up & times. 12 x 1 — 1-Ball Bottle Joint, canvas very poor. 12 x 12 Penny Pitch. First \$275 cash take all.

FOR SALE

THORNE'S RESTAURANT 819 E. Fifth St. Dayton, Ohlo Phone: BAldwin 3-0621

64

NOW BOOKING CONCESSIONS FOR SIX DIFFERENT SPOTS

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 29-JULY 4 Cambridge, Ohio **Boosters Club Celebration** Can place Direct Sales and Hanky Panks of all kinds.

JUNE 22-27 St. Mary's, Ohio

Can place some Direct Sales and Hanky Panks of all kinds.

JUNE 30-JULY 4 Bowling Green, Ohio Can place Hanky Panks and Direct Sales, No Ests, Drinks or Ice Cream.

JUNE 26-JULY 4 Euclid, Ohio Sesgul-Centennial Celebration Can place some Direct Sales and Hanky Panks of all

JULY 2-4 Hillsdale, Michigan 4TH OF JULY CELEBRATION Can place some Direct Sales Hanky Panks of all

GOODING AMUSEMENT CO. WRITE AT ONCE

1800 NORTON AVENUE

BOB CASHNER, Conc. Mgr.

COLUMBUS 8, OHIO

BLUE GRASS SHOWS

"COMBINED CIRCUS AND CARNIVAL"

CAN PLACE CONCESSIONS—Hanky Panks Prize-Every-Time Games of all kinds, Age and Scales, etc.

HELP—Want Help for all Rides. Must be semi drivers.

LOT MAN who can make himself generally useful at all times. Also want SHOW CARPENTER with hand tools who can double elsewhere.

C. C. GROSCURTH, GENERAL MANAGER, Owensboro, Ky., this week.

Hannumsh One of the Great Eastern Shows

Mt. Carmel, Pa., June 8-13, Featuring Leo "Suicide" Simon. Free Gate. FOLLOWED BY BIG ANNUAL CATHOLIC CELEBRATION, CAHILL FIELD, 29th & CLEARFIELD STS., PHILADELPHIA PA., JUNE 15-20.

CONCESSIONS

Photos, Custard, Jewelry, all Hanky Panks open.

HELP

Experienced Help on all Rides, especially A-1 Caterpillar Man. Prefer drivers.

Show now playing York, Pa.

All replies: MORRIS HANNUM, Yorktown Hotel, York, Pa., this week; then Mt. Carmel.

WOLFE Amusement

ONLY 3 MORE WEEKS TO THE LARGEST AND BEST

4th CELEBRATION IN THE CAROLINAS

OVER 30 THOUSAND LAST YEAR, BELHAVEN, N. C.

CONCESSIONS

Fish Pond, Ball Cames, One Ball, Jewelry, Corks, Short and Long Range, Photo, Hooplas, Penny Pitch, Pitch-Till-You-Win, 6 Cats, Swinger, Blower, Wheels, Fish Bowl, Bear Pitch, Pin Store, Roll Down, Razzle. Percentage open with other Concessions. What Have you? Bingo open.

RIDES

Will book set of Kid Rides, Rock-O-Plane, Spitfire, Roll-O-Plane, any Ride but Merry-Co-Round, Wheel, Octopus and Swings. Small percentage. Ride Help who drive. No cars.

Space in Belhaven limited, Wire now. Cape Charles, Va., Follows. We go to the Eastern Shore where the crops and money are. Yes, we got the great Tasley Fair. Wire today - WOLFE AMUSEMENT - Martinsville, Va., this week.

THOMAS JOYLAND SHOWS

Can place at once for Morgantown, Clarksburg and Wheeling, West Va.

Want Cirl Show Operator with 2 or more Cirls. Have complete outfit for same, or will book Cirl Show with own equipment. Willie Lewis wants Count Store and P. C. Agents. Can place Concessesions of all kinds. Also place Bucket Agents. Bill & Goldie Ormond want to hear from their burlesque friends. Can place Ride Help of all kinds. Contact

L. I. THOMAS, MGR.

Morgantown, West Va., this week.

BINGO HELP

CONCESSION AGENTS

Want Bingo Countermen and Agents for Bushel Baskets and Center Hoop-La, Will consider turning Hoop-La over to reliable couple to operate if man can drive truck. Opening June 8, Austin, Minn. Contact

JIMMY HARRISON e/o Wm. T. Collins Shows 801 E. 78th St. Minneapolis, Minn.

NEW ENGLAND AMUSEMENTS

Ride Help wanted-must join Immediately. First and Second Men for Wheel, Octopus Helicopter, Tilt and Kid Rides. Man to Up and Down office-owned Concessions, must be sober and reliable. No agitators. Top pay and bonus,

CONCESSIONS: French Fries, Gallery and Hanky Panks.

West Brookfield, Mass., now; Athol, June 8th to 13th; followed by the largest date In the East, Springfield, Mass., June 15th to 20th, Auspices our Lady of Hope Church; June 29th to July 4th, Cloucester, Mass., Legion Celebration. All replies

HARRY KAHN

West Brookfield, Massachusetts

MOTOR STATE SHOWS

Want for all celebrations, Holly, Mich., now; then the big 54th Annual Waterville, Ohio Celebration, June 17-20. Want Hanky Panks, Novelties, Snow-Cone, etc. Also want Grind Shows. Ride Men, Foremen for Tilt, Rock-o-Plane, Octopus and other rides. Must drive. Also must be entirely dependable and no trouble-makers. Bill McMaster, Earl Sloane, Pat Wright, come on.

J. J. FREDERICK, MGR.

Want for Hazard, Ky., Strawberry Festival, June 8-13, and 16 bona fide Fairs. CONCESSIONS: Can place Cookhouse or Grab, Short and Long Range Galleries, Bingo, Jewelry, Rat Game, Bear and Bird Pitches and stock concessions of all kinds. Bill Hunter wants Agents for Count, Pin Stores and Bowling Alleys. Want to buy 6-Cat

SHOWS: Girl Show and all family-type Shows with own equipment. Low percentage, This Show has light, water and location on Sunday.

All mail and wires to JOHN M. HULS, Louisa, Ky., June 1-6; Hazard, Ky., June 8-13.

GIRL SHOW CONCESSIONS

Can use capable manager for beautiful, complete Girl Show. Must have three or more Girls and wardrobe.

CONCESSIONS: Want Class Pitch, Bear Pitch, Duck and Fish Ponds, Basketball, Long Range, Custard and all kinds of Hanky Panks. Contact

DAVID E. FINEMAN

Marks Shows, Inc., New Castle, Pa., this week.

CARL HANSON

Rudd Hotel Owensboro, Ky.

Push Pole. Wire per route, join immediately. Butchers and useful people all depart-

GEORGE PENNY, Supt. per route.

GIRLS GIRLS

Want Girl Show Operator with own outwant Girl Snow Operator with own out-fit preferred. Fort Hood Encampment, 36,000 for 2 weeks, then 40,000 for 2 weeks, Uncle Sam's money. Want Man to drive a six-up Shetland Pony hitch. Playing Shopping Centers.

MERCHANTS JUBILEE SHOWS JIMMY WRIGHT, Mgr. West, Tex., this week.

For other useful show property. Will book on one of my units. Kiddle Air-plane, Bus and Train. Factory Rides in good condition, fluorescent lights, etc. Also 16 x 20-ft cepter joint, new top.

E. J. MeDANIEL

205 N. Monroe, Kansas City, Mo. Phone CHesterfield 1-2088

BINGO FOR SALE

Lo-Boy Fruehauf Trailer and Int. Tractor. Bingo complete, ready to go. Phone: SHeldrake 3-7827. Write or wire:

> V. CHERNOFF 4328 N. Rockwell, Chicago

BINGO CALLER

WANTED IMMEDIATELY

Also 2 countermen. Caller with Msu-ager possibilities. Call: SHeldrake 3-7827, Chicago. Or Wire:

MORT MESSIAS, 6528 N. Rockwell. P.S.: Joe Mahler, Heavy Molnar, con-

WANTED

Rolldown, Razzle and Pin Store Agents for Huntsville, Ala. Clyde Wilson, Ed-die Rossl and Jimmie, call. Daytime, STate 8-1403; nights, 12 to 1, FAirfax 3-33J8, Birmingham, Ala.

CLAUDE DUTTON or RED GENTRY

FOR SALE

Scramolar, Truck & Trailer, \$22,500; 2-Man, 12-ft., Six Cat, \$250; 24-ft. Sno Floss Popcorn Trailer, \$1.750.

FORREST C. SWISHER, PARADA SHOWS Gen. Del., Joplin, Me.

GLADES AMUSEMENT (O.

Wants Foreman for 2-Abreast Merry-Go-Round. Must know his business and drive semi. Top salary to right man. Also want Help on Wheel, Coaster and

Fairgrounds, Staunton, Va., this week; Buena Vista, Va., next week.

TOBY YOUNG WANT

Agents-One Six Cats and one Bucket Store. Harry "Red" Winfield, contact Bo Borechett. Up and Down Help. c/o AL BROWN SHOWS Valley City, N. D., June 1-7 Playing two spots a week - all celebrations.

BINGO HELP WANTED

Relief Caller and Countermen. moving or tear-downs. If you drink (even after work), don't answer. Write

902 N. Ocean Bivd., Myrtle Beach, S. C. P.S.: Billy Melton and Alphonso Day,

AGENTS

FOR ARMY PAYDAY AT FT. SMITH, ARK., 7501 RODGERS AVE., ACROSS FROM CAMP CHAFFEE, IN THE COUNTY. Want Count Store, Blower and Bucket Agents. All replies: DUTCH WILSON e/o Byer Bros.' Shows Ft. Smith, Ark., June 1-6

MIGHTY INTERSTATE SHOWS

Want Electrician who knows GMC. Must drive. Want Mechanic with tools. Must know his business. Want Show Carpenter and Builder to join at once. Replies to

H. B. ROSEN c/o Western Union, Bristol, Va.

RIDE HELP WANTED

Foreman for new Round-Up and Foreman for Super Rolloplane, also Second Men on all Rides who drive. Contact

JOHN HANSEN A-1 Amusements, Herrin, III.

MO.-ARK. SHOWS

Want a few Hanky Panks. Due to shortage of dough playing 4 days per week. Marshfield, Mo., June 3-6; Nixe, Mo., Centennial, June 10-13. Blackie, come home. Sorry, no racket, gypsies or collect calls.

LOUIS GARNER, Mgr.

RIDE HELP WANTED

Second Man on Ferris Wheel, First and Second Men for Chairplane. Good Concession Help needed. All must have license and drive.

BELL AMUSEMENT CO. Loxley, Ala., June 1-6; Lafayette, Ala., 8-13. P.S.: Jim Wastian, answer.

WANTED

Experienced Ferris Wheel and Tilt-A-Whirl Man at once. Best job and pay in the business for the right party. Contact

DAVID SWARTHOUT 5813 Northwest Highway, Chicago, III.

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Will book non-conflicting Rides, Roll-O-Plane, Scrambler, etc. Also want Grind Shows and Hanky Pank Concessions. Address

ROD LINK or C. W. "BUD" DAVIS

Wayne, Mich., this week; 8 Mile & Kelley, Detroit, Mich., next.

ELECTRICIAN WANTED AT ONCE

FOR GMC DIESEL

Must be able to handle the nation's largest Motorized Show. Salary no object, with cut-ins. Must be semi driver. Also can place Man for Sperry Searchlights and Downey Towers.

All replies

C. C. GROSCURTH, Gen. Mgr., Owensboro, Ky.

GOODING WANTS

→ RIDE FOREMEN ← FOR FERRIS WHEEL AND MERRY-GO-ROUND TOP SALARY Must drive semi, good equipment, pleasant working conditions, year-round

employment. Can also use ride employees. At the close of the season we will need 50 additional

Employees in our new factory. Drunks, chasers, floaters, stay away. No collect wires or transportation

> to join. If you can qualify, address GOODING AMUSEMENT CO.

1300 Norton Ave.

AXminster 4-3717

Columbus 8, Ohio

NOLAN AMUSEMENT CO.

Battle Creek, Mich., June 1-13 at Columbia Plaza Shopping Center; Lansing, Mich., Centennial, June 16-28, downtown on the main street.

WANT CONCESSIONS: Floss, Snow, Waffles, French Fries, Foot Long, Grab, etc. SHOWS: Family-type.

RIDES: Will book any major or Kiddie Rides not conflicting.

RIDE HELP: Wheel Foreman, Merry-Go-Round Foreman, Kide Ride Foreman and Second Men for all rides.

JIM MILLER, Battle Creek, Mich.

WM. T. COLLINS SHOWS

LAST CALL

SHOW OPENS AUSTIN, MINN., MONDAY, JUNE S. HELP: Can place Lot Man that can lay out show with 24 Rides, 15 Shows and Concessions. (Lou Barber, also McTeague, call.) Can place Ride Superintendent. Year-round work for Man that can handle all Rides and get along with help. Can place Round-Up Foreman and Roll-o-Plane Foreman. Also Second Men on all Rides. Must be licensed Semi Drivers. To these men a good salary with bonus and good treatment. Payday every week. Jimmy Harrison wants Counter Men for Bingo. CONCESSIONS: Can place a few more Hanky Panks. All replies to WM. T. COLLINS, MGR., 501 E. 78th St., Minnespells, Minn. (No Collect Calls Accepted)

BAKER UNITED SHOWS

CONCESSIONS: Can place Custard, Pronto Pups. Shake Up, Balloon Darts, Ball Games, Glass Pitch, Coke Bottles, Hoopis or any clean, legitimate Concessions. Those joining now will be given preference at Linton, ind., July 4. RIDE HELP: Want Foremen for Wheel, Scrambler and Kiddle Rides, Second Men in all departments. Must drive and have license.

SHOWS: Can place Glass and Funhouse, Snake, Monkey, 10-In-1 and Illusion. All replies ERNIE ALLEN, Mer.,

Paoli, Ind. this week; Crawfordsville, Ind., June 8-13.

MECHANIC

Want Mechanic with own tools to assist in the maintenance of a large fleet of trucks and who also knows how to operate two General Electric Searchlights, or we will teach you. If you aren't sober and reliable stay where you are. I want someone for the season. This is a good job with a good satary and you get it. No time to write, wire Western Union or Phone WO 1-5021 between 8:30-10:00 a.m. or 11:30-12:30 midnite.

P. O. Box 5518

HETH SHOWS, Al Kunz, Owner North Birmingham, Ala.

Have for Sale — 100-Stool Bingo, top and frame, floors, horns, amplifier, complete. A bargain for quick sale. Also a 6 x 8 Cotton Candy outfit, complete except machine, \$75.00; Kron Scales framed in a 14 x 14 top.

DE LUXE RIDE CO.

Eavey's Supermarket, Ft. Wayne, Ind., all this week; Auburn, Ind., next week.

Want - - - AGENTS

Count Store, Blower, Pin Store, Buckets, 6-Cats and Hanky Pank Agents who are not afraid to work, to join at once. Long season at choice Ohio and Michigan spots and all winter's work in Florida. All answers

CONCESSION MANAGER DICKSON UNITED SHOWS 66 Waterloo Road

P.S.: Nelo Pacinni, come in.

Akron, Ohlo

SKERBECK AMUSEMENT CO.

Wants Ride Help on Scooter, Tift, Wheel and Merry-Co-Round. Must have Chauffeur's license. If you drink, stay where you are, this show offers the best of treatment and good wages. Opening for legitimate Concessions and Shows of all kinds,

Lake Linden, Mich., June 1-6; then as per route.

VALLEJO, CALIFORNIA

14th Annual

AND COUNTY FAIR JUNE 17-28 INCLUSIVE

NOW BOOKING SHOWS AND CONCESSIONS

11 BIG DAYS-11 BIG NIGHTS HORSE RACING EVERY DAY EXCEPT SUNDAYS.

200,000 Attendance

ROY SHEPHERD WANTS Ride Superintendent, Kiddieland Foreman, Electrician, Truck and Ride Mechanics. Tilt, Wheel and Octopus Foremen. Ticket Sellers, Semi Drivers. Also useful Carnival Help in all departments.

> Crafts has for sale surplus Rides suitable for Amusement Park or Kiddieland - 1 A. H. Looper, 1 A. H. Dipper and 2 A. H. Auto Rides.

WRITE, WIRE OR PHONE CRAFTS 20 BIG SHOWS, INC.

Winter Quarters, 7283 Bellaire Ave.

North Hollywood, Calif.

PHONE: POplar 5-0909 or POplar 5-0320

NPREMIERSHOWS

Farrell, Pa., Firemen's Jubilee, June 8-13; followed by Brownsville, Pa., Civic Club Celebration.

CONCESSIONS

SHOWS

HELP

Can place Photos, Custard, 6-Cat, Cork Gallery, Fishpond, Basket Ball, Hoopla, Pitch-Till-You-Win and any other legitimate Concessions. Can place two good Agents for Blower and Swinger.

CAN PLACE IMMEDIATELY — MANAGER WITH ACTS FOR CIRCUS SIDE SHOW. We have everything complete. Also several Acts. Can place Monkey Show, Funhouse, Motordrome or any other Shows not conflicting. Roy Purdy, wire Harry Fink.

CAN PLACE SOBER, RELIABLE MECHANIC who can keep a fleet moving. Must have tools. Do not misrepresent. Can place reliable Foreman who can cut it, for Wheels. Salary every week plus bonus. Also place Men on other Rides who drive semis.

Address all mail and wires to LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS, phone ORchard 3-3396, Dravosburg, Pa., this week; followed by Farrell and Brownsville, in the heart of the steel country.

Now booking for 16 county fairs and 2 street fairs starting June 22 at Parker, Ind., Annual Street Fair

RIDES

Any major not conflicting, Rock-o-Plane, Scooter, Roll-o-Plane, Chairplane, Round-Up, Fly-o-

CONCESSIONS

All Hanky Panks open. Some Straight Sales open. Also Long and Short Range, Jewelry. Will sell ex on these.

BINGO

Especially want flashy Bingo for all fairs. Notice: Will sell ex on Diggers for entire route. Want Motordrome starting immediately. Notice: Speedy Thomas, come on. Will place you. Good proposition.

SHOWS

Will place all family-type Shows.

Want to buy Popcorn-Carmelcorn Trailer. Must be top condition. Also Roll-o-Plane and Chairplane. Will place Ride Help in all departments at Southway Shopping Center, Muncie, Ind., until June 6; then Southgate Shopping Center, Ft. Wayne, Ind., until June 20; then Parker, Ind., Street Fair, June 22-26. All fairs to follow.

HUNININI SILWS

FORT ETHAN ALLEN, AIR FORCE BASE GROUNDS, BURLINGTON, VERMONT

JUNE 16 TO 21, INCLUDING SUNDAY AND A LARGE PAYROLL

CAN PLACE FOR THIS OUTSTANDING DATE AND OTHERS TO FOLLOW

Hanky Panks not conflicting; also Percentage Game Operators with own equipment, such as Beat the Dealer, Mouse Game, Over and Un der, Pea Pool Cage, etc.; no Pan Game.

Also Center Concessions, Bear Pitch, Cigarette, or what have you? Can also use another Ferris Wheel for balance of season, Octopus or other rides not conflicting.

Contact ROLAND CHAMPAGN, Glens Falls, N. Y., June 1 to 6

\$150 CASH REWARD

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.

SMITH'S SHOWS

Want Custard, Pitch-Till-You-Win, Hoopla, Swinger, Age and Scales, Penny Pitch, Fishpond, Basket Ball, Penny Arcade and Slum Spindle.

Want Girl Shows, Side Show and Monkey Show.

Agents for office Hanky Panks. Need general Ride Help, Truck and Tractor Drivers. All replies to

GEO. CLYDE SMITH

Roaring Springs, Pa., this week; Duncansville, Pa., text.

Wilson Bows

With Bigger

Ride Lineup

Tilt-a-Whirl.

CANTON, Ill.--Wilson Famous

Shows kicked off its season here

last week with an enlarged line-

up of ride devices. New to the

show were three kid rides and a

R. D. Reid, assistant manager,

also disclosed that his wife, Lois,

has placed an order with the Eli

Bridge Company for a new Scram-

bler to be delivered in mid-season.

and Reid spent some six weeks in

Astoria, Ill., winter quarters pre-

HUB LUEHR'S

IDEAL RIDES

Hanky Panks and Straight Sales. Also Help on Rides Address:

Veedersburg, Ind., this week,

TEX ROBERTS

Wants Agents for Buckets. Paul, come on. Also Count and Peek Store Agents, and 2 good Hanky Pank Agents. Replies

BEE'S OLD RELIABLE SHOWS

Berea, Ky., this week.

Iron Lung Exhibit, bus mounted. Excel-lent condition throughout, air condi-tioned living quarters. Completely equipped for street or midway operation. Price, \$2,500.

Route 3, Box 5, Conroe, Tex.

Phone PLeasant 6-3188

Peter Paul Amusements

Want one or two major Rides not con-flicting. Shows—One more small Unit. Concessions—Prize Every Time working for stock; need Pitch-Till-You-Win, Cork

Gallery, Striker for Metropolis, Ili.—two Saturdays, opening May 23; then Wis-consin. Contact MANAGER, Shullsburg, Wis., this week; Belleville, Wis., next.

FOR SALE

Metro Derby, all-aluminum 25-ft. Trailer, 1948 1-Ton Truck. Everything in good condition. Complete \$1,000.00 cash.

Write or Call on

CHARLES FENT

111 Grandin Drive Georgetown, Ohio

WANT—STOCK CONCESSIONS

For Sale: Super Roll-O-Plane, \$3,500; Cat converted to 1 truck rids with trailer, \$3,500; 10 kw. Light Plant, Popcorn Ma-chine, fully equipped Fluorescent Light-ing, \$1,000.

TIP TOP SHOWS

Chippewa Falls, Wis., June 3-7 Wis. Rapids, Wis., June 9-14

WANT TO BOOK

Small, clean Carnival for 2-day cele-

bration (Wagon Days), August 15 & 16.

KETCHUM CHAMBER OF COMMERCE

Ketchum, "in Sun Valley," Idaho

OPENING

paring the show for the opener.

Ray Wilson, shows' manager,

.......

2855 NORTH HALSTED ST., CHICAGO, ILLINOIS WE HAVE FOR IMMEDIATE DELIVERY

Chi Set Spindles\$125.00 | 60" Cigarette Wheel (New) ..\$750.00 New Straight Nail Set Spindles. . 125.00 135.00 Spot Joints. Set of 3 36.00 Bumper Car. Complete Mexican 6 Arrow 95.00 60" Race Horse Wheel 695.00

CARNIVALS

Big Tom Cat Stand. Each 50,00

HEW—**HEW**—**HEW** KRAZY BALL TABLES Gets \$15.00 per hour. \$8.50 average. Straight skill—operate anywhere.

WRITE FOR FREE CATALOG ON ALL GAMES & SUPPLIES

DON FRANKLIN SHOWS

Will place Shows of all kinds with own equipment except Girl Shows. Want Funhouse, Glass House, Snake, Monkey, Mechanical, Illusion, any Grind Shows. Exclusive open on Photos and Age and Scales.

Want A-1, sober Wheel Foreman, must drive semi. Join this week.

Will book for season, Rides not conflicting. Can place Paratrooper, Round-Up and Roll-O-Plane.

Paris, Tex., this week; Topeks, Kans. (Fairgrounds), June 8-16; then 15 solid Celebrations and Fairs starting Salem, III., June 22-27. All replies:

DON FRANKLIN SHOWS, per route.

OAKLAND, MARYLAND, GARRETT COUNTY FAIR

AUG. 10-15-6 BIG DAYS

Everything open. No flats or gypsies.

Contact FRANKIE'S RIDES

Frank Kopcha (BAldwin 2-9136) Washington, Pa.

J. A. GENTSCH SHOWS

Want For Fourth of July Celebration, Natchez, Miss., and balance of season for 15 Fairs and Celebrations.

RIDES: Octopus, Scrambler, or any Flat Ride not conflicting. SHOWS: Side Shows, Illusions, Snakes, or any Show with own outfit. No Cirl Shows.

Hanky Panks of all kinds, Custard, Ice Cream, Weight and Age, Bingo. Sammy Craton wants Agents, Buckets, Six Cat, and Hanky Panks. Gus Mitchell wants to sell Long Range Shooting Gallery, complete with guns, in excellent condition. Show wants Electrician who understands Diesels; also Truck Mechanic. Must have tools and stay sober. Week of June 1, Oxford, Miss.

ROHR'S MODERN MIDWAY

RANTOUL, ILL., JUNE 1-6

OUNCESSIONS: Want High-Striker, Photos, Basket Ball, Novelties, Scales, er what have you? Hanky Panks only. Will book Bingo for season. SHOWS: Want family-type Shows. HELP: Want experienced Ride Help on all Rides. Must drive.

C. J. ROHR

Rantoul, Ill., this week; then as per route.

FOR SALE—CHEAP FOR CASH

#5 Ferris Wheel now operating Tybee Beach, Ga., with Van; also #12 Ferris Wheel on location at Galveston Pleasure Pier, Galveston, Texas, well lighted and Al condition, new cables this year and painted. Have here at Camden, S. C.—Dodge Panel Truck, full concessions of all kinds (formerly was Eddie Steel's); also Office Trailer on semi, ready to roll. Have about 20 more Concessions, some with new tops last year. Have G-12 Allan Herschell Train with 200 feet extra track, two seasons old now, never been used outdoors, moved only once, perfect condition,, can't tell from

Write, wire or call CARL SCHLOSBURG, e/o Hotel Sarsfield, Camden, S. C.

BOB HAMMOND SHOWS

PLAYING HOUSTON, TEXAS, LOTS AND SHOPPING CENTERS UNTIL JUNE 27.
THEN THE BIG ONE-BELTON, TEXAS, JULY 4.

RIDE HELP: Can use Ride Help in all departments. SHOWS: Want Snake Show with own equipment, any Shows not conflicting. AGENTS: All my old Agents answer if you want a long season. Open until Nov. 15. ANSWER: BOB HAMMOND, OWNER, or KEITH CHAPMAN, ADJUSTER 6115 Gold St. (Phone: OX 4-8647), Houston, Texas

GARDEN STATE SHOWS

10TH ANNUAL FEDERATION CARNIVAL AND PARADE, MOSCOW, PA.,

JUNE 8 THRU 13. Want Moscow, Pa.: Custard, Waffles, Milk Bottles, Cat Rack, Bear Pitch, Coke Ring, ste. Can place Tilt and Octopus. Want Talkers, Grinders for Grind Shows, Girls for two Girl Shows, Cook House Help, six Men. Come on, will place you.

ADDRESS: EMMAUS, PA., NOW. R. H. MINER.

WANT MAJOR AND KIDDIE RIDES

For 150-acre Amusement Park on State Route 301 in Maryland. Prefer Merry-Go-Round, Dodgem, Scrambler, Twister, Kiddie Rides, Helicopter, Turnpike or any other Kiddie Rides. Total 15 or 20 Rides. Apply to

DENNIS or DELBERT CONNER Wayside, Maryland (Phone: Clearbrook 9-2211)

FOR SALE

I Allan Herschell 40-ft, Merry-Go-Round; I Mangels Kiddy Boat Ride; I Rocco Kiddy Jet Alrplane Ride; I Transformer on Truck; I G.M. Diesel 30 K.W. Land for Kiddy Park in Rockford, 20 acres zoned for park.

BIG FOUR AMUSEMENT

Phone: Fillmore 4-3726-4-0718 or 3-3751.

705 N. 17th Ave.

CARNIVAL WANTED

Melrose Park, III.

With 40 or more Concessions, 15 Rides and Shows for Greenville County Colored Fair, October 19-24, 1959. We have an area of 15 acres with race track, athletic field and exhibit building chartered by the State of South Carolina. Write Rev. U. S. G. Sweeney, Secretary, Rou e #2, Simpsonville, S. C., or call Mr. Mose Arnold, President, CEdar 3-8478, Greenville, S. C.

Shive Rack Agents for Canadian and American tour with Art B. Thomas No. 1 Shows. Wire

ROSE MERROW In Care of Show, Sloux City, Iowa

WANTED

Experienced Ferris Wheel Man for Shopping Centers. Short moves, very good proposition. Also deal for wife. No children.

ROBT. E. OLIVER 5555 Zuni Denver 21, Gole. Phone: GLendale 5-9266

MARYLAND STATE FAIR

TIMONIUM, MARYLAND

2 Full Weeks-August 31 to Sept. 12, 1959. New Grandstand, new Fun Zone, new Midway. Now reserving Space for Exhibits, for all kinds of Concessions; everything open except Bingo. Will sell Ex on Novelties, Scales, Hats. Place Side Show, Rides; Mad Mouse, Hot Rods.

Can place for our Ride Unit-Wheel, Coaster and Merry-Co-Round Foreman, Truck Drivers-Operators. Place Popcorn and Apples. Top salaries. Move every ten days.

DAVID B. ENDY, Midway Director Maryland State Fairgrounds, Timonium, Md. - Or - Shopping Center, Rockville, Md.

BELL-FORM SHOWS

WANT

Photo Callery, Long and Short Range Shooting Calleries, Hanky Panks not conflicting. Terry Kalaita wants Agents and Gunners for Picture Frames, couple for Percentage Came, Agents for One-Ball Bottle, Tip-Up Coke Bottles, Swingers, and Apple Cart. Jimmy Calvin, Harry Modell, please contact me at once, Bristol, Conn. Phone LU 3-2216.

Playing Bristol, Conn., week June 1-6.

WONDERLAND EXPOSITION SHOWS

Hillsboro, Kans., Diamond Jubiles June 8-13, on the streets; followed by a fine route of June Celebrations, 2 units. Valentine, Nebr.; Oiney Springs, Colo.: San Antonio, New Mex.; San Juan Pueblo, New Mex.; Taos, New Mex.; Las Vegas, New Mex.; Espanola, New Mex.; Pacos, New Mex.; Cimarron, New Mex., and others. We play no still dates. SHOWS: Can place family-type Shows.

RIDE OWNERS ATTENTION

Need additional Rides on both units. Will book or lease. Contact now for any and all this routs.

CONCESSIONS: Can place Concessions of all kinds. Popcorn, Floss and Snow open. Want to book outstanding Free Acts for season. Roy Bible, and Heide Floyd, call me.

205 N. Monros, Kansas City, Mo. Phone CHesterfield 1-2088



HELP-CAN USE FOREMEN FOR WHEEL, COASTER AND KIDDLE TURNPIKE SECOND MEN ON DODGEM AND OTHER MAJOR RIDES. ADDRESS:

BILL GULLETTE

Alton, III. (Riverfront Park), June 1-6; Macomb, III., follows.

BEAM'S ATTRACTIONS

Mesontown, Pa., Celebration, Next Week. Need Concessions that work for stock at this proven event.

SHOWS-Any worthwhile Attraction that appeals to family trade. Tops if needed. HELP—Capable Carnival Help can be placed. Girls for revue. Steve Decker and Lee Hos want Agents. Tex Mason wants Acts for 5-In-1. All communications to BEAM'S ATTRACTIONS - Barten, Md., this week.

T. J. TIDWELL SHOWS

First and Last Call — Opening Brownwood, Texas, June 5. Playing downtown lots with string of good Fairs and Celebrations to follow. Ride Help for Merry-Go-Round, Wheel, Octopus. Man to handle Elephant, L. D. Smith, Gene Bain, Baldy West, Friday, Morris Horn, answer.

Need Agents for Concessions—Six-Cat, Buckets; Cowboy Canady come on. All percentage open. Book Grab, Hanky Panks of all kinds. Place Shows with own outlits. Have nice frame up for small Girl Show. Place useful people in all departments.

T. J. TIDWELL, Brownwood, Texas. Phone Milton 3-2824.

JOHNNY T. TINSLEY SHOWS

CAN PLACE AT ONCE—Cookhouse or Sitdown Grab, Popcorn, Candy Apples, Snow Balls, Candy Floss, Mug Joint and Hanky Panks of all kinds. Want Manager for beautiful Bingo; also Hanky Pank Manager and Agents. Want Ferris Wheel

> WALHALLA, S. C., THIS WEEK. 11 Fairs starting Hendersonville, N. C., August 17.

KING BROS.' SHOWS

Want for Sailda, Cole., Best Reces and Centennial, June 11-14.

Want Ferris Wheel Foreman for #5 Ell. Best salary in the country. Want Foreman for Little Beauty Merry-Go-Round, #50 per week. Want older man for Airplane and Train. Also Second Men on all Rides. Must drive. Can use wives. Pay every Wednesday. CONCESSIONS: Will book Mug Joint or non-conflicting Hanky Panks. RIDES: Will book Mixup or non-conflicting major.

All replies to JOE L. KING, Rocky Ford, Colo., June 2-6.
P.S.: Harold Hemrie no longer here.

HELP WANTED

Man for lecturing, also Grinder for Freak Animal Show. Man to feed and care for animals.

EARL TAUBER

Riverview Park, 3300 N. Western Ave., Chicago, Ill. Phone: Lakeview 5-9708.

TALKERS—SIDE SHOW ACTS

FOR WONDERLAND SIDE SHOW, CONEY ISLAND, NEW YORK Excellent working conditions. All summer one spot.

Pay rain or shine. Write-Wire-Phone.

DAVID ROSEN, 4016 Atlantic Ave., Sea Gate, Brooklyn 24, N. Y. ESplanade 2-2178 or CO 6-2281

EP GLOSSER WANTS

Blower and Count Store Agents. Also Head for Swinger. (Ted "Bama" Lewis, get in touch). Place two Grind Store Roughies opening date, June 8, Huntsville, Ala. Wire

> a/o Western Union, Huntsville, Ala., (No Phone Calls). P.S.: Chester Taylor, Contact me.

LAST CALL-HUNTSVILLE, ALA.

BOOMING HUNTSVILLE COULD VERY WELL BE THE TOP SPRING DATE OF THE SEASON I

OPEN MIDWAY

Place all types Grind Stores and Alibi Concessions, Glass Pitch, Photos, Diggers, Basketball, Short Range, Hats, Derby and all Hanky Panks. Whitey Caler, answer. HELP—Second Man on Wheel who can work top. Ride Help who can drive semis. No time to write, wire Western Union or Phone

HETH SHOWS

or 11:30-12:30 midnite.

WO 1-5021 between 8-10 A.M.,

Al Kunz, Owner, P. O. Box 5515, North Birmingham, Ala.

ATTENTION RIDE OWNERS

Opening of Amusement Park in Metropolis of Wisconsin Dells, having an official visitors' count of 1,250,000 visitors per season. Has an opening for several large and small Rides, Walk-Thru Shows, Penny Arcade.

If you have only 1 or more than 1 that can be put into action, contact us at once.

N. MARCUS or LYLE E. BRIGGS
DELLS AMUSEMENT PARK
U. S. Highways 12 and 16,
Wisconsin Dells, Wis.
Phone 3-3111



Big 6 Dice Wheel with Crate, \$250.00 CARDINAL PRODUCTS CO. Les Berger

49 West 27th Street

New York 1, N. Y. MU 6-8268

Merriam Midway Shows

Want

Vant Want

Scales and Age, Bear Pitch, Bird Pitch, Glass Pitch, Coke Bottle, String Game, Ice Cream and Root Beer, Short Range, Photos, Hoop-La, Target, Fun House

and Side Shows.

Webster City, Iowa, June 1-6; Odebolt,
Iowa, June 8-9-10; Pomeroy, Iowa,
June 12-13; then into Green, Minn.

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.

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round Want Freaks and Novelty Acts. State salary and particulars in first letter.

Carnival Routes

· Continued from page 56

Shorty's Tri-State: Waterloo, Wis., 5-7. Siebrand Bros.: Flagstaff, Ariz.,

2-7. Skerbeck Am. Co.: Lake Linden,

Mich.
Smiley's Am. Co.: Clymer, Pa.;

Reynoldsville 8-13.
Smith, George Clyde: Roaring
Springs, Pa.; Duncanville 8-13.
Smith's Funland: Clendenin, W.

Va.; Buckhannon 8-13. Southland Am. Co.: Fort Walton

Beach, Fla. Stanley, Wm. D.: Kulm, N. D., 2-3; Napoleon 4-6; Ashley 8-10;

Forman 11-13. Steele Ams.: East Gary, Ind., 3-7; Gary 9-14.

Stephen, Otto: Mount Ayr, Ia. Stipes: Chetek, Wis., 5-7; Fall Creek 12-14.

Strates, James E.: Penndel, Pa. Stumbo's Tri-State: Huntsville, Ark.

Sunset Am. Co.: Dubuque, Ia.; Owatonna, Minn., 8-14.

Sutton's Pacific Coast: Artesia, Calif., 1-7; Santa Barbara 8-14. Tatham's Fun Fair: (Good Neighbor Shopping Center) Mattoon, Ill., 1-7.

Thiess United: Joilet, Ill., 2-7.
Thomas, Art B., No. 1: (Morning-side) Sioux City, Ia., 3-6.
Thomas, Art B. No. 2: Siour City.

Thomas, Art B., No. 2: Sioux City, Ia., 1-2; Sheldon 3-6; Rock Rapids 8-10; Kingsley 11-12; Luverne, Minn., 13-15.
Thomas Joyland: Morgantown,

W. Va.,; Clarksburg 8-13.
Tidwell, T. J.: Brownwood, Tex.
Tinsley, Johnny T.: Walhalla, S. C.

Tip Top: Chippewa Falls, Wis., 2-7. Uncle Joe's Ams.: Rockdale, Tex. Venditto Bros.: (Federal Hill)

Providence, R. I.; Cranston 8-13.
Victory Expo.: Albuquerque, N. M.,
2-7.

Virginia Greater: Seaford, Del.; Malaga, N. J., 8-13.

Wade Greater: Taylor, Mich., 4-8. Wade, W. G.: Pontiac, Mich.; Ann Arbor 8-13.

Wall, Alfred, Ams.: Potomac, Ill., 4-7; Bunker Hill, Ind., 9-13. Waters & Yates Rides & Games:

Lafleche, Sask., 1; Stewart Valley 3; Cabri 5.
West Coast, No. 1: Eureka, Calif.,

1-7; Crescent City 9-14. West Coast, No. 2: Seaside, Calif.

1-7; Stockton 8-14.
Wilcox, Dick: South Portland, Me.

Wilson Famous: Morton, Ill.; Galva 8-13. Wolfe Am. Co.: Martinsville, Va.

World's Finest: Toronto, Ont., 1-20. World of Mirth: Plainfield, N. J. World of Pleasure: Wayne, Mich., 1-7.

Young, Monte: Rock Springs, Wyo.

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
Norfelk, Virginia. Phone: Justice 7-1011
ALBERT MILLER, Manager

RIDE SUPERINTENDENTS WANTED

For Second and Third Units. Top pay and bonus. Also Wheel and Jenny Men. McGINNIS BLUE RIBBON AMUSEMENTS 7834 Pearl Rd. Cleveland 30, Ohio

TRAVELER'S VALET

Save home base expenses. Complete services for people on the go. Store your personal wardrobe. Items shipped ANYTIME — ANYWHERE on request. Let us act as your personal valet and secretary. Complete list of services on request.

TRAVELER'S VALET SERVICE 8011 S. Elizabeth Chicago, Illinol

HANKY PANK AGENTS

WANTED

Must be capable and reliable for Ball Game, Balloon Darts, Slot Roll Downs. 25% of gross.

LOUIS GLOTH
Pleasure Beach Park, Bridgeport, Conn.

ART B. THOMAS SHOWS

Last call for Canadian "B" Circuit, followed by

Black Hills, Expo., Rapid City, S. D. Colorado State Fair, Pueblo, Colo. North Central Kansas Free Fair, Belleville, Kans.

South Dakota State Fair, Huron, S. D. Clay County Fair, Spencer, Iowa Corn Palace, Mitchell, S. D. Nat'l Dairy Cattle Congress, Waterloo, Iowa

RIDES: Can place 2 Major Rides non-conflicting. Especially want Round-Up. SHOWS: Good opening for Motordrome. Exceptional proposition to operator with own transportation and equipment.

CONCESSIONS: Can place a few more Hanky Panks. Especially want Name-On-Hats and High-Striker.

Al Williamson wants Fry Cook and general Cookhouse Help.

Roland Porter wants Girls and Working Men for the Mitzi Show.

HELP: Can place a few more Foremen, also Second Men who drive. Best wages and bonus. Canadian Ride Men notel Show will arrive in Virden, Manitoba, June 24. Will place all experienced Men who drive. Top wages and bonus at the end of the Canadian tour.

All replies to BERNARD THOMAS, MGR., Morningside (Sioux City), Iowa, June 3-6; Sioux Falls, S. D., next week,



Starting Providence, R. I. (Melrose Park Lot)—Want for Our New England
Tour and 14 Big Fairs, Including: Statesville, N. C.

Hughesville, Pa. Hagerstown, Md. Cumberland, Md. Schuylkill Haven, Pa. Lehighton, Pa. Honesdale, Pa. West End, Pa. Trenton, N. J., State Fair Charlottesville, Va.

Statesville, N. C.
Sumter, S. C.
Lancaster, S. C.
Charleston, S. C.
ch Games. Will sell ex on
e for any or all our fairs.

Cumberland, Md. Honesdale, Pa. Charlottesville, Va. Charleston, S. C. CONCESSIONS: Novelties, Age and Scale, Hanky Panks of all kinds, Long Range Gallery, Pitch Pitch Games. Will sell ex on Long Range Gallery. RIDES: Roundup, Scooter, Roller Coaster, Helicopter. Will book Wild Mouse for any or all our fairs. SHOWS: Monkey, Motordrome and any good, worth-while Family Show, will book Wildlife. HELP: Foreman for Chair-O-Plane. Man to handle Light Towers; Rosco, contact. Also Second Men on all Rides.

JOHN VIVONA, Nanuet, N. Y., or call MORRIS VIVONA

103 S. 21 St., Irvington, N. J., Essex 3-9112

HUNT AMUSEMENT CO.

NOW BOOKING FOR 16 COUNTY FAIRS AND 2 STREET FAIRS STARTING JUNE 22ND AT PARKER, INDIANA, ANNUAL STREET FAIR

RIDES

Any Major not conflicting. Rock-o-Plane, Roll-o-Plane, Chairplane, Round-Up, Flyo-Plane or others.

CONCESSIONS

All Hanky Panks open, some straight sales open, also Long and Short Range and Jewelry.

BINGO

Especially want flashing Bingo for all fairs.

NOTICE: Will sell X on Diggers for entire route.

WANT: Motordrome starting immediately. Notice: Speedy Thomas come on, will place you, good proposition.

Will place Ride Help In all departments.

At Southway Shopping Center, Muncie, Ind., until June 6th; then Southgate Shopping Center, Fort Wayne, Ind., until June 20th; then Parker, Ind., Street Fair, June 22nd to 26th; all fairs to follow.

DROME RIDERS

WANTED

Boy and Girl Riders. Especially want Trick Riders.

Alice Mack and Frank Duke, contact.

GEO. MURRAY

c/o Royal American Shows Davenport, Iowa, June 3-14.

30 3 SO

Caterpillar Diesel Light Plant, D-13000 75 KW., plus a 10 KW. auxiliary plant. Just completely everhauled. Specialbuilt semi open on 3 sides. All replies J. L. KEEF, CAPITAL CITY SHOWS

FOR SALE

Maryville, Tenn.

HUTCHENS MODERN MUSEUM

Want to join either in Texas June 9 or
Quincy, Ill., June 23 Side Show Attractions of all kinds, Giris for Illusion;
Ticket Sellers, any good Freak or good
Act. People who have worked for me before, answer. All address
e/o Schafer 20th Century Shows, 714
Haskell, Dallas, Tex., until June 13; then
Quincy, Ill., after June 23.

WANTED FOR OREGON CENTENNIAL

PORTLAND, OREGON-100 DAYS AND NIGHTS

Agents for One Ball and Hanky Panks. Also Counter Help for Cigarette Block. Opening June 10—Vancouver, B. C., to follow.

CONTACT: AL "RED" COHN (Phone: BUtler 5-1907)
Portland, Ore. No Collect Calls.

WANT RIDE MEN

Tilt-A-Whirl Foreman, Merry-Go-Round Foreman, Coaster Foreman and Second Men; sober, clean only. Must drive. Top salary and sure. If you are a chaser and have a car, stay away. All those who qualify come to

BILL GEREN

Market Square Shopping Center, LaFayette, Ind. Here until June 13.

SUNSET AMUSEMENT COMPANY

Owatonna, Minn., Fairgrounds, June 8-14.

HELP: Ride Men who are single, sober, semi drivers.

SHOWS: Side Show, Geek Show, Mechanical, Monkey, Animal.

CONCESSIONS: Age and Weight, Custard, Ice Cream, Ball Games, Dip, Photos, Hanky Panks.

Dubuque, Iowa, this week; Owatonna, Minn., next.

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Communications to 188 W. Randolph St., Chicago 1, 14.

WATER-DAMAGE SPECIALS

FIRST COME FIRST SERVED

5 Inch Cell. Feather Doll Gr.S 2.75 7 Inch Call. Feather Doll.....Gr. 6.00 9 inch Cell. Feather Doll.... Gr. 10.00 5 Inch Japanese Panda Bear... Gr. 8.00 81/2 Inch Cork Pop Gun 6r. 5.00 31/4 Inch Plastic Toy Trucks Hundred 3.50 33/4 Inch Miniature Push Bear Gr. 5.00 Extra Large Police Whistles....Gr. 5.00 Saxophone Whistles Gr. 1.00 Glant Rosette Fans Gr. 1.00 Small Rosette Fans Gr. Comic Saying Hat Bands. . . . Hundred .50 93 pc. Dinnerware Set (Himrick)

WHY-WE MOVED ...





Not damaged. Retail, \$325.00 per set. SPECIAL CLOSE-OUT....\$80.00

Our slogan for 40 years has been "If it's new we have it." Today our slogan is "If we have it, it is new." Our new catalog will be ready soon. Write for a FREE copy-Depart-

We would like to hear from our good accounts and also receive some money from our bad ones. Now is the time to help us. Thanks.

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SLUM . . . Greatest Line Ever Assembled

PLUSH TOYS and DOLLS

FLASH · · · Superb Values NEWS ITEMS When They Are New

If you have not dealt with us in the past, ask those who have

BERNY NOVELTY CO.

114 West 14th Street

New York 11, N. Y. Phone: Algonquin 5-8290



ENGRAVERS AND DEMONSTRATORS: ATTENTION!

MADE IN U.S.A.

on 24" chain. Nickel or \$24.00

Bracelets \$27.00 Gr.

Heart or Round Necklace

gold plated



WRITE FOR NEW 1959

Men's. Ladles', Girls', Boys' and Kiddle's Expan-sion Photo Idents from \$4.00 dz. CATALOG

Largest assortment of Plated G o I d Filled and Sterling Rings. 25% deposit with all C.O.D. orders include postage with prepaid orders.

Boys', Girls', Men's, Ladies' Ex-pansion Idents from \$3.75 dz. ST.00 GROSS

McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum. Special Bingo Merchandise.

Catalog Now Ready-Write for Copy Today IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your



new merchandise for tomorrow's . . .

parade of hits

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STICK HORSE

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activity toy made of nine-ply molded plywood with a Texas star on each end retailing for \$3, and a 341/2-inch toy of sevenply molded plywood decorated with animated subjects retailing for \$2. Both sizes are packed in pliofilm bags. Nu-Cushion Products, Keene, Tex.

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HOT DOG COOKER

Cooks six hots dogs in 90 seconds. Each half of wiener attaches to electrode in bottom of cooker; when lid is closed, current passes thru the dogs. Retail price, \$9.95. Westinghouse Corporation, Mansfield, Ohio.

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PITCHMEN PIPES FOR DEMONSTRATORS **ENGRAVERS**

THE USUAL . . . newsy items are contained in a let- Hope, Ala. The Dingeses, yard ter received recently from vet pitch- goods purveyors, are currently at man, Ray C. Herbers. Now in Can- the Canton Trailer Park, Ray ading their trek Ray and Madaline asks for a few pipes from Doc White Horse and Al Rice at the oria." Hartsville (Tenn.) Bazaar, while Charlie the Lone Cowboy was seen

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EUGENE ISRAEL

and to advise our many friends that business will continue as usual.

Mrs. Alice Israel

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25% Dep., Bal. C.O.D., F.O.B. Chl. J & N COOK, Inc. 763 W. Taylor Thicago 7, III. OPERATED & MANAGED BY JIM &

at a recent cattle sale in Mount ton, O., Ray arrived there about vises. O. C. Cox, the former sheetie two weeks ago after a winter so- and legal adjuster, is still in the journ in Florida. En route north, Hollywood, Fla., area while his Ray and his better half, Madaline wife, Phyllis, is recuperating from E. Ragan, paid a visit to J. D. and a hip fracture. Mary Ragan Kanthe Eunice Lancetruck at Hopkinsville, is on the West Coast Shows, while Ga., where they cut up jackpots her sister, Madaline, still makes an until a late hour of the night. Dur- occasional pitch, says Ray, who also bumped into Paul Hauck and Lushwell and Count Seldom Scoff, wife, Prince Yellow Robe; Chief "the two glitter workers from Pe-

"THE HOME SHOW . . .

here has not been bad so far, writes Big Al Wilson from New Orleans, where he is working polish along with Peco and Kid Ward. "Inasmuch as the show is not yet over and it is at a new site this year, I cannot gauge over-all results yet," Al concludes.

BURT LANE . . .

formerly a partner with Eli and Duggen, is now with the King Exposition Shows in Southeastern Michigan, working a picture frame joint for Frank Cook.

"IUST . . . a few lines to advise that I still make an occasional pitch and still look up the boys and girls in the fraternity," writes Buddy Wamsley from Weleetka, Okla. "I saw Odie Dodie on the Kelly-Miller Circus recently at Tahlequah, Okla. It was cold when the show let out, but old Odie really held them. The way he gathers a tip is a thing of beauty, and with everyone standing around shivering, Oldie went to work and held them for a good 45 minutes. It was strictly a jam is a college town and students made up most of the tip. Odie, to me, is a magician to find even one double sawbuck, let alone two or more besides the deuces and fives he pulled. Let's hear from John Lenore and some of the other

OLD-TIMERS . . .

in the medicine show business will be shocked to learn of the death of Mrs. Pearl Bartone Ashton, who died May 20 of a heart attack at her home in Albany, Ind. She was best known in the trade as Mrs. Bart Bartone, a co-owner of the old Ideal Comedy Company which toured Ohio and Indiana for nearly 40 years, Mrs. Ashton moved to Albany from Detroit two years ago. Friends wishing to know further details of h . death may write to LaVerne Wilson at Albany.

Norwich, N. Y.

Continued from page 61.

square feet of rink and 10 performers.

Theme this year will be "A Salute to the 49th and 50th States,' for which the fair will offer special fireworks displays on Monday and Friday nights. A big night is again expected to result from Wednesday's firemen's activities, which drew 18,000 to the grounds on the same night last year.

Officers, besides those mentioned, include Nicholas Jamba, vice-president, and the following directors: Richard Goodwin, Vernon D. Stratton, Theodore Post, Jamba, Wesley Gould, Dr. J. Leo Weiler, Dr. F. J. Tice, Arnold Gibbon, Ivon Ford, Albert Foster. George Handy, Michael Ryan, Melvin W. Osborne, Tyler, William J. Hall, Maurice Slater, Albert Evans, Percy Woodruff, Charles E. Baker, Read Adams and Adelbert L. Button.

Clyde Beatty is working on a Lew book with Ed Anthony who collaborated with him on the "Big Cage."

COMING EVENTS

Alabama

Mobile-Ala, Deep-Sea Pishing Rodeo, July 24-Aug. 2. Jaycees, P. O. Box 172. Arizona

Flagstaff-All-Indian Powew and Hopi Exhn., July 3-5.

Arkansas

Crawfordville - Crittenden Co. Livestock Show, June 4. Herman C. Fhillips.

California

Los Angeles-Los Angeles Home Show (Memorial Sports Arena), July 16-26. Dale

J Missimer. North Highlands-Sacramento Riding Club Horse Show, June 13 Vivian W. Kimmell. Salinas-Calif. Rodeo, Horse Pair & Stock Show, July 16-19.

Santa Barbara-Santa Barbara Natl. Horse Show & Flower Show, July 19-18. Edward G. Van Cleve.

San Francisco-San Francisco Gift Show, Aug. 2-5. Kay Leber, 1355 Market St. San Francisco-San Francisco Flower Show, Aug. 20-21. Waiter P. Gibson.

Colorado

Pagosa Springs-Celebration July 4. Limon-Celebration, July 3-5. Chamber of

Connecticut Bridgeport - Barnum Festival, June 26-

District of Columbia Washington-Nat'l Red & Custom Car Show (Nat'l Guard Armory), June 12-

14. Howard Carr. Idaho Emmett-Emmett Cherry Festival, June 22-

27. Dick Sweetman. St. Anthony-Freemont Co. Pioneer Cele-bration, July 24. Golden C. Linford. Illinois

Benid-American-Italian Spaghetti Festival, June 1-7. Chicago Intl. Trade Fair (Navy Pier), July 3-19. Chicago — Celebration (Soldier Field).

July 4. Griggsville—Celebration, July 4. Highland—Celebration, July 4-5. Rock City—Centennial, June 17-28. War-

ren D Lapp. Rockford-Businessmen's Mid-Summer Pestival, June 14-20.

Indiana

Bainbridge-Street Pair, June 18-23. Carmel-American Legion Jubilce, June

1-6. Columbia City-Old Settlers Day & Ameri-can Legion Festival, Aug. 11-15. Byron Evansville - Junior League Horse Show. June 17-20, J. T. Denton. Parmland-Lione' Club Street Fair, June

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 Home-wood, Mishawaka. pitch and he faltered. Tahlequah North Webster-Mermald Festival June 22-

28. Lions Club.

Terre Haute-Miners' Ficnic, Aug. 7-9. Jack

Veedersburg-Street Fair, June 2-6. Whitestown-Annual Picnic, June 23-27. Gene Baker, P. O. Box 98.

Iowa

Albia-Centennial, June 22-27. Belle Plains, Ia.—Celebration, July 3-4. George Clarke, Jr. Chamber of Com-Belle Plaine-Street Celebration, Aug.

25-27. Cherokee-Pilot Rock Plowing Match Aug. 13-15. Sherman Peirson.

Creston-Celebration, July 1-4. Marengo-Celebration (City Park), July 29-Aug. 1.

Muscatine - Watermelon Carnival, Aug. 27-29 Chamber of Commerce, Box 306. Sibley-Osceola Co. Livestock Show, Aug. 17-19 Gene Alexander.

Kansas

Anthony-Anthony Race Meet, July 22-25. J. L. Robinson.

Kentucky

Anchorage-St. Luke Horse Show, June 16. Tom Pike. Eminence-Celebration, July 4 Harrodsburg-Kentucky Pony Show, June 19-20. H. K. Yates. Irvington-Irvington Saddle & Pony Show, July 11. Neil 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. Middlesboro-Tri-State Horse Show, Aug. 1. Robt. B. Johns Jr. Owingsville-Lions Club Horse Show, July 3-4 Joe R. Thompson

Paris -- American Legion Horse Show, July 21. Hartey Kiser Stearns-Celebration, July 4.

Louisiana Ruston-Louisiana Peach Festival June 11-12 Mrs. Janett Aycock.

Maryland Barton-Firemen's Convention, June 1-6.

Michigan

Carson City-Dairyland Agrl. Soc. Show, Aug. 27. W. L. Green. Chelsea-Centennial, July 12-18, 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. Preedom Pestival,

June 26-July 4. Grand Rapids-South Kent Kiwanis Club Homecoming, June 2-6. Hillsdale-Celebration, July 2-4.

Menominee-Menominee Dairy Show, July 25. Gall E. Bowers. Pelkie-Baraga Co. Dairy Show, Aug. 12 Donald Lehto. Port Huron-Port Huron Blue Water Pes-

tival, 'uly 20-26, Ployd B. Walters, 1419 Harker St. Wayne-Celebration, May 27-June 7.

(Continued on page 71) New York 11 N. Y. .



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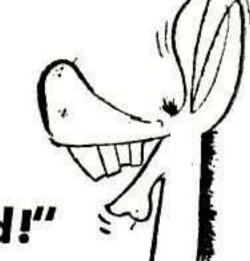
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MEN, WOMEN—HAVE HOME MAIL BUSI-ness. Real opportunity. No experience, no personal seiling required. Everything sup-plied. Help given. Start small, grow from profits. Write Samuel Glenn, Box 507, Jack-sonville, N. C. ju29

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. je8

60" SEARCHLIGHTS AND PARTS, UNUSED Sperry and G. E. Lights and Generators; complete line of Parts, Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15444 Hesperian Blvd., San Lorenzo, Calif.

Costumes, Uniforms, Wardrobes

SEQUINED PANEL SETS, IMPERSONATOR Wigs, Girl Show, Strip, Bally, Clown Wardrobe. Sheer Nude Leotard set of 8, used, \$40. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAplacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ili. je8

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes P. O. Box 7803, Dallas, Tex. 1913

SNOWTALL FLAVORING: CHERRY, Grape, Orange, Lime, Strawberry, Pineapple. Four ounces makes one gallon. Quarts, \$1.25; Pints, 75¢. 25% with order, balance C.O.D., World Sales Company, 61 East Main, Chattanooga 8, Tenn.

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 8-58*0 after 6 p.m.

BRILL'S KING TYPE SPACE SHIP MA-chine Guns with steering wheel and base: 4 for \$34.50; additional \$6.50 each; Patterns, \$12 (3 castings); duplicate sets \$4.50. Brill, Box 875, Peoria, Ill.

ELI NO. 5 WITH TRANSPORTATION, V-belt drive, steel mud sills, steel-A-frame, fluorescent circle, 1955 Dodge Tractor, power winch mounted on front bumper. 33-ft. van type Fruehauf Trailer, complete, \$5,900. George Lider, Clark, Pa., Mercer, Co.

FOR SALE—40 FT. PARKER MERRY-GO-Round, 28 horses, Allis-Chalmers motor; 24 seat adult Chairplane; Kiddle Airplane Ride, electric drive; 10-car Kiddle Auto Ride, P.-A. System with car top speakers, Steel Fences, two Ticket Booths. All for \$5,000 f.o.b. Springer, N. M. Myron Floer-sheim, c/o Lions Club, Springer, N. M. jel

FOR SALE-6 PONY TRACTORS, EXCEL-lent condition, \$200 each. Contact William Goulding, Little Valley, New York. Phone 4071, 1957 models. ju8

FOR SALE OR TRADE-15-FOOT KIDDIE Jr. Ferris Wheel, A-1 condition. Want any kind of flat ride. Thomas Felasco, 419 E. Lutton St., New Castle, Pa. Phone: OLive: 47242.

FOR SALE—10 SCIENTIFIC POKERINOS, \$40 ea.; 2 Mutoscope Drivemobiles, \$50 ea.; 2 Mutoscope Skyfighters, \$50 ea.; 1 Mutoscope Loveteller, \$35; 1 Standard Metal Typer, as is, \$50; 1 Williams Bulldozer, \$100; 1 Atlas Griptester, 3-way floor model, \$35; 1 Exhibit Hollywood Camera Test, \$50; 1 Mills Panoram, \$250; 1 Exhibit Nudist Art Colony, \$100; 2 Dale Guns, \$25 ea.; 1 Exhibit Egyptisn Mummy, \$50; 10 Genco Bingorolls, \$35 ea. Animal Forest, York Beach, Me.

FOR SALE - CONCESSION WAGON, equipped, ready for business. Priced to sell, due to illness. D. W. Day, Kevil, Ky.

FOR SALE—TWO SHOOTING GALLERIES one nine foot; one fifteen foot; sidewalls and loading tubes, all for \$1,000. 708 Northwood, Fort Worth, Texas. Phone MA H-9117.

FOUL 24-INCH GAUGE RAILWAY CARS, \$700; Fly-O-Plane, \$8,000; 28-foot Merry to lease for season, \$1,000. Young's Park Sales, 716 4th Ave., Two Harbors, Minn. FROZEN CUSTARD IN 18-FT. FACTORY-built trailer, aluminum covered. \$1,095. Tom Thornton, Gratuity Road, Groton, Washington.

MERRY MIXUP, 30 CHAIR. 20' TOWER. VE4 Wis. comp. conditioned, \$1,600. Owner h. B Eyerly. 2741 N. River Rd.. Salem. Ore.

TRAINS, FIRE ENGINES, KIDDIE RIDES, 46' Merry-Go-Round; all sizes Horses, Wood Tails, Legs. J. W. Landi, 323 Sanford, Upper Darby, Pa. Free delivery.

5 FACTORY REBUILT DODGEM CARS, \$2,000; 1 Circus Kid Ride, new wall and top, \$1,200. F. Shafer, Mesker Park, Evansville, Ind.

TWO HIGH ACT RIGGINGS, COMPLETE—
90 foot-high breakaway swaypole and high
double ladder rigging. Also swinging ladders, slide-for-life cables and miscellaneous
show property. Write for list. Aerial Productions, W. C. (Billy) Senior, Box 283,
Lovington III. 168

Help Wanted

WANTED AT ONCE-NOW Sober, reliable Truck and Trackless Train

Operators for major fairs — U. S. and work. No liquor. Chauffeur's license required. J. C. LYONS, Gen. Del., Austin, Tex.

NUMBER NEW SONGS, SOME MUSIC, others lyrics. Want legitimate connection for publicizing. Write Darrel Jackson, 238 S. Park St., Reedsburg, Wis.

PHONEMEN

10-Week Special-Labor Deal-57-year-old paper. Also other Special Editions. Daily Col. and Pay. 40%.

THE TIMES-ADVOCATE No Collects Norfolk, Va

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.

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog \$1 with refundable certificate. Nelson 2 336-B South High, Columbus, Ohio.

Miscellaneous

250 PAIR CHICAGO SHOE SKATES, PLUS 50 odd pair, \$1,000. Bargain sold bldg. D. F. Luckie, 5735 Sadler Circle, Dallas, Tex.

Motion Picture Films and Accessories

16 MM. FILM BOUGHT, SOLD, EX-changed, \$5. Bryant Supply Co., Emporia, Virginia.

Personal

BILL - WILL NEVER GIVE UP THE Troll's Nest. Find me there or at Oaklawa.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

☐ Miscellaneous

. Personals

Ponies

☐ Printing

Partners Wanted

☐ Mobile Homes, Accessories

Musical Instruments, Accessories

Photo Supplies & Developing

Trucks, Trailers, Accessories

Wanted to Book

☐ M P Films—Accessories

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 Agents, 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

☐ Rigging and Props ☐ Salesmen Wanted Scenery, Banners ☐ Talent Wanted ☐ Tattooing Supplies

☐ Wanted to Buy Music, Records, Accessories

M Business for Sale Record Pressing Situations Wanted Sound Equipment-Components Used Record Pressing Equipment

☐ Used Dealer-Distributor Equipment ☐ Used Records

Coin Machine Headings

☐ Help Wanted Opportunities Parts, Supplies Positions Wanted

Routes for Sale
Wanted to Buy ☐ Used Equipment

☐ Vocalists

Talent Availabilities Headings

☐ Agents and Managers Bands and Orchestras Dramatic Artists

☐ Hypnotists ☐ Miscellaneous M P Operators ☐ Musicians ☐ Outdoor Acts and Attractions ☐ Vaudeville Artists

3. Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD-20c a word. Minimum \$4 DISPLAY CLASSIFIED AD-\$1 per agate line. One inch \$14

(14 agate lines to inch) TALENT AVAILABILITIES AD-10c 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____

I enclose ADDRESS_ remittance of

STATE____

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Steinhart, Mrs.

Stevenson, Louis E. Stevenson, Miller

(One Arm)

Stevenson, Steve

Stine, Al Blackie Stoltz, L. F. Strickland, Jerry

Swaney, Jack

Swank, Ruth

Terry, C. H.

Sullivan, Ed (Animal Act) Surran, Frank H. Swan, J. & Mrs.

Canson At (Circle T Ranch)

Thompson, Howard Todd, Don Tolley, Virgil

Tooley, Ira Torterotot, Herbert

Tutterow, Chartie Tutterow, Frank

Tuttle, Clyde E.

Van Brunt, Lester Van Buren, Mrs.

Van Hoozer (Van Hoosier?), Wayne

Wallsworth, Charles Wankle, Charles E. Weber, Messrs. Brothers

Zingo, Jimmy Zitowsky, Shirley

Van. Lew Vogt Robert Waddell, Clarence

WANTED-PROGRAMS, HERALDS, ROUTEbooks containing Trampoline Acts of yesteryear. We will photograph and return. Names, dates, places, pictures important. American Trampoline Co., Jefferson, Iowa.

Photo Supplies and Developing

DIRECT POSITIVE CAMERA & BOOTH.
Completely equipped. Also P.A. System.
Make offer. Box C-490, e/o Billboard, Cincinnati 22, Ohio.

EASTMAN DIRECT POSITIVE PAPER, Chemicals supplied to Carnival Photog-raphers at lowest prices. Piedmont Cam-eras stocked. Catalog mailed. Memphis. Photo Supply, P. O. Box 1350, Memphis.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography Write for our low prices, PDQ Camers Co., 1546 W Cortes, Chicago 22, Ill. eh-ifn

Printing

BUSINESS CARDS LOW AS \$3.85 PER 1,000; Letterheads, \$7.45 per 1,000; Photo Offset, Mimeographing, Advertising Specialties. Send stamp for list. M. Cooper, Rt. 7, Box 406, Decatur, Ill.

This is a DISPLAY CLASSIFIED AD

Your Advertisement Displayed in a space this size will cost

\$14 per insertion.

\$00-81/2X11 LETTERHEADS, 200 63/4 ENvelopes, both for \$3.95. Black or blue ink. Mallo Press. 6468-B. Clovis Ave., Flushing.

6¼ ENVELOPES — NAME AND ADDRESS corner, black ink, 3 lines. 250, \$2 postpaid. Marvin Lipkin, 709 Flatbush Ave., Brooklyn 25, New York.

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 com-mission. 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-235, Chicago 32, ju22

EARN BIG COMMISSION FULL OR PART time. Build profitable business of your two selling America's largest line low price business printing. 360-page catalog, samples, hundreds of items used daily by business people. Advertising specialties line feature: imprinted Ball Pens low as \$9.95 for 100. Calendars low as \$5.95 for 100. Free sales kit. National Press, Dept. 11, North Chicago, 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.

Talent Wanted

TRUMPET PLAYER AND TEACHER wanted: AFM; willing to work; can double income. State details. Box 1527 LWW, South Bend 28, Ind.

Tattooing Supplies

NEW MODERN SHEET OF 8 COBRA TAT-to designs, \$2. Free sheet of Air Force and Marine designs which are popular everywhere. Zels, 728-A, Rockford, Ill. np

Wanted to Book

WANT KIDDIE RIDES, SMALL CIRCUS FOR Bathing Beach. Ten week Summer, Cats-kill Mts., percentage. Kaplan's Sulphur Springs Park, Woodridge, N. Y.

Wanted to Buy

WANTED-ADDRESS OF DISTRIBUTOR OF Pictures or Prints, size 16x20. Box 67,

"WHIP, STREAMLINE PORTABLE: ROCK-o-Plane, Live Pony Ride; Circus Ride for trade. F. Shafer, Mesker Park, Evansville, Indiana HA 4-5602.

COIN MACHINES

Help Wanted

MAN WANTED—JUKE BOX MECHANIC.

Must live in New York City. Box C-491,
e/o The Billboard, Cincinnati 22, Ohio.

Parts, Supplies

RIFLE-BOWLER CLUB CARDS, DOUBLE your take on Guns, Bowlers, Shuffle Alleys, or any high score game. 100 cards, \$15. Sample 5, \$1. Tri-State Sales Co., 315 Rollston, Fayetteville, Ark.

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

USED CIGARETTE MACHINE SPECIALS

| National | 9M \$ 85.00 |
|----------|-------------------------|
| National | 9ML 95.00 |
| National | 11M 165.00 |
| National | 13M 185.00 |
| Eastern | LV (10 col.) 90.00 |
| Lastern | (12 col.) 145.00 |
| Du Gren | ler MC (12 col.) 145.00 |
| Du Gren | ier AC (14 col.) 150.00 |
| Lehigh P | X-A.C. (12 col.) 90.00 |

1/2 certified deposit with order, balance C.O.D. or sight draft.

EMPIRE COIN MACHINE EXCHANGE 1612 Milwaukee Ave. Chicago 22, III. Tel.: Everglade 4-2600

Wanted to Buy

CRANK MUTOSCOPES, CAPITOL MIDGET Movies, Pop Sez Machines or Domes. M & M Vendors, Box 90, Canton, N. C.

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

DON MARLOWE, STAR OF THE WORLD famous "Our Gang Comedies," available. Write Don Marlowe, Box 1621, Hollywood

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

THE TRADITION LIVES ON BECAUSE nothing is more sensational than two of America's outstanding female impersonators, Jamie Lynn, exotic strip, snappy songs; Sunny O'Shea, acrobatic dancer. Reliable, sober. Young, experienced, lovely wardrobe. To work Girl Show or Posing Show for season. Wire, write Mr. Lynn. c/o Babcock, 164 W. 88th St., New York City.

WANTED—ONE OR TWO WEEKS' STAND at Summer Resort in August. Thirteen people, all white Variety Show includes fine Combo for dancing, young Singing Group, Versatile M.C. and attractive line with specialties. Will consider room and board plus proposition. Write or call Mr. Al Nova, Talent Showcase of the South, Canal 7-0121, P. O. Box 564, Nashville 2, Tenn.

Musicians

RELIABLE COMMERCIAL MUSICIAN, doubling Trumpet, Tenor Sax and vocals.
Read or fake anything. Creighton, Box 5173.
Sarasota, Fla. Tel. RI 6-6088. ju8

TENOR CLARINET, FLUTE. NAME EX-perienced, all styles; need steady work, all offers considered. Don Stewart, 701 No. Dunn, Bloomington, Ind.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumoing for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. je8

BALLOON ASCENSION - PARACHUTE Leaps for all occasions. Using modern equipment. Phone AT 8-8760. Porter Flyers. 614 Hoyt Ave., Muncie, Ind. je8

HICH 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. Mac Productions, 456 Lamphier. Warren, Ohio. Phone: EX 9-1479.

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 tow. Elgin 5-3732.

COMING EVENTS

Continued from page 69

Minnesota

Edgerton-Edgerton Dutch Pestival, July 15-16. Clifford H. Peterson. Granite Palls-Celebration, June 18-21.

Missouri Bethany-Celebration, July 3-5. Browning-Browning Homecoming July 23-25. Mrs. Mary Grice. Crane-Stone Co. Jr. Livestock Show, Aug. 28-29. Hobart F. Hemphill. Fayette-Howard Co. Jr. Lamb Show, June

6. W. D. Settle. Gallatin-Davies Co. Jr. Livestock Show, Aug. 28. Geo. H. Schmitt. Linn-Lions Club Horse Show, June 6 Alvin P. Linhardt.

Maitland-Blue Grass Festival, June 24-27. Dale A. Marion, American Legion. Maryville-Nodaway Co. 4-H Lamb Show, June 3. Kenneth Walkup. Moberly-Kiwanis Jr. Lemb Show, June

15. A. T. Johnson. Mount Vernon-Lawrence Co. Jr. Livestock Show, July 30. Troy B. Call. Sedalia-Pettis Co. 4-H Livestock Show, Aug. 14, H. L. Pack. Shelbyville-Shelby Co. 4-H Lamb Show June 3 Keith Boyer. Springfield-Ozarks FFA Pat Hog Show,

Aug. 27. Vencil G. Mount. Springfield-Ozarks FFA Lamb Show, June 11. Vencil G. Mount

Warrensburg-Johnson Co. Jr. Livestock Show, July 21. Jack Jennings. Montana

Choteau - Choteau Celebration, July 4. Nebraska

Omaha-Midwest Plower & Garden Show (Civic Aud.), June 11-14, Liona Club. Nevada

Reno-Reno Home Show, June 24-28. P. O.

New Hampshire Laconia-Lakes Region Sportsmen's Show (Belknap Mountain Recreation Areg), July 18-19.

New Mexico

Albuquerque-Greater N. M. Sports Show (State Pair Coliseum), June 18-21. Frank

New York Blasdell-Southwestern N. Y. Firemen's Assn. Convention & Field Days, Aug. 5-10. C. Ernewein, 18 E. Lake Ave. Catskill-Hudson Valley Volunteer Piremen's Convention, June 15-20, Claude

Haverstraw-Firemen's Hudson-Champaign Celebration, July 6-11. Morgan Demarest Monroe Monroe Celebration, June 29-July 4.

Mount Morris-Firemen's Carnival July 22-25 Arthur R Croston, 84 Chapel St New York-Soviet Union Exposition (Collseum), June 30-Aug. 10.

North Dakota Jamestown-North Dakota State Dairy Show, July 1-4. Clayton Paulson, Ohio

Alliance-Celebration June 1-6. Berea-Celebration (Pairgrounds) July 1 5. Melvin Otterbacher, Valley City. Bolivar-Legion Celebration, June 3-6. Cambridge - Boosters' Club Celebration June 29-July 4.

Chevlot-Green Township Sesquicentennial July 11-18. Westwood-Cheviot Kiwanis Club.

Euclid-Sesqui-Centennial, June 26-July 4 Pairborn-Pairborn Celebration, July 4. Martins Perry-Street Fair, June 1-6. Norwalk-Centennial, July 27-Aug. 1. Oxford-Centennial, May 28-June 7, Tommy Cappels, 1141 Bishop Ave., Hamilton.

Port Clinton-Northwestern O., Piremen's Convention, June 15-20. Rome-Rome Celebration, July 2-5. Civic Assn. Sandusky-Centennial, June 24-30,

Steubenville-Booster Club Pestival, June

Waco-Homecoming, June 24-27. George Marlow, 911 Payne St., N.E. Canton 5. Wellsville—Firemen's Homecoming, June 22-27 J. E. Phillips, P. O. Box 61. Oregon

Baker-Junior Horse Show, Aug. 1. LeRoy wright. Portland—Oregon Centennial, July 10-16. Portland—Pacific Northwest Intl. Trade Pair (Pacific Intl. Expo. Bldg.), June

Portland-Portland Rose Pestival, June 9-14 The Dalles-Mid-Columbia Livestock Show,

June 7-10. Elmer Lierman. Union-Eastern Ore., Livestock Show, June 4-6. Ray C. Baum.

Pennsylvania Brookville-Western Firemen's Convention, Aug. 10-15. Charlerol-Charlerol Celebration, July 4.

Crabtree - Firemen's Celebration July 25-30. Easton-Eagles' Celebration, July 6-11. Paul Hopper.

Emmaus-Firemen's Celebration, June 1-6. Everson-Firemen's Convention, July 13-18. Smiles Wolinsky, Everson Fire Co. Kane-Volunteer Firemen's Celebration, July 27-Aug. 1 Lehighton—Celebration, July 4.

Masontown-Pals' Community Week Celebration, June 8-13. Moscow-Piremen's Celebration, June 8-13.

Mountainville-Firemen's Celebration, July 13-18 Newfoundland-Firemen's Celebration, June

Olyphant - Firemen's Celebration, June 15-20. Pittsburgh-Pittsburgh Bicentennial, start-Reynoldsville-Firemen's Celebration, June

Saltaburg-Old Home Week & Firemen's Celebration, June 15-20. Sharon-Patagonia Pire Co. Homecoming, June 22-27. Vernon A. Yeager, 2136 N. Water Ave.

Rhode Island Bristol-Celebration, June 29-July 4. South Dakota Aberdeen-Knights of Columbus Summer

Carnival, June 10-13. Britton - 75th Anniversary Celebration, July 2-4. Clear Lake-75th Anniversary Celebration July 3-5.

Custer—Gold Discovery Days, July 24-25. Deadwood—Days of '76, July 31-Aug. 2. Elk Point—Centennial, July 13-15. Eureka-Celebration, July 4. Flandreau-Celebration, July 2-4.

Garden City-Gala Days, June 13-14. Gregory-Celebration, July 4. Hill City-Heart of the Hills Celebration, Hot Springs-Junior Rodeo, June 20-21. Leola-75th Anniversary Celebration, June

15-16. Presho-Water Carnival, July 4. Rapid City-Black Hills Expo., Aug. 13-16. Sisseton-Kiwanis Horse Show, Aug. 6. Tabor-Czech Days, June 15-16. Timber Lake-Days of 1910, Aug. 15-16. Vermillion-Clay Co. Old Settlers' Picnic,

Aug. 30. Winner-50th Anniversary Celebration, Aug. 6. Winner-Harvest Festival, Aug. 17-19. Woonsocket-Celebration, July 4.

Tennessee Martin-Weakley Co. Dairy Show, Aug. 13-14. A. M. Walker, Dresden. Lewisburg-Marshall Co. Jr. Dairy & Colt Show, Aug. 28-29. Emerson Burnett.

Texas

Brady-Brady July Jubilee, July 3-5. Karl K. Steffens. Fredericksburg - Fourth of July Horse Races, July 3-5. Mrs. Emma Petmecky. Kaufman-Kaufman Co. Livestock Show. Aug. 27-29. Floyd Thurman.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Books, 25¢ due Hale, Mrs. P.,

Allen, Correy (Buzzy) Haley, Peggy Allen Jr., Roy Lee Anderson, Buddy Hanson, Leonard Armstrong, Charles Harrington, William F. Harrison, Thomas E. Hartman, Billy Hawkins, Eunice

Baggett, Mrs. Betty Baggett, Mrs. J. W. Baress. Tony Hays. Tom Head, Henri T. Barnett, Billy R. Barry, Martin E. Bays, Eddie Beal, Glenn E. & Henderson, Geo. H. Henderson, Mike Hendren (or Hendrix), C. W Edna E. Hinton, Charles Hinton, Clarence & Beck. Donald

Bell, Mrs. Fred H. Horowitz, H. George Hunker, Louis Bentley, Claude Best, Billy Lee Roy (Selio
Bros.' Circus)
Raymond
ey. Bob
ein. Sam
b. Chester
Dale & Cathy

Roy (Selio
Jackson, John B.
Jameson, Patricia
(Hawthorne Wild
Animal Act)
Johnson, Tex
Johnson, William J Bible, Roy (Sello Billet, Raymond Biakeley, Bob Biuestein, Sam Bowen. Chester

Boyd, Dale & Cathy Keaton, Chuck Brady, F J. Brennan, E. J. Kellow, Jack Kelly, Jack Morrison

Breeffle, Mrs.

Broeffle, Mrs.

Broeffle, Mrs.

Broeffle, Sonny

Rroome Yvonne
Brown, A. B. (Bink)
Burridge, F. H.
Bush, Henry W.
Camp. Bob & Mrs.
Campbell, Charlie
(Marie O'Day Show)
Carter, Wanzell or
Terry O'Hara
Catalano, Peter
Cody, H. L. (Jimmy)
Connor, Edward L.
Connerd, Navitie I.

Kellow, Jack
Kelly, Jack Morrison
Kirkman, Eddie
Kirkwood, Billie
Kirkwood, Billie
Kirkwood, Billie
Kirkwood, Billie
Kirkman, Francis
Kleio, Robert Merion
Kling, Jimmy
Lane, Veronlea
Lankford, Lester W.
Lauther, William E.
Lauther, William
Layfield, Mike
Layton, Ralph C.
Lee, Va & Jack
Lightle, Delores
Lines, Rev. W. J.
Connerd, Navitie I. Conners, E. L.

Conners, E. L.
Conrad. Martin L.
Cook. Albert Henry
Cooke, J. M. (U.S.
Reptile & Jungle
Circus)

Recaskill, Bob &
Rabe Cortes, Rita

Cox, Cliff
Cox, L. E (Doe Boy)
Cox, Mrs. Vera A.
Crowell, Mr. & Mrs.
Cummings, William
G.
Majors, Harold T.
Manley, Harold

Cunningham, Thomas Manley, Harold V. Mannes, Jay Curl. Hubert Daniels, Soanie Davis Koke Dean. Al Decker, Mrs. Joe Deep Sea Red Deitrich. Francis T Del Rio, Carmen De Marsh, Jack

Marshal

Martin, Edward Martin, Mrs. Sam Mason, Phillip Mathis Jr., Edward

Miller, Charles (King

Mitchell, James T. & Melvin Black

Moran, Ed (Wol-cott's Minstrels) Morrison, Malcom Murillo, Louis Murphy, E. J.

Nicholas, Ephrem Nippo, William M.

O'Brian, Mickey Oliver, Swede

Mitchell, Ray Mitzel, William B. Moore, Joe

Miller, John

Bros. Rodeo

Demetro, Archie Denton, W L. Dodson, William Donaldson, Slim Donnelly, George Duggan, William Franklin Durham, Hubert E.

Edwards, Eddie Engerer, Captain tL'Angelus Circu Escue, Howard Raymond Oakley, Julius Evens, Joe Louis Fairbanks, William

(Bill) O'Matta, Mike O'Neil, Bob (Malone) Ferguson. Danny O'Neil, Bob Oklahoma Bob Osborne, A. J. & Mrs. Finch, Norman Fowler, Floyd Frank, Jack Osborne, Bill Otto, Harry Palmer, Dick Palmer, Harold F. Frawley, Dennis Fustanio Anthony Gallupo, Jack O. Gilmore. Dave Pannebaker, Mrs.

Ginsberg, Count Store Goldstein, Sam Graham, John L.

(Bud) & Mrs Perrin, Geo.
Gregory, B. W. Phillips, Clyde Style
Gutnick, Ken M. Pickard, Francis
Hackett, Edward J. Pobanz or Pofanz, & Mrs.

Earl James Haddix. Larry
Hale, Durell Davis
Hale, Sue

Politza, John G.
Poole, Dick
Price, Art & Mrs.

Pauli, F. W. & Mrs. Perrin, Geo. Phillips, Clyde Styles Pickard, Francis

Pates, Pat M.

G. D

Uvalde-Tex. Angora Goat Raisers' Show & Sale, July 30-Aug. 1. P. E. Gulley. Utah Ferron-Southwestern Utah Livestock Show Aug. 6-8.

Kamas - Kames Valley Livestock Show June 19-20, Demont Lott. Logan -Celebration, July 4. North Salt Lake-Intermountain Jr. Fat Stock Show, June 3-4. Orem-Orem Flora Festival, June 12-13. Pleasant Grove-Pleasant Grove Strawberry Days, June 18-20. Richfield-Southern Utah Jr. Livestock

Show, Aug. 12-15. West Virginia Buckhannon-W Va. Strawberry Pestival, June 10-12. Mrs. C. E. Fretwell. Piedmont - Firemen's Celebration, June 8-13. T R. Combs. Tri-Town Pire Co. Ripley-Celebration, July 4. Wisconsin

Appleton-Civic Celebration, July 2-5, Box Burlington-Legion & K. of C. Celebration, July 1-5. Manitowoc-Elwania Fun Festival June 4-7.

Madison-Madison Pestival, July 4. Milwaukee-St. Joseph Peast, June 25-28, Milwaukee-PRCU Pestival (Pulaski Park) June 1-7. L. Wozinski. New Berlin-Yankee Doodle Days, July 3-5 VFW Post 5716. Ontario-Celebration, July 4-5. Merwyn Johnstone Lock Box 7. Sparia-Sparia Dairy Pestival, June 25-28, Wankesha-Wankesha Centennial, July 4

CANADA

New Brunswick Woodstock-Old Home Week, Aug. 3-8. Quebec

Montreal - Montreal Intl. Trade Pair (Show-Mart), June 5-13.

Puckett George Raley, Ethel Ray, Jesse Reichert, Frank Reik, Raymond

Revell, Mrs. Joyce Riley, Louis T. Rizzo, Augustine Ross, Harry Ross, Sr., John Royal, Jack

Rucker, E. H.
Sadler, John
Salem, Kathy
Sandlin, Robert
Schafer Jr., Alfred
(Solo Balancing Ac. (Solo Balancing Act) Schingeck, Donald M. Scognomillo. Frank Senna. Tom Shaffer, Billy Sheets, Howard Shefchik, Dorothy H. Sheppard, Glen Sheriff, Leon Shumate, Charlotte Silcox, Joe & Mrs.

Silcox, Joe Simmons, Mrs. Charles Simmons, Mrs. Fern Simpson, C. T. Sims, Beulah Skouden, James Robert

Smeltzer, Bill Smith, Bob (Commissar) Smith, C. C. Snell, Barry Snellings, William Snyder, Arthur Wilder, Dan
Williams, Nelson
Wilson, Alice
Wilson, Mrs. Anna
Wilson, Wayne
Womack, Deris Irene
Woodrume, Tom W,
G.
& Ruth O.

Snyder, Leo & Mrs. Snyder, Leon Stanfield, H. G. Stanley, R & L Stapleton, Mike MAIL ON HAND AT

> NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Armitage, Shella Beattle, Robert Carroll, Jean Clark, Eugene Dante, Delilah Davenport, Henry Dixon, Donald Dupping, Arhmed Edwards, Tom Framingham, Red Famighetti, Rocco

& Mrs.

Charles Lux, Bert Mason, Philip Miller, Larry Miller, Buzz Morgan, Bernard Roberts, Bobby Roberts, Rob Russell, Harry Vincent, Donna

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, III.

Bloom, Oscar Colston, George & Arlene Doyle, John J. Five Fredonas Fuller, William Gates, Buddy Enter-Gordon, Jackie Knight, Johnny Lea, Jane

Lou. Ava

Marko, William

Markus, Mrs. Lois Micklorchie, Joseph Northdorft, Mr. and Mrs. Donald Powers, Babe Ratcliff, Curtise C. Selby, William Simmons, Warren F. Skyline Music Company Towne, A. C. Wright, Maldon

Louden, Mr. & Mrs.

Sianley

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Ackley, James W. Allison, James Ames, Jack Sr. Anderson, Robert Bennik, Chuck & Dessie

Blockmon, Mr. &

Coffman, Clifford Collins, Buck Collins, Buck
Coleman, Mutt
Cook, A. J.
Coreoran, Thomas
Craig, Buddy
Cromly, R. M.
Crumley, R. M.
Cummings, Fred
Davis, Noah E.
Diav. Imbelia Diaz, Isabelle Diaz, Ted Dodson, Leon Dornack, Mrs.

Dugan, Dub Dunn, Danny Durbin, H. E. Eddington, Cecil Fortner, Donald H. Gardener, Sammie Gattis, James Gomezon, Larry Grutel, A. E. Hager, James Russel Haley, Poggy Hall, Mrs. Ed Harmon, Lenora Harry, Mrs. Geneva

Harry, Geneva May Hart, Mrs. Jeanette Hazen, Bennie Hightower, Don Hoyt, Clyde Hurowitz, Harold G Hyland, Richard C Johnston, George Jolley, Lillian Mac Joseph, Peter Kelly, Mrs. Alberta Vinson, Jack M. Wasko, Mr. & Mrs.

Kernes, James A. Kinder, Bill Labadie, Lawrence Levitan, Maurice
Levine, Joseph B.
Litzenberger, Johnny
Loftis, Jackie Ray

World of Tomos
S
Wright, Stanley
Yates, E. J.

McClain, O. C. McLean, J. E. McSparren, William McWhanter, Theo Madson, Doug Martin, Harry Mrs. Tom Boudreau, A. A.

Burgess, Roy
Carpenter, W. E.
Cassidy, Mrs. James
Christian, Patty Anne
Christo, Leo
Church, Curtis
Coffman Citiford
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Chri Matthews, Harry D. Morgan. Katherine Murr, Charles O'Neil, P. J. & Mrs. O'Neill, Phil Packman, Victor Patterson, Mrs. Rose Payton, W. Pearson, Carl Presiar, James Prevost, David J. Price, Bob M. Rainwater, Francis Rawlings, Bob & Jeanette Ray, B. W. Richard Rice, G. L. Richards, Henry Lee Richards, J. T. Romero, Rickey J. Royal, Mr. & Mrs. Danny Sandusky, A. D. Saunders, Tex Shelford, William Schumann, Martha F. Shelton, Lester Sherfey, Crystal Simmons, Herman Slicox, Jo Ann Smith, Ann Smith, Jack Stapleton, Mike Star, Hedy Jo Stevens, Mr. & Mrs. Joe Sr. Talbott, Elwood E. Tatham, Kermit Tetts, "Mother" Tracy, Dale

George

Webb, Mary F. Welch, John Frederick Westover, While aurice World of Tomorrow

Yates, E. J. Young, Dolly

Communications to 188 W. Randolph St., Chicago 1, III.

Public Relations Group Formed by New York Ops

NEW YORK-Local operators last week took the first steps in establishing a public relations program that could well serve as a pattern to operator groups and associations thruout the country.

Some 50 of the city's juke box operators, among them officials of several local associations, plus other tradesters and industry leaders, met Monday night (25) in New York's Park Sheraton Hotel and formed a committee to actively establish a public relations program for the area.

Bodkin Named

The committee, with Senator Al Bodkin named chairman, will work in conjunction with existing New York trade associations. Other members of the group are Harry Siskin, Mack Polloy, George Holzman, Larry Serlin and Ben Linn, all of New York.

During the initial meeting, oper-

Ohio Senate Mulls \$50 Juke Tax Proposal

COLUMBUS, O. -- The Ohio Senate Taxation Committee today named a three-man subcommittee committee was in answer to much will lend status to our industry. to consider amending and re-writing a proposed measure to tax of operators in the public relations operate, sell or promote any gamjuke boxes at the rate of \$50 per vein. He pointed out this was the bling devices that are illegal by

of Sens. E. Witmer, Democrat of of all industry leaders and the Canton; Julius J. Petrash, Demo- local trade associations. "It is a



SEN. AL BODKIN

ators agreed on a 10-point program that would serve as a tentative guide for the public relations committee. The committee will investigate means of carrying out their program and set June 17 for a second meeting at which time more definite recommendations will be made.

Altho completely local in nature, State-wide level. a spokesman for the group indicated the committee would welcome participation on a national immediate vicinity. level, either with other trade associations or with a national group such as Music Operators of Amer-

First Step

The spokesman further stressed the point that the newly formed publicity for all our activities that first concrete step taken in that State or city statutes. The subcommittee, comprised direction and had the full backing (Continued on page 73) committee that will work within

the framework of our local industry and the important thing is that it is an existing thing," he noted.

Among industry leaders present at the initial meeting who fully backed the move were Ton. Greco of the New York State Operators Guild, Carl Pavesi and attorney Malcolm Wein of the Westchester Operators Guild, Jules Russoff and Ruddy Leipzig of the New Jersey Operators Guild and prominent local attorney Theodore Blatt.

10 Points

The 10-point program adopted as an initial guide by the group is as follows:

1. To formulate definite progressive and concrete plans on behalf of our industry to promote its welfare to the citizens of the community.

2. To promote proper legislation that will be to our mutual interest to the welfare of the com-

3. To oppose any legislation that will be detrimental or confiscatory to our industry either on a local or

4. To co-operate with all recognized operator associations in our

5. To pledge ourselves to keep our industry clean and decent and to do everything in our power to keep gangsterism and hoodlumism out of the industry.

6. To get the proper newspaper

8. To promote worthwhile charitable causes by a joint effort by all men in the industry without re-

(Continued on page 84)

PROFILE OF WEEK

Shades of Old West

JACK SCHWAB



ONE OF the most colorful figures in the Colorado juke box industry is Jack Schwab, who, with his wife, Millie, operates a string of phonograph and amusement machines "all above timberline" in the high Colorado Rockies surrounding Cripple

Schwab, in addition to his coin machine enterprises, owns a jewelry store and a large restaurant and bar called The Cottage Inn, in the former Colorado ghost town. During the busy summer months, when Cripple Creek attracts upward of 100,000 tourists, Schwab wears two 45 caliber revolvers in heavy leather holsters on his rounds, and true to Western cowboy tradition, he carries out all of his business operations in blue jeans, heavy boots and Western shirts.

Gourmet, Too Each year, in his Cottage Inn restaurant, Schwab serves a "wild game smorgasbord" which brings gourmets from all over the West. Served on a groaning table are such wild game meats as deer, elk, bear meat, antelope and even an occasional mountain lion steak. Backing up the heavy meats are wild partridge, quail, turkey, duck, goose and other delights. An avid hunter and headquartering in one of the most thickly populated game refuges left in the United States, Schwab shoots many of the trophies himself, and has set something of a record for the people attracted to Cripple Creek for a single

With his many operations and record tourist traffic also prompted by old time drama presented nightly in the theater of the Imperial Hotel around the corner, Schwab is the busiest in his memory, and threatens to buy a house trailer and take a long-planned vacation in Southern Arizona. "I have been putting off the trip for 10 years," he said.

Machine Wear Schwab buys new phonographs, a variety of new amusement machines at the beginning of each summer, and has actually worn out several coin machines in the course of 90 days, as Cripple Creek becomes jammed with tourists. His wife Millie, along with running the bar and supervising the kitchen of The Cottage Inn, doubles in brass as a saleslady in the Schwab jewelry store, and during her "time off" has become something of an expert in repairing phonographs and amusement machines.

The Schwabs visit Denver every spring, and plan to increase their phonograph routes to cover a wide variety of villages and resort centers which have built up in recent years along

the Colorado "front range."

MOA Directors Ask Ops Support Natl. Public Relations Program

CHICAGO—Three veteran dinational association to set up a panies and trade papers. public relations program for the industry and for juke box operators Operators of America (MOA) has a committee which spent a full thruout the country to give their saved the operators thousands of week calling on the manufacturers support by joining MOA.

The trio, Clint Pierce of Brod- keeping costs. head, Wis., Les Montooth of Peoria, Ill., and Lou Casola of Rockford, Ill., penned an open letter to the trade saying MOA should inunderway.

Co-operation

the trio have met recently with the manufacturers as well as other industry figures and have been promised full cooperation for a public relations program.

However, they called upon operators to give their support by joining MOA and paying their dues to

the association.

"The manufacturers and distributors that we have talked to appear very willing to pay their fair share of such a program, but they expect you and us, Mr. Operator, thru MOA to pay our fair share, the letter states.

P-R Firm

According to the trio, the MOA formed committee would raise money from all segments of the industry and would decide upon a national public relations firm to run the program as well as the material to be used by the firm. A full text of the letter follows:

"An open letter to all operators, rectors of Music Operators of manufacturers, distributors of mu- imperative that MOA do even America last week called for the sic, games, suppliers, record com- more. We desperately need a pub-

Service

member of the board has spent at and the trade papers. least \$1,000 of his own money each The letter goes on to say that year to attend board meetings, committee meetings and trips to Washington.



C. E. PIERCE

"The time has come and it is lic relations program. We further "This We Believe. . . That Music believe that after having served on dollars in copyright fees, and book and all other segments of the industry, that the president and the board of directors should instigate "We have served on the board a public relations program in coof directors now for many years, ordination with the manufacturers and see with our own eyes what a of phonographs, distributors of mustigate a joint committee to meet terrific job has been done with very sic, manufacturers of games, record in Chicago and get the program little money to work with. Every companies and all other suppliers

> Mfrs. "We find that the manufacturers are very co-operative and very much have the interest of the oper- president, announced here. ator, as well as the industry as a readily agree to co-operate on a joint industry-wide public relations at March 31, 1959.

program. ing of all parts of the industry to meet in Chicago at the earliest date March 31, 1958. possible on a public relations program so as to allocate each part of the industry a certain sum of \$33,208,711 for the preceding money to be raised so as to pay for year. this program. This committee working together should decide on a national public relations firm and the material that should be used by the firm.

"The manufacturers and the distributors that we have talked to appear very willing to pay their fair share of such a program, but (Continued on page 82)

Wurlitzer Sales, Net Up in '59

CHICAGO - Sparked by the second best fourth quarter sales in the history of The Wurlitzer Company, net earnings for the year ended March 31, 1959, were \$1,123,662, up 10 per cent from the previous year, R. C. Rolling,

Net earnings were equal to whole, at heart and that they \$1.27 per share of common stock on the 885,277 shares outstanding

Net earnings for the previous "We believe that MOA should year were \$1,018,692, or \$1.18 per instigate a joint committee consist- share of common stock on the 860,525 shares outstanding at

Net sales for the year were

"Last October Wurlitzer business picked up sharply with all of the company's divisions participating in the upturn," Rolfing stated, "but more important, a brisk business and upward trend has con-

"The dramatic acclaim and increasing acceptance of our new

(Continued on page 82)

Gary, Ind., **Proposes Juke** License Code

GARY, Ind.—Tightened control of juke box operations will be proposed in an ordinance to be introduced in the Cary City Council Tuesday (2).

To provide for the licensing of the music machines, the measure will be sponsored by Glen W. Vantrease, president of the Council.

"Let it be understood that it will not be the purpose of the ordinance to raise revenue," Vantrease explained. "The purpose will be to keep the juke box business in clean and legitimate hands."

In its tentative form, the ordinance would ban juke box playing between 1 a.m. and 6 a.m.

Additionally, Vantrease said last week, the ordinance would prohibit the installation of juke boxes within 600 feet of any church, public or parochial school or playground.

License would be obtained from the City Controller on an annual basis with each machine requiring a separate license.

(Continued on page 85)

OPS MISSING 'PROGRAMMING BOAT' SAYS AMI'S RATAJACK

The following letter was received by The Billboard from E. R. Ratajack, vice-president of AMI and a veteran of the coin-operated phonograph industry. His views dwell on juke box programming, one of the industry's more controversial subjects. Are operators missing the boat by catering to rock 'n' roll teenagers and ignoring a sizable adult market? Ratajack thinks they are. Here's his side of the story. What do you think?

issue soundly second my feelings, his programming is not only vioin Billboard jargon, that:

> R & R No Boff on Juke Box

"These two articles are your stories on Record Exec Conducts Juke Box Op Survey' and 'Quality Catching Up to Sales."

of this, Mr. Joachim created a rec-

"In the quality story I quote in part, and in context: Today, with most singles aimed at the kid market (eight to 15 years old generally).'

survey experience and the record pense. industry's marketing practices is remarkable, if not downright incomprehensible, when applied to again by programming his mapresent operators' trends toward chines with tunes of popular taste. loading their juke boxes with rock The one who does will find his and roll records.

juke box industry that we are the ing public is tired of listening to venders of moods by music. It is four bars of repetitive music, with tor for Radio & Appliance Distribjust as true that we give the cus- lyries to match. tomer the option of setting his own mood by permitting him his own

"Two articles in this week's (18) selection. Any operator who 'packs' lating these two precepts, he is using poor judgment and putting that Marvin appear next week in himself out of business. Can you imagine any other business where the market is the 30-year-and-older group, and is being offered wares suited for the eight-to-15-year bracket?

"Is it any wonder that this same "In the Survey story, Mr. Joach- operator claims and cries about a im reveals that he learned 'that drop in take? What can he expect when people put coins in juke but a drop in take when he caters of the Music Operators of Ohio boxes it is often because they want to the musical tastes of an age to hear tunes which remind them group that is prohibited from even pany, Akron. of pleasant experiences.' As a result entering most of his locations? He tunes that are at least 21 years old. and able to spend, a programming operators. that can only be described as may-

"Juke box operators at one time made hits by judicial programming. Today they follow the r. & r. disk "The antithesis expressed in the jockey to his profit and their ex-

"I think it time that the juke box operator step out on his own effort rewarded by an increase in "It has been axiomatic in our take, I guarantee him that his pay-

> "Best regards, "E. R. Ratajack."

Ohio Senate

Continued from page 72

crat of Cleveland, and William H. Deddens, Republican of Cincinnati, were instructed to report back to the full 11-man committee next week when the bill will be first on the calendar for hearing.

At the hearing today attorney Gwynne B. Myers, Columbus, entered a statement by Charles Marvin, Akron, in opposition to the bill.

Sen. Charles J. Carney, Youngstown, a leader of the Democratic ruling majority in the Senate, asked person to submit to questioning by the committee.

Senator Petrash said he would seek to amend the original bill to include pinball and other coinoperated machines under the proposed license fee.

Ops' Version

Marvin said he was president and operated the Bell Music Com-

His statement indicated the procompounds the error by offering posed tax would put an unreasonord company which records only to the age group that is willing able burden upon the music box

> He said the average installation costs more than \$2,500 and average a return of \$9.50 per week, based on his own company's experience.

"Our company hasn't made a profit in the last three years, Marvin said, adding that "other music companies thruout the State are in the same position."

Name Greenbaum

HARTFORD, Conn .-- J. Sydney Greenbaum, sales promotion direcutors, Inc., has been named co-Division, 1959 Hartford Jewish and 25). Federation campaign.

Arrest Local 266 Biggies in Round-Up

Follows Indictment by Nassau County, N. Y., Grand Jury; Take O'Rourke, Too

Ernest R. Zundel, were arrested after indictment by a Nassau than 24 hours before being jailed, and coercion charges.

machine industry. In all, some 15 implied. individuals were included in the indictments.

was John O'Rourke, an international vice-president of the Teamsters and a close associate of the union's president, James R. Hoffa. O'Rourke is also president of the union's Joint Council 16 in New

Others seized include Herbert Jacob, president of the Nu-Way Vending Machine Company of Brooklyn; Philip Losquadro and Vincent Losquadro, brothers, also from Brooklyn and identified with the coin machine industry.

Investigation of Local 266 by the Nassau County Grand Jury followed extensive investigation by the Senate rackets - investigating committee earlier this year. The local had attempted to organize servicemen in the amusement game and juke box industries. It had been labeled a phony, gangsterridden union by Senator John L. chairman of the Greater Hartford McClellan (The Billboard, May 18

On May 14, a surprise raid on

NEW YORK-The ax fell on the local's headquarters by the Local 266, International Brother- Nassau County District Attorney's hood of Teamsters, last week as office ended with the DA's men both its president, Joseph De stripping the office virtually to the Grandis, and secretary-treasurer, walls and confiscating all records.

Ironically, on Thursday (28) less County Grand Jury on extortion Local 266 president Joseph De Grandis called The Billboard to The arrests climaxed three weeks protest that his local was ".... not of secret hearings into alleged out of business," as he felt the racketeer pressuring of the coin Billboard story in the May 18 issue

De Grandis further stated that his local was "not gangster-ridden" Also seized y Nassau authorities as implied but was a "clean local."

> He also referred to a Billboard quotation of a statement by O'Rourke that no support would be given by O'Rourke to Local 266. De Grandis said that "O'Rourke has made no such statement and is solidly behind Local 266."

> However, since their arrest, neither De Grandis nor O'Rourke has been available for comment.

> Previously, William Cahn, Nassau County assistant distric' attorney and head of the racket: bureau investigation, had said that Local 266 had picketed some dozen Nassau County locations over organizational difficulties.

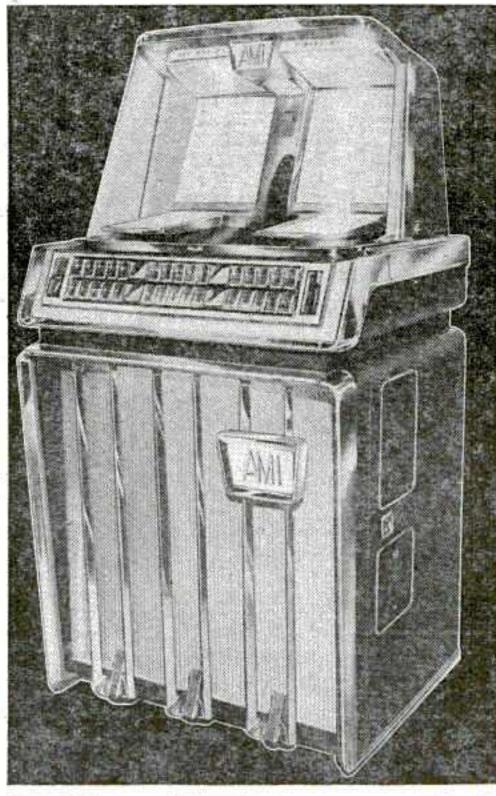
> De Grandis admitted that he had been organizing the past seven months in Queens, Nassau and Suffolk counties, but that he had succeeded in picking up only 25 members with only 160 members in the entire local. The local had succeeded in establishing a collective be rgaining agreement with the

(Continued on page 79)

AMI operators are getting more business than ever before. More new locations . . . more top locations express their preference for the new AMI model "J" than for any other juke box. AMI operators are in a preferred position. Small wonder they prefer the "J"!

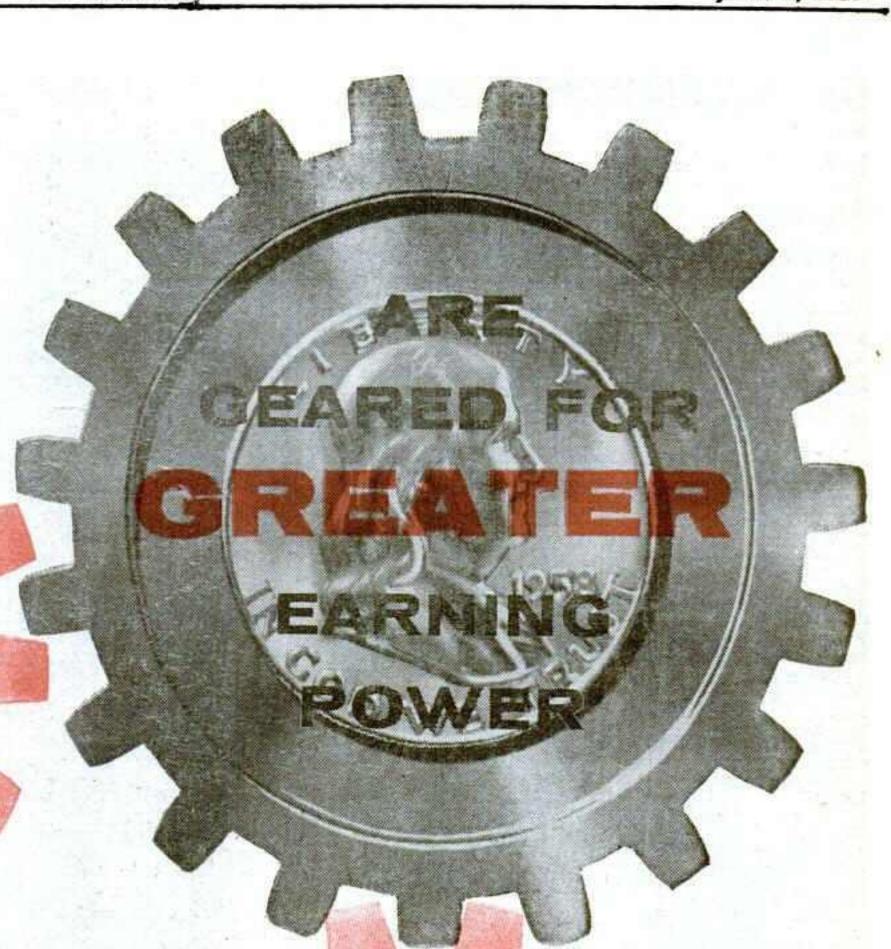
AMI AUTOMATIC MUSIC INC., 1500 Union Avenue, S.E., Grand Rapids 2. Michigan. Since 1909: designers, engineers and manufacturers of automatic musical instruments for business

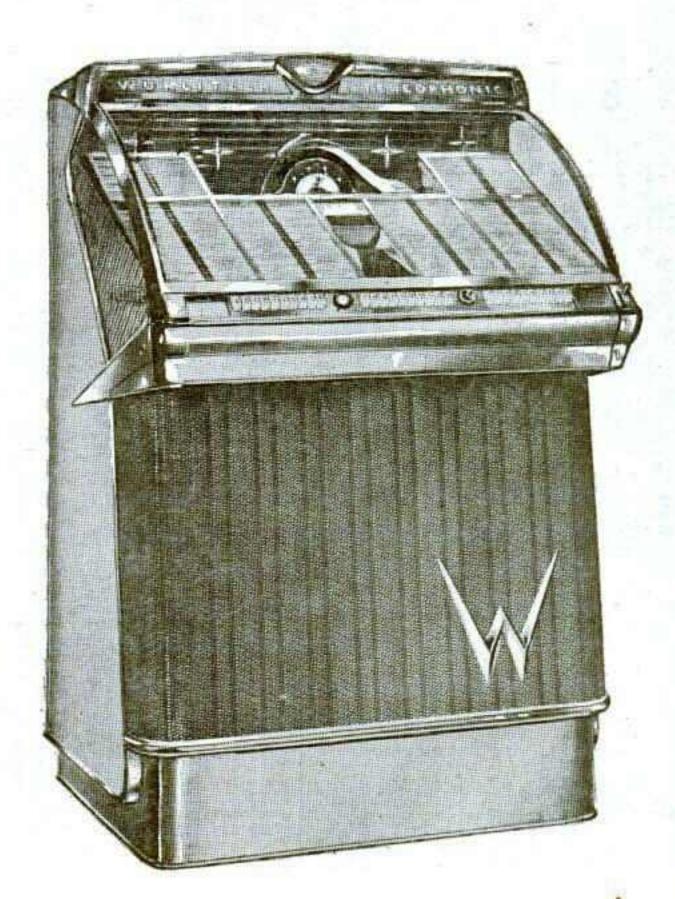
and industry. A CANTEEN COMPANY OF AMIRICA



74







THE WURLITZER COMPANY

Established 1858

NORTH TONAWANDA, NEW YORK

THROUGH GREATER FLEXIBILITY

A high earning music installation starts with a well engineered music system. There's where WURLITZER shines. The greater flexibility of the WURLITZER line makes it easier to fill a location with play-promoting music at the lowest possible investment in equipment. Wurlitzer gives you your choice of Stereo-High Fidelity—or—standard High Fidelity Sound. You can install a 200, 104 or 100-selection phonograph. And choose from corner speakers, wall speakers, floor speakers and the exclusive Wurlitzer Extender Speaker to carry true stereo sound in the proper volume to every part of any shape or size location.

Consult your Wurlitzer Distributor

He will help you combine minimum equipment investment with maximum music earnings.

75

THE BILLBOARD WEEKLY

Coin Machine Price Index

THE BILLBOARD

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.

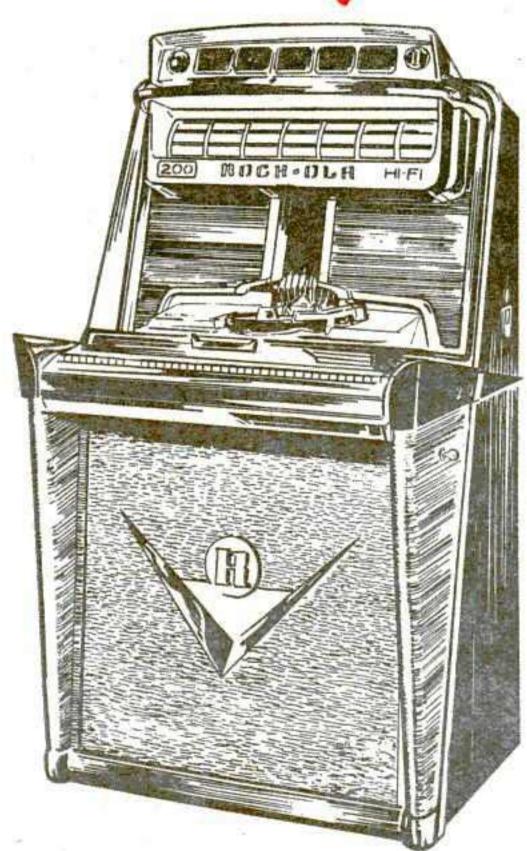
(For 10-week period ending with issue of May 25, 1959)

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

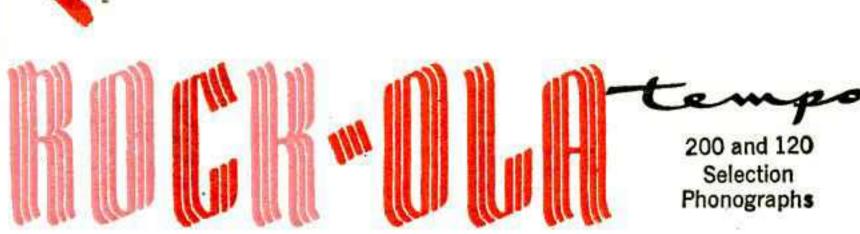
| MUSIC MAC | | | 530. | 9. | | igh | Low | Avg. | Kigh | Low | Avg. | Nigh | Low | Avg | | High | Low | AY |
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| WL | HIN | ES | | | GOTTLIEB | | | 00 | Screamo (4-54)\$ 75 | | 400000000000000000000000000000000000000 | Rocket B) (8-54)\$ 95 | 4.77 | LUCKE LUCKER IN | Flash Hockey (Coinex) (9-54)\$ | 00 | 1 75 | S-2 |
| odel C-40 1 | 125 | 45 | . 1 | 25 | Arebian Knights (11-53) | 00 | 100 | \$ 100 | Sea Jockeys (11-51) 225 Silver Skates (2-53) 50 | 225 50 | 225 50 | Royal (U) (8-54) 190 Score-a-Line | 75 | 110 | 요그 무리 경기가 하면 있어 없는 하게 하지만 그 생각이 그렇게 그 것이다. | | 95 | |
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| odel E-40 (53) 40 sel., 78 RPM | 225 | 225 | | 25 | SELECTION OF THE PROPERTY OF THE PERSON OF T | 25 | 25 | 125 | Spark Plug (10-51) 65 | 65 | 65 | 6 Player (U) (10-51) 85 Shuffle Alley | 30 | 60 | Gun Patrol (Ex) (5-51) | 110 | 110 | 1 23 |
| odel E-80 (53) 80 sel., | 443 | -6-5-7 | 8 5 | | Classy Bowler (7-56) 1. College Daze (8-49) 1 | | 125 | 125 | Spitfire (2-55) 75 Star Pool (10-54) 75 | - 49 75 | 25 | 6 Player (K) 85 | 45 | 45 | Gypsy Fortune Teller Harvard Metal Typer | 250 | 250 | |
| 45 RPM | 275 | 275 | 3 | 75 | [2][[1][[2][[2][[2][[2][[2][[2][[2][[2][| 35 | 35 | 35 | Struggle Buggle (12-53) 55 | 55 | 55 | Shuttle Alley | 260 | 40 | Heavy Hitter (B) | 65 | 65 | 100 |
| odel E-120 (53) 120 sel., | 205 | 295 | | 25 | [[:[:[:]:[]:[:[:]:[:]:[:]:[:]:[:]:[:]:[| 25 | 25 | 25 | Slugfest (3-52) 45 | 45 | 45 | 10 Player (C) 95 Shuffle Alley | 50 | 60 | Hi Ball (Ex) (2-38) | 65 | 65 | |
| 45 RPM | 373 | 275 | | | 첫 경험에서 - (600 원래 1874 - 20 년 | 75 | 60 | 75 | Twenty Grand (12-52) 30 | 30 | 30 | 11th Frame 335 | 150 | 195 | Hockey (C€) | 75 | 75 | |
| 45 RPM | 365 | 365 | | 65 | Derby Day (4-56) 1 | | 320 | 130 | Times Square (4-53) 45 | 45 | 0.20 | Shuffle Alley Deluxe | 77 944 | 2000 | (CC) (3-54) | 05 | 95 | |
| odel F-120 (54) sel., | 445 | 395 | 9 | los | Diamond Lil (12-54) Dragonette (6-54) 3 | | 65 60 | 75 80 | Thunderbird (5-54) 100 Three Deuces (8-55) 125 | 125 | 95 125 | 11th Frame (U) 325 Shuffle Pool (Ge) (11-53) 50 | 33 H22 | 225 50 | Hot Rods | 95 | 1,55 | |
| 45 RPM | 443 | 873 | | | Duette (3-55) | | 95 | 125 | Super World Series | 123 | 123 | Six Player (CC) 50 | : : | 45 | (Meteor) (6-53) | 485 | 485 | |
| OCK-OLA . | | | 2 •0 | | Duette Deluxe (4-55) 1 | | 725 | 135 | (4-51) 50 | 50 | 50 | Six Player Deluxe (K) 65 | 40 | 45 | Jack Rabbit (Amusematic) | 06 | 95 | |
| 32 50 sel., 78 RPM\$ 34 50 sel., 78 RPM | 75 | 75 | • | 75 | Flying High (2-53) | 65 | 40 | 65 | SHUFFLE GAME | S | - 13 | Six Player Deluxe (U) 65 | 40 | 45 | ('46) | 110 | 110 | |
| 34 | | 139 | | 39 | Four Belles (10-54) | 3.52 | 60 | 75 | Ace Bowler | | | Six Player 10th | 55 | 70 | Jet Gun (Ex) (12-51) | | 110 | |
| (34 | | 149 | | 49 | 이 마이에 가는 사람이 아이를 하는 것이 하는 것이 하는 것이 없다면 하는 것이 없다면 하는 것이 없다면 하는 것이다. | 65 | 50 | 50 | (CC) (9-50)\$ 295 | \$ 95 | \$ 195 | Frame (U) | | 185 | Jet Fighter (W) (10-54) | 150 | 150 | |
| 436 A 120 sel., 45 RPM | 199 | 75 | | 75 | Frontiersmen (11-25) 1 Gold Star (8-54) | 75 | 75 65 | 715 75 | Advance Bowler (CC) (5-53) 95 | 95 | 95 | Speedy (U) (8-54) 135 | Te 472.2 | 135 | Jumping Jack | | ** | |
| 138 120 sei., 45 RPM : | | 235 | | 165 | Grand Slam (4-53) | 45 | 35 | 45 | American Bank (American | 2 1233 2 1233 | 588 | Star, 5 Player (U) (7-52) 95 | | 45 | (G) (11-52) Jungle Gun (U) (7-54) | 295 | 35 295 | |
| 142 50 sel., 45 RPM | 395 | 245 | 2 3 | 115 | Green Pastures (1-54) | 50 | 50 | 50 | Shuffleboard (5-52) 250 | 225 | | Star, 10th Frame | S 599 | 276 | Kicker & Catchers | | 20 | |
| 46 Hi-Fi 120 sel., 45 RPM | 375 | 375 | 9 | 75 | STATE SEE THE THE PARTY OF THE | 50 | 50 | 50 | Arrow (CC) 210 | 210 155 | 210 | (U) (9-52) | 370 | 65 75 | K. O. Fighter | 150 | 150 | |
| | | 1347.00 | | | | 95 | 95 | 95 | Banner (U) (8-54) 155 Bikini (K) (6-54) 195 | 125 | | Super Bonus Deluxe (U) 225 | | 225 | Little League (W) (2-54) | 125 | 125 | |
| EEBURG M-100 Hideaway | | | | (1) | 219100000000000000000000000000000000000 | 95 | P5 | 95 | Bonus Bowler (K) (3-54) 190 | 75 | 0.000 | Super Frame (CC) (5-54) 125 | | 125 | | 195 | 195 | |
| (9-49)\$ | 125 | \$ 125 | | 125 | Hewalian Beauty (5-24) Jockey Club (4-54) 1 | | 50 70 | 50 80 | Bonus Score Bowler | 1000 | 100000 | Super Match Bowler | | | Lovemeter (Ex) | | 25 | |
| 1-100 A (9-49) 100 sel., | | | | 2.0 | Jubilee (5-55) 2 | 219 | 219 | 219 | (CC) (4-55) 175 | 175 | 175 | 100,110,000 | | 55 | Mauser Pistol (Ex) Mercury Counter Gripper | | 89 | |
| 78 RPM | 145 | 80 | 6 | 42 | Jumbo (10-54) 2 Lady Luck (9-54) | | 225 50 | 225 75 | Bowlette (G) (7-50) 245 Broadway Alley (U) 225 | 245 225 | 225 | Super Six (U) (3-52) 100 | | 75 | Midget Movies (CC) | | 75 | |
| -100-B (10-50) 100 sel., 45 RPM | 325 | 325 | ğ (\$ | 325 | Lovely Lucy (2-54) | 55 | 55 | 55 | Capital Deluxe | | 0.555 | Targette (U) | | 105 | Midget Racer (B) (11-56) | | 75 | |
| -100-C (5-52) 100 sei., | aran Dans | VERSON | S 29 | | The state of the s | 69 | 150 | 150 | Shuffle Games 435 | 225 | 365 | Team Bowler (U) (1-54) 95 | | 95 | | | 125 | |
| 45 RPM | 395 | 395 | | 195 | Mystic Marvel (3-54) 1 | | 120 | 120 | Capitol (U) (6-55) 235 | 235 | 235 | Team Bowler (K) (.0-52) 75 | | 50 | Mills Scales | 65 | 35 | |
| 00-W (9-53) | 535 | 535 | | 200 | Niagara (12-51) | 35 | 35 | 35 | Carnival (K) (5-53) 125 | 45 | 85 | Tenth Frame (K) 75 | | 50 | Penoram (Mills) | | 325 | |
| -100-G | 475 | 475 | 9 | 475 | Pin Wheel (10-53) Paker Face (8-53) | 75 | 50 | 60 75 | Cascade (U) (2-53) | 7.5 155 | 155 | Tenth Frame | 20 5 <u>6</u> 0 | 71 75ES | Pennant Baseball (W) | | 100 | |
| JRLITZER | | | | - 8 | Quartette (2-52) | 95 | 95 | 95 | Champion (8) (5-54) 300 | 125 | 195 | Bowler (CC) 95 | | | Periscope (CC) Photomatic (M) (1-50) | | 95 325 | |
| 00 (51) 48 sel., | 1055 | | 9 1000 | | Queen of Hearts (12-52) Rose Bowl (10-51) | 50 | 50 | 50 | Chief (U) (11-50) 115 Classic (U) (6-53) 140 | 115 | 115 | Thunderboil (CC) 200 Triple Score Bowler | 200 | 200 | Photomatic Deluxe | 010 | 023 | |
| 48 or 78 RPM\$ | 125 | \$ 125 | | 125 | Score-Board (3-56) 1 | 145 | 85 | 115 | Clipper (U) (5-55) 195 | 175 | 175 | | 5 65 | 65 | (M) (3-36) | | 245 | |
| 150 (51) 48 sel., 45 or 78 RPM | 175 | 150 |) | 150 | Sea-Bells (8-56)) Shindig (9-53) | 90 | 145 | 155 | Clipper Deluxe (U) (5-55) 210 | 210 | 210 | | | 200 | | | 65 | |
| 500 (52) 104 sel., | | 0.0240 | | | Skill Poel (8-52) | 50 | 50 | 50 | Clover Shutfle (U) (1-53) 65 Club (K: (4-53) 75 | 65 50 | 65 | Venus Bowler 150 | | | Pistol Pete (CC) Pistol Target Skill | 125 | 125 | |
| 45-78 RPM Mix | 199 | 125 | 8 | 189 | Sluggin' Champ (4-55) Sluggin Champ | 125 | 100 | 125 | Comet Targette | De | one. | Venus Deluxe (U) (3-55) 350 | 225 | 275 | Pitch'm & Bat'm (5) | 195 | 125 | |
| 550 (52) 104 sel., 45-78 RPM Mix | 99 | 9 | > | 99 | Deluxe (4-55) | 175 | 175 | 175 | (U) (11-54) 95 Comet Deluxe | 95 | *3 | Victory Bowler (CC) (3-52) 155 | 5 153 | 155 | Poler Hunt (W) | | 169 | |
| 550-A ,53) 104 sel., | | | | | Southern Beile (6-55) Spot Bowler (10-50) | 95 | 95 | 95 30 | (U) (11-54) 345 | 125 | 245 | Yankees (U) 145 | | | Quarterbacks (G) (9-55) | 125 | 125 | |
| 45-78 RPM Mix | 155 | 1.5 | 5 3 | 155 | Stage Coach (11-54) | 85 | 85 | 85 | (CC) (11-53) 110 | 110 | 110 | | | | Ranger (K) | | 195 125 | |
| 500 (53) 48 sel., 45 or 78 RPM | 235 | 23 | 5 | 235 | Sweet Add-a-Line (7-55) 1 Toreador (6-55) | 178 | 115 | 115 | Criss-Cross Targette | 110 | 110 | ARCADE EQUIP | MENT | | Rocket Ship | 235 | 225 | |
| 600-A (54) 48 sel., | | Diggs | | | Tournament (8-55) | 150 | 150 | 150 | Deluxe (C) (1-55) 110 Criss-Cross Targette | 110 | 110 | CODE AP-Auto Photo, B-B | | | Round the World Trainer (CC) (10-53) | 250 | 350 | |
| | 200 | 200 |) | 200 | Twin Bill (1-55) Wishing Well | 125 | 100 | 115 | Regular (CC) (1-55) 75 | 75 | A 1042/00/ | Coin, EV—Evans, Ex—E Gb—Gottlieb, K—Keeney | | | Royal Mustang Horse | 275 | 275 | |
| 650 (53) 48 sel., 45 RPM | 345 | 34 | | 345 | Commence | 7.00 | 72 | | Crown (CC) (4-53) 80 Diemond (K) (5-53) 145 | 80 145 | | scope, R-Roovers, 5-S | ceborg, Sc | -Scien- | Scientific Boat Set Shot Basketball | 250 | 250 | |
| 650-A (54) 48 sel., | 343 | - | | | UNITED | 5 1160 | | | Domino (K) (5-53) 50 | 50 | | tific. Sh-Shipman, United, W-Williams, 1 | | | (Munves) (6-52) | 225 | 225 | ŝ |
| 45 RPM | 249 | 249 | | 249 | Cabana (3-53)\$ Caravan (1-56) | 195 | 50 | 105 | | 40 | 75 | | | 1120 | Shoe Brush Up | 95 | 95 | |
| 700 (54) 104 sel., | 245 | 24 | | 945 | Circus (8-52) | 335 | 335 | 335 | 8 Player (Ge) (9-51) 83 | 50 | 50 | ABT Challenger (5-54)\$ 19 | - TH 903 | \$ 19 | Shoot the Bear (S) Shooting Gallery (Ex) | 120 | 120 | ě |
| 45 RPM | | 365 | | 195 | Havana (2-54) Hawaii (6-54) | 50 | 45 | 45 50 | Feature (CC) (7-54) 125 Fifth Inning Deluxe | 125 | 125 | AA Gun (K) ('48) 95 All Star Baseball (W) 125 | | 125 | (6-54) | 125 | 125 | |
| 100 (2-25) (11) | 333 | 25.50 | | elemi. | Manhattan (4-55) | 30 | 30 | 30 | (U) (6-55) 110 | 110 | 110 | Atomic Bombers (M) 9: | | | Sidewalk Engineer (W) (5-55 | 150 | 150 | Ř |
| PINBALL G | AMI | ES | | | Mexico (3-54) Nevada (8-54) | 65 45 | 45 | 65 | 5 Player (U) (1-51) 40 Fireball (CC) (11-54) 145 | 40 145 | 40 | Auto Photo (AP) 129 | | | Silver Bullets (Ex) | | | |
| ALLY | . 35 | | | 51256 | Pixie (9-55) | 75 | 65 | 75 | Flash (CC) (9-54) 175 | 175 | 175 | Anti Aircraft 9 | 9 99 | 99 | (11-49) Silver Gloves (M) | 175 | 175 125 | |
| tiantic City (5-21)\$ | | \$ 3 | 3 | 30 125 | Rio (11-53) Singapore (10-54) | 30 75 | 30 75 | 30 75 | Gold Cup (CC) (7-53) 155 | 75 | 115 | Air Raider (C) (48) 150 | 0 150 | | Six Shooter (Ex) | 95 | 95 | ğ |
| each Beauty (1-55) | | 110 | 5 | 65 | Stardust (4-56) | | 95 | 110 | Gold Medal (B) (3-55) 185 Hi Speed Triple Score | 185 | 185 | Air Hockey 12: Air Football 15: | 5 125 0 150 | | Skee Ball (W) (8-36) Sky Fighter (M) (9-53) | | 245 110 | |
| eauty Club (2-53) | 45 | 4 | 5 | 45 | Starlet (11-55) | 85 35 | 85 | 85 | 1001 10 001 1111111111 | 60 | 60 | Baltoonamat Capital | | | 5ky Gunner (G) (9-53) | 125 | 125 | ĝ |
| g Time (1-55) ight Lights (5-51) | 110 | 6 | 5 | 95 65 | Tahiti 8-53) | 30 | 30 | 35 30 | Holiday Match Bowler (CC) (9-53) 125 | 125 | 125 | P (1-55) 19: Baseball (Sc) 9: | Carlo Gallani | 195 | Sky Rocket (G) (5-51) Space Gun (Ex) | 195 | 195 | |
| ight Spot (11-51) | 145 | 14 | | 145 | Triple Play (8-55) | 85 | 85 | 85 | Hollywood (CC) (5-55) 175 | 175 | 175 | Baseball 2 Player (G) 6 | 5 65 | 65 | Space Ranger (Deco) | 225 | 225 | |
| padway (12-55) ney Island (9-52) | 155 | 13 | | 150 | Territor in Mrs. | 85 | 35 | 45 | Imperial (U) (9-53) 110 Jet Bowler (B) (8-54) 90 | 95 | | Basketball (G) | | 2.75 | Space Ship | | 110 | |
| de Ranch (9-51) | 50 | 5 | 0 | 50 | WILLIAMS | 2376 | Шлак | K 11:55 | Leader Shuffle Alley | #4165 | E 1992 | Bert Lane Merry-Go-Round 27: | 5 275 | HOC USDONESSO | Sportland (Ex) (11-51) | | 275 125 | |
| olic (10-52) yety (3-55) | 45 | 5 | | 45 65 | Army & Navy (10-51)\$ | 35 | 4 95 | | (U) (11-53) | 125 | | Big Bounce (1-51) 35 | | 350 | Sportsman (K) (11-54) | | 135 | ő |
| | 110 | 7 | 5 | 95 | Big Ben (9-54) | 100 | 75 | 75 | | 100 | | Big Inning (B) (47) 345 Big League Baseball | 325 | 325 | Standarn Metal Typer F. S | 275 | 275 | |
| -Fi (6-54) e Frotics (1 54) | 55 | 7 | 5 | 45 75 | [2] 프라이어아니다. LEMPLE WIND CONTROL (1977년 1977년 | 34 | 135 | | Lightning (U) (2-55) 175 Lightning Deluxe | 155 | 175 | | | | Star Series (W) (4-49) | 85 | 85 | Ř |
| | 125 | 10 | S 0 | 115 | Daffy Derby (8-54) | 75 | 75 | 75 | | 275 | 275 | Big Top (G) (6-54) 19. Bingo Roll 9. | 5 195 5 95 | A.1 35.125.25 | Star Shooting Gallery (Ex (9-54) | | 75 | 23 |
| | 235 | 15 | 0 | 195 | Dealer 21 (2-54) Doluxe Saseball | | 34 | 34 | Magic (B) (12-54) 145 | 145 | 145 | Bonus Deluxe (U) 35 | 0 300 | 325 | Steeple Chase | 395 | 395 | ű. |
| m Beach (7-52) m Springs (11-52) | 50 | 5 | 0 | 50 | Disk Jockey (11-52) | 40 | 40 | | Manhattan 10 Frame (U) . 85 Mars (U) (1-55) 165 | 85 165 | | Bonus Gun (U) (1-55) 17 Broncho Horse | 5 175 | 175 | Strike-a-Lite (ABT) Submarine (K) (1-42) | 195 | 195 | |
| t Lite (1-52) | 65 | 6 | 5 | 65 | Dreamy (2-50) | 135 | 110 | 135 | Mars Deluxe (U) 395 | 185 | | (Ex) 10-47) 37 | 5 375 | | Super Home Run (CC) | | 00000 | E |
| f Club (3-54) lety (9-54) | 75 | 5 | 5 | 75 | Four Corners (11-52) | 35 35 | 35 35 | 35 35 | Match Bowl-a-Ball (CC) (8-52) | 45 | 45 | Card Vendor (Ex) 5 Carnival Deluxe (U) 29 | | | (3-54) | 125 | 125 | |
| cht (lub (6-53) | 69 | 6 | 9 | | Grand Champion (8-53) | 50 | 50 | 50 | Match Pool (Ge) (2-54) 60 | 60 | 60 | Carnival Gun | | | Super Jet (CC) (8-53) | 225 | 225 | |
| ICAGO COIN | | | | | Gun Club (11-53) Hayburner (6-51) | 425 | 395 65 | 425 | Mercury (U) (12-54) 125 Mystic Bowler (B) (12-54) 355 | 125 | | (U) (10-54) | 5 75 | | Super Pennant (W) | 75 | 75 | 5 |
| sketball Champ | | | | | Hong Kong (10-52) | 55 | 55 | 55 | Mercury Deluxe | 323 | | Champion Baseball (G) 14 | 5 140 | | Super Slugger (U) (7-55) Telequiz (1 49) (T) | | 145 | i de |
| (10-49)\$ | | \$ 12 | 5 \$ | | Jalopy (8-51) | 65 | 65 | 65 | 11th Frame (U)295 | 235 | | Champion Hockey ('46) 10 | 0 100 | 100 | Ten Strike (E) (46) | 250 | 175 | |
| ome Run | 95 | 9 | 5 | 95 | Lazy Q (2-54) | 35 | 125 85 | 150 | Name Bowler (CC) (1-54) 50 Official (U) (5-52) 85 | 50 60 | 50 75 | Coon Gun (S) | 220 | | 3-D Theater (M) (12-53) Three-of a-Kind | | 150 | |
| ddle & Turt Club | | 3 | | 40 | Lu Lu (12-54) | 125 | 125 | 125 | Olympic (U) (8-54) 65 | 65 | 65 | Dale Gun (Ex) 6 | 5 25 | 60 | Three-Way Gripper (Gb) | 25 | 25 | 5 |
| odel (10-53) | 85 | 8 | 5 | 85 | Nine Sisters (1-54) Peter Pen (4-55) | 75 | 75 75 | 75 | | 50 49 | | Defender (8) ('40) 15 Derby (Ex) 12 | 676 SOSTER | | | 210 | | |
| ENCO | | | | | Quarterback (10-49) | 85 | 85 | 85 | Palisade (K) 55 | 55 | | Derby, 4 Player | | 125 | Trigger Horse (Ex) (7-53) Underseas Raider (2-46) | | 395 125 | |
| 520 Golden Nugget | | | 7 | | Ran Mon 5 Rall (11-50) | 165 | 165 | 165 | Playtime Bowler | 140 | 0 5/5/4 | (CC) (3-52) 15 | 5 153 | | Voice-o-Graph (M) (4-46) | 325 | 275 | 5 |
| | 35 | \$ 3 | 5 \$ | 35 | Rainbow 5 Ball (11-48) | 145 | 145 | 145 | (CC) (10-54) 165 Rainbow Shuffle Alley (U) (8-54) | | | Drivemobile (M) (7-54) 19 500 Shooting Gallery | | | Wild West (G) (2-55) Wizerd Whiz | 175 | 175 | |

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pervice NO TRAVEL necessary



... because the dependable service-free Rock-Ola mechanism makes life so easy for servicemen. This helps to make that difference in added earnings so important today, particularly when phonograph locations are scattered over a wide area, as they so often are during the summer season. See and test this top-styled Phonograph today at your Rock-Ola Distributor's.



Available in Tru-Stereophonic Fidelity or In the Finest Monaural Hi-Fidelity Sound

ROCK-OLA Mig. Corp. 800 No. Kedzie Avenus, Chicago 51

DENVER PROMOTION

February Vending Exports

| Country | Units | Value |
|--------------------|-------|-----------|
| Canada | 806 | \$142,507 |
| Bermuda | | 12,536 |
| Cuba | | 33,185 |
| Sweden | | 3,479 |
| United Kingdom . | | 2,475 |
| W. Germany | | 19,622 |
| Taiwan | | 17,750 |
| Union of South Afr | | 28,482 |

The above shows the eight countries which received exports of \$500 or more during February. Total exports for the month actually came to 1,610 units valued at \$268,486.

PUBLIC RELATIONS PLUG

NVI's Donahue Cites Need for 'True Facts'

HARTFORD, Conn. -- Thomas | that "merchandise yending is not B. Donahue, vice-president of Na- controlled by so-called racketeers" tional Venders, Inc., visiting here and "70 per cent of our operating from St. Louis, told The Billboard companies have only three or four

NAMA Names 12 Chairmen

CHICAGO—Regional chairmen have been appointed in 12 different areas to serve as co-ordinators of local activities of the National Automatic Merchandising Association for 1959, according to William S. Fishman, president.

The chairmen and their regions only amounts of 3.3 per cent.

matic Merchandising Corporation, other such operating costs to meet." and Qualtop Beverages, Inc., Roch- location customer with the number Medford, Mass.

Region 2: Frank J. Bradley, Automatic Equipment Corporation,

Morrison Vending Service, Inc.,

Hanover, Pa.

ginia Cigarette Service Corporation, Region 4: Fleming W. Con-

yers, Kwik Kafe of North Florida, Inc., Jacksonville, Fla.

Region 5: Nelson Coons, Automatic Coffee Break, Inc., Portsmouth, O.

Region 6: Carl Millman, Automatic Merchandising Corporation, Milwaukee.

Region 8: Herschel Price, Al Price Vending Company, St. Louis. Region 9: Carl Keller, Whistle-Vess Bottling Company, Little

Rock. Region 10: T. R. Nicolay, Western Vendors, Inc., San Bernardino,

Region 11: Mervyn D. Worth, Russel Vending Service, Inc., Santa Cruz, Calif.

Region 12: Richard Estey, Automatic Cigarette Service, Portland,

Nordberg Elected to 3-Year YMCA Office

STAMFORD, Conn.—Harry M. Nordberg, executive vice-president of Pitney-Bowes, Inc., manufacturer of stamp vending machines, and a member of the board of directors of the Stamford YMCA, has been elected to a three-year term on the YMCA National Council Board, the governing body for about 1,800 Y's in the U. S.

Alums Honor P. Roberts

Roberts, of the Coca-Cola Bottling operated under the same name by sociation.

'Bargain Portion' Formula Helps Operator Hypo Sale of Pistachios

tant for the bulk operator to give little more than his money's worth, worth whenever he comes into the his customer a bargain in the prod- in purchasing from a vending mauct vended as in any other type of chine will keep coming back," retail operation, according to Jay Shannon said, "which, of course, Shannon, active bulk operator, would be true of buying men's

Shannon operates over 100 machines on a 5-cent basis, concentrating almost exclusively on pistachio nuts, altho there are numerous cashew nut machines as well.

The Denver bulk operator prebecause of their long-standing reputation for cleanliness, the fact that they do not deteriorate in the machines, and because the bright That something extra is a better red color is particularly attractive deal on the amount of nuts dein service stations and other locations where there is a lot of fast the chute." moving traffic.

Bargain

machine in, the installation has always been a success, Shannon indicated. He believes that the maworth-while bargain."

Dr. Pepper Adds Two New Bottlers

He urged immediate denial by ester, N. Y.

with skeptical commentary by out- Dr. Pepper Bottling Company of siders with little or no knowledge Tacoma and will distribute both the Region 3: Alan M. Morrison, of this burgeoning field. He noted 61/2-ounce and king size bottles of that industry critics are only too the beverage.

wear, a restaurant meal, or anything else. Where pistachio nuts are concerned, we have often had a little trouble in landing a location, because the location owner undersweeping up shells which customhave to give the location owner a little something extra to make sure that he will go along with the idea. livered for every nickel dropped in and time again.

Regular Visits

At regular intervals, Shannon Wherever he has put a pistachio visits stores which sell nuts at retail in glassine or cellophane bags, buys a few 10-cent bags, and then counts the number of pistachios in jor reason is simply that he makes each. This gives him an average it routine to "give the customer a figure and he uses this as a form in setting his 5-cent vending ma-"The customer who feels that he chine to give exactly the same number of pistachio nuts which the oustomer would get for 10 cents in a grocery store, drugstore or bar.

Physical difficulties keep us from being able to do this in every location," he said. "Some machines DALLAS -- The Dr. Pepper cannot be opened up to put out Company added two new fran- that many nuts for every nickel. "Vending machine operators do chised bottlers last week, Grapette Most of them can, however, and, Region 1: John Latshaw, Auto- have pay rolls, product costs and Bottling Company, Tacoma, Wash., consequently, we can surprise the of nuts which come tumbling out of Grapette will be known as the the machine when he drops in his nickel."

Results

Results have been remarkable, according to Shannon. He has The Qualtop operation will be checked at numerous service sta-Region 3: Marcus Kaqlan, Vir- tional barrages of anti-coin talk known as Dr. Pepper Bottling Com- tion locations and found that once tic and jeweled eyes. when there is no reaction from the pany of Rochester, and plans to a customer has dropped the nickel responsible elements within this in- use radio, television and newspaper in, and obtained a handful of pispromotion in the immediate area. tachio nuts, the chances are that

DENVER-It is just as impor- got his money's worth, or even a he will stop for another nickel's station for gas, oil, or for automobile attention of any sort. During the winter months, sales are particularly good, when customers are wearing coats with a pocket into which the pistachio nuts can be dropped and munched through the day. In two locations where one machine would not vend nearstandably doesn't like the job of ly as much as another, the pistachio nut sales were almost three fers vending pistachios, primarily ers have left on the floor. So, we times as great where 10 cents' worth for 5 cents was possible. This proved to Shannon that customers remember a bargain, even where the purchase is from a bulk vendor, and will come back time

77

Price Ships 4 Head-Hunter Ring Charms

NEW YORK — A series of four head - hunter ring charms, introduced by Paul Price at the recent National Vendors Association convention, are now being shipped to

The rings, emblazoned with an Indian head, gorilla, skull and bear respectively, are all vacuum plated in silver and gold.

The Indian, gorilla and skull are available with either jeweled stoned settings or with faceted details. The bear is an all platedplastic ring.

Price said the rings would also b available soon in unplated plas-

Lablels are available with the series.

Price is \$1" per thousand with stones and \$9.50 without.

Coinmen You Know

Detroit

By HAL REVES

employees," while speaking of the

"Misleading publicity from the recent McClellan (congressional in-

vestigation) Committee hearings

and other sources has obscured"

these facts, he asserted. "We must

acquaint legislators, newspapers

and opinion leaders in their com-

opinion-makers of these develop-

Cites Facts

ating companies on a national level

coin machine men when confronted

glad to step forward with addi-

"The average net profit of oper-

Donahue cited a need to inform

munities with significant facts."

U. S. vending business.

Richard V. O'Meara, manager of Music Systems, Seeburg distributors, has been vacationing "in parts unknown," returns to his desk the first of June. . . . Al Golman, who was salesman with the vending division, has left the organiza-

Joseph Auton, manager of Michigan Midget Movies and King - Pin Distributing Company, is an enthusiast for locating the new coin rides in Kiddielands and parks. He is proudly displaying the new animated Bally fire engine and stagecoach rides in his display window. Incidentally, Auton has been on the sick list recently but managed to stay right on the job.

Louis M. Donar, a newcomer to the coin machine business who lives in Highland Park, is establishing an amusement game route under the name of Rex Amusement Company on the West Side of Detroit. There is no connection HARTFORD, Conn. -- Paul with the former pinball business

Twin Cities

By DON LYONS

Don Leary, Minneapolis record retailer, has sold his building at 56 E. Hennepin on Nicollet Island where he has been for 20 years and will move three blocks up the street on July 1 to 223 E. Hennepin. Desire to be nearer the East Minneapolis business district and need for larger quarters are the reasons for the move, according to Leary. He sold his store in the Miracle Mile shopping center about a year ago.

Operators in at Hunter Distributing Company, St. Paul, include Len Worsick, Montevideo, Minn.; Sidney Kern, Menominee, Wis.; Ed Bailey, Brown's Valley, Minn.; Harry Anderson, Frederick, Wis.; and Leo Rau, St. Cloud,

Lillian Hamberger, receptioniststenographer at Sandler Distributing Company, Minneapolis, is moving back to Los Angeles. Originally from California, she and her family are returning to the City of Angels to make their home. Lawrence Schillinger, operator at all connections with the coin field. chanic at Lieberman Music Com-

www.americanradiohistory.com

pany, Minneapolis, is vacationing in North Dakota.

Operators in the Black Hills communities of Rapid City and Deadwood, S. D., are looking forward to good summer business with the official start of the tourist season on Memorial Day. Advance registrations at resorts, hotels and motels in the area indicate there will be a flock of summer visitors in the region with money to spend.

Distributors say that there is a need for some new game equipment to help perk up lagging sales. Tom Bezanson has taken over the concessions operation in the Children's Center at the Southdale Shopping Center in the Minneapolis suburb of Edina.

Hartford, Conn.

By ALLEN M. WIDEM

James F. Tolisano, of Superior Music Company, has sold the Tolisano Hartford home prepatory to moving to St. Petersburg, Fla., where he will supervise newlyacquired Tolisano interests. Superior Music will continue to operate under the Tolisano family Company here, has been named Allen Fisher and Carl F. Newman. Knapp, Wis., was in driving a new banner. Jim is a former president secretary of the Greater Hartford Fisher, incidentally, is now in the Pontiac station wagon.... Walter of MOC (Music Operators of Con-Chapter, Georgia Tech Alumni As- grocery business, having severed Jones, phonograph machine me-necticut) and a director of MOA (Continued on page 78)

S. Kallick, NAMA Counsel Named to London Congress

CHICAGO-Sidney S. Kallick, Chicago attorney and associate legislative counsel of National Automatic erchandising Association, has been named a U. S. delegate to the Atlantic Congress in London next month. Kallick has been notified by U. S. Senator Javits and by Congressman Wayne Hayes, cochairmen of the U.S. delegation, of his selection as one of the group of leaders in political, economic and social affairs to represent this country at the congre June 5 thru

The Congress will mark the 10th anniversary of NATO by bringing together citizen representatives of the 15 NATO nations in an exchange of views and plans for the future. Other American delegates in 'ding Nathan Cummings, Erio Johnston, Elmo Roper, General David Sarnoff and Harold L. Zellerbach.

Queen Elizabeth will open the Congress and speakers will include outstanding leaders of the Western world. In addition to the United States, similar delegations are being sent from the 14 other North Atlantic Treaty Organization coun-

Kallick was one of the sixmember d 'gation of Young Democratic and Young Republican organization leaders who met with

(Continued on page 79)



SPARKLE, TWINKLE and GLITTER, captured in a MOSAIC PATTERN of FASCINATING ATTRACTION.

STARDUST RINGS 5,000 and Up....\$13.50 per 1,000

1,000 to 4,000 . . . \$16.50 per 1,000 SAMUEL EPPY & COMPANY, INC. 91-15 144th Place Jamaica 32, N. Y.

WE HAVE

The bases are loaded with profits for

the smart operators who install Oak's Li'l Leaguer on key locations. The fas-cinating ball game is right on the front

of the machine to attract the eye and

Vends all popular tab gum. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate. Conversion Head fits your present standard Acorn Vendor!

west coast factory sales

OPERATORS VENDING MACHINE SUPPLY CO.

1023 South Grand Avenue

Los Angeles, California

interest the customer.

AND:

COINMEN YOU KNOW

Continued from page 77

(Music Operators of America). He Connecticut, is hopeful of bettered intends to return regularly to Hart- economic conditions for the State ford for social and business visits. thru the spring and summer. "Such

Louis P. Grossman, general manager of Food Services of Connecticut, and Harold Clark, chief, food division, Connecticut Food and Drug Commission, discussed food vending machines at the semiannual meeting of the Connecticut Association of Sanitarians.

Paul Rechtshafer, Reliable Coin Machine Company, Hartford, and president of Music Operators of

WE HAVE

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H. B. HUTCHINSON

1784 North Decatur Rd. N. B.

Atlanta 7, Ga.

DRake 7-4300

WE HAVE

oak's

GOLD MINE"

T. T. VENDING SALES CO.

2065 Milwaukee Avenue

Chicago 47, Illinois

a turn of events will mean a lot more activity for coin machines thruout Connecticut," he notes. "Right now the economy is rather dull and uninviting, with little overtime in industrial plants meaning that normal coin machine users among industrial workers aren't spending as in the overtime days."

Abraham M. Raboy, president of Nedick's New York Bottling Corporation, New York, has been elected to the board of directors of the New Haven Clock and Watch Company.

Eppy Ships Penquins

NEW YORK-Roly-Poly penguin charms which bounce up and down with a wiggly-wobbly shake are now being shipped by Sam Eppy and Company to distributors and operators.

The small black and white charms are priced \$1.50 per 1,000 for quantities of 10,000 and up; \$13.50 per 1,000 for 5,000 to 9,000; \$16.50 per 1,000 for 1,000 or less.



RINGS Kids Will Want 'Em All

HEAD

HUNTER

Beautifully vacuum plated with jewel stones. INDIAN . GORILLA . SKULL RINGS

Order each style 647 individually@

Beautifully vacuum plated without stones. Designed with faceted detail to look like sparkling diamonds.

INDIAN, GORILLA, SKULL,

Order each style individually BEAR RINGS @\$9.50 Per M

labels available



CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere compare.

ROWE CRUSADER CIGARETTE,

| 10-Col., all 30c comb | 90.00 |
|--------------------------------|--------|
| STONER PENNY GUM MACHINES. | |
| reconditioned | 22.50 |
| STONER POSTWAR 6-COLUMN CANDY. | |
| 5c & 10c model | 115.00 |
| STONER 8-COLUMN CANDY, | |
| postwar. 5-10-20 | 175.00 |
| NATIONAL CANDY, 9-column | 90.00 |
| NATIONAL 9-M CIGARETTE, | |
| all 30c | 100.00 |
| EASTERN ELECTRIC CIGARETTE, | |
| 10-col., all coin, 25c & 30c. | 100.00 |

All equipment unconditionally guaranteed. Fast delivery. Onethird deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO. 308 Furman St. Brocklyn, N. Y. TRiangle 5-1857

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

Universal Match Plans Meeting For Stockholders

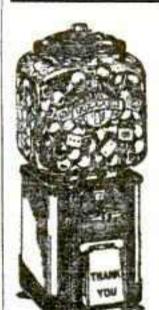
CHICAGO - Notice of a special stockholders' meeting on June 24 was mailed by the Universal Match Corporation to stockholders of record May 25. At this meeting, stockholders will be asked to vote on a proposal to increase the number of common shares to 4,000,000 from 2,000,000 and to change their par value to \$6.25 from \$12.50.

On April 3, 1959, the company's board of directors recommended this plan of recapitalization in order to effect a 2-for-1 common stock split. The stock split, if the change in capitalization is approved by stockholders, will become effective on June 29, 1959. As a result, holders of common stock will receive an additional share for each share owned on June 29; the new certificates for the additional shares of common stock will be mailed on July 10. Presently, there are 781,267 shares outstanding of the \$12.50 common stock. Reflecting these proposed changes, the number outstanding will be increased to 1,562,534.

SALESMAN WANTED

Exceptionally fine opening for a Salesman who is familiar with the vending machine field. Write to

BOX 219, The Billboard 1564 Broadway New York 36, N. Y.



VICTOR'S PROVEN TOPPER 10 BALL GUM VENDOR

Packed and sold 4 per case.

Write for our 32-Page Catalog on our complete line of CHARMS BALL GUM CAPSULES MACHINES

1/3 DEPOSIT ON ALL ORDERS. PARKWAY MACHINE CORP. 715 Ensor St.

Baltimore 2, Maryland

ADVANCE SANITARY VENDOR The finest for **Vending Flat-Pack** Products

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/a" by 2" by 31/4" . . . has separate cash box.

Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For details and Prices Write, Wire, Phone Today.

J. SCHOENBACH

Factory Distributor of Advance Vending Machines 715 Lincoln Place, Brooklyn 16, N. Y. PResident 2-2900



Same fine flavors. Centers and Coatings.

Direct LOW

Bubble Chicks, 320 & 520 ct. 28¢ lb.
Tab (short stick) 100 ct. ... 38¢ box
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory 150 lb. lots

AMERICAN CHEWING PRODUCTS 35 years of manufacturing experience.

4th & Mt. Pleasant . Newark 4, N. J

----- VICTOR'S



for 14

₽ 100-Count Ball Gum,

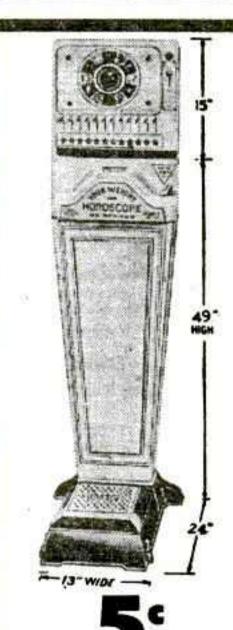
\$13.95 Each Minimum Packing: 4 to the Case

Write for Lowest Prices on our complete line of CAPSULES
 MACHINES

 CHARMS
 BALL GUM Order Now From Victor's South-

eastern Distributor. H. B. HUTCHINSON, JR.

1784 N. Decatur Road, N.E. Atlanta 7, Ga. Phone: DRake 7-4300



HOROSCOPE SCALE

TOP OF SCALE PAYS BIG

DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

DOWN

Balance \$10.00 Per Month

ATLING MFG. CO

4650 W. Fulton St., Chicago 44, III. Telephone: Columbus 1-2773 Cable Address: WATLINGITE, Chicago





Cramer's NEW 240 COUN

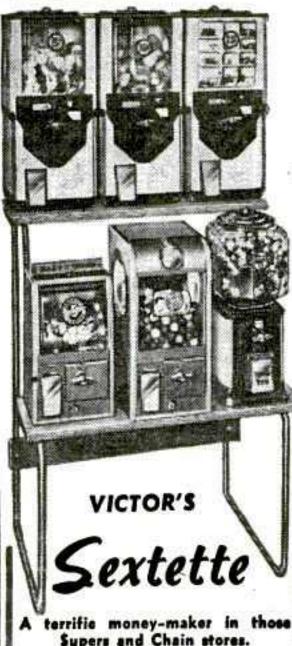
- MORE BALLS PER POUND!
- MORE RETURNS TO YOU!
- MORE PROFITS!
- **VENDS PERFECTLY!**

Place a Sample Order

Cramer's "KING-SIZE" Ball Gum now packed 1800 balls to ease. Same low price per 100 balls.

Ask your distributor to stock Cramer's "Starbrite" for you!

150 Orleans Street East Boston 28, Massachusetts Member of National Vendors' Assn.



terrific money-maker in those 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 \$9, III.

GIVE TO DAMON RUNYON CANCER FUND

Now offering SALAN CONTRACTOR STATE VENDING EQUIPMENT You'll hit the lackpot with this selective tab vender. Our specialty is helping more eperators make more

STANDARD SPECIALTY CO.

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ATLAS MASTER

The proved penny-nickel BALL GUM VENDOR

Penny-nickel mechanism . . . one turn for a penny, five turns for a nickel. This means 30% more business because of the nickel play. The Atlas Master exclusive coin mechanism will not jam, skip nor take washers.

> Send \$1.00 for sample kit of charms.

SURE-LOCK, the perfect sapsule, Patent No. 2762411. Outstanding Items. Send \$2.50 and receive 100 quality filled capsules. Contains our

PENNY KING COMPANY

2538 Mission St., World's largest "OWNERS OF Pittsburgh 8, Pa. Selection of miniature charms" ATLAS MASTER"



Ask about our ATLAS

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HUNDREDS OF MONEY-MAKING **VENDING IDEAS** Cost you a fraction of a cent a place-when you subscribe to Vend-the magazine of automatic merchandising !

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> 2 1 year \$5 3 years at \$11 (Foreign rate, one year, \$10)

735

elty..... State..... Xone.... State..... Decupation

Local 266

Continued from page 73

Associated Amusement Machine Operators of New York (AAMONY) The current investigation in Nas-

sau County is expected to be followed closely by similar moves in other New York counties.

an investigation of the juke box ica. industry was under way in his boro Jury. Koota is working closely with try leaders. Francis X. Smith, the Queens assistant district attorney who is also actively investigating in his area.

In other developments on the New York coin machine scene, attorneys for AAMONY and Music Operators of New York were given a one-month extension in preparing answers to complaints of the New York State Attorney General, which alleges that both groups engaged in monopolistic practices.

CIGARETTE **VENDORS**

Like New-One Year Old

5 Eastern Electric Mark II, 22 Cols., @ \$150.00 Each

10 Corsair, 30 Col-

umns, @ ... 150.00 Each

Scioto Novelty, Inc.

1909 Eighth Street Portsmouth, Ohio Phone: EL 3-4179

CORRECTION

Due to a typographical error, price In our ad for Pistachio Nuts, Large Tulip, was listed incorrectly at 49¢.

Correct Price Is

Pistachio Nuts

Large Tulip ...

NORTHWESTERN

SALES AND SERVICE CO MOE MANDELL 446 W 36th St., New York 18, N.Y.

MANDELL GUARANTEED **USED MACHINES**

LOngacre 4 6467

| N.W Model 49, 1¢ or 5¢ | 4.50 |
|--------------------------------|------|
| N.W. DeLuxe 14 & 54 Comb 1 | 2.00 |
| N.W. #39 1¢ Porc | |
| N.W. Model #33 1¢ Porc. Con- | |
| verted for 100 ct. B.G | 6.50 |
| Bilver King 1¢ B.G. of Mdse | 8.50 |
| | 0.00 |
| Mills 1¢ Tab Gum | 2.00 |
| Acorns 1¢ or 5¢ B.G. or Mdse 1 | 0.00 |

| | MERCHANDISE & SUPPLI | F 2 |
|---|--|---|
| | Pistachio Nuts, Jumbo Queen, Red. Pistachio Nuts, Jumbo Queen, white Pistachio Nuts, Large Tulip Pistachio Nuts, Vendor's Mix Pistachio Nuts, Sheik Cashew Whole Cashew Butts Peanuts, Jumbo Spanish Mixed Nuts Beby Chicks Rainbow Peanuts Boston Baked Beans Jelly Beans Licorice Gems Leaflets, 650 ct. | \$.73 .68 .69 .54 .42 .68 .58 .42 .32 .57 .30 .32 .28 .40 |
| l | M & M, 550 ct | .47 |
| ı | | |
| ı | Rain-Blo Gum, 60 ct | \$.30 |

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

SALES AND SERVICE CO

MOE MANDELL 446 W. 36th St., New York 18, N. Y. 10 ngarre 4-6467

Kallick Named

• Continued from page 77

President Eisenhower in 1958 and he attended the first International Conference of Political Youth Leaders from the NATO nations, held in Paris in July 1958. He is former Illinois assistant state's at-In Brookly., Aaron Koota, torney and is chairman of the na-assistant district attorney, previous tional board of directors of the told The Billboard (May 18) that Young Democratic Clubs of Amer-

In his previous European visit he and that evidence would soon toured vending installations and be presented before a Grand met with European vending indus-



GOLD VACUUM-PLATED CHARMS 1M to 4M-

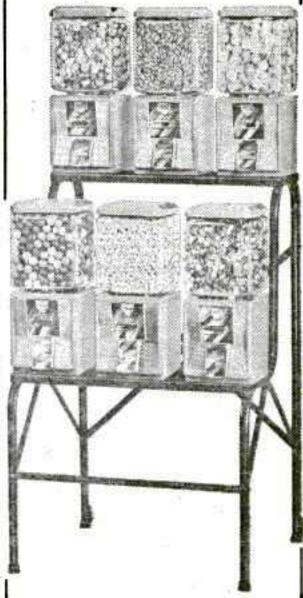
\$16.00 per thousand 5M and up-\$13.50 per thousand

Lat your distributor or .

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Northwestern

Stands for 2, 4, 6 and 8 Machines



THE NORTHWESTERN CORPORATION Morris, Illinois 2691 Armstrong

IT'S BETTER IT'S BETTER THERE!

IT'S QUITE A BIT BETTER EVERYWHERE!



GOLDEN

Write, Wire or Phone Your Northwestern Distributor for Complete

THE NORTHWESTERN CORP.

2691 Armstrong Street

Morris, Illinois

IRS: No Confiscation; Chi Coin Ships Insists Pins OK Till **Protests Answered**

But Supports Local Offices' Action On Civil Tax, Gaming Proof Basis

published, but nevertheless en-

reportedly been made in Baltimore. sa.ne basis but no one has been able to name a specific case of confiscation without proof of gambling on the machines.

Excise ruling staffer John Kearney, who first broke the news of the per-se ruling at rackets hearings last February, told The Bill-

United Preems Two-Way Play Flash Shuffle

CHICAGO -- Deluxe Flash Shuffle Alley, a new puck bowler that can be played two ways with the players making the selection, is in shipment at United Manufacturing Company.

Players can select either "flash" or "advance" scoring by pressing a button on cabinet before starting



play. The game accommodates up to six players.

The game utilizes a single vertical score panel on the backglass to indicate scores possible under either system of play.

Set for flash scores, a traveling light moves across playfield in front of the pins, and a light travels up and down the vertical backglass panel, indicating varying scores possible on each shot. The panel scores super strikes, strikes and spares at points ranging from 50-100-200 to 300-500-800. Player tries to time his shot with the traveling light for top scores.

Set for advance scores, the light moves progressively up the backglass panel, indicating a definite possible score in each frame. Timing of the shot, in this case, is not devices. Machine owners appealed of importance, but accuracy is.

Flash measures 81/2 by 21/2 feet, standard shuffle alley size, and utilizes the new popular rounded top ball-type shuffle puck.

WASHINGTON — It now ap- | board: "In Saying last week that pears that local Internal Revenue 'no action is contemplated' with re-Service field offices and federal gard to these machines (Billboard headquarters are moving in differ- May 25, 1959) until a formal ruling ent directions on the still un- is issued, what was meant was 'no confiscation action.' Field agents forceable ruling that pinballs with have been instructed to tell the free-play button-meter combination owners that the machine is liable are per se gambling devices, and for the \$250 gambling device subject to the \$250 tax. Collection enforcement on the and collection will be enforced. machines on the per-se basis has However, it was to be on the basis c' civil tax delinquency. The own-There have even been reports of ers were to be permitted voluntary confiscation of pinballs on the payment, and if this was not forthcoming, the owner's bank account would be attached for tax payment. It was to be on a civil tax liability basis."

> If any cases of confiscation have occurred, Kearney plainly stated, "It would then seem that the field office is acting on its own-or payoff on the machine must have been proven. Field offices were instruct- He turns a wheel at the front of ed to collect the tax but not to the cabinet to the left to "take confiscate machines.'

Billboard asked: "What of re- landing. ported cases in Baltimore of collection on a pro-rated basis making a charge of about \$70 for months of delinquency payments?"

Kearny was explicit: "No instructions have gone out about prorating payment as of any particular date. The ruling, which is still to be issued, after all protests are processed, will give the effective date. If local field offices have o-rated, they have done so on their own."

Currently, even if demand for payment on the \$250 tax is refused outright by the location owner, no confiscation has been indicated, said Kearney. The collection division has still been instructed to keep the case on civil tax liability basis and attach bank accounts, when no gambling has been proven.

Billboard asked about conflict with local gambling laws, where a \$250 gambling device stamp on a machine makes the owner liable to prosecution, even the under the new IRS policy the machine may be taxed on the basis of its

Said Kearney: "That would not be the concern of the Internal Revenue Service. Our job is to enforce federal tax law."

In the Courts

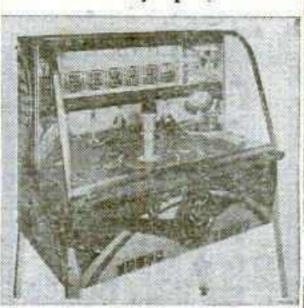
HARRISBURG, Pa. -- Pennsylvania's State Supreme Court has agreed to review opinions of lower courts on whether multi-coin pinball machines are gambling devices. A precedent-setting decision by the Fayette County Court, Uniontown, held such machines are "essentially and inherently gambling devices, used and intended to be used for the purpose of unlawful gambling." The State Superior Court, which twice heard an appeal from the Fayette County ruling, upheld the decision that the is standard 56 i.. ches high, 16 multi-coin machines are gambling the decision to the high court and Huebsch, Keeney vice-president the court agreed to review the and general manager, reports that case, which will probably be argued in Pittsburgh at the September term of the tribunal.

Jet Pilot Game, **Arcade Piece**

CHICAGO-Jet Pilot, a new action game timed for the 1959 park season, was shipped to distributors last week. The game was first shown the trade at the Music Operators of America show in April.

Idea of the game is to "take off in a jet plane and zoom around the world."

Player guides the circular flight of a miniature jet plane attached



to a center pole on the playfield. off," to the right to brake for

Object is to make individual landings on as many "cities" as possible. The cities are represented April thru June, plus interest and by circular landing spots around hit to score.

Around the World The cities represent 12 worldwide points on the globe, including New York, London, Rome and Hawaii. Player gets at least 5,000 points for each city landed on. As

contact is made, the light on the landing spot goes out.

After reaching its top altitude, the plane begins its descent, and a buzzer sounds to alert player that it is coming in for a landing. Player then trys to brake the plane skillfully, to land at any lighted city for a score. He has an opportunity to make 12 landings, and thus score at all cities, earning a re-

(Continued on page 84)

Keeney Sets gadgets, and without actual proof of gambling. Big '3' Upright

· HICAGO-J. H. Keeney & Company begins shipment this week on Big '3', a ne upright game for single or multi-coin play.

The game can be played at a nickel, dime or quarter fare, with three separate buttons on cabinet designated N, D and Q.

Score symbols are six different animal figures, and players can play all three coins at one time or one at a time.

The coin box separates coins into the three categoric for easy handling, and the game has three separate registers, as do the Shawnee and Deluxe Big Tent uprights produced earlier by Keeney. Size

inches deep, 28 inches wide. Big '3' list price is \$995. Paul Big '3' and other previous uprights are in production, and that Big '3' shipments have begun.

SEAWAY WILL HELP

One Cleveland Arcade Closes, Others See Hike

Another in a series on spring Arcade operations around the nation.

ment Arcade picture in the Cleveland area for spring will change

CLEVELAND - The amuse-

considerably this year.

One of three amusement Arcades in Cleveland will be closed this year after 60 years of operation. This Arcade is located in Puritas Springs Park, an amusement park on the west side of Cleveland. The is situated has been sold recently for use as a housing and apartment development, and no plans, as yet, have been made to relocate the park. In all probability, it will not be operating again in the Cleve-land area. The crowds in recent years have not been very large.

The amusement Arcade in Euclid Beach Park on Cleveland's east lake shore will be operated by the park owners for the first time after many years of independent management. For over 50 years, Euclid Beach Park has been owned and managed by the Humphrey Company, a family-owned corpora-

For the present, there are no plans for expansion or the adding of new equipment. However, all of the present equipment has been completely overhauled and all the movie machines have been removed. The Euclid Beach Arcade the pole. A vertical contact point will maintain about 100 machines, at each city landing spot must be including fortune tellers, penny and nickel pistols and guns, dime rifles and guns, three voice recorders and penny and nickel card venders.

Popularity Count

The most popular amusement machine last season was the penny digger, and the steam shovels and bulldozers are expected to be the best earners again this season, with the hockey machine, basketball machine and horse race machine following in popularity.

Teenagers and adults seem to prefer the penny diggers best and the kiddies prefer the air raiders, submarines, rifles and electronic

Canada Distrib Offices Razed By \$50,000 Fire

HAWKESBURY, Ontario The main offices and warehouse of United Distributing, 132 Main East here were completely destroyed by a fire last week.

Maurice Rubenstein, owner, estimated the loss at approximately \$50,000, and reported it was partially covered by insurance.

United Distributing is a factory distributor for Chicago Dynamic Industries and United Manufacturing Company.

Rubenstein said larger quarters are being made ready at 145A Main Street East, and the same telephone number will be retained, Melrose 2-3553.

Game Legislation

CONCORD, N. H .-- A bill that would require licensing pinballs and prohibit their use by children vancing Scores system. Each color under 16 has been introduced in advances and scores separately. An the New Hampshire Legislature by Senator Nathan T. Battles of Kingston. The legislation would also necessitate the licensing of juke Ballerina game completed boxes, altho children would not be lengthy location testing with flying restricted from playing them. Fees, colors. "The collection reports which would be required begin- from every spot convinced us that ning in 1960, would be \$24 a year this game is the most profitable infor pin games, \$15 for juke boxes. | line game ever," O'Donnell opined.

bears. Percentage-wise, kiddies, teenagers and adults are about equal in patronage.

Fifty per cent of the Arcade's machines are penny, 30 per cent are nickel, 20 per cent are dime and there are no quarter machines. However, there is a recorder which operates with a 50-cent piece.

The park operators will be watching the Arcade very closely this season and expect to have recommendations regarding its 70-acre parcel of land on which it more efficient and profitable operation by season's end.

Jean's Novelty and Magic Shop on Cleveland's downtown East Ninth Street and gateway to the seaway traffic coming into Cleveland for the first time this year, anticipates grosses to go up.

This Arcade's latest addition is a new Voice-o-Graph. Of all the (Continued on page 83)

Bally Bows Ballerina Pin, Latest In-Line

CHICAGO-Ballerina, an inline pinball with a new top row holes scoring feature, was shipped to Bally Manufacturing Company distributors last week.

The new top row feature permits maximum score-juggling flexibility, as these holes are labled with alternate numbers. When the top row feature is lighted, the player may select a normal arrangement of numbers 1 to 7, or a reversed arrangement 7 to 1.

The new two-way Magic-Screen



advance adds play importance to this feature, which may be advanced by depositing coins or hitting a lighted rollover. Scores may be in-line or sectional, the eightposition Magic-Screen giving players a wide range of selection.

Extra time to press left or right buttons, and 1-7 or 7-1 buttons is indicated on the backglass panels up to the "after 5th ball" panel. Scoring includes in-lines, sections, super-section and bonus (blue) section scores, all in accordance with the popular Triple Deck Adextra balls feature is included.

According to Bill O'Donnell, Bally general sales manager, the

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4 Seeburg HM Hideaway 100 \$100 10 Seeburg 1948, 78 RPM ... 35 # Wur. 1100, 78 RPM 50 (above can be converted)

8 Wur. 1400, 45 RPM 100 Phonos in good working order.

5 Wur, 1250, 45 RPM 75

1/3 dep., bal. c.o.d.

A & M AMUSEMENT COMPANY Hannibal, Mo. 209 Center St.

counts are offered.

You can ALWAYS depend

BINGOS

SHUFFLE ALLEY

CLOSEOUTS!

Sea Island

Show Time

Big Show

Key West

(like new)

SPEED-READ

All Visible, No Drum

PROGRAM HOLDER

"K" Models (Specify)...\$34.50

Magna Cord Console

Tape Recorders

USED CIGARETTE

VENDORS

for ALL SEEBURG "V" and

Complete with

Amplifier

and Reels

ON ACTIVE ALL WAYS

READY FOR SHIPMENT

PHONE—WRITE—WIRE

KIDDIE RIDES

Western Express

Old Smoky (new)

(new)

DISTRIBUTING CO.,

298 LINCOLN ST

LESTON 34, MASS -AL 4 4040

ATLAS—The STRONG Line!

Bally Sea Islands \$625.00 Bally Carnival Queens ... 600.00 Bally Cypress Gardens.... 450.00 Bally Sun Valleys..... 375.00 All Machines Completely Refinished and in Tip-Top Condition Ready for

Write, wire or phone

NASTASI DISTRIBUTING COMPANY

IMPORTERS

Please write us for our complete new price

list. When ordering 25 or more machines dis-

SCOTT CROSSE COMPANY

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 Dela. Branch: 1011 Pittston Ave., Scranton, Pa.

Joe Ash Says . . .

912 Poydras St., New Orleans 12, La. Phone: MAgnolia 6386

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Chi. Coin ADVANCE CRISS CROSS

United 11th FRAME, RAINBOW,

BANNER, MERCURY DELUXE

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SEEBURG 100R\$525

SEEBURG L-100 695

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WURLITZER 2100 550

A.M.I. D-80 245

A.M.I. E-120 295

A.M.I. E-80 325,

Reconditioned-Refinished

Conversion for M-100A

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Also Conversions for All Machines.

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FOR SALE FOR SALE Gottlieb Bows Single-Player Card 5-Ball

CHICAGO --- Queen of Diamonds, a new five-ball pin game with a playing-card score theme, "one of the best wa've ever built," recording to D. Gottlieb & Company, was shipped to distributors last week.

Thirteen light-up playing cards deck the backglass, with the object



to light up all cards for a "special" and 400,000 points.

Rollovers and ball holes on the playfield, marked X, Y. Z, spot cards on a rotating basis, the spotted cards appearing in three X, Y, Z "Magic Windows" on the back-

Queen of Diamonds has a single set of ball flippers and 10 ball targets flanking the rollover at the playfield top. Four pop bumpers are set below the top rollover, and high score X, Y, Z ball holes are set below the bumpers at midrlayfield.

The game is set for dime, threefor-quarter play, and available with single dime chute.

Special rating panels along one side of the backglass score player as "genius," "super," "excellent," "good" and "fair".

BINGOS (All Kinds)

at Give-Away Prices Phone, Wire or Write

NEW ORLEANS NOVELTY CO. 115 Mayazine Street New Orleans, La.

Tel.: JAckson 2-5306

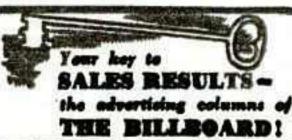
ARCADE

| Ħ | pally all plat beinze powiet. | 100 |
|---|-------------------------------|-----|
| | Bally Super Bowler | 175 |
| | Genco 2-Pl. Basketball | |
| | Genco Big Top Gun | 195 |
| | Ex. Dale Gun | 25 |
| | Wms. Four Bagger Baseball. | 225 |
| | C. C. Goalee | 50 |
| | Un. Pirate Gun | 275 |
| l | Davy Crockett Gun | 195 |
| ľ | Bally Bulls-Eye | 175 |
| | Bally 14 Ft. Bowling Lanes | |
| l | Watling F. T. Scales | 65 |
| ł | Capitol Midget Movies | 75 |
| l | C. C. Steam Shovel | 65 |
| ١ | Wms. Crane | 65 |
| - | Bally Big Inning F. P | 360 |
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KING-PIN

EQUIPMENT COMPANY

\$26 Mills St., Kalamazoo, Mich. 7624 Fenkell, Detroit, Mich.



Make This Your Coin-Machine Headquarters for Anything You Require

New or Used (all used equipment thoroughly shopped-ready for use)

KIDDIE RIDES Ex. Pony Express \$195 Ex. Big Bronco 350 Bally Space Ship 295 Merry-Go-Round 295 Miss America Boat Round-World Trainer Lancer Horse Lane's Fire Engine United Horse

shopped Hebel 3 Sel.

Ice Cream ... Hebel 5 Sel. Ice Cream ...

BINGOS Sea Isle Cypress Garden Beach Time Show Time Big Show Miss America Carnival Queen

Phone for Low Prices VENDORS National 9 Col. 950 Cig. \$ 95.00 National 9 M Cig. 125.00 National 9 ML Cig. 125.00 National 11 M Cig. 165.00 Kunkel or Pop-Sez Popcorn Hot Automatic Popcorn 99.50 Revco Cup Ice Cream \$125.00 Vendo #210 Ice Cream Dair-O-Matics, Milk 425.00 Rowe Milk 295.00 Cup-O-Matic Milk . 395.00 Popcorn Automatic U-Pop-It,

Gum Select-O-Vend 8 Sel. 1¢ Tab Gum Welch Orangeade 195.00 Coffee & Hot Choc. 350.00 Silver King Hot Eastern Elec. 22-Col. Cigt. . . . 225.00 Coffee 95.00 Ship. 6-Col. Candy 110.00 Film Vendors, 6 Col. 95.00 U-Select-It 30¢ Cigt. 49.50

Victor 5¢ Capsules. 8.50 N.W. 1¢ Jet Ball Lehigh 15-Col. Cigt.,

 State Fair
 225

 Sportsman Gun
 150

 Treasure Cove
 210

 Polar Gun
 225

 Pistol Pete
 125

 Coon Gun
 125

 Coon Gun 125
Squoit 395
Midget Movies 125
Sidewalk Engineer 150
Gen. 2-Pl. Basketball 195
Air Football 150
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
Photomats 325
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Auto Photo 1,150 Coon Gun WANT TO BUY

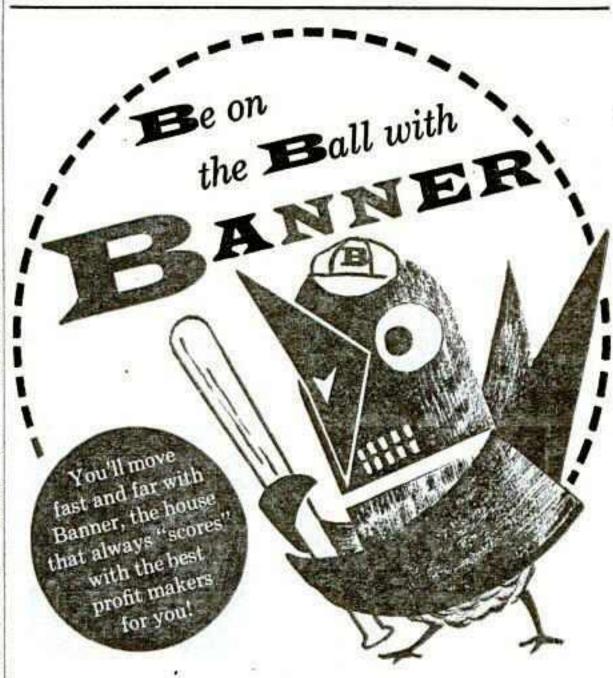
ARCADE EQUIPMENT

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We require one-third deposit with order, balance C.O.D. or sight draft.

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of proven products.

utors of coin machines

. NEW OR USED

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Any type, new or Complete department reconditioned, in all for all makes and categories. models.

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MONEY SAVING SUBSCRIPTION

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The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30.

Company ___

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ATLAS MUSIC COMPANY A Quarter Century of Service 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005 the advertising columns of

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BUMPER POOL® IS THE BETTER BUY!

Tops in features . . . tops in valuel You get the most when it's a Valley . . . FIRST in Bumper Pools

Now! Equipped with Genuine **Billiard Cushions !**

- REGULATION TOURNAMENT
- MAHOGANY FINISH OR
- NATURAL HARD WHITE MAPLE
- TOP QUALITY THROUGHOUT

HEADQUARTERS FOR PARTS and ACCESSORIES

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- Immediate Delivery
- Playfields Cues Cloth Balls Chalk Rails

Racks Bumpers We carry a complete line of

all parts and accessories.

VALLEY SALES CO. (Sales Affiliate, Valley Mfg. Co.)
VALLEY SALES CO. 333 Morton St., Bay City, Mich. TWinbrook 5-8587

See Your Distributor or Write Direct

WHEN IT'S A

WORLD WIDE GAME

. . . IT'S



| D | 1 | N | - | - | C |
|---|---|---|---|---|---|

| DIII | 303 |
|---------------------|---------------|
| CARNIVAL QUEEN\$595 | SHOWTIME |
| BEACH TIME 545 | KEY WEST 275 |
| | BIG SHOW 225 |
| | NITE CLUB 175 |
| SUN VALLEY 425 | PARADE |

5 RALLS

| J 07 | |
|-----------------------|------------------------|
| STRAIGHT SHOOTER\$295 | 2-PL. BRITE STAR \$275 |
| SITTIN' PRETTY 275 | 2-PL, WHIRL WIND 245 |
| SUNSHINE 265 | 2-PL CONT. CAFE 175 |
| POTO POOL | 2-PL FLAGSHIP 155 |
| ROCKETSHIP 225 | 2-PL. SEA BELLES 145 |
| CRISS CROSS 210 | 2-PL TOREADOR |
| STRAIGHT FLUSH 195 | 2-PL GLADIATOR 115 |
| WORLD CHAMP 145 | 4-PL REGISTER 175 |

SPECIAL!

SEEBURG 201 \$895

LIKE NEW !

ROCK-OLA 1455

200-Selection Phono **\$575**

BASEBALLS

UPRIGHTS

Games' DOUBLE SHOT ... \$375
Games' SUPER HUNTER ... 325
Koeney BIG TENT ... 195
Games' HUNTER ... 195
Autobell COUNTY FAIR ... 145

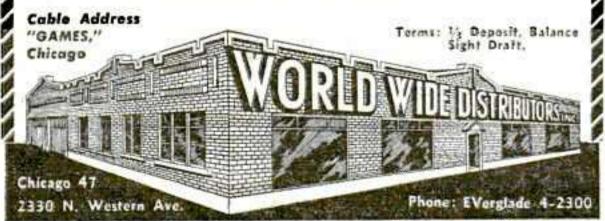
ARCADE

| Management & Section Transaction | |
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| Chi. Coin 1-PI. ROCKET SHUFFLE | Chi. Coin MONTE CARLO \$195 Bally ALL-STAR BOWLER 145 Wms. TEN STRIKE 145 Bally SKILL ROLL 95 Chi. Coin CRISS CROSS HOCKEY 375 |
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|--------|-------|--------------|---------------------------|
| United | 16' | BONUS | Bally 14' TROPHY \$595 |
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ALL EQUIPMENT THOROUGHLY RECONDITIONED



MOA Directors

Continued from page 72

they expect you and us, Mr. Operator thru MOA to pay our fair

"If you are not a member of MOA, then you are not paying your share and you should join now We assure you that not one penny of MOA money will ever be spent for anything that is not in the interests of the operator. We know from past performances that the officers, and other board members, feel the same way.

"Let's quit saying that we should do something, and start doing something, and do it now! Remember it depends on each of you to whom this letter is addressed.

"LET'S ACT NOW!

"Clint Pierce "Pierce Music Company

"Les Montooth "Montooth Music Company "Peoria, Ill.

"Lou Casola "Mid-West Distributing Com-

"Rockford, Ill."

Wurlitzer Sales

Continued from page 72

line of electronic organs by homeowners and professionals alike is a major topic of conversation withir the music industry.

The promising outlook at Wurlitzer, together with that of the entire national economy, gives us grounds to believe the year ending March 31, 1960 could prove one of our very best years for sales and profits," Rolfing concluded.

Bingo Mechanics BINGO MECHANICS

BINGO MECHANICS

Good Payl 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.

FOR IMMEDIATE DELIVERY

Anywhere in the

| World | |
|----------------------|----|
| Beach Times \$450. | 00 |
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| Miss Americas 300. | 00 |
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| Show Times 250. | 00 |
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| Night Clubs 125. | 00 |
| Broadways 100. | 00 |
| Parades 135. | 00 |
| Double Headers 135. | 00 |
| Key Wests 200. | 00 |
| D & D MIISIC CO | |

Q P. MUJIL LV.

27 E. Philadelphia Street, York, Pa.

* any size

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WRITE or WIRE

Box D-100 c/o The Billboard 2160 Patterson St. Cincinnati 22, Ohio KIDDIE RIDE ROUTE for Cash

| | Vacuumatic Card Vendor\$225.00 |
|--|--|
| Genco Circus Gun 325.00 | Kaye Super Hockey (new) 285.00 |
| Genco State Fair 225.00 | Ex. Foot Ease 75.00 |
| Genco Super Big Top 275.00 | Riteway 3D Pix 195.00 |
| Genco Rifla Callery 125.00 | Capitol 3D Pix 195.00 |
| CC Daluxa Ski Ball 175.00 | |
| CC Tournament Ski Ball 115.00 | Drivemobile 125.00 |
| Wms. Roll a Ball 115.00 | |
| Bally All Star Bowler 135.00 | Genco Space Age 295.00 |
| Bally Doluxe All Star Bowler 195.00 | The state of the s |
| Ex. Ringer Ball 50.00 | Speedway Bombsight 125.00 |
| Genco Lucky Seven 95.00 | the production of the second s |
| CC Batter Up 295.00 | Voice O Graph 275.00 |
| Ex. Pop Gun 295.00 | Kiddie Whip 150.00 |
| Carnival Cun | Super Jet 225.00 |
| Wms. Ten Strike 195.00 | Phila. Toboggan Ski Ball, 11 ft. 325.00 |
| Seeburg Coon Hunt 135.00 | Double Pokerino 100.00 |
| CC Criss Cross Hockey 345.00 | Ex. True Score Bowler 175.00 |
| Standard Metal Typer 250.00 | Un. Pixie Bowler 295.00 |
| Lord's Prayer | Genco Horoscope (new) Write |
| " [일하면 보았네] [인터 전환경[인터 [인터 [인터 [인터 [인터 [인터 [인터 [인터 [인터 [인터 | FR. THE BALANCE S/D OR COD |

COIN MACHINE EXCHANGE

2423 Payne Ave. Cleveland 14, Uhio SUperior 1,4600



New LUCKY 5c, 10c or 25c PLAY

- MATIONAL COIN REJECTOR in each chufe. - NOW has TWO coin returns and other
- new features.
- EASY TO LOAD.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS

with fortune and concealed number or stars under perforation.



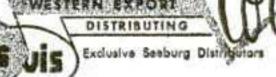
SIZE: 18"x8"x6". Shipping Wgt.: 20 lbs.

MFG. 2845 West Fullerton, Chicage 47, III. Tel.: Dickens 2-2424

SUMMER SPOT SPECIALS

Reconditioned—Refinished Like New

| \$70E | 1-200\$750 |
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| KD200H \$725 | H-200 |
| KS200H \$689 | G-200 449 ROCK-OLA |
| VL200 \$549 | 1455D, 200 selections |
| HVLZOO HIDEAWAY \$495 | WURLITZER |



CABLE ADDRESS: "DAVDIS"

Davis

738 Erla Blvd., East Syracuse 3, N. Y., U.S.A. Phone: CRanite 5-1631

GIVE TO DAMON RUNYON CANCER FUND

In New York It's the New HOTEL

143 WEST 49th ST. NEW YORK

Special Theatrical Rates

\$5 SINGLE & BATH \$8 DOUBLE & BATH COMPLETELY REFURNISHED. AIR CONDITIONED. TELEVISION. Walking Distance to Radio City TV Center, Theatres and Restaurants. ROBERT BENSTOCK, Mgr.

WANTED!!!

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.

N. ILLINOIS, N. INDIANA and IOWA OPERATORS-

DEAL YOURSELF IN ON A WINNER ...

GOTTLIEB'S SENSATIONAL

QUEEN of DIAMONDS



Has the Colorful Appeal of Playing Cards. plus

Play-making action of XYZ Spotting Feature in Lite Box "Magic" Win-dows — Rollovers — Drop-In Holes — Cyclonic Kickers—All New "Bank of Targets"—Side "Joker" Rollovers.

IMMEDIATE DELIVERY I

FOR SALE-Completely Reconditioned

GOTTLIEB 5-BALLS

SWEET ADD-A-LINE\$115 AUTO RACE 125 ERISS CROSS 215
ROCKET SHIP 225
ROTO POOL 250
SUNSHINE 265
SITTIN' PRETTY 275
STRAIGHT SHOOTER 285

NATIONAL

COIN MACHINE EXCHANGE 1411-13 Diversey Chicago 14, III. BUckingham 1-8211

Cleveland Arcade

· Continued from page 80 machines maintained, the photo

machine did the most business last year, with the Voice-o-Graph, bowling alleys and skee-ball running second, third and fourth, respectively. This season, it is expected that the panorama movie machine and 3-D's will do the most business.

Among the 350 machines, there are fortune tellers, penny and nickel pistols and guns, dime rifles and guns, panorama and 3-D movie machines, photo machines, voice recorders, grip machines. shuffle bowling games, penny and nickel card vendors, punching machines, electrical grips, weight lifters and drop itchers.

Mrs. Angelo Gevaras, manager and owner of the Arcade for over 10 years, feels that the industry ought to come out with some new types and bring back and improve the basketball and hockey games and soccer and improve the fighter's punch-even the girls like the punching bags."

At Jean's, the kiddies seem to prefer the bowling games; teenagers like bowling games, cards, juke box, fortune teller and guns; adults go for bowling games, fortune tellers and skee ball.

Over half of the Arcade's customers are teen-agers and adults with kiddies predominate on week-

Gertrude Gevaras took over the Arcade from her husband, Angelo, about 10 years ago and has expanded 50 per cent since then. Neither Mr. and Mrs. Gevaras had previous experience in the Arcade operation, but with the help of her son, Mrs. Gevaras has brought this once bankrupt operation into a going business.

Both Euclid Beach and Jean's Arcade expect grosses to pick up this season over last, anticipating the continued pick up in general business conditions in Cleveland, the closing of Puritas Springs Park and, with the opening of the Seaway, the promise of more and larger ships coming into the Port of Cleveland.

"WORLD FAMOUS EXPORTER"

- Inquiries Invited -

Wurlitzer 2150\$600.00 Seeburg 100W 450.00 Seeburg 100R 575.00 2 AMI G200 3 AMI E80 (repainted) . . 300.00 2 AMI D80 250.00 2 AMI D40-45 (repainted) 150.00 2 AMI B-45 95.00 AMI E40-45 200.00 Watling Scales and others 55.00 Slight charge for crating 2 Williams Shuffle-Bumper Tables (like new).... 225.00 2 Midway Shuffle-Bumper Tables (like new).... 175.00 3 Chicago Coin Rocket



2120 Locust St., St. Louis 3, Mo. Phone: MAin 1-3511; Cable: 'Cendist'

Another Rosen Best Buy AMI E-120's-45 R.P.M.

Checked \$279.50

Ready for Location-Ready To Co-1/3 With Order, Bal. C.O.D.

Write Wire Phone Today

DAVID ROSEN Exclusive A M | Dist. Ea. Pa. 855 N. BROAD STREET, PHILA. 23, PA. PHONE: STEVENSON 2-2903

Write for Complete Lists

BEST -FOR LESS!!!

MUSIC 1700, 1800, 1900, 2000, 2100, 2200 WURLITZER

Write or Call for Quantity Prices. KD 200 Seeburg\$545 AMI B 35 AMI E 120 Hideaway 295

CHROME WALLBOXES \$37.50

BINGOS Key West\$165 Nite Club Starlité Bally Parade Pixie

5-BALLS

Scoreboard Call, Write or Wire

ewdones Distributing Co.

Exclusive Wurlitzer Distributor 1301 North Capitol Avenue Indianapolis, Indiana Phone: MElrose 5-1593



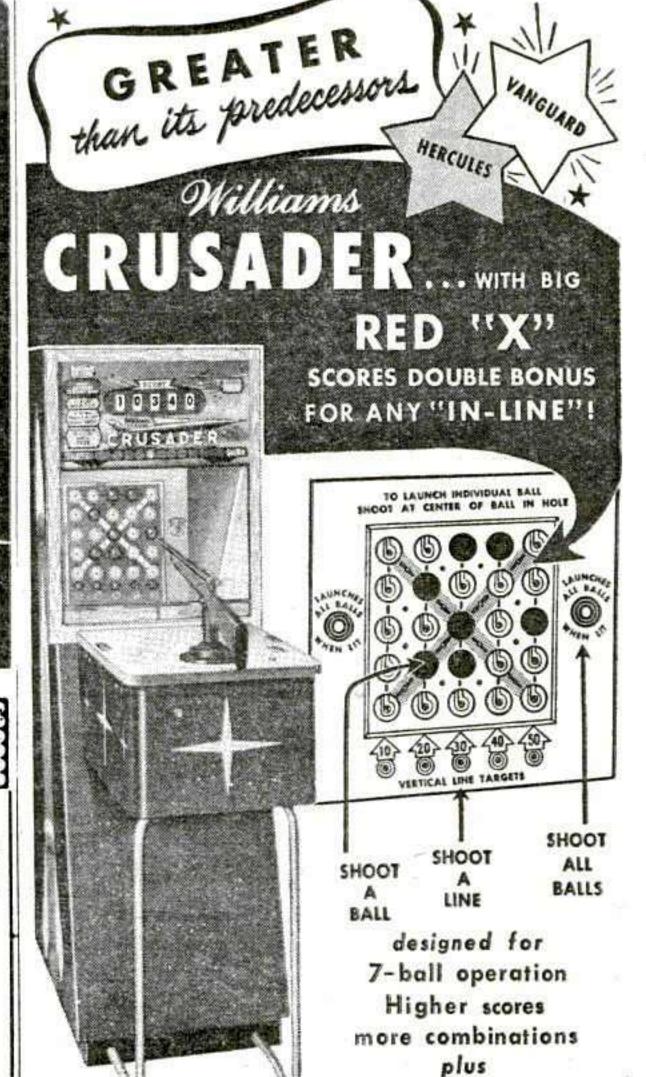
-NOTICE-

Jersey Shore Arcade

SELL AT SACRIFICE PRICE

Contact or Come And Get It

MIKE MUNVES CORP. 577 10th Ave., New York BR. 9-6677





YOU ALWAYS GET THE LATEST AND BEST

MANUFACTURING

FIRST— FROM FIRST!

Genco FOOTBALL \$140 Wms. CRANE 115 C. C. STEAM SHOVEL .. 115 Bally ALL STAR BOWLER 178 Genco MOTORAMA 275 C. C. TWIN HOCKEY ... 215

Williams TEN PIN 195

TELEQUIZ w/Film 95

NORTH AVE.

NOW DELIVERING! Chicago Coin's RED PIN

KING BOWLER 16' Reg. and Hi-Score 21 Regulation only

Regulation and Flashomatic Hi-Scoring

SPECIAL DEAL!

Brand New-Original Crates! Chicago Coin's

ROCKET BALL • 14' TWIN BOWLER 6'-8' MONTE CARLO REB. SHUFFLE Genco's HOROSCOPE

> Write or Call Us Today I. mmmmm

COIN MACHINE EXCHANGE

CHICAGO 22, ILLINOIS . Dickens 2-0500

Joe Kline & Wally Finke

NOW DELIVERING! Chicago Coin's STAR ROCKET

Every Feature of

Vanguard and Hercules!

"SUPER-SPECIAL"

Wired In - with "On-Off" Plug

CREATORS OF DEPENDABLE PLAY APPEAL

4242 W. FILLMORE ST. CHICAGO 24, ILL.

* New "Player Action"

+ 24"x32"-Fits Everywherel * Available in 3 Modelsi

JET PILOT

NEW! The Finest In Arcade Equipment Sammannan i

mm GUNS mm

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

Autobell CIRCUS PLAYBALL
Bally SEA ISLAND
Bally HEAVY HITTER
Bally CLUB BOWLER
Bally GUNSMOKE
Gottlieb QUEEN OF
DIAMONDS
Keeney SHAWNEE
Keeney DLX BIG TENT
Keeney BIG ROUNDUP
United DLX. BASEBALL
United ADVANCE BOWLING ALLEY
Valley 32KT POOL TABLES
Williams CROSSWORD
Williams CRUSADER
Williams PINCH HITTER

Cable: "FIRSTCOIN" - Chicago

TEP UP COLLECTIONS! WITH THESE HAFFER REBUILT SPECIALS

| SEEBURG | WURLITZER |
|-----------------------------|--------------------------------|
| KD 200\$675.00 | 2100\$499.50 |
| VL 200 545.00 | 2150 479.50 |
| HF100R 550.00 | 2000 449.50 |
| HF100G 475.00 | 1900 449.50 |
| M100C 395.00 | 1800 395.00 |
| M100B 325.00 | |
| AMI | ROCK-OLA 1446 Hi Fi\$375.00 |
| H200\$650.00 G200 450.00 | 1438 Comet 295.00 |
| G120 450.00 F120 395.00 | WALL BOXES |
| E-80 275.00 | Wurlitzer 5210, |
| D-80 189.50 | 200 Sel\$ 89.50 |
| D-40 149.50 | AMI W-200 89.50 |

CIGARETTE VENDORS



Chi Coin Ships

• Continued from page 80

A light-up panel to the right of the playfield indicates the number of cities landed on as the game progresses. A panel to the left rates

player, according to his score, as a "cadet," "co-pilot," "captain," "commander" or "world record," the latter the top rating. Scores are registered as made on a lightup scoreboard at the top of playfield, decorated beneath with a missle-launching scene.

Jet Pilot measures 42 by 24 inches, Harry Glick, Chicago Coin, reports excellent results on the game at test locations. He says the game is going into parks, bowling alleys, areades, airports, bus depots and kiddie ride locations.

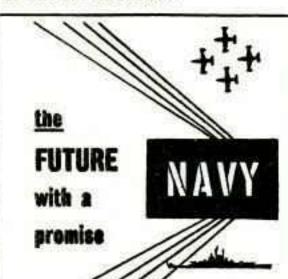
N. Y. P-R Group

Continued from page 72

gard to race, natio ality and religion.

9. To establish a number of scholarship awards to deserving students. These awards to coerce the education fields of science, religion, civies and music.

10. To foster a national organization that is entirely devoted to furthering the interests of the entire industry at all levels-a national organization that is non-partisan in all its activities.



---NOW DELIVERING

- BALLY SEA ISLAND, CLUB BOWLER, HEAVY HITTER BASEBALL, **GUNSMOKE**
- BALLY BIKE, THE CHAMPION, SPEED QUEEN, WESTERN EXPRESS, FIRE-CHIEF
- CHICAGO COIN RED PIN BOWLER, KING BOWLER
- ROCK-OLA STEREOPHONIC & MONAURAL 120-200 SELECTION

SPECIALS PHONOGRAPHS

SHUFFLES

BOWLING LANES

Bally ABC Bowling
Lanes\$325.00
Bally Strike
Bowling Lanes , 425.00
Bally Trophy
Bowling Lanes , 425.00

BINGO GAMES Ses Island ... Write Carnival Queen ... \$645.00 Seach Time ... 575.00 Cypress Garden ... 495.00 Miss America ... 425.00 Sun Valley ... 425.00

Gaytime 110.06 Variety 78.08 Gayety 75.00 Variety 78.00
Gayety 75.00
Big Show 245.00
Key West 295.00
Skill Parade-new Write
Skill Roll 95.00

ARCADE

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: MElrose 4-8468 Indianapolis, Indiana

OPERATORS

The Switch in '59 is to a Dime

In '33 nickel play was OK. Don't operate in the past . . . the switch in '59 is to a dime!

D. GOTTLIEB & CO.

Copyrighted material

when answering ads . . .

Say You Saw It in The Billboard



Cincinnati, Ohlo

Gary Proposal

Continued from page 72

"I have not yet determined what the fee will be," Vantrease said last week. "It will be nominalthat much is certain. For, again, It is not revenue that we are trying to gain thru this ordinance."

Applications for the license would become public record and available for examination by any interested citizen. Required data, in addition to description of the machine and its place of location, would include name and address of the applicant, age, date and place of birth and prior convictions.

BEST BUY TODAY BINGOS Double Header

Phone or write immediately T. & L. DISTRIBUTING CO.

when answering ads . . .

1663 Central Parkway

SEMI-ANNUAL CLEARANCE

| 25 — 14' United Ball, Chicago Coin | 2 Wurlitzer 2150's\$550 |
|--|---------------------------|
| Small ball bowlers, as is complete \$225 | 1 AMI H100 Mechanical 500 |
| 5 Chicago Coin Rebounds, like new 140 | 1 AMI H200 Electrical 625 |
| I Wurlitzer 2100's, like newea. 500 | 8 AMI G120's 875 |

All equipment_offered subject to prior sale.

Exclusive Gottlieb, Williams and Seeburg Distributors 🚨



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS.

In operating condition. All parts complete.

| - | paria compiere. | |
|--|----------------------------------|--|
| PONIES | \$2 | 275 |
| | l Pony | 5 mm |
| Big Br | onco Pony | 10 |
| Champ | ion Pony | **** |
| Exhibi | t Pony Express | \$350 |
| | | 25 |
| PIEKK | r-GO-ROUNDS\$1 | 25 |
| | Merry-Go-Round | to |
| | erry-Go-Round | HOUSE AND ADDRESS OF THE PARTY |
| | Merry-Go-Round Merry-Go-Round | \$250 |
| Texas | Kiddle Ride Merry-Go | The state of the s |
| Joy M | erry-Go-Round | |
| SPACE | SHIPS\$ | 100 |
| THE RESERVE OF THE PARTY OF THE | Saucer | |
| Bally | Space Ships | to |
| Atomi | c Jet | 10 |
| Clinto | n Rocket | *** |
| Space | Ranger | \$225 |
| WARIE | Patrol C. | 100 |
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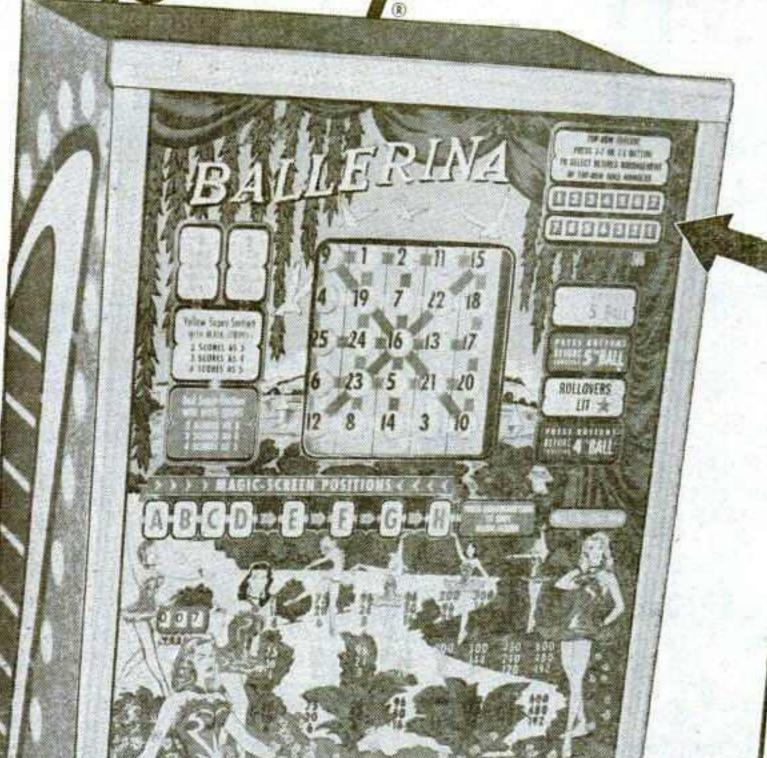
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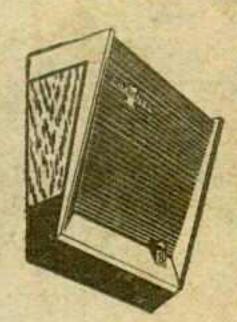
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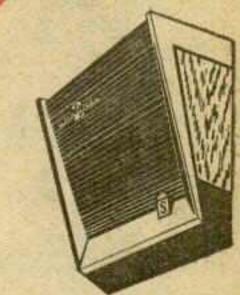
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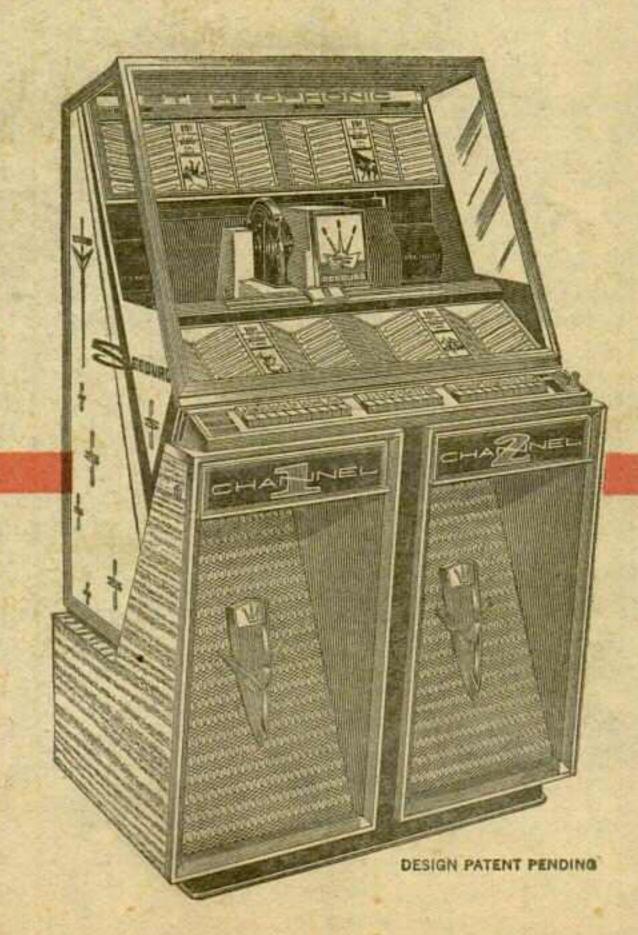












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