

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) MAY 19, 1958

Singles Flood Cues Juke Box Headaches CLEFFER MUSE

Operators Must Re-assess Selective Strategy to Hold Budget Limits

By BOB DIETMEIER

CHICAGO - A flooded singles market is ironically complicating juke box record buying and programming as never before.

Shorter life spans on hit tunes is related factor equally responsible for making program chores harder

Both characteristics of today's pop music business are causing many operators to re-examine their program strategy in order to keep pace and still stay within predetermined disk budgets.

On the one hand, because there Is such a prodigious outpour of singles, operators are becoming more selective in their purchases. This tends to make them lean more to tried-and-true artists. And it calls for concentrating on disks which charted sales results indicate will

pull top coin. But on the other hand, the fact that top playing life of hit tunes appears to be shrinking demands that operators should get potential hits on their machines as early as possible for longest playing time, and therefore top coin.

Actually, a crowded singles market would seem to be paradise to the juke box operator. It offers greater selection of material and artists; a greater harvest of singles would seem to yield more hits, and hits are the heart beat of a juke box. Besides, juke boxes of today with their larger record capacities would seem able to accommodate a greater flow of fresh material.

All of this is true to an extent. But today's record offerings appear to have outstripped even this ex-

Does "Top 40"

CHICAGO -- Does "Top 40"

disk jockey programming hurt or

help juke box income? This is a

question on which there appears to

One group feels that "Top 40"

radio play, by promoting tunes,

gives them more play on juke

boxes. What teens hear on the ra-

dio and buy in the shops is played

on the juke boxes. Thus runs this

Boost Jukes?

be a split among operators.

point of view.

tent, to have more than compensated for all of the above circumstances, to have pushed single rec-

buying and programming decisions. The fact is that operators as a market bought more singles for the first four months this year than any previous similar period, according to an operator check made by The Billboard at the beginning of this

ord purchases of operators to all-

time highs and still to have left

operators with increasingly hard

But most important, buying is not likely to exceed current rates because most operators have built into record budgets revised upward ceilings beyond which they will not go. Still others are sticking by traditional budgets.

This means that budgets are determining the limits of programming, rather than the number of hits themselves. It does not mean that most operators will not cover all suitable locations with big hits. It does not mean they will be buying fewer hits; in fact, it actually allows room to buy more.

But it does mean that out of the same budget-or in some instances slightly increased budgetsas an operator had last year or the year before, must come the money to buy records in a market fattened with an unprecedented selection. It means that many more records will be competing in the operator market for the same number-or a slightly increased number-of dellars.

Record budgets in themselves are nothing new to juke box operators. They have traditionally (Continued on page 69)

SATELLITES & SACKS INSPIRE

NEW YORK - Songwriters have always demonstrated a remarkable ability to incorporate front page news or topical events into their song lyrics. That they have not lost this knack, even in these rock and roll times, is evident from the manner in which they have expressed in their lyrics two of the most talked about events of the day. One is the sack dress and the other is satellites.

On the sack dress level most of the lyrics have been antipathetic to the figure-obscuring chemise that the chicks are wearing. Titles include "No Chemise Please," "Sack Dress," "Too Much Slack in the Sack," "Chemise," and "Boppin' in a Sack." The latter song derides any chick's chances of doing the bop when wearing it.

In the space and satellites division lyric writers have come up w'th some topical weirdies. "Satellite Be-Bop" and "The Sputnick Story" are about the most sensible titles. The really strange songs concern space people and moon people who land here and scare us Earthites. "Take Me to Your President" is the story of a moonling who asks for food from this planet as the moon people can't grow enough food to feed themselves. And "The Purple People Eater" concerns a rather unusual flying character from outer space who eats purple people.

Ingenuity Key to New Local Radio Success Era

Brass Levels Open to Creative Planners, Says Indie Tycoon

By CHARLES SINCLAIR

MADISON, Wis. - "Radio," says Gerald A. Bartell, one of the key figures in the brand of indie station operation that has literally shaken up the industry, "is heading for the era of professionalism in our industry on a local level."

Asked recently to discuss his widely copied radio formula as well as his own ideas for radio's future, Bartell-who is currently invading the San Francisco market with his seventh independent outlet in the Bartell Family Radio chain sounded off thusly on the new breed of station execs he envisions:

"Tomorrow's radio," he said, will be shaped by a type of management of whom we today catch only a glimpse now and then.

"The recurring theme of a mediocre or failing station becoming a fantastic success in a short time upon the arrival of new top personnel should be ample demonstration of the part imaginative management will play in tomorrow's

"And in preparation for this new competitive blockbuster, present station ownership will need to face up to its own responsibilities in recognizing such men in its own ranks-because if not, someone else

Gate Is Open

tomorrow come from? As Bartell sees it, the gate is open to everyone from deejays to sales officials -provided they have the ability to recognize the problems of radio operation today, and the ingenuity to create original program remedies.

35 CENTS

"There are hundreds of potential executives in radio - many of whom occupy non-management positions right now," said the onetime educational broadcaster who has shown his rating heels to many a longtime commercial veteran.

"We have witnessed again and again the maneuvering of a man from a job of modest responsibility in one station to top management in another with remarkable results. Many factors contribute to the stifling of creative effort-some stemming from an apathetic or complete lack of guidance, encouragement or co-operation by ownership.

"You may be sure of one thing -a potentially top man will not remain in an atmosphere where his activities are circumscribed by a rigid adherence to business principles of a fading era, or will he thrive in a climate of ownership apathy.

"hadio is constantly besieged by a body of talented management potential striving for recognition. But they feel restricted, unfulfilled, dissatisfied-a paradox based either upon giving a man complète autonomy and no realistic goals and guidance, or little autonomy and no Where will the station execs of inspiration. It is rare management (Continued on page 9)

Overall Dial Appeal Wins

ATLANTA-The key to radio success today does not lie in "segmenting" the audience by airing shows with an appeal to only part of the dialers, says Mort Wagner, head of WAKE Radio, the Bartell indie station in Atlanta.

Citing Pulse rating reports that are typical of the Bartell stations in other cities as well. Wagner

"Generally, we find that the last segments to tumble before our family programming are those in the early morning hours where the decades-old network station has built a strong news and community service structure and consequently the habits of natives. We begin to take over first position when they move into either network programs or segments other than news and features."

NEWS OF THE WEEK

N. Y. Coin Ops Sign Union, Slate Assn. Election . . .

The Associated Amusement Machine Operators of New York last week ratified a collective bargaining agreement with Local 266 of the International Brotherhood of Teamsters, and set the tempo for a lively election campaign to name association officers and directors. Three rivals are running for president, 19 individuals competing for nine board-of-direc-

"Peace Feeler" Seen in New Movie Wax Grants by AFM . . .

American Federation of Musicians has granted recording licenses for regular record market to the diskery offshoots of 20th Century-Fox and Warner Bros. and recently gave one to United Artists. Move is being viewed as possible "peace feeler" in strike between musicians and Hollywood majors on topics of sound track

Money Rolls in As Old Tunes Come Rocking 'Round Again . . .

Veteran songwriters and publishers are finding a lush royalty source in the current pop singles market as a result of a revival trend sparked by recent best-selling waxings of standards and oldies. Page 2

DEPARTMENTS AND FEATURES

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Vending Machines 66

The second group believes that "Top 40" shows hurt play on juke boxes, help shorten life spans of hits and thus force operators to shift tunes more frequently on their juke boxes. Because of the nature of the "Top Tune" programs, tunes are burned up faster because people hear them so much they get tired of them faster, thus wanting fresh material.

Money Rolls In as Old Tunes Come Rocking 'Round Again'

Revivals Spark Pop Singles Mart; 50 Releases in Past Two Weeks

By JUNE BUNDY

NEW YORK -- Veteran songwriters are finding a lush royalty source in the current pop singles market as a result of a revival trend sparked by recent best-selling waxings of standards and oldies.

Over the past two weeks more than 50 new pop singles releases featured tune-revivals, while the best-selling pop chart currently lists 10 standards. Old-time songwriters and publishers, of course, have profited vastly from the catalog material has figured so Lanza. prominently in the pop singles field.

American Society of Composers, Authors and Publishers writers, which is rather ironic since many of the revival hits spotlight rock and roll arrangements of the oldies. However, in most cases the vocals are presented straight with r.&r. influences confined to the backing (Connie Francis' "Who's Sorry Now," etc.)

One trade theory for the current preponderance of revival disks is that recent shifts by several key radio stations to anti-rock and roll programming policies has created demand for more standards.

Revival Tunes

Decca Readies Low-Cost LP's

NEW YORK—Decca Records is entering the low-priced LP field, according to Syd Goldberg, veepee in charge of sales for Decca Distributing Corporation. The line will sell at a suggested list of \$1.98. The firm is bringing a rebirth to a vaunted name in the record business, Vocalion, is the tag for the new line.

the Andrews Sisters, Gordon Jen- which he is a member. kins, Russ Morgan, Harry Horlick and a host of others.

shipped early next month.

Occupation or Title_

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Boone's "A Wonderful Time Up Russ Hamilton's "Tip-Toe Thru the to Know", and his new platter "Drifting and Dreaming." Hands," Kathy Linden's "Billy," Moon.

Roll of Hits last week was "Arrivederci," a best - seller by Roger stepped-up LP market in recent Williams-also cut by Joni James, years, but this is the first time that Frank Chacksfield and Mario

Last week's "Review Spotlight" picks included three evergreens-The new trend primarily benefits Betty Johnson's "Dream," Kathy

Sorry I Made You Cry," Pat Linden's "You'd Be Surprised" and There" (backed by "It's Too Soon Tulips," backed by another oldie,

'Cherie, I Love You," the Platters' Among the standards and/or old-"Twilight Time," Laurie London's les revived on new singles releases "He's Got the Whole World in His this month are Felicia Sanders' "Melancholy Moon," "Moonlight Billy Vaughn's "Tumbling Tumble- Bay" by Jimmy Haskell on Imperweeds" and "Sail Along Silvery ial, Joe Leahy on Felsted and the Drifters on Atlantic; "I'm Alone Be-No. 24 on The Billboard Honor cause I Love You" by Eileen Rodgers, David Carroll's "Do You Ever Think of Me," Nelson Riddle's "I'm Getting Sentimental Over You," Laurie London's "Joshua," the Gorman Sisters' "Three Little Fishes," Molly Bee's "Please Don't Talk About Me When I'm Gone," (Continued on page 32)

Sholes' Job Unites Singles, Album Div.

Victor Names Him Pop A.&R. Chief for All Product; Ed Welker Called to New Post

revamped its a.&r. set-up, consoli- post of manager, special projects. dating the singles and albums divi- This is designed to strengthen RCA Current revival tunes on the Steve Sholes as pop a.&r. chief for show albums and special packages. charts include the Connie Francis all product. George R. Marek, During the past year, Welker proplatter and her new waxing "I'm RCA Victor vice-president and gen- duced the big-selling Belafonte almost comprehensive and flexible Welker will also be responsible for

Sholes will head a staff handling repertoire in the pop, country & western, international, sacred, specialty and children's fields, in addition to Vik, RCA Victor's subsidiary label.

Simultaneously with the appointment of Sholes, Marek also named

Wallichs Off to EMI Huddle

HOLLYWOOD -- Glenn Wal-Included in the powerhouse lichs, Capitol Records president, Crumpacker, co - ordinator of pop initial release are such performers will fly directly to London to atas Bing Crosby, the Four Aces, tend Thursday (22) the Electrical Guy Lombardo, Tommy Dorsey, and Musical Industries, Ltd. (EMI) the Ink Spots, the Mills Brothers, Board of Directors meeting of

Wallichs has scheduled a series covers, and each album will be while he's in Europe. He will reethylene sleeve as well as an inner where he will spend several days Coast operation. sleeve. Initial release will be in conferences and return to his Hollywood headquarters on June 5.

D Bill me

NEW YORK-RCA Victor has Ed Welker to the newly-created sions with the appointment of Victor's position in the field of eral manager, stated the realign- bums and the "Say, Darling" origiment would give the company the nal cast recording. In his new post, a.&r. organization in the industry. the planning and production of packages made in Europe with RCA Victor affiliates. Welker is scheduled to go abroad this summer to schedule an extensive product program.

Marek stated: "We expect, on the one hand, to be able to release disks on a world-wide basis with adequate planning and forethought. At the same time we will also be geared to release single records with the swiftness and concentration so vital to the pop market as it exists today."

The a.&r. staff in New York will include Herman Diaz Jr., manager of pop a.&r. co-ordination; Chick a.&r. planning and a.&r. directors Joe Reisman, Hugo Winterhalter, Fred Reynolds, Ed Heller, Brad McCuen, John Camacho, Lee Schapiro and R. G. Bollard.

Chet Atkins heads up the Nashof business meetings with Capitol ville operation, with Dick Peirce The line will feature four-color associates in France and Germany and Si Rady handling West Coast recording activity. Bob Yorke conpre-packaged with a sealed poly- turn via New York City on June 1 tinues as manager of the West

> Clark Viewers Know Sponsor

NEW YORK--Network deejay Dick Clark is proving himself a top-notch salesman for Beech-Nut, his Saturday-night TV sponsor. The current Trendex sponsor identification figures show that 81.8 per cent of respondents correctly identified Clark's candy-making bankroller. The others were in the gave an incorrect identification.

place among all network TV pro- ing Columbia, Gallagher was di-

VICTOR REAFFIRMS LP POLICY OF PROTECTION

NEW YORK - Dealers who view the oncoming age of stereo with some apprehension—in the belief that it may adversly affect monaural inventory-have been reassured by George P. Marek, RCA Victor chief.

In a statement late in the week, Marek said it was the company's privilege and duty to protect the dealer and that RCA Victor would continue to feed the millions of present monaural turntables.

All RCA Veitor product, starting this summer, will be released both on monaural and stereo disks. "Our confidence in monaural and stereo is so great that we will guarantee all new releases as well as our best sellers," Marek said.

"The dealer," he added, "can buy without fear and without

Marek feels that the bogey of obsolescence is imaginary rather than real. "There is nothing obsolete about the monaural record.... In fact, it will sound twice as good on the new stereo turntables. . . . New equipment containing two amplifiers and a thinner stylus will be able to get more out of the groove."

The exec, who believes that the monaural LP will comprise about 80 per cent of the market, stated that RCA Victor had no "This product," he added, "will be even better...and only by reason of a decent price can we produce a fine product."

Somerset Has '50 Off Club' Sales Project

NEW YORK -- Somerset Records has launched a new sales merchandising plan, whereby qualifying dealers may buy all the label's low-priced (\$1.98) LP line at 50 per cent off list price - 99 cents, as compared to \$1.23.

Tagged the "Somerset 50 Off Club," the sales incentive plan calls for dealers to receive free a wire revolving floor stand for each 160 Somerset LP's purchased under the new 99-cent price policy. To qualify, dealers must purchase the original 160 LP's and agree to buy 100 Somerset LP's each month thereafter (also at 99 cents) for a

The plan, described as a "permanent policy" by Joe Martin, sales veepee, covers all 66 Somerset LP's in Somerset's catalog, all albums released within the next 12 months. The wire rack will be shipped direct to qualifying dealers.

Included in the plan are Somerset's four new LP releases - "A Bridal Bouquet by the 101 Strings," "101 Strings Play Great American Waltzes," "Hi-Hi Band Concert" and "Songs That Brought Sunshine Into the Depression." "The Bridal Bouquet" package, featuring a special white moire cover embossed in gold, will be shipped in poly bags to protect the special

Gallagher Tops Col'bia Sales

NEW YORK -- Bill Gallagher is the new director of sales for Columbia Records. The appointment was made last week by Herb Greenspon, executive veepee of the company, after the resignation of Hal Cook, former director of sales, who left Columbia to join the Warner Bros. record firm. (See separate story.)

Gallagher has been national sales manager at Columbia for the past year. Previous to this position, he was national sales training director. He first joined Columbia in 1952 and was a district manager for the label in Kansas "Don't Know" category. No one City, Mo.; Cleveland, Detroit and Philadelphia prior to being moved Figure places Clark in fourth into the home office. Before join-Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O. | grams in sponsor tabbing, according to ABC-TV execs. | rector of sales for the Nestle Com- Printed by WORLD COLOR PRIC. CO., St. Louis, Mo. 20

Gale Quartet Forms New Circle Artists

NEW YORK-A new booking agency, Circle Artists, is being formed by four members of the Gale Agency, soon to be disbanded. (Continued on page 32)

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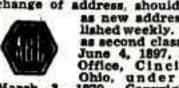
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Copyrighted material

SPA and Pubs Hold Cordial Pact Huddle

ers Protective Association held a neeting with publishers and their egal reps at a dinner at the Hotel trade paper to the effect that the Sotham here, Wednesday (14). The meeting was the first in a series of projected conclaves with publishers leading to the establishment of a new SPA contract for writers.

According to an announcement meetings," the spokesman said.

Those actually in attendance number of publishers were represented by their officers and attorneys." An SPA spokesman estimated informally about 60 pubishers were represented. According to another source, however, about a half dozen popular publishers attended, while Philip Wattenburg, an attorney, sat in as "an observor only" for the Music Publishers Association, a group of 35 to 40 standard publishers of educational and ecclesiastical material, not be be confused with the Music

Many Dealers Say Disk Clubs **Not So Scarey**

NEW YORK -- A substantial number of dealers no longer consider disk clubs as the big bad bogeymen of the industry. This is revealed in a special study of dealer opinion on record clubs conducted by the Market Analysis Division of The Billboard, under the supervision of the School of Retailing of New York University.

In one question, dealers were asked their opinion as to whether disk clubs were getting mostly new record buyers, mostly people who formerly bought in stores or some of each. Almost two in 10 (18 per cent) said "new buyers," while (Continued on page 42)

Lubinsky Sets World-Wide Stereo Label

NEWARK, N. J. -- Herman Lubinsky, Garden State disk mahoff, is taking the stereo plunge. He has formed a new label, World Wide Records, Inc., which will run independently of his Savoy operation and concentrate solely on a quality stereo LP product.

To maintain separate identification, Lubinsky is having completely new jackets designed. And, in a departure from established diskery practices, he plans to issue his stereo product only in that format. There will be no monaural equivalent. Ozzie Cadena, a.&r. chief for the label, opines that stereo and monaural versions of the same work cannot be handled at the same session, in which Lubinsky concurs.

The first World-Wide offering will consist of five LP's and will be released "as soon as possible." Repertory will consist of jazz and

bull fight music.

The price has not been set for the new line, altho Lubinsky believes he will peg them higher than his other LP line.

"Inferior stereo records are selling for \$6.95," said he, "why shouldn't we get as much for superior quality?"

45-45 system.

NEW YORK - The Songwrit- Publishers Protective Association. MPPA Denial

An earlier account in another MPPA was represented at the dinner meeting was vigorously denied by MPPA spokesmen. "We have asked them for the points they want to discuss in writing and until we get that, there'll be no

Those actually in attendance at the meeting were Fred Cox, Guy Freeman of the Alec Templeton firms, Paul Kapp of General Music, Benny Bloom, a Miss Mitchell of Crescent Music, a rep of Sounds

(Continued on page 42)

Epic Readies First National Distrib Confab

NEW YORK--Epic Records is tend. The convention will be held merchandise, a firm guarantee on baldi and Jerome Hines. on July 25, 26 and 27 at Montauk current suggested list prices, ef-Manor, well known Long Island fective thru December 31, and a to take guests from New York City firm's history. to Montauk.

Jim Foglesong have arranged to of the same works, but all of the have all of the top Epic artists current crop are new recordings perform at the convention. And some of the classical artists on the Older versions will be discontinued.

Signs Evans

DUNN STRESSES FORWARD LOOK

HOLLYWOOD -- The advertising fraternity, ever in search of a "wonder working miracle ingredient" got an earful on and of such matters as high fidelity and stereophonic sound. The occasion was an address by Lloyd Dunn, Capitol's veepee in charge of sales and merchandising, before the 1958 seminar of the American Association of Advertising Agencies, held last week at the Fairmont Hotel in San Fran-

Dunn's topic: "Listen to the Forward Look in Music." To help hucksters hear an eyeful of an earful, Dunn demonstrated using Capitol's stereo

Bill Would Pass PD Music Over to Gov't

U. S. Would Assume Expired Copyrights; Effects Could Be Beneficial and Harmful

By REN GREVATT

States government could become a music copyright owner under the in the U. S. Senate by Sen. J. Williams Fulbright.

The bill suggests that "(1) all music now or hereafter in the publie domain shall be the property of the United States as copyright owner and be used by it for the benefit of the public; (2) the United

States, acting thru the National NEW YORK - The United Music Council, shall collect rovalties on the music which it owns as copyright owner and utilize the terms of a bill recently introduced proceeds in such amounts and in such manner as best to encourage the creation, understanding and appreciation of music; (3) the President shall appoint a National Music Council of 11 members which shall formulate the policies for carrying out the purposes of this act, and (4) this act shall be known as the National Music Act."

Foreign Counterparts The concept of the bill is not. without precedent, in various European nations. According to Sal Chianti of Leeds Music, a man who is close to the overseas scene, such an arrangement has been in effect in Italy since 1941, thru an agency known as the Domaine Public Payant. Chianti indicated that only

(Continued on page 39)

London's Releases Don Spring Dress

In some cases, it's pointed out, A.&r. heads Joe Sherman and the disks duplicate older versions

Epic label will also appear. Rep- Leading the list in the classical resentatives of the Philips Company field are such sets as Ansermet's of the Netherlands and France will new version of the complete "Pebe there. In addition to the show, trushka" ballet score by Stravinthere will also be a regular busi- sky, four other Ansermet packages including works by Debussy, Ravel,

NEW YORK-London Records Haydn, Mozart and Schumann; getting ready for its first National has kicked off a special "Spring two LP's by the Vienna Philhar-Distributor convention. So far over Cavalcade of New Releases," monic of Viennese waltzes, primar-73 distributor execs and salesmen which includes a unique plan to ily from the pen of Johann Strauss, have indicated that they will at- help dealers trade in "shopworn" and two recital sets by Renata Te-

Pop Level At the pop level, the label is summer resort. The diskery has set release of 38 new albums, one of plugging two new sets of the Gila special Long Island Railroad car the largest package releases in the bert and Sullivan operettas, "The

(Continued on page 39)

World Pacific

NEW YORK -- World Pacific Records has signed jazz arranger and conductor Gil Evans, and Dixieland impresario Eddie Condon to recording pacts. The signings were made by George Avakian, East Coast a.&r. head. Both jazzmen have already started to cut LP's for the firm.

the arranger conducting a large ork, which will include great jazz standards from the days of W. C. Handy up to Dizzy Gillespie. The featured soloist on the set will be Julian (Cannonball) Adderly. The Eddie Condon set will feature Condon's Dixieland crew playing music of the Original Dixieland Jazz

World Pacific's singing star, David Allen, has been signed to a booking contract by General Artists Corporation. Allen left for Hollywood last week to cut another album for the labe., with Johnny Mandel handling the arrangements.

The Evans album will feature

Organizational Shifts Affect Three at Cap

HOLLYWOOD -- Three or ganizational changes were made last week at Capitol Records by Dan Bonbright, CRI veepee in charge of administration and finance. These were effected to keep pace with the firm's increased corporate activities, product line expansion and greater volume.

The changes include making eral controller. assistant general controllers P. V. Burdick, W. H. McGee and T. R. Poling department directors. Bonbright said that effective imme-Special Services; McGee, director, Accounting Procedures, and Poling, (Continued on page 33) directly to Walter H. Theiss, gen- be that of Quinn.

HEADLESS AFM

When Petrillo Goes, So Too Goes an Era

NEW YORK -- There won't be a dry eye in Philadelphia on June 2 when the annual convention of the American Federation of Musicians convenes. Decision of AFM. chief James C. Petrillo to retire will spark a dramatic and emotional event and will mark the passing of an era. No other labor leader in modern history has proved such a showman, none has created such lasting friendships and animosities, and, despite sporadic revolts of seg-

(Continued on page 33)

Col'bia Boosts Robert Earl to Merch. Mgr.

NEW YORK-Robert Earl was moved up last week by Columbia Records to the post of merchandising manager of special markets, reporting to Larry Goughan, sales manager of special markets for the firm. Earl, formerly the branch manager of Columbia Records Distributors in St. Louis, was succeeded in his old post by Dale Payton. Earl will headquarter in St. Louis.

Meanwhile, back in the home office here, Walter Dean was appointed to the position of director of business affairs for the diskery, transferring from the legal department. The company hired Ronald Anton as an attorney for the firm, to work on legal problems concerning artists, repertoire, copyrights,

Concurrently, Bonbright said that effective July 1, Robert H. Campbell, purchasing agent-Holly-wood, and director of the purchasdiately Burdick becomes director, ing-Hollywood department, will report to R. D. Quinn, industrial relations administrator. Bonbright redirector, Profit Planning and Re- vealed that the over-all functional view. Each of the three reports responsibility for purchasing will

Marks Scores in Court Case on Howard Songs

NEW YORK -- United States | an adjudication of infringement and District Court of Appeals last week for an accounting, the court stated: handed down an important decision "The real question . . . is whether in the case of Edward B. Marks the District Court was correct in Corporation, Charles K. Harris holding that the 11-year delay be handled by Julian Abeles.

from the denial of its motion for

LeBow Forms Low-Price LP Aamco Label

NEW YORK--Carl LeBow has exited Bethlehem Records to form a new low-priced LP label, Aamco Records. The label will be a subsidiary of Alison Enterprises, Inc. The diskery will swing into operation about the middle of June.

Officers of the new Aamco firm are Carl LeBow, president; Tommy Vestola, veepee, and Ray Muscarella, treasurer. The musical director for the label will be Ted Steele. Manny Warner will be in charge of production for the firm.

Aamco records will issue lowpriced LP's and eventually singles. Frist releases, which will be issued about June 15, will include a num-World-Wide stereo records are ber of LP's leased by LeBow from cut by a Van Gelder-Fairchild both Bethlehem Records and Mono- chased masters, ABC-Paramount's gram Records.

Music Publishing Company, where- tween the institution of the suit and in Marks, the plaintiff, was granted the trial constitutes laches (delays) the right to monetary relief or dam- which estops plaintiff from now reages on some 154 songs cleffed by ceiving the relief which it seeks. Joe Howard. Case for Marks was . . . Under the circumstances it seems clear that the plaintiff can With regard to palintiff's appeal be charged with no serious delay in instituting suit."

Court further stated: . . . It seems unfair to tax plaintiff, the rightful owner, rather than defendant, the infringing wrongdoer, with severe penalties for the delay in which they both participated."

Case now goes to a Special Master. Damages, according to Abeles, are a minimum of \$250 per song, for 154 songs, plus monies accrued from licensing, printing,

APT Records Readies First Four Singles

NEW YORK-ABC-Paramount is readying its first release for its newly formed subsidiary label, APT Records. The release spotlights four singles, featuring Bobby Hamilton, the Stereophonics, the Cavaliers and the Elegants.

Altho these disks are all pur-

Copyr't Office Leans Toward More Flexibility; Formal Notices May Go

copyright production on music may become a thing of the past when U. S. Copyright law is revised.

A study of the problem of copyright notice, recently released by the Copyright Office, leans toward a liberalization of the law, which would not make formal notice mandatory to copyright protection. The study suggests incentive to "voluntary," and "reasonably clear" notice would be provided by limiting recovery to the copyright owner when no notice appears.

Making copyright notice voluntary, and revising the present statute's formal and confusing dictates, would put U. S. Copyright law in line with that of foreign countries. Copyright notice is not essential to production abroad.

The revision would also be in

Web, Record Execs to Add Smathers Fuel

WASHINGTON -- Spokesmen for CBS and NBC networks, and net-owned record companies Columbia and Victor, will add further opposition to the Smathers Bill at hearings this Wednesday (21). The bill would divest braodcasters of music interests, including ownership of stock in Broadcast Music,

The witness list includes: Richard Salant, v.-p. of CBS; Joseph MacDonald, NBC counsel; Goddard Lieberson, president of Columbia Records, and George Marek v.-p. of RCA Victor Records. Eric Johnston, president of the Motion Picture Producers' Association, will speak for the movie people, and representatives of Loew's, Inc., have reportedly asked for a chance to speak against the bill.

Nicholas Zapple, counsel for the Pastore Communications subcommittee, asks interested parties to note that Wednesday's hearing will be held in Room 357, Senate Office building, instead of in the familiar capitol hearing room of the Senate Commerce Committee, scene of previous sessions.

Mason, Steen, Latauska Buy Frisco Label

HOLLYWOOD - Al Latauska, Sun State Music Distributing chief; Cecil Steen, Boston record distributor, and Ed Mason, Record Rack Service, Los Angeles rack jobber and also a partner in Sun State, emerged as record manufacturers and label owners last week. Trio purchased the San Francisco label from previous owners, Al Leavitt, Bay area retailer, and Dick Kept-

Purchase gives the new owners 15 LP disks, plus several unreleased albums. Latauska will actively manage distribution of the new label. Current plans call for Leavitt to helm the a.&r. operations. Emphasis on sound and sophisticated tongue-in-cheek material will continue.

Plans for release of stereo disk and four-channel stereo tapes are

being made.

low an album-per-month releasing part of the store," as a spokesman tract. schedule. Distributors are now be- put it, and second, thru parts jobing set. Sparton, of Canada, Ltd., bers, to "get in the rear section of by Mills, has been picked up by London, Ont., will handle the line the store," that which is often oc-

WASHINGTON -- Formal no- line with more recent, liberal U. S. A. Ringer, assistant chief of extice of copyright as necessary for court decisions. Courts have been more lenient in interpreting what constitutes "reasonable notice of copyright" because of tragic cases of accidental loss of protection. These occurred when the creator failed in some formality, or when notice was accidentally omitted, or ruled indecipherable or faulty in some way.

Copyright Office Study

The Copyright Office study, "Notice of Copyright," is part of the long-range preparation for revision of the 1909 law. The study was jointly authored by Washington attorney Vincent A. Doyle and by Copyright Office staff members: George D. Cary, general counsel; voluntary variety. Marjorie McCannon, assistant chief of reference division, and Barbara

amining division, and author of previous study on copyright for recordings (The Billboard, April 28).

Comments on the study by nine copyright experts were fairly evenly divided. John Schulman, counsel for the Songwriters' Protective Association, said: "No notice should be imposed as condition of copyright protection." Joseph S. Dubin, Universal International Pictures attorney, wants notice retained, but in more reasonable

There was some question among the experts about proposals to protect the "innocent" infringer, if mandatory notice gives way to the

The copyright study proposed (Continued on page 23)

Rack Jobber Meet Accents Disk Import

By TOM NOONAN

HOLLYWOOD -- Again the importance of records to rack jobbers was demonstrated here this week at the second annual mid-year meeting of the American Rack Merchandisers' Institute. The weeklong proceedings were held at the Ambassador Hotel and featured panel-type discussions on all phases develop improved packaging for of rack jobbing. The record session, held Thursday (15), had to be extended past its scheduled Inc., in Salt Lake City, was chairtime slot in order to accommodate man of the Record Panel, and guest Remembered, the current Broadthe multitude of questions that speaker was Tom Noonan, manager way hit, is the third package. Duke were being thrown at the dais. of The Billboard's Music Popularity plays on the date. Show stars Helen The increased interest in records will undoubtedly be transformed to action in this business in the very near future.

Most of the 44 members of ARMI in attendance, while not carrying records at present, all expressed their intentions of starting as soon as possible. The entire membership consists of high-volume jobbers of other non-food produce.

In an address to manufacturers. Robert D. Boren, president of ARMI (and also president of Housewares Distributing Company, Dallas), stated, "there is no doubt

Walco Intros Special Stereo Conversion Kit

NEW YORK--Electrovox, Inc., makers of the Walco needle line. have focused major attention on the stereo disk market with a special stereo conversion kit to be introduced to the trade at the Chicago Parts Show this week.

Believed to be one of the lowest priced complete conversion kits yet announced, the Walco unit will carry a suggested list of \$59.95. The kit contains a four-watt, pushpull amplifier, a separate speaker unit and a stereo, four-wire cartridge with built-in rumble filter. The amplifier, it was noted, could be placed in back of, on top of or underneath the main phonograph unit and is designed attractively to blend in with practically any decor. The unit has separate con-

Distribution will be of two different types: First, thru regular The new owners intend to fol- disk distributors to "get in the front cupied by component equipment. sidiary label, APT Records.

your most effective and economical method of distribution. Similarly, the rack jobber will continue to be one from a Broadway play. the medium for better profits of our customers, the supermarkets." Boren went on to urge more point-ofpurchase aids for all products sold via the racks and to continue to supermarket items.

Pete Souvall, of Souvall Bros.,

Charts Division.

AUDIO FIDELITY ORGAN SESSION

CHICAGO - Recordings of gigantic theater organs continue to be one of the staple offerings for hi-fi addicts. Audio Fidelity's Sid Frey last week trekked here with a wagon load of equipment to wax an album of tunes performed by Al Melgard on what is generally considered the world's largest theater organthe monstrous instrument in the Chicago Stadium.

Material, as usual with this type of recording session, ran to familiar marches and folk melodies, with the emphasis being on the sound values of the organ, which is 32 feet and has 883 stops.

Taping by AF is being done for both stereo and monaural release versions.

Merc. Issues B'dway, 2 Pic Sound Tracks

CHICAGO -- Stepping up its that the rack jobber will always be activity in the sound-track field. Mercury last week released two movie score albums and a third

The two films are "Vertigo," an Alfred Hitchcock opus starring James Stewart and Kim Novak, and "Too Much, Too Soon," based on the soul-baring hot-seller by Diana Barrymore. It stars Dorothy Malone as Diana, and Errol Flynn as John Barrymore.

Vernon Duke's score for "Time Hayes and Susan Strasberg.

Read Asks Sen. Group Study Petrillo Practices

president of his own recently votes by the New York and Los formed Musician's Guild of Amer- Angeles locals which were trying to of the indie label's success with two ica, and previously a stormy dis- stop the use of canned music by fast-selling singles, "Jennie Lee" senter in American Federation of the nets on live radio and TV net- and "Cha-Hua-Hua." Musicians West Coast Local 47, work shows." has asked a Senate Labor subcommittee to look into a "working relationship" between AFM President James Petrillo and certain networks and record companies which are opposing the musicians' fight against the AFM Performance Trust Fund.

Read told the labor subcommittee of the Senate Labor and Public Welfare committee that NBC, RCA national level. Victor Records, CBS, Columbia Records and Capitol Records, among others, co-operated with the federation in "diverting wages" of their own employees, and are now actively fighting on the Petrillo side in the courts."

"They have evidently arrived at a working relationship with Petrillo that they do not want disturbed," Read testified. claimed that the employees aid the Petrillo fund, and in turn, the

Mills Opens New Sidney Music Pub

NEW YORK --- Indie publisher Sidney Mills, formerly of Mills Music, has opened Sidney Music, affiliated with Broadcast Music, Inc. Bobby Hamilton, cleffer-chanter, has been signed as a writer for the firm, and Mills has inked the cat to a personal management con-

An initial disk by Hamilton, cut

WASHINGTON -- Cecil Read, AFM president "overrules strike

Asks Democracy

Read asked that the Labor subcommittee legislate democracy into the AFM, along with other labor songs for a.&r. head Joe Lubin here unions, whose adminsistrative practices are under study. The AFM leases. only "goes thru the motions of democracy," Read said, but any real opposition is "stopped before it gets started," either at the local or

Read claimed that membership (Continued on page 40) Hua-Hua").

Cap's Billing Office Moves To Scranton

HOLLYWOOD -- Capitol Rec ords is switching its customer bill ing operations from Hollywood t Scranton, Pa., where it will be har dled by Capitol Records Distribut ing Corporation. Heretofore, CR here performed the billing opera tions for CRDC. IBM equipmer has been installed at Scranto where billing for all branches wi be in effect before July 1.

Scranton will also house the con solidation of CRDC's Regions Credit Offices Nos. 1 and 2, ac cording to CRDC General Con troller Walter H. Theiss. Office No. 2, formerly headquartered in Chi cago and served the Midwest, i being combined with Office No. which served the Eastern territor: out of Scranton.

The Eastern Billing and Credi Office, as the consolidated billing and credit functions is known, wil be under Howard A. Decker, na tional credit manager. Paul Di Chiari was named billing superviso and will be in charge of all ma chine billing operations. Louis J Kosydar, supervisor of the account receivable unit, is responsible for all customer account bookkeeping

With the consolidation of Re gional Credit Offices No. 1 and 2 Gordon F. Knight has been trans ferred to Scranton but will continue to head credit for Credit Region No. 2, covering the Midwest, while Russell E. Vail and John K. Perkin will continue as credit manager of Regional Credit Offices No. 1 serving the East, and No. 3, serving the West respectively. Perkins wil continue to headquarter in the Capitol Tower in Hollywood.

Arwin Expands Office, Roster

HOLLYWOOD -- Arwin Rec ords made a twofold expansion move last week by opening a New York office and signing three artists. The move came on the heels

Its New York office is located at 157 W. 57th Street and will be headed by Joe Linhart. He will scout talent in the East, screen and will promote the label's re-

Arwin's newly signed artists include Bill Watkins, Jack Lewis and Adam Ross. Sessions are scheduled for later this month for the three as well as Jan and Arnie ("Jennie Lee") and the Pets ("Cha-

PRICE CUT COUNTERS **REV 'NO RETURN' PLAN**

ords here thinks it has hit upon one Threeteens (a Billboard "Spotlight" solution to the problems of exces- pick last week). Under the plan, sive returns, currently plaguing the Rev makes all deejay mailings itrecord indies (The Billboard, May self and gives each distrib one box

The indie has adopted a new sales policy, whereby distributors Schuster, reports the plan has been aren't allowed any returns, but the accepted by the label's distribs in price of Rev singles has been cut all major markets but one-Albany, from 42 cents to 34 cents, thus N. Y: giving distributors a profit increase of 8 cents per record.

At the same time, Rev President cents following in 30 days.

into effect with the release of Rev's in the past.

PHOENIX, Ariz. -- Rev Rec- last disk, "Dear 53310761" by the of 25 disks for promotional use.

Rev's sales manager, Irwin

Surprisingly, the exec reports that to date Rev has had more orders and re-orders on the Three-Floyd Ramsey has instituted a pol- teens disk than on any of its last icy requiring distribs to send in four releases However, he said 20 cents per record with their order the distributors indicated that while with billing for the additional 14 they are willing to go along with the new no-return policy, they will The new sales policy was put order far more conservatively than

LEAST WANTED

AWARD OF YEAR:

CHICAGO -- Of all the

CHI SUBPOENAS

Distrib Comment on Rack Jobber, 1-Stop

creasing menace" of the rack job- where everything he bought, even ber and the one-stop to the record in 1956, was on 100 per cent guarbusiness was further evidenced in antee on singles and 100 per cent a round-up of record distributor exchange on package goods. comment from the floor of the Mudenunciations of the jobber and one-stops, altho they did not take tory's business. an overt and organized procedure to declare themselves, as did the indie record manufacturers. (See story about indie record meetings.)

Distributors feel that they face a more direct threat from the discount-type of account (jobber and one-stop) than does the manufacturer. Depending upon the particular geographical area, distributors state that rack jobbers and onestops have cut anywhere from 10 to 30 per cent into their net profit.

One-stops, they declare, were the first menace which the distributor faced. A distributor's salesman, for example, in 1950, hypothetically had a sales route of 150 accounts, operators and retail stores. By 1956, approximately 20 per cent of those accounts, juke ops, had vanished because they were buying directly from the onestops. To add to their woes, rack jobbers in 1955, made their initial appearance and started to set up competitive displays near the small dealer. This cut the cream from the dealer's profits, with the result that Mr. Dealer started buying

To further cloud the muddy wasic Operators' Association conven- ters, one-stops about 1956, in some tion here last week. Distributors instances, sent salesmen out on the were even more vehement in their road, competing with the record distributors' salesmen for the terri-

> Distributors pointed out that they exist on an 18 to 20 per cent mark-up on their product. Dissipating a salesman's potential in a particular sales area to the tune of inroads of 10 to 30 per cent of his potential cuts into the salesman's enthusiasm.

> One-stops and rack jobbers ask for discounts ranging from 5 to 12 per cent, plus 2 per cent discout for payment by the 10th of the month. When subtracted from the average 19 per cent distributor mark-up, this represents a heavy slash into potential earnings. Rack jobbers and one-stops have become house accounts, because when the slash in net is heavy, there's no room left for commission. House accounts are the bane of any salesman's existence.

> Heftiest blow to distributors has been the fact that the larger rack jobbers are now being serviced direct. The major labels, in many instances, have openly called their branches or indie reps in areas and

(Continued on page 40)

CHICAGO -- "Progressively in- | direct from a nearby one - stop,

giveaways handed to conventioneers at MOA last week, by far the most spectacular was a sheaf of subpoenas distributed to record mahoffs by the Cook County State's Attorney in connection with the recent bootlegging scandal here.

Two detectives prowled among the booths smilingly depositing their invitations to a grand jury hearing on the counterfeit operation. The hearing, apparently scheduled to coincide with convergence of the disk industry in Chicago, is considering accusations against George Hilger. charged with counterfeiting trade-marks on more than 125,000 phony copies of hit records, and Charles English, head of Lormar Distributing Company, charged with possession of some of the forged disks.

The subpoenas summoned eight execs of 11 labels, presumably to testify that the questionable disks were indeed forgeries. The execs, called to the State's attorney's hospitality suite, were Leonard Chess, of Chess and Checker labels; Jerry Field, of Cameo and Swan; Bob Kornheiser, of Cadence; Al Silver, Ember and Herald; Tom Mack, Dot; Ewart Abner, Vee Jay; Alex Siamas, Keen, and Sellman Schulz, Brunswick.

25

Subpoenas also were served on several printing firms here who unwittingly were contracted to reproduce the allegedly forged labels. They were Liedtke Bros. Die-Cutting Company; Morris de Camp, of Wells Bros. Printers; Samuel Berland, of Berland Printing Service, and E. Conforti, of Superior Engraving Company.

DRESS UP HOPS

GAC's Plan Brings Bands To Teens and Vice-Versa

NEW YORK--A new way to Sunday go-to-meetin' clothes. Boys bring the bands back to the teenagers or the teen-agers back to the bands is starting to evolve out of the General Artists Corporation offices. It started in Troy, N. Y., and has slowly spread to a number of other cities. It involves low-priced, dress up dances for teen-agers sponsored by radio stations or businessmen in town to the music of bands like the Buddy Morrow or Claude Thornhill crew.

sparked by Howard Sinnott, GAC exec. It seems that deejay Bob Snyder, of Station WTRY there, called Sinnott about an idea for a dance for the teen-age set. Sinnott told him he could have the Buddy Morrow ork on a special deal if the station would sponsor a free dance for the kids on a Sunday afternoon -as long as the kids came in their

LOMAX DISKS

LP's Issued By Library Of Congress

WASHINGTON-The Library of Congress has issued for sale five LP records of "The Ballad Hunter," a series of lectures on American folk music by the late John A. Lomax, pioneer collector and discoverer of such songs as "Home on the Range" and "Cit Along Little Dogies." Musical examples illustrate the talks.

This is the first time these recordings have been made available by general public sale. The issuance on long-playing vinylite disks (331/3 r.p.m.) has been made possible by a grant to the library from the Carnegie Corporation.

had to wear coats, girls dresses. Since it was an open date for

the ork, the station was offered a special deal. The station bought the deal, plugged the show and sent out tickets to youngsters who wrote in. The free dance, held Sunday afternoon on February 20. pulled 4,200 kids.

Many Stations

Sinnott then promoted the idea of teen-age dances to a few hun-The first dance in Troy, was dred stations in the New York area. In Hagerstown, Md., the musicians' union bought the Morrow ork for three consecutive days and presented dances in local high schools there. There was a slight charge for admission. The dances pulled over 1,500 kids every day and the union made enough loot to pay for the band and came up with a little loot over to use to help swell the high school band fund. Here again the dances were given in the afternoon and the kids had to be well dressed to attend.

Now dances for teen-agers are being set by a number of radio stations. On May 22 the Johnny Long ork will play a dance in Croning, N. Y., being presented by Station WCLI there. Sponsors of the dance are the local Kiwanis Club and Ingersoll Rand, with Gordon Jenkins of WCLI in charge. It will be a teen-age prom. In Ronceverte, W. Va., a dance is being set by Station WRON there.

Bands So Far

The bands that Sinnott has set for these teen-age dances include Long, Morrow, Thornhill, Tony Pastor, Ralph Marterie and Eddy Howard. The bands all play with a beat when they play for the kids. The arrangement has to be on a day or night when it's an off night for the band, with afternoon dates preferred. And the GAC office demands that the kids be in their "The Ballad Hunter" resulted comments received so far, the kids (Continued on page 40) seem to like dancing to the bands.

Vanguard Inks Big Maybelle

NEW YORK -- One of the almost legendary blues singers of modern times, Big Maybelle, has been signed to a long-term contract by Vanguard Records. On the new label, the thrush will record a series of LP's of great blues songs. She will also do singles for the label. Manny Solomon, one of the Vanguard execs, signed the songstress to the contract. John Hammond, jazz and blues authority, will supervise her recording dates.

Big Maybelle has been in the news lately due to her being tapped to appear on the Saturday night blues concert at the upcoming Newport (R. I.) Jazz Festival. Prior to signing with Vanguard, she recorded for Savoy Records.

DIG THAT CRAZY **BOAT: NO MOTOR**

HOLLYWOOD -- Axel Stordahl entered his 44-foot sloop, Saga, in the 140-mile Newport-Ensenada race and saw it sail to top position in one division and slip comfortably into third spot in another.

Aboard with Stordahl lending wind to the sails were his wife, vocalist June Hutton, publisher Mickey Goldsen, Jack Gordon and Bob McCluskey, The Billboard's West Coast music ad manager.

The Billboard Weekly Index RECORD SA

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

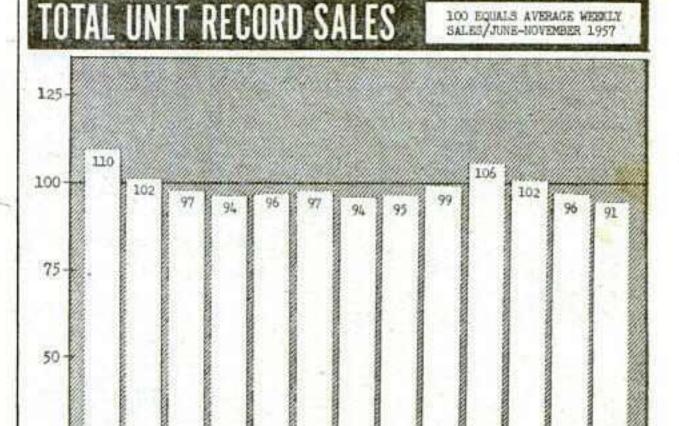


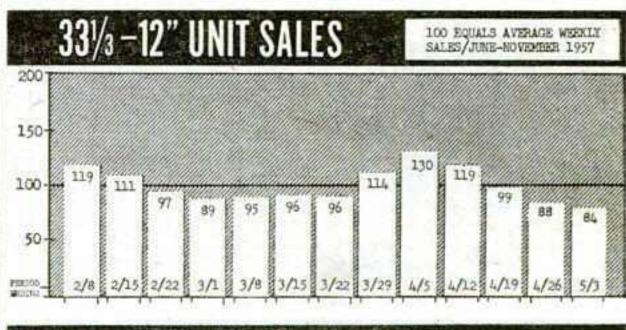
For the second week in a row. sales for all speeds have dropped. Total Unit Sales fell off another 5 per cent and are now at the lowest point for the entire year of 1958 to date.

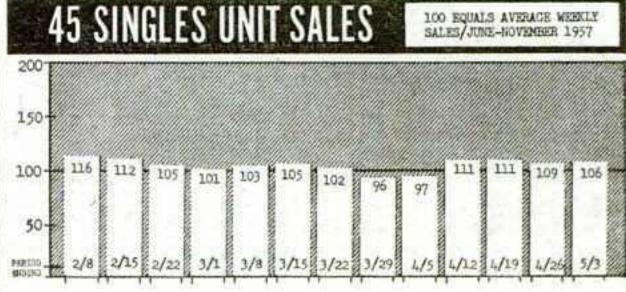
Again 45 r.p.m. is the only speed holding its head above par. But the other three speeds (331/3-12", 45 EP and 78 singles) all hit rock bottom for 1958 this current period. Sales of 331/4-12" for the

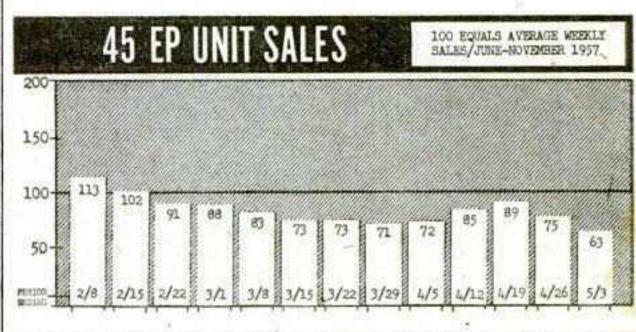
fourth week in a row fell off from the previous period. Unit sales of 45 EP are 10 per cent below their previous low of the year and represent only 3 per cent of the dollar volume for the current period.

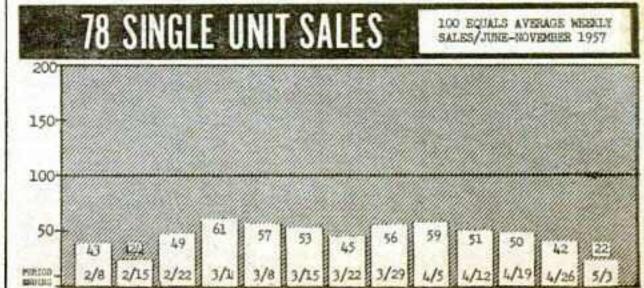
Sales of 78 r.p.m. registered the largest drop from the previous period and are the lowest of all speeds. They are now 78 per cent off from the average weekly sales registered in June - Nov., 1957.











MASTER CONTROL

BROADCAST TRENDS AND TRIFLES

By BOB BERNSTEIN

ONLY IN A DEMOCRACY

A radio station in LaGrange, Ga., has this motto emblazoned on all outgoing mail: "Help Stamp Out TV!"

TRACK RECORD

By January, 1959, 44.5 million homes will have at least one television set, compared to only 8,000 in 1946 and 940,000 in 1949. The details on TV's burgeoning growth in little over a decade, supplied by ARF National Survey of Sets (January, 1958) and Television Fact Book No. 26, add up to a vivid projection for next winter of a total 50 million sets in the U. S. with penetration of 86 per cent of the population.

HOW TO BE AN EMSEE

Don McNeill, long-term toastmaster of ABN's "Breakfast Club," offers these nine rules for successful emseeing: 1 Wear clothes that are a bit different. 2. Get yourself a family to talk about. 3. Remember interesting things and talk about them on the air. 4. When you swipe someone else's gag, give him credit. 5. If you can't play an instrument, fool with something like an ocarina or calliope. 6. Push some anatomical characteristic which elicits conversation, like big feet. 7. Be witty on the air but shut up like a clam as you sign off. 8. Be Yourself. 9. When in doubt, murmur "Play, maestro."

SNOW AND STATIC

Video-Stage '58, broadcast unit of a new Chicago drama firm, and WTTW are sponsoring a national TV script competition, deadline October 31.... DuMont Broadcasting Corporation has changed its name to Metropolitan Broadcasting. . . . Association of Broadcasting Executives of Texas has elected Howard Fisher president and Wallis Ivy veepee... WVUE-TV's "Grady and Hurst Top 12 Dance Party" gets outdoor origination, starting June 25, from Atlantic City's Steel Pier. . . . Irv Feld, general sales manager of Guild Films, has been elected sales veepee and a member of the board.

RESTLESS PEOPLE

Charles S. Steinberg named director of information services for CBS-TV. . . . Al Markim, former "Space Cadet" star, appointed executive assistant to the president of Telestudios, Inc. . . Harlan Davis named radio-TV director of Product Services, Inc. . . . Val Bruce left KENS, San Antonio, to join the sales staff of Bob Dore Associates, radio reps. ... David G. Lee is new public relations director of KMGM-TV. Minneapolis... Faye Stewart moves to a desk job at KPIX, San Francisco, after a decade on the air. She'll serve as home management consultant.... Jack Dahmer will do sales promotion for KFDM-TV. Beaumont, Tex.

WHEELING AND DEALING

TALENT TIDINGS

MERRILL VS. SMATHERS

Metopera star Robert Merrill put another nick in the moribund Smathers Bill with a statement for the record via Sen. John Pastore. "Pop audiences have demonstrated a kind of flexibility and receptivity to new music and new composers which could well be emulated in the serious music fields," Merrill said. "Hits are not longer the exclusive domain of a few well-established people. But why is that 'socially undesirable' from the public viewpoint? It seems to me that reckless, unfounded indictments of pop music made by proponents of the Smathers Bill do a disservice to the entire field of music."

His own experience, Merrill stated, makes him find it "absurd" that either broadcasters or record companies "put pressure on performers to use one kind of material or one source." The opera baritone thinks that exposing youngsters to Puccini and never to Presley would do nothing to solve their problems.

COMES THE REVOLUTION

Miklos Gafni, tenor known as "the Hungarian Caruso," has settled in the U. S., turning down European dates to cast his lot with the middle class, "from whom will come a revolution in musical tastes." Something very new or very old must emerge soon, thinks Cafni, to bridge the gap between Bach and rock. He just canceled his 23d tour of the Rio-to-Lima-to-London-to-Paris circuit because he believes America is going to spark an operetta revival. After etching his third LP for Rondo Records, Gafni will launch "a middle class music project" along that line.

CINEMATTERS

Edmund Goulding will direct "Mardi Gras," the 20th Century-Fox film starring Pat Boone, Tommy Sands and Gary Crosby. . . . Tennis Champ Tony Trabert, who makes his acting debut in "Too Much, Too Soon," turns nitery singer next fall. ... Earl Holliman has cut four disks for Capitol, release in June co-inciding with his Paramount Pictures premier of "Hot Spell." ... Mayfair Theater, N. Y., is admitting patrons who appear in costume free, and supplying drinks, as part of its new Horrorthon policy beginning May 27, at midnight naturally.

THE DOTTED LINE

Barbara McNair into the Americana, Miami Beach, June 11... Milton Berle plays the 500 Club, Atlantic City, starting August 23. . Danny Costello booked at Glen Casino July 28.... Pier Angeli will wax songs for Roulette Records. . . . William Morris Agency has arranged concert tours next fall for Shai K. Ophir, Sir John Gielug, Jose Greco, National Ballet of Canada and the Leonard Bernstein musical "Candide." . . . Beryl McBurnie's Little Carib Dancers will play the Stratford, Ontario, Festival, beginning July 16.... Sammy Kaye is awarding dance prizes to mother-son and father-daughter teams Thursdays at the Hotel Roosevelt, N. Y. . Lillian Briggs joins Jimmy Durante at Chicago's Chez Paree June 4. . . . Maggie Wulff, late of WJW-TV, Cleveland, is prepping her local hit there, "Teen Press," as a New York TV entry.

KMYR GOLDRUSH **BLITZES DENVER**

DENVER -- Local police officials and homeowners in the Denver area were recovering last week from what had all the appearances of a fullscale blitzkrieg.

The ruckus began when radio outlet KMYR began a "Treasure Hunt" in which listeners to the station's deejay stanzas were given "clues" to the whereabouts of a \$50,000 check. By dawn, the city's exclusive Applewo. I Manor section was overrun with treasure seekers who uprooted trees, tracked across lawns, jammed streets, pulled up street signs and generally made a mess.

One indignant resident phoned police to report that one particularly cool cat had trampled all over her yard and then had rung her doorbell to ask if he could use her bathroom.

NTA and UA Battle Comes **Full Circle**

NEW YORK-The legal wheel turned full circle for National Telefilm Associates last week in the running dispute between NTA and United Artists over the acquisition of control of Associated Artists Productions, distributors of the Warner Bros. backlog of feature films.

injunction over the heads of UA dent of Zenith Radio Corporation, execs, having had one granted by Supreme Court (N. Y.) Judge A. Steuer. Originally, UA's ace crew of legal brass threw a wrench into NTA plans last fall to acquire control of AAP, by getting virtually down, thanks largely to a howl put up by minority stockholders of AAP that UA was offering a better purchase deal.

And just to complicate matters further, talk in New York film circles persisted that NTA and National Theaters, Inc., former offshoot of 20th Century-Fox, are close to a financial marriage.

DuMont Name Fades in Field

NEW YORK --- The DuMont name is now practically a memory in the field of TV commercial broadcasting.

At the recent annual meeting of the DuMont Broadcasting Corporation, stockholders voted "overwhelmingly" to change the firm's name to Metropolitan Broadcasting Corporation. Chief operations will be WABD (TV) and WNEW (Radio), New York, and WTTG (TV) in Washington.

At one time, DuMont was a pioneer network operation, but Allan B. DuMont himself has shifted to a concentration on TV-radio and equipment. In the first three months of this year, the re-namedbroadcasting firm grossed \$3,363,-

TV BLOSSOMS WITH VAUDE

NEW YORK—Vaudeville's not as dead as you may think. Blossom Seeley and Benny Fields, one of the great vaude acts of yesteryear, will revive such numbers as "The Old Soft Shoe" in a special guest shot on the Bert Parks' Bandstand series on NBC Radio. Air date: May 23 at 11:05 a.m.

Radio Misses With 'Juke' Programming

Jammed Platter-Plug Shows 'Bastardize Medium's Potential, Says J. Feniger

Feniger, a vice-president of New tougher by trying to make a real York's Cunningham & Walsh killing every day. Agency, termed the "juke box" programming of Top 40 records "a bastardization of the true potential who schedules six or seven commerof the medium."

listeners, Feniger told the members ried 11 commercials in one morning of the Advertising Club of Wash- quarter hour. This particular staington that "a lot of the music on tion doesn't carry any of our busiradio today is designed to build ness now. Commercials scheduled up a boredom factor among many back to back really only cancel of the 75 per cent of the people each other out, and tend to turn in the country over 14 years of radio into a background medium." age."

advertising purchase that can be outlets: achieved thru spot radio, but he aired a warning based on his own agency's experiences with the medium.

"We all know that penetrating the consumer's skull with a strong

Zenith Pres. McDonald Dies In Chicago

CHICAGO -- Comdr. E. F. Now, it's NTA that's holding an McDonald Jr., 76, founder-presidied May 15 in Chicago. In 1921, McDonald formed Chicago Radio Laboratory with two young radio amateurs making and selling radio receivers, with McDonald becoming general manager. In 1923, Zenith was formed with McDonald as president. In the same year, he established his own AM radio station, WJAZ, Chicago, and founded the National Association of Broadcasters of which he became presi-

McDonald started experimenting in TV in 1931, at the same time establishing research on finding a method for subscription TV. He demonstrated his first subscription TV system in 1947, conducted a limited commercial test in 1951 and since has spearheaded a prosubscription TV drive. As early as 1939, McDonald established the nation's first all-electronic TV station and for nearly three years was the only TV station operating in Chicago. In 1940, he established the nation's oldest FM station, WEFM, Chicago.

Como Show Still Hottest TV Musical

NEW YORK--The Perry Como show continues to be TV's hottest musical attraction and the secondranking show in both rating and audience size, according to the April figures of American Research Bureau. "Gunsmoke" continued to hold top honors in both categories, holding a pace set over the past five months.

No other musical stanza, apart from the NBC-aired Como series, appeared in the ARB "Top-Ten" ranks, with the other winners including five Westerns, three quizzers and the Lucille Ball-Dezi Arnaz show.

show.

WASHINGTON --- In a pene- | selling message is, at best, a diftrating look at the brand of radio ficult job," he said "There are being pitched to Madison Avenue some radio stations around the by stations and reps today, Jerome | country that make a tough job even

11 in 15 Mins.

"I'm talking about the operator cials every quarter hour. We re-Stressing the need for adult cently found one station that car-

Feniger offered several points he Feniger praised the flexibility of felt would be constructive for radio

"1. Program for the whole audience-not the rock and rollers

"2. Schedule news regularly, thoughtfully and effectively.

"3. Be different in your approach. "4. Hire talent that can sell

your clients' products in an effective and convincing manner. "5. Give commercials a chance to sell by sticking reasonable limits in the number of spots you'll run

in an hour "6. Give agencies and advertisers some valid research to show not only how many listen but who they are, what they buy and how your station can sell them."

WQXR Still Hits Jackpot, Tho Spots Cut

NEW YORK -- Altho Timesowned WQXR has for several months been cutting back on the number of spot announcements aired in its good-music-and-news schedules at the request of Madison Avenue agencies (see story elsewhere, this page) and listeners, the station is still hitting a commercial jackpot, according to

Sales Vice-President Norman McGee revealed last week that the station had established a new sales record in which radio sales for January thru April were 12.7 per cent ahead of the same period in 1957. Program income showed a larger increase over straight announcement revenue, added.

WQXR's current policy adopted last fall, prohibits the sale of spot announcements following sponsored programs.

Picture to Use 'Man. Towers'

NEW YORK--In a unique deal which involved clearances with Gordon Jenkins, Leeds Music, Capitol Records and James C. Petrillo, Transfilm, one of the largest TV commercial filmeries, now has the green light to use Jenkins' tone poem, "Manhattan Towers," as background music for a TV and theatrical film being produced for the Greater New York Fund.

Titled "Any Given Minute," the fund-raising film features Frank Overton, currently in "Dark at the Top of the Stairs," as narrator. With heavy exposure expected in Como racked up an April rating the New York area, it's likely to of 41.4 and a total audience of give a special hype to the "Man-49,310,000 viewers for the weekly hattan Towers" album, long a steady seller.

Copyrighted material

NIGHT CLUB

Mathis Makes Smooth Copa Debut

Johnny Mathis, in his first appearance at New York's plush Copacabana, presents a polished and highly enjoyable program. Accompanied by his own fourpiece combo and the excellent Copa band, the artist belts and croons his way thru an attractive variety of tunes including several from his hit Columbia LP's.

Mathis is a versatile singer

with an exciting approach on his swingers and a warm, smooth sound on his ballads. His selections included provocative Latin stylings of "I Could Have Danced All Night" and "Day In, Day Out." He also presented a medley of "There Goes My Heart," "My One and Only You" and "I've Grown Accustomed to Her

The singer scored best with his ballads which included "All the Time" and "It's Not for Me to Say." Tho he appeared somewhat stiff at the beginning of his set, he soon relaxed. After several encores he closed with an up-tempo run of "Lover, Come Back to

Featured comedian was Joey Bishop, a gent with glib ad lib ability and an amusing delivery. The colorful production numbers included singers Joni Roth and Ronnie Hall; the Pagets, a dancing duo and, of course, the lovely Copa cuties. Howard Cook.

NIGHT CLUB

Umeki-San—Thrushing Refreshment

Blue Angel Miyoshi Umeki, Shelley Berman, May Barnes, George Matson, Emsee, Bart Howard, Music, Jimmy Lyon Trio. Blue Angel, New York, May 14.

Looking as pretty as a cherry blossom and as fragile as a porcelain figurine, recent Oscarwinner Miyoshi Umeki is a fresh and appealing talent in her nitery thrush debut at New York's Blue

Dressed charmingly in the tra-

ditional kimono and obi of her native Nippon, she belies her petite visual appearance with a flexible, expressive voice (currently heard on Mercury label) that has something of the creamy, relaxed quality of Rosemary Clooney when offering the R&H ballad "It Might As Well Be Spring."

Miss Umeki, however, can also swing nicely, with "The Lady Is a Tramp" and 'How About You," backed ably by the Jimmy Lyon trio. But she is at her elfin best

when, with the refreshingly naive explanation that "I am still plugging picture," she offers a delicately phrased "Sayonara."

Appearing on the same bill with Miss Umeki are some Gotham nitery veterans. Mae Barnes, a songstress who would be the despair of Slenderella, belts out a number of rhythm tunes. Shelley Berman scores loud guffaws with a clever set of telephone monologs, and an ultrasophisticated story about Gertrude Stein. George Matson wraps things up nicely with a clever series of pantomimes done to records of such varied artists as Yma Sumac and Gracie Fields.

Charles Sinclair.

NIGHT CLUB

Current Birdland Bill Solid Draw

Vocalist Jeri Southern, the Terry Cibbs Quartet and the Horace Silver Quintet are currently drawing them in at New York's jazz nitery, Birdland.

Miss Southern, who chirps in a smooth sultry manner, renders a warm, relaxed series of satisfying tunes. She does some of her numbers with a trio. On others she accompanies herself on piano. Her offerings included "I've Got Five Dollars," "Try a Little Ten-derness" and "Am I Blue?" one

of the selections from her current Roulette LP, "Jeri Gently Jumps." Her technique on the ivories is as equally winning as her thrush-

The Gibbs crew presented most of their set in an uptempo groove. Gibbs' vibe approach is as fast and furious as ever. Their numbers included "Just the Way You Look Tonight," "Tea for Two" and "All of Me." "I Can't Get Started With You," one of the few ballads offered, provided a

refreshing change of pace. Gibbs joined pianist Claude Williamson on piano for a wild, swingin' go "Now Is the Time." Other members of the quartet are Gary Peacock on bass and Gary Fromer on drums. The Gibbs group records for Mercury Records.

Pianist Silver's group, Blue Note recording artists, is composed of Donald Byrd, trumpet; Cliff Jordan, tenor; Ted Kotick, bass, and Louis Hayes on drums. The group's style is hard and driving. Both Byrd and Hayes are excellent and fluid soloists and the pacing afforded by the rhythm section, especially Silver on piano, is clean and exact.

NETWORK TV

Welk's Salute to Mothers a Natural

The Lawrence Welk Show ABC-TV, 9-10 p.m., EST, May 10 (Caught again).

Lawrence Welk, of course, is a natural for a Mother's Day show, and his Saturday night (10) salute to the nation's maters was all you might expect-sweet, sentimental and solidly commercial.

Over the years, Welk has managed to maintain the basic appeal of his original low-budgeted format - a fast-paced schmaltzy parade of sure-fire standards sung and played with wholesome charm and bouncy simplicity. At the same time he has shrewdly augmented the airer with more elaborate production and increased manpower. The current cast includes 37 singers and musicians as compared to 23 on his first TV program.

Welk also gets maximum entertainment-use out of his performers. They practically all doublemusicians sing, dancers play ininstruments, etc. Accordionist Myron Floren, for instance, was introduced last Saturday by Welk as "my assistant director."

Standout vocal stints on the show caught (10) were a verve-

ful rendition of "I Love a Violin" by Diane Lennon (one of the Lennon Sisters), an effective dramatization of the charming Pennsylvania Dutch tune, "Throw Mamma From the Train" by musician Aladdin, and a moving reading of "I Remember Mama" by the show's most talented act, the four Lennon girls.

Mainstay of the telecast, and undoubtedly the secret of its enduring success, is Welk himself, whose endearing awkwardness and ingratiating, anxious - toplease manner has enormous audience appeal. The bit where he graciously dances with a group of eager fem fans is still the most heartwarming and amusing moment on the show.

June Bundy.

REVIEWED IN BRIEF

Pat Boone

Pat Boone's All-American-boy charm and French canary Genevieve's pixie-like personality provided a provocative contrast on Boone's ABC-TV show last Thursday (15). The comedienne, a regular on the Jack Paar show, contributed some pert vocalizing (scoring highest on a duo with Boone), but her prime value as a guest star is her ability to be cute without cloying in chatter segs.

Also guesting on the show was the University of Michigan's Men's Glee Club to offer rousing choral backing for Boone's opening number, "Great Day." Production thruout was smoothly paced with effective choreography and settings. Boone, the most likable young warbler on TV to- Peter Ind is on bass, and Lou

day, was his usual unassuming amiable self. (Bundy)

Cafe Bohemia

The Eddie Costa trio is giving out with intriguing jazz sounds at New York's Cafe Bohemia. Costa is one of the most talented of the newer planists and impresses more and more with each date. His sound is new and adventurous without getting too far away from the mainstream. He presents a variety of tunes and tempos, which allow him to display his versatility.

His numbers include an interesting three-quarter treatment of "I'll Take Romance," a swingin' run of "Stella By Starlight" and medium-beat go on "Softly, as in a Morning Sunrise." Talented

Malin is drummer for the group. (Cook)

Gloria Krieger

A delectable West Coast blonde, Gloria Krieger, was the music highlight of Pontiac's "Phil Silvers on Broadway," hour-long variety show Tuesday (13) on CBS-TV. Miss Krieger, making her TV debut, entranced viewers with her phrasing, control and warm emotion in the soprano aria "Je Suis Titania," from "Mig-non." She might well have been returned for an encore. Also on a musical kick was Silvers' own shenanigans with what he called "Tanglewood Woodwind Quartet," a mighty funny bit. Otherwise, the show amounted to a series of burlesque-type routines, some funny and others a bit on the downhill side of the breezy pace established at the opening.

Lerner-Loewe Score Cues Successes for 'Gigi' Pic

By BOB ROLONTZ

Gigi

Stars, Leslie Carson, Maurice Chevalier, Louis Jourdan, Hermione Gingold. Director, Vincente Minelli. Producer, Arthur Freed. Screen play and lyrics, Alan J. Lerner. Music, Frederick Loewe. Distributed by M-G-M. Running time, 116

With Lerner and Loewe's first musical score since "My Fair Lady," a sumptious production, fine acting by the four leads, and lovely color, the movie version of "Gigi" looks set for a long run at the Royale Theater in New York and whatever other theaters it plays in other cities. Altho the story has been shifted slightly for the screen, it still retains the same Colette plot, that of the young lady raised by her aunt with manners and the charm to entice some young man into a declaration of love and a pledge of economic security. That she ends up marrying her love instead of becoming his mistress will not hurt the pic with the family trade.

But the musicalization of the well-known novel is the key to the probable success of the picture The score fashioned by the composing team of Lerner and Loewe is a lively one, wonderfully right for the movie. Such songs as "Gigi" and "Thank Heaven for Little Girls" are both charming and witty as is the rest of the melodious score. To those who ask, is it as good as "My Fair Lady"? the answer could be, is "Cigi" as good a story as "Pygmalion"? It is sufficient to note that the score to this movie is head and shoulders above most movie musicals.

Maurice Chevalier as the aging roue steals every scene he is in, and the picture as well. Leslie Caron is a charming "Gigi" and Hermione Gingold is most sympathetic as the aunt. Louis Jourdan is in good form as the novice roue, the nephew of Chevalier and the young man who finally marries Gigi. The costumes, the settings and the scenes of Paris at the turn of the century are excellent. The many albums and single records of the tunes from the picture should help exploit the pie and vice versa.

Robeson Pipes Still Hold Vigor at 3-Score Mark

By HOWARD COOK

Paul Robeson was greeted by a long, standing ovation from a packed Carnegie Hall on the occasion of his first concert appearance in New York City May 9 in 11 years. Mr. Robeson is still an imposing figure, and his voice has retained much of its youthful vigor and sureness, despite his 60 years.

His program included songs in several languages and a few dramatic readings-the highlight of which was the death scene

from "Othello."

The artist also presented an interesting and informal talk on the relationship and similarities between African music and the music of other cultures. He prefaced each of his non-English numbers with a translation-displaying a knowledge of German, Russian and Chinese. He was in bovious good spirits and often interjected witty and humorous remarks between his selections. Except for occasional paraphrasing of lyries, there was little of his political philos-

During some of his numbers, Mr. Robeson asked for and received enthusiastic audience participation. The artist stated that he was pleased to be singing again and that he planned to fully resume his concert work and theatrical career. He was recently signed by Vanguard Records, which recorded the concert for possible

One of his selections, "Ol' Man River," was especially well received by the audience. After several encores, Mr. Robeson concluded his program with a reading of "The Rail Splitter" by Pablo Neruda. Mr. Robeson's talented accompanist, Allan Booth, was also featured on several solo piano selections.

Style, Easy Listening Mark MJQ's Town Hall Concert

By BOB ROLONTZ

The Modern Jazz Quartet. Town Hall. New York, May 12.

The Modern Jazz Quartet, with John Lewis, Milton Jackson, Percy Heath and Conny Kay, presented a program consisting of popular ballads, blues, jazz compositions and music from the score of the motion picture "One Never Knows" at their debut at Town Hall on Monday, May 12. The concert hall was about threequarters full and the crowd, mostly vouthful, was both serious and attentive to the music of the cool quartet.

The MJQ, one of the most successful organized small groups in this idiom, have a precise and beautifully integrated style that makes for very easy listening. They have managed to combine the cool idiom with this attractive style in a manner that makes their music most commercial. All of the members are excellent technicians, and they swing their music neatly in a most excellent manner. Unfortunately, their stylized sound has a tendency to become repetitive, and the second half of the concert was much less interesting than the first half, due to the similarity of both sound and material.

In the first half of the concert the group performed "Angel Eyes," "I'll Remember April," "Willow Weep for Me," "A Night in Tunisia" and their Atlantic album smash "Fontessa." In the second half of the evening they interpreted the score composed by John Lewis for the picture "One Never Knows," which is also being released by the MJQ on Atlantic Records. Altho the material is not of the same weight as "Fontessa," sections of it, such as "The Rose Truc," and "The Golden Striker," are attentive enough for the group to have another commercially successful album.

Cap, Angel Cut Japan Prices

MUSIC

TOKYO - Angel and Capitol Records here have instituted an across-the-board disk price slash, which in some cases amounts to more than 20 per cent. Both labels are handled here thru Angel Records, a division of Tokyo Shibaura Denki, one of Japan's biggest producers of electrical products.

According to a spokesman here, it was generally known that Angel Records, distributor of English HMV, and Capitol "had been adjusting inventory at record stores since the beginning of the year, and the indication was that the list prices would be reduced sooner or later at a wide range."

The firm's spokesman said, "It was the reason of price cut to meet present conditions as well as to stimulate purchasing power and

(Continued on page 42)



"BRIGHT LIGHTS OF BRUSSELS" Eddie Layton-Mercury "THEM THERE EYES" Helen Grayco-Verve "STOP BABY" Four Preps-Capitol "TRUE TO YOU" Gene Vincent-Capital "CARRY MY BOOKS" Bobby and Jim—Capitol "A LOVER CAN TELL" Bobby and Jim-Capitol BOURNE, INC.—ABC MUSIC 136 West 52 St. New York 19

3 GREAT RECORDS

CAREFUL, CAREFUL EILEEN RODGERS Columbia CHERIE, I LOVE YOU PAT BOONE TIPTOE THRU THE TULIPS RUSS HAMILTON Kapp

MUSIC PUBLISHERS HOLDING CORPORATION



NOT 'PACIFIC'

Victor, Col. Sales Race **Dead Heat**

NEW YORK - The battle for sales supremacy between RCA Victor and Columbia Records over their movie and stage original cast versions of "South Pacific" reached a peak of intensity this week with the two versions of the Rodgers and Hammerstein score finishing in the No. 1 and No. 2 slots on The Billboard's Best Selling LP album charts. The finish of the RCA Victor movie sound track in the top-slot after eight weeks on the chart and the second slot position of the Columbia version after 216 weeks on the chart would be interpreted as a moral and sales victory for both

Ever since the RCA movie set was issued a few months ago, and Columbia reissued its long-time best-selling original cast version in a new package, the two firms have been exerting extraordinary efforts to spark sales on their "SP" albums.

That this extra sales effort has paid off for both firms and for the record business as a whole is apparent from the first and second place rank of the two sets Possibly the people for whom the great sales drive has paid off the most are composers Rodgers and Hammerstein, who hoped that each firm three-year period at Capitol's would unleash a gigantic sales Hollywood home office. He came push to outdo the other. As one wag put it, "No matter what happens, Rodgers and Hammerstein win.

Era to Attempt To Settle Suit

HOLLYWOOD -- The multimillion dollar legal action to determine whether or not Era Records has a valid contractural hold on Gogi-Grant's recording talents was side-tracked last week after a attempting an out-of-court settle-

existing exclusive seven-year contract with the indie label was wrongfully obtained and asked that it be nullified. Era filed a crosscomplaint, charging breach of contract and asking \$1,000,000 in damages from Miss Grant and \$6,000,-000 from RCA Victor for whom she had recorded after seeking to free herself from her Era pact.

After arguing the case for a day and a half in Los Angeles Superior Court before Judge Joseph Vickers, the trial was recessed until Tuesday (20) and all parties concerned met in the judges chambers to discuss an out-of-court settlement. Terms lodged against him last week by of the oral agreement which will the Suffolk County Grand Jury of serve as basis for the settlement include:

claim to \$14,200.44 of royalties and (Continued on page 42)

N. Y. Copa Books **Betty Johnson**

NEW YORK--Atlantic canary Betty Johnson has been booked into the Copacabana nitery here for three weeks, starting July 3. The thrush will receive co-star billing with Betty Kean and Lew Parker.

Meanwhile, Miss Johnson, who appears as a regular every other week on Jack Paar's NBC-TV show, is readying plans to make her debut as a musical comedy actress in summer stock. She will star in "Brigadoon" in Warren, O., in June, and in "Wish You Were Here" in At-lanta in August. with diskeries in Jamaica, British West Indies, Mexico and Uraguay.

Hal Cook Joins Warner Label As Sales Veep

HUGLYWOOD -- Hal Cook last week was named veepee and director of sales of the Warner Bros.' label by its prexy, Jim Conkling. Cook leaves a similar post with Columbia Records to join the newly organized firm. The appointment was effective Thursday (15). Cook, who will headquarter his activities at WB's new offices in New York, will report here Monday (26) for a series of conferences with Conkling and other label execs. Cook will be responsible for building his own sales team at the new label.

During his three years as Columbia Records veepee and national sales manager, Cook is credited with launching that label's popular LP (CL500) series as well as such sales and merchandising innovations as "Buy of the Month," "Buy of Your Dreams" and the "Buy of Broadway" campaigns.

Frior to joining Columbia, Cook served as veepee in charge of sales for Capitol Records Distributing Corporation, headquartering in New York. He was promoted to the New York Cap post after a to Hollywood after serving at Cap's branches in St. Louis and Chicago. Before joining Capitol, Cook was sales manager for the former Vitacoustic indie label in Chicago.

His move to the WB label marks Gogi Grant and the third time the Conkling-Cook team will be operating in the rec-(Continued on page 42)

Freed Goes

NEW YORK -- Deejay Alan day and a half in court in favor of Freed, who resigned from WINS here last week, has been hired by WABC Radio, key outlet of the The songstress had filed a suit American Broadcasting network, for against Era Records claiming her a local, six-nights-a-week show. Freed will air from 7:15 to 11:00 p.m., Monday thru Saturday, on the station, starting June 2.

No TV deal has been set but it's understood that WABC-TV may set a Freed show soon. If not, Freed is free under the deal to accept a TV association with WABD, the DuMont TV outlet in Manhattan. It is known that prior to making the deal with WABC, talks had also been held with WNEW, WNTA, and WINS.

Earlier in the day (Friday) Freed was arraigned in Boston on charges inciting a riot. Freed told The Billboard that he was treated hand-Miss Grant will relinquish her somely by the Boston press and felt that "everyone up there is on our side in this case." Freed's Boston attorney, Paul T. Smith, is expected to file an answer to the charges within a few weeks.

Christy Disks' Foreign Deals

LOS ANGELES-Christy Records, indie label located in Los Gatos, Calif., has concluded a series of deals for overseas distribution of the label. Joe Jaros, head of the firm, has set pressing contracts with Quality Records of Canada, and Artone-Gramaphone Company of Holland.

The label is negotiating pacts

BALANCED PROGRAMMING



DATE WITH FRANKIE: As audience-building contest, WABC, New York, offered date with Sinatra to listeners. Singer, deejay Martin Block beam as young winner arrives.

Poll Taps New Hypos For Platter Spinners

By CHARLES SINCLAIR

"It takes a lot more than new records and albums to keep a top deejay show sounding fresh in a highly competitive market," an executive of New York's WABC Radio, the American Broadcasting Network flagship outlet, told The Billboard last week.

In recent months WABC has gone a long way toward proving that statement, uncorking some of the hottest radio audience-building gimmicks seen in the Gotham area in years.

One of the prime blockbusters in its program arsenal is a musical survey operation termed "Operation 60,000" which has become a source of interest to stations across the country.

The brainchild of Bob Moss, the producer of Martin Block's "Make Believe Ballroom" deejay stanzas aired daily in morning and afternoon time slots, the survey was estab-lished to create, as Moss describes it, "a lot of word-of-mouth

It is a king-sized project. Since early in February of this year some 2,000 representatives of Teen-Age Survey, Inc., have been making personal contact with some 60,000 people each week, quizzing them on their musical preferences.

As Sid Ascher, who heads the research firm, categories "Operation 60,000":

"It is not a reflection of wholesale record shipments, retail sales of recordings or sheet music, or arbitrary preferences of disk jockeys and minority groupings. It is not an indicator of musical tastes around the nation.

In short, the survey-which has already caused a major revamp in deejay Block's platter-twirling and other WABC shows-is designed "to find the music programming wanted by New York area radio audiences."

Listeners' Picks

As a parallel to the continuing survey, WABC recently launched the "Platter Picker's Club," which listeners join simply by writing to the station's deejay shows naming platters they'd like to hear played on the air.

From this extensive probe into the musical tastes of listeners, program boss Moss has learned a number of interesting musical facts:

"We learned that listeners didn't want a too generous helping of rock and roll tunes, altho we discovered that the fans for this type of disk range in age from seven up to 90.

"We also learned that teen-agers are doing their homework in the afternoon, so they can have the evenings free for TV, and they like to listen to radio while they work. Their homework music favorite? Mantovani.

"The popularity of record artists shows the biggest and fastest turnover among the teens. It's much slower at the college level, and is practically fixed by the time they are adults. Frank Sinatra is still the big album favorite. Among Broadway show albums 'My Fair Lady' is tops at the moment, and a surprising number of teen-agers enjoy show tunes as much as do adults.'

As a bonus for members of the "Platter Picker's Club." WABC has also added periodic gift showers, awarded to members whose phone numbers are picked at random and ranging from boxes of candy to laundry service.

But one of the fanciest "gifts" recently was-Frank Sinatra. Mail began to arrive by the sackload when a date with Frankie was offered as the prize in a letter-writing contest. The proud winner: 11-year-old Nancy Klapper, who danced and dined with the singer at the Empire Room, accompanied by mother while father stayed home to baby-sit for little brother.

DISTRIBUTOR NEWS

Raymond Davidson of Choice Records Distributing Company in Omaha lists "Hight School Confidential" by Jerry Lewis on Sun as his strongest new disk. Johnny Cash's "Come In, Stranger" also on Sun is also getting a strong initial reaction. "Secretly" by Jimmy Rodgers on Roulette is still going strong. "Blues for Handy" by Bill Doggett is his strongest King platter.

Jim Green, Music City Record Distributors, Nashville, reports that business has been picking up during the past few weeks. He's getting good action on several new disks. Hottest items are "Cha-Hua-Hua" by the Pets and "Jennie Lee" by Jan and Arnie on Arwin. "Don't Go Home" by the Playmates on Roulette is showing well. "Dream" by Betty Johnson on Atlantic looks like another hit. "Rumble" by Link Wray has broken out. "Do You Want to Dance" by Bobby Freeman on Josie is clicking. Biggest LP's at Music City are Roger Williams' "Till" on Kapp, "Lavern Baker Sings Bessie Smith" on Atlantic and "Count Basie at Newport" on Verve.

Stan Sulman of Stanley Distributors in Seattle names "Pretty Baby" by Gino and Gina on Mercury as his No. 1 record. "Padre" backed with "Spin Little Bottle" by Sarah Vaughan (also on Mercury) is big. "One Summer Night" by the Dandeleers on AMP-3 is perking. "I Wonder Why" by Dion and the Belmonts on Laurie appears a winner. Ernie Freeman's waxing of "Indian Love Call" looks as if it's hit bound. "Moonlight Bay" by Jimmy Haskell on Imperial is also moving well. Strongest albums are "The Flying Platters "Around the World" on Mercury, "Taboo" by Arthur Lymon on Hi Fi Record, "The King and I" by the Mastersounds on Pacific Jazz and "The Marching, Stomping Band of San Francisco" on Fantasy. Stanley until four months ago was part of C & C Distributors in Seattle. At the beginning of the year, the firm split into two separate operations.

George Leaner of United Record Distributing Company, Chicago, has several hot new disks. Strongest are "Yakety Yak" by the Coasters on Atlantic, "High School Confidential" by Jerry Lewis and "Come In, Stranger" backed with "Guess Things Happen That Way" by Johnny Cash. "Lend a Helping Hand" by Bobby (Blue) Bland on Duke is moving well. The firm recently acquired distribution of Tampa. Leaner stated that he feels stereo disks will prove a healthy boost to the record business.

In reflecting on the present business situation, Leaner stated that indie distributors are still garnering the larger proportion of hit disks and that despite the current recession, business is still at a relatively high level. He listed three factors that he felt are harming distribs. These are rack jobbers, one stops and discounters. Leaner feels that they have caused drastic reductions in distributor profits, and that in order to compete many distribs have had to match discounts up to 35 per cent, whereas discounts seldom formerly exceeded 10 per cent to 12 per cent. Leaner suggests that there be some unified association of distributors to combat the practice of excessive discounts. He also feels that many distributors are not aware of what he terms the "imminent dangers" in competition from one stops, racks and discounters.

NEW YORK SCENE: Bob Pare of Portem Distributors, Inc., lists "Try the Impossible" by Lee Andrews on United Artists as his No. 1 pre-chart platter. "I'll Always Be in Love With You" by Rosemary June on Paris is also strong. Other hot items at Protem are "Judy" by Frankie Vaughn on Epic and "I Dreamed" by the Three Playmates on Savoy. Hottest LP's are "Lester Lanin Goes to College" on Epic, "How Did He Look" by Joan Merrill on Westminster and "Great Russian Folk Dances" on Epic.

NOTES IN THE MAIL: Bob Heller of Chips Distributing Company in Philadelphia writes that the biggest disk in that city is Jimmie Rodgers' Roulette recording of "Secretly." Teacho and His Students have a hot contender with their Felsted platter, "Stop." The group is skedded for an appearance on "Bandstand" in the near future. Best selling LP's at Chips are "101 Strings" on Somerset and "Count Basie Presents" on Roulette.

TERRITORIAL TIPS: Disk getting the hottest action this week is "Sugar Moon" by Pat Boone on Dot. Sales are strongest in Minnesota, Pennsylvania, Washington, Ohio, Michigan, Tennessee, Alabama, Florida, Maryland, Virginia, Oklahoma, Iowa, New York, North Carolina and Indiana. The platter is already on the best-selling chart. Look for it to make a big leap. "High Sign" by the Diamonds on Mercury is also gaining. It's moving in Illinois, Florida, Iowa, Pennsylvania, California and Kentucky. Paul Anka's "Let the Bells Keep Ringing" (ABC-Paramount) is catching up to the flip side, "Crazy Love." It's the most requested side in Illinois, Iowa, Pennsylvania, Alabama and Utah. Other comers are "Tecnage Doll" by Tommy Sands on Capitol, "Endless Sleep" by Jody Reynolds on Demon, "Jenny Lee" by Jan and Arnie on Arwin and "Padre" by Toni Arden on Decca.

Ingenuity Key to New AM

Continued from page 1

that is given a set of working conditions based upon recognition of at this moment in the throes of good judgment, freedom to de-

Top Manpower on Move

the move," he added, finishing a summary which does much to explain moves, ranging from the re- by a changed environment. cent shift of deejay Art Ford from filiate WISN Radio and TV in network's plus has been something Milwaukee. (Continued on page 42)

Altho he admits that "radio is momentous change comparable to velop ideas, and proper rewards any that has occurred in the past two decades," Bartell - oddly enough-is not among the ranks of "That's why top manpower is on indie broadcasters who feel that the networks, like the dinosaurs, are anachronisms outmoded completely

"It would be foolhardy for mod-WNEW to a program director's ern radio to write off networks," slot at the new WNTA Radio and says Bartell. "A good network sta-TV slot to ex-New York radio exec tion could have everything the in-Jack Soell's success with ABC af- dependent has-PLUS. Of late, the

A symposium directed at better music programming in radio & TV

AFTER-HOURS SESSION

PANEL POSER:

What do you think of the "Top 40" record formula in radio and TV deejay programming?

Fifth Guest Panel of a Series



Lanny Ross, personality deejay, WCBS Radio, New York, N. Y .: "The Top 40 formula for radio programming is the abandonment of showbusiness and the submission to merchandising. It's pre-digested food for the ears with others doing the chewing; the public does the swallowing. But you can lose your taste this way. Granted, sales charts are necessary for many reasons, but not as a program guide, and more than a box-office report is the show. Radio has bigger responsibilities than a juke box."

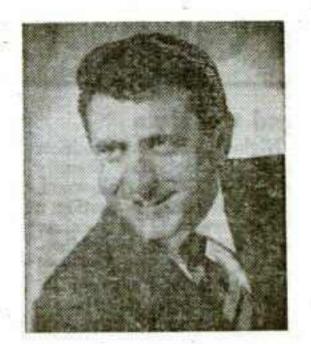
Mark Lawrence, v.-p. & Creative Director; MacManus, John & Adams Agency: "As an adman, my approach to Top 40 stations is: 'It depends on what you're selling.' I think it's a station's prerogative to broadcast to the largest audience it can get. I see nothing wrong with Top 40, except perhaps that too many are using it. A station that plays only soft, relaxed music is bound to run out of gas; there's a limit on the supply of material available on record. At least there's a constant supply of Top 40 tunes. One thing that really interests us in buying spot radio is what kind of merchandising stations offer."





Robert A. DeBardelaben, program director, WLEE, Richmond, Va.: "WLEE is not a Top 40 station. We DO have a formula station. By this I mean that every piece of music is carefully auditioned, labeled, filed and programmed at the right time. In other words, we have a basic operational plan that we follow. As for TV programming, it's not in our field and I would hesitate to give an authoritative answer. I can sum it up by saying whether it's Top 40 or basic formula operation or whatever, if it's successful in your market at your station, then it's for you."

Danny Stiles, "The Katman," WNJR, Newark, N. J.: "There's one factor about Top 40 programming most people somehow forget-it depends on which Top 40 records you're talking about. National surveys are fine for record companies, since it gives them an overall picture. But radio stations don't play records nationally; they're played locally. And, local and regional tastes vary, as any distributor knows. A station and a deejay CAN build a strong audience by carefully checking on local music tastes, and developing a homegrown approach to spotting top disks."



Copyrighted materi



Starting in "After Hours" next week . . . A new question series begins. The Billboard invites your contribution as a panelist. Anyone with an opinion on the question below is welcome-radio-TV personalities, deejays, performers, composers, A&R men, publishers, etc. The question: "HOW CAN DISK JOCKEYS 'EDUCATE' LISTENERS MUSICALLY WHILE STILL CONFORMING TO CURRENT MU-SICAL OR TALENT TRENDS?" Statements should be approximately 85 words, accompanied by glossy head shot photo. Address contributions to: AFTER HOURS EDITOR, The Billboard, 1564 Broadway, New York 36, N. Y.

VOX JOX

-By JUNE BUNDY

the flock of stunts, contests and various other promotional gimmicks are spotlighted in this week's Vox Jox column as follows:

WINDOW DRESSING: In a controverisal mood, Paul Coburn and Ron Bailie, KLUB, Salt Lake City, are running a sack dress contest, tieing in with the Beavers' waxing "Sack Dress." Listeners are asked to submit their opinions on the new "shapeless" shape. Coburn is con, Bailie, pro. Two dresses-one sack, the other anti - sack - will be awarded for the most amusing entries. We hope the boys know what they're doing, since the loser (jock receiving least mail) must don a sack dress himself and broadcast for a week from a window in KLUB's downtown studio.

Also broadcasting in public view

STUNT-STATIONS: Jocks and |-altho attired in more conservaheir outlets are getting more pro- tive fashion-is Ed Jordon, WABC, Ariz., is Bill Johnson, KPHO, who motion-minded every day. A few of New York. The jock is beaming his daily afternoon show from the window of the Regal Shoe Store in Times Square for two weeks. In honor of the stunt, the store is converting its display front into a miniature radio studio, featuring record albums, pictures of WABC deejays and membership cards in the station's "Platter Picker's Club." Jordan is spinning disks, interviewing visiting artists and signing new members for the club.

> On display in San Antonio recently was John Wilson, KENS, San Antonio, who broadcast right thru the night (10 p.m.-5 a.m.) from the downtown show room window of his local Chevrolet dealer. Disks featured were in the "nothing but relaxing music for you to buy by" groove, and listeners were urged to call up and make a midnight purchase on the air.

No. 1 "window man" in Phoenix, broadcasts 7:30 to 11 p.m. nightly from the roof of a local cafe (which he owns) with an occasional assist from his director, "Uncle Perc" Edwards. Johnson is one of the few Phoenix jocks today who doesn't follow a "Top 40" format. Consequently he's swanped with pluggers every night of the week.

CONTESTS: Joe Roberts, WFAA, Dallas, recently conducted a "Star of Stars" contest. Listeners were asked to write, in 50 words or less, and tell Roberts which star (human variety) they would like to be if they could have their wish. . . . Winner of the "Big Man" contest at WCUE, Akron, will receive a cash prize in the amount of 111/2 cents a pound for the total weight of WCUE's deejay staff. Listeners are asked to estimate the total weight of five WCEU jocks-Jack D. Bailey, Doc

(Continued on page 32)

ON THE BEAT

RHYTHM & BLUES - ROCK & ROLL

By REN GREVATT

cana.

Two weeks ago, the daily papers were telling us about the teen-age riots in Boston. The riots reportedly followed an evening performance of a rock and roll show hosted by a nationally famous disk jockey. It is emphasized by all concerned that what rioting there was occurred in the streets after the show, not in the auditorium where it was presented.

An unfortunate chance remark of the host is credited with being the spark that generated the fire. "The police don't want you to have any fun here," was the remark attributed to jockey Alan Freed when the police ordered the lights turned

It's hard to discuss a controver- up in the Boston Arena. The resial question without sometimes mark was unquestionably made off sounding like a preacher in his pul- the cuff, without awareness of the pit. This week, however, it seems chain of events it could set in appropriate to make a few obser- motion. Nevertheless, it was an irvations on responsibility, hysteria responsible statement, and any and the power of musical Ameri- jockey's first responsibility is one towards the safety and well-being of his young followers. The man was in error and might have been far better advised to have expressed his regret and offered to take part in trying to bring about justice. Had this been the course, the furor might never have arisen.

> But the man in the middle deserves a hearing, too. In Freed's words, he knew nothing about the events till the following night. "I stood on a street corner signing a few autographs for a half hour or so, then Jack Hooke and I went to the Hotel Statler, where we slept till noon Sunday. At 2 o'clock we got on a plane for Montreal. At no time did we get a phone call

from the police or anyone else before we left Boston to tell us anything was wrong. Sunday night during our show in the Montreal Forum we got a phone call from The New York Journal American asking us what had happened in Boston. That's the first we know of any trouble."

Freed's manager, Jack Hooke, added that during the Boston show, before any trouble had started, a policeman brushed by Freed brusquely and said: "We don't like your kind of music here." Then, Hooke said: "When we were standing outside the Arena, a police officer walked over to us and hustled us in our car." Beyond this, some reports indicated that Boston police blotters showed no records of trouble or arrests on that fateful Saturday evening. Some have called the whole episode a type of witch hunt in which an individual became a symbol and a target. This

(Continued on page 44)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Nat Nigberg, executive producer of Surrey Production's "Country America" (KABC-TV, Hollywood, Saturdays, 7-8 p.m.), is hosting a first anniversary party for the show Wednesday (21) at the Bit of Sweden on the Sunset Strip. Several hundred notables of films and TV will participate. Attending the affair, in addition to Nigberg, will be his wife, Mary, production coordinator of the show; emsee Joe Allison and cast regulars Ginny Jackson, Lefty Frizzell, Debby Kay, Freddy Hart, Betty Gay, Jerry Wallace and members of Bobby Bruce's Hometown Band.

In a recent letter Fred Pelger traces the history of his popular "Sagebrush Serenade" program in Yuma, Ariz. Seven years ago the show was launched on Station KYUM, a one-hour seg. About 18 months ago Pelger took over the management of KOFA, Yuma and, of course, the show went with him. This month him came "Serenade," now grown to a two-hour stanza, Monday thru Saturday. With the show all these years were Prairie Ramblers, Al Dexter, Pee Wee King and Cliffie Stone.

Yodeling Slim Dallas recently cut nine hours of "Yodeling Slim Dallas" shows for the border stations, plus commercials for XEG-radio, Fort Worth. . . . Vokes Music, New Kensington, Pa., has announced acquisition of two new songs, "Outer Space Polka" and "Keep Cool But Don't Freeze.". . . Eagle Pass Music, Hollywood, is publishing song-folios by Denver Duke and Jeffry Null (Mercury) and Bill Browning, WWVA, Wheeling, W. Va., artist.

Decca recording artists Alvadean, Sandy and Al Coker are on a two-week tour of Army and private promotion dates in Hawaii Relger returned to KYUM in with Merle Travis, Red Sovine and Jimmy Newman, having opened

May 12, according to their personal manager, Jerry Dean. During June the Cokers will play a week's engagement at Twin Falls, Idaho, opening June 14, and have been inked for dates in El Toro, Calif., plus some Air Force and club dates in the West. Well known on the coast, plans are being completed for them to make their first Eastern jaunt this summer. Recent disk releases by members of the group include "Playing Cupid" and "It's Nearly Over," by Alvadean; an instrumental, "Honky Tonk Freeze" and "Undercover," by Sandy, and "One More Chance" and "Let's Do It Again," by Al. . . . Lucky Boggs and Jimmie Stout will have a new release in about three weeks on Buddy Records, "This Heart of Mine," written by Howard Perkins, and "Night Birds,"written by Ancel Ruggles. American Music is the publisher.

After 22 years at KWKH. Shreveport, and eight months in Hollywood, Horace Logan has settled in Fort Worth as program director of KCUL,

(Continued on page 43)

MUSIC AS WRITTEN

By BOB ROLONTZ

PLUSH FETE FOR VAN CLIBURN

Everybody's getting in on the Van Cliburn act from th politicos to the music associations. The city of New York has se May 20 as the day the city will honor the pianist for winning th International Tchaikovsky Competition in Moscow with a ticke tape parade. Mayor Wagner's proclamation points out that this is the first time a musician has been so honored, since ticker tap parades are usually for heroes and heads of state. The City of New York also has a medal of honor and scroll prepared for the pianis Wagner will make a speech at the end of the parade and variou other politicos will preside at the reception and at the following banquet at the Waldorf-Astoria on May 20. The city has invited the AFM, AGMA, AGVA, and Equity officials to the reception and banquet as well as reps of the Metopera, the Philharmonic and every other musical association in the environs on New York. I will be a real clambake.

CHARLOP-GIMBLE SCORE HUDDLE

Moose Charlop and Norman Gimble left for the West Coast last week to spend three weeks working with Cy Feuer and Ernie Martin on the score of the forthcoming Broadway musical, "Whoop Up." Charlop and Gimble are writing the score; Feuer and Martin are producing the show. According to plans the show is skedded for a December opening in New York with pre-Broadway showings in November.

PMM RELIEF FUND RAFFLE

The Professional Music Men, Inc., the organization of the song pluggers, is running its annual raffle for the Relief Fund of PMM, Inc. The drawing will be held on June 26. First prize is a 1958 Ford Thunderbird. The seller of the winning ticket receives a Polaroid Land Camera. Last year the winner of the first prize was Phyllis McGuire, of the McGuire Sisters.

MOA ALL-STAR SHOW

Twenty-two acts were starred on the All-Star show presented by the Music Operators of America two weeks ago in Chicago. The show, which ran four-and-a-half hours, started at 9:35 p.m. and ended at 1:55 a.m. The performers who appeared on the show included singers, dancers, comics and a comedy dance duo. Stars of the show were: Calire Powell dancers, Charlie Aaron, George Shearing, Marti Barris, Patti Page, Don Cherry, Tina Robin, Jim and John, Connie Francis, Charlie Margulies, Mickey and Sylvia, the Reknowns, Jerilyn Oliver, the Champs, Jimmy Rodgers, Peter Wood, Roy Hamilton, Margie Meinert, Lee Andrews and the Hearts, Barbara McNair and the Valdores.

SONG-BIRDS' JERSEY PARADISE

Attention, song pluggers and publishers: The place to be for the summer is Wildwood, N. J., which opens its 1958 season on Memorial Day weekend. At the present reading scores of musical acts are set for weeks of action at the many cafes, boites and night clubs near or on the boardwalk. These include such places as the Manor Hotel Supper Club, Diamond Beach Lodge, Ben Martin's Club Mardi Gras, Club Bolero and Martinique. Names skedded for appearances this coming season include Johnny Mathis, Lou Monte, Dick Haymes, Peggy King, Charlie Spivak's ork, Frankie Laine, Dean Martin, Liberace, Teresa Brewer, the Andrews Sisters, Sam Cooke, Connie Francis, Tommy Leonetti, the Diamonds, Buddy Rich, Steve Gibson and the Red Caps with Damita Jo and the Treniers. Publishers might find happy hunting grounds there, too.

New York

The musical score of "The Old Man and the Sea" composed by Dimitri Tiomkin will be issued on Columbia Records. The flick is based on the Ernest Hemingway novel, and the picture was produced by Warner Bros. . . . Ray Free is the new New York promotion representative for Brunswick and Coral Records. . . Fort Dodge, Ia., has named its new Highway 5 bridge the Karl L. King Bridge in honor of the hometown band leader and march composer. . . . Violinist Roman Totenberg will be the first musician in the postwar era to appear with the Polish National Orchestra, which will open its tour in London on June 2.... Deno Kannes, Salt Lake City jazz warbler, is plugging his Coral LP "The Kid From Salt Lake City" by sending out small bags of salt to deejays as part of a "most uses of salt" contest.... Maynard Ferguson and his big band will appear at the Stratford Festival in Stratford, Ontario, August 2.

Bob Whalen finished two weeks at the Orchid Room in New Bedford, Mass. yesterday (11). . . . Down Beat Magazine and Dot Records held a joint jazz concert on May 16 at Town Hall in New York. Dot recorded the proceedings featuring Don Elliot, Tony Scott, Eddie Costa and Manny Album and his big band. . . . Engineer Allan Emig, formerly with Capitol Records, has become the West Coast engineer in charge of recordings for Columbia Records succeeding Lowell Frank who left to go with the new Warner Bros. diskery. Emig will also do some a.&r. work for Columbia.

Paul Anka and Eydie Gorme will appear on the Perry Como show on June 7. . . . Steve Lawrence will guest on the Dinah Shore show on June 8. . . . Vaughn Monroe is making a guest shot on the Patti Page show on June 11. . . . Thrush Judy Scott played a twoday stint at the Calabrese Club in Erie, Pa., Saturday and Sunday (17 and 18).... Thrush Julie London is profiled in the June Coronet magazine under the title "The Private Blues of Julie London."... Johnny Brantley will be married to Carole Diane Preston on May 24 in New York. Brantley has worked with Alan Freed for the past three years.

Harold Spina was signed to pen the songs for "Andy Hardy Comes Home," Metro feature, starring Mickey Rooney. Red Doff is producer. . . . Dooto Records signed contracts with comic Allen Drew; the Clark Kids, song and dance group, and the Voices of Allah, latter being aimed at the rock 'n' roll field by label's prexy, Dootsie

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Audio Feedback

WORLD'S HI-FI FAIR: H. H. Scott is proud of the fact that two of the firm's hi-fi components have been chosen for exhibit at the World's Fair in Brussels. The chosen components are the Scott 280 power amplifier and the 330-C AM-FM stereo tuner. The amplifier is a high-powered 80-watter and the stereo unit has separate AM and FM sections to be used for reception of stereo broadcasts.

of Eleventh Avenue, has been doing on-location recording in Chicago. He's set up his Ampex in Chicago Stadium to record "the world's largest theater organ" with Al Melgrade controlling the 80 stops and 40,000 pipes. The repertoire will be one of familiar marches and folk melodies.

NEW REPS: A new rep organization in the hi fi component field has set up offices in Los Angeles. Called Sid Weiss Associates, they will cover Southern California and Nevada for Concertone Tape Recorders, H. H. Scott and Stephens Trusonic. No address included with the news release. See your phone book.

Zenith has a new district sales rep in the Midwest. He is John K. Russell and his territory will include Cleveland, Detroit, Columbus, Grand Rapids and Saginaw.

SALES UP: The Magnecord division of Midwestern Instruments showed a gain of 60 per cent during the first quarter of 1958 over the last quarter of 1957. The firm also reports that first quarter sales were substantially above the same period last year. The firm has also invested to the tune of \$100,000 for new product research and development during the first quarter.

Livingston Audio Products has joined with "Tape of the Month, Inc.," and is now their exclusive national distributor. The move is expected to speed delivery of recorded tapes to dealers. Tape of the Month is the third company to appoint Livingston as distributor within recent weeks. The other companies are Period and Dyna-Tapes.

Sylvania has a new distributor in Ohio. The G & W Distributing Company will henceforth handle products for the firm's several Ohio Counties (Mahoning, Columbiana, Trumbull and Carroll) and three Western Pennsylvania counties (Mercer, Lawrence and Venango). G & W is located at 57 N. Meridian Road, Youngstown.

Westinghouse sees battery-operated TV in the near future. The firm now has a laboratory model that uses 23 transistors instead of vacuum tubes and it can operate either on house current or rechargeable batteries. Mass production, says Westinghouse, will have to await development of some new transistors.

Zenith Intros New Portable

Zenith Radio Corporation has introduced a tiny, cordless all transistor table-portable radio, the Royal 900. The Royal 900 uses special "feed back" circuitry coupled in the set with a 4-inch speaker.

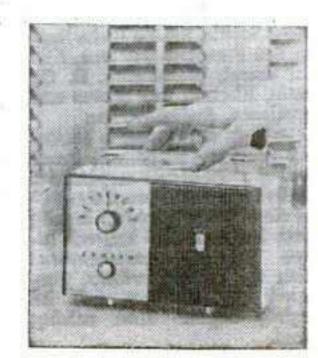
The 900's undistorted power output is rated by company engineers at 500 milliwatts. It is powered by 8 "C" type flashlight batteries and operates up to 300 hours on a set. Cost of operation at normal volume level is a fraction of a cent an hour.

Features of the radio include precision vernier tuning, and a plug-in connection for "private listening" with an earphone attachment. The Royal 900 chassis is housed in a one piece, moulded cabinet with finished back. A "pull up" carry handle is mounted on top.

The face of the receiver combines ribboned grille on the right and gold-color dial scale panel at the left. Cabinetry is available in a combination of white and ebony colors, green and gray, and champagen gold and white colors.

Suggested retail price of the Royal 900 is \$69.95 less batteries.

The receiver weighs 3 pounds 3½ ounces, complete with batteries. It is little more than 4 inches high, 7 inches long and 3 inches deep.



HEARD OVER THE COUNTER

John O'Donnell (Holyoke, Mass.) tells about the blushing teen-ager who asked: "Have you got 'Kisses Sweeter Than Mine'?"

Jack Gutridge (Campbell Music Co., Wash., D. C.) reports: "After whizzing thru the store by the record counter one day, a lady entered one of our listening booths and just stood there. After a few minutes she poked her head out to inquire 'Isn't this elevator working'?"

Deep in the heart of Amarillo, Tex., the Tolzien Music store had a customer who wanted a banjo string. When asked which one, the customer replied, "Oh, I don't know. Just the one that goes ping-g-g."

A card signed simply "Downtown Toledo" asks, "Can you imagine the buyer of a record department trying to sell Sid Bass' LP With Bells On' using Rintin-tin-tinabulation as part of the description? My boss does this."

"I want to get a 'Honeymoon Type' record for my wife!"

"What do you mean by 'Honeymoon Type'?"

"Well, I've been married for 14 years and my wife's been complaining lately about feeling tired and wanting to feel young again, so ..."
"SMI . . .?"

Stewarts Record Corporation informs us of a new name for the 45 r.p.m. record cases. A young lady suggested it when she asked for the price "of those cute suitcases that hold 45 r.p.m. records."

A rock an' roll buying youth waited until the store was empty before he entered and asked the salesman, "I don't wanna buy nuttin' but I got a bet with a guy. He don't believe me when I tell him that Wagner wrote that 'Parsifly'—didn't he?"

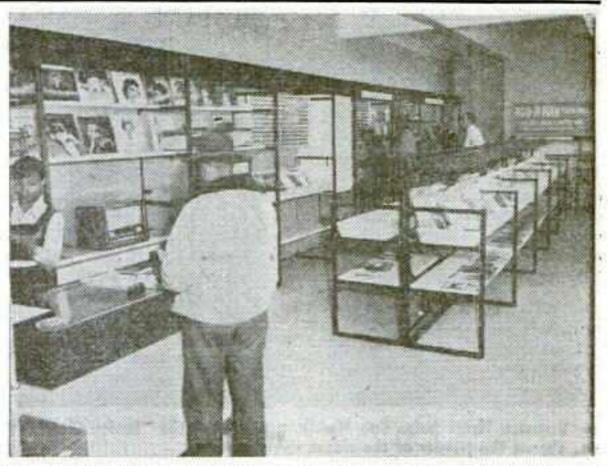
A father, accompanied by his six-year-old son, asked the clerk to play a vocal recording of "The Lord's Prayer." When it was finished he told the clerk to wrap it up and took out his money to pay him. Suddenly his son interrupted. "But, daddy, where's the part about 'lead us not into Penn Station'?"

Rabson's Randy Wood, New York City, tells of the following opera query—"By the way, do you have 'Lamico' by Fritz Mascagni?"

And we have our Homburg wearing customer asking for a record of "Anastasia." Before the salesman could look up the number, the customer said to him, "And don't try to get rid of that TV Anastasia number on me; I want the real one, from the movies!"

Thats all for this week. Haven't you some funny experience you'd like to share with the other dealers? Send them to "Over the Counter," Care The Billboard, 1564 Broadway, New York 36, N. Y.

-FRED PERNITZ.



The bandstand is a completely self-service operation, using fixtures by Holley Associates as many State-side dealers do.

BERMUDA SAGA

Ex-Band Man Sets Disk Sales Pace

- Hamilton Dealer Cues
 Canny Promotion Sense
- Courts Tourist Gravy,
 But Builds Home M'kt

By SALLY MaGUIRE

HAMILTON, Bermuda—The week musician Terry Brannon opened his new record shop "The Bandstand" here, 10,000 members of Her Majesty's Navy arrived in port. Business at the shop was better than even the optimistic and enthusiastic Mr. Brannon could have predicted, and it's stayed that way ever since. According to the proprietor, sales on a recent Saturday were \$1,500, not a bad amount for a town the size of Hamilton and a shop the size of the Bandstand.

Sets Sales Pace

In the little more than two months that his shop has been open, Brannon has become one of the leading record dealers in the Bermuda Islands (there are eight other record shops) and the man who sets the pace that other record retailers follow.

A professional musician who was a member of the famed Coldstream Guards for many years and came to Bermuda nine years ago from England to play at the Princess Hotel, Brannon has a throro knowledge and love of the music business. A large part of the success of the Bandstand is no doubt due to the fact that its owner is a well-known musician in the Islands, has his own television show, and is never too busy to discuss the latest pop records with a teen-age customer or play a piece of sheet music on the piano for an elderly lady.

The location of the Bandstand is excellent, according to Brannon, because it is diagonally beHamilton, center of business and social life on the Island. He stays open every night except Thursday (early closing day in Bermuda) and Saturday until 9:30 p.m. and beams recorded music into the street.

Incites Buying Mood

"Music incites a buying mood,"
Brannon believes, "and when we
don't have any customers listening to records we listen to them
ourselves, so there will always be
music in the store."

Also, the lighting in the modern shop is kept going full blast at night and with two Columbia display racks revolving in the window to show the latest album covers "the place has a kind of exciting, night club look," he adds.

Simplified Inventory

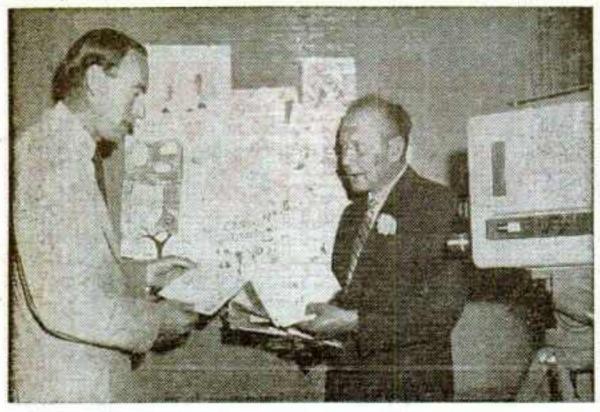
Stock inventory is extremely simple, according to a system Brannon worked out himself. A metal rack divides every record in the bins and a tab at top shows title, serial number and label. Records are categorized by types: classical, jazz, pop, etc.

The sales clerks check racks daily and, when a particular number is down to one record, a card is filed in a box bearing name of that record's label. Practically all stock is out on display in the store. If Brannon finds during his weekly inventory check that one record is selling very fast he orders from his jobber. If the record is selling slowly, order goes to manufacturer, because he has found delivery from the latter to be very slow. When asked about getting rid of records that don't sell, Brannon declared that it should never be necessary to have a sale in his type of store. (Continued on page 12)



Terry Brennon (at piano) checks with local jockeys Jack Dodge, Lea Tedford, Ross Arnold and Willie Smith before programming the one-hour musical show sponsored by the Bandstand on Station 2BM.





Terry Brennon (left) helps Bob Harbin, producer of the "Junior Club" TV show, choose the winner of the album cover contest.

Sets Stiff Sales Pace

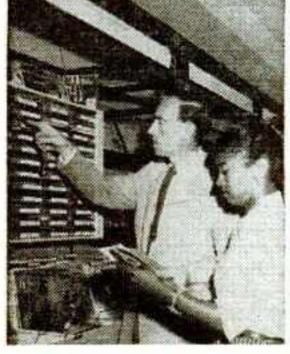
Continued from page 11

He knows his customers, he knows what they want, and he keeps up with music trends faithfully himself.

Follows The Billboard

Brannon has an airmail subscription to The Billboard which he reads religiously on Tuesday when he receives it, makes up his order and cables it to exporter in the States. He also listens to U. S. radio stations for top tunes. His teen-age customers, who, like their American counterparts favor rock and roll, often come in and ask for a record they heard on WNEW or WINS.

Orders are placed about 50-50 with manufacturers and with an exporter. Delivery is his biggest problem, and he has to rely on obbers to get the merchandise to him before it goes stale. The lapse in delivery time affects his sale



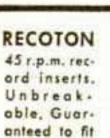
Terry Brennon and his sales clerk, Ada Stewart, keep careful check on their singles stock. Brennon sells everything he buys, makes few mistakes in ordering.

and build profits









perfectly.



Recoton CORPORATION 52-35 Barnett Ave., Long Island City 4. N. Y. In Canada Quality Records, Ltd., Toronto.

of accessories also, and is the reason why he devotes most of his space to records.

Brannon feels he can anticipate what records will sell, but it's much harder to project needs in accessories. An example was his experience with "Stati-Kleen," which starting selling fast, sold out completely in a very short time and was re-ordered. It took six weeks to get delivery, and by that time the great desire of Bermudians to use the product had abated.

The Bandstand does its largest volume in 33's, with 45's second. Practically all sales are popular, with calypso going well with tourists. Brannon has a tape recorder in the store, but it is not for sale-just to demonstrate

Promotion Minded

An extremely promotion minded merchandiser, Brannon makes the most of all opportunities offered on Islands for encouraging interest in music, and subsequently, sales of records. He makes use of both radio and television, has started a record club, and is full of ideas for contests that will encourage interest in music. The Bandstand sponsors a d.j. show, "Search Party," aimed at teen-agers, on radio. He hopes that thru this show he will be able to dictate what the top 40 tunes on the Island will be. He appears on the program and plays the piano from time to time. Since the show is aimed at teen-agers, he hopes to get more members for his new record club. Members but 10 records and get one free. In its first three weeks, the Bandstand record club got 135 members, ranging from teensters thru housewives to a local banker.

"Housewives' Choice" on Monday mornings, a program of popular music, has a tie-in promotion with Brannon based on a riddle that he makes up every week. An example of a recent riddle: "I saw a man walking down Front Street carrying an atlas-guess the tune." Those who sent in "He's Got the Whole World in His Hands" received a record or an accessory.

One of the most popular Brannon contests, and the most original, is the "Bandstand Record Cover Design Contest," a feature of a children's TV show, "Junior Club." Youngsters are invited to make up the name for a song and design an album cover for their song. A winning cover is picked each week, and Terry then composes a song on the piano to go with the title and records it on the show. The child receives the original composition as his prize.

Played in Dance Bands After playing in various dance bands around Bermuda, Brannon decided to go into the record business. He started with a store in Hamilton, managing its record department, until he succeeded in interesting two Hamilton businessmen, Bill Masters and Henry Schroeder, in forming a partner-ship to operate the Bandstand, a tourists supply the gravy and are

G-E Sets Fall Phono Line

Three phono models will mark General Electric's entry into the phonograph field. Two of the models (RP-1120 and RT-1230) anticipate conversion to stereo playback and are provided with a jack in the back for connection with external additional amplifier and speaker, and an extra lead is installed in the tone arm for connection of stereo cartridge. All



Model RP-1120

models will be ready for the retailer in late fall, the firm says.

All three models have four speed, intermix changer mechanisms. The turntable is equipped with rubber mat. Other features are automatic shut-off and lightweight tone arm.

Model RP-1110 is a two-tone blue portable. It has a ceramic cartridge and is equipped with dual sapphire stylii. Suggested list price is \$69.95.

Model RP-1120 is a two-tone brown portable. It features two G-E Dynapower speakers, an additional loudness control and a



Model RT-1230

45 spindle is included in the

\$89.95 price.

Model RT-1230 is a table model available in mahogany or in blonde oak (as Model RT-1231). It features 3 tube-plusrectifier amplifier rated at 6-watt maximum, twin eight inch Dynapower speakers, ceramic cartridge with diamond needle, tuner input jack for AM-FM radio, external speaker terminals permit connection of additional speakers. The RT-1230 (mahogany) is priced at \$149.95 and the RT-1231 (blonde oak) is priced at \$159.95.

full vent to his imaginative ideas and build up the sort of record business he believes is possible in Bermuda.

Like most good retailers, Brannon is well aware that whatever helps build interest in music in the community will ultimately help his business. For this reason he would like to see Bermuda develop some sort of annual music festival, similar to the Casal Festival in Puerto Rico. The 350th anniversary of the discovery of Bermuda will occur in 1959 and he is hoping that music will play a part in the celebration.

Last year Bermuda contributed some \$21 million to the sterling area, an indication of the importance of the tourist business to Island. Brannon knows that his bread and butter is based on deshop where Brannon could give consequently courted.

Sound Off!

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

Travelin' Man

To the Editor:

I have been selling nothing but Long Plays and about 75 per cent of my business is classical, the other 25 per cent mostly jazz. I have no retail store and carry no stock. You might call me the "Fuller Brush" man of records. Tamaqua has one record store to take care of the general popular business, but they have no one to follow up all the happenings of the record business and who understands classics. I have my regular customers that receive bulletins of new releases as they come out plus regular contact by me to keep them aware of all the new records.

Periodically, I form small informal concerts and thru a number of other friendly means, I keep my customers exposed to all that's new (I might add The Billboard plays a large part in furnishing the information I pass on to my customers. My copy is also read by from 15 to 20 persons each week). All record wholesalers have not yet recognized me as a "proper" way of selling records, but that is their "funeral," not mine, because the companies that supply me can furnish me with more good "Beethoven 5ths" than I can possibly sell now.

I may not be setting the world on fire, but I've picked up where the regular store left off and made it a thriving part-time business for myself and I can boast that I have collected the 2 per cent discount on every invoice since I've been in the business which, I think, is sort of a record in these recession days.

Irwin E. Sassaman Tamaqua, Pa.

More on Woolworth's To the Editor:

A big Bravo! to Pete Wambach, Harrisburg, Pa., for his

Heath to Go Thru Dealers

BENTON HARBOR, Mich.--Heath Company, subsidiary of Daystrom, Inc., announced this week that its expansive catalog of hi fi component parts and specialized testing equipment, would be made available to the consumer thru select retail outlets. Previously, Heath factory here dealt directly with the consumer.

A representative of Heath indicated that the retailers, who will handle the catalog, will sell the entire line. The important electronic line is a "do-it-yourself" series of kits, ranging from an as yet unavailable stereo tape deck, to retail thru the catalog at \$143.95 to a currently available series of stereo equipment cabinet hous-

Heath emphasized that the selection of retailers will be slow and careful. Thus far, Heath has appointed the following retailers: Seattle, Seattle Radio Supply; San Francisco Bay area, Kierulff Sound; Washington, D. C., Austin, Electric; and Boston and Providence, Audionics, Inc.

Heath is developing a continuing program, which will break soon, of point-of-sale material for retailers. By the nature of the outlets already contracted to handle Heath kits, the hi fi line will receive specific concentration. Prices on Heath products, purchased from dealers, will be "slightly higher" than catalog prices.

beautifully written letter to The Billboard regarding Woolworth's discounting policy on records.

Erie, Pa., too, was a community where no discounting existed. There was no "problem" for Woolworth's to meet; there was no undue competition for Woolworth's to fight against. Yet, overnight, they took a legitimate industry and threw it into an uproar. Within several weeks, the other variety stores joined in the fun, and now \$3.98 albums are selling for \$2.68 or \$2.77 across the board, etc., etc., which is a ridiculous and unwarranted situation in a non-metropolitan area like Erie.

With Mr. Wambach, I, too, am puzzled as to Woolworth's reasoning in non-metropolitan areas where discounting has not existed. Erie is only one of many examples that any competitive edge gained at the beginning of such a policy is equalized as other variety or record stores either meet the Woolworth prices, or cut below them. Further, it's evident that Woolworth's have not cut prices only to meet competition as they say-the actual facts speak dif-

ferently. There is little any of us can do when a colossus the size of Woolworth's begins to throw its weight around. There is certainly nothing illegal involved, I am sure. My concern is more with the fact that the above is happening. It's good that someone with the sincerity of Mr Wambach publicly points out this growing trend of bigness overwhleming the field. It can only disrupt the entire distribution and dealer set-up as we know it today. Somewhere along the line, the manufacturers are going to have to do a little hard thinking. Ultimately, the future rests

on their shoulders. I sincerely feel that any retail dealer or independent distributor who fails to acknowledge and face this pattern is indulging in dan-

> Alex Levin The Record Bar Erie, Pa.

Scott Shows Stereo Gear

gerous self-deception.

MAYNARD, Mass. -- Audio component manufacturer H. H. Scott, Inc., is the latest firm to take a plunge in providing stereo equipment designed to "adapt" existing gear for two-channel

Delivery has started on a new Scott component called "Stereo-Daptor," retailing at \$24.95. Essentially, it is a small, compact "master control" switching assembly into which an audiophile can plug a pair of amplifiers, tuners, or a tape or stereo cartridge setup. With Stereo-Daptor, the owner has control over the volume of both channels, switching functions, and can reverse speaker channels or play monaurally thru both channels.

Says Herman Hosmer Scott, the firm's prexy, "Our new Stereo-Daptor enables the hi-fi fan to utilize his present equipment as half of a stereo system." The unit matches other Scott components in appearance.

a new selling force

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

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FRANCIS

I'M SORRY I
MADE YOU CRY

K12647

SHED



WOOLEY

Hottest Selling Disk in the Business I

THE PURPLE
PEOPLE EATER

K12651

from RED HOT Me G Records

This One

4Q11-7ER-SING
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The Billboard's Quarterly TOPE SPOTUSES The Billboard's Quarterly SUPPLIES TOPE TOPE

DEMONSTRATION PAY-OFF

Applied Simplicity Builds Tape Recorder Sales

- Boulder, Colo., dealer's 'accommodation' line mushrooms for hefty profits
- Small investment, combined with sales savvy, brings solid results

By BOB LATIMER

BOULDER, Colo.—It doesn't require a complex piece of electronic engineering to produce an affective display system for tape recorders, according to Lyle Aber, operator of the two Aber's record shops in Boulder.

Tape recorders were just an "accommodation" at the two Aber stores until June of 1957, when Aber learned that a Denver distributor was offering a fiveday trip to Las Vegas as a prize to dealers who turned over a set quota of recorders in the space of 30 days. Interested, Aber put some study into tape recorder merchandising, signed up for the contest, and within a month was declared a winner. He was so enthusiastic that he went back for a second order and won a second Las Vegas trip for his sales manager, who enjoyed the outing just as well.

Same Pitch Applied
Aber scored his initial suc-

cess by using the same sort of merchandising methods with tape recorders as he had with high fidelity record players and phonograph-radio combinations. This included using some sort of colorful "gimmick" to attract customers, such as a year's free supply of classical record albums,

etc. When stereophonic tape recorders at prices of around \$300 to \$350 became available, Aber felt that he had a real merchandising opportunity and made a lot of physical changes in the store, as well as in the merchan-

SPLICED TAPE ODDS & ENDS

Interesting revelations of a hidden tapé recorder in the tape department of a well-known store that wishes to remain anonymous.

"My boss sent me down to get your price on a 10inch reel, three to seven revolutions for some kind of naural tape machine. Can you give it to me in a hurry, please, I took a little extra long for lunch!"

"What do you mean, You haven't lived till you hear the two-speaker system?" My mother-in-law lives with us!"

"Do you have any sort of device to wipe away those annoying clicks between 'takes'?"

Continued on page 19

dising program, to capitalize upon it.

Quick Demonstrations

One of his first steps was to set up a display which extends down the left center wall of the store immediately adjacent to the record counter, to display 10 stereophonic tape recorders, side by side, operating from a single electrical supply source on the shelf. Below, in two large compartments, 5 feet long by 3 feet deep by 4 feet high, are eight remote speakers which work in pairs with any of the tape recorders above to demonstrate the stereophonic principal. Less than \$100 went into rigging up this demonstration unit, which is kept constantly ready, reels of stereophonic tape always on each recorder, so that any unit can be swiftly and impressively demonstrated at a moment's notice.

"That's all of the engineering we did," Aber said, "and, in fact, it is just about all there is to the merchandising program. We incorporate tape recorders regularly in our phonograph and record advertising, of course, use window displays and gimmick the offer with three recorded tapes for a set period after the recorder's purchase. We aim for at least a 30 per cent mark up, and depending upon the price opportunities which exist, we put any additional mark up in the form of free pre-recorded tape for the customer. We have found this has a lot of appeal, more than (Continued on page 19)

EDITORIAL

NEW TAPE ERA

Can stereo tape and stereo disk exist side by side? This is the question The Billboard raised last February in the first "tape spotlight" issue of this year. And we pointed out that the stereo disks had a definite edge in being lower priced. It seemed to us then, as it does now, that the stereo disk out-points tape in this important respect.

Another factor mentioned in that editorial was the possibility that RCA Victor would develop a tape to play at 3% inches per second, give the same high quality as tape at the 7½-inch per second speed, and thus get the same amount of music on half the tape. This, it logically follows, would half the price of the raw material and bring the cost of recorded tape down considerably.

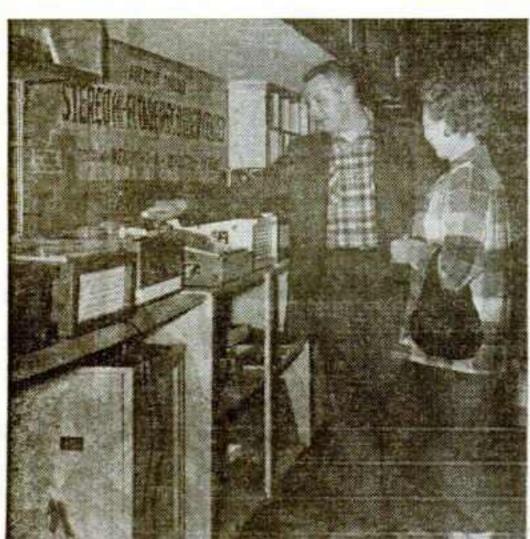
Now, RCA Victor has gone beyond even our optimistic prediction. They have produced and will introduce to the trade next month a tape cartridge that will give quality reproduction at 3% inches per second and will contain four recorded tracks instead of the usual two tracks. Instead of halving the amount of tape needed for a given piece of music, they have quartered it. They have made it possible to bring the price still lower to a point where it is actually competitive with the stereo disk. While it seemed for a time the tape advocates were losing ground to the stereo diskophiles, the four-track, 3%-inch per second technique has enabled them to regain lost ground and take off ahead of the disk.

Furthermore, RCA-Victor is offering their stereo tape in a special cartridge. The cartridge, or magazine as we'll call it from now on, will play stereo music for one hour without changing, turning, re-threading or anything else. It is simply inserted in the player and off it goes for an hour. How much will it cost? Most guesstimates place the price at about \$6.50. This is a little under the retail price of some stereophonic disks.

What about the player mechanism? RCA-Victor is reliably reported to have several player models ready. The simplest model is a player attachment, or magazine handler. It will perform the same function as the disk attachments have. That is, it can be plugged into any radio or TV set that has a phono jack. To enable it to play stereophonically, it has to be plugged into two channels-both a radio and TV set or two radios or a radio and a hi-fi set-any two independent amplifier-speaker arrangements. This player attachment, it is reported, will sell for as little as \$30. The line of tape players will then step up to a unit with one amplifier and speaker and, finally, to a complete unit with dual amplifiers and speakers. The units, except for the basic player attachment, will also have facilities for recording on tape. The specific details of what RCA-Victor will introduce and how they intend to promote will not be revealed by the firm until the first week in June.

The RCA Victor move raises some important questions. Will other tape recorder and phonograph manufacturers go along with the firm in producing similar units? RCA is encouraging them to do so with a free licensing arrangement. Many, if not all, will swing into production on RCA's coattails. What about the record companies? It isn't known whether or not RCA-Victor has explained their plans to them or whether they expect other companies to follow their lead in four-track 3%-inch per second recording.

An even more important question is: where does this leave the music-record dealer? We said in February, and there is no reason why we should not repeat, that the new development puts the dealer in the spotlight where he belongs. The tape magazine and handler is an item for the music specialty shop—not the grocery supermarket.



Recorders are threaded up and set to go at Aber's. The store emphasizes the demonstration among salespeople.



Sound source is pointed out to customer. Speakers are located six feet apart. Stereo effect makes sound source hard to detect.



"The difference between stacked and staggered? Well, you see Madam, it's like this. But most tapes are for stacked head machines."

CAN YOU FILL THEIR TAPE NEEDS?

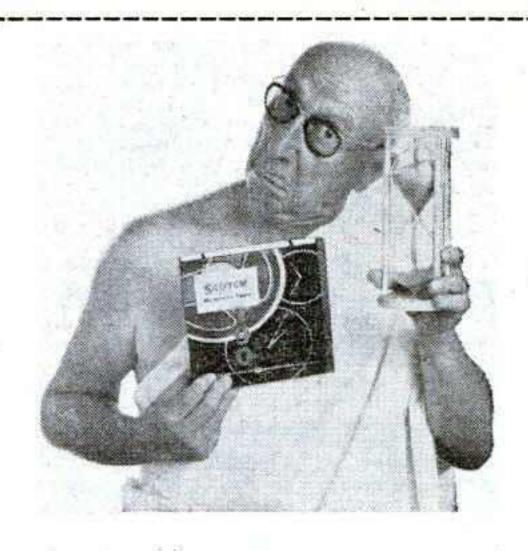
Let's face facts. Today's tape customers want a right tape for every recording need. It takes a truly complete line of high quality tapes to cinch sales these days. Good reason for you to stock and promote "SCOTCH" Magnetic Tapes—America's most complete line.

"SCOTCH" Magnetic Tapes lead all others in sales. They're pre-sold products, backed by the most famous name in tape. With "SCOTCH" Brand on your shelf, turnover is fast, profit margins higher, repeat business steady. Put yourself way ahead in tape sales this season with "SCOTCH" Brand!

SCOTCH Magnetic Tape



I WANT ECONOMY! All-purpose "SCOTCH" Magnetic Tape 111 gives customers like him just what they want—flawless sound reproduction at lowest cost. Tape features acetate backing and "SCOTCH" Brand's unique built-in dry lubrication. Available in the popular 300, 600, 1200 ft.lengths. Outsells all other magnetic tapes!



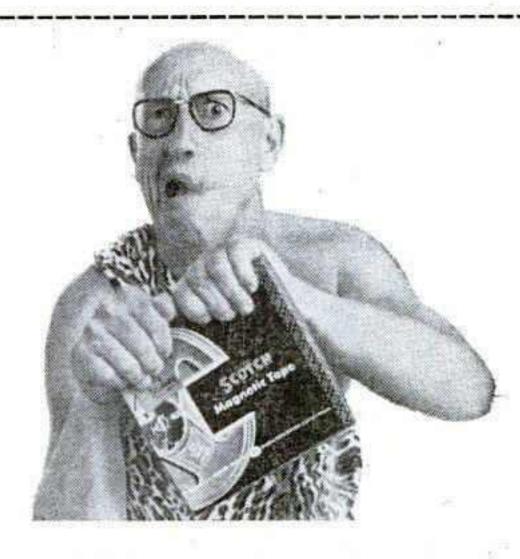
Magnetic Tape 190 is winning sales from buyers who want the convenience of 50% more tape on a standard-size reel. Gives them as much recording time as 1½ reels of standard tape, plus truly brilliant sound. Available in popular 900 and 1800 ft. lengths.



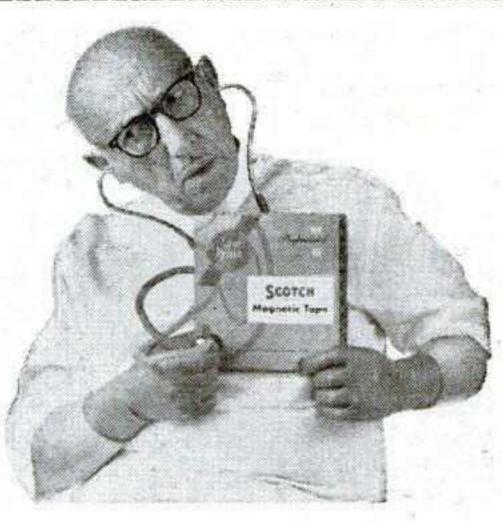
I'M FOR WEATHER BALANCE!"SCOTCH"Extra Play Magnetic Tape 150 is sure to make a hit with your customers every season of the year. Recommended for use in extremes of temperature and humidity. Has super-tough Polyester backing, super-potent oxide coating and 50% extra playing time. In 900, 1800 ft. lengths.



I WANT HIGHER FIDELITY! Fussy customers love "SCOTCH" High Output Magnetic Tape 120. It delivers greater dynamic range, freedom from distortion on signal peaks, and 133% more output for added tonal brilliance. Offers you a neat profit, tool Acetate backed, this remarkable magnetic tape comes in 300, 600, 1200 ft. lengths.



make it easy to sell high-profit super-strength tapes. Their recording characteristics are similar to "Scotch" Magnetic Tapes 111 and 120, but these tapes are coated on weather-balanced 1 1/2 mil Polyester. Now available in popular 600 and 1200 ft. lengths.



I'M AFTER LOW PRINT! "SCOTCH" Low Print Magnetic Tape 131 is for your professional-level hi-fi fans. Sells well, because it's another 3M Company exclusive—with 8 db lower print level than conventional tapes. Superb recording characteristics, greater sensitivity make this a real buy. Comes in 1200 ft. lengths only.

"SCOTCH" is a registered trademark of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York 16. Canada: London, Ontario. _____



I WANT THE VERY BESTI Double-strength "SCOTCH" Tensilized Double-Length Tape 200 sells so fast, you'll have trouble keeping it in stock. First of its kind, it gives as much recording time as two reels of conventional tape, is twice as strong as ordinary extended play tapes. Available only in 2400 ft. lengths.

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



MUSIC

Demagnetizer Is Aid to Tape User

- Eliminates danger of putting "hiss" on recorded tapes
- Accessory has "plus" sale possibility, builds good will

Scene 1; the counter where you sell pre-recorded tape. A customer comes up with a serious frown, carrying three reels of tape you sold him a couple of days ago. The tapes, he says, all hiss so much he can't listen to them. It can't be his machine because he has a semi-pro model, price \$450, known for its extremely low noise level. He is an important customer, so you try one of the tapes yourself on the house tape playback system. Sure enough, it hisses like crazy. You pull down off the shelf three more of the same tapes, and just to be sure, try one of them on your machine. Fine sound, no noise trouble. Customer goes off happy.

Scene 2; three days later: Same customer, same tapes, same complaint. Swearing at his machine under your breath, you wearily put one of the tapes on the house machine. It hisses like crazy. You think you are crazy. All you can do is try again, with three more of the same.

Tape Users Unaware

But that is not all you can do, If this painful drama ever has you as a main actor. From the evidence, the customer's machine has a very common complainta magnetized head. It's surprising how many tape users, otherwise thoroly hip to the quirks of magnetic recording, are unaware of the dangers of head magnetization. One reason for this ignorance is that head magnetization is not very important, except on machines which, like the customer's, have a reasonably low noise level to start with, and very wide frequency response. Thus the better the machine the customer has, the more likely head magnetization is to cause trouble.

Here is the story on head magnetization. A sizable number of normal actions in the course of using a tape machine, such as switching on and off, changing functions, etc., send sharp impulses thru the head that tend to build up a permanent, or d-c magnetic field. Any d-c magnetization in the head will induce a d-c magnetic component on the tape passing the head. A d-c magnetization of the tape will raise the hiss level.

On for Good

The most insidious thing about head magnetization is that it puts hiss, not only on tapes recorded on the machine, but on any prerecorded tape played on the machine. Once a pre-recorded tape has acquired an uncomfortable amount of hiss in this way, it is on that tape for good-no way to

The solution to all this is surprisingly simple. The head can

be demagnitized in a minute or two, with a demagnetizer like the Audio Devices Type 400. The demagnetizer plugs into the 60-cycle supply current and is held with its pole pieces against the machine head for about one second. Then it is slowly moved away, and the job is done. Audio's demagnetizer works on exactly the same principle as the bulk eraser for magnetic tape. The head is saturated, first with one polarity, then with the other. As the demagnetizer is moved away, the alternate waves of magnetization gradually decrease in level, until zero level is reached and the head is left unmagnetized.

What Pros Do

How often the machine owner must do this depends on how much he uses his machine. In professional recording studios where the tape machines are used constantly thru the working day, it is common practice to demagnetize every day. The home owner, of course, needs to do it much less often. But if he hears hiss on his tapes that he never heard before, he should immediately look into the possibility that his recording and/or playback heads are magnetized.

There are many other causes of hiss in a tape machine. Some of them are: (1) noisy input tube; (2) noisy resistor in preamplifier; (3) bad bias waveform; (4) bias leakage. These should be investigated when there is a stubborn hiss level on playback, or on tapes recorded on the machine. But when in addition to hiss on tapes made on the machine, prerecorded tapes acquire a permanent hiss of their own, as already explained, head magnetization is almost surely the culprit.

Selling the head demagnetizer gives dealers an accessory profit. Offering demagnetizer service to customers looks like an easy, inexpensive good-will builder. The unit retails for \$10.

MRIA Sponsors 1st Distrib Congress

CHICAGO — The First Annual Distribution Congress to be sponsored by the Magnetic Recording Industry Association will unreel here this Thursday (22) at the Conrad Hilton Hotel with a special series of meetings and workshop sessions designed to acquaint members with the latest research and business developments in the tape field, with a particular emphasis on marketing problems and the growing boon in stereo.

Highlights of the meeting will include a series of "How-to-Do-It" workshop covering sales planning, sales direction, advertising and public relations. In addition, there are special sales sessions for manufacturers and sales reps. Ralph Freas, Associate Editor of The Billboard, will be a guest speaker in a meeting whose topic will be: "How to Sell Customers in the Music, Photographic and Audio-Visual Industries.

Other highlights include a Breakfast Meeting on May 22 at which Edward A. Altshuler, managing director of MRIA, will speak to dealers and distributors on the topic of: "How to Determine What Your Customers Want to Buy From You." The Luncheon Meeting will spotlight an address by Phillip L. Gundy, president of Ampex, on the subject of "The Future for the Tape Recording Industry.

This First Annual Distribution Congress is the MRIA's way of winding up their participation in the Electronic Parts Show at the Conrad Hilton (May 19 to 21). Most members are exhibiting at the show. The "congress" seemed

something NEW."

a logical move since they were all on the scene anyway.

All of the meetings during the one-day meet will be taped. The MRIA plans to make copies of the tape for widespread distribution among dealers who were unable to attend.

Sonotape Sets Spring Push

Westminster - Sonotape's classical spring releases include 17 orchestral works featuring all the major Gershwin works, Handel's great oratorio, "Israel in Egypt," and an addition to the Bach - Weinrich organ series. Twelve of these tapes are released in the popular 7000 series, retailing nationally at \$6.95.

The popular group includes 15 releases, featuring performers-Sy Shaffer, trombonist of the Arthur Godfrey Orchestra, Joan Merrill, Dick Leibert on the Byrd Theater organ in Richmond, Ferrante and Teicher of "Soundproof" fame, now heard in a new gimmick tape, "Soundblast."

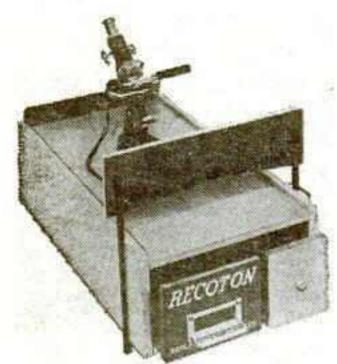
All the popular tapes are issued in the 7000 series, retailing at \$6.95.

AUDITION a new selling force

...for dealers ...for manufacturers IN FULL COLOR EVERY MONTH

there's always

See it at Booth 314 **ELECTRONIC** PARTS SHOW DISTRIBUTORS May 19 to 21 **Conrad Hilton Hotel** Chicago



Rear View: Showing two metal drawers . . . for ample storage of replacement needles and diamond needles.

No. 1400

NEW . . . De-Luxe **Birchwood Cabinet** with Microscope Display

A most attractive display, of 7 ply birchwood and easily adjustable 100 power microscope. In eye catching color scheme, streamlined to occupy very little counter space. Here's a proven "Silent Salesman" that will blend harmoniously with the decor of your record department.



from RECOTON!

The cabinet and microscope are FREE to the dealer with his purchase of a small selection of Recoton diamond needles.

DEALER'S CHOICE: Three "Hot-Selling" Kits to choose from.

Ask Your Distributor Today!

In Canada: Quality Records, Ltd., Toronto

Recoton CORPORATION

Copyrighted material

What's Better Than a **Best-Seller?**

THE BEST-SELLERS:

V-M TAPE RECORDERS!

who says so? BILLBOARD says so!

THE BILLBOARD'S authoritative sales survey shows V-M tape recorders are BEST-SELLERS ACROSS THE NATION-IN EVERY CATEGORY!

THE SMASH PROMOTION: V-M STEREO **TAPE LIBRARY, '58!**

who says so?

V-M DEALERS

everywhere say so!

V-M Stereo

Tape Library, '58

Classics, jazz, pops-FOUR tapes, beautifully boxed. A \$40 VALUE priced so low you can GIVE IT AWAY with every V-M tape recorder you sell! And, brother, you'll sell plenty!

Last Fall, V-M originated the stereo tape library promotion-a success on every count! From all sections of the country, dealers large and small reported volume and profits jumped to all-time levels! NOW V-M DOES IT AGAIN WITH A BRAND-NEW AND BEAUTIFUL PACKAGE OF STEREO TAPE RECORDINGS!

Total Tape Recorders from \$100-\$200 Stores RCA Victor Wollensack. Columbia...... 12 (5 others listed)

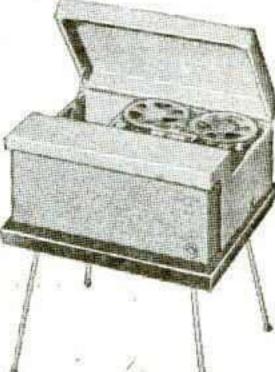
Tape Recorders Over \$200 Webcor......104 RCA Victor 44 (4 others listed)

Recorders or Playback for Stereo Tapes RCA Victor..... (4 others listed)

V-M 'Celeste' table-model tape recorder plays stacked AND staggered stereo tapes, records and plays back monaurally in flawless high-fidelity. (Legs optional) Model 750 \$275.00 List.*

V-M TAPE-O-MATIC® portable tape recorder. All-stereo playback, authentic high-fidelity monaural recording and playback. Model 714, \$225 List.*

*Slightly higher in the West



MOVE THE BIG STEREO MARKET TO YOUR STORE WITH V-M

> Call your Voice of Music **Distributor TODAY!**





the Voice Vof Music®

World Famous for the Finest in Tape Recorders, Phonographs and Record Changers

track while the reel unwinds;

then the tape is reversed and an-

other recording on the lower track

back, where two channels are re-

quired, the tape can be played

However, the four channel

system makes it possible to record

two complete stereo performances

on a standard reel of quarter-inch

tape. Or, if desired, it can be used

ANNOUNCING

(Continued on page 19)

in only one direction.

In standard stereophonic play-

is played.

NNOUNCING



New First Releases

OSL-3 STEREO FILM SCORE - Desti nation Moon - Leith Stevens original score from the motion picture Destination Moon, Hans Sandaur conducting the Omega Orchestra

OSL-4 STEREO MOOD MUSIC - Music For Heavenly Bodies - Paul Tanner, Theremin Arrangements by Warren Baker, Andre Montero and his Orches-

also available on regular 331/3 long playing records and 7.5 ips. stereo tapes.

856 NORTH VINE STREET HOLLYWOOD 38. CALIFORNIA



PAID CIRCULATION PROVES READER INTEREST

Now! bel canto

STEREOPHONIC

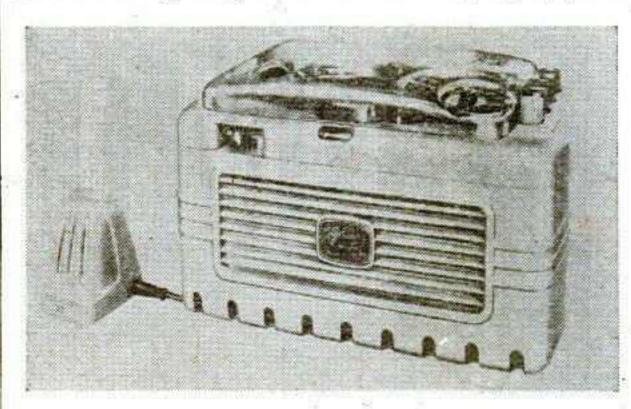
RECORDS!

SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

New Geloso Model Aims at U. S. Mkt.

NEW YORK --- Working thru a 45 - State distributor network, American Geloso Electronics is out to capture a solid 5 per cent this year of the total U. S. sales of tape recorders with a new seven-and-a-half pound portable

approximately a 35,000-unit sale in 1958, amounting to some \$6,300,000 in retail sales. So optimistic are Geloso sales execs that they are even talking of reaching a possible 50,000-unit U. S. sales level this year, spurred



unit that's already off to a fast sales start in many countries as both a dictating and recording device.

Geloso's sights are thus set on

BOWS WITH

by purchases of the junior-sized recorder with a special dictating attachment.

The recorder is an import, being manufactured in Milan, Italy, by Geloso, which claims to be the "largest integrated electronics manufacturer in Europe." All the recorder's components (with the exception of tubes, which are British Marconi) are made in one or the other of Geloso's nine plants thruout Italy. It's thus the first product of Italy's growing precision electronics industry to be marketed in this country since World War II.

About the size of a small table model radio, the Geloso is a sonic surprise, putting out a remarkably wide - range, flutter - free sound from its own self-contained speaker, or via connection to an external amplifier-speaker circuit.

It will record up to two hours on a 314-inch reel, reloads for which are being made available by Geloso. At its fastest speed (334-inch per second), the frequency response is reported at 80 to 10,000 cycles via a wide-range external speaker.

U. S. price for the Geloso is \$179.95, including a tape and rewind reel, microphone, and leather carrying case. A widerange of accessories, including 6 or 12-volt inverters, telephone pickup, pedal controls, earphones and other units, is available.

Designed by John Geloso, head of the big electronics firm, the recorder is aimed at a variety of markets, from home recorder use to business applications, radio-TV interview uses, music rehearsals, medical interviews, educational and conference recordings.

Tape Prices Seen Equal to Disks

Technical developments will bring the cost of recorded tapes down to where they will be competitive with stereo records.

This prediction was made by Victor Machin, veepee (sales) for Shure Bros., Inc., manufacturers of cartridges, and other electronic equipment.

Pre-recorded tapes are now more costly to manufacture than records, which can be mass produced by a pressing process.

Tapes are individually reproduced by passing over a recording head.

The solution to making tape prices competitive with records is in a "packing factor," according to Machin.

"It is obvious that the more sound impressions you can pack on a reel of quarter-inch tape, the cheaper the reproduction process becomes," Machin said.

He said Shure engineers have been working for some time on two technical advances, each of which will double the present "packing factor."

The first development was the recently announced Shure TR-48 four-channel tape head which doubles the playing time of tape.

Originally, Machin explained, all tape recorders were "fulltrack." That is, the full-quarterinch width of the tape was used for a recording. Later, it became possible to utilize "half-track" recording and playback heads.

Most tape recorders now on the market utilize the two-channel "half-track" system. Monaural recordings are played on the upper

STEREOPHONI

New First Releases

OSL-1 DANCE TO STEREO - Champagne Music For Dancing - Lloyd Mumm and his Starlite Roof Orches-

OSL-2 MOOD JAZZ IN STEREO - Marx Makes Broadway "with flute and friends." Dick Marx, piano; Buddy Collette, flute .

also available on regular 331/3 long playing records and 7.5 ips. stereo tapes.

856 NORTH VINE STREET HOLLYWOOD 38, CALIFORNIA

Irish Offers Sales Kit

A promotional kit containing point-of-purchase sales aids is being made available to Irish Tape dealers. This contains a giant "Advertised in Life" logo which may be used as a wall banner or as a background for an advertising display.

A wire "Wobbler" holds a card for counter display and a window streamer identifies the store as one handling recording tape. The kit contains also a number of arrows which can be used to indicate Irish stock on the dealer's shelves.

All Irish tape now being shipped from the plant carries an "Advertised in Life" sticker on the

Dealers may obtain these sales promotion kits by writing to Nat Welch, ORRadio Industries, Inc., Shamrock Circle, Opelika, Ala.

BIGGER BY THE MINUTE

TAPE REVIEWS

SOUNDS OF JAZZ Corky Corcoran and His Group-Celestial 7 5K-32

The one-time Harry James star tenorsax man gets a chance to show his wares in the feature spot, and he makes most of it. Recording of Corcoran, with drums, piano, guitar and bass, is beautifully handled by the Seattle label. The sax is on the left and the guitar on the right, and especially interesting is the unison work between the two, which gives a resultant floating feeling of reality. It's a program of easy-going jazz in eight different tune settings and it's suitable for background purposes or as music to be carefully heard. Good merchandise,

FOR TAPES WITH YEAR-AROUND SALES APPEAL TRY



music out of this world" 120 West Thomas Street Seattle 99, Washington

One Stop DISTRIBUTOR FOR Recorded Tape!

You can order every tape on the market and your order will be filled immediately. You get a straight 30% discount on all regular tape releases, and we pay the postage. You also receive the latest information on titles, selections, new releases, availability and list prices.

Write for further information or order today. No Order Too Small—No Order Too Large Please enclose check or money order.

Sorry, no C.O.D.'s. SATISFACTION GUARANTEED

MAL'S RECORDING SERVICE Dept. B, 71-03A Beach Channel Drive Arverne 92, New York GRanite 4-4607

NEW bel canto STEREO RECORDS:

Biggest thing to hit the recording business since Bing Crosby!

Stereo Records! In all the full tonal range you expect from

stereophonic sound, all the technical excellence you rely upon

from Bel Canto. Customers are hip: when they sing for these,

make 'em happy: have the platters on hand! Then wrap up

"PLAIN VANILLA" Larry Fotine and the Beale Street Buskers. 2 sides, both great slabs of mellow Dixieland . SR/1001 \$5.95

"ALOHA TO JAZZ" The Polynesians do up one side a la Islands. The Buddy Collette Quintet swings way out on the reverse platter. Note:

NEW bel canto STEREO TAPES:

"South Pacific" New World Theatre Orchestra & Hollywood Sound

"The Music Man" New World Theatre Orchestra & Hollywood Sound

"Silk Stockings"/"Pajama Game" New World Theatre Orchestra. STB-40 \$9.95

"Viva Stereo" Henry King & Orchestra. . . . STC-41 \$7.95

"Plain Vanilla" Larry Fotine and The Beate Street Buskers.

STB-38 \$9.95

"Pal Joey" Bobby Sherwood & His Orchestra. . . . STB-39 \$9.95

the sale. Lots of sales!

ORDER from your distributor

bel canto

STEREOPHONIC RECORDINGS 2919 So. La Cienega Blvd., Culver City, California

The Magnacord Division of Midwestern Instruments is showing their new Magnacordette, stereo recorder-reproducer which operates with a single knob control. The unit will be accorded intensive promotional treatment by

Copyrighted material

Demonstration Pay-Off

· Continued from page 14

cash discounts or any other form of enticement."

Student Traffic Helps

Aber's, of course, has won powerful advantage in presenting stereophonic tape recorders in that almost all of the heavy floor traffic in the store is made up of people who like music-record customers, record player customers and the like. There is extremely heavy traffic from the nearby University of Colorado, which has 10,000 students on the campus, and which, understandably, is a prime record market. Accordingly, whenever an Aber salesman invites a customer shoping in any department in the store to listen to a stereophonic tape recorder demonstration, it is a certainty that the prospect will listen willingly.

Simplified Demonstration

The demonstration is simplicity itself. First, the prospect's tastes in music are ascertained and one of the stereophonic recorders, which already has a corresponding tape on it, is turned on. Aber shows the prospect first how simple it is to operate the machine, tells each customer something about the "stacked" head, doubletrack recording and similar points, and then invites the customer to step back a distance of some six feet to get the full effects from the two remote speakers. This never fails to bring excited interest, and is the all-im-



PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

 portant opening step toward a tape recorder sale.

15 Minutes Per Prospect

An average of 15 minutes is spent on each demonstration, after which the prospect is shown that Aber's service department is thoroly capable of maintaining small repairs and adjustments on tape recorders, as well as converting standard monaural types of tape recorders over to stereophonic with the addition of a stacked head, plus speakers. A lot of emphasis is put on the reliability of the five top, nationally advertised lines of tape recorders carried in stock, and similar points. Aber's long-established reputation as a high-fidelity center goes a long way toward building confidence and good will.

With this demonstration method, combined with one newspaper ad per week, plenty of window display and aggressive telephone follow-up on customers known to be interested but not sold, Aber's sold 33 stereophonic recorders at an average price of \$300 each from January 1 to the end of April, a dozen remote speakers amounting to \$80 or more apiece and 15 standard monaural tape recorders, for everyday recording purposes, all sold on the understanding that they could be converted to stereophonic use in the future. Aber hopes to maintain this pace thru the entire year, which, of course, would amount to 200 units and sees no reason why, as lowerpriced stereophonic equipment opens up the market, that he should not do so.

"We are thoroly enthusiastic about stereophonic music ourselves," Aber says, "which, we think, has a lot to do with doing a convincing selling job."

Symphony No. 2 in D Major - The

Philadelphia Orchestra, Eugene

NMB 12 \$17.95

Ormandy, conductor

Tape Splicings

· Continued from page 14

"You got anything in non-wipeoff tape? My kids are so darn playful!"

"Why, oh why did they have to come out with this stereo thing just when I was getting used to words like hi-fi, tweeter, woofer, etc.!"

"Gee, why didn't you warn my wife about those playbacks when you sold her the machine the other day!"

"Where do you display your Broadway show tapes? Incidentally, they must be for a 'STACKERED' head!"

"But, but . . . but where's the needle?"

"I know that it's so simple to operate that a six-year-old can do it with no trouble, but you see, my 10-year-old is like a four-year-old and

"You say you can record over and over on the same tape, but tell me, won't it sound funny?"

"Look! I don't care how long you've been selling tape recorders, I tell you mine goes at 16 revolutions and I want some tape for it!"

"And when I got home I looked and looked, but I couldn't find the erasers!"

"It took me a week before all the home recording tape stopped sounding like Donald Duck. Now that I've figured it out the kids are asking for him again!"

-FRED PERNITZ.



Current Webcor promotion on stereo units offers \$55.70 in Bel Canto tapes free with purchase of stereo recorder. Dealer aids in the form of counter cards and hanging display pieces are offered by the firm.

Tape, Disk Costs Equal

• Continued from page 18

to play four monaural channels on a single tape.

Machine explained that narrowing the width of the channels does not result in any loss of frequency response, and causes an insignificant decrease in output level.

He predicted that the magnetic recording field would make the switch to four-channel recording because of its greater efficiency and lower cost, especially with two-channel stereo recording.

Machine said that the second major break-thru in increasing the "packing factor" would be a further decrease in the tape speed.

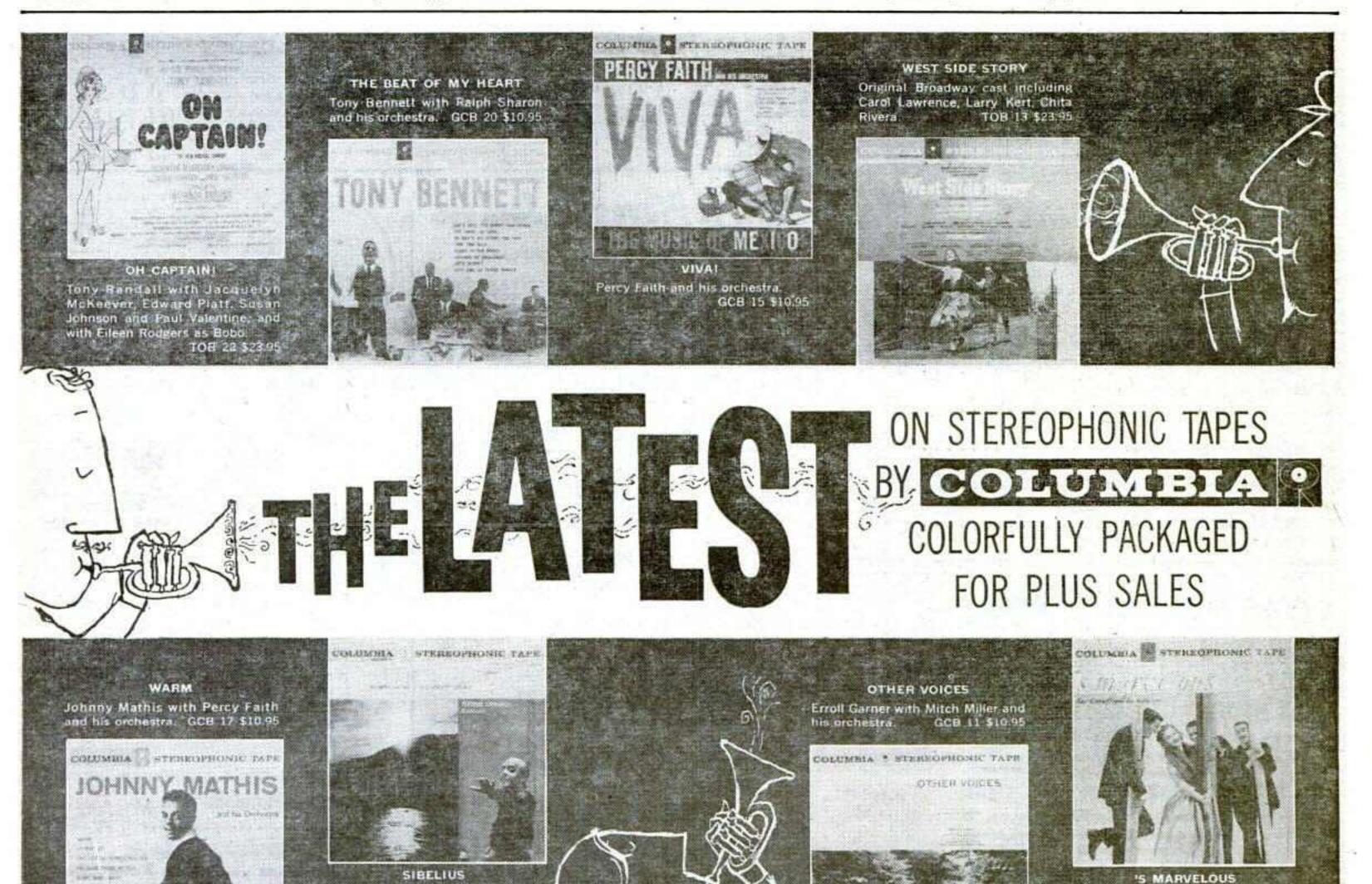
High frequency response — the reproduction of the very high notes—is mainly dependent upon two things: the speed of the tape.

and the width of the gap in the magnetic recording head.

The first efficient tape recorders operated at a tape speed of 30 inches per second. As equipment was improved, this speed was repeatedly cut in half. Most home recorders now have a choice of two speeds—3¾ i.p.s., or 7½ i.p.s.

When techniques are developed for mass producing magnetic recording heads with smaller gaps, it will be possible to achieve high quality reproduction at still lower speeds. Machin said.

Altho further decreases in the price of reproducing tapes will increase interest in magnetic recording, Machin does not predict the demise of the record industry in the foreseeable future.



Ray Conniff and his orchestra.

A Ulivision of Colombia Broadcasting System, the

GCB 14 \$10.95

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING MAY 10

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

This Week		Last Week	Weeks on Chart
1.	South Pacific	6	8
2.	South Pacific	3	216
3.	The Music Man	1	13
4.	Johnny's Greatest Hits	2	6
5.	My Fair Lady Original Cast, Columbia OL 5090	4	111
6.	Around the World in 80 Days Sound Track, Decca DL 9046	11	60
7.	Swingin' on Broadway	10	3
8.	Elvis' Golden Records	7	5
9.	Gems Forever	-	1
10.	Hymns	12	73
11.	Come Fly With Me	9	16
12.	Oklahoma! Sound Track, Capitol SAO 595	19	140
13.	The Late Late Show	5	11
14.	Taboo	17	2
15.	Sail Along Silvery Moon	8	5
16.	Till Roger Williams, KAPP KL 1081	15	8
17.	Warm Johnny Mathis, Columbia CL 1078	18	22
18.	Pat's Great Hits Pat Boone, Dot DLP 3071	13	31
19.	The Roaring Twenties	3-340	11
20.	Goodnight, Dear Lord	120 (20)	5
21.	Ricky Nelson, Imperial IMP 9048	24	25
	The Eddy Duchin Story Sound Track, Decca DL 8289		79
	Songs of the Fabulous Fifties		51
LI	Jonah Jones, Capitol T 839	25	9
25.	Pal Joey Sound Track, Capitol W 912	_	25

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Review Spotlight on . . .

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

Popular Albums

NEAR THE CROSS (1-12") - Tennessee Ernie Ford. Capitol T 1005

The artist's previous religious LP's "Hymns" and "Spirituals" are still going strongly, and this third in the series should prove equally successful. The hymns are rendered with feeling by the artist, and Harry Geller's ork and choral accompaniment is sensitive and appealing.

IN THE NIGHT (1-12")-George Shearing Quintet With Dakota Staton. Capitol T 1003

Success of Miss Staton's previous LP, "The Late, Late Show," plus the powerful lure of the "Shearing" sound makes this a likely click in both pop and jazz marts. Six tracks' feature the combined talents of the artists, the other six spotlight the group in instrumental treatments of new and old tunes. Attractive cover shot of the artists.

THIS IS JUNE CHRISTY (1-12")—Capitol T 1006

A great new set by the thrush. Pete Rugolo's tasty, modern arrangements give Miss Christy full room to exercise her appealing vocal treatment on an excellent program of ballads and up-tempo tunes. This ranks with her best, and it should collect a lot of coin from both pop and jazz buyers. Numbers include "I'll Remember April," "Get Happy" and "My Heart Belongs to You." Good cover shot of the artist.

POLLY AND HER POP (1-12") - Polly & Bill Bergen. Columbia CL 1138

Miss Bergen and her father have a happy bright sound on these mountain-styled country tunes. Appearances by Mr. Bergen on his daughter's NBC-TV show will undoubtedly spark interest in the package. The performances are cheerful, warm and winning. Selections include "Cool Waters," "Tumbling Tumbleweeds" and "Mountain Dew." Excellent cover photo.

LESTER LANIN GOES TO COLLEGE (1-12")-Epic LN 3474

Here's another big item from the popular "society" dance ork. The several medleys include over 40 tunes. Audience applause and sounds give the feeling of a live performance. Tempos are nicely varied. The title suggests that the set is pegged for the college crowd, and it can have wide appeal. Excellent potential.

Jazz Albums

THE FOUR FRESHMEN IN PERSON (1-12")-Capitol T 1008

The versatile crew (equally acceptable vocalists and musicians) present a program recorded live (Continued on page 22)

— Album Cover of the Week —



IN LOVE WITH RED, Capitol T 999. Besides the obvious display merit of the lovely chick, the attractive cover shot in various hues of red to tie in with the album title. It should spark buys.

Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY 10

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

1. COME FLY WITH ME

2. DREAM GIRL

Ray Anthony Ork. Capitol T 969

3. SAIL ALONG SILVERY MOON

4. SWINGING ON BROADWAY

8. THIS IS SINATRA, VOL. II

Frank Sinatra Capitol W 982

6. FABULOUS DORSEYS IN HI FI

Tommy and Jimmy Dorsey Col C2L-8

8. LESTER LANIN AT THE TIFFANY

BALL Lester Lanin Epic LN 3010

9. MUSIC MAN

Original Cast Capitol WAO 990

9. EYDIE GORME VAMPS THE

ROARING TWENTIES

Eydie Gorme ABC Paramount ABC 218

Best Selling Pop EP's

FOR SURVEY WEEK ENDING MAY 10

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1. JAILHOUSE ROCK

Elvis Presley RCA Victor EPA 4114

2. RICKY

Ricky Nelson Imperial EP 153

3. PEACE IN THE VALLEY

Elvis Presley RCA Victor EPA 4054

4. HYMNS

Tennessee Ernie Ford .. Capitol EAP 1-756

Elvis Presley RCA Victor EPA 1-1515

8. LOVING YOU

6. WARM

Johnny Mathis Columbia EP B-10781

7. RQGER WILLIAMS

8. THE SEVEN HILLS OF ROME Mario LanzaRCA Victor EPA 4222

9. ELVIS

Elvis PresleyRCA Victor EPA 992

10. GLENN MILLER





She saved \$100 by buying NOW!

Record buyers will come running to save dollars now. You build traffic! You clear shelves! You cure that after-spring sales slump with traffic that moves albums, singles, accessories profitably. Save-O-Rama puts wheels under your inventory.

During Mercury's great Save-O-Rama sale, customers save on all famous Mercury Hi-Fi Long Play records including latest releases.

It's Mercury's fifth annual summer sales plan and it's the greatest! Everything you need for this huge in-store promotion has been mailed to you. For more display material, call your Mercury distributor NOW!

MERCURY RECORD CORPORATION 35 East Wacker Drive, Chicago 1, III.

YOU GET ..!

Dramatic Window Streamers
and Side-pieces...
Smashing Newspaper Ads...
Strong Mailing to Your
Customers...In-store
Displays...Wire Hangers...
Browse-box Streamer...
Wall Banner...everything to
put over YOUR Save-O-Rama!

THIS IS BIG!

It's the answer to summer sag — at a profit for you!

Put up this material right away and you're IN the big Mercury Save-O-Rama!



Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise— Top Demand

*** Very Strong Sales Potential — Essential Inventory

** - Good Potential - Will Sell **-Moderate Potential - Salable Qualities

*- For dealers who stock all merchandise.

POPULAR ***

PUT YOUR DREAMS AWAY Frank Sinatra (1-12") (1-12") Columbia CL 1136

The selections are re-issues of hit singles that the artist cut some time ago for this label. All of the tunes are ballads. Lush backing is by Axel Stordahl, Numbers include "Dream," "The Things We Did Last Summer" and the album title song. It's a terrific mood album, and despite the age of the sides, the set should prove a strong item.

JUST FOR VARIETY-VOL. 15

Various Artists (1-12") Capitol T 1007 Another de luxe sampling of Capitol's musical wares in the "Just for Variety" series, providing a nicely programmed selection of instrumentals by Duke Ellington, Joe Bushkin, George Shearing and others, and vocals by Dean Martin. June Christy, Kay Starr and Gordon MacRae, Strong display value here.

FOUR ON THE AISLE The Four Lads With Ray Ellis Ork (1-12") Columbia CL 1111

The group presents highly attractive treatments of songs from the scores of "Kiss Me, Kate," "Babes in Arms" and "Annie Get Your Gun." Sparkling, clever orking by the Ray Ellis ork lends excellent support. It's a likely deejay programming set, and it also rates with the best that the Lads have previously offered. Strong potential.

LAS VEGAS PRIMA STYLE Louis Prima & Keely Smith With Sam Butera & the Witnesses (1-12") Capitol

> Fans of bandleader Prima will eat this one up. It's an uninhibited "live" performance before an audience at Las Vegas in which Louis, and thrush Keely Smith, practically devastate oldies like "Tiger Rag," but register smoothly on "Embraceable You," The platter has lots of spark and bounce, and may click as a deejay entry.

POPULAR ***

CEA SHELLS

Peggy Lee With Stella Castellucci, Harpist (1-12") Decca DL 8591

A quality set of recordings-presenting the chantress in a new light to many listeners. No ordinary pop materialrather, delicate folk and sensitive foreign material, accompanied by harp and harpsichord. The harp gives a feeling of sea and surf. Selections include "Sea Fever," "Greensleeves" "The Riddle Riddle Song," "Wearing of the Green," etc. Miss Lee's vocals are excellent.

WALTZ WITH ME Ethel Smith at the Organ (1-12") Decca

The noted organist plays a package of American waltzes-"Anniversary Song,"
"Tennessee Waltz," "Domino," etc. Arrangements and sound are excellent. Miss Smith's fans, and a lot of others, will like this.

LET'S HAVE A PARTY Ken Griffin, Organ (1-12") Columbia CL 1127

A dozen favorites like "Always," "Beer Barrel Polka" and "The Band Played On," rendered with steady beat and familiar harmonies designed to accompany family singing at home. Attractive cover. Should please rural buyers.

80 MEMORABLE MELODIES IN HI-FI

Jack Piels Ork (1-12") Decca DL 8706 Jack Pleis and his orchestra are in top form on this gigantic collection of 50 of the most familiar standards or recent pop hits, played in medley fashion on this new LP. Each side contains five medleys, each medley having a chorus apiece of five great tunes. The arrangements are bright and danceable and Pleis' piano stylings are first rate. A fine set for parties or just happy listening.

A GUY AND HIS DAD Guy Pastor With Tony Pastor Ork (1-12") Roulette R 25027

Veteran ork leader Pator's son, Guy, scored with a couple of sides on his father's last LP. This time he takes over the entire package, via ingratiating, smartly phrased readings of a group of swinging standards—"Sing You Sinners," "Hooray for Love," "Little White Lies," etc. Solid jockey material, with good chatter angle.

HOW DID HE LOOK?

Joan Merrill (1-12") Westminster WP 6086 Miss Merrill, (remembered for her hit of several years ago, "How Did He Look") sings a group of poignant standards in feelingful style. Lush backing by Marty Gold and Billy Mure, Selections include the title tune, "My Old Flame," "Am I Blue," etc. Jocks with hause frau audiences dig the canary. With exposure—this might be a sleeper.

KNOW WHERE I'M GOING Dorothy Olsen (1-12") RCA Victor LPM

Here's a quality package of well-known folk songs sung with warm sincerity and simplicity. For folk collectors and a nice change of pace for jocks. Selections include title tune, "Keep Your Hand on the Plow," "Cockle Shells and Silver Bells," etc.

THE OBJECT OF MY AFFECTION

Faron Young (1-12") Capito T 1004 Country and western warbler Young turns pop in this package, which features a group of pretty standards ("Sweet and Lovely," "My Darling, My Darling," "If I Had You," etc.) done up with poppish, slightly rocking backings. Young's vocals are expressive and personable. C.&w. star Eddy Arnold's pop LP's have done well, and Young's pop album should do like-wise.

CHET ATKINS AT HOME (1-12") RCA Victor LPM 1544

The outstanding guitarist has another sock package here which his fans and lovers of the guitar will buy. Range of material is very broad, including "April in Portugal," "Martha," "Czardas," etc., beautifully played. For this album, Atkins devised an electronic instrument which is in effect an automatic bass

DANCING AT THE HABANA HILTON Mark Monte & The Continentals (1-12") Jubillee JLP 1072

Smooth, Latin-flavored dance medleys by Mark Monte, who is practically a fixture at New York's suave nitery, the Persian Room. The album has received a lot of TV plugging, particularly with the tie-in cover featuring the new Habana Hilton hotel. Tunes are the sort of suave rhumbas and cha-chas you'll expect to hear in a high-priced dining room.

LUSH AND LATIN

Freddy Martin Ork (1-12") Capitol T 998 An interesting change in style for Freddy Martin forms the basis for this smooth-sounding entry. The mellow Martin sax is heard against Latin arrangements on such tunes as "Poinciana," and rhumba favorites like "Miami Beach Rhumba," but there's a musical bonus in an arresting version of "Take the A Train" that's already developing as a deejay track.

SWEET & LOVELY Bill Snyder at the Piano (1-12") Decca

Snyder creates a mellow mood with his dreamy piano stylings on an attractive array of standards. Rhythm backing is light and nicely enhances the relaxed mood. It's an excellent item for late bour jocks. Selections include "They Say It's Wonderful," "Fools Rush In" and the title tune. Good potential.

FRANKIE AND TOMMY Frank Sinatra With Tommy Dorsey Ork (1-12") RCA Victor LPM 1559

These are some of the sides that Sinatra cut with the great Dorsey band circa 1940. The band includes some of Dorsey's greatest side men. Vocals are in Sinatra's old, sweet crooning style, and some are supported by the Pied Pipers. Adult buyers can be attracted to this. The younger set will probably appreciate the artist's current style more. Tunes include "This Love of Mine," "There Are Such Things" and "How About You?"

POPULAR **

A DATE WITH DELLA REESE With Kirk Stuart Trio (1-12") Jubilee

A package of standards, including much show material, belted out in the chantress' stylized manner, to a rhythmic accompaniment. Initimate feeling of a night club (Mister Kelley's) performance (Continued on page 23)

Review Spotlight on Albums . . .

Continued from page 20

on a recent appearance at Compton Junior College in Compton, Calif. Some of the tunes are available in other packages by the group. The treatments are modern and exciting. The set can click in both pop and jazz markets. Selections include "In This Whole Wide World," "Day by Day" and "It's a Blue World."

BACK TO BALBOA (1-12")-Stank Kenton Ork. Capitol T 995

An exciting new effort from the swingin' Kenton crew than can make a strong showing in pop and jazz markets. The arrangements are by Johnny Richards, Marty Paich and Bill Holman. The band has never sounded better, and the orkster's fans should find this set an easy one to take. Sound quality is excellent. Selections include an explosive Latin beat styling of "Speak Low," "I Concentrate on You" and "My Old Flame."

NO SUN IN VENICE (1-12")-The Modern Jazz Quartet. Atlantic 1284

There are selections from the score of "No Sun in Venice," a forthcoming French flick. John Lewis, the group's pianist, composed the background music. It's a haunting, and somber, but thoroly attractive cleffing job by the pianist, and the music is expertly expressed by the quartet. The group's fans will find this an interesting effort. It can sell on its own merit, but pic openings will undoubtedly spark buys.

Special Merit Jazz Album

BLUES AND BRASS (1-12") - Elmer Bernstein Ork. Decca DL 8686

A remarkable album in many ways, It's a musical shocker, made up of some of the most imaginative big-band jazz to be heard, arranged now senstitively, now for shock value. Stunning performances by outstanding jazz musicians under the baton of composer-arranger Elmer Bernstein, whose work seems to cross Ellington with Gershwin. Watch this man: his work scoring the films "Man With the Golden Arm," "Ten Commandments" and Sweet Smell of Success" was just a prelude for this, his initial work done specifically for record release. Abstract cover design by award winner Saul Bass should also help get attention.

Classical Albums

RACHMANINOFF: SYMPHONY NO. 2 (1-12") -London Philharmonic Orch. (Boult). RCA Victor LM 2106

Sensitive performance of Rachmaninoff's romantic symphony. Boult's interpretation is skillful, and he draws a rich and colorful expression from the orchestra. The work has been recorded by other famous orchestras, so there is formidable competition. However, the set is a "Save on Records" special. This plus Boult's reputation should spark buys

COPLAND: BILLY THE KID; RODEO (1-12") -Morton Gould Orch. RCA Victor LM 2195

Altho there is formidable competition on "Billy the Kid," Gould packs sufficient name power to make his version a potent sales item. His verveful interpretations of both the lively "Rodeo" and "Billy" should attract both classical and pop fans. A strong coupling.

Special Merit Classical Albums

CARL ORFF: DER MOND (2-12") - Philharmonia Orch. & Chorus (Sawallisch). Angel 3567 B-L

This bright, happy, thoroly delightful light opera first written by Orff two decades ago has been handsomely recorded and sumptiously packaged by Angel on this new first LP release. The orchestra is the Philharmonia, the conductor Wolfgang Sawallisch, the principal singers Hans Hotter and Rudolph Christ. The performance, on two LP records, is excellent, projecting all of the gaiety and fun of the story, which is an endearing fairytale. Altho-Orff's popularity is still not that of Pucinni or Verdi, this set could grab sales in key markets.

JOHN SEBASTIAN PLAYS BACH (1-12")-Columbia ML 5264

Mr. Sebastian raises the stature of the harmonica considerably with this excellent offering. His mastery of the four-octave chromatic instrument allows him to create diverse moods

and many colors. There is little of the breathiness that is often heard on efforts by less skilled harmonica players. These particular Bach works were written for flute and piano. His reading of the "Sonata No. 1" is particularly attractive. Paul Ulanowsky's piano accompaniment is splendid.

Classical Solo Instrument Album

BACH AT ZWOLLE (1-12") - E. Power Biggs, Organ, Columbia KL 5262

This newest Columbia release in the ever-growing list recorded by E. Power Biggs, includes one number previously done by Biggs for Columbia: "The St. Anne Prelude and Fugue," regarded by some experts as not catching the -nuances of the organ in Biggs' earlier rendition, is faultlessly recorded in this new version. Also on the disk are the Prelude (Concertato) and Fugue in D Major, and the Prelude and Fugue in C Minor. Instrument used was the famed Arp Schnitzer instrument at Zwolle, Holland, from which the album derives its title. A folder is included, explaining specifications of the organ.

Sound

BEAUTY AND THE BRUTE FORCE (1-12")-Dot Evans & The Brute Force Steelband of Antigua, Cook 1049

It's the throbbing, metallic sound of the steelband again, but this time the oil drum thumpers serve as a showcase for the sexy voice of Dot Eans in an intriguing performance recorded to the last faithful cricket chirp offstage by that high priest of hi-fi platters, Emory Cook. Most of the tunes are Antilles favorites, like "Jamaica Farewell" and "Banana Song," but there are some newer ditties like "Fire Down Below." A real treat for the sound hounds, and a first-rate musical job.

TROOPING THE COLOUR (1-12") - Pipes and Drums and Regimental Band of the Black Watch (Baker). RCA Victor LPM 1527

In a sense, this is a "soundtrack" album since it contains the audio side of the stunning "Trooping Colour" pageant performed in London annually on the Queen's Birthday. There's plenty of brass band and bagpipe music here, but the tracks between music selections ring out with bellowed military commands, and the snap and rattle of crack troops going thru the manual of arms, giving the whole thing a real "parade" feeling. Made to order for nostalgic tourists.

Folk Albums

CARLOS MONTOYA & HIS FLAMENCO GUI-TAR (1-12")-RCA Victor LPM 1610

This well-recorded, spirited recital of Spanish gypsy favorites is a fine showcase for the crisp, impeccable technique of guitarist Carlos Montoya, who has long proved himself a top concert artist in flamenco performances. Victor's sizable promotion efforts on this album are likely to enhance its appeal to the growing ranks of afficionados of the purely classical guitar. An attractive cover adds display impact.

WILLIAM CLAUSON CONCERT (1-12") -Capitol T 10158

One of the freshest voices in the folk field is that of Swedish-American William Clauson, who makes an auspicious album debut with this recital of folk tunes recorded during a concert performance in New Zealand. Clauson's program includes a number of American and English folk favorites like "John Henry" and "Greensleeves," but he drew the biggest applause, judging by the record, with a Spanish folk tune that called for "audience participation" in the form of singing and clapping.

International Talent Album

YVES MONTAND (1-12")-Capitol T 10160

Due soon to be seen by U. S. audiences in a starring role in the upcoming "A Nun's Story," vis-a-vis Audrey Hepburn, Yves Montand is heard here in a promising U. S. album debut, revealing much of the charm that has made the singer a big hit on the Continent. His big, virile voice is well suited to tunes like "Poor People of Paris," and Robert Castella provides a good, jazz-flavored background. Montand's is not a "sophisticated" voice, but rather one with real musical sock.

Reviews and Ratings of New Popular Albums

Continued from page 22

is caught. Tunes include "Sometimes I'm Happy," "Birth of the Blues," "The Nearness of You."

LET YOURSELF GO Mark Murphy With Ralph Burns Ork (1-12") Decca DL 8632

Uninhibited patter and scat singing by versatile Murphy, "Elmer's Tune," "Taint No Sin" and "I Got Rhythm" are among the best, with discerning jazz-flavored support by Ralph Burns' group. Fans will like.

TIME TO UNWIND Werner Muller Ork (1-12") Decca DL

The strings of Werner Muller are used here on lush, warm arrangements of a fine group of standards that make this set a listenable background music LP. Tunes include "Star Dust," "Moonlight Serenade," "How Deep Is the Ocean," and "With a Song in My Heart." They are played with care and should appeal to mood music buyers.

SIDE BY SIDE The Alley Singers (1-12") RCA Victor LPM 1629

This pair could be likened to Durante and Eddie Jackson, or even Billy Jones and Ernie Hare. But however you describe them, they're right from a past chapter of vaudeville. They belt (with banjo, piano backing) such carefully culled items as "Side by Side," "My Gal Sal," "Charlie My Boy," "That Old Gang of Mine," etc., to agreeable and sometimes amusing effect. Boys are identified as Phil Stern and Al Brennan. A very cute album that could sell with some promotion.

THE REGINA MUSIC BOX (1-12") Riverside RLP 12-821

A most unusual album, this contains the authentic sounds of one of the few remaining Regina music boxes in existence. There are 25 tunes all told, which, thru an excellent disking job, put the ultra up-to-date stamp of hi-fi on what is something of a lost fancy. Not a big seller certainly, but for hi-fiophiles and those who go back a bit, it's a mighty appealing dish.

MUSIC SWEETER THAN WINE Hermann Hagestedt Ork (1-12") Decen DL 8713

Sweetly stringed, somphonic-styled finstrumental treatments of romantic old world themes-Strauss' "Wine, Women and Song," "Gay Vienna," etc. A nostalgic mood package for those who like their mood music in a semi-classic vein.

DANCE PARTY

Don Marino Barreto Jr., Gianni Monese, Heinz Sandauer Orks (1-12") Vox VXL 7 The lengthy disk presents three orks in a series of melodies designed for dancing. The reproductive qualities can compare with disks of any other speed, Tempos include cha cha chas, rhumbas, tangos, fox trots and waltzes. Orks are not well known and competition from similar-type sets by better-known artists may hamper chances, despite the longer playing time of the disk.

POPULAR ★

HOLIDAY IN CANADA Lou Snider Ork (1-12") Decca BL 8666

LOW PRICE-POPULAR ***

SONGS FROM "GIGI" Sung by Helen Halpin & Jack Searle with Royal Farnsworth Symphony Orch. (Vincent) (1-12") Design DLP 56

Here's a sock \$1.49 package for the lowprice field. Attractively packaged album spotlights quality vocal performancesspecially by Helen Halpin-and lush orchestrations of the romantic Lerner-Loewe film score.

GIGI

Vocals by Andy Gaulitorie, Raoul John, Lee Carrol, Francols Martin, Rosemarle (1-12") Promenade 2096

Attractive presentations of the excellent Lerner and Loewe flick score, The cover design closely resembles that of the more expensive sound track version. Vocal treatments are adequate, Lower price tag on the set should prove a buy incentive.

HI - FILOOTIN

Joe Venuti & Louis Prima (1-12") Design

A flavorsome, package, capturing the sound of a past era. Album is made up of masters cut in 1935, including "Confessin'," "Georgia on My Mind,"
"Basin Street" etc. Sound is very good, considering age of the dates. Performances by Venuti's jazz violin and Prima's singing will be relished by collectors . . . particularly at the price. Colorful cover is a merchandising factor.

LOW PRICE-POPULAR ***

THE ROAD TO ROMANCE Dorothy Lamour (1-12") Design DLP 45 Dotty Lamour's knowledgeable way with the lyric of a pop song shows thru on this low-pricer. Never blessed with a dynamic voice, she nevertheless exacts maximum mileage from a group of standards and oldies, Backing by Georges Norman ork and an unnamed vocal group is adept. Sound is good. Fans of the Crosby-Hope-Lamour "Road" films may go for this, out of sentimental memories.

20'S ROAR BACK

The Peephole Eight (1-12") Design DLP

The low price and catchy cover are likely to make this album a mover. It features a collection of pop tunes of the Roaring 20's, like "Sheik of Araby" and "Dardanella," played by an unidentified (as to personnel) group in a slicked-up Dixie style.

SYMPHONY OF THE AIR Symphony of the Air (D'Artega) with Roger Scime, Piano (1-12") Design DLP

"Stardust," "Swan Lake," and D'Artega's own "Niagara" are typically romantic sides getting a lush sound in this "pops" collection. Scime's piano is a bit slack but showy in two solos. Titles and \$1.49 price should sell.

LOVE AFFIAR

Charlie Applewhite with Warren Vincent Ork (1-12") Design DLP 57

A more mature, appealing Applewhite moves smoothly thru oldies like "Long Ago and Far Away," "At Last" and "People Will Say We're in Love" in strong arrangements. Fans will enjoy, and low price should prompt healthy sales.

SILVER SOUNDS

Lanny Ross with Warren Vincent Ork (1-12") Design DLP 64

Lanny Ross's 25th Anniversary is the occasion for this album, and the cover appropriately enough shows the singer with a huge cake. Vocally, there appears little change in quality or approach since the early radio days of his career. Excellent recording job.

LATIN AMERICAN ***

CARLOS GARDEL CLASSICS (2-12") Capitol TBO 10137

The idol of Argentina, who died in 1935, is given a vigorous testimonial in this persuasive collection of 24 songs, mostly tangos, which he sings with taste and feeling. Attractive packaging and Gardel's lingering fame should prompt strong sales in market.

THAT LATIN TOUCH Marco Rizo (1-12") Tico LP 1046

A broad range of instrumental material, including many facets of Latin music-Afro-Cuban, mariachi, cha, cha, etc., as well as a touch of classical. Included are "The Bullfighter Song," "Espana Cani," "Malaguena."- Package is wellrecorded, and the arrangements feature the piano stylings of Marco Rizo, an excellent technician.

LATIN AMERICAN ***

IN A CUBAN GARDEN

Gonzalo Rolg Ork (1-12") RCA Victor LPM 1531

This is not a dance album, but rather an album of original and popular Latin music, lushly arranged and conducted by Ganzalo Roig. Himself a celebrated composer, Roig devotes the first side to his own more ambitious music, the second to inventive arrangements of more popular numbers, including his own "Quiereme Mucho" ("Yours"), For lovers of this type of music, beautifully orchestrated for listening, this is a topdrawer album.

LOS 3 CABALLEROS

(1-12") Capitol T 10152

This Mexican trio made its recording bow in the U. S. last year on a Capitol single featuring "El Reloj" and "La Barca," both of which are also in this album. Good voices, neat filigreelike guitar backing, and an accent on umpretentious arrangements of simple music should help the sales potential. Most tunes were written by one member of the trio.

LOW PRICE-LATIN AMERICAN ***

FURY OF THE MATADOR La Fiesta de Toros (Valencia) (1-12") Design DLP 65

The standard pasodobles associated with the bull ring are here given solid, if not blood-curdling renditions. A little more brass might have made the hair stand the sound produced on this disk: clear, crisp and pungent. Increasing interest art could provide a boost for sales of this album. The price is an inducement, too, in this case.

INTERNATIONAL ***

MUNICH'S 800 YEARS

Various Artists (1-12") Capitol T 10138 A large helping of musical "gemutlichkeit," Bavarian style, featuring a panorama of the famed "Oktoberfest" in Munich. With a variety of vocalists and other artists, the platter serves up everything from beer hall songs to the sound of church bells at festival time. Fine item for nostalgic travelers, Cover shot of buxom barmaid is a traffic stopper.

GEOFFREY HOLDER'S STEEL BAND (1-12") Judson J 3014

An odd group of instrumentals, tribal chants and arranged children's songs in French patois and English, "Miss Lily White" and "Invocation" are fine sides, "Tennessee Waltz" is a mistake, Holder plays sticks and timba drum, sings and whistles to good effect. Attractive cover. For ethnic fans,

INTERNATIONAL **

RIGHT FROM THE LEFT BANK Maurice Lareange with the Paris-Musette Ork (1-12") Decca DL 8703

Larcange is handy with banjo and accordion in cheerful instrumentals like "Carousel Waltz," "Domani" and his own "Pistonette." Music to drink wine

SPANISH CASTANETS Emma Maleras with the Maleras Dancers

& The Orquesta Espanola (1-12") Cap-Rol T 10157

The clacking of the castanets, plus the hand-clapping and heel-stamping of the Emma Maleras dancers have been captured nicely by Capitol's engineers in Barcelona. The afficionado of Iberian music with sound effects may like this, altho the Orquesta Espanola's renditions are on the mild side, lacking sparkle on some of the traditional numbers. Colorful action photo of the youthful troupe make for an attractive

CARNIVAL ON THE RHINE

Various Artists (1-12") Decca DL 8704 Six German brass bands plus the Vienna State Opera Orchester provide lots of oom-pah-pah in as album full of catchy marches and folkas. Infectious, toetapping tempos with some humorous arrangements tossed in make this an interesting novelty disk. Sound addicts who like lots of brass also will revel in the album,

INTERNATIONAL *

HAWAHAN LUAU Various Artista (1-12") Decca DL 8666

*** SOUND *** SOUND THE KING OF ORGANS Bill Floyd, Organist (1-12") Cook 1150

A choice item for platter buyers with a taste for the lush, rolling, romantic sound of the big Wurlitzer organ in the New York Paramount theater, a 40circuit monster that can shake the rafters. Bill Floyd, at the keyboards, coaxes a nice rich tone on a pleasant collection of show tunes and organ favorites. Cook's recording work is excellent.

LOW PRICE-INTERNATIONAL ***

SOUVENIR DE ITALY The Bottl-Endor Quartette (1-12") Design DLP 62

Pleasant arrangements of "I Love Paris," "Arrivederci Roma" and "Show Capri" highlight this happy album, with bilingual vocals and vibes featured. Low price should boost sales.

FOLK ***

NEWLY DISCOVERED EARLY AMERICAN FOLK SONGS

Jimmie Driftwood (1-12") RCA Victor LPM 1635

From the Ozarks of Arkansas comes Jimmie Driftwood to offer a most satisfying selection of folk songs with an unusually authentic ring. Driftwood himself has the down home sound of the genuine hill type country singer and his twanging type of expression lends much interest to such tunes as "Unfortunate Man," "Fair Rosamond's Bower," "I'm Too Young to Marry," etc. An excellent addition to folk repertoire with a displayable cover.

CHILDREN'S ****

CHILDREN'S SONGS FOR A RAINY DAY

Various Artists (1-12") Columbia CL 1147 A collection of recent singles with strong names and happy performances. Rosemary Clooney's "Fuzzy Wuzzy,"

(Continued on page 37)

Leaning Toward Flexibility

· Continued from page 4

protection for an innocent trespasser on a work without formal notice notice requirements say notice fits along these lines: The infringer the U. S. situation, and is inmight be subject to injunction; He creasingly needed in the face of might be allowed to complete the rising numbers of "secondary project he had started, or he might users." Also, U. S. copyright law be entitled to reimbursement by provides a "limited grant of

made liable for "reasonable license tect the public by informing them fee," and it is likely that the notice that a claim exists. given him would forewarn against future trespass on the particular copyright.

Innocence Factor

tive for East Coast movie producers' association, would also like to see the question of "innocent" infringment spelled out more care-

in the present law is the requirement that the notice include the year in which copyright was "secured by publication," altho copyright may have been registered far in advance of any publication.

The problem is not present when the published version of the music has a new arrangement or other copyrightable new matter. This permits use of the later date. But when the published version is the same as the unpublished, the copyright office feels that the registration date should be used in the notice rather than the latter publication date.

A bill introduced by Representative Keating (R., N. Y.), H. R. 287. would reduce technical aspects of falling into public domain," but he on end more, but there is no faulting copyright notice to a minimum, and outlines liberal provisions that Harry G. Henn, and Elisha Hanson in bullfighting, plus interesting cover would allow almost any common- would abolish mandatory notice, GIVE TO DAMON RUNYON sense arrangement of necessary and prefer voluntary notice, in line data.

Traditional argument for formal the copyright owner of his outlay. monopoly," for incentive to authors, The innocent infringer could be but it is equally important to pro-

Opponents Speak

Opponents of the present law say it is an anachronism, since other countries have abandoned Schulman was dubious about the notice as mandatory to protection innocence factor. He wondered if of copyright. They say it is "usesome who relied on the absence of less" since any user must go benotice might actually bank on their youd copyright notice for practical ability to defeat the copyright purposes. It is termed "unjust and proprietor's claims. Edward Sargoy, oppressive" because copyrights are Chairman of the ABA committee on lost due to technical defects in the copyright revision and representa- notice, over which the author has no control.

In commenting on the present "Notice of Copyright" study, Prof. Ralph S. Brown Jr., of Yale, would keep the notice mandatory, but A problem for music publishers would ease the terms. He would favor reasonable notice, as set forth in the Universal Copyright Convention: The copyright symbol (a "c" within a circle), name of owner, date of copyright, with matter of location are not too important. In music/ present law requires notice on title or first page.

Walter J. Derenberg, New York University professor and president of the U. S. Copyright Society, would drop the notice and would provide incentive in the law by limiting copyright owner's rights to damages and profits in the absence of notice.

Copyright expert Samuel Tennenbaum would keep the notice, to prevent "valuable works from would ease the terms. Cornell's with UCC requirements.

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CANCER FUND

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending May 10

This Veek		J.ast	on Chart	This Week		Last Week	1 E	on Chart
1.	All I Have to Do Is Dream By Boudleaux Bryant—Published by Acuff-Rose (BMI)	2	4	6.	Chanson D'Amour By W. Shanklin—Published by Meadowlark (ASCAP) BEST SELLING RECORD: Art and Dotty Todd, Era 1064.		7	4
	BEST SELLING RECORD: Everly Brothers, Cadence 1348.	_ 📆	R		RECORDS AVAILABLE: Fontane Sisters, Dot 15736; Ray Hartley, Vic 7228	×		
2.	Witch Doctor By R. Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55132.		5	7.	Return to Me By Carmen Lombardo & Danny Minno—Published by Southern Music (AS BEST SELLING RECORD: Dean Martin, Cap 3894.	CAP)	6	€
8.	Twilight Time By B. Ram, M. Nevins, A. Nevins, A. Dunn—Published by Porgie Music (BMI)	3	6	UE	RECORDS AVAILABLE: Ernie Freeman, Imperial 5419; Guy Lombardo,	Cap 3854.	•	
	BEST SELLING RECORD: Platters, Mercury 71289. RECORDS AVAILABLE: Les Brown, Col 50002; Dick Contino, Mercury 70911; Johnsdox, Dot 15062; Three Suns, Vic 447-0026.	hnny		0.	Rewpie Doll By Sid Tepper-Roy C. Bennett—Published by Leeds (ASCAP) BEST SELLING RECORD: Perry Como, Victor 7202. RECORD AVAILABLE: Jim Lowe, Dot 15693.		•	4
4.	He's Got the Whole World in His Hands	4	8	•	Western Company of the Company of th		-	
	By Linden-Henry—Published by Chappell (ASCAP) BEST SELLING RECORD: Laurie London, Cap 3891. RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Jo March, Kapp 215; Bar McNail, Coral 61972; Statesmen Quartet, Vic 7253; Travelers, Andex 4012.	rbara		ъ.	By Otis-Benton-Hendricks—Published by Eden-Sweco (BMI) BEST SELLING RECORD: Nat King Cole, Cap 3939.		5	4
5.	Wear My Ring Around Your Neck By Bert Carroll-Russell Moody—Published by Rush & Elvis Presley Music (BMI)	5	5	10.	Book of Love By Warren Davis-George Malone-Charles Patrick—Published by Arc-Keel		0	7
8	BEST SELLING RECORD: Elvis Presley, Vic 7240.	E2 6540	3.	S Pro-	BEST SELLING RECORD: Monatones, Argo 5290.			
		- Se	econ	d Te	n	A COLOR		
11.	Sugar Moon By D. Wolfe—Published by Gallatin Music (BMI) BEST SELLING RECORD: Pat Boone, Dot 15750.	18	2	16.	Lollipop By J. Dickson-B. Ross—Published by Marks (BMI) BEST SELLING RECORD: Chordettes, Cadence 1345. RECORD AVAILABLE: Ronald and Ruby, Vic 7174.	9	2	10
12.	Big Man	18	2	17	Secretly			85
	By Bruce Belland & Glenn Larson-Published by Beechwood (BM1) : BEST SELLING RECORD: Four Preps, Cap 3960.			***	By Hoffman-Manning-Markwell—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4070.	ř	10-10-1	
13.	Tequila By Chuck Rio—Published by Jat Music (BMI) BEST SELLING RECORDS: Champe, Challenge 1616; Eddie Platt, ABC-Paran 9899.		12	18.	Who's Sorry Now? By Snyder-Calmar-Ruby—Published by Mills (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12588.	1	13	12
27-47	RECORD AVAILABLE: Stan Kenton, Cap 3928.	(7)	** T	19.	Catch a Falling Star	1	16	13
14.	Oh, Lonesome Me By Don Gibson—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Don Gilbson, Vic 7133. RECORDS AVAILABLE: Swallows, Federal 12319; Jackie Walker, Imperial 5490.	11	6		By Paul Vance-Lee Pockris-Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.			
15	Johnny B. Goode	21	. 2	20.	Sugartime		14	1
. .	By Chuck Berry—Published by Arc (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1694.	~1	e [By Charlie Phillips-Odia Echols—Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlie Phillips, Coral 61908.	8		8
		-	Third	l Te	n ————————————————————————————————————			
21.	For Your Love By Ed Townsend—Published by Beechwood (BMI) RECORD AVAILABLE: Ed Townsend, Cap 3926.	23	2	26.	LAZY MARY By Pagolo Citorello & Lou Monte—Published by Shapiro-Bernstein (ASCAP) RECORD AVAILABLE: Lou Monte, Vic 7160.		85	
2 2.	Let the Bells Keep Ringing By Paul Anka—Published by Spanka (BMI)	-	- 1	27.	My Bucket's Got a Hole in It By Clarence Williams—Published by Pickwick (ASCAP) RECORDS AVAILABLE: Louis Armstrong, Decca 27194; Sonny Burgess, S Ricky Nelson, Imperial 5503; Hank Williams, M-G-M 12635.	Sun 285;	22	,
	RECORD AVAILABLE: Paul Anka, ABC-Paramount 9907.		8	28.	Rumble		3	
2 3.	Billy By Goodwin-Kendis-Paley-Published by Mills (ASCAP)	17	7	WASHING!	By M. Graft-Link Wray-Published by Valand (BMI) RECORD AVAILABLE: Link Wray, Cadence 1347.	OXII		
	RECORD AVAILABLE: Kathy Linden, Felsted 8510.	6.		29.	Don't You Just Know It By Smith & Vincent—Published by Ace Publishing (BMI) RECORDS AVAILABLE: Huey Smith, Ace 545; Titans, Specialty 625.		27	
24.	Believe What You Say By J Burnette & B. Burnette—Published by Reeve (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5503.	25	6	30.	What Am I Living For? By Jay Harris—Published by Progressive (BMI) RECORD AVAILABLE: Chuck Willis, Atlantic 1179.		-	
25.	A Wonderful Time Up There	20	11	30.	Torero By Renate Carosone-Nisa-Hoffman-Manning-Published by Leeds (ASCAP)		-	
	By Abernathy-Published by Fowler (BMI) RECORD AVAILABLE: Pat Boone, Dot 15690.				RECORDS AVAILABLE: Andrews Sisters, Cap 3965; Renate Carosone, Julius La Rosa, Vic 7227.	Cap 71080	5	

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BEST SELLING POP SINGLES

IN STORES

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

FOR SURVEY WEEK ENDING MAY 10, 1958

Thin Week		Last Week	Weeks on Chart
1.	ALL I HAVE TO DO IS DREAM (BMI)-Everly Brothers CLAUDETTE (BMI)-Cadence 1348	1	4
2.	WITCH DOCTOR (ASCAP)— David Seville Don't Whistle at Me, Baby (ASCAP)— Liberty 55132	2	6
3.	WEAR MY RING AROUND YOUR NECK (BMI)-Elvis Presley DONCHA THINK IT'S TIME? (BMI)- Vic 7240		5
4.	TWILIGHT TIME (BMI)-Platters Out of My Mind (BMI)-Mer 71289	3	6
5.	HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)— Laurie London Handed Down (ASCAP)—Cap 3891		8
6.	RETURN TO ME (ASCAP)— Dean Martin Forgetting You (ASCAP)—Cap 3894	6	6
7.	LOOKING BACK (BMI)— Nat King Cole DO 1 LIKE IT? (BMI)—Cap 3939	10	6
8.	BOOK OF LOVE (BMI)-Monotones You Never Loved Me (BMI)-Argo 5290	7	8
8.	TEQUILA (BMI)-The Champs Train to Nowhere (BMI)-Challenge 1016	8	12
10.	JOHNNY B. GOODE (BMI)— Chuck Berry	12	3
11.	OH, LONESOME ME (BMI)— Don Gibson		10
12.	KEWPIE DOLL (ASCAP)— Perry Como Dance Only With Me (ASCAP)—Vic 7202	14	5
13.	CHANSON D'AMOUR (ASCAP)— Art and Dotty Todd		5
14.	BIG MAN (BMI)-Four Preps Stop, Baby (ASCAP)-Cap 3960	25	2
15.	SUGAR MOON (BMI)-Pat Boone CHERIE, I LOVE YOU (ASCAP)- Dot 15750	30	2
16.	BELIEVE WHAT YOU SAY (BMI)— Ricky Nelson		7

This Week	Lust Week	Weeks on Chart
17. FOR YOUR LOVE (BMI) Ed Townsend		5
18. SECRETLY (ASCAP)—Jimmie Ro MAKE ME A MIRACLE (ASC Roulette 4070	THE RESERVE OF THE PARTY OF THE	2
19. CRAZY LOVE (BMI)—Paul And LET THE BELLS KEEP RING (BMI)—ABC-Paramount 9907		5
20. WHAT AM I LIVING FOR? Chuck Willis	35	2
21. LOLLIPOP (BMI)—Chordettes Baby, Come-A, Back-A (ASCAP)—Cad		10
22. A WONDERFUL TIME UP THE (BMI)—Pat Boone	15	14
23. DON'T YOU JUST KNOW IT? Huey Smith	(BMI)- 20	8
24. LAZY MARY (ASCAP)-Lou Mo Angelique (ASCAP)-Vic 7160	nte 23	10
25. RUMBLE (BMI)— Link Wray and His Ray Men. The Swag (BMI)—Cadence 1347	41	3
26. SICK AND TIRED (BMI)— Fats Domino NO, NO (BMI)—Imperial 5515	22	3
27. YOU (BMI)-Aquatones She's the One for Me (BMI)-Fargo		. 3
28. WHO'S SORRY NOW? (ASCAI Connie Francis	19	12
29. BILLY (ASCAP)-Kathy Linden If I Could Hold You in My Arms (AS Felsted 8510	17 CAP)—	8
30. TORERO (ASCAP)-Renato Car Chella Lia (ASCAP)-Cap 71080	osone 36	2
31. SKINNY MINNIE (ASCAP)— Bill Haley and His Comets Sway With Me (ASCAP)—Dec 30592	24	5
32. TEACHER, TEACHER (ASCAP Johnny Mathis	42	2
33. JUST MARRIED (BMI)— Marty Robbins		4

STAIRWAY OF LOVE (ASCAP)-

Col 41143

This	Last	Weeks
Week	Week	Chart
34. TALK TO ME, TALK TO Little Willie John Spasms (BMI)—King 5108	ME (BMI)—	6
35. SUGARTIME (BMI)-McGui Banana Split (BMI)-Coral 61924		20
36. WE BELONG TOGETHER Robert and Johnny In the Rain (BMI)—Old Town 16	43	9
37. THE HIGH SIGN (BMI)-E Chick-Lets (BMI)-Mermury 7129		1
38. CATCH A FALLING STAF Perry Como	28	17
39. TO BE LOVED (BMI)-Jack Come Back to Me (BMI)-Brunss		5
40. TWENTY-SIX MILES (BMI Four Preps) - 32	15
41. THE LITTLE BLUE MAN Betty Johnson Winter in Miami (ASCAP)—Atlan	40	12
42. NEE NEE NA	NU NU the Don'ts. 44	3
43. TUMBLING TUMBLEWEE (ASCAP)—Billy Vaughn TRYING (ASCAP)—Dot 157	34	7
44. SAIL ALONG SILVERY MO (ASCAP)—Billy Vaughn RAUNCHY (BMI)—Dot 1566	39	22
45. NOW AND FOR ALWAYS George Hamilton IV One Heart (ASCAP)—ABC-Param		5
46. DON'T (BMI)-Elvis Presley I Beg of You (BMI)-Vic 7150	37	17
47. ARE YOU SINCERE (BMI)-Andy Williams Be Mine Tonight (BMI)—Cadence	29	14
48. I'M SORRY I MADE YOU (ASCAP)—Connie Francis. Lock Up Your Heart (BMI)—M-C	–	1
48. DO YOU WANT TO DANG Bobby Freeman Big Fat Woman (BMI)—Josie 83:		1
50. LITTLE TRAIN (BMI)— Marianne Vasel and Erich Sunny Lane Walk (BMI)—Mercur		3

THIS WEEK'S BEST BUYS

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

EL RANCHO ROCK (Marks, BMI)

(ASCAP)-Imperial 5503

MIDNIGHTER (Golden West, BMI)-The Champs-Challenge 59007

I WONDER WHY (Schwartz, ASCAP)-Dion & The Belmonts-Laurie 3013. Teen Angel (Schwartz, ASCAP)

JENNIE LEE (Daywin, BMI)-Jan & Arnie-Arwin 108-Gotta Getta Date (Daywin, BMI)

All are previous Billboard Spotlight picks.



RECENT POP RELEASES COMING UP STRONG

Sunny Lane Walk (BMI)-Mercury 71286

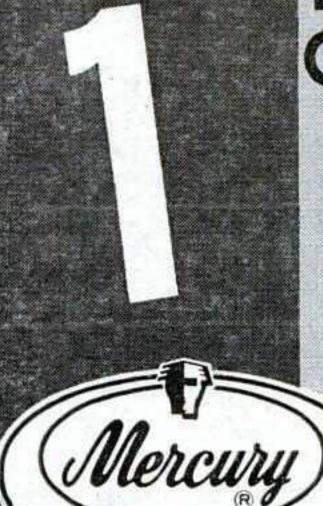
FOR SURVEY WEEK ENDING MAY 10

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

\ Ver	y Precious	Love	٠	۰	٠	•	•		.!	T	he	A	lmes	Bro	ther	8
									(A	SC	CA	P)	RCA	Victo	r 716	7

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3 SUMMER-TIMELY HITS



RECORDS

THE ORIGINAL!

Now On Mercury # 71322

ONE SUMMER NIGHT THE DANLEERS

MERCURY 71322

JUST RELEASED!

Haunting instrumental...
picked by the trade and dee-jays

BRIGHT LIGHTS OF BRUSSELS EDDIE LAYTON

MERCURY 71311

Vercury

RECORDS

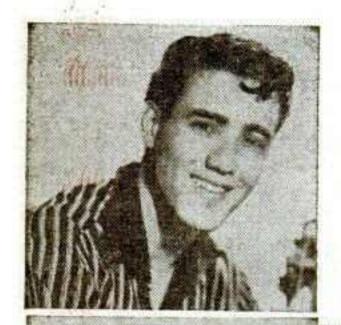
TIMED FOR PEAK SALES!

Building for graduation sales

YOUR GRADUATION MEANS GOODBYE THE CARDIGANS

MERCURY 71251

ROULETTE HAS 5 BIG HIS



SECRETLY

MAKE ME A MIRACLE
JIMMY RODGERS
R-4070



WHEN THE BOYS TALK ABOUT THE GIRLS

R-4066

VALERIE CARR



DON'T GO HOME THE PLAYMATES R-4072

CHA-HIIA-H

(Pronounced like the dog CHIHUAHUA)
R-4074





BIKINI THE BIKINIS

R-4073

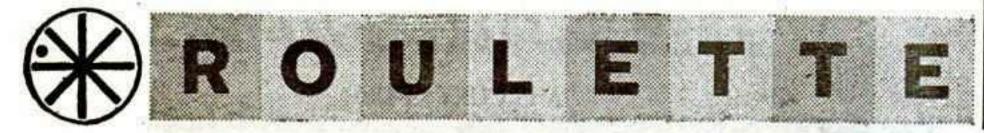
The Original

and Breaking Fast!

LESLIE UGGAMS
I'M OLD ICE CREAM
ENOUGH MAN

a sound bet . . . buy

R-4078



Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY TO

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

This Week	Last Week	Weeks on Chart
1. ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers	. 3	4
2. WITCH DOCTOR (ASCAP)—David Seville	2	6
Don't Whistle at Me, Baby (ASCAP)-Liberty 55132	-	
3. TWILIGHT TIME (BMI)—Platters Out of My Mind (BMI)—Mer 71289	1	7
4. WEAR MY RING AROUND YOUR NECK (BMI)- Elvis Presley	5	4
5. HE'S GOT THE WHOLE WORLD IN HIS HANDS		
(ASCAP)—Laurie London	4	9
6. KEWPIE DOLL (ASCAP)—Perry Como Dance Only With Me (ASCAP)—Vic 7202	6	5
7. CHANSON D'AMOUR (ASCAP)— Art and Dotty Todd	7	5
Along the Trail With You (ASCAP)-Era 1964	11	
8. RETURN TO ME (ASCAP)—Dean Martin Forgetting You (ASCAP)—Cap 3894	8	7
9. LOOKING BACK (BMI)-Nat King Cole Do 1 Like It (BMI)-Cap 3939	14	2
10. BIG MAN (BMI)-Four Preps	13	3
11. BOOK OF LOVE (BMI)-Monotones	9	5
12. CHANSON D'AMOUR (ASCAP)—Fontane Sisters Cocoanut Grove (ASCAP)—Dot 15736	21	4
13. SUGAR MOON (BMI)-Pat Boone	20	2
14. SECRETLY (ASCAP)—Jimmie Rodgers	-	1
15. OH, LONESOME ME (BMI)—Don Gibson I Can't Stop Loving You (BMI)—Vic 7133	10	7
16. TEQUILA (BMI)—The Champs	12	11
17. WHO'S SORRY NOW? (ASCAP)—Connie Francis You Were Only Fooling (ASCAP)—M-G-M 12588	15	11
18. LET THE BELLS KEEP RINGING (BMI)— Paul Anka Crazy Love (BMI)—ABC-Paramount 9907	19	2
19. JOHNNY B. GOODE (BMI)-Chuck Berry	25	2
20. THERE'S ONLY ONE OF YOU (ASCAP)— Four Lads	11	7
21. BELIEVE WHAT YOU SAY (BMI)-Ricky Nelson My Bucket's Got a Hole in It (ASCAP)-Imperial 5503	_	3
22. WHAT AM I LIVING FOR? (BMI)-Chuck Willis Hang Up My Rock and Roll Shoes (BMI)-Atlantic 1179	-	1
23. DONCHA THINK IT'S TIME? (BMI)-Elvis Presley West My Ring Around Your Neck (BMI)-Vic 7240	-	1
24. TEACHER, TEACHER (ASCAP)—Johnny Mathis	A THE	1
25. BILLY (ASCAP)-Kathy Linden	17	7



Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 10

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TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

All I Have to Do Is Dream Everly Brothers, Cdc. Chanson D'Amour, Art & Dotty Todd, Era Endless Sleep, Jody Reynolds, Demon Johnny B. Goode, Chuck Berry, Chs. Pretty Baby, Gino & Gina, Mer. Return to Me, Dean Martin, Cap. Twilight Time, Platters, Mer. Witch Doctor, David Seville, Lib.

- CHICAGO

All I Have to Do Is Dream Everly Brothers, Cdc. He's Got the Whole World in His Hands Laurie London, Cap.

Marianne Vasel & Erich Storz, Mer. Looking Back, Nat King Cole, Cap. Return to Me, Dean Martin, Cap. Tequila, Champs, Chal. Twilight Time, Platters, Mer. Witch Doctor, David Seville, Lib.

Little Train

DETROIT

All I Have to Do Is Dream Everly Brothers, Cdc. Book of Love, Monotones, Argo Chanson D'Amour, Art & Dotty Todd, Era He's Got the Whole World in His Hands Laurie London, Cap. Return to Me, Dean Martin, Cap. Twillight Time, Platters, Mer. Wear My Ring Around Your Neck Elvis Presley, Vic. Witch Doctor, David Seville, Lib.

EAST TEXAS

All I Have to Do Is Dream Everly Brothers, Cdc. He's Got the Whole World in His Hands Laurie London, Cap. Johnny B. Goode, Chuck Berry, Chs. No. No. Fats Domino, Imp. Return to Me, Dean Martin, Cap. Stairway of Love, Marty Robbins, Col. Twilight Time, Platters, Mer. Witch Doctor, David Seville, Lib.

Looking Back, Nat King Cole, Cap. Now and for Always, George Hamilton IV, ABC-Para. To Be Loved, Jackie Wilson, Brk. Witch Doctor, David Seville, Lib,

NORTHERN OHIO

All I Have to Do Is Dream Everly Brothers, Cdc. Book of Love, Monotones, Argo Looking Back, Nat King Cole, Cap. Return to Me, Dean Martin, Cap. Skinny Minnie

Bill Haley & His Comets, Dec. To Be Loved, Jackie Wilson, Brk. Twilight Time, Platters, Mer. What Am I Living For? Chuck Willis, Atl. Witch Doctor, David Seville, Lib.

NORTHWEST

All I Have to Do Is Dream Everly Brothers, Cdc. Book of Love, Monotones, Argo He's Got the Whole World in His Hands Laurie London, Cap. Lollipop, Chordettes, Cdc. Tequila, Champs, Chal. Wear My Ring Around Your Neck Elvis Presley, Vic. Witch Doctor, David Seville, Lib. A Wonderful Time Up There

Pat Boone, Dot PHILADELPHIA

All I Have to Do Is Dream Everly Brothers, Cdc. Book of Love, Monotones, Argo Dinner With Drac, John Zacherle, Cam. Kewple Doll, Perry Como, Vic. Return to Me, Dean Martin, Cap. Twilight Time, Platters, Mer. Wear My Ring Around Your Neck Elvis Presley, Vic. Witch Doctor, David Seville, Lib.

-SAN FRANCISCO AND OAKLAND

All I Have to Do Is Dream Everly Brothers, Cdc. Kewple Doll, Perry Como, Vic. Lollipop, Chordettes, Cdc.

IN ALPHABETICAL ORDER

FLORIDA

All I Have to Do Is Dream Everly Brothers, Cdc. Believe What You Say/My Bucket's Got a Hole in It, Ricky Nelson, Imp. He's Got the Whole World in His Hands Laurie London, Cap. Kewpie Doll, Perry Como, Vic. Oh, Lonesome Me, Don Gibson, Vic. Twilight Time, Platters, Mer. Wear My Ring Around Your Neck/Doncha' Think It's Time, Elvis Presley, Vic. Witch Doctor, David Seville, Lib.

LOS ANGELES

All I Have to Do Is Dream Everly Brothers, Cdc. Book of Love, Monotones, Argo He's Got the Whole World in His Hands Laurie London, Cap. Looking Back/Do I Like It Nat King Cole, Cap. Return to Me, Dean Martin, Cap. Twilight Time, Platters, Mer. Wear My Ring Around Your Neck Elvis Presley, Vic. Witch Doctor, David Seville, Lib.

NEW YORK AND NEWARK

All I Have to Do Is Dream/Claudette Everly Brothers, Cdc. Book of Love, Monotones, Argo For Your Love, Ed Townsend, Cap. Looking Back, Nat King Cole, Cap. Tequila, Champs, Chal. Torero, Renato Carosone, Cap. Twilight Time, Platters, Mer. Witch Doctor, David Seville, Lib.

NORTHERN NEW YORK STATE

All I Have to Do Is Dream Everly Brothers, Cdc. Chanson D'Amour, Art & Dotty Todd, Era For Your Love, Ed Townsend, Cap. Hang Up My Rock and Roll Shoes Chuck Willis, Atl.

March From the River Kwal and "Colonel Bogey," Mitch Miller, Col. Sugartime, McGuire Sisters, Cor. Tequila, Champs, Chal. Wear My Ring Around Your Neck Elvis Presley, Vic.

Witch Doctor, David Seville, Lib. A Wonderful Time Up There Pat Boone, Dot

- SOUTHERN OHIO

All I Have to Do Is Dream Everly Brothers, Cdc. Book of Love, Monotones, Argo Every Night, Chantels, End For Your Love, Ed Townsend, Cap. I Met Him on a Sunday, Shirelles, Dec. Talk to Me, Talk to Me Little Willie John, King To Be Loved, Jackie Wilson, Brk. Witch Doctor, David Seville, Lib.

–ST. LOUIS AND KANSAS CITY-

All I Have to Do Is Dream Everly Brothers, Cdc. Big Man, Four Preps, Cap. Book of Love, Monotones, Argo He's Got the Whole World in His Hands Laurie London, Cap. Oh, Lonesome Me, Don Gibson, Vic.

Twilight Time, Platters, Mer. Wear My Ring Around Your Neck Elvis Presley, Vic. Witch Doctor, David Seville, Lib.

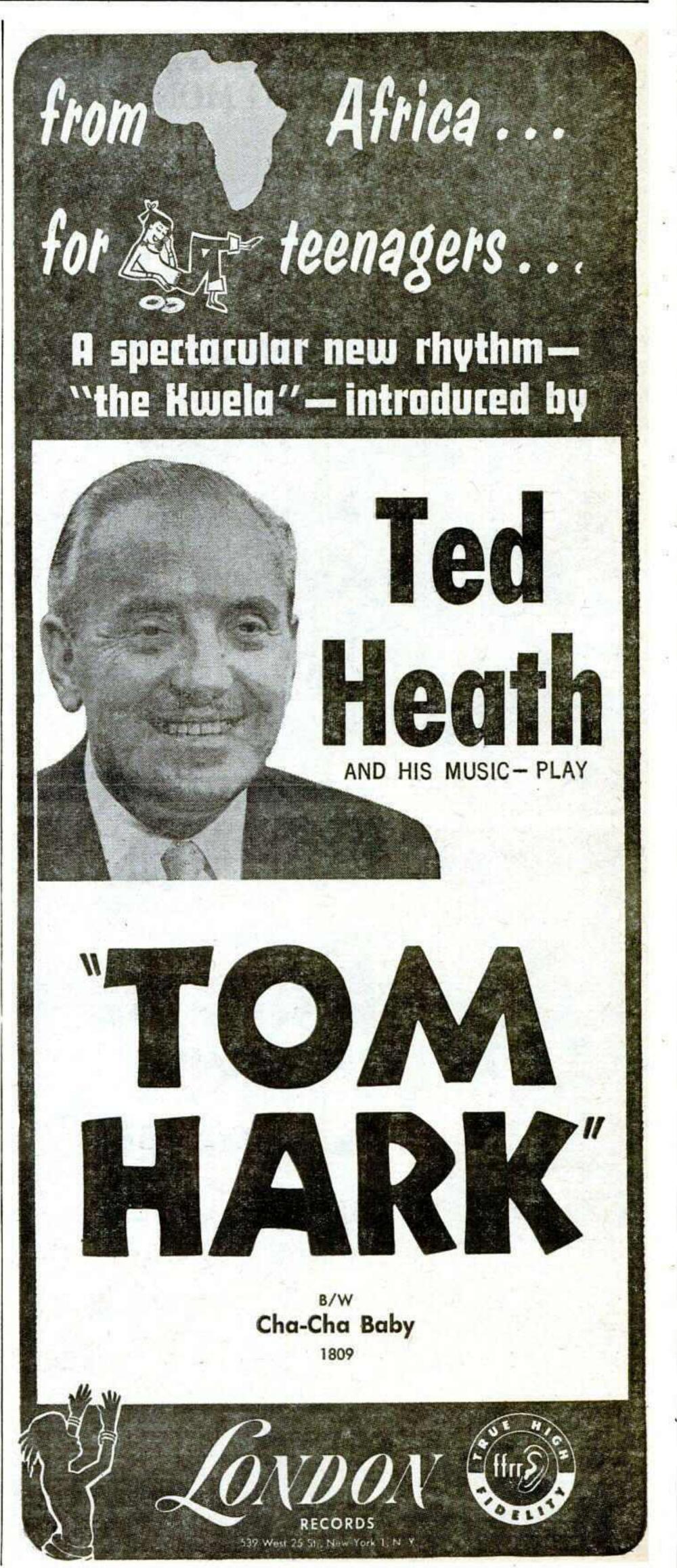
WASHINGTON AND BALTIMORE -All I Have to Do Is Dream

Everly Brothers, Cdc. He's Got the Whole World in His Hands Laurie London, Cap. Johnny B. Goode, Chuck Berry, Chs. Oh, Lonesome Me, Don Gibson, Vic. Return to Me, Dean Martin, Cap. Twilight Time, Platters, Mer. Wear My Ring Around Your Neck Elvis Presley, Vic. Witch Doctor, David Seville, Lib.

MONEY-SAVING SUBSCRIPTION ORDER

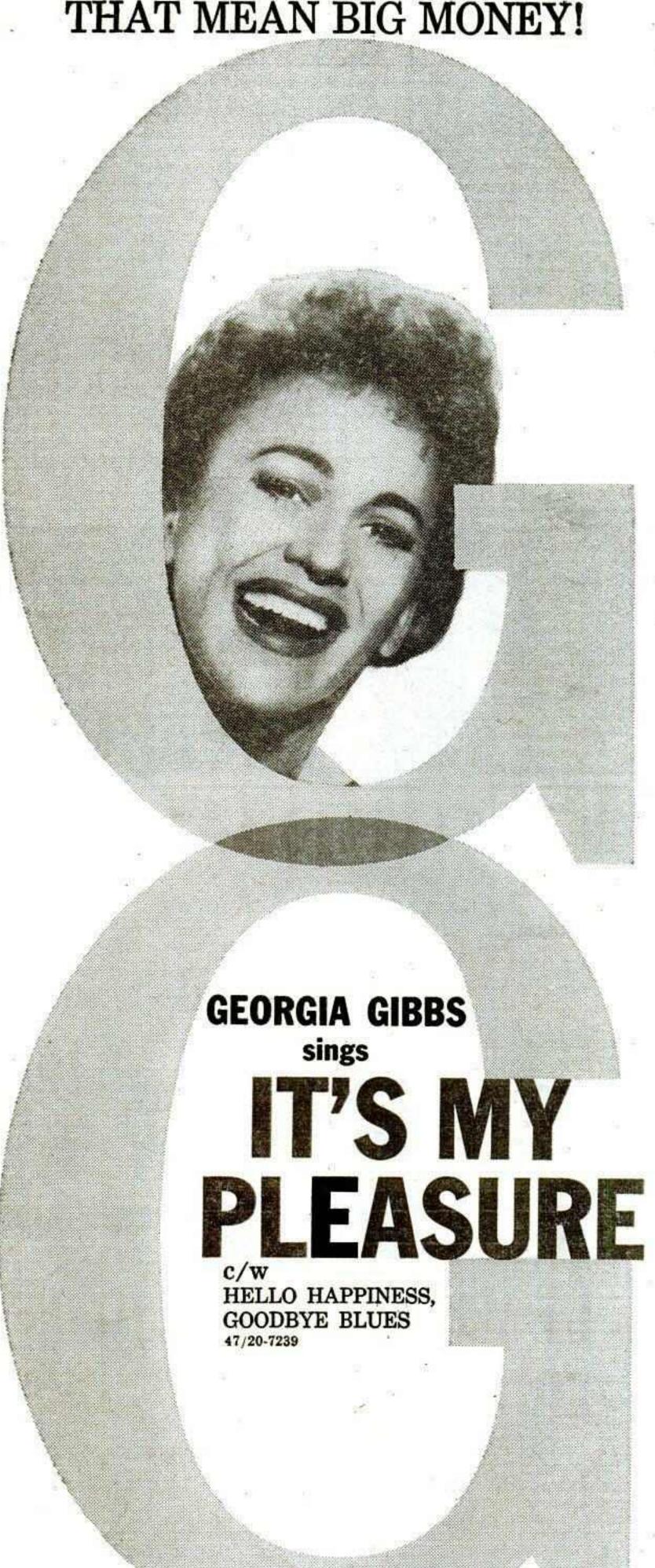
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Weeks

A COUPLE OF G's THAT MEAN BIG MONEY!







Best Selling Sheet Music in U. S.

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

This Week		•	Last Week	Chart
1. HE'S GOT	THE WHOLE WORLD IN HIS	4	-	
HANDS	(Chappell)		. 1	8
2. TWILIGHT	TIME (Porgie)		. 2	5
3. ALL I HAV	E TO DO IS DREAM (Acuff-Ros	e)	. 3	4
4. RETURN T	O ME (Southern)		. 9	5
5. CHANSON	D'AMOUR (Meadowlark)		. 5	4
6. WITCH DO	PALLING STAR (Fisher)		. 4	3
7. CATCH A	FALLING STAR (Fisher)		. 5	20
8. KEWPIE D	OLL (Leeds)		. 7	5
9. SUGARTIM	IE (Nor-Va-Jak)		. 8	20
10. WEAR MY	RING AROUND YOUR	200		
NECK (I	Hill and Range)		¥8 77 7	1
11. SUGAR MO	OON (Gallatin)		. 13	2
12. ARRIVEDE	RCI ROMA (Hill and Range)		. 10	7
13. LOLLIPOP	(Marks)		. 11	9
14. PADRE (In	mønickel)		· -	1
15. ARE YOU	SINCERE? (Cedarwood)		. 15	10

Best Selling Sheet Music in Britain

(For week ending May 10)

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.

pell (Oval) Swinging Shepherd Blues-Sherwin (Benell) Lollipop-Anglo-Pic (Marks) Magic Moments-Famous-Chappell (Famous) April Love-Robbins (Feist) To Be Loved-Duchess (Pearl) Whole Lotta Woman-Sheldon (Geronimo) Tulips From Amsterdam-Cinephonic (not yet published in U. S. A.)

Catch a Falling Star-Feldman (Marvin) A Wonderful Time Up There-Morris

(Morris)

I May Never Pass This Way Again-Chap- | Sugartime-Southern (Nor-Va-Jak) Who's Sorry Now-Feldman (Mills) Oh-Oh, I'm Falling in Love Again-Sterling (Planetary)

> Tequila-Challenge (Jat) On the Street Where You Live-Chappell (Chappell) All the Way-Barton (Maraville)

> Mandy (The Pansy), World Wide (Duchess)

The Story of My Life-Sterling (Famous)

A Very Precious Love-Blossom (Witmark) Grand Coulee Dam-Essex (Ludlow)

Best Selling Pop Records in Britain

(For week ending May 10)

This Week	11의 HARMAHIA (보이) 이번에 이번에 이번에 있는 사람이 되었다면 보다 하는 사람이 하고 있다면서 12대	ast eek
1. WHO	O'S SORRY NOW. Connie Francis (M-G-M)	2
2. WHO	OLE LOTTA WOMAN-Marvin Rainwater (M-G-M)	1
3. A WC	ONDERFUL TIME UP THERE—Pat Boone (London)	4
4. LOLL	LIPOP-Mudlarks (Columbia)	10
5. WEA	R MY RING-Elvis Presley (RCA)	
6. TOM	HARK-Elias & His Zig Zag Jive Flutes (Columbia)	7
	ND COOLIE DAM-Lonnie Doncgan (Pye-Nixa)	
8. SWIN	NGIN' SHEPHERD BLUES-Ted Heath (Decca)	4
9. LOLL	LIPOP, Chordettes (London)	6
10. IT'S	TOO SOON TO KNOW-Pat Boone (London)	13
II. MAG	GIC MOMENTS—Perry Como (RCA)	8
12. TEOL	UILA—The Champs (London)	9
13. YOU	NEED HANDS/TULIPS FROM AMSTERDAM-Max Bygraves (Decca)	5
14. SWEE	ET LITTLE SIXTEEN-Chuck Berry (London)	17
15. KEW	PIE DOLL—Perry Como (RCA)	
16. I MA	Y NEVER PASS THIS WAY AGAIN-Robert Earl (Philips)	16
	PIE DOLL-Frankie Vaughan (Philips)	
	UILA—Ted Heath (Decca)	
	BE LOVED—Malcolm Vaughan (HMV)	
	THE STREET WHERE YOU LIVE—Vic Damone (Philips)	
	ATHLESS—Jerry Lee Lewis (London)	
TO DECE	ATTICLES VOID LIVE LIVERS (Editionally	00.1

• Tunes With Greatest Radio-TV Audience

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

Radio

A Very Precious Love (R) (F)-Witmark- A Very Precious Love (R) (F)-Witmark-All I Have to Do Is Dream (R)-Acuff-Rose

Another Time Another Place (R) (F)-Famous-ASCAP Big Man (R)-Beechwood-BMI Cha-Hua-Hua (R)-Daywin-BMI

Chanson D'Amour (R) - Meadowlark-ASCAP Cherie I Love You (R)-Harms-ASCAP Dormi-Dormi (R) (F)-Paramount-ASCAP

He's Got the Whole World in His Hands (R) Chappel—ASCAP Hello Happiness Goodbye Blues (R) -Bergman, Vocco & Conn-ASCAP Hotspell (R) (F)—Famous—ASCAP How Are Ya' Fixed for Love (R)-Tamarisk

-ASCAP

Kari Waits for Me (R) (F)-Montclare-Kewpie Doll (R)-Leeds-ASCAP Let the Bells Keep Ringing (R)-Spanka-Make Me a Miracle (R) - Planetary-ASCAP

Night They Invented Champagne (R)-Chappell-Lowal—ASCAP Padre (R)—Jungnickel—ASCAP Return to Me (R)-Southern-ASCAP Something's Always Happening on the River (R) (M)—Stratford—ASCAP Teacher Teacher (R)-Korwin-ASCAP

There's Only One of You (R)-Korwin-ASCAP Torero (R)-Leeds-ASCAP Twilight Time (R)-Porgie-BMI When the Boys Talk About the Girls (R)-Valy-Favorite—ASCAP Who's Sorry Now (R)-Mills-ASCAP

Witch Doctor (R)-Monarch-ASCAP You Need Hands (R)-Leeds-ASCAP Young and Warm and Wonderful (R)-Frank-ASCAP Zorro (R)-Disney-ASCAP

Television

All I Have to Do Is Dream (R)-Dena-

ASCAP All the Time (R) (M)-Livingston & Evans -ASCAP Big Man (R)-Beechwood-BMI

Chanson D'Amour (R) - Meadowlark-ASCAP Cherie, I Love You (R)-Harms-ASCAP Do You Want to Dance (R)-Clockus-BMI Dormi-Dormi (R) (F)-Paramount-

ASCAP Dream (R)-Goldsen-ASCAP El Rancho Rock (R)-Marks-BMI Endless Sleep (R)-Johnstone-Montei-Elizabeth-BMI Flip Top Box (R)—Dee Dee—BMI

He's Got the Whole World in His Hands (R)—Chappell—ASCAP High Sign (R)-Vivo-BMI I'll Always Be in Love With You (R)-Shapiro-Bernstein—ASCAP

I'm Glad I'm Not Young Anymore (R) (F)-Chappell-Lowal—ASCAP I'm Sorry I Made You Cry (R)-Feist-ASCAP

Jenny Lee (R)-Daywin-BMI Johnny B. Goode (R)-Arc-BMI Little Blue Man (R)-Trinity-BMI Make Me a Miracle (R) - Planetary-

Return to Me (R)-Southern-ASCAP Rumble (R)-Valando-ASCAP Secretly (R)-Planetary-ASCAP Sugartime (R)-Nor-Va-Jak-ASCAP Teacher Teacher (R)-Korwin-ASCAP Wear My Ring Around Your Neck (R)-

Rush-Presley-BMI Who's Sorry Now (R)-Mills-ASCAP Who's Sorry Now (R)-Instant-BMI You (R)-Instant-BMI

Young and Warm and Wonderful (R)— Frank—ASCAP



Top 100 Sides

FOR SURVEY WEEK ENDING MAY 10

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

TO STREET, CANADA CANAD	
Pos. Song, Artist, Label	Last Week
1. ALL I HAVE TO DO IS DREAM, Everly Brothe	
2. WITCH DOCTOR, David Seville, Liberty	
3. WEAR MY RING AROUND YOUR NECK, EIVI	
4. TWILIGHT TIME, Platters, Mercury	C.C. T.T
5. HE'S GOT THE WHOLE WORLD IN HIS HAND	
Laurie London, Capitol	
6. RETURN TO ME, Dean Martin, Capitol	
7. BOOK OF LOVE, Monotones, Argo	
8. LOOKING BACK, Nat King Cole, Capitol	
9. TEQUILA, Champs, Challenge	
11. OH, LONESOME ME, Don Gibson, Victor	
[14] [14] 이 경우 [15] [15] [15] [15] [15] [15] [15] [15]	
12. KEWPIE DOLL, Perry Come, Victor	the state of the s
14. BIG MAN, Four Preps, Capitol	AND AND ADDRESS OF THE PARTY OF THE PROPERTY O
15. SUGAR MOON, Pat Boone, Dot	
16. FOR YOUR LOVE, Ed Townsend, Capitol	시기하다 사람들은 사람들이 아니라 하다면 하는데 나를 다 되었다.
17. LOLLIPOP, Chordettes, Cadence	
18. DON'T YOU JUST KNOW IT, Huey Smith, Ace	
19. LAZY MARY, Lou Monte, Victor	
20. RUMBLE, Link Wray, Cadence	
21. SECRETLY, Jimmie Rodgers, Roulette	
22. YOU, Aquatones, Fargo	25
23. WHO'S SORRY NOW? Connie Francis, M-G-M	16
24. BILLY, Kathy Linden, Felsted	
25. BELIEVE WHAT YOU SAY, Ricky Nelson, Impe	erial 21
26. TORERO, Renato Carosone, Capitol	36
27. WHAT AM I LIVING FOR? Chuck Willis, Atlant	ic 55
28. A WONDERFUL TIME UP THERE, Pat Boone,	Dot 19
29. MY BUCKET'S GOT A HOLE IN IT, Ricky Nels	
30. SICK AND TIRED, Fats Domino, Imperial	
31. SKINNY MINNIE, Bill Haley & His Comets, Dece	
32. CRAZY LOVE, Paul Anka, ABC-Paramount	
33. CLAUDETTE, Everly Brothers, Cadence	
34. TALK TO ME, TALK TO ME, Little Willie John,	
34. LET THE BELLS KEEP RINGING, Paul Anka,	
36. SUGARTIME, McGuire Sisters, Coral	
37. WE BELONG TOGETHER, Robert & Johnny, O	
38. HIGH SIGN, Diamonds, Mercury	
39. CATCH A FALLING STAR, Perry Como, Victor	
39. TO BE LOVED, Jackie Wilson, Brunswick	
41. TWENTY-SIX MILES, Four Preps, Capitol	
41. THE LITTLE BLUE MAN, Betty Johnson, Atlant	
41. NEE NEE NA NA NA NA NU NU, Dickey Doo	(F) DASCO
44. DON'T, Elvis Presley, Victor	
44. NOW AND FOR ALWAYS, George Hamilton IV	100
 JUST MARRIED, Marty Robbins, Columbia TUMBLING TUMBLEWEEDS, Billy Vaughn, Do 	Deliver and the control of the contr
48. ARE YOU SINCERE? Andy Williams, Cadence	
48. SAIL ALONG SILVERY MOON, Billy Vaughn, I	
50. HANG UP MY ROCK AND ROLL SHOES, Chu	그 하는 이번 점점 가장 사람이 얼마나 되었다면 하나 나는 아니는 사람들이 되었다면 하는데 얼마나 하는데 되었다면 하다.
50. DO YOU WANT TO DANCE? Bobby Freeman, J	
50. I'M SORRY I MADE YOU CRY, Connie Francis,	M-G-M 87
53. LITTLE TRAIN, Marianne Vasel & Erich Storz, N	dercury 50
53. MARCH FROM THE RIVER KWAI AND "COLO Mitch Miller, Columbia	
55. TEACHER, TEACHER, Johnny Mathis, Columbia	
56. IT'S TOO SOON TO KNOW, Pat Boone, Dot	
56. BREATHLESS, Jerry Lee Lewis, Sun	
56. TEACHER'S PET, Doris Day, Columbia	
56. WISHING FOR YOUR LOVE, Voxpoppers, Mer-	cury 62
 I MET HIM ON A SUNDAY, Shirelles, Decca. SWEET LITTLE SIXTEEN, Chuck Berry, Chess 	
62. THERE'S ONLY ONE OF YOU, Four Lads, Col	
62. THE WALK, Jimmy McCracklin, Checker	62
65. NO, NO, Fats Domino, Imperial	
67. MAYBE, BABY, Crickets, Brunswick	
67. BALLAD OF A TEENAGE QUEEN, Johnny Cast	h, Sun 59
70. CHANSON D'AMOUR, Fontane Sisters, Dot	
70. JACQUELINE, Bobby Helms, Decca	
72. I WONDER WHY Dion & the Belmonts, Laurie	—
72. ALL THE TIME, Johnny Mathis, Columbia	65
74. HE'S GOT THE WHOLE WORLD IN HIS HAND Mahalia Jackson, Columbia	92
75. OH-OH, I'M FALLING IN LOVE AGAIN, Jimm	ie Rodgers, Roulette 73
75. BLUEBIRDS OVER THE MOUNTAIN, Ersel Hi	ckey, Epic 87
77. MAKE ME A MIRACLE, Jimmie Rodgers, Roul 77. PRETTY BABY, Gino & Gina, Mercury	
77. ZORRO, Chordettes, Cadence	
77. GOOD GOLLY, MISS MOLLY, Little Richard, S	Specialty 73
81. TEENAGE DOLL, Tommy Sands, Capitol 81. ANOTHER TIME, ANOTHER PLACE, Patti Pa	ge. Mercury 87
83. ENDLESS SLEEP, Jody Reynolds, Demon	—
83. STAIRWAY OF LOVE, Marty Robbins, Columbia	a 69
83. COME WHAT MAY, Clyde McPhatter, Atlantic 86. DONCHA' THINK IT'S TIME, Elvis Presley, Vic	
86. DINNER WITH DRAC, John Zacherle, Cameo	72
86. ALL THE WAY, Frank Sinatra, Capitol	73
86. LONELY ISLAND, Sam Cooke, Keen	
90. ARRIVEDERCI ROMA, Roger Williams, Kapp .	
92. JENNIE LEE, Jan & Arnie, Arwin	—
92. BEEN SO LONG, Pastels, Argo	
92. AT THE HOP, Danny & the Juniors, ABC-Param	ount —
96. CHERIE, I LOVE YOU, Pat Boone, Dot	—
96. THE STROLL, Diamonds, Mercury	
96. MAYBE, Chantels, End	82
96. WITCHCRAFT, Frank Sinatra, Capitol	
The state of the s	



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VOX JOX

Continued from page 10

Lemon, Art Roberts, Dave Davis and Paul Howard. Gimmick-according to WCUE-is that "each man is the Big Man' in the lives of their listeners during the period they are on the air." Public weighing ceremonies will take place during the week of May 18 at a central downtown Akron location.

Martin Block, WABC, New York, was so happy over the results of his "Win a Date With Frank Sinatra" contest, that he is currently conducting a new contest tagged "A Day With Day," whereby listeners may win a part in Doris Day's new film, "Miss Casey Jones." Contestants are called upon to use the titles of seven Doris Day records in composing an original 70word story. Block is sparking the competition, via a daily 15 minute seg, featuring Doris Day platters.

SALES?: Dick Biondi, WHOT, Youngstown, O., has some interesting observations on the "Top 40" situation. He writes: "A recording star recently asked a teen-ager in a heavy 'Top 40' station city, 'How many records do you buy a week?' The girl answered, 'About one; sometimes none.' Reason: 'The radio station plays the songs every hour at least, so why should I buy it when all I have to do is turn on the radio?"

"This leaves us with this conlusion," notes Biondi, "maybe it's | Continued from page 2 better to play a record only a cou-

THIS N' THAT: Nationally syndicated cartoonist, James V. Whiting, has been named assistant manager of WFLR, Dundee, N. Y. He will continue his morning show on the station. . . . Boston station WBZ recently celebrated Jug End Barn's 30th anniversary with a lively weekend party, climaxed by a "Roarin' Twenties" Saturday night shindig.... Alice Gallagher, who recently transferred from WAGE, Leesburg, Va., to WINC, Winchester, Va., is emseeing WINC's first jazz show, which went on the air last month. The show, "Just Jazz With Alice in Jazzland," is aired from 9 to 10 p.m. on Saturdays, and features all types of jazz platters -Dixieland, swing, modern and contemporary."

YESTERYEAR'S TOPS-

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

MAY 15, 1948

- 1. Now Is the Hour
- 2. Nature Boy 3. You Can't Be True, Dear
- 4. Manana 5. Baby Face
- 6. Toolie Oolie Doolie (The Yodel Polka)
- 7. The Dickey-Bird Song
- 8. Little White Lies 9. Sabre Dance
- 10. I'm Looking Over a Four-Leaf Clover

MAY 16, 1953

- 1. Song From Moulin Rouge 2. Doggie in the Window
- 3. I Believe
- 4. April in Portugal
- 5. Pretend
- 6. Your Cheatin' Heart
- 7. Say You're Mine Again
- 8. Ruby 9. Seven Lonely Days
- 10. Till I Waltz Again With You lar GAC operation.

FLOOD WELL FIXED: We wish to amend our recent story re Joe Flood transferring from KTLN, Denver, to KUDY, Littleton, Col. Flood objected to the phrase "Flood is the last of the big jocks in this market who have fallen by the wayside, via Top Tunes programming." He writes, "I definitely have not fallen by the wayside but am working on KUDY with my same 'Upsee Daisy' show with an increase in pay of about \$6,000 over the \$32,000 I was making on KTLN. And as far as Top Tunes programming, I have always played the top tunes, (the secret of my success) altho I never called them the Top 40 or Top 30, I just played them along with "Ave Maria," "The Anniversary Waltz," etc.-just to name a few of the other songs that make up my program. Yes, I moved to KUDY, not only did my sponsors move with me but so did all my listeners. This is my 12th year with the same format." Flood moved over to KUDY without missing a broadcast. He currently is heard from 6:30 to 8:30 a.m. and from 3 to 4 p.m. across the board-the same time slots he filled at KTLN.

Money Rolls

ple of times during a day, than to Earle Holliman's "Don't Get play it so many times that he Around Much Anymore," Don gets tired of the tune and show." | Cornell's "You Go to My Head," Pat Suzuki's "Daddy" and "Black Coffee" and Leroy Holmes' "Basin Street Blues."

More Singles

Also belonging in this category are the following new singles releases-Ella Fitzgerald's "St. Louis Blues" and "Beale Street Blues," Caterina Valente's "Be Mine Tonight," Jerry Wayne's "You Can't Be True Dear," the Rays' "Rags to Riches," Stan Wilson's "Lili Marlene," Gene Austin's "The Sunshine of Your Smile," Hutch Davie's "Woodchopper's Ball," Marie Knight's "September Song," the Smeed Trio's "Old Spinning Wheel in the Parlor," Clarence (Bad Boy) Palmer's "Love Is Just Around the Corner," Johnny Pate's "Five o'Clock Whistle," Henry Jerome's "Show Me the Way to Go Home," the Stroll Kings' "Have You Ever Been Lonely," and "I'll Always Be in Love With You," Joe Douglas' "Lover Come Back to Me," Googie Rene's "Shine on Harvest Moon," Bonnie Lou's "Have You Ever Been Lonely," Ted Heath's "I've Got the World on a String" and many more.

Gale Quartet

Continued from page 2

The four are Bill Peterson, Bernie Golden, Frank Sands and Chauncey Christian. They have taken over the balance of the Cale Agency, the acts that are not moving with Tim Gale to General Artists Corporation (The Billboard, May 5). The new agency will be in operation by next week.

Meanwhile, details of the move by Tim Gale to GAC became clearer last week. In addition to Gale, bookers Bob Astor and Al Valenti will accompany him to GAC. They will be in charge of the transferred acts' bookings until they are interegrated into the reguChuck Berry
Jimmy McCracklin
The Monotones
and NOW

"ANYTHING TO SAY YOU'RE MINE"

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with Sonny Thompson

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PAUL GAYTEN

Argo 5300

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Singular 713

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Petrillo

• Continued from page 3

ments within the AFM, none has so captured the faith of the rank and file.

Another remarkable aspect of Petrillo's career has been the gradual change in public opinion, with regard to him and the AFM. Petrillo was president 18 years. In the stormiest phases of his career, when he was fighting the Lea Act and the Taft-Hartley law, he was cartooned as a dictator talking down to presidents. Gradually, the press adopted a softer tone, playing up the more benign aspects of 'The Boss." The change coincided with two developments: The formulation of a policy by Petrillo whereby he decided that instead of hopesessly bucking automation, it was wisest to regulate and control it, and, secondly, a press campaign by Hal Levshon. The latter's handling of Petrillo is regarded as one of the most masterful publicity jobs in years.

Stormy Petrel

Petrillo, a stormy petrel in his earlier years, made no secret of the fact that bad times had come upon the music world, that employees were no longer to be dictated to, but rather negotiated with. The decline of theater, vaudeville and radio employment, the ironic fact that the musicians own product negated live employment, forced this conclusion and resulted in the Music Performance Trust Fund—a milestone in the annals of labor and perhaps Petrillo's most important contribution to labor history.

Who will succeed him is purely speculative. The headquarters of the AFM is in receipt of quantities of telegrams urging that he reconsider his decision. More of the same urging is likely to occur at the convention. The Boss, like his predecessor, the late Joseph N. Weber, is not without sentiment; so a high point in emotion will be achieved in the City of Brotherly Love.

It is interesting to note that among the membership of Local 802, New York, a movement is underway plugging President Al Manuti as a possible successor. Manuti himself has said nothing on this point, but he is young and vigorous. Altho heading an urban local, Manuti takes the position that the strength of the AFM derives from the grass roots level and that the future of live music depends upon this grass roots level. It is felt Manuti will be pitching when convention time rolls around.

Mentioned prominently as a possible successor is Charles L. Bagley, vice-president of the AFM, and a Los Angeles attorney. Bagley is known to have strong support.

APT Records

• Continued from page 3

prexy, Sam Clark, said APT will do a considerable amount of its own recording in the future. For the present, he said, APT will utilize ABC-Paramount's artist and repertoire, sales and promotional personnel, with expansion plans depending upon growth of the new label.

In most cases APT will be distributed by existing ABC-Paramount distributors, altho Clark said new distributors will be assigned the label in areas where Am-Par distributors are already carrying too many lines. If the label's single releases click, Clark plans to issue a \$3.98 LP line under the APT tag.

The Hamilton platter ("While Walking Together" and "Crazy Eyes for You") was purchased from publisher Sidney Mills. The Cavaliers' disk ("Dance, Dance, Dance" and "Play by the Rules of Love") and the Stereophonics' record ("No More Heartaches" and "Love Is So Wonderful") were purchased from New York dealer Ed Portnoy.



"MISS PONYTAIL"

Vik X/4X-0239



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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

• Review Spotlight on . . .

POP RECORDS

(Prenren, BMI)

FOOLS LIKE ME(Knox, BMI)

Lewis belts "Confidential," a crazy, swingin' rocker, in his usual frantic style. It's the title tune from a forthcoming flick in which he does a guest stint. Flip, "Fools," is in more of a traditional country vein, and the artist is backed by a chorus. Strong stuff for all markets.

LITTLE RICHARD....Specialty 633......OOH! MY SOUL

(Venice, BMI)

TRUE, FINE MAMA(Venice, BMI)

Little Richard is wild in his reading of "Soul," a funky blues. He gives out with a generous portion of his shouts, hoots and howls. "Mama" is also a blues on which the artist is in great form. Excellent bet to score in pop and r.&b. marts.

(Hermosa, BMI)

STEALING KISSES(Seneca, ASCAP)

Cooke appears a good bet to stay on top with either of these two listenable sides. Top tune is a pretty ballad rendered with gultar and fem chorus support. "Kisses" is taken at an uptempo clip, and the artist's delivery is equally appealing. Strong potential for r.&b. coin, too.

ROGER WILLIAMS....Kapp 224......INDISCREET

(Morris, ASCAP)

YOUNG AND WARM AND WONDERFUL....(Frank, ASCAP)

"Indiscreet" is a pretty title tune from the coming Cary Crant-Ingrid Bergman starrer. Williams gives it a masterful piano whirl with large ork backing. "Young" is also a pretty ballad, and the treatment accorded is similar. Both sides appear winners.

JOHNNY CASH....Sun 295.......GUESS THINGS HAPPEN THAT WAY

(Knox, BMI)

COME IN, STRANGER(Hi-Lo, BMI)

"Guess" is a weeper, and Cash hands it a powerful, emotion-packed reading. "Stranger" is a folkish item with a strong c.&w. flavor and a persuasive beat. Platter appears a strong two-sided contender for both pop and c.&w. loot.

POP DISK JOCKEY PROGRAMMING

RAY MARTIN ORK.... United Artists 116............ARGENTINA BALLERINA
(Wood, ASCAP)

The English maestro presents the cute Latin-beat tune with a perky sparkling arrangement that features a Henry Busse-styled trumpet. Spins should please listeners. Flip, "Spring in Spain," is given a lush ork and chorus treatment (Criterion, ASCAP).

(Michele, ASCAP)

An effective novelty-blues with clever lyrics about a guy's personal fem hit parade. Swingin' backing by a fem group gives the disk a provocative sound. It rates whirls. Flip, "My Love Is Your Goal," is a medium-beater (Beta, BMI).

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

Reviews of New Pop Records

LAURIE LONDON

Joshua...80
Another spirited reading by London on a fast-paced version of the traditional spiritual with good choral support. (Beechwood, BMI)

JOHNNY NASH

I Lost My Love Last Night....78
Lovely ballad written by Paul Anka
is given a sincere reading by the
artist. Lush ork backing accompanies.
This can move. (Pamco, BMI)

THE DRIFTERS

Listenable rock and roller receives a strong performance by the boys, again over a strong ork backing. Side has a sound and could catch loot. (Tiger, BMI)

MOONLIGHTERS

Glow of Love....77

The Moonlighters sell this "Pledge of Love" styled item with a lot of feeling over good combo support with guitars featured. Flip is more potent. (Reeny, BMI)

JACKIE WILSON

JIMMIE HASKELL

Vanguard....75

Twin flutes here get on a "Tequila" kick. Good beat. Side is from the rocket of the same name. Can get spins. (Post, ASCAP)

MALCOLM DODDS & THE TUNE DROPS

The Swingin' Platoon....72

A jaunty take-off on military cadence calling in rocking rhythm. Some novelty value. (Eden & Eby, BMI)

THE THREE G'S

Let's Go Steady for the Summer78

COLUMBIA 41175—Group expresses
romantic thoughts for the summer,
"now that school is over and there's

(Ridgeway, BMI)
Wild Man...76
This side has an easy-swinging
"Raunchy" kind of sound with a
low-down growling tenor sax in the
feature spot. Good danceable wax

for the boxes. (Ridgeway, BMI)

no more homework." A potent entry

by the new group. Can move out.

JOE DARENSBOURG

Huggin' and Klssin'....75

Slow boogie blues Dixie style here by
the group. Has a danceable lazy-type
beat and fair sound, tho the drive
of the Flyers' recent hit is lacking.
(Jendor, BMD)

EARLE HOLLIMAN

Don't Get Around Much Anymore 77

CAPITOL 3983—An up-dated teenlingo version of the Duke Ellington
oldie with rock and roll backing.

Strong teen appeal. (Robbins,
ASCAP)

A Teen-Ager Sings the Blues....74
Poignant ballad with "Too Young"type lyric theme and triplet backing
is sung plaintively by Holliman.
(Bregman, Vocco & Conn, ASCAP)

THE BOWMAN BROTHERS & THE NORMAN PETTY TRIO

And I'll Remember....70

On this side, the group gets on a modern harmony-type kick on a fair ballad. Flip has more spark. (Nor-Va-Jak, BMI)

RONNIE & THE ROCKIN' KINGS You Know (I Can't

Rock 'n' Roll Sal....76
Infectious rhythm item warbled with
personable showmanship by Ronnie
Di Marine. (Figure, BMI)

GAR BACON

Mary Jane....75

Pretty ditty about a lass named "Mary Jane" is sung with warmth by Bacon, backed strongly by a sweet-voiced girls' group. Both sides are

good. (Republic, BMI)

GENE BUA

Mell Honey....74

A medium-beat blues is nicely handled by Bua with support from a mixed group. Fair chances. (Reno, BMI)

TED NEWMAN

From the actress of the same name.

A tribute to Gallic bombshell could get some jock attention, but flip looks stronger. (Trinity-Desert Palms, BMI)

GORMAN SISTERS

A gently rocking version of the old tune "with the iddy bitty poo." Gals have some appeal which could get them a spin or two. (Joy, ASCAP)

GUY MITCHELL

A bouncy tribute to a chick friend gets a nice rhythmic reading by Mitchell. (Oxford, ASCAP)

THE TEMPLES
Whispering Cam

I Don't Want to Do a
Thing But Love You...74
Rocker is rendered in subdued fashion
by the gang. This could also move in
r.&b. marts. Flip, however, appears
top side. (Hecht-Lancaster-Buzzell,
ASCAP)

(Continued on page 38)



SINCE YOU WENT AWAY TO

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WEEK

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Barbara and the same of the same

ENDING

1958

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Guide

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Billboard

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OPER. MOINIGO MOINION BEZI BUY liminated if duplicated in Pop List iminated if duplicated in Pop Lis NT YOU HAUL OFF AND LOVE ME Columbia 41105 Vic 7203 KE THE PILLOW YOU DREAM ON Old Town GOT THINGS IN COMMON MAKES A MAN WANDER! YOU WANT TO DANCE LITTLE MORE LIKE HEAVB WE BELONG IVEROBERT AND JOHNNY IN THE RAIN GOTTA GETTA DATE CURTAIN IN THE WINDOW CRYING OVER YOU YOU'LL COME BACK * BOBBY HELMS * SOBBY FREEMAN IT'S ALL YOUR FAULT COME BACK TO ME PASMS JENNE LE BLUE GRASS SKIRT ALK TO ME, TALK TO HANK LOCKLIN TO BE LOVED **S** Records eli WHY DO E E Records e NEW HIT TIH WAN TIH W3N Liberty 55132 Codence 1345 Capitel 3984 Imperial 5515 RCA Victor 7240 Imperial 5303 Felsted 8410 M-G-M 12588 Era 1064 Codence 1348 WEAR HY RING AROUND YOUR NECK H I COULD HOLD YOU IN MY ARMS * DAVID SEVILLE * DON'T WHISTLE AT ME, BABY ALL I MAYE TO DO IS DREAM * EVENLY BROTHERS * * ART AND DOTTY TODD * DOMENA' THEME IT'S THEE HACKET'S GOT A NOVE IN * CONNIE FRANCIS * * BICKY NELSON * * CHORDETTES * BABY, COME.A BACK.A * ELVIS PRESLEY * PEAN MARTIN * CHANSON D'AMOUR REPORT TO THE WITCH DOCTOR SKT AND THESE FATS DOMINO SOLIP CO Ī HE'S GOT THE WHOLE WORLD IN INS NANDS Capitol 3926 RCA Victor 7202 RCA Victor 7160 Copilol 3891 Copitel 3960 Det 15690 Capital 3939 Caphel 71080 A WONDERFUL TIME UP THERE RENATO CAROSONE CHELL LLA NOWN TO SOOM TO KNOW OVER AND OVER AGAIN * PERRY COMO * LE THE BELLS TEEP THINGS AROUND AND AROUND * NAT KING COLE * * LAURIE LONDON * ABC Pare JOHNNY B. GOODE * LOU MONTE * * CHUCK BERRY * FOR YOUR LOVE HANDED DOWN CRAZY 1995 LOOKING BACK 20 LAKE 11 KEWPIE DOLL FOUR PREPS TORERO STOP BAST 26 E TIH W3M Argo 545 Argo 5290 Challenge 1016 Forgo 1001 cury 71289 BCA Motor 7133 UP MY ROCK AND ROLL SHOES Roulette 4070 Atlantic 1179 LINE WEAT AND HIS BAT MEN WHAT AM I LIVING FOR! DON'T YOU JUST EDROW IT! MAKE NE A MIRACLE * MONOTONES * * DON GIBSON * * HUEY SAATH * * AQUATONES * TRAIN TO NOWHERE CHERNE, I LOVE YOU DET OF MY MIND * THE PLATTERS * **高,对据50条 系** TWILIGHT TIME RUMBLE SECRETLY SHEAR MOOM TEOMLA

TIH W3N

TIH W3N

Reviews and Ratings of New Jazz Albums

JAZZ ****

"GIGI" IN JAZZ

Shorty Rogers & His Giants (1-12") RCA Victor LPM 1696

This is one of the tastiest jazz treatments of the "Gigi" score. The arrangements are imaginative and artistic. Rogers and His Giants create a satisfyingly swinging mood. In addition to Rogers on trumpet and fluegelhorn, personnel are B. Hollman, tenor sax; P. Jolly, piano; L. Bunker, vibes; M. Lewis, drums and R. Pena or B. Clark, bass. It will probably click best with West Coast fans, tho it offers wide appeal.

IN LOVE WITH RED Red Nichols & His Augmented Pennies

(1-12") Capitol T 999

A provocative cheesecake cover makes this package a sock display item. Contents are equally satisfying with Nichols deserting his usual jazz stylings to pro-

vide tasteful, swinging pop instrumental treatments of "Corky," "Indiana," and other listenable sides. Nichols has a fresh approach to mood music, which makes LP a solid deejay package,

SWINGIN' WITH BUD The Bud Powell Trio (1-12") RCA Victor

LPM 1507

The exciting Bud Powell continues his amazing piano work with this new release on the label. Powell himself supervised this set, and it is certainly one of his best LP's. Tunes include two standards, four originals, and jazz classics like "Shawnuff" and "Sait Peanuts." A fine set for Powell's many, many fans. George Duvivier and Art Tayler support Powell on this set.

SONNY CLARK TRIO (1-12") Blue Note 1579

Reviews and Ratings of New Popular Albums

Continued from page 23

tons' "Ho Ho" and Gene Autry and SPECIALTY Tom Glazer's sides are all delightful, Adults will enjoy as much as moppets.

COUNTRY & WESTERN ***

DANCE RANCH

Hank Thompson and the Brazos Valley Boys (1-12") Capitol T 975

A fine collection of vocals by Hank Thompson and dance instrumentals by the Brazos Valley Boys. Good country sound and beat thruout, all of which makes for a nicely mixed dance program. In the right territories, this should be a solid seller. Vocals by Thompson on "Headin' Down the Wrong Highway," and "After All the Things I've Done," would make a likely single coupling.

Frankie Yankovic & His Yanks (1-12") Columbia CL 1146

Bright, swingy offerings by a wellknown name in the field. Instrumentation focuses on Yankovic's accordion but there's a big sound with an organ in the backing too. Tunes lead off with "Liechtensteiner Polka," and a smattering of waltzes are also included. Can be a worth-while item in its class:

HERE COMES THE BRIDE Hal Shutz, Organ (1-12") Columbia CL 1104

This is a well-timed album of wedding favorites like "Because," "Ich Liebe Dich" and the two most-used Marches. Speeded tempos may detract from sales, Title and cover should inspire reasonable sales.

RELIGIOUS ***

MEDITATIONS

Tedd Smith, Piago with Fred Rous Ork & Chorus (1-12") RCA Victor LPM 1636 Billy Graham's pianist Tedd Smith offers some impressive instrumental treatranging in mood from the spiritual JAZZ ** "Deep River" and "When the Saints Go Marching In," to "The First Noe!" and "Christ the Lord Has Risen Today," Strong entry for market.

ROCK-A MY SOUL Martha Carson with Neal Hefti Ork (1-12") RCA Victor LPM 1490

Anthems and spirituals like "Shadrack," "Amen" and "Heaven" plus two Carson originals get a foot-tapping, uptempo whirl from the full-voiced thrush and a fine, unbilled group. Hefti's neat arrangements add to the pop market appeal, with title song worth a single.

Six highly attractive sets by the trio. Clark's piano mastery is nicely supported by Paul Chambers on bass and "Philly" Joe Jones on drums. Usually showcased with larger groups, Clark is given ample room here to show his fleet, clean style with just a trio. He sounds best on "I'll Remember April." Other tunes include "Two Bass Hit" and "Softly as in a Morning Sunrise," Good potential,

DUKE WITH A DIFFERENCE

Clark Terry, Trumpet with Johnny Hodges, Alto Sax: Paul Gonsalves, Tenor Sax & Various Artists (1-12") Riverside RLP 12-246

Seven of Duke Ellington's musicians and his son Mercer Ellington have banded together here to perform some of Ellington's most famous tunes-but as the title says, "With a Difference." Included are "C-Jam Blues," "Cottontail," "Mood Indigo," "In a Mellotone" and other familiar Ellington works, played in fresh, bright arrangements that are fun to listen to. Arrangers include Mercer Ellington and Clark Terry; musicians: Terry, Johnny Hodges, Paul Gonsalves and Billy Strayborn,

GROOVIN' AT SMALLS' PARADISE Jimmy Smith, Organ; Eddle McFadden, Gultar: Donald Balley, Drums (1-12") Blue Note 1585

This is one of Smith's more subdued efforts. There are only four sets. Top track is "Laura," which shows the organist in top form and presenting one of the best things he has put on wax. Donald Bailey on drums and Eddie McFadden on guitar lend excellent assistance. It's a nice change of pace for the artist. His fans should find this to their liking. Other tunes are "After Hours," "Slightly Monkish" and "My Funny Valentine."

HOLIDAY FOR JAZZ

Joe Holliday Ork (1-12") Decca DL 848 Holiday really cooks here. Most of the tunes are originals by the tenor man. He is showcased with various instrumental combinations, and he shines equally well with each. Opening track, "Hello to You," is a wild up-tempo theme that spotlights some imaginative blowing. The over-all theme of the set is a modern, progressive sound, It can have wide appeal. Various groups include A. Farmer, trumpet; W. Marshall, bass; D. Jordan, piano and C. Payne, baritone. If pushed, this could be a profitable item.

FURTHER EXPLORATIONS BY THE HORACE SILVER QUINTET (1-12") Blue Note 1589

This new set featuring Horace Silver, one of the best of the hard-bop school of swinging planists, is an attempt to fit Silver's driving style into a group of selections, mainly originals, with varied types of construction. Altho the group, consisting of Art Farmer, Cliff Jordan, Teddy Kotick and Louis Hayes, play them with skill and musicianship, Silver is not given full opportunity to show off the swinging style that is his

WHOOPEE MAKERS' JAZZ Carl Halen's Gin Bottle Seven (1-12") Riverside RLP 12-261

Carl Halen, already heard on the Riverside label in "Gin Bottle Jazz," uncorks here some authentic, home-brewed two-beat jazz with a strong early-New Orleans tang. Halen's crew, who have a real feeling for this type of music, are at their best in "Deed I Do" and "Copenhagen."

DUKES OF DIXIELAND (1-12") Roulette R 25029

Reviews and Ratings of New Classical Albums

CLASSICAL ***

SMETANA: THE MOLDAU; WEBER: INVITATION TO THE DANCE: LISZT: MEPHISTO WALTZ; BERLIOZ: MIN-UET, DANCE OF THE SYLPHS, RA-KACZY MARCH (1-12")The Philadelphia Orch. (Ormandy). Columbia ML 5261

An interesting variety of tone poems and orchestral sketches are masterfully presented by the famed orch. The Weber, Smetana and Liszt works are heavily recorded. There is less competition on the Berlioz selections, which are excerpts from "The Damnation of Faust." Despite other available recordings of the works, Ormandy's name should prove a strong lure.

DELLO JOIO: VARIATIONS, CHA-CONNE & FINALE; VINCENT: SYM-PHONY IN D (1-12")-The Philadelphia Orch. (Ormandy). Columbia ML 5263

The publicity Dello Joio has been getting via TV appearances and articles should help expose this fine first recording of his "Variations, Chaconne and Finale," as performed by the Philadelphia Orchestra (Continued on page 38)



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Reviews of New Pop Records

Continued from page 34

Rockin', Rollin' and A' Strollin' 75 GONE 5029-Dynamic delivery by gal on strong rocker with sock stroll tempo. (G & H, BMI)

What's the Matter Baby? 74 Plaintive thrushing on feelingful rockaballad. Merits spins. (RealGone,

PERCY FAITH ORK & CHORUS

COLUMBIA 41181-This tune is from the flick "Marjorie Morningstar" and the pretty item is handled in fine fashion by the Percy Faith ork. Good choral backing adds interest, Deserves exposure. (Witmark, ASCAP)

Indiscreet 73 Tune, from the flick of the same name, faces strong competition via the Roger Williams cutting. The Faith crew performs it prettily, helped by male choral support. (Morris, ASCAP)

THE HI-FIVES

Dorothy 75 DECCA 30657—Real mixed-up sounds by the crew on this lively rocker. It's a tribute to Dorothy, "a sweet little angel." Some coin possible. (Jason, BMI)

Just a Shoulder to Cry On 73 Emotional reading of a rockaballad by the lend is backed by equally fervent support from the group. It

sould also appeal in r.&b. marts. (Jason, BMI)

PEREZ PRADO ORK

Patricia 75 RCA VICTOR 7245-An organ works into the Prado picture on this catchy reading in medium tempo item with but a suggestion of a Latin flavor. Trumpet chorus has a great sound. This can catch a good share of spins. (Southern, ASCAP)

Why Walt 73

A Latin tune with an interesting (for Prado) rock flavor in the guitar rhythm figure. Good sound and a danceable side. (Peer, BMI)

SYLVIA SYMS

The Night They

DECCA 30648-Attractive thrushing

Reviews and Ratings of New Classical Albums

Continued from page 37

Vincent's unpublished "Symphony in D." The Dello Joio work is most appealing and well performed by the polished Philadelphians. These two works of two important contemporary composers will interest many.

CLASSICAL ***

PIANO CONCERTOS OF SCHUMANN, LISZT, GRIEG & RACHMANINOFF (1-12")-Gulomar Novaes, Alfred Brendel, Friedrich Wuehrer, Orazio Frugoni, Planists; Vienna Symphony, Pro Musica Orch, Vienna (Klemperer, Hollreiser, Gielen, Byrns). Vox VX L 6

For anyone who has the proper speed equipment to play this disk, it represents a RESPIGHI: ANTIQUE CANDES AND reat buy. Included are four of the most familiar concertos-Schumann's in A Minor, Liszt's No. 1 in E Flat Major, Grieg's in A Minor and Rachmaninoff's No.2 in C Minor. The sound, even without considering the speed, is excellent and the readings are all first class and receive fine orchestral accompaniment. Set is very much worth stocking, for a trial at least.

HAYDN: SYMPHONIES NOS, 97 & 99 Epic LC 3455

Haydn collectors should welcome this package, featuring two soldom recorded works by the composer. Impressive performance and excellent name value makes this album a strong sales item. Effective cover portrait of conductor Szell is display-

STRAVINSKY: THE RITE OF SPRING (1-12") - Philharmonia Orch. (Markevitch). Angel 35549

Markevitch substitutes breadth for propulsiveness in this absorbing reading of the corrosive ballet work. Fans may prefer Ormandy, Dorati or the composer for urgency, but this style has its charms.

SCHUMANN: SONATA, ROMANCE, SYMPHONIC ETUDES (1-12") — Gary Graffman, Pinnist. RCA Victor LM 2190 The Symphonic Etudes have nearly a dozen competitive disks, but inclusion of the infrequently-recorded G Minor Sonata and the F Sharp Romance lend additional allure. Not as romantically styled in performance as a Novaes, but a strong effort from a maturing artist. Cover shot of the rising young American artist could have been more flattering.

WAGNER: SELECTIONS FROM TANN-HAUSER, THE FLYING DUTCHMAN, & GOTTERDAMMERUNG (1-12")-Berlin Philharmonic Orch. (Kempe). Angel

The noted maestro conducts the Berlin Orchestra in a group of familiar Wagnerian instrumental passages, most of them oftrecorded in various editions from many labels. Featured are the overture from "The Flying Dutchman," the overture and Venus-berg music from "Tannhauser," and Siegfried's Rhine Journey and Daybreak from "Gotterdammerung." Excellent sound and name value of the conductor can help.

TCHAIKOVSKY: EXCERPTS FROM SWAN LAKE (1-12") - Royal Opera House Orch., Covent Garden (Morel). RC

There are more than 15 other versions of this popular ballet available (including the Ormandy one) but this package is strong enough to chalk up sizable sales. Excellent performance. Imaginative cover gives album display value.

CLASSICAL **

TCHAIKOVSKY: SYMPHONY NO. 4 (1-12") - Philharmonia Orch. (Silvestri).

The familiar Tchaikovsky "Symphony No. in F Minor" is performed expressively

under Eugene Ormandy. It is coupled with here by the Philharmonia Orchestra under Constantin Silvestri, Silvestri, dean of the conducting class at Bucharest Conservatory, made this recording in London in 1957. In spite of the many, many recorded versions of this symphony by many of the world's great orchestras this version could do some business, if exposed and displayed.

> DEBUSSY: LA MER, NOCTURNES (1-12") - Concertgebouw Orch. of Amsterdam (Van Beinum). Epic LC 3464

Spacious readings of the Nocturnes and an adequate job of "La Mer," with fine sound. Catalog has stronger performances by more potent names, but admirers of the Concertgebouw will like.

AIRS (1-12") - Rome Symphony Orch. (Ferrara). RCA Victor LM 2179

Free transcriptions of lively and lovely pieces from 1550-1700, the three suites are played with charm. Attractive cover will help lure collectors.

RUSSIAN ART SONGS (3-12") - Maxim Karolik, Tenor. Unicorn UNS 2

A highly elaborate set. Russian tenor, Maxim Karolik, sings 30 Russian art and folk songs by such composers as Rimsky-Korsakoff, Tchaikovsky, Borodin, Balakirev, Moussorgsky, Ruchmaninoff and others. A 48-page booklet accompanies the set with lyrics (in English) for each song and background data on the artist. Market for this de luxe edition would be limited largely to collectors and devotees of this specialized

BIZET: ORCHESTRAL SUITE FROM "CARMEN," SUITE FROM "L'ARLE-SIENNE" (1-12") — Vienna State Opera Ork. (Rossi). Vanguard SRV-107

Colorful readings of familiar music, with the "Carmen" excerpts limited to instru-mental parts of the opera. Strong competition on both.

FRANCK: SONATA; DEBUSSY: SON-ATA; RAVEL: PIECE EN FORME DE HABANERA; FAURE: BERCEUSE (1-12") - David Nadien, Violin; David Hancock, Plano. Monitor MC 2017

This young pair of Americans, each just barely over 30, give a convincing argument for home-grown talent on this disk. Nadien, 1946 winner of the Leventritt award, shows a particularly mellow violin tone. Hancock, in addition to able planistics, also was audio engineer for the session. The Franck faces formidable competition from combinations including Oistrakh (twice), Helfetz-Rubenstein and Francescatti-Casedesus. The other items, however, involving heavy impressionism, may attract lovers of that type of music.

CLASSICAL *

MUSSORGSKY: HIGHLIGHTS FROM BORIS GODUNOV; RACHMANIN-OFF: ALEKO (1-12") — Mark Reizen, Bass & Chorus & Orch. of the Bolshoi Theater (Nebolsin). Monitor MC 2016

LOW PRICE-SEMI-CLASSICAL ***

PORGY AND BESS Suzanne Auber, Plano with Royal Farnsworth Orch. (D'Artega) (1-12") Design

D'Artega leads the Royal Farnsworth Orchestra in the famed Robert Russell Bennett arrangement of "Porgy and Bess," backed with "American in Paris" with Suzanne Auber at the keyboard. Nothing strikingly new is done to Gershwin here, but neither is the music man-

stint by Miss Syms on a gay, sparkling tune from Lerner and Loewe's "Gigi." It's a good deejay item.

(Lowal, ASCAP) The Nature of Things....72 Lovely ballad is warbled against ro-

mantic ork support. Jocks may take to this. Moderate sales, appeal.

THE TYRONES

(Morris, ASCAP)

Blast Off78 DECCA 30643 - In the Bill Haley style is this driving effort by the Tyrones who sing about blasting off on this screaming rock and roller. Side is wild enough to deserve exposure. (Brown, BMI)

Pm Shook....72 Another frantic rock and roll effort is sold with drive and spirit by the Tyrones. (Valley Brook, ASCAP)

DALE'S BOYS

CREST 1045 - Driving instrumental (Continued on page 41)

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Spring Dress

Continued from page 3

Mikado" and the "Pirates of Penzance," by the D'Oyly Carte Opera Company, each with complete librettos; "High Fi-Esta," with the Edmundo Ros ork of London; Stanley Black's "For Latin Lovers," a mood set; a package by the Ted Heath band, of classic tunes popularized by Al Jolson; "The Art of plus 50 years. During this 15-Chevalier," with Maurice Cheva-lier, and "A Taste of Paris," with Raymond LeGrand and his ork.

Under the special turn-in deal, retailers can return to distributors any London LP's equivalent to 10 per cent of the value of the orders placed on London's "Spring Cav-alcade of New Releases." It was stressed that dealers could take advantage of this at full dealer cost, even the in some cases disks for comment, indicated that the being turned back might have been, idea might have merit, inasmuch as purchased under previous discount programs. The current program education and scholarships, etc., winds up June 30, with a dating without costing the taxpayers "a plan under which payment is due red cent." But it was advanced by on August 2.

ing provided with de luxe booklets effect, and for a program which containing all covers in the new could easily be expanded to cover release and LP jacket kits. Extra the advancement of other schools promotion copies of the desks by of art beside music. Heath, Black and Ros are being newspapers, etc.

The announcement of the holdthe-line policy on price-at least till year's end-was seen as a stabilizing factor for dealers.



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Bill Would Pass PD Music

Continued from page 3

est living of any tune's composer and renewal copyright periods. year period, all royalties earned by a song are turned over to Caisse Nationale des Lettres.

Similar plans have been investigated in both Sweden and Great Signs Artists Britain by special commissions, but plans advanced have been rejected. However, the matter of the paid public domain is currently a subject of inquiry in Germany, Belgium, Holland and Denmark.

One music attorney, contacted it would provide a fund for music another observor that the music in-Promotion-wise, salesmen are be- dustry itself would be taxed, in

It should be stressed that the provided to distribs at \$1 each for bill at present has been referred use in promotion with stations, to the Senate Judiciary Committee, and it's believed that extensive hearings would have to take place before the committee would be likely to report it out. But it was pointed out that should such a bili become law in anything approaching its present form, it could become a hardship on diskeries and publishers alike.

In the case of the former, a source of royalty - free material which frequently manages to spawn a hit, would no longer be royalty-free, inasmuch as standard mechanical and performance roy-

last year in France, a similar piece alties would be payable to the of legislation went into effect via government as perpetual owner of an organ known as the Caisse Na- the copyright. On the other hand, tionale des Lettres. In the French the law could put a publisher in version of the plan, the copyright the curious position of having to term is extended 15 years beyond pay a royalty on one of his own the normal span of life of the long- tunes, which had run out its initial

20th Subsid

NEW YORK -- Two more recording artists have been signed by the 20th Century-Fox recording subsidiary, according to Henry Onorati, the diskery's prexy.

The first is Denise Lor, thrush of the daytime Garry Moore show from which Moore is exiting to do a nighttime TV variety show. The other is Roger Coleman, vocalist heard recently on the Decca and M-G-M labels.

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AFM License Grants May Presage Peace

By CHARLES SINCLAIR

be the first "peace feeler" between the American Federation of Musicians and the Hollywood movie majors has been launched by the AFM in the form of new recording licenses to the platter subsidiaries of 20th Century-Fox and Warner

Since United Artists has had a waxing permit for about a month now, this leaves Columbia Pictures' as-yet-nameless record subsidiary as the only movie-owned record firm to change soon, since AFM some cases, with tapes of single execs report that Columbia has not or album sessions eventually windyet formally applied for its permit.

AFM decision to grant 20th-Fox Universal (via parent company and Warners the licenses is the Decca), Paramount (via Dot Recfact that the AFM is still striking ords and ABC-Par) and M-G-M against these two firms and others (which has had a license for many as far as theater sound tracks are years). concerned. Movie makers today have been forced to record their eries operating without a licensesound-track scores overseas, in lo- 20th Century-Fox, Warner Bros. cations ranging from Mexico City and United Artists-had managed to Vienna, or to use "canned" to skirt the issue by purchasing scores from record libraries.

recording work that will be re- producers who have licenses.

leased for the general consumer NEW YORK-What may well record market, with clauses that require use for any other purpose to be cleared with the AFM.

However, the "peace feeler" aspect is seen in a remark by one AFM official that "it's not improbable that we may give permission to use such recordings in other fields-even movies."

The usual recording process of movie music, in which it's recorded essentially for sound track use, and then transferred to LP's or singles later, may thus be reversed in ing up as movie tracks Other movie The chief significance of the firms with wax licenses include

Hitherto, the movie-owned diskmasters from firms who did have a Basically, the licenses apply to license, or operating thru indie film

Comment on Rack Jobber

Continued from page 5

racker as a sub-distributor.

tributor, especially from the rack their problems with rackers and jobber. Check of distributors at the one-stops, said they were doing a MOA confab indicated that returns lot of thinking about it, but no from rack jobbers average between positive action. One distributor 25 and 35 per cent. Distributors be- said one of his major label comasked continually to return specific inventory control card system on single releases as they feel the his rack sales to see what the permomentum of the number dying down, so that the rackers' overstock can be sold before the hit distributors said their requests for from rackers met with no response. too late to be sold anywhere. In the interim, distributors had to reorder from their manufacturers to ords mean nothing impactwise. keep filling orders.

Read Asks Senate . Continued from page 5

Continued from page 4

bargaining should be paid directly stations. to the employees working under the agreements, or to a fund "for the exclusive benefit" of such members and their families.

Four law suits are pending in California courts against the AFM and all the employers who entered into trust fund agreements. The West Coast musicians are fighting to keep certain recording musicians' raises and movie-to-TV royalties from being siphoned into the fund, which dissidents claim is a votegetting device to keep the Petrillo 25. The records are \$4.50 each,

faction in power.

The fight has reached the Supreme Court, where the union has asked the high bench to deny a California Supreme Court decision giving jurisdiction to that State in the suit. Networks and their record companies, plus Capitol, Decca, Coral, and Loew's, Inc., claimed neutrality at the start of the fracas, but they have since joined in protesting California jurisdiction. The lishing company, Barton Music, is protest is on the grounds of possible liability both in California and in New York State, where contracts were concluded with Musij baum.

told them they were classifying the | Like Mark Twain's cliche about the weather, distributors, when Returns have plagued the dis- asked what they were doing about wail the fact that rack jobbers are petitors was keeping a separate centage of return was, the discount and premium free merchandise etc.

All distributors stated that they runs out in that territory. Most are seriously thinking about cutting out the 300 free deal with the purthe return of the dying overstock chase of 1,000, pretty universally used for the past four years in Records eventually were returned dealing with one - stops. Primary reasoning behind this cutoff is that everybody is doing it and free rec-

Lomax Disks

from the one-time "Radio Research surveys of AFM in 1954-'55 have Project," established in the Library shown that over 50 per cent of the of Congress with a grant from the membership "does no musical Rockefeller Foundation in 1941. work whatsoever." In view of this, Previously, the ballad collection of he felt some law should be passed 10 15-minute programs on the to insure that all money paid by American folk song was available employees as result of collective only to libraries, schools and radio

> At the time of the Radio Research project, John Lomax was Honorary Curator of the Archive of American folk song in the Library of Congress. Lomax recorded spirituals, blues, fiddle tunes, country ballads, railroad songs, sea chanties and ballads of the cowboys. He found singers like Lead Belly, Clear Rock, Iron Head, Kelly Pace, Alec Moore and Vera Hall.

> The recordings are available from the Recording Laboratory, Library of Congress, Washington or \$20 for a set of five, plus tax and shipping costs. Order blanks will be mailed free on request to the Recording Laboratory.

Sinatra Brit. Pub. To Be Independent

LONDON - Ben Barton, Frank Sinatra's partner in the pubplanning for the company to operate independently in this country beginning next month.

For three years the catalog has cian Fund Trustee, Samuel Rosen- been handled by the Campbell from the one-time "Radio Research ment which ends in June.



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Reviews of New Pop Records

Continued from page 38

reading of an attractive riff effort by Dale's Boys on this new waxing. Side could get some juke loot. (American, BMI)

Marching Blues....72 Listenable blues effort in march tempo is handed a good performance by the combo. Good side but flip is stronger for the market, (American,

ROY GAINES

Weeping Willow75 RCA VICTOR 7243-Pretty rockaballad is handed good reading by Galnes, Fem chorus on backing is effective. (RUSH, BMI) Skippy Is a Sissy 71

Exuberant chanting, of the Little Richard school, on pounding r.&r. tune, Dual market item. (Rush, BMI)





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JOHNNIE FULLER BAND

IRMA 112-New Orleans beat backs the Domino-ish vocal on this side, If pushed this could attract. (B-Flat, BMI)

You Got Me Whistling 71 Funky sound on a blues by the artist. This could catch on in Southern markets, if exposed. (B-Fiat, BMI)

NOBLE (THIN MAN) WATTS

Shakin' 75 BATON 254 - Ingratiating rhythminstrumental side with cheerful, bouncy beat and strong sax work. (Dare, BMI)

The Slide 71 Haunting instrumental with seductive tempo. Fine juke and jockey waxboth pop and r.&b. (Dare, BMI)

ROYCE PORTER

Breach of Love74 MERCURY 71314-Porter packs feeling into reading on interesting uptempo rockaballad with provocative fem answers. Solid dual market item. (Starrite, BMI)

Good Time....72 Fervid vocalizing on exuberant rockabilly tune. (Starrite, BMI)

RAY MARTIN ORK

Argentina Ballerina74 UNITED ARTISTS 116-Provocative tune with catchy beat is wrapped up in perky arrangement, featuring Henry Busse-styled trumpet. Cuts deejay wax. (Wood, ASCAP)

Spring in Spain....71 Lush theme sung with lilting conviction by mixed chorus. Pretty programming for jocks. (Criterion, ASCAP)

PAUL TATE

Dance On74 FALCON 1012-Cute song is handled in good fashion by Tate on this new release about old time dancing and the modern style. (Tollie, BMI) Everybody But Me....71

Paul Tate shows off a big-voiced spiritual style on this sad lament about life and loneliness. Lad has a voice. (Tollie, BMI)

JOHNNY JANIS

The Better to Love You74 CARCION 463 - Janis makes his debut on the label with a warm, believable rendition of a pretty ballad. The male vocal group and large ork support him in good fashion. Has a chance, (Midway, ASCAP)

Can This Be Love 70 The chanter handles this mediumpaced ballad pleasantly, again supported by the large ork. (Evelyn, ASCAP)

TINA LOUISE

UNITED ARTISTS 127 - The lass makes her debut on the label with a pleasant reading of a pleader-type ballad. She sings it with attractive wide-eyed quality. (Sudbury, BMI) In the Evening....72

Okay reading of the familiar melody by the thrush backed closely by a full chorus. (United Artists, ASCAP)

TED HEATH ORK

Tom Hark73 LONDON 1809-South African tune with a touch of shuffle rhythm receives a listenable instrumental performance by the Heath crew. Good dance effort here, (Southern, ASCAP) Cha Cha Baby....72

The Ted Heath ork comes thru with a listenable cha-cha effort that could get some coin on the boxes. (Zodiac,

GOING WILD!





BENNY JOY

Crash the Party73 ANTLER 4011-Benny Joy turns in a rocking reading of a pulsing blues effort on his debut for the label. Lad can sing and is a cat to watch. (Argo, BMI)

Little Red Book 72

On this side the warbler comes thru with a good quivering type of reading of a rockabilly effort. (Argo, BMI)

MARTY COOPER

Can't Walk 'Em Off73 CREST 1043-The warbler turns in a listenable rendition of a rockin' blues items as he sings of the blues he has about his girl. Side could get some action. (American, BMI)

You Bet Your Little Life 72 Marty Cooper sells this rock and roll effort neatly, while the combo pounds out the beat behind him. (American,

JULIAN BARNETT & THE TALENTS

rockaballad. This could also appeal in r.&b. marts. (Lark, BMI) Come Back to Me....70

Pretty calypso tune is softly chanted by Barnett with a vocal assist from a male group. Fair chances. (Lark, BMD

DARRELL GLENN

Make Me Smile Again73 NRC 004-Darrell Glenn, who had the big hit "Cryin' in the Chapel" a few years ago, handles this big ballad with feeling over good ork support. Side deserves exposure. (Lowery, BMI)

Congratulations to Me...,70 On this side the warbler turns to rock and roll and turns in a creditable reading of the medium tempo item, (Big "D," BMI)

JAMES (SUGARBOY) CRAWFORD

IMPERIAL 5513-Wistful ballad with old-fashioned flavor warbled pleasantly by Crawford with r.&r. backing providing interesting contrast. (Commodore, BMI)

It's Over 69 Honky-tonk-styled piano backing effective on okay reading on countrytype tune, (Reeve, BMD)

THE THREE NOTES

Me Without You72 TALLY 116-Another appealing performance by trio on poignant rockaballad, with dual market appeal, (Lu-Tal, BMI)

I've Been Thinking It Over....72 Jaunty rockabilly-styled chirping by group on catchy rhythm item. If disk' gets any exposure it might step out. (Lu-Tal, BMI)

GENE AUSTIN

The Sunshine of Your Smile72 RCA Victor 7237-Rendition of the oldie, in Austin's familiar style, gets you in the throat. Real pleasant sensation of nostalgia here which could get jockey spins. (Harms, ASCAP)

Sweetheart of de Molay 71 Another, but less familiar oldie gets the same general treatment as the flip. Pleasant wax. (Longview, ASCAP)

ARTHUR OSBORNE

BRUNSWICK 55068-Good swinging rockabilly side with an interesting piano, guitar, drums backing. Has an intense rhythmic feeling. Spins possible. (Tree, BMI) Don't Give Me Heartaches....71

A minor flavored medium-beater with a down country guitar piano backing. Tune has an oft-repeated figure, for fair results. (Champion, BMI)

ROSEMARY CLOONEY & JOSE FERRER

You're So Right for Me72

M-G-M 12655 - This is from the M-G-M album featuring Clooney and Ferrer singing songs from "Oh Captain," the Broadway musical. The pair handle it pleasantly. (Livingston & Evans, ASCAP)

Hey, Madame 71 Same comment. (Livingston & Evans, ASCAP)

FELIX GARCIA

Summer Love72 R-DELL 104-In contrast to the flip, this side has a marked lyric quality, with an engaging beat behind it. (Cadenza, ASCAP) Two Tacos....70

Instrumental with a Tex-Mex flavor, Instrumentation varies from the common run, and will be found unusual by jocks. (Cadenza, ASCAP)

JACK FASCINATO ORK

Diggin' Duggan72 STEPHENY 1827 - A smart instrumental, with a modern feeling, and a subdued, relaxed quality. (Windy City, ASCAP)

Road Runner 69

instrumental which catches a mood, This one has some unusual sound effects in the arrangement. (Windy City, ASCAP)

THE ROCKIN' CHAIRS

Rockin' Cahir Boogie72 RECORTE 402-Guitar and drums lead the way behind the handclapping cats then everything breaks loose with

(Continued on page 42)

TOP NEW TEEN HITS ON ATCO

The Coasters



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Many Dealers

• Continued from page 3

six in 10 (58 per cent) said "some of each." The balance replied that clubs are taking former store customers (17 per cent) or "don't know" (7 per cent). According to these figures, some dealers at least are creating new customers for records.

Ads' Effect

In another question, they were asked whether heavy advertising by clubs results in more or less business for the dealers or would make no difference. About 40 per cent felt that the ads would take business from them, but 28 per cent thought the ads were a good thing for business and 29 per cent felt they made no difference.

In answer to the question, which manufacturers are now operating disk clubs, more than nine in 10 (94 per cent) identified Columbia, while 87 per cent listed RCA Victor and 81 per cent mentioned Capitol. Two dealers out of every three (66 per cent) said they had enrolled members for a club or had received credit for doing so.

SPA and Pubs

· Continued from page 3

Music, a California firm, Harold Orenstein, attorney for Frank Loesser, Wattenburg and Larry Green, another attorney. Attending for SPA were Exec Secretary Miriam Stern, President Burton Lane, attorney John Schulman and Jack Lawrence, Milton Drake and Abel Baer.

Minimums Talk

scribed as "very pleasant and cor- \$4.45 to \$2.78; classical EP's, dial" by both sides, there was ex- \$1.94 to \$1.81; pop 12-inch LP's, tensive discussion of paragraph six \$5.56 to \$4.72; pop 10-inch LP's, of the contract form, which has to \$4.17 to \$2.78; pop EP's, \$1.94 to do with minimum requirements. \$1.81. There was also some discussion of in the past 10 years. Another meet-ing will be held in the middle of June, it was stated.

preparations for assuming its role for writers from publishers. Publishers seemed to have no solid objections to this plan, altho one pointed out that in the past, publishers had never been allowed to Continued from page 8 deduct more than 21/2 per cent for collection of mechanicals, whereas SPA now proposes to charge as high as 5 per cent for the service to writers.

Next Wednesday (21), meanwhile, the SPA holds its annual election of a new council.

KICKING UP A STORM!

RAINDROPS ON MY WINDOW

47/20-7226





Ingenuity

• Continued from page 9

less than completely satisfactory, but who can tell what new programming may emerge from radio network thinking? And there is thinking going on, I'm sure."

One thing that's needed in radio, Bartell feels, is "a perfected method of program previewing by which management is given an indication las. of audience preference-somewhat like the Broadway producer trying his show in Boston or Philadelphia before it opens in New York."

Bartell admits that the response samplings of his own stations have their limitations, but adds, in a blast at "Top 40" operations:

"How much more valid this than a programming predicated exclusively upon a tabulation of the records purchased by youngsters in their early teens! This does not necessarily preclude the enjoyment of this music by adults. But the unweighted extension of the teen-age taste to include all age groups-and then to program those records exclusively-is an erroneous conclusion based upon a specious premise."

Cap, Angel

Continued from page 8

also to aim at an increase of potential record customers in this coun-

Rate changes on Angel are: Classical 12-inch LP's, \$6.39 to \$5; classical 10-inch LP's, \$5 to \$3.34; classical EP's, \$2.35 to \$1.81; pop 12-inch LP's, \$5 to \$4.17; pop 10-inch LP's, \$4.17 to \$2.78; pop EP's, \$1.94 to \$1.81.

On the Capitol line, the changes are: Classical 12-inch LPs, \$6.39 During the dinner meeting, de- to \$5; classical 10-inch LP's, JERRY BUTLER

Six months ago, Nippon Victor conditions in the publishing field carried out a similar across-theand changes which had taken place board reduction in prices, and, according to the spokesman, "It is quite obvious that with the Angel LP price cuts competition will be-Meanwhile, SPA continued its come keener among Japanese diskeries. The movement of other maas centralized collector of royalties jor diskeries is carefully watched

Gogi Grant

assign them to Era Records. These royalties were paid by Era and held by the Los Angeles County Clerk's office since the start of the litigation. In addition, Miss Grant will pay Era the sum of \$5,000 and RCA Victor will pay an additional DUKE DICKSON: My Baby Doll/Walking meeting, to be followed shortly by \$5,000 to Era. In turn, Era will relinquish its contractual claims to Miss Grant's recording services.

> One point of difference still exists between the opposing parties as an outgrowth of the oral agreement. Era claims it has been assigned all future royalties as well to be earned by any Gogi Grant disks it owns and plans to release. Bob Rifkind, of the law firm of Rosenthal and Norton, and the legal eagle who represented Miss Grant from the start, claims the oral agreement for settlement embraced only the past royalties being held by the County Clerk and does not involve future earnings of Gogi Grant disks released by Era.

Hal Cook

• Continued from page 8

ord industry during the past dec-ade. First, when Conkling was veepee in charge of Capitol's artist-repertoire department in Holly-wood while Cook was operating in the label's sales promotion depart- BENNIE GREEN was president of Columbia Records, Cook joined him as head of national sales.

Merc. Plans Giant Push on Circling Near Callas 'Medea'

NEW YORK -- Mercury Records is readying a high-powered promotional program to kick off its first Living Presence operatic album, "Medea," starring Maria Cal-

The package of three LP's, retailing for \$14.95, will be in the stores next week, accompanied by extensive point-of-sale displays, including a full-color 24-inch by 30inch blow-up of the album cover for windows and a two-color counter unit.

A special seven-inch demonstration record - containing highlight excerpts from the opera - will also be made available to dealers and distributor salesmen and Mercury is taking a sizable consumer advertising schedule in High Fidelity, Hi-Fi Music at Home, the Saturday Review, Schwann Catalog, the New Yorker, Review of recorded at La Scala in Milan, Recorded Music, This Month's Rec- Italy, under the supervision of Merords, and Record and Sound Re- cury's classical chief, Wilma Co-

photos and the complete "Medea" ubini work has been recorded.

Roulette Globe To Completion

NEW YORK -- Roulette Records has virtually completed its world - wide distribution set-up. With the exception of Italy and France, the label (including its subsidiaries Tico, Rama and Gee) is now represented in most of the major markets of the world.

Deals have been set for the distribution and sale of Roulette, Geo and Rama disks in Germany, Austria and Scandanavia by Dansk Grammofon; in the Benelux countries by Bovema; in South Africa by Trutone; in Australia by Lee Gordon Records, and in New Zealand by Phillip Warren. Deals for distribution in France and Italy are currently in the negotiation

libretto. The Cherubini opera was zart, and its classical artist and The album package is augmented repertoire director, Harold Lawwith a 24-page booklet containing rence. It is the first time the Cher-

Reviews of New Pop Records

Continued from page 41

a driving piano and a honking born. Vocal consists solely of the words of the title and could have been left out. Spins possible. (Beam, BMI)

A Kiss Is a Kiss ... 67 This starts in a style reminiscent of "At the Hop," but the material is strictly mediocre. Slim potential here. (Beam, BMI)

FALCON 1013-Slow, slow pulsing ballad material with a concerto type piano start. This side has a Roy Hamilton type approach with high, heavenly voices in the backing, Butler gives it a religious type reading which registers nicely. (Gladstone, ASCAP) Sweet Was the Wine 67

A wild sort of shouter here with a few of the vocal tricks of Sam Cooke. Butler works with male vocal backing in the driving rhythmic tune. Fair prospects only. (Gladstone, ASCAP)

DAN TERRY

DEVERE 317-In the Count Basic ork style is this listenable side by the big Dan Terry band. May get some jockey play. (Terrier, BMI)

Coca Cola Rock 69 The Dan Terry ork plays this driving item well, while the Freddie Martell singers come thru with a gang vocal. (Terrier, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

Shoes-Global 716

THE EL DOMINGOES: I'm Not Kidding You/Evening Bells-Kapp 206 WALLY GEORGE: Drag Strip/I Dig

Ac'cent 1060 RICO HENDERSON: Strictly for the Birds/ Rico's Special-Citation 1032 JOHN JACKSON: He Was a Good Man/

Hey You-Frankie 5 MADMAN JONES: Oh, Henry/Jes One Mo Time-Mad 1207

BOB LAURIE: How Much Can a Young Heart Care/Ching-a-Ling-Ling-Stepheny

GENE LEWIS: S'posin' You Were Mine/ Crazy Legs-R-Dell 103

THE JAZZ MESSENGERS

BLUE NOTE 1693-This is a side from the LP, "The Jazz Messengers at the Cafe Bohemia," It's in a medium-beat groove and has definite appeal for jazz markets. (Goodman, ASCAP)

SONNY CLARK

Sonny's Crib (Parts 1 & II)......79 BLUE NOTE 1697-Nice workout by Clark on one of his originals. It's a swingin' medium-beat tune that will appeal to the pianist's fans, (Groove,

BLUE NOTE 1706-Soft mellow trombone sound by Green on the pretty standard. Rhythm section nicely complements. Good potential

in jazz marts. Excellent item for jazz jocks, (Famous, ASCAP) I Love You 78

Cole Porter's evergreen is handed an appealing Latin beat run by Green and crew. Potential appears the same as flip. (Chappell, ASCAP)

Spiritual

THE HARMONIZING 4

His Eye Is on the Sparrow80 VEE-JAY 859-A rhythmic, relaxed performance, with the chorus of chanters showcasing the lead. Side maintains and picks up interest as it

Lived He Loved Me....76 Another similar in quality to the flip, This is in quick tempo, strong rhyth-

mic, and a cappella. THE SWAN SILVERTONES Jesus, He's Alright With Me......77

VEE-JAY 807—Fervid vocal stint by lead singer on moving spiritual, (Conrad, BMI) End of My Journey 76

Effective lead vocal on strong spiritual. (Conrad, BMI)

THE MIGHTY SKYLIGHTS

If Jesus Came to Your House 75 VEE-JAY 858-Very affecting, as the lead chants a recitative, while the chorus quietly hums in the background, (Conrad, BMI) I Want to Be Baptized 74

The chorus of voices is heard against a shouting lead who delivers an impassioned recitative type of performance. Very interesting wax. (Conrad, BMI)

Folk

STAN WILSON

Lile Marlene VERVE 10131-The folk ballad favorite of the Reichswehr and Allies, in World War II gets an attractive, flowing rendition by Wilson, with schmaltzy Continental backing, Pretty side that's worth spins. (PD)

Marching to Pretoria 69 From a Wilson album comes this bright, fast-moving reading of the Joseph Marais folk tune of Africa. Happy sound here, augmented by the chorus in the backing. (Schirmer, ASCAP)

Polka

Soft Winds (Parts I & II)............80 JOHN WILFAHRT ORK

DECCA 30620-Spirited presentation a catchy Oom-Pah-Pah Melody. The side should go well with polka fans, English vocal by Patrick Wilfahrt, West Wind Polka 77

Lively rendition of a sprightly polka by the crew. They have a jolly sound, and the side is sparked by occasional hoots and shouts. Good prospects in this market. (PD)

WILLIE, WILLARD & WILBUR

Bass Ball Polka73 TARA 100-Bright and bouncy polka effort by the trio with an accordion taking the lead. Can pull some action in its field. (Reeny, BMI)

Shave and Haircut Polka....73 Material close to the flip in sound and potential. (Reeny, BMI)

C&W Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance at the

FOR SURVEY WEEK ENDING MAY 10

retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a This case, both sides are listed in bold type, the leading side Last Week Week Chart 1. OH, LONESOME ME (BMI)-Don Gibson..... I CAN'T STOP LOVING YOU (BMI)-Vic 7133 2. ALL I HAVE TO DO IS DREAM (BMI)-Everly Brothers... CLAUDETTE (BMI)-Cadence 1348 3. WEAR MY RING AROUND YOU NECK (BMI)-Elvis Presley..... 3 DONCHA' THINK IT'S TIME (BMI)-Vic 7240 4. JUST MARRIED (BMI)-Marty Robbins..... 2 STAIRWAY OF LOVE (ASCAP)-Col 41143 5. BALLAD OF A TEENAGE QUEEN (BMI)-Johnny Cash...... 5 Big River (BMI)-Sun 283 6. BREATHLESS (BMI)-Jerry Lee Lewis..... Down the Line (BMI)-Sun 288 7. SEND ME THE PILLOW YOU DREAM ON (BMI)-8. CURTAIN IN THE WINDOW (BMI)-Ray Price.... 11 It's All Your Fault (BMI)-Col 41105 Living in the Shadow of the Past (ASCAP)-Dec 30619 10. DON'T (BMI)-Elvis Presley..... 9 I Beg of You (BMI)-Vic 7150 11. YOUR NAME IS BEAUTIFUL (ASCAP)-You're So Easy to Love (BMI)-Col 41092 12. MY BUCKET'S GOT A HOLE IN IT (ASCAP)-Ricky Nelson.... BELIEVE WHAT YOU SAY (BMI)-Imperial 5503 13. STOP THE WORLD (BMI)-Johnnie and Jack 8 Camel Walk Stroll (BMI)-Vic 7137 14. I CAN'T STOP LOVING YOU (BMI)-Kitty Wells... 14 She's No Angel (BMI)-Dec 30551 15. IT'S A LITTLE MORE LIKE HEAVEN (BMI)-Blue Grass Skirt (BMI)-Vic 7203 16. CRYING OVER YOU (BMI)-Webb Pierce..... -You'll Come Back (BMI)-Dec 30623 17. PINK PEDAL PUSHERS (BMI)-Carl Perkins..... 20 Jive After Five (BMI)-Col 41131 18. GEISHA GIRL (BMI)-Hank Locklin............ 16 Livin' Alone (BMI)-Vic 6984 19. SECRETLY (ASCAP)—Jimmie Rodgers..... MAKE ME A MIRACLE (ASCAP)-Roulette 4070 20. WHAT MAKES A MAN WANDER? (BMI)-Jimmie Skinner..... 17 We've Got Things in Common (BMI)-Mercury 71256

Most Played C&W by Jockeys FOR SURVEY WEEK ENDING MAY 10

shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. This Week	Last Week	Weeks on Chart
1. OH, LONESOME ME-Don Gibson		
2. JUST MARRIED-Marty Robbins	. 2	7
3. BALLAD OF A TEENAGE QUEEN-Johnny Cas		18
4. I CAN'T STOP LOVING YOU-Kitty Wells	. 4	12
5. SEND ME THE PILLOW YOU DREAM ON- Hank Locklin	. 8	8
6. CURTAIN IN THE WINDOW-Ray Price	. 5	12
7. CRYING OVER YOU-Webb Pierce	. 15	3
8. ALL I HAVE TO DO IS DREAM-Everly Brother	s 6	2
9. IT'S A LITTLE MORE LIKE HEAVEN- Hank Locklin	· ==	3
10. WHAT MAKES A MAN WANDER-Jimmie Skinner		
II. ONCE MORE-Roy Acuff	. 10	7
12. OVERNIGHT-Jim Reeves	777	3
13. WEAR MY RING AROUND YOUR NECK- Elvis Presley	. 11	3
14. HOUSE OF GLASS-Ernest Tubb	. 14	3
15. COLOR OF THE BLUES-George Jones	. =	4

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FOLK TALENT AND TUNES

Continued from page 10

only c.&w. station serving that city and Dallas. He will also work with Jack Henderson in producing and emseeing the regular Saturday night "Cowtown Hoedown." The station offers 18 hours of folk music a day.

Cousin Ralph has shifted from KJOY, Stockton, Calif., to KWG in the same city. With the latter station he has three slots, 5 to 7 a.m.; noon to 1:30 p.m.; 10 to 12 midnight, Monday thru Saturday. plus a Sunday gospel singtime, 9 to 10 a.m. . . . Ernest Jones writes that his recently inaugurated show on WABB, Mobile, Ala., is doing well commercially. Currently he's running a prize contest to pick a name for the stanza, an all-gospel seg. Jones infos that he's in need of wax.

Lullabies are being sung with good cause by Ferlin Husky and Justin Tubb. Mrs. Husky presented her husband with a daughter, Denise Roma, April 27, while Mrs. Tubb gave birth to a daughter, Leah Lisa, May 1. . . . Porter Wagoner's latest RCA Victor release is "Tomorrow We'll Retire" b/w "Heaven's Just a Prayer Away." Both are reportedly doing well. . . . Stepping into the spotlight for the May 17 Prince Albert portion of "Grand Ole Opry" were Ferlin Husky and Slim Whitman, his special guest. Johnny Cash will star on the May 24 seg, with Justin Tubb

Jimmy Newman, of WSM's 'Grand Ole Opry" and Dot Records, left Nashville May 9 for an extended tour of Southern California and the Hawaiian Islands. Before leaving, he appeared on the "Country America" network TV show in Hollywood on the 10th, and later the same night made a guest appearance on "Town Hall Party" in Los Angeles. Accompanying him on the tour are Red Sovine, Merle Travis and the Coker Family. Tour arrangements were handled by Perryman All Star Artists, Nashville. Newman's latest Dot release is "Step Aside Shallow Water." .. "Opry" performers Roy Acuff, Johnny Cash, June Webb, the Jordanaires, the Wilburn Brothers, Johnny and Jack, Kitty Wells, Ernest Tubb and Minnie Pearl entertained in Nashville during the recent Cotton Carnival there.

The Barber Brothers, Paul and Don, have sold their West Coast interests and are back in Tulsa, Okla., doing business under the firm name Barber Bros.' Enterprises. Their current presentation, "T-Town Jamboree," is playing dates in Oklahoma, Texas and Arkansas. The "Jamboree" roster includes the Three Harlow Sisters, Bob Boshears, Barry Ramsey, Marva Lee Bilby, Don Boshears, Marie Snyder, Houston Teehee, Donny Painter and the Oklahoma Trailriders band. Business is handled by Don, with brother Paul doubling as producer and emsee.

Bill Franklin's first two sides for King Records, "That Moon's No Stoppin' Place for Me" and "One Minute," are slated for release in two weeks. Bill, of the Franklin Brothers radio team, is currently heard over WRIC, Richlands, Va., and WTCR, Ashland, Ky. . . . Jimmie Crane has teamed with his brother, Troy, for a joint release on Oak Records. One side has Troy doing "Door of Love," with Jimmie contributing "Always Thinking of GEORGE WESTON: Hold Still, Baby/I

This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

C&W RECORDS

JERRY LEE LEWIS

High School Confidential (Penron, BMI) Fools Like Me (Knox, BMI)-Sun 296

IOHNNY CASH

Guess Things Happen That Way (Knox, BMI) Come In, Stranger (Hi-Lo, BMI)-Sun 295 See reviews in Pop Spotlight section.

C&W Territorial Best Sellers

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- I. All I Have to Do Is Dream Everly Brothers, Cdc.
- 2. Wear My Ring Around Your Neck
- Elvis Presley, Vic.
- 3. Just Married, Marty Robbins, Col. 4. Stairway of Love, Marty Robbins, Col.

Dallas-Fort Worth

- 1. Oh. Lonesome Me. Don Gibson, Vic. 2. Stairway of Love, Marty Robbins, Col.
- 3. All I Have to Do Is Dream Everly Brothers, Cdc.
- 4. Ballad of a Teenage Queen Johnny Cash, Sun
- 5. Wear My Ring Around Your Neck Elvis Presley, Vic.
- 6. Is It Wrong? Warner Mack, Dec.
- 7. Claudette, Everly Brothers, Dec. 8. I Can't Stop Loving You
- Don Gibson, Vic.
- 9. Just Married, Marty Robbins, Col. 10. Send Me the Pillow You Dream On Hank Locklin, Vic.

Houston

- 1. Oh. Lonesome Me. Don Gibson, Vic. 2. All 1 Have to Do Is Dream
- Everly Brothers, Cdc.
- 3. Wear My Ring Around Your Neck Elvis Presley, Vic.
- 4. Stairway of Love, Marty Robbins, Col. 5. What Makes a Man Wander? Jimmie Skinner, Mer.
- 6. Color of the Blues, George Jones, Mer. 7. Guess Things Happen That Way Johnny Cash, Sun

Memphis

- 1. Stairway of Love, Marty Robbins, Col. 2. Color of the Blues, George Jones, Mer. 3. All I Have to Do Is Dream
- Everly Brothers, Cdc.

Reviews of New **C&W** Records

DAVE RICH City Lights75

- RCA VICTOR 7247-Sincere reading of a listenable c.&w. ballad. The weeper is nicely handled by the artist. Good potential in this market. (TNT, BMI)
- Burn On Love Fire 75 The moderate tempo c.&w, tune has a slight Latin beat. Rich's vocal here is equally appealing. (Tree, BMI)

JIMMY DEAN

- What This Old World Needs..........75 MERCURY 71313-Breezy interpretation of amusing ditty with bouncy tempo. Should pull spins. (Starrite, BMI)
- Fool in Love....74 Ingratiating warbling on catchy item. (Starrite, BMI)

BILL CARTER

- I Used to Love You......74 TALLY 115-Country rhythm side. Carter's vocal is backed by lively arrangement of guitars and piano. It's a change from the flip, and steps right along. (Lu-Tal, BMI)
- Too Used to Being With You....72 A waltz, simple in sentiment, with a haunting quality, particularly in the arrangement, Carter's vocal is quite lyrical. Interesting wax. (Lu-Tal,

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

TROY CRANE: Door of Love/Always Thinking of You-Oak 103

JIMMY HINKLE: Moon Moon Moon Moon/It Ain't No Fun to Have the Blues-Fireside 28838

ABE MULKEY: Packed Up and Shoved Off/Lovin' You Is My Business-Tally

(Continued on page 45) Need You, Baby-Tally 118

- 4. What Makes a Man Wander? Jimmie Skinner, Mer.
- 5. Wear My Ring Around Your Neck Elvis Presley, Vic.
- 6. Crying Over You, Webb Pierce, Dec. 7. Oh, Lonesome Me, Don Gibson, Vic.

Nashville

- 1. Oh. Lonesome Me, Don Gibson, Vic. 2. All I Have to Do Is Dream
- Everly Brothers, Cdc. 3. Just Married, Marty Robbins, Col.
- 4. Send Me the Pillow You Dream On Hank Locklin, Vic.
- 5. It's a Little More Like Heaven Hank Locklin, Vic.
- 6. What Makes a Man Wander?
- Jimmie Skinner, Mer. 7. Bullad of a Teenage Queen
- Johnny Cash, Sun
- 8. Stairway of Love, Marty Robbins, Col. 9. Wear My Ring Around Your Neck
- Elvis Presley, Vic.
- 10. Curtain in the Window, Ray Price, Col.

New Orleans

- 1. Oh, Lonesome Me, Don Gibson, Vic. 2. Wear My Ring Around Your Neck Elvis Presley, Vic.
- 3. Ballad of a Tenage Queen
- Johnny Cash, Sun 4. Stairway of Love, Marty Robbins, Col.
- 5. Crying Over You, Webb Pierce, Dec. 6. Your Name Is Beautiful
- Carl Smith, Col. 7. Doncha' Think It's Time
- Elvis Presley, Vic. 8. Jacqueline, Bobby Helms, Dec.
- 9. Whispering Rain, Hank Snow, Vic. 10. Geisha Girl, Hank Locklin, Vic.

St. Louis

- 1. All I Have to Do Is Dream
- Everly Brothers, Cdc. 2. Just Married, Marty Robbins, C.
- 3. Ballad of a Teenage Queen Johnny Cash, Sun
- 4. Oh, Lonesome Me, Don Gibson, Vic.
- 5. Wear My Ring Around Your Neck Elvis Presley, Vic.
- 6. Breathless, Jerry Lee Lewis, Sun 7. Oh-Oh, I'm Falling in Love Again
- Jimmie Rodgers, Rit.

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FOR SURVEY WEEK ENDING MAY 10

This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . . **R&B RECORDS**

LITTLE RICHARD

Ooh! My Soul (Venice, BMI) True, Fine Mama (Venice, BMI)-Specialty 633

SAM COOKE

All My Life (Hermosa, BMI) Stealing Kisses (Seneca, ASCAP)-Ken 2005

SPIRITUAL

THE HARMONIZING FOUR

His Eye Is on the Sparrow..... Lived He Loved Me-Vee Jay 859-The group offers expressive performances on the gospels. The readings are in a rhythmic, relaxed vein. "Sparrow" is sung against guitar support. "Lived" is done a cappella. Excellent material for this market.

ON THE BEAT

Continued from page 10

became evident, when loose charges involving narcotics and rape were bandied about by individuals who had no way of knowing the truth. This constitutes hysteria via word of mouth and the printed page, this, too, is another dangerous product of irresponsibil-

Others, in discussing the Boston episode, have pointed to the infamous Scollary Square area of the city as a place "where things like this happen every night, with no rock and roll shows in sight. Let's face it, it's not the music that causes the trouble. There are other reasons for teen-age trouble in our times, far more basic than rock and roll. You have fights at football games and baseball games and you had trouble in theaters in the swing era, too."

What's the future of the medium as a result of the Boston affair? Bookers agree that it's bound to hurt the in-person field for some time to come. Arena and theater managers will take extra care in

(Continued on page 45)

Reviews of New R&B Records

BOBBY MITCHELL

IMPERIAL 5511-64 hours without love, that is, and he really misses her now. A smartly-produced side, with a Yancey bass figure, triplets, and stops. (Travis, BMI)

Love to Hold You....72 The ballad side, with an excellent sound and a conventional triplet figure. Flip is stronger. (Travis, BMI)

BOBBY PARKER Blues Get Off My Shoulder......76 VEE-JAY 279 - Parker sings this

Getting Big D. J. Play!

BILLY MACK singing

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THE CATALINAS SPEECHLESS

FLYING FORMATION (With You)

Back Beat 513

Back Beat Records 2809 Erastus St. Houston 26, Tex.

blues from the heart. Side has a lot of feeling. There's a touch of church quality and Southern funky character contributed by the guitar styling. (Conrad, BMI)

You Got What It Takes 75 A rock and roller, with some novelty value in the lyric. Side has beat and a good vocal. (Conrad, BMI)

LARRY BIRDSONG

VEE-JAY 277-An infectious blues. slow in tempo, with a touch of that "Tequila" feeling given by the alto. Birdsong sings it with heart, to an artful backing by Al Smith's ork. (Conrad & Babb, BMI) Goodbye Goodbye 73

The chick doesn't want him any more, and he's in a plaintive mood. A slow blues, with mood and considerable flavor in the instrumentation behind the chanter. (Conrad & Babb, BMI)

BILLY MITCHELL & THE BASIE-ITES Satellite Beep Bop74

IMPERIAL 5520-Instrumental takeoff on the space age. Excellent arrangement, with swinging horns and rhythm. (ASWA, BMI)

Pickin' on the Wrong Chicken 72 Instrumental that moves right along, Smart work by the horns. (Condor,

EARL BROWN & BAND

Turn Back the Time......73 KAPPA 207-Haunting blues warbled with feeling. Effective backing. (B-Flat, BMI)

Tambourine....72 Exotic instrumental with standout sax solo work. (B-Flat, BMI)

THE MAGNIFICENTS

Angel Tone 525

Ozeta 73 VEE-JAY 281-A blues item of more than common interest. High-pitched vocalist sings it in slow tempo, to an effective instrumental arrangement. (Tollie, BMI)

Don't Leave Me....71 A rock and roller. Material is routine: performance is relaxed and effective. (Tollie, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

BOBBIE CHANDLER: If You See My Baby/Just You and Me-Atlas 1090

FI-TONES: Wake Up/You'll Be the Last-

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 10

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. All I Have to Do Is Dream Everly Brothers, Cdc. 2. Looking Back, Nat King Cole, Cap. 3. Twilight Time, Platters, Mer. 4. Witch Doctor, David Seville, Ltb. 5. What Am I Living For? Chuck Willis, Atl.

6. For Your Love, Ed Townsend, Cap. 7. Johnny B. Goode, Chuck Berry, Chs. 8. Hang Up My Rock and Roll Shoes Chuck Wilils, Atl. 9. Have Faith, Gene Allison, VJ

10. You, Aquatones, Fargo

Charlotte

1. Witch Doctor, David Seville, Ltb. 2. He's Got the Whole World in His Hands Laurie London, Cap.

3. Twilight Time, Platters, Mer. 4. Don't You Just Know 117 Huey Smith, Ace 5. All I Have to Do Is Dream Everly Brothers, Cdc.

6. Book of Love, Monotones, Argo 7. Johnny B. Goode, Chuck Berry, Chs. 8. For Your Love, Ed Townsend, Cap. 9. Tequila, Champs, Chal.

10. Wear My Ring Around Your Neck Elvis Presley, Vic.

Chicago

1. All I Have to Do Is Dream Everly Brothers, Cdc. 2. Twilight Time, Platters, Mer. 3. Witch Doctor, David Seville, Lib. 4. Johnny B. Goode, Chuck Berry, Chs.

5. Talk to Me, Talk to Me Little Willie John, King 6. Looking Back, Nat King Cole, Cap. 7. Wear My Ring Around Your Neck Elvis Presley, Vic.

8. To Be Loved, Jackie Wilson, Brk. 9. Jennie Lee, Jan and Arnie, Arwin 10. Book of Love, Monotones, Argo

Cincinnati

1. Talk to Me, Talk to Me Little Willie John, King 2. Twilight Time, Platters, Mer. 3. What Am I Living For? Chuck Willis, Atl.

4. Looking Back, Nat King Cole, Cap. 5. For Your Love, Ed Townsend, Cap.

Detroit

1. All I Have to Do Is Dream Everly Brothers, Cdc. 2. Witch Doctor, David Seville, Lib.

3. Twilight Time, Platters, Mer. 4. Looking Back, Nat King Cole, Cap. 5. Johnny B. Goode, Chuck Berry, Chs. 6. Chanson D'Amour

Art and Dotty Todd, Era 7. He's Got the Whole World in His Hands Laurie London, Cap. 8. Wear My Ring Around Your Neck

Elvis Presley, Vic. 9. For Your Love, Ed Townsend, Cap. 10. You, Aquatones, Fargo

Los Angeles

1. Looking Back, Nat King Cole, Cap. 2. All I Have to Do Is Dream Everly Brothers, Cdc. 3. Twilight Time, Platters, Mer. 4. For Your Love, Ed Townsend, Cap. 5. Witch Doctor, David Seville, Lib. 6. Book of Love, Monotones, Argo 7. He's Got the Whole World in His Hands Laurie London, Cap.

8. We Belong Together Robert and Johnny, Old Town 9. Talk to Me, Talk to Me Little Willie John, King

10. Lazy Mary, Lou Monte, Vic.

New Orleans 1. Twillight Time, Platters, Mer. 2. What Am I Living For?

Chuck Willis, Atl. 3. Witch Doctor, David Seville, Lib. 4. Looking Back, Nat King Cole, Cap. 5. To Be Loved, Jackie Wilson, Brk. 6. Wear My Ring Around Your Neck Elvis Presley, Vic. 7. Talk to Me, Talk to Me Little Willie John, King

8. He's Got the Whole World in His Hands Laurie London, Cap. 9. Johnny B. Goode, Chuck Berry, Chs.

10. Who's Sorry Now? Connie Francis, M-G-M

New York

1. Witch Doctor, David Seville, Lib. 2. All I Have to Do Is Dream Everly Brothers, Cdc.

3. Twilight Time, Platters, Mer. 4. Book of Love, Monotones, Argo 5. You, Aquatones, Fargo

6. Johnny B. Goode, Chuck Berry, Chs. 7. Tequila, Champs, Chal. 8. Wishing for Your Love Voxpoppers, Mer.

9. Lazy Mary, Lou Monte, Vic. 10. Chanson D'Amour Art and Dotty Todd, Era

Philadelphia

1. Looking Back, Nat King Cole, Cap. 2. What Am I Living For? Chuck Willis, Atl. 3. Don't You Just Know It?

Huey Smith, Ace

4. Twilight Time, Platters, Mer.

R&B Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance at the

retail level, as determined by The Billboard's weekly survey of dealers throout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are Weeks combined to determine position on the chart. In such a case, both sides are ilsted in bold type, the leading side Week Chart Week 1. ALL I HAVE TO DO IS DREAM (BMI)-Everly Brothers..... Claudette (BMI)-Cadence 1348 2. WITCH DOCTOR (ASCAP)-David Seville...... Don't Whistle at Me, Baby (ASCAP)-Liberty 55132 3. TWILIGHT TIME (BMI)-Platters...... 1
Out of My Mind (BMI)-Mercury 71289 4. LOOKING BACK (BMI)-Nat King Cole..... Do I Like It (BMI)-Cap 3939 8. JOHNNY B. GOODE (BMI)-Chuck Berry..... 8 Around and Around (BMI)-Chess 1691 6. BOOK OF LOVE (BMI)-Monotones..... 5 You Never Loved Me (BMI)-Argo 5290 7. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)-Laurie London..... Handed Down (ASCAP)-Cap 3891 8. WEAR MY RING AROUND YOUR NECK (BMI)-9. WHAT AM I LIVING FOR? (BMI)—Chuck Willis... HANG UP MY ROCK AND ROLL SHOES (BMI)-Atlantic 1179 Over and Over Again (BMI)-Cap 3926 11. TALK TO ME, TALK TO ME (BMI)-Spasm (BMI)-King 5108 13. DON'T YOU JUST KNOW IT? (BMI)-Huey Smith. . 12 High Blood Pressure (BMI)-Ace 545

Most Played R&B by Jockeys

Bobby Freeman.... -

Art and Dotty Todd...... 20

16. SICK AND TIRED (BMI)-Fats Domino.....

18. BELIEVE WHAT YOU SAY (BMI)-Ricky Nelson... 15

20. YOU (BMI)-Aquatones.... -

My Bucket's Got a Hole in It (ASCAP)-Imperial 5503

19. RUMBLE (BMI)-Link Wray.....

Along the Trail With You (ASCAP)-Era 1064

She's the One for Me (BMI)-Fargo 1001

15. DO YOU WANT TO DANCE? (BMI)-

Big Fat Woman (BMI)-Josie 835

NO, NO (BMI)—Imperial 5515

17. CHANSON D'AMOUR (ASCAP)-

The Swag (BMI)-Cadence 1347

FOR SURVEY WEEK ENDING MAY 10 SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. Weeks This Last Week Week Chart 1. WEAR MY RING AROUND YOUR NECK-Elvis Presley 1 Vic 7240-BMI 2. LOOKING BACK-Nat King Cole 4

Cap 3939-BMI 3. TWILIGHT TIME-Platters 2 Mer 71289-BMI 4. WITCH DOCTOR-David Seville 7 Liberty 55132—ASCAP 5. JOHNNY B. GOODE-Chuck Berry..... 5 Chess 1691-BMI 6. TALK TO ME, TALK TO ME-Little Willie John .. 14 King 5108-BMI 7. WHAT AM I LIVING FOR-Chuck Willis 6 Atlantic 1179-BMI Brunswick 55052—BMI 9. ALL I HAVE TO DO IS DREAM-Everly Brothers -Cadence 1348-BMI 10. HE'S GOT THE WHOLE WORLD IN HIS HANDS-Laurie London 3 Cap 3891—ASCAP 11. WISHING FOR YOUR LOVE-Voxpoppers -Mercury 71282—BMI 12. WE BELONG TOGETHER-Robert and Johnny ... -Old Town 1047-BMI 13. DONCHA' THINK IT'S TIME-Elvis Presley 10

14. SICK AND TIRED-Fats Domino

15. BOOK OF LOVE-Monotones

15. TEQUILA—The Champs

5. Book of Love, Monotones, Argo

Argo 5290-BM1

Vic 7240-BMI

Imperial 5515-BMI

Challenge 1916-BMI

6. Do You Want to Dance? Bobby Freeman, Josie

7. For Your Love, Ed Townsend, Cap. 8. Witch Doctor, David Seville, Lib. 9. All I Have to Do Is Dream

Everly Brothers, Cdc. 10. Talk to Me, Talk to Me Little Willie John, King

St. Louis

1. Looking Back, Nat King Cole, Cap. 2. Twilight Time, Platters, Mer. 3. All I Have to Do Is Dream

Everly Brothers, Cdc. 4. Johnny B. Goode, Chuck Berry, Chs. 5. Book of Love, Monotones, Argo

6. He's Got the Whole World in His Hands

Laurie, London, Cap. 7. You, Aquatones, Fargo 8. Big Man, Four Preps, Cap.

9. Have Faith, Gene Allison, VJ 10. What Am I Living For? Chuck Willis, Atl.

Washington, D. C.

1. Looking Back, Nat King Cole, Cap. 2. All I Have to Do Is Dream Everly Brothers, Cdc. 3. Witch Doctor, David Seville, Lib.

4. Johnny B. Goode, Chuck Berry, Chs. 5. What Am I Living For? Chuck Willis, Atl.

6. Wear My Ring Around Your Neck Elvis Presley, Vic. 7. Talk to Me, Talk to Me

Little Willie John, King 8. Twilight Time, Platters, Mer. He's Got the Whole World in His Hand

Laurie London, Cap. 10. Believe What You Say Ricky Nelson, Imp.

ON THE BEAT

Continued from page 44

as the kiss of death for the inperson pop troupe for the time being at least.

But what about the music itself? After all, what we call rock and roll is really part of the great passing panorama, of musical Americana. The music and one of its prime mentors, Alan Freed, have been targets of all types of crusaders, sincere and phoney, for two weeks. But strangely enough, this is the very same music which comes to us down thru the years from the soulful, meaningful music of the blues and the church. Whether the banning of its performance in various cities, even for an extended period, can measurably alter the style and flow of the music itself is doubtful. If there is a trend away from the more driving forms of rock and roll today, it's a trend that started before Boston and will develop independently of such events. Many new sounds and ideas will be heard on records and the buyers will buy what they like and ignore what they don't like. It's as simple as this. You can't cram arbitrary rules of likes and dislikes down somebody's throat. The course of musical American has too much power and virility to be changed so easily. Let there simply be less hysteria about the whole matter, more responsibility on the part of its practitioners and by the normal rules of supply and demand, trial and error, the music will take care of itself.

The traveling Platters have done At again. According to our friend, Jean Bennett, the group broke

Reeves Set for Star Spot on ABC 'Jubilee'

MADISON, Tenn.—Jim Reeves will make his initial appearance Saturday, June 7, in the starring spot of ABC-TV's "Country Music Jubilee," which originates from Springfield, Mo. He will replace veteran Red Foley, who is planning an extended vacation in California visiting his daughters.

In making the announcement Herb Schucher, Reeves' manager, stated that the Reeves offices will continue to be maintained in Madison. Reeves will continue his road appearances on a more limfted basis, but will fulfill his obligations for a heavy fair date schedule during August and September.

Concertapes Into Disk Field

WILMETTE, Ill. -- Concertapes, Inc., pioneer stereo tape producer, who announced their first monaural long-play release recently (The Billboard, April 21), this week entered the stereo disk field additionally. E. A. (Al) Freiburger, firm's general manager, said the first Concert-Disc stereo 12-inch long play will be Re-Percussion by the Percussive Art Ensemble, directed by Richard Schory. Disk, first of a stereo disk series, will be Westrex 45/45 system.

the attractions they book and pro-1 them up at Oran, North Africa, in mote. A projected tour to feature a record breaking appearance May jockey Dick Clark and a list of 1. Previous record at Oran's Bull top pop acts has been canceled Ring, where the performance took "temporarily." Many cities appar- place, was held by world famous ently had already had their fill of matador Louis Miguel Dominguin. tour-type shows, with the Freed The Platters reportedly drew 21,and Feld troupes competing with 000 fans to the 14,000 capacity each other to the disadvantage of arena. The group also appeared at both. The Boston affair was viewed French Foreign Legion Headquarters, 60 miles away at Sidi Bel Abbes. Here they stayed overnight because of the danger of shooting breaking out after dark.

> The great Basie band moves into Hollywood's Crescendo June 20 for a three-week stay. . . . Della Reese leaves for London early in June to do "Sunday at the Palladium" and "Saturday Spectacular," the two top TV shows in England. Trudy Richards is also being set for a British deal. She's expected to do clubs and recording work.... Our thanks to critic Charles Edward Smith for his kind comments on a recent article in this column on the Bessie Smith blues records.

'533010761'

DJ's Start Contest on Rev Song

NEW YORK--Pvt. Elvis Presley's Army career, which inspired 533010761" (his serial number) by the Threeteens, has also sparked several new deejay promotions.

Jack Carney, WIL, St. Louis, staged a contest last week, whereby listeners were asked to guess what the title of the Rev disk meant. The jock didn't play the platter, just read the title. After some 300 wrong guesses, the right answer came in. First 25 winners received a free LP.

Paul Brenner, WNTA, Newark, N. J., is readying a similar "guess what the number means" contest, with free copies of the Threeteens disk awarded to the first 200 giving the right answer.

The acarney stunt, set up by Gay Distributor exec Skip Gorman, was augmented by a tie-up with a local shoe store chain sponsor, which gave out dog tags imprinted with Presley's serial number with every purchase. In line with this, Rev Records is making up 50,000 dog tags (reading "Dear 533010-761") for use as giveaways by deejays across the country.

NEW LANDINGS IN MUSIC FIELD

CHICAGO -- There are still unconquered frontiers for making a buck in the music business.

Dan Sorkin, WCFL deejay and a licensed pilot, has been observing that almost every time a record breaks out, its performer and publicist take off on a trek thru seven cities, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Baltimore-Washington and Philadelphia, to hock it. Each of these cities has a downtown airport, says Sorkin, but commercial planes can't land at them.

So he and two friends who work for Capital Airlines bought a four-seat Beechcraft Bonanza, got a charter license and last week announced the establishment of High Winds Air Charter, specializing in artist tours for deejay hocking. Rates are 25 cents a mile if the passenger returns to his starting point.

FOLK TALENT & TUNES

Continued from page 43

You" on the other. Deejays who Chelette Sisters furnish the vocal | (Hank) Richards, Burbank, Calif., may have been missed may obtain backing on the first tune. Deejays in honor of George C. Biggar. a copy by writing to Jimmie at may obtain a sample by writing to president of DeKalb (Ill.) Radio 1633 Peach Street, Abilene, Tex. Johnson in care of the above sta- Studios, Inc., during the recent singles on both Hank Snow and his son, Jimmie. Hank's platter couples "I'm Hurting All Over" and "Big Wheels." Jimmie does "The Rules of Love," which he wrote, b/w "You Fool, You."

The Jones Family's new release on Lighthouse, "Are You Ready Should the Saviour call," b/w "The Prayer He Prayed Alone" is reportedly getting good play in the Mobile, Ala., territory. . . . Carl Belew has a new Coral release, "Everytime I'm Kissing You" b/w "Twenty - Four -Hour Night." . . . James O'Gwynn's Mercury recording of "Two Little Hearts" is receiving heavy play in the Shreveport, La., area.

on the Comet label, pairing "Makin' Up My Mind," written by Kid Murdock, and "One Mistake," penned by Rick himself. The

NBOA to Give Territorial **Ork Citations**

CF. CAGO -- Territorial bands, "the backbone of the band business," will be honored with citations to the best area bands in the country, at the National Ballroom Operators' convention to be held in Chicago this fall. Carl L. Braun Jr., president of NBOA and ballroom op in Lowell, Mass., said that citations will be awarded upon the recommendations of ballroom owners who operate in the areas, which these territorial orks work regularly.

"We hope to encourage these bands and also help in the creation of new name bands and bands with fine dance tempos," Braun said. Braun pointed out that the theme of the 1958 convention will be an effort to create a positive attitude toward dancing by stressing good dance music's availability in ballrooms. NBOA will also give special awards to newspaper, radio AC'CENT and TV personalities who have helped dancing and teen-age dance programs in members' ballrooms.

An NBOA subcommittee on public relations, including Joe Mc-Elroy, Holiday Ballrooms, Chicago, and Helen Karzas, Aragon Ballroom, Chicago, are spearheading a convention program that will take place at the LaSalle Hotel, September 22-24.

Jackpot Set As Challenge Subsid Label

HOLLYWOOD--Gene Autry's Challenge Records last week launched a subsidiary label, Jackpot Records, which will function thru a distributor network apart from that handling Challenge.

Jackpot's initial release will be "I Would" backed by "Ronnie, My Teen-Age Dream" and sung by the "G" Notes, a schoolgirl nine and 11-year-old sister team, Linda and Nancy Giampapa. The sides were acquired by Challenge's general manager Johnny Thompson by purchasing the master from Tender Records, local indie. They were produced by Mottola who handled the Patience and Prudence sessions at the Liberty label, who also cleffed "Ronnie" on the flip side.

. . RCA Victor has just released tion. . . . Buddy Killen, veepee of NAB convention on the Coast. At Tree Publishing Company, Nash- the party were Mr. and Mrs. Gene ville, announced the signing of Autry, Mr. and Mrs. Rex Allen, Roger Miller as an exclusive writer. Connie Linder; Patsy Montana, Miller, who also sings, has had two releases on the Mercury - Starday Mr. and Mrs. Max Terhune, Mr. label, "You're Forgetting Me" and and Mrs. Curt Massey, Merle "Can't Stop Loving You." He is Travis, Eddie Dean, Shug Fisher, currently singing with Ray Price, Art Wenzel; Helen Diller and husreplacing tenor Van Howard.

> About 40 former staff members of Stations WLW, Cincinnati, and WLS, Chicago, were guests in the home of Mr. and Mrs. Walter

Honegger Widow, **Barber Awarded** For Modern Work

PHILADELPHIA -- Two Rick Johnson, star of "Gulf awards for original works by con-Coast Jamboree," KFDM - TV, temporary composers played by the temporary composers played by the Beaumont, Tex., has a new release Philadelphia Orchestra during the 1957-'58 season were made last week to Samuel Barber and to Mrs. Arthur Honegger, widow of the late Swiss composer. The awards are the gift of a donor, who prefers to remain anonymous, to encourage the composing and performing of contemporary works. The compositions were selected by the first chairmen of the Philadelphians.

Barber's award, which came to \$3,000, was for his "Violin Concerto," which was performed at the Philadelphia Academy of Music on December 20 and 21, with Camilla Wicks the soloist and William Smith the conductor. Mrs. Honegger's award was 630,000 francs (\$1,500) for the "Symphony No. 2" by her late husband, which was performed by the orchestra on February 14, 15 and 17 with Paul Kletzki the conductor. The Barber "Violin Concerto" will be performed by the Philadelphia Orchestra at the Brussels World's Fair on July 4 with Issae Stern as

Number of Releases This Week

ABC-PARAMOUNT .. 3 - -

R&B C&W

Label

	AC'CENT	1		
	ANGEL TONE			
	ATLANTIC	1	 _	
	ATLAS	_	 1	 _
	BATON	1	 -	 _
ij	BRUNSWICK	1	 _	 _
á	CITATION			
	CREST	2	 _	 _
E	DALE	1		
	DATE	1	 -	 _
	DECCA	3		
	DEVERE	1		
	FALCON	2		
	FIRESIDE	_		
	FRANKIE	1	 _	 _
	GLOBAL	1		
	GONE	1		
i	HERALD	1		
	IMPERIAL	2		
	IRMA	1		
þ	JOY	- (7)		
	KAPPA			-
	LARK			
	MAD			
	MERCURY			
	M-G-M	1		
	NRC	1		
٠	OAK	_		
	RCA VICTOR	3		1
	R-DELL			
ė	RECORTE	1		
	STEPHENY	2		
	TALLY	1		 3
	TARA	î		
	UNITED ARTISTS		 -	_
,	VEE-JAY			
		_		_
	TOTAL	43	8	7
	THE STATE OF THE PARTY OF THE STATE OF THE S		-	

husband Paul Rose and daughter; band Mike Hinn; Ed Simmons, Ronny and Harriet Mansfield, Bob Freed, Woody Smith, George Skinner, Ken and Virginia Peters, Beverly Barnes Fix, Mrs. Dan Riss and Sally Thompson.



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THE BILLBOARD

ROYAL AMERICAN SHOWS MIGHTIER THAN EVER

SedImayrs Add Wild Mouse, Rotor; **Back-End Looms as Powerful Lure**

By HERB DOTTEN

MEMPHIS -- By fair time, the mighty Royal American Shows-the titan of the carnival world-will be mightier than ever.

riding device built as a portable ride, will be in the line-up by then.

So, too, will a Rotor, booked on for the full RAS route for the first time.

These additions to the already power-packed array of rides will power it has ever had in that seg- time." ment of its operations.

Its show line-up again will offer the perennial favorite, Leon Claxton's Harlem in Havana; another Leon Miller-produced revue, this year a spiced-up edition, plus a number of other repeaters, including Lash La Rue's Western Show, the latter for the trek thru Western Canada.

Additionally, there will be Cargantua II and Toto, the two Ringling-Barnum Circus gorillas, presented in air-conditioned cages.

Neither the Wild Mouse, the Rotor, nor Cargantua and Toto worked here at the Memphis Cotton Carnival, the opening stand for the Royal.

All-Steel Mouse

FOR GAC-H

Revue Ideas By Daughter Of Fairman

NEW YORK-Theme of this Spectacular," is provided by a chelberger, 20, daughter of Dick due Friday thru Sunday. Eichelberger, Bedford (Pa.) Fair president.

After visiting the Clearfield Fair two seasons ago and being impressed with the grandstand revue, she applied her hobbyist's skills in water color and charcoal to a futuristic show concept. George Hamid spied the drawings in a car which his office borrowed during the Bedford Fair.

As a result, Jill has conferred with Hal Sands of the Hamid Staff and is a consultant on this year's revue. Her costume designs are in four production numbers.

GREAT TRAIN ROBBERY—1958

SAN ANTONIO — San Antonio police blew their whistles wildly and wished they had some red flagmen's lanterns when they saw the "Big Mo" Miniature Train coming down that city's streets on a recent evening.

The train, which is used by a department store to transport customers to and from its parking lot, was being driven by a couple of joy riders, the engineer attired in a tuxedo, his lady in an evening gown and corsage. The duo had taken the train out of its roundhouse on a dare.

for delivery at Cedar Rapids, Ia., ern Canada A fairs and fairs in the week following the close of Superior, Wis., St. Paul, Topeka, the Cotton Carnivol. The ride and Hutchinson, Kan. was built by Carl Miller at his plant in Portland, Ore., after con-A new Wild Mouse, the first such siderable collaboration in planning with C. J. Sedlmayr, son of Carl the Royal and join the Olson Shows. Sedlmayr Sr., owner-general manager of the Royal.

Mouse made," the junior Sedlmayr said here. "Special safety devices have been incorporated in it to give the show by far the greatest permit stopping all 10 cars at one

The Rotor will join at Davenport. It has worked some of the Royal's dates in the past, principally late Southern fairs but will operate this year for the first time at West-

Lash La Rue is to join at Davenport. After playing the Western Canadian A fairs, La Rue will leave

Gargantua II and Toto were delivered here but did not work. Carl "It will be the first all-steel Wild Sedlmayr indicated that they will (Continued on page 58)

FIREWORKS SECTION

Starts on Page 53

Ringling Starts Strong in Boston

Garden Promotion Ups Advance; See Likelihood of 200G Gross

The Wild Mouse is scheduled Barnum circus opened its six-day, highly successful with a new prowhich is a six-day stop at Provi- on daily newspapers. dence, R. I.

patron interest this year and while there was enough in subways, the opener is traditionally slow, it buses and street cars to count. was up to nearly half a house as Press accommodations again were fair in Pittsburgh, August 28-Sepagainst last year's 2,500. Weather liberal this year after having been tember 1, and will star at the GAC was in the show's corner and off in previous years. Advance Hamid combined wild west and Tuesday evening drew a fair promotion in newspapers has been rodeo show set for the Mineola year's GAC-Hamid revue, "Satellite crowd. Wednesday matinee was good with at least a picture a day Fair, September 6-14. Other dates weak with the night show reaching appearing for about two weeks are in the making, the agency reyoungster with plenty of fair- a three-quarters house. As usual, previous to the opening. grounds experience. She is Jill Ei- heavy business was reported to be

With three shows scheduled Saturday, at 10 a.m., 2:30 and 8 p.m., and a 1:30 and 5:30 schedule Sunday, Garden Treasurer Edward Powers said he hoped for a gross somewhere near the \$200,000 mark. All other shows at the Garden now start at 8 p.m., but in order to draw more school children, starting time for the circus was 7:30.

The absence of the menagerie and Side Show in Boston seemed not to have affected the opening shows, but since no word of this was released, it could have repercussions in the future. Officials said it apparently hadn't affected grosses on the road and were confident that the menagerie wouldn't be missed.

One reason given for the absence in Boston was the lack of space. Last year a large warehouse used by the circus burned down, leaving no place to store equipment.

New Promotion

Part of the success in the uplift at the box office was attributed to the new system of promotion used by the Garden. The Garden was handling promotion thru Garden publicity man Les Stout, assisted by Charles Gorman. Advance man for the circus was Beverly Kelly who left this week for Hershey, Pa. Ken Mayo and Bill Fields were also active in the promotion department.

BOSTON -- The Ringling- The Garden had found results seat Boston Garden with a 20 per the Gene Autry show and brought cent better advance than last year two ice shows the biggest grosses and a heavier Tuesday matinee in years. Heaviest concentration ran May 13 thru Sunday (18) after considerable shaving of the budget

Billing, as was the case last year, There appeared to be more was again at a minimum, altho

INDPLS. TRACK **ADOPTS NEW** TRAFFIC FLOW

INDIANAPOLIS — The Indianapolis Motor Speedway last week adopted a new method of automobile traffic control for its 500-mile road time trials which started here Saturday (17).

The Speedway Traffic Committee, in an effort to expedite the flow of traffic in the vicinity of the 21/2-mile track on the opening qualifying day, issued the following sugges-

1. Drivers of all cars wishing to reach the Speedway as soon as possible should turn on the headlights of their cars.

2. Traffic directors will channel such cars to left or right of roads leading to Speedway gates and see that cars without headlights turned on will be directed into thru lanes of traffic, thus avoiding any delay because of cars bound for the Speedway.

Guy Mitchell Featured as Western Act

NEW YORK--A series of fair 13-performance stand at the 13,909 motion formula which started with dates using singer Guy Mitchell as a Western feature act has been worked out by GAC-Hamid. Mitchell, an expert horseman, worked in that fashion two years ago at opener than in several years. Show was in television and radio with the Western Washington Fair, Yakima, and the idea developed from

A result of the Yakima date was Mitchell's being set for the Colorado State Fair's rodeo in Pueblo. Dates are August 22-24.

Mitchell will then jump to the

VELARES TESTING NEW SPACE WHEEL

Final Touches Added to Four-Wheel Device; Refurbish Rotor for Royal American Tour

LONG BEACH, Calif. -- Curtis | the making for the past three years. and Elmer Velare are running final It will be mounted on three 32tests on their new Space Wheel, a foot semi-trailers equipped with ride that puts four eight-seat Ferris hydraulic leveling jacks. Erection Wheels into the air at a height of will be with hydraulic rams and 92 feet. The ride is scheduled to set-up time is expected to be in the join Olson Shows for its route of neighborhood of eight hours. fairs starting at Chippewa Falls, Lighting is in the form of slim line Wis., in August.

The device, which reportedly cost over \$200,000, has been in

this issue

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Needs

in the

Daily capacity, according to Elmer Velare, is 20,000 based on the original portable Sky Wheel that rode more than 13,600 in one day at the Toronto fair and more than 13,400 at the Dallas exposition. His figures are based on a capacity of 80 riders while the wheel actually can carry 96, he said. A Fiberglas ticket box and hi-fi music will also be carried with the ride.

Refurbish Rotor

The Velare's second portable Rotor is being re-finished at the furbished for its tour with Royal deficit. American Shows. The ride will

(Continued on page 60)

MINOT AUD TO DEBUT **HETZER SHOW**

3-Day Break-In For Fair Unit Has Dual Purpose

HUNTINGTON, W. Va. - Kickoff date for Jimmy Hetzer's outdoor revue, "International Spectacular," will be in Minot, N. D., it is reported. Dates for the Minot Auditorium, following which the show makes its Canadia A Circuit fairs. are June 26-28.

This is a Thursday thru Saturday booking, and the initial Canadian fair is Monday, June 30 in

Brandon, Man.

Hetzer, who reported the auditorium booking this week, said he is negotiating with arena people with the intention of taking the unit indoors following the fair season. This gives the Minot booking a double purpose: In addition to providing three days of working time close to Brandon (less than 200 miles) it will show the unit's feasibility for indoor dates.

Atlanta Shrine Draws Crowds; Gate Sale Up

ATLANTA-Shrine circus here played to good business May 5-11 and scored turnaways on the Friday and Saturday. On Sunday, the Mothers Day matinee was big and the twilight finale was half filled. Show was at Atlanta Municipal Auditorium.

Show was produced for the first time this year by Wilson Storey and his associate Charles Borza. Program book was "sold out." Gate ticket sales were 30 per cent ahead of last year.

Show included Dick Clemens Lions, the Earls, the Montons, the Ascots, the Valencianos, the Symphonettes, Konyots' Chimps, Leo and Josephine Gasco, Aldo Cristiani's Doberman Pinschers, the Willys, Dieter Tasso, the Simrus, Five Hoffmans, Dorchester Troupe, Palustres Trio, St. Leon Troupe, Will Hill's Elephants, and the Great Beckett. Mickey Sullivan had the band and Dick Ware was equestrian director.

Quebec Fair Nets \$14,914

QUEBEC CITY-For the 24th consecutive year the Quebec Provincial Exhibition racked up a profit, the 1957 net amounting to \$14,914.88, Emery Boucher, general manager, announced.

Operating revenue for the year amounted to \$642,429.07 while total expenditures, including \$101,-749.43 paid on the new cattle pavilion and other expenses, totaled \$555,004.91, leaving a gross revenue of \$87,424.16. A sum of shops here. The height is being \$72,509.26 was paid from gross increased and the unit is being re- revenue to cover a Coliseum

> The Exposition reimbursed the (Continued on page 60)

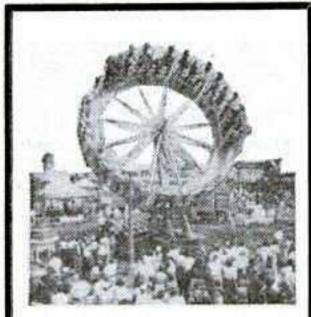
"Our Wheel is "Gur Wheel is our big money-getter" says Mrs. Betty Handel, Secretary Mississippi Valley Rides. Then she adds: "We own six rides, our BIG ELI is the pride and joy of our group." our group."
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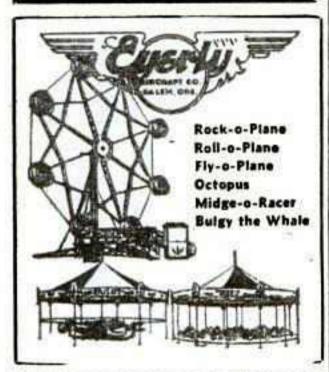
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ARENAS & AUDITORIUMS

Hetzer Preview for Minot; **Another Kaiser Dome Set**

By TOM PARKINSON

TINOT (N. D.) MUNICIPAL Auditorium will be the scene for a IVI preview performance of "International Spectacular," a revue which Jimmy Hetzer is taking into Western Canada's important A-Circuit fairs. The show will be in Minot June 26-28. Arena people will be watching this closely because Hetzer is in touch with numerous managers regarding future bookings of the show. Produced in New York by Radio City Music Hall's Russell Markert, the show will make a tour of arenas after the fair season if present plans work out.

This style of show, produced originally for grandstand presentation, offers a good potential source for arena shows in the future. Put together for the August-October fair season, they often are willing and able to continue as arena shows. Some preliminary thought was given last year to the chance of putting a Barnes-Carruthers show into areas, but it didn't develop.

SAN ANTONIO'S DOUBLE-C Productions is promoting its coming National Food Show in Municipal Auditorium, as a giant smorgasbord. They say that response from food manufacturers and processors has been good. The show is said to be the first 'major food show" in Texas.

The Alberta government's twin Jubilee Auditorium at Edmonton will be closed for about a month for alterations that will include the installation of new motors to speed the stage curtain action and a Fiberglas partition to be between the main fover and the downstairs social rooms.

When H. Werner Buck's sports show in Chicago closed its successful first run some weeks ago, the exhibitors in the travel and vacation section presented him with a petition signed by more than 600 persons. The petition lauded his Show Management, Inc., for "wonderful co-operation given exhibitors by management personnel at all levels."

A FIFTH KAISER dome aluminum building is scheduled to be built in Fort Worth, this one for use as a theater in-the-round. The Fort Worth Opera Association's "Casa Manana" will seat 1,750 persons under its 145-foot dome. There will be a 32-foot circular stage in the center. Other Kaiser domes have been erected as auditoriums, and convention centers in Hawaii, Texas and South Carolina.

Joan Brandon, hypnotist, has been playing walk-around shows at arenas in such places as Pensacola, Fla., and Odessa, Texas. . . . At Dodge City, Kan., the Roundup Association has proposed construction of a roofed rodeo arena. . . . Prince George, B. C., has opened a new \$500,000 ice arena and it plans to use the building for rodeos, circuses, and other shows as well as for hockey.... Singer Jimmie Rodgers was featured at the Lilac Festival in Spokane's Memorial Stadium. . . . Omaha's Civic Auditorium has the National Conference Show of the Society of American Magicians on Saturday (31).

N. Y. Return Extended for U.S.S.R. Dancers In N. Y. Park

NEW YORK -- An announced than capacity, the Hurok Attractions office reports. As a result, three other days have been was originally to be the Dick Clark tagged on.

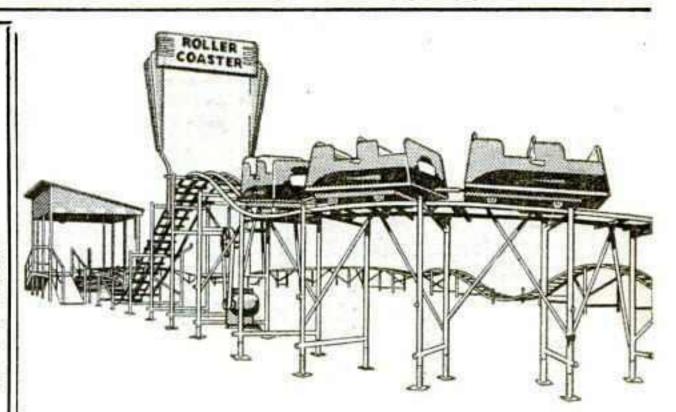
24-25, and two shows Saturday, June 28. The sold-out sign has been typical along the Moiseyev route since it opened in the Metropolitan Opera House last month. Sellouts extended from Detroit and Chicago thru Los Angeles, where the run begins May 24, plus San Francisco and Washington. Near sellouts are reported for St. Louis, Cleveland, Philadelphia and

Kochman Unit Replaces Rock

NEW YORK - The Jack three-day run of the Moiseyev Kochman Hell Drivers have been Dance Company in Madison signed for a Memorial Day week-Square Garden has drawn \$200,- end performance May 30 thru June 000 in the mail, or \$40,000 more 1 in Ebbets Field, with a matinee and night show daily.

Opening attractions for the park Caravan Tour, a rock 'n' roll unit. The troupe is booked in for two Recent publicity given the riotious shows daily, June 20-22, single rock 'n' roll demonstration in New shows on the evenings of June England compelled the showing here to be held off a while.

> Kochman has had his unit in Europe. It will offer a full 28-act program in Ebbets Field.

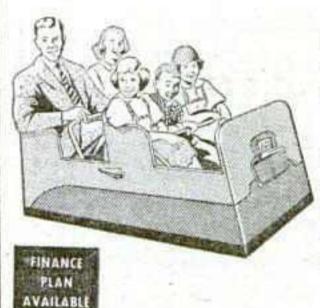


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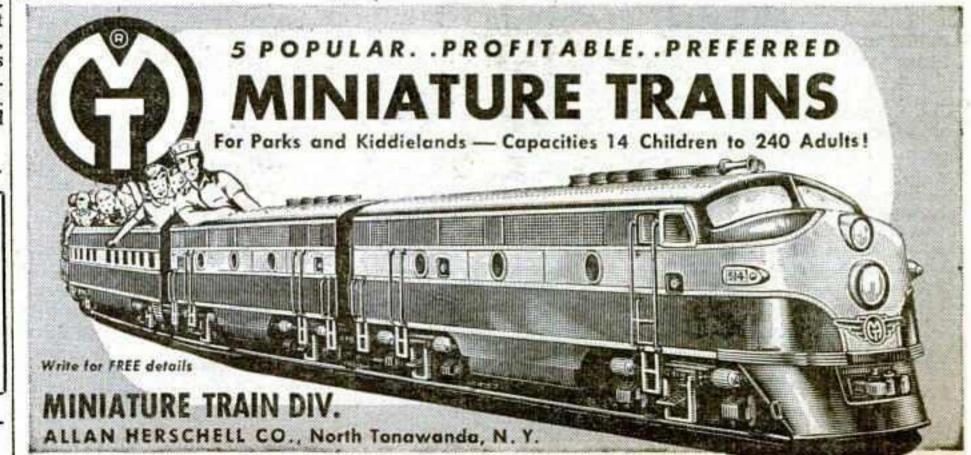


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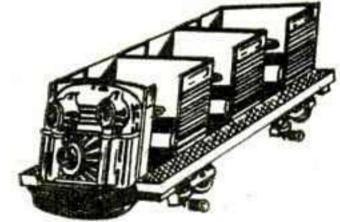
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Raceway Books Kids' Event **And Fair Under Grandstand**

uled for September, and the International Children's Fair next vacation. The track is well situated March.

minds of the track men for some population since 1945. Its residents time, and fair manager Charley Bochert has been among those drumming up interest in the big clear area beneath the grandstand. The children's fair is the first event to make use of the heated main floor and mezzanine. Dates are March 28 to April 12, 1959.

Executive director of the event is

'Convertible' Stadium Posed For Capitol

WASHINGTON-Plans for an ultra-modern circular stadium designed to seat 50,000 people have been released by the District Armory Board.

Stadium, slated for completion in 1960, will cost an estimated \$8,600,000, and will be as "new a concept as tomorrow morning's dew," according to George F. Shea, board chairman. It will seat 43,500 baseball fans, and have a sliding stand arrangement to convert it to a football stadium for 50,000 fans. Parking space will be provided for 12,500 cars, 100 buses and 200 taxis. There will be six entrance gates, and evenly spaced concession stands are to be distributed around the aisles at each level.

Plans for the project were drawn by New York consultants of the Praeger-Kavanagh-Waterbury firm, under authority of a law passed last year. (The Billboard, December 2, 1957.) The law set the site east of the National Cuard Armory. The Praeger firm recommended that the Armory Board sell bonds guaranteed by the District Covernment, to be repaid over a 30-year period, with interest rates at 4 per cent.

Legislation spelling out finance terms and asking a boost in funds is expected to be introduced in Congress this week.

Western Cele **Execs Huddle** On Activities

SACRAMENTO, Calif. -- Representatives of six major Western events scheduled to operate during the next several years, huddled here recently to co-ordinate plans and work together to build up travel in the area.

The events represented included the California State Fair, the 1960 Winter Olympics at Squaw Valley, Calif.; the World Science-Pan Pacific Exposition in Seattle in 1961-'62, the Colorado Rush to the Rockies Centennial in 1959, the Oregon Centennial Exposition and International Trade Fair in Portland in 1959, and the San Diego New World Exposition, tentatively set for 1963-'64.

fornia.

WESTBURY, N. Y. - Two Leon Klempner, who was involved major events are in store for the in the Mayflower ship promotion. big 209,000-square-foot sheltered Potential is seen as very strong, area at Roosevelt Raceway, \$20,- with the Raceway having a capa-000,000 Eastern harness race city of some 50,000 visitors at once, mecca. The Mineola fair is sched- and parking for 16,000 cars. Dates coincide with the Easter school in Nassau County, which has Off-season usage has been in the grown from 500,000 to 1,200,000 are typically young home-owners with children.

Exhibitors can count on 11 out of the 16 days being school vacation, when families are open to suggestions on spending leisure time. Klempner and his group are shooting for 1,000,000 admissions. They will assemble live attractions, rides and exhibits, to support the amount of sales space which will be sold. The resultant atmosphere of entertainment is calculated to boost patron susceptability to exhibitors are toys, games, kits, dolls, bicycles and other products.

Gresham, Ore., Repeats Free

GRESHAM, Ore. -- A free stageshow policy again will prevail at the 53d annual Multnomah County Fair here July 31-August 9, with Monte Brooks Productions of Portland putting together and presenting the attraction.

Sight acts exclusively will be used with line of girls and band, according to Duane Hennessy, fair manager. Annual uses no grandstand show due to pari-mutuel racing under lights. Free show plays twice daily.

Major policy change for fair this year will be a drastic reduction in space allotment for commercial exhibitors with one entire building converted to hobby show, grange booths and military displays, Hennessy said.

Shafer New U.S. Trade Fair Head

WASHINGTON - Walter S. Shafer, former executive of Armour & Company, Chicago, has been appointed director of the Office of International Trade Fairs, U. S. Commerce Department.

Shafer succeeds Nathaniel Knowles, who has served as acting director and now returns to his post as deputy director of the Bureau of Foreign Commerce. Shafer will supervise the planning and operation of the department's trade fair program in co-operation with private industry.

Grande Prairie Mulls Circus Show

GRAND PRAIRIE, Alta. --Plans for the eighth annual twoday fair in August are under discussion by officers and directors of the Grande Prairie Agricultural Society. A circus may be booked.

A series of barn dances may be held in the district to raise funds. Features will include a pet show, track and field events, parade, horse racing and a tractor safety demonstration. Secretary is Mrs. Hudson Adair.

DANBURY, Conn.-Walter E. Gruneberg has been awarded the refreshment stand concession at the Town Park, Lake Candlewood, for The conference was called by the next three years. He was high Gov. Goodwin J. Knight of Cali- bidder, with \$7,230, or \$2,410 a 3916 SECOR RD. TOLEDO 13, OHIO





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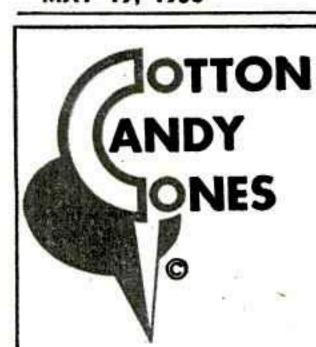


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COMING EVENTS

Arkansas Crawfordsville—Crittenden Co. Livestock Show, June 2-7. Herman C. Phillipp.

California Los Angeles-Celebration (Coliseum), July

4. American Legion. Los Angeles-Great Western Dairy Show, June 20-24. A. M. Mathews. Los Angeles — Construction Industries Expo & Home Show, June 21-30.

North Highlands-Sacramento Riding Club Horse Show, June 14. Ross-Marin Co. Art & Garden Show, July 2-6. Marcella McCoy.

San Francisco—San Francisco Home Show, June 19-29. Ted Bentley Productions, 666 N. Robertson St., Los Angeles.

Colorado Greeley-Horse Show, June 28-29. Chamber

of Commerce. Pagosa Springs-Celebration, July 4.

Connecticut Hartford-Lions' Club Festival, June 8-14. Mgr., 252 Asylum St.

Florida

Sarasota-Festival of Sports and Beauty. July 3-5. Chamber of Commerce.

Georgia Atlanta-Southeastern China, Glass & Gift Show (Aud.), July 20-23, Foster B. Steward, Biltmore Hotel.

Idaho Emmett-Emmett Cherry Festival, June 23-28. Dick Sweetnam. Meridian-Meridian Dairy & Stock Show,

June 5-7. Jerald J. Cox. St. Anthony-Fremone Co. Ploneer Day, July 24, Golden C. Linford. Sandpoint-Celebration, July 4. Jim Berry,

Sugar City-Snake River Valley Horse Show, July 10-12. Dess Lauder.

Illinois

Ashland-Celebration, June 16-21. Beardstown-Celebration, May 19-31. Braidwood—Celebration, June 24-29. Carrollton—Spring Festival, May 19-24. Chicago — Celebration (Soldier Field). July 4.

Divernon-Celebration, June 9-14, Hanover-Firemen's Homecoming, July 4-5. Harland King, Box 224. Lawrenceville-Lawrenceville Jubilee, May

Rockton - Celebration, July 2-6. Vern Ghigieri, Retailers' Assn. Stockton-Street Carnival, July 17-19 Frank C. Niemeyer, Lions Club.

Tuscola-Veterans' Reunion, July 7-12. Cal Rasor, Nokomis. Vandalis-Celebration, June 2-8.

Indiana

Cloverdale-Homecoming & Picnic, July Dublin-Dublin Street Fair, June 18-21.

Harlan-Harlan Days Celebration, July 30-North Wesbster-Mermaid Pestival, June 23-28. Lions Club. Wingate-Wingate Fish Fry & Street Fair,

June 26-28. Ben Utterback. New Palestine—Annual Carnival, June 19-21. Joe Wickham, Chamber of Commerce.

Iowa Lake Park-Celebration, July 4-5. A. V.

Hansen, Chamber of Commerce. Wilton Junction-Funfest, July 14-19. Kansas

Downs-Celebration, July 21-26. Lebanon-Celebration, July 14-19. Wamego-Celebration, July 2-5.

Kentucky Louisville-Rock Creek Horse Show, June

Louisiana New Orleans-Pan American Regatta, June 14-15. Walter T. Dorvin.

Ruston-La. Peach Festival, June 18-20. Howard H Smith. Massachusetts

Boston-Boston Common June Dairy Pestival, June 7-14. Paul Corson, Topfield. Revere-Bunker Hill Celebration, June 13-21. Jeff Harris, 103 Walnut Ave.

Michigan Menominee-Menominee Dairy Show, July 26. Gail E. Bowers.

Pontiac-Marine Corps League Festival, May 23-June 1. Rogers City-Homecoming, July 4-6. Cham-ber of Commerce.

Minnesota Winona-Steamboat Days, July 10-13. Mississippi

Port Gibson-Stock Show, May 17-22. Missouri

Anderson-Jersey Parish Show, May 26-27. C. Gordon Ewing. Bolivar-Polk Co. Jr. Livestock Show, June 18. A. M. Wiley. Brookfield-Linn Co. 4-H Fat Lamb Show,

June 15. Eugene Thurlo. Columbia-Boone Co. Horse Show, July 18-20. Carson Teel. Crocker-Celebration, July 3-5. Ted Timmons, American Legion.

Gallatin-Daviess Co. Jr. Lamb Show, May 31. George H. Schmitt. Gerald-4-H Livestock & Home Economics Show, July 4-5. Ray Ketterer.

Montana

Hardin-Celebration. May 28-June 1. Three Porks-Founders Celebration Rodeo, July 25-27. A. Driscoll.

New York

Lackawanna—Marine Corps Memorial Cele-bration, May 30-June 8. Fred V. Catuzza Jr., 54 Jackson Ave. Monroe-Celebration, June 30-July 5, Mor-

gan Demarest, Mgr. Perrysburg—Firemen's Celebration & Gala Days, June 27-28. Brian L. Morrissey, 75 Valley View Ave., Hamburg.

North Dakota

Jamestown-Diamond Jubilee, June 2-7. Jamestown-N. D. State Dairy Show, June 30-July 2. Clayton Paulson, Marion.

Ohio

Bolivar-Legion Street Celebration, June Columbus-Festival, June 14-15. Geo. M. Gearhart, University View Civic Assn. Marietta—Celebration (Fairgrounds), July 4. R. A. Weaver, Box 16. Pleasant City-Homecoming & Street Fair,

Springfield—Jaycee Festival, May 26-31. Waco—Homecoming, June 26-28. George

Oklahoma

Alva-Celebration, July 4. Chamber of Commerce. Dewey-Celebration, July 4.

The Dalles-Ore. Wheat League, Fat Stock Show & Sale, June 8-11. Elmer H. Lier-

Bedford-Jaycee Roundup, May 19-24. Masontown-Community Celebration, May 26-31. Sharon - Patagonia Homecoming, June

Fowler, O. South Dakota

Texas Brady-Jubilee and Race Meet, July 2-6. Jim Harkrider.

Emma Petmecky.

Wooster-Sesquicentennial, June 14-19.

Oregon

Pennsylvania

Schuylkill-Legion Memorial Week, May 23-28. William R. Dodds, R. D. 1,

Aberdeen-Aberdeen Horse Show, May 31-Aberdeen-Aberdeen Quarter Horse Show,

June 7-8.

Fort Worth-Pioneer Days Rodeo & Celebration, June 1-7. Predericksburg-Horse Races, July 4-6.

(Continued on page 50)

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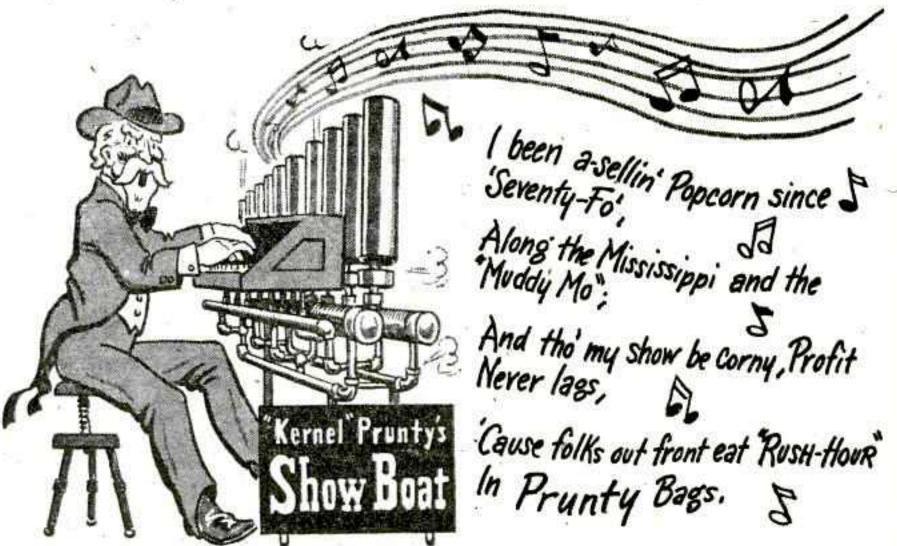
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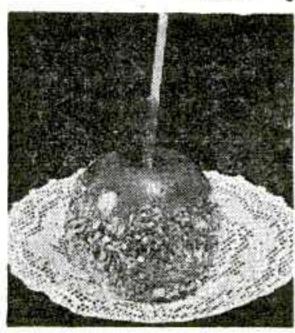
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* * * * *

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Coconut Oil Bars, 32# cs. 10.15

Popsit Plus. 6-gal. cs. 15.75

Colored Peanut Oil, 5 gal. 12.50

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Regular #5, 1,000 for 8.25

Write for quantity prices.

* * * * *

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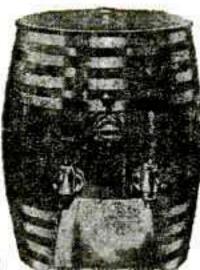
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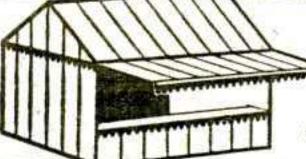
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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard 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.

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Baker, Bennie
Bales, James Thomas
Bays, Dick
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Berko, Harry & Mrs.
Bishop, Norman B.
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Bodin, Johnny M.

Boley, James E. & Bordman, Ernest
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Brooke, Verie
Broome. Yvonne
Brown, Eugene
(c/o Col. Lew Alter)
Brown, Hubert E. &
Evelyn

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Devine. Alice P.
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Cook, Albert Dundee, Rickey
(Showname—Al Golden)
Cooper, Richard Evans, John
Corwin, Geo.

Corwin, Geo.

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Catherine

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Garland, Rudy
Garber, Mrs. Billie
Garner, Bryan
Garrison, Robert D.
Gartmon, Phil
Gaskins, Frank &
Mrs.
Gaudreau, Ruth

(Continued on page 65)

Private Operators Urged For Ky.'s Mammoth Cave

WASHINGTON - A strong motion program which would pro-Ky.) before his colleagues last fication for fears that Mammoth Cave is being bled for the financial benefit of the corporation's unprofitable operations."

Morton pointed out that the cave the cave has dropped in recent operate it." years, he said, despite the fact that national parks is growing.

progressive development and pro- national memorial.

plea for greater development of vide the facilities required to at-Mammoth Cave, Ky., was voiced tract and keep people in the park, by Sen. Thurston B. Morton (R., he continued.

National Parks Concessions was week. He sharply criticized the created by authority of Interior way the attraction has been han- Secretary Ickes in 1941. Corporadled by National Park Concessions, tion "theoretically is a private en-Inc. He feels there is "ample justi- terprise," according to Morton, "but the line between private enterprise and government administration is so fine as to be visually indistinguishable:"

Morton believes the corporation is nearer our center of population should be dissolved and operation than any of the other 29 national of the cave taken over by people parks. The number of visitors to in the area who "are capable to

Also on the national park front, the total number of visitors to all legislation has been introduced to set aside portion of Cape Cod, Its "diminishing popularity" can Mass., as a national park, and to be "traced directy to the lack of a establish Fort Clatsop, Ore., as a

COMING EVENTS

Poole.

• Continued from page 49

Mason-Mason Co. Centennial, June 15-1 21. W. A. Birk, Uvalde—Tex. Angora Goat Raisers Show & Sale, July 31-Aug. 2: Pete Gulley.

Utah North Salt Lake-Intermountain Jr. Livestock Show, June 3-4. Ogden-Ogden Home Show, June 4-3. E.

V. Smith, Eccles Bldg. Virginia Amherst-Pulpwood Festival, May 19-24. Emporia-Southside Industrial Pair, May

Orange-Orange Firemen's Fair, June 13-14. Russell M. Preddy. West Virginia

Buckhannon-Central W. Va. Strawberry Festival, May 29-30. R. M. Tetrick, Box Franklin-Brooks Co. 4-H Parm Fair, June 27. Ralph Kittle.

Pennsboro-Celebration, July 2-5. Harry Wisconsin

Appleton-Civic Celebration, July 3-6. Jaycees, Box 483. Burlington-Legion Celebration, July 3-6. Andy Long. Gresham—Centennial, June 6-8.

Milwaukee-First Ward Democrats Festival, May 19-26. Ed Mertz. Milwaukee St. Rocco Street Plesta, June 5-8. Joe Albanese, 1526 N. Astor. Milwaukee—Polish Catholic Union Council Festival & Picnic (Pulaski Park), June 19-22. L. Wozinski.

Mukwonage-Summer Pestival, July 18-20. A. W. Strehlow, P. O. Box 1, Waukesha. Oakdale-Centennial, June 19-22. Oconto Falls—Jaycee Celebration, May 28-June 1. L. J. Sagle.

Oxford-Centennial, June 27-29. Soldiers Grove-Celebration, July 4-6. Marlin Coher. Thiensville-Lions Club Water Carnival, July 25-29. A. W. Strehlow, P. O. Box

1. Waukesha. Waukesha-Celebration, July 4, American

Wyoming Lander—Pioneer Days Celebration, July 4-5. Chamber of Commerce. CANADA

British Columbia Vancouver-Centurama, Home Show & Sportsmen's Show (Fairgrounds), May

Manitoba

Boissevain—Boissevain Exhn., June 25-26. Deloraine-Deloraine Exhn., June 17-18. Foxwarren-Foxwarren Exhn., June 14.

Greenway-Greenway Exhn., June 26. Hartney-Lauder-Hartney Lauder Exhn., June 27-28. N. R. Jasper. Killarney-Killarney Exhn., June 27-28. Lundar-Lundar Exhn., June 14. McAuley-McAuley Exhn., June 6. H. R.

MacGregor-MacGregor Exhn., June 27. Miami-Miami Exhn., June 21. Ninette-Ninette Exhn., June 21. Notre Dame-Notre Dame Exhn., June 26. Rapid City-Rapid City Exhn., June 25. Red River-Red River Exhn., June 21-28. Rivers-Rivers Exhn., June 27. Selkirk-Selkirk Exhn., June 28. Souris-Souris Exhn., June 23-24. Stonewall-Stonewall Exhn., June 21. Swan Lake—Swan Lake Exhn., June 28. Virden-Virden Exhn., June 19-21. Winnipeg-Red River Exhn., June 21-28. R. E. Stewart.

Ontario Aurora-Aurora Exhn., June 28. Leonard D. Morris.

Clinton-Clinton Exhn. June 11. Maxville-Maxville Exhn., June 19-21. Dr. D. M. Gamble. Millbrook-Millbrook Exhn, June 11. Richmond Hill-Richmond Hill Exhn., May

Schomberg-Schomberg Exhn., May 30-31. Quebec Quyon-Quyon Exhn., June 27-28. Gervase

Saskatchewan Saskatoon-Fat Stock Show & Sale, May

Mossbank-Mossbank Exhn., June 6. Miss D. E. Blakey. Jamesport—Jamesport Jr. Livestock Show, July 31-Aug. 1. Prank Nowland. Kansas City-American Legion Celebration, July 7-12 Linn—Linn Lions Club Horse Show, June

7. Alvin F. Linhardt. Maitland-Blue Grass Festival, June 25-28. Dale A. Marion, American Legion Maryville-Nodaway Co. Fat Lamb Show,

June 3. Kenneth Walkup. Moberly-Kiwanis Jr. Fat Lamb Show, June 15. A. T. Johnson. Mount Vernon-Lawrence Co. Jr. Livestock Show, July 31. Troy B. Call. Parnell-Northwest Mo. Jr. Angus Show, July 13. F. B. Houghton. Purdin-Linn Co. 4-H Fat Lamb Show, June 15. Eugene Thurlo. Springfield-Ozark FFA Lamb Show, June

5. Vencil G. Mount. St. Joseph-Buchanan Co. Dairy Show. GIVE TO DAMON RUNYON Warrensburg-Johnson Co. Jr. Livestock Show, July 29. Jack Jennings.

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CANCER FUND

FINAL CURTAIN

HAMITER-Dr. James J., 84, veterinarian known to many circus animal owners, and the father of Jimmy Hamiter Jr. and Noble Hamiter, both of whom have been with many circuses. He died at his Dallas home Thursday (May 8). Dr. Hamiter Dallas zoo, a post he resigned some time ago to devote full

Other survivors include his

widow, Eugenia; a daughter in

Plain Dealing, La. Burial at

McGINNIS-Guy C.,

Dallas.

70, retired outdoor showman and merchandise executive, May 5 in Brown, Al: Madison, S. D., 19-21; Independence, Mo., following a heart attack. He was with a Buck, O. C.: Oneonta, N. Y. number of carnivals during his Burkhart: Joliet, Ill.; Des Plaines years in the business, was manager of Fairmount Amusement Byers Bros.: Pine Bluff, Ark. Park in Kansas City and, prior Capell Bros.: Holbrook, Ariz., 20to his retirement in 1955, was an accountant for the Midwest Capital City: Dayton, Tenn. Merchandise Company of Kansas City for 15 years. McGinnis Carroll's Greater: Lexington Vilwas a member of the Heart of America Showmen's Club and the Ararat Shrine of Kansas City. His widow and a daughter Virginia Lee, survive. Services and burial was May 7 in Independence.

ROSENTHAL-Sam,

novelty concessionaire, May 9 in Jackson Hospital, Miami. He Coleman Bros.: Webster, Mass. had novelties in the Canadian National Exhibition Kiddleland Crafts Expo.: (Fair) Costa Mesa, and played fairs with the Conkboth the National and Miami Showmen's associations. He is Crafts 20 Big: Reseda, Calif., 21survived by a sister, niece and nephew. Burial in Elmont Cemetery, Brooklyn.

STEFFY-Otto,

59, a member of the board of the Illinois State Fair and prominent in State agriculture circles, May 15 in Stronghurst, Ill. He is survived by his widow, Ruth, and a daughter, Mrs. Charles Smith, Oquawka, Ill.

BIRTHS

ERDLITZ-

A son, Richard, to Mr. and Mrs. Richard Erdlitz, April 29 in Miami. Father, a Miami public relations man, is a member of the Miami Showmen's Association and the brother of Mrs. Sam (Mary Erdlitz) Crowell.

PELLEY-

A daughter, Regenia Sue, to Mr. and Mrs. Burnam Pelley Jr., April 13 at Langley Air Force Base, Hampton, Va. Father is the son of B. Whitey Pelley, concessionaire on Prell's Broadway Shows.

In Loving Memory Of a Dear Husband

Who passed away May 22, 1957.

"We miss you more each day."

AGNES KELLY, Wife PAUL B. KELLY, Son BERNICE KELLY MORRIS, Daughter

JOSEPHINE KELLY ALLEN, Daughter

Carnival Routes

Alamo Expo.: Raton, N. M.; Trinidad, Colo., 26-31. American Beauty: Ottumwa, Ia. Amusements of America: Chester,

Badger State: Owatonna, Minn., 19-25; St. Cloud 26-June 1. Baker United: Jeffersonville, Ind.; Columbus 26-31.

was the first veterinarian of the Beam's Attractions: Bedford, Pa.; Masontown 26-31.

Bee's Old Reliable: Wayland, Ky. time to his private practice. Belle City: (4630 North Green Bay Avenue) Milwaukee, Wis.; Ocon- Lagasse Am. Co., No. 3: Raymond, to Falls 28-June 1.

Shreveport, and a brother in Bernard & Barry: Sudbury, Ont.; North Bay 26-31.

Big Four Am. Co.: Bellwood, Ill.; Franklin Park 26-31.

City, Kan.

Watertown 22-24.

26-31.

Carpenter Bros.: Marion, O.

lage, Minn., 19-21; (Spring Lake Park) Minneapolis 22-30; (Brooklyn Center) Minneapolis 31-June

Central States: Great Bend, Kan. Cetlin & Wilson: Petersburg, Va., 19-June 6.

Chanos, Jimmie: Portland, Ind.; Anderson 26-31. 72, known as Kelly and a veteran | Cherokee Am. Co.: Wewoka, Okla.;

Coalgate 28-31. Continental: Hudson, N. Y.

Calif., 23-June 1. kins and others. He belonged to Crossroad Am. Co.: Spring Lake, Mich., 23-25.

Cunningham Expo.: Parkersburg,

W. Va.; New Martinsville 26-31 Davidson United: Des Moines, La.; Windsor Heights 28-June 1. Davis Am. Co.: Florence, Ore., 21-

25; North Bend 27-June 1. Dickson United: Washington C. H., O.

Dixie Am. Co.: Nowata, Okla.; Collinsville 26-31. Dobson's United: Willernie, Minn.;

Antigo, Wis., 29-June 1. Down River Am. Co.: River Rouge, Mich., 19-25; Roseville 27-June

Drago, No. 1: Valparaiso, Ind.;

Bradley, Ill., 26-31. Drago, No. 2: Albany, Ind.; White-

land 26-31. Drew, James H.: Weston, W. Va.; Shorter's: Waverly, Ia.

Buckhannon 26-31. Dyers Greater: Poplar Bluff, Mo.

Hampden 26-31. Castle 26-31.

Franklin, Don: Texarkana, Tex.; Stanley, Wm. D.: Fargo, N. D.; Grand Prairie, Tex., 26-31. G. & B..: Rowelsburg, W. Va.; Strates, James E.: Utica, N. Y.

Parsons 26-31. Gale Expo.: Marshall, Ark. Garden State: Kelayres, Pa. Gentsch: Oxford, Miss.

Georgia Am. Co.: Cumming, Ga. Glades Am. Co.: Amherst, Va.; Emporia 26-31.

Gladstone Expo.: Sikeston, Mo. Gold Bond: Creve Coeur, Ill.; Ottawa 26-31.

Gold Medal: Des Moines, Ia. Golden Gate: Campbell, Calif. Grand American: Fort Madison, Ia.

Great Western: Coalinga, Calif. Green Tree: Pikeville, Ky.

Griffiths Am. Co.: (Swatara Park) Middletown, Pa.; Lingleston 26-

Groscurth Comb.: Danville, Ill.; Lawrenceville 26-June 1. Hannum, Morris: Olyphant, Pa.; Schuylkill Haven 26-31.

DIVORCES

AYRES-

May 9 at Mobile.

Holiday Am. Co.: Grandview, Mo. Hottle, Buff, No. 2: Ponchatoula,

La., 19-25. Hugo's Nov. Expo.: Topeka, Kan. Inland Empire: Prosser, Wash. Ken-Penn: Arnold, Pa.; Kittanning

26-31. King Bros.: Thornton, Colo. Klein Am. Co.: Cherokee, Ia. Lagasse Am. Co., No. 1: Lawrence,

Lagasse Am. Co., No. 2: Cranston,

N. H. Leeright Midway: Trementon,

Utah; Preston, Idaho 26-31. Lindle, Jack: Beardstown, Ill., 19-

Brodbeck & Schrader: Arkansas Manning, Ross: Poughkeepsie,

Marvel: Mason City, Ill. Meeker: Moses Lake, Wash.; Coulee City 26-31.

Merriam's Midway: Tama, Ia.; Carroll 26-31. Midway of Mirth: Barry, Ill.

Mighty Interstate: Morristown, Tenn.; Johnson City 26-31. Mo.-Ark.: Greenville, Mo.; Marquand 26-31.

Monarch Expo.: Gillispie, Ill. Moore's Modern: Shawnee, Okla.; Okmulgee 26-31.

Motor State: Rochester, Mich. Mound City: Wood River, Ill. New England Am. Co.: West Brookfield, Mass.; East Ded-

ham 26-31. Nolan Am. Co.: Erie, Pa. Olson: Hot Springs, Ark., 30-June

Page Bros., No. 1: Eminence, Ky.; Monticello 26-31.

Page Comb.: Martinsburg, W. Va. Pan-American: New Orleans, La. Parada: Pierce City, Mo. Penn Premier: Emporia, Va.; Wil-

liamsburg 26-29. Playtime Am. Co.: Walpole, Mass.; Wollaston 26-31.

Powelson Am. Co., No. 1: Niles, O.; Saybrook 26-31.

Powelson Am. Co., No. 2: Alliance, O.; Wellsville 26-31. Prell's Broadway: Charlottesville,

Rainier: Salem, Ore. Reid's Golden Star: Newport, Tenn.

Rock City: Carrollton, Ill.; Aurora 26-31.

Rohr's Modern Midway: Milford,

Rose City Rides: Leadwood, Mo. Royal American: Cedar Rapids, Ia. Royal United: Plankinton, S. D., 24-25; Centerville 26-27; Heron Lake, Minn., 28-29; New Richland 30-June 1.

Siebrand Bros. Comb.: Santa Fe,

N. M. Eastern Am. Co.: Milford, Me.; Smiley's Am. Co.: Jeanette, Pa.; Crabtree 26-31.

Eddie's Expo.: Aliquippa, Pa.; New Stafford's: Brookville, Ind.; North Vernon 26-31.

> East Grand Forks 25-June 1. Sunny, A. J.: (East 79th & Wood-

> land) Cleveland, O. Sunset Am. Co.: Marshalltown, Ia.; Muscatine 26-31.

Tatham Bros. Comb.: White Hall, Ill.; Petersburg 26-31.

Thomas, Art B., No. 1: Grand Island, Neb.

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10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

Tinsley, Johnny T.: Greenville,

20th Century: Dallas, Tex. United Expo.: Millington, Tenn. United States: Lenoir, N. C.; Ab-

ingdon, Va., 26-31. Victory Expo.: Espanola, N. M. Virginia Greater: Seaford, Del.;

Newark 26-31. Wade, W. G.: Battle Creek, Mich.; Kalamazoo 26-31.

West Coast, No. 1: Chico, Calif., 20-26; Yuba City 26-June 1; Eureka 3-8.

West Coast, No. 2: (Fair) Chow-

Western: Port Townsend, Wash. ning performances. Additional acts Wilcox, Dick: Waterville, Me., 24-

Wilson Famous: Canton, Ill.; Normal 26-31. Wolfe Am. Co.: Shelby, N. C.

World of Pleasure: (8 Mile Road & Southfield) Detroit, Mich. World's Finest: Sarnia, Ont. Young, Monte: Roosevelt, Utah.

Circus Routes

Adams Bros.: Monmouth, Ill., 19; Macomb 20; Quincy 21; East Alton 22; Hillsdale, Mo., 23; Ice Capades, 18th Edition: Los Jerseyville, Ill., 24; Hannibal, Mo., 26.

Beatty, Clyde: New Brighton, Pa., 19; Butler 20; New Castle 21; Youngstown, O., 22; Oil City, Pa., 23; Meadville 24; Erie 26; Jamestown, N. Y., 27; Warren, Pa., 28; Bradford 29; Olean, N. Y., 30; Buffalo 31-June 2. Beers-Barnes: Philippi, W. Va., 19;

Grant Town 21; Elkins, 24. Carson & Barnes: Garberville, Calif., 21; Rio Dell 22; Eureka 23; Arcata 24.

Clyde Bros.: Kingston, Ont., 19-20; Brockville 21; Ottawa 22-24; Cornwall 26-27; Peterborough 28-29; Kitchener 30-31.

Cristiani Bros.: Hagerstown, Md., 19; Silver Springs 20-21; Havre de Grace 22; Downington, Pa., 23; Wilmington, Del., 24; Philadelphia, Pa., 25-31. Hamid-Morton: Quebec City, Que.,

Hunt Bros.: Spring City, Pa., 19; Oreland 20; Horsham 21; South Hampton 22; Broomall 23; Phila-

delphia 24. Kelly-Miller: Winslow, Ariz., 19; Flagstaff 20; Williams 21; Kingman 22; Needles, Calif., 23; Barstow 24.

Mills Bros.: Gary, Ind., 19; Westmont, Ill., 20; Glen Ellyn 21; Roselle 22; Schiller Park 23; Wilmette 24; Palatine 26; Woodstock 27; Sandwich 28; Streator 29; Wilmington 30; Park Forest

Polack Bros.: Vallejo, Calif., 20-21; Sacramento 26-June 1.

Miscellaneous

Brunk's Comedians: Springfield, Colo., 18-24; Lamar 25-31. Burke's Wild Cargo: Marion, Va.,

Marcelle Marceau: (Schubert) Philadelphia, Pa., 19-24.

Moiseyev Dance Co.: (Civic Opera House) Chicago, Ill., 19-21; (Shrine Aud.) Los Angeles, Calif., 24-29.

Schaffner Players: Washington, Ia., 26-June 1.

Legitimate Shows

Auntie Mame, with Constance Bennett: (KRNT) Des Moines, Ia.; (Aud.) Denver, Colo., 26-31. Auntie Mame, with Sylvia Sydney: (Palace) South Bend, Ind., 19;

(Arena) Kitchener, Ont., 21; (Strand) Niagara Falls, N. Y., 22; (Palace) Hamilton, Ont., 23-24. Diary of Anne Frank: (Washington, D. C.)

Most Happy Fella: (Curran) San Francisco, Calif.; (Curran) Los Angeles 27-June 2.

Happyland: Mt. Clemens, Mich., Thomas, Art B., No. 2: Sioux City, Ia. Thomas Joyland: Bluefield, W. Va.; Thomas Joyland: Bluefield, W. Va.; Rodeo Program, **Exhibit Acts**

MEMPHIS -- Duncan (Cisco Kid) Renaldo will head up all 16 performances of the RCA rodeo at the Mid-South Fair here September 19-27, G. W. (Bill) Wynne, manager, announced.

The rodeo, to be produced by chilla, Calif.; Pittsburg 26-June Ken Roberts, Mayetta, Kan., will give seven matinee and nine evewill include Ken Boen and Wiley McCrey, clowns, and the McEnany Troupe. Senator Clem McSpadden will do the announcing.

Acts for the commercial exhibits building, booked thru E. O. Stacy, Music Corporation of America, will be the Rhythmettes, girl trio; Lucille and Eddie Roberts, comedy mental, and Shirley O. Mills, songs

Ice Shows

and dances.

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Satellite Jet Is **Hunt Pier Feature**

Wedemeyer Unit Installed; Spot Adds Crazy Cups, Hot Rod Track

additions are expected to boost phia Toboggan Company, which substantially the grosses for Hunt's transform the Cuddle Up ride with Pier this season. The spot has the a new appearance. first Satellite Jet imported from

52

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WILDWOOD, N. J. -- New | plus the Crazy Cups of Philadel-

Satellite Jet was made by Kasper Germany thru Eric Wedemeyer, Klaus, of Memmingen, Bavaria, and Klaus was a recent Wildwood visitor to examine the installation.

> Vincent J. Kostek Jr., pier manager, reports a new wooden roadbed with banked curves has been built for the Hot Rod cars. Wildwood also features the new Ocean Center Skline Golf, a rooftop course on stores opposite the pier. It is a Holmes Cook layout and overlooks the bathing beach.

> Hunt's has been operating weekends until the Memorial Day holiday, when daily schedule is effective. Other rides on the pier include the Scrambler, Panther Cars, Pennsy R. R. train ride, Helicopter, Buggie Ride, Boat Ride, Merry-Go-Round, Turtle and the Flyer Roller Coaster, a novel major installation for an Eastern pier. The pier premiered last season, and since then has expanded its concrete-and-steel structure for new rides. It is operated by the Hunt's Theaters firm here.

Takes Shape On Long Island

WESTBURY, N. Y. -- Work is proceeding on the Spaceland development at old Roosevelt Field on Long Island. Conceived by contractors Lester Tobin and Lionel Michaels, it will occupy the interior and outside space around one of the old airplane hangars.

Decorations are being worked up along a space motif, and one specially designed unit is under construction in New Jersey. This is an 80-foot-long replica of a space ship, providing seating inside and elements to create a simulated flight thru space.

There will be several special rooms in the structure, such as a Grotto, Space Frontier Room and others, which will have educational exhibits and revenue operations such as straight sales.

Hangar is about 100 feet by 60, and opening is set for mid-June. Promoters are scouring for ride operators to set up for the season.

MIDDLETOWN, O.—About 200 members of the radio, TV and press fraternity gathered at Le-Sourdsville Lake Park here Tuesday night (13) as guests at a cocktail party and dinner hosted by Manager Don Dazey to officially kick off the park's new season. Dazey hosts the gathering annually.

Festivities got under way with a cocktail session in the park's ballroom and was followed by a chicken dinner in the dining room. For the rest of the night guests were given free access to all the

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SACK DRESSES **FOIL AIR JETS** IN FUNHOUSE

NEW YORK—Style news about the sack dresses women are wearing this year has given at least one park a peg on which to hang publicity material. Rockaways' Playland has been dolefully informing news people that the trend is creating serious problems for the air jet at its Funhouse. Sack dresses don't fly up like plain or ruffled skirts, it seems.

Call Circus **A Fixture** At Palisades

PALISADES, N. J .- The season-opening circus date is a fixture at Palisades Amusement Park. owner Irving Rosenthal says on reflecting over the first two editions. Palisades opened its 1957 and 1958 schedules with circus promotions under canvas.

Last year's combined Hunt Bros. and Hamid-Morton show, in the Hunt top, drew summery, mild weather. This year's event, the combined Clyde Beatty and Hamid-Morton show, in the Beatty top, drew cold and rain for most of a month. But airplane hangar blowers were used with satisfactory results, and a circus is planned again for 1959.

Rosenthal said the successful heating proved the feasibility of an under-canvas presentation during a normally chilly period. The larger tent and seating capacity permitted a gross nearly double that of last

A meeting is scheduled between officials of the two circuses and the park about next year's effort. Plans are for the prevue to be March 27 and the engagement to last five or six weeks this time. During the winter the park will try to pre-sell as many as 75 weekday performances.

A closing promotion, such as an auto or boat show, will be worked out for this fall. Last year the park stimulated business during the tail end of the season by bringing in the Hunt Bros.' Circus and Wild West Show.

Additions this season include an Atomic World Show, a Barnum Freak Museum, and Hell's Belles illusion. Paratrooper bodies have been installed on the Spitfire frame.

New Owners Keep Funspot in Regina

REGINA, Sask. -- A group of Regina businessmen will keep the Kiddieland project on Regina's outskirts alive.

The original operators, John, William and Andrew Macovichuk, who started the funspot in 1954, have moved to the St. George's Island zoo in Calgary, Alta.

The businessmen formed Funland Amusement Company purchased the Kiddieland site, buildings and much of the equipment, and will carry on operations. President of the organization is Floyd Barber, head of a construction firm. Frank Sojonky has been named general

Sojonky recently returned from the United States where he bought rides and studied operations of amusement centers.

ROLLER RUMBLINGS

Reading Skaters Take Pennsy-O. Speed Meet

division titles, including the senior men's crown, in the Pennsylvania-Ohio speed skating championships of the United States Amateur Roller Skating Association, held May 3 at Sinking Spring Skatarena, reports George (Doc) Yoder Jr., manager of the Willow Clen Park rollery.

For the first time sponsors split the speed and artistic skating divisions in the State competition, said Yoder, in the belief that such a departure produces better competition in both divisions. The Pennsylvania meet in dance, figure Moore, senior ladies. and free style skating was held March 17 and 18 at Chateau Roller Rink, Kenmore. Speed contestants numbered 41. The contests produced excellent publicity in local papers, both before and after the competitions.

Jack Smith, Shillington, skated off with the senior speed title when he defeated defending champion Gene Line, Stony Creek Mills. Don Armer, Reading, was third.

Smith won the 440 and 880yard events, plus the one-mile and two-mile races and placed second behind Armer in the five-mile test to earn 140 out of a possible 150 points.

All skaters who finished first, second or third in their divisions

Wood Proposes San Antonio Theme Park

SAN ANTONIO-C. V. Wood of Marco Engineering Co., proposed a "Disneyland-type of amusement park" for San Antonio. The proposal was made in a talk before a chamber of commerce committee. The committee named a group to study the possibility of a preliminary survey.

Wood said a million visitors would spend from \$3,000,000 to \$5,000,000 yearly at such a park. He said such a place at San Antonio would cost from \$2,000,000 up and would need 50 to 100 acres. He said it could pay for itself in four years, but he recommended that this be slowed to seven years so 25 per cent of the profits could be plowed back into the park.

PATRONS READ RADIO SPOTS; AIDS 2 WAYS

WASHINGTON -- Taped station breaks are recorded at Glen Echo Park here and played thruout the day over WGAY, Wheaton, Md. Kids and grownups read the announcements, with midway noises making an attractive background. If they recognize their voices when the spots are played, they get season park passes. The device has helped increase the WGAY audience and also park turnouts, since announcers report just when they will be at the

SINKING SPRING, Pa.—Read-| automatically qualified for the naing, Pa., skaters captured nine of 10 tional championships, to be held July 6-13 at Bladensburg (Md.) Arena.

> Reading also swept two relay races. Judy Armer and Gerry Gehret won the ladies' three-mile relay. while Line and Jim Pennypacker captured the men's five-mile test.

> Other skaters to win crowns were Frances Mueller, juvenile girls; Dennis Frymoyer, juvenile boys; Ruth Mueller, novice girls; Marvin Unger, noivce boys; Helen Hafer, intermediate ladies; Ray Pennypacker, intermediate men; Judy Armer, junior girls, and Mary

> Summary: Juvenile girls, Prancis Mueller, Reading; Carol Yeager, West Reading. Juvenile boys, Dennis Frymoyer, Cedar Top; Charles Yoder, Reading; Peter Gehret, Earlville. Novice girls. Mueller, Reading; Suzanne Yoder, Reading; Betsy Gehret, Earlville. Novice boys, Marvin Unger, Sinking Spring; Ron Henry, Slatington; Robert Yoder, Greenfields. Intermediate ladies, Helen Hafer, Shillington; Judith Leinbach, Laureldale; Martha Hafer, Reading, Intermediate men, Ray Pennypacker, West Lawn; Francis Kunkel, Slatington; William Morris, Wyomissing. Junior girls, Judy Armer, Reading; Gerry Gehret, Earlville, Junior men, George Walker, Pottstown; Newlin Pompiano. Senior ladies, Mary Moore, Birdsboro. Senior men, Jack Smith, Shillington; Gens Line, Stony Creek Mills; Don Armer, Read-

> Officials: Referee, William Smits, Riverdale, Md.; assistant referee, Marshall DeLong, Temple, Pa.; starter, Elmer Stoudt, Reading. Judges, William Conner, Monesson; Bud Kephart, Pittsburgh; Warren Rohrbach, Priceton; Ronald Lombardo, Earl Armer, Reading; Rich Feltenberger, Laureldale, Scorer, Barbara Smith, Shillington. Timekeepers, Walter Weber, Reading: Mark Henry, Slatington. Announcers, Jesse Carey and George (Doc) Yoder Jr.

RSROA Adds 6 Spots To Membership Roll . . .

DETROIT -- Six rinks were added recently to the membership roll of the Roller Skating Rink Operators of America, it was announced last week by Robert D. Martin, secretary, at RSROA headquarters here.

The rinks and their operators are Coliseum Roller Bowl, San Francisco, Mr. and Mrs. Charles J. Himes; Skyline Roller Rink, Hopkinsville, Ky., J. W. Burns; Bowcraft Roller Rink, Scotch Plains, N. J., Ted and Bob D'Arcy; Roll-O-Torium, San Pablo, Calif., M. M. Shattuck and J. J. Nazzaro; Skate-O-Rama, Downey, Calif., Jerry Nista, and Queen City Rollerland, Cumberland, Md., J. D. Hensell, J. E. Jolley and E. M. Light.

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Millions 'Oh-Ah' At Big Pyro Shows

- Forty-year-old events still draw strong turnouts
- Play important role in July 4, countless other events

Altho centuries old, fireworks have retained their appeal.

Evidence of this is the many years they have been featured at special events thruout the country. In the United States alone, millions annually see the colorful pyrotechnics at dozens of major celebrations, many of which are 40 or more years old.

One of the oldest is the 36year-old Evanston, Ill., July 4 celebration held in Northwestern University's Dyche Stadium. Sponsored by the North Evanston July 4 Association, it annually draws a crowd of some 30,000 for the fireworks and act program.

Almost as durable is the Independence Day celebration put on by the American Legion in Los Angeles' Coliseum. This pulls a crowd of between 75,000 and 80,-000 and has been going for the past 26 years. And the fire department at nearby Pasadena has for many years been drawing upward of 40,000 to its program of fireworks plus the Polack Circus.

Equally popular is Chicago's American Legion July 4 celebration which has been in operation since 1935 and which annually pulls close to 60,000 to the lakefront Soldier Field.

Seen by 800,000 Probably the biggest event of Its kind was the annual display sponsored, until several years ago, by The Philadelphia Bulletin. This

was annually viewed by an esti-

Think Santa Is Seasonal?

- Pyro operators in demand July 4
- Business tapers rest of season

Nearly as seasonal as that of Santa Claus, is the work of the professional pyrotechnician. An overpowering proportion of the jobs come on one day, July 4.

Their skills and chores sometimes are looked upon as being as demanding as Santa's, too.

So men to fire these shows are in short supply on Independence Day. Fireworks companies train specialists for the tasks and keep as many as possible reasonably busy during the year with special shows. More are listed for occasional jobs, but there aren't enough such jobs to warrant much interest, except in special instances.

Thus, when the Fourth of July rush is on, every available pyrotechnician is busy.

PYRO SERVES AS FINALE

Fireworks serve as the exclamation point to most shows in which they are included.

The companies specializing in this field point out that often their displays are fired as a finale. They may mark the wind-up of anything from a grandstand show to a politician's speech or a 10year construction project.

Frequently, the Fourth of July shows are scheduled to last for an hour or more, and in such a case the fireworks may be the

But at other times of the year, the pyro usually comes as a climax, be it for a world's fair or a supermarket opening.

mated 800,000 people. The event was discontinued when the site on which it was held was lost to buildings. The Bulletin, however, is still interested, and if a new location could be provided probably would resume its sponsorship.

One of the biggest one-time pyro shows in recent years was held by The Chicago Tribune in 1957 on the occasion of that newspaper's 100th birthday. Set up in Chicago's Grant Park, the show included a full mile of set pieces, was free and was viewed

(Continued on page 55)

AERIALS

Secrets in **Fireworks**

- Families guard old formulas for colors
- Japanese products have best form

Like the rockets and missiles after which they are patterned this season, fireworks involve secret plans and formulas as well as continued research, especially for the aerial pieces.

The aim is to arrive at more brilliant colors or more spectacular designs or more lasting clusters. One leading fireworks factory has computed that in aerial work there are 3,200 possible combinations.

Working out these combinations and sparking them with secret or patented effects is the way companies come up with their features for the season.

Japanese aerial pieces have the reputation of showing more brilliant color and perfect symmetry, altho they fade out faster. Several U. S. firms are offering Japanese wares now. Similarly, one company is manufacturing fireworks under patents which are traceable to a predecessor that originated in England long ago.

Typical, too, is the story of a special amber colored aerial piece that is manufactured by a formula handed down thru generations of an Italian family. The color caught the eye of a fireworks man and his company followed up by buying the entire output of the family. But the formula remains a family secret.

New Buyers Come Strong

- Shopping centers loom as good pyro displayers
- Drive-ins termed best users by some makers

If you have a shopping center or drive-in, fireworks factories consider you among their prime prospects for new business.

For these places have come up as relatively new and successful users of pyrotechnics.

One of the companies in Illinois reports that drive-in theaters are leading the field in using fireworks for holidays and special occasions. Some makers consider drive-ins as steady regular customers now, while a few say that this part of their business has **BLAST OFF JULY 4**

Fireworks Use Space Theme; Missiles, Satellites Roar

- Pyrotechnics more timely than ever as ground, aerial pieces take theme
- Big users of fireworks include parks, shop centers, clubs, drive-ins

The Space Age has made fireworks more timely than ever, with the pyrotechnicians thruout the country springing this season with explosive offerings in the shape of missiles, satellites and rockets.

From an entertainment standpoint-if not that of candlepower

Special **FIREWORKS**

Section

or thrust-it's likely that Cape Canaveral with all its Space Age wonders won't hold a candle to hundreds of fireworks shows on the Fourth of July.

Do It Yourself

Or Technicians?

TWO KINDS

Sale of fireworks

Prepackaged shows

are half of sales

'package" or a producer.

in two basic classes

One of the first decisions a

In a package, the buyer gets

the fireworks ready - made and

ready to fire. But the firing is

left to someone of the buyer's

selection. It is a do-it-yourself

fireworks company not only sends

the fireworks but also the trained

in price and there are other ad-

vantages to each kind of set-up.

there has to be a man ready to

fire the prefab fireworks. With

war veterans at every hand now,

most organizations or funspots

have no difficulty in turning up

one or more men experienced in

personnel to fire them.

In the second style of deal, the

There is usually a difference

For a package deal to appeal,

shopper for a fireworks show

comes to is whether to buy a

Fireworks, like the Fourth itself, are old favorites and odds are they are just as thrilling to today's jet-propelled youngsters as they were to those who marveled at the original Fourth and its fireworks. Moreover, the parents and grandparents are just as pleased by the show. It's family entertainment.

All this, of course, is a big business and not limited to the Fourth of July. Fireworks are yeararound show business, and new buyers and exhibitors are turning up regularly.

Today, the country clubs are among the biggest buyers. Their golf courses provide excellent sites for what space men call the launching pads-the spot for firing the shows.

Municipalities are another big source of July 4 business for some fireworks concerns. But better customers for most makers are the American Legion, VFW, Kiwanis, Rotary, Lions and similar veterans and service organizations. Many of these buy shows to be fired as community celebra-

While July 4 is the peak of the season and the first-thought time for fireworks everywhere, some of the most consistent users of pyrotechnics are more frequent users of this centuries-old form of entertainment and celebration.

Amusement parks are buyers of fireworks, not only on July 4, but frequently for Decoration Day, Labor Day and sometimes for every week or so of the outdoor

(Continued on page 55)

JET AGE

Set-Pieces Still Tops

- Timely designs mark catalogs
- Standard designs keep popularity

New animation and action have come to set-pieces, and this season will include fiery satellites zooming around brilliant planets as the pyrotechnicians reach out for new worlds to conquer.

Set-pieces are those frameworks of fuses and fireworks that light up to depict all manner of pictures and designs. All-time favorite set-pieces is the American flag, a sure-thing for nearly every show.

There are many other favorites, with a pyrotechnic Niagara Falls being among the long-time favorites. A leading fireworks executive points out that 70 per cent of his firm's ground-pieces are standards, popular and requested every season.

The other 30 per cent is devoted to timely things like the sputniks and to such custommade items a trademark, portraits or slogans.

DRAW IT?

Any Design To Fireworks

- Set-pieces can handle any art
- Trademarks among popular items

If it can be sketched, it can be reproduced in fireworks.

That's the way pyrotechnicians approach the question of what may be depicted in set-piece fireworks. Words, portraits, objects -these and more are old hat to the set-piece makers.

Coming in for more set-piece attention recently are such special pieces of art as trademarks. club insignias and brand names. This sort of business results because clubs are frequent displayers of fireworks now and because shopping centers and supermarkets are becoming more and more important in the fireworks business. In the latter type of show and also in some others, brand names and trademarks are shown. Often these are the marks of companies which sponsor or support the fireworks show.

SKY ROCKETS QUIT ORBIT

Remember sky rockets? What used to be a standard in every professional or backyard fireworks show has virtually disappeared, reports one fireworks

company. The reason, in Space Age terminology, is the fallout. But in plain talk among the graduates of neighborhood skyrocketry of a few years ago, the trouble now is that the authorities don't like the way the rocket drops its stick. Consequently, the familiar piece is absent from most modern fireworks shows, unless unique loca-(Continued on page 54) tions makes them feasible.

ready to take on the chore. These package fireworks con-

the handling of explosive and

tain pyrotechnics especially designed for the amateur firer. There usually is a minimum in the way of set-pieces because of the problem in erecting those features. Normal package fare includes a set-piece of the American flag that is shipped already assembled. It's smaller than the set-pieces professional technicians could assemble and fire, but it's adequate for hundreds of customers. The package also includes a selection of aerial pieces and here the holiday pyrotechnician is able to do much the same as the professional.

But the professionally - fired show usually has more to offer. A company-trained person to fire the show means there can be more elaborate fireworks throut. The aerial pieces entrusted to these experts turn out bigger, brighter, louder, higher than the others. It is with set-pieces that producers really shine. Trained men are required for displaying the big, modern animated feature pieces. The firing is important, but often an even greater requirement for this professional talent is in the setting up of the show. Elaborate set-pieces are assembled on the firing site from parts —both framework and explosive that arrive dissembled.

50-50 Split

Place of firing is one of the factors that helps determine which kind of show to buy. If the location precludes aerial works in profusion, then setpieces are in order and one then can determine whether his plans require elaborate ones or the more modest types that can be prefabricated. On the other hand, some locations are better fitted for high fireworks, and again this information will help in selecting (Continued on page 54)

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State, U.S. Laws Rule on Sale, Use

Many States require fire dept. permits

 Express company needs proof of okay

Nearly half of the States now have laws regulating the use and display of fireworks, and federal law also applies to pyrotechnics.

Public displays are permitted in all States; however, in many places the sale of over-the-counter fireworks is prohibited or heavily restricted. Fireworks showmen have found that when private use of retail fireworks is limited the demand for public pyro shows increases. And with that increase comes some need for regulation to keep the Fourth, along with other times that fireworks are used, safe and sane.

Generally speaking, the States which have laws on the subject require that the sponsoring organization of a fireworks show must obtain a permit.

Permit Required

The permit usually is to be given by a State fire marshal, but sometimes the law specifies the sheriff, city council or fire department. Thus, sometimes the State requires a State permit, and sometimes it is a city permit that is needed.

Some places require that a bond be posted. Most require insurance.

The permit normally must be issued before the fireworks firm can ship the pyrotechnics to the

sponsoring organization. Express offices will decline to ship the materials unless a permit is in

Concurrently, there is a federal law which states that fireworks cannot be shipped into a State where they are prohibited. At the time of its passage there was confusion about differentiating between retail fireworks, which most people believed to be the target of the law, and special fireworks for public displays and such special uses as in connection with clown acts and others. Now. however, that matter has been cleared up and fireworks for public or special uses may be shipped virtually any place if permits are issued.

Need More, Less? Legal points also include the requirement that fireworks of many types may be fired only by

One fireworks manufacturer contacted on the subject stated that there now is not enough restriction as to the proper distribbution of heavy display type wares.

licensed fireworks operators.

And while a leading maker declares that there are "too many laws," another sees the need for a uniform law governing sale of both commercial and display fireworks. "Not an easy law, not a hard law," he specifies, "but a uniform, safe, restrictive law."

This is in line with still another fireworks expert's comment that "safety is the key to a sale."

Special **FIREWORKS** Section

New Buyers

Continued from page 53

tapered off. But generally, the outdoor theaters are counted as effective users of fireworks.

Shopping centers have proved good for several makers in the past four or five years. One observation is that they are fireworks buyers primarily for their opening days only. But other makers in this field report that promotional departments for shopping centers are receptive to fireworks in many other cases. Even when fireworks are used as a one-time affair by such centers, the shows are drawing crowds and are being fired successfully at center parking lots.

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FIREWORKS DISPLAYS Rise, But Slower Fireworks Prices

Rises in the price of various chemicals has forced up the price of fireworks, according to the industry. But perhaps not too much.

Asked how their prices now compare with those of five years ago, the fireworks factories indicated the climb.

Two said the prices are about the same. Another spoke of a very slight increase in his rate. Then came a maker who said his prices are up 2 per cent, followed by one who noted a 3 per cent climb. Highest increases on the five-year period were 5 and 10 per cent.

But that margin over 10 years ago is sharper.

Two Kinds

Continued from page 53

the basic kind of show to use. Among the fireworks manufacturers, the division between package shows and those fired by technicians is about even. Some fireworks firms report most of their business is in one kind and some report most in the other, but it averages out at fifty-fifty.

Together, the two kinds of display fireworks comprise nearly all of the business being done today by manufacturers which replied to a survey conducted by The Billboard. Of these firms, a large majority indicated they take no part in the diminishing market for over-the-counter fireworks for the retail trade and backyard firing. While one reported 35 per cent of his business is in this nonshow category and another reported 5 per cent, they were in the minority. Some other firms not taking part in the survey are more active in the sparkler and cap-gun type of fireworks.

While one says the increases has been slight, most of the others mark hikes of about 10 and 15 per cent in the decade. One who recalls prices are 10 per cent higher declares they "should be 30 per cent higher." Backing him up to a degree is the manufacturer who points out that a key chemical which used to cost 7 cents a pound now is up to 30 cents.

Thus it seems that fireworks cost about 10 per cent more than from five and 10 years ago but that they have not climbed much in the past five years.

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Your ticket to . LES RESULTSthe advertising columns of THE BILLBOARD!

Special **FIREWORKS** Section

Blast Off

Continued from page 53

season. Most fireworks firms say the amusement parks continue to loom large in the total.

Ranking very high in the books of today's pyrotechnic makers and show producers are the drivein theaters. Several makers declare that drive-ins form the most active part of their business.

Coming along in the drive-in class for some factories is the shopping center market. Today's modern shopping centers have expanses of parking area and many are promotion minded. Many are buying fireworks shows as part of the summer entertainment and promotion.

Continuing as a long-term fireworks location are the nation's fairs. Most of this business now is concentrated among the major State fairs and a large portion of these shows are fired by one fireworks company. Other makers and other fairs show a disinterest that tends to leave the field clear for the others coming into the fireworks market.

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TOP RESULTS

Special Events Win With Pyro

- Celebrations, dedications get strong attendance
- Centennials reach more and more parts of nation

Special events and celebrations are among the activities best suited to the use of fireworks, in the opinion of many users and manufacturers.

Centennials, celebrations and large outdoor special events constitute a big percentage of the pyrotechnic purchasers, according to a key executive in the fireworks industry.

And others back him up with word that anniversaries-with special attention to State centennials-are good places to use fireworks.

Special events that are using pyrotechnics now, the industry reports, are dedications of new buildings, bridges and similar major construction projects. From the manufacturers viewpoint, bridge dedications and the like are one-time prospects, good extra

Millions 'Oh-Ah'

• Continued from page 53

by several hundred thousand peo-

Thousands of Denver area residents annually see two major shows. Some 20,000 jam the University of Denver stadium, and have done it for 25 years, to see the Legion show. Countless thousands of others view the annual free display at Ben Krasner's Lakeside Park at the same time.

Another double-header of long duration takes place in Dallas each Independence Day. Held in the Cotton Bowl on July 3 and 4, it draws a total of close to 70,000

and has been doing that for years. Another oldie, from the standpoint of years, is the annual fireworks show at the George Washington Birthday Celebration in Laredo, Tex. A whopping 25,000 see it, which is big for a city the size of Laredo. And at the annual Buccaneer Days at Corpus Christi, which has used pyrotechnics for the past five years, some 100,000 are annually thrilled by the displays.

Huge Audience Ranking high on the list is the display fired annually at the Memphis Cotton Carnival. An estimated 200,000 to 250,000 line the Mississippi levees to see the displays. Fireworks play an important roll in the Orange Bowl doings in Miami each year. The annual January 2 show is made up completely of groundworks and is seen by some 50,000 paid customers.

Another Florida date where countless thousands see fireworks is presented on the final day of Tampa's Gasparilla event. Over the past dozen years the pyro-technics have become an established part of that city-wide celebration.

The July 4 show put on each year by Station WBRC-TV in Birmingham is one of the biggest current shows. Fired from one of the "mountains" that surround that city, there's no telling how many thousands see the flash and thunder. In Atlanta 55,000 annually see the July 4 show, which

has been traditional for years. The Milwaukee Journal, one of that city's leading papers, uses pyrotechnics each year as part of its music festival. Originally held on the lakefront, the event has been moved to County Stadium-home of the world's champion Braves-and the seats are packed each year.

business but not prospects for repeat shows annually.

Assure Attendance

But from the users' viewpoint, fireworks prove to be an excellent and effective way to insure large attendance and wide attention for special events.

Several leading manufacturers of fireworks shows point up a pitfall that snares many committees planning special events. That is that they budget too little for fireworks-to little to allow for a show in keeping with the crowds it will gather and the attention it will get.

"Generally speaking," on e maker states, "the money appro-priated for these events is small and in some cases the contract is declined due to the cost of furnishing operators."

The same situation is reported by others. One says, "We find that too many of the special events . . . put more of their money into other attractions and try to cut down on the fireworks, thus they are overlooking the drawing power of fireworks as an attraction.

With centennials coming to more and more sections of the country and with big toll road, bridge and superhighway projects atoot everywhere, the special events prospects for fireworks loom large for the future, the industry believes.

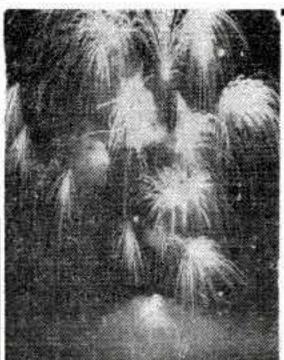
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OHIO ASSN. AIMS AT VACATION TRADE

Adopt Slogan to Boost Attendance; County Events Optimistic on Season

Fair Managers' Association has steel industry has had an effect adopted a slogan for this year: the early part of this year. "Spend Your Vacation at the Fair," which was coined at a recent meeting here of the asociation's executive committee.

Former Gov. Myers Y. Cooper, Cincinnati, called the meeting and the expansion of fair plants can said the slogan was coined because of a consensus that many families for 1958 and faith in the future, would not take long vacation trips Cooper pointed out. this year.

"Attending Ohio fairs will enable Ohians to know their State better and to see Ohio's agricultural and industrial products on display, plus Director of Agriculture, made no entertainment of the highest quality," he said.

Optimism marked the meeting add another hilf million. which was attended by 25 secretaries or presidents of fairs thruout the State. James D. Murray, assoclation president, summed up the discussion of the possible effect of conditions on fairs by stating Circleville Pumpkin Show, October J. Smith, Detroit, and Jack W. that most Ohio fairs are in good financial condition and are optimistic that, with weather permitting, they will come thru the 1958 season with flying colors.

Three Worried

Because of their location in less Industrial areas, most fairs are in communities little disturbed by unemployment. Only three fair secretaries attending the meeting reported business being down and

Tommy Sands Set at lowa, Minn. State

popular recording artist, will make appearances at two major Midwest fairs this year, E. O. Stacy, Music Insurance Firm Corporation of America, nounced.

Sands will put on a special teenage show at the Minneosta State Fair for one day and will also appear in a night grandstand per- Bank of Dallas and a director of formance. Last year Ricky Nelson the State Fair of Texas, has been filled this same spot.

booked Sands as a special attrac- and the Allied Finance Company,

COLUMBUS, O .- The Ohio they were in locations where the

Many reported the construction of new exhibit halls, youth buildings, grandstands and livestock housing facilities. "The continued improvement of fair programs and only be interpreted as optimistic

It was estimated that 3,000,000 people would go thru the turnstiles of county and independent fairs, and while Dr. James Hay, State estimates, fair officials said they hoped the Ohio State Fair might

CBC TO COVER CALGARY VIA LIVE VIDEO

CALGARY, Alta. -- The Calgary Stampede will have a country-wide audience this year with the Canadian Broadcasting Corporation planning live telecasts of highlights.

U.S. networks are reported to be "dickering" with the CBC for the rights to carry the shows which will feature such special events as the opening day parade, chuck wagon races and rodeo competitions.

Rename Three To Michigan State Board

DETROIT—Three members of The 96 fairs will open with the the Michigan State Fair Commis-Jackson County Fair at Wellston, sion were reappointed by Cover-July 16-19 and will wind up with nor G. Mennen Williams, upon exthe Fairfield County Fair, Lancas- piration of their terms. They are ter, October 8-11, followed by the Mrs. Helen Berthelot and Edwin O'Connor, Hastings.

PLOWS BACK PROFITS

Rhinebeck Fair Adds Bldg., Expands Midway Ruth Palmer

22-27.

with 10 firms in the bidding. Con- ing in summer. tract calls for completion by

Names J. Aston

DALLAS -- James W. Aston, president of the Republic National elected to the board of directors of The Iowa State Fair has also the Republic Insurance Company both of Dallas.

RHINEBECK, N. Y. - The building which has been torn Dutchess County Fair here has down. It will contain offices for the contracted for a new administra- superintendent of gates, entries, tion building and has added 2,000 secretary, State Police, and inforsquare feet to the midway area for mation office. There will also be a this year's fair, running August large meeting room for directors which can be used for general con-The new administration structure ference purposes. Structure will was let at a price of \$30,000 to have a central heating blower syslocal builder H. Lou Seymour, tem for winter, and air condition-

San Antonio Expo Nets \$46,000 on '58 Run

the continued steady growth of the San Antonio Livestock Exposition was one of the highlights of the Freeman, chairman of the board; 10th annual membership meeting held here last week at the Cunter Hotel.

Other features of the meeting, attended by some 200, was the election of a slate of 283 directors for the coming year and the reelection of the slate of officers.

The San Antonio Livestock Exposition has the distinction of being the only major livestock show in the nation which has shown a profit in each year of its operation. Angus Cockrell of the auditing

firm of George, Thrift & Cockrell, reported that the 1958 show had realized a profit of \$46,000. The life membership reserve fund, he said, remained intact.

Amplifying on the latter point, President E. W. Bickett said that the life membership reserve fund (on 1,134 life members) of \$113,-400 is on deposit in local banks at 3 per cent interest. There is sufficient cash on hand, Bickett said, to maintain the staff and operate until the 1959 show. And the exposition has no outstanding

A pictorial report of the 1958 show was presented, in which statistical facts indicated that the

Named Mgr. at Casper, Wyo.

CASPER, Wyo. -- Mrs. Ruth Palmer has been appointed man-Elsewhere on the grounds, the ager and acting executive secretary August 1. Building will be on the women's arts and crafts building, of the Central Wyoming Fair here, CHICAGO -- Tommy Sands, site of the former poultry exhibit which has been on the property W. M. Shepherd, president, anfor 157 years, is being demolished, nounced. She succeeds W. H. This will add 2,000 square feet to (Bill) Kittle, who resigned to take the carnival area, which this year the manager's post at the Northern will be filled by the Reithoffer Wisconsin District Fair, Chippewa

Balloon Ascensions Set at Two Events

be featured for the third consecu- the past two years. tive year at the Butte County Golden Feather Fair here August 29-September 1, Joseph E. Whittaker, secretary-manager, an-

Contract for the events was signed last week with the Badger Balloon Company, of Alhambra, Calif., with Victor Heisler, man-

GRIDLEY, Calif. -- A balloon ager, representing the attraction. ascension and parachute jump will Badger presented the event here

> Heisler said that the ascensions will also be featured this year at the Ozark Empire Fair, Springfield, Mo. Ralph Wiggins, motion picture stunt man who appeared in film version of Charles A. Lindbergh's life, will make the jumps. Associated with Heisler in the company is Al Sievert.

Wapakoneta, O., Issues '58 Book

WAPAKONETA. O. — The Auglaize County Fair has issued its 1958 premium book which, according to Harry Kahn, veteran manager, is the first one issued this year in the U.S.

top and is building a new Indus- week. trial hall, 175 by 60 feet and two system.

III. State To Be Seen At Brussels

SPRINGFIELD, Ill.—Visitors to the Brussels World's Fair will The fair this year is adding a be seeing the Illinois State Fair new steel stage with an all-weather soon, it was announced here last

the U. S. building.

SAN ANTONIO -- A report of ninth annual show was one of the best on record.

Officers re-elected were Joe Bickett, president; Mark L. Brow. first vice-president; Fred W. Shiel, second vice-president, and Lucian T. Jones, treasurer.

Six members of the executive committee elected are R. H. Friedrich, Perry Kallison, Joe R. Straus Jr., Jess McNeel, Gus Lowrance and Howard R. Murphy. These officers and executive committee members will meet in the near future to name eight additional members to the executive committee.

10,000 COPIES

Va. Assn. Illustrates **Date List**

DANVILLE, Va. -- Ten thousand copies of the Virginia Association of Fairs membership and date list are being distributed thruout the State, and to people elsewhere who request them. The printing is novel this year incorporating publicity material as well as statistics.

Run off on large, folded yellow stock, the piece has officers and dates, plus fair officials, on the outside, and photos and literature on the reverse.

Association secretary W. E. (Bill) Finch, of Danville, tops the brochure with a Strates midway photo, and staggers other pictures of embroidery, livestock, mill equipment, and tobacco displays.

About half the mailing is intended for Chambers of Commerce brochure racks and for sending out on request. Each fair in the State also is getting a supply for distribution in their areas, and copies are also going to major industries, distributors, farm machinery dealers and others.

Other association officers for 1958 are Marvin W. Renalds, of Woodstock, president; J. C. Brickert, of Farmville, first vice-president, and J. A. Mitchell, of Richmond. A. C. Walker, of Roanoke, C. W. Wampler Jr., of Harrisonburg, and R. B. Lawson, of South Boston, all vice-presidents.

North Battleford Improvements Cut **By Lower Profits**

NORTH BATTLEFORD, Sask. —With 1957 profits down because of unfavorable weather during the fair, expansion work at the exhibition grounds has had to be curtailed. Concrete flooring has been installed in two of the livestock barns but plans for new and improved concession booths may have to be postponed until next

Features of the three-day exhibition will include fireworks, harness races with pari-mutuel betting, a light horse show and farm boys' and girls' camps.

A film, "Illinois, Land of Lin- President of the North Battlenew barns, 100 by 50 feet in size. coln," which includes shots of the ford Agricultural Society this year All new reflectors are being in- fair here, has been selected to be is A. Gordon Shepherd. N. W. stalled in the race track lighting shown at Brussels, presumably in Symonds is serving his 12th year as secretary-manager.

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AUGUST 11 THRU 16-6 BIG DAYS & NITES. * * * 41st Annual * * * ALLEGHANY COUNTY FAIR COVINGTON, VIRGINIA FREE AUTOMOBILE GIVE-AWAY

100,000 FREE TICKETS DISTRIBUTED Public Wedding * Beauty Contest * Parade * Commercial Exhibits * Kiddies' Day * Farm Exhibits

JOHN MARKS SHOW ON MIDWAY NOW BOOKING — DEMONSTRATORS-PITCHMEN-EATING CONCESSIONS

- CAN PLACE -Rodeo-Thrill Show-Circus-Ice Show-Front of Grandstand. WRITE-WIRE-PHONE JOSEPH BEHOFF, SECRETARY-MANAGER, SUITE 2F, PEOPLES BANK BUILDING, COVINGTON, VA. PHONE: 2-7876.

CIRCUSES

WINDS RIP TENTS OF KELLY-MILLER

New Big Top, Side Show Due This Week; Straw Nights in Texas; Winds in N. M.

storms damaged the Al G. Kelly & drew one-third and three-quarters Miller Bros. canvas at Post, Tex., sidewalled houses in the cold. Thursday (8) and the show is to Clovis, N. M., had half and receive new tops at Flagstaff, Ariz., three-quarters houses on the first Tuesday (20).

At Post the wind was building was on hand. al. day. Afternoon drew one-third of a house. Night was three- day (23) at Needles. quarter. They did a John Robinson and the top was vacant when it blew about 10:30. Two show employees were injured, none seriously. No town people were involved.

Big top was damaged beyond repair. Side Show was a total loss and it was sidewalled on ensuing days. Frank Ellis pit shows were damaged by poles and stakes. Grease joint was hit by flying stakes.

Show arrived late the next day

CARSON & BARNES CIRCUS

Featuring Col. Tim McCoy. Can place flashy Pony Ride, also Grab Joint. Averaging 3,000 people daily. Wire per route: Garberville, May 21; Rio Dell, 22; Eureka, 23; Arcata, 24; all California.

2—PHONEMEN—2

For state-wide very strong labor deal. Top men only, top money. No lushes, no collects. Call

DOC HALLETT 711 Post Bldg., Battle Creek, Mich. WOodward 4-2625 or WOodward 4-3404

PHONEMEN

2 phones working-doing great. 2 phones open immediately. Work Norfolk-Portsmouth until August. Phone, wire or write

WM. GARDNER 2901 Colonial Ave., Phone Madison 7-5300, Norfolk, Va. An Old Dominion Productions, Inc., deal.

WANT PHONEMEN

Three new deals starting for D. A. V. Cliff Boude, Blackie Burns and Vanard,

JAMES STIMMELL Columbus, Ohio

Promoters & Phonemen

Phones open, continuous work.

OLD DOMINION PRODUCTIONS, INC. 110 North Adams, phone Milton 3-6771, Richmond, Va.

Sam Roper and Ed Leman, please phone.

PHONEMEN

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Phone: Canal 8-6215 Nashville, Tenn.

PHONEMEN

Deal starting Wednesday. Write OLD DOMINION PRODUCTIONS, INC.

205 Foster, Durham, N. C.

WANTED

If you can sell a circus program to Super Markets, Used Car Lots and Chambers of Commerce and would like to make \$200 to \$300 a week, get in touch with CORKY PLUNKETT or DICK McLAUGHLIN, Skillern's Pleza, Garland, Texas, May 22. S.: Can also use Buighers who drive.

Freddle Klaus, get in touch.

FORT SUMNER, N. M.—Wind at Lovington, N. M. (9) where it

day (10) and a half house only on Earlier, a string of Texas towns the second, Sunday (11). Latter gave straw nights and light after- was hurt by wind and dust storm. noons. Ballinger (5), Colorado City Fort Sumner had another wind and (6) and Snyder (7) followed that dust storm for the afternoon Monday (12) when a one-third house

The show enters California Fri-

Beers-Barnes Scores Record

MARLINGTON, W. Va. --Beers-Barnes Circus found its first two weeks of this season were better than equivalent weeks in any of its previous 24 years.

Show was in rain 10 out of the 12 days, and it lost a day to mud in the second week.

Amherst, Va., (5) the show had a good night house; Glasgow was fair; Lexington was lost; Waynes-Saturday (10) was big in both afternoon and night. Weather cleared at Marlington Monday monkeys in them. (12) for capacity business.

While rain and mud were damaging this year, they were more costly in earlier years. Part of the farther north than usual.

Barnes circus there June 2.

Ringling Sends At Pawtucket

Montgomery, who has been on a stands with bad weather and good Beatty next played Lancaster percentage with the show to dis- business for most. er, Pawtucket zoo had purchased circus played Reading, Pa. (7) to a other pair of full ones in clearing They were delivered to the zoo along with the others.

- In a lend-lease arrangement between the zoo and circus, the zoo at Slater Park, Pawtucket, is to house Ringling animals 11 months of the year, feed them, and ship them to New York each spring for the Garden run. Ringling is to pay \$1 yearly for this.

The zoo gets from Ringling two giraffes, hippo, rhino, and several assorted cats and monkeys. The two gorillas now booked with Royal American must be stored at the zoo in other seasons.

Three circus style flat cars and the circus cages have been sent to Pawtucket, and they are to be stored there until next spring, according to the plan. Some of the cages are empty and presumably Ringling would rent minor animals from dealers to fill these boro was a strong winner; Mc- cages during the New York run. Dowell was light, and Monterey, This procedure was followed this year altho some of the cages still were empty and several had only

R. A. Miller in D. C.

WASHINGTON -- R. A. Mil difference was credited to opening ler's circus unit, which plays shopping centers and similar spots, has Agent Gene Christian is contact- been playing in the Washington ing numerous circus fan groups in area. Show includes two young houses in a school gym. Lewiston regard to their sponsoring the elephants, chimp, mule, clowns circus. Plans stems from the set-up and other acts. It is presented as a by which the CFA members at free show under auspices of the Charleston, W. Va., will sponsor store or merchants. Show played and participate in the Beers- Southern territory before coming into this area.

UNDER THE MARQUEE

former side show manager, visited Bros. in the Washington area. Billy Dick at Spartanburg, S. C.

Joe Bradbury and Dick Reynolds caught the Cristiani show in the vicinity of Atlanta. . . . Everett M. Smith authored a circus feature for the Christian Science Minitor, pointing out that the business is doing well.

Eugene Christy's Lions are in the free show given currently at the Cincinnati Zoo. . . . Bob Orth, Pomona, Calif., assisted in funeral arrangements for the late Fred Mullen, calliope player.

Karl Rowan, Georgia fair executive, visited Byron Gosh's All mer-Ed Hiler visited at Blueridge, Ga. flying act.

Claire and Tony Conway, Wash-

Clyde Beatty was house guest of ington zoo and Bill Valentine, son the Robert D. Goods when the of Roy Valentine. The Conways Beatty show was at Allentown, Pa., write that Kelly-Morris blew Alexand Reading. . . . Arthur Hoffman, andria, Va. They caught Hunt

> From California, Billy Hoffman writes that he caught Carson & Barnes Circus and Rudy Bros. Circus. . . . Mike Piccolo visited with Frank Braden and Ora O. Parks, both of the Beatty show, at Pittsburgh recently.

Fan Pete Pepke, Warren, Pa., is chairman of the committee for the Beatty show's auspice there for May 28. Pepke caught the Hamid-Morton, Polack and Ringling shows.

Rosalena Valentine, daughter of the Bill Valentines, who have the Flying LaVals trapeze act, graduates from high school in Houston, ican Circus at Blairsville, Ga., and May 28, and will join her dad's

Circus fans Joe Beach, Elmer ington, caught Hamid - Morton Litch, Francis Lecouline, Dan there and report Tony Steele and Shea, and Wally Beach, all of Mike Malko are catching triples. Springfield, Mass., hit the Frank that Germaine Theron celebrated Wirth show's clown alley in that a birthday, that other visitors in- city and visited with Slim Collins, clude John Ortis, who formerly was Al Florenz, Elmer Lindquist, Bob with the Jahn and Olveras perch Nelson Charlie Frank, Blackie Nye, acts; Dr. William Mann, who Jerry Bangs, Mickey Sullivan and hosted circus people at the Wash- Sonny Moore.

Road, Buffalo Sale Animals to Zoo Go Well for Beatty

Reading Off; Other Pennsy Towns Click; Extra Show at Johnstown

NEW YORK-Ringling-Barnum BUFFALO, N. Y. -- Clyde opposition from the club which is circus shipped the menagerie it Beatty Circus has an advance sale sponsoring Cristiani there in June, used in New York to the zoo at of more than \$25,000 for its up- so Beatty came in without auspices. Pawtucket, R. I., upon completion coming Shrine temple engagement There was wait paper plus five of the Madison Square Garden run. here May 31-June 2. All ready be- days of rain to further complicate Deal was completed by C. R. hind the show is a week of road things.

pose of its surplus animals. Earli- After the Allentown start, the the rain. York followed with ansome of these animals, including an handful house in the afternoon and weather. Lewiston Saturday (10) elephant, two polar bears, a less than 1,000 at night. The gave an overflow afternoon and a leopard, zebra and some lions, sponsor had pulled out because of fair night house.

Adams Plays

Good Stands;

Front Clicks

week.

PEORIA, Ill. -- Adams Bros.'

At Marion, Ind., (7), show had

two half houses for VFW. Hart-

ford City, Ind., (8) had a near-full

and a full house in the new

Armory. Richmond, Ind., (9) had

two one-third houses in the 2,500-

seat speedway. This was the

Champaign came Saturday (10)

with a full afternoon and a half

night house in the 5,000-seat fair-

grounds. Promotion and turnout

added up to the show's best stand

so far. Mattoon had a full and

light house on Sunday (11). Lin-

coln (12) drew 1,200 on the day.

Mason City (13) had two full

followed with all of the few seats

it sets up a tent-show style of mid-

way in front of the open-air ball-

Show has a unique plan in that

This includes a string of food

and drink concession stands plus a

walk-thru snake pit and a side-

walled Side Show. Latter includes

animals and contains the baby elephant for kiddie rides. Henry

Thompson has the Snake and Side

Set up first was used at Rich-

mond, Ind., and also worked well

at Mason City, where it was set up

outside a school gym.

in a football field being used.

parks or grandstands it plays.

show's first outdoor stand.

stand at the fairgrounds in Cham-

(8) and scored two full houses in

Johnstown on Monday (12) required an extra show to handle the crowds. Afternoon was strawed, Night was a turnaway and a second night show was given to a half house.

The Buffalo date looms large and extra shows have just been scheduled for the Saturday and Sunday. The advance is the biggest the Beatty show has ever had, according to show sources. In charge of the promotion is Si Rubens, former owner of Rogers-Circus continues to do well and its Bros.

Also running big for the show is paign, Ill., was big, Owner- Ottawa, where the advance has manager Bill Criffith stated last topped \$19,000.

Head Elephant Man to handle 3-act. Excellent job if you can qualify. Have helper. Geo. King, with us 3½ years, service satisfactory, retiring due to ill health. (Larry White, contact.)

DON FRANKLIN SHOWS Texarkona, Tex., this week.

PHONEMEN

Can place two in Columbus. Also couple with car. Must be reliable and sober. If not, don't call.

AMherst 8-6223, Columbus, Ohio.

AD PHONEMEN

County. State Directory. High callber men make \$200,00 a week or more. Year-round

STATE CAPITOL PUBLICATION P. O. Box 940, Richmond 7, Va. Phone: Newport News, Va., 4-7207 or 4-6667

PHONEMEN

(2) Thoroly experienced on labor sign boards, in labor temples. 25% commission. All carded, ready to go. 100% cooperation. Gross \$1,000 weekly easily. Write, wire or phone. (No collects.) ROSS WHITE

1109 N. Monroe Peoria, III.

PHONEMEN

Official labor, here is a repeat. Seventh annual tickets and advertising. A good opportunity in sunny Los Angeles. DU 86085

ROY BELL

New York State Moose Convention.

Phones in. Open Monday, May 19. Must be producers and sober. Three months here followed by six weeks Binghamton Moose Sports Meet. No collects. LES REMINGTON, Phone HA 2-9844, Syracuse, N. Y.

to follow. Contact

TOM HARRIS 1207-9th St., S.

St. Petersburg, Fis. Phone: 79889. No collect calls.

PHONEMEN

K. of C., St. Paul. Just started. Book & Tic. No collects.

KEITH Du BOIS

Ed. Smith and Bill Stover, please call. CA 2-4969, St. Paul, Minn. days only.

CLYDE BEATTY CIRCUS

WANTS: Seatmen, Pole Riggers, Property Men and useful working men in all departments. Splendid opening for Assistant Boss-Truck Mechanic; also Assistant Chief Electrician. Can place Side Show Ticket Seller who can make openings. Also man and wife for Magic and Sword Box; would like to hear from Hickman, also

Long season. Meals and sleeper accommodations furnished. Harvey Boucher, contact Bill English by wire. Address:

CLYDE BEATTY CIRCUS, May 19, New Brighton, Pa.; 20, Butler, Pa.; 21, New Castle, Pa.; 22, Youngstown, O.; 23, Oil City, Pa.; 24, Meadville, Pa., and 26 Erie, Pa.

SEDLMAYR'S '58 EDITION IS MIGHTIER THAN EVER

Royal American Adds Mouse, Rotor; **Back-End Looms as Powerful Lure**

Continued from page 46

first time at Cedar Rapids.

Claxton's 1958 Harlem in Haroute.

talker, and Paradise puts on quite transport the Wild Mouse. a show out front which pleases the tips, and, more important, builds to be carried by a carnival, was last one before the show heads into the show's receipts.

The Leon Miller-produced revue is a departure from recent versions. For one thing, it has an orchestraanother, it is spicier, with Mitzi and built. her dancing, movements, etc., providing the added spice. Costuming is less elaborate than in the past, but this is no loss, probably a gain, as recent Miller editions were rated as over-costumed.

During the winter the Royal purchased a new International Harvester, Cummins diesel-powered truck, to be used both as a water wagon and to haul wagons to and from the lot. This unit totes much power and has 10 forward speeds. new diesel-powered mule also is to be added, with delivery

WOM Quarters Shop Humming

RICHMOND, Va. - World of Mirth Shows has its shop open and in full swing. New light plants are the talk of winter quarters so far. Wagons are being fitted out with pneumatic tires. Work was delayed weeks because of rain.

There is a large crew in quarters. In addition to expanding his backyard cookhouse, George Reinhart is framing a 10 by 16 grab joint for Gerald Snellens which will be ready for the Plainfield, N. J. opening the last week in May.

be presented on the Royal for the scheduled during the Davenport the latest in kitchen equipment,

vana version holds to the high much work was done on Royal cilities, the car will be air-condi-Claxton standard. It features a American show equipment during tioned at the end of the current blond-haired, sepia vocalist, Mickie the winter at Tampa winter quar- season. The car is carried on the Lynn, who wowed 'em at the Cot- ters. Added improvements were Royal's show train's second section. ton Carnival and who is figured made to the show train to further A smaller pie car, which moves to do the same over the Royal's assure speedy, safe moves over the with the first section, also was Royal's long route. New all-steel modernized in winter quarters. The Claston unit has Tony (The wagons were built. Included Bill Jones, Eastern bingo opera-Man of Many Suits) Paradise as its among wagons built were three to tor, will take over the show's bingo,

made from a club car purchased Canada. from the Richmond, Fredericks- J. C. (Tommy) Thomas has burg and Potomac Railroad. In shifted from assistant concession the conversion process, a steel com- manager to assistant general agent Mike Sarge and His Royal Sar- partment was ripped out, and an as a result of the critical illness of gents-working on stage. For still area to house two generators was Bob Lohmar, long-time Royal "en-

The pie car is equipped with Methodist Hospital, Peoria, Ill.

much of it stainless st el. Provided Again, as for many years past, with ample power-generating fa-

starting at Davenport, the third A new pie car, the finest ever stop on the Royal's route and the

eral agent, who is a patient in

C&W Unit Makes 2 **Pre-Season Dates**

Frame New Front for Raynell Show; Look for Big Decoration Day Bow

and Wilson Shows unit opened strel Show front. Payroll in quar-Monday (12) for pre-season busi- ters reportedly has 50-odd workers. ness in Colonial Heights, then moved this week to Ettrick. Consisting of rides and some concessions, it then heads back to winter quarters in preparation for the May 30 season bow here.

Clearing weather has enabled work in quarters to perk up, Jack Wilson reports. Most effort is being directed toward the new revue front on which a crew is working. It will likely be the most lavish front used in this show and is being constructed with no vertical lines, it is noted. Panels will front end this year in place of the all be angled, and lighting will be indirect and concealed. Two-foot flashing letters will spell out the title, "Raynell Show."

The six light towers are being loverhauled, and material is on

PETERSBURG, Va.—A Cetlin | hand for building of a new Min-Army Payday Eyed

The May 30 opening is expected to draw well because it coincides with an Army pay day and Blue and Gray maneuvers.

Show will make a fairly long jump north, coming out of Virginia. Wilson said indications are for favorable weeks ahead, especially with the knowledge that steel firms are running out of their inventory in Western Pennsylvania, where the show is routed.

Claude Sechrest will handle the late William B. Moore. Wilson said Irene Moore, who survives her husband, will be on the show when she returns from a visit to the Brussels World's Fair.

Art Converse has been signed to take over the Side Show, and will provide a midget troupe as one of the units. Jerry Jackson will run the Minstrel Revue with Red Rogers out front. Whitey Walker will return as assistant to Bill Hartsman, show treasurer. The Funhouse, managed by Tom Bush, has been remodeled.

Wilson's wife underwent a twoweek checkup at the University of Virginia Hospital in Charlottesville recently and the result was favorable, Wilson said.

OLD C&W PIC PUT TO GOOD USE BY TEXACO

PETERSBURG, Va. --Where the picture came from is anybody's guess, but the Cetlin & Wilson Shows isn't upset about its use. Texaco Oil's calendar this year features a big midway shot of C&W playing the New Jersey State Fair in Trenton, of all places. It's been some 10 years since the picture must have been made, the show management points out.

THE LAST LAUGH?

Late Openers Skip Wet, Cold Spring

NEW YORK -- This has been | deeper in the financial hole, rather one of the wettest springs in the than in the black. memory of Eastern carnival gentry, and further confuses the prob- help becomes a problem when anylem of whether to peg an opening thing short of a full season's work to Easter, Memorial Day, or some is offered. And so, as part of the time in between.

odds are strongly in favor of cold elements while beefing about the bankrolls have been buried in the early-season operation took on the

RAS Lists Personnel

MEMPHIS -- Royal American Show staffers, ride help, show personnel and concessionaires at the Cotton Carnival here included:

Staff—Carl Sedimayr, general manager;
C. J. Sedimayr Jr., assistant manager;
Walter De Voyne, secretary-business manager; Vern Kohrn, assistant secretary;
Fred Byrd, assistant secretary; Bobbie
Hanon, assistant to C. J. Sedimayr Jr.;
Bob Lohmar, general agent; J. C. (Tommy)
Thomas, assistant general agent; Frank Thomas, assistant general agent; Frank Morrissey, press agent; Tex Monneyhan, mail-business agent; Vera Pollett, office

Train Department - Wallace A. Cobb. transportation master; Ray Milton, assistant trainmaster; Oris Tyron, second assistant and poler; John Mohr, train plumber and poler; William Nibhof, train painter and poler; W. E. Winslow, train electrician: Hugh Voisine, train head chalker; James Call, poler; Jene Johnson, poler; Walter Broslawski, train welder; Art Detwiler, train track drive; T. W. Colbert, William Thomas, Bob Smallwood, Robert Townsend, chalkers; Charles Ratcliff, cable-puller and porter; Alex Witchyn, catch chalf back-end; Robert Morr, train hand and hook rope; James Madson, train hand and hoop rope; George Fisher, street man; Cecil Cox, street man; Chet Fowler, head street man; William Ramsey, run chalker; Ray Purdy, poler.

Machine Shop—Lenard (Pop) Whitman, foreman; Emmett Holliday, welder. Carpenter Shop—John Mercer. Electrical Department—T. E. Adams, Jimmy Holliday, Battlecreek Walters. Towers—John Meyers, Ray Teet, Ben Clayton, James Thornton,

RIDES Round-Up-Frank Stubblefield, foreman; Merideth Miller, Forest W. Mitchell: Gloria Brown, tickets. Looper-George Hamilton, foreman; Robert Perkins, James Madison; Esther Holiday, tickets. Caterpillar—Roy (Red) DeFoor, foreman; Andy Cuba, Mar-shall Ezekial, Raymond Lambert; Betty Patterson, tickets.

Scrambler-George Hercha, foreman; Bud Ferris, Jack Obitz: Kathleen Owens, tickets. Ferris Wheels-John Hogeland, foreman; Woody Lastinger, Hagen Brooks, P. L. Mitchell, Edgar Huston, Herbert Cursey, James Cauby; Ida Mae Kennedy, tick-ets. Rolloplanes—Joe Brown, foreman; Robert Doe, Joe P. Gates; Betty Holliday, tick-

Twister-Chet Fowler, foreman; Ralph (Continued on page 59)

Assembling a crew of responsible pattern which calls for midways to For years operators have groused mark time thru the still date seaabout the conditions which compel son in preparation for fairs, most them to debut in April when the shows have continued to buck the and rainfall. Many dreams of early miserable unfairness of it all. The mud as shows found themselves complex of a squirrel cage with no way out.

Some Spots Crowded

For the senior members of the farternity, the railroad shows, further complexities entered into the picture. At times three such units were running at once, and since there is but one Washington, D. C. and one Philadelphia, two and sometimes all three would hit these cities in the springtime, with dayand-date situations not uncommon.

The World of Mirth Shows under Frank Bergen was first to break away from the April straitjacket, several years ago. While other shows sat it out in the mud. Bergen's layout remained idle in winter quarters. This year it opens the final week in May, which would have been frowned on in previous decades. But Cetlin and Wilson Shows, second of the three railroad units, is following suit.

Weather has supported the lateopening contention in 1958. It has been awful. Only the James E. Strates Shows, among the big Eastern ones, ventures into the unfriendly elements. Coming on the heels of several respectable weeks of winter work in Florida, the unpredictable spring dates do not pose the financial inhibition on Strates that it does on the other two shows. As the show worked its way northward, it drew a spotty week in Washington and played in a quagmire in Wilmington.

Truck shows have been wallowing this year, with only one decent week in the last half dozen being permitted by the weather. In the South, where pickings are none too good apart from the fair season, they have been dismal so far.

Last year April was like July, with sunny skies and warm temperatures, and the shows in operation reaped the benefits while stayat-homes envied the earnings they

(Continued on page 60)

CIRCUS TOP ON WAY

Bolstered Menagerie Success for Strates

PHILADELPHIA-The James pearances of three performing E. Strates Shows menagerie will be outfitted with a circus top this season, plus a ring curb in which to run performances.

One of the fastest growing collections of animals on a carnival midway, the assortment contains contributions from the Polack Bros. Circus and the defunct King Bros. Circus. There are six elephants, hippo, white bear, zebra, chimpanzee, other monkeys and other animals in the menagerie.

elephants from Polack last winter tral-spotted ring. In addition, pregave manager Bert Pettus an excess fair work will include painting of of performing animals. Banners all poles and railings in white. are being sold wherever possible, Railings are airstrip mats linked with numerous shopping center ap- sideways.

A successful gimmick worked in Washington was the tiein with a local market which resulted in an advertised sale of elephant meat. The Strates elephants were mentioned prominently. Price was advertised at 99 cents a pound. for whole animal only.

A 60-foot round top will be added during the still-date season. it is reported, with one or two middle sections. Elephants and the Addition of the three M-G-M chimp will be worked in the cen-

Two-Week Stand Okay For Buck Rides, Shows

moved here this week after a two- lie Zucker, novelties; Mr. and Mrs. week stand at Menands, N. Y., that George Gordon, 9; Mr. and Mrs. proved to be a good one after a Stash Grey, 7; Mr. and Mrs. Sid poor start.

rain prevailed during most of the first week. On Friday the skies cleared and a bumper crowd came out. The following day, kids' day, was the biggest the show ever had at this spot and weather and business continued steady during the second week of the stand.

Bill Beldock has his new Roller Coaster operating. Back-end includes Gene Allen's Side Show,

Concessionaires include Bernie Mrs. Toby Kneeland.

ONEONTA, N. Y .- O. C. Buck | Threit, cookhouse and grab; Char-Goodwalt, bears, popcorn and can-Low temperatures, wind and dy apples; Mr. and Mrs. Lou Clark, 5 including high striker; Jane Fairlee, basketball; Frank Vogt, long range; Charlie Wright, 4; Mr. and Mrs. Harry Gold, 2; Curley Cowart scales; Frenchy Remmillard, cork gallery; Mr. and Mrs. Joe Marcianano, French fries; Joe Arrans, Coke pitch; Mickey McBride, show concessions, and Sally Beldock, candy

Robert Hutton, son of Mr. and Mrs. Gene Allen's horror unit, Mrs. Curley Hutton, is convalescing Joseph Cupid's Motordrome, Mr. in Samaritan Hospital, Troy, N. Y., and Mrs. Clayton Campbell's Wild following surgery. Buddy Anderson Life, Mr. and Mrs. Joseph Moone billposter, is back after being contwo girl shows, Scan Dolls and fined to a Schenectady hospital Pin-Ups, with Ginger Raye as with broken ribs. Visitors included talker, and W. H. William's rock King Reid, Harry Agne, Rab Coland roll show.



AGENTS FOR CANADA

28 Stampedes, Sports Days and "C" Fairs. Working 3 Rides and 15 Concessions, thru VANCOUVER, B. C. FAIR over Labor Day. Need Agents for 6 Cat, 1-Ball Milk Bottle and Whiskey Bottle Ball Game. Also Help for Hoop La, Darts, Age and others, Also married lady for Floss. Will book Photos. Stampedes inelude Mankota, Shaunavon, Wood Moun-tain, Jack Fish Lake (10,000 people in 3 days), East End, Nipawin Fair and others. Oxbow, May 21-24; Bienfait, May 26-28; Lampman, May 29-31. All in the heart of the Oil District, all Saskatchewan. Will meet Agents at Portal, N. D. to arrange entry at border. Contact per

VIRGIE WATERS Permanent address: Box 844,

Swift Current, Sask. P.S.: BROWNIE, call me or come on.

LEERIGHT MIDWAY SHOWS

Want now for Celebrations and Fairs. Shows, Concessions, Major Rides not conflicting, Ride Help for two units in Idaho, 5 or 10-in-One, Fun House, Snake, Animal, nicely framed Girl Show, any Grind Show, Kittie Kelly, Howard, come on. Photos, Long or Short Range, Striker, Ball Games, Confections, Novelties, Ring, Bird, Glass, Penny Pitch, Coke Bottle, Buckets, Spindles, Six Cat, Hoopla, any Hanky Pank. No X. Join now. Grange-ville and Orofino, Idaho, for 4th, ten Idaho County Fairs and Rodeos. Wire, write, come Trementon, Utah, now; Preston, Idaho, next. J. R. LEERIGHT, Mgr.

WANTED

Experienced Straight and Jam Auctioneers

Only top men considered for permanent

Contact VIC LINK

LINK SALES CO. 811-3d St. S.E. Washington, D. C. Lincoln 3-6135

FOR SALE

Three Buckets and Little League Balls, \$65.00; two Big Toms and Tables, used two spots, \$60.00; three brand-new Picture Frames, never used, \$75.00; two Miniature Bowling Tables, Pins and Balls, \$20.00; 6 Ball Game Tables and 48 Bottles for Tip-Over Set-Ups, 12-ft. Cork Gallery, Top and Frame, Guns and Tip-Over Blocks, 12-ft. Luggage Trailer capable to haul 3 joints. WALT COX

Strates Shows, Utica, N. Y., or per route.

COUNTER GAMES

For Bingo on Geo. Clyde Smith Shows. Cumberland, Maryland, for May 25.

MARION MeWETHY

#****** WANTED *******

Experienced Ferris Wheel and Tilt-A-Whirl Man, at once. Best job and pay in the business for the right party. Contact:

DAVID SWARTHOUT 5813 Northwest Highway, Chicago, Ill.

FOR SALE Portable Rifle Target SHOOTING GALLERY Complete with 5 Rifles. Excellent condition. \$1,200

Contact: EMIL GENC 5469 W. North Ave. Chicago, Ill. Phone: MErrimac 7-9177

ATTENTION, CARNIVAL MANAGERS

WANT MEDIUM SIZE CARNIVAL We would be happy to accept either of the following dates from the right group: Sept. 1 to 6; 8 to 13; 15 to 20; 22 to 27; 29 to Oct. 4. Contact

BILL WATSON, County Agent P. O. Box 128 Lexington, Ga. Phone 110

AL BROWN SHOWS

16 Fairs in Minnesota and North Dakota.

COOK HOUSE, GLASS PITCH, PHOTOS Opening for any Grind Show. BOX 547, MADISON, S. Dak.

RAS Personnel

Continued from page 58

Caldwell, Cecil Cox; Emma Ludwig, tickets. Octopus-Danny Sowards, foreman: James Thomas, Eugene Stanley; Thelma Ericksen, tickets. Rocket-Archie Feathers, foreman; Francis Marley, Raymond Bryant; Vera Cox, tickets, Fly-a-Plane-James Owens, foreman; Joe Waldon, George A. Wright, William S. Wilson; Camilla Hamilton,

Roller Coaster-Warren Volk, manager: Bert Hall, foreman; George Fisher, Albert Seavey; Edna Adams, tickets. Wild Mouse -Warren Volk, manager; Clifford Brewer, foreman; Ferman Cornet, Ralph Pepin; Diane Lovett, tickets. Tilt-a-Whirl-Clifford Ericksen, foreman; Howard McCullough, Richard Newkirk; Ollie De Foor,

Dodgem-Robert (Wagon) Garner, foreman; Lawrence Effinger, John Atchley, James Coldtrain, Lenard Layton: Margaret Milton, tickets. Merry-Go-Round-Orville Wixon, foreman: Dick Stoltz, George Tolleson, William Wilson Jr., Richard Lyon; Zelda Hercha, tickets. Relief Ticket Sellers -Emma Brocies, Bonnie Brocies, Marie M. Feathers, Ruby Hall.

KIDDIELAND Harold Brocies, manager; Bill Ludwig, assistant manager; Robert Buechner, maintenance. Kiddle Auto-Charles Cohen, foreman; Peter Lavierge; Golda Keily, tickets. Choo Choo-Edward Grodivant, foreman; William Hughs. Train - Vern Patterson, foreman. Boats-William Tubbs, foreman; Ralph Berretta, Helicopter - Jerry Rod-

riguez, foreman; Norman Ritz, Sky Fighter-Roy Rodman, foreman; Melvin Ansel. Tanks-Roy Rodman, foreman; Thomas Roy Birditt, Earl Jones. Baby Wheel-Larry Van Zant, foreman, Jolly Cat-Billy Davenport, foreman; Thomas Irby. Pony Ride-Larry Davis, co-owner-manager; John Williams, Thomas Carroll. Rotor Ride-James Deal, manager; Frank Ellis, John Buckner, Robert Morgan; Mrs. J. Deal, tickets. Kiddieland Tickets-Shirley Fowler, Betty Hoagland, Edith Meyers. SHOWS

Mitzi Revue featuring Mitzi; Dean Allen, original Donald Duck voice, comedy songs; Bozo Harrell and Company, comedy balancing act; Leon Miller, dancer-director; the Royal Sargents-Mike Sarge, drums; Jimmie Cara, trumpet; Smokey Stover, trombone; Joe Fortunato, saxophone; Johnny Logan, bass; Carlo Marta, piano; the Royal American Girls-Vicki Parkes, Molly Parkes, Beuna Vista Miller, Shirley Blackman, Nancy Kitts, Helen Sarge, Nancy Snyder, Orva Tronsen; June Star, bally girl; Sugar O'Hrel, wardrobe mistress. On the Mitzi Extravaganza staff are: Kenny Revling, talker; Dick Dickerson, Bob Newman, ticket sellers; Carl Goss, boss canvasman; Chuck Freeman, second man; Harold Helm, front spotlights; Carl Goss Jr., stage electrician: James Clark, carpenter; Charles Parr, property man; Billy Goss, Pat Snyder, Jim Owens, Bill Barker, workingmen: George Hamilton, candy man.

Harlem in Havana Revue-Leon Claxton, work. Locating on 2 of America's Finest producer-emsee; Mickie Lynn, vocalist; resort Beaches. William Alan Mutherson, comic; David Hammond, vocalist; Fou Chee Dancers-Peaches Slayden, Carlo Fou Chee, Lavant Charles; Pive Pennies - Herbert Myers, John Myers, Benjamin G. Washington, Charles W. Holloway, James Myers; Earl Shon McGowan, choreographer; Chorus-Louise Dowdy, Sonya W. Davis, Gwendolyn Bates, Sylvia L. Margan, Signonia Liggins; Band-George W. Fields, leader; George Washington, Ollie B. Johnson, Gossie D. McGee, Douglas Finnell, Israel Holland, Noble Samuels, Albert Hayes, Celso Aguila Maldonado.

Tony Paradise, talker; James Orchard, Kenneth C. Kinchen Jr., ticket sellers; Roland Porter, candy; Lossie Brooks, cook; Isaac Johnson, porter; Uriah L. Jackson, boss canvasman; George Escalara, assistant boss canvasman; Labor-Leroy Wilson, Alfred C. Joseph, Antonio Scippio, Fred Duncan Jr., Willie F. Lee, James D. Smith, Robert Moss, Freddie S. Golden.

Side Show-Dick Best, owner: Paul Wunder, front manager; Bill Thompson, talker; Jack Thompson, tickets: Roger Thaeriault, tickets; Scotty McNeil, inside manager; Hoyt Shumaker, armless and legless wonder; Kay Messina, electric marvel; William Whiteman, fireproof man; Manuleto, spider boy; Mona Serpintina; Zandu, quarter boy; Henry Scott, magic and ventriloquist; Donna, sword swallower: Goodloe Grigsby. knotty knots; Louis Osenbaugh, annex manager; Mary Cain, Lee Cain, Bohemian glass blowers; William Logsdon, bally clown; Harrison Henry, broom illusion; Edward Starkey, canvasman; Royal Horton, canvasman.

Thrill Arena-George Murray, manager; Lew Mahs, talker; Tommy Thompson, tickets; Floyd Fullman, tickets; Elmo Ballard, trick rider; Dolly Lee, "Mile A Minute" Girl; Oliver Day, straight rider; Lefty Johnson, pit boy; Joe Ferris, straight

Glass House-Delores Brewer, manager; William Melton, Giant Steers - Arnold Raybuck, owner; Jonathan Kindig, C. Steiner. Piranha Fish-Arnold Raybuck, owner; Ed O'Neill, Galyon Slamese Twins -Ronnie and Donnie Galyon, Wesley Galyon, Robert Kelly, Giant Snakes - Clover Fogle, owner; Tom Jecusco, Paul Kessinger. Fat Show-Kann and Sindel, owners; Tio Selvaggio, manager; Frances Rodrigues, Ronnie Hope. Ghost Trail-Wenzl Keller, foreman; Emil Blackburn, James Croswait: Sarah Van Arsdale, tickets; Fun House - Hal Hall, manager: Charles Van Arsdale, Louis Rudich. Gorilla Show-Jose Tomas, trainer; Mike Kuta; Charles Christian, front and tickets. Band Organ-Anthony Crescio, operator.

Neon department-Willie Cain; scenic artist-Bobby Wicks. Train crew-Wallace Cobb, trainmaster: Ray Milton, assistant train master. Tractor crew-John A. Brooks, superintendent; Glenwood Frost, Julien Carpentier, Jake Kramer, Hubert Thompson, George Davis, Erwin Painter, Harry Kline, Oscar Hailstock.

Concessions O. J. (Whitey) Weiss, concession manager; L. B. DeMay, assistant concession manager; Herman Jacobson, concession secretary; Herman Berk, office night watchman; Lorn Farrell, Tenho Frantsi, night watchmen; John Rodgers, stockman.

Dining Car No. 77-Mrs. Dorothy DeMay, manager; Robert McDougal, chef; Ann Detwiler, Emma Brocies, Delores Brewer, waitresses; Betty, Susan and Judy DeMay. assistants to manager. Dining Car No. 67 -Jean Blackwell, manager; Tommy Thompson, Harold Smith, J. H. Lauer, Mrs W. A. Cobb, Louise Lyons, Bob Couner, (Continued on page 60)

MOTOR STATE SHOWS

Want few more Hanky Panks, Can place Grind Shows and Funhouse. HELP: Foremen for Scrambler, Rockoplane, Merry-Go-Round and Wheel, Must drive. Tex Yoder, contact at once or come on. Have good proposition for you. No drunks tolerated here.

J. J. FREDERICK, Mgr. Rochester, Mich., to May 25; Northville, Mich., follows.

WANTED

KIDDIE RIDE FOREMAN AND DROME HELP

Must be sober and reliable. Contact

EARL PURTLE

e/o Cetlin & Wilson Shows, Petersburg, Va., until June 6.

WANT TO BOOK

Ferris Wheel, Merry-Go-Round, and Kid Rides; or will book small Carnival for

CENTENNIAL CELEBRATION

July 3-4-5, Atlanta, Mo. CONTACT: Ronald Shoush Atlanta, Missouri (Phone: 47)

WANTED Rock-O-Plane Foreman

Contact MAYO TINSLEY

P. O. Box 1137 Greenville, S. C. Phone: CEdar 9-6905

Want Concessions of all kinds, Balloon Darts, Add-Em-Up Darts, High Striker, Jewelry and Slum Spindle, Rolldowns, Shooting Gallery, Photos and others. Want Second Men for Tilt, Want Foremen for Sky Fighter and Kid Ride. Contact CLARENCE SLATEN, Wood River, III. Phone 4-4707. No collects.

GRIFFITHS AMUSEMENTS

and Kiddie Rides, Truck Drivers. Will book Popcorn, Apples and Floss. Contact

WILLIAM S. GRIFFITHS

Swatara Park, Vine St., Middletown, Pa. Then Linglestown, Pa., May 26 thru 31.

RIDES WANTED

Opening for exclusive on SIX OR MORE RIDES for the VAN BUREN CO. FAIR August 5 to 8.

ARTHUR J. SECOR, Secy. Keosaugua, Iowa

WANTED

Experienced Foremen for Merry-Co-Round, Tilt-a-Whirl, Rock-o-Plane, Scrambler and Kiddle Rides.

DELGARIAN AMUSEMENT COMPANY 1759 North Newland, Chicago 35, III.

Phone: Merrimac 7-2103

LYNN'S MIDWAY SHOWS

Want Help-Foremen for No. 5 Wheel and Coaster and Second Men on all Rides; must have chauffeur's license and drive. Top wages and bonus. Have opening for some Concessions. Will book any good Grind or Bally Shows and Live Ponies. Contact

BOX 84, Spicer, Minnesota.

WANTED TO BUY

Kiddie Rides for cash. What have you in the barn? Lowest price and condition first letter.

ROGER CAUDLE 1602 Trogdon St. Greensboro, N. C.

FOR SALE -

10-Car Allan Herschell Kiddie Ride, excellent condition throughout. First \$1,000.00 takes it.

ELTON LILE 2808 Nelson Dr., Hopkinsville, Ky. Phone: Tuxedo 5-5637

Concessions—Shows & Ride Help Needed

Open June 3. No collect calls,

JOHNNY DURHAM BIG D AMUSEMENTS Corwith, Iowa

ATTENTION, SIDE SHOW PEOPLE

Due to disappointment can place Inside Announcer, man who pitches preferred. Also want Annex Attraction, two Working Acts and two hustling Ticket Sellers who can make openings, for park in Pittsburgh and Cetlin & Wilson Shows, opening May 30.

ART CONVERSE

c/o CETLIN & WILSON SHOWS, PETERSBURG, VA. P.S.: Good proposition to Mental Act and Tattoo Man.

TENNESSEE VALLEY AMUSEMENT

Lebanon, Tenn. Last call, opening May 23-31. Eight big days, then celebrations and 16 county seat fairs in Tennessee, Alabama, Mississippi and Louisiana. Book Hanky Panks of all kinds, especially Bingo, Popcorn, etc. Diggers, Glass and Bear Pitches, Mitt Camp, Pan Game, Long and Short Range Galleries, Fishpond or Duck Pond. P.C. open if you have Concession. Also want 6-Cats, Swinger, or what have you? Agents for Picture France and others. Book Videla Pids Orders. have you? Agents for Picture Frames and others. Book Kiddle Ride, Octopus or any Flat Rides. Mr. J. M. Anderson, call. SHOWS: Girl, Geek, Monkey, Snake or any family Grind Shows. Want Foreman for Merry-Go-Round. Must have license to drive.
Lebanon, Tenn. Call Hickory 4-9984 or wire care Western Union.
THEODORE MEADOWS, Owner & Mgr. SAILOR MORAN, Bus. Mgr.

TIVOLI EXPOSITION SHOWS

BATON ROUGE, LA.

12 Fairs and Celebrations in Louisiana, Mississippi and Arkansas only. CONCESSIONS: Want for season nicely framed Bingo, Cookhouse, Duck Pond, Long and Short Range, Balloon Darts, One-Ball and Hanky Panks not conflicting. Will book one set of Diggers. SHOWS: Want Wildlife, Snake, Funhouse or any Shows of merit. HELP: Can always use good, sober, reliable Ride Help who drive. RIDES: Place Scrambler, Rockoplane and other Rides not conflicting. Frank Spins wants one Count and one Peek Store Agent. Also can use good Hanky Pank Agents. All replies: CARL ANSTED or FRANK SPINA, 4523 Plank Rd., Baton Rouge, La.

BURKHART SHOWS

Joliet, Ill., This Week

Want for Des Plaines, Ill., Jr. Chamber Commerce, May 27-June 1; Plano, Ill., June 3-8; Cortland, June 10-15; East Chicago, June 17-22; Waukegan, Ill., June 24-29; then the big 4th, starting July 1-6, Lake Geneva, Wis.

Want Concessions, Hi-Striker, Novelties, String & Water, Ice Cream, Foot Long, Pitches of all kinds. Will book late model Ride for rest of season. Roy Duff wants Hanky Pank and Alibi Agents. Contact per route. KENNETH RITCHIE, Mgr., Burkhart Shows. P.S.: Chief Little Wolf, contact me at once.

B. & J. Shows WANT

To book Hanky Panks, Grind Stores, Pop Corn Trailer. This show plays the same towns every year. Opening in Amsterdam, Ohio, V.F.W. Annual Homecoming, May 28-29-30-31; Jeffersonville, June 3-4-5-6. Want to book two Kiddie Rides. Want Ride Help for #5 Eli Wheel, Parker Merry-Go-Round and Chairplane. Ride Help, report at the Fair Grounds at Old Washington, Ohio, outside of Cambridge, Ohio. No flats

JOSEPH R. LITTON

Box \$1, Coshocton, Ohio.

GIRLS TOBY-SMITH LIBBY-SUNDAY

Call me immediately collect, HA 1-5570. Kansas City, Mo. Also other experienced Girls, Talkers. Ralph, come on.

NADINE BERNARD

AT LIBERTY GILDA LEE

America's No. 1 Hermaphrodite. Fabulous wardrobe, sober, reliable. Contact

GILDA LEE c/o The Billboard Cincinnati 22, O.

STAFFORD SHOWS Want Photos, Cork Gallery, String Game, 6-Cats, Buckets, Bingo, Hi-Striker, Ball Games, African Dip, Fishpond, Basket Ball, Hoopla, Clothes Pin Pitch, all other Hanky Panks working for stock. Can use small Shows. Write or call Brookville, Ind., May 19-24; North Vernon, Ind., May 26-31; then 20 weeks of Fairs and

Celebrations. RALPH STAFFORD, Mgr.

BILLY SHULMAN (IMPORTANT) Mickey Gallo-Paul Klider Whitey Reynolds—Red Hennessy

CONTACT RALPH LIPSKY Avery Hotel, Room 416 Boston, Mass. HUbbard 2-8000

Thank You LLOYD SERFASS Owner PENN PREMIER SHOWS, for your purchase of six G. M. C. tractors.

"Save Money With Johnny" JOHNNY CANOLE Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

WANTED

Merry-Go-Round Foreman; sober and does not have to drive. Report to V.F.W.

Gettysburg, Pa., May 19-22, or Box 207, Fayetteville, Pa.

Want for Parsons, W. Va., Street Fair, Week May 26-31.

Photos, Scales, Jewelry, Balloon Darts, Cork Gallery, Hoop-La, Glass Pitch, Slum Spindle, Coke Bottles and any Hanky Panks working for stock. Can place Shows of any kind except Girl Show. Will book Live Pony Ride. This Show plays West Virginia's largest Fourth of July Celebration at Terra Alta, W. Va. This week Rowlesburg, W. Va.; then as per route. All replies to

GEO. BROAS

P.S.: "Lucky" Smith, contact Geo. Topps, the Bucket and Swinger Agent.

Opening of

JUNE 4-5-6-7, OAK HARBOR, OHIO WANT - Hi-Striker, Shooting Gallery, Long, Short, BB, Cork, Dish, Bear Pitch, P. Pitch, Cane, String, Blower, Roll Down, Novelties, Grab, Bingo, Photos, Jewelry, Age, etc. Any kind Hanky. SHOWS-Will guarantee first \$50 on gate. If you want a big season, book with us NOW. We are completely contracted for. We separate 4th of July-2 Units. We have the June rair booked in Indiana. Phone: Holland, Ohio, 7-4759 or write: Wm. B. Jacobs, R.R. #4, Swanton, Ohio.

RIDE HELP WANTED

Can place sober, reliable Men. All must have licenses and drive semis. Best of equipment and transportation. Top salaries. Openings on Scooter, Tilt, Looper, large Coaster, Rockoplane, Scrambler, Octopus and Kid Rides.

R. D. YOCHUM, Ride Supt.; RALPH WAGNER, Lot Supt.

DON FRANKLIN SHOWS Texarkana, Tex., this week.

WANTED

Concessions not conflicting. No Flat Stores. Ride Help wanted. No drunks, chasers or loafers.

THIESS UNITED SHOWS

Hopkins Park, III., May 22-25; Oglesby, III., May 28-31; Granville, III., June 6-8; Depue, III., June 11-15.

FRENCH CASINO

One of the Oldest Clubs in New Orleans. GIRLS

New Orleans, La.

If it's rough on the road and you're not working, come to the French Casino. Guaranteed steady work and good salary. CLARENCE SIMMONS

1428 Canal St.

ROGERS BROS.' SHOWS

Grind Shows with own equipment. Con-cessions: Watch-La, Hi-Striker and any non-conflicting. We open in Milnor, N. Dak., June 9.

Winterquarters address: Pelican Rapids, Minn.

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.

ARCADE HELP

On lot May 26, Plainfield, New Jersey,

World of Mirth Shows. PAT RAZZANO

2563 West 16th St. Brooklyn 14, N. Y.

Phone: E.S. 2-1215

GEORGE CLYDE SMITH SHOWS

Open May 26 to 31, Cumberland, Maryland

Want Ball Games, Pitch Till You Win, Cork Gallery, Balloon Darts, Penny Pitch, Bear Pitch, Six Cats, Age & Scales, Novelties, Buckets, Swinger, Fish & Duck Pond, Photos, String Game, Basket Ball, Spindle, Custard, Penny Arcade. Want Side Show, Ciri Show, Monkey Show, Snake Show, Wildlife, Agents for office Hanky Panks, general Ride Help, Truck and Tractor Drivers. All replies:

GEORGE CLYDE SMITH SHOWS

P. O. BOX 521, CUMBERLAND, MARYLAND.

IDEAL RIDES

Opening at Veedersburg, Ind., Street Fair, June 2-7; then Eaton, Ind., Firemen's Celebration, on Streets, June 9-14, with exhibits, parades, etc.

CONCESSIONS: Want Long and Short Range, Glass or Bear Pitch, High Striker, Ball Games, Photos or any Hanky Pank not conflicting with those already contracted. No Alibi Joints or Mitt Camps. Located Sunday, June 1. RIDE HELP: Especially want Man to handle 1958 Schiff Coaster, also Man to handle two new King Kid Rides. Merry-Go-Round Foreman and Second Man. Second Men on all Rides. Must drive and have liganess. No care. (Eddie Clam. contact me for a good proposition if you are have licenses. No cars. (Eddie Clem, contact me for a good proposition if you are available.) Ride Help, come to Winter quarters Tuesday, May 27, or write.

HUB LUEHRS, MGR., c/o FISHER'S RESTAURANT, ST. ANNE, ILL.

DRAGO #2 SHOWS

WANT Scales, Glass, Bird and Bear Pitches, String, Bumper, Pitch-Till-You-Win, Roman Targets, Novelties, Balloon Darts, Buckets and Coke Bottles. Also want one major Ride not conflicting with what we have.

SHOWS: Any worth-while Grinds or Family Shows for small percentage. Need Agents. Humpy, contact me. All replies to

CHET PIERCE, Albany, Ind., this week; Whiteland, Ind., next.

BAKER UNITED SHOWS

CONCESSIONS: Can place at once Custard, Glass and Bird Pitches, Short Range, Pitch-Till-You-Win, Cork Gallery, Hoopla or any clean, legitimate Concession. RIDE HELP: Want Foremen for Wheel and Octopus, also for new Whirl-E-Bird. Can place Second Men in all departments. Must drive semis. Would like to hear from Ride Superintendent who knows Rides and can handle men.

SHOWS: Can place Snake, Illusion, Fat, Fun and Glass Houses. All replies to ERNIE ALLEN, Jeffersonville, Ind.

GARDEN STATE SHOWS

WANT for Tri-Clover Fire Co. Celebration, Orefield, Ps., June 2-7; with Milroy, Ps., Sit-Down Grab, Stock Concessions of all kinds, Jewelry, Age-Scales, Photo, Six Cats, Bottles. What have you? Will give liberal P.C. to Octopus and Tilt. Will place Bottles. Lou Hall and Johnny Caruso want Agents for eight stores. Shows of all kinds. Lou Hall and Johnny Caruso want Agents for eight stores.

R. H. MINER

Kelayres, Pennsylvania

BIG FOUR AMUSEMENTS

RIDE HELP—Ist and 2d Men on Tilt, Perris Wheel, Merry-Go-Round. Jerry and Wilbur Girard, come on in. Opening May 19 at Mannheim & Oak, Bellwood, Ill. Phone Rockford 2-9136 or Chicago FI 4-0718. Will also book Major Rides for Park in Rockford, Ill., located at 2025 West State. Now booking Concessions for Melrose Park Italian Festival. Contact:

JOHN CUCCI, 904 Park Drive, Melrose Park, III. Phone: FI 3-4432.

MIDWAY OF MIRTH SHOWS CAN PLACE BINGO FOR BALANCE OF SEASON

ALSO WANT STRING CAME, FISH POND. SCALES, HIGH STRIKER, PITCHES, PHOTO CALLERY, ONE-BALL BALL CAME. ADDRESS: BARRY, ILL., THIS WEEK.

SUNSET AMUSEMENT COMPANY

Want Photos, Hanky Want Cirl Show, Other Need Side Show Acts, useful people. Hall can use Griddle Man. Panks, Ball Games, Shows, own equipment. Rock-o-Plane Foreman.

Marshalltown, Iowa, this week; Muscatine, Iowa, next.

OPENING FOR ANNUAL FIREMEN'S CELEBRATION

MENA, ARKANSAS, MAY 22, 1958.

Can use Ride Help who drive, Agents for office-owned Concessions. Will book Novelty, Glass Pitch, Lead, Age and Scales, Penny Pitch, Bumper and Coke Joint. Want couple to take charge of Bingo; Help for Cookhouse.

RAINES AMUSEMENTS PHONE 102-NO COLLECTS-MENA, ARKANSAS

FOR SALE

2 New 32x50 12-Car Scooter Buildings; new cars on hand if desired. Immediate delivery.

JIMMIE THOMPSON ENTERPRISES

ALEXANDRIA, LOUISIANA

BEAM'S ATTRACTIONS

Big Celebration, Masontown, Pa.—Next Week This is one of our biggest events and additional CONCESSIONS and SHOWS can be placed. LUCKY VAN wants RIDER-TALKER for DROME. Jerry O'Brien can use Girls for Revue. Capable, experienced Carnival People can be placed

in the Ride and Concession departments. Contact STEVE DECKER, FAIRGROUNDS, BEDFORD, PA.

JIMMIE CHANOS SHOWS

Want legitimate Concessions of all kinds for Eighth Annual Veterans' Celebration, Anderson, Ind., week May 26; followed by Winchester Shrine Fair and Cambridge City, Ind., Street Fair; then big Fourth of July Celebration, Fairborn, Ohio.

Especially want Cookhouse at once. Also Photo Callery. Want Shows with own outfits.

All replies to JIMMIE CHANOS SHOWS, Portland, Ind., Fairgrounds.

W.G. WADE SHOWS

KALAMAZOO, MICH.

May 26 thru 31 **New Show Grounds** Recreation Park, Lake St.

—CAN PLACE—

French Fries, Photos, Long Range and Short Range Galleries.

Want Foremen for Tilt, Set of Kiddie Rides and Wheel. Prefer Semi-Drivers.

Can use couple of Grind Shows.

D. WADE W. G. WADE SHOWS Battle Creek, Mich., this week

DOWN RIVER SHOWS

WANT Scale and Age, Pitch-Till-U-Win, Photo Gallery and Glass Pitch.

WILL BOOK, lease or buy Short-Arm OCTOPUS, Cash walting.

FOR SALE: Super Roll-O-Plane, 3-phase motor, \$2,500 without semi. Want experienced Help on all

Now showing River Rouge, Mich., thru May 25; Roseville, Mich., follows.

WHEEL FOREMAN MERRY-GO-ROUND FOREMAN SCOOTER FOREMAN

Scooter mounted on two Semis. Good wages if you can up and down ride properly.

A. J. SUNNY AMUSEMENTS

This week, E. 79th and Woodland, Cleveland, Ohio; next week, E. 64th and Harvard, Cleveland, Ohio. Phone: WAshington 1-4679.

Call Mack and/or come on. Will book Shows of merit. Write or phone ROD LINK or BUD DAVIS, Imperial Hotel, phone TEmple 2-7000, Detroit, Mich.

WORLD OF PLEASURE SHOWS

FOR SALE

Short Range Shooting Gallery, \$265.00; also Shells. One Semi, 26 ft., racked for Ferris Wheel, \$450.00; 1953 Dodge Tractor, \$550.00.

BRASCH BROS. SHOWS

Watertown, Wis.

FOR SALE

Or will trade for any other major Kiddle Ride—one Dark Ride in A-1 mechanical condition. Also for sale—one Eli #6

UNCLE JOE'S KIDDIELAND

Vincennes, Ind.

SCRAMBLER

For Lease Immediately Good Midwest park preferred. State all

in first letter. BOX D-48

c/o The Billboard Cincinnati 22, Ohio

WESLEY MURRAY

Get in touch with me at once.

ARTHUR McINTYRE Cook House, Penn Premier Shows EMPORIA, VA.

CASEY SENS

Merry-Go-Round and Wheel Man. Good pay. Dick Hack, please answer. 2130 West 44th Ave., Gary, Indiana

canradiohistory.com

RAS Personnel

• Continued from page 59

Sandou Clark, Lou Panaessa, Tommy Harrington, Mike Davenport. Cookhouse— W. T. Blackwell, manager; David Bottoms, Roscoe Ritchie, Bob Wilson, Elbert Henderson, Arthur Falls, Ralph Rathrack, Lorain Dickerson, Alene Adams, Jeanita Thomason, Eddie Miller, E. L. Adkins.

H. W. Jones' Bingo-Guy Markley, man-ager; Tony Pennell, Bud Jewett, Harry Hendricks, Buddy Markley, Paul Gorm, Don Broust, James Harris, Stanley Dallen, Barton, Nick Sylvester.

Walter DeVoyne, Hazel Maddox, Corine Stroud, Harold Sellers, Bill Travisballoon darts. Walter DeVoyne, Evelyn Clain, Ann Skie, Osie Ball, Mike Kellyball game. Dorothy Cohn, Roy Seaver, Cecil Redifer, Louise MacDade, Marvin Lawrence, Dick Berris, Donald Warner, Edwin Silva-buckets No. 1. Ben Cohn, John P. Miller Jr., Donald B. Lee, Walter Cannon, Harry Feinberg, Calvin Rummer, Bill Duncan—buckets No. 2. Stanley L. Francis, Joe Phillips, Roger Fingar, Walter T. Allen-bucket store.

Thomas M. Deemer, Frank Hall Burridge, Al Kaye, Terry Wallace-bowling alley. Eddie Sumerlin, Russ Caughey, Bob Sugar, Bill Pagel-blower, C. W. (Bo) Burchett, Bill Bell, Curley Smith, Eugene Castleberry, Tom Gough-bear wheel. Tony Diaz, Billie Owens, George Phillips, Har-vey Allen Thorn, George Price, David Glossell—bear pitch. Mary Janes Diaz, Oscar Adams, James Menson, Wes Johnson

-dice pitch. Matt Herman, Marosa Herman, David Christian, Wyne Holt—derby racer. Sam Aldrich, Walter Smiley, John McMulien, Arnold Mavies, Alfred Patterson, James Carlson—doll wheel. Bill Oren; Leila Oren, eashier-grab No. 1: Tom Harrington, Paul Bergerson, Allie Morris, Harry Hughes, Chester Rought, Garland Stewart, Meri-deth Eiman, Gordon Smithers—griddle. Edwin Summerall, Linwood Shelby-wagon.

Charles Murk, Duncan Stien-grab No. 2. Bobbie Schapps, Esther Crawford-fish pond. W. M. Clain, Emery Ball, Clifford E. Holliday, J. E. Ambrose, J. D. Farmer—mouse game. Al Rossman, Tonnie Boatright, Earl D. Anderson - pan game. Sumerlin, Joan Fingar, Arthur Vance-p. c. basketball. Robert Wicks, owner; Jennie Wicks, operator; Paul De Witt, dark room -photo No. 1. Dale Biles, operator; Hank Miel, dark room-photo No. 2.

The Last Laugh?

· Continued from page 58

were missing. But this year the law of averages has caught up once more. It has been cold and rainy. If there has to be a last laugh, it rightfully belongs to those who sit it out in winter quarters while their more adventurous brothers are getting rained out.

Quebec Fair

• Continued from page 46

city \$19,118.30 for part of the cost of building the new Industrial Pavilion which was first used last year. The fair still owes the city \$112,500.

The report notes that 1957 attendance was down by 12,000 from the previous year due to inclement weather. The Conklin midway operation was 5 per cent ahead of the previous year and race attendance showed an increase of close to 10 per cent from the 10-day run.

Harold Steinman's "Sim Sala Bim" revue, featured in the Coliseum during the '57 fair, drew 43,187 compared with 56,818 who saw the GAC-Hamid revue the previous year.

The report disclosed important future projects include a new main entrance gate, improvement of parking and completion of the cattle pavilion before this year's

Velares Testing

Continued from page 46

open with the show at Winnipeg and carry thru to the closing of the RAS season at the Louisiana State Fair, Shreveport. Curtis Velare will manage the unit.

The Velares reported they will invest upwards of \$150,000 in Pacific Ocean Park this season. Among the attractions they will put in is a double-deck Dark Ride to be known as the Flying Dutchman. The cost was reported as \$75,000.

A combination Glass and Funhouse will also be operated there by the Velares and they will have a Rotor on the grounds that will be billed as The Whirlpool. Charles Goss, who was manager of one of the portable Rotors, will represent the Velares at Pacific Ocean Park.

CONCESSIONS WANTED

MAY 26 thru 31 SPRINGFIELD, OHIO, JAYCEES FESTIVAL

Can place all Direct Sales except Corn, Apples, Taffy and Floss.

JUNE 2 to 7 EAST LIVERPOOL, OHIO

Can place Hanky Panks and Direct Sales of all kinds.

> JUNE 16 thru 21 WOOSTER, OHIO, SESQUICENTENNIAL CELEBRATION

Can place Direct Sales of all kinds.

WRITE AT ONCE GOODING

AMUSEMENT CO., INC. 1300 NORTON AVENUE Phone AXminster 9-1193 COLUMBUS 8, OHIO



. Guaranteed Safe Arrival Write, Wire or

Phone for Prices.

New Knock Down Cages, 30c

Chrome Set Up Cages, 40c

CHICAGO BIRD & CAGE CO. Chicago, Illinois 422 S. State Street Phone: WEbster 9-4191

SMILEY'S AMUSEMENTS

Want for all summer in Western Pennsylvania; Crabtree Firemen's Celebration, May 26-31; Clymer Firemen's Celebration to follow.

Can place Hanky Panks, Custard, Ball Games, Pitch-Till-You-Win, Duck Pond, Balloon Darts, Scale and Age, Short Range, Hi-Striker, Hoopla, Novelties and Jewelry. Can place Funhouse, Motor-drome, Glass House and any family-type Show. Only 2 Concessions of a kind on the midway. Contact by wire or mail:

SMILEY'S AMUSEMENTS

Jeannette, Pa., May 19-24; then as per

P.S.: Want to buy for cash Train Ride and Funhouse.

DRAGO AMUSEMENTS "NO. 1 UNIT"

Wants Bingo beginning week of June 3 and remainder of season. Will give X for Short Range, Hi-Striker, Novelty, Bear Pitch, African Dip or any Hanky Pank working for stock. Will book Pony Ride for the season. Will book or buy for cash one A-1 Octopus. This show booked solid all season with best route in Northern Indiana and including Hoopeston, Ill., for the 4th, and Mazon, Ill., for Labor Day. All replies:
PAUL DRAGO as per route;
Valparaiso, Ind., May 19-24; Bradley,
Ill., 26-31.

UNITED EXPOSITION SHOWS

Want Hanky Pank Agents for all officeowned Concessions. Can use 6-Cat Agent. Jimmie Wright wants Count Store Agents who will obey orders. Showing Shopping Centers. Now showing uptown in Millington, Tenn., Navy payday. Need Pretzel Ride Foreman who knows how; must drive. Man to finish breaking 4 Shetland Ponies for drill for free act. Year-round work. Wire C. A. VERNON, Millington, Tenn.

AGENTS WANTED

Two for Count Store. Also one Bucket Agent. Man and Wife for Foot Long Hot Dogs. All replies to

> A. WILSON Pine Bluff, Ark.

JAMES H. DREW SHOWS, INC.

Jaycees Festival, Weston, W. Va., May 19 to 24; Central West Virginia Strawberry Festival, Buckhannon, W. Va., May 26 to 31. With three more Celebrations to follow and Fairs solid from June 16 until mid-November.

Concessions: Have openings for Custard, Long Range, Novelties, Age & Weight, Hi Striker and Merchandise Stands. Help: Can use two or three licensed Semi-Drivers and Ride Men. Want Man and Wife to take charge of Grind Show framed on semi trailer. Shows: Can place Monkey or Animal Show.

All address this week, c/o Western Union, Weston, W. Va.

MIGHTY INTERSTATE SHOWS

Want for Johnson City, Tenn., May 26-31; followed by a route of choice Still Dates and 15 Fairs beginning Aug. 4.

SHOWS: Sideshow with own equipment or will furnish equipment for same if you have the people. Wildlife, Monkey, Snake Show, Grind Shows of all kinds, RIDES: Will book set of Kiddie Rides, Live Pony, any Flat Ride not conflicting. RIDE HELP: Foremen and Second Men on all Rides. Must be licensed semi-trailer drivers. Top wages and bonus. CONCESSIONS: Good opening for Bingo for season, Hanky Panks of all kinds, Long and Short Range Galleries, Diggers, Photos, Jewelry, And and Walsh Histories. No data presented or seventes. Age and Weight, Hi-Striker. No flats, percentage or gypsies. HELP: Want Mechanic with tools. Must know your business. Want Show Carpenter and Builder with tools. Show Painter and Artist, Billposter with ear or truck. Must produce. Curley Sewell wants Griddle Man and Counter Men for Cookhouse. Freddie Grans, answer. All replies to

H. B. ROSEN, Western Union

Morristown, Tenn.

HAVE LIMITED SPACE

IN THE NEW FUN FAIR PAVILION AND AMUSEMENT PARK

On the Ocean Front at 3rd Ave., South, Myrtle Beach, S. C.

Can place Custard, Floss, Corn on Cob, Photos, Gadgets, etc. What have you? Especially want Bingo Man, we have 40 by 60 space designed for Bingo. Will do business on percentage or flat privilege. Will buy some Rides for cash or will book or lease Rides that do not conflict. Want Motor Drome. Can also place first-class park-type Concession on midway adjacent to the new pavilion. Want Ride Help and Concession Agents. Write Box 1472 or wire, or phone HI 8-3858. No collect, you pay yours, we will pay ours.

FUN FAIR, INC.

Myrtle Beach, S. C.

WANTED

Good Ride Men. Park or road. Good proposition. Attention: Buck Handley, Cunningham and Sherman, call or write. Also need good Caterpillar Foreman. Anyone who worked for me before call or write, evenings Prescott 2-3086.

JACK HORBETT 24400 JEFFERSON BEACH, ST. CLAIRE SHORES, MICH. Or write W. O. KING 82 ORCHARD ST., MT. CLEMENS, MICH.

West Brookfield, Mass., May 19-24; East Dedham, Mass., May 26-31; East Hartford, Conn., June 9-14.

Non-conflicting Merchandise Concessions: Long or Short Range, Hanky Panks, Pitches, etc. Two Merchandise Wheels for East Dedham.

FUN HOUSE OPERATOR

All replies to WEST BROOKFIELD, MASS., NOW.

FOR SALE

Six-ride Carnival—Eli Wheel, Merry-Go-Round used two seasons, three Kiddie Rides, Transformer Truck, Wire, Junction Boxes, seven Trucks. Sell as unit only—\$11,800.00. Route booked. Reasons—health and age.

BOX D-47

c/o THE BILLBOARD

CINCINNATI 22, OHIO

OPENING MAY 23, PLANKINTON, SOUTH DAKOTA

Have opening for few more Hanky Panks. We have 20 Centennial Celebrations under contract in June and July-also all of our regular Celebrations and Fairs. We carry complete stage show which assures us of big crowds on our midway. Contact JOHN DORLAND, Phone Worthing, So. Dak., 2178, or as per route Billboard.

STANDARD SHOWS WANT

For Cody, Wyo.; Hardin, Mont., and Greybull, Wyo., Rodeos. Cookhouse, Diggers, Six Cats, Hanky Panks and Pony Ride. Kitty Kelly needs Girls for Girl Show and Side Show. Taboo and Stan Allen, call me. Radar, call Grabbo Henderson. Contact as per route.

BOBBY DECKER or V. C. JOHNS

SHORTER'S GREATER SHOWS

LAST CALL-Opening May 20 at Waverly, Iowa.

Want Jewelry, Photos, Hi-Striker, Coke Botties, Ball Games of all kinds, Pan Game, 6-Cats, Buckets, String Game, Popcorn, Carmel Corn, Snow Cones, Mitt Camp with Concessions. Want Kid Car Ride, Train, Spliffire or Octopus, Mechanical Show. Want Bingo Man, Agents for office-owned Concessions. Need Fun House Operator, Ride Help who drive. Harry Delvin, call. Playing two or three a week, Iowa, Minnesota and Wisconsin Centennials, Street Celebrations and Fairs. Phone or wire. No and Wisconsin

Contact: MANAGER, Fairgrounds, Waverly, Iowa

WANT

For the best route in Minnesota and North Dakota. We play early North Dakota Fairs, starting July 4 at Rugby, N. D.

Want Agents for Swinger, Buckets and Hanky Panks. Also General Help. FOLLOWING PEOPLE CONTACT-Shelly Kline, Dutch Saltus, Billy Restis, Able Le-

vine, Sheril Sakobie, Sandy Watson, Dick Dickens, Jack Lowry, or anyone that played this territory with me 3 years ago and knows what it is. Confact: AL WILLIAMSON, c/o Park Hotel, Madison, S. D.,

or c/o Al Brown Shows, Per Route.

Want for Big Clinton, Iowa, Celebration, 7 full days—2 Kid Days; May 26 thru June 1. Concessions of all kinds, especially Photos. Bernie Blake, answer; good proposition for Penny Arcade, Open House. Can use First and Second Men on all Rides, also Truck Mechanic. Joe Sharp wants Bucket Agents. All replies to JOE SHARP or H. W. BARTHOLOMEW

OTTUMWA, IOWA

P.S.: Johnnie Nash, contact Bill & Mary Cookhouse here. Walter Marco, confact

SHOW CAR RAILROAD ON

LAST CALL LAST CALL OPENING MAY 26th, BISMARCK, N. D.

CAN PLACE for 15 Fairs beginning middle of June in Canada and Four Big Weeks in Alaska. Sell Ex. on Break the Record for Anchorage and Fairbanks. Bobby Cooper, get in touch. Also Ex. on Long Range, Bozo, Milk Bottles, Photos, Glass Pitch, Bean Pitch, Swingers, Buckets, Custard. Good opening for Cookhouse, must move twice a week; Pitch-Til-You-Win or any other Hanky Pank.

Can use Foremen and Second Men who can drive semis. Foreman for one Wheel Shows-Good opening for Monkey, Snake, Wild Life, Glass House.

Wire or Call JOHNNY DENTON

Day Phone: Atlantic 82138-Night Phone: Franklin Hotel, Des Moines, Iowa

BIG SOLDIER'S PAYDAY

WILLIAMSBURG, VA., 4 DAYS, MAY 26-29, INCLUSIVE. FIRST SHOW IN 15 YEARS. FOLLOWED BY BIG SOLDIERS' PAY DAY, 9 BIG DAYS AND NIGHTS, 2 SATURDAYS, 2 SUNDAYS, MATINEES AND NIGHTS. PUBLIC ADMITTED TO BASE, FORT EUSTIS, VA., MAY 31-JUNE 8. Other camps to follow. No unemployment at these dates.

CONCESSIONS: Can place Custard, French Fries, Photos, Novelties, Glass Pitch and all kinds of Hanky Panks.

SHOWS: Can place Manager with Riders for Motordrome. Also Manager for Monkey Drome. Can also place Monkey Show or any Shows not conflicting.

HELP: Can place good, sober, reliable Ride Help who drive semis. Want sober, reliable Truck Mechanic.

AGENTS: Can place 2 Agents for office-owned Blower.

Watch our ads for other important announcements for other Camps. All mail and wires to LLOYD D. SER-FASS, Owner, or HARRY WESTBROOK, Bus. Mgr., Emporia, Va., or contact BILL HOLT after May 23 at Warwick Hotel, Newport News, Va.

PENN PREMIER SHOWS

FIRST ANNUAL

LAWRENCEVILLE JUBILEE

LAWRENCE, ILLINOIS, WEEK MAY 26 THRU JUNE 1

WEEK LONG GIANT CELEBRATION - DAY AND NITE-ADVERTISED FOR MILES AROUND. PROGRAM OF EVENTS—THRILL SHOWS, CHAMPIONSHIP RODEO, STOCK CAR RACES, HILLBILLY TV AND RADIO STARS.

Groscurth Blue Grass Shows & Combined Circus & Carnival

CONCESSIONS-Can place Hanky Panks, Prize Every Time Games of all kinds, Age & Scale, African Dip, Hi-Striker, Basketball, Name On Hats, Custard. Pitchmen and Demonstrators of all kinds-we have fence to fence rights.

CAN PLACE-Help for all Major Rides, Canvasman for Marquee, Help in all departments. All wires M. G. STOKES, c/o Groscurth Blue Grass Shows & Combined Circus & Carnival, Danville Fairgrounds, Danville, Illinois, all this week. No phone calls, please.

LAST CALL KING REID SHOWS LAST CALL

OPENING MAY 26, ROUSES POINT, N. Y. GALA INTERNATIONAL DATE

We enter Canada June 2. All those contracted please acknowledge this advertisement as all personnel and equipment must be at Rouses Point not later than May 26. Harry's Bingo Help, report also.

BILLPOSTER

Want one more combination Billposter immediately.

RIDE HELP

SHOWS

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THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

MAY 19, 1958

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SABBBBBB Large Deluxe Casting Rod. Top Quality. \$0.00 Dozen Grip Handle, Seat-Tite Reel Holder. Sample \$1.00 VALUE-\$5.95.

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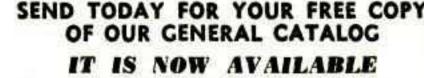
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Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whipe, Belloons, Hets, Canes, Bell Gum Special Bingo Merchandise.

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The Billboard Classified columns each week

NEW HORIZONS

Racks Broaden Sales Of Tricks, Novelties

By IRWIN KIRBY

Rack displaying, one of the merchandising wonders of the age, has provided many manufacturers with new retailing horizons, and the makers of tricks and gags were among the first to reap the benefits. This field, which includes such things as jokes, novelties, practical jokes, tricks, games, puzzles, etc., has been lifted out of its magic shop thru modern counter display methods.

A big advance in salesmanship, racks have brought these inexpensive items into gift shops, drugstores, cigar stores, supermarkets and many other outlets once thought unlikely prospects by the trick and gag men. While this ever broadening field of distribution has been a natural bonanza, it has also eliminated any concept of seasonal governments business, for the outlets cited pull strongly in patronage thruout the

Buy a rackful, jobbers can say confidently to storekeepers, and you're in business. As to what kind of business it meant, the retailer can get a 24-rod frame-type counter rack with 144 pieces of individually bagged stock, representing 65 basic items, for as little as \$25.92, and the rack comes with an attractive sign. The bagged items come either stamped with a retail price or a blank space in which the storekeeper fills in his own price.

The things which have added to this increase in distribution are the racks themselves, and the pliofilm bags. Most of these items are strictly impulse ones, and counter displays are a good way to place them right in front of the customer's eyes.

Novelties Galore

Novelty items of various classes have become numerous almost without end, as new manufacturing processes and inventive minds explore the possibilities. A piece which appears destined for stand-by status is the dazzle-eye spectacles which shows eyes wide open or slitted as the wearer changes the angle of his head.

Make-up and costume gags are popular. There are stick-on rock and roll sideburns, rubber noses in many shapes, mustaches, oversized shoes and false feet, giant ears, and carded make-up kits which retail for 29, 39 and 49 cents. There are many items calculated to alter the wearer's appearance in a shocking way. He can apply a dripping faucet to his forehead by suction. He can stick a vacuum blister third eye on his forehead, or don a pair of devil horns.

The Belgian Prince fountain statue, which has known success as a corkscrew and dribble-pour bar accessory, is also available as the Bubble Boy. With this variation, the user inserts a seltzer tablet or powder in the statue's base and it then bubbles merrily when immersed (Continued on page 63)

line of engraving jewelry. Strictly made in U.S.A. 100% quality.

Sawyer Mfg. Co., Inc.

7739 S. Avalon Ave., Chicago 19, III. Phone: WAterfall 8-8855 for 24-hour

DAY AND NIGHT SERVICE AS USUAL "With It Since 1907"

YOU CAN'T BEAT

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"FLASH AT A PRICE" Sample.....\$1.50

ONE PIECE PLASTIC HANDLE

Glass Rod Shaft . Approx. 5 ft. .

Multi-color space wrap . Authentic

fish guides • Regulation tip • Packed 50 to master carton • No less sold. 25% deposit money order or bank check with order, balance

Chicago, III.

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BEARS—POODLES 26" BEAR Colors \$21.60 Pozen K. c. 30" BEAR Att \$26.00 Pozen K. C. 77" BEAR

. \$22.50 Pozen K. C Special prices on Bears, Poodles, Tiger & Leopards F.O.B. East. Also a complete line of Plush Toys and Concession Mer-chandise. Write for 1958 Catalog.

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Midget Bible Only 1x14-in. Over 200 pages. Illustrated. Black over-

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Send 25c for samples of both.
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10 Men's Watches New style Eigin, Waltham, Benrus, Gruen.
Complete with expansion band. Rebuilt and guaranteed like new. (Sample \$8.95.)

Standard Brand WATERPROOF WATCHES

Bulova, Eigin, Benrus— with expansion bands! New style cases—rebuilt and guaranteed like new. in lots of 3 or more. (Sample, \$10.75)

GET A BETTER DEAL AT

FISHING SEASON IS JUST AROUND THE

lots of 50

60" GLASS ROD

Solid Fibre Glass Rod.
Stainless Steel Guides
and Tiptop Two-Tone
Windings, Dura-Plastic Removable
Handle, Positive Reel Lock, ColletType Nose Piece.

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10" BEAR—Plastic Bag.... 26" BEAR (Approx.) ALL PLUSH

Assorted Colors. One dozen minimum order. American Flag. 4 x 8 \$ 4.80 Gr.

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MAY 19, 1958

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Cloth Flag Bow Pin. Gr. . \$.90 9 In. Patriotic Balloons, Gr., 4.50 8 In. Coolie Hat. Gr..... 7.00 4 Point Decorated Pinwheel. Gr. 8.70 White Gob Hat. Doz..... 2.75 Field Glass with Compass and Strap. Doz. 5.50 Complete Line of

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48 assorted colors-18-inch Plastic Pennants sewed on a tough, heavy tape, 100 ft long. ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied. Colorful Decorations of All Kinds.

Write for Free Catalog. A & A NOVELTY CO. Cincinnati 16, Ohio

Calgary Appoints New Stock Supt.

CALGARY, Alta.--Ken Foster has been appointed livestock superintendent of the Calgary Exhibition and Stampede and Ken Lucas is the grounds and buildings foreman.

Foster, an employee since 1954 and assistant livestock superintendent for two years, succeeds Arthur Ferguson, who died February 1. Lucas; who has been on the staff for 13 years, takes over a post which was also held by Ferguson.

SUPPLIES



WHOLESALE LAMP SHADES From 50c ON UP

Drums and Double Deckers available in Fibre Glass, Parchment and Plastic. Variety of Colors.

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Miracle Prayer Crosses, boxed \$4.25 Men's 3-Rhinestone Rings, boxed 2.75 Ladies' Rhinestone Adj Rings, Ladies' Bridal Ring Set, Individ-DeLuxe Hollywood Styled Earrings 3.00
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17" Lazy Baby Dell .. \$5.00 dz. Low End Assortment . \$4.00 gr. 38" Giant .. \$13.50 dz. Doll ... \$9.60 dz. 27" Cotton \$16.50 dz. Cern. Clown. \$12.00 dz.

DRINKING BEARS Spot Ship \$36 dz. 1/3 Dep., Bal. C.O.D. If not rated.
FREE: 3-color Catalog of 600 Items.
Full Line of Plush, Low End & Slum.
REPRESENTATION WANTED

TOY MFG. COMPANY 536 Broadway, N. Y. C.

Racks Widen Novelty Sales

Continued from page 62

in a glass of water. Another gimmick with an assortment of applications is the spring-driven clacking teeth. You can get an effect of clapping hands or flapping jaw in a little skull, using the same spring principle, Ant Farm Big

One of the biggest hits in current months is the plastic enclosed ant farm, which is appearing in an ever-increasing variety of retail stores. Both fascinating and educational as well as easy to stockpile, the unit consists of a thin, unbreakable transparent case six by nine inches, containing soil and a small ant colony. The ants perform their engineering projects in full view. An advantage is that dealers do not have to stock the ants but can sell only the case and stand, if he desires. A certificate comes with each ant farm for the purchaser to fill out and send to the manufacturer, who will mail the ants within 24 hours of the card's receipt. The ant farms come for as little as \$21.60 a dozen.

PIPES FOR PITCHMEN

By BILL BAKER

THAT OLD RELIABLE . . . Harry R. Day, writes from Greensboro, N. C., that since being joined five weeks ago by his friend, Clifford E. Horton, they have been hitting a few spots in the area between showers. "It has been one of the rainest seasons since they began keeping records of the weather," says Harry. "We played the sesquicentennial here, but we cludes. were rained out and the fairgrounds was a sea of mud." Cliff and Mr. and Mrs. Day left Greensboro May 6 for Myrtle Beach, S. C., where Day has three joints booked for the season. "Cliff will work the wonder mouse, I'll work with a magic pitch and Mrs. Day will work handwriting," reports Day. While in Greensboro Harry bumped into several members of the fraternity. Charlie Hudson was working the H. L. Green store and was doing okay in spite of having a rough spot, and Betty Artis was in Woolworth's and was doing well with pens. "My hat has always been off to the Regan sisters," says Harry, "and it is off again to Betty, a fine worker and a swell person. We are looking forward to meeting some of the boys and girls at the beach this season. Meanwhile, we'd like to read a few pipes from Danny Sullivan, Bill Parker, Sol Kuhnin, Marvin Hutchins, Ed Olson, Chief Thundercloud, Ethel Beam, Heavy Forker, Mary and Willie Brown and Frank (Smiley) Curry. Cliff and I can be reached thru the Pipes column or, if you're in the vicinity, either at the new

WRITING . . . from East St. Louis, Ill., L. E. (Roba) Collins reports that he still is at McDonnell Aircraft Company there, and would like to read pipes from Madeline Ragan, Dave Rose,

Pavilion or on the fishing pier in

Myrtle Beach.'

Gene Knight and Janie Roberts, "widow of my former boss, Little Doc Roberts." Harry McClure, ace demonstrator, is working a ball SALESBOARDS game on local lots where a ride unit has been operating and is doing okay, according to Collins. "The latch string is always out at 1304 Illinois Avenue for all the old-timers in the territory," Collins con-

KENTUCKY DERBY . . . news notes by Joe Joblots, writing from New York: Charles Shear, concessionaire, was seen at the show window cashing his annual \$2 ticket on Tim Tam. . . . Lew Luxenberg, baseball novelty concessionaire, took a look at the gross for the opening game of the Los Angeles Dodgers and went into hysteries. Ed March administered first aid. . . . Joe (Highcheck) Conway, former secretary of Luxenberg concessions, has appointed Sal Vince East Coast representative, for his new enterprise. . . . Duffy, of Park Row, has come out of retirement to play the bass drum for the Salvation Army. . . . Bill (Horsethief) Weiss sold his store in New York and wagered all on Silky Sullivan. He was seen leaving Louisville via freight.

IACK STRICKLEY . . .

the balloon man from Atlanta, is requested to contact Aunt Mary's Home Made Candies, Alexandria Bay, N. Y.

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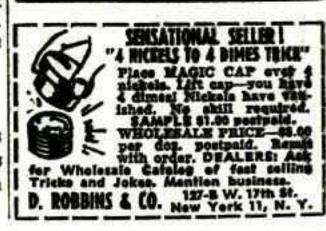
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100 POLITICAL GAGS, \$1—ORIGINAL AND collected material. 2,000 gags, \$15; 1,000, \$8; 500, \$4. Eddle Gay, 242 West 72nd St., New York 23, N. Y. je9

23,000 PROFESSIONAL COMEDY LINES. Routines, Sight-Bits, Parodies. 1,700 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. jel6

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Dollar ballpens, gross \$9.60. Combs, gross
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Fly Casting Rod, combo in wood box, \$4.15; Spin Rod, reel with lures, flies, tackle, \$5.42; pocket-size Port. Transistor Radios, \$10.50; Transistor Radio for the kids, \$2.57; Rechargeable Flashlight, no batteries, \$1.54. FREE Samples Available—Oil Paintings on silk. Also Table or Pocket Lighters, free samples. Just a sampling of the many offers in new publication. 6 issues, \$2.00. Send check or M.O.

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Stoned & Tailored Earring	EE	1.75 6
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1820 Westminster St.	Providence	e, R.

HOSIERY-LOW PRICES; LADIES', MEN'S, Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect Nylons, packed cello bags, \$3 dozen. Prompt shipment and satis-faction guaranteed. S. F. Pollard Hosiery Co. (AMS-1741), 1258 Market St., Chatta-

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E2-Stone Earrings, Asst. Gr 21.00
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T3-Asst. Tie Sets, Bxd. Dz 4.50
O1-Odd Lot Necks & Braces, Gr. 15.00
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W2-Ladies' 5-Piece Watch Set 6.25
WP-Gent's W.P. & Ex. Bd. Watch 5.50
R3-Gent's Stone Rings, Asst. Dr. 2.50
R102-Pearl Rosaries, Bxd. Dz 5.00
R164—Religious Medallions, Bxd. Dz. 5.75
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2256-3-Piece Pearl Set, Bxd. Dz 7.20
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G10M-M or W Sunglasses, Bxd, Dz. 7.20
20% dep., bal. C.O.D. Free catalog.
Try samples of any items at reg. prices.

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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.

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☐ Agents and Managers ☐ Bands and Orchestras	M. P. Operators Musicians
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FAIRS, CELEBRATIONS, SPEEDWAYS Parks or Booking Agents get 20 per cent when get together six straight days (Sunday excluded, no bookings). Average distance between dates within 200 miles each other. "Guided Missile" miniature house "Atomic Blast," with Capt. Putt Mossman inside the house. A real live rocket is fired directly into house touching off dynamite which blows everything apart except Putt. See flying debris plus huge smoke clouds mushrooming sky high. When things clear, dimly see him struggle to feet in dazed condition waving to crowd in appreciation the thundering applause. This the greatest entertainment spectacle since World War II. Note: Keep everyone back 100 ft. from explosion. Terms: \$500 per blow-up. Will do and payable rain, shine, day, night; 2d and every blow-up same day, \$250. Time required rebuild, erect house next blast, 30 minutes, Putt present world champion stunt motorcyclist; three times world champion horseshoe pitcher. Does 10-minute acts each with glamorous lady assistants for 50 per cent. The above terms. Also leaps his motorcycle over the top (ramp to ramp) largest school bus available, \$150; 2d and extra leaps same day, \$75. Write, wire. Capt. Putt Mossman, P. O. Box 165, Kleberg (Dallas County), Tex. No Phone; mail forwarded when away on

CORBIN'S CALLIOPE-A FUNNY CLOWN with the world's greatest music. A must for all centennials, parades, sales events, sport and home shows, etc. Few weeks open due to disappointment. Interested parties contact: 318 E. South St., Barnesville, Ohio.

HIGH FIRE DIVE. RESULTS IMPRESSIVE. Smallest diving tank in the world; fire and spears. Mac Productions, 456 Lamphier Pl., Warren, Ohio.

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Indiana, Telephone: Eastbrook 3312.

RAYS CIRCUS REVUE - SIX PONIES, Dogs, Monkeys, Bozo Clown with Tini-mite the Mule Magnolia Chio Route No. 1. Phone UNion 62010.

THREE COMEDY ACTS - ONE OR ALL. Juggling-Balancing, Breakaway Bicycle, Ventriloquist Act. Gabby, Post Office Box 74, Fort Wayne, Ind. my26

Vocalists

AT LIBERTY-ARTIST; C&W. ATTENTION Program Directors. America's friendliest voice contracting for radio, etc. Live or records on taped shows. Will co-operate till sponsored; sincere offers considered; available for personals, travel, July. Write. Farin West, Box 193, Cincinnati 1, Ohio. jes

All the news of your industry every week in The Billboard . . .

LETTER LIST

Continued from page 50

Palmer, John

Raynor, Milton

Reed. James Reed, John

Reichert, Frank

Reed, Charlie

Richarson, Joseph G.

Shaffer, Jimmie

Shore, Jackie

Shamoon, Malcolm

Shelton, Pat Shesser, Joe (Jones

Shotice, Mrs. Billy or Sholice?) Skogen, L. J.

Smaha, Toni Smith, Mrs. Agnes Smith, Dorothy L. Smith, Frank L.

Snoke, Bernard &

Stone, John Mason

Sullivan, Billy Sullivan, Edward

Tomenendale, L.

Treadwell, J. C.

Valentine, Henry

Van Buren, Jack X. Van Chief

Redfeather Vernon, Michael L.

Vinicky, Antonin Vogt, Robert (Louisiana State

Washburn, George &

White, Joe White, Oscar Whitlock, E. F. Whitlock, Gene Whitlock, Mrs. Norma J.

Wilder, Dan Williams, Clarence Johnny & Mrs.

Williams, Georgianna

Wilson, Harvey T. Wojaszek, Bronslaw Woodys, W. T.

Wooldridge, John W

Washburn, Huck Weatherman, Jack

Wallace, Hank

Shows)

Turner, Jack

Townsend, Carold W. Travis, Jimmie

Stout. Slim Striegel, Robert

Bingo)

Parmiey, Weldon Perry, Bob & Mrs. Phillips, Mrs. Helen Plas, Mrs. Leona

Giliam, P. Gilmore, Louise Glass, Roy P. Glinea, Morris Glover. William

Gordon, Buster & Pruscik, Chester

Gray, Howard
Gregg, Fred & Mrs.
Grosse, Joseph

Grosse, Joseph Haley, Peggy Hangsterfer, Allan Harrington, Mrs. Vera

Hawkins, Eunice Irene Reid, L. Reiman, Walter K. Rengering, George A. Retlaw, Walter Karl Reynolds, Hoyt Harworth, Bob Haux, Emile Heck, Robert Alan Hendrix, C. W. Hennessee, John

Hensen, James L. (Jimmie Hensen Roberts, Max Shows) Robinson, G. A. Robinson, C. W. Hilliard, D. E.
Hillard, Stacey Lee
Hinderer. Luella
Hinderer. Mrs Ruth
Hinderer. Mrs Ruth
Hinkle, Milt (Rodeo Santalone, Louis
Man)

Man) Saulsberry, Robert Hitti, John Anthony Sechrest, Claude &

Holt, R. Wm.
Houston, Lee
Hubbard, Paul
Huftle, T. J. &
Virginia Hughes, R. P. Hutchins, John Hunter, Darrell Hunter, Mrs. Roy Huzsek, Michael

Jaggers, Jimmy Jamieson, J. Jeter, Myrtle Johnson, Mike Johnson, R. L.

Johnson, R. L.

Johnson, R. L.

(Speed)

Jones, Harry E.

Joyce, Mrs C. R.

Kater. Al (Kater

Bros.' Circus)

Foster & Star, Faith
Star, Fedy Jo
Starkey, John
Stein, Jack
Stavens B G

Kello, Jack Kinard, Kitty Kleban, Harry Knight, Herb

Komakua, Duke Korman, Carroll Kohn or Cohn, Mrs. Swank, Harry Dorothy Miller Swank, Ruth Sylvester, Pink Lane, Joe Gilbert Lankford, Harold & Thomas, Lee

Sylvester, Pinkey
Taliaferro, C. A.
Thomas, Lee & Mrs.
Thompson, Mike
Thomson, C. F. & Lankford, Lester
Lauber, Tommy
Laughon, Harold M.
Lee, Sandra
Lee, T. Tona
Le May, Barbara
Leto, Jimmie
Lilly, Geo. W.
Lombardi, Ronald
Long, James

Long, James Loveless. Kenneth Wilbur McAlister, Tate
McCall, Arthur
McDaniel, Charles H.
McRorie, A. L. S.
McSoadden, Richard
Mack LeBon E

Mack, LeRoy E. Masters, Eddie Mayer, William Meade, Garnett Meredith, Walter J. Merlin, Robert

Milam, Lewis I. Molinar, Heavy Moon, Rita Morgan, Clayton Morgan, Rosie Morris, Allen & Atta Nazarechuk, Nicholas

Nichols, Diana
Nicholas, Ephrem
Noble, Jack
O'Dare, Jack
O'Leary, Betty
O'rschell, Jack or
Kelly
Nello
Wooldridge, John
Wray, Henry
Wray, Henry
Wrenn, C. B.
Young, Jonnie
Zoppe, Alberts

NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

MAIL ON HAND AT

Adams, Frank J. Calvert, E. Carter, Signa Clair. I.

McLean, John E. Miller, Larry Miller, Richard R. Mittledoriff, Seymour Cox, Katherine Devenow, Gary Devenow, Terry Dewning, Thomas

Dillion, Jack
Frankel, Lou
Forrest, Russell
Gage, Pinkney
Geiger, Rose
Ginduss, Pat
Goulde, Murray
Harrington, Dar
Hite, M.
Hoglund, Signe E.
Judge, W. E.
Kingsbury, H.
Knauf, Ken
Kroll, Jerman
Laurello, Martin Laurello, Martin

Lescon, Suza

Logan, Josh

Reilly, M. Rivers, J. Robbins, John Ryan, Florence Small, Frank Stern Terry, Joe Tumber, Bill Velasco, Lolita Vintour, Richard White, Walter Whitehead, Georg Manteaux, Maria Marlow, Theresa Winokur, Harry Yates, R. McLaughlin, Andy

Osoiky, Frances Podilla, P. M. Propi, Russell Reed, John

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, III.

Bachman, H. D.
Burton, Jack
Cantrell, Mrs. Fred
Charles, Michael
Debriato, Miss D.
Donatto, Lillian
Kaplan, Jack
Lea, J.

Lipsky, Morris Lue, Ava Martin, Tommy Meredith, Lawrence-Reed, John Simpson, Carsten Taylor, Thomas John

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Adams, Mrs. Emma Lauther, Mr. & Mrs. Allen, Jack William Allison, Tex Atkinson, Frank M. Bacon, Wm. Baldwin, Billie J. Barker, Mrs. Billie L. Barker, Mr. & Mrs. Lee, Robert E. Lorenz, Alfred McCabe, Mrs. Ruth McGuire, Thomas Ballard Matthews, Scherry Matthews, Mr. & Mrs. Bateman, Edna
Bates, Mrs. E. A.
Beaty, Mrs. Cline
Bishop, Gerald
Black, Joe
Bright, James Harvey
Brown, Mr. & Mrs.
Fred Mellor, Mrs. Lillian Meyers, Charles Middleton, Odel Middleton, Thomas Brown, Freddie W. Brown, Martha P. Brown, O. H. Bryer, Mr. & Mrs. Miller, Mr. & Mrs. Miller, Jackie Miller, Mohahan, Marmaduke Caldwell, Edward Moreno, Tito M. Narr, Roy Noakes, Hank Samuel Norbey, Mr. & Mrs.

Caloian, C. A. Canipe, Walter Carl, Kathy Noremac, Bill Oakley, Mr. & Mrs. Julis Castle, Rebecca Cherry, John M. Clark, Granville L. Ogiivie, Ben Owens, Richard P. Ozbill, O. D. Cox. Walter B. Crighton, Mrs. Crowe, W. J.

Davis, Leslie H. & Patterson, J. B.
Payton, William
Padgett, James
Pease, L. D. & Kitty
Leonard Mamie Parsons, Patrick Patterson, J. B.

Donovan Bros. A Wilma Rambo, W. P. Revling V. P. Ferguson, Danny Fornier, Frances Friedenhiem, Isabelle Schoengarth, William Scott, Harold (Scottie) Circus Rochman, Mr. & Mrs. Gable, Earl Gagne, Jack Ward Gilbert, Mr. & Mrs. Scott, John H. Shalebik, Mrs.

Hoffman, Margaret & Smith, Jack Benny Holston, J. F. Horton, William A. Stark, Charles Holston, J. F. Horton, William A. Howe, Charlie &

Grace Jackson, Ben Jones, Owen Jurden, Jean Kelley, Mr. & Mrs. White, Denny

Kerner, Dorothy King, Mr. & Mrs. Joe L. Kjos, Marvin LaGrou, Howard LaToche, Gailtin

A. L. Shelchik, Mrs. Glinea, Morris
Harmon, William Roy
Hemmestad, Arlene
Hemphill, Robert E.
Hewitt, Roy (Reno)
Hoffman Marsand
Shelchik, Mrs.
Doro
Shelton, Nellie
Shepard, Mrs. D.
Sheridan, John T.
Shipley, Leonard Shipley, Leonard L. Starkey, John Steward, Bobby Lee Striegel, Robert Welch, John Ed White, Mrs. Rod Williams, J. D. Wingate, Marvin (Cornbresco)

Revling, Kenneth

York, Carl

Zucco, Joseph @

Communications to 188 W. Randolph St., Chicago 1, Ill.

Victor Aims 25c Unit at Juke Ops

Orders for Triple Viewer Capsule Machine At MOA Show Arouses Firm's Interest

exhibited at the National Vendors

they had wanted to look over the

TVs on display. He said that de-

only to full-line coin machine dis-

tributors. Pre-production inquiry

indicated that response from penny

operators would be poor, said

equipmnt designed for the adult

leave Monday (19) for New York,

NVA Board of

Directors Adds

CHICAGO -- Five new mem-

bers will serve on the board of di-

rectors of the National Vendors'

Association during the current year,

said Milton Raynor, NVA's coun-

in the slate of officers and honorary

Levy, St. Louis, Mo.; Albert R.

Martin, Mount Vernon, Ill.; Ken-

neth McPhail, Toronto, Can.; Rich-

ard Rollins, East Boston, Mass:,

and Dave Yurmark, Clifton, N. J.

President, Leonard Quinn; vice-

president, H. B. Hutchinson Jr.;

treasurer, Roger Folz; secretary,

Bertram Fraga; general counsel,

Board of Directors' members are:

Harry Bell, Arthur Bianco, Sid

Bloom, Paul Crisman, Herman

Eisenberg, Samuel Eppy, William

Falk, Everett Graff, Robert Gug-

genheim, Les Hardman, Max Hur-

vich, Charles Kanak, Rolfe Lobell,

Paul Price, Phillip Sparacino, Rob-

ert Tripp, R. R. Whitehead. Hon-

orary presidents are: Alvin Kantor,

Bernard K. Bitterman, Warner C.

There are 22 members on the

Smith and Moe Mandell.

The complete slate is as follows:

There were no changes made

The new members are Elliott

5 Members

sel, last week.

presidents, he stated.

Milton T. Raynor.

market, concluded Schaef.

Within six months Victor Vend-

Both Schaef and Nelson were to

Schaef.

CHICAGO-Considerable sales ing, the bulk vending industry is promotion of the Triple Viewer reluctant to invest in untried equipwill focus on juke box and game ment designed for this market, said ton Raynor. operators, said Harold Schaef last both men. week, president of Victor Vending Corporation, which manufactures on why none of the TV's were the machine.

The Triple Viewer (TV) is a Association convention. He replied quarter capsule machine featuring that a last-minute transportation a vending wheel which permits difficulty made exhibition of the section of the U.S. player to view contents of the next equipment impossible. Some operthree capsules to be vended. (See ators at the NVA show said that The Billboard, March 10.)

Orders placed at the Music TV, but that their distributors Operators of America convention didn't carry the machine. Schaef recently held in Chicago give replied that only 30 per cent of strong indication that the juke and | Victor's 40 distributors have the game operators constitute a big market for the TV, said Jack Nel- liveries of the machine were made son, local Victor distributor. Nelson exhibited the TV's, and stated that orders placed more than justified exhibiting expenditures.

He added that at the MOA show many operators felt that the TV would be a good adjunct to music ing will come out with more new and amusement machines. He gave four primary reasons for this attitude: 1) locations are already at dime and quarter play; 2) increase in servicing requirements where they are to spend a week on are nominal; 3) the price of the TV | the Eastern Seaboard purchasing is low compared to music and items for the capsules. Most of the amusement machines, and 4) oper- merchandise to be bought will be ators feel that play features of the costume jewelry and novelty items, TV along with quality merchandise said Schaef. in the capsules will appeal to adults. Typical merchandise vended in the TV includes cigarette lighters, artificial fishing flies, earrings, bracelets and novelty items such as puzzles.

Slow Response Both Nelson and Schaef stated that the bulk vending industry is slow to respond to innovation because it remains primarily a penny business based upon a pre-adult market. Largely unacquainted with the problems of adult merchandis-

FTC Charges a Minn. Cig Firm

WASHINGTON -- Federal Trade Commission charged Atlas Enterprises, Inc., a Hopkins, Minn., cigarette vending machine company, with misrepresenting profits to be made from operating the machines it sells and the aid it gives purchasers.

Charged in a complaint with violation of the FTC act are Gil R. Zaun and Edward R. Zaun Sr., president and vice-president, respectively, of Atlas.

According to FTC's complaint, false claims made by Atlas in newspaper ads and by their salesmen have "included" disabled and retired persons, and others having limited capital and no experience

in the vending field, to buy the machines. Generally, FTC says, a sale is for 10 machines costing \$2,000 or more.

FTC alleges that the purpose of (Continued on page 67) board of directors.

NVA Increased Attendance 60%

CHICAGO-Total of 71 more people registered at the recent National Vendors' Association in Miami Beach, Fla., than did at the previous year's Chicago convention, said NVA's counsel, Mil-

Registration this year was 309 The Billboard queried Schaef people, while last year 238 signed in, said Raynor.

He believes that a good deal of the increase in atendance came from operators in the Southeast

FTC Order Issued To Ohio Company

WASHINGTON -- Federal Trade Commission approved (30) a consent order prohibiting Mainline Sales Corporation, Euclid, O., from misrepresenting earnings to be made from operating the vending machines it sells and the aid given purchases.

An FTC complaint, issued earlier, charged Mainline with making a dozen false claims in newspaper advertising and sales material or thru its salesmen. (The Billboard, January 27.) Complaint alleged that the claimed \$400 to \$500 a month for 8 to 10 hours a week greatly exceeds actual profits, no matter how much time is spent servicing the machines.

Complaint further alleged that "already established routes are not available," and the company "al-most never" helps a customer "locate the machines.'

Consent order prohibits the (Continued on page 67)

ICE BROKEN IN DISTRIB-MFR. CHARM DISPUTE

NEW YORK -- Charm manufacturers and distributors agree that distributors are entitled to stock charms of all manufacturers.

According to Sam Eppy, heading firm of same name, and Moe Mandell, president of National Vending Machine Distributors, charm manufacturers will also supply circular advertising to distributors that carries operator prices.

Both distributors and manufacturers consider agreements reached as exploratory in nature. If they prove successful in operation both parties anticipate that an attempt will be made to reach further agreements in order to bring an equitable end to the manufacturer-distributor struggle over

direct sales to operators. Eppy said manufacturers feel that distributors provide a real service to small operators. Mandell and Eppy anticipate that distributors will increase stocks of all charms from 10 per cent of the total to 25 per cent, and that overall sales of charms in the U. S. will increase.

PROFILE OF THE WEEK

The Feminine Touch

Petite Jane Mason joined the ranks of Leaf Brands nine years ago. She was 23 years old then, and started in the company's large Chicago plant doing general office work. Her ability to make a quick, personable contact was soon apparent, and she was switched into the sales department of the company's Bulk Vending Division. Now the division's assistant sales manager, she has become acquainted wih perhaps 500 people in the bulk vending industry during her near decade with Leaf.

Formerly Jane Paque, she had known her future husband, James Mason, all thru high school. Altho he is two years older than Jane, they were graduated the same year from Chicago's

JANE MASON



. . . Jack and Jill Players

Austin High School. A bright girl, Jane finished high school in three years, while James had a wanderlust that resulted in his spending a year in Mexico with a couple of his high school buddies.

War broke out shortly after James finished high school. He joined the airborne troops and was shipped to the European Theater the following year. Wounded in the stomach and taken prisoner in the Battle of the Bulge, he spent long weeks as a prisoner of war in Germany. He and Jane were married two months after his return to the United States in 1945.

Jane had meanwhile spent two years at Ohio State University, to which she was awarded a scholarship. Finances were never-

theless difficult, and she returned to Chicago, working during the day and studying nights at Northwestern University's downtown campus. During her three years of college work Jane majored in journalism, and later worked on the Elmwood Park Herald during the first 11 months of her marriage. Beginning in classified advertising on the Herald, Jane had become editor of the suburban newspaper before her daughter. Dale Anne.

Jane showed an interest in dramatics and the fine arts early in life. When she was in the third grade she joined the Jack and

(Continued on page 67)

News in Brief

NAM Conference Attendance

40 Per Cent Over 1957 . . . Attendance jump of 40 per cent

Paul Selzer, conference chairman. Selzer stated that operator panel as Meyers, firm supplies stocks and well "Does Vending Pay?" speech services venders of food, drink and by NAM president Bill Fishman in large measure responsible for in- of equipment have been set up in Selzer, and since that time interest tals, and supermarkets. has rapidly grown.

Feature Full-Line Vending At Soft-Drink Confab . . .

Full-line vending slated as feaplementary beverage machines primix machines vending from plantfilled tanks first permitted at 1956 exposition in Cleveland. Equipment required for drink distribution and heavy machinery needed to produce soft drinks will also be permitted.

Miami TV-Theatre Firm Goes Into Vending . . .

Wholesale Vending Corporation at 1958 NAMA section conferences name of vending firm operated by over previous year reported by Wometco Television and Theater Company, Miami. Headed by Van cigarettes. More than 200 pieces creased attendance this year. Meet- high-traffic locations, including airings were revamped in 1955, said ports, hotels, variety stores, hospi-

Hollywood Reports Highest

First-Quarter Sales . . . Highest first-quarter sales in its history reported by Hollywood ture show of International Soft Candy, Centralia, Ill. President Drink Industry Exposition, Novem- F. A. Martoccio stated that altho ber 17-20, at Atlantic City. Inter- firm's extensive line of bars cuts est of soft-drink operators in com- down on individual margin, high volume compensates for smaller per marily responsible for decision, said bar profit. Martoccio reports that E. Robert Anderson, chairman of firm has salesmen in 37 territories, ABCB convention committee. Pre- that over 100 field men work with retailers in providing television advertising tie-in.

> Dr. Pepper First Quarter Net Outstrips 1957's . . .

First quarter net earnings of Dr. (Continued on page 68)



RELAXING at NVA party are Everett Graff and wife.



AT RAFFLE bowl are Irv Kovens (left) and Moe Mandell (right), niece of Mandell (far left) and Mandell's wife (far right)



ENJOYING party are Dave Yurmark and wife (left) and Roger Folz and wife (right).



DISCUSSING business are Sidney Eppy (left) and Robert Raleigh (right).



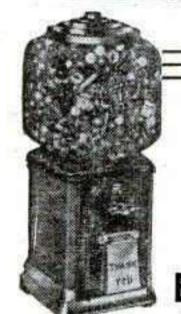
LAWN party guests are Sam Bell and wife (left) and Harry Bell and wife (right).





FOR SALE ACORNS

900, like new, to close estate. 1c-5c-\$8.75 ea. F.O.B. Los Angeles. All or Part. Box A-207, c/o The Billboard 1520 N. Gower, Hollywood 28, Calif.



VICTOR'S **PROVEN** MONEY-MAKER TOPPER BALL GUM VENDOR

\$12.75 EACH 100 or more

Packed and sold 4 per case.

Write for Lowest Prices on our complete line of CHARMS
 BALL GUM

CAPSULES
 MACHINES

Order Now From Victor's Southeastern Distributor.

1784 N. Decatur Road N.E. Atlanta 7, Ga. Phone: DRake 7-4300



Will earn \$20 to \$75 per month.

Guaranteed for 5 years. \$20 deposit puts it to work for you.

Order or write for details.

AMERICAN SCALE MFG. CO. 3206 Grace St. NW, Washington 7, D.C. Send more details Send scole \$20 deposit enclosed ADDRESS.

SAVE MORE MONEY-MAKE MORE MONEY Subscribe to The Billboard TODAYI

ZONE_STATE

FTC Orders

Continued from page 66

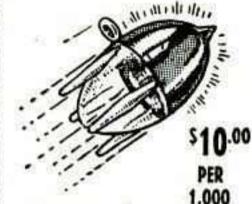
company and Lois and Allan M. Glezerman, its president and sales director, respectively, from making such "misrepresentations," in the future. It also forbids them to claim:

 That advertisements offer employment when their real purpose is to get customers.

2. That the offer is made only to selected persons who must have special qualifications, references and a car.

3. That purchases are given exclusive territory for their machines. 4. That the amount invested is

EVERY CHILD WANTS A



Amazing thing about this Space Ship. Every child Must—we repeat—MUST have a few. It's Amazing.

91-15 144th Place Jamaica 35, New York

JOBBERS

With qualified tions to handle LOW-PRICED LINE OF CIGARETTE VENDORS, 3 SIZES. None finer quality—none



for candy, cookies, pens, stamps, perfumes.

OUR 26th YEAR !

SHIPMAN MFG. CO. LOS ANGELES 23, CALIF.



VENDING GUMS Same Fine Flavors,

Centers and Coating Direct LOW **Factory Prices**

Bubble Ball Gum, 140-170 & Bubble Chicks, 320 & 520 ct. 27¢ lb. Tab (short stick), 100 ct. .. 38¢ box 5-Stick Gum, 100 packs \$1.90 F.O.B. Factory 150 lb. Lots

AMERICAN CHEWING PRODUCTS 34 years of manufacturing experience 4th & Mt. Pleasant . Newark 4, N. J.



secured by inventory or anything else.

5. That the machines of dissatisfied customers will be repurchased. 6. That Mainline manufactures

the machines. 7. That the products will be delivered within a stated time unless delivery is made within this time.

8. That insurance policies are issued on the products without cost to purchasers.

9. That freight charges are less

than they actually are. Agreement, according to FTC, is "for settlement purposes only," and "does not constitute an admission by the respondents that they

Profile of Week

Continued from page 66

have violated the law."

Jill Players of Chicago's Goodman Theater. She left the group when she was 15 years old. The experience gained enabled her later to obtain summer employment at the WGN radio station, where she did commercials and had parts in soap box dramatizations.

While still in high school, Jane showed a talent for short fiction that didn't escape an interested teacher's notice. The teacher took special pains, and in her senior year Jane had several short stories published in the Saturday Evening Post, under the pen name of Jane Sherwood. She also had short fiction published in a few Western magazines and The Chicago Daily News, among others. Altho a very busy young woman in her career, Jane finds time to continue writing fiction and to conduct a drama course for teen-agers.

Active in the National Secretaries Association, she has helped plan several of its style shows. Jane's taste in literature centers mostly on historical novels. When asked what kind of music she enjoys most, one of the first names that comes to her mind is Johann Strauss. Hardly a sedentary woman, however, she likes to bowl each week on Leaf's company league, of which she is secretary.

In her managerial role at Leaf. it was not particularly easy for Jane at first. It was not because the feminine touch was frowned upon in bulk vending: people just weren't used to a woman in the industry, and it took time for the novelty to wear off. Looking back, Jane reserves a great deal of praise for Rolfe Lobell, whose guidance was of considerable help thru the years.

FTC Charges

Continued from page 66

the company's advertising is to get leads for sales and not, as implied, to offer employement. FTC further alleges that Atlas "falsely claims a purchaser can expect net profits from the start at the rate of \$2,500 up to more than \$3,000 a year." Commission says that "in reality," net profits at a certain rate cannot be expected at any time, and that the profit claims are based on purely arbitrary conditions."

Commission also alleges that despite claims to the contrary, Atlas does not conduct surveys to determine profitable locations or obtain only lucrative spots within a reasonable distance of the purchaser.

Further, Atlas does not relocate unprofitable machines or resell them for dissatisfied purchasers at only a small loss, as promised. The company has offered to repurchase unused machines, but only for "drastically less than they cost," FTC notes.

Other claims alleged to be false are that the machines are adequate security for the amount invested; that a purchaser is not required to sell or solicit; that purchased machines will be delivered without undue delay; that the business of operating cigarette vending machines is a stable one under all conditions and circumstances, remaining profitable even during a depression.

Calif. Operators Hold Open House

LOS ANGELES -- All bulk vending machine operators will be invited to an "open-house" to be staged by the Western Vending Machine Operators' Association at its regular monthly meeting, May 27, at the Unique Restaurant.

Leo W. Weiner, president, who conducted the meeting, said that the event is part of the campaign to acquaint non-member operators with the association's activities. Robert Biro, secretary, and Daniel F. Lally, treasurer, are arranging a special program for that night.

Meeting was devoted to confidential reports. Bill Coombs was voted into the membership.

MANDELL GUARANTEED USED MACHINES

N.W Model 49, 1¢ or 5¢ \$14.50 N.W DeLuxe 1¢ & 5¢ Comb. 12.00 N.W #39 1¢ Porc. 7.95

N.W #39 1¢ Porc. Converted for 100 ct. B.G. 6.50

Silver King 1¢ B.G. or Mdse. 8.00

ABT Guns 30.00

Mills 1¢ Tab Gum 12.00

MERCHANDISE & SUPPLIES	
Pistachio Nuts, Jumbo Queen Pistachio Nuts, Large Tulip Pistachio Nuts, Vendor's Mix Pistachio Nuts Sheik Cashew Whole Cashew Butts Peanuts, Jumbo Spanish Mixed Nuts Tabby-Lets, 520 ct. Rainbow Peanuts Boston Baked Beans Jelly Beans Licorice Gems Leaflets, 650 ct. M & M, 550 ct.	85 749 55 41 44 58 42 57 32 32 40 47
210 ct. Rain Blo Ball Gum, 100 ct. 200 lb. minimum, prepaid on all Rain Blo Ball Gum. Adams Gum, all flavors, 100 ct. Wrigley's Gum, all flavors, 100 ct.	30 32 45 45 45
Complete line of Parts, Supplies, Stand	

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 MACHINE DISTRIBUTORS, Inc.

SALES AND SERVICE CO.

MOE MANDELL 446 W. 36th St. New York 18, N. Y. 10ngacre 4:6467

All the news of your industry every week in The Billboard ...

FIRE **HYDRANTS**

Vacuum Plated \$1 7.50 per M

> Red Plastic \$8.00 per M

Katha At your distributor or

33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393

> THE KEY TO BIG PROFIT IS PENNY VENDING



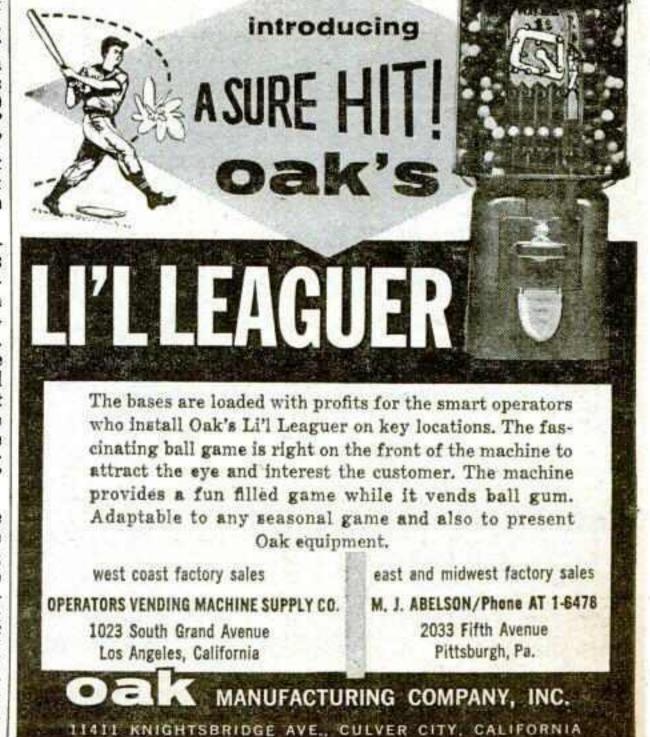
the sensational Northwestern 2 Penny Vender, the key that will unlock those big profits for you.

Don't wait, don't lose those sales. Be in on the ground floor. Order today, put a few of these machines on location, the profit is the proof.

See your Northwestern Distributor or wire, write or phone for complete details.

THE NORTHWESTERN CORPORATION

2583 E. Armstrong St., Morris, Illinois



MARBLES

VENDING MACHINES

AGATE-GLASS ASSORTED COLORS

Barrel of 50,000, size 9/16 .\$45.00 Barrel of 40,000, size 5/8 .. 35.00 Keg of 21,000, size 9/16 ... 21.00 Keg of 17,000, size 5/8 ... 19.00 Shipment made at once F.O.B.

factory. Freight or truck.

(PLAIN WHITE FOLDERS) EXPRESS COLLECT.

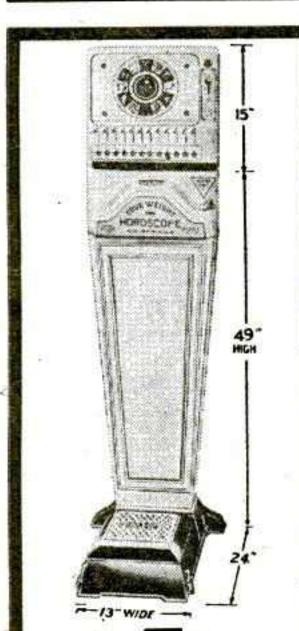
STAMP FOLDERS

1¢ & 5¢ Combination COIN COUNTER One-Piece Heavy Cast Aluminum

FULL CASH WITH ORDERS.

ROY TORR Lansdowne,Pa.

Giving friendly service & liberal financing since 1910



HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as Ic.

\$25.00

DOWN BALANCE \$10.00 PER MONTH

VATLING MFG. CO

4650 W. Fulton St., Chicago 44, III. Est. 1889 Telephone: COlumbus 1-2772 Cable Address: WATLINGITE, Chicago

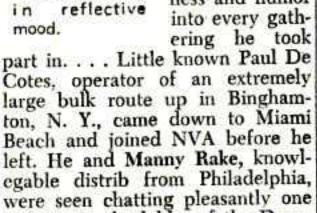
BULK BANTER

By FRANK SHIRAS

The Deauville Hotel in Miami Beach proved an ideal place to hold the National Vendors Association convention. The enormous lobby was admirably suited as a casual meeting place in which small groups constantly formed and talked of everything from business to the dog races. The spacious room in which the business meetings were held had excellent acoustics, and exhibit rooms were obtained that were placed across from one another down a minimum length of hallway. Hotel personnel were quite courteous and helpful, the only flaw in the entire set-up being a switchboard operation that was not particularly efficient-but then, the Deauville has just opened across from its sister, the Carillon.

Prices were, of course, high in Miami Beach (except for the hotel accommodations secured by NVA), but quality was uniformly good. . . . Mike Sparacino, Chicago op, received a citation and gift from

> co-chairman Rolfe Lobell for his spontaneous help during the confab. . . . Garrulous H. B. Hutchinson, distrib from Atlanta injected air of casualness and humor



evening in the lobby of the Deau-

HUTCHINSON

ville.

Bob Guggenheim protested over the phone that Billboard had mistakenly called his polyethelene belt-ring a "rubberized" item. Sorry. . . Other charm manufacturers down for the convention were Paul Price, Bill Falk,

Get IMMEDIATE delivery of these **KEENEY Venders:**

- 300-cup combination Hot Coffee/Chocolate
- 500-cup combination Hot Coffee/Chocolate
- Snack Vender
- "Riviera" Deluxe Electric Cigarette Vender

Write for New Circulars and Easy Payment Plans

J. H. KEENEY & CO., INC. 2600 W. 50th St. Chicago 32, Ill.

Myron Abelson and Al Fischer. . . . W. J. Weber, distrib from Ohio, showed a line of charms in one of the exhibiting rooms. He kept his pleasant smile thruout the sometimes hectic convention. . . Sid Bloom and Bert Fraga made the long trip from California. . . Irv Kovens, Baltimore distrib, proved photogenic.

Ed Jordan, sales rep of Green Duck, fought the recession tooth and nail at the convention by pass-

Zig

a green egg. . . .

The switch-

board was kept

ing out "Business Is Good" buttons. swan out of bal-

RISE AND SHINE, Mrs. Ed Jordan awakens from a short session of shut-eye.

hopping with calls for NVA's counsel, Milt Raynor. . . . Jane Mason turned out to be a pro at the Cha-Cha-Cha during Leaf Brand's buffet dinnerdance. For that matter, quite a few of those attending proved able to go Latin. . . . The Eppy brothers came in full force for the convention, and Sam lived up to his reputation for directness of speech.

Everett Graff, Dallas distrib, and his pretty wife made an attractive couple. . . . Al La Porter was one of the Canadian ops in attendance. . . . The Englishman who was to attend never managed to leave his foggy isle for the sunshine. . . . Margaret Kelly kept things going in Penny King's exhibit room while Les Hardman was

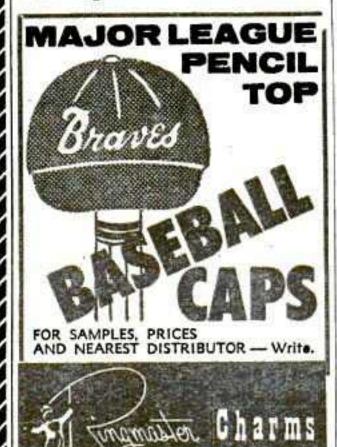
News in Brief

• Continued from page 66

Pepper Company jumped from \$4,242 in 1957 to \$35,081 this year, announced president Wesby R. Parker. Improved operational efficiency as well as sales increases were primarily responsible for rise in net profit, said Parker. Since January 1 seven new bottlers have been franchised. They are in Grand Rapids, Mich.; Sal+ Lake City, Utah; Prescott and Douglas, Ariz.; Albuquerque, N. M.; Morehead, Ky.; and Laredo, Tex.

Dime Bar '57 Sales Were 17 Per Cent of Total . . .

Dime candy bars accounted for 17 per cent of candy vending machine sales in 1957, increase of 9 per cent over 1956, according to Vend magazine. Despite increase of 23,400 machines on location and constant figure for average weekly unit sales, volume rose 90 cents per week to \$8.90 during 1957. More extensive use of dime bar was responsible for increase, according to Vend.



BRILLION, WISCONSIN

at the prolonged board of directors meeting. . . . Harry Bell, Chicago op, was down with his brother and their wives. . . . The Folz brothers got together at the Leaf party and settled differences of opinion on business facts. . . . Dave Yurmark took time off from his burgeoning route to attend the confab with his attractive wife. . . . Paul Crisman, convention co-chairman, was unable to attend. . . . Both Alex Korn, president of Calex, and Dick Tennis, president of Vendwas encouraging.

Moe Mandell, New York City distrib, passed five times at dice with Paul Price. Then he blew it. and Vivian Bak- . . . An early morning group moved er, entertainers up to Leaf Brand's hospitality suite in the Cyrano after the dance. A group of old Lounge of the convention cronies immediately Deauville, play- formed a barbershop quartet. Maned a request ny Greenberg, Long Island op, song for Ed and proved to have an Irish tenor. his engaging lack Schoenbach, Brooklyn distrib, wife, and ended was also in voice and insisted on up by making a drinking straight soda water. Pretty wives of Lyle Becker and Roy loons that laid Wilmes sat in corners but gave the lie to the wall-flower adage.

> Billboard's apologies to the dozens of people at the convention who haven't been mentioned. It was their editorial rep's first NVA convention, and, too, many of the names and faces were new.

NATIONAL Model 930 CIGARETTE

VENDING MACHINES Reconditioned and Guaranteed

Only \$75.00

T. O. THOMAS CO.

1572 JEFFERSON PADUCAH, KENTUCKY **Vending Machines Since 1937**

******* **Operations** CANDY BALLS

also 100 Count "HALF HOUR" Balls.

FREE: CANDY BALL LABELS SO ROUND, SO SWEET, SO PROFITABLE

EPPY

91-15 144th Place, Jamaica 35, N. Y.

LUCKY DIAMOND HORSESHOE RING!



Every child will want this attractive Lucky Diamond Horse Shoe Ring for their collection. Beautifully designed and brilliantly vacuum plated? Just in time to cash in on the profitable "Western" fad that's sweeping the country. Get your machines in line and make money with the Lucky Diamond Horseshoe Ring!

Rubies \$16.00



Raynor Moves Offices

CHICAGO-Offices of Milton T. Raynor, NVA counsel, were to be moved effective May 19, said his secretary, Lauretta Cooke, last

New address is: 134 North La-Salle Street, Suite 416, Chicago. The phone number has not been changed, said Cooke.

Peanut Stocks Down

Peanuts in off-farm positions at Rite, said operator response to their the end of March amounted to 765 un-tried equipment in bulk vending million pounds of equivalent farmers' stock (uncleaned, unshelled), according to Agriculture Department. Amount represents a seasonal drop of 13 per cent from the previous month and a drop of 13 per cent below the amount for March, 1957. Shelled raw peanuts reported used in March in making candy, salted peanuts, peanut butter and sandwiches amounted to 58 million pounds.





teed. Col. Vendor (as illustrated.)

\$24.50 ea. 3 Col. Vendor

\$34.50 ea. Prices. Very Low FOLDERS

1/3 With Order, Balance C.O.D.

Machines 715 Lincoln Place, Brooklyn 16, N. Y. PResident 2-2900

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere-

compare. ROWE PRESIDENT CIGARETTE,

10-col., 25c & 30c comb....\$110.00 ROWE CRUSADER CIGARETTE,

EASTERN ELECTRIC CIGARETTE,

10-col., 25c & 30c comb..... 125.00 STONER 8-COLUMN CANDY,

160 cap., postwar changemaker. 175.08 STONER 8-COLUMN CANDY, postwar, 5-10-20 165.00 NATIONAL CANDY, 9-column..... 90.00 ROWE CRUSADER CIGARETTE,

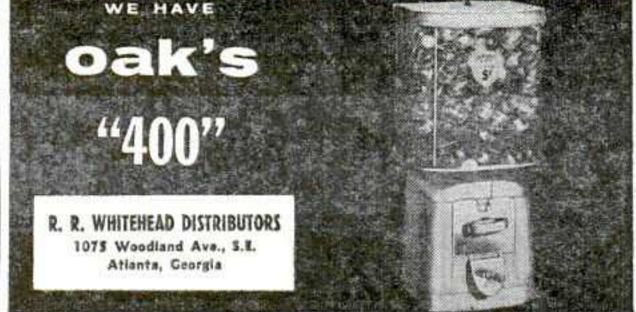
8-column, 25c & 30c comb. . . 85.00

10-cel., all coin, 25c & 30c... 125.00 All equipment unconditionally guaranteed. Fast delivery. One-

third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO. 308 Furman St. Brooklyn, N. Y. TRiangle 5-1857

GIVE TO DAMON RUNYON CANCER FUND





World's Largest Selection of Miniature Charms

ATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES

2538 MISSION ST.

PITTSBURGH 3, PA.

Communications to 188 W. Randolph St., Chicago 1, III.

AMI Organizes New Chicago Distributorship

New Film Wholly Owned Subsidiary; Ratajack Heads

GRAND RAPIDS, Mich. — A new distributorship succeeding Automatic Phonograph Distributing Company of Chicago was announced last week by AMI, Inc.

AMI Sales Company, a whollyowned subsidiary of the parent company, was formed to handle distribution and service in the territory covering Illinois north of Springfield and including Chicago; Lake County, Ind.; and Scott and Clinton counties in Iowa.

The firm will maintain offices and showrooms at the former address of Automatic Phonograph, 3652 West North Avenue in Chicago.

Ed Ratajack, vice-president of the parent company, heads the new firm as president. Mike Spagnola, manager of the former distributor-(Continued on page 74)

Angott Buys Circle Music, 70-Unit Route

ing Company this month bought out Circle Music Company, a firm of long standing in the juke box trade here.

It marked one of the largest route transactions-about 70 juke boxes-here in recent years, and the termination of an historic operation.

Angott Distributing, headed by Carl Angott, is itself one of the larger firms in the business here, and has been established a quarter

Iames Sirocuse, Circle Music owner, who is retiring from the operating business, had been active in the field here since 1921, and was regarded as the dean of active local operators. His original route featured the automatic pianos and similar instruments prior to the development of the modern phonograph in the twenties.

Sirocuse will join the staff of United Sound Systems, an independent recording studio operated by his brother, James Siracuse (name spelled differently), associated with the music business here for many years. This company records for major and independent labels, and has been associated with the development of various independent record companies.

SIDNEY LEVINE'S WIDOW GIVEN SPECIAL PLAQUE

CHICAGO-Saddest note in the recently concluded convention of Music Operators of America here was the absence of Sidney Levine, one of the organization's founders and its counsel until his untimely death last summer.

In honor of Sidney Levine, a plaque was presented to Nan Levine, his widow, by George A. Miller, MOA president. On the plaque was enscribed The Billboard editorial mourning Levine's death.

Al Denver, MOA director, president of the Music Operators of America, and Sidney Levine's close friend, spoke briefly at the ceremony. He said that the automatic phonograph industry would always cherish Sidney Levine's mem-

59 MOA Meet Set for Chi

CHICAGO -- The 1959 Music Operators of America convention will be held in Chicago, probably

This decision came from the association's board of directors, at a meeting held May 9.

ufacturers use the occasion of the the convention. show to hold distributor meetings,

JUKE BOX PROGRAMMING

Operators Adjusting Disk Buying to Flooded Market

Continued from page 1

of gross income for the typical op- | sibly buy. exceeding 15 per cent.

most-if not all-the records an op- creasingly difficult. cluded all top chart hits.

cate that an operator is offered over the complete basic program seen. weekly-or every other week when buying for a few operators.

averaged between 10 to 12 per cent | looking choices than he can pos- aforementioned characteristics of the record market remain unerator. Now some operators have He must therefore be more se- checked, quantity record buying apparently raised these budgets a lective and choose "safe material," may give way to sample buying for percentage point or two, with the tunes he is sure will get play. Yet many operators. This would mean most liberal budgets reported not he also wants to get what he buys that operators would be buying on the machines early enough to more different tunes but fewer But ordinarily 10 per cent of cash in on top playing time. To copies of any one number. This is gross income was sufficient to buy combine these two is becoming in- already happening in some meas-

erator wanted to buy. It surely in- In order to cope with it, some But whether a furthering of this typical operators are relying on the development would mean more Today that may not be any advice of trusted one-stops to an records purchased by the operator longer true. Reports suggest unprecedented degree. In some in- market as a whole, about the same strongly that it is not. They indi- stances such one-stops have taken as now, or fewer, remains to be

What is clear is that the typical he buys records-far more good- It is possible that if the two operator today is meeting a fresh challenge posed by a changing, growing record market with the one answer he knows, a budget. Whether he could make more money by increasing this budget 50 per cent, or even doubling it, is (Continued on page 80)

Forum Details Wins In Juke Tax Fights

Operators Explain Own Case Histories In Successfully Battling Unfair Fees

located Windy City, but would in one of the most informative ses- 12.) have local distributors do so. Man- sions of its kind ever conducted at

(Continued on page 78) grave, of Emporia, Kan., Lew

CHICAGO-Ways and means Ptacek, of Manhattan, Kan., and of successfully fighting unfair juke Dave Baker, all MOA officials, box licenses and taxes were spelled made up the panel. Arthur Sherbox licenses and taxes were spelled made up the panel. Arthur Sher-The group had previously con- out by operators participating in a man, attorney for the Massachusetts sidered Miami as the 1959 conven- forum on taxes and licenses at the Music Operator Association, a tion site. The decision to remain in MOA convention May 7. group headed by Baker, spoke on Chicago was made after juke box Operators who had fought plans for fighting excessive license manufacturers had notified the as- battles against discriminatory or fees in the State and the city of sociation they would not exhibit at excessive taxes cited their own case Boston which could have national a convention outside the centrally- histories to explain how they did it significance. (The Billboard, May

> Wingrave told the group that Kansas operators recently defeated Music operators Harlan Win- legislation in Kansas that would have licensed every coin-operated

> > He said operators appeared before the State committee on taxes with only one argument: figures and facts showing that operators were already being taxed more

> > showing that with our income taxes, federal licenses, city licenses ad valorum taxes, use tax and State 2 per cent gross sales tax, we were already paying more taxes-percentage-wise-than any other business

> > (in the absence of facts) they had been led to believe we had not

> > "Twenty minutes after we were lowing our testimony), we were notified that it had passed the bill out of committee with the recommendation that it not be passed (in other words, killed)," he said.

> > > (Continued on page 74)

RECESSION WOES

Mass. Ops Report **Takes Off 15-25%**

This is the fifth in a series on how the current recession is affecting music operating. Cities detailed in series are: New York, Memphis, Miami, Denver, Los Angeles, Detroit and Buffalo. See article elsewhere in this section on how one Gary operator is fighting the recession.

By CAMERON DEWAR

BOSTON -- There appears to be little doubt that the Greater

Boston area and Massachusetts generally is experiencing quite a few of the effects of the national in our community," he explained. recession. However, the situation is spotty.

Distributors of juke boxes appear to feel more optimism than operators, but this would be somewhat natural since the distributor is dealing with a much wider area than is dismissed by the committee (folthe operator. While distributors say their business is not appreciably affected, operators report collections off from between 10 to 25 per cent, according to locality.

Some operators say that this period of the year would naturally find collections off slightly since in these parts there are State and federal taxes as well as automobile insurance to get first call on the

Machines in locations serving liquor have shown the biggest slump with most reports putting it at 25 per cent off. The better type of restaurant appears to be next hardest hit at about an average of Le Gette's books reflect no 15 per cent down from other years on top of the normally slow period. But most operators concede that the kids still have as much money as usual and that teen-age loca-

tions are holding up best of all. David J. Baker, of Melo-Tone

machine \$25 annually.

than any other business. "We had analysis of statistics

Wingrave said that the State Senators "were amazed because

been paying our fair share."

Wingrave made it plain that it

MOA Set on Tax Service

CHICAGO—An MOA National Tax Service, with headquarters in Chicago, has been organized to assist juke box operators with tax problems.

Accountant Leo Kaner told MOA conventioners May 7 that plans call for the setting up of four regional offices, with the service available to all MOA members.

Kaner also discussed the various depreciation methods for juke boxes and explained how, under different this time last year.

(Continued on page 78) might be more advantageous to recent MOA convention in Chithe taxpayer.

Edolite Preems Convert Jukes

CHICAGO -- Edolite Products, Detroit, exhibitor at the Music Operators of America show here (6-8), announced a new stereo conversion kit to equip juke boxes for play of stereo records.

Kit is designed to be used on AMI, Rock-Ola, Wurlitzer and Seeburg phonographs of all models.

Stereophonic records, slated to play a major role in juke box programming of the future, are to date, in relatively small circulation, but the picture is expected to change this summer, when major record firms begin volume stereo record sales.

The Edolite conversions are already in shipment. The kit is designed to enable juke box operators to make a trial conversion on any of their machines, and so begin to prepare for major stereo conversions later in the year.

Kit Contents Kit consists of a special needle mechanism for stereo play, two external amplifiers (15 amps), a crystal cartridge, one Hallmark LP (Continued on page 80)

Conn. Ops Hold Dinner Meeting

HARTFORD, Conn.-About 75 operators, distributors and guests attended the May dinner meeting of the Connecticut Operators' Association, Thursday (15) at Philip's Colony Restaurant here.

Unlike the regular meetings, the attendance was not limited to members. Non-member operators were invited to trade notes with MOC members. Distributors from Hartford, New York and Boston were also guests, as were representatives of record companies.

While no business was discussed, President Jim Tolisano, who is also a board member of the Music Opsurvived, and Le Gette states that cent as against 10 to 15 per cent circumstances, different methods erators of America, reported on the

the rather deflated economy-the

By JOSEPH KLEIN GARY, Ind .-- You can fight this recession and win.

GIVE MORE, GET MORE

Gary Op Hikes Disk

Buys to Beat Slump

So says John Le Gette, a leading Gary programming-minded oper-

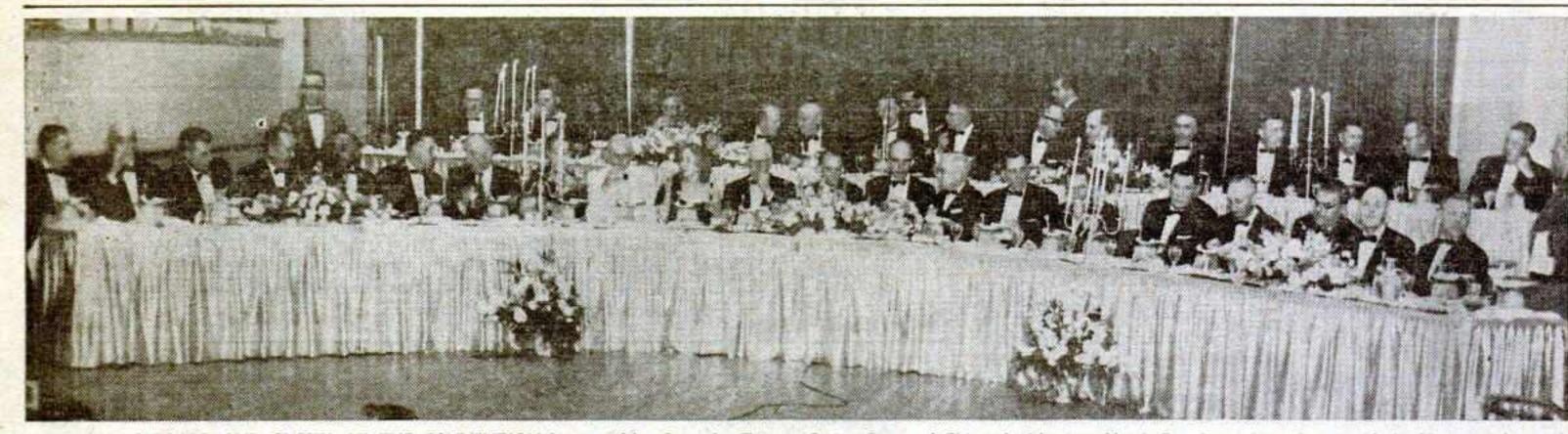
"You've got to stick a needle into this thing," advises Mr. Le Gette, the head of the Dunes Music Company. "Keep going. Keep going faster. That's the way to do it. Don't let this thing get you.'

By "thing" Mr. Le Gette means he is proving it.

(Continued on page 74)

slump, the recession, the depression or whatever you think it is.

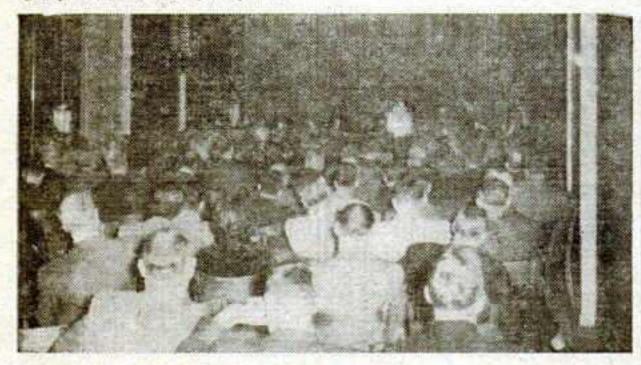
frightening descent into the depths of red ink even the in the Steel City of his operation some 10,000 workers have been laid off and perhaps another 20,000 are employed on a part-time basis. What the loyal opposition would like to Vending Company, Arlington, finds call the Eisenhower dip can be his liquor locations off by 25 per



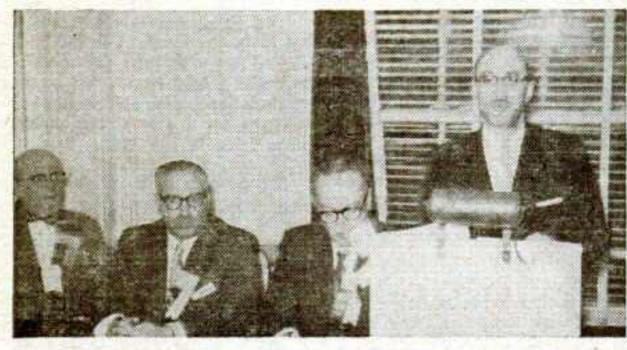
MOA'S BOARD AND GUESTS AT THE CONVENTION banquet May 8 in the Terrace Casino Room of Chicago's Morrison Hotel. Board members shown include (first row I, to r.) Bill Hullinger, Delphos, O.; Les Montooth, Peoria, III.; Howard Ellis, Omaha; Jim Tolisano, Hartford, Conn.; Willie Blatt, Miami; Lew Ptacek, Manhattan, Kan. Other MOA board members in first row (beginning from extreme right) are Harlan Wingrave, Emporia, Kan.; Ralph Ridgeway, Springfield, Mass.; Gordon Stout, Pierre, S. D.; Pete Weyh, Havre, Mont.; John Wallace, Oak Hill, W. Va.; Norman Gefke, Sioux Falls, S. D.; Vic Ostergren, Gary, Ind., and Max Hurvich, Birmingham, Ala. Others at first row table are guests. Shown in top row are (at center microphone) George A. Miller, president, Grass Valley, Calif.; (seated at Miller's right) Clint Pierce, Brodhead, Wis.; Al Denver, New York, To his left (I, to r.) are Martin Britz, Mont.; Harry Snodgrass, Albuquerque, N. M.; unidentified; Frank Fabiano, Buchanan, Mich.; unidentified; Lou Casola, Rockford, III.; Ted Nichols, Fremont, Neb., and Jim Hutzler, W. Va. Sea another view of speakers' banquet table below.



CLINT PIERCE, MOA first vice-president, addresses the convention during Wednesday business session while Norman Ditchburn textreme left), head of the Ditchburn Organization, London, England, juke box manufacturing and operating company, looks on. Ditchburn also addressed group (The Billboard, May 12).



MOA AUDIENCE at Wednesday's general business meeting. Altho this picture does not show total number of people attending, it does show a large part of the group. Occupied chairs behind spot picture was taken



LEO KANER addresses operators attending forum on tax forms and dime play at MOA convention May 6. Dime play speakers shown are (1, to r.) Clint Pierce, of Brodhead, Wis.; Frank Fabiano, of Buchanan, Mich., and Harry Snodgrass, of Albuquerque.

Ops Urged to Know Local Police and Elected Officials

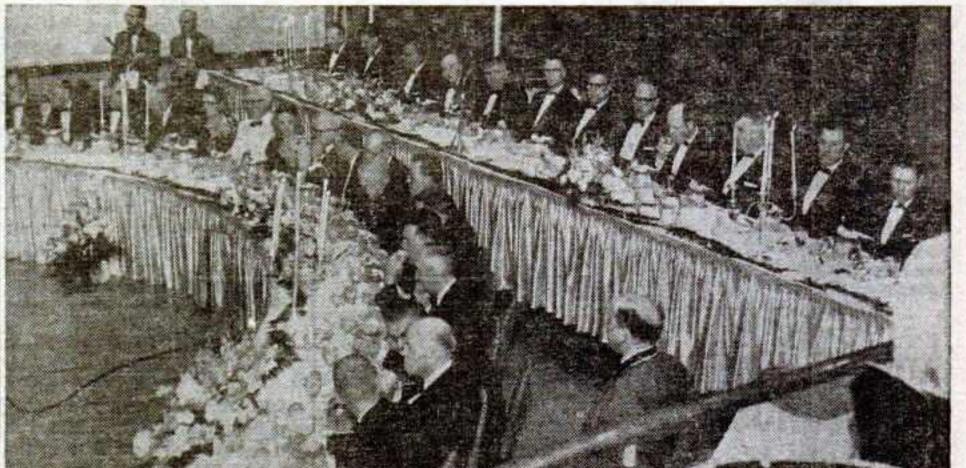
MOA public relations forum here nity.

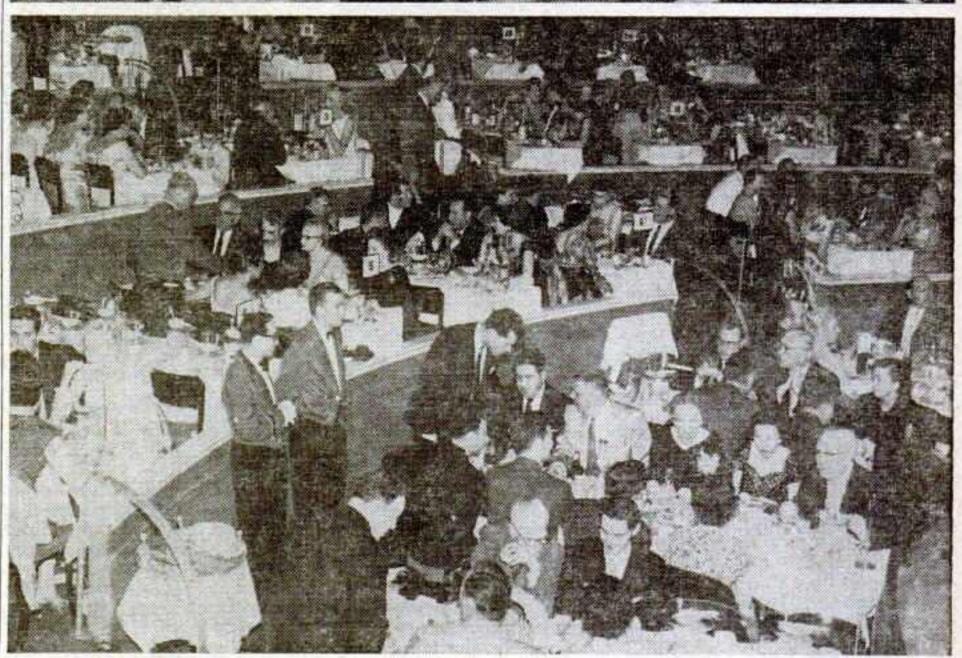
Willie Blatt.

CHICAGO -- Speakers at the made himself known in his commu-

May 8 were pretty much agreed He said that many public offithat one of the most prac- cials have a bad opinion of the tical steps in setting up a public music machine industry, and the relations program is getting ac- best way for the operator to correct He said that small-town papers are quainted with local police and that opinion is to meet these officials and change it. Blatt pointed Moderators at the session were out that these officials can be met Cordon Stout, Norman Gefke and thru civic and charitable organiza-

Blatt told of the work he is Joe Ruggerio, a Miami police despite the fact that the operators doing in the Police Athletic League officer, told the group of the work were the victims, not the and how, thru this work, he has being done of the Police Athletic beneficiaries.





VIEW OF MOA BANQUET DINERS held May 8 at Chicago's Morrison Hotel, Record 1,300 persons attended banquet dinner and show. Identified in foreground is Ed Ratajack, AMI vice-president, District sales representative Tom Sams (standing) talks to Joe Collins, vice-president of AMI Sales Company, new subsidiary, seated next to Ratajack.

League and urged operators to support the organization (See separate article).

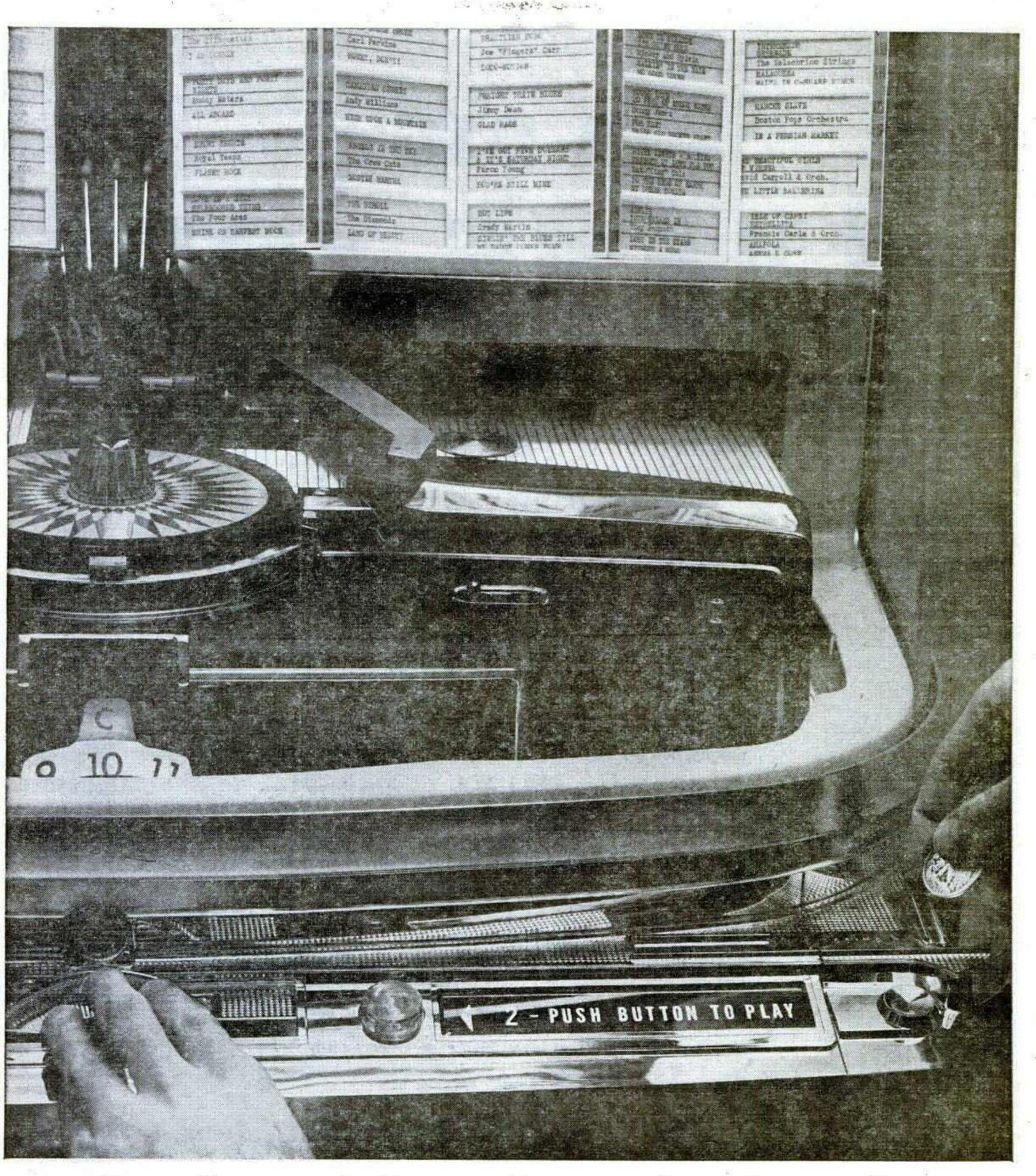
He said that the juke box industry and the police force have one thing in common-the press seldom says much about the many good juke box operators or policemen but let just one get out of line and the story makes the headlines.

Gefke suggested that the operators could get a start on a public relations campaign by letting their home-town papers know that they are attending the convention here, and, if possible, sending a picture. anxious for news of that sort.

Stout said that the findings of the McClellan Committee on Labor Racketeering will probably hurt operators in metropolitan areas



MOA PRESIDENT George A. Miller addresses opening meeting of MOA convention May 6. Others at speakers table are (1, to r.) Harry Snodgrass, MOA official and head of Border-Sunshine Novelty Company. Albuquerque, N. M., operating and distributing firm; Nicholas Allen, of the Washington law firm of Armour, Herrick, Kneipple & Allen, MOA counsel, who reviewed copyright hearings held in Washington in April (The Billboard, May 12); Miller, Denver, and Hilmer Stark, general manager of The Billboard's coin machine division, who spoke to group on public rela-



the i's quicker than the hand

Pay no attention to those slight-of-hand boys . . . the I is quicker . . . the fast-on-the-uptake, fast-response, fast-play I-200M . . . the high-fidelity, high-speed juke box that keeps customers play-happy!

No delays during peak play hours. No disappointed patrons. One easy to understand and use SELECTOR DISC...

One SINGLE BUTTON PLAY... One INSTANT EYE-LEVEL TITLE DISPLAY showing all 200 selections. Everybody

One SINGLE BUTTON PLAY . . . One INSTANT EYE-LEVEL TITLE DISPLAY showing all 200 selections. Everybody sees—everybody selects—everybody plays!

Servicing is a breeze. DEPENDABLE MECHANICAL ACTION means easy maintenance, no expensive replacements to worry about. PROGRAMMING is simple. PRICING is single play.

Fast eye-catcher, too. The AMI I-200M is beautifully styled—trimmed in non-clashing radiant colors—lighted to attract players yet without annoying glare . . . definitely a handsome and profitable addition in any location.



Incorporated 1500 Union Avenue, S.E., Grand Rapids 2, Michigan . Chicago . Zurich

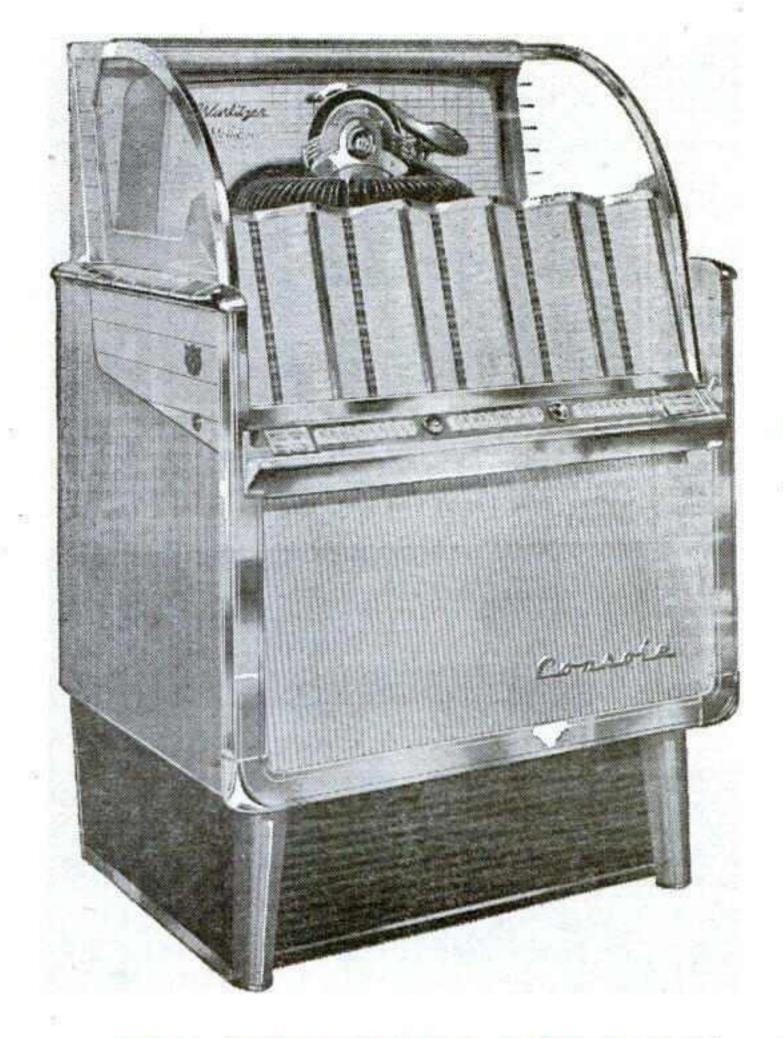
ABIG THANK YOU to our M.O.A. friends

We were mighty pleased at the tremendous acceptance of our new Model UPB-100 Phonograph introduced at the recent M.O.A. Convention. Operators and distributors, without exception, were fluent in their praise of its sleek, modern styling by world-famous designer Raymond Loewy. They were equally amazed at its mechanical simplicity . . . its "more-plays-per-hour" speed between selections . . . the unique, new 3-wire wallbox principle . . . and the many other new features that seasoned music operators have been seeking for years. And, since the convention, the news has travelled fast. Operators are asking for delivery promises. Distributors are clamoring for assignments. The entire industry is talking. And to those operators and distributors who were unable to attend the convention, we invite you to write for full details. Write today . . . and you will take your first step toward the best investment you could possibly make in automatic music operation.





PYRAMID HALF DOLLAR PLAY IN AN AMAZING WAY



A Wurlitzer Console Phonograph with

50 cent Wall Boxes makes the greatest combination
ever created for turning music into money.

Operators are fast finding that "50 Cent

Play All The Way" is the answer to increased earnings
in every location.

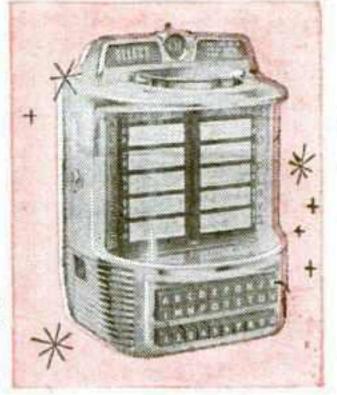
SEE YOUR WURLITZER DISTRIBUTOR

ONSOLO

PHONOGRAPH

and

5250 WALL BOX



THE WURLITZER COMPANY

NORTH TONAWANDA, N.Y.

Established 1856

Gary Op Hikes Disk Buys

· Continued from page 69

the fear and reality of economic records. distress, his programming is guided by a simple philosophy.

Give them more, he suggests; give them more variety and give it to them with greater frequency.

Thus in the first three months of 1958, Le Gette has brought more programming is arranged as folrecords than in the corresponding period of 1957!

In 1957 Mr. Le Cette spent \$1,900 for records, or about \$158 a month. That expenditure will be exceeded in 1958, he predicted. Almost all his purchases are 45's. A

few are singles. Le Gette has all but abandoned EP's. He abhors them, and he doesn't care who knows it.

Le Gette does his record shopping weekly-on Mondays. For reasons he is willing to divulge, he makes almost all his purchases in

"I buy here in Gary because the price is no higher than in Chicago," Le Gette says. "Then there is the convenience. Another consideration is that I have access to the stock. And, further, buying here saves time."

As a rule, Le Gette says, he pays 65 cents for each record. For a disk in use in what Gary operates call "race spots," he is charged 75 cents.

"I pay more for the latter," he explains, "because I buy less of

Cary's Negro population is estimated at 55,000, about one-third of the city's inhabitants.

The "race spots" are, in the main, highly lucrative for Gary op-

its most phenomenal for rhythm taxes and licenses. However, the sents the facts to the proper gressive jazz.

At least two of Gary's "race quire us to fight."

America's Newest

ONE-

STOP

RECORD

SERVICE

Selling the most complete line of

SINGLE, LP,

EXTENDED PLAY

at Distributor-Wholesale Prices

No Mark-up—

No Extra Charges

Free Title-Strip Service

EP's, most labels 80c

45's-60c

LP's \$2.47, \$3.09, \$3.69

In an area acutely affected by spots" use. only progressive jazz

The hillbilly location, of which there are many in this heterogenous community, is another point of tremendous importance to Le Cette as popularity meter determines the it is to other Gary operators.

At such a spot, Le Gette says, his from 95 to 99 per cent of them. lows: 50 per cent country and per cent rock and roll.

and boots, whose rich accents of a rustic America below the Mason-Dixon line, bring added color and confusion to the Babel that is Gary, my programming. I maintain a react with passion and with dimes pigeonholed card for every ma--for Gary is on dime play to such chine and its location. On this it artists of their tribe as Bobby is shown when a record was put Helms, Roy Price and Marvin Rain-

At Cary teen-age spots you'd be

lost without Pat Boone and Elvis Presley, Le Gette states. Or without rock and roll.

Perry Como belongs to the middle-age location, especially if it is patronized by women. In Gary, at least, as claimed by Le Gette, teenagers are something less than enthralled over him.

"Obviously," says Le Gette, "the changing of records, or, at least,

"Once in a while I employ categorization of records, but not often. western; 25 per cent pops and 25 As a rule, I do it only upon request. For instance, when a Polish The boys and girls in blue jeans record is requested, I will place in the section of the juke box reserved for foreign language records.

"I keep a very careful record of on and when it was taken off."

And business, he adds, is good. "I make it so," he explains.

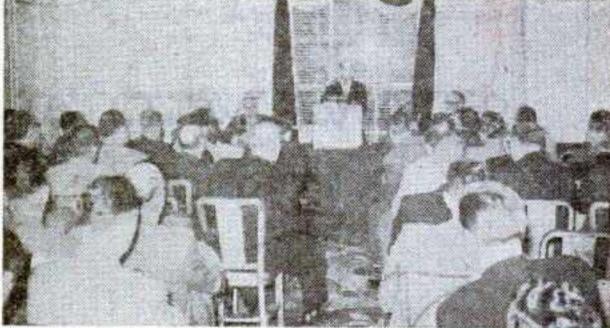
TAX PANEL at MOA convention shown in meeting room at Chicago's Morrison Hotel just before forum session they moderated got under way. (I. to r.) Lew Ptacek, Manhattan, Kan.; Harlan Wingrave, Emporia, Kan.; Dave Baker, Arlington, Mass., are music operators and officials of MOA. (See article elsewhere in this section.)



SPEAKER'S TABLE at opening general business session of MOA convention shows (I. to r.) George A. Miller, association president; reverend who gave invocation; California Rep. George P. Miller (D., 8th District) Albert Denver, MOA vice-president and head of New York Music Operators' Association.



FORUM ON TAX FORMS gets under way. Picture shows part of audi-



ence of about 50 who attended.



SPEAKERS AT THE THURSDAY MORNING business session at the MOA convention, May 8, include Gordon H. Garland, former speaker of the California Assembly (extreme left); Charles Lapp, professional speaker (third from left), and Joe Ruggerio, of the Miami Police Department (extreme right). Al Denver, an MOA vice-president, is also shown at the speakers' table (second from left). (See The Billboard, May 12, for



AT THE BANQUET. Picture shows part of large crowd enjoying festivities at the MOA convention banquet held Thursday night, May 8.

Details of Juke Tax Fight

· Continued from page 69

was the duty of operators as inde- property tax was whether the assespendent merchants to bear their sor understood the true valuation fair share of the tax burden and on equipment, the key to the that only unfair, discriminatory or by operators. He said:

"Here this afternoon, we are a shop,' but back home we are each merchants that line the streets in our towns. As businessmen, we should be very civic-minded. We often pay too much. want to see our own community continually grow and we are will- he is not paying personal property ing to support it with both our taxes which are excessive. If he time and money. This means that finds they are, or believes they are, It is here that the demand is at we are willing to pay our share of he should make sure that he preand blues and, of course, for pro- unjust and discriminatory burdens authorities. that may be placed upon us re-

Ptacek, in a discussion of local taxes, asked for a show of hands of operators who had to pay personal property, ad valorum taxes on juke boxes and found that all of the 40 assembled did.

Ptacek said that the crucial question in paying a fair personal

Miller: '59 Meet to Focus On Op Forums

CHICAGO-George A. Miller, president of Music Operators of America, announced last week that the 1959 MOA convention program would place more emphasis on business forums, less on speech-

Miller said that altho he believes the 1958 convention was the best MOA has yet held, business meetings should be arranged which will provide more useful business information for operators.

He left Chicago Wednesday (14) for his Oakland, Calif., headquarters, and his home in Grass Valley. He is scheduled to be in Washington, D. C., the first week in June, the parent firm. and in Chicago June 16, when he will hold a series of meetings with are Eugene Smith, Ray Grier, John juke box manufacturers.

amount of tax. Explaining that the excessive taxation should be fought assessors in some areas have instructions to follow on juke boxes as on refrigerators, or any other group of music merchants 'talking piece of equipment upon which personal property taxes are imposed another one of the independent he said that in many instances assessors do not know the correct valuation. As result, operators An operator must be careful that

In answer to questions raised, several operators attending the forum said they paid from 16 to 20 per cent of the market value of the equipment.

Ptacek pointed out that sometimes operators can be unfairly taxed by an assessor who has been misled previously by an unscrupulous operator giving incorrect information on true valuation of equipment. He urged operators, therefore, to explain their own business to an assessor they believe may be unfairly taxing them because of insufficient knowledge.

Baker spoke briefly on both city and State licenses, since the current fight his association is engaged in is on both levels. He cautioned operators to be on their guard for (Continued on page 82)

AMI Organizes

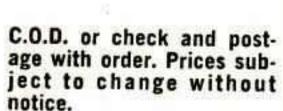
• Continued from page 69

ship, will also manage AMI Sales. Besides Ratajack, other officers are: Joe Collins, vice-president, former district sales representative of the parent company, who will head the new firm's sales department; S. J. Allie, secretary, who is also secretary and a vice-president of AMI, Inc.; and D. E. Heinisch, treasurer, who is also treasurer of

Others associated with the firm Havrila and T. A. Smith.



THE MAYOR OF CHARLESTON, W. VA., the Hon. John T. Copenhaver (left), also spoke at the Thursday morning session at the MOA convention. Gordon Marks, of a London, England, juke box distributing firm (center), also spoke. Harry Snodgrass, MOA official and moderator of several business forums, is shown at right.





Subsidiary of Shaffer Music Co. Seeburg Distributors

849 North High St., Columbus 8, O. 1889 Central Parkway, Cincinnati, O.



Trade Fetes Simon At NY's UJA Banquet

400 Attend; Raise \$28,000 for Cause; Simon Awarded 3 Plaques for Service

ers of the coin machine industry MONY, and Ted Blatt, division placed on the location owners and here gathered Wednesday night associate chairman, presented the (14) at the grand ballroom of the AMONY award. The last-named Hotel Astor to pay their respects to presentation was a copy of a gold License Commission after State and Al Simon, local Chicago Coin dis- plaque which is being made up. tributor, at the annual victory celebration of the United Jewish Ap- movie director and pioneer in the peal of Greater New York's Coin Israeli motion picture industry. chines. The city allows only shuffle Machine Division.

- to celebrate the raising of the work of UJA overseas agen-\$28,000 by the local coinmen for cies, and told of the hundreds of the 1958 UJA rescue and relief fund, and to honor Al Simon for his contributions and leadership in the cause of UJA.

The guest of honor was the recipient of three plaques-from the UJA, the Music Operators of New York, and from the Associated Amusement Machine Operators of New York.

Scroll of Honor

Lou Boorstein, Coin Machine Division chairman, presented the industry's UJA scroll of honor to Simon "as a token of the esteem" the men in the industry have for him. Al Denver, honorary division chairman, presented Simon with a

Ross, Rini Face Trials; Case Was Delayed

CHICAGO -- New trial dates were set for May 19 and June 16 for the indictments of Alex Ross

quest of the defense.

County Grand Jury scene. Sam ment Corporation's Nu-Pike here. Greenberg, president of the Chicago Independent Amusement Asso- of photo studios and other concesciation, local game operator group, sions in the area for 30 years, inwas subpoenaed and appeared stalled the bowlers last February.

NEW YORK-Some 400 lead- laminated plaque on behalf of bling disclosures. The burden was

Kneller reviewed briefly the situa- alleys and bowling games. Pinballs much. The banquet had two purposes tion in the Near East, described were banned in 1956 when they come to Israel.

> Father John Kelly, executive di- in cash and liquor. rector of the National Catholic to the USO Canteen.

(Continued on page 83) outlawed.

City Warns Spot Owners to Eye Coin Game Play

WALTHAM, Mass. -- Liquor establishments in this watch manufacturing city received a stern warning that their amusement devices may be outlawed if they are involved in any further gamnot the operators.

The warning was issued by the Waltham police joined in raiding Guest speaker was Rolf Kneller, two restaurants, arresting three men and seizing two bowling mawere linked with gambling.

Police say the bowling games thousands of refugees who want to were used for gambling purposes and that payoffs were made weekly

be gambling without their knowl- fair. Dias Guests
Seated on the dias, in addition

Dias Guests

Seated on the dias, in addition

Dias Guests

Seated on the dias, in addition

Dias Guests

Seated on the dias, in addition

Dias Guests

Time is the big problem. Put a juke box in a good location for locati

Prospects Glum for N. Y. Resort Stops

Pinball Ban and Economic Recession Combine to Put Damper on Summer

coin machine operators begin mov- in storage for 42 weeks and you ing equipment on summer locations have a whopping loss. in the Catskill and Adirondack mountains and on the Long Island machines on resort locations has beaches next week. Normally, the been of heavy pinball play between coinmen look forward to a fairly July 4 and Labor Day, with the short but profitable season-this juke box being placed on location year they're not expecting too as an accommodation.

this pessimism-the general economic recession and the Statewide ban on pinball machines.

Traditionally, pinball machines have been the big earners in the Chairman William A. Hitchcock resort stops. Juke boxes generally Welfare Board, also spoke. Father told the location owners that it don't do much more than show a Kelly, who has been attending the was their responsibility that ma- slight profit during the abbreviated dinners for three years, thanked chines were not being used for season, and the earnings of gun the coinmen for their contributions gambling, even the patrons might and shuffle games have been only

to the speakers and the guest of machines in the city might be 52 weeks a year and you have a profitable stop. Put a juke box in

NEW YORK -- Empire State | the same location for 10 weeks and

The historical pattern of coin

In the Catskills, about two-thirds Two factors are responsible for of the game and music locations are operated on a year-round basis. The balance opens Memorial Day week-end, with the real play beginning on July 4.

(Continued on page 83)

Oregon Anti-Pin

SALEM, Ore. --- Atty. Gen. Robbert Y. Thornton, who earlier issued an opinion that free-play pinballs are illegal in Oregon, has called for early court tests of his

to get all these pinball cases at issue and bring them to an early trial in circuit courts."

out the State, there are now cases pending in many of the counties. including Klamath, Marion, Clackamas, Benton, Wasco, Washington, Josephine, Jackson, Polk and Mult-

Thornton, in his opinion issued last March, said that free-play pinballs are gaming devices and pro-hibited by laws of the State. He said that enforcement of the laws are primarily a local responsibility, but offered full support of his of-

Pool 7-Footer CHICAGO -- Fischer Sales & Manufacturing Company, Tipton, Mo., introduced a new coin-operated model pool table to the trade here in conjunction with the MOA convention. The game was on dis-

The game is 7-foot by 31/2-foot, called the Imperial '7'. Bill Weikel, Fischer sales manager, said the game is designed to look like a fullsized regular pool table. Previously the model was included only in the Fischer "home" line, but is now per walls are prizes which are equipped with coin chute for com-

play at a Fischer hospitality suite

Today the prizes are available

Fischer Shows

at the Bismarck Hotel.

(Continued on page 82)

mercial use on locations. "The first several weeks that The game uses full-size balls and

ruling. Said Thornton, "We are trying

Following seizures of pins thru-

State Police Supt. H. G. Maison and Thornton were temporarily enjoined from interfering with freeplay pin operations in Klamath County.

fice (The Billboard, April 7).

Coin Mechanics Launch Assn.; **Election Slated**

NEW YORK—The first regular meeting of the Coin Machine Mochanics' Association will be held Tuesday (20) at the law offices of Jerome Kessler at 5 Beekman St.

The group, which is comprised of free-lance game, music and vending machine mechanics, will elect officers and plan its activities for the year. Acting president is Harold Morris.

All mechanics who service coin machines on a free-lance basis are eligible for membership.

Purposes of the association are to enhance the reputations of indspendent mechanics, to achieve harmony between members, to seek co-operation among free-lancers, employee mechanics and operators, and to improve working conditions.

There are about 25 independent mechanics servicing 8,000 machines in the New York area. All have indicated that they will join Morris.

BOWLING ALLEY BY THE BEACH

Calif. Op Sets Up 20 Ball Bowlers At Colorful 40x50-Ft. Outdoor Spot

By SAM ABBOTT

How an imaginative operator took a game and transformed it into a new type of amusement enterprise. He virtually moved a location into a game, rather than a game into a location.

and James Rini, ex-convicts operated bowling games appeal to have not had the people that charged with hi-jacking coin games operators because they perform and from locations and damaging score like the regulation bowling alleys, take advantage of the days of school vacation by rain. Originally, trial was set for May nation-wide appeal of the game, 5, but was continued at the re- and can be operated with a minimum of labor," says Jack Oster, Little action has occurred over who has a battery of 20 Bally Strike the past few weeks on the Cook Bowlers in the Long Beach Amuse-

> Oster, who has been an operator (Continued on page 84) While the beach weather has pre-

vented him from getting a fair prizes," Oster says. "We did not shake at takes, he is well know what would go. Until we satisfied with the reception and could find out what the people revenues to date. He anticipates wanted, we just let them play. that warm, clear weather this sum- This proved that the people were mer will bring out the people and interested in the game." he will cash in on the investment.

"Potential of the machines is for exact scoring. Players chalking good," Oster explains. "It is a LONG BEACH, Calif .- "Coin- volume game. Up to now, we usually come to this area. Last Easter we were knocked out of nine Come summer, it will pick up. The bowlers, despite the set-backs, have proved themselves, I think." Spacious Spot

Oster took over a space with a 40-foot front and 50 feet in depth for this operation. He has no other games in the location. On one side, he has 12 of the Strike Bowlers and eight on the other, allowing space for his office and workshop entrances. The base of the walls are painted in a pastel purplish-pink and the upper part canary yellow with caricatures of bowlers. On shelves along the upgiven to high scorers.

we operated, we did not give any cues.

AAMONY Ratifies Contract With Union

Local 266 Named; Lively Campaign in Store for Officers and Director Berths

NEW YORK — The Associated Amusement Machine Operators of New York, in a meeting that broke up in the wee hours Wednesday (14), nominated candidates for offiand ratified a collective bargaining agreement with Local 266 of the International Brotherhood of Teamsters.

Nominated for president were Sandy Warner (incumbent), Jack Gavarin, and Lou Rosenberg, who served as president three years ago. Eugene Jacob and Charles Morrell were nominated for the vicepresidency.

Morris Wurtzel and Jack Semel are candidates for treasurer, while Harry Schildcrout and Wilbur the wake of a court order upsetting cial secretary berth.

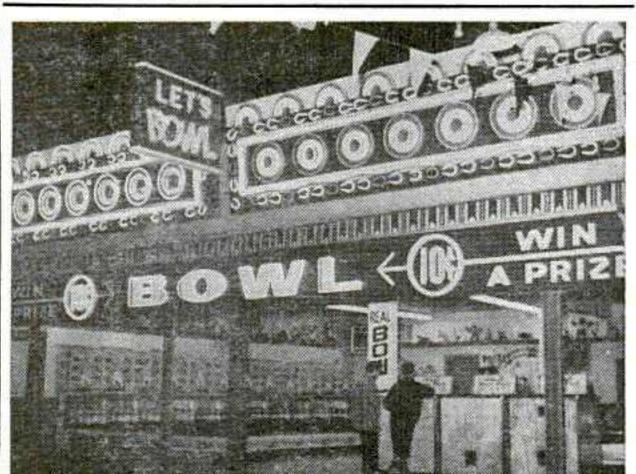
Running for recording secretary are Harry Berger and Irv Fenichel, while the sergeant at arms candidates are Al Koondel and Murray.

Some 19 persons are running for cer and board of directors berths the nine posts on the board of directors. They are Rubin Antonoff, Ralph Elefante, Ted Faith, Jerry Folkart, Irv Holzman, Hy Jaffee, Irv Levenar, Harold Prager, Phil Scharf, Al Babistein, Al Exrati, Albert Arnold, Jim McNamee Les Boyd Jr., Emanuel Feder, Milty Green, Lou Glatzer, Phil Greitzer and Mike Fuinuzzi.

The date for the election has not vet been set.

Court Order

This week's nomination came in (Continued on page 82)



NEON PROINT OF JACK OSTER'S DOWNING alley by the beach is de-Aaronson are vieing for the finan- previous nominations on the ground signed to draw players who compete for fun and prizes on the 20-ball the organization, according to bowling games in operation.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Mean Avg.

(For 10-week period ending with issue of May 12, 1958)

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" on "distressed" equipment.

	MUSIC	MACHI	NES	
graderan #	an g	High	Low	Mean Avg.
AMI		725	10	
Model C-40 . Model D-80 (5	1) 40 sel.,		\$150.00	\$150.00
78 RPM Model E-40 (5	3) 40 sel.,	. 295.00		199.00
78 RPM	3) 80 sel.,		195.00	195.00
45 RPM Model E-120 (. 325.00	220.00	225.00
		The second secon	-	345.00
45 RPM	vena na navena in ilikoan	485.00	485.00	485.00
Model F-120 (45 RPM	54) 120 sel.,	550.00	-	495.00
ROCK-OLA	(D ±1	8		
1432 50 sel.,			\$149.00	\$149.00
1432			95.00 119.00	95.00 139.00
1434			139.00	139.00
1434			149.00	149.00
1436 A 120 sel.			190.00	199.00
1438 120 sel.,		the state of the s		325.00
1442 50 sel., 4			395.00	395.00
1446 120 sel.,	45 RPM	495.00	\$ 1 m	495.00
SEEBURG HM-100-Hideav	vav (9/49)	\$189.00	\$145.00	\$145.00
M-100-A (9/4) sel., 78 RPN	9) 100	A THE WAY THE ACT OF	OWNER SACIOLAND	145.00
M-100-B (10/5 sel., 45 RPM M-100-C (5/52	50) 100			375.00
sel., 45 RPM		495.00	-	450.00
sel., 45 RPM	3) 100 1	595.00		595.00
HF-100-R 100-W (9/53)	1	695.00		645.00 525.00
M-100-G		595.00	525.00	
WURLITZER				N
1015 (46) 24 s 78 RPM	el.,	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 s 78 RPM	el.,	35.00	35.00	35.00
100 (47) 24 : 78 RPM	sel.,	49.00	49.00	49.00
45 or 78 RP	(50) 48 sel., M	99.00	89.00	89.00
45 or 78 RPM	el., 1	100.00	65.00	99.00
400 (51) 48 se 45 or 78 RP	м	195.00	145.00	149.00
450 (51) 48 s 45 or 78 RP	м	175.00	150.00	150.00
500 (52) 104 : 45-78 RPM N	Mix	295.00	100.00	139.00
550 (52) 104 45-78 RPM	Mix	150.00	139.00	145.00
550-A (53) 10 45-78 RPM N	Mix	295.00	145.00	145.00
600 (53) 48 s 45 or 78 RPI 600-A (54) 48	M	235.00	235.00	235.00
45 or 78 RPI 650 (53) 48 s	v	239.00	239.00	239.00
45 RPM 650A (54) 48		345.00	235.00	239.00
45 RPM 700 (54) 104	sel.,	325.00	325.00	325.00
45 RPM 800 (2/55) (\		550.00)	475.00 545.00
	PINBALL	GAMES		
ALLY				
tlantic City (5,				\$ 30.00
each Beauty (1 each Club (2/5			125.00	145.00
each Club (2/3)			40.00 35.00	5 5.00 6 0.00
ig Time (1/55			75.00	115.00
right Lights (5,	/51)		45.00	45.00
right Spot (11/		145.00	145.00	145.00
roadway (12/5)	(F2)	215.00	150.00	175.00
oney Island (9) ude Ranch (9)	(51)	45.00	45.00	45.00
rolic (10/52)	*** ****	45.00	35.00 45.00	45.00 45.00
The state of the s		85.00	45.00	65.00
aytime (6/55)		125.00	75.00	110.00

Gaytime (6/55) 125.00

75.00

110.00

Hi-Fi (6/54) \$ 65.00 lce Frolics (1/54) 65.00 Miami Beach (9/55) 125.00 Nite Club (3/56) 245.00 Palm Beach (7/52) 55.00 Palm Springs (11/52) 65.00 Spot Lite (1/52) 75.00 Surf Club (3/54) 95.00 Variety (9/54) 85.00 Yacht Club (6/53) 50.00	50.00 90.00 175.00 30.00 45.00 25.00 50.00 65.00	55.00 115.00 185.00 40.00 50.00 65.00 55.00 75.00
CHICAGO COIN Basket Ball Champ (10/49)\$195.00 Home Run 95.00 Tahiti (10/49) 75.00 EVANS	95.00	95.00
Saddle & Turf Club Model (10/53) 85.00 GENCO	\$ 85.00	\$ 85.00
Golden Nugget (2/53)\$ 35.00 Invader (3/54) 75.00	\$ 35.00 70.00	\$ 35.00 70.00
Arabian Knights (11/53)\$105.00 Auto Race (9/56) 220.00	\$100.00	\$100.00
Basketball (10/49) 175.00 Bowlette (2/50) 245.00 Chinatown (10/52) 75.00 Cinderella (3/48) 25.00 Classy Bowler (7/56) 225.00 College Daze (8/49) 135.00 Coronation (11/52) 50.00 Crossroads (5/52) 75.00 Cyclone (4/51) 25.00 Daisy Mae (7/54) 125.00 Derby Day (4/56) 200.00 Diamond Lill (12/54) 125.00 Dragonette (6/54) 165.00 Duette (3/55) 175.00 Duette Deluxe (4/55) 179.00 Flying High (2/53) 65.00 Flying High (2/53) 65.00 Four Belles (10/54) 125.00 Four Stars (6/52) 65.00 Frontiersman (11/55) 155.00 Gold Star (8/54) 150.00 Grand Slam (4/53) 49.00 Grand Slam (4/53) 49.00 Green Pastures (1/54) 95.00 Gypsy Queen (2/55) 175.00 Harbor Lites (2/56) 175.00 Harwaiian Beauty (5/54) 110.00 Hawaiian Beauty (5/54) 110.00 Hawaiian Beauty (5/54) 115.00 Hit 'n' Run (3/52) 45.00 Jockey Club (4/54) 125.00 Jockey Club (4/54) 125.00 Jokey Club (4/54) 125.00 Jokey Club (4/54) 125.00 Jokey Club (4/54) 125.00 Jokey Club (4/54) 125.00 Marathon (10/55) 225.00 Lady Luck (9/54) 115.00 Marathon (10/54) 75.00 Marble Queen (6/53) 69.00 Mystic Marvel (3/54) 115.00 Niagara (12/51) 35.00 Poker Face (8/53) 165.00 Soca-Belles (8/56) 275.00 Soca-Belles (8/56) 275.00 Sluggin' Champ (4/55) 165.00 Sluggin' Champ (4/55) 165.00 Sluggin' Champ Deluxe	195.00 175.00 245.00 175.00 135.00 135.00 150.00 150.00 150.00 125.00 100.00 114.00 49.00 125.00 100.00 114.00 49.00 125.00 115.00 100.00 115.00 100.00 115.00 100.00 115.00 100.00 115.00 100.	195.00 175.00 245.00 25.00 135.00 135.00 155.00 175.00 160.00 155.00 150.00
(4/55)	135.00 135.00 30.00 125.00 125.00 175.00 170.00 125.00 250.00	175.00 175.00 30.00 160.00 175.00 225.00 185.00 134.00 250.00
Cabana (3/53) \$ 45.00 Caravan (1/56) 145.00 Circus (8/52) 395.00 Havana (2/54) 45.00 Hawaii (6/54) 45.00 Manhattan (4/55) 80.00 Mexico (3/54) 55.00 Nevada (8/54) 75.00 Pixie (9/55) 125.00 Cio (11/53) 55.00	\$ 45.00 90.00 60.00 25.00 25.00 50.00 25.00 65.00 25.00	\$ 45.00 135.00 340.00 25.00 25.00 75.00 45.00 75.00 35.00

	High	Low	Mean Avg.
	Singapore (10/54)\$ 65.00 Stardust (4/56) 145.00	90.00	\$ 55.00 135.00
	Starlet (11/55) 125.00 Stars (6/52) 35.00 Tahiti (8/53) 35.00	35.00	95.00 35.00
	Tropicana (1/55) 85.00	55.00	35.00 85.00
	Tropics (7/55) 55.00		65.00 35.00
	Army & Navy (10/55)\$ 35.00 Big Ben (9/54)\$ 35.00	\$ 35.00	\$ 35.00
	C. O. D. (9/53) 80.00 Colors (11/54) 135.00	59.00	115.00 59.00 135.00
	Daffy Derby (8/54) 75.00 Dealer '21 (2/54) 34.00	75.00 34.00	75.00
	Deluxe Baseball 125.00 Disk Jockey (11/52) 40.00	40.00	125.00
	Dreamy (2/50)	35.00	135.00 35.00
	Fairway (6/53)	59.00	40.00 59.00
	Gun Club (11/53) 90.00 Hayburner (6/51) 50.00	40.00	49.00 90.00 50.00
	Jalopy (8/51) 55.00	55.00	55.00 40.00
	Lazy O (2/54) 35.00	35.00	175.00 35.00
	Nifty (12/50) 125.00	20.00	125.00 20.00
	Peter Pan (4/55) 145.00 Quarterback (10/49) 85.00	110.00	75.00 145.00
	Race the Clock (1/55) 165.00 Rag-Mop 5 Ball (11/50) . 49.00	75.00	85.00 165.00 49.00
	Rainbow 5 Ball (11/48) . 210.00 Regatta (10/55) 150.00	210.00	210.00 145.00
	Sea lockeys (11/51) 225.00	225.00	59.00 225.00
	Silver Skates (2/53) 50.00 Singapore (10/54) 55.00 Sky Way (9/54) 65.00	55.00	50.00 55.00
	Spark Plug (10/51) 30.00	30.00	30.00
	Star Pool (10/54) 95.00 Struggle Buggie (12/53) 55.00	95.00	95.00 55.00
	Slugfest (3/52) 45.00 Twenty Grand (12/52) 50.00	the state of the s	45.00 50.00
	Times Square (4/53) 55.00 Thunderbird (5/54) 118.00	55.00 110.00	55.00 110.00
	Three Deuces (8/55) 165.00 Super World Series (4/51) 60.00 Wonderland (5/55) 135.00	125.00 60.00 135.00	60.00
3	SHUFFLE GAM	ES	135.00
	Ace Bowler (CC) (9/50).\$295.00 Advance Bowler (CC) (5/53)		
	American Bank (American Shuffleboard)	i insperimente	135.00
	(5/52)	215.00	215.00
	Banner (U) (8/54) 155.00 Bikini (K) (6/54) 195.00 Bonus Bowler (K) (3/54) 190.00	125.00	155.00 150.00 125.00
	Bonus Score Bowler (CC) (4/55)	195.00	195.00
	Bowlette (G) (7/50) 245.00 Broadway Alley (U) 225.00 Capital Deluxe Shuffle	245.00 225.00	245.00 225.00
	Games 435.00 Capitol (U) (6/55) 235.00	225.00 225.00	365.00 225.00
	Carnival (K) (5/53) 125.00 Cascade (U) (2/53) 75.00 Century (K) (6/54) 145.00	45.00 75.00	85.00 75.00
	Champion (B) (5/54) 145.00 Chief (U) (11/53) 115.00	145.00 125.00	145.00 195.00
	Classic (U) (6/53) 140.00 Clipper (U) (5/55) 385.00	115.00 50.00 215.00	115.00 80.50 295.00
	Clipper Deluxe, (U) (5/55). 210.00 Clover Shuffle (U) (1/53) 125.00	210.00 39.50	210.00
	Club (K) (4/53) 75.00 Comet Targette (U) (11/54) 120.00	50.00	65.00
	Comet Deluxe (U) (11/54) 345.00 Criss-Cross (CC) (11/53) 120.00	120.00 125.00 120.00	120.00 245.00 120.00
	Criss-Cross Targette Deluxe (CC) (1/55) 110.00 Criss-Cross Targette	110.00	110.00
	Regular (CC) (1/55) . 100.00 Crown (CC) (4/53) 90.00	100.00	100.00
	Diamond (K) (5/53) 235.00 Domino (K) (5/53) 50.00	100.00	175.00 50.00
	Double Score (CC) (3/53) 95.00 Feature (CC) (7/54) 275.00	49.50 125.00	75.00
	(Conti	nued on po	age 79)

Mass. Grosses Drop 15-25%

AMUSEMENT MACHINES

Continued from page 69

Baker says there has been an | chines, but finds it isn't financially epidemic of locations asking for sound since the traffic just isn't says Lackey, "but it has no effect." loans and 30 per cent more of them in the locations. are seeking advances, says Baker. that it usually drops off to a marked degree at this time in other tions today," says Luongo. Even years.

Baker says conditions has definitely affected both his buying of machines and records. He has tried to increase the number of ma-

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Robberies from locations where found by Joe Luongo, of Maverick same and that people just aren't in collection money is taken are up Amusement Company, East Bos- the locations. Biggest reason in nearly 400 per cent, he says. He ton. His route is down over-all his opinion is unemployment and points out that this is a condition with emphasis on liquor spots while he hasn't cut down on record prevalent around Christmas, but which have fallen 25 per cent. buying, he has curtailed purchases "People are just not in these loca- of new equipment. with the best selection in the ma- taken by James A. Geracos, of Nachines he says the locations com- tional Music Service, Dorchester. plain and he feels that buying his He has defied the recession by last six machines was a mistake. opening up a new store in Quincy Only bright spot on the route is where he has placed point of sale the stable teen-age spots.

Company, Roxbury, finds a highly While his route is off to about 10 spotty situation on his route with per cent, Geracos feels that the bars down in some areas by 25 per use of point of sale material in locent and as much as 50 per cent cations where they will allow him tors are promoting that results are in industrial areas. Even the teen- is instrumental in keeping collecage locations show an up and down tions up. He is also going ahead trend, but most of his restaurants buying as many records as usual are holding fairly well.

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lections up. "I've tried everything this time last year. but lowering the price of music," He finds that whether he charges

A somewhat brighter view is material in the window and put in Rack Lackey, of Karel Music a stock of records for the public. altho he is more cautious on equip-

"If you sell music you've got to have what the patron wants," says Donald W. Foote, of Major Music Company, Randolph. He is in favor of keeping up purchases of records and perhaps he is even buying a few more just to make sure he gets all that's going, but he does find a tightening of money to the tune of about 10 per cent. His kid spots are steady and he has found little difference in liquor locations, but restaurants is where Foote finds the biggest drop. He says he has the "caution" sign up on buying equipment.

Foote also feels the bad weather had something to do with the collections, but as he says: "I've got the music in the machines if the customers are there." He has found most locations taking the slump in stride with none asking for more commissions or advances.

The Randolph operator feels al-most as optimistic as the distributors and thinks that the slump will ease within two months. Distributors don't seem to think the situation is too bad and believe conditions are reflected by the "weak sister" operators who fold up at the slightest obstacle. This is the

'59 MOA Meet

Continued from page 69

and Chicago is the most convenient

spot for all manufacturers.

The Morrison Hotel is again slated to be site of the 1959 show, altho the board is considering other hotel sites for succeeding years. Big problem is in finding a banquet hall large enough to accommodate all the convention-goers who want tickets. Altho this year's banquet was attended by more than 1,300 customary capacity of 1,200, a number of people were reportedly unable to obtain tickets.

MOA's board plans to meet in November to begin mapping next year's convention. Time and place of their meeting will probably be announced next month.

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He thinks that the terrible week- | view of Bob Jones, sales manager end weather is somewhat respon- of Redd Distributors (Wurlitzer). sible and he thinks maybe a solid who says the really aggressive opsmash hit record could push col- erators are doing better than at

Jones points out that sales have been better in some of the hardest hit areas such as Springfield and Similar conditions have been 5 or 10 cents the results are the Holyoke and that the slump is certainly not general. He finds the Greater Boston area generally stable where business is holding up for operators who get out and maintain high levels. This is the time for operators to spruce up and make music more enticing. Since many operators have not encouraged locations to do anything to counteract the recession, they suffer.

> Marshall Caras, of Trimount Automatic Sales Corporation (Seeburg), agrees more or less with Iones. He finds some fall off in collections, especially in liquor spots, but thinks that where operaas good as ever. Moving machines around, he says, has been a great help to many. Trimount's business, he says, shows no letdown.

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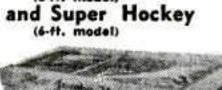
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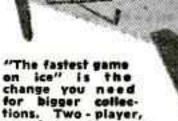


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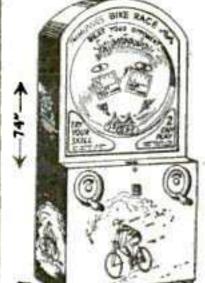
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• Continued from page 77			THE DILLBOARD		AMUSEMENT MACHINES	79
High	*222	Mean		Mean	T .	
ifth Inning Deluxe (U) (6/55)\$110.00 Player (U) (1/51) 40.00	\$110.00 40.00	\$110.00 40.00	Triple Strike Bowler (CC)\$210.00 \$175.00 Venus Deluxe (U) (3/55) 350.00 225.00 Victory Bowler (B) (5/54) 295.00 145.00	Avg. 0 \$175.00 0 275.00	K. O. Fighter\$150.00 \$150.00 Lite League (W) (2/54) 125.00 75.00	Avg. \$150.00
ireball (CC) (11/54) 125.00 lash (CC) (9/54) 175.00 Player (Ge) (9/51) 85.00	125.00 175.00 50.00	125.00 175.00 50.00	Venus Bowler 145.00 145.0 Yankees (U) 145.00 145.0	0 145.00	Lord's Prayer (M) (6/56) 195.00 195.00 Lovemeter (Ex) 25.00 25.00 Mauser Pistol (Ex) 89.50 89.50	195.00 25.00
fold Cup (CC) (7/53) . 155.00 fold Medal (B) (3/55) . 185.00	75.00 185.00	115.00	ARCADE EQUIPMENT		Mercury Counter Gripper 25.00 25.00	89.50 25.00
1i Speed Triple Score (CC) (8/53) 60.00	60.00	60.00	Code: AP-Auto Photo; B-Bally; CC-Chicago Coli Ex-Exhibit; G-Genco; Gb-Gottlieb; K-Ke	Ev-Evans	Midget Racer (B) (11/56) 250.00 250.00	125.0 250.0
foliday Match Bowler (CC) (9/53)	175.00	215.00	Mutoscope; R-Roovers; S-Seeburg; Sc-Sc Shipman; T-Telecoin; U-United; W-William	lentific: Sh-	Mill Scales 65.00 35.00	50.0
follywood (CC) (5/55) . 230.00 mperial (U) (9/53) 85.00	195.00	225.00 60.00	ling.	Mean	Perisona (CC) 115.00 100.00	325.0 115.0
et Bowler (B) (8/54) 75.00 eader Shuffle Alley (U)	75.00	75.00	ABT Challenger (5/46) . \$ 30.00 \$ 25.0	Ave.	Photomatic (M) (1/50) 350.00 250.00 Photomatic Deluxe (M)	95.0 350.0
(11/53)	125.00 95.00	165.00 165.00	All Star Baseball (W) 100.00 100.0	99.50	Pistol (CC) (1/49)	245.0 75.0
eague Bowler Deluxe (U) (4/54) 195.00 ightning (U) (2/55) 145.00	100.00	145.00 145.00	Auto Photo (AP)2295.00 1595.00 Anti Aircraft	1595.00	Pistol Pete (CC) 99.50 45.00 Pistol Target Skill 15.00 15.00 Pitch'm & Bat'm (S) 195.00 125.00	75.0 15.0 195.0
(2/55) 295.00	275.00	275.00	Air Raider (K) ('48) 125.00 125.00 Air Hockey 175.00 95.00	125.00	Pop Up 295.00 210.00	225.0
lagic (B) (12/54) 155.00 lanhattan 10 Frame (United) 85.00	145.00	145.00	Air Football	17 - 2	Quarterbacks (G) (9/55) 195.00 85.00 Ranger (K)	125.00 295.00
(United)	85.00 145.00 185.00	85.00 145.00 245.00	Baseball (Sc)	95.00	Rapid Fire (B)	150.00
(8/52) 70.00	45.00	45.00	Basketball (CC)	185.00	(CC) (10/53) 345.00 345.00	345.00
latch Pool (Ge) (2/54) 60.00 lercury (U) (12/54) 145.00	60.00 145.00	60.00 145.00	Basketball Champ (CC) 125.00 125.00 Bat-A-Score (Ev) (8/48) . 100.00 90.00 Bat-A-Score, Sr. (Ev)		Safari (W) (2/54) 225.00 175.00 Set Shot Basketball	375.00 195.00
lystic Bowler (B) (12/54) 355.00 lercury Deluxe 11th	325.00	355.00	Bert Lane Merry-Go-Round 275.00 275.00		(Munves) (6/52) 250.00 250.00 Shoe Brush Up 95.00 95.00	250.00 95.00
Frame (U)	235.00 50.00	245.00 50.00	Big Inning (B) (47) 325.00 325.00	325.00	Shoot the Bear (S) 125.00 125.00 Shooting Gallery (Ex)	125.0
fficial (U) (5/52) 85.00 ympic (U) (8/54) 75.00	60.00 75.00	75.00 75.00	(W) 130.00 130.00	SPANATOR	(6/54)	150.00
riginal	149.50	70.00 50.00	Big League Baseball (W) (2/54)	145.00	(5/55)	100.00
alisade (K) 55.00 aytime Bowler (CC) (10/54) 175.00	55.00 175.00	55.00	Big Top (G) (6/54) 250.00 175.00 Bingo Roll 95.00 35.00 Bonus Deluxe (U) 350.00 300.00	95.00	Silver Gloves (M) 175.00 95.00 Six Shooter (Ex) 95.00 75.00	95.00 145.00
(8/54)	125.00	175.00	Broncho Horse (Ex) 215.00 195.00		Skee Ball (W) (8/36) 245.00 245.00	95.00 20.00 245.00
yal (U) (8/54) 95.00	95.00 75.00	95.00 110.00	(10/47)	50.00	Sky Fighter (M) (9/53) . 125.00 125.00 Sky Gunner (G) (9/53) . 125.00 125.00 Sky Gunner (CC) 125.00 125.00	125.00
ore-A-Line (CC) (9/55)	225.00	225.00	(10/54) 165.00 65.00	DECOMPOSITION OF THE PROPERTY	Sky Rocket (G) (5/55) 210.00 195.00 Smiley (Pioneer) (8/46) 525.00 495.00	125.00 210.00 495.00
6 Player (U) (10/51) 85.00 uffle Alley 6 Player (K) 85.00	30.00	60.00	Champion Baseball (G) 325.00 325.00 Champion Baseball (G) 175.00 150.00	325.00	Space Ranger (Deco) 275.00 85.00	95.00 275.00
uffle Alley 10 Player (K) 95.00 uffle Alley 11th Frame. 335.00	45.00 50.00 150.00	55.00 60.00 195.00	Coon Gun (S) 100.00 100.00	100.00	Speed Boat (B) (7/53) 325.00 275.00	125.00
uffle Alley Deluxe 11th Frame (U) 325.00	175.00	255.00	Dale Gun (Ex) 145.00 75.00	145.00	Sportland (Ex) (11/51) . 150.00 145.00 Sportsman (K) (11/54) . 195.00 150.00 Standard Motal Times 5 . 225.00	150.00
uffle Pool (Ge) (11/53) 75.00 Player (CC) 50.00	50.00 45.00	50.00 45.00	Defender (B) ('40) 150.00 125.00 Derby (Exhibit) 125.00 125.00 Derby, 4 Player (CC)	125.00	Standard Metal Typer, F. S. 275.00 275.00 Star Series (W) (4/49) 85.00 85.00 Star Shooting Callery (Ex)	275.00 85.00
Player Deluxe (K) 65.00 Player Deluxe (U) 65.00	40.00	45.00 45.00	Drivement (14) (7) (5) (125.00 125.00	1 P 45 1 P 44 7 2 P 45 1 P 5 1	(9/54) 120.00 120.00 Steeple Chase 395.00	120.00
Player 10th Frame (U) 75.00 seedlane Bowler (K) 185.00 seedy (U) (8/54) 135.00	55.00 185.00	70.00 185.00	(3/55)		Submarine (K) (1/42) 195.00 195.00	395.00 195.00 125.00
ar, 5 Player (U) (7/52) 95.00 ar, 10th Frame (U)	135.00 34.50	135.00 45.00	(9/46)		(3/54)	125.00
(9/52) 75.00 wrlite (CC) (5/54) 150.00	75.00 125.00	75.00 125.00	Flying Saucer (M) (6/50) 150.00 49.00 Football (M)		Super Jet (CC) (4/53) 175.00 175.00 Super Jet (CC) (8/53) 295.00 295.00	175.00 295.00
per Bonus Deluxe (U) . 425.00 per Frame (CC) (5/54) 125.00	345.00 95.00	275.00 95.00	Gun Patrol (Ex) (5/51) 95.00 95.00	110.00 95.00	Super Pennant (W) 100.00 75.00 Super Slugger (U) (7/55) 275.00 275.00	100.00 275.00
per Hatch Bowler (CC) (10/52)	50.00	55.00	Gypsy Fortune Teller 10.00 10.00 Harvard Metal Typer 195.00 195.00 Heavy Hitter (B) 65.00 50.00	10.00 195.00	Telequiz (1/49) (T) 100.00 50.00 Ten Strike (E) (46) 85.00 75.00	95.00 85.00
per Six (U) (3/52) 100.00 rgette (U)	29.50 95.00	75.00 95.00	Hockey (CC) 65.00 65.00	65.00 65.00	3-D Theater (M) (12/53) 150.00 150.00 Three-of-a-Kind 20.00 18.00 Three Way Gripper (Gb) 25.00 25.00	150.00
rgette Deluxe (U) (8/54)	95.00	195.00	(3/54) 95.00 95.00	75.00	(6/55)	25.00
am Bowler (U) (1/54) 95.00 am Bowler (K) (10/52) 75.00	95.00	95.00	('46)		Trigger Horse (E) (7/53) 395.00 395.00 Undersea Raider (2/46) 125.00 125.00	225.00 395.00
nth Frame (K) 75.00 nth Frame Bowler (CC) 95.00	49.50 35.00 40.00	50.00 60.00	Jet Fighter (W) (10/54) . 195.00 100.00	110.00	Voice-O-Graph (M) (4/46) 325.00 245.00	125.00 325.00
underbolt (CC) 250.00 ple Score Bowler (CC)	155.00	210.00	Jumping Jack (G) (11/52) 85.0 35.00	110.00 75.00	Wild West (C) (2/55) 250.00 245.00 Wizzard Whiz 25.00 18.00	250.00 20.00
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Edolite Preems

Continued from page 69

stereo record for the trial conversion, and two 45 r.p.m. records.

Isador Edelman, Edolite presiconversion idea for many months, said the kit will provide juke box mechanics and operators with the

means to experiment with stereo record play, and to gradually convert their machines as more and more record selections are made available by manufacturers.

Kit will list at an initial price of \$162.50, but Edelman said he exdent, who has worked on the stereo pected to be able to reduce this price to between \$65 and \$75 per kit as more are put into production. Edolite showed the conversion

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kit at the MOA convention, as well as two external speakers available from the firm, two amplifiers, and a new cartridge-type tape playback unit for background music locations, available in stereo or regular play models. (The Billboard, March 31).

The stereo and background music pieces are known as Cine-Sonic Sound units. Most of the tape selections for the background music unit are imported.

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Programming

Continued from page 69

not known for sure. The ones who have revised budgets upward bear watching.

What also seems clear is that the lush singles field today is nudging the potential of the juke box to absorb hit tune material at a faster clip. It is surely pressing the operator to the outward limit of his willingness to be parted from his money for record purchases.

The fact that there are more hits that he can buy in quantity and far more promising releases that he can even sample may be as responsible for an operator to explore "non-hit" or standard programming as the fact that he has machines with greater record capacities.

Surely he has both the machines and the amount of fresh material to increase record buying and find the potential of his juke boxes on location if he so chooses. If, instead, he chooses to stick to an arbitrary budget, he may lose by default whatever opportunity these new facts may offer.

It seems entirely possible that increasing numbers of operators may program only teen-age locations or certain specialty stops largely with some types of hit material and turn more and more to standards and other non-current-hit tunes in programming adult stops. This could well be the direction some operators are taking who want to stick within a 10 per cent budget. It seems clear, however, that he cannot program for an increasingly fickle pop-tune patron in all locations for that amount of money.

There is increasing evidence to suggest that operators are turning more to highly selective programming of the type specified above, | operating each location on as individual a basis as servicing economies will permit. Some instance of this type programming will be outlined in succeeding issues.

H. L. Tripp, S. C. Operator, Dead

LAKE CITY, S. C.—H. Lawrence Tripp, 58, amusement game operator here, died May 4. He had made his home here the past eight years.

Tripp owned and operated amusement machines in Florence and Williamsburg counties. He was active in the business, and in all phases of community church work.

Survivors include his widow, Mrs. Lila Lucas Tripp, two daughters, four brothers, and three sisters. Burial was at Dunn, N. C., where Tripp lived in earlier years.

Deliveries of sugar for U. S. consumption during March totaled 673,000 short tons, raw value, up (37,000) tons or 5.8 per cent from March of 1957. Domestic spot price for raw sugar, duty paid, at New York averaged 6.18 cents per pound for the first 22 days of April.

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Dickens 3-0311. Eldridge Fink, Mgr.
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Tel.: 1344. E. M. Hudson, Mgr.
313 W. Depot St., N.W., Knoxville,
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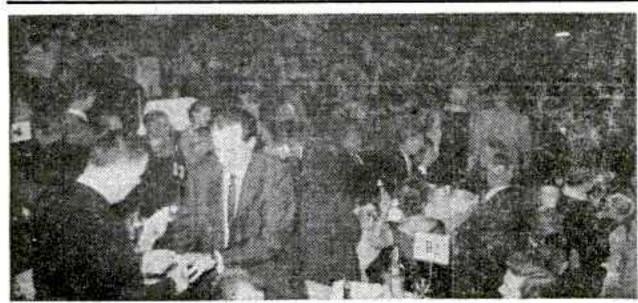
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IT'S SIMPLE AS A-B-C . . . that the circulation of this business paper is PAID



"FULL HOUSE" is an apt description of the Terrace Casino Room of the Morrison Hotel the evening of May 8 when the MOA banquet was held.

BASEBALL GAMES =

KEENEY'S LEAGUE LEADERWRIT	E
WILLIAMS SHORT STOPWRIT	E
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	HI-BALL	
	IDEAL FT. VIBRATOR	ALCOHOL:
	JACK RABBIT	
	REENEY AIR	125
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	LORD'S PRAYER	195
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۱	METAL TYPERS,	195
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Bally Ships In-Line Pin With New Play

CHICAGO--Cypress Gardens, an in-line pinball with a new "stop and shop" feature, was shipped to distributors last week by Bally Manufacturing Company.

The new feature permits player to shoot two or three balls, then, after gauging his scoring potential. he can stop in the middle of the game and "shop" for higher scores by playing additional coins to advance scores beyond the usual starting bracket.

When his second-guessing has advanced the scores to his satisfaction, he shoots the remaining balls.

Cypress Gardens also has a "next-game magic feature," a carryover attraction. This comes into play when a ball is shot into the 'Ballyhole" when it is lighted, and guarantees a player all four magic squares and magic lines with the first coin played in the next game.

An extra time feature, registered on panels at the right of the scorecard on the backglass, gives player five degrees of extra time to press buttons to shift magic squares and magic line. This extra time may be obtained either by coin play to light panels or by shooting to hit extra time roll-overs on playfield.

Magic squares and magic line are arranged to give maximum score-juggling flexibility. Other Cypress Garden features are corners score green 5-in-line, triple deck advancing scores and extra balls.

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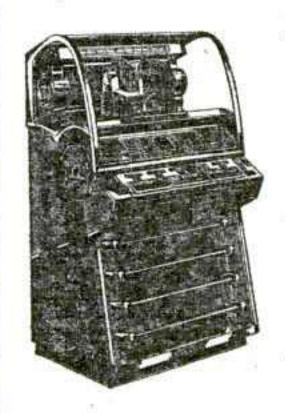
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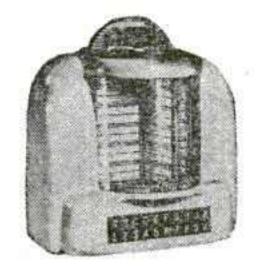
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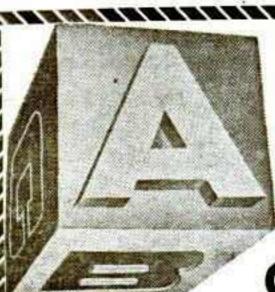
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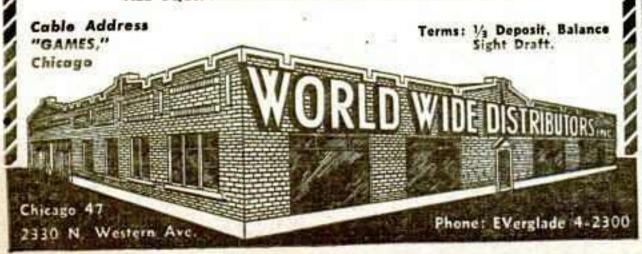
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ALL EQUIPMENT THOROUGHLY RECONDITIONED



Calif. Op Sets Bowling Spot

Continued from page 76

up a score of 200 receive candy; 225, three packages of cigarettes; ers bring a large percentage of re-250, panda bear, and 275, choice peat business. of the house. Quite a bit of merchandise is given out, Oster re- location formerly used by the op- here in the game operation.

with neon, both blinking and set. locations of his Skooter ride and feminine clerks have come to know The word "Bowling" is emblazoned glass house. These attractions have many of the players by name and across the front along with "Win been under his direction for the the schedule of their playing. a Prize."

Oster has found that the bowl-

erator of a plunger game. His



DECORATIVE INTERIOR of Jack Oster's coin-operated bowling game operation is bright, orderly, has shelves decked with prizes, walls decked with caricatures. This view shows one of two lines of games, all ball bowlers.

AAMONY Ratifies

Continued from page 76

that no nominations from the floor were allowed after the recommended slate was presented by the has been without union affiliation nominating committee.

was presented, but additional nom- by Jim Caggiano. However, Caginations were made from the floor. Two of the plaintiffs in the legal action upsetting the previous nominations are candidates for office, with Jack Gavarin running for president, and Charles Morrell for vice-president.

Lively Campaign

The campaign promises to be a lively one. Roughly, the association is divided into two groups. The first group consists of those who favored merger and a compromise officer slate with the United Coin Machine Operators of New York, while the second group consists of those who opposed the compromise slate.

It was the latter group which instigated the legal action which resulted in a court order nullifying the previous nominations. Members of each group will be pitted against each other and the election.

The union contract, tho ratified

Juke Tax Fight

Continued from page 74

excessive tax burdens or licenses because "virtually every community today needs money and the juke box operator is almost invariably picked first to bear propor-tionately the most."

A Missouri operator, during the open discussion, explained how a State association was formed to fight increasing municipal taxes which in some towns had reached the \$50-per-machine - per - year mark. A top attorney, who had served in the State Legislature, became interested in the case and won it in every court in the State, up to the Missouri Supreme Court. The State's high court decision stated that no taxing authority had rights not given them expressly by the State. Operators now pay no more than \$5 in many towns, except in some cities like St. Louis and Kansas City, where the tax is more. He explained that altho these cities do not have the power -under the court ruling-to charge that amount, operators pay it, feeling that were they to challenge it, the city could use its police power to harass operators.

by the membership, is not yet in force. According to an AAMONY spokesman, a few details are to be ironed out, but no serious difficulties are expected.

The Gotham coin machine group for more than a year. Its last union This time, a recommended slate contract was with a local headed giano was enjoined by court order from union activity in the coin machine field, and the contract was not renewed after it expired.

WE NEED ROOM OUT THEY GO

BALLY SUN VALLEY BALLY MISS AMERICA

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BALLY BIG TIME \$ 95.00 ea. BALLY BROADWAY 160.00 ea. BALLY GAYTIME. 95.00 ea.

FRANK SWARTZ SALES CO. 515-A Fourth Ave., S. Nashville 10, Tenn.

a penny arcade operation in this

A native of the Midwest, Oster has been in show business most of his life. Prior to World War II, he had show attractions. This experience showed him the value of ballyhoo, the kind show folk use to Oster installed the games in a sell attractions. This is carried out

Because of the large amount of Front of the location is flashed bowling alley is adjacent to the repeat business, Oster and his past 12 years. At one time he had Among those who are regular patrons-almost daily-are the officials of Long Beach Amusement Company, Oster's landlords. On their way to lunch, they stop for a game to see who is high scorer and proper person to pick up the noon meal chit.

Now Delivering UNITED

16' BONUS BOWLING ALLEYS EAGLE SHUFFLE ALLEY SHOOTING STAR MIDGET ALLEY

PINS

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ottlieb	FALSTAFF	\$395.00
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tions. Two-player,
straight 10¢ coin
chute, with replay every 60 seconds!
• 2 lengths, 6 ft. and 8 ft., 25"
wide—37" high.
• Beautiful Blue and Gold finish.
• Colorful hinges, formica playfield

Playfield lifts up easily for service. Bicycle-type chain drive.

7 red, 1 black, 1 green phenolic resin unbreakable balls. Black ball scores double — green ball scores triple!

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Converted to 45 RPM **\$265**

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Keeney LEAGUE LEADER Sensational Baseball Game! Player ACTUALLY HITS BALL!

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Tirst with AUTHENTIC POOL PLAY!

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first with SLOPED CABINET STYLING! and NOW ...

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90" Long-49" Wide ! For the "Exceptional" Location! See your Distributor or Write Bill Weikel,

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67,000 ACTIVE BUYERS road The Billboard classified columns each week

Prospects Glum

· Continued from page 76

Most of the equipment used in ing fall, winter and spring, then ever. moved into resort locations for the summer.

Most of the locations which formerly had pinballs will have gun hard to figure. The plush hotels and shuffle games this year. Invariably, the operators will place a in at a healthy clip, but this juke box on these locations.

ahead. But he's unwilling to gam- coin machines. ble on the location otherwise.

Some operators will place equipment on marginal locations merely because it's a case of doing that or letting the machines gather additional dust in storage.

One factor which might work in favor of coin machines this summer

Simon Honored

Continued from page 76

honor, were Carl Pavesi, president of the Westchester Operators Guild; Mike Munves, dean of the Arcade industry; Joe Godman, MONY counsel; Al Bodkin, the industry's only member ever to have been a candidate for the New York State Senate; Barney Sugarman, Runyon Sales, and Meyer Parkoff, Atlantic-New York.

The invocation was delivered by Rabbi Eli Lipsey of Manhasset, L. I., who heads the congregation of which the guest of honor is a member.

Mr. and Mrs. Simon were escorted to the dias by Meyer Parkoff, last year's guest of honor. In accepting the awards, Al Simon thanked his co-workers in the Coin Machine Division for their devotion to the cause.

A moment of silent prayer was observed for Sidney Levine, counsel for the Music Operators of America and also for MONY whose urtimely death last year shocked the industry.

Providing the dance music and backing the show for the evening was the Art Stanley ork. Acting as entertainment emsee and also performing was Danny Winchell, former M-G-M recording artist and currently a song plugger.

The entertainment bill was headed by Barbara McNair, Coral artist, and included Jerry Vale, Columbia, Bobby Brooks, RCA-Victor; Gino and Gina, Mercury, Vinnie Munn, Fargo, and the Kalin Twins, Decca.

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tho, is the opening of the race track in Monticello. The taverns figure to do much better with the race track handy.

Live entertainment abounds in these resort locations lies idle for the Catskills, and this doesn't help three seasons of the year. About juke box play. This year, with most 10 per cent is used in bowling of the major hotels trying to outdo alleys, American Legior Halls and each other, the live entertainment other stops which are active dur- promises to be more abundant than

How much the general business recession will hurt coin machine play in Empire State resorts is report that reservations are coming doesn't mean much to the juke box But many marginal locations will operator. The man who pays \$50 no longer be serviced. With a pin- a day at a swank resort doesn't ball, the operator could come out spend too much of his money in

> The man the operator must depend on is the vacationist who probably earns between \$5,000 and \$10,000 a year and who has a few hundred dollars to spend on a two-week vacation in the mountains or at the beach.

Whether these people will be coming to resorts in as large numbers as formerly, and whether they'll be spending at the rate they did last year are questions which won't be answered until July.

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ARCADE

DeL. 1957 Baseball . . \$375

Motorama 350

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Grandma 325

Pirate Gun 275 Royal Mustang 275

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Genco Sky Rocket .. 210

Bonus Gun 195

Ranger Gun 195 2-Player Basketball .. 185

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Bally BIG INNING Bally TROPHY BOWLER Bally SPACE GUNNER Wms. SHORTSTOP Wms. JUMBO TEN STRIKE Genco SPACE AGE Genco FUN FAIR Genco GUN CLUB Kaye SUPER HOCKEY Valley-Kaye-Golish 6 POCKET POOLS

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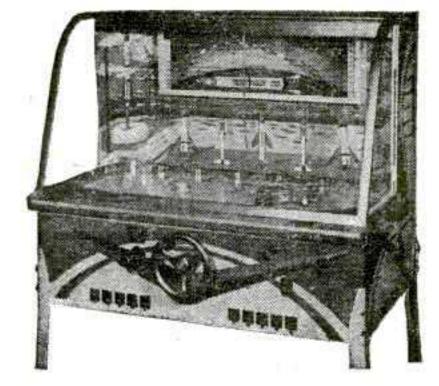
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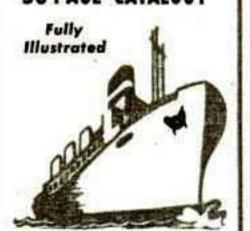
ARCADE

United BONUS BOWLING ALLEY

Ex. POP GUN CIRCUSWrite Genco MOTORAMA\$395 Genco CIRCUS GUN 375 Un. CARNIVAL GUN 165
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Ross, Rini Trials

• Continued from page 78

before the grand jury several weeks ago. He produced a list of CIAA members, but nothing more.

There were no plans to issue further subpoenas at this date. The State's Attorney's office reported that "things have quieted down" on the coin machine-union rackets investigative front.

CIA and its contracted union, Local 134 of the Electrical Workers, have been under scrutiny of local, State and Federal investigative groups.

Ross and Rini, who were allegedly on the CIAA payroll, are to be tried Monday (19) on counts of malicious mischief, and in June, on counts of confidence game and larceny.

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Les Boyd, Ace Distributing Company, opened his charter boat service at Newport, R. I., last week. Boyd also operates a charter boat at Fort Lauderdale. Fla., in the winter. . . . Al Denver, head of the Music Operators of New York, is in Washington for the ASCAP hearings. . . . Les Coleman, Gem Music, is getting his boat ready at Captree, L. I. . . . Joe Diamond, Heights Music, is opening his bungalows at Atlantic Beach, L. I.



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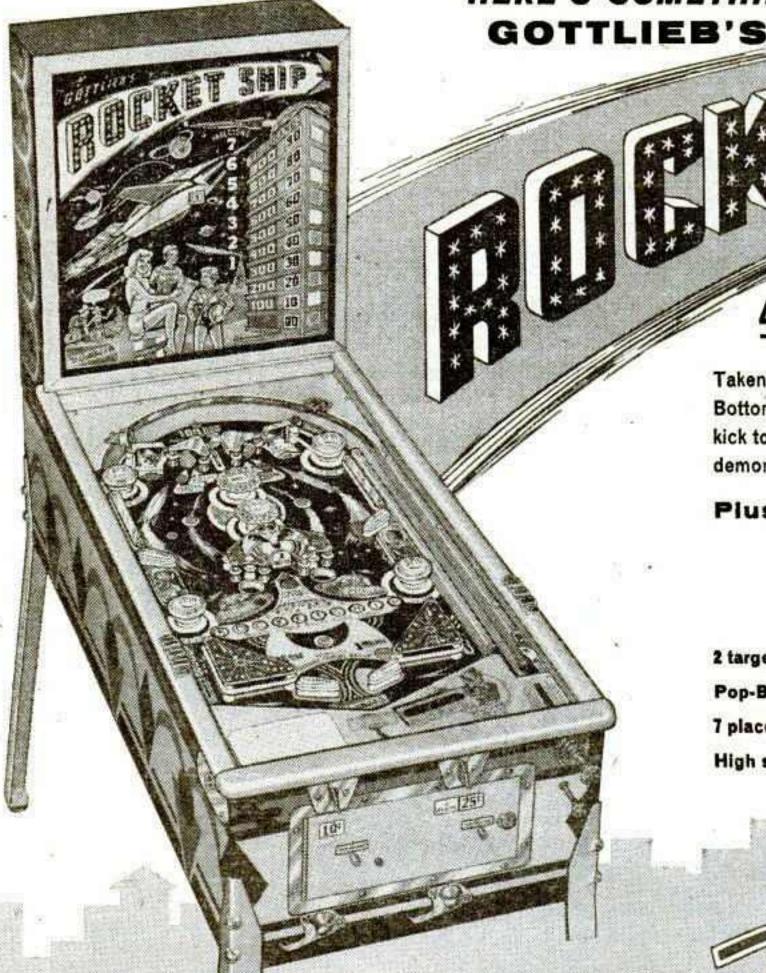
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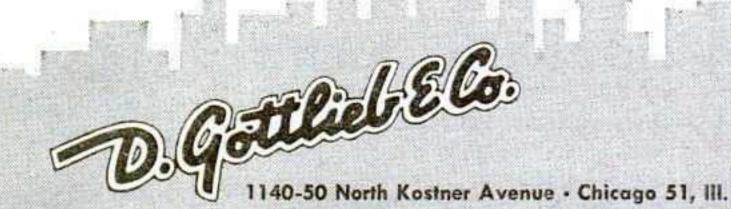
- Lite letters in R-O-C-K-E-T S-H-I-P carry-over feature
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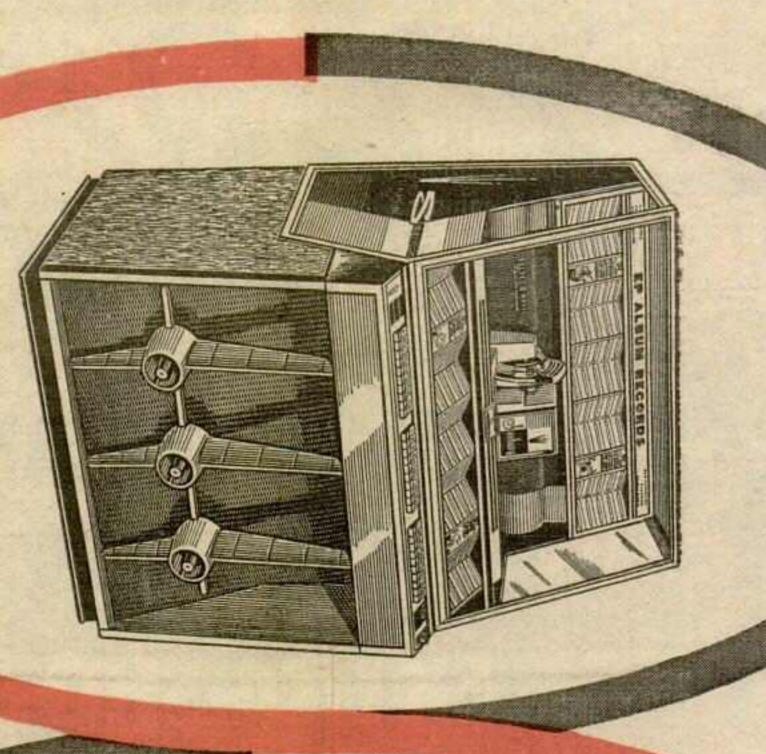
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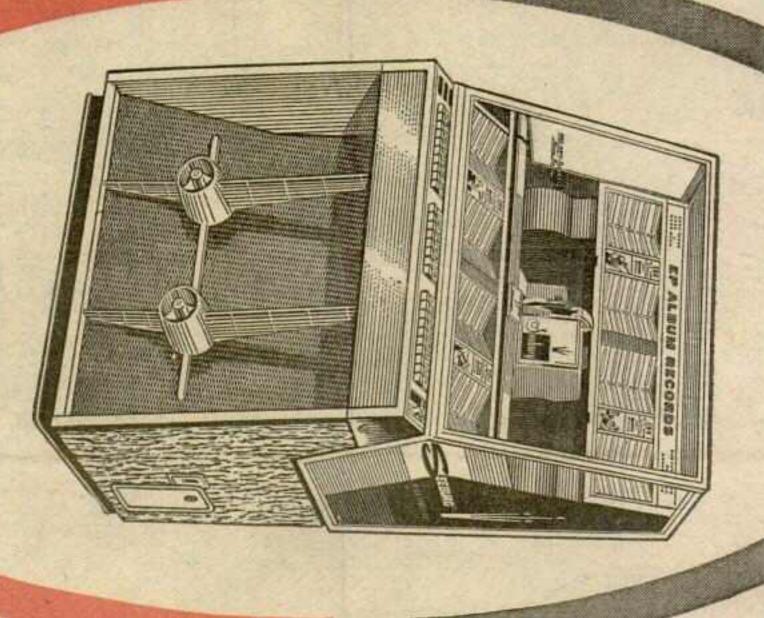


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