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Funspot Magazine Analyzes Market

First Annual Survey Tabs Funspot Industry as Grossing \$2 Billion

CHICAGO — The tremendous continuing new growth of the nation's funspot industry—permanently located amusement-recreation facilities—is documented for the first time in Funspot Magazine's first annual market analysis. Funspot is a sister publication of The Billboard and Vend.

Released this week with the distribution of the February issue, the survey shows that the 21,093 funspots are grossing close to \$2,000,000,000 annually. Included in the survey are amusement parks, kiddielands, drive-in theaters, tourist attractions, recreation centers, including roller and ice skating rinks, swimming pools, miniature and golf driving ranges and government parks.

The market analysis was completed as part of a continuing research project conducted for Funspot under the direction of Thomas Lea Davidson, of the Northwestern University School of Business. The purpose of the study was to create a comprehensive picture of just what does compose the funspot market.

Studies leading to the launching of Funspot, The Magazine of Amusement Management, last August, were substantiated by the survey. The growth of the industry had been first traced and recognized by The Billboard in its annual OARC (Outdoor Amusement Recreation Center) special editions.

The 24-page survey presentation shows that 68 per cent of all funspots have been established in the last 10 years. The average age of all facilities is 12.2 years. The total industry investment exclusive of land is between \$2.27 billion and \$2.6 billion.

The industry growth, which skyrocketed immediately after the war, is continuing at a steady rate of about 6 per cent a year.

Many Sources
In attempting to determine just how many operators for firms were supplying amusement-recreation facilities, the research team gathered information from a number of sources.

Included were government statistics, trade associations, manufacturers' lists, and records of The Billboard. The latter covers a 63-year span, by far the longest of any other source. The resulting universe total of 21,093 is known to be conservative. No figures were included which could not be supported by facts.

Included in the total are 700 amusement parks, 10,225 recreation centers, 4,200 drive-in theaters, 1,248 tourist attractions, 500 kiddielands, 4,220 government parks. All have facilities operated commercially for a profit.

From this group an unrestricted random sample was taken and the survey was compiled on the basis of 1,224 questionnaires. The information was coded and placed on punch cards. The cards were scored by Remington Rand data processing machinery and the results were interpreted by Davidson.

In addition to presenting overall industry figures the survey also treats each of the major categories individually so that the operator of amusement parks or any other funspot has an industry profile with which to compare his own operation.

Information on each category includes gross investment, gross sales volumes, years in operation, types of facilities and food and drink earnings.

The concentration of funspots is [\(Continued on page 47\)](#)

MOON CLEFFERS MAY CONFOUND COPYR'T OFFICE

WASHINGTON — Music on the Moon may prove a head-scratcher to copyright experts sooner than was expected. With the youth of the country champing to get "way out there," Copyright Office is caught with only one publication on interplanetary copyright. The paper is vintage 1952, but growing more current with every successful Sputnik launching.

Copyright office examiner Donald F. Reines, author of the 1952 Treaties on Interplanetary Copyright omits only the problems of background music in Sputniks. The paper has become a classic thru reprint in forward-looking science fiction magazines, and in a legal reference works with a tongue-in-cheek interest in the "way out" copyright problems of the spheres.

Reines notes that the first question for U. S. legalists to work over is whether our copyright law is applicable to the moon. Supposing that a work originates and is distributed by an American colonist on the moon—which could be colonized by many nations as a way-station to further-outness—can it be registered with our Copyright Office, since the moon is certainly "outside" the United States?

As for field work by Copyright Office personnel on Mars or Venus, a check of the staff revealed that "they" will not work with anything green in color, scaly in texture, or over fifteen feet tall. [\(Continued on page 4\)](#)

Radio, TV Pioneer Airings Reflect Stereo Interest

Stepped-Up Tape and Stereo Disk Activity Sparks B'dcast Efforts

By JUNE BUNDY

NEW YORK — Stepped-up activity in the stereo tape field and the prediction that the stereo disk will be introduced commercially by mid-summer (see The Billboard, February 10) is strongly reflected in the recent increase of pioneer efforts of radio and TV broadcasters in stereophonic broadcasting—both live and recorded.

Some confusion exists as to "who was first with what," but all of the stations involved certainly qualify as pioneers, via varied experiments in one or more phases of the stereo broadcasting field.

New Experiment

One of the newest experiments is scheduled for March 2, when two local Sacramento stations KROY and KCMS will participate in what is claimed to be the first AM-FM stereophonic broadcast in history. The outlets will co-operate in broadcasting an hour of music simultaneously during the afternoon.

Phillip Gundy, prexy of Ampex Corporation's audio division, said that experiments are now under way to determine the feasibility of stereophonic broadcasts by a single AM station. Tests have already been conducted on multiplexing, method by which a single FM station can broadcast stereo. In the

past, stereo broadcasts have consisted principally of AM, FM or AM-TV combinations.

The new E. S. L. Cartridge, (manufactured by Electro-Sonic Labs of Long Island City, N. Y., and utilized by KPIX for the experiment) is not yet in production, but if enough demand is created by the KPIX stereo telecast, E. S. L. officials indicated it would be available within three months.

Live stereophonic broadcasts by symphony orchestras have been conducted in recent months by WCRB, Boston; WFLN, Philadelphia; KFAC, Los Angeles; WBEN, Buffalo; WQXR, New York (which has experimented with binaural broadcasting for the past few years); WBAI-FM, New York, and others.

Also active in stereo broadcasting tests and improved-sound experiments are KCMO, Kansas City, Mo.; KCBH-FM, Beverly Hills, Calif.; WCHE-FM, Brookfield, Conn.; WJBK, Detroit; the Mutual Broadcasting System and WINS, New York.

Brookfield, Conn., station WGH claims to be the first station commercially licensed (under special trial authorization by the FCC) to broadcast three programs at once. Utilizing the multiplex system, WCHE has been airing triple broadcast stereo programs for the past seven months, and plan to inaugurate FM stereo broadcasting on a regular schedule as soon as multiplex adapters become generally available to the public.

Several manufacturers reportedly are interested in making the multiplex adapters, which will retail for somewhere less than \$100 and will make ordinary FM re-

[\(Continued on page 9\)](#)

NEWS OF THE WEEK

Record Business Up and Down For '58, Survey Finds . . .

Record business across the country is "spotty" according to a survey of dealers in key markets. In some areas it has fallen off sharply, in others it is equal to and at times surpassing last year's boom business. [Page 2](#)

RIAA Plan Certifies Gold Record Awards . . .

A system for certifying 1,000,000 sales for Gold Record Awards has been developed by the Record Industry Association of America. In order to determine eligibility of an artist for such an award, the RIAA will have the sales of the record manufacturer audited, and will issue a certificate when a disk reaches the 1,000,000 figure. [Page 2](#)

RCA Victor Sets Precedental Promotion for "South Pacific" . . .

RCA Victor sets massive promotional drive on behalf of its original soundtrack recordings of Rodgers-Hammerstein "South Pacific." Company will spend \$250,000 during March in national magazines, newspaper, television and radio. Contests and tie-ins set to spur the drive. [Page 2](#)

\$5 Mil Theme Park Set For Dallas Fair Plant . . .

The trend toward theme name parks as amusement centers received further impetus this

past week by the announcement that a \$4 to \$5 million spot called "Grand Ol' Texas" would be established on the grounds of the State Fair of Texas in Dallas. [Page 47](#)

Toronto's 1957 CNE Racks Up Record 654G Profit . . .

North America's biggest fair from the standpoint of attendance, Toronto's Canadian National Exhibition, racked up a record profit of \$656,564 from its 1957 run. [Page 47](#)

Link Political Ties to Chicago Juke Op Pressuring . . .

The Billboard investigation reveals powerful political ties to Charles English, owner of Lormar Distributing Company, from which Chicago juke box operators were pressured to buy records. English, long-time syndicate stooge and race track bookmaker, reportedly contributed at least \$7,500 to city political coffers. [Page 3](#)

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this issue



RIAA Plan Certifies Gold Disk Awards

Audit of Record Mfr. Sales to Make 1-Mil Platter Qualification Official

NEW YORK—A system for certifying 1,000,000 sales for Gold Record Awards has been developed by the Record Industry Association of America, according to an announcement by John W. Griffin, RIAA executive secretary. RIAA, in order to determine eligibility of an artist for such an award, will have the sales of the record manufacturer audited. In the event it is found the disk has reached the 1,000,000 figure, RIAA will issue a certificate attesting to that fact.

RIAA has made arrangements with the firm of Prager & Fenton, certified public accountants, to do the necessary audits of any records nominated. The firm is regularly employed by Harry Fox, publishers' agent and trustee to audit sales and royalty accounts of individual record manufacturers. RIAA will charge a fee of \$350 for each for which attestation of sales is requested. The fee, which must accompany the application, is not refundable, even tho an audit indicates the disk is not eligible for a Gold Record Award.

Griffin stated the RIAA set up the system of certification as a result of request from many segments of the record industry. He added that awards will continue to be made by individual manufacturers as at present, but awards attested to by the RIAA may bear the seal of the association and legend stating the award has been officially approved.

Outsiders Too

A company which is not a mem-

ber of RIAA may nevertheless request attestation of an award.

Griffin also noted that altho attestation is freely offered to all labels, a label may or may not accept the use of this facility. "It is presumed that some Gold Record Awards will continue to be made without RIAA attestation.

A manufacturer who secures RIAA certification will be authorized to publicize this fact and—if he wishes—to impress the seal of the RIAA upon the gold record. Also, both the manufacturer and the artist will each receive from RIAA an inscribed plaque.

The criteria established by the
(Continued on page 42)

Door Prizes For Deejays At Convention

KANSAS CITY, Mo. — In a move to hypo attendance of deejays at the various business meetings scheduled for the First Annual Pop Disk Jockey Convention and Seminar here next month (7, 8, 9) door prizes will be offered at each meeting.

The awards—arranged by convention co-ordinator, Bill Stewart—include a color TV set, five portable TV sets, three Mark IV hi-fi sets, a portable tape machine and five transistor radios—all donated by RCA Victor.

In addition, three grand prizes will be offered to those who attend 75 per cent of the scheduled Saturday and Sunday sessions. Ebb Records is putting up a trip for a jockey and his wife to Mexico City; Chess Records is providing an all-expenses week for two to Bermuda.

(Continued on page 42)

Tracy Leaves Down Beat to Head EmArcy

CHICAGO—Jack Tracy, editor of Down Beat, becomes topper of EmArcy Records, the Mercury jazz subsidiary, March 15.

Bob Shad, heretofore chief of EmArcy, is being relieved of the post because of his mounting responsibilities as Mercury's East Coast a.&c. chief. Shad will continue his connection with EmArcy, advising and assisting Tracy, and Pete Rugolo, Merc's West Coast a.&c. chief, will serve a similar role in the EmArcy set-up.

Down Beat's editorial management will be assumed jointly by its present trio of associate editors, Don Gold in Chicago, Don Cerulli in New York and John Tynan in Hollywood. They will be co-ordinated by Charles Suber, publisher. Tracy said that this "editorial committee" is intended as a permanent arrangement.

RF&M TOPS ON OSCAR'S LIST

HOLLYWOOD—As they have for the past seven years, Robbins, Feist & Miller walked off with more nominations than any other music firm in the 30th Annual Oscar derby by the Academy of Motion Picture Arts & Sciences.

Two songs in the Feist catalog were nominated: "An Affair to Remember," by Harry Warren, Harold Adamson and Leo McCarey, and "April Love," by Sammy Fair and Paul Francis Webster.

Others nominated were "All the Way," by Jimmy Van Heusen and Sammy Cahn and published by Maraville Music; "Tammy," by Ray Evans and Jay Livingston and published by Northern Music, and "Wild Is the Wind," penned by Dimitri Tiomkin and Ned Washington and in the Famous-Paramount catalog.

Nominated for best music scoring were Johnny Green, Malcolm Arnold, Paul Smith and Hugo Friedhofer, latter with two nominations.

Winners will be announced at the annual awards show on March 26.

M-G-M Waxes Michaelis in 2 Gab Disks

NEW YORK—M-G-M Records is releasing a new series of "Recorded Portraits" of outstanding personalities, in conversation with Arnold Michaelis, according to Arnold Maxin, M-G-M president. First two wax portraits are Eleanor Roosevelt and Rodgers and Hammerstein.

Michaelis, veteran radio and TV director and producer, has previously produced recorded conversations with Bruno Walter and Adlai Stevenson.

Maxin believes that the "Recorded Portraits" series has a broad sales potential.

250G Set to Push 'So. Pacific' Album

All Hands Turn to for Unprecedented Promotion on Original Sound Track

NEW YORK — RCA Victor is kicking off an unprecedented promotion on its original sound track of the Rodgers-Hammerstein, "South Pacific" movie, which is scheduled to open in New York March 19. The scope of the promotion in all media is so large that \$250,000 has been allocated and will be spent during March in national magazines, newspapers, television, radio, etc. In addition, extensive contests and tie-ins have been worked out in order to get the greatest potential out of the push. No other pop album product is being released in March, and the company is running off an initial output of 500,000 albums. A sale of at least 1,000,000 is expected

by the company during the year.

The campaign in magazine, newspapers, and TV and AM aimed at creating 300,000,000 visual and auditory impressions—most twice as many impressions as there are people in the United States.

Life magazine will carry a page ad, in color, of the album. The firm of Gallup Robinson run a study on the impact of ad—considered the first time has carried a full-page ad in color. The Life ad is estimated as likely to reach 29,000,000. Ads in other consumer publications, including the New York Holiday, Time, Esquire, High Fidelity, Audition, etc., are estimated as likely to reach an additional 36,000,000. Full-page ads in newspapers are to account for an additional 12,000,000.

TV, Radio Plugs

Radio and TV promotion during March is expected to account for total of 81,000,000 impressions. This end of the promotion will include 60-second commercials of the Eddie Fisher-George Gobel show, March 8 and March 15.

(Continued on page 10)

ASCAP Holds Coast Dinner On Thursday

HOLLYWOOD — The semi-annual dinner and meeting of the American Society of Composers, Authors & Publishers will be held at the Beverly Hilton Hotel here Thursday (27).

Paul Cunningham, president of ASCAP, along with Stanley Adams, current chairman of the executive committee; Herman Finklestein, general counsel, and George Hoffman, comptroller, will address the meeting. L. Wolfie Gilbert, Coast member of the ASCAP board of directors, will preside.

Altho the ASCAP West Coast committee has ceased to function, Gilbert continues as the senior ASCAP representative on the Coast, and as a member of the ASCAP board will continue to represent Coast members in all matters pertaining to the Society.

Survey of '58 Sales Shows Record Sales Up—and Down

NEW YORK—Generally "spotty" is the only word that can be applied to business conditions in the record industry for the first eight weeks of this new year. Excepting this past week—which was murder in the East and Midwest due to the big blizzard—business conditions varied from city to city. In some it was off up to 30 per cent as against last year, in others

it was as good as or even better than this time a year ago.

In this city for example, four stores checked said business had slumped terribly. The Colony Record Shop and Tin Pan Alley both were feeling the hurt on the LP level, with little decrease in single sales. But, as a spokesman put it, "you need those LP sales to get dollar volume." Sultan's Record Shop also felt a slump, caused, according to Harry Sultan, by too many new dealers in the record business. Sultan claims business would be good for the dealer if records weren't being sold by supermarkets, discount houses, drugstores and thru record clubs. The pie just isn't big enough, Sultan felt.

Yet, Sam Goody, who is only around the corner from the Colony Record Shop, said that his business was up over last year. He said December was off, but January was a good month and February was up to the blizzard—a good month as against last year.

In Pittsburgh, Sam Shapiro, head of the National Record Mart chain of 17 stores in that city, stated that business was satisfactory in both

singles and LP's. He said that business would be really solid on singles if the manufacturers hadn't raised the price of 45's recently to 98 cents. Shapiro felt the manufacturers had hurt themselves badly via the increase.

However, in Cleveland, two stores checked said that business was terrible. They blamed it on the recession and the high unemployment figures. At the Loop Record Shop Marcus Jaeckel said that the big decline was in singles, which he said had fallen way down. LP's tho, he noted, were holding up well. At Sam's Novelty Mart in the same city the same situation was true. Sam Smith said that single sales had fallen way down, but he noted LP sales had dropped too, tho not nearly as much. Unemployment, he felt, was the reason.

In Chicago, Helen Meyer, of the Hudson chain there, said that altho there was a slump early in January, the last four weeks have been much better. She did say that single sales had fallen off steeply, but that the dollar volume
(Continued on page 10)

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Sidney Mills Expanding His Firm, Disking

NEW YORK — Sidney Mills, who left Mills Music in September to open his own publishing firm, is broadening his operations considerably. Mills has set up Diana Records, Inc., a diskery; he has set up a personal management operation, and he has concluded deals for representation abroad.

A pact has been concluded whereby Reg Connelly represents Sid Mills' copyrights for the Continent. Negotiations are also being concluded whereby Davis & Company will represent Mills in Australia and New Zealand. He is also negotiating for representation in South America. One of Mills' tunes, "One Blade of Grass," recorded here by Jack Carroll on Decca, has already gotten five disks in England.

Mills stated he would cut considerably more masters, in line with his stepped-up activity.

On the management level, Mills has signed Helen Carr, recording artist, and orkster Bernie Mann. Mann, incidentally, owns The Riviera in Port Washington, and Mills is hoping to set an AM or TV show out of the location.

Mills goes to the West Coast shortly to wrap up acquisition of other material.

DECCA LAUNCHES OWN SATELLITE

SAN FRANCISCO—Decca Records tied its new "Star Time" promotion into the current satellite hoopla with a mammoth sales hype of its own last week, resulting in local and national press and TV coverage for its "Decca Records Are Out of This World" stunt here.

Promotion was executed by Irv Stimler, Decca branch manager, who sold the U. S. Army on displaying a replica of Uncle Sam's recently launched satellite Explorer along with the Decca "Star Time" LP's. In addition to the model Explorer, Stimler also secured replicas of a Nike rocket, the Russian Sputnik and also had the Army set up a unit to receive signals currently coming from the U. S. missile.

All were put into a window display in the Sherman-Clay Music Shop here. Label also distributed specially pressed 45 r.p.m. recordings of an actual rocket launching to customers.

Chi Disk Racket Explosions May Be Traced to One Fuse

Name, Incident Disclosures Suggest Tie Twixt Bootlegging, Juke Row

By BERNIE ASBELL

CHICAGO — This city's twin racket explosions—the wholesale bootlegging of top hit records and the alleged mob-inspired muscling of juke box operators by a Chicago one-stop were linked together last week.

The disclosures knit together a chain of characters ranging from the admitted disk counterfeiter, George Hilger, 42, alias George Miller, to Charles (Chuck) English, owner of Lormar Distributing Company, a huge one-stop, under front-page fire in the local papers in connection with syndicate juke box scandals (see separate story, Coin Machine Section). Between these

two in the cast of characters stand a Chicago ex-cop, a secretary now hiding out in a Florida orange grove, and a little-known corporation enjoying a huge business selling obsolete hit records at low prices thru the country's biggest drug and novelty chains.

Hilger was arrested two weeks ago and charged with counterfeiting more than a dozen record labels and selling more than 125,000 copies of top hits to a web of one-stops in Milwaukee, Des Moines and Buffalo as well as to Lormar Distributing in Chicago. English, of Lormar, arrested simultaneously for alleged possession of some of the disks, protested that he didn't know the records were counterfeit.

The big question here has been: Did English, also in hot water over juke box muscling, know of Hilger's counterfeiting racket? Or did the phoney records get into his inventory thru normal distributor channels, as English claimed? A week ago he told a Billboard reporter that he never laid eyes on Hilger in his life.

The link between English and Hilger is not to be found in Lormar but in another firm heretofore unmentioned in the daily press or by investigators for the State's attorney and the U. S. Senate rackets committee, all active in the case. This firm is Consolidated Record Sales, Inc., operating from the same address as Lormar. Current president of the firm is Bill McGuire, a former policeman, who also is general manager of Lormar Distributing. Consolidated is engaged in buying up stocks of dying hits as well as slightly used juke box records and packaging them for 29-cent resale by national chain stores. Walgreen's drugstores are Consolidated's most profitable customers. Woolworth stores are another, altho, strangely, Woolworth's business has been billed by Lormar. As soon as Lormar's shady operations came to light last week, Woolworth promptly canceled its account.

But McGuire's presidency in the Consolidated firm is comparatively [\(Continued on page 63\)](#)

Concord Gets U. S. Rights to Czech Label

NEW YORK — Wesley Smith, head of the classical LP line of Concord Records, last week secured the American rights to distribute LP's of the Czechoslovak diskery Supraphon Records. He will buy finished LP's from Supraphon and distribute them in this country, thru regular Concord distributors. Suggested retail list for the Czech disks will be \$4.98.

Supraphon is a classical line with artists of the stature of David Oistrakh, the Czech Philharmonic Orchestra, Sziatoslav Richter and M. Rostropovich under contract to the label. First sides to be made available here in March will include LP's by Oistrakh and the Czech Philharmonic.

Broadway Musicals Line Up for the Fall

NEW YORK — Record manufacturers will shortly be vying for original-cast album rights to a flock of new musicals—with scores by Rodgers and Hammerstein, Burton Lane and Dorothy Fields, Harold Rome, etc. All are sched-

uled to open on Broadway in the fall.

The new season will be marked by three Oriental-flavored musicals—Rodgers and Hammerstein's "Flower Drum Song" in late November, "Cry for Happy," with score by Lane and Miss Fields, and Josh Logan's "Susie Wong." The score for last show is still unassigned.

Other musicals scheduled for fall—altho many, of course, may not make it—include "The Spirit Is Willing" (a musical version of "The Ghost Goes West"), with music by David Rose, lyrics by Stanley Snyne; "Thirteen Daughters" music, Eaton McGoon Jr. and Hal Hester; lyrics, McGoon, Yellen and Ronny Graham; "Destry Rides Again," Harold Rome; "Ah Wilderness," Dorothy and Herbert Fields; "Gypsy," with Ethel Merman and score by Harold Rome; "Juno," musical version of "Juno and the Paycock," music by Marc Blitz- [\(Continued on page 10\)](#)

RIAA Board Adopts Standards on Tape

NEW YORK — The board of directors of the Record Industry Association of America, Inc., has adopted magnetic tape standards. This was done at a recent meeting at which the board approved a report of its engineering committee relative to Frequency Response Standards for 7½-inch tape. William S. Bachman, chairman of the engineering committee, issued the following statement:

"At the request of members of our committee, the Ampex Corporation prepared 12 identical Frequency Response Tapes of the type ordinarily used in engineering laboratories. One of these tapes was circulated among all the members of our committee for the purpose of securing independent laboratory measurements. It developed that all of the engineers examining the tape reported that the characteristics of this tape were

almost identical with those in current use.

"Consequently, the Frequency Response Characteristics shown by this group of tapes was unanimously recommended as standard for the industry. All of these tapes have been placed in the custody [\(Continued on page 42\)](#)

Gale Storm Tops Dot's 7 New Albums

HOLLYWOOD — Dot Records will release seven new albums this week, topped by a pick-up package by singer Gale Storm titled "Gale Storm Hits."

Latter album features the chirp in 12 of her biggest pop singles. Other wax being issued includes the sound track from the Paramount film, "Desire Under the Elms," by Elmer Bernstein; "Son of Word Jazz," the follow-up of the label's widely successful "Word Jazz" by Ken Nordine and the Fred Katz group; "The Light Fantastic," by Beasley Smith, and new sets by Marlene Cord, Bill Page, and the Sunshine Boys. Latter three artists make their bow on the label in this release.

Dot also signed Robert Sterling and Anne Jeffreys to recording contracts last week, and purchased a master from disk jockey Art Laboe here. Latter is "Corrido Rock," by Handsome Jim Balcom.

SPECIAL NOTICE TO TV SUBSCRIBERS

In view of the sale of The Billboard's TV Programming Department to Television Age magazine, subscribers of The Billboard who desire to have their subscriptions switched to Television Age may do so by filling out and returning the coupon which appears herewith.

Readers who wish to have their subscriptions transferred entirely to Television Age should check the appropriate box. Their expiration date will remain exactly the same as it is at present.

For TV readers who wish to continue to receive The Billboard for its coverage of music in TV and radio, and who also wish to receive Television Age, a special ar-

angement has been worked out. By checking the "split subscription" box in the coupon, the remaining term of their Billboard subscription will be cut in half, during which period they will receive both The Billboard and Television Age.

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MGM Shifts And Expands Sales Force

NEW YORK—M-G-M Records has realigned and strengthened its sales force, it was announced last week by Irv Jerome, vice-president in charge of sales and promotion. Don Foreman has been retained to handle district sales and promotion in the Midwest, with headquarters at 515 Lake Shore Drive, Wildwood, Ill. Bill Taylor continues to handle the South and Southwest, working out of Garland, Tex. Gordon Gray has been shifted to the Eastern territory while Helen Tobin and Lila Wolf will be employed on special assignments.

When Jerome returns from a visit to the West Coast territory early in March, he will announce the set-up there. Sol Handwerker will work under Jerome, co-ordinating publicity, advertising promotion and merchandising.

How Do Artists, Pubs Fare On Disk Club Concessions?

Question on Equity in Such Deals Grows in Minds of Writers, Etc.

HOLLYWOOD — While Columbia, Capitol and RCA Victor appear to be well on their way to greater revenues via their respective record clubs, the question of whether artists, publishers and writers are faring as well appears to crop up with increasing rapidity of late.

It's true that the major labels have taken a calculated gamble and invested huge sums of money in getting into the club business, the writers particularly wonder if they are being penalized under the existing arms-length licensing set-up.

There is no one formula that the labels are using at the present time in determining just how much of a royalty an artist should get on works that go into the club, or what mechanical rates should be

established for a publisher's music that is being used in the club. At the present time RCA Victor is not affected by the problem since they have only released classical repertoire, most of which is in the public domain. They will, however, come to grips with establishing a formula when they debut their upcoming pop record club.

As best as can be determined, recording artists who have their albums in the Capitol and Colum-

bia clubs are on half royalty rates, or 50 per cent of the rate established in their respective pacts. Insofar as albums used by the labels as bonus records, the artists ostensibly receive no royalties at all.

Publishers on the other hand are reported to be receiving 50 per cent of the established mechanical rate on music included in bonus albums, and a scale of 75 per cent of their normal license on other

(Continued on page 24)

Now's Time to Ask Copyright Changes

Spivacke Tells Industry Not to Wait For Hearings Till Drafts Are Law

By MILDRED HALL

WASHINGTON — "Don't wait until proposed changes in copyright have been drafted into law, and then try to get changes made at hearings," Harold Spivacke, chief of the Music division of the Library of Congress has warned the music industry.

The warning, given in the course of a meeting of the National Music Council, is part of the Copyright Office alert to the industry to keep up with the proposed revision of the act in such vital fields as compulsory licensing, infringement, renewal terms and divisibility of copyright.

A similar reminder was given California traders recently by Arthur Fisher, Copyright Office register, who warned them to help in the job of informing legislators who will vote on a final version

of a revised copyright bill (The Billboard, February 17).

There should be more representation of members of the music industry, as well as copyright experts, on committees set up by music associations to keep tabs on the current Library of Congress studies, which are due to conclude

(Continued on page 42)

'PIRATE'

Deejay Puts Together A Novelty

HOLLYWOOD—No Bluebeard he, disk jockey Red Blanchard, KPOP, got into the record business last week via the novel label tagged Pirate Records.

Declaring he cut his first release, titled "Cape Canaveral, Parts I and II," in "two hours in the garage," Blanchard has taken short takes from eight currently hot rock and roll records and with the aid of a gag script much in the idiom of the Flying Saucer disks, fashioned his debut in the disk industry.

Blanchard said that he's received

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Stavisky Still Fronting BMI

WASHINGTON—A trade press statement of last week omitted to note that Broadcast Music, Inc.'s official representative here is still Samuel Stavisky, Washington public relations figure, altho BMI will also employ the services of Robert K. Richards, as announced in a broadcast trade magazine here.

Richards, who heads the Washington PR firm of Richards Associates, told The Billboard (20) that his work will be almost exclusively in the area of station relations and education. It will be Richards' job to explain BMI and its position in the music industry to broadcasters—particularly some 50 per cent of today's licensees who were not witnesses to the origins and purpose of BMI when it was founded some 18 years ago.

Richards' educational job may also include the writing of a booklet to explain the story and functions of BMI, he said. In all other areas, Stavisky will remain BMI's Washington representative, Richards notes.

Mercury Ups Ted Fullmer

HOLLYWOOD—Ted Fullmer, for the past year manager of Mercury Records branch in San Francisco, has been named LP national sales manager at Mercury Records. Fullmer replaces Johnny Sippel, who recently resigned to rejoin The Billboard.

Fullmer has been in the record business for the last 12 years, beginning with his own retail outlet in Oakland, Calif. After four years as a salesman, he became manager of Wallich's Music City here, and joined Mercury in San Francisco in November, 1956.

Jules Rubenstein replaces Fullmer as branch manager, with Bob Summers, formerly with Station KYA, named to handle promotion.

Fran Kelly Joins Duke

HOLLYWOOD — Writer-composer Fran Kelly has joined the Duke Ellington organization to collaborate on a series of special projects with Ellington and Billy Strayhorn.

Miss Kelly, a vet member of the Ellington band of the early '40's, is currently writing with the maestro during the band's engagement at the Chi Chi in Palm Springs. Ellington ork has two remaining local dates, March 7-8 at Vally Junior College and Claremont Men's College here. Strayhorn,

(Continued on page 42)

Music of the Spheres Cues Puzzlement

• Continued from page 1

cool cats of these way-out planets fit such descriptions, it appears likely that they could never obtain national treatment even under present Universal Copyright Convention.)

If the Martians have more than one head, Reines asks, would the work of the composer be registered as a single copyright? Or in the name of each head as a co-author?

Problems of time in the furthest-out portions of the galaxy could put works by colonizers into public domain years before they could reach the Copyright Office home plate to be registered. In that case, Reines recommends that the rule should be to increase the length of copyright in proportion to the distance from the Copyright Office.

The Copyright Office examiner expects that all problems will be solved by the first Intergalactic Copyright Convention plus a giant thinking machine with some 20 quadrillion or so vacuum tubes with all copyright law, office and court decisions built into its circuits.

The Reines study did not note what reaction the budget request would get from appropriations committees in House and Senate, who are apparently still convinced that even Russia is too far out to require cultural competition on any large scale at international fairs and exhibitions.

JD Looks Into TV Licensee, ASCAP Pacts

WASHINGTON—The Department of Justice is reportedly studying the American Society of Composers, Authors and Publishers music licensing contracts with television licensees. A complaint, said to have originated early this year with G. Richard Shafto, president of WIS-TV, Columbia, S. C., reflected the broadcaster's well-known views about the extent and complexity of the society's logging requirements.

Shafto is known to believe that the ASCAP logging requirements are too detailed, and possibly in conflict with the association's op-

(Continued on page 42)

DISTRIBUTOR NEWS

By HOWARD COOK

At Leonard Smith, Inc., Albany, N. Y., Gene Catherman rates business exceptionally good. Several new disks are showing promise, and Roulette with associated labels, Gee, Tico and Rama have been added. Strongest records at the moment are Roger Williams' "Arrivederci, Roma" on Kapp, "The Prince of Players" by Tommy Frederic on Carlton and Jerry Lee Lewis' "Breathless" on Sun. Catherman states that Connie Francis' M-G-M record, "Who's Sorry Now," is a smash.

Gwen Kessler and Jack Geldbart, of Southland Distributing in Atlanta, report that quite a few platters are on the move. Biggest in the place is Chuck Berry's "Sweet Little Sixteen" on Chess. A close second is Little Richard's Specialty contender, "Good Golly, Miss Molly." Sales are strong for Jerry Lee Lewis' "Breathless" and Bill Justis' (Phillips International) "The College Man." Eddie Cochran's "Jeannie, Jeannie, Jeannie" on Liberty also looks good. Other platters that have been moving well for Southland include "Been So Long" by the Pastels on Argo, "The Walk" by Jimmy McCracklin on Checker and "Billy" by Kathy Linden on Felsted. Miss Kessler calls "I'm So Young" by Bill O'Brien on Fox a local hit. The artist hails from that area.

The State Record Distributing Company in Cincinnati lists "Breathless" by Jerry Lee Lewis as a very strong side. Steve Lawrence's "Uh Huh, Oh Yeah" is also moving well. Over 2,500 were shipped out last week. "Yes, My Darling" by Fats Domino on Imperial is also hot. "Maybe, Baby" by the Crickets on Brunswick is also going well. Buddy Holly's "I'm Gonna Love You Too" is on the move. "Dinner With Drac" by John Zacherlee on Cameo shows good potential. Other new releases, showing good sales strength, are "Rock and Roll Is Here to Stay" by Danny and the Juniors on ABC-Paramount and Lollian Brooks' "Peyton Place" on M-G-M. Connie Francis' "Who's Sorry Now" is moving very well for State.

Henry Droz, of the Arc Distributing Company in Detroit, calls John Zacherlee's "Dinner With Drac" phenomenal. According to Droz, the advance orders are sensational, and he feels that this will be a big novelty hit. Roger Williams' "Arrivederci, Roma" is moving strongly. "Marindy" by the Techniques on Roulette is also big. Calls on the Kendall Sisters' "Yea, Yea" have been heavy. "Rock and Roll Is Here to Stay" by Danny and the Juniors is a strong record for Arc. "Bad Motorcycle" by the Storey Sisters on Cameo is moving. Droz thinks that

(Continued on page 24)

MUSIC SHORT-CHANGING ARRANGERS, NMC TOLD

WASHINGTON — The music industry is short-changing its arrangers, "upon whose shoulders rests the entire fabric of the multi-billion-dollar music business," according to Russel Goudey, secretary of the American Society of Music Arrangers.

Goudey told the National Music Council meeting that the arranger has been neglected in earnings and in copyright. Arranging has

emerged as a "separate skill" in 20th Century commercial music, said Goudey, and is so recognized in European copyright, which provides that royalties be divided among composer, author, arranger and publisher.

Creation of music is no longer enough, said Goudey. The "catch tune" must be "implemented," and few creators of melody have that skill today. Yet the composer is rewarded in copyright royalty and be licensing groups, Goudey pointed out, while the arranger stays out in the cold. The arranger is "disavowed by (copyright) law, and disinherited by labor unions," altho arranger efforts have "implemented the accumulation of uncounted millions," for the industry, says Goudey.

The Society of Music Arrangers can be expected to rally legal representation and put in a bid for recognition in any overall revision of the 1909 Copyright Act.

Haley, Comets Rock Off for South America

PHILADELPHIA — Rock 'n roll's projected invasion of the South American countries will finally come to pass as Bill Haley and The Comets prepare to take off from La Guardia Airport in New York City on April 6 for a month's tour way below the border.

Tour was arranged by Jolly Joyce Theatrical Agency, Haley's management, and Don Ames, New York Booker, with the kitty to be

(Continued on page 42)

Decca Signs A&R Man Katz

HOLLYWOOD — Decca Records inked cellist Fred Katz to a non-exclusive recording pact last week. Katz, one of the most active arrangers on the Coast, is also expected to produce a series of jazz packages for the label, tho his status as an a.&r. man will also be on a non-exclusive basis.

A symphony cellist some five years ago, Katz recently completed scoring the "Hans Brinker" album for Dot, is currently at work on a Helen Traubel package for the same label, and has also begun work on two upcoming Decca packages.

SINGER CHANGES TO RIGHT NAME

HOLLYWOOD—It's quite the thing in the disk business for a.&r. men to change the names of new talent. Dave Burgess, 22-year-old singer-writer from Lancaster, Calif., was no exception when he joined Challenge Records some seven months ago and learned that his moniker was to be Dave Dupre.

Burgess felt uncomfortable with his new name. After four months and three releases that went nowhere, he pleaded with a.&r. topper Joe Johnson to revert to his original name. Johnson agreed and Burgess started to get lucky.

He hit paydirt as the writer of "I'm Available," has a current promising hit in "Maybelle," and is one of the members of the Champs on "Tequila."

Ampex Sets Expansion in Stereo Field

NEW YORK—The Ampex Corporation is preparing for the stereo disk era with an expanded catalog of stereophonic players as well as individual components. Package prices are expected to run from \$700 to \$2,500 as against the present price spread of \$849 to \$2,000. According to Philip Gundy, president of the audio division of Ampex Corporation, the company intends to encompass stereo players of all types: tape, records and radio.

Gundy predicted that stereo disks, by opening a mass market for high fidelity music, should give both component and package manufacturers a shot in the arm. He also believes that people who hear stereophonic music on records will want to buy stereophonic tapes as well. Regarding present Ampex stereo packages now on the market Gundy stated they need only a small adjustment to be able to handle stereo disks.

Reprive for Clooney; Two Musicals Fall

NEW YORK — The Rosemary Clooney music stanza on NBC-TV is reported ready to join the Polly Bergen show as the latest MRA-packaged TV musical to snag last-minute sponsor renewal—if only on a temporary basis.

Slotted across from CBS-TV's "Playhouse 90" and ABC-TV's "Navy Log," the Clooney half-hour under the Lux Soap banner, have drawn only so-so ratings, with the CBS drama show topping them by nearly double in ratings.

However, Lux is said to be holding off on current plans to ax the series in favor of a Hollywood-originated panel show to see if a rating gain of some size can be gained before season's end.

Two other MCA vidmusicals, "Club Oasis" for Oasis Cigarettes and Gisele MacKenzie for Scott and Schick, are definitely on the way out.

Col. to Extend 2-Disk LP's

NEW YORK — Columbia Records' success with its four double LP albums—music of George Gershwin, Jerome Kern, Richard Rodgers and Cole Porter—has been such that the firm is continuing the format. Two new twin LP album sets in the C2L series listing at \$7.98 are being released next week, one with Doris Day and another with Frank Sinatra.

The Sinatra and Doris Day packages continue the same tune and packaging ideas. The Sinatra set is titled "The Frank Sinatra Story" and Miss Day's set, "Hooray for Hollywood." The Doris Day sides are newly cut for her album.

Three-Sided Job for Siders

NEW YORK—Irv Siders, location booker at the Gale Agency for the past three years, resigned from the agency this week to become personal manager for Vaughan Monroe, do talent scouting for Barclay Records and to be Eastern representative for Verve Records.

The triple threat Siders, previous to his position at Gale, had been location booker at Shaw Artists and had worked with Willard Alexander.

The Billboard Weekly Index

RECORD SALES IN RETAIL STORES

As Measured Against Average Weekly Sales, June-November, 1957

BASED ON THE BILLBOARD-NYU SCHOOL OF RETAILING CONTINUING NATIONAL STUDY OF RETAIL RECORD SALES



All Speeds But 78 Show Increase

By TOM NOONAN

For the current period (ending February 8), unit sales for all speeds except 78 r.p.m. showed an increase over the previous week. The 78 picture, while holding to the same level as last week, still looks dim. Unit sales remain well below the "par" line (par being 100 or the average weekly record sales for the period June thru November of 1957), and much lower than its 1958 high.

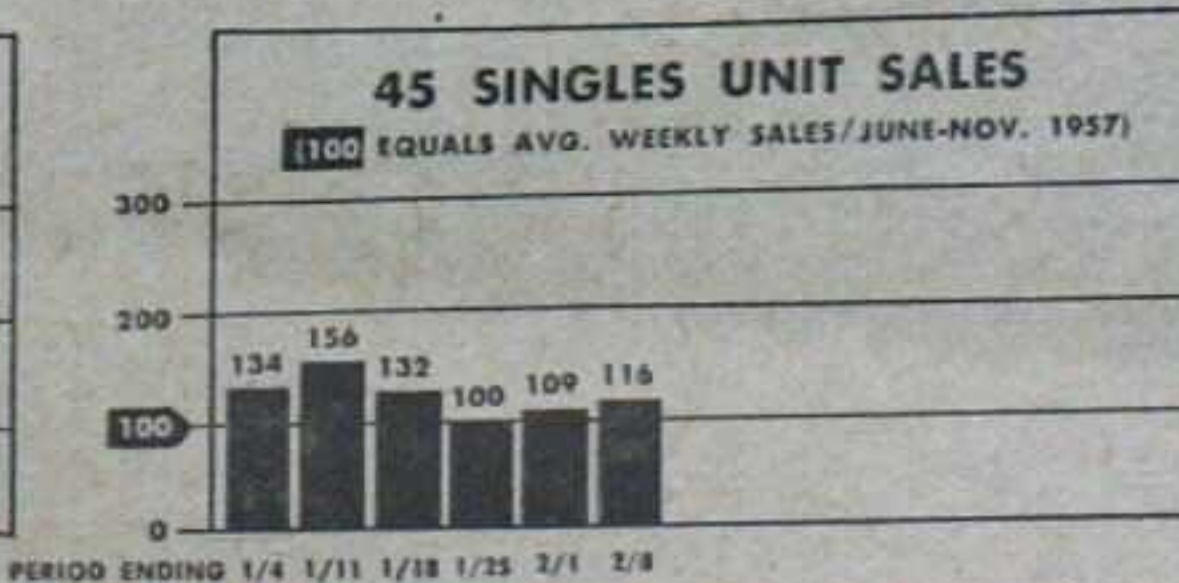
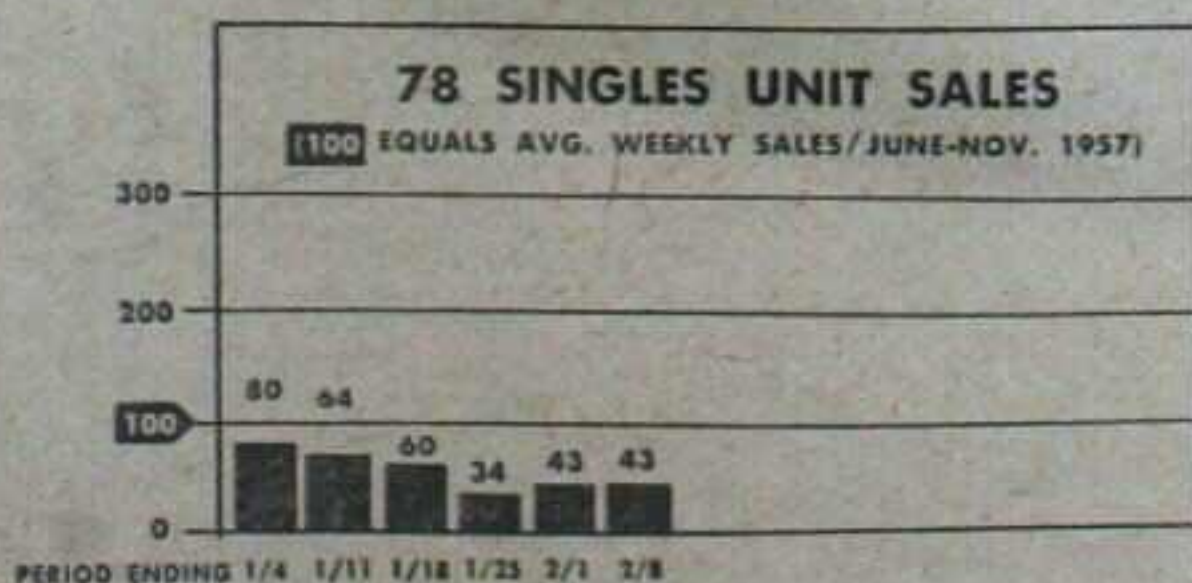
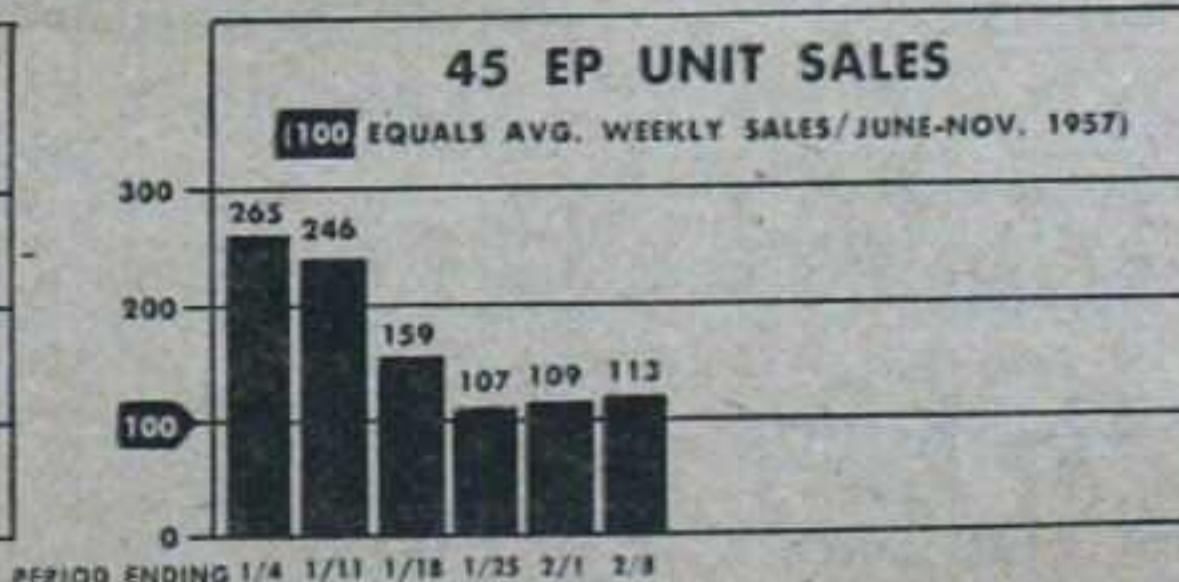
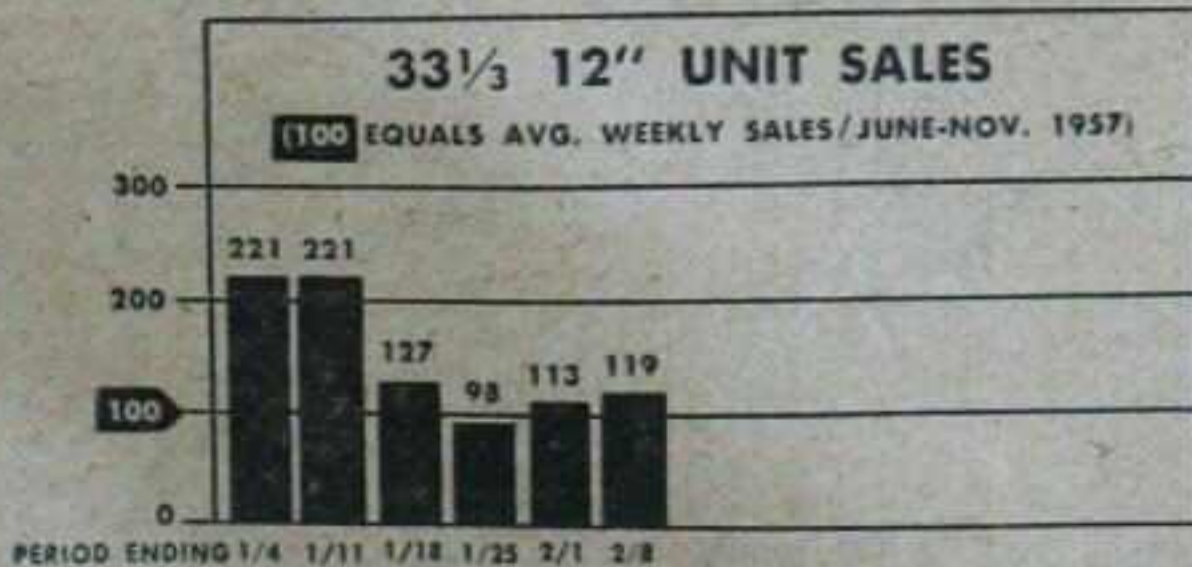
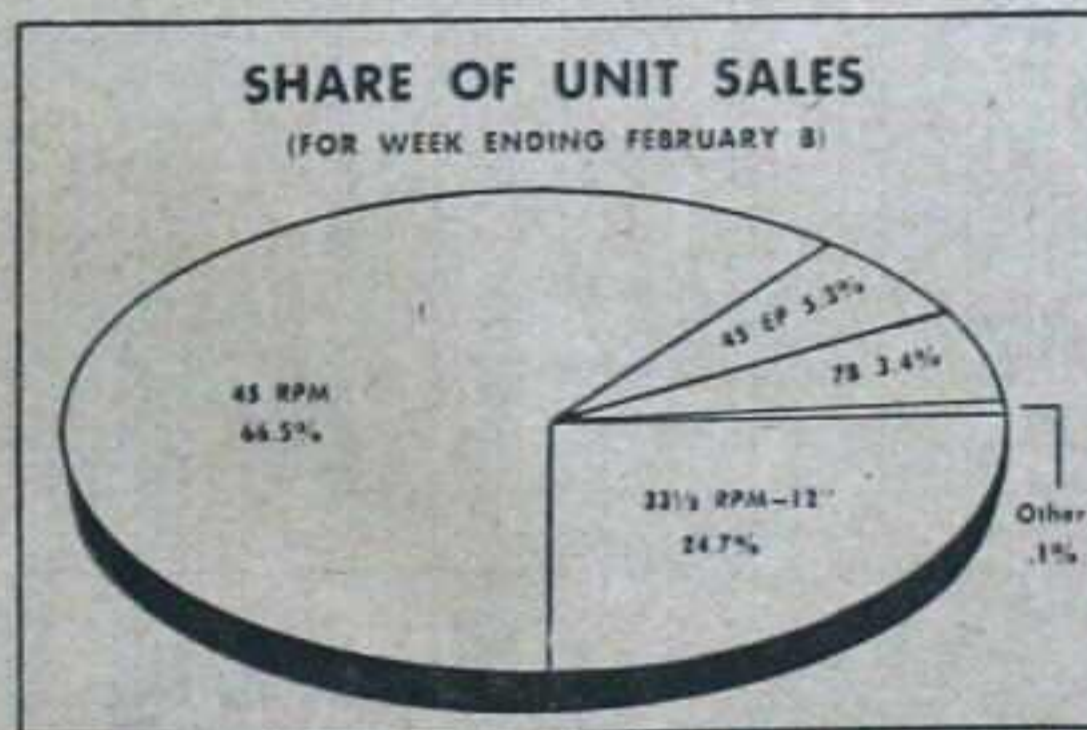
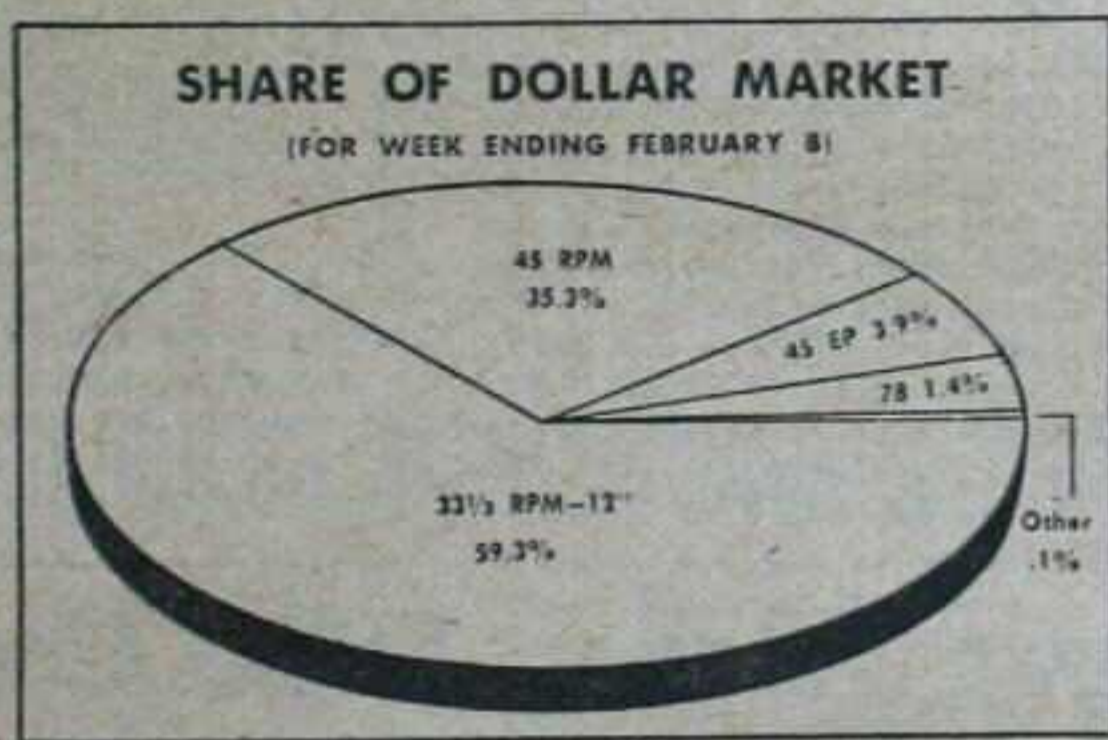
Total unit record sales were up 6 per cent over last week but still off from its 1958 high. Of the speeds that gained, 33 1/2" and 45 singles showed the largest increase, but all three speeds (including 45 EP), while over "par," are quite a distance below this year's peak.

While all signs point to a good recovery from the natural post-holiday buying dip, it does indicate that the business is seeking its

natural level. The next couple of week's showings should prove this. However, many sections of the country, particularly in the East, were hit with record-breaking snowfalls which undoubtedly will keep many buyers at home. But since the snowfalls came around the 15th and 16th of the month, the resulting slack in business, if any, may not be evident in these charts until the issue dated March 10.

Dollar-wise, the LP's, understandably, reap well over half of the retail dollar. Unit-wise, 45 r.p.m. took a slight increase with others remaining about the same as last week.

The figures shown in all of these charts are not specific sales figures or unit figures. They represent a business index to project the comparative state of the business on a weekly basis, as compared with the last six months of 1957 (shown on the charts as the figure 100).



Court Rules Discount Sales Limited to Disk Club Platters

California Judge Decides Fair Trade Price Must Hold on Other Records

SAN FRANCISCO — Discounters in this area may not sell Columbia and RCA Victor Records at less than the established fair trade price, altho they may offer recordings in the Columbia and RCA Victor record clubs at similar terms.

This was the net effect of a decision handed down last week (6) by Superior Judge Milton D. Sapiro in issuing a preliminary injunction against Marvin G. Saines, Jerry Schoenbaum and Gerald J. Widoff, doing business as Discount Records, Inc.

The decision for the first time takes into account that lower terms have been established by the record clubs. "In view of the facts introduced concerning the matter of the record clubs," Judge Sapiro said, "I believe that the provisions of the temporary injunction should specifically permit the defendant to sell within the terms of such records clubs, or to sell on a like basis as I do not feel that they should be prevented from meeting this type of competition."

Discount Records may establish a "record sales plan" similar to the Columbia and RCA Victor clubs, and according to the terms of the injunction may sell and offer as free records "only on the same terms and conditions" those records so stipulated by the clubs.

Top Mercury Brass Meet

NEW YORK — Mercury Records' annual sales meet kicked off with a conclave of the top brass here Friday (21) with Eastern sales staffers. It was the first stop in a three-city, three-day sales affair covering New York, Chicago and Los Angeles.

The focal point of the meet centered around the label's 1958 advertising drive, (budgeted at around \$400,000). An important segment of this campaign is a page ad in Life magazine, which will spotlight a coupon offer, whereby people may write in and receive a free Mercury LP catalog and a special certificate.

The certificate, when presented at any dealer's shop, entitles the bearer to a credit of \$1 toward the purchase of Mercury's classical best-seller "The 1812 Overture" by the Minneapolis Symphony. The album has sold close to 400,000 copies.

Other major points covered at the meet reportedly were a sales incentive plan and the possible integration of sales staff and promotion departments.

2 Aberbachs Set Up Own Record Firm

NEW YORK — Music publishers Gene and Julian Aberbach (Hill & Range, etc.) are setting up their own record company. Corporation papers were scheduled to be filed over the weekend or on Monday (24).

Many publishers have their own label — Shapiro-Bernstein, Buddy Morris, Mills, George Pincus, etc. — but the Aberbach operation reportedly will function on a more active level than the other public disk labels.

The defendants need not designate the plan as a record club nor are they required to sell by mail, altho prices charged "shall at no time be less than the price being charged" by the record club for sales to its members, excluding mailing charges.

While the injunction is only applicable to Northern California, it nevertheless spotlights the fair-trade situation at a time when there is much concern that discounters are driving smaller dealers out of business.

Phil Barber, vice-president of H. R. Basford Company, Northern distributor for Columbia Records, said: "We are going to study this injunction in an attempt to determine just what its practical results will be and also to determine

what other legal action is indicated."

"We do not know what action the defendant intends to take under the exception granted by the judge, but if it adversely affects the application of fair trade under the law, we are entitled to go back to the judge and intend to do so."

C. J. Foster, branch manager of the Leo J. Meyberg Company, distributors for RCA Victor here, said he had no indication what course of action the defendants will take, altho the expectations are that they will appeal the decision.

Altho fair-trade laws exist in a minority of States, there has been some plumping for the enactment of federal legislation to protect a manufacturers list price.

HORROR HOPPING

Cameo's 'Dinner With Drac' Starts Wierd Wax Trend

NEW YORK — A new and somewhat controversial "horror" trend is shaping up in the disk field, spearheaded by Cameo Records' new "Dinner With Drac" platter, and apparently an outgrowth of box-office bonanzas racked up by recent horror films ("I Was a Teen-Age Frankenstein," etc.) and high-rated video spook-movie shows.

"Dinner With Drac" features recitations, against a driving rock and roll background, of ghoulish limericks by John Zacherle, a top-rated spook-movie show emcee over WCAU-TV, Philadelphia. Altho the limericks have been read by Zacherle on TV for the past few years, Cameo's first waxing (tagged "Igor" and "Dinner With Drac") was banned by several radio stations last week, including WERE, Cleveland.

Consequently, Cameo chief Bernie Lowe cut a new version of the disk (labeled "Dinner With Drac" Parts 1 and 2) and kicked it off on Dick Clark's ABC-TV "American Bandstand" show Thursday (13). Meanwhile, Imperial rushed out a cover instrumental of the

background theme by Ernie Freeman, and Lowe was in the process of cutting a covering himself, via an instrumental version by the Cool Ghouls, who also provide the backing on the Zacherle side.

Bill Randle, WERE, Cleveland, raised a furor in local newspapers when he played the original platter last Monday, and was cut off the air by WERE Program Director Sam Elber, who said the disk "had a vile lyric" (e.g. sample line: "For dessert there was bat-wing confetti and the veins of a mummy named Betty").

Some deejays are playing the original disk, including Howard Miller, WIND, Chicago, but Cameo is pushing its new, more conservative, version. Meanwhile, Randle has made arrangement to bring Zacherle into Cleveland for a personal appearance. Current plans call for Randle and a group of teen-agers to meet him at the plane with a hearse and coffin. Zacherle, who calls himself Roland on TV, drew a crowd of 13,000 teen-agers at a WCAU-TV open house party last week.

Two Big Shows Totaling 500G Cost To Rock and Roll Across Country

By BOB ROLONTZ

NEW YORK — More than \$500,000 is now being committed for the over-all talent and transportation costs of the two gigantic rock and roll shows scheduled to hit the one-nighter trail comes this spring. The two shows are "The Big Beat" show, presented by Alan Freed, and the "Big Rock and Roll" show presented by Irving Feld. The talent cost for each unit is expected to run about \$35,000 per week, week tour and the Feld show set for 10. The \$500,000 (approximately) commitment is almost enough to mount two Broadway musicals of the caliber of "My Fair Lady" or "The Music Man."

The price for talent for the two rock and roll shows has been driven up about 20 per cent, according to responsible sources, due to the battle between the two shows, as against the price of talent a year ago. Altho the two shows only occasionally hit the same towns on their trek, they are on the road at about the same time.

The Freed show takes off on March 28 and runs until May 10. The Feld show takes off April 5 and plays until June 8.

Gross Potential

In spite of the great financial commitments of the two rock and roll shows, the promoters are playing for big stakes. A tour that goes well can gross from \$10,000 to \$15,000 per night on the average, and more on two-a-night stands at the large arenas that the shows play today. This means that if all goes well, the two rock and roll shows could each gross well over \$500,000, and the Feld show, which will run for twice as long as the Freed show, could conceivably hit \$1,000,000.

However, some veteran bookers and agents are somewhat alarmed at the nut of the two shows. They concede that rock and roll is still a solid drawing card on the road, if properly promoted, but they note that bad weather, the current recession, etc., are hazards for any touring show. One or two bad

RALPH MATHIS SIGNED BY EBB

HOLLYWOOD — Apparently working on the theory to "get there first with the most," indie Ebb Records last week pulled off what may amount to a coup in signing Ralph Mathis to a term recording contract.

The Mathis the Ebb label inked happens to be the 16-year-old brother of Johnny Mathis, Columbia contractee. Plans are to release Ralph's first records by March 1. Label also inked a new quartet, the Ambers.

23,000 See Hi-Fi Show In San Fran

SAN FRANCISCO — Approximately 23,000 persons attended the three-day High Fidelity Show at the Whitcomb Hotel here, February 14-16, with stereo sound on both tape and disk capturing the fancy of the audience.

Held under the co-sponsorship of Northern California Audio Shows and the Institute of High Fidelity Manufacturers, the show admitted packaged phono equipment manufacturers for the first time.

Audio Fidelity's demonstration of its stereo disk by far attracted the enthusiasm of most hi-fi addicts. Label made available copies of its stereo LP to all exhibitors, and in addition, arranged for the first public airing of stereo recording via KPX-TV and KSFO radio. Experiment was engineered by Ruth Martin, of Audio Fidelity, and Elma Greer, producer of the Del Courtney show here. A model of the Electro-Sonic Laboratories' stereo cartridge was made up especially for the test and used in conjunction with the new Thorens turntable.

Dealer attendance at the show was up over last year, altho more than 90 per cent of the total audience represented consumers. Packagers showing their wares for the first time included Packard-Bell, Columbia and Admiral.

AFM Orders Movie Strike

NEW YORK — The deadlock in new contract negotiations between the American Federation of Musicians and the Association of Motion Picture Producers, which has been under way here since February 18, resulted in the AFM's international executive board issuing strike orders last week to Local 47 in Hollywood. Companies affected are Columbia Pictures, Loew's, Inc., Paramount, 20th Century-Fox and Warners.

Altho the official strike announcement did not specify what the unresolved issues were, it is generally known that the major stumbling block is the film companies' refusal to make any commitments to give the musicians a percentage of revenue earned on free or pay TV from feature films produced after August 1, 1948.

Some AFM sources indicated that Petrillo was willing to give up his trust form formula on theatrical films in return for guaranteed employment for musicians by the studios. However, apparently the studios are not willing to guarantee it at this time.

In any event, it appears that Local 47 has exerted considerable influence in framing the demands, especially as they apply to the AFM trust fund formula.

Altho the strike went into effect Thursday (23) neither side apparently expects it to last too long, and it began with a rare camaraderie. A joint statement by Petrillo, and Charles Boran, representing the producers' association, read: "The parties regretfully announce their inability to reach agreement."

It marks the first AFM walkout since the recording strike of 1948. The union has not placed pickets at the studios, and apparently production will not be affected. An IATSE spokesman said that other unions had no plans to respect AFM picket lines except on explicit word from union headquarters in Washington, and that this was not expected.

Tops Bows Into \$3.98 Field With Zenith

HOLLYWOOD — Tops Records made its bow into the \$3.98 disk business last week via the debut of its new Zenith line, to be handled by independent record distributors thruout the country and also sold thru normal dealer channels.

Initial album is actress Ann Sothern's "Sothern Exposure," with Tops declaring they've guaranteed the singer a sale of 100,000 albums. A heavy ad and publicity campaign is expected to kick off the new line, with Miss Sothern also scheduling four major guest shots to plug it.

Label also plans on releasing a single from the package, "Another Year," penned by conductor-composer Ian Bernard.

Joe Martin To Somerset

NEW YORK — Joe Martin has joined Dave Miller's low-priced LP diskery, Somerset Records, as vice-president and merchandising director. Martin will have executive duties in sales, advertising, promotion and advertising. Dave Miller, head of the label, made the Martin appointment.

The Freed show will open at the Brooklyn Paramount on March 28. Hartford, Conn., follows on March (Continued on page 10)

MOTION PICTURES

'Sing, Boy, Sing'—Tommy Sands Does

Tommy Sands' film debut is most impressive. The young singer, on the basis of his acting ability as previously displayed in "The Singing Idol," TV play from which the picture was adapted, and a pleasant voice, looms a strong bet to join the ranks of Presley and Boone as a flick and recording artist.

The story concerns a teen-age rockabilly singer from the South who is faced with the decision of continuing his singing career or returning home to become a minister. In addition to Sands' winning performance, there is effective support from Lili Gentle as the girl back

Sing, Boy, Sing
 Stars, Tommy Sands, Lili Gentle, Edmond O'Brien. Screenplay, Claude Blyton. Musical supervision, Lionel Newman. Producer - Director, Henry Ephron. 20th-Century Fox. Opened Mayfair Theater, New York, February 21.

home, Edmond O'Brien as the singer's manager, and John McIntire as the grandfather.

The original script has been expanded to show more effectively the singer's conflict in the decision he has to make, and there is an extremely moving scene in which

the grandfather extracts a death-bed promise from the singer to give up his career.

The film has its share of teenage tunes and several numbers with adult appeal. The title tune and "Crazy 'Cause I Love You" have been released as singles on Capitol, and Capitol also has issued a sound track LP. Both the single and the album have placed on the respective best-selling charts.

Sands' debut in the TV play skyrocketed him to disk fame, and "Sing, Boy, Sing" should win a lot of film fans for the singer.

Howard Cook

NIGHT CLUB

McGuire's Gimmicks Waldorf Click

The McGuire Sisters will sell a lot of records to the dinner jacket set if their club appearances are all as well conceived and received as the current stand in the Waldorf's elegant Empire Room. Whether dolling up oldies like "Daddy," "Alabama Jubilee" and "Sisters," reprising their recent disk hits or anglicizing Puccini's "Un Bel Di," the girls impress with

their sweetness, musicianship and versatility.

Touches of dancing and instrument-playing lend variety, with three unbilled boys providing a couple of romantic moments. Phyllis, who has a shade more bounce and electricity, gets the lion's share of the material, including some amusing parodies of vocalists, but all three sisters click with

a sunny 45-minute stint hyped by excellent band arrangements.

It's the same repertoire they've been traveling, but it's been given new continuity and cute gimmicks for their first New York date. Except for their silver-with-green-bodice gowns which come across noisy, the pert, wholesome trio scores all the way.

Bob Bernstein.

NIGHT CLUB

Johnson Quintet a Solid Attraction

The new J. J. Johnson Quintet, with Nat Adderly on trumpet, Tommy Flanagan on piano, Wilber Little on bass and Al Heath on drums should prove to be a solid attraction in the jazz clubs thruout the country as well as at the Birdland in New York. Sparked by the dexterous trombone work of J. J., and given a solid lift by the funky, down-to-earth blowing of Cannonball's younger brother, Nat, this lightly

swinging unit with its own listenable brand of small band jazz should quickly build up a good following. On the night caught (19), the unit's last at the Birdland before setting out on a Middle-west night club tour, J. J. and crew has just completed a full album for Columbia, but in spite of all that blowing they still gave forth with a superior brand of modern jazz.

J. J., of course, is the mainstay of the unit, with his fine sound and feeling, but his moustachiod fellows, brother Nat, Flanagan on piano, Little and Heath more than carry their share of the load. Adderly is fun with his horn, Flanagan's solos are listenable and Little's bass work is fine. The combo's use of standards adds to units overall jazz club appeal.

Bob Rolontz.

NETWORK TV

'Rigoletto' Another NBC Opera Hit

"Rigoletto" turned out to be another stylish production by the NBC Opera Company, magnificent in color, beautifully sung and acted. The English translation was serviceable, but not quite up to Joseph Machlis' high standard. The series, which long ago mastered the technique of plastic staging and colloquial adaptations, has set such a high standard in general that any defection is glaring when it's less than superior.

NBC Opera Company
 Stars, Igor Gorin, Kirk Oreste, Dorothy Coulter. Conductor, Jean Morel. Director, Kirk Browning. Producer, Samuel Chotzinoff. Sustaining. (NBC-TV, 2-4 p.m., EST, February 16.)

title role, Kirk Oreste (redubbed from Oreste Kirkop in club dates and plain Oreste in movies) made a romantic Duke, and Dorothy Coulter was properly innocent and lovely as Gilda. Gloria Lane, in top form as the fiery Maddelena, came near stealing the show with

her rich mezzo passages and a stunning black wig.

Kirk Browning's direction was fluid if not incisive and the Otis Riggs sets were a big plus. Jean Morel's baton held the performance firmly together, stressing the charm of the Verdi score rather than its melodrama. Perhaps RCA is missing a bet not releasing these operacasts as albums; the performance quality and the English adaptations are very attractive.

Bob Bernstein.

NETWORK TELEVISION

Dello Joio Profile Gets Red Carpet

"Seven Lively Arts" gave modern composer Norman Dello Joio what CBS calls "the tribute treatment" by rolling out a handsome red carpet of a musical show. The composer, who looks like Richard Whorf, sounds like actor Jerome Thor and composes like a free mixture of Gershwin and Prokofieff, proved to be an excellent TV subject.

Profile of a Composer (Net)
 Cast: Norman Dello Joio, Bambi Linn, Jacques d'Amboise, Wilbur de Paris, Toshiko, Casimir Dello Joio. Host, John Crosby. Writer, Perry Wolff. Executive producer, John Houseman. Producer, Robert Goldman. Choreographer, John Butler. Director, Mel Ferber. Sustaining. (CBS-TV, 5-6 p.m., EST, February 16.)

and ballet dancers to showcase the composer's work and to show something of Dello Joio's background as a young man growing up in the Italian neighborhoods of New York.

Appearing as suave as Leonard Bernstein, Dello Joio narrated his own tribute, tossing off such bon mots as "composing may begin as self-expression, but that's only the beginning. The composer today writes to fill an artistic prescription."

Altogether, the show did a fine job of "popularizing" a composer hitherto recognized largely on the longhair circuit, and may well influence disk sales of his music.

Charles Sinclair.

NIGHTTIME CLARK SHOW DEBUT RINGS BIG BELL

By JUNE BUNDY

The Dick Clark Show (Net)
 Star, Dick Clark. Guest Stars, Pat Boone, Johnnie Ray, Jerry Lee Lewis, Connie Francis, the Royal Teens, Chuck Willis. Executive producer, Chuck Reeves. Producer, Deks Heyward. Director, Garth Dietrick. Associate Producer, Tony Mammarella. Sustaining. Origination: Little Theater, New York. (ABC-TV 7:30-8 p.m., EST, February 15.)

Altho most of the New York critics looked down their square proboscises at the new Dick Clark show last Saturday (15), the rock and roll telecast packs the same powerful appeal for today's teen-agers as radio's first "Hit Parade" did back in the 1930's.

It's also a potent commercial package, since the entire show is budgeted at a low \$15,000, and the Trendex rating (16.0) on the initial program more than doubled the previous ABC-TV rating (5.8) in the same time period. Thus ABC-TV has its second "sleeper" Saturday night musical—the first, of course, being Lawrence Welk, a non-rock and roller of the first order.

Clark has modified his top-rated daytime format somewhat (adding sharper production values and more name artists) but the basic pattern is still the same, and it generates fully as much excitement in its Saturday night debut. Clark wisely filled the first few rows of the theater with "regulars" from his Philly "American Bandstand" show, and the kids acted and reacted with decorous abandonment while the acts—Pat Boone, Johnnie Ray, Chuck Willis, Jerry Lee Lewis, Connie Francis, and the Royal Teens—performed on stage.

With the exception of Lewis and Ray (who was present only to introduce Miss Francis as his "protege") all the above merely lip-synced—with varying degrees of conviction—to their current record hits and new releases. Lewis—the only "live" performer (by virtue of carrying his own unit with him) sparked the wildest audience reaction, with Boone a close second. Young Clark has a breezy unaffected manner and tremendous personal appeal, which could attract young adults (fem) as well as the younger generation. Exposure-wise, the show is bound to be the biggest thing to hit the disk business since Block and Jarvis invented the deejay.

DEAN MARTIN STRETCHES MIAMI SINGLE TO HOMER

By REN GREVATT

If there's still any doubt that Dean Martin can make it as a single, cast the doubt aside. Martin made his debut in this swankery Wednesday (19) and registered solidly among both distaffers and their male companions.

Coming on the floor in a highly debonair manner, clothed in a blue silken tuxedo and nonchalantly smoking a cigarette, Martin immediately set a relaxed tone for the proceedings, incidentally drawing plenty of oh's and ah's from the lady patrons.

He works in an easy-going, intimate fashion, not unlike Tony Martin's approach with numerous ad lib gags in the manner of Joe E. Lewis. This routine continually punctuates the singing stints. Vocally, Martin is far from the greatest in terms of equipment, but he sells his songs with fine showmanship and pacing and with the aid of a highly genuine and ever-present smile.

The artist has a pleasant mixture of ballads and upbeat material, all of which were delivered with the help of excellent backings by Lee Martin's augmented house band. "When You're Smiling," and "Where or When," got the swinging treatment, while such tunes as "True Love," "Around the World," "Once in Awhile," and "I Don't Know Why," received the romantic touch. The slow ballads, however, were all handled in a slightly spoofing way which served only to warm the audience up even more.

Audiences here and in others of the de luxe palatial group along the strip are not known for letting themselves go. Martin, however, was called back three times and when emcee Jackie Heller came out to wrap up the closing of the show, he was drowned out completely by a stampede of clapping, shouts and whistles, particularly from the male attendees. They wouldn't let him go, and if a singer makes that kind of a dent here, his act can go well anywhere.

FEW GOOD SONGS, BUT NOT ENOUGH IN 'PORTOFINO'

By BOB BERNSTEIN

"Portofino" stars Georges Guetary, Helen Gallagher, Robert Strauss. Book and lyrics, Richard Ney. Music, Louis Bellson, Will Inwin. Additional lyrics, Sheldon Harnick. Director, Karl Genus. Producer, Ney. Choreography, Charles Weidman, Ray Harrison. Orchestration, Philip Lang. Vocal arrangements, Joe Moon. Musical director, Irwin. Opened Adelphi Theater, New York, February 21.

A "complete revision of the production" nine days before the New York opening failed to lift "Portofino" out of the hopeless class. If any of the tunes are to break thru, it will have to be minus the help of a Broadway run or an original cast album. The book is jut too creaky and muddled, the performances too spotty and the visual elements gaudy rather than appealing.

Despite Paul Lang's fine orchestrations, most of the numbers are easily forgotten. Best of the lot is "Isn't It Wonderful," a ballad with a beat. "Here I Come," a rollicking show tune neatly done by Helen Gallagher, is another possible seller. "Too Little Time for Love," a hymn which stopped the show because of its positioning, could find its way into supper club acts. Many of the numbers are heavily influenced by Cole Porter.

Georges Guetary, Robert Strauss and Miss Gallagher have most of the dialog and songs; unfortunately, none of them has a strong vocal style or good diction. Even with mikes, the words often failed to emerge. Jan Chaney emerged as an engaging singer-dancer in a small role. For the record, the plot concerns an Italian duke who is hexed by a witch and can't romance a sports car driver from Texas.

MASTER CONTROL

BROADCAST TRENDS AND TRIFLES

By BOB BERNSTEIN

LOVE THAT POLL

WABC, flagship station of American Broadcasting Network, is revising all its music shows to conform to "Operation 60,000," the new poll system tested on Martin Block's "Make Believe Ballroom." Programming of the "top 40" tunes will give way to results of a weekly canvas of 60,000 listeners ranging in age from 10 to 88, the aim being "varied tastes and appeal to age groups." Allan Jefferys' "Disk to Dawn," the Johnny Pearson show, Ed Jordan's "Top of the Town" and Block will utilize the results, each emphasizing a different segment. Block's mail count rose 400 per cent during the test, as did the WABC switchboard calls.

HAIL TO THE CHIEF

Ollie Treyz has finally been elected president of ABC-TV, after several delays to straighten out bylaws of the web's parent company, American Broadcasting-Paramount Theaters. He'll function in areas of sales, good will, station relations, corporate structure and "outside" policy, with James Aubrey Jr., moving up as executive vicepresident to supervise internal communication, programming, research, sales development and public relations. The outlook for the network's fall line-up leans toward more adventure and mystery, less music, more live, less film.

SON OF BANK NIGHT

Movie theaters are flirting with giveaways to increase audiences, the bigger chains have mulled and rejected vaudeville and stage show "revues" as too costly. Stanley Warner's current experiment with "Break the Bank" in Brooklyn is being watched eagerly to see if the introduction of a TV show on-stage will lure viewers from their sets. Johnny Olsen is emceeding, with \$1,500 cash each Friday night.

SNOW AND STATIC: WLLY, Richmond, Va., has publicly rebuked CBS for dumping ailing Ted Husing and has offered the veteran sportscaster a choice of berth in music, news or sports. WTIC, Hartford, Conn., observed its 33d anniversary last week, at 50,000 watts the most powerful station in Southern New England. Towne Music has published the theme song of "26 Men" and is arranging platter pressings on the ABC Film Syndication Western tune. Sponsors of the vidfilm have the unusual choice of naming any artists they wish on the label. Alan Sands' "Top Ten Dance Party" has picked up two new stations WJBF-TV, Augusta, Ga., and WSLS-TV, Roanoke, Va., in its third year in live syndication.

HATCHED, MATCHED AND SNATCHED: Ronnie Fink of A.A.P., Inc., just wed attorney Gerald J. Barre. Earl Scruggs of "Grand Ole Opry" was just presented with a third son, while pretty little June Carter and hubby Rip Nix expect Sir Stork in June. It's a boy for Alden Schwimmer of Ashley-Steiner agency and frau, former casting director at Grey Advertising.

REVOLVING DOORS: Darlene Pearson is the new continuity director at KTRK-TV, Houston. Dick Horning has joined WTCN, Minneapolis, as night news editor. Bill Sackheim appointed programming director for Screen Gems. Al Parenty added to the sales staff of Young Television.

WHEELING AND DEALING

SALZBURG MOVE OVER

The first annual Vancouver International Festival of Arts opens in British Columbia July 19, with the city aiming for status as an arts center comparable to Edinburgh, Tanglewood, Cannes and Salzburg. Events during the month-long program will include concerts conducted by Bruno Walter and William Steinberg, soloists to be Glenn Gould, Jon Vickers and other Canadians; recitals by the Festival Quartet, featuring William Primrose and Victor Babin; jazz concerts headed by Dizzy Gillespie, Jack Teagarden and Oscar Peterson; "Don Giovanni," starring George London, Leopold Simoneau and Pierette Alarie, and the National Dancers of Ceylon.

The roster also includes Marcel Marceau's pantomime troupe, 85 new feature films and a drama commissioned for the festival. Some of the visiting musicians will also teach in a summer school program. Vancouver's plan is part of an over-all Canadian program to attract tourists via arts as well as scenery.

THE QUIET AMERICANS

U. S. performers dominated the winners in Germany's annual Jazz-Echo Poll. First was captured by Chet Baker on trumpet, Bob Brookmeyer on trombone, Gerry Mulligan on baritone sax and Bud Shank on alto sax. Louis Armstrong, Frank Sinatra, Billy Eckstine and Baker took the top four places among vocalists. In the miscellaneous instruments division, Shank placed first on flute, Sidney Bechet and Bob Cooper close behind.

MUSIC HATH CHARMS

The National Academy of Recording Arts, via president Guy Lombardo, has offered disks to help the space travel experimenters determine what kind of music benefits the emotions in a moon flight. Lombardo made the pitch to Lt. Col. George Steinkamp, Randolph Air Force Base, San Antonio, in charge of current tests. Airman Donald Farrell, who just lasted seven days in a simulated moon trip, says he was "cheered by soft hi-fi music" piped into his sealed five-foot cabin.

BROADCAST BULLETINS: Marcia Henderson deserts her singing career to play the title role in "Airline Hostess," new vidfilm series at Television Programs of America. Ted Mack and the "Original Amateur Hour" returned to NBC-TV this weekend in a Saturday 10 p.m. slot. Gene Rayburn will emcee "Dough Re Me," the NBC musiquiz which debuts today as a 10 a.m. strip. Met Opera star Lucia Albanese turns chef on "Gourmet Club" March 4 over WPXI, N. Y. Milton Cross, veteran opera broadcaster, hosts a music benefit for Philadelphia's Kensington Hospital March 16. Senator Stu Symington's son Jim, 24-year-old guitarist, debuted on ABC-TV's "Country Music Jubilee" Saturday. Richard Hayes subbing for Bert Parks as host on NBC's "Bandstand" variety strip.

Hour Music-Variety Combos Prove Best for Wear on TV

NEW YORK — Despite the "anti-musical" feeling prevalent on Madison Avenue today, television's hour-long shows that are basically combinations of music and variety acts are among the most durable network shows on the air even if half-hour musicals aren't doing so well.

That's the musical highlights of a special study by A. C. Nielsen covering network TV "longevity" and audience sizes for the past five television seasons.

The hour-long stanzas, such as those helmed by Perry Como, Steve Allen, Ed Sullivan and Dinah Shore, actually top several important competing categories. Of a total of 18 hour-long variety packages bowing on the air between 1952 and 1956, according to Niel-

sen, one out of every three—33 per cent—is still on the air.

Here are some comparative percentage scores of shows in other categories launched during the same period. Of the half-hour dramas, 21 per cent are still around; of the hour-long dramas, 28 per cent. Suspense drama has fared even worse: Of those bowing from 1952 to 1956, only 13 per cent are still on network TV. With situation comedies, the figure is 26 per cent, and with the quiz and panel shows, the score is 24 per cent. Shows lumped under "miscellaneous," such as news shows, pull 30 per cent.

Trend Shows

The strongest showing, naturally enough, are in the hottest program trend—Westerns and ad-

venture shows. Most of these made their debut on the networks no earlier than 1955, and of the current total of 14 network outers no less than nine bowed in during the 1957 season. The "longevity" score for Westerns: 44 per cent for the half-hours; 100 per cent for the hour-shows. Adventure shows: 64 per cent.

Since the hour musical-variety shows are topped only by the action packages, why has "music" generally hit a sour note on TV?

The answer, according to Nielsen's tabulations, seem to lie with the half-hour musicals and musical-variety stanzas. Of 31 such shows launched between 1952 and the end of 1956, a total of 16 per cent are still around, with others like Gisele MacKenzie and "Club Oasis" due to leave soon.

The same Nielsen check-up produced an interesting sidelight:

Due to increased network competition, the average program rating level has dropped down from a 23.1 in 1953 among nighttime shows to a level at the end of 1957 of 21.6. However, because of the growth of TV homes, the "homes-reached" figures for these ratings has zoomed from 4,657,000 to 8,322,000 despite the rating drop.

Como Show Suffers From Dial Traffic

NEW YORK — Perry Como's weekly musical-variety continues to be the "most-sampled" show in network video, according to the latest Nielsen national ratings.

For the two weeks ending January 25, Como knocked off the second-place spot among net shows in terms of Total Audience, with 17,000,000 homes reached, but didn't even place in the top ten ranks in the Average Audience ratings.

According to research sources, what happened to the singer's show is this: A huge audience is "sampling" the show each week, tuning in for at least five minutes to catch part (but not all) of the hour-long show. Some tune out if they hit an act they don't like; others will tune in from competing shows like "Perry Mason" to catch a star act and then tune out again.

The result is a constant traffic in the program rather than a large fixed audience that watches it from beginning to end.

By contrast, in the Average Audience ratings—the homes tuned at any average minute—the Westerns took all the honors. "Gunsmoke" pulled down the top spot, with 18,573,000 homes, followed by Fargo, and "Have Gun, Will Travel." With "Restless Gun" and "Cheyenne," no less than seven

horse operas made the top AA audiences.

Since they do not lend themselves to the kind of "sampling" that hits musical TV shows, the network Westerns did almost as well in the Total Audience columns.

The "sampling" technique is particularly pronounced in shows like the Sullivan and Allen stanzas, which may actually swap leadership position—on a minute-by-minute basis—as many as 15 times during the hour as music-minded TV audiences jump back and forth on their dials.

Hi-Fi; WBAI Snags Flock Of Sponsors

NEW YORK — The hi-fi broadcasters in the FM channels are virtually creating their own sponsor lists.

Good music and news indie WBAI-FM here last week latched onto new radio spot campaigns which included:

London Records, in a direct buy, for a year-long spot drive on London albums.

Graeco Products, also direct, in a 13-week drive for its line of radios, tuners, and hi-fi equipment.

Westminster Records, via Wilbur & Giorgio agency, for an hour-long classics show on Tuesdays in a 13-week run starting March 4.

Benson & Hedges, via Benton & Bowles, for a 13-week spot drive starting March 2. Firm makes Parliaments, now being pushed with a "hi-fi filter."

KPIX to Film Brussels Fair

SAN FRANCISCO — Westinghouse-owned KPIX will send a three-man reporting team to Brussels this spring for coverage of the International Fair, including a series of jazz and longhair concerts by Benny Goodman which the station is producing and sponsoring over the WBC outlets.

The trio will tape and film, for both radio and TV use, and will leave San Francisco April 15. The group includes Program Manager William Dempsey, program personality Pete Abenheim, and station flack Al Baccari Jr. They will also, while in Europe, cover the Lourdes 100th anniversary observance in France.

Jazz to Wear Long Wig for NBC in Mich.

NEW YORK — Jazz will go longhair in one of three live 13-week program series being hatched by NBC-TV this spring with Michigan's Educational Television and Radio Center at Ann Arbor.

Starting March 26, NBC will feed to the nation's educational video outlets, and to many regular NBC affiliates via kinescopes, "The Subject Is Jazz," hosted by Gilbert Seldes.

The half-hour sessions, slotted from 6-6:30 p.m., EST, will feature a jazz combo with noted musicians or music authorities as guests. These will include Leonard Feather, noted jazz critic, and Dr. Marshall Stearns, as well as Duke Ellington.

The longhair objective, according to Seldes: "To analyze the music by which the U. S. has made its first artistic conquest of the world."

Col'bia Signs Carl Perkins In R&B Move

NEW YORK — Columbia Records has signed Carl Perkins and will release his first record in about two weeks. The signing, which was accomplished by country a.&c.r. head Don Law, is significant in that Perkins is the first rockabilly artist of major stature to be added to the label. In line with the firm's kicking off the Date label last week (The Billboard, February 17), it indicates a real move to grab a share of the rock and roll business.

Perkins was developed by the same Memphis label, Sun Records, that developed Elvis Presley. And he was then regarded as Sam Phillips' (head of Sun Records) replacement for Presley. In fact, Perkins' first release, "Blue Suede Shoes," which became one of Perkins' biggest hits, is the only tune ever covered by Presley in his years on the Victor label.

Perkins' pact with the diskery is a long-term paper, altho the firm avers that it contains no extraordinary guarantees. His recordings will be handled by Law, and he will probably continue to be recorded in Nashville. A.&c.r. chief Mitch Miller will oversee some of the singer's sessions.

BMI Honors 62 Writers, 32 Pubbers

NEW YORK — Sixty-two songwriters and 36 publishing firms were honored for producing 43 songs that attained top national popularity in 1957 at the second Broadcast Music, Inc., Annual R&B Awards luncheon Thursday (13). The citations were presented by Carl Haverlin, president of the music-licensing organization.

Awards were made on the basis of the songs' appearances for 10 weeks or more in the lists of the 10 best selling records, the 10 song most played by disk jockeys or the 10 most played in juke boxes.

In delivering the awards Haverlin stated that "the people of America have chosen your songs to be honored, and they are the toughest judges in the world."

PIONEER AIRINGS

Broadcasts Reflect Stereo Build-Up

• Continued from page 1

ceivers capable of receiving the stereo sound.

The recent acquisition of Business Music, Inc., by KCMO Broadcasting, Kansas City, Mo., will facilitate KCMO Broadcasting's early entry into the multiplexing field. These "sub-channel" broadcasts, which will not affect the regular broadcast on KCMO-FM, will permit the airing of Music by Muzak over a wide area. Station KCMO-FM presented the first stereophonic broadcast in its area in November, 1957, and has continued to program regular broadcast in the "three-dimensional" medium.

Stereophonic records will be broadcast (via the new Fairchild 603 stereo Playback Assembly) by KCBH-FM, Beverly Hills, Calif., during the Los Angeles Audio Fair, which runs from February 28 thru March 2. KCBH, which started weekly stereophonic broadcasting in December 1956 and a daily schedule in April, 1957, will broadcast directly from Los Angeles' Biltmore Hotel thruout the Fair.

Meanwhile, KBMS-FM, Glendale, Calif., demonstrated Multiplex Broadcast on the West Coast at a special press showing (and later to the public) in Hollywood last month (Jan. 31). The station has been working on the development of stereophonic broadcasting over the past years.

Boston station WCRB has been broadcasting a series of live stereo broadcast concerts from Symphony Hall in Boston since October 5, 1957; while another series of live stereo broadcasts by the Philadelphia Orchestra, with Eugene Ormandy conducting, will be aired over WFLN, Philadelphia, beginning March 14. The complete series is being offered to a group of stations across the country, and to

date seven have agreed to carry the concerts.

Philadelphia's first regularly scheduled binaural broadcasts are heard on WFIL-AM and FM each Sunday from 10 to 11 p.m., and titled "Dimensions in Sound."

Last February 6, WBAI-FM, New York, staged what station officials tagged "the first long-distance hi-fi broadcast," when it presented the Chicago Symphony Orchestra (Fritz Reiner conducting) direct from Symphony Hall, Chicago, over a recently installed 15,000 cycle radio-telephone line. It marked a new high in sound transmission and sound quality according to station manager Stephen F. Temmer. Mechanics of the move involved the installation by A. T. & T. of some 19 amplifiers approximately every 50 miles between Chicago and New York.

Bob Martin, program director of Storer station WJBK, Detroit, reports: "Our greatest reaction has been thru stereo. Five times daily we program stereo tapes on each jockey's show—25 minutes at a time. Sunday evenings from 8:05 to 10 p.m. we indulge in stereo thru classical and symphonic presentations. We are convinced that stereo is the 'Sound of the Future' and we are presenting it daily."

Sound improvement activities at WINS, New York, revolve around a system the station calls "Soundorama," a sound system which WINS engineers say they created by "introducing a fuller, clearer audio signal and then subjecting that signal to the actions of various electronic components."

Meanwhile the Mutual Broadcasting System is working on a plan, whereby "feeds" to some of its smaller AM radio stations (making up approximately 30 per cent of the web) will be upgraded in sound quality, via FM transmission. Mutual prexy Paul Roberts opines that hi-fi record sales in these areas should benefit from the operation, those markets will now have a chance to hear good music" featured on several Mutual shows—both live and recorded—at its tonal best.

Menotti Opera Poser at NBC

NEW YORK — NBC Opera Company is currently facing an unusual musical casting problem as a result of the network's decision to premiere its new Menotti opera, "Maria Golovin," in August at the upcoming Brussels International Exposition.

In connection with parent RCA, NBC is said to be mulling plans for an American premiere on the Sunday following Thanksgiving, with an "original cast" album due to be launched by Victor the next day.

NBC's problem, therefore, is to find an opera cast (1) available for the Brussels junket, (2) available for the RCA Victor label in the fall, (3) available for the telecast, and (4) acceptable to composer Menotti, who has strong ideas about who should perform in his operatic works.

The network, meanwhile, has high hopes of landing a network sponsor for the fall showcasing of "Maria Golovin." It's due to be surrounded by the biggest publicity splash since Menotti's "Amahl and the Night Visitors"—the only NBC opera show so far to pick up consistent bankrolling.

AFTER-HOURS SESSION

PROGRAM POSER:

What's your yardstick for screening rock 'n' roll tunes?

THE BRAINSTORMERS:

Radio station execs

A symposium directed at better music programming in radio & TV



Kenneth Wilson, Music Director, WHDH, Boston: WHDH's yardstick of musical acceptability is a simple one—good taste. We evaluate all music and records, regardless of rhythmic structure, from that viewpoint, restricting those records whose lyrical connotations, in our judgment, clearly would offend or embarrass our listeners. We neither emphasize nor de-emphasize particular musical categories or numerical groupings, the objective of our music programming being a balanced presentation appealing to the widest possible range of varied popular tastes.

Lyell Bremser, V.-P. and General Manager, KFAB, Omaha: We screen every rock 'n' roll record extremely carefully, particularly for those with double entendre lyrics or lewd lyrics. Our yardstick mainly consists of the sound of the record. If it contains a good beat and some good lyrics and is sung by a popular favorite, we will use it on our programs. However, inasmuch as we use only a small portion of rock 'n' roll material, we immediately dump the raucous, knock-down drag-out shouters that make up the greater proportion of the releases.



Patti Searight, Director of Programming, WTOP Radio, Washington: WTOP Radio does not use any censorship yardstick, as such, for new rock 'n' roll releases. Instead, we rely on the ability, good taste and know-how of our talent, each of whom determines the selections to be played in his show, based on the record's popular appeal. Our over-all policy is to program the kind of music that will please the greatest number of listeners.

Gordie Baker, Program Director, WSPR, Springfield, Mass.: Like Gertrude Stein's "A Rose Is a Rose—" etc., our policy concerning r. 'n' r. release is "music is music is music—etc." We screen all lyrics for acceptability as a routine. What we carefully look for in our selections is a pleasing sound. Let's say our yardstick for rock 'n' roll releases is as follows. If the music is artistically done, is a good "noise free" recording, is not composed of freak sounds and gimmicks and is smooth and easy to listen to, it will fit our programming pattern.



Thomas P. Chisman, President, WVEC-Radio, Norfolk: Screening rock 'n' roll tunes for my station is a very simple matter. First we keep a wastepaper basket handy and as the new releases come in, we just dump them in. We have the same screening technique for the so-called "modern jazz," hillbilly and other fad music—down the drain. Believe it or not, we still have a fine audience that like good music—and I mean music.

COMING: What's wrong with TV net musicals?

"NOW"
Gordon MacRae—Capitol 3864

"EVER SINCE I MET LUCY"
Nick Todd—DOT 15688

Mark Stone—KAPP 205

BOURNE—ABC MUSIC
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KICKS FOR VIEWERS: Choreographer June Taylor, right, feels that dancers have an important place in TV music programming.

BETTER PROGRAMMING

Disk Stars Can't Just Sing on TV

By CHARLES SINCLAIR

How do you turn a pop record star into a visual show-business act designed to hold the attention of TV audiences?

This is a problem faced each week by June Taylor, the slim, attractive choreographer of "The Big Record" on CBS-TV.

"Many singers haven't clicked on TV because they're not working enough," she says. "If you just sing, or hang onto a microphone, it might as well be radio."

June, who has choreographed such stanzas on TV as those headlined by Jackie Gleason and Ed Sullivan, admits that "when you dress up a TV music show with visual gimmicks, you are walking a very narrow line between making it too busy and making it too thin. Unlike a Broadway show, television musicals are seldom cast for 'parts.' The guest stars have already been accepted, and you have to create material for them."

Her busy TV schedule calls for a swift appraisal of the guests on "The Big Record" each week. Altho the show has many long-established stars as guests, many are newcomers.

"The turnover in pop record talent today is frightening," June says. "And most new singers we have today are basically non-visual. In staging our show, we try to loosen them up a bit."

How to "Loosen" Acts

Since she feels that "choreography is to a music show what chase scenes and gunfights are to a Western," the basic job of loosening up music acts involves dancers in some form, to June Taylor's way of thinking.

"If it's a new rock 'n' roll or blues act with no stage presence or experience, we can always take an easy way out by surrounding the act with visual elements while they perform—provided the dancing and staging are properly related to the number. If it's a singer with experience, like Patti Page, we try for touches of movement and simple dance steps. With a singer who's also a dancer, we go all out, as with Eartha Kitt or Kay Thompson, and plan something together. The real veterans are no problem at all."

Trade estimates have it that the budget on "The Big Record" is upped about \$5,000 weekly as the result of added choreography and staging, but June feels "it's well worth it in terms of added appeal and a higher rating."

In fact, many top TV vocalist names now make regular trips to her dance studios on Broadway for special instruction, and autograph fans lurk outside in wait for Tommy Leonetti, Jill Corey, the McGuire Sisters, Jane Morgan and others.

"Almost every act in the music business today is aware that it must do a lot more than just sing to hit the top brackets," she says.

June, who got her first job in the chorus of a "George White's Scandals" by lying about her age (she was 13), feels that TV has done much to popularize choreography, from music comedy to ballet. With husband, Sol Lerner, June admits to having "conversations" with the major networks about a new program possibility for next fall, her own all-dance music show.

250G to Push 'S. Pac.' Album

Continued from page 2

Seventy-five time spots in 30 days will be used on three NBC network programs. These are "Night-time," "Monitor" and "Bandstand." Other air time is also contracted for, and local radio spots will cover the country.

RCA Victor is putting out the sound track in five different packages—a \$4.98 LP, a de luxe \$6.98 package, a three-pocket EP set, a single EP and a stereo tape version.

Oscar Hammerstein and Mitzl Gaynor will tour 10 key cities during "South Pacific Week," and will appear on TV, radio, in department stores, etc. The album will be placed on display in 385 Magna Theaters throuth the country—even if those theaters do not show "South Pacific" at the time. The picture is scheduled to be shown in about 30 theaters during the first year. Tie-ins have also been worked out, of course, to display the album and the book by James A. Michener.

Navy Tie-In

The most interesting tie-in is with the U. S. Navy's recruiting service. The Navy will place a four-color recruiting streamer in 5,000 post offices. Attached to, or superimposed on, this will be a Victor streamer plugging "South Pacific." Also, albums will be sent to all U. S. naval hospitals throuth the world and to all Capital ships of the Navy. It is also planned to recruit a special "South Pacific" company, which will be

sworn in by Hammerstein and Mitzl Gaynor. The Navy will also supply window display material.

In toto, counting album services for jockeys, reviewers, salesmen—as well as albums allocated to 20th Century-Fox for exploitation purposes—some 6,150 albums will be given away gratis. This is more than three times the usual amount.

Incidentally, 1,000 copies of the Michener book are being sent to deejays, and more will be used in theater displays.

DJ Contest

A deejay contest will add an additional spark. Jocks will be asked to make up as many words as possible out of the letters in the phrase: "RCA Victor South Pacific"—and to write their opinions of the album. The winner gets a two-week trip to Hawaii for two Other awards include color TV sets, hi-fi players, transistor radios, etc. Tying-in with the deejay contest is a special "minute man" disk, made up of 60-second excerpts from the score. This is designed to get programming in the tight squeezes—when the deejay has little time. There's also a special juke box disk to be distributed to operators and one-stops.

The point of sale material also includes a pre-pack, which is a counter display for dealers. This holds 25 LP's and six of the EOC sets. A special merchandiser standing five feet high has also been designed for supermarkets.

Record Sales Up—and Down

Continued from page 2

had been more than compensated by the sharp increase in LP sales.

Washington's Max Silverman, head of Quality Music, was feeling no slump in sales. In fact, Waxey Maxey claimed business for January and February this year was better than last.

Basically this spotty trend in the business reflects local conditions. Where there is substantial unemployment, sales are off, with singles getting hit first and LP's second. Where there is little unemployment sales are equal to and sometimes better than last year at this time, which was a boom period.

HOLLYWOOD — Dealers in Los Angeles generally are in agreement that, while business is off from the early part of last year, the degree is not large enough to be of any real significance.

A survey of three major dealers finds Music City "down slightly," Denel's Music "possibly 5 per cent under," and Gateway to Music "slightly ahead." In case there are other factors besides customer volume contributing.

Denel's Music, for example, which had three outlets last year, now has only two. Bill Denel believes that "the next few months will be a period of readjustment, during which we'll have to keep inventories down and take more care in buying." Items that aren't moving will be cut.

Denel breaks it down this way: Records, off 10 per cent; radio department, even; radio-phono-TV, up 20 per cent.

Part of the decline, he thinks, is due to a clearance sale during the first two weeks in January in which everything in the store was marked off 25 per cent. He was ready to commit himself to a discounting practice, he said, when, to his surprise, business instead of going up went down. As soon as he took the sale off, business went up again. Why, he says, he doesn't completely understand himself.

Bill Hogue of Music City finds that albums are moving well, but that singles are harder to sell. There is greater variety in the record being bought, and a handful of records haven't moved way ahead

of the field as they did in past years.

Alfred Leonard, of Gateway to Music, declares that it's "undoubtedly harder to move volume than a year ago." People are being more careful in their shopping, and not buying as many records at a time. One reason why the store did not increase sales in January, he thinks, is that there was an absence of any major classical releases during the month.

Rock 'n' Roll

Continued from page 6

30, then on April 1 the show will be in Philadelphia. After that the show hits Syracuse, Buffalo and Troy, N. Y.; Grand Rapids, Mich.; Cleveland, Canton and Columbus, O.; Windsor and London, Ont.; Toledo, O.; Flint, Mich.; Cincinnati, St. Louis, Tulsa and Oklahoma City, Okla.; Wichita and Kansas City, Kans.; Omaha, Minneapolis, Chicago, and Fort Wayne, Ind. More dates are now being set.

Tours Set

The Feld show opens in Norfolk on April 5 and then in Richmond, Va., on April 6. After that the tour hits Charlotte, Winston-Salem and Raleigh, N. C.; Hershey, Pa.; Rochester, N. Y.; Pittsburgh and Scranton, Pa.; Quebec City, Montreal, Quebec; Toronto and Kitchner, Ont.; Erie, Pa.; Columbus, O.; Louisville; Cincinnati, Youngstown, O.; Indianapolis, Chicago, Minneapolis; Grand Forks, N. D.; Winnipeg, Man.; Regina, Sask.; Edmonton and Calgary, Alta.; Spokane and Seattle; Portland and Eugene, Ore., and San Jose, San Francisco, Los Angeles and San Diego, Calif. The show will play seven days in Texas, and more dates are now being booked.

B'dway Musicals

Continued from page 3

stein; "Goldilocks," music by Le-roy Anderson, lyrics by Joan Ford and Jean and Walter Kerr; "The Jet-Propelled Couch," music and lyrics by Stephen Sondheim; "Nothing Personal," music and lyrics by Douglas Watt, Cy Coleman, John Morris and the late John Latouche.

The line-up of penciled-in musicals for next fall also numbers "Packaged in Paris," music by Harry Revel, lyrics by George Marion Jr.; "Hearts and Dollars," lyrics, Edward Eliscu, music, Sol Kaplan; "Skyscraper," Rodgers and Hammerstein, with Mary Martin mentioned as star possibility; R. and H. and Miss Martin also mentioned as possibilities for Lindsay-Crouse musical about the Trapp Family; "Oh Happy Mel" lyrics, Arnold Orvitt, music, Albert Hague; "Hat in Hand" with Carol Haney, lyrics, David Rodgers, music, Raymond Scott; "Flight to Granada," score by Solito De Solis; "The Ticklish Acrobat," lyrics, Kenward Elmslie, music, Marvin Fisher; "Whoop-Up," music, Morris Charlap, lyrics, Norman Gimbel; "Zulieka," music, Peter Tranchell, lyrics, James Ferman.

Musical versions of the following are also in the works, altho lyric and music writers have not yet been named: "The Loving Couple," "Brave New World" and "Dream Girl."

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Look What's Happening to **THE MUSIC MAN**

By MEREDITH WILLSON

SEVENTY-SIX TROMBONES

- | | |
|--------------------------------|--|
| 1. Vera Lynn —London | 11. Meredith Willson Conducts —Capitol LP |
| 2. Billy May —Capitol | 12. Pee Wee Hunt —Capitol LP |
| 3. Arthur Godfrey —Columbia | 13. Hill Bowen & Orchestra —Camden LP |
| 4. Hugo and Luigi —Roulette | 14. Fred Waring & His Pennsylvanians —Capitol LP |
| 5. Jimmy McPartland —Epic | 15. Jimmy Guiffre —Atlantic EP |
| 6. Jonah Jones —Capitol | 16. Jimmy McPartland —Epic LP |
| 7. King Sisters —Capitol | 17. Cast Album —Capitol LP |
| 8. Dave Terry —RCA Victor | 18. Dave Terry —RCA Victor EP |
| 9. Stan Freeman —Columbia LP | 19. Billy May —Capitol EP |
| 10. Jimmy Guiffre —Atlantic LP | |

GARY, INDIANA

- | |
|---|
| 1. STAN FREEBERG —Capitol |
| 2. STAN FREEMAN —Columbia LP |
| 3. JIMMY McPARTLAND —Epic LP |
| 4. JIMMY GUIFFRE —Atlantic EP |
| 5. JIMMY GUIFFRE —Atlantic LP |
| 6. GLEN GRAY —Capitol LP |
| 7. FRED WARING AND HIS PENNSYLVANIANS —Capitol LP |
| 8. CAST ALBUM —Capitol LP |
| 9. MEREDITH WILLSON CONDUCTS —Capitol LP |
| 10. HILL BOWEN & ORCHESTRA —Camden LP |

MARIAN, THE LIBRARIAN

- | |
|---|
| 1. ARTHUR GODFREY —Columbia |
| 2. JIMMY McPARTLAND —Epic |
| 3. JIMMY McPARTLAND —Epic LP |
| 4. JIMMY GUIFFRE —Atlantic EP |
| 5. MEREDITH WILLSON CONDUCTS —Capitol LP |
| 6. GLEN GRAY —Capitol LP |
| 7. FRED WARING & HIS PENNSYLVANIANS —Capitol LP |
| 8. JIMMY GUIFFRE —Atlantic LP |
| 9. STAN FREEMAN —Columbia LP |
| 10. CAST ALBUM —Capitol LP |
| 11. HILL BOWEN & ORCHESTRA —Camden LP |

LIDA ROSE

- | |
|---|
| 1. GUY LOMBARDO —Capitol |
| 2. JON GARTH & THE HAPPY HEARTS —Kapp |
| 3. JIMMY GUIFFRE —Atlantic LP |
| 4. JIMMY McPARTLAND —Epic LP |
| 5. STAN FREEMAN —Columbia LP |
| 6. GUY LOMBARDO —Capitol LP |
| 7. FRED WARING & HIS PENNSYLVANIANS —Capitol LP |
| 8. CAST ALBUM —Capitol LP |
| 9. HILL BOWEN & ORCHESTRA —Camden LP |
| 10. CYRIL STAPLETON —London LP |
| 11. MEREDITH WILLSON CONDUCTS —Capitol LP |
| 12. GUY LOMBARDO —Capitol EP |

YA GOT TROUBLE

- | |
|------------------------------|
| 1. STAN FREEBERG —Capitol |
| 2. CAST ALBUM —Capitol LP |
| 3. JIMMY McPARTLAND —Epic LP |
| 4. EDDIE CONDON —M-G-M LP |

GOODNIGHT MY SOMEONE

- | |
|---|
| 1. LES PAUL AND MARY FORD —Capitol |
| 2. FELICIA SAUNDERS —Decca |
| 3. CAST ALBUM —Capitol LP |
| 4. JIMMY GUIFFRE —Atlantic EP |
| 5. FREDDY MARTIN —Capitol LP |
| 6. FRED WARING & HIS PENNSYLVANIANS —Capitol LP |
| 7. JIMMY McPARTLAND —Epic LP |
| 8. JIMMY GUIFFRE —Atlantic LP |
| 9. MEREDITH WILLSON CONDUCTS —Capitol LP |
| 10. HILL BOWEN & ORCHESTRA —Camden LP |
| 11. LES PAUL AND MARY FORD —Capitol EP |

THE MUSIC MAN

ALBUMS

- | | |
|--|-------------|
| 1. ORIGINAL CAST ALBUM THE MUSIC MAN | Capitol |
| 2. JIMMY GUIFFRE—HIS MUSIC MEN PLAY THE MUSIC MAN | Atlantic |
| 3. STAN FREEMAN—HIS MUSIC MEN SWING THE MUSIC MAN | Columbia |
| 4. THE MUSIC MAN CONDUCTED BY MEREDITH WILLSON | Capitol |
| 5. FRED WARING AND HIS PENNSYLVANIANS | Capitol |
| 6. JIMMY McPARTLAND, THE MUSIC MAN GOES DIXIELAND | Epic |
| 7. DANCE TO THE MUSIC MAN
Glen Gray
Pee Wee Hunt
Guy Lombardo
Freddie Martin | Capitol |
| 8. HILL BOWEN & ORCHESTRA SYMPHONIC IMPRESSIONS | Camden |
| 9. BROADWAY PREVIEW—THE MUSIC MAN | Capitol EP |
| 10. JIMMY GUIFFRE—HIS MUSIC MEN PLAY THE MUSIC MAN | Atlantic EP |

IT'S YOU

- | |
|---|
| 1. THE FOUR PREPS —Capitol |
| 2. FRED WARING & HIS PENNSYLVANIANS —Capitol LP |
| 3. STAN FREEMAN —Columbia LP |
| 4. JIMMY GUIFFRE —Atlantic LP |
| 5. JIMMY McPARTLAND —Epic LP |
| 6. CAST ALBUM —Capitol LP |
| 7. MEREDITH WILLSON CONDUCTS —Capitol LP |
| 8. GLEN GRAY —Capitol LP |
| 9. HILL BOWEN & ORCHESTRA —Camden LP |
| 10. THE FOUR PREPS —Capitol EP |

TILL THERE WAS YOU

- | |
|--|
| 1. NELSON RIDDLE WITH SUE RANEY —Capitol |
| 2. BARBARA McNAIR —Coral |
| 3. RAY ANTHONY —Capitol |
| 4. GUY LOMBARDO —Capitol LP |
| 5. MEREDITH WILLSON CONDUCTS —Capitol LP |
| 6. HILL BOWEN & ORCHESTRA —Camden LP |
| 7. JIMMY GUIFFRE —Atlantic LP |
| 8. JIMMY McPARTLAND —Epic LP |
| 9. STAN FREEMAN —Columbia LP |
| 10. CAST ALBUM —Capitol LP |
| 11. FRED WARING & HIS PENNSYLVANIANS —Capitol LP |
| 12. NELSON RIDDLE WITH SUE RANEY —Capitol EP |

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MUSIC CORP.
NEW YORK—HOLLYWOOD

VOX JOX

By JUNE BUNDY

WNEW'S ALL-TIME "BIG TEN": "Make Believe Ballroom" emcee Art Ford, WNEW, New York, handed out 58 prizes (including a 1958 Ford Thunderbird) to winners in the station's contest to name the "Ten Greatest Records of All Time," as compiled by five key artist and repertoire men.

The "All Time Ten" list included: Benny Goodman's "Sing Sing Sing," Artie Shaw's "Begin the Beguine," Bing Crosby's "White Christmas," Glenn Miller's "In the Mood," Patti Page's "Tennessee Waltz," Nat Cole's "Nature Boy," Ella Fitzgerald's "A Tisket a Tasket," Tommy Dorsey's "I'll Never Smile Again," Rosemary Clooney's "Tenderly" and Gene Austin's "My Blue Heaven."

WLOB'S POP POLL: The first Music Popularity Poll conducted by WLOB, Portland, Me., last month, in co operation with local record shops, will be an annual affair. Only record buyers were

given official ballots which were filled out and left at the shops or mailed to the station.

Winners were as follows: male vocalist, Ricky Nelson; female vocalist, Patti Page; vocal group, Danny and the Juniors; dance band, Lawrence Welk; instrumental group, Bill Justis. Runners-up in each category included Elvis Presley and Pat Boone; Teresa Brewer and Janice Harper; Four Lads and the Platters; Les Elgart and Glenn Miller; Three Suns and Billy Vaughan.

ALBUM GROOVE: Somerset Records, via Chips Distributing Company, Philadelphia, launched an LP saturation campaign over WPEN, Philadelphia, last week. Each day of the week, WPEN deejays—Jack O'Reilly, Red Benson, Mac McGuire, Larry Brown and Bud Brees—featured one-minute spots for Somerset LP's, playing up its 101 Strings Ork in particular. At the same time, the jocks sched-

uled selections from the label's album line thruout their shows.

Dick Stenberg, WILZ, St. Petersburg Beach, Fla., and Bill Mitchell are co-hosting regular hops every Friday evening at St. Petersburg's amusement pier for 1,200 teens. . . . Len Carl, WLAP, Lexington, Ky., emcees Sok Hops, which are presented by the Lexington City Recreation Department, Coca-Cola Bottling Works and WLAP. Proceeds from each hop go to the recreation department for development of its local teen program.

Dick Pike, WNOP, Cincinnati, who recently branched out into promotion and personal management, drew more than 700 teenagers to the first in a series of Pike-sponsored record hops staged at the Plantation Club February 7. . . . Texas deejays Bob Stevens, Red Jones, Tom Whalen, Gene Edwards and Joel Spivak, all of

(Continued on page 43)

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

A lot of water has flowed under the bridge since disk jockey Alan Freed spun the classical wax on Radio Station WKST, Newcastle, Pa. In fact, many would find it hard to believe that the man who popularized the term "rock and roll" in its present connotation once posed to his audience as a long hair. In that field, as Alan puts it himself: "I couldn't buy the time of day."

I talked with Freed as he was setting his sights on his first nationwide one-nighter tour with a package of top rock and roll and rockabilly acts. "What directions is pop music likely to take in the future," I asked?

"It's going to be rock and roll for a long time to come, altho there will be trends set within the field which no one can predict. But the power of the music is now showing up at the college level. Kids have been exposed to it for four or five years. Now they're carrying their taste right into the colleges and it looks to me as

tho the colleges will be completely saturated with rock and roll. On my tour we will do shows at various college towns, including Columbus and Toledo, O., and Madison, Wis."

"Do the bands have a chance again?"

"Sure they have a chance, but they need a hit record, just like everybody else does. As a matter of fact, I think Ray Anthony's move to change his band book to strictly rock and roll was very wise. He will do great business at the colleges with a band like that."

I asked Freed about his personal music tastes.

"I've never considered myself a musical snob," he told me, "I love all kinds of pop music and that goes for the records I play on my shows."

Freed worked at WAKR, Akron, and on radio and TV at WJW, Cleveland, before coming to WINS, New York. Since then, he's been the emcee of a TV show on the ABC-TV network, has been

featured in rock and roll movies and has been closely associated with some of the highest powered rock and roll stagershow in the biggest theaters.

On plans for the future, he said, "I don't want to limit myself to only music. In TV, I'd like to try something else. In fact, it's possible that I will be an emcee on a quiz show. I will probably do more movie work and I still hope to make a tour of England with an all-star group of American record acts. That may well come about next September. I just haven't had time to do everything I want to do."

On the subject of kids, Alan Freed is well versed. "I've dealt with kids for 16 years. I believe rock and roll has had a good influence on them. And I don't think they grow out of it just because they reach 18 or 19 or 20. Sure their tastes expand. They begin to like many other kinds of mu-

(Continued on page 45)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

The ABC-TV network has hung the "sold-out" sign on "Country Music Jubilee," now that Instant Postum, Arrid and Carter's Little Liver Pills have joined in the show's sponsorship. . . . Charlie Hodge, the pint-sized member of the Marksmen Quartet, reports to Decatur, Ala., this week for induction into the Army. . . . Charlie Aldrich, bossman of Riverside Rancho, Los Angeles c.&w. hot spot, and his wife are lullabying a new daughter born February 9. Newcomer is named Cathy Carletta.

Fred Stryker, of Fairway Music, Hollywood, reports that his firm is working hard on a new record by Johnny Horton (Columbia) entitled "Honky-Tonk Hardwood Floor," recorded by Kay Starr several years ago. . . . "Grand Ole Opry's" Lonzo and Oscar are set for a four-day stand in Minneapolis March 12-15. . . . Mildred and

Ross Burk, songwriting team of Ava, Mo., near Springfield, are the authors of Porter Wagoner's latest release, "Turn It Over in Your Mind." The Burks previously penned "Little Baggy Britches," which Billy Walker did on Columbia, and "I'm Day Dreamin' Tonight," also cut by Wagoner.

Sleepy McDaniel, road manager for Hank Snow, is mapping plans for a 35-day personal appearance tour for the Snow unit beginning in Edmonton, Alta., May 8. During the trek the Snow show will make a Dominion-wide appearance on "Country Hoe-down" over CBC-TV from Toronto May 30. The unit will also furnish the entertainment for the opening of a new Purina mill at Whitby, Ont., May 31. Hank's newest on the RCA Victor label is "Whispering Rain" b.w. "I Wish I Was the Moon."

Red Foley and Joe Slattery have recorded a series of 46 radio spots

for the makers of Dickies work and casual clothes, one of the sponsors of "Country Music Jubilee." Joe, by the way, is now assistant to Bryan Bisney, "Jubilee's" producer-director. . . . L. L. and Neva Brasfield (Uncle Cyp and Aunt Sap) are in Texas on a fortnight's vacation. . . . Decca Record forces are reported excited over their new release by Ann Raye, Biloxi, Miss., cutie, which hit the music racks last Friday (21). Coupled on the new platter are "I'm a Sentimental Fool" and "Endless Love," with Miss Raye getting backing from steelman Grady Martin and Sugarfoot Garland, pianist Owen Bradley, and the Anita Kerr Singers. Deejays are slated to have their copies by March 3. Jocks who are missed may obtain a sample by writing to Miss Raye's dad and manager, Yankie Barhanovich, at Biloxi, Miss.

Elaine DuPont, currently appearing with Charlie Aldrich and band at Riverside Rancho, Los Angeles, has been

(Continued on page 43)

MUSIC AS WRITTEN

By BOB ROLONTZ

SILVER ALBUM FOR GENERAL PORTER

Charles J. Brady, RCA Victor special European representative, presented Maj. Gen. Robert W. Porter Jr., departing Division CG, with a silver recording of the RCA album of the Division Band and Soldiers Chorus, marking the release of the album in Europe. The 51-piece band, organized in 1947 at Fort Knox, Ky., is currently conducted by Chief Warrant Officer Reginald Franklin and has become one of the Army's most popular ambassadors of good will in Germany.

NEW SIEGAL-LIBERACE PUB. FIRM

Paul Siegal has formed a new ASCAP publishing firm called Libsieg Musicpublishers. He is partnered in the firm with George Liberace. Firm will be located in Hollywood. First copyrights set for the Libsieg firm will be a German song penned by Heino Gaze, with lyrics by Al Stillman, plus an orchestral work by Dick Manning and Al Hoffman titled "Up Above the World So High."

TWO TUNES TO A SIDE

Columbia Records is issuing two records this week, each of which uses two tunes on one side of a disk. One is by Tony Bennett, with two Victor Young tunes, "My Foolish Heart" and "Alone at Last." In this case, "Alone at Last" is sung by Bennett over a counter melody by the ork of "My Foolish Heart." The other record is by the Kirby Stone combo, and the two tunes are "Whispering" and "Groovin' High." In this case, "Groovin' High" is the melody, and "Whispering" is played as the counter melody. "Groovin' High" is based upon a riff of Dizzy Gillespie, which fits the chord progressions of "Whispering." In each case the publishers worked out arrangements with the diskery and with each other to take care of the licensing agreement and to split the statutory royalty rate.

CADENCE SHOE FIRM TIE-UP

Cadence Records has worked out a tie-up with the Penobscot Shoe Company whereby the shoe firm will use pictures and records of warbler Andy Williams to help sell its teen-age Tes Jolie shoe line. The campaign is called "Music to Sell Shoes By" and will entail merchandising Williams singles and LP's in shoe stores with purchases of Tres Jolie sandals, pumps, et al. Here will also be window displays of Cadence LP's by Williams in key shoe stores that handle the line.

URANIA SIGNS GOOSENS

SiegBart, head of Urania Records, has signed Sir Eugene Goosens to a recording contract. The eminent conductor will conduct a series of recordings for the label that will be released both on LP and on stereo tape. First recording will be with the London Philharmonic, which was signed by Urania two weeks ago.

VISTA DEBS WITH MARY MARTIN

The first of two albums to be released by the new Disc Music label, Vista, will be "An Evening With Mary Martin," featuring the musical star backed by the Tutti Camarata Ork. The other will be "Melodies for Midnight" by accordionist John La-Padula. James Mason has also been signed by the label to recite an LP of Edgar Allen Poe tales.

DREYER-BARD PUB PARTNERSHIP

Dave Dreyer and Alex Bard have formed a new music publishing firm to specialize in European music. The name of the new firm is "Europa Music." Bard just returned from a European trip where he acquired many copyrights and concluded reciprocal deals for material. Bard was associated with RCA Victor's foreign department and has recently been with Associated Music Publishers.

COLUMBIA THROWS 'CAPTAIN' BASH

Columbia Records last week (20) threw a party for the cast of the hit Broadway musical "Oh, Captain!", at which time the diskery gave out its original cast waxings of the show, too all of the tradesters, flacks and reviewers invited to the soiree. Present were Tony Randall, Jacquelyn McKeever, Edward Platt, Susan Johnson, Paul Valentine and Eileen Rodgers. Clambake was thrown at the Plaza Hotel in New York. This marks Columbia's second big bash in less than a week. Other party was for Erroll Garner.

NEW YORK

Art Benson is now personal manager for Corky Corcoran, the Maddy Brothers and Bob Alexander. All three have sides on the market, Corcoran's being an album of all new tunes. Corcoran has been with the Harry James crew 17 years and is heard on tenor on the James' ork set of "Wild About Harry" on Capitol. . . . Composer Roy Harris has been commissioned to write a triple concerto for trio and orchestra by the Beaux Arts Trio. The commission is to honor Harris' 60th birthday. The work will be premiered by the Beaux Arts Trio in 1959.

Avenue Records, headed by Jack Tell, has signed Henri De Pari, Jim Corliss, Larry Tickler and the Kings to long-term pacts. . . . As a result of the smash hit, "Witchcraft," Carolyn Leigh, who wrote the lyric with writer Cy Coleman, has been given a brand-new, five-year contract with E. H. Morris. Her old contract, which had eight months to run, was torn up by professional manager Sidney Kornheiser for the new, improved paper. . . . Paul Baio has been appointed Midwest promotion representative for Decca Records. . . . Thrush Teddy King will do 20 five-minute radio transcriptions for the Armed Forces Services Corps. . . . Gabot artist Bill Heyer will understudy Johnny Desmond in "Say Darling," forthcoming Broadway show. . . . The Four Voices will appear on "The Big Record" show March 12. . . . Bobby Scott has been set for another six weeks at Cafe Bohemia, New York. . . . The Rover Boys will play two weeks at Beverly Hills Country Club, Southgate, Ky., in early March. . . . Opera singer Wesley Dalton has been signed to wax pop sides for Mark Records.

MGM Records

Sales are Soaring

UP! UP! UP!

CONNIE



FRANCIS

WHO'S SORRY NOW

K12588
on 45 and
78 rpm



THE STROLLERS

Featuring

ARTIE MALVIN

GIGI

(From the MGM Film "Gigi")

and

MOONLIGHT COCKTAIL

K12614

Another "Third Man Theme" Sound!

LOVE THEM FROM

"THE

BROTHERS KARAMAZOV"

(From the MGM Picture)

Featuring **JACK HILL** at the **CYMBALOM**

Orchestra conducted by Harry Geller

K12624

RICHARD BARRETT

(When Your Heart's on Fire)

SMOKE GETS IN YOUR EYES

K12616

CHARLEY AND JUNIOR

CUDDLE LOVIN'

BABY

K12615

SAM (THE MAN) TAYLOR

BIG

GUITAR

K12613

DAVID ROSE
and His Orch.

SWINGING SHEPHERD BLUES

K12608 on 45 & 78 rpm

**MARVIN
RAINWATER**

WHOLE LOTTA WOMAN

K12609

MGM Records - Great in '58

Adult Curriculumms Spell Disk Sales

Across the length and breadth of the United States, 35,000,000 grown-ups spend part of their leisure time going to school. There is an adult education movement afoot which has definite importance to record-music dealers. Many of the adult education programs include music and dancing courses in their curriculum.

A Vast Program

The number of these programs is so great and their sponsorship so varied that literally weeks of research would be necessary to give a clear picture of the movement's size. There are university-sponsored programs and there are elementary school programs. There are programs sponsored by large corporations and there are small programs sponsored by civic and social organizations. In addition, there are those run strictly for profit, such as the Arthur Murray and Fred Astaire dance studios.

These programs can help dealers in many ways. Some schools have courses in music appreciation. Others teach the history of jazz or the blues. Dancing classes teach the cha-cha and the merengue, the rumba and tango. All of this creates interest in music that leads to record sales. In this sense, adult education programs are indirect promotion for dealers.

Direct Promotion

But dealers can participate directly in these programs. If the class is a dancing class, the dealer can provide records for the class. The instructor can recommend that his students buy from the dealer. Or the dealer could ask the instructor to place a show card in a prominent space, telling the students that the records they want for dancing are available at his store.

Similarly, dealers can tie in directly with classes in music appreciation, or any other music course in the school's curriculum.

Why Not Investigate

Some schools even have courses in high fidelity. It doesn't stretch the imagination too much to be able to see hi-fi equipment sold thru a tie-in with such a course.

If you are located in a town of medium to large size, check your local schools. They probably have an adult program. Find out what they're teaching and contact the instructors of music courses. It can't cost more than a phone call and it may open new avenues to record sales.

Other organizations to contact are the Y's, the public libraries, Red Cross, churches, community centers, etc. It will surprise you to find out how many have some kind of grown-up school in operation.

New Speed By Fairchild

Fairchild has added a speed to its double-belt drive turntable. Last year, the firm debuted a similar unit that ran at a single speed (33½ r.p.m.) This year's model spins at both 33½ and 45 r.p.m.

Basic construction of both units is similar. But, in the two speed model, speed change is effected by a simple method that changed the lower belt of the double belt drive from one diameter pulley to another. The double belt drive is powered by a hysteresis motor.

The two-speed model (412-2) is priced at \$129.50.

HEARD OVER THE COUNTER

How many dealers have heard malapropisms involving the names of composers or artists? Probably every dealer has, and he probably hears them every day. Here are a few heard over the counter at the Bowling Green Music Shop in New York.

Woman asked for a recording of "Naughty Marietta" by Victor Hubert. Others variously asked for records by Tennessee Irving, Ezio Pizza, Sylvania Magnolia, Manny-Vanni, Sigmund Bloomberg and Joehann Stross.

The above can only be topped by the case of the woman who came in the store, browsed for 10 minutes and finally stepping up to the counter, asked: "You got something maybe by Irving Presley?"

Then there are the customers who get titles mixed up. Some of the classics are "Cherry Pink and Apple-Eating Time," "Song of the Vulgar Boatman," "Auf Wiener Schnitzel" and "A-River-Decci Rome."

Most dealers have customers who insist there are songs that the dealer has never heard of. The dealer, for example, is pretty stupid for not stocking a song called "Shadows" by the Sunshine Boys. It takes a pretty imaginative clerk to realize that what the customer really wants is "Silhouettes" by the Rays.

In the same category is the little old lady with the flower in her hat. She insists there's a song called "Three Little Sheep."

(Continued on page 16)

Cartridge At \$79.50

Fairchild has begun production of stereo cartridges. They are aimed at the audiophile market and will be available by March.

The cartridge will be called the XP-4. It is a dual rotating coil pickup designed for the Westrex 45-45 system. It will reproduce standard LP lateral monaural records.

An 0.8 mil diamond needle will be used with the cartridge. The use of micro-coils and miniaturized components has reduced the size of the cartridge to a point where it can be used within a standard pickup arm.

The price of the cartridge has been set at \$79.50. The firm says that future price reductions on the unit will depend on the demand for the product.

Sales Up for Tape Firm

Magnetic tape sales of Audio Devices, Inc. (New York) soared to an all-time high in 1957, with an increase of 42 per cent over 1956. Total sales of all products of the firm were \$4,779,690, largest in the company's history, up 29 per cent over the total of \$3,707,576 in 1956.

Increases occurred not only in every section of the United States but also in foreign countries, with more tape going to more countries than ever in the company's history.

Plant expansion completed in 1957, which doubled the firm's production capacity for tape, had just enabled it to keep abreast of demand. The continued upward movement will soon make further expansion necessary.

Philco 'Veep' Transistor

Philco is offering a vest-pocket-size transistor radio for only \$19.95. Called the "Veep," this unit is one of a complete new line of transistor portables.

Philco says this is the first full line of transistor radios to be offered by the industry. Their portables have from three to seven transistor-powered models, decorator-styled and ranging in price up to \$59.95.

Another special feature of the line is the "trans World" model, a nine-transistor all-wave receiver. This model, with luxury-look leather styling, receives seven bands and operates on six ordinary flashlight batteries. It has a suggested retail price of \$229.95.

(Continued on page 16)

Recoton's New Units

Two new variable reluctance cartridges are announced by Recoton (Long Island City, N. Y.). Called the Recoton-Goldring Models RG-500 and RG-550, the new units feature turnover design. The RG-550 offers the additional advantage of a mu-metal shield to reduce hum.

The cartridges have cantilever construction assembly which reduces effective mass at the stylus tip to 3.5 milligrams. Total weight of the unit including mounting bracket is less than 1 oz. and tracking pressure is 5 to 7 grams when used with a record changer; 3 to 4 grams with a transcription arm. Output is 10 millivolts, the DC resistance of the cartridge is 1500 ohms and the recommended loading resistance 47,000 ohms.

Liberty's New Plush Wax Center Unveiled

- Classy outlet defies discount competition
- Heavy investment in luxury sales pitch

By RALPH FREAS

New York's swanky Liberty Music Shops has opened a new branch on busy East 42d Street. And the classy approach to record and playing equipment sales that has been the chain's trademark thru the years hasn't been altered one jot in this new outlet.

Fixtures are custom made. Deep pile carpeting makes standing and browsing easy on the customers' feet. A uniformed doorman greets them at the 42d street entrance. An elevator conveys them to the second floor showrooms where they can listen to fine furniture phonographs or assembled hi-fi rigs. The entire operation was designed for Liberty by one of America's top-flight architects, Edgar Tafel. The firm spared nothing to make the new branch a showplace.

Competition a Factor

Well, if this has always been the Liberty merchandising method, what's so unusual about the new outlet? It's unusual in this respect. The 42d street store is surrounded by discount competition. One of the Korvette discount chain's outlets is only half a block away. The Commodore Music Shop is directly across the

(Continued on page 16)



The unique, custom-built island displays hold small radios and phonographs. They have plenty of storage space underneath for back-up stock. The furniture finish on the displays adds to the richness of the store's appearance.

Customers enjoy browsing book-fashion thru the extensive album displays. The racks are deceptive. They hold far more albums—thousands, in fact—than they seem to. Albums are arranged in the racks according to musical categories.




This is the original design for the new Liberty Music Shop as visualized by the architect, Edgar Tafel.




The customer who needs it can get personal attention from the clerks at the traditional style counter.

YOUR NEW COLUMBIA RECORDS DESERVE COLUMBIA ACCESSORIES!

Not just on Columbia Best Cover's "S.E.A.S.I.D.E."!



DISKADDOYS
All wood cases hold sixty 7", 10" or 12" records. Covered with available leatherette pyroxylin-coated fabric. Case with inside library type record slots.



DISC JOCKEY*
Columbia's new rotating Disc Jockey holds 40 records in 45 rpm records only. Strong, feather-light, built-in brass ball bearings for easy rotation.

FREE COLUMBIA ACCESSORIES
New rubber mat selling Columbia Treatise Ringed gram records. See them from playing great music. For five record package of 5 write 15¢ for only for postage and handling.

WHEREVER YOU BUY COLUMBIA RECORDS OR PHONOGRAPHS

© 1958 Columbia Records Co., Inc. N.Y.C.

7 WAYS TO MAKE LOVE TO YOUR RECORDS

TAKE 'EM FOR A SPIN!
Columbia's new record...
GIVE 'EM DIAMONDS!
TAKE 'EM ON A TRIP!
GIVE 'EM A HOME!
BE PROTECTIVE!
BE ADAPTIBLE!
GIVE 'EM FURY!

COLUMBIA ACCESSORIES

Available at better record stores everywhere. Please see separate list.

Playboy







High Fidelity



DEPT^H

NOW—GET IN ON EXTRA-PROFIT HI-FI INSURANCE WITH NATIONALLY ADVERTISED COLUMBIA ACCESSORIES!
(An extra-profit sale to every record customer, every phonograph buyer)

Don't wait to be sold! Call your Columbia distributor today and get in on the million-dollar extra-profit Columbia Accessories business! Advertised nationally in magazines like *Seventeen*, *Playboy*, *Saturday Review*, *High Fidelity*. Columbia's complete line of phonograph accessories means no overhead costs, gives you hundreds of dollars in gross sales! Eye-catching shipper carton displays convert dead counter space into permanent source of "profit in depth." Impulse purchase appeal is tremendous! Turnover is sensational! Free dealer mats available immediately for all these Columbia accessories:

-  **DISKADDOY**
carrying cases hold sixty 7", 10" or 12" records.
-  **RECORD RACKS**
store 40 to 50 records of every size.
-  **RECORD BRUSH**
cleans grooves as record plays.
-  **MITT AND SPRAY**
banish static, keep records clean.
-  **SPINDLE**
lets 33 1/3 phonograph play 45's automatically.
-  **NEEDLES**
come in synthetic metals or genuine diamond tips.

PROFIT IN DEPT^H

DISPLAY AMERICA'S FAVORITE DISC JOCKEY*

A runaway best seller—Columbia's new rotating Disc Jockey that stores and logs 45 rpm records. Set up with display—watch it stop every customer!



*T.M.

PROFIT IN DEPT^H

DISPLAY HIGH-FIDELITY INSURANCE

Working stock of five famous Columbia Accessories in a pilfer-proof display. Display takes up midget space—sells like a giant!



Call your distributor today...

COLUMBIA ACCESSORIES

© "COLUMBIA" MARCA REG.

THE EYES HAVE IT

'Mile of Covers' Sparks LP Sales

- Unique approach of Kansas City outlet
- Streamlined viewing cues impulse buys

By GRIER LOWRY

The solid sales appeal and traffic-building potency of album covers is vividly demonstrated at the Foremost Record Center, Kansas City, Mo. It all but stakes its merchandising life on the "silent salesmanship" of album covers.

Approaching the two-year milestone, this unique operation is going strong, carving a prominent niche on the local record and hi-fi sales horizon. John Sandusky, long-time music agent; Blevins Davis, theatrical producer, and Harry Miller, veteran record distributor representative, are associated in the enterprise.

Mile of Covers

While LP albums dominate the picture with over 6,000-square-foot sales area, the firm also gives a big play to hi-fi, pushes 45 records, and is also giving stereophonic tape considerable attention.

Among the elements which have contributed to the progress of the operation are: 1) location on a major outlying traffic artery with a daily traffic check of 22,000 motorcars; 2) patio parking for 50 cars in front; 3) an LP inventory control system which is followed rigidly; 4) 10 a.m. to 10 p.m. opening, seven days a week; 5) daily deejay show originating from a glass-enclosed studio built into the facilities; 6) newspaper advertising in 34 college and high school publications; 7) a system of serving customers which makes it unnecessary for the customer to handle the record until the sale is made; 8) a \$50,000 record and hi-fi inventory.

Air Plugs

The two-hour, on-the-premises, deejay show carries a string of short, to-the-point announcements informing radio listeners where they may buy the records they're hearing and pointing out some

of the special refinements of the place (convenient parking, seven-day opening, the big \$50,000 inventory, etc.).

"We're sold on store-originated deejay programs," says John Sandusky. "They've done the best job for us, by far. We reap dividends not only from the paid commercials on the show but, thru the day, the station gives the afternoon show a build-up by mentioning it periodically. We get good crowds from people who like to watch the deejays work."

"We have a deep conviction," he said, "that there's no better medium for reaching the potential customers for record and hi-fi than deejay shows, whose fans are 'ready-made' prospects."

Getting Young Customers

"In advertising in 34 high school and college newspapers," he explained, "we're gunning for the business of the young contingent and getting it. But we're getting more adult business, as



Customers write down selections they want to hear on order blanks. The blanks are found at each end of the display tiers. The order blanks have a place for the customer to write down the title, label and stock number of the album.

a job of suggesting related merchandise to customers as this big display of album covers. The trouble with too many record outlets is that they have a heavy percentage of their inventory hidden in their stockroom because they simply haven't the space to show it. Every LP we have in stock is represented with a cover on our display.

"All LP albums," he declared, "are assembled on the racks ac-



"Over 1 Mile" sign, held by Sales Manager Harry Miller, gives the customer an idea of the variety of albums on display. The hi-fi and record inventory is near the \$50,000 mark.

is concretely shown by the fact that 75 per cent of our total record sales stems from LP albums."

The unique method of displaying records at Foremost has proved extremely satisfactory, according to John Sandusky and Harry Miller. They're convinced it's the best, bar none. The arrangement is hubbed around a series of large display racks which accommodate a minimum of 110 album covers on each side. The covers fit neatly into slot-like receptacles.

Buy on Impulse

With roomy aisle room between them, the brilliant, color-spangled display of album covers does more to whet the appetite of record customers than 10,000 words of aggressive selling, if you ask Harry Miller, who supervises retail sales.

Multiple-purchasing by customers who come in with the intention of selecting only one album, but wind up with five and six after browsing the easily-viewed, open display of covers, are at an accelerated momentum. The exception is the customer who doesn't decide to linger after exposure to the unusual display arrangement.

"Compare our tier after tier of large display islands," suggests Harry Miller, "with the conventional browser box plan. You can show an average of 100 albums in a browser box but one or two customers can shop one of our panel displays without overcrowding. And a staff of 20 record salesgirls couldn't do as effective

Liberty Music

• Continued from page 14

street. And a 5-and-10-cent store, selling LP records at a dollar off list, is in the same large office building. Liberty sells at list price.

And, too, Liberty seems to be flying in the face the trend to display a profusion of album covers—as many as possible. Most dealers who have redesigned their stores recently are strongly in favor of lining walls with peg-board or display racks so that hundreds of colorful covers can be seen and touched. (See story on Kansas City's Foremost Record Center in this issue.)

Class Vs. Price

Instead, Liberty has installed custom-designed, custom-built racks thru which the customer can leaf book-fashion. It must be borne in mind that the Liberty racks are capable of holding just as many albums as the store that displays them in the open.

It is obvious that Liberty banks on creating an atmosphere of luxury and class to overcome the price advantages offered by their nearby competition. Will the customer prefer this service to lower price? Liberty obviously thinks he will and the store has backed up this opinion with cash.

Malapropisms

• Continued from page 14

Only after she mentions that the words "bah, bah, bah" are prominent in the lyrics is the clerk able to sell her Bing Crosby's recording of the "Whiffenpoof Song."

Got any favorite stories of your own? Send them in to me at The Billboard, 1564 Broadway, New York 36, N. Y. —FRED FERNITZ

the number of the album which is printed on a slip of paper and placed on the cover.

The customer takes the blanks which show the records he wishes to hear to the 35-foot service counter where three salesgirls operate. The record girls extract albums the customers wish to hear and play them on the six Collaro-type players built in the lower portion of the counter while the customer listens in at one of the six listening booths located across the aisle. The booths incorporate Ronette cartridges and 12-inch coaxial speakers. Or if the customer prefers, he may hear the records played at one of the two Solo-Sonic record bars, with six RCA 45 r.p.m. players built in the sides of the service counter.

(This is the first of a two-part story on Kansas City's Foremost Record Center. Part 2 will appear next week.)



A series of six Collaro record players, built behind the service counter, are linked electrically with six listening booths across the aisle. Booths have 12-inch coaxial speakers. For 45 r.p.m. records there are record bars at each end of the counter. Each bar has six players.

Omega in Classic Fold

Omegatape is releasing its first stereo classics on tape. To kick off its new classical line, the firm is offering the complete Beethoven Symphony No. 5 conducted by Gunter Wand with the Guerzenich Orchestra of Cologne for only \$5.95 as a Demonstration Tape, STD-13. The first two regular releases priced at \$14.95 each are Berlioz: Symphony Fantastique conducted by Louis Fourestier with the Cento Soli Orchestra of Paris (ST-3013) and Stravinsky: Petrouchka conducted by Rudolph Albert with the Cento Soli Orchestra of Paris (ST-3014).

Omegatape's new classical releases include a new packaging innovation. By special arrangement with the Museum of Modern Art in New York, each tape bears a full color reproduction of a famous modern painting. Stravinsky's Petrouchka utilizes Picasso's "Harlequin 1915" and the Berlioz Symphonie Fantastique is graced by Tchelitchev's "Hide and Seek."

Allied to Deb New Speaker

Allied Radio Corporation is releasing a new Knight model "W" two-way speaker system. It consists of a 12-inch woofer, two 3½-inch cone-type tweeters and cross-over network—all fully wired and mounted on a 16" by 20" plywood baffle board. A control on the 24-inch cable permits adjustment of brilliance to match room acoustics.

The firm says the unit is ideal for installation in a bass-reflex type of corner-type enclosure. Power capacity is 24 watts. Cross-over network is the LC type. It distributes all frequencies below 2,000 cps to the woofer and all frequencies above this point to the two tweeters. Impedance is 8 ohms. Screw terminals are provided for simple connection to the amplifier.

Price of the unit is \$39.95.

Philco Veep

• Continued from page 14

Philco announced reductions of \$5 and \$10 on three transistor models currently in the line.

Five-dollar reductions have been made on the T-5, a pocket-size 5-transistor portable set with a "private listening" jack. The new price is \$39.95.

The T-700, a leather type styled 7-transistor set, now retails at \$54.95. The T-5 model has a special leather case with either a hand or shoulder sling at an additional cost of \$3.00.

A \$10 price reduction has been made on Philco's T-7 transistor model from \$69.95 to \$59.95. Now known as the Model T-7X, it features improved chassis, newly styled grille in Ivory and Black and a break-resistant case. A deluxe leather carrying case is optional at \$5.

Philco offers a 5-year guarantee on Models T-5 and T-7X and the standard industry warranty on parts and labor for all other standard broadcast transistor and portable radios.

Philco dealers will have a theft-proof display piece for showing the transistor line on the floors and in the windows of their stores. The display also may be used as a counter piece. In addition, the entire piece can be illuminated for nighttime display.

sell
RECOTON
and build
profits

RECOTON

Wipe-a-way record cleaning cloth. With new anti-static silicone.



RECOTON

"Whisk-a-way" record brush. Helps preserve costly records.



RECOTON

45 r.p.m. record inserts. Unbreakable. Guaranteed to fit perfectly.



Recoton CORPORATION
52-25 Barnett Ave., Long Island City 4, N. Y.
In Canada: Quality Records, Ltd., Toronto



DEALERS FROM COAST TO COAST RAVE ABOUT V-M'S STEREO TAPE LIBRARY PROMOTION AND EXTRA SALES VOLUME!

The V-M Stereo Tape Library was the most powerful sales package ever conceived in the tape field. A \$40.00 tape library was offered free with each V-M tape-o-matic® recorder sold and these recorders really sold! It is only logical that V-M, pioneer of popular-priced Stereo should offer this great merchandising "first". It is typical of the hard-hitting product promotions that continually come from V-M!

look at these terrific dealer reactions!



"Our sales of tape recorders were practically nil until the late fall of 1957 when we began demonstrating stereo in our new hi-fi room. We have had a remarkable increase in sales since. I would like to see the promotion of Stereo Tape Library continued indefinitely because of the popular response. My feelings are that it is practically a must."

W. F. Clark, Jr., President
APPLIANCE CENTER, INC.
St. Augustine, Florida



"'Stereo Tape Library' is the type of hard-hitting promotion that V-M Corporation continually offers its dealers. The Stereo Tape Library has fulfilled a two-fold purpose. It has increased our V-M tape recorder sales and has provided our customers with a basic library of pre-recorded tapes."

Fred S. Brinkley, Manager
SAN ANTONIO MUSIC COMPANY
San Antonio, Texas



"We featured the Stereo High-Fidelity Tape Library in our local advertising and feel that it has increased store traffic considerably. Our tape recorder sales have been boosted much through this promotion."

Leo W. Kleinhenz
LEO W. KLEINHENZ APPLIANCES
Willoughby, Ohio



"In our opinion this is one of the finest promotions we have had the pleasure of introducing to the public through our three camera shops. We are pleased to state that we sold 18 units of V-M Stereophonic systems, both portable and 'Celeste,' in a two-week period through this promotion. We sincerely hope that you are considering the continuance of it."

Thomas R. Broome
BROOME BROS. CAMERA SHOPS
Pueblo, Colorado



"We are most happy to report that thanks to the new V-M 714 tape-o-matic, plus the Stereo Tape Library, our 1957 tape recorder sales shattered even last year's all-time high established with the V-M 710 and 711. Of the great volume of tape recorders sold in the month preceding Christmas, 80% were Voice of Music."

Art Pulsler
MAAS BROTHERS
Tampa-St. Petersburg-
Lakeland-Sarasota

MORE SENSATIONAL V-M PROMOTIONS ARE COMING—GET SET! MOVE THE MASS MARKET TO YOUR STORE! STOCK AND SELL V-M! CALL YOUR V-M DISTRIBUTOR TODAY!

...and still the letters are pouring in!

"When tape library was not needed to close a sale, it became a plus profit in our operation."

—Baravis Music Center, Philadelphia, Pa.

"Competition in mid-city is very great. Without the V-M tape library we would have lost several sales."

—Witte Radio, Philadelphia, Pa.



V-M CORPORATION • BENTON HARBOR, MICHIGAN

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING FEBRUARY 15

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	Title	Label
1.	1	4	Come Fly With Me	Capitol W 920
			Frank Sinatra, Capitol W 920	
2.	3	99	My Fair Lady	Columbia OL 5090
			Original Cast, Columbia OL 5090	
3.	2	10	Warm	Columbia CL 1078
			Johnny Mathis, Columbia CL 1078	
4.	4	48	Around the World in 80 Days	Decca DL 9046
			Sound Track, Decca DL 9046	
5.	5	16	Pal Joey	Capitol W 912
			Sound Track, Capitol W 912	
6.	—	1	The Music Man	Capitol WAO 990
			Original Cast, Capitol WAO 990	
7.	10	19	Pat's Great Hits	Dot DLP 3071
			Pat Boone, Dot DLP 3071	
8.	6	16	Ricky	Imperial IMP 9048
			Ricky Nelson, Imperial IMP 9048	
9.	8	61	Hymns	Capitol T 756
			Tennessee Ernie Ford, Capitol T 756	
10.	9	32	Love Is the Thing	Capitol W 824
			Nat King Cole, Capitol W 824	
11.	13	85	The King and I	Capitol W 740
			Sound Track, Capitol W 740	
12.	7	20	Wonderful, Wonderful	Columbia CL 1028
			Johnny Mathis, Columbia CL 1028	
13.	11	128	Oklahoma!	Capitol SAO 595
			Sound Track, Capitol SAO 595	
14.	12	42	Songs of the Fabulous Fifties	Kapp KXL 5000
			Roger Williams, Kapp KXL 5000	
15.	14	76	The Eddy Duchin Story	Decca DL 8289
			Sound Track, Decca DL 8289	
16.	18	38	Film Encores	London LL 1700
			Mantovani, London LL 1700	
17.	—	7	April Love	Dot DLP 9000
			Sound Track, Dot DLP 9000	
18.	17	28	Spirituals	Capitol T 818
			Tennessee Ernie Ford, Capitol T 818	
19.	22	18	Dukes of Dixieland, Vol. 3	AFLP 1851
			Audio Fidelity AFLP 1851	
20.	—	1	The Late, Late Show	Capitol T 876
			Dakota Staton, Capitol T 876	
21.	—	1	Sing, Boy, Sing	Capitol T 929
			Sound Track, Capitol T 929	
22.	—	1	Glenn Miller Carnegie Hall Concert	LPM 1506
			RCA Victor LPM 1506	
23.	19	11	'S Marvelous	Columbia CL 1074
			Ray Conniff, Columbia CL 1074	
24.	21	4	Just One of Those Things	Capitol W 903
			Nat King Cole, Capitol W 903	
25.	25	57	Carousel	Capitol W 694
			Sound Track, Capitol W 694	

Review Spotlight on . . .

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

Popular Album

OH, CAPTAIN! (1-12)—Original Cast—Columbia OL 5280

The original cast album of the successful Broadway musical should find easy going. The tuneful score by Livingston and Evans is highly attractive. Eileen Rodgers substitutes for Abbe Lane, but the other principals are the same. Cute cover design adds to over-all appeal. A top contender.

Sound

DUKES OF DIXIELAND - Vol. 6 (1-12)—Audio Fidelity AFLP 1862

Hi Fi addicts who incline to Dixie will go for this set in a big way. Sound is excellent; the muscular, vigorous sounds of Dixieland are presented here with rare reality. The "Dukes" essay a commercial brand of Dixie, but retain enough of "legit" feeling to be able to grab off majority of Dixie purists. This package should sell well, for it has appeal for traditional jazz buyer, and could snare any and all who are attracted by sheer excellence of sound reproduction.

ARMENIAN WEDDING (1-12)—Mike Sarkissian & His Cafe Bagdad Ensemble, Audio Fidelity AFLP 1865

This should be a worthy sequel to label's highly successful "Port Said" album. Ultra hi-fi recording realistically projects drums, cymbals and other native instruments in exuberant performance of dynamic near-Eastern music. Cover is bound to attract attention.

Special Merit Jazz Albums

THE ART TATUM-BEN WEBSTER QUARTET (1-12)—Verve MGV 8220

In time, this package may well become the Thesaurus of modern jazz. It's one of the most

rewarding musical experiences of recent vintage, and by its simple yet persuasive expression, should assuredly become a durable gem for dealers. Webster has never been more fluid, not even in the halycon days, nor for that matter has Tatum seemed to say so many things. It's tasteful, delightful musical romanticism, e. g. "Gone With the Wind," "All the Things You Are," and superbly playful and witty as in "Have You Met Miss Jones." A must for any library, including the Library of Congress.

BLUES IN THE CLOSET (1-12)—Bud Powell Trio, Verve MGV 18

Bud Powell is that enigma in contemporary

(Continued on page 20)

— Album Cover of the Week —



ORFEO AND EURIDICE, RCA Victor LM 6136. Striking color photo of Rise Stevens is by Dimitri, Athens. The excellent cover will add to the over-all sales potential of the album. An excellent display item.

Most Played by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 15

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
Frank SinatraCapitol W 920
2. WARM
Johnny MathisColumbia CL 1078
3. 'S MARVELOUS
Ray ConniffColumbia CL 1047
4. LESTER LANIN AT THE TIFFANY BALL
Lester LaninEpic LN 3010
5. RICKY
Ricky NelsonImperial IMP 9048
6. JUST ONE OF THOSE THINGS
Nat King ColeCapitol W 903
7. YOUNG IDEAS
Ray Anthony OrkCapitol T 866
7. PAT'S GREAT HITS
Pat BooneDot DLP 3071
9. WE GET LETTERS
Perry ComoVictor LPM 1463
10. SING, BOY, SING
Tommy SandsCapitol T 929



Best Selling Pop EP's

FOR SURVEY WEEK ENDING FEBRUARY 15

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

1. JAILHOUSE ROCK
Elvis PresleyRCA Victor EPA 4114
2. RICKY
Ricky NelsonImperial EPA 153
3. THE EVERLY BROTHERS
.Cadence CEP 105
4. HYMNS
Tennessee Ernie FordCapitol EAP 1-756
5. SPIRITUALS
Tennessee Ernie FordCapitol EAP 1-818
6. FOUR FRESHMEN AND FIVE TRUMPETS
.Capitol EAP 1-763
7. LOVING YOU
Elvis PresleyRCA Victor EPA 1-1515
8. FOUR BY PAT
Pat BooneDot DEP 1057
9. ELVIS
.RCA Victor EPA 992
10. WARM
Johnny MathisColumbia EB 1078-1

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A BIG ONE ON 45! EP!



EPA-4185

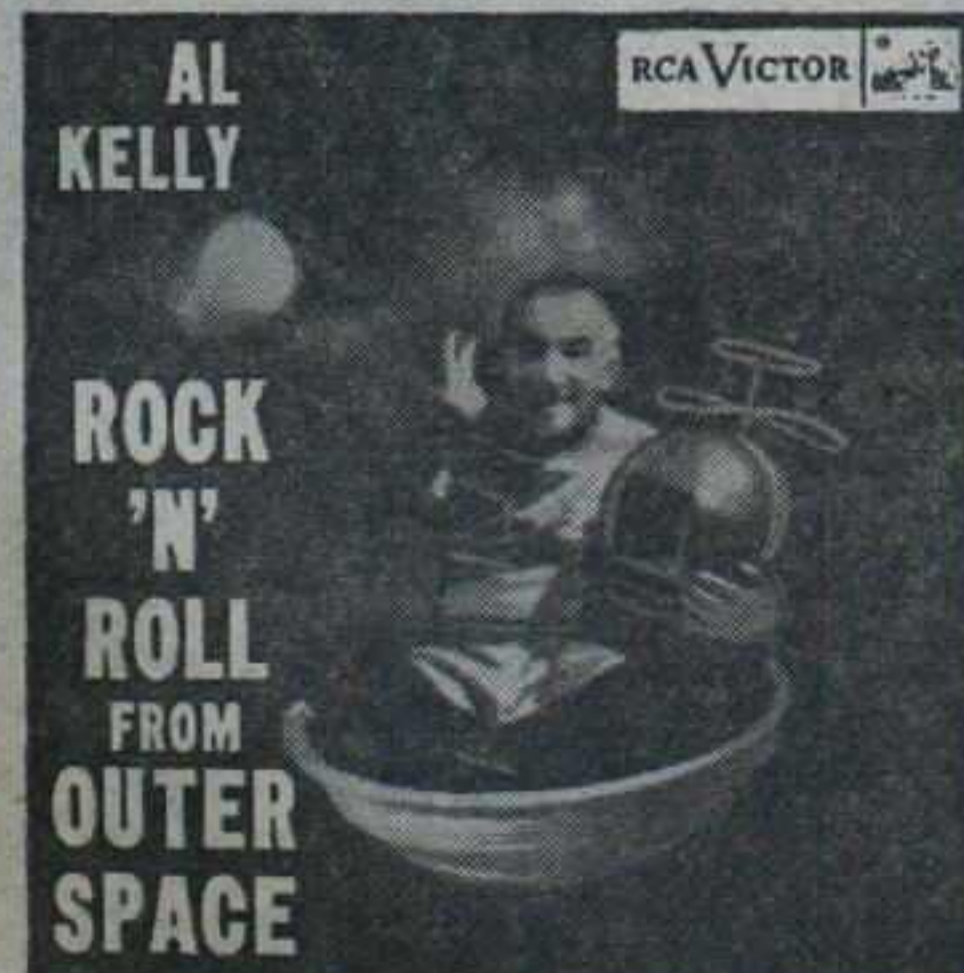
Gogi Grant sings 4 big tunes from the great new film that stars ... Gogi Grant!

RCA VICTOR'S 45 ECONOMY PACKAGES OF:



EPA-4221

Hank Locklin vocalizes his views on Foreign Love, featuring the hit, Geisha Girl.



EPA-4192

Leroy Kirkland's big band backs Al Kelly's double-talk with an out of this world beat.



EPA-4196

In which Leroy's sidemen trade note for note in a knockdown tenor sax skirmish!

THEY'RE ALL GOING PLACES ON 45 RPM...AMERICA'S FAVORITE SPEED



RCA VICTOR

RADIO CORPORATION OF AMERICA



• Review Spotlight on Albums . . .

• Continued from page 18

jazz whose talents are enthusiastically endorsed by his own fraternity, and yet achieves only limited popular appeal. This package could turn the trick tho, for it combines all the elements of top musicianship, commercial schmaltz and top drawer jazz listening. His interpretations of "Elogie," "I Didn't Know What Time It Was" and "Blues in the Closet" are mountains of artistic achievement; his style, imagination, and mood fire attention. Clever cover plus good promotion will sell this on first hearing.

WARM WOODS—THE PHIL WOODS QUARTET (1-12")—Epic LN 3436

Four standards and four originals are given attractive workouts by Woods and a rhythm section. Woods is living up to the promise expected in his selection as "New Star" alto winner in the 1956 "Down Beat Critic's Poll." Blowing is in a hard bop vein, and moods on the selections are nicely contrasted. If plugged, this could grab coin. "Like Someone in Love" is a good demo track.

New Jazz Talent Album

SAN FRANCISCO SUITE (1-12")—Freddie Redd Trio, Riverside RLP 12-250

Pianist Redd, long unheralded, shows indications of becoming a significant player and composer. His "San Francisco Suite" is a well designed piece of impressionism; his playing, both on standard and original material, but for moments of rhetoric, is chordally styled, surging, creative and direct. The lyricism, most accessible in his ballad treatments, but infiltrating all he does, is refreshing and rare in this era of percussive jazz pianists.

Special Merit Classical Album

KHACHATURIAN: VIOLIN CONCERTO; SAINT-SAENS: HAVANAISE (1-12")—Leonid Kogan, Violin & Boston Symphony Orch. (Monteux), RCA Victor LM 2220

First-rate playing by the young Russian virtuoso in brilliant, exotically-flavored showpiece by his compatriot. Both here and in the St. Saens composition, Kogan exhibits a truly elegant

flair for the instrument. Sound has been well captured by the engineers.

Classical Albums

GLUCK: ORFEO AND EURIDICE (3-")—Rise Stevens, Mezzo-Soprano; Lisa Della Casa & Roberta Peters, Sopranos; Rome Opera House Orch. & Chorus (Monteux), RCA Victor LM 6136

This handsomely packaged \$14.95 LP has a powerful talent line-up and potent sales appeal. The opera was revived at the Met with Rise Stevens and Roberta Peters in 1955 with great success. Altho this LP was made at the Rome Opera House, it is largely the Met's "Orfeo." Excellent performances, (particularly by Miss Stevens) and strikingly beautiful cover make this album a strong sales item.

PROKOFIEFF: LIEUTENANT KIJE; STRAVINSKY: SONG OF THE NIGHTINGALE (1-12")—Chicago Symphony Orch. (Reiner), RCA Victor LM 2150

Victor's Classical "Save on Records" Selection for February features two works with exceptional orchestral color. Recording does justice to Reiner's vital interpretations of Prokofieff's robustly amusing score and Stravinsky's exquisite jewel-like setting of the Andersen fairy tale.

New Talent Album

THE MANY SIDES OF PAT SUZUKI (1-12")—With Henri Rene Ork, Vik LX 127

This album is well-named, for Pat Suzuki, a pint-sized thrush from Seattle discovered by Bing Crosby (and recently showcased on TV) can shift vocal gears effortlessly from an intimate honeyed sweetness, not unlike Rosemary Clooney, to the all-out vibrate brassiness of a Teresa Brewer. With a fine selection of standards by Cole Porter and others to work with, her fresh, exciting voice makes an exciting debut, showcased by Henri Rene's suave backings. Recommended "sides" of the new Suzuki Sound "Sunday Kind of Love," "Poor Butterfly," and "Always True to You in My Fashion."

• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its potential in the particular field under which it is classified.)

SPOTLIGHT—Top demand, sure-fire merchandise

★★★★—Essential Inventory

★★★—Special Artistic Merit, Worth Pushing

★—For dealers who have the extra money and space

★—For dealers who stock everything Doesn't supersede other available versions

POPULAR ★★★★★

ANDY WILLIAMS SINGS RODGERS & HAMMERSTEIN (1-12") Cadence CLP 3005

Cadence's hit-single warbler has a sock package in this collection of great Rodgers and Hammerstein standards from "South Pacific," "Oklahoma," "The King and I," and "Carousel." Most of the selections are styled along dreamy, romantic lines, but Williams registers best on a bright, verveful reading of "Getting to Know You." Sure-fire jockey wax with dual-sales appeal for Williams, R. & H. fans, show time collectors.

HI-FI DIXIELAND

Art Mooney & His All Stars (1-12") M-G-M E 3616

Here's a solid package for Dixieland and hi-fi fans: Mooney and a group of outstanding sidemen (Nappy Lamare, Matty Matlock, Eddie Miller, Ray Bauduc, etc.) serve up bouncy, infectious two-beat versions of "Sweet Georgia Brown," "South Rampart Street Parade," "12th Street Rag," etc. Hi-fi motif is featured on cover, via striking color shot of a recording control board.

WITH A LITTLE BIT OF SWING

Helen Ward & "Peanuts" Hucko Ork (1-12") RCA Victor LPM 1464

Tightly swinging, big band soundings heavily reminiscent of the old Goodman band, the voice of Helen Ward, evokes memories of the days of swing. Hucko's prominently featured clarinet sound reinforces the Goodman-esque flavor; Al Cohn's arrangements make the association inevitable. Miss Ward sings with feeling and good time, tho suffer-

ing from occasional intonation glitches; the band is sprightly and executes cleanly, and Hucko, Cohn and Bob Brookmeyer contribute good solos. Danceable and most listenable, set could sell well to swing-oriented clientele.

POPULAR ★★★

THE FOUR COINS IN SHANGHAI (1-12") Epic LN 3445

Package marks the album debut of this group. Lads have a fine blend, bright arrangements and an excellent choice of material. Leads off with "Shangri-La," which was a big single for them. Other material includes "Memories of You," "Manhattan Serenade," "You're Breaking My Heart." Arrangements by Richard Hayman and Marion Evans give a real assist. Good wax.

MUSIC FOR CRAZY MIXED-UP PEOPLE

Leroy Holmes Ork (1-12") M-G-M E 3608

Holmes provides his usual highly orchestrated, eminently listenable instrumental versions of nostalgic standards. Selections—keyed to the trick title of the album—include "Sweet Madness," "Mixed Emotions," "Strange Interlude," "I Didn't Know What Time It Was," etc. Freudian-title angle gives jocks provocative chatter springboard.

DANCING IN PEACOCK ALLEY

Bernie Leighton (1-12") Disneyland WDL 3022

This latest in the current craving for "hotel band" music albums could prove to be a sleeper. Bernie Leighton's Peacock Alley (Waldorf-Astoria) Trio rambles thru a flock of some 25 standards

(Continued on page 22)

Swinging!



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"DROP TOP" (2:15) [Hip Hill BMI—Suarez]

"THAT'S WHAT THE MAILMAN HAD TO SAY" (3:05)
[Hip Hill BMI—Suarez]

ROY "BOOGIE-BOY" PERKINS (Ram 122)

• Here's a sleeper out of left field that could build into one of the teenagers' favorites. Featuring newcomer Roy "Boogie-Boy" Perkins on the Ram label, the number is a house-rockin' jumper dubbed "Drop Top." It's a wild and woolly R & R belting of a tune describing a convertible automobile that the songster has just bought. It's got that pile-driving beat that doesn't let up for a second and Perkins' delivery features a number of good vocal gimmicks. Good side to watch. The lower lid has a country-blues flavor. Slow beat rocker dubbed "That's What The Mailman Had To Say".

"DROP TOP"

by

ROY "BOOGIE BOY" PERKINS

RAM RECORD 10821



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Reviews and Ratings of New Popular Albums

Continued from page 20

In medley fashion, with the tempo always light, melodic and danceable. Leighton's piano has a pleasant ring and invites attention. Well worth stocking—and selling.

SUMMER
Camarata (1-12") Disneyland WDL 3027
The last of the seasons interpreted by Tutti Camarata's imaginative arrangements, with a brace of warm weather tunes furnishing the course. It's a good mood music set, beautifully painted and well established firm musical lines. "Summertime," "Summer Love" and "Stella by Starlight" are indicative of the text to be found here. Good promotion could hype sales.

POPULAR ★★
NORTH OF HOLLYWOOD
Music Composed & Conducted by Alex North (1-12") RCA Victor LPM 1445
Many of Alex North's best musical film moments are woven in a tapestry that might be termed "intellectual jazz." Some of it, like "Streets" and "Rose Tattoo" has been heard before, but individual tracks like "French Quarter" have possibility for delay plays.

A package of instrumentals—all of the material being great standards. Sound is lush and full of a peaceful, quiet mood—in keeping with the album's concept. Titles include "Over the Rainbow," "Drifting and Dreaming," "Memories of You" etc. Spinable mood wax.

THE MAGIC HORN
Leon Merrian Ork (1-12") Decca DL 8678
Leon Merrian is one of the outstanding trumpet players around today, and shows off his remarkable technique, sound, and feeling. The tunes are all evergreen and most of them backed by a large band, usually featuring strings. With fresher arrangements behind his remarkable horn work this might have been a stronger set. Nonetheless it presents a good picture of Merrian and his full bodied, outgoing trumpet style.

FAR AWAY PLACES
Lloyd Green, His Organ & Ork (1-12") M-G-M E-3664
The theme of a musical traveling is now being very heavily tapped. Competition is therefore very heavy in this mood music genre. However, market potential for organ wax is seemingly endless. In addition to title song, material includes "Monte Carlo Calling," "Where the Mountains Meet the Sky," "Biarritz" etc. Tasteful solo work by Green.

ALL I DO IS DREAM OF YOU
Reg Owen Ork (1-12") RCA Victor LPM 1446

POPULAR ★
HAWAII IN HI-FI
Leo Addeo Ork (1-12") VR LX 1107

ELEVEN AGAINST THE ICE
Sound Track (1-12") RCA Victor LPM 1418

LOW PRICE-POPULAR ★★★★★
I GET IDEAS-TONY MARTIN
(1-12") RCA Camden CAL 412
This should be a strong sales attraction in the low-priced (\$1.98) album field. Attractive cover is smart display item for racks, and Martin's name should pull adult buyers. LP spotlights a group of lushly backed, rich-voiced oldies—(some of them old hit singles) including "I Get Ideas," "You Were Meant for Me," "Pagan Love Song," "You Are My Lucky Star," etc.

REALLY LIVIN'
The Honeydewers & Aaron Richards' Ork (1-12") RKO Uniqus ULP 121
The \$1.98 price tag should be a lure. The group has a nice sound on an attractive variety of standards. Ork accompaniment is listenable. Selections include "It's a Good Day," "The Best Things in Life Are Free" and the album title tune.

LOW PRICE-POPULAR ★★
BANJO IN HI-FI
Paul Martin & His Old Times (1-12") Topp L 1572
There's some good adult entertainment in this set, despite the rickety-tick tag. Martin's banjo strumming is pert and listenable, especially on such oldies as "Red Red Robbin'," "Mary Lou" and "Yes, Sir, That's My Baby." Price is right.

RHYTHM & BLUES ★★
CHUCK WILLIS WAITS THE BLUES
(1-12") Egle LN 3425
Much blues has been packaged lately, indicating an awareness among buyers. Willis' sides on this LP have a lyric, wailing sound—and not far back he had a hit blues single. This is all in his favor. Material here, however, is not too strong.

SACRED ★★
ENTER AND REST AND PRAY
Jimmy Wakely (1-12") Decca DL 8680
Wakely has a fine touch for this material, and the backings by Charles Dant are very tasteful. Selections include classic sacred material and several more modern songs—"The Rosary," "The Lord's Prayer," "It Is No Secret." Art work is very attractive, and in keeping with the theme of quiet contemplation.

LOW PRICE-LATIN AMERICAN ★★★★★
MAMBO HAPPY!—PEREZ PRADO
(1-12") RCA Camden CAL 409
Fine product of its type, with attractive packaging. At its price, this is strong merchandise. Sound and performance are in keeping with the top reputation of the King of the Mambo. Great for dancing groups, etc.

INTERNATIONAL ★
A FRENCHMAN IN NEW YORK
Songs by Luc Poret (1-12") Riverside RLP 12-818

FOLK ★★★
BANJO SONGS OF THE BLUE RIDGE AND GREAT SMOKIES
Played & Song by Obry Ramsay (1-12") Riverside RLP 12-649
Altho there are fewer and fewer exponents of folk music left today, whether in the Piedmont or the Great Smokies area, fortunately there are still record companies who search for and find the few remaining. Obry Ramsay is a folk singer who continues the great tradition. He can sing, he can play and he has genuine feeling for his material. The songs here are in the true folk tradition, they stem from English ballads and American folk tunes and spirituals. The songs are well annotated on the liner. A fine set for all folk aficionados.

FOLK ★★
LOVE SONGS—OLD AND NEW
Song by Dylan Todd (1-12") Judson J 3010
Classics of melancholia sung with fine diction and soothing guitar. Todd is best in lesser-known songs like "Mo Mary." Set also includes "Green-sleeves," "Red River Valley," etc. Will please his following.

MUSIC FOR MOONSHINERS
Played and Song by The Laurel River Valley Boys (1-12") Judson J 3031
This could have appeal to folk and
(Continued on page 24)

Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★
LIONEL
Lionel Hampton Ork (1-12") Audio Fidelity AFLP 1849
Set can appeal to both pop and jazz fans. Hampton presents an attractive variety of standards with his usual smoothness. Virtuosity is displayed to greatest effect on such fare as "Lullaby of Birdland," "The Man I Love" and "Stardust." Sound is excellent, and the album could also lure boys from hi-fi bugs.

JAZZ ★★★★★
TOUR DE FORCE
Sonny Rollins, Tenor Sax with Kenny Drew, Piano; George Morrow, Bass; Max Roach, Drums; Earl Coleman, Vocals. (1-12") Prestige 7126
This album is truly a tour de force for Sonny Rollins. He gets a chance on almost every number to show off his colossal blowing ability, and he makes the most of it. Altho the original tunes are not memorable, Rollins' performance plus the support of Kenny Drew on piano and Max Roach on drums should please all his fans. For added effect Earl Coleman turns in some pleasing vocals on "Two Different Worlds" and "My Ideal." Good set for the solid jazz clientele.

JOHN COLTRANE
With the Red Garland Trio (1-12") Prestige 7123
Another fine driving session from tenorist Coltrane. The Garland Trio has Paul Chambers on bass, Art Taylor on drums and Garland, piano. Each is given ample room for expression with Coltrane and Chambers shining on "Bass Blues." Hard bop fans should go for this.

URBANE JAZZ
Roy Eldridge & Benny Carter (1-12") Verve MGV 8202
Urbane tho the attempt may be, there's plenty in this set to please and appease the most demanding ear. Carter's alto is graceful yet firm, while Roy's blowing is emotionally rendering. There's a few swingers, some gas-house tracks, and a low-down funky tho levigorating "Folite Blues." Afficionados will treasure this one for it shows two giants of another era in one of their best performances.

MAKIN' WHOOPIE
Tatum-Carter-Bellson (1-12") Verve MGV 8217
Another in a current series of releases that spotlights Art Tatum, this in combination with altoist Benny Carter and drummer Louis Bellson. Trio assays such gems as "A Foggy Day," "Undecided" and the title tune, all with good taste and pleasant listener appeal. Solos spotlight the wares of all three, and altho the package isn't a bell-ringer, it's good swingin' jazz nonetheless. Name value here should help sales.
(Continued on page 24)

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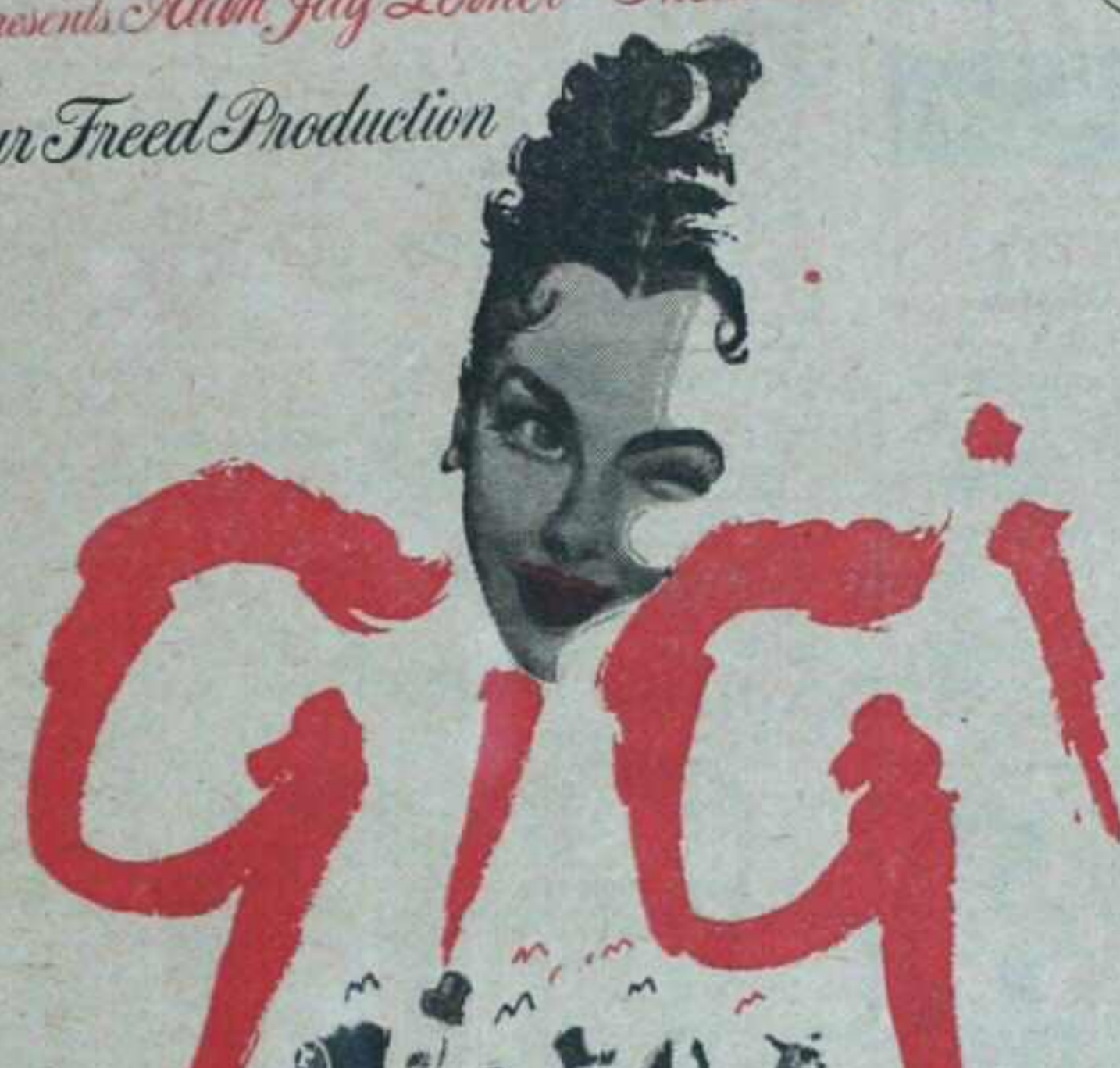
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Reviews and Ratings of New Jazz Albums

Continued from page 22

JAZZ ★★

THE SOUNDS OF YUSEF

The Yusef Lateef Quintet (1-12") Prestige 9122

On majority of titles here, Lateef and his colleagues attempt to "effect a fusion between Eastern music and mainstream-modern jazz"; on the other tunes, the recipe is straight-forward modern jazz. The degree of success in former category is debatable; the "Meditation" is quite gratifying. Lateef is an excellent flutist; Wilber Hardin, a promising sound on flugelhorn. In essence, a generally interesting set that could strike buyer's fancy on strength of the "straight" jazz; the variety of sounds and effects utilized by this rather "different" unit.

SOPRANO SAX

Steve Lacy with Wynton Kelly, Piano; Buell Neldinger, Bass; Dennis Charles, Drums (1-12") Prestige 7125

The soprano sax sound, a relative rarity on the contemporary jazz scene, is the feature here. Practitioner Lacy turns the horn in a modern direction and creates uncluttered, rhythmically alive improvisations. Tho' promising, he obviously needs time to further shape his resources. Novelty of soprano sax as a modern voice is a strong sales point, and could help move set.

SEVEN STANDARDS AND A BLUES

Ernie Henry Quartet (1-12") Riverside RLP 12-248

This is Ernie Henry's last album. He died in December, 1957, a few months after this album was recorded. Thus this set will have more than usual interest for many jazz fans, since Henry was just starting to achieve real recognition. This set is a good representation of Henry's work, altho' not an outstanding release. It contains standards and one blues, and Henry's alto is supported neatly by W. Kelly, W. Ware and (Philly) J. Jones.

THE JAZZ ACCORDION

The Angelo Di Pippo Quartet (1-12") Apollo LP 478

This features some mighty listenable jazz enhanced by the great blend achieved by Angelo Di Pippo on accordion and Sam Most on flute. The tunes are all standards and they are handled with delicacy and care throughout, sparked by wonderful performances by Di Pippo and the rest of the quartet. Most important, this set could appeal to both cool jazz aficionados and that younger branch of the pop audience who are looking for something new and good.

THE ART TATUM & BUDDY DE FRANCO QUARTET

(1-12") Verve MGC 8229

There are some fine examples of the late Art Tatum's exhilarating piano in this set, which is particularly appealing during the too infrequent moments he solos. Good technician tho' he may be, De Franco is completely overpowered by Tatum's dynamic dexterity. It's a welcome addition to any Tatum collector's library, tho' there are better of his works on the market. Narrow appeal.

COOKING THE BLUES

Buddy DeFranco Quintet (1-12") Verve MGV 8221

This is one of the more inviting sets yet by DeFranco. Tai Farlow's guitar lends lots of bright spots, as does Sonny Clarke's wistful piano. "Little Girl Blues" and "How About You" are good demo tracks. One of the better jazz clarinet sets currently available.

Reviews and Ratings of New Popular Albums

Continued from page 22

country music buyers. The group has a real hill sound. Title could create interest. Selections include "John Henry," "Nine Pound Hammer" and "Good Old Mountain Dew."

YIDDISH LOVE SONGS

Song by Ruth Rubin (1-12") Riverside RLP 12-647

Well-known specialist in her field gives richly flavored performances that reveal solid background in the idiom. Selections are predominantly sad, with occasional flashes of folk humor. Excellent material for particular market.

Club Concessions

Continued from page 4

albums used in the club. Assuming that the statutory rate of 2 cents prevailed, instead of receiving the 1 cent royalty he might normally get (50-50 split with the publisher), a writer whose composition was included in a bonus album would then only receive half a cent.

There are writers here who in no uncertain terms have made their feelings known about the situation, not only to their publishers but also to the Songwriters' Protective Association. Latter organization's pact merely stipulates that a writer shall receive 50 per cent of the mechanicals, with no bottom established.

Altho' it's true that enormous amounts of albums may be sold via a club and that a writer might receive even more royalties despite the lower rate, the cluffers feel that a basic principle is involved and that they should not earn less than they would on records sold thru normal dealer outlets.

While they may be presently unbraced at the state of affairs, there's little they can do. If anything, they and the publishers will have to consider establishing the maximum rate when first licensing a song, to guard against the possibility of being asked to accept a lower rate if and when a composition is used in a club album.

Reviews and Ratings of New Classical Albums

CLASSICAL ★★

MUSIC FOR STRINGS (1-12")—Leopold Stokowski & His Symphony Orch. Capitol PAO 8415

The maestro revives a type of program that he has made famous in the past, featuring beautifully played, strongly personal readings of shrewdly chosen works by masters. Selections here include two Bach examples; some Gluck pieces; Nini's "Moto Perpetuo," and "Vocalise" by Rachmaninoff. Fine recordings and intensity of delivery promise lively sales.

PROKOFIEFF: EXCERPTS FROM ROMEO AND JULIET (1-12") — Boston Symphony Orch (Munch), RCA Victor LM 2110

This attentively shaded reading of Prokofieff's masterly ballet score would be a candidate for top honors even if competition were not relatively scarce. Recording preserves impact of fine Boston playing.

A WORLD OF MUSIC (1-12")—Capitol Symphony Orch (Carmen Dragon), Capitol PAO 8412

Title of album is intended to convey diverse national origins of popular contents. Fine recording lends gloss to skillful arrangements, well played. Selections include "La Cucaracha," "Londonderry Air," "Carnival of Venice" and Strauss' "Overture to Die Fledermaus."

SERENADE (1-12") — Capitol Symphony Orch (Carmen Dragon), Capitol PAO 8413

Sure-fire program of popular melodious favorites, well-arranged and performed with high finish under Dragon's baton. Contents include: Mendelssohn's "On Wings of Song"; Kreisler's "The Old Refrain"; St. Saens' "The Swan"; Grieg's "Ich Liebe Dich," etc. Fine sales prospects.

CLASSICAL ★★★

TCHAIKOVSKY: SWAN LAKE (1-12")—The Ballet Theater Orch (Lavinia), Capitol PAO 8416

Ballet-oriented approach to score emphasizes animated movement rather than careful gradations of color or line. Nice recording promotes its rank among many versions available, altho' somewhat short of top ratings.

GOLDMARK: VIOLIN CONCERTO (1-12")

—Nathan Milstein, Violin, and The Philharmonic Orch (Blech), Capitol PAO 8414

Milstein's superb playing makes this the

leading version of Goldmark's romantic opus. The violinist's performance has a delicacy and purity that seem to enhance the already attractive work beyond its actual values. Good recording and orchestral accompaniment.

TCHAIKOVSKY: CONCERTO NO. 14

PIANO & ORCH (1-12")—Lennard Pennario, Piano and Los Angeles Philharmonic Orch (Leinsdorf), Capitol PAO 8417

Fluent, capable execution of one of the most frequently recorded piano concertos. Pennario's somewhat glib reading is well-recorded but misses some of the excitement to be found elsewhere. Despite strong competition, can do fairly well with artist's considerable following.

LOW PRICE-CLASSICAL ★★★

THE ART OF GALLI-CURCI (1-12")—RCA Camden CAL 410

This is an outstanding release on Victor's low-priced label. It contains a dozen of the most famous recordings made by the great soprano, and altho' most sides were recorded before 1920 the sound is acceptable. Selections, of course, include "Home Sweet Home" and "The Last Rose of Summer," plus "La Capinera," "My Old Kentucky Home" and selections from "La Traviata" and "Romeo and Juliet." The Galli-Curci name and the low price make this a double-barreled attraction for classical fans.

LOW-PRICE CLASSICAL ★★

RACHMANINOFF: CONCERTO NO. 3

LISZT: THREE GRAND ETUDES AFTER PAGANINI (1-12")—Victor Merzhanov, Pianist, and State Orch of the USSR (Anosov), Monitor MC 2012

This disk presents a new Russian pianist in large-scale works. Introductory \$1.98 price during February and March offers some inducement to buyers, but poor recording and perfunctory orchestral support are limiting factors. Adequate value at low price, but not to be compared with some competitive full-priced albums.

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"YEA YEA" **KENDALL SISTERS**
Argo 5291

"THE BOOK OF LOVE" **THE MONOTONES**
Argo 5290

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DISTRIBUTOR NEWS

Continued from page 4

"Lover Boy" by the Cleftones on Gee is a sleeper. Sales have been slowly but steadily mounting. "Apple Cider" by Doc Starks and the Night Riders on Swan looks good. The Gone All-Stars' "Seven-Eleven Mambo No. 5," on Gone is still going well. Earl Woolf and Saul Star have been added to the firm as promotion men.

Droz is effecting a split sales operation which has been proving very successful. He has two salesmen, each representing different lines calling on the same store. This allows the salesmen to push their respective lines more intensely, and it also prevents over-hardening a single salesman.

Margie Kunel, of the United Record Distributing Company in Houston, names "Tequila" by the Champs as their No. 1 disk. Over 10,000 were sold in the past week. "Maybe, Baby" by the Crickets and Chuck Berry's "Sweet Little Sixteen" are also hot. "Crazy Feeling" by Kenneth Rodgers on Carlton is starting to move in that area. Huey Smith's Ace waxing of "Don't You Just Know It" is starting to click. Johnny Cash's "Ballad of a Teen-Age Queen" on Sun and Jerry Lee Lewis' "Breathless" are also big records.

HOLLYWOOD: Hugh Jensen, Lark Records topper, reports that Central Record Sales, Los Angeles, has re-ordered another 2,000 copies of Joe Darensbourg's "Yellow Dog Blues." . . . Bill Bispham, Fanfare Record Distributors, Oakland, Calif., has taken over distribution of the labels formerly handled by the Bay Records Distributing Company. These include End, Ebb and Ace among others. . . . Jack Welch, Robin Records sales manager, returned to his Coast offices recently after a jaunt to set up new distrib. . . . The roster now includes Modern Distributors, Los Angeles; Fanfare, Oakland, Calif.; Polynesian Distributors, Honolulu; Am-Par Distributing Company, Seattle; Lennie Garmisa, Chicago; Roberts, St. Louis; Hoosier, Indianapolis; Heilicher Bros., Minneapolis; Seaboard, Hartford, Conn.; Bill Lawrence, Pittsburgh; One-Spot, Memphis; Lester Distributors, Baltimore, and Cosnat in New York, Newark, Detroit and Cleveland.

DISTRIBUTOR DOINGS: C & C Distributors, Cleveland, has split into three operations. Each of the partners, Stan Sulman, Stan Jaffee and Lou Lavinthal, will head a branch. . . . Joe Oxman, M-G-M Records distributor in Denver is placing three-quarter page ads advertising M-G-M LP's in the Denver Post on a co-operative basis with the Wells Music Company. . . . Coral Records will establish a factory branch in New York within the next few weeks. Mrs. Cora Sawyer, one of the few women actively to own a record distributing firm (Scan, Inc., Buffalo), was entertained by Marty Wyler and Jim O'Hara of Planet X Records on her recent New York visit. Scan will handle Planet X in the Buffalo area.

THESE HEADLINES FORECAST MORE ALBUMS IN 1958

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Potent Program Agenda Jams Capitol's New Year Slate

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HONOR ROLL OF HITS

THE NATION'S TOP TUNES For survey week ending February 15

TRADE MARK REG.

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Sugartime		2 7	6. Don't		6 4
By Charlie Phillips-Otis Echols—Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlie Phillips, Coral 61908.			By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7150.		
2. At the Hop		1 12	7. Short Shorts		11 4
By Singer-Medora-White—Published by Singular (BMI) BEST SELLING RECORD: Danny and the Juniors, ABC-Paramount 9871. RECORD AVAILABLE: Nick Todd, Dot 15675.			By T. Austin & B. Gaudio—Published by Admiration (BMI) BEST SELLING RECORD: Royal Teens, ABC-Paramount 9882. RECORDS AVAILABLE: Tiny Bradshaw, King 5114; Four Winds, Decca 175.		
3. Catch a Falling Star		4 5	8. Magic Moments		14 5
By Paul Vance-Lee Pockris—Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.			By Hal David-Bert Shearach—Published by Famous Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.		
4. Get a Job		7 5	9. Oh, Julie		15 5
By Silhouettes—Published by Ulysses & Ragby, Wildcat (BMI) BEST SELLING RECORD: Silhouettes, Ember 1029. RECORD AVAILABLE: Mills Brothers, Dot 15695.			By Moffett-Ball—Published by Excelliore (BMI) BEST SELLING RECORD: Crescendos, Nasco 6005. RECORDS AVAILABLE: Sammy Salvo, Vic 7097; Otis Williams and his Charms, DeLuxe 6158.		
5. Sail Along Silvery Moon		3 6	10. You Are My Destiny		8 3
By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP) BEST SELLING RECORD: Billy Vaughn, Dot 15661. RECORD AVAILABLE: Karen Chandler and Her Jacks, Decca 30537.			By Paul Anka—Published by Pamco (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9880.		
Second Ten					
11. Twenty-Six Miles		20 3	16. Swinging Shepherd Blues		13 3
By Glenn Larsen-Bruce Belland—Published by Beechwood (BMI) BEST SELLING RECORD: Four Preps, Cap 3845.			By Moe Koffman—Published by Benell Music (BMI) BEST SELLING RECORDS: Moe Koffman Quartet, Jubilee 5314; Johnny Pate Quintet, Federal 12312. RECORDS AVAILABLE: David Rose Ork. M-G-M 12608; David Terry, Victor 7153; Kirk Stuart, Josie 832.		
12. April Love		5 18	17. I Beg of You		18 4
By Fain & Webster—Published by Leo Feist (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15660.			By Rosemarie McCoy & Kelly Owens—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7150.		
13. Witchcraft		10 5	18. Dede Dinah		25 3
By Cy Coleman-Carolyn Leigh—Published by Edwin H. Morris, Inc. (ASCAP) BEST SELLING RECORD: Frank Sinatra, Cap 3859.			By Marucci & De Angeli—Published by Debmar (ASCAP) BEST SELLING RECORD: Frankie Avalon, Chancellor 1011.		
14. The Stroll		9 7	19. Oh-Oh, I'm Falling in Love Again		- 1
By Clyde Otis-Nancy Lee—Published by Meridian Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71242.			By Hoffman-Manning-Mark Well—Published by Planetary Music (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4045.		
15. It's Too Soon to Know		- 1	20. Don't Let Go		28 4
By Chesler—Published by E. H. Morris & Co. (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15690. RECORDS AVAILABLE: Duke Mitchell, Liberty 55031; Johnny Otis, Cap 3802.			By J. Stone—Published by Roosevelt Music (BMI) BEST SELLING RECORD: Roy Hamilton, Epic 9257. RECORD AVAILABLE: Billy Williams, Coral 61932.		
Third Ten					
21. Are You Sincere?		- 1	26. Stood Up		17 8
By W. Walker—Published by Peer Music (BMI) RECORD AVAILABLE: Andy Williams, Cadence 1340.			By Dickerson-E. Herrold—Published by Commodore Music (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5483.		
22. Peggy Sue		21 14	27. March From the River Kwai and "Colonel Bogey"		26 2
By Jerry Allison & Norman Petty—Published by Nor-Va-Jak-Peer International Music. RECORDS AVAILABLE: Buddy Holly, Coral 61885; Jackie Walker, Imperial 5473; Rusty York, King 5103.			By M. Arnold-K. J. Alford—Published by Boosey & Hawkes, Inc. (ASCAP) RECORDS AVAILABLE: Carlson's Raiders, Cap F 3857; Mitch Miller, Col 41066; Art Mooney, M-G-M K 12590; Edmundo Ros, London 1779.		
23. La Dee Dah		27 6	28. Belonging to Someone		- 1
By Slay-Crewe—Published by Conley (BMI) RECORDS AVAILABLE: Billy and Lillie, Swan 4002; Bonnie and Rusty, King 5110.			By Hoffman-Manning—Published by Lear Music (ASCAP) RECORD AVAILABLE: Patti Page, Mercury 71247.		
24. All the Way		19 16	29. Sweet Little Sixteen		- 1
By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP) RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Deo 30453; Norville Reid/J. Pleis, Dec 30444; Walter Scharf, Jubilee 5300; Frank Sinatra, Cap 3793.			By Chuck Berry—Published by Ark Music (BMI) RECORD AVAILABLE: Chuck Berry, Chess 1683.		
25. Liechtensteiner Polka		12 14	30. Jo-Ann		29 3
By Kotscher-Lindt—Published by Burlington (ASCAP) RECORDS AVAILABLE: Will Glaha, London 1755; L'B Wally Ork, Banana 510; Lawrence Welk, Coral 61900.			By John & James Cunningham—Published by Figure Music (BMI) RECORDS AVAILABLE: Lancers, Coral 61930; Playmates, Roulette 4037; Twin Tones, Tones, RCA Victor EPA 4107; Jack Ross Quintet/M. Arnold, Cavalier 809.		

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



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HONKY TONK TRAIN

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THE FOUR FRESHMEN

Orchestra Conducted by Dick Reynolds

WHISTLE ME SOME BLUES
NIGHTS ARE LONGER

RECORD NO. 3930

LUCHO GATICA

with Nelson Riddle's Orchestra



MEXICALI ROSE
ONCE IN A DREAM

RECORD NO. 3932



RON GOODWIN

and His Orchestra

THE LAUGHING SAILOR
RED CLOAK

RECORD NO. 3927

ED TOWNSEND

Orchestra Conducted By Gerald Wilson

FOR YOUR LOVE
OVER AND OVER AGAIN

RECORD NO. 3926



EARL PALMER

and His Ten Piece Rockin' Band



DRUM VILLAGE PART I
DRUM VILLAGE PART II

RECORD NO. 3899

FARON YOUNG



I CAN'T DANCE
ROSALIE
(Is Gonna Get Married)

RECORD NO. 3898



Best Sellers 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
FEBRUARY 15, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. DON'T (BMI)—Elvis Presley	1	5	18. APRIL LOVE (ASCAP)—Pat Boone	15	17	35. I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke	22	10
1 BEG OF YOU (BMI)—Victor 7150			When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660			FOREVER (BMI)—Specialty 619		
2. GET A JOB (BMI)—Silhouettes	3	6	19. SWEET LITTLE SIXTEEN (BMI)—Chuck Berry	46	2	36. SWINGING SHEPHERD BLUES (BMI)—Moe Koffman Quartet	36	3
1 Am Lonely (BMI)—Ember 1029			Reelin' and Rocking (BMI)—Chess 1683			Hambourg Bound (BMI)—Jubilee 5311		
3. CATCH A FALLING STAR (ASCAP)—Perry Como	7	5	20. WITCHCRAFT (ASCAP)—Frank Sinatra	24	4	37. ALL THE WAY (ASCAP)—Frank Sinatra	34	16
MAGIC MOMENTS (ASCAP)—Victor 7128			Tell Her You Love Her (BMI)—Cap 3859			CHICAGO (ASCAP)—Capitol 3793		
4. AT THE HOP (BMI)—Danny and the Juniors	2	12	21. MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" (ASCAP)—Mitch Miller	23	6	38. SHE'S NEAT (ASCAP)—Dale Wright	47	2
Sometimes (BMI)—ABC-Paramount 9871			Hey, Little Baby (BMI)—Col 41066			Say That You Care (ASCAP)—Fraternity 752		
5. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn	6	10	22. JO-ANN (BMI)—Playmates	19	6	39. ANGEL SMILE (BMI)—Nat King Cole	—	1
RAUNCHY (BMI)—Dot 15661			You Can't Stop Me From Dreaming (BMI)—Roulette 4037			Back in My Arms (BMI)—Cap 3860		
6. SHORT SHORTS (BMI)—Royal Teens	4	4	23. ARE YOU SINCERE? (BMI)—Andy Williams	49	2	40. COME TO ME (ASCAP)—Johnny Mathis	50	2
Planet Rock (BMI)—ABC-Paramount 9882			Be Mine Tonight (BMI)—Cadence 1346			When I Am With You (ASCAP)—Col 41062		
7. SUGARTIME (BMI)—McGuire Sisters	10	8	24. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	13	13	41. WILD IS THE WIND (ASCAP)—Johnny Mathis	37	11
Banana Split (BMI)—Coral 61924			You Win Again (BMI)—Sun 281			NO LOVE (BUT YOUR LOVE) (EMI)—Columbia 41060		
8. STOOD UP (BMI)—Ricky Nelson	5	9	25. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers	44	2	42. BONY MORONIE (BMI)—Larry Williams	42	16
WAITIN' IN SCHOOL (BMI)—Imperial 5483			The Long Hot Summer (ASCAP)—Roulette 4045			YOU BUG ME, BABY (BMI)—Specialty 615		
9. YOU ARE MY DESTINY (BMI)—Paul Anka	11	5	26. THIS LITTLE GIRL OF MINE (BMI)—Everly Brothers	38	2	43. YELLOW DOG BLUES—(ASCAP)—Joe Darenbourg and the Dixie Flyers	—	1
When I Stop Loving You (BMI)—ABC-Paramount 9880			Should We Tell Him (BMI)—Cadence 1342			Martinique (BMI)—Lark 452		
10. OH, JULIE (BMI)—Crescendos	12	7	27. MAYBE (BMI)—Chantels	17	6	44. CHANCES ARE (ASCAP)—Johnny Mathis	39	23
My Little Girl (BMI)—Narco 6065			Come My Little Baby (BMI)—End 1005			THE TWELFTH OF NEVER (ASCAP)—Columbia 40993		
11. THE STROLL (BMI)—Diamonds	8	8	28. LIECHTENSTEINER POLKA (ASCAP)—Will Glabe	21	15	45. YOU SEND ME (BMI)—Sam Cooke	30	18
Land of Beauty (BMI)—Mercury 71242			Schweitzer Polka (BMI)—London 1755			SUMMERTIME (ASCAP)—Keen 34013		
12. IT'S TOO SOON TO KNOW (ASCAP)—Pat Boone	25	2	29. GOOD GOLLY, MISS MOLLY (BMI)—Little Richard	—	1	46. BUZZ, BUZZ, BUZZ (BMI)—Hollywood Flames	27	13
A WONDERFUL TIME UP THERE (BMI)—Dot 15690			Hey-Hey-Hey-Hey! (BMI)—Specialty 624			Crazy (BMI)—Ebb 119		
13. DEDE DINAH (ASCAP)—Frankie Avalon	9	5	30. CLICK CLACK (BMI)—Dickey Doo and the Don'ts	29	2	47. SING, BOY, SING (ASCAP)—Tommy Sands	—	1
Ooh La La (ASCAP)—Chancellor 1011			Did You Cry (BMI)—Swan 4001			Crazy 'Cause I Love You (BMI)—Cap 3867		
14. TWENTY-SIX MILES (BMI)—Four Preps	20	3	31. OH, BOY! (BMI)—Crickets	31	13	48. DESIRE ME (BMI)—Sam Cooke	26	9
It's You (ASCAP)—Cap 3845			Not Fade Away (BMI)—Brunswick 55035			(I LOVE YOU) FOR SENTIMENTAL REASONS (BMI)—Keen 4002		
15. DON'T LET GO (BMI)—Roy Hamilton	18	6	32. BELONGING TO SOMEONE (ASCAP)—Patti Page	—	1	49. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	32	14
The Right to Love (BMI)—Epic 9257			Bring Us Together (ASCAP)—Mercury 71247			Better Loved You'll Never Be (ASCAP)—Roulette 4031		
16. LA DEE DAH (BMI)—Billy and Lillie	16	7	33. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV	28	13	50. THE STORY OF MY LIFE (ASCAP)—Marty Robbins	45	13
The Monster (BMI)—Swan 4002			Even Tho' (BMI)—ABC-Paramount 9862			Once-a-Week Date (BMI)—Col 41013		
17. PEGGY SUE (BMI)—Buddy Holly	14	16	34. BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash	33	8			
Everyday (BMI)—Coral 61885			Big River (BMI)—Sun 283					

THIS WEEK'S BEST BUYS

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

BREATHLESS (Homefolks-Obie, BMI)—Jerry Lee Lewis—Sun 288—The side appears to be another smash for the artist. It's big in all markets. Flip is "Down the Line" (Hi-Lo, BMI). A previous Billboard Spotlight pick.

ROCK AND ROLL IS HERE TO STAY (Singular, BMI)—Danny & the Juniors—ABC-Paramount 9888—Action is heavy in all markets. Flip is "School Boy Romance" (Singular, BMI). A previous Billboard Spotlight pick.

BAD MOTORCYCLE (Thornett, BMI)—The Storey Sisters—Cameo 126—All markets report strong sales for the side. It looks like a winner. Flip is "Sweet Daddy" (Thornett, BMI). A previous Billboard Spotlight pick.



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING FEBRUARY 15

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- The Little Blue Man Betty Johnson (BMI) Atlantic 1169
- Tequila The Champs (BMI) Challenge 1018
- The Walk Jimmie McCracklin (BMI) Checker 885
- Who's Sorry Now Connie Francis (ASCAP) M-G-M 12588

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 THE ORIGINAL**

THE NATION'S NEXT NO. 1 HIT

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 YOUR LOVE"**

by
The Voxpoppers



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b/w

"DOWN ON MY KNEES"

R-4054

THE HEARTBEATS



a sound bet . . .

buy



ROULETTE

Most Played by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 18

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught 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	Chart	Weeks on Chart
1. SUGARTIME (BMI)—McGuire Sisters Banana Split (BMI)—Coral 61924	1	8	8
2. DON'T (BMI)—Elvis Presley I Beg of You (BMI)—Vic 7150	2	4	4
3. GET A JOB (BMI)—Silhouettes I Am Lonely (BMI)—Ember 1029	5	5	5
4. MAGIC MOMENTS (ASCAP)—Perry Como Catch a Falling Star (ASCAP)—Vic 7128	7	6	6
5. CATCH A FALLING STAR (ASCAP)—Perry Como Magic Moments (ASCAP)—Vic 7128	3	7	7
6. AT THE HOP (BMI)—Danny and the Juniors Sometimes (BMI)—ABC-Paramount 9871	4	10	10
7. OH, JULIE (BMI)—Crescendos My Little Girl (BMI)—Nasco 6005	12	4	4
8. SHORT SHORTS (BMI)—Royal Teens Planet Rock (BMI)—ABC-Paramount 9882	13	3	3
9. TWENTY-SIX MILES (BMI)—Four Preps It's You (ASCAP)—Cap 3845	10	5	5
10. SAIL ALONG SILVERY MOON (ASCAP)— Billy Vaughn Raunchy (BMI)—Dot 15661	8	5	5
11. WITCHCRAFT (ASCAP)—Frank Sinatra Te, Her You Love Her (BMI)—Cap 3859	6	6	6
12. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)— Jimmie Rodgers The Long Hot Summer (ASCAP)—Roulette 4045	—	1	1
13. BELONGING TO SOMEONE (ASCAP)—Patti Page Bring Us Together (ASCAP)—Mercury 71247	20	3	3
14. IT'S TOO SOON TO KNOW (ASCAP)—Pat Boone A Wonderful Time Up There (BMI)—Dot 15690	—	1	1
15. I BEG OF YOU (BMI)—Elvis Presley Don't (BMI)—Vic 7150	11	4	4
16. YOU ARE MY DESTINY (BMI)—Paul Anka When I Stop Loving You (BMI)—ABC-Paramount 9890	17	3	3
17. THE LITTLE BLUE MAN (BMI)—Betty Johnson Winter In Miami (ASCAP)—Atlantic 1169	—	1	1
18. THE STROLL (BMI)—Diamonds Land of Beauty (BMI)—Mercury 71242	9	7	7
19. ARE YOU SINCERE (BMI)—Andy Williams Be Mine Tonight (BMI)—Cadence 1340	—	1	1
20. DON'T LET GO (BMI)—Roy Hamilton The Right to Love (BMI)—Epic 9257	18	4	4
21. PEGGY SUE (BMI)—Buddy Holly Everyday (BMI)—Coral 61885	—	14	14
22. APRIL LOVE (ASCAP)—Pat Boone When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660	14	18	18
23. SWINGING SHEPHERD BLUES (BMI)— Moe Koffman Quartet Hamburg Bound (BMI)—Jubilee 5311	25	2	2
24. DEDE DINAH (ASCAP)—Frankie Avalon Ooh La La (ASCAP)—Chancellor 1011	—	1	1
25. SING, BOY, SING (ASCAP)—Tommy Sands Crazy 'Cause I Love You (BMI)—Cap 3867	—	1	1

BELAFONTE



DID YOU HEAR ABOUT JERRY
c/w
THE MARCHING SAINTS 47/20-7176

JIM REEVES



I LOVE YOU MORE c/w
OVERNIGHT 47/20-7171

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The Billboard
• Review Spotlight on...
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The Cash Box
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The Billboard
• Review Spotlight on...
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GOOGIE RENE

Class
Records

3621 W. Pico Blvd., Los Angeles, Calif.



Territorial Best Sellers

FOR SURVEY WEEK ENDING FEBRUARY 15

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TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

At the Hop
Danny and the Juniors, ABC-Para.
Don't I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
La Dee Dah, Billy and Lillie, Swan
Short Shorts, Royal Teens, ABC-Para.
The Stroll, Diamonds, Mer.
Sugartime, McGuire Sisters, Cor.
Waiting in School/Stood Up
Ricky Nelson, Imp.
You Are My Destiny
Paul Anka, ABC-Para.

CHICAGO

At the Hop
Danny and the Juniors, ABC-Para.
Catch a Falling Star/Magic Moments
Perry Como, Vic.
Dede Dinah, Frankie Avalon, Cir.
Don't I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Oh, Julie, Crescendos, Nac.
Short Shorts, Royal Teens, ABC-Para.
Twenty-Six Miles, Four Preps, Cap.

DETROIT

All the Way, Frank Sinatra, Cap.
Catch a Falling Star/Magic Moments
Perry Como, Vic.
Click Clack
Dickey Doo and the Don'ts, Swan
Dede Dinah, Frankie Avalon, Cir.
I Beg of You, Elvis Presley, Vic.
March From the River Kwai and "Colonel Bogey," Mitch Miller, Col.
Sail Along Silvery Moon, Billy Vaughn, Dot
Sweet Little Sixteen, Chuck Berry, Cha.

EAST TEXAS

Are You Sincere? Andy Williams, Cde.
Dede Dinah, Frankie Avalon, Cir.
Don't I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Oh, Julie, Crescendos, Nac.
Sail Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Stood Up/Waitin' in School
Ricky Nelson, Imp.
The Stroll, Diamonds, Mer.
You Are My Destiny
Paul Anka, ABC-Para.

FLORIDA

At the Hop
Danny and the Juniors, ABC-Para.
Catch a Falling Star/Magic Moments
Perry Como, Vic.
Get a Job, Silhouettes, Emb.
My Special Angel, Bobby Helms, Dec.
Oh, Boy! Crickets, Brk.
Raunchy, Bill Justis, Phil. Ind.
Sugartime, McGuire Sisters, Cor.
You Send Me, Sam Cooke, Keen

LOS ANGELES

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Don't I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Peggy Sue, Buddy Holly, Cor.
Sail Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Short Shorts, Royal Teens, ABC-Para.
Twenty-Six Miles, Four Preps, Cap.

NEW YORK AND NEWARK

At the Hop
Danny and the Juniors, ABC-Para.
Dede Dinah, Frankie Avalon, Cir.
Don't I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Oh, Julie, Crescendos, Nac.
Short Shorts, Royal Teens, ABC-Para.
The Stroll, Diamonds, Mer.

NORTHERN NEW YORK STATE

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Belonging to Someone, Patti Page, Mer.
Lichtensteler Folks, Will Glahn, Lon.

MAGIE MOMENTS, PERRY COMO, VIC.

Sail Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Twenty-Six Miles, Four Preps, Cap.
You Are My Destiny
Paul Anka, ABC-Para.

NORTHERN OHIO

Catch a Falling Star/Magic Moments
Perry Como, Vic.
Dede Dinah, Frankie Avalon, Cir.
Don't I Beg of You, Elvis Presley, Vic.
March From the River Kwai and "Colonel Bogey," Mitch Miller, Col.
Sweet Little Sixteen, Chuck Berry, Cha.
Tequila, Champs, Chal.
Twenty-Six Miles, Four Preps, Cap.
Who's Sorry Now, Connie Francis, M-G-M

NORTHWEST

Don't I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
It's Too Soon to Know, Pat Boone, Dot
Magic Moments/Catch a Falling Star
Perry Como, Vic.
Oh-Oh, I'm Falling in Love Again
Jimmie Rodgers, Rit.
Stood Up/Waitin' in School
Ricky Nelson, Imp.
Sugartime, McGuire Sisters, Cor.
Twenty-Six Miles, Four Preps, Cap.

PHILADELPHIA

Catch a Falling Star/Magic Moments
Perry Como, Vic.
Don't Let Go, Roy Hamilton, Epic
Get a Job, Silhouettes, Emb.
Jo-Ann, Playmates, Rit.
Raunchy, Ernie Freeman, Imp.
Sail Along Silvery Moon, Billy Vaughn, Dot
Stood Up/Waitin' in School
Ricky Nelson, Imp.
You Are My Destiny
Paul Anka, ABC-Para.

ST. LOUIS AND KANSAS CITY

All the Way, Frank Sinatra, Cap.
Belonging to Someone, Patti Page, Mer.
Get a Job, Silhouettes, Emb.
Jo-Ann, Playmates, Rit.
La Dee Dah, Billy and Lillie, Swan
Maybe, Chantels, End
The Stroll, Diamonds, Mer.
Sugartime, McGuire Sisters, Cor.

SAN FRANCISCO AND OAKLAND

At the Hop
Danny and the Juniors, ABC-Para.
Dede Dinah, Frankie Avalon, Cir.
Don't I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
La Dee Dah, Billy and Lillie, Swan
Maybe, Chantels, End
Stood Up, Ricky Nelson, Imp.
The Stroll, Diamonds, Mer.

SOUTHERN OHIO

At the Hop
Danny and the Juniors, ABC-Para.
Dede Dinah, Frankie Avalon, Cir.
Desire Me (I Love You) For Sentimental Reasons, Sam Cooke, Keen
Don't I Beg of You, Elvis Presley, Vic.
I'll Come Running Back to You
Sam Cooke, Spe.
Magic Moments/Catch a Falling Star
Perry Como, Vic.
The Stroll, Diamonds, Mer.
You Are My Destiny
Paul Anka, ABC-Para.
You Can Make It If You Try
Gene Allison, VJ

WASHINGTON AND BALTIMORE

Catch a Falling Star/Magic Moments
Perry Como, Vic.
Don't I Beg of You, Elvis Presley, Vic.
Don't Let Go, Roy Hamilton, Epic
Get a Job, Silhouettes, Emb.
Sail Along Silvery Moon, Billy Vaughn, Dot
Short Shorts, Royal Teens, ABC-Para.
Stood Up, Ricky Nelson, Imp.
Twenty-Six Miles, Four Preps, Cap.

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SHORT SHORTS

King 5114

BOYD BENNETT
CLICK CLACK

King 5115

THE SWALLOWS
OH LONESOME ME

Federal 12319

DONNIE ELBERT
PEEK-A-BOO

b/w
MY CONFESSION OF LOVE
Deluxe 6161

OTIS WILLIAMS and His Charms

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b/w
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Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. SAIL ALONG SILVERY MOON (Joy)	3	7
1. CATCH A FALLING STAR (Fisher)	4	4
3. SUGARTIME (Nor-Va-Jak)	2	8
4. APRIL LOVE (Feist)	1	16
5. ALL THE WAY (Barton)	9	15
6. AT THE HOP (Singular)	5	5
7. MAGIC MOMENTS (Famous)	12	3
8. LIECHTENSTEINER POLKA (Burlington)	5	12
9. FASCINATION (Southern)	8	28
10. AROUND THE WORLD (Young)	7	36
11. YOU ARE MY DESTINY (Mellin)	11	2
12. WITCHCRAFT (Morris)	15	2
13. SWINGING SHEPHERD BLUES (Kahl-Benell)	10	2
13. GET A JOB (Wildcat and Ulysses-Bagby)	-	1
15. THE STROLL (Morris)	-	1

Best Selling Pop Records in Britain

(For week ending February 15)

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

This Week	Last Week
1. THE STORY OF MY LIFE—Michael Holliday (Columbia)	1
2. MAGIC MOMENTS—Perry Como (RCA)	3
3. JAILHOUSE ROCK—Elvis Presley (RCA)	2
4. AT THE HOP—Danny and the Juniors (HMV)	4
5. OH BOY!—Crickets (Coral)	5
6. ALL THE WAY—Frank Sinatra (Capitol)	6
7. LOVE ME FOREVER—Marion Ryan (Pye-Nixa)	8
8. YOU ARE MY DESTINY—Paul Anka (Columbia)	10
9. PEGGY SUE—Buddy Holly (Coral)	9
10. APRIL LOVE—Pat Boone (London)	7
11. RAUNCHY—Bill Justis (London)	16
12. BONY MORONIE—Larry Williams (London)	13
13. GREAT BALLS OF FIRE—Jerry Lee Lewis (London)	11
14. KISSES SWEETER THAN WINE—Jimmie Rodgers (Columbia)	15
15. SUGARTIME—McGuire Sisters (Coral)	-
16. MA, HE'S MAKING EYES AT ME—Johnny Otis Show/Marie Adams (Capitol)	14
17. WITCHCRAFT—Frank Sinatra (Capitol)	-
18. MY SPECIAL ANGEL—Malcolm Vaughan (HMV)	12
19. RAUNCHY—Ken Mackintosh (HMV)	20
20. MANDY—Eddie Calvert (Columbia)	-

Best Selling Sheet Music in Britain

(For week ending February 15)

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.

The Story of My Life—Sterling (Famous)	Put a Light in the Window—Kassner (Planetary)
Magic Moments—Chappell (Chappell)	Oh Boy—Southern (Nor-Va-Jak)
Love Me Forever—Kassner (Greta)	Catch a Falling Star—Feldman (Marvin)
April Love—Robbins (Feist)	At the Hop—Bron (Singular)
All the Way—Barton (Maraville)	Affair to Remember—Feist (Feist)
Jailhouse Rock—Belinda (Presley)	Tammy—Macmelodies (Northern)
Sugarlime—Southern (Nor-Va-Jak)	Peggy Sue—Southern (Nor-Va-Jak-Peer)
My Special Angel—Bron (Blue Grass)	Wake Up Little Susie—Acuff-Rose (Acuff-Rose)
Forgotten Dreams—Mills (Mills)	Chicago—Feldman (Fisher)
Ma, He's Making Eyes at Me—Feldman (Mills)	
Kisses Sweeter Than Wine—Francis Day (Folkways)	

Tunes With Greatest Radio-TV Audience

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

Radio	Television
A Very Precious Love (R) (F)—Witmark—ASCAP	All the Way (R) (F)—Maraville—ASCAP
A Very Special Love (R)—Korwin—ASCAP	April Love (R) (F)—Feist—ASCAP
All the Way (R) (F)—Maraville—ASCAP	Are You Sincere (R)—Cedarwood—BMI
April Love (R) (F)—Feist—ASCAP	Be Mine Tonight (R)—Peer—BMI
Be Mine Tonight (R)—Peer—BMI	Betty and Dupree (R)—Rush—BMI
Belonging to Someone (R)—Lear—ASCAP	Boppin' the Blues (R)—Hi-Lo—BMI
Catch a Falling Star (R)—Marvin—ASCAP	Breathless (R)—Homefolks-Obic—BMI
Come to Me (R)—Korwin—ASCAP	Chinese Nightingale (R)—Fullerton—ASCAP
Dancing With My Shadow (R)—Saunders—ASCAP	College Man (R)—Knox—BMI
Gift of Love (R)—Robbins—ASCAP	Gift of Love (R)—Robbins—ASCAP
Gigi (R) (F)—Chappell—ASCAP	Gigi (R) (F)—Chappell—ASCAP
I'm Getting Sentimental Over You (R)—Mills—ASCAP	Good Golly, Miss Molly (R)—Venice—BMI
It's Too Soon to Know (R)—Morris—ASCAP	Honorable Everybody (R)—Fullerton—ASCAP
Las Vegas (R) (F)—Peer—BMI	I Feel Pretty (R)—Schirmer—ASCAP
Last Song and Dance (R)—Bregman, Vocco & Conn—ASCAP	It's Too Soon to Know (R)—Morris—ASCAP
Long Hot Summer (R)—Feist—ASCAP	Liechtensteiner Polka (R)—Burlington—ASCAP
Magic Moments (R)—Famous—ASCAP	Lollipop (R)—Marks—BMI
Oh-Oh, I'm Falling in Love Again (R)—Planetary—ASCAP	March From the River Kwai & Colonel Bogey (R) (F)—Columbia Pictures-Boosey & Hawkes—ASCAP
Seventy-Six Trombones (R)—Frank—ASCAP	Oh-Oh, I'm Falling in Love Again (R)—Planetary—ASCAP
Sugartime (R)—Nor-Va-Jak—BMI	Rock and Roll Rhapsody (R)—Trinity—BMI
Surprise (R)—Livingston-Evans—ASCAP	Strollin' Girl (R)—Carlyle—ASCAP
Swinging Shepherd Blues (R)—Kahl-Bennell—BMI	Sugartime (R)—Nor-Va-Jak—BMI
Tequila (R)—Jat—BMI	Sweet Little Sixteen (R)—Arc—BMI
Till There Was You (R)—Frank—ASCAP	Swinging Shepherd Blues (R)—Kahl-Benell—BMI
Too Late to Cry (R)—Montauk—BMI	Tequila (R)—Jat—BMI
Twelfth of Never (R)—Empress—ASCAP	Up Above My Head (R)—Beechwood—BMI
Twenty-Six Miles (R)—Beechwood—BMI	What's the Use of Crying (R)—Mellin—BMI
Who's Sorry Now (R)—Mills—ASCAP	Who's Sorry Now (R)—Mills—ASCAP
Why Don't They Understand (R)—Hollis—BMI	Witchcraft (R)—Morris—ASCAP
Witchcraft (R)—Morris—ASCAP	You Don't Know Him (R)—Livingston-Evans—ASCAP

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45-110 Kenny Burrell—Don't Cry Baby

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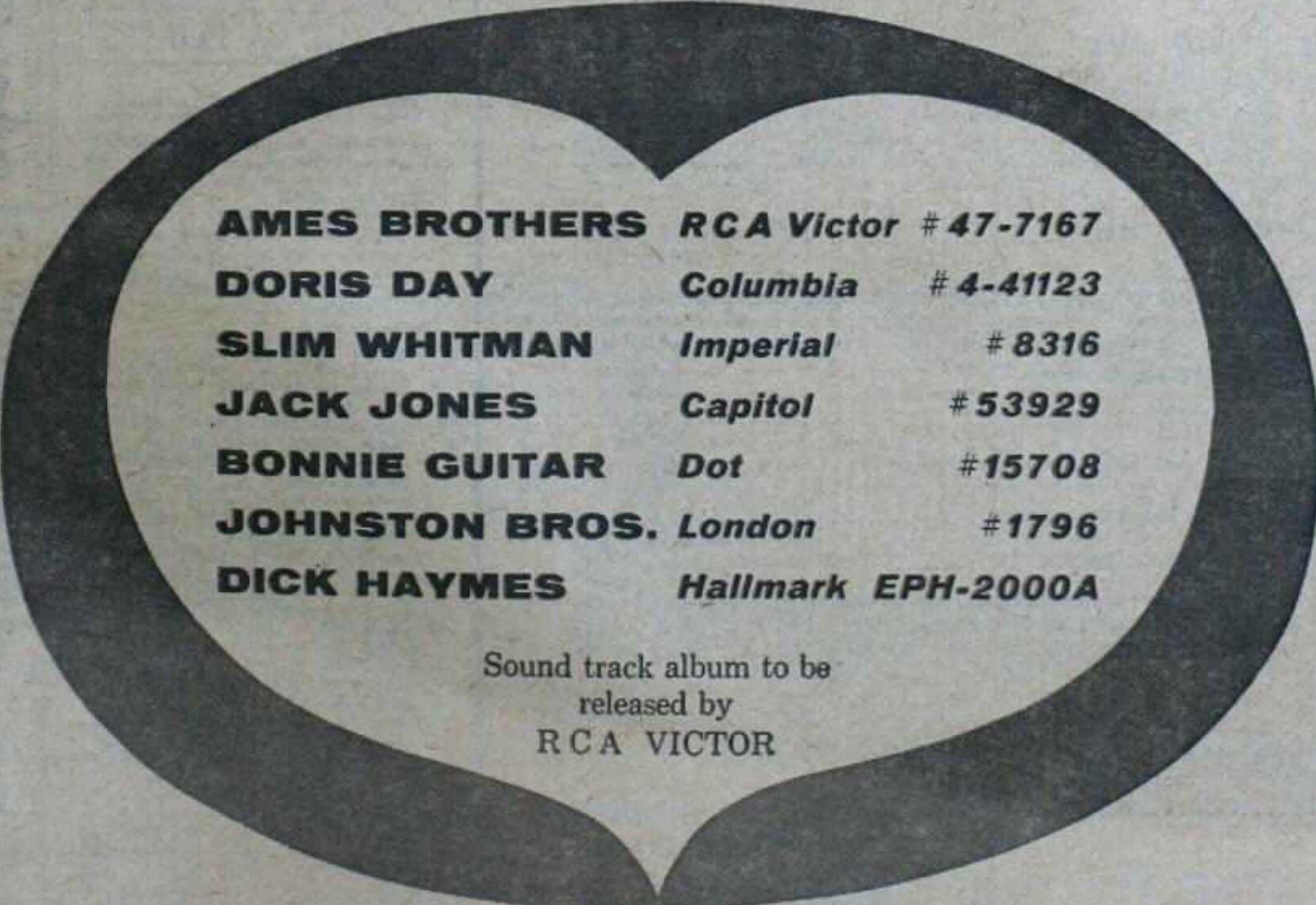


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• Review Spotlight on . . .

POP RECORDS

SAM COOKE . . . Keen 4009 . . . **YOU WERE MADE FOR ME**
(Andrea, BMI)

LONELY ISLAND . . . (Happy House, ASCAP)

Two ballads sung with the artist's usual smoothness. "You Were" has a pretty melody, and Cooke renders it expressively. "Lonely Island" is an eden abbez theme that is also potently delivered. Also for the r.&b. marts.

GEORGE HAMILTON, IV. . . . ABC-Paramount 9898 . . . **ONE HEART**
(Brockwin, ASCAP)

NOW AND FOR ALWAYS . . . (Sequence, ASCAP)

"One Heart" is in a vein similar to the artist's current hit, "Why Don't They Understand?" Sock presentation by Hamilton gives it strong potential. Flip, "Now and for Always," is based on a German folk theme, and it also rates highly.

JOHN ZACHERLE . . . Cameo 130 . . . **DINNER WITH DRAC** (Parts 1 & 2)
(Maryland, BMI)

Mirthfully morbid material is paced by ghoulish, gutbucket sounds on this unusual novelty. Zacherle talk-sings of a weird dinner and he is helped by rock and roll backing. There's action already on the side in several areas.

ERNIE FREEMAN . . . Imperial 5499 . . . **THEME FROM IGOR**
(Maryland, BMI)

SHAPE UP . . . (Travis, BMI)

Top side is an instrumental treatment of the background music from "Dinner With Drac." Freeman's alto work makes this a strong bet to grab a good share of loot for the tune. "Shape Up," the flip, is also an instrumental with a similar flavor and equal appeal. This should also score in r.&b. marts.

THE VOXPOPPERS . . . Mercury 71282 . . . **WISHING FOR YOUR LOVE**
(Rayven, BMI)

The pretty rockaballad is read with feeling by the lead with good group and ork backing. Flip, "The Last Drag," is a driving vocal on a blues (Addit, BMI). The side was purchased at a hefty price from AMP-3 Records.

THE TECHNIQUES . . . Roulette 4048 . . . **MARINDY**
(Lowery, BMI)

This could be a sock successor to "Hey, Little Girl." The group has a highly salable sound on the rocker that has a slight Latin feel. Flip, "(Why Did I Ever) Let Her Go," is a rockaballad (Lowery, BMI).

NARVEL FELTS . . . Mercury 71275 . . . **ROCKET RIDE STROLL**
(Mayflower, BMI)

The very danceable instrumental is excellently orked and set to a stroll tempo. This can hit the mark with teens. Flip, "Dream World," is a rockaballad with a vocal by Felts. (Mayflower, BMI).

JIM REEVES . . . RCA Victor 7171 . . . **I LOVE YOU MORE**
(Willis, BMI)

Reeves has two top-notch sides that can cop both pop and c.&w. loot. "I Love You More" is a pretty c.&w. ballad read with feeling. "Overnight" is in a bright rockabilly groove, and the artist is given a chorus assist.

POP TALENT

JIMMIE MADDIN . . . Imperial 5494 . . . **PARTY LINE**
(Maddin, BMI)

Jeanie, Jeanie, Jeanie . . . (House of Fortune, BMI)

The artist has an ingratiating style on the pretty teen-slanted tune, which he clefled himself. It's a cute ditty taken at a lightly swinging tempo. Flip is a cover of the tune-getting action by Eddie Cochran.

POP DISK JOCKEY PROGRAMMING

TONY BENNETT . . . Columbia 41127 . . . **ALONE AT LAST—MY FOOLISH HEART**
(Famous, ASCAP) (Joy, ASCAP)

The very listenable side has the lyric of "Alone at Last" sung contrapuntally against "My Foolish Heart." Bennett's vocal is expressive, and the backing is smooth and lush. Flip is an attractive go on "You're So Right for Me," one of the tunes from the musical "Oh Captain" (Livingston & Evans, ASCAP).

• Reviews of New Pop Records

DEAN JONES

Me! Please! Me . . . 80
M-G-M 12620—This is the best by Jones. It's a bright rockabilly with cute fem chorus support. Ork backing is good. (Sheldon, BMI)
Meet Me in the Study Hall . . . 79
The rockaballad is read with appeal by the artist. Teens could find this to their liking. (Juno, BMI)

DORIS DAY

A Very Precious Love . . . 79
COLUMBIA 41123—From the Warner film, "Marjorie Morningstar," comes the tune. Doris Day sings the quality ballad beautifully, to a tasteful backing. This is a new coupling with the previously released flip. (Witmark, ASCAP)
Teacher's Pet . . . 78
This side, from the flick of the same name, was reviewed previously. It has been recouped with top side. (Daywin, BMI)

CINDY AND LINDY

Sharin' . . . 79
ABC-PARAMOUNT 9886—The guy and gal, close with "Language of Love," have a good bid with this attractive tune. The beat has a Latin flavor, and chorus and ork backing are effective. (Sheldon, BMI)
Sittin' It Out . . . 77
Pleasant harmonies by the duo on a cute, bouncy theme with shuffling ork support. This can do biz. (GI, BMI)

JIMMY EDWARDS

My Honey . . . 78
MERCURY 71272—Edwards did quite well with his last waxing, "Love Bug Crawl," and this rockabilly has same bouncy appeal. Watch it. (Mayflower, BMI)
Golden Ruby Blue . . . 74
Edwards and group chant mild rockabilly with affability and a gentle but catchy beat. (Mayflower, BMI)

JOHNNY DEE

Somebody Sweet . . . 77
DOT 15699—The tune has a folksy, gospel feel. Dee's vocal is rendered with good chorus and ork support. This could step out. (Bentley, BMI)
They Were Right . . . 76
The rockaballad is a lament about a guy whose chick left him. Nice reading by the artist. This could also move in c.&w. marts. (Bentley, BMI)

ROCK MURPHY

Oh With It . . . 77
VERVE 10118—Strong instrumental side by the Murphy crew. It has a beat and it rocks. Watch it. (Vivid, ASCAP)
The Gay Evening . . . 74
Listenable instrumental effort with a beat receives a West Coast styled reading by the Rock Murphy crew, with fender, guitar and sax featured. Good wax. (Vivid, ASCAP)

LEE SIMMS ORK

Blue Mud . . . 77
BIG 615—Harmonica is featured on this blues that's taken at a medium-beat, danceable clip. Instrumentals are big now, and this could take off. (Village, BMI)
Shimmer Down . . . 76
Well-orked instrumental theme is given a bright go. Interplay between alto and guitar against a driving beat is listenable. (Village, BMI)

TONY CASTLE

Tony . . . 77
EAST WEST 107—Again Tony Castle shows off his attractive vocal styling, this time on a pretty lament about the girl he loves. Simple tune with a Latin flavor could get attention. Watch this one. (Gregmark-Desert Palms, BMI)
Young and in Love . . . 74
Tony Castle bows on the label with a first-rate vocal on an attractive new country-styled ditty penned by Lieber and Stoller. Backing is simple and attractive. (Tiger, BMI)

JACK JONES

A Very Precious Love . . . 77
CAPITOL 3929—The most attractive movie song from "Marjorie Morningstar" receives a first rate performance by the lad over warm backing. Competition on this will be tough but it could get some coin. (Witmark, ASCAP)
What's the Use? . . . 73
Tune penned by Steve Allen is handed a pleasant vocal by the warbler. It's a rhythm effort with cute uke sound. (Rosemendow, ASCAP)

BILLY MITCHELL

The Rock and Roll Tango . . . 76
POPULAR 118—Billy Mitchell, lead singer of the Clovers, comes thru with a first rate reading here of a very cute rock and roll novelty,

sparked by a cute penny whistle sound. Good side, due for action if exposed. (Cherwood, BMI)
Bottomless PH . . . 76
On this blues effort Mitchell comes thru with a solid vocal that is impressive. His singing stands out so much about this side, too, has a real chance. (Abbott, BMI)

MICKEY GILLEY

Call Me Shorty . . . 76
DOT 15706—Gilley exhibits exciting showmanship on strong blues with hard-driving tempo and solid beat. (Fellows, BMI)
Come on Baby . . . 74
Another fast-moving, effective blues item. Flip tho has more impact. Both sides could draw spins in both pop and c.&w. (Fellows, BMI)

THE DUSTERS

Coolation . . . 76
ABC PARAMOUNT 9887—The instrumental blues has a funky sound. Alto is featured on the danceable side. This could go well. (Salem, BMI)
Pretty Girl . . . 74
Cheerful delivery on a subdued-type rocker. This could create interest. (Pamco, BMI)

ERSEL HICKEY

Hangin' Around . . . 76
EPIC 9263—Sock vocalizing on unusual rhythm blues with hypnotic beat. Watch it. (Torpedo, BMI)
Bluebirds Over the Mountain . . . 73
Personable vocal treatment of attractive folk-flavored ditty with mild r.&r. backing. (Torpedo, BMI)

JOYCE PAUL

Bad News . . . 78
DOT 15703—The thrush is strong on the blues. The medium-beat theme has a message for teens. It bears watching. (Tula, BMI)
Baby, You've Had It . . . 75
The tune has a "Jim Dandy" rhythm. Miss Paul belts it with appeal. Also a contender. (Tula, BMI)

CHUCK & GARY

Teenie Weenie Jeanie . . . 78
VERVE 10117—The male duo bows on the label with a cute rocker in which they tell how they love "Teenie Weenie Jeanie." Backing is strong. Good one for the teen trade. (Wedgewood, ASCAP)
Can't Make Up My Mind . . . 74
The boys have a difficult choice here, torn between various attractive girls such as "Peggy Sue," "Short Fat Fannie," et al. Two attractive sides. (Wedgewood, ASCAP)

THE SPROUTS

Every Little Once in a While . . . 78
RCA VICTOR 7172—The boys come thru with a cute reading of a rockabilly effort in listenable style, on the same order as some of the Everly Brothers' cuttings. Side is one that could get some action with exposure. (Pincus, ASCAP)
Shinnie Minnie . . . 74
Same comment. Duo could break thru if they hit the right piece of material. (Nash, BMI)

VERA LYNN

76 Trombones . . . 78
LONDON 1793—The much-recorded tune from the Broadway smash, "The Music Man," is given a spirited reading by Miss Lynn with male chorus joining in. Ork support is effective. Good deejay wax. (Frank, ASCAP)
Another Time, Another Place . . . 73
Tender reading of the ballad from the flick of the same name. It could go well. Flip appears top side. (Famous, ASCAP)

THE KIRBY STONE FOUR

Whispering-Groovin' High . . . 78
COLUMBIA 41121—This is an interesting blending of the new and the old. The old is the standard and the new is the Dizzy Gillespie riff on top of it to which lyrics have been added. It adds up to a good record, and a fine one for the jocks. (Miller & F. Fisher, ASCAP)
It's a Really Big Show Tonight . . . 73
On this side Ed Sullivan bows on records as he sings with the group about his super colossal TV seg. (Alpha, ASCAP)

JOHN GART

Lida Rose . . . 78
KAPP 211—John Gart and the Happy Harts hand the very attractive tune from the Broadway hit "The Music Man" a first rate performance. If the tune breaks this version should grab lead. (Frank, ASCAP)
Skip-A-Step Polka . . . 73
John Gart, helped by the Happy Harts again, has a cute effort here
(Continued on page 41)

Goin' way, way up!

Georgia Gibbs

**WAY, WAY
DOWN**

b/w You're doin' it

47/20-7166



RCA VICTOR
RADIO CORPORATION OF AMERICA



FOR SURVEY WEEK ENDING FEBRUARY 15, 1958

Weekly Juke Box Programming Guide

The Billboard

POPULAR

YOU ARE MY DESTINY
★ PAUL ANKA ★
ABC-Paramount 9880

SHORT SHORTS
★ ROYAL TEENS ★
PLANET ROCK
ABC-Paramount 9882

10-ANN
★ THE PLAYMATES ★
YOU CAN'T STOP ME FROM DREAMING
Roulette 4037

CATCH A FALLING STAR
★ PERRY COMO ★
MAGIC MOMENTS
RCA Victor 7128

DEDE DINAH
★ FRANKIE AVALON ★
OOH LA LA
Chancellor 1011

AT THE HOP
★ DANNY AND THE JUNIORS ★
SOMETIMES
ABC-Paramount 9871

GET A JOB
★ THE SILHOUETTES ★
I AM LONELY
Ember 1029

APRIL LOVE
★ PAT BOONE ★
WHEN THE SWALLOWS COME BACK TO CAPISTRANO
Dot 15660

SAUL ALONG SILVERY MOON
★ BILLY VAUGHN ★
BAUNCHY
Dot 15561

TWENTY-SIX MILES
★ FOUR PREPS ★
IT'S YOU
Capital 3825

MARCH FROM THE RIVER KWAI AND COLONEL BOGEY
★ MITCH MILLER ORK ★
HEY, LITTLE BABY
Columbia 41066

THE STROLL
★ THE DIAMONDS ★
LAND OF BEAUTY
Mercury 71242

DON'T
★ ELVIS PRESLEY ★
I BEG OF YOU
RCA Victor 7150

LA DEE DAB
★ BILLY & LILLIE ★
THE MONSTER
Swan 4002

SWEET LITTLE SIXTEEN
★ CHUCK BERRY ★
REELIN' AND ROCKING
Chess 1683

ARE YOU SINCERE
★ ANDY WILLIAMS ★
BE MINE TONIGHT
Cadence 1340

WITCHCRAFT
★ FRANK SINATRA ★
TELL HER YOU LOVE HER
Capital 3859

OH-OH, I'M FALLING IN LOVE AGAIN
★ JIMMIE RODGERS ★
THE LONG HOT SUMMER
Roulette 4045

MAYBE
★ CHANTELS ★
COME, MY LITTLE BABY
End 1005

IT'S TOO SOON TO KNOW
★ PAT BOONE ★
A WONDERFUL TIME UP THERE
Dot 15670

PEGGY SUE
★ BUDDY HOLLY ★
EVERYDAY
Carol 61885

STOOD UP
★ RICKY NELSON ★
WAITIN' IN SCHOOL
Imperial 5483

CLICK CLACK
★ DICKEY DOO & THE DON'TS ★
DID YOU CRY
Swan 4001

OH, JULIE!
★ THE CRESCENDOS ★
MY LITTLE GIRL
Nasco 6005

THIS LITTLE GIRL OF MINE
★ EVERLY BROTHERS ★
SHOULD WE TELL HIM
Cadence 1342

LICHTENSTEINER POLKA
★ WILL GLAHE ★
SCHWEITZER POLKA
London 1755

DON'T LET GO
★ ROY HAMILTON ★
THE RIGHT TO LOVE
Epic 9257

GOOD GOLLY, MISS MOLLY
★ LITTLE RICHARD ★
HEY-HEY-HEY-HEY!
Specialty 624

SUGARTIME
★ THE McGUIRE SISTERS ★
BANANA SPLIT
Carol 61924

GREAT BALLS OF FIRE
★ JERRY LEE LEWIS ★
YOU WIN AGAIN
Sun 281

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

GEISHA GIRL
★ HANK LOCKLIN ★
LIVIN' ALONE
RCA Victor 6984

ANNA MARIE
★ JIM REEVES ★
EVERYWHERE YOU GO
RCA Victor 7070

BALLAD OF A TEENAGE QUEEN
★ JOHNNY CASH ★
BIG RIVER
Sun 283

OH LONESOME ME
★ DON GIBSON ★
I CAN'T STOP LOVIN' YOU
RCA Victor 7123

STOP THE WORLD
★ JOHNNIE & JACK ★
CAMEL WALK STROLL
RCA Victor 7137

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

TEARDROPS
★ LEE ANDREWS & THE HEARTS ★
GIRL AROUND THE CORNER
Chess 1675

BETTY AND DUPREE
★ CHUCK WILLIS ★
MY CRYING EYES
Atlantic 1168

I'LL COME RUNNING BACK TO YOU
★ SAM COOKE ★
FOREVER
Specialty 619

YOU CAN MAKE IT, IF YOU TRY
★ GENE ALLISON ★
HEY, HEY I LOVE YOU
Yes Jay 713

SWINGING SHEPHERD BLUES
★ JOHNNY PATE QUINTET
THE ELDER
Federal 12312

OPERATORS BEST BUYS

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

DANNY AND THE JUNIORS
Rock and Roll Is Here to Stay
Good Boy Romance
ABC-Paramount 9888

THE PASTELS
My One and Only Dream
Argo 5287

JERRY LEE LEWIS
Breathless
Down the Line
Sun 288

THE STORL SISTERS
Bad Motorcycle
Sweet Daddy
Cannon 126

OPERATORS BEST NEW RELEASES

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

SAM COOKE, You Were Made for Me
Lonely Island
Keen 4099

ERNE FREEMAN...Theme From Ice
Sharp Up
Imperial 5499

MARVEL FELTS...Rocket Ride
Dream World
Mercury 76275

GEORGE HAMILTON IV...One Heart
Now and for Always
ABC-Paramount 9896

WARNER MACK...Falling in Love
That's My Heart's Desire
Decca 30587

THE TECHNIQUES...Marindy
Let Her Go
Roulette 4046

JIM REEVES...I Love You More
Overnight
RCA Victor 7071

THE VOXPOPPERS
Waiting for Your Love
The Last Drag
Mercury 77292

JOHN ZACHERY
Dinner With Drac (Parts 1 & 2)
Cameo 130

Reviews of New Pop Records

Continued from page 38

and does a fine job with it. Flip side is more important. (Garland, ASCAP)

BOB JAXON

Me! Please! Me! . . . 75
 RCA VICTOR 7168 — Enthusiastic reading by Jaxon and fem chorus on catchy rockabilly item with solid backing. (Sheldon, BMI)

All About Me . . . 72
 Moving interpretation of effective country weeper with r.&t. backing. Both sides have dual-market appeal. (Republic, BMI)

EDDIE ROBBINS

A Girl Like You . . . 75
 DOT 15702—Robbins—reminiscent of Frankie Lyman style-wise—warbles with intense sincerity on okay ditty. (Brunswick, BMI)

Dear Parents . . . 72
 Lad makes fervid emotional plea for paternal understanding on solemnly paced rockballad. (Admiration, BMI)

RALPH MARIERIE

College Man . . . 78
 MERCURY 71279—A zingy, danceable cover of the Bill Justis disk done up in a slightly more sophisticated vein. Justis is still version to watch but this version is bound to pull play. (Knox, BMI)

Cinderella Tango . . . 70
 Latin-tempo instrumental version of cute title tune from Disney feature-cartoon. Flip is more commercial. (Disney, ASCAP)

WALLY LEWIS

Kathleen . . . 74
 DOT 15705—Nice sound by the artist on a rockballad tribute to the lass. The tune has also been waxed by Sonny James. (Lu-Tal, BMI)

Donna . . . 74
 Rockabilly tone in a medium-beat groove. It can go as well as the flip. (Lu-Tal, BMI)

STAN KENTON

Tequila . . . 74
 CAPITOL 3928—Instrumental version of the tune which is getting action via The Champs' disk on Challenge. Kenton's reading has flavor. There's bright, brassy instrumentation and an infectious beat. (Jat, BMI)

Cuban Mumble . . . 73
 Another instrumental, with infectious Latin beat, and a novel effect produced by crowd sounds. (Henton, ASCAP)

TRACEY TWINS

Don't Mean Maybe Baby . . . 74
 EAST WEST 108—Rock and roll item is handed a good reading by the Tracey sisters making their debut on the label. Side has a fresh sound and it could get some attention. (Westport, BMI)

Heartbreak Hill . . . 73
 The cute Cleveland pair turn in a sweet, listenable performance of a medium tempo effort over attractive ork support. (Reserve-Progressive, BMI)

CHAMP BUTLER

Heartbreak Cannonball . . . 74
 KEEN 2001—Feelingful interpretation of expressive blues with a heavy beat. One of Butler's best efforts. (Meridian, BMI)

Mississippi Mud . . . 72
 Lively reading on infectious old Paul Whiteman-Rhythm Boys tune. New version—also styled along same line—of nostalgic standard. For jocks. (Shapiro-Bernstein, ASCAP)

KENNY OWEN

I Got the Bug . . . 74
 POPLAR 120—Wild, swinging rockabilly effort with a solid beginning receives a frantic delivery by the warbler over a ringing beat. Wax has a chance for coins. Watch it. (Chelwood, BMI)

High School Sweater . . . 72
 Here's a teen-age rockballad with a western touch. It's handed a warm reading by Owen and it adds up to a listenable platter. (Tree, BMI)

LAURA LEE PERKINS

Kiss Me Baby . . . 74
 IMPERIAL 5493—Exuberant rendition on a rockabilly blues. The thrush comes on strongly here. Teens might like. (Post, ASCAP)

I Just Don't Like This Kind of Livin' . . . 70
 Vigorous vocal by the chick on lively, country-flavored tune. Some coin possible. (Acuff-Ross, BMI)

CHARLES BROWN

We've Got a Lot in Common . . . 73
 EAST WEST 106—Charles Brown returns to wax with a nice debut on this label. The smooth vocal by Brown on a medium-beat theme has a sound that could draw both pop and r.&b. coin. Good jockey side. (Relis-Progressive, BMI)

When Did You Leave Heaven . . . 73
 Brown renders the ballad with light chorus and rhythm ork support. This, too, is a contender for pop and r.&b. loot. (Robbins, ASCAP)

GEORGIE SHAW

Broken Date . . . 73
 DECCA 30579—A lively rhythm side, touched with country flavor. Shaw does a fine vocal, backed with chorus and ork. Lyric is in the teen groove. Performance maintains zest right thru. Watch it. (Cromwell, ASCAP)

My Whole Life Through . . . 73
 This side is a rock and roller, blues-oriented. Shaw does it in good fashion, with chorus backing. Another strong one. (Roostvelt, BMI)

RICHARD MALIBY & HIS ORK AND CHORUS

The Music Box . . . 73
 VIK 0318—Delightful continental-type tune sung with verve by male chorus. Lifting deejay wax. (Peer, BMI)

The Portrait Painter of Pares . . . 71
 Another pleasing Parisian-styled ditty warbled by group in sprightly fashion. (Rush, BMI)

DANNY SCROLL

Cowboy . . . 73
 DECCA 30383—Song, from the Co-

lumbia film of the same title, has the authentic Western flavor. Scroll's version is right from the heart. Merit exposure. (Columbia Pictures, ASCAP)

Once in a Lifetime . . . 70
 A ballad of quality. It's done in slow tempo, with a relaxed feeling. Lyric has a poetic quality. (Piano Melodies, ASCAP)

THE TRAVELERS

Why . . . 73
 ANDEX 4006—The lead voice sings this pretty ballad in Sam Cooke-ish style, backed warmly by the vocal group, and supported nicely by the ork. Listenable wax. (Andrea, BMI)

Teen Age Machines Age . . . 70
 The group sings about putting coins into machines and getting music, coins, etc. Interesting effort, but flip is stronger. (Andrea, BMI)

J. J. JONES

Oh! My Love . . . 72
 EBB 130—This interesting side features Jones on tenor plus an attractive sounding chorus on a pretty medium tempo ballad. (Ebb, BMI)

Darkness . . . 72
 Hard driving, and exciting instrumental shows off Jones' fine tenor work on this jazz oriented side. Could get spins. (Ebb, BMI)

JERRY WILD ORK

Mesa Verde . . . 72
 KAPP 212—Listenable instrumental tune is played warmly here by the Jerry Wild Ork, with the leader soloing on clarinet. (Instrumental, ASCAP)

Frenchmen's Creek . . . 72
 Theme from the flick of a few seasons back receives a big, full-bodied reading from the Wild crew, featuring some of Wald's clarinet work. A good deejay side. (Maurice, ASCAP)

OTIS WILLIAMS

Baby-O . . . 72
 DE LUXE 6160—Routine rocker receives a spirited vocal from the boys. Backing is solid. (Mar-Kay, BMI)

Let Some Love In Your Heart . . . 72
 Attractive rockballad is handed a listenable warble by the boys with good ork support. Should get some action. (Armo, BMI)

RUTH WALLIS

Butterfly Heart . . . 72
 DECCA 30560—An effective, tear-drenched ditty; Ruth Wallis chants it in slow tempo, in stylized fashion. Nice wax. (Northern, ASCAP)

Meaning of Love . . . 71
 Another done by the chantress with a sob in her throat. Tune is a rockballad, with good lyric and a triplist figure in the accompaniment. (Northern, ASCAP)

FRED PARRIS & THE SCARLETS

The Voice . . . 72
 KLIK 7905 — Fred Parris and the Scarlets come up with a listenable vocal on this swinging item, over good combo support. Side could get some action. (Wall, BMI)

She's Gone . . . 71
 Parris sells this ballad effort nicely, helped by the boys and the band. (Wall, BMI)

GRIZ GREEN

A Little French Cafe . . . 72
 DECCA 30570—Pretty instrumental. Flavor is continental, with unusual instrumentation, including piano and mandolin. Excellent for deejays seeking the unusual. (Jmsklp, BMI)

Piano Cocktail . . . 70
 Another instrumental. This is a hitting rhythm side, with piano accompanied by plucked strings. (Jmsklp, BMI)

KELLY OWNES COMBO

Twisty . . . 72
 ARROW 725—Instrumental, bluesy in quality, with a flute and organ prominent. Feeling is similar to "Swinging Shepherd Blues." Interesting wax. (Graphic, BMI)

Wing Ding . . . 69
 Another blues. This one features the same instrumentalist—Big Bill Fama!—on tenor. Tempo is slow, relaxed and satisfying. (Graphic, BMI)

DON DEAL

She Was Here, But She's Gone . . . 71
 ERA 1060—Deal chants with quiet charm on appealing country item with pop-ish flavor. (Hilliary, BMI)

You'd Look Good With a Tear In Your Eye . . . 71
 Plaintive rendition of effective weeper with rockabilly quality to backing. (Poplar, BMI)

ABBE LANE

We're Not Children . . . 71
 RCA VICTOR 7169 — Mrs. Cugat gives sultry interpretation of attractive Latin-tempo tune from her new Broadway musical "Oh Captain." Spinable wax with interesting chatter-angle. (Livingston & Evans, ASCAP)

Feminity . . . 69
 Saucy reading of amusing special-material ditty. Probably more effective in show than on wax, but should brighten up deejay sets nevertheless. (Livingston & Evans, ASCAP)

ROSALIE MICHAELS

Bonjour Tristesse . . . 71
 JUBILEE 5624—Full-voiced, meaningful thrashing on striking movie title

(Continued on page 42)

The Billboard

Outdoor Business a

Spring Merchandising Issue

MARCH 10

will be the mainspring for your big Spring Selling Push . . . to move more phonographs, radios, equipment and accessories!

Watch for these important features:

- Annual Dealer Survey of Phono, Radio and Equipment Sales—to help you see if you're getting your share of the equipment business. Shows what to do if you are not!
- Traffic and Turnover Tips—with case-histories of successful promotions that build sales of phonos, radios, tape recorders, equipment and accessories!
- Special promotions to help you build volume in every department

ADVERTISING DEADLINE: MARCH 4

Billboard's Spring Merchandising Issue coming March 10 will help you

START OFF SPRING SALES WITH A BANG... AND KEEP 'EM BOOMING!

VOX JOX

Continued from page 12

KILT, Houston—are conducting five record hops per weekend now.

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HOP TALK: Don Evans, KOPR, Butte, Mont., has been lining up some top record artists to guest at his local record hops, via long distance phone. Artists make call during hop, and answer questions from teen-agers, while Evans broadcasts the interview on a p.-a. system. Prior to phone calls, Evans holds a contest. Winners are allowed to chat with platter star.

Robin Seymour, WKMH, Detroit, and Teen Life Mag sponsored the first annual Youth Rally February 23 at the Michigan State Fair Coliseum. Admission was free, with tickets available thru WKMH. The event celebrated Seymour's 10th anniversary at the station. Seymour, incidentally has been making personal appearances with local showings of the movie "Jamboree," in which he and several other jocks have roles.

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

- FEBRUARY 28, 1948:**
1. I'm Looking Over a Four Leaf Clover
 2. Now Is the Hour
 3. Ballerina
 4. Beg Your Pardon
 5. Manana
 6. Golden Earrings
 7. Serenade of the Bells
 8. I'll Dance at Your Wedding
 9. The Best Things in Life Are Free
 10. I'm My Own Grandpaw
- FEBRUARY 28, 1953:**
1. Till I Waltz Again With You
 2. Don't Let the Stars Get in Your Eyes
 3. Oh, Happy Day
 5. Why Don't You Believe Me?
 6. Doggie in the Window
 7. Keep It a Secret
 8. Pretend
 9. Have You Heard?
 10. Anywhere I Wander

Alan Fredericks, WGBB, Freeport, Long Island, N. Y., recently staged a giant record hop at the Levittown Arena in Levittown, L. I., for the benefit of the Seven Reardon Children's Fund, designed to aid a family of seven children, whose father died last year. . . . Harry Zimmerman is over KSTP-TV, Minneapolis, a daily TV record hop show.

MORE HOP TALK: Ed Ferland, WHEC, Rochester, N. Y., is manager, host and emcee at the local Gannett Youth Center, known as the Barn. Ferland emcees a floor show, which features talent from a local "honor school" each week, plus professional talent. The non-profit night club serves only soft drinks and has operated to capacity (about 400 kids or 200 couples, since only couples are admitted) since last September. Ferland says he's always ready to welcome visiting wax names to the Center.

More than 5,000 fans jammed the streets recently when Bill Bennett, WDCY, Minneapolis, presented the Everly brothers in a local store appearance, to ballyhoo the boys' guesting at Bennett's weekly "Teen Time Dance" at the Prom Ballroom. . . . Larry Ho-

mer, WMGM, New York, recently acted as emcee at the Third Annual Teens Against Polio Dance given by a group of New Rochelle teen-agers to raise funds for the Foundation.

GIMMIX: John Hurlbut, WFBM, Indianapolis, has worked out an idea (in co-operation with the Indiana state organization for rehabilitation of the blind) whereby radio program schedules are printed in Braille. . . . Bob Anderson, WKBR, Manchester, N. H., literally visited with his audience last month. Utilizing the station's mobile unit and a long mike cord, Anderson called on several Manchester housewives — presenting them with gifts, and chatting over the mike. The rounds were somewhat complicated by a snow storm which made it necessary for Anderson to shovel his way to many doors.

CHANGE OF THEME: Dick Webb and Mike LaCigna write that they have left WRAM, Monmouth, Ill., "as a result of dissatisfaction with management - prescribed 'Top 30' format." . . . Rhythm and blues deejay James W. Smith, has joined the new Roundsville station, WYLD, (formerly WMRY) in New Orleans. Smith also operates a New Orleans night club, the Blues and Jazz Room.

TEXAS ROUNDUP: Les Stein has joined KONO, San Antonio. . . . Young Gene Crockett is now spinning 'em at KTSA, San Antonio. . . . Jim Scott is new staffer at KNUZ, Houston. . . . New jocks at FM station KFMK, Houston, are Dan Shannon and John Williams. . . . The two "Early Birds" shows on WFAA, Dallas—emceed by Norv Slater and John Allen—have been re-named "Dial 570."

"OUT OF SPACE TOP TEN": Phil Stone, who starts his 10th year with CHUM, Toronto, this month, lists his candidate for an "Out of Space Top Ten": "You're Getting to Be An Orbit With Me," "Atlas My Love Has Come Along," "Moon Is Bustin' Out All Over," "Rickety Rocket Rendezvous," "Could This Be Mars," "When My Spaceship Comes Home," "Missle Me Just a Little," "Satellite Is the Loneliest Night of the Week," "I'll Come Zoomin' Back to You," "I've Grown Accustomed to Your Space."

DEEJAY COLUMNISTS: Deejays turned columnist this month include Don Bell, KIOA, Des Moines, and Buck Leigh, WTRC, Elkhart, Ind. Bell is doing a weekly column for and about teens, Don Bell's Teen Topics, which will be carried in 19 weekly and daily Iowa papers. Leigh is doing a music column in his local newspaper "The Elkhart Truth," and is "interested in receiving material from all sources, particularly unusual info on disks—numbers of mikes used, size of studio, etc."

GAG BAG: Warren Saunders, KTX, Seattle, writes: "Noticed a tendency lately by a few labels to omit timing on disks. These companies are losing many plays by jocks who don't believe in fading at news time or show end. Disks with timing have chance for extra plays at such time because timing is printed on label." . . . Bob Campbell, WNNC, Newton, N. C., "would appreciate receiving short tape recorded messages, 7.5 speed, to be used on my daily record show." Tapes (details for copy on request) says Campbell: "will be used indefinitely and all artists who take the time to send a tape can be sure they'll be getting one of their records played quite often."

COMING FAST!



The programming guide dee jays, program directors and station librarians will use all thru the coming season!

THE BILLBOARD'S

first disk jockey programming issue

MARCH 24

- The Spring Wrap-up of all the top-selling most played pop, C&W, R&B singles and albums!
- The Early-Bird Round-Up of important programming developments so far this year!
- Country & Western Spotlight—Yearly C&W wrap-up. Trends, features and awards.

This is the First in Billboard's new Three-Disk-Jockey Issues-A-Year plan . . . all designed specifically to help programming people keep their shows in step with the season and with the rapid developments in the music/record business!

advertising deadline: march 18

• This Week's C&W Best Buys

NO SELECTION THIS WEEK.

• Review Spotlight on . . .

C&W RECORDS

JIM REEVES

Love You More (Tree, BMI)
Overnight (Willis, BMI)—RCA Victor 7171
See review in Pop Spotlight section.

WARNER MACK

Falling in Love (Forest, BMI)
That's My Heart's Desire (Cedarwood, BMI) — Decca 30587—
"Falling" is a pretty c.&w. ballad and Mack gives it a sock vocal. Flip, "That's My Heart's Desire," is in a rockabilly groove, and the artist's approach is equally strong. This could also click in pop marts.

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING FEBRUARY 15

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

- 1. Don't, Elvis Presley, Vic.
2. I Beg of You, Elvis Presley, Vic.
3. Ballad of a Teenage Queen
Johnny Cash, Sun
4. Waitin' in School, Ricky Nelson, Imp.
5. Big River, Johnny Cash, Sun

Dallas-Fort Worth

- 1. Is It Wrong? Warner Mack, Dec.
2. Ballad of a Teenage Queen
Johnny Cash, Sun
3. My Special Angel, Bobby Helms, Dec.
4. Geisha Girl, Hank Locklin, Vic.
5. My Shoes Keep Walking Back to You
Ray Price, Col.
6. The Story of My Life
Marty Robbins, Col.
7. I Beg of You, Elvis Presley, Vic.
8. Don't, Elvis Presley, Vic.
9. Great Balls of Fire
Jerry Lee Lewis, Sun
10. This Little Girl of Mine
Everly Brothers, Cdc.

Houston

- 1. This Little Girl of Mine
Everly Brothers, Cdc.
2. Ballad of a Teenage Queen
Johnny Cash, Sun
3. Don't, Elvis Presley, Vic.
4. Great Balls of Fire
Jerry Lee Lewis, Sun
5. The Story of My Life
Marty Robbins, Col.
6. I Beg of You, Elvis Presley, Vic.
7. Kisses Sweeter Than Wine
Jimmie Rodgers, RH.

Memphis

- 1. Ballad of a Teenage Queen
Johnny Cash, Sun
2. Big River, Johnny Cash, Sun

• Reviews of New C&W Records

AUTRY INMAN

Remember the Night . . . 78
RCA VICTOR 7173—A lyric of delicate sensitivity, well-chanter by Inman. An unobtrusive triplet figure is in the arrangement, creating a restrained rock and roll effect. Very

Advertisement for Roy Acuff's record "ONCE MORE" on Hickory 1073. Includes text: "NOW ON HICKORY! Roy Acuff 'ONCE MORE' Hickory 1073 If It's Country Music It's Bound To Be Good!"

well produced wax. Record was kicked off on TV show "End of the Rainbow." (Tree & Tune, BMI)
Dream Boat . . . 76
Rockabilly side with a strong melody line, and an infectious rhythm. Lot of flavor here, with chorus and plucked strings leading Inman's vocal strong support. (Acuff-Rose, BMI)

ARTHUR SMITH & HIS CRACKERJACKS

Guitar Hustle . . . 74
M-G-M 12618—Driving guitar instrumental, with a boogie figure. Plenty of flavor here, authentically bluesy. (Lynn, BMI)
Rock the News . . . 74
Solid novelty fare. A band member chants versions of the news—satiric, comic, etc., to a driving, bouncing accompaniment. Assuredly worth good spinning.

CARL BUTLER

If You've Got the Money . . . 74
COLUMBIA 41119—The fine country song gets a rousing performance by Butler, with authentic instrumentation. (Peer, BMI)
Nothing I'd Rather Do . . . 74
A rhythm side, with the accompaniment featuring whistling. A change of pace, and a very catchy melody. (Cedarwood, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

- JERRY ARNOLD: High Classed Baby, Girl in the Mist—Security 107
FLOYD CRAMER: Country Gentleman/Herman's Theme—M-G-M 12619
BOBBY SYKES: I'll Be Home on Mother's Day/School Girl Sweetheart—Franz Schubert 445

FOLK TALENT AND TUNES

Continued from page 12

Inked by Spade Cooley to handle the vocals on his new TV show which bows March 8. Miss DuPont is also set for a series of dates with James Arness ("Gunsmoke"), the Frontiersmen, and Bonnie Guitar. . . . George Jones and Stonewall Jackson, of "Grand Ole Opry," show their wares at Wilson, N. C., Wednesday (26), Jacksonville, N. C., Thursday (27), and Kingston, N. C., Friday (28). Ernest Tubb, working the same sector, stops off at Jacksonville, N. C., Wednesday (26); Wilson, N. C., Thursday (27), and Raleigh, N. C., Friday (28).

WLAC-TV, Nashville, recently kicked off a new c.&w. show which is being aired 7-8 a.m. Monday thru Friday, featuring Whitey Ford, the Duke of Paducah; George Morgan, Anita Carter, with the Star Loafers, and gueststars. According to Bill Jay, station's assistant operations manager, the show incorporates a number of new ideas, and the reception to date has been above expectations. Billed as "Country Junction," the new seg comprises country music interspersed with regular offerings of time, temperature, weather and comedy, Jay says. . . . Cousin Jody, of "Grand Ole Opry," plays Orlando, Fla., Friday (28); then hops to Tampa for a March 1 stand.

Marty Robbins sings "The Story of My Life" on the Eddie Fisher show over the NBC-TV network March 4. He's also set for a shot on the Ed Sullivan TV-er March 30. . . . Ray Price leaves Nashville February 26 for an extended cross-country swing that will also carry him into Canada. . . . A new television series, featuring comedian Rod Brasfield and to be billed as "Them Brasfields," is slated to make its bow soon. . . . The Earl Scruggs are celebrating the arrival of their third son. . . . Claude and Pauline Caviness, of Pep Records and Pamper Music, Rivera, Calif., have adopted two youngsters, brothers, Mike is two years old; Stevie, 18 months.

After working solo for over a year the Maddox Brothers and Rose teamed to play the Garden of Allah, Niles, Calif., February 15, and the Moose Hall, Ventura, Calif., the following day, drawing well at both spots. Rose is currently recording a spiritual album for Columbia. . . . Harold Souza has disbanded his Western band at Rutherford, Calif., and shuffled off to Southern California to work as a single. . . . J. E. (Red) Swarr, of Maywood, Calif., who is launching a mail-order disk service handling only the smaller labels, says he already has signed 12 labels, with deadline for final listings set for March 15. His first circular on label listings is slated to hit the mails late in March.

The touring Philip Morris Country Music Show is lining up a string of top c.&w. names to appear on its Sunday night broadcasts via the CBS radio network. Hank Locklin will guest on the March 9 and March 23 broadcasts, with Red Foley headlining the March 16 aircast. Jerry Lee Lewis will appear with the show at the Civic Opera House, Chicago, March 13, and will be the air guest March 30. The March 2 network radio show will originate from Scott Field Air Base in Illinois.

Bob Gibson, folk music composer, collector and singer, who

• C&W 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 throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side last on top.

Table with columns: This Week, Last Week, Chart. Lists top 20 C&W records including Ballad of a Teenage Queen, Don't, I Beg of You, The Story of My Life, Great Balls of Fire, My Special Angel, Geisha Girl, This Little Girl of Mine, Stood Up, Waitin' in School, Jailhouse Rock, Is It Wrong, Anna Marie, Wake Up Little Susie, Kisses Sweeter Than Wine, UH HUH, My Shoes Keep Walking Back to You, Fraulein, Raunchy, Why, Why?, Oh Lonesome Me, I Found My Girl in the U.S.A., Stop the World.

• Most Played C&W by Jockeys

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with columns: This Week, Last Week, Chart. Lists top 15 C&W records by jockeys including Ballad of a Teenage Queen, The Story of My Life, Anna Marie, My Special Angel, I Found My Girl in the U.S.A., Geisha Girl, Great Balls of Fire, Wake Up Little Susie, You Win Again, This Little Girl of Mine, I Beg of You, Big River, Oh Lonesome Me, Love Bug Crawl, Lost to a Geisha Girl.

has been spotted recently on a number of network TV shows, has passed up a string of West Coast personals to return to his singing job in Aspen, Colo. Gibson has three albums of folk music and Americana songs in circulation, and his fourth, a 12-volume affair labeled "Folk Song, U.S.A.," is skedded for early release. . . . Vernon Taylor's newest on the Dot label couples "Why Must You Leave Me?" with "Satisfaction Guaranteed." . . . Now in its 17th week of operation, "Hoosier Hayride," of Fort Wayne, Ind., has initiated a search for new talent. Auditions are being held weekly, with three acts chosen each week to appear on "Hayride," which originates from the stage of the Wayne Theater, Fort Wayne. Show is aired over Station WGL, that city.

Herb Shucher, manager of Jim Reeves, left Nashville Monday (24) on a two-week, nine-city promotion tour on behalf of Reeves' newest RCA Victor releases, "Overnight" b.w. "I Love You More." He will make stop-offs at Louisville, Indianapolis, Toledo, Chicago, Milwaukee, Pittsburgh, Buffalo, Cleveland and Cincinnati. . . . The Armstrong Twins, Floyd and Lloyd, formerly heard on the Four-Star label, have joined the staff of KEAP, Fresno, Calif., where they are heard each morning, Monday thru Saturday.

Loretta Thompson, young country singer working under the guidance of Isabelle Carter (Aunt Emmie), of Cleves, O., is set on a (Continued on page 46)

• **This Week's C&W Best Buys**

NO SELECTION THIS WEEK.

• **Review Spotlight on . . .**

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11. Don't,
12. Great B
13. Jerry Li
14. This Lit
15. Everly

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8. The Sto
9. Marty
10. I Beg
11. Kisses
12. Jimmie

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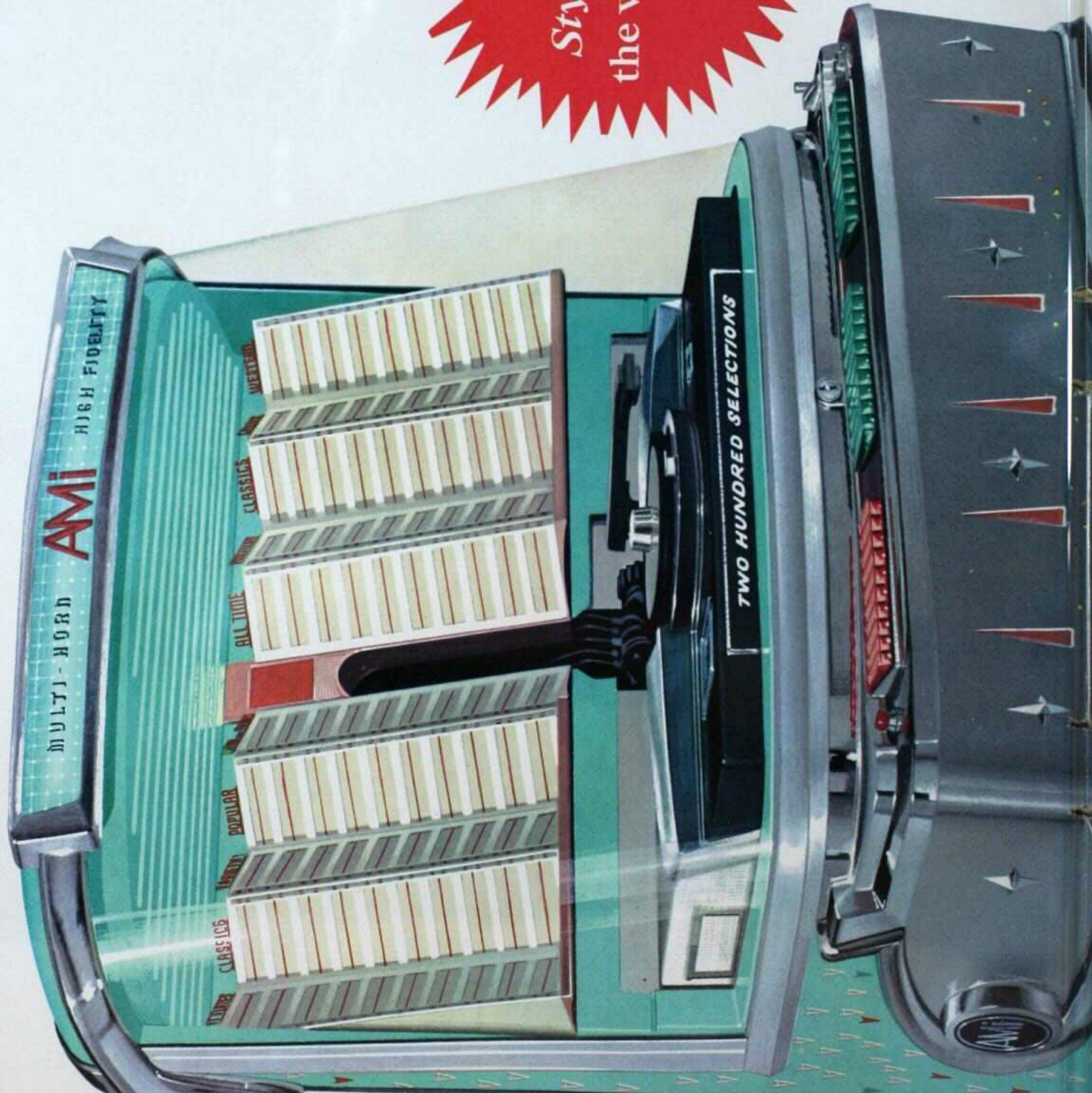
FOLK TALENT AND TUNES

• *Continued from page 12*
Inked by Spade Cooley to handle the vocals on his new

• **C&W Best Sellers in Stores**

FOR SURVEY WEEK ENDING FEBRUARY 13
RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Chart
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R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING FEBRUARY 13

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 throuout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side

Weeks Last on

ON THE BEAT

Continued from page 12

sic, but that doesn't mean they stop liking rock and roll at all."

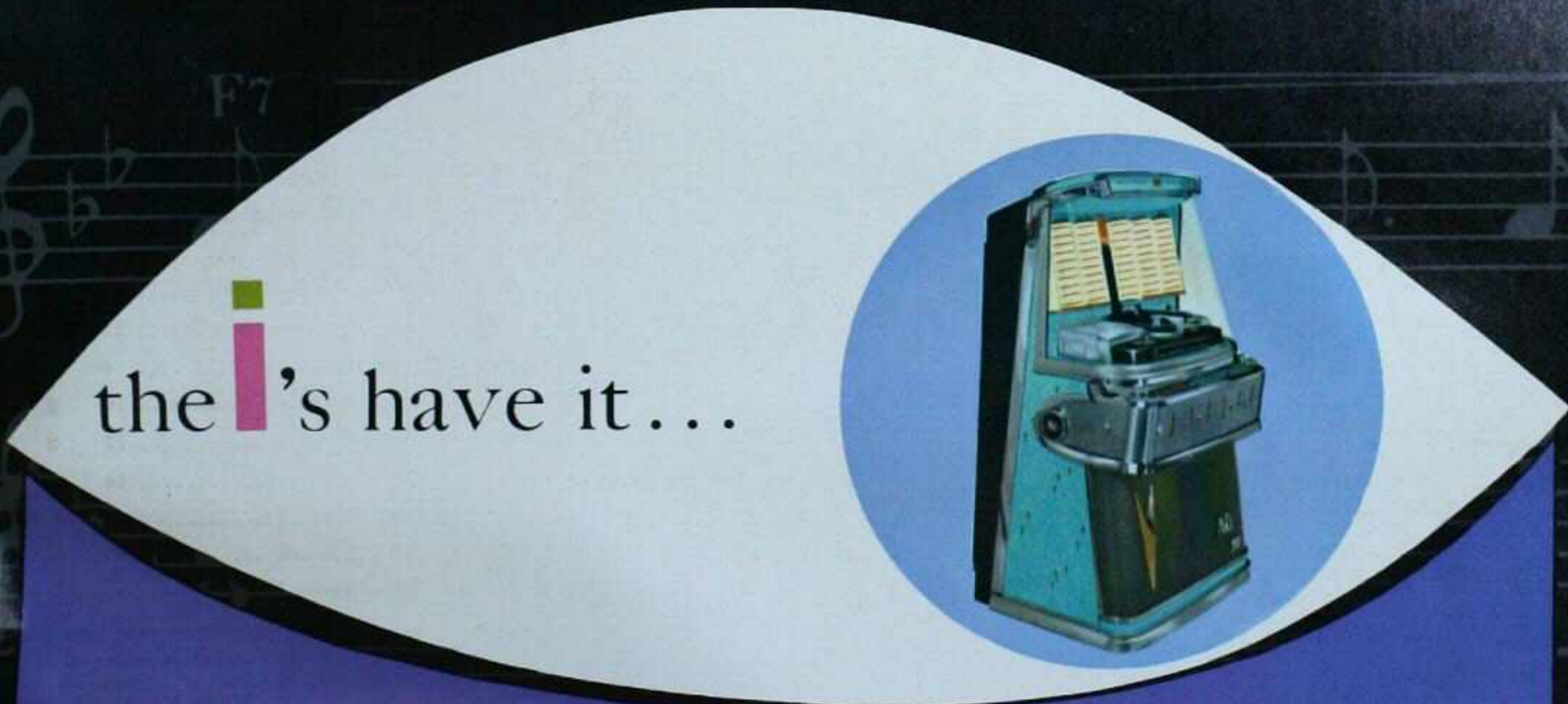
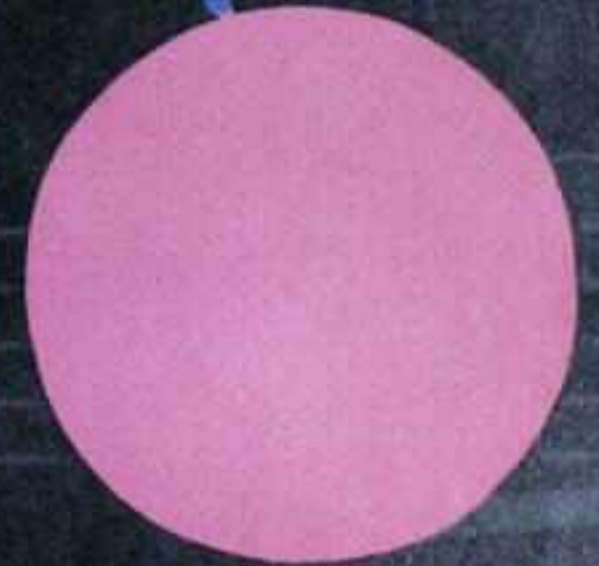
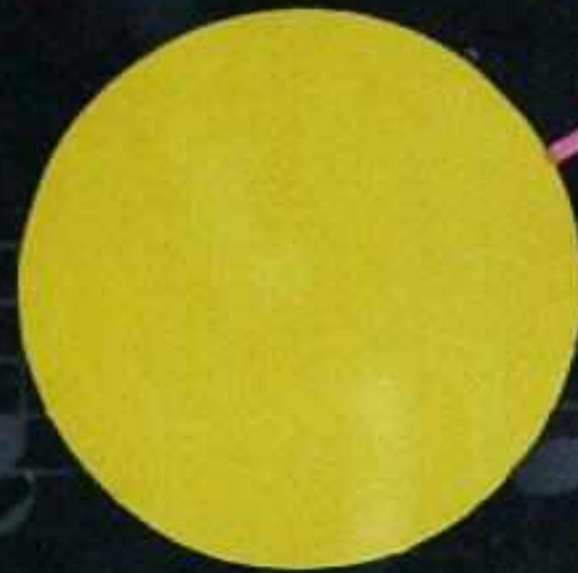
On THE AMERICAN BANDSTAND--Feb. 19, 1958



HITTING THE EASTERN

The Billboard

Advertisement Section 2



the i's have it...



• **This Week's C&W Best Buys**

NO SELECTION THIS WEEK.

• **Review Spotlight on . . .**

C&W RECORDS

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• **C&W**

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FOLK TALENT AND TUNES

• *Continued from page 12*

Inked by Spade Cooley to handle the vocals on his new TV show.

• **C&W Best Sellers in Stores**

FOR SURVEY WEEK ENDING FEBRUARY 15
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 throught the nation with a high volume of sales in country and western records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side Last on Top. Weeks on Chart

There's famous AMI Styling . . . High Fidelity Sound . . . Title Visibility . . . Performance . . . in a choice of models to meet every location and programming need! EVERY MODEL "i" is the very finest instrument of its kind . . . Good to see . . . Good to hear . . . Good for business!

MODEL "i-120"—120 Selections— with AMI's Automatic selector system.



MODEL "i-100"—100 Selections— with a simple, Manually Operated selector disc.



MODEL "200" WALL BOX— Completely programmed with easily read titles. Fast, foolproof play for extra music profits remote from the Juke Box. Attractively chromed for easy cleaning.



AMI CORNER LOUD-SPEAKER—Wide-range dual-cone, coaxial speaker. Especially designed to yield an extra octave in the low bass.



AMI WALL LOUDSPEAKER—Heavy-duty, wide-range PM speaker. Exclusive AMI diffuser cone. Special drilled baffle for controlled acoustical resistance.



AMI CEILING LOUD-SPEAKER—Professional twin-cone, coaxial, wide-range speaker. Nonresonant infinite baffle for top-quality hi-fi reproduction.

AMI HAS EVERYTHING YOU NEED TO BUILD A BIG-VOLUME, STEADY-INCOME, PROFITABLE BUSINESS.

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING FEBRUARY 15

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 thruout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side **This** Weeks **Last** on

ON THE BEAT

Continued from page 12

... sic, but that doesn't mean they stop liking rock and roll at all."

On THE AMERICAN BANDSTAND--Feb. 19, 1958



without delay. Slug-rejector, cash-box, title-racks . . . all can be serviced in a jiffy—you're in and out of the location in minutes!

Operators . . . Because the new AMI is years ahead in styling . . . years ahead in engineering . . . you'll earn more money, get more years of service, more years of investment life in top locations! See the outstanding beauty of the new model "i" for yourself. Check the new features—see how easy maintenance and service can really be. THE NEW AMI SERIES "i" JUKE BOXES ARE ON DISPLAY AT YOUR DISTRIBUTOR'S SHOW ROOM, RIGHT NOW . . . SEE THEM, TODAY!

THIS IS IT! . . . The new AMI Series "i" . . . the most beautiful Juke Box in the world! Nothing has been spared—nothing overlooked—to give you the most glamorous, profit-building juke box you've ever been able to offer to your locations. Styling is sleek, modern, dramatic. In any location the new "i" will attract all eyes—stimulate the urge to play that means more cash in the cash box. Visibility is tops. Big, crystal-clear wrap-around invites immediate attention. All 200 titles are there for all patrons to see—all of the time. No gadgets to interfere—no title pages to turn—nothing to slow down profitable play.

Accessibility is faster, easier than ever. Every working mechanism can be reached without fuss—

200!

“ ”

This is it.. the New AMI Series

Dimensions: 60" high; 33½" wide; 27½" deep; Wt. 360 lbs.

The i-200 is also available with manual operation.

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING FEBRUARY 15

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Week on top	Last Week	Chart
1. GET A JOB (BMI)—Silhouettes I Am Lonely (BMI)—Ember 1029	1	6	
2. AT THE HOP (BMI)—Danny and the Juniors Sometimes (BMI)—ABC-Paramount 9871	2	11	
3. SHORT SHORTS (BMI)—Royal Teens Planet Rock (BMI)—ABC-Paramount 9882	3	3	
4. DON'T (BMI)—Elvis Presley I BEG OF YOU (BMI)—Vic 7150	4	4	
5. DON'T LET GO (BMI)—Roy Hamilton The Right to Love (BMI)—Epic 9257	5	6	
6. MAYBE (BMI)—Chantels Come My Little Baby (BMI)—End 1005	6	5	
7. OH, JULIE (BMI)—Crescendos My Little Girl (BMI)—Nasco 6005	7	5	
8. THE STROLL (BMI)—Diamonds Land of Beauty (BMI)—Mercury 71242	8	6	
9. SWEET LITTLE SIXTEEN (BMI)—Chuck Berry Keelin' and Rocking (BMI)—Chess 1683	—	1	
10. LA DEE DAH (BMI)—Billy and Lillie The Monster (BMI)—Swan 4002	12	6	
11. DEDE DINAH (ASCAP)—Frankie Avalon Ooh La La (ASCAP)—Chancellor 1011	11	4	
12. PEGGY SUE (BMI)—Buddy Holly Everyday (BMI)—Coral 61885	9	13	
13. STOOD UP (BMI)—Ricky Nelson WAITIN' IN SCHOOL (BMI)—Imperial 5483	10	6	
14. CLICK CLACK (BMI)—Dickey Doo and the Don'ts Did You Cry (BMI)—Swan 4001	—	1	
15. YOU ARE MY DESTINY (BMI)—Paul Anka When I Stop Loving You (BMI)—ABC-Paramount 9880	14	3	
16. ILL COME RUNNING BACK TO YOU (BMI)— Sam Cooke Forever (BMI)—Specialty 619	13	10	
17. GOOD GOLLY, MISS MOLLY (BMI)—Little Richard Hey-Hey-Hey-Hey! (BMI)—Specialty 624	—	1	
18. OH, BOY (BMI)—Crickets Not Fade Away (BMI)—Brunswick 55035	16	5	
19. BETTY AND DUPREE (BMI)—Chuck Willis My Crying Eyes (BMI)—Atlantic 1168	17	4	
20. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis You Win Again (BMI)—Sun 281	20	12	

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 15

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Week on Chart	Last Week	Chart
1. GET A JOB—Silhouettes Ember 1029—BMI	1	5	
2. DON'T LET GO—Roy Hamilton Epic 9257—BMI	3	5	
3. SHORT SHORTS—Royal Teens ABC-Paramount 9882—BMI	10	2	
4. AT THE HOP—Danny and the Juniors ABC-Paramount 9871—BMI	2	10	
5. THE STROLL—Diamonds Mercury 71242—BMI	8	8	
6. DON'T—Elvis Presley Vic 7150	6	3	
7. MAYBE—Chantels End 1005—BMI	14	5	
8. DEDE DINAH—Frankie Avalon Chancellor 1011—ASCAP	—	1	
9. GREAT BALLS OF FIRE—Jerry Lee Lewis Sun 281—BMI	11	11	
10. LA DEE DAH—Billy and Lillie Swan 4002—BMI	—	2	
11. STOOD UP—Ricky Nelson Imperial 5483	4	3	
12. WAITIN' IN SCHOOL—Ricky Nelson Imperial 5483—BMI	—	1	
12. SWEET LITTLE SIXTEEN—Chuck Berry Chess 1683—BMI	—	1	
14. OH, BOY!—Crickets Brunswick 55035—BMI	15	5	
15. (I LOVE YOU) FOR SENTIMENTAL REASONS— Sam Cooke Keen 4002—BMI	—	1	

ON THE BEAT

Continued from page 12

sic, but that doesn't mean they stop liking rock and roll at all."

What does Freed think about jockeys and outside interests? "I don't think any jockey should be associated with any record company or any record distributor or any phase of the record business. Music publishing? That's a different story. If top record stars like Perry Como and Patti Page can have their own publishing firms, why shouldn't I? It's perfectly legitimate for me to pick out good tunes and publish them, just as long as somebody else makes the records."

What does Alan Freed think of his competition, particularly Dick Clark of WFIL-TV in Philadelphia? "Clark has done a great job for the business. I wish him a lot of luck. My 13-year-old daughter, incidentally, watches him every day."

Eagle Records has signed a new, young teen-ager yclept Joe Poovey who is only 16 years old. Lad is from Dallas, Tex. and his first record with the label will be out the end of February... The Del Vikings have just finished three personal appearances in the city of Detroit to premiere the opening of the flick "The Big Beat" in which they have a featured role. Their new single "Can't Wait" is taken from the movie. "Can't Wait" is backed with a side titled "Voo-doo Man."

Don Robey, head of the Duke, Peacock, and Back Beat labels, returned to Houston this week after snagging some of the BMI r.&b. awards. His firm is releasing three new sides this week, one on Back Beat features Tony Spade with "Life Is a Mystery" and "What's Gwyne On." Bea Booker is featured on Peacock on "Comfort in My Heart" and "If I Had Known." The Capistranos have a new one on Duke entitled "Po' Mary" and "Now Darling." Robey claims they are all mighty hot disks.


Hollywood

The Hollywood Flames do a guest shot on the American Bandstand Feb. 26, while Ned Taylor, kin to Sam Cooke, follows on the same show on the 28th... The Pilgrim Travelers are off on a three-week tour plugging their album on Andex. Troupe will visit Houston, Dallas, Corpus Christi, Baton Rouge, Birmingham, Cincinnati, Indianapolis, Detroit and Pittsburgh... Larry Goldberg has exited his post with Jubilee Records and will open his own record exploitation firm here shortly. He already has Ebb, Specialty, Jubilee, Chess and Carlton as clients... Lee Rupe inked a foreign distribution pact with London Records for "Buzz, Buzz, Buzz" covering all of Europe except Belgium... Aladdin has three new releases out this week, with wax by Donald Woods, Harold Jackson and the Tornados and Gene and Eunice... Johnny Olen has joined the Antler label... "Almost in Your Arms" from the Paramount picture "House Boat" starring Cary Grant and Sophia Loren, has been recorded by Sam Cooke. Keen release will be tied to the first showings of the film.

Everybody benefits when everybody gives




On THE AMERICAN BANDSTAND--Feb. 19, 1958



HITTING THE EASTERN SEABOARD LIKE A STORM!

BACK BEAT 503

SO TOUGH



The Original **CASUALS**

THANKS for Your Tremendous Help in the Baltimore Area . . .

MANNY GOLDBERG | **BUDDY DEAN**
MANGOLD DIST. CO. | **WJZ-TV**

ROZ FORD
HOT ROD HULBERT | **BOB FORRESTER**

Additional Storm Warnings—
HEADING FOR HITVILLE

LORIN "SUGAR" DEAN

FI FO FUM

and
LONELY AVENUE

Back Beat 504

BOBBY "BLUE" BLAND

TEACH ME

(HOW TO LOVE YOU)
and
BOBBY'S BLUES

Duke 182

DUKE-BACK BEAT RECORDS, INC.
2809 Erastus St. | Houston 26, Texas

THURSTON HARRIS

"BE BABA LEBA"

b/w **"I'M OUT TO GET YOU"**

Aladdin #3415

DOUBLE-HEADED SMASH!



DOUBLE-HEADED SMASH!

THE ORIGINAL!
THE CUFF-LINX
HIT!!!
'SO TOUGH'
 #433
THE BEST VERSION!

Dooto Records
 9512 S. Central Ave.
 L. A., Calif.

Vee Jay 264
"I LOST YOU"
 b/w
"CRAZEE BABEE"
 The Spaniels

Vee Jay 270
"YOU'RE SOMETHING ELSE"
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 THE LARGEST CATALOG!
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D.J.'s Gospel Music is an important part of your programming. If you are NOT on our promotion list, write today!

Newark, N. J.
SAVOY RECORD CO., Inc.

modern careers

FOLK TALENT AND TUNES

• Continued from page 44

string of high school shows in Upper Ohio. On a recent engagement at Northeastern High, Springfield, O., for General Artists Corporation, she appeared with Bobby Bobo, Patsy Clark and the veteran country warbler, Bradley Kincaid. Miss Thompson is slated for an early appearance with John Lair's Renfro Valley Folks at Mount Vernon, Ky. . . . Johnnie and Jack, Kitty Wells and Ray Price leave Nashville this week on a 35-city trek that will take them into the Pacific Northwest and Canada. The same unit chalked some fancy grosses in that area nearly two months ago.

The old pusher of country music, John Currie, is back with a new release of gospel music in hi-fi, "God's Sunshine" b/w "Jesus in My Heart," on his old Enterprise label. John is best remembered for his "I'm Gonna Shoo the Blues Away." Deejays wanting on his mailing list may write to him at Enterprise Records, Box 2756, San Antonio, Tex. . . . Orville Couch, heard on Starday, has rejoined "Big D Jamboree," Dallas, after a tour of Army duty. Other new members of "Big D" are Darrell Glenn, who had "Crying in the Chapel" No. 1 on the hit parade five years ago, and Gene Browning, Dallas youngster, who recently won "Big D's" Search for Stars Contest for the 10th straight time. . . . Wanada Jackson will be Saturday's (1) guest on "Big D Jamboree."

Pine Bluff, Ark., witnessed its biggest blast since the ending of World War II last Friday (21) when Bonnie Brown tossed a whing-ding for brother Jim Edwards, who on that day finished his two-year hitch in the Army. A goodly crowd was on hand for the festivities, Bonnie reports, including such folk as Melvin Ensley, Ken Parsons, Tommy Trent, Earl Davis and quite a few of the radio and TV personnel from Arkansas. Bonnie plans another shindig for when sister Maxine's baby arrives in about two months.

With the Jockeys

Georgia Boy Ben Worthy, who spins the country wax at WKHM, Jackson, Mich., has launched a new Saturday platter show called "Midnight Jamboree." His regular weekday program, "Cowboy Jamboree," is in its second year on the station. He says he's always in need of new country and western wax. . . . Johnny Tooley, deejay-guitarist at Station WMTA, Central City, Ky., has turned vocalist and is sporting a new release on Starday. Both sides, "King of Dreams" and "Looking-Glass Heart," were penned by Bobby Anderson, WMTA manager and deejay. Jockeys may obtain a copy by writing to Anderson. . . . Joe Poovey, 16-year-old deejay at Station KMAE, McKinney, Tex., has been signed by Eagle Records, with his initial release slated for early March. Young Poovey has appeared as an entertainer with "Big D Jamboree," Dallas; "Cowtown Hoedown," Fort Worth, and other c.d.w. shows.

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING FEBRUARY 15
 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. Don't Let Go, Roy Hamilton, Epic
 2. Get a Job, Silhouettes, Emb.
 3. Maybe, Chantels, Emb.
 4. Don't, Elvis Presley, Vic.
 5. Short Shorts, Royal Teens, ABC-Para.
 6. Sweet Little Sixteen, Chuck Berry, Chs.
 7. At the Hop
 8. Danny and the Juniors, ABC-Para.
 9. Betty and Dupree, Chuck Willis, Atl.
 10. Good Golly, Miss Molly, Little Richard, Spe.
- Charlotte**
1. Get a Job, Silhouettes, Emb.
 2. At the Hop
 3. Danny and the Juniors, ABC-Para.
 4. Raunchy, Ernie Freeman, Imp.
 5. Oh, Boy! Crickets, Brk.
 6. Short Shorts, Royal Teens, ABC-Para.
 7. Peggy Sue, Buddy Holly, Cor.
- Chicago**
1. Oh, Julie, Crescendos, Nsc.
 2. Short Shorts, Royal Teens, ABC-Para.
 3. Get a Job, Silhouettes, Emb.
 4. Dede Dinah, Frankie Avalon, Clr.
 5. Sweet Little Sixteen, Chuck Berry, Chs.
 6. Don't Let Go, Roy Hamilton, Epic
 7. The Stroll, Diamonds, Mer.
 8. Don't, Elvis Presley, Vic.
 9. At the Hop
 10. La Dee Dah, Billy and Lillie, Swan
- Cincinnati**
1. Don't Let Go, Roy Hamilton, Epic
 2. Get a Job, Silhouettes, Emb.
 3. I'll Come Running Back to You, Sam Cooke, Spe.
 4. You Can Make It If You Try, Gene Allison, VJ
 5. Raunchy, Ernie Freeman, Imp.
 6. The Stroll, Diamonds, Mer.
- Detroit**
1. Get a Job, Silhouettes, Emb.
 2. Short Shorts, Royal Teens, ABC-Para.
 3. Tequila, Champs, Chal.
 4. Maybe, Chantels, End
 5. Click Click
 6. Dickey Doo and the Don'ts, Swan
 7. The Stroll, Diamonds, Mer.
 8. Sweet Little Sixteen, Chuck Berry, Chs.
 9. At the Hop
 10. Danny and the Juniors, ABC-Para.
- Los Angeles**
1. Get a Job, Silhouettes, Emb.
 2. Maybe, Chantels, End
 3. At the Hop
 4. Danny and the Juniors, ABC-Para.
 5. Tequila, Champs, Chal.

- New Orleans**
1. Get a Job, Silhouettes, Emb.
 2. Maybe, Chantels, End
 3. At the Hop
 4. Danny and the Juniors, ABC-Para.
 5. La Dee Dah, Billy and Lillie, Swan
 6. Don't Let Go, Roy Hamilton, Epic
 7. Oh, Julie, Crescendos, Nsc.
 8. Don't, Elvis Presley, Vic.
 9. Raunchy, Ernie Freeman, Imp.
- New York**
1. Get a Job, Silhouettes, Emb.
 2. At the Hop
 3. Danny and the Juniors, ABC-Para.
 4. Tequila, Champs, Chal.
 5. Oh, Julie, Crescendos, Nsc.
 6. La Dee Dah, Billy and Lillie, Swan
 7. Tequila, Champs, Chal.
 8. Oh, Julie, Crescendos, Nsc.
 9. Sweet Little Sixteen, Chuck Berry, Chs.
 10. Maybe, Chantels, End
- Philadelphia**
1. Don't Let Go, Roy Hamilton, Epic
 2. Get a Job, Silhouettes, Emb.
 3. At the Hop
 4. Danny and the Juniors, ABC-Para.
 5. Maybe, Chantels, End
 6. I'll Come Running Back to You, Sam Cooke, Spe.
 7. Betty and Dupree, Chuck Willis, Atl.
 8. Short Shorts, Royal Teens, ABC-Para.
 9. Swingin' Shepherd Blues, Johnny Pate Quintet, Fed.
- St. Louis**
1. Don't Let Go, Roy Hamilton, Epic
 2. Get a Job, Silhouettes, Emb.
 3. You Are My Destiny, Paul Anka, ABC-Para.
 4. The Stroll, Diamonds, Mer.
 5. Oh, Julie, Crescendos, Nsc.
 6. Sweet Little Sixteen, Chuck Berry, Chs.
 7. Don't, Elvis Presley, Vic.
 8. At the Hop
 9. Danny and the Juniors, ABC-Para.
 10. I'll Come Running Back to You, Sam Cooke, Spe.
- Washington, D. C.**
1. Don't Let Go, Roy Hamilton, Epic
 2. Get a Job, Silhouettes, Emb.
 3. Maybe, Chantels, End
 4. You Can Make It If You Try, Gene Allison, VJ
 5. Short Shorts, Royal Teens, ABC-Para.
 6. Don't, Elvis Presley, Vic.
 7. Stood Up, Ricky Nelson, Imp.
 8. Dede Dinah, Frankie Avalon, Clr.
 9. Sweet Little Sixteen, Chuck Berry, Chs.

This Week's R&B Best Buys

BEEN SO LONG (Keel, BMI)—The Pastels—Argo 5287—The disk is strong in all markets. It's also doing well in pop marts. Flip is "My One and Only Dream" (Keel, BMI).

Review Spotlight on . . .

- R&B RECORDS**
- SAM COOKE**
 You Were Made for Me (Andrea, BMI)
 Lonely Island (Happy House, ASCAP)—Keen 4009
- JOHN ZACHERLE**
 Dinner With Drac (Parts 1 & 2) (Mayland, BMI)—Cameo 130
- ERNE FREEMAN**
 Theme From Igor (Mayland, BMI)
 Shape Up (Travis, BMI)—Imperial 5499
- THE VOXPOPPERS**
 Wishing for Your Love (Rayven, BMI)—Mercury 71282
- NARVEL FELTS**
 Rocket Ride Stroll (Mayflower, BMI)—Mercury 71275
 See reviews in Pop Spotlight section.

Reviews of New R&B Records

- indicated by the title, is a switch. Good chanting. (BMI)
- RONNY WADE**
 A Ring and a Vow . . . 75
 KING 5112—A tender rockballad, with conventional triplet figure in the arrangement. Concept of the title is a good one for the love-struck teenagers. (Armo, BMI)
 All I Want . . . 73
 Rock and roller, with persistent beat and repeating riff in the arrangement. Fair wax. (Armo, BMI)
- THE CLOVERS**
 Wishing for Your Love . . . 74
 ATLANTIC 1175—Current tune starting to get action via the Voxpoppers record now on Mercury, is handed a sweet listenable rendition by the Clovers. Good wax that could share some of the loot. (Rayven, BMI)
 All About You . . . 74
 Some fine belting by lead singer Billy Mitchell and the boys on this bluesy effort, backed by a big beat. Two good sides by the Clovers. (Shallmar, BMI)
- THE CHIMES**
 Lovin' Baby . . . 74
 ARROW 726—Strong performance by group and lead singer on zingy rocker. (Maggie, BMI)
 A Faded Memory . . . 72
 Boys pack plenty of emotional appeal into soulful ballad. (Maggie, BMI)
- JOE ERSKINE**
 What's Happening Baby . . . 74
 ARROW 728—A blues. Erskine chants it with authority and style. Strong touch of novelty in the lyric and performance. (Dazzler, BMI)
 I Love You So Oh . . . 72
 Rock and roller, with typical triplet figure and chorus supporting the chanter. Lyric of this blues has a touch of novelty. Guitars lend a funky quality. (Dazzler, BMI)
- BOBBY LONG**
 PATTY . . . 74
 ARROW 727—Blues. Initial bars are unusual. Thereafter side becomes a standard blues performance, with a rollicking instrumental arrangement behind the chanter. (Dazzler, BMI)
 By My Side . . . 71
 Bluesy chanting, with Long singing out to relaxed, slow-paced instrumentation. Considerable work in the performance. (Dazzler, BMI)
- CHANDELIERS QUINTET**
 Blueberry Sweet . . . 74
 ANGLE TONE 521—The boys turn in a good reading of this up-tempo item, over a rhythmic backing by the oct. This could make it with the teen-agers, watch it. (Mac Avery, BMI)
 One More Step . . . 70
 Just one more chance plead the Chandeliers, before we walk off the mountain top, is the theme of this rather confused side. Flip is stronger. (Mac Avery, BMI)
- FREDDIE SCOTT**
 Please Call . . . 73
 ARROW 724—Scott sells pop-ish ballad with considerable emotional impact. (Graphic, BMI)
 The Letter Came This Morning . . . 73
 Fervid delivery on solid blues with fast-moving tempo and powerful churchy flavor. (Graphic, BMI)
- SWEETIE JONES**
 Oh Yeah . . . 73
 FOX 3—Bluesy rock and roller, with relaxed beat. Sweetie Jones does a tasteful vocal, with a soulful quality. (Lowery, BMI)
 Never . . . 72
 Rockabilly sound in the instrumentation of this side, plus a lot of echo. Material has a haunting quality. (Lowery, BMI)
- Country Music Spreads With Buy of WABB**
- WASHINGTON — Country corn continues to make hay, as Cy Blumenthal, owner of all-country music stations WARL, Arlington, Va., and WCMS, Norfolk, acquires station WABB, of Mobile, Ala., for \$150,000. The Federal Communications Commission gave the green light to the transfer from the Mobile Press Register, Inc., Thursday (20).
- Blumenthal reportedly will not shift present all-pop programming on WABB to country music. The station is reportedly doing well on pop, but may be given a few blocks of country music at some future time, WARB spokesmen say.
- Other stations wholly or partly owned by Blumenthal's Northern Virginia Broadcasters, Inc., are KCKN, Kansas City, Mo., about 90 per cent country music, and part-interest in WROV, Roanoke, Va., which is an all-pop station.
- Present acquisition of WABB by the Blumenthal company carries FCC condition that within 60 days after transfer the assignor must dispose of interest in the note executed by the assignee, as part of the purchase price.

Fla. State Fair Off Less Than Expected

Total Attendance Count Dips 15%; Estimate Event Will Break Even

TAMPA—The rugged Florida State Fair, which operated thru one of the coldest periods in the state's history, closed its 11-day run here Saturday (25) with attendance down 15% from last year, when weather had been ideal and when the gate nudged record heights.

A biting cold finish sent the gate down sharply in the home-stretch. At the end of the first eight days the gate count was off only 10%, a remarkably small drop in view of the weather, but the sag in the mercury in the final three days sent attendance down sharply.

Even so, the fair figured to break even financially, J. C. Husson, its manager, said.

Grandstand receipts for the run, quite apart from the appearance of the Ringling-Barnum circus in the early days of the fair, were down from last year. Auto races, staged by National Speedways (Al Sweeney) turned in a sparkling performance as crowd-pullers. Sweeney staged four days of speed events in all, and one of them was a run-off of a washed out program.

Race Crowd Up

On the fair's first Saturday, the auto race throng topped that of the corresponding day last year by a considerable margin, even though the cold weather was in sharp contrast to ideal weather of last year.

During the final six days, the three parades drew grandstand

crowds which were smaller in size than for the same features last year. Two thrill show performances by Jack Kochman's unit the final two nights were presented in extremely cold weather with the turnouts for them thinned by the weather.

Night spending on the grounds generally was off sharply because of the biting raw weather. The concessions housed in buildings fared the best and some of them reported higher grosses than last year, as the outside cold lured many patrons indoors.

The Royal American Shows turned in surprisingly good business. Ride and show grosses were down from last year, a peak year for the Royal here, but the total ride and show take was vastly higher than the show officials had figured it would be in the face of the cold weather.

Indiana State Fair Hikes Gate Changes

Boost Adult Tix To 75 Cents, Kid Tab to 50 Cents

INDIANAPOLIS — Indiana State Fair last week announced a revised outside gate admission policy, increasing rates all along the line.

New admission prices will be 75 cents for adults, 50 cents for children and 75 cents for automobiles. The old rates were 60, 35 and 60 respectively.

The big fair's rates on its advance sales, which annually reach large figures, have been increased from the old 40-cent level to 50 cents, this prevailing for an adult or an automobile.

No change in Coliseum or grandstand prices were announced. How-

(Continued on page 51)

CNE Nets \$656,564 For a Record High; Hope, R-B Pull 676G

Conklin Fun Zone Takes \$610,038; Gate Income Hits \$1,067,049 Mark

TORONTO—The 1957 Canadian National Exhibition recorded its largest surplus on record. Close to an all-time mark in attendance, 2,804,500 persons, clicked thru the turnstiles.

Fred T. Walsh, president, and Hiram E. McCallum, general manager, reported the surplus amounted to \$656,564. Of this, \$527,602 was turned over to the City of Toronto, \$79,220 went toward expenditures on operations other than normal exhibition activities, such as maintenances of grounds; \$21,810 went toward payment of one-third of the cost of a new fountain, and \$27,931 went to the City of Toronto for debt charges.

The grandstand show last year featured Bob Hope in the evenings, and the Ringling Bros. staging afternoon programs, attracting the kid audience. The grandstand pulled a total of \$576,296, made up of \$118,131 from the afternoon shows, and \$458,256 in the evenings.

Offset against this total were expenses of \$551,947. This latter figure is broken down: Stage scenery and props, construction, rentals and dismantling, \$95,927; afternoon production, \$79,547; evening production, \$240,452; general costs, including stagehands, ticket sellers, ushers and cleaning, \$104,267, and special work, \$31,752.

Midway Takes \$610G

The midway pulled in a gross of \$610,038, less \$16,778 in admission tax, for a net of \$593,260. The Conklins received \$407,256 as their share of the midway, giving the CNE a net of \$186,003 for their share. The CNE showed costs of \$22,827 for expenses on the midway.

Admissions provided a total revenue of \$1,067,049, the bulk of which was made up, of course, from the general public. Costs in this portion were \$74,962.

Exhibitors' space provided the CNE with a total of \$570,935, made up of \$547,260 for buildings and ground space, and \$23,675 for sales rights.

In the concession category, restaurants provided \$37,777, general concessions, \$232,631, and the grandstand, \$10,250; auto trains came thru with \$14,000, and outside parking, \$10,500.

The agriculture program brought in \$70,659; the art gallery, \$4,647, altho costs were \$7,039, and women's department, which cost \$165,322, \$119,930.

Special attractions cost a total of \$160,638, altho there was revenue of \$5,475. Costs were: Military and other bands, \$70,278; miscellaneous attractions, \$14,040; Music Day and other competitions, \$25,041; bandstand and bandshell, \$8,813; public-address system, \$8,944; special work, \$7,738; Canadian International Air Show, \$14,073, and Hall of Fame and Provincial Displays, \$11,709.

Sports activities brought in \$102,445, of which waterfront activities took \$43,198, track and field events, \$21,394; Lake Fair, \$7,754; sundry sports events, \$11,930; salaries, printing and

(Continued on page 51)

Seek to Bar Ringling Auction, Car Sales

SARASOTA, Fla.—Stuart Lancaster, his mother and brother have petitioned County Court in Sarasota to stop part of the scheduled auction of the Edith Ringling Estate.

They expect to file a second petition to block another part of the three-part sale.

They also will seek an injunction to prevent sale of train, wagons, animals or other assets of the Ringling-Barnum circus. It is understood that a decision to approve such a sale was made by a majority of the board of directors in a meeting Wednesday (19).

These legal actions were developing late last week and over the weekend.

The auction sale has been scheduled to start Saturday (22) with the sale of 33,200 acres of land in one package and commercial properties in Sarasota in other packages.

Lancaster had asked the court to stop the sale of the downtown property. At a late hour there was no word on how the court ruled.

It was likely that a petition to stop the sale of the large tract of land also would be filed. Again, it was not known Friday how the court might rule. Grounds for filing each petition were that the petitioners had received higher offers for the properties than were expected to be made at the auction.

Sale of the Charles Ringling home and furnishings was expected to go on as scheduled Monday thru Wednesday (24-26).

Meanwhile, the circus itself has come back to quarters here. Its Miami engagement was poor, with the cold weather taking the blame for attendance variously estimated at from 50 to 200 persons for some of the performances.

Show soon will start rehearsals for the 1958 tour, that will be opened at Charlotte Coliseum, Charlotte, N. C., in late March.

Top management of the show, President John Ringling North, Henry Ringling North and General Manager Art Concello, have not been on the circus since it returned to Florida.

YEAR-ROUND SPOT

Plan Multi-Million \$ Fun Spot For State Fair of Texas Plant

DALLAS — Plans for a \$4 to \$5 million Disneyland-type project to be called "Grand Ol' Texas" have been announced here.

The development, designed to re-create the Wild-West flavor of early-day Texas, will be constructed on a six and one-half-acre site in a central location on the grounds of the State Fair of Texas. Construction is expected to begin in April and the attraction is scheduled to open in the spring of 1959.

This would make the second amusement area of this type to be established in the Dallas area. The Great Southwest Corporation earlier announced it would establish a \$34 million sports and family recreation center at the intersec-

tion of the Dallas-Fort Worth Turnpike and Expressway 360, just north of U. S. Highway 80.

The Dallas venture is being undertaken by Peter Wolf Associates, Inc., a leading theatrical and industrial display firm headquartered in Dallas.

The layout, as accurate as historical research can make it, will be open the year round. The location is adjacent to the amusement park area at State Fair Park and its main entrance will be from the midway.

"Grand Ol' Texas" will have a complete Western town of the 1870's as well as a lagoon, steamboat, frontier settlement, Indian encampment, old Mexican village, buffalo and longhorn cattle, a fort,

a half-size replica of the Alamo, an old-time opera house and other similar features.

The opera house and a restaurant will have a combined seating capacity of 1,000. They will be adjacent to each other and will be rented for conventions and dinners.

The 300 to 400 working personnel will all dress in period costume. Construction will be mainly of cement block and related material, but with a woodlike appearance.

Plans are to provide plenty of action for "Grand Ol' Texas" by having simulated Indian fights, train hold-ups and the like.

There will be an extensive line-

(Continued on page 51)

Denver Show Means \$\$ To Business

DENVER—What is probably one of the best ways of judging an event's benefit to a community—bank clearings while it is being staged—indicates that Denver's National Western Stock Show is a top economic lift for the city's businessmen.

Coming right after the Christmas holidays, the annual event is just like more frosting on their cake for the businessmen.

A comparison of bank clearings in the week before and the week after the show indicate a \$30 million shot in the arm instead of the usual slow business following the holidays.

With the show costing \$400,000 to get under way—and paying its own way—practically every person in the metropolitan area figures to gain from the influx of stockmen who come to buy, improve their herds and have fun.

Survey Shows Huge Growth Of Funspots

Continued from page 1

broken down according to geographical regions. Region 3, each North Central (Illinois, Indiana, Michigan, Ohio, Wisconsin) has the most funspots. The second greatest concentration is in region 2, Middle Atlantic (New York, New Jersey, Pennsylvania). Region 3 and Region 2 also rank one and two in gross sales. They share the number 1 position in gross investment.

50G Issue Works for St. John Ex

ST. JOHN, N. B.—The Municipal Council has agreed to an appeal for civic aid in the floating of a \$250,000 bond issue for the St. John Exhibition Association.

They would go toward enlargement of buildings and general improvements to the grounds.

C. N. Wilson, second vice-president; George Howard and C. Allen Beatey appeared before the council last week. The association will

take a mortgage on its property to the municipality, which will seek legislation at coming meetings of the provincial Legislature to arrange for the bond issue.

It was indicated a council member will be appointed a member of the exhibition's management committee.



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Orlando, Fla., Fair Crosses Fingers

ORLANDO, Fla.—Hopes were high for the Central Florida Fair, which banked on easing of the unseasonable cold to bring a record influx of visitors this week. Other winter fairs have suffered from bad weather, and a break was expected to help immeasurably here.

C. T. Bickford, manager, said the fifth annual outdoor motorboat and equipment show was attracting more exhibits than in the past. It is held out in the open, before the grandstand. On the in-field, a local radio outlet was erect-

ing a 40-foot tower, atop of which a Volkswagen was to be perched and used as a broadcasting studio during the fair.

The six-day event begins Monday (24). Last year was its best, with 138,928 persons attending, including free-gaters. Gate price of 50 cents for adults and a quarter for children is being maintained, Bickford said, despite a trend toward higher prices among fairs.

Reaction of boat equipment people has been so good, he noted, that a \$1,000 fluorescent sign had

(Continued on page 51)

U. S. Ops Offer Western Show to Brussels Fair

DENVER — There may be a mass exodus of top rodeo performers to Europe this spring if plans to stage a Wild West show at the 1958 Brussels World's Fair reach completion.

Verne Elliot, long-time rodeo impresario, is in Brussels now making arrangements for the show. Present plans call for a six-month-long stand in the 10,000-seat Palais des Sports starting about May 1.

Some 125 riders and Indians will be included in the show, including Casey Tibbs and other top performers.

George Murphy, Metro-Goldwyn-Mayer public relations head, will stage the show. Edward C. Flynn and Robert Fleming, of California, will co-sponsor. Cremer Rodeo Corporation will supply stock with M-G-M and 20th Century-Fox furnishing the props.

Reports are that the group is nearing its goal of \$500,000 needed to get the big show overseas. The show may be put on the road into Iron Curtain countries after the Brussels performances if permission can be obtained.

OPENS SEASON

Mexican Village Bows At Calif. Date Fete

INDIO, Calif.—Alphonso LaBrada and M. (Whitey) Monette launched the 1958 season of their Mexican Village route here at the Riverside County Fair and National Date Festival for 10 days ending Sunday (23). It was the first time for the attraction to be presented here on the fair's main promenade near "Dancing Waters" and across from the Arabian Nights pageant stage.

The display was housed in a big top, divided almost in half. The front section was devoted to merchandise and the work benches of Mexican craftsmen, including a leather worker and glass blower. About 25 numbers of Mexican hats were shown with a staff of Mexican girls decorating them to the patron's taste. Also sold were candies, shoes, hand-painted skirts, and leather goods.

The 25 cents admission also included the all-Mexican show headlined by Jose Gonzalez Gonzales, film comic and musician; Milt Nava, emcee; Los Nortenos, musical trio; Lico Estrada, accordionist; Esperanza Morales, singer and dancer, and the Mexican Village Dancers.

Jack Schrader of Reno was in

charge of leather and jewelry displays. He acts as the import man for the Villages. Ernest Baldwin, who is associated with Monette, handled the displays.

The Village will be featured this season at the Los Angeles County Fair, Pomona, and the Calgary (Alta.) Stampede.

Tampa Fair Inks Sweeney Races for '59

CHICAGO — National Speedway, Inc., has again been awarded the contract to provide the auto racing at the 1959 Florida State Fair in Tampa. Al Sweeney, auto race organization president, announced last week.

Sweeney, who did satisfactory business at the 1958 Tampa annual, reported that the 1959 program again calls for four meets under IMCA auspices.

The high-banked speedway at Belleville, Kan., will return to the NSI schedule for 1958, according to an agreement reached between Sweeney and John Melton, of North Central Kansas Free Fair. In addition to the annual Memorial Day big car race, the organization will present one stock car race and a big car race in conjunction with the fair in August. A fourth event is to be set up at a later date.

Myrtle Beach Firm Plans Stock Races

MYRTLE BEACH, S. C.—The newly organized Racing Association of Myrtle Beach, Inc., headed by Howard Holmes as president has filed application with Secretary of State Frank Thornton for a State charter.

Sanction from the National Association of Stock Car Automobile Racing has been obtained, Holmes said, and it is planned to stage the stock car races each Saturday night during the coming summer season.

Preliminary work has started on the track five miles from Myrtle Beach on the Conway highway.

Autry, Annie Help Set San Antonio Rodeo Mark

SAN ANTONIO — Attendance and gross hit new high marks for the San Antonio Livestock Show and Rodeo at the Coliseum here 10 days ending Sunday (16).

Headliners were Gene Autry and Annie Oakley, who made 15 shows in the 10 days.

Attendance reached 12,500 persons, or better than 7,000 more than the best previous year, 1953.

Gross of the show was about \$40,000 more than the 1957 total and approximately \$5,000 better than the previous high, 1953.

The big totals in San Antonio came immediately after Autry's appearance at the Fort Worth Fat Stock Show, where attendance was the best in 13 years.

Annie Oakley (Gail Davis) goes next to Lake Charles, La., for a rodeo running four days ending Sunday (23). Autry's next date is the rodeo in Havana, Cuba, February 28-March 9.

Western Pa. Fair Meeting Draws Nicely

GREENSBURG, Pa. — More than 100 representatives of fairs and auspices groups turned out for the third meeting of the Western Pennsylvania Fair Exhibitors' Association February 13. Held in the Penn-Albert Hotel here, it also attracted numerous suppliers of midways, talent, products and services. Seven fairs were represented.

Exhibit booths were set up on the roof garden. General discussions of grandstand and gate problems were held during the afternoon. At night fair boards and still-date groups heard each exhibitor introduced and give a description of his business. A floorshow, represented by Cooke & Rose Agency and Hal Churns, was emceed by Nick Falzone and included Mel Price and His Santa Fe Rangers, Barton DeVinney, the Magic Sierras vocal quartet, and Bobby Peaks' rock 'n' roll band.

The executive committee, comprising Dave Rosenberg, Ralph Sanders, Eddie Dietz, Henry Theodor, Harry Cooke and Hal Churns, settled on the Penn-Albert as the site for next year's meeting. They will meet in the fall to work out plans.

Exhibitors included Mr. and Mrs. Ralph Sanders, Ken-Pen Amusement Co.; Eddie Dietz, Ed-

(Continued on page 62)

Adams Ball Park Show Plans Tent-Style Midway, Concert

APPLETON, Wis. — Adams Bros. Circus is planning to adapt two tented circus features to its ball park format. One will be the use of a front end midway not heretofore used in ball park shows. The other will be scheduling of a Wild West concert.

The front is to include office wagon, grab joint, three concession stands and a candy top plus two Pit Shows and a pony or elephant ride.

Manager Bill Griffith said last week that the show had purchased an elephant from Fred Zeehandelaar, dealer and Jenda Smaha went to Wilmington, N. C., to take delivery.

Show is building the office concession units and now has an calliope mounted in a panel truck. There is a plan to double the line up of six spec floats used this winter. Also in the works is an auxiliary power unit to augment ball park lights and provide special effects.

Advance promotion is going well, Griffith said. On the advance now are Bob Couls, J. C. Roseheim and Jim Stroud. Show opens April 25 and plans a 30-week season. Press agent is to be Bob Cooper, clown. Griffith is working on a postal herald, one-sheet and half-sheet bills, and national tie-

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★ Comet Jr.	(Designed for Big Profits)
(Roller Coaster)	★ Mirror Mazes
★ Kiddie Buggy Ride	(An Old Favorite)
(10-Horse De Luxe)	★ Laughing Mirrors
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ARENAS & AUDITORIUMS

Canadian at Cleveland Sets Fast Cycle Show; Plans Tour

By TOM PARKINSON

BICYCLE RACING has taken on a new, faster form in Cleveland and late last week Cleveland Arena Manager Bill Lavery and race promoter Al Schelstraete were negotiating a return date for the International Cycling Derby.

There's a plan afoot to book bike races in about four other major buildings this fall.

This is not six-day bike racing, but a new set-up tried at Cleveland Arena in January. A year earlier another organization revived the traditional six-day event, and Lavery recalls that it was a highly successful date. But it failed in other cities.

Schelstraete's new plan calls not for a marathon, where the action slows to a crawl, but instead he has a plan which keeps riders fresh and riding fast.

The engagement in January was for nine days. Riding was from 8:30 to 11 p.m. nightly. Teams numbered three men each, instead of two, one resting while two rode. Cyclists go full-speed at every session. Result is a faster show, an event with more audience appeal.

Business in the January run was fair. Publicists had the problem of bringing out the differences in the new show and they had only 10 days ahead of the opening in which to work. Early customers expected to see a six-day race; those who didn't come this time thought the program called only for the sprints every 20 minutes. They learned during the run that the performance was continuous. And as this idea came across, along with realization that the pace was faster, business picked up. It was going great at the end of the run.

THIS FALL SCHELSTRAETE plans a repeat at Cleveland Arena. He would like to book Milwaukee Arena but hasn't done so yet. There is talk of his going into Providence, R. I., for a summer-long schedule, and this will be decided shortly. The January test was counted successful, and from it is scheduled to sprout a route of several arenas.

Schelstraete is head of the Canadian Wheelmen's Association and has been active in the bike races at the Delhi Arena, in Delhi, Ont., since 1948. This place has developed new, young riders able to compete on an equal basis with European pros, he states. There are other tracks at Montreal and Vancouver. These are outdoor locations with summer schedules.

January's trial was scaled at 90 cents, \$2, \$3 and children 50 cents. Advance sale was used. Nationality of each contestant was stressed in publicity and Schelstraete believes this heightens the interest, the more as a demonstration that American riders can do as well as the Europeans than as benefiting from support of various national groups within the city. For the fall season he hopes to bring in a Japanese team as well as the others.

PROMOTER AND ARENA manager alike believe this event has the potential of a strong success, that it overcomes weaknesses of other styles, that it stands a good chance of developing into a show-sport, that will mean business for more arenas.

Spokane Tabs Coliseum Profit Of \$54,000

SPOKANE, Wash. — Spokane Coliseum had a net operating profit of \$54,094 in 1957, compared to \$62,341 in 1956, and \$47,225 in 1955.

Revenue totaled \$321,122, of which \$161,392 was from concessions and parking. Expenses totaled \$267,028. Admissions taxes totaling \$34,012 were collected and credited to the city's general fund in 1957. Coliseum fixed assets at year's end totaled \$2,847,367. Principal balance due on Coliseum bonds was \$1,744,000 as of December 31.

Spokane Coliseum Seeks Foreign Units

SPOKANE, Wash. — Benjamin C. Moore, manager of the Coliseum, announced that negotiations now are in progress for three major European attractions: The Moscow Circus, the Iglia's ballet of Spain and the Russian ballet. The National ballet of Canada will appear here in April.

Name Construction Chief at Pittsburgh

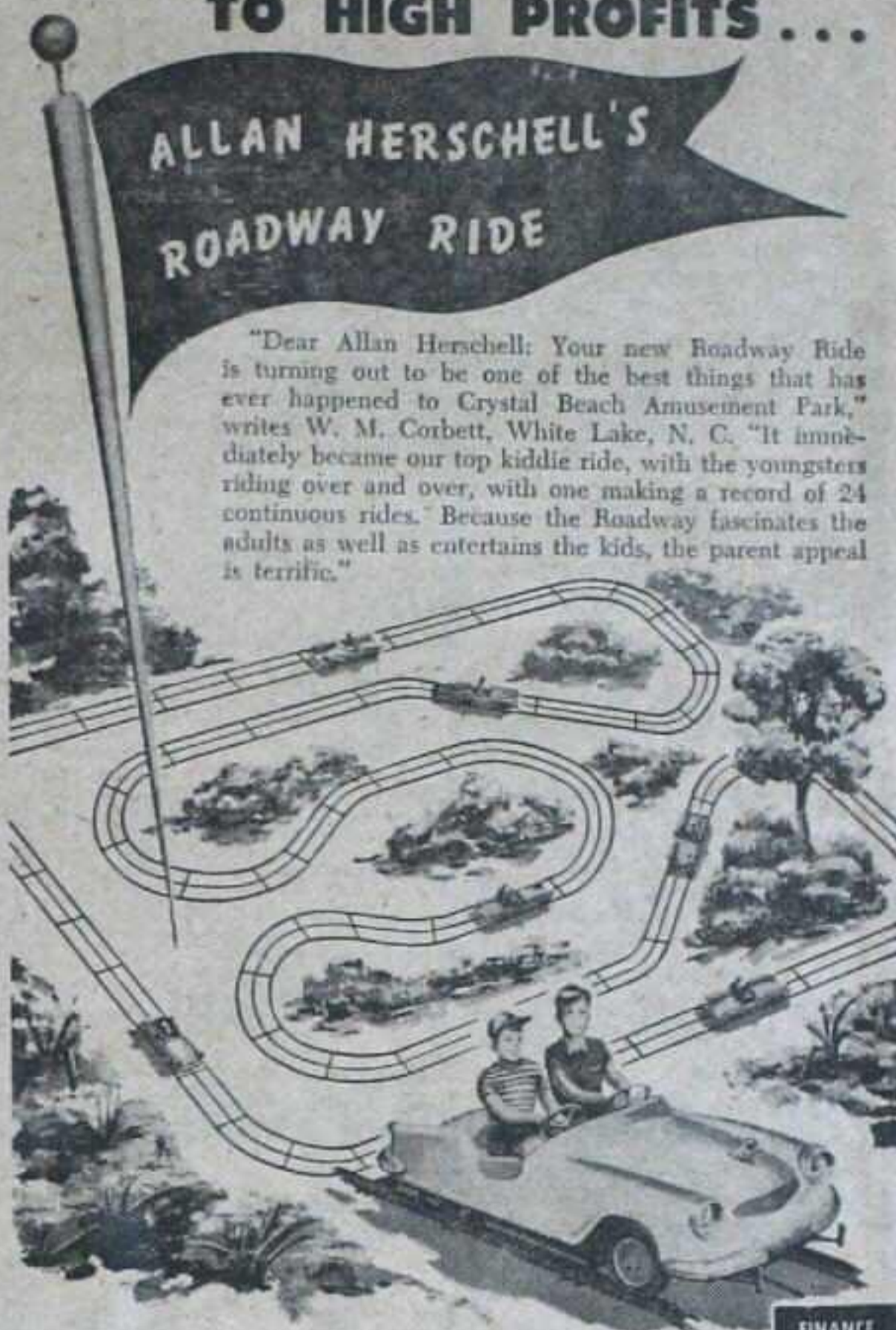
PITTSBURGH—H. Rey Helvenston has been named to direct construction of the municipal auditorium to be built here. He is an engineer.

Auto Show Clicks For San Antonio

SAN ANTONIO — This city's first Automobile Show was considered an outstanding success. The 23 members of the Car Dealers' Association agreed that the show drew well despite bad weather and a flu epidemic. They will probably sponsor another show next year.

With admission at \$1.10 per person, gross attendance was said to be near 50,000 persons. Show featured a different name singer each day, plus Herman Waldman and his orchestra, the Four Coins and several other acts.

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100 YEARS OLD
Oregon Maps Plans For 1959 Birthday

PORTLAND, Ore.—Some details of Oregon's plans for its 1959 centennial celebration were revealed here last week with much of the activities scheduled to rotate around Pacific International Exposition building here. The celebration is set to last 100 days.

An engineering survey is now being made of the structure which will be used to house some 30 foreign trade exhibits and countless domestic displays. Necessary renovation of the structure is expected to cost about \$450,000.

Outside the building on a 54-acre site will be set up an amusement zone which will be themed to depict scenes from periods throughout Oregon's history. Plans call for a continuous series

of entertainment features including variety shows, jazz and classical music concerts changing at least every week. Other sections of the fair will highlight automobiles and home building, with Oregon's products taking top billing.

Name acts and a series of promotional stunts are planned and the commission hopes to have Johnie Ray introduce a song about the centennial.

Anthony Brandenthaller is chairman of the celebration and Floyd Maxwell is manager, with headquarters here in Portland. The State Legislature appropriated \$830,000 last year for the event.

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NEW YORK—More than 200 fair dates are concentrated for the Jack Kochman thrill show operation, making the upcoming season the biggest the organization has yet known.

Three units will tour, and the outfit has contracted either the State fair or biggest fair in 14 States. These are Florida, North Carolina, South Carolina, Georgia (Atlanta's Southeastern Fair), Virginia, Indiana, Vermont (Rutland), Connecticut (Danbury), New York Maryland (Frederick), New Jersey, Delaware, Massachusetts (Eastern States Exposition) and Pennsylvania (Reading).

Early Maxwell Has 'Methuselah' For 3 Successes

MEMPHIS — New legit show that is scheduled for Broadway in the fall, "Back to Methuselah," played Little Rock, Memphis and Nashville under promotion of Early Maxwell Associates.

Little Rock grossed \$8,678.34; Memphis, \$14,344.98 in two days, and Nashville, \$7,583.48, for a total of \$30,606.80 after taxes, the Maxwell office announced.

Stars are Tyrone Power and Faye Emerson.

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TO BEAT DRUMS

USTA Sets Publicist For Central Circuit

ALLENTOWN, Pa.—Fairmen at the State meeting were cheered to hear that the U. S. Trotting Association will provide the Central Fair Circuit with a paid publicist this year, in the style of the Midwest Circuit. As told by Richard Eichelberger, of the Bedford Fair, the agent will spend a week in each community to stimulate interest in the fair's harness racing.

Eichelberger said the press agent will be on a salary-plus-expenses basis, and should do much to put new life into the sagging harness race business, which several fairmen feel is suffering from competition of pari-mutuel tracks.

Charles Swoyer, Reading, Pa., who was secretary-treasurer of the circuit concurrently with his fair association duties, retired. He was succeeded by Arthur Morris, who has assumed Swoyer's managerial post at Reading, as well as his fair association and race circuit offices.

Norman Marshall, of the Flemington (N. J.) Fair, was renamed

So. Calif. Fair Signs Polack For 2d Year

DEL MAR, Calif. — Polack Bros. Circus and "Dancing Waters" will again be featured at Southern California Exposition which opens its 10-day run here June 27, Paul T. Mannen, fair secretary-manager, said last week.

The circus will be featured for the second year for three days, starting July 1 as a free attraction in front of the grandstand. Last year the attraction was credited with an attendance spurt during the closing days of the event.

"Dancing Waters" will be playing its fifth consecutive year here. It will be featured for the full run of the exposition.

Mannen said that the grandstand feature for the last three days, thru July 6, is yet to be signed. Local talent productions will be programmed more than ever, he added.

More than 500 Shetland ponies will compete in the Western Shetland Pony Congress as part of the exposition's national horse show.

Booking of professional talent and the staging of shows are being handled for the sixth consecutive year by Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, Hollywood.

Olivia Waldron's Fair Time Shows, Inc., with Cecchini & Levaggi concessions, will be on the midway. Fair Time recently signed a three-year contract and will be playing its first year.

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Glen Brunk Former Tent Showman, Dies

BIG SPRING, Tex.—Glen D. Brunk, 69, founder of Brunk's Comedians in 1916 and operator of 12 separate tent show companies thru the Midwest during the early 1920's, died here recently in Veterans' Administration Hospital. One of the shows is still operative with Henry Brunk, a brother, the producer.

Before 1920 Brunk operated a tent show for three years in North (Continued on page 51)

Werner Buck Boat, Trailer Expos Up

LOS ANGELES — Show producer H. Werner Buck said last week his recent boat show here turned out three times better than expected, and his West Coast trailer show was up 10 per cent over last year.

He said the trailer exposition was running about 13 per cent ahead until an airplane accident nearby had an adverse effect on business.

The entertainment at the trailer show included the King Sisters, whose popularity boomed and timing turned out well for the show. At the boat show, water skiing and boat races were staged on an indoor tank.

Next on the Buck program is his first venture in Chicago, the Chicago Sportsmen's & Vacation Show, February 21-March 2, at the International Amphitheater.

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THE FINAL CURTAIN

COHEN—Nathan H., 78, long-time outdoor showman, February 16 in Columbus, O. He got into the business at the Chicago World's Fair in 1893, later toured concessions at Ohio fairs and in recent years operated a shooting gallery in Columbus as well as at Oletangy Park, Indianola Park and Buckeye Lake, Ohio resorts. Survivors included a foster daughter, and a sister, Mrs. Jennie Gattel.

PURSELL—Roy, billposter with Gentry Bros. Circus 1907 thru 1909 and a trustee of the billposters local union in Chicago. Burial in Chicago Wednesday (February 19).

SIDENER—Mrs. T. R., 59, active in show business for 20 years, at Abilene, Tex., while visiting a daughter. Surviving are her husband, Tom Sidener; four daughters, Mrs. Jack Buleson of Abilene, Mrs. A. M. Ralback of Mineral Wells, Mrs. Tommy Landon of San Angelo and Mrs. Jack Carpenter of Lubbock; three brothers and two sisters.

SUCKSTORFF—J. M., 57, veteran Montana fair executive, February 13 in Sunny Slope, Ariz. During his years in the fair business he was secretary of the Rocky Mountain Fair Association, secretary and manager of Richland County Fair, Sidney, Mont., and past president and secretary of the Montana Theater Owners' Association. He was also mayor of Sidney for a number of years and was active in the Chamber of Commerce and Kiwanis. Suckstorff was a member of the Al Bedoo Shrine and the Elks. Survivors include his widow, a son, a daughter, a brother, four sisters and four grandchildren.

TIEDE—Charles W., 69, former billposter and one-time member of the Ringling Bros. advance, of a heart attack Tuesday (February 18) at Racine, Wis. In later years, as a CFA and CHS member, he was widely known among circus people for his distribution of books and toys to all children with circuses he visited. He was a veteran of World War I, one-time promoter of a fight for Jack Dempsey, ex-assistant manager of Lakeside Auditorium in Racine, a 1953 candidate for mayor of Racine and a bus station agent. His father had

been a head of minstrel shows and had both the first vaude theater and the first billposting plant in Racine. Surviving are his widow, Virginia; a son, Charles Jr., of San Francisco; a daughter, Mrs. Virginia Saunders, Beaumont, Tex., and four grandchildren. Burial at Racine Thursday (February 20).

Carnival Routes

Blue Grass: (Fair) Largo, Fla. Empire State: Harlingen, Tex. Glades Am. Co.: Sebring, Fla. Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., Feb. 25-Mar. 25. Strates, James E.: (Fair) Orlando, Fla.; Homestead, Mar. 6-15.

Circus Routes

Davenport, Orrin: Rochester, N. Y., 24-Mar. 1; St. Paul, Minn., 3-8; Dayton, O., 20-29. Hamid-Morton: Topeka, Kan., 26-Mar. 1; Kansas City, Mo., 4-9; Wichita, Kan., 10-15. Polack Bros.: Chicago, Ill., 26-Mar. 15.

Ice Shows

Holiday on Ice of 1958: Cincinnati, O., 25-Mar. 2; Memphis, Tenn., 4-9; Birmingham, Ala., 11-18. Ice Capades, 17th Edition: Sydney, N. S., 25-Mar. 1; Halifax 3-8; Bangor, Me., 11-18. Ice Capades, 18th Edition: Hershey, Pa., 24-25; Detroit, Mich., 27-Mar. 16; St. Louis, Mo., 17-23. Shipstads & Johnson's Ice Follies: Boston, Mass., 24-Mar. 2; Cleveland, O., 4-16.

Miscellaneous

Burke's Wild Cargo: (Fair) Largo, Fla., 24-25. Meier's, Josef, Black Hills Passion Play: Lake Wales, Fla., 24-April 6. Morris, Philip, Country Music Show: Topeka, Kan., 25; St. Joseph, Mo., 26; Lincoln, Neb., 27-28; Des Moines, Ia., Mar. 1; Sioux City, 3; Boone 4; Waterloo 5; Rockford, Ill., 6.

Legitimate Shows

My Fair Lady: (Shubert) Chicago. No Time for Sergeants: (Forrest) Philadelphia. The Most Happy Fella: (Blackstone) Chicago. Diary of Anne Frank: (Walnut) Philadelphia. Middle of the Night, with Edward G. Robinson: (Biltmore) Los Angeles. Auntie Mame, with Constance Bennett: (National) Washington. The Happiest Millionaire, with Walter Pidgeon: (Harris) Chicago. Nude V'ith Violin, with Noel Coward: (Curran) San Francisco. Cat on a Hot Tin Roof, with Victor Jory: (Nixon) Pittsburgh. Visit to a Small Planet, with Cyril Ritchard: (Shubert) Washington. Long Day's Journey Into Night: (American) St. Louis. Master of Thornfield, with Errol Flynn: (Hanna) Cleveland. Say Darling: (Shubert) New Haven, Conn. Much Ado About Nothing, with Katherine Hepburn: (Shubert) Boston. Marcelle Marceau: (Great Northern) Chicago.

Dallas Funspot

Continued from page 47

up of quaint, old-fashioned shops which will be leased.

Peter Wolf Associates, Inc., will construct the development at a cost of \$2,000,000 and another \$2 or \$3 million is expected to be invested by concessionaires and firms leasing space.

A replica of an old steamboat will be anchored in the lagoon and will serve seafood dinners. Stage-shows will be presented in the opera house. Full-size balloons of ancient vintage will soar overhead, but will not carry passengers.

Old-Time Rides

Rides will include an old-fashioned train, and a stagecoach.

Shops will include a frontier saloon serving soft drinks, a barbecue stand with a huge open pit, a general store and even a newspaper office at which a weekly old-time Gazette will be published.

The project will be devoted to authentic history rather than fantasy. It is expected to be a major tourist attraction in the area, of interest to Texans and home-towners as well as folks from out of State.

Thomas Hughes, for the past two years assistant managing director of the State Fair Musicals and State Fair Music Hall, has been hired as the general manager of "Grand Ol' Texas."

Indiana State

Continued from page 47

ever, officials are thinking of establishing a center stage in the Coliseum, where names usually hold forth, and if it does this, it will rearrange some of its top-price seats in the building.

Fair representatives will meet with attraction people Thursday and Friday (27-28) to review name attractions for the Coliseum show.

Don Davis, publicity director for a number of years, was recon-tracted last week.

Orlando Fair

Continued from page 48

been made up to publicize the show.

In the Auditorium, the Latin Quarter Revue was booked in thru Burton Van Dusen of Miami. It is offered nightly, with matinees on Friday and Saturday February 28-March 1. Prices are \$1.50, \$2.25 and \$2.75. Matinee tickets are \$1 and \$2.

Fair opened Monday (24) with kids' day. Included in the elements are the State 4-H dairy show, poultry show and egg show. The James E. Strates Shows' midway was partly set up last week with equipment from its winter quarters. Show played the Florida Citrus Exposition prior to the fair here.

Glen D. Brunk

Continued from page 50

Topeka, Kan., moving it into the old Liberty Theater in South Topeka during the winters. Brunk and Merle Evans, former leader of the Ringling-Barnum circus band, broke into show business together. Brunk forming his own show and Evans entering the circus field. In recent years Brunk had operated a chicken ranch near San Angelo, Tex. He was a veteran of World War I and was a member of the Sunflower Masonic Lodge, Wichita, Kan.

Surviving, in addition to his brother, are his widow; a daughter, Mrs. June Plunkett, San Angelo; a sister, Mrs. H. M. Coulson, Tulsa, Okla., and four other brothers, Sam, Oklahoma City; Orville, Vernon, Tex.; Pearl, West Coast attorney, and Charles. Services and burial in Plainview, Tex.

CNE \$656,564

Continued from page 47

dries, \$11,446; Hall of Fame, \$6,455, and special work, \$266.

Total publicity expenditure was \$325,542. This includes preparation, maintenance and dismantling of Press Building, \$11,879; official catalog, Hall of Fame and other programs, \$32,910; photos, cuts, folders and postcards, \$6,193; film, radio and television, \$87,072; billboards, posters, street car advertising, window cards, \$57,286; newspaper and magazine advertising, \$84,743; salaries and wages, sundry expense, and advertising commissions, \$39,274, and special work, \$6,182. This department is under the direction of Bert Powell, who initiated a number of unique devices in the promotion field.

The CNE spent a total of \$215,289 for grounds upkeep, while the works department took a total of \$53,866.

Administration and general expenses totaled \$334,806. This included general management expenses, printing, stationery and postage, insurance, traveling expenses, office expense, grants and subscriptions and miscellaneous including meals and luncheons.

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GIVE TO DAMON RUNYON CANCER FUND

**In Loving Memory
Of a Dear Husband
and Father**

GEORGE KOINIS

Who passed away
February 27, 1957.

"We miss you
very much."

**HELEN KOINIS
and Children**

LOUIS SCHLOSSBERG

In Loving Memory on This Day,
February 27,

Sweet are the memories that never fade of one I loved but could not save.

Wife, LENA
Sons, BOB, NORMAN AND FAMILY

Toll Roads Widen Appeal For Cedar Point Resort

SANDUSKY, O.—Bookings for conventions and picnics are running ahead of previous years, according to William H. Evans, of Cedar Point on Lake Erie. Evans said that many groups booked earlier than previously but that reservations are coming in at a slow pace presently due to cold weather.

Increasing business is anticipated this season from residents of Western Pennsylvania and Eastern Indiana due to the turnpike in those States as well as the Ohio toll road which has an interchange only 12 miles from Cedar Point. Last sea-

son many customers came from the Pittsburgh, New Castle, Pa., and Youngstown, O., area, and also from the South Bend, Fort Wayne and Angola in Indiana.

Cedar Point operators plan increased newspaper advertising in the Pennsylvania and Indiana fields this season to keep them coming. With Pittsburgh and Fort Wayne only four hours away from the resort, more people will be able to spend weekends on the shores of Lake Erie.

Last season 365 carrier boys from The Pittsburgh Press spent two days at Cedar Point, traveling by buses over the turnpike. The Tar-entum, Pa., newspaper also sent 50 carriers here by bus. Columbus, O.; Detroit and other papers also sent boys to the resort. Most of these papers are due for repeats, and several new ones are anticipated this year.

Resort officials are planning two pre-season weekends before all facilities are opened June 14. A three-day weekend is set for over Decoration Day, May 30, June 1-2. Again on June 7-8 the beach and midway will be open to the public. Hotel Breakers and dining rooms open June 14 and run thru Labor Day.

Only one outdoor act has been signed so far, altho contracts are awaited from several other acts. Billy Outten, wife and daughter, billed as the Diving Sensations, are set for August 5-17. This will be the third season for the act at Cedar Point.

FOR SALE
LARGE STEAM TRAIN FEATURED IN POPULAR SCIENCE
1 mile of track, 3 Kiddie Trains, 3 U-Drive Racers, Misc. Stand Equipment, Fencing, etc. Located at Sycamore Pleinle Park, Santa Ana Canyon Road, Olive & Corona. Call or write:
RAYMOND C. MARTIN
221 North Magnolia, Orange, Calif.
KELlogg 8-4619

Kiddie Park Equipment
One 19-passenger Airplane Ride, 8-car Auto Ride, equipped Concession Stand, portable steel, Star Horse Ride, 12 Shetland Ponies, Harness, 4-passenger Buckboard, \$5,000.00 cash. Write
P. O. BOX 27, Dickinson, Texas.

SACRIFICE
1948 Allan Herschell Moon Rocket, overhauled past season, excellent operating condition. No Junk. Must make room for new ride. Phone Cherry 9-4741, 9-5729.
Griffen Amusement Park
Jacksonville Beach, Florida

SKEE-BALL
REG. U. S. PAT. OFF.
DOESN'T COST— IT PAYS
WHEREVER FOLKS GATHER FOR FUN AND RELAXATION YOU COLLECT "DIVIDENDS" EVERY DAY, YEAR AFTER YEAR.
FOR A "BLUE CHIP" INVESTMENT, BUY **SKEE-BALL**
SOLD ONLY BY
PHILADELPHIA TOBOGGAN CO.
130 E. DUVAL STREET PHILADELPHIA 44, PA.
Serving the Amusement Industry Since 1904



14 Ft. Long.
30 In. Wide

CONCESSIONS FOR RENT
10 NEW BUILDINGS WITH PERMASTONE FRONTS AND FLUORESCENT FIXTURES
FLASHER • CAT GAME
MILK BOTTLES • BUCKETS
ADD 'EM UP DART
BALLOON DART • ROLY POLY
PITCH-TILL-U-WIN
ALSO LARGE BUILDING AVAILABLE—50 ft. by 90 ft.
Modernized PermaStone Front and Bathrooms.
IRWIN KNOHL
151 Sunset Ave., Island Park, Long Island, N. Y.
Call General 1-6226, Island Park, Long Island, N. Y.

Mostly equipped. Also available, two more Stock Concessions. Drawing from Worcester, Mass., and surrounding area of Massachusetts. Wonderful opportunity for responsible people in a fast-growing Amusement Park. Big name policy as free attraction every week. Write or wire.

WINNER ONLY

New Device Would Change M-G-R Ring Use

PROVIDENCE — Joe Carolo, Rhode Island's veteran Merry-Go-Round man, has devised a gimmick to eliminate all but one ring in the traditional brass ring-snatching of Merry-Go-Round riders.

The snatching will go on, but only the brass ring is needed, in Carolo's version. It works like this:

When riders swipe at the ring arm a low-voltage contact is completed which turns on one light on a panel. There are 35 bulbs in a long line, plus a red one. When all 35 are illuminated, the red light goes on and the brass ring slips into view. It is grabbed and returned for a free ride.

In Carolo's mind, this will do away with the quantity of iron and brass used annually, many of which are pocketed as souvenirs. To the annoyance of operators, some rings are tossed around haphazardly. It will also eliminate the ring boy who gathers the rings and dumps them into the arm chute.

Another version of the device is to have the ticket booth occupant push a button to drop the brass ring at any time if there are too few riders on hand.

Carolo, 80 years old, started as a ring boy 68 years ago, he says, working a 16-hour day for \$3 a week. He has had Merry-Go-Rounds in Warwick, West Greenwich and Potowomut, all in Rhode Island, and this will be his third season as owner-operator of Lake Nipmuc Park, Mendon, Mass.

Crescent Park Operators End Safari Hunt

PROVIDENCE—Crescent Park's Arthur Simmons and Frederick McCusker, and Simmons' son, Raymond, have returned from a safari to French Equatorial Africa. Their story and pictures took up four pages of The Rhode Islander, local Sunday supplement.

The East Providence park operators traveled by air to Port Gentil on the African West Coast, and operated out of a base camp on Sette Cama peninsula. In addition to big game, the trio amassed a collection of still and movie films.

Elitch Loses Garden Gate In Move Try

DENVER—Efforts to save the 50-year-old historic hand-carved gate at the front of Elitch Gardens here failed when the gate fell apart in the grip of cranes and hands of craftsmen called in to move it.

It had to be moved to clear a way for a new highway. The Gurler family, owners of the park, hoped to move it to a new location. The arch was removed and workmen were well along with the project when the aged wood began to crumble.

The gate had been the background for thousands of photos of famous people who came to Elitch Gardens.

ROLLER RUMBLINGS

RSROA Vows Aid to RSFA Rink Queen Test

NEW YORK—Support for the 1958 Roller Skating Queen Contest was pledged last week by the Roller Skating Rink Operators' Association of America in a letter to the Roller Skating Foundation of America, co-sponsor of the event with Pepsi-Cola and the Chicago Roller Skate Company.

The letter followed announcement of 1958 plans, which included substitution of a college scholarship as top prize. In 1957, queen Joan Dorothy Zazula received a \$5,000 Ford Thunderbird sports car.

"Speaking for the RSROA membership as well as personally, we welcome the opportunity to cooperate with any promotion that is good for the roller skating industry," wrote Victor J. Brown, Newark, N. J., chairman of the association's advisory committee.

"Our goal is to constantly improve the business and sport of roller skating. We lend our support to these activities which further the progress toward that goal. In my opinion, the 1958 Roller Skating Foundation queen contest, as you (RSFA official Irwin N. Rosee) described in your letter to me, constitutes such an activity."

Substitution of the college scholarship in place of the sports car as first prize was hailed by Brown, who said: "It lends dignity and wholesomeness to the contest."

According to Rosee, the Foundation plans to start the 1958 (second annual) contest on a rink level, coast-to-coast, in September, to coincide with the beginning of the 1958-1959 season. An entry of 100,000 or more in local queen contests, staged by rinks everywhere, is anticipated.

In line with the opening announcement, Joseph F. Shevelson, of Chicago Roller Skating Company, and the Foundation urged the nation's rink owners to start planning early, in order to obtain maximum benefit from the competition.

"Now is the ideal time to make

Bridgeport Asks For Park Bids

BRIDGEPORT, Conn. — Bids will be solicited here for the operation of Pleasure Beach units by concessionaires next season. Mayor Tedesco said the city lost some \$65,000 at the beach in 1957 and wants a private firm to take over all costs of running and maintaining the concessions, beach and roads.

Bids are to contain a percentage factor. The contract-holder would be expected to pay the fee for an accountant who will be assigned by the city, and to post a \$50,000 performance bond.

NEW YORK—Murray Handwerker, vice-president of Nathan's famous eating spot on Coney Island, will be installed for a second term as president of the Island's Chamber of Commerce. The annual installation and dinner are set for April 15 at the St. George Hotel, in Brooklyn.

The Chamber recently retained Milton Berger for another year as public relations and special events man.

those important first calls on newspaper editors, television officials, local Pepsi bottlers, Chambers of Commerce and others who may be of assistance with publicity and general co-operation," he said.

20 File Entries for Grind At Elmont's Wal-Cliffe . . .

ELMONT, N. Y.—Twenty entrants from seven States were on hand for Saturday's (22) fourth annual New York Marathon at Wal-Cliffe Roller-drome. The event covered 26 miles, 385 yards. Leading entrants were Charles Wahlig, of the host club; last year's U. S. senior men's speed skating champion, holder of the New York Marathon record and 1957 Pacific Coast marathon champ.

Other entrants were Robert Anderson, unattached, Brooklyn; Seth Barker, Delsea Speed Club, Franklinville, N. J.; William Baumgardt, Sanford's Skating Club, Fort Lauderdale, Fla.; Emyln Buffington, Maryland Speed Club, Glasgowl, Del.; David Cairns, Moonlight Gardens, Jamison, Pa.; Donn Calvano, Empire Speed Club, Brooklyn; Bernard Chalmers, Sanford's Eugene Gessner, Revere (Mass. Arena Speed Club; Alfred Given, unattached, Jackson Heights, N. Y.; John Dreyer, Manasquan (N. J.) Skating Club.

Jerry Maxim, unattached, New York; Harry McCormick, Maryland; Ed McGraw, Manasquan; Mike Mooneyham, Sanford's; Ralph Nagle, Revere; Buddy Oren, George Ploach and Steward W. Loughby, Delsea, and Fred Wirth, Fourth Avenue Speed Club, Louisville.

Barbara Playhouse Burns in Gary; Loss 60G . . .

GARY, Ind. — Barbara's Playhouse, a roller skating rink at 25 Broadway, was mined Saturday morning (8) by a fire of undetermined origin.

Estimate of the loss was fixed \$60,000. Assistant Fire Chief Joseph Erdelac, who saw the roof cave in 10 minutes after his arrival had this to say: "We've never seen a fire go so fast or so sudden. We saw terrific cracks in the wall, we pulled our men back and directed water into the building. Erdelac explained that the building was "just four walls and a truss-type roof." Such structures are highly inflammable, he added.

The attempt to suppress the blaze was made in sub-zero weather. Firemen fought for five hours to contain it as it threatened adjoining properties.

Edward Black, assistant manager, and James Hughes, the family said that they closed the rink shortly after 1 p.m. Friday at the conclusion of a roller skating party.

The building was under lease to Fred Price from Abe Rosen, the owner. Both are Gary residents.

SKATING RINK TENTS
42 x 102 IN STOCK
53 x 122 AT ALL TIMES
NEW SHOW TENTS MADE TO ORDER
USED TENTS FOR SALE
10x10 Ft. 40x 30 Ft.
10x15 Ft. 40x 90 Ft.
14x21 Ft. 40x100 Ft.
20x30 Ft. 60x 50 Ft.
20x40 Ft. 60x 90 Ft.
30x50 Ft. 60x120 Ft.
30x60 Ft. 60x150 Ft.
30x90 Ft. 50x180 Ft.
40x50 Ft. 60x210 Ft.
40x70 Ft. 60x240 Ft.
CAMPBELL TENT & AWNING CO.
100 Central Ave. Altan, Ill.

Southern Execs Laud Billboard Workshop

Recalls Success of Ad Clinics; Other Events to Send Observers

BIRMINGHAM — Fair executives throught the South voiced enthusiasm and appreciation over the announcement that The Billboard, in co-operation with the Alabama State Fair, will sponsor a three-day workshop on fair management for Southern fair executives Thursday thru Saturday, March 20-22, at the State fairgrounds here.

"Having attended two of the Publicity - Advertising Promotion Clinics held in Chicago in recent years by The Billboard, I am con-

vinced that the workshop will have tremendous value," one Southern fair manager observed.

"I not only plan to attend but will have several members of my staff on hand with me," he added.

From points outside the South, inquiries were received both at the fair office here and at The Billboard's Chicago office as to whether fair men from other areas were free to attend. Two fairs, which made such inquiries, said they would like to send representatives as observers; with a view to the possibility that next year a similar workshop might be held for fairs of their area.

Both these fairs were advised that they were welcome to send representatives as observers.

The three-day workshop here is intended primarily for Southern fairs and its program will deal with some problems which are peculiar only to the South, such as the sharp changes in the economy of the Southern States and the effect such policies would have upon fairs of the area.

Frank H. Kingman, secretary of the International Association of Fairs and Expositions, was among the first to say he will attend.

All of the discussions will be headed by key Southern fair managers. Subjects to be covered will include: Exhibits-commercial, educational; attractions for grandstands, buildings, grounds; special events; promotion, publicity & advertising; special events; prices, passes, gate admissions; premium awards, methods of awarding them; youth participation; showmanship on the grounds; shifting with the changes in the economy.

There will be no fee for those who enroll in the workshop. The Alabama State Fair will provide luncheon free each of the three days to those in attendance. The fair also will provide free bus service between downtown hotels and the fairgrounds.

The three-day workshop will open with an afternoon session Thursday, March 20, have a full day session, the following day and close with a forenoon session Saturday, March 22.

Sterling, Colo., Builds Stand, Spends 299G

STERLING, Colo.—The Logan County Fair has awarded a \$299,995 contract to a local firm for the construction of a 4,484-seat grandstand and other improvements to its grounds.

Under terms of the contract, which drew a total of eight bidders the work must be completed by August 1 of this year.

Winter Fairs

Arizona

Mesa-Maricopa Co. Fair, March 19-23.

California

Imperial — California Mid-Winter Fair, March 1-9.

Florida

- De Land—Volusia Co. Fair, March 3-9. Lee Maxwell.
- East—Lake Co. Fair & Flower Show, March 19-18. Karl Lehmann.
- Homeshead — South Florida Fair, March 6-18.
- Largo—Pinellas Co. Fair & Horse Show, Feb. 24-March 1. J. H. Logan.
- Madison—North Fla. Livestock Show & Sale, Feb. 24-25. O. R. Hamrick Jr.
- Miami—Southeast Fla. & Dads Co. Youth Show, April 24-27. Ralph E. Huffaker.
- Ocala—Southeastern Pat Stock Show & Sale, March 3-7. Louis Gilbreath.
- Orlando—Central Fla. Fair, Feb. 24-March 1. O. T. Bickford.
- Quincy—West Fla. Livestock Show, April 8-10. John C. Russell.
- Sarasota—Sarasota Co. Agri. Fair, March 17-23. K. A. Clark.
- Sebring—Highlands Co. Fair, Feb. 24-March 1. B. J. Harris Jr.

OKLA. STARTS FINE ART CENTER

OKLAHOMA CITY — Ground was broken Thursday (13) at the Oklahoma State fairgrounds here for a new \$250,000 fine arts center.

Money for the center was gifted by John Kirkpatrick of the Kirkpatrick Oil Company.

The structure, a circular building of about 260 feet in diameter, will house a planetarium.

A Spitz planetarium unit, which is the property of the Oklahoma City public school system, is to be installed.

The building will be completed in time for the 1958 fair.

Five Days Lopped Off Timonium Run

Race Meet Overlap Cited; Eight-Day Run May be Retained if Successful

TIMONIUM, Md.—The Maryland State Fair is being cut from 13 days to eight this season, due to a situation involving running race dates at the fairgrounds and Charlestown race tracks. The fair has traditionally run concurrently with the Timonium race meet, with each of the two elements having its own entrance.

In addition to the change in dates, major fair factors this year include a midway change from independent to organized show operation, and the construction of a new grandstand.

John M. Heil, vice-president and general manager, said the race meet will be held for 15 days, August 30 thru September 13, with the fair running Saturday thru Saturday, August 30 to September 6. The midway and agricultural operations will cease then, and the horse show and horse breeders' show will begin at that time and run until September 13.

Charlestown runs thru Labor Day. Timonium would thus be able to attract horses from the Charlestown meet. But since 4-H youngsters return to school the week following the holiday, Heil noted, it would be pointless trying to run a fair without youth participation.

Premium money will be the same for the abbreviated fair, about \$96,000. It is also expected that the same 100,000 persons who paid their way thru the fair gate in 13 days, would also do so for eight days. The 13-day fair dragged somewhat, Heil noted, adding that if people were determined to visit the annual they would do so even if it were shortened severely.

Some steel has been erected for the 4,000-seat covered grandstand, but recent cold and snow have halted the project. Also made dif-

icult has been the care of 100 running horses stabled at the fairgrounds track. A bulldozer was put to work last week to clear a road over which feed could be delivered.

The eight-day fair may be retained if successful this year, it was indicated, and if adequate arrangements on dates can be worked out with the Charlestown track in the future.

Plymouth Elects; May Lease Track

PLYMOUTH, N. H. — State Fair, Inc., voted at its annual meeting to open negotiations to lease or sell Plymouth fairgrounds to operators of pari-mutuel night harness racing. Several buyers have expressed interest in the site, it was added.

Alf Halvorson, Berlin sports promoter, representing a prospective buyer, has assured the association that the purchase will not interfere with the annual Plymouth Fair. A special town meeting as well as approval of the State Racing Commission would be required to authorize the opening of a race track in Plymouth.

A committee to negotiate sale or lease of the land includes Lester E. Mitchell, superintendent of Plymouth Fair; Bertram W. Pulsifer, retiring president of the association; Delbert Gray, secretary, and Kenneth Bartlett, association treasurer.

New officers elected include President, Manson Smith of Hebron; vice-president, Edwin Moulton of Meredith; secretary, Delbert Gray of Rochester; treasurer, Kenneth Bartlett of Plymouth; superintendent, Lester Mitchell of Campton.

Directors include William Avey of Campton, Fred Adams of Thornton, Arthur Burt of Plymouth, Archie Matthews of New Hampton, Lester Mitchell of Campton, Edwin Moulton of Meredith, Bertram Pulsifer of Campton, Clarence Pulsifer of Campton, Jasper Putnam of Oxford, E. A. Ray of Rumney, A. K. Reid of Franconia, Manson Smith of Hebron, Ralph Smith of Meredith, Dr. Robinson Smith of Laconia and H. T. Sommers of Holderness.

Fair Meetings

Midwest Fair Circuit, President Hotel, Kansas City, February 27-28. Virgil Miller, Hutchinson, president.

Association of Connecticut Fairs, Berlin High School, Berlin, Conn., April 12. J. C. Bartlett, North Haven, Conn., secretary.

CCE Improves Track, Stands In 36G Project

OTTAWA—Outlay of \$26,000 for improvement of the stock car racing track at Lansdowne Park, and another \$10,000 for installation of 1,100 steel bleacher seats at the football field, aided greatly in furthering the popularity of those sports, the Central Canada Exhibition Association was told at its annual meeting.

The CCE holds forth at the park, which is used the year-round for a variety of sports and civic purposes. The improvements had half their expense borne by the Ottawa Football Club and Ottawa Stock Car Association.

A season's record attendance of 149,313 persons witnessed Big Four football games, and 108,514 saw the auto racing. The grandstand seats 18,374.

Mrs. S. W. Rathwell, Navan, was elected the first female director of the association. Also named a director was councillor Thomas Keenan of Gloucester Township. Former Mayor Charlotte Witton was also a director, but this was by right of office not election.

Petersburg, Va., Sets Attractions

PETERSBURG, Va. — The Southside Virginia Fair has already set a number of its attractions for next September's run, Ralph Lockett, general manager, announced last week.

The Jack Kochman thrill show will be featured on opening night with the Maid of Virginia finals set for the following evening. A rock and roll show, featuring Negro names, will be featured on Saturday night, Lockett said.

Amusements of America will again provide the midway attractions.

Troy Hills, N. J., Again Names Swenson Mgr.

TROY HILLS, N. J. — Morris County Fair has retained Swante C. Swenson as manager for the 1958 edition, August 18-23. Swenson's resignation had been announced last November.

It was also announced that the Reithoffer Shows will return to the midway.

At the reorganization of the fair association, Cliff Hermey, Parsippany, was named president; Karl Wentorf, Whippany, vice-president; John Brown, Totowa, treasurer, and Ruby Bost, Boonton, secretary.

Zanesville, O., Buys \$80,000 Pre-Cast Stand

ZANESVILLE, O. — The Muskingum County Fair has purchased a new pre-cast concrete grandstand that will seat 2,000 and provide 10,000 square feet of exhibit space underneath the seat deck, William Greiner, president, announced.

The stand, which will cost slightly over \$80,000, will have a seat deck of concrete and the roof and columns of steel. In ad-

dition to seats and exhibit space, the structure will contain rest rooms and an administration office.

Plans were drawn up by Gaylord R. Lewis, fairgrounds and coliseum consultant and a Milwaukee firm is to handle the construction.

Greiner also said that plans are to have a special dedication service with Tony Marvin of the Godfrey TV show as master of ceremonies.

HOW TO SIGN UP FOR THE SOUTHERN FAIR MANAGERS WORKSHOP

Sponsored by The Billboard in co-operation with the Alabama State Fair, Birmingham. Fill out the coupon below and mail it today. Information about hotel accommodations, transportation, etc., will be mailed to you upon receipt of this coupon. There will be no fee for attending Workshop.

Fair Manager's Workshop
Outdoor Department
Billboard Pub. Co.
188 W. Randolph St.
Chicago 1, Ill.

I will attend the Workshop for Southern Fairs Thursday thru Saturday, March 20-22, at the Alabama State Fairgrounds, Birmingham.

Others from my Fair who will also attend are:

NAME _____

NAME _____

Signed _____

NAME OF FAIR _____

LOCATION OF FAIR _____

I WANNA SEE THE AUT SWENSON THRILLCADE JUMBO OF ALL THRILLING SHOWS

R.O. BOX 1558 SOUTH SIDE STATION
SPRINGFIELD, MISSOURI

LIGHTS SYSTEM FOR SALE

For Fairgrounds, Track, Parking Lot, Miniature Golf Course.
\$1,500.00 delivered.

KEELER RACING, INC.
9-64 Elden Pl. Fair Lawn, N. J.

Cold Hits Strates At Winter Haven

Business Perks at Mid-Week; Large Line-Up Booked for Winter Dates

WINTER HAVEN, Fla.—Florida weather took a pleasant turn on Wednesday (19), raising hopes on the James E. Strates midway at the Florida Citrus Exposition. Cold, which had hurt crops and agriculture severely this winter, was prevalent on opening day Monday (17) and Tuesday.

The Strates show sent some 20 cars of equipment from its Orlando quarters to the grounds here, and augmented the layout with a considerable amount of booked-in units of showmen wintering in this State. Deposit for spots to follow indicated the show will produce a large line-up for weeks to come.

There were 35 rides on the midway, counting kiddie rides, and a full back end and concession line-up. Show units were numerous and included a Girl Show, Minstrel Show, Kelly's Side Show, Snake Show, Bearded Lady Show and Unborn Show.

Pre-Opening Gets Rain

Rain on Saturday (15) cut into efforts to get a pre-opening day

A. E. Gillette To Open New Western Park

LAWRENCEVILLE, N. Y.—Arthur E. Gillette, owner of Gillette Bros. Shows and operator of an amusement park, announced that he will open a Western theme park here called Carson City.

According to Gillette, \$100,000 will be invested in the new spot which is to have 28 different structures housing a general store, an assay office, blacksmith shop, jail and food emporium, among others.

The site is about 12 miles from the Catskill and Saugerties Thruway interchanges, several hours' drive from New York and two or three miles from the Catskill Game Farm.

Gillette has been operating the Lake George Amusement Park at the Adirondack resort, but plans to close this spot to open the new amusement park.

His brother, Jules, will again handle the touring show, a job he has fulfilled the past two years.

Hal Eifort Suffers Serious Injuries In Auto Accident

COLUMBUS, O.—Hal Eifort, general manager of the Gooding-operated Zoo Amusement Park here and assistant manager, Gooding Amusement Company, Inc., sustained serious injuries early Monday (17) in an automobile accident and was taken to Mount Carmel Hospital, Columbus.

Eifort's car was demolished in the accident and he suffered chest injuries, several broken ribs and bruises and sprains, reported Floyd E. Gooding, president of the Gooding firm. "We are still somewhat alarmed about Eifort's condition, but hope for the best," said Gooding. "It was a miracle that he was not killed instantly." According to the latest report received from the doctor, Eifort will have a complete recovery, but he is expected to be hospitalized for an extended period.

of business. There was no activity on Sunday, but the next two days were hit by cold. All available concession space was sold, however, and on Wednesday afternoon the topcoats were finally shed in favor of lighter garments. Concession and ride business perked up.

Several carloads of rides were spotted during the week at the following date, Central Florida Fair, Orlando. Also on the Strates winter route are Fort Lauderdale, March 7-15; South Florida Fair, Homestead, 17-24, and Fort Pierce, March 25-April 2. It is understood the show is heading north early this year.

Babcock Inks Las Vegas Rodeo Date

LOS ANGELES—The Frank W. Babcock United Shows were successful bidders for the Helldorado & Rodeo to be held in Las Vegas, Nev., May 15-18, bringing to five the number of new contracts already signed this year, Frank W. Babcock, show owner, said here.

Other contracts include the Navy Relief Carnival, Coronado, Calif., June 9-22, where it will supply rides, and for the first time in several years, concessions; community fair, Manhattan Beach, Calif., July 10-13, and the Community fair in Hawthorne, Calif., and LaBallona Days, Culver City, Calif., both running July 30-August 3.

Babcock said that for the Las Vegas date, he will use 12 major and 10 kid rides. F. M. (Pete) Sutton, show manager, will direct the main midway with Rose Ferris in charge of the kiddieland attractions. The Babcock organization played the Las Vegas date about eight years ago.

Coleman Sets Route, Plans Ride Purchases

MIDDLETOWN, Conn.—With most of his booking activity having been accomplished by a simple greeting handshake, Dick Coleman this week was working out the only major problem confronting the Coleman Bros. Shows. He termed this as man power.

Kahn Signs Keene, N. H.

SPRINGFIELD, Mass.—Winter quarters work is progressing nicely on New England Amusement Company equipment, Harry Kahn reports. A high spot on the route this year will be a second time at the fair in Keene, N. H., which was recently contracted.

Also booked is the county fair in Littleton, Mass., sponsored by St. Ann's Church. Kahn's unit plays New England still dates and celebrations. Two kiddie rides have been added and a Funhouse, Kahn reports.

C. Groscurth Installed as Tampa Prexy

Maddox, Gilsdorf, Sprague Named To Veep Posts

TAMPA—S. C. (Specks) Groscurth, owner of Blue Grass Shows, was installed as president of the Greater Tampa Showmen's Association, at appropriate ceremonies here Monday night (17).

Bernie Mendelson, treasurer of the Showmen's League of America, served as installing officer and inducted other officers as follows: Earl Maddox, first vice-president; Nick Gilsdorf, second vice-president; Paul Sprague, third vice-president; Vernon Korhn, secretary and Harry Julius, treasurer. Gilsdorf was unable to attend due to illness.

Local television station WTVT filmed the ceremonies and aired them on its 11 p.m. telecast that evening. Featured on the telecast were shots of Mendelson handing the gavel to Groscurth and Bernard (Bucky) Allen, immediate past president, congratulating his successor.

Md. State Fair Mulls Carnival

TIMONIUM, Md.—Maryland State Fair will probably have an organized show midway this year after a long time of independent operation, it was reported last week.

Stories prevalent in Eastern carnival circles were confirmed by John M. Heil, general manager of the fair. He also reported the event will run eight days this time instead of the usual 13, but foresaw no decline in the 100,000-plus attendance level that has been common here. The date thus took the status of a major Labor Day spot for Eastern shows.

A fair board meeting will be held in two or three weeks to de-

SLA Plaque Fund Gets 2G in Tampa

CHICAGO — The Showmen's League of America plaque fund was enriched by \$2,000, including \$500 from F. E. Gooding, in a drive conducted during the Florida State Fair, by Carl J. Sedlmayr Sr., and J. W. (Patty) Conklin.

The \$500 from Gooding makes the sixth donation of that amount since the drive was started last year. Others who gave \$500 during the year included Royal American Shows, Conklin, Olson Shows, J. P. (Jimmy) Sullivan and William T. Collins.

In addition to the \$500 from Gooding, 16 names, each for \$100, were added to the list as a result of the Tampa drive. They are for Red Cohn, Bill Rice, Harold Goldberg, Roy Jones, Dick Best, Mark Ellman, Sparky Belew, Nat Rodgers, Mac McDanials, Jimmy Simpson, Sam Prell, Alec Sloan, George Bartley, and two sons of Jimmy Sullivan, Jamie Sullivan Jr., and John L. Sullivan.

There were a total of 10 past presidents of the League in Tampa during the drive. They were Sam J. Levy Sr., Conklin, two Sedlmayrs, Bob Lohmar, Bob Parker, Sid Jessop, Morris Lipsky, Ned Torti and Al Sweeney.

The entire staff of SLA current SLA officers were also on tap with the exception of Vice-President Ed Sopenar, who stayed here in Chicago to hold down the fort. Present were Jack Duffield, president; Bill Carsky and Paul Olson, vice-presidents; Bernie Mendelson, treasurer, and Hank Shelby, secretary.

SLA Offers 10G or 2 Cars In Fund Drive

CHICAGO — The Showmen's League of America will launch one of the most ambitious fund-raising drives on its record this year, Jack Duffield, president, announced at the Thursday (20) meeting.

Al Sweeney, chairman of ways and means, explained that the drive will have as its main feature \$10,000 in Government bonds or two Cadillacs, with proceeds earmarked for the welfare and building funds. The same donation schedule as used last year will prevail.

Sweeney also announced members of his ways and means committee which will meet in the near future to map out definite plans.

(Continued on page 56)

Continental Sets Kingston For Opener

LOWELL, Mass.—Continental Shows will open April 24 in lower New York State, for its first still date. Owner Roland Champagne and agent Paul La Crosse made the Northern fair meetings and report the prospects, on the strength of dates signed, as very good for 1958.

First spot will be in Kingston, N. Y., where Champagne has shown for 16 years. The show will close October 12. Fairs include Chatham, Lyndonville and Westport, N. Y., and Deerfield and Center Sandwich, N. H.

Phoenix Club Sets Party

PHOENIX — The Arizona Showmen's Association will hold its annual going-away party on March 3, President Earl Salter announced at last week's meeting. Dolores Gordon was named chairman of the event.

Revision of the bylaws was okayed and they will be printed. Rose Merrow is back from a Los Angeles visit. John M. Stone and Harry Gordon were reported on the sick list.

Salter and Sam Steffin, ways and means chairman, announced they are mapping plans for several fund-raising drives during the year.

Past President Harry Lucas presented Steffin with a watch from the club for his fund-raising efforts during 1957.

Freedman Gets Novelties at Del Mar Fair

DEL MAR, Calif. — Alex Freedman, of Freedman Concessions & Novelties, San Francisco, was the successful bidder to supply novelties and hats at the 1958 Southern California Exposition for 10 days, starting June 27, Paul T. Mannen, fair secretary-manager, announced.

Freedman handled these concessions last in 1953. He was highest bidder against Pat Treanor & Son and West Coast Novelties. M. (Whitey) Monette did not submit a bid but wrote a letter thanking the fair for inviting him to do so.

Freedman, until last year, maintained headquarters in Los Angeles. Since buying the novelty business of the late Trader Horn in San Francisco, he has made his home there. He is also president of the Show Folks of America in the bay area.

MIDWAY CONFAB

Joe Pearl writes that for the ninth year he sold grandstand tickets at the Florida State Fair where he renewed acquaintances with a number of Ringling people including Ray Floyd, Willis Lawson and Eddie Keck. Following the close of the fair, Pearl and John Manzat were scheduled to handle the bar at the Tampa club until the season opens. . . . Gilda Lee writes that on February 15 she opened a six-week engagement at Vi and Ray's 4-0 Club in Pensacola, Fla.

Jack and Virginia Barnes, former concession owners, have just finished their first six months off the

road and in business at Ft. Worth, Tex. Virginia recently made a trip to San Diego where she attended the military funeral of her brother. Visiting the Barnes during the Ft. Worth Stock Show were Bud and Ev Humphrey, Bev and Dewayne Steck, Kitty Williams, Grace and Jimmy Byers, Jewell Cannon and Pearl and Mac Mackey.

Steve Cohen, 18-year-old son of Al (Red) and Isabel Cohen, is setting a record in athletics at Fairfax High School, Los Angeles. He is second high scorer on the varsity basketball team, bowls a 172 average and golfs in the low 90's. . . . Peggy and Joe Steinberg, who have spent the winter in Los Angeles, left recently for Phoenix, Ariz., where he will open with the Siebrand Bros.' Combined Circus and Carnival about March 4.

Joey Vance, who was with the Green Door Revue on the World of Mirth Shows last season, is in New York following an engagement at Miami's Club Casbah. . . . George E. Wilkinson, 3011 North Eighth Street, Orange, Tex., posts that he's lost his sight and would like to hear from friends.

Billposter William C. Owens, last on the Ross Manning Shows, is in Habnemann Hospital, Philadelphia, and would like to hear from friends, Joe Lehr reports. Recent visitors in New York were Pat Reithoffer and Bob Parker.

DATE DATA—Harry Flax was back at the Riverside County Fair and National Date Festival in Indio, Calif., with Hum-A-Tunes for the first time in eight years. Harry Keenan, who was on vacation in Palm Springs, visited with Flax with whom he works during the 10-day run which ended Sunday (24). . . . June Beam was on the fair's staff. Jack Beam visited almost daily. He is recuperating from recent surgery. . . . C. (Push) Newstadt was on the independent midway with saxophones. . . . Flora and Warren McMenus completed their 11th year on the fair midway with their sit-down eating stand. . . . Harrald Harper operated his Lost Child car during the event.

Marion Yeier flew in from New York but had to wait the arrival of her bugs before going to work. . . . Ed Lang had his Mom's Aid strollers near the main entrance for the

Tinsley Sets Final Fairs For '58 Trek

GREENVILLE, S. C.—With recent additional fair contracts for this year Johnny T. Tinsley Shows has about wrapped up its '58 route, Ted Woodward, general representative, announced here last week.

Latest additions to the route, all old stand-bys, are Georgia fairs at Elberton, Lawrenceville, Newnan and Moultrie. A ride and concession unit will open March 1 and play in and around Greenville until April 7 when the entire Tinsley organization will take to the road to show eight cities for a national sponsor.

Woodward recently returned here to quarters after a booking trip. Work here is being pushed and most of the personnel are set to open. Been Cheek and Clarence Fair are in charge of work.

One of the high points of the season will be a three-month stand at Surfside Beach Park starting June 1.

Md. State Fair

Continued from page 55

action stop dead as showmen press against the fence to root their choices home.

The fair expects it will not lose any attendance by chopping five days off the run. Higher daytime turnouts will likely keep midway occupants busier than usual.

For the last four years the midway was administered by Jake Shapiro, Baltimore, and prior to that by another local operator.

11th consecutive year. His wife, Bert, was with him . . . A. M. (Red) Hafford pitched jewelry on the independent. . . . Lee Garland and Harry Anderson had trouble with the bees at their Sno-Cone and candied apples stand near the Frank W. Babcock United Shows entrance. Garland, who has played the spot for eight years, blamed the root beer syrup for attracting the bees. . . . Sam Wexler made one of his rare West Coast appearances with his corned beef stand on the carnival midway. . . . Bill Carter was in from Arizona with peanuts. . . . Al Weisman had a stand in the commercial building. . . . The Archers—Joe and Pearl—had fudge and salt water taffy stands. Pearl handled the fudge in the Commercial Building. . . . Gene Holter, who supplied the animals and ostriches for the Arabian Nights pageant, announced that he is breaking in a new animal act.

Dave Barham again had his hot dogs on a stick on the independent. This year he introduced a new type of mobile stand. . . . June Sutton had candied apples on the carnival midway. . . . H. E. Ewart, ride builder, visited the fair and spent much time on the carnival midway with Frank W. Babcock and F. M. (Pete) Sutton. . . . George Dash had a novelty stand for Alex Freedman.

Frank R. Conklin, Canadian midway biggie and race horse breeder, plans to send one of his top mares, Midway Girl, to Lexington, Ky., to be bred to the great stakes-winning horse, Nashua. A second Conklin-owned mare, Royal Respect, also will be sent to Lexington to the court of Polynesian. . . . Leola is back home from a New Orleans vacation and is mapping plans for her eighth season on Ross Manning Shows with her variety circus. . . . Fred Owens, veteran carnival painter, is taking treatment at Hinson's Rest Home, 86 S.W. 11th Street, Miami, and would like to get mail.

CLUB ACTIVITIES

National Showmen's Association Ladies' Auxiliary

President Mildred Peterson presided over the February 12 meeting, extending greetings to several members who had not attended recently. Included were Stella Willner, Jean Torres, Julie Mitchell, Freddie Coleman, Sylvia Stern, Jeanette Wright and Betty Schenck. Also welcomed were two new members, Rose Longo and Connie Gianduso. Membership applications were received from Sandra Conrad and Rose Estrello.

A letter was received from Bess Hamid, who is recuperating from a heart attack at Orange Memorial Hospital, Orlando, Fla.

Dolly McCormick was seen on a network telethon on February 10 as she made a gift in the name of the club and spoke of its work. The check was handed to Martha Raye, and both Dolly and Sylvia Stern manned telephones during the fund appeal.

Bunny Kasso, first vice-president, presented the club with two candelabras for the candle-lighting ceremonies. Dolly McCormick, kiddie fund chairman, said the annual kiddie party will be held March 19. Anita Goldie has been named bulletin chairman as well as birthday card chairman.

Pacific Coast Showmen's Association

LOS ANGELES—Praise for the success of the Hit the Road party were heard at the regular weekly meeting of the Pacific Coast Showmen's Association held in the clubrooms Monday (17), with President Jimmy Lantz conducting the session. On the rostrum with him were Arthur Andersen, first vice-president; Joe (Red) Dauer, second vice-president; H. D. Matthews, secretary; Al Weber, treasurer, and Bob Downie, last year's president.

Willard G. Turner was voted into membership. President Lantz called the membership's attention to the PCSA Booster board which was provided by Joe Steinberg, Swede Ballard and Dauer.

Matthews reported for the sick and relief committee. Sam Alexander, he said, is home from the hospital and Cal Lipes is back on the job with his show currently in Indio, Calif. M. M. Buckley continues to improve in Phoenix, Ariz., and Jack Beam is getting along nicely at the San Carlos Trailer Park, Indio. Dan Dix is still on the sick list but doing well. Irving Seth underwent an operation at a Santa Monica hospital. J. Ed Brown is confined to his home by illness.

Lee Smith thanked the club for its sympathies on the death of his wife, Ethel.

Steinberg proposed that the club sponsor a dinner at the club each week on some night other than Monday to raise funds.

Lantz called upon Bill Clark, Art Harris, Arthur Hoekwald and Jack Kent, who attended after absences. Downie reported on his vacation in Arizona.

New England Showmen's Association

BOSTON—Despite poor weather conditions the regular meeting drew one of the largest turnouts since its inception. In the chair was Milton Emerson assisted by National President Jeff Harris. President Jack Ableman is vacationing in Miami Beach.

It was decided that meetings will be held on the first and third Tuesdays of each month. Meetings are held at the club rooms, 267 Tremont Street.

Estelle Nathanson presided over the general meeting of the Ladies' Auxiliary at which there was an excellent attendance. It was voted

that the ladies would hold their meetings on the second and fourth Wednesdays of each month.

It also was decided to hold open house on Fridays as the weather permits. Recent new members are Eve Menasian, Rita Bornstein, Hazel Sellers, Mrs. DeCicco and Amelia Le Faye.

Recent visitors to the club rooms included Roland Champagne, Frank Allen, Larry Carr, King Reid, Harry Kahn, Harry Prince, Sam Solomon, Joseph J. Godin, Milton P. Kaufman and Bucky Allen.

Show Folks of America

SAN FRANCISCO—Harry Myers, first vice-president, called the Monday (17) meeting to order. Also present were Earl Leonard, third vice-president; Joe Clemons, financial secretary; Lola Cox, corresponding secretary; Bonnie Townsend, recording secretary; Jack Christensen, Harry Martin and Isabelle Myers.

E. S. Fitzgerald reported the Hi-Jinks on March 15 would be a Western affair. A free buffet lunch is planned and many prizes. Eddie Hellwig, chairman of the giveaway reported good ticket sales.

Plans were presented for construction work on the cemetery monument to make it possible to put ashes of cremated members there.

\$19,000,000 In '57 From Jersey Bingo

NEW YORK—Bingo took in \$19,000,000 for sponsoring organizations in New Jersey last year, the State's Legalized Games of Chance Commission reported last week. The game is operated under a four-year-old law after which the New York law was patterned. Legalized bingo will be played this year in New York.

There were 5,228,110 bingo players taking part in the games last year in New Jersey. The gross derived from their efforts was about 15 per cent more than during 1956.

In 1954, the commission reported players of bingo averaged \$2.76 a night, on from one to 10 bingo cards. Since that year the average has gone up as follows: \$3.34, \$3.52 and \$3.64.

Among the limitations on the games are a total of \$1,000 per evening and \$250 per single game. Top money maker in the State was the Archdiocesan CYO Center of Jersey City, which took in \$65,517 from bingo and raffles.

SLA Offers

Continued from page 55

On the committee are J. W. (Patty) Conklin, Carl Sedlmayr Sr., Floyd E. Gooding, Paul Olson, William T. Collins, C. C. Groscurth, Bernard P. Thomas, Hal Eifort, Maurice Ohren, Ed Sopenar, Andy Markham, Solmie Wasserman, Mickey Blue, Bernie Mendelson, Bill Carsky, George Johnson, J. P. (Jimmy) Sullivan and Harry Shore.

It was announced that a St. Patrick's Day party will be held with the date to be set later. On March 1, the club will host members of the Polack Circus at a clubroom party following the evening performance of the show.

New members are Frederick C. Manning and Ray Swanson.

CONCESSIONS - SHOWS

Can place a few strictly Merchandise Concessions and worth-while Shows for Florida dates—Davie Orange Festival and Rodeo, March 4 thru 9; Lake Worth Fiesta Del Sol, March 12 thru 18. One or two more to follow. Also good locations for Demonstrators or Specialties at both the above dates.

TOM L. BAKER
MILLER AMUSEMENT Enterprises
2732 N.E. 3rd Street
Pompano Beach, Florida
Phone: WEbster 3-9717

WANTED TO BUY SCRAMBLER

Immediately
Give lowest price and location

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1520 N. GOWER ST.
HOLLYWOOD 28, CALIF.

SOUTHSIDE VIRGINIA FAIR

PETERSBURG

Sept. 29—Oct. 4

Can place exclusive NOVELTIES.
Two Cookhouse locations available.

RALPH G. LOCKETT, Manager
P. O. Box 708, Petersburg, Va.

FOR A FINE MAJOR RIDE AREA FABULOUS WONDERLAND PARK

WANTS

MAJOR RIDE OPERATORS, Playing Middle West

We can accomodate you for a few weeks or for full season. You work on liberal percentage. We will serve over three million people in the Minneapolis-St. Paul-Anoka, Minn., area.

All Inquiries to Winterquarters
HY STEIN P. O. Box 5304, Tampa 4, Fla. **WILLIAM DWYER**
Owner-Manager Phone WE 4-5981 Asst. Mgr.

GARDEN STATE SHOWS

OPENING MAY 3, ALLENTOWN, PA., AREA.

WANT for season which includes Orefield (Pa.) Firemen's Celebration; Exchange Club Businessmen's Fair; Fullerton, Pa.; Mammoth July 4 Celebration, Newfoundland, Pa.; Whithall Township Fair, Hokendauque, Pa., and all Sponsored Events and Celebrations.

Want Concessions of all kinds that work for stock, Ball Games, Pitches, etc. Will place Six Cat and Buckets if you can place other Concessions. Lou Hall, Charles Davenport, Greenie, contact. Can place Slum Store Agents for Devils Alley and Pitch Tilt You Win. Will place two more Major Rides not conflicting. Want Shows with own outfits, including Girl Show. Low P. C.

All address: R. H. MINER, 161 Chamber St., Phillipsburg, N. J.

NEW ENGLAND AMUSEMENT CO. WANTS

Show opens May 1

Ride Foreman for Jenny, Wheel, Octopus, Tilt and Kiddie Rides. Top wages and bonus. Operator for Fun House; good proposition. Following Concessions: All Manky Panks, Ball Game, Photos, Novelties, Long Range, Short Range, Glass and Bear Pitches. No Six Cats or Buckets. Good, sober, reliable Man for Concessions.

Consider good working Ride Superintendent. Must know how to handle help. Salary all you are worth.

Con-t HARRY J. KAHN, 60 PARKSIDE ST., SPRINGFIELD, MASS.
Phone: Republic 6-0237 No Collect Calls

Garden State Sets Trek Of Pennsy Celebrations

PHILLIPSBURG, N. J.—Garden State Shows has signed to provide the midway attractions at a number of Pennsylvania celebrations and the show is getting ready to hit the road at an early date.

R. H. Miner Jr., manager, reported here last week.

Miner recently came back to quarters here after closing with the Orefield Firemen's Celebration, Fullerton Exchange Club Fair, Hokendauqua Township Fair, and an American Legion convention.

Miner, Al Michaels and Matthew Douglas made a recent trip south where they purchased an Octopus and Rolloplane from Palmetto Expositions Shows.

Concessionaires signed to go out this season include Lee Rhodes, French fries and floss; Quinten Anderson, popcorn and apples; William Goodrich, double cat rack; Paul Rappotte, sit-down grab; Roland Marshall, Scott's Concessions including a duck pond, devil's alley and pitch till you win.

R. H. Miner Sr., owner of the show, is planning to promote advance ride tickets at reduced prices.

Toronto Club Inaugurates New Quarters

TORONTO, Ont.—The Toronto branch of the Canadian Showmen's Association inaugurated its new clubrooms with its initial meeting Thursday (13), and it was announced that open house will be held during the week of February 23 when the Ontario fairs meet here.

The initial meeting was called to order by President Pat Marco, assisted by Howard Jones, vice-president; two directors, Don Pitcher and Kin Rifkin, and 32 members.

Pitcher spoke on group insurance. S. Arriago moved that a blood bank be established. Both motions were to be discussed at the next general meeting.

A television set was donated by Al Brown.

Good Turnout At La. Confab

ALEXANDRIA, La. — Show people at the Louisiana Association of Fairs included Jack Ruback, Alamo Exposition Shows; Mr. and Mrs. Floyd Kile, Floyd Kile Shows; Lauren LaLoyd, Buff Hittle, Buff Hottle Shows; Dutch Wilson, Byers Bros. Shows; W. Ansted and Mrs. Peterson, Tivoli Exposition Shows; Mrs. Ida Ferguson, Frank Ferguson and Mrs. Jack Young, Harry Burke Shows; Mr. and Mrs. C. R. Raines, Raines Shows; Eddie Moran, Southern Valley Shows; Jimmie Henson, Greater Dixieland Shows; Bernie Shapiro, Southern Poster Company; Cliff Liles, carnival promoter; Roger Wohlberg, insurance; H. Herrin, Paramount Fire Works; E. O. Stacy, MCA; Mr. and Mrs. Lee Slade, Woolfolk Agency and George B. Flint, Barnes-Carruthers Enterprises.

PCSA Party Raises \$200

LOS ANGELES—Approximately \$200 was raised by the Pacific Coast Showmen's Association at its Hit the Road party in the clubrooms February 10, Dick Scarce, chairman of the event, said.

The money represented donations, with on charge being made for beverages or food served by the Ladies' Auxiliary. The fact that a non-ding policy would be in effect helped to bring a record crowd of 300 to the event.

Serving on Scarce's committee were Jack Lee, Sam Dolman and Ralph Christensen. Peggy Steinberg was chairman of the Auxiliary group, the committee including Emily Bailey, Mary Bacigalupi, Roma Grotsky, Mae Snobar, Stella Shaffron, Mae Mortensen, Marie Rhodes, Blanche Henderson, Jetta Clancy, Kitty Scarce, Esther Carley, Emily Friedenheim, Helen Vaughan, Margaret Farmer, Clara Andersen and Lucille Dolman.

MOTOR STATE SHOWS

Now booking for long season
Close in late October

Cookhouse, Long Range Gallery, Photos, Novelties, Hanky Panks, Two or three Kiddie Rides. Can place Help on Scrambler, Merry-Go-Round, Wheels, Tilt, etc.; must be sober, and drivers preferred. Want Couple to take charge of Photos, also Arcade and Animal Show. All replies,

J. J. FREDERICK
2263 Newton, Detroit 11, Mich.
Phone Trinity 3-2860.

CARNIVAL WANTED

Large Carnival for late April or early May date. Must be clean. No Gypsy Tilt Camps. We have only lot here; acres, plenty parking space. Carnivals, creases playing this territory this summer, contact us.

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Fred Eiklin Sr., Chairman
Lexington, North Carolina

STRANGEST ATTRACTIONS

On earth. Devil's Child, Wolf Boy, Jungle Pygmies, many others. Free Folder.

Tate's Curiosity Shop
3858 E. Van Buren St.
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FOR SALE

#5 Eli Wheel: 32-ft. Merry-Go-Round, fluid drive, like new; 2 Kid Rides, All with good transportation. If you want the best, this is it. All like new, \$13,500.00 cash. Address:

BOX 2248, c/o The Billboard
890 Arcade Bldg. St. Louis 1, Mo.

SEARCHLIGHTS

G. E. Searchlights \$ 450.00
G. E. Generators 775.00
Complete units 1395.00
All equipment is NEW.

BOWLING GREEN LIGHTING and SOUND CO.
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WANTED TO BUY

For cash, Schiff or Johnson Coaster, Train Ride and Dal-Kiddie Ride. Also Picnic Trailer. Contact

SMILEY'S AMUSEMENT
36th St. Trailer Park, 2010 36th St.
Miami, Fla.

FOR SALE

Allan Herschell Kiddie Merry-Go-Round, 24 model, like new, \$4,250.00; Exerly Ride-O-Racer, good condition, \$2,750.00. Shows can be seen up. All replies:


J. I. KEEP
Box 201, Valdosta, Ga.
Phone: Cherry 2-9912

IMMEDIATE DELIVERY

One German Kiddie Carrousel, Bus-Street Car, Motorcycle, Etc.
Capacity 72 children—36' diameter.

HARRY PRINCE
25 Tremont St., Boston 8, Mass.

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ROSS MANNING SHOWS
MARCH 31 to APRIL 5, Army Base, Goldsboro, N. C.
(5,000 men and families—Pay day April 1)

CAN PLACE: Cookhouse, Photos, Short Range, Penny Arcade, Glass Pitch, Bear Pitch, Hankies, Scale & Age, Ball Games.

SHOWS: Le-Ola can place Working Acts for Side Show. Contact Le-Ola at 315 Second St., Portsmouth, Ohio. Can place Girls for Girl Shows. Top salary. Want Monkey Show. Art Spencer, contact at once regarding Drame.

Murray Levitt wants Up and Down Help. Agents contracted please confirm. Write Levitt, 1799 N. W. 28th Street, Miami, Fla.

George Harms wants—Men to take charge of Six Cats and Buckets with complete crew. Contact Harms at 1799 N. W. 28th St., Miami. Also P. C. Dealers.

W. R. Fritts, come on in to Fayetteville, N. C. Big Farmers Warehouse, Mr. J. M. Morton, contact.

RIDE HELP: Can place Drivers only. Want Men for Merry, Wheels, Octopus, Scooter, Merry Mixer, Coaster, Cat, Flying Scooter. This show combining with John Marks Show, starting Fairs July 28. Fairs include Lynchburg, Va.; Hendersonville, N. C.; Covington, Va.; Woodstock, Va.; Roanoke, Va.; Hickory, N. C.; Albemarle, N. C.; Monroe, N. C.; Newberry, S. C.; Orangeburg, S. C.; Athens, Ga.

**All Help that worked for John Marks, please contact:
Ross Manning, 2860 S. W. 76th Ave., Miami, Fla.**

MIGHTY INTERSTATE SHOWS

Now Booking for 1958 Season

Show opens April 1—Choice Still Dates—All downtown locations.
2 Celebrations—15 Fairs—Fairs beginning August 4—closing November 15.

CONCESSIONS: WILL BOOK NICE, FLASHY BINGO FOR SEASON. All Hanky Panks open, Diggers, Age & Scales, Photos, Novelties, Long and Short Range Galleries, Jewelry, Bear Pitches, Bird Pitches. **WANT MAN & WIFE WHO ARE CAPABLE AND NOT AFRAID OF WORK TO TAKE COMPLETE CHARGE OF COOK HOUSE.**

SHOWS: 10-in-1 with own equipment or will furnish equipment for same if you have inside. Lisa Del Mar, get in touch, have good proposition. Also Snake, Monkey, Wild Life, Mechanical, Glass House, Fun House, Penny Arcade, or any worthwhile Grind Show. **WANT MANAGER AND RIDERS FOR OFFICE-OWNED MOTORCROME.**

RIDES: Scrambler, Round-up, or any Ride not conflicting. Also Kiddie Rides, Live Pony Ride.

HELP: Foremen and Second Men for Merry-Go-Round, #5 Wheel, Tilt, Chairplane. Must be licensed Semi Drivers. All trucks are in A-1 shape. Want good **SHOW MECHANIC, HIGH CLASS BUILDER-CARPENTER, SHOW PAINTER, ELECTRICIAN** who knows G-M Diesels, must drive semi. Billposter with truck or car who knows how and will put up and paste paper. **Address all mail to H. B. ROSEN, General Delivery, Georgetown, Georgia. Wires to: Eufaula, Alabama.**



JOHN NY'S UNITED SHOWS

ANNOUNCING AN OUTSTANDING ROUTE FOR THEIR 1958 SEASON

Opening the first week of June in Alabama. Four proven still dates then a solid route of fairs until the last week of October. Booking concessions and shows for the season or spot.

Playing the Brazil, Ind., Annual Rotary Club 4th of July Celebration. Danville, Ind., Annual American Legion Street Celebration following; then

Pike Co. Fair, Petersburg, Ind.	Carroll Co. Fair, Huntington, Tenn.	Bartow Co. Fair, Cartersville, Ga.
Bartholomew Co. 4-M Fair, Columbus, Ind.	Morgan Co. Fair, Decatur, Ala.	Jackson Co. Fair, Scottsboro, Ala.
Dubois Co. Fair, Huntington, Ind.	Limestone Co. Fair, Athens, Ala.	Calhoun Co. Fair, Anniston, Ala.
Jackson Co. Fair, Brownstown, Ind.	Cullman Co. Fair, Cullman, Ala.	Pike Co. Fair, Troy, Ala.
Gibson Co. Fair, Princeton, Ind.	Cobb Co. Fair, Marietta, Ga.	

Want the following Concessions: Clean Cookhouse (Sheik Hennessee, contact), Short Range, Long Range, Glass Pitch, Bear Pitch, Ball Games, Ponds, Pitches of all kinds. **NO FLATS.**

Shows Wanted: Monkey, Snake, Drome, Midget, Illusion or any clean Grind Show. Have front and top suitable for Monkey or Snake Show. Want capable Operator that will furnish inside attraction and will operate same. Want Operator for office-owned wagon-front Girl Show to join third week of July.

Want to Buy: Five Downey Light Towers.
Ride Help: Foremen for the following Rides: Merry-Go-Round, Kiddie Rides, Ferris Wheel, Rock-o-Plane. All of my rides are in first-class condition and all trucks are special built to haul each ride for a minimum of handling. We offer top salaries to top Foremen, with bonuses, unemployment and hospitalization insurance. All men must be licensed drivers, no cars, drinking or chasing. We want only good Ride Men who can take care of themselves and their rides. Winter Quarters will not open until the second week of May.

All replies: **JOHN PORTEMONT, JR.**
Phone 23, Ganff, Alabama. No collect calls

Eastern Amusement Co.

Opening First Week in May

WANTS—WANTS—WANTS

For Maine's choicest route with fairs from August to October and best July 4th in New England. Ride Men: First Men on Tilt, Ferris, Merry, Octopus, Swings and Kiddieland; must be sober. Good Semi Drivers. Best deal and bonus. Agents for Ball Games, 6 Cat, Duck Pond, P.C. Dealers on Pan Store and Kelly Pool. Man and wife to operate Cook House, high percentage. Man and Wife to operate Bingo. Mr. Harlan, contact immediately. Electrician: Mr. Stanton, contact immediately. Concessions: Hanky Panks that do not conflict. Need Scales and Age, Cork Gallery, Balloon Dart, Glass or Bear Pitch, etc. Contact

M. S. EARL or C. R. ROSS
617 Washington St. Chapel Hill
Auburn, Maine North Leeds, Maine

Wanted-Agents-Wanted

For Long Range Galleries and for all kind of Concessions. Three months in and around Cleveland, Ohio, and the following fairs: Berea, Ohio; Sedalia, Mo.; Charleston, W. Va.; Knoxville, Tenn.; Nashville, Tenn.; Rome, Ga.; Atlanta, Ga.; Columbus, Ga.; Pensacola, Fla.; Tallahassee, Fla.; Savannah, Ga. For Sale—Complete Pop Corn Stand, Popper, Floss Machine, Burner, \$500.00. Also one Long Range Gallery and ten Guns.

NEAL CARLIN
Box 455, Riviera Beach, Fla.

FOR SALE — FOR SALE

Allan Herschell Merry-Go-Round, 1952 model, 36 ft., 30 horses, 2 chariots. Always in Park, like new, \$11,500.00. Universal Miniature Train, 4 coaches, seats 32 adults, 700 ft. of track, \$3,150.00.

Eli Wheel #12, excellent condition, \$3,950.00. Gold Star Stagecoach, motor driven, life size horses.

PHONE: TERMINAL 8-3356, FORT WORTH, TEXAS

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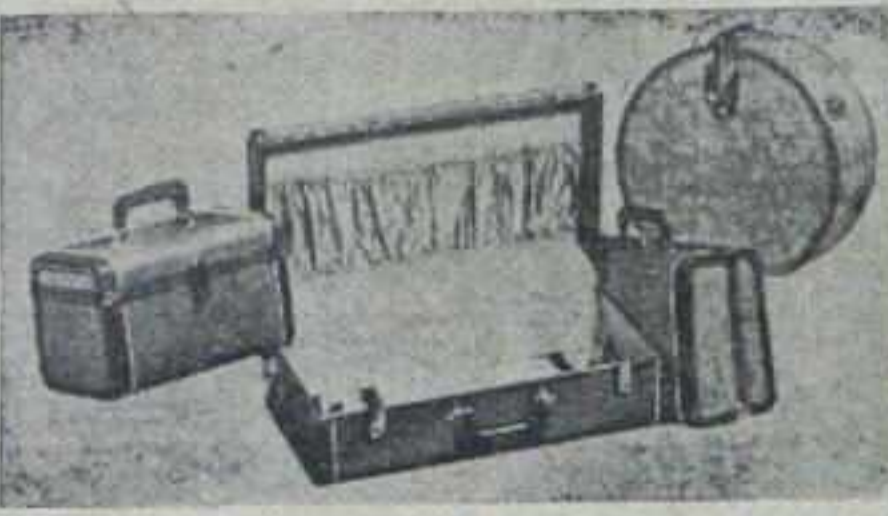
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DUAL EXHIBITORS

N. Y. Toy, Novelty Shows Expect Host of Buyers

By IRWIN KIRBY

Toys and an almost endless line of other merchandise will more than satisfy the appetite of buywise visitors to the coming American Toy Fair and its running mate, the Variety, Toy and Novelty Merchandise Fair, March 7-16. With the massive Toy Fair virtually occupying all available space of the New Yorker and McAlpin hotels, the Variety, Toy and Novelty Merchandise Fair will hold forth coincidentally in the Trade Show Building. For more than a week New York will be the Mecca of the country's toy and variety merchandise businesses.

Toy and department stores will send their armies of buyers to the two big hotels, each of which will have every room of 16 floors devoted to trade exhibits. But volume-priced items, seen in chain stores and on the nation's shore, park and outdoor show midways, are the mainstay of the Trade Show Building's stock. The Variety, Toy and Novelty Merchandise Fair will have more than 200 categories of items on display, ranging thru the alphabet from ashtrays to wall plaques.

Marks 20th Year

Managed by Arthur Tarshis, a confident talker with an unmistakable British vocal flavor, the show is in its 20th year, and this edition promises to outdo all previous ones. There are 390-odd manufacturers represented and the total is sure to exceed 400. Number of booths will be somewhat smaller, since some will contain as many as four or five distinct merchandise lines, but the appeal of low-cost items for buyers interested in that field is a strong one. Jobbers, store owners and concession operators are among those who will visit the event. Tarshis' concept is to open three days prior to the weightier American Toy Fair, thus catering to, and encouraging, early arrivals for the hotel show. Registered buyers at last year's Trade Show Building event came from 43 States, indicating an obvious number of visitations from buyers making the rounds of both shows.

As has been the custom in the novelty field, imports stand out strongly, with Japanese goods predominating. In recent seasons, however, West Germany has made deep inroads in the business. As the number of imports grew, so did the required exhibit space at the show, resulting in the Trade Show Building's entire exposition floor being completely occupied, as well as its private exhibit rooms on the third and fourth floors. The show had been held previously at the 34th Street Armory and the Hotel New Yorker prior to the current location being taken. It is felt that it fills an important need in the low-price merchandise field, since its only counterparts of note are two Chicago expositions, that of the National Association of Variety Stores and the Chicago Variety Merchandise Fair. Tarshis' event not only has appeal for storekeepers, jobbers and showmen from the East, but pulls national buyers from the larger American Toy Fair.

The March 7-16 dates are worthy of note. On display at the two shows will be virtually every toy item imaginable, including some which are to be unveiled for the first time. And the Trade Show Building's occupants will show a wide assortment of low-cost items ranging from slum thru plush bears, toys and general merchandise.

PIPES FOR PITCHMEN

By BILL BAKER

GERALD WANTZ... pipes in to report that he has been inactive recently owing to the illness of his wife, Ruby. Mrs. Wantz is in Baptist Hospital, Columbia, S. C., and would like to receive mail from friends. Wantz hopes to read a pipe soon from E. E. Pardee.

JOHN OLIVER... writing from Pinecrest Sanitarium, Beckley, W. Va., reports that his recent pipe in the column requesting mail from friends brought a gratifying number of letters, although he is disappointed in not yet receiving one from his old friend Frank Curry, who he assumes is "buried in the Tennessee snows." According to the grapevine, said Jack, Paul Hawkins is working auction sales in and around London, Ky. "This is a wonderful place for anyone having the bug," said Oliver. "I don't know how long I'll be here, but meanwhile I'd like to hear from coil workers; also my friend A. Roberts."

LANDRUS... the magician-pitchman, is back in his home town of Elmira, N. Y., after putting in a recent session with the Tom Packs Circus at Ha-

vana. Working in the Hall and Leonard Side Show, Landrus said he did well with whoopie cushions, exploding plugs for cigarettes and hand buzzers, all big sellers. There are so many vendors in Havana that the streets are crowded with them, said Landrus. He expects to be with the Hall and Leonard show during the forthcoming season.

"MEMBERS... of the fraternity who know Jean Gregory, of vitamin and lanolin renown, will be sorry to learn that she is hospitalized in Victoria General Hospital, Halifax, N. S., for emergency surgery," writes Frank Rossa from that city. "Jean, who is in serious condition, is in need of financial help, and it is hoped that her many friends in the business will come to her assistance." They may address her under her married name of Jean Gregory Lemmon, in care of the hospital. In recent weeks she had been working Woolworth stores in the maritimes.

WRITING... from New York, Bernard D. Kantor said that a recent 48-hour discussion there with Jerry (Superman) (Continued on page 62)

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FEBRUARY 24, 1958

THE BILLBOARD

MERCHANDISE

61

Coming Events

Alabama

Birmingham—Birmingham Home Show, April 29-May 4 Arthur Gilbert, c/o Town House Hotel.

Arizona

Phoenix—Phoenix Rodeo, March 22.
Phoenix—Phoenix Rodeo, March 13-16.
Phoenix—World Championship Rodeo (Fairgrounds), March 13-16 Jaycees.
Phoenix—Spring Horse Show, April 11-13.
Tucson—Tucson Rodeo, March 29-30.
Tucson—Southern Ariz. Intl. Livestock Show, March 28-30.

California

Los Angeles—Do-It-Yourself Show (Pan Pacific Aud.), March 20-29 Ted Bentley.
Los Angeles—Sportmen's Vacation, Boat & Travel Show (Pan-Pacific Aud.), April 10-20, H. Werner Buck.
San Francisco—Grand National Jr. Livestock Expo (Cow Palace), March 29-April 2 Nye Wilson.
San Bernardino—National Orange Show, April 10-20.
San Francisco—San Francisco Natl. Sports & Boat Show (Cow Palace), Feb. 28-March 9.
Stockton—Do-It-Yourself and Hi-Fi Stereo Show (Civic Aud.), March 7-8 George Westcott.
Oakdale—Oakdale Rodeo, April 2.

Colorado

Denver—Sports, Boat & Travel Show (Denver U. Arena), May 7-11.

Connecticut

Hartford—Greater Hartford Fair (Armory), March 15-22.
New Haven—Connecticut Boat Show (Arena), March 20-23, Milton Cottler.

District of Columbia

Washington—National Capital Flower & Garden Show (Armory), March 6-12.

Florida

Daytona Beach—Volusia Co. Home Show, March 15-19.
Homestead—South Fla. State Fair, March 6-16 Joseph Behoff, 905 Chamber of Commerce Bldg., Miami.
Jacksonville—Jacksonville Boat Show (Gator Bowl), March 6-8, John Graham.

Georgia

Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 28-March 7 Atlanta Marine Trades Assn.

Illinois

Chicago—Chicago Sportsmen's & Vacation Show (Intl. Amphitheater), Feb. 21-March 2 Mel. R. Morrison.
Chicago—Modern Living Expo. & Flower Show, March 22-30.
Kankakee—Kankakee Home Show, April 24-26 Bob Boyd, 646 Hawthorne Lane.
Peoria—Peoria Area Sports, Boat, Home & Vacation Show (Robertson Field House), March 25-30, Eldney J. Page.

Indiana

Elkhart—Elkhart Home Show, April 17-20 Dorothy Godfrey, 816 Leland Ave., South Bend.
Indianapolis—Indianapolis Sports Show (Fairgrounds Coliseum), March 7-16 Melvin T. Rosa.
Indianapolis—Indianapolis Home Show, April 11-20.
South Bend—South Bend Home Show, March 18-23, Dorothy Godfrey, 816 Leland Ave.

Iowa

Des Moines—Des Moines Home & Flower Show, Feb. 22-March 3.
Des Moines—Iowa Sports & Vacation Show (Veterans' Memorial Aud.), March 27-April 1 Des Moines Register & Tribune.
Ottumwa—Iowa-Missouri Outdoor America Show (Coliseum), March 21-23 John Underwood.
Sioux City—Siouxland Expo. & Sports Show (Auditorium), April 18-20, Marc Cox.
Waterloo—Northwest Ia. Sports, Vacation & Travel Show (Hippodrome Aud.), March 15-18 Jaycees.

Kentucky

Louisville—Central America Sports, Vacation, Outdoor & Boat Show (Fairgrounds), March 2-8 W. Arthur Sorrell.

Louisiana

Bastrop—VFW Celebration, March 1-8.
Baton Rouge—Baton Rouge Rodeo, March 1-6.
New Orleans—New Orleans Boat, Sport & Vacation Show (Auditorium), April 23-27 Oliver J. Coucou.
Shreveport—Holiday in Dixie Spring Festival, April 30-May 4, Able C. Goldberg.
Shreveport—Shreveport Home Show, April 23-27, Edward Souza, 4654 Fairway.
Winnfield—Spring Fair & Rodeo, March 31-April 5.

Maryland

Baltimore—Chesapeake Bay Boat Show (Fifth Regiment Armory), Feb. 21-26.

Massachusetts

Boston—New England Spring Flower Show, March 8-16.
Boston—New England Electrical Show (Mechanics Hall), April 25-26.

Michigan

Alma—Alma Better Homes Show, April 18-20, Jack Davis, Box 12, Bay City.
Bay City—Better Homes Show, March 14-18, Jack Davis, Box 12.
Detroit—Detroit Boat Show (Artillery Armory), Feb. 25-March 2, Frank Jenkins.

Minnesota

Minneapolis—Northwest Builders' Show, March 15-23.
Minneapolis—Northwest Boat, Sports & Travel Show (Aud.), April 4-13 F. W. Kahler.
St. Paul—St. Paul Home Show, April 19-27.

Missouri

Springfield—Springfield Sports Show, March 5-9, Metro Club, Wesley Braxall.
St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 21-March 2 Wendell Emrick.

Nebraska

Omaha—Omaha Sports, Vacation & Boat Show (Civic Aud.), March 6-9 F. W. Kahler.

New Jersey

Atlantic City—Garden State Home Show (Convention Hall), April 8-12.

New York

Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb. 22-March 2 Marine Trades Assn. of Western New York.
Jamaica—Long Island Boat & Sportsmen's Show (Armory), March 8-15, Albert J. Chase.
New York—New York Outdoor Exposition (Coliseum), Feb. 23-March 2, New York Mitor.
New York—World Wide Travel Show (Coliseum), March 8-16.
New York—International Flower Show (Coliseum), March 8-15.
New York—International Auto Show (Coliseum), April 8-13.
New York—International Home Expo (Coliseum), April 19-27.
New York—Festival of Foods (Coliseum), April 23-27.
Rochester—Rochester Home Show, April 26-May 2.
Syracuse—Northeastern Sports Show, April 11-18, William C. Hartman.

Ohio

Cincinnati—Home Show and Better Living Expo (Garden), April 19-27, Robert G. Sand.
Cleveland—American & Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 14-21, A. W. Newman.
Cleveland—Cleveland Home & Flower Show, March 1-9.
Columbus—Columbus Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), March 22-30 Ben Cowall.
Columbus—Garden Show (Fairgrounds Coliseum), Feb. 22-March 2, Ben Cowall.



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Coliseum), Feb. 22-March 2, Ben Cowall.
Dayton—Dayton Sports & Boat Show (Coliseum), April 10-13, Ward Collopy, 133 Warren St.
Dayton—Dayton Home Show, April 19-27, Youngstown—Mahoning Valley Home Show, April 18-20.
Toledo—Toledo Home & Travel Show (Civic Aud.), March 8-16, Milt H. Turloff.
Toledo—Northwest Ohio Garden & Flower Show, March 25-30.

Oklahoma

Oklahoma City—Greater Oka. Home Show (Municipal Aud.), March 22-30, Sidney H. Davidoff.
Oklahoma City—Midwest Boat, Sports, Travel & Vacation Show (Municipal Aud.), March 8-16, Jack Wright.

Oregon

Gresham—Multnomah Co. Spring Garden Show (Fairgrounds), April 22-27, Duane Hennessy, Mgr.

Pennsylvania

Harrisburg—Central Pa. Builders' Show, March 3-8.
Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 24-26 J. W. O. Allland.
Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 28-March 8 Clinton W. Smullen.
Reading—Greater Reading Home & Building Show, March 22-29.

Tennessee

Knoxville—Tennessee Valley Sports Show (Chilhowee Park Expo Bldg.), April 8-13, Claude Fox.
Nashville—Great Lakes of the South Outdoors Show (Fairgrounds Coliseum), March 11-16, Amon C. Evans.

Texas

Dallas—Southwest Boat Show (Aud.), Feb. 25-March 2, Ira W. Curry.
Dallas—Southwest Sports, Boat & Vacation Show, April 12-20, Dallas Mornings News.
Dallas—Dallas Home Show, March 23-30, Grover Godfrey, 103 Walnut Hill Village.
El Paso—El Paso Flower Show (Coliseum), April 26-27, Council of Garden Clubs.
Houston—Houston Fat Stock Show, Feb. 19-March 2, Herman Engle.

(Continued on page 62)



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- 12x30 Pennants, \$18.00 per 100.
- 12x18 Irish Harp Flags, \$2.00 per doz.
- 8x12 Irish Harp Flags, \$1.35 per doz.
- Irish Derby, Hi Hats or Swiss Hats, \$1.75 doz.

SPECIAL
2 1/2" Red & White Namas Buttons, \$19.00 per 100. Send for list of Namas.

Picture Buttons of prominent singers, \$9.00 per 100.

1/3 deposit w/orders, balance C.O.D.

Schattur Novelty Co.
141 Park Row New York 7, N. Y.
CD 4-7886

Western Pa. Fair Meet Draws

Continued from page 48

die's Exposition Shows; Al Del Flore, Del Flore Amusements; Frank (Blackie) Camarata, Smiley's Amusements; C. A. (Heavy) Hannah, Hannah Amusements; G. C. Smith, George Clyde Smith Shows; Robert Smith, Smith Funland Shows; John Cunningham, Cunningham Exposition Shows; Mr. and Mrs. Ziggy Barton, Barton's Rides; Mr. and Mrs. Louis Humberger, Humberger Rides; Louis and Dave Rosenberg, Triangle Posters.

Harry Cooke, Ed Cooke, Nick Falzone and Hal Churns, Cooke & Rose Agency; A. D. and Don DiMichael, Hudson Fireworks; Mr. and Mrs. George Zambelli, Fazzone Bros. Fireworks; Joe De Ritis, Spencer Fireworks; A. L. Gallatin, Coca-Cola Bottling Co.; Henry Theodor, concession suppliers; Howard Grimm, Grimm's Tent & Awning Co.; Ken Law, Law Bros. Insurance; Vance G. Wertz and Howard Brogan, Provident Indemnity Insurance Co.; H. A. Eisenhart and Benny Gordon, I. Robbins & Son Distributors; Hack Regis, Hell Drivers Thrill Show; Paul Botwin, Carolina Concession Co.; Bill Frederick, Frederick Sound Service, and C. W. Churns, Harley Scott Co.

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- 36" STUFFED DOLLS
- Assorted Taffeta covered material—unbreakable faces.
- Assorted popular faces—
- Mouse • Ducks • Clowns • Doll Face

Individually packed in clear plastic bags. \$12.90 per dozen, Sample \$1.50 each. 24" same as above in Clown and Doll Face only. \$8.40 per dozen, Sample 90c each.

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- Men's 3-Rhinestones Rings, boxed 2.75
- Ladies' Rhinestones Ad. Rings, boxed 3.00
- Ladies' Bridal Rings Set, individually boxed 5.00
- Tailored & Rhinestone Earrings 1.50
- DeLuxe Hollywood Styled Earrings 3.00
- Scatter Pins, boxed 3.00
- Bracelets, tailored 3.00
- Necklace, Earring Sets, boxed. 6.50
- Pin Earring Sets, boxed. 6.50
- Necklace, Bracelet & Earring Sets, boxed—gold plated, Each 1.00
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'LO-HI'

A new sales stimulator, once a month, open to all our advertisers who want to get extra sales. For full particulars contact The Billboard's nearest office or write—

"LO-HI"
188 W. Randolph St. Chicago 1, Ill.

Pipes for Pitchmen

Continued from page 60

Siegel indicated phenomenal profits for the pitch trade in space toys, dolls, rockets, etc.

HOW MANY...
In the pitch fraternity consult The Billboard's weekly listing of Coming Events as a source of possible indoor dates to work during the winter? If you don't you may be missing a good bet. Currently the list, for the most part, is made up of sports and home shows, and these type expositions will claim the bulk of the column's space for the next couple of months—a time that is tough for the pitchman if he attempts to work outdoors. At these indoor expos the pitchman is able to work to large crowds of people, most of whom are in the better-than-average income bracket, meaning that he is apt to score well.

HAS...
the cold weather cramped the fingers of pitchmen to such an extent that they can't write pipes to Bill Baker? It would seem so, judging by the sudden fall-off in the receipts of pipes. Seems that the quietest sector of the country is Florida, which must be playing host to a flock of pitchmen, most of whom are conspicuous by their silence. How about it fellows? The column can't be kept interesting if you don't contribute news notes for it. That applies to pitch folks in other sections of the country, too.

COMING EVENTS

- Continued from page 61
- Houston—Houston Boat, Sports & Vacation Show (Coliseum), March 15-22. Variety Club of Houston.
 - Laredo—Washington Birthday Celebration, Feb. 18-March 2, J. George Loos, Box 455.
 - Shamrock—St. Patrick's Day Celebration, March 17, Bob Roach.
 - San Antonio—San Antonio Sports & Boat Show (Bexar Co. Coliseum), March 4-9. Charles Coffin.
 - Houston—Houston Rodeo, Feb. 18-March 2.
 - Mercedes—Mercedes Rodeo, March 18-17. Austin—Austin Livestock Show, March 10-11. Lynn M. Griffin.
 - Corpus Christi—Bucaneer Days Celebration, April 9-13. Bob Finks.
 - Mercedes—Rio Grande Valley Livestock Show & World's Champs. Rodeo, March 15-17. Col. H. B. Stein.
 - San Angelo—San Angelo Fat Stock Show & Rodeo, March 8-9. Russell Willis.
- Virginia**
- Richmond—Virginia Motor Boat & Sportmen's Show (Arena), March 18-21. John E. Raine.
- Washington**
- Spokane—Spokane Sports Show (Coliseum), March 18-21. Tom O'Loughlin.
 - Tacoma—Tacoma Home Show, March 17-23. Patrick O'Toole, Wintrop Hotel.
- Wisconsin**
- Milwaukee—Milwaukee Home Show, March 8-18.
 - Milwaukee—Milwaukee Sentinel Sports & Vacation Show and Great Lakes Boat Show (Arena), March 22-30. Charles D. Collins.
- CANADA**
- Ontario**
- Toronto—Canadian National Sportmen's Show (Coliseum), March 14-22. Loyal M. Kelly.
 - Toronto—National Home Show, April 4-14.
- Quebec**
- Montreal—Montreal Sportmen's Show (Show Mart Bldg.), March 31-30. Ted Glendening.
 - St. Paul—Land-O-Lakes Boat, Marine & Tackle Show (Auditorium), March 14-20.
- Saskatchewan**
- Saskatoon—Interprovincial Bull Show & Sale, April 18-17.
- Manitoba**
- Brandon—Manitoba Winter Fair, March 31-April 3. P. A. McPhail.

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Bagged in polyethylene...
KEEP LONGER, SELL FASTER!

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

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Tightly woven bleached rattan baskets with plastic stoppers. \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

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40 LARGE NEW TOWELS 2 1/2

Astonishing but true... 40 yes FORTY... marvelous large, brand new (NOT seconds) towels in beautiful colors and whites... only \$1.00! (plus 10c for post. & hdg.) or \$1.10 in all. You pay others \$1.00 for SIX same quality unwoven cotton and rayon towels, but we sell at world's LOWEST price because we buy by the millions... more than 5,000,000 in 1957 alone! Satisfaction guaranteed or your money cheerfully refunded, but order NOW before offer is cancelled! No C.O.D.'s Agents Wanted. Make Terrific Money.

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38" TAFFETA BUNNY \$12.00

- 38" Taffeta Clown \$12.00 dz.
- 27" Taffeta Clown \$ 9.60 dz.
- 32" Plush Bear \$20.00 dz.
- 32" Plush Super Bear \$21.75 dz.

18 Pieces ... \$21.75
(Includes six 35" Bunnies and three of each of others.)

P.O.B., N.Y.C. 25% Dep., Bal. C.O.D.

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GIVE TO DAMON RUNYON CANCER FUND

RATAJACK SEES:

Background Music Vast Field for Ops

LAFAYETTE, Ind. — Top industrial management must be sold on the value of background music to their employees' efficiency. But the job must be done by the background music manufacturer, not the operator.

Once done, the field can be a lucrative one for the juke box operator that has taken the pains to familiarize himself with this area of operation.

These were the observations of Edward R. Ratajack, AMI director of sales, speaking at an Industrial Music Workshop conducted here by Purdue University Monday (17).

Potential

Ratajack went on to point out there was a "vast untapped potential in background music for the industrial field."

"However, the work shop indicated there is a great deal of missionary work that needs to be done. Top management has to be sold on the purpose and function of music in industry."

The workshop session, a regular feature of University sponsored activity, was directed by Albert Stewart, director of Purdue Musical Activities. It featured 12 hours of discussion among representatives of industrial firms on the problems involved in background installations.

N. Y. Op Guild Sets Annual Fete in June

POUGHKEEPSIE, N. Y. — Members of the New York State Operators' Guild will hold their sixth annual dinner dance early in June. At their monthly meeting at the Nelson House here Wednesday night (19), the operators voted to hold the affair either at Grosingers or at the Greenwood Inn, where the 1957 event was held.

The operators heard the new Blue Cross-Blue Shield set-up outlined by Al Ward, local Blue Cross representative. Bob Catlin, manager of the Bilotta Distributing Company's Albany branch, was a guest at the meeting. Catlin brought a new Wurlitzer with him for a display and demonstration.

Jim DeMare, Highland operator, was reinstated as a member at the meeting.

Among the operators attending the affair were Mike Mulqueen, Walden; Joe Vallila, Marlboro; Max and Murray Cohen, Woodridge; Russ Carpenter, Chester; Les Smith, Newburgh; Lou Nuocitelli, Beacon; Nick Kuprych, Newburgh; James (Pie) Haley, Middletown; Jack Wilson, Newburgh; Tom Greco, Glasco; Dick Wenzel, Kingston; Joe Lippi, Poughkeepsie; Gertrude Brown, Beacon; Mac Douglass, Beacon, and Lou Werner, NYSOG counsel.

HIRSCH EXPLAINS AAMONY STAND

NEW YORK—Joe Hirsch, local game operator, this week denied that he had expressed any dissatisfaction with the officer and board slate nominated by the membership of the Association Amusement Machine Operators of New York. Hirsch explained that he was not satisfied with the manner of nominations, tho. According to Hirsch, at least two nominations for each post should have been made. However, nominations may be made at the election meeting.

Coin Industry '58 UJA Drive Gets Underway

NEW YORK—The leadership committee of the United Jewish Appeal's Coin Machine Division met Friday (8) at the office of the Music Operators of New York to lay the groundwork for the organization's 1958 drive and victory dinner.

Attending the meeting were Al Denver, MONY president; Meyer Parkoff, Atlantic-New York; Lou Boorstein, and Max Weiss and Tiny Weintraub, of the Cigarette Merchandisers' Association.

The group discussed the needs of UJA and the goal for the Coin Machine Division's drive. The executive committee will meet February 26 at 6:30 p.m. at the Hotel Astor.

At that time the 1958 guest of honor and general chairman will be selected, and the place and date of the victory dinner will be determined.

Disk Racket Explosions Coming From One Fuse

Continued from page 3

new. The corporation report filed with the State of Illinois in April, 1957, lists the officers of Consolidated as Lorraine English, wife of Charles, president; Mary English, secretary, and Marilyn Hilger, treasurer.

Several days ago The Billboard asked McGuire to identify the relationship between Marilyn Hilger and George Hilger, the disk bootlegger. McGuire stated flatly that there is no relationship. He, too, said that he didn't know George Hilger and didn't know how Hilger's counterfeit records got into Lormar inventory.

Hilger, a former steel broker and gambler with a police record in Wisconsin, is unknown here in the record business.

Investigation by The Billboard reveals that Marilyn Hilger is the niece of counterfeiter George Hilger. Her father, Walter C. Hilger, is the brother of George. Furthermore, Marilyn is married to Bill McGuire, who claimed he never heard of George.

Somewhere in Florida

Marilyn is now understood to be "vacationing" on her father's orange grove in Florida where, according to her father, there is no telephone nor could she be reached by wire.

Confronted with these facts, McGuire declined to say how long he has known George Hilger, or when he last saw him.

Link West Side Political Clout to Chi Op Muscling

Report English Gives Heavily to 29th Ward Politicos; Other Developments

CHICAGO—Powerful political clout behind the racketeer black-jacking of Chicago's juke box operators into buying records from Lormar Distributing Company appears to be involved at both city and State levels.

An investigation by The Billboard last week showed that Charles (Chuck) English, owner of Lormar, long-time syndicate stooge and race track bookmaker, is exceptionally well connected politically in Chicago's notorious crime-ridden West Side.

Political

Campaign coffers of 29th Ward politicos have been enriched by contributions believed to total at least \$7,500 with English the reported benefactor. (A. J. Horan is Democratic 29th Ward Committee-

man and Thomas Burke (D), 29th Ward Alderman.)

Bernard S. Neistein (D), State representative from the 16th District, a lawyer with offices at 33 North La Salle Street, appeared with English after his arrest. However, English's counsel is reportedly Anthony V. Champagne, 5679 W. Madison.

(The 16th State Representative District is one of three lying within the bounds of the 29th Ward.)

Neistein told The Billboard Friday (21) that he had known English for many years but was not "personally friendly" with him. He said that he had never represented English.

Neistein added that he did regard English's brother, a tavern-keeper on the West Side, as a

"personal friend." Asked to explain why he appeared for English the night of his arrest, Neistein said that he was called by English's brother to seek his advice in the event English was picked up.

Attorney

Neistein said that he told the brother they would have to get a lawyer. He told The Billboard at first that he suggested Champagne, then later denied he had suggested a particular lawyer. He said that Champagne was also present following English's arrest.

Other developments: "Links tying up the huge bootleg record operation and the juke box pressure operation were made as result of an investigation by The Billboard (see separate story beginning in the music-radio section)."

"It was reliably reported last week that the County Grand Jury will begin hearings on both these operations and the Chicago Independent Amusement Association very shortly.

"Earl Kies, president of The Recorded Music Service Association, told The Billboard Friday (21), that the group's board of directors met earlier in the day and had decided that RMSA should take no action nor make a statement to operators advising them on where they should or should not buy their records.

It was speculated the decision came when record distributors continued selling records to Lormar, despite the investigations of it and its principals.

"Meanwhile, it was learned that some operators who had switched to Lormar following pressure, are now buying elsewhere.

"It was also learned that a juke box operating firm known presently only as E & E is the one which has moved new machines into locations of operators who refused to buy from Lormar. One "E" stands for English, the other for Tony Erice, who operates the equipment. This fact ties English directly to the muscle operation.

Ties

English's political ties have not been mentioned by either the daily papers or by investigators in the State's Attorney's office and the Senate Rackets Committee.

Yet they do provide an insight into the case with which English, largely unknown to juke box operators, and two others, very well known to operators, were able to combine forces to pull off one of the slickest muscle operations in local juke box history (The Billboard, February 17).

The other two-thirds of the strong-arm racketeer triumvirate are: Joseph (Joey) Glimco, head of

Tuesday night (18) at 5560 Santa Monica Boulevard.

The meeting was conducted by Shatz and Herb Press, vice-president. The matter of appointing a treasurer and secretary was carried over until the next meeting, March 4, with Rose Liotta to continue as acting secretary.

The new members included Frank Lopez of Acme Music; William Russell, William Russell Music; Ed Roppel, and George Robb.

Vince Passaro, business representative of the National Union of Automatic Equipment & Coin Machine Operators Service & Repairmen, was a special guest, as were Dave Connelly, attorney; Bernard Chaffin, electrician, and Kenneth Albrecht, vice-president of Calstate Escrow Service, Inc.

Grievance Committee

Passaro answered questions concerning the participation of operators in his union. He said they were eligible, if they worked on machines, to participate in the union and its benefit.

Shatz and Passaro also explained that the association would have a grievance committee which would decide the cause of action and relay it to the union, which in turn would investigate and contact both the location owner and operator in an attempt to straighten out the trouble. Passaro added

(Continued on page 80)

New L. A. Group Launches Drive

Seek to Expand Membership; May Affiliate With Passaro Union

LOS ANGELES—A membership drive will be launched by the coin group working under the title of Los Angeles Music & Games Association as four new operators joined, and Phil Shetz, president, said that he had firm promises from approximately 40 more to affiliate. The second session of the juke box, games and cigarette machine operators was held here

Tuesday night (18) at 5560 Santa Monica Boulevard.

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(Continued on page 80)

WHAT DO YOU KNOW ABOUT THE CHI RACKETS?

The Billboard wants anything you know that might be helpful to the current investigations into hoodlum activities in the Chicago juke box and amusement game businesses. Give us your information by registered mail or in person. You can feel free to do so since The Billboard WILL NEVER REVEAL THE SOURCES OF ITS INFORMATION UNDER ANY CIRCUMSTANCES. However, if you wish to remain completely anonymous, you need not sign your letter. All information which could be helpful to investigators will either be turned over to them, published in full in The Billboard, or both. Write or phone: Bob Dietneier, The Billboard, 188 W. Randolph Street, Chicago 1, Central 6-9818.

Seeburg Distribs Show New Models

Atlas Shows In Chicago

CHICAGO—Atlas Music Company, Seeburg outlet in Chicago, unveiled the new "201," "161" and "101" models to approximately 200 operators and guests during a two-day open house in their showrooms, Sunday (9) and Monday (10).

The affair was held in festive atmosphere, with showrooms gaily decorated and refreshments served to all guests. In addition to operators, representatives of Seeburg, Keeney and Williams factories were present. C. T. McKelvy, Seeburg vice-president in charge of sales was on hand along with Atlas officials to greet operators.

Represented from Williams was Art Weinand, along with Paul Huebsch from Keeney.

Moppet Room

Atlas even devoted an extra room, filled with various amusement games, as a rumpus room for the offspring of the guests. And while the atmosphere here was less business-like than the phonograph display room, it lacked nothing from the standpoint of enthusiasm from the moppet guests.

Hosting the event from Atlas, were: Eddie Ginsburg, Nate Feinstein, Harold Schwartz, Bill Phillips, Frank Bach and Manuel Herman. Mort Jacobs, newly appointed sales representative of Atlas was also on hand, attending his first unveiling.

Atlas is also planning a Rock Island showing at the Fort Armstrong Hotel, February 14 and a Springfield showing at the Abraham Lincoln Hotel, February 19.

Operators

Among operators and firms that were represented at the Chicago unveiling, were: A. A. Swingtime, Apex Amusement Company, Ace Music Company, A & H Entertainers, A & B Automatic Music, Austin Music Company, Empire Coin, William Bonnetts, Andrew Brexa, Coin Play Amusement, Nonden Music, Wade Perkins, Paschke Phono-

graph, Valley Music, Arthur Velasquez, City Wide Amusement, Champion Music, John Emerich, Northern Illinois Music, John Kakee, Herman Klebba, Rudy Klt.

Henry Lonie, Melody Music, A. B. C. Music, Regal Music, Tri-County Music, Anthony Hodina, L. R. Carr, Clydesdale Automatic, Peru Automatic, Pete Westermeyer, Jess Boeller, S & O Novelty, C & F Music, Johnny Demico, Don Evans, Robert Moriconi, Chillicothe Amusement, Rollie Weese, E. B. Ford, Jack Bush, B. O. Reid.

Fred Blazer, John Ashal, Airport Music, Ben Iaculla, Ed Bukata, D. O. Harris, Star Music, Harvey Slyter, Bruno Gatschva, Dwight Gordon, B & L Distributors, Ray Handyk, Blackstone Music, Clover Music, Carmen Music, Duenisch Music, G & M Music, Garfield Music, Don Hackel, Al Hansen, Anthony Michaels, Phonomatic Music, Northshore Music.

Town & Country Music, Lake County Music, Frank Witteckl, J & R Music, Bunny Music, Sil Massa, Gains Music, McGowan Music, Southtown Music Company, John Strong, Allan Enterprises and General Music.

Minthorne Shows in L. A.

LOS ANGELES — Minthorne Music held open house on Sunday afternoon (9) to introduce the three new Seeburg Models to the Southern California coin trade.

A buffet along with refreshments were served to operators. Minthorne general manager, George Mahlum said sales of the new machines was going at a "brisk pace."

Guests were hosted by Jean Minthorne, firm head; Jack LaBue, Seeburg factory service representative; Mahlum; Wayne Davis, Matt Norborg and Roy Provenchar. Florence Kurz was hostess, handling the registrations while Chuck Jackson and Otis Gadison were in charge of beverages. The Blossoms, Capitol recording artists attended and entertained the group.

Atlantic Shows To Gotham Ops

NEW YORK—More than 100 local juke box operators were

guests of the Atlantic-New York Corporation Thursday and Friday (13 and 14) to view the 1958 Seeburg line.

John Stuparitz, factory field engineer, was on hand to explain the workings of the 100, 160 and 200-play models. Jack Gordon, in charge of Eastern sales, also represented the factory.

Operators were greeted at the two-day open house by Meyer Parkoff, Atlantic-New York president, and the rest of the sales and service force, including Murray Kaye and Steve Quinn.

Guest List

Following is a partial list of guests: Al Miniaci, Paramount Music; Charlie Sacks, Union Automatic Music; Sal Trella, Elkay Music; George Bernstein, Lasco Vending; Ed Hohman; Dick Hohman; Doc Shapiro; Loe Rosenberg; Beverly Music; Sol Rappaport; Arrow Music; John Connolly, Connolly Vending; Allie Gassner, Serwell Music; B. Barin, R. C. Carpenter Company; Doc Swanson, County Centre Enterprises; Sam Beyer, Ace Vending; Charles Morell, Local Music; Joe Bosolino, J & R Distributing; Al Denver, Lincoln Service; Bernie Boorstein, Leslie Distributors, and Pete Scagnetti, Finance Company of America.

More Operators

Also, Ace Vending; Bill Goetz, Capitol Automatic Music; Len Cappazella, Friendly Vending; Dave Lutzger, Elliot Music; Harry Koster, Koster Vending; Al Ferber, A & A Operating; Tom Greco, Greco Brothers; Ernie Linderman, I & K Amusement; Man Feder, Beam Music; Irving Fenichel, Jabel Music; Bill Dillon, Mel-Ven-Do; Nick Tunis, Charles & Nick Vending; Walter Conde; Bill Suesans, Broadway Music; Louis Desiderio; Ben Feinberg, Monarch Music; Joe Cola, Gotham Music; Nick Tozza; John Benfari; Mac Pollay, Casino Music; Morty Lynn and Lenny Nathan, both of Ocean Music; Jack Semel; Mike Mulquren, M & M Vending, and Doc Heathcington.

Also Anthony Zirpolli, A & Z Music; Al Baberstein, Alba Vending; Nick Franco, Nyack Music; Ralph Elefontic, Elite Music; Harold Kaufman; Bill Chase, Whiteston Vending; Frank Cola, Banner Music; Ray Knoss, Arrow Music; Lou Tartaglia, County Vending; Pat O'Neill, Les Coleman, Gem Amusement; Sam Engelman, Columbia Music; Abe Levine, Bob McAvoy, Town & Country Amusement, and Joe Forsythe, New York and Brooklyn Automatic Music.

And, Dick DiCicco, Westchester Amusement; Sheldon Simon, Simon Vending; Archie Goldberg, Archie's Amusement; Eddie Goldberg, Archie's Amusement; Max Klein, Mode Amusement; James McCann, McCann Amusement; Carl Pavesi, president of the Westchester Operators Guild; Dave Chikosz, D & J Automatic Music; Joe Diamond, Heights Music; Jerry Kunreuther, Plooster Amusement; Vince Capparolla, Cappy's Radio; Tony De-Renzo, Rex Music; Murray Fishman, Temro Enterprises; Ben Gottlieb, Majestic Operating; Abe Bernstein, Harmony Music; Morris Bernstein, and Hy Jaffee.

(Continued on page 68)

SOME OF THE OPERATORS and their families at the open house held by Atlas Music Company, Seeburg's Chicago outlet. Festivities were to celebrate unveiling of new Seeburg line, Sunday and Monday, February 9 and 10.



Mr. and Mrs. A. Paschke



Frank Bach, Bill Phillips, both of Atlas.



Carol Kit



Joel Zimberoff



Ed Holstein, Arthur Velasquez



William Perez



Mr. and Mrs. J. Noiden and family



M. A. Gregory; C. T. McKelvy, Seeburg vice-president in charge of sales.

Locomotives changed silhouettes

Why not Automatic Phonographs?

GO MODERN BUY WURLITZER

Your ticket to **SALES RESULTS—**
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The only ^{*}BALANCED LINE of Multi-Selection Phonographs



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Phonograph for every
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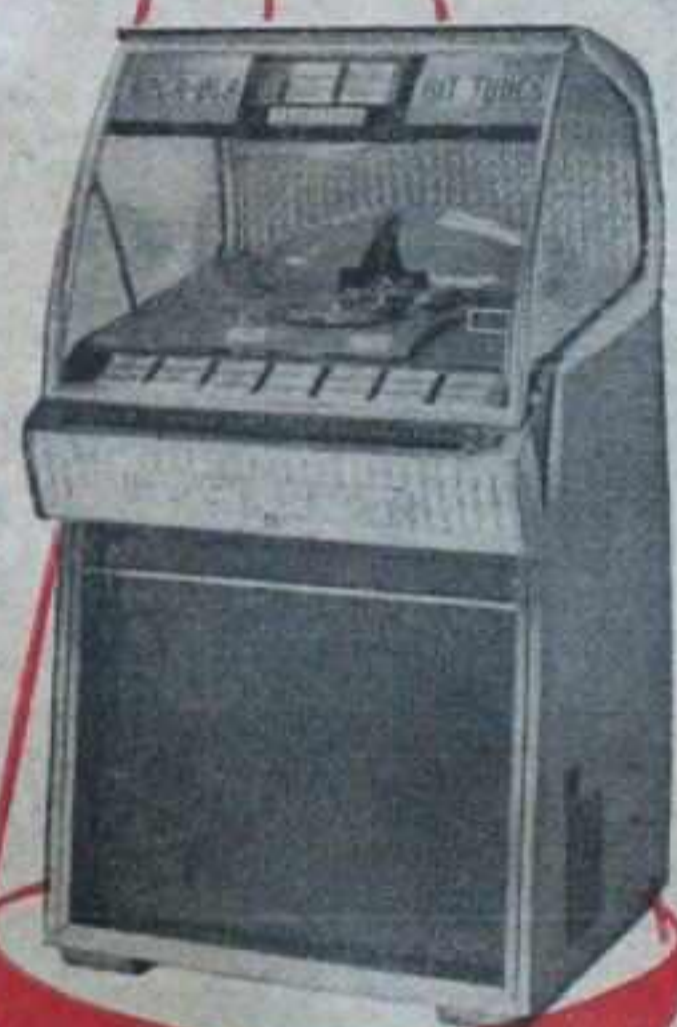
Model 1458

with 120 Hi-Fidelity Selections



Model 1465

with 200 Hi-Fidelity Selections



Model 1462

with 50 Hi-Fidelity Selections

50¢ Play is Available
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Dual Pricing Unit and Picture
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Available on Model 1465

All are equipped with the ROCK-OLA Time Tested Record
Changer Mechanism, the ROCK-OLA Original Revolving Record Magazine,
Single Button Selection, the ROCK-OLA Hi-Fidelity Sound
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The Emblem
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MANUFACTURING
CORPORATION

800 NORTH KEDZIE AVENUE
CHICAGO 51, ILLINOIS

AMI Distributors Hold Nationwide Shows

Runyon Hosts N. Y. Juke Ops

NEW YORK—The worst cold snap in recent years failed to prevent a host of juke box operators from seeing the 1958 AMI "I" line Monday and Tuesday (17 and 18) at the showrooms of Runyon Sales here.

Operators were guests at all-day open houses and were greeted by the following Runyon staff members: Barney Sugarman, Morris Rood, Irving Kempner, Perry Lowengrub, Lou Wolberg, Jack Prigoff, Art Berk, Marvin Goldstein, Joe Buro and Martin Dumoff. AMI factory representatives at the showings were Art Daddis and Mary Blatt.

Guests

At the showings were: Sid Fromchek, Dan Korman, Harold Monroe, Jack Caruthers, George Bernstein, Ben Diamond, Gertrude Browne, Mack Douglass, Dave Lutzger, Stan Lutzger, John Connolly, John Connolly Jr., Ted Biris, Toby Halpern, Nat Teller, Mike Falcaro, Al Trieber, Les Reisig, Les Smith, Ben Chicofsky, Irv Fenichel, Irv Holzman, Moe Smith, Will Kaiser and Moe Bloom.

Also, Aaron Goldberg, Eddie Goldberg,

Jack Wilson, Max Cohen, Mae Pollay, Gil Sols, Bernie Katz, Joe Hirsch, Sam Singer, Harry Schldcrout, Bill Gostz, Tom Greco, Sam Gold, Irwin Richman, Mrs. Al Wolf, Dave Lowy, Bill Aronson, Harry Koepfel, Hymie Koepfel, Les Boyd, Sheldon Simon and Bernie Boorstein.

Morris Bernstein, Don McCann, Harold Morris, Harry Berger, Al Miniaci, Mitch Miller, Al Simon, Al D'Anzillo, Charlie Bosolino, Murray Fishman, Mike Mulqueen, Henry Getzoff, Sam Lerner, Mike Munves, Jim Sherry, Joe Rogers and Murray Wollman.

Automatic, Inc. Hosts Chi Ops

CHICAGO—About 100 operators and guests from the Chicago area attended the unveiling of the new "I" line by Automatic Phonograph Distributing Company, February 10 and 11.

Refreshments were served to all operators, with Edward Ratajack, AMI director of sales, and Henry Hoevenaar, district manager, on hand to greet operators and explain the workings of the new line.

Automatic personnel hosting the event were Mike Spagnola, firm

head, Eugene Smith, Ray Grier and John Havrilla.

Ops

Among operators attending the event were Ben and Rocky Jacullo, Joseph Lavanduski, Steve Zronar, Mr. and Mrs. Dick Roche, Thomas Viviano, Albert Paschke, L. Carr, Dick Glenko, Dave Koren, Earl Kies, Norman Dompke, R. L. Lindelof, Anthony C. Hesch, Marvin Baer.

Louis Arpaia, A. Raymond, Edward Holstein, Frank and Sam Florio, Joseph Meyer, Rudy Kit, Otto Mencioni, Arthur Velasquez, Joseph Filitti, Peter Langbehn, Michael Galgano and Theodore Christakes.

Roanoke Fete 'Warms' Ops

CHARLESTON, W. Va.—A "Hospitality Day," hosted by Roanoke Vending Exchange February 16, to unveil the new AMI line, turned out to be just that. Operators were literally struggling in from snow-drifts, blocked highways and icy streets, with frozen ears and noses, eager for any and all hospitality that Roanoke Vending could offer.

A blizzard which crippled the city, was described as the "worst in years," by Dana M. Hicks, executive secretary of the West Virginia Music Operators Association.

Big Show

Despite this, the show went on, and in a "big way," according to all operators that attended. Roanoke served hot food and drinks to

operators to thaw them out, before showing the new phonographs.

Roanoke hosts were Jack Bess, Hobart Booth and Eldridge L. Fink. Members of the daily press were also represented, Tom Stafford of the Charleston Gazette and Bob Mellace of the Daily Mail.

Among operators and guests were: Rita Fenwick and son, Mr. and Mrs. Gill Canterbury, Dud Ensley, John Coury, Clea Letart, Chris Ballard, Leona Ballard, J. A. Wallace, Eugene Wallace, Ken Edwards and son, Mr. and Mrs. C. H. (Red) Flannery, William N. Anderson, Phil Sweeney, Louis Walldropp, Bill Gatson.

Mr. and Mrs. Darris Derrick, Jerry Derrick, Donna Derrick, Paul Vermillion, Albert Wheby, Mr. and Mrs. Max Carpenter, Mr. and Mrs. Bob Bender, Charlotte Garrett, Mitch Oliver, Alex Mitchell, Mrs. Ralph Waybright, Mr. and Mrs. Junior Miller, Janice and David Miller, Ed Flint, Ed Flint Jr., Violet Brooks, Melba Hughey.

Hub Hosts 100 In Baltimore

BALTIMORE—Despite all the weather-man could do to the contrary, Hub Enterprises, AMI outlet here, hosted close to 100 operators at the unveiling of the new "I" line, Saturday (15).

The snows started coming early in the morning, and by late afternoon, the local conditions made driving almost impossible. The last operator didn't leave until 8:00 p.m., and "how they made it home must be quite a story for each to tell," observed Louis Wilner, Hub sales head.

The affair was catered by a local restaurant, with ample food and beverages provided. Hub personnel hosting the affair were Sol M. Silverstein, Wilner, Jerome Garonzik, George Covellis and George Petts.

Guests

Among the guests were: Rufus Devane, Jerry Davis, William Pantages, William Angster, Sam Gensler, Henry Morganstein, Tony Brugger, Gabe Camby, Irvin Goldner, operator and president of the Baltimore Operators Association; David Powell, Jack Harding, Lew Robinson, Albert Kleiman, Mike Goodman, G.A. Muntain, Maurice Eisenstein, Sidney Davis, Nicholas Brous, Milton Hecker, A. Solomon, Peter Mongelli, Robert Goldsmith.

John Bukowsky, George J. Kortises, Harry Polisky, Max Eisenberg, Eddie Rudo, Edward Zasadzinski, Pete Rutkowski, Julius Zeltsoff, Phil Stein, Charles and Earl Missler, Herbert Golombek.

AMI "I" line to a large turnout of local operators, Monday (10).

William R. Happel Jr., head of the firm, was in charge of the unveiling, along with Marshall Ames, Jack Leonard, William Schrader and Al Silberman assisting.

Refreshments were served to all attending, with the showrooms gaily decorated for the festivities.

M-N Shows To Mich. Ops

GRAND RAPIDS—Operators and guests from throughout Western Michigan attended the unveiling of the new AMI "I" line by Miller-Newmark Distributing Company here, Sunday (9).

The firm also held an open house for the Eastern portion of the State in their Detroit offices, Sunday (16).

"Attendance was tops," according to Bill Miller, president of the firm, despite a bitter cold snap which engulfed most of the country, making road conditions hazardous.

Both affairs featured a buffet luncheon with refreshments being served throughout the day. A novel touch was a little gift item of a pair of eyeglasses "that wink," passed out to the guests.

Guests

Among operators that attended were: James Heiss, P. Gloven, Thomas G. Cocking, George L. Grenon, Lyle Sipple, Robert Andree, William F. Hewitt, Walter Henry, Ace Nash, Jerry Sage, Larry Bodell, Walter Zrinkly, Douglas Brooks, Bob Schelpos, Harlan Mapes, C. Peterson and Herb May.

E. Wornley, George Mankin, O. J. Klan, Harry Niedzinski, J. Elson, Reginald Niedzinski, Edward Dibble, Robert Hunt, Tom Sams, Fred Hunt, David Thome, Edward J. Douglas, Earl Thome, Joe Weiden, Ralph Goossen, William Wasbyke and Peter H. Tahmen.

Byrne Harmon, Cassie Sawinski, Eddie Roodvoets, Al Mohn, James Silman, William Edington, William Van Gessel, Leonard Hayes, Ed DeVries, Donald C. Dilley, Dale Copperrall, Byren Adams, R. C. Hayes, L. C. Hayes, James Rogers and Orville Boljer.

Gerald T. VanGessel, John Binnett, D. Ross Runyon, Cal Hartman, Carl Castle, and L. Hollenbeck.

Sharp Shows In Kentucky

LEXINGTON, Ky.—A large turnout was reported by Homer Sharp, Southern Automatic Music Company, for the two-day showings (10 and 11) of the new AMI

Badger Unveils AMI 'I' Line

LOS ANGELES—Badger Sales, AMI outlet here, displayed the new

OPERATORS AND GUESTS attending showings of the new AMI "I" line at Birmingham Vending Company, Birmingham, Ala., February 9.



Paul Roissell and son, Anniston, Ala.



Max Hurvich, partner in Birmingham Vending; Mr. and Mrs. L. H. Cifferly, Atmore, Ala.



George Kiersay, AMI field engineer; Adolph Sutton, Atmore, Ala., operator; Joe Collins, AMI district sales manager.



Mr. and Mrs. Robert Sisk, Huntsville, Ala.



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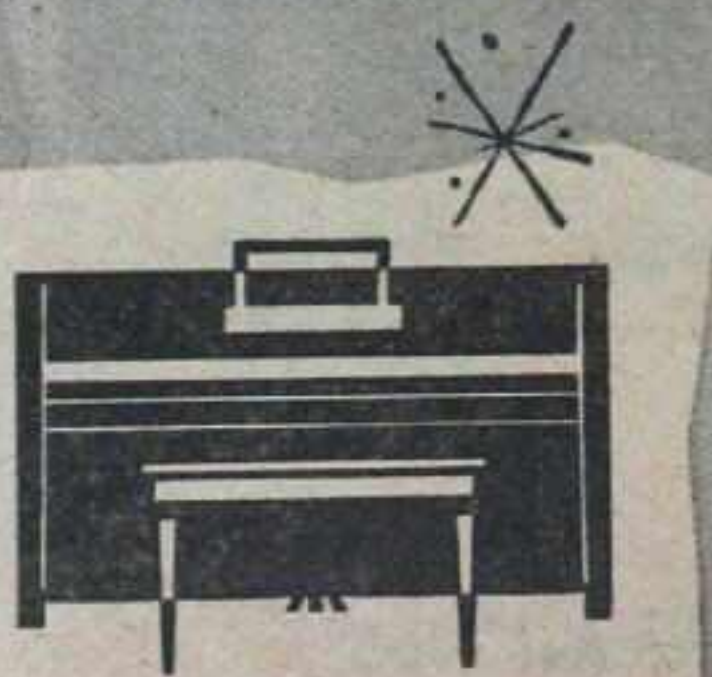
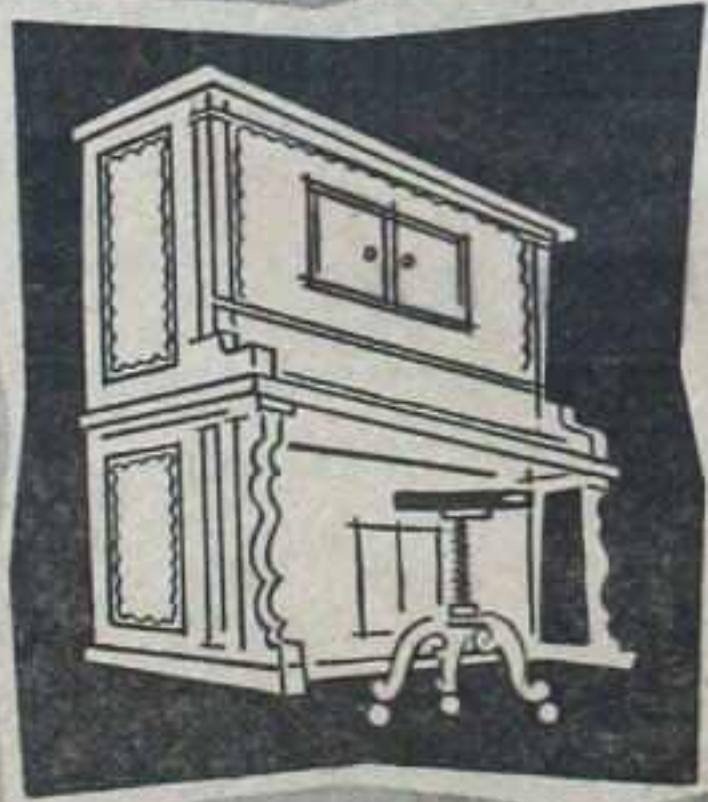
One glance . . . a moment's listening . . . and you know this juke box is so far ahead in styling and electronics that nothing can compare. This is leadership that pays off in easier servicing, more play and bigger profit anywhere this superb instrument is located!

see it . . . hear it! The New AMI series



MOUNTAIN DISTRIBUTORS

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model. The preview was held for operators in Central and Eastern Kentucky.

Hosting at Southern Automatic along with Sharp were C. F. McMillen Jr., Stanley Burger, Jennings Tharp, Barbara J. Howard, and James Douglas. Souvenirs were given to all attending the showing.

200 Ohio Ops See AMI Line

CINCINNATI — An all-day showing (February 9) of the new AMI juke box was held by Southern Automatic Music Company here. Doors were opened at nine in the morning and 200 visitors had viewed the new model by the time the exhibit was over at ten in the evening, reports Joe Weinberger, of Southern.

The following two days a special showing was held at the Dayton Biltmore Hotel in Dayton. Weinberger found attendance excellent and the reception of the new model very favorable at both showings.

Southern Automatic personnel at the first showing, besides Weinberger, were Paul Humberg, Matt Maley, Maxine Meale, Mary Kuehner, Jim Widener, Ed Van Skaik, Junior Peters, Monty West of AMI, Tom Williams, Allen Fryer and Walter Jackson. The special showing was hosted by Paul Humberg and Jim Widener of Southern, and Ted Parker and Monty West, of AMI.

Hurvich Hosts Alabama Fete

BIRMINGHAM — Another all-day showing (February 9) was held by Birmingham Vending Company, reports Max Hurvich, president. The entire families of

operators and servicemen were invited, and attendance was gratifying, he said.

A buffet luncheon was served at noon, while food and drinks were available all day long. Door prizes were won by Robert Sisk, M. W. Ryles, and H. T. Rowell.

Hurvich reports that operators came from as far north as Huntsville and as far south as Atmore. The all-day showing had the atmosphere of a cordial and pleasant party, said Hurvich, and he was doubly gratified when it turned out that quite a bit of business was done as well.

Two AMI representatives, Joe Collins, district sales representative, and George Klersey, field engineer, had an opportunity to meet operators and servicemen attending.

AMI Unveiled for Montreal Trade

MONTREAL — A disagreeable combination of bitter cold and snow storms didn't deter operators from as far as 100 miles around from attending the unveiling of the new AMI line by Laniel Amusement Company, last week (16).

The affair was held at the Mount Royal Hotel here, with a full program of activities giving the day an almost "hoop-de-doo" type atmosphere.

Festivities started at 3:00 p.m. with refreshments, the new units being bowed one hour later. Cocktails were served after, with all guests attending a banquet at six. Afterwards, a full-fledged "variety show" was put on for the attending guests, with singers, dancers, acrobats and other variety artists.

Long Beach Ops Fight Copyright

LONG BEACH, Calif.—The 16 members of the Harbor Music Association, affiliated with the California Music Merchants Association, are unifying their drive against the Senate anti-juke box bill (S. 1870). Each has sent a telegram and a letter to the Senate Committee and will circulate petitions against the legislation among

their location owners, Charles Koski, a past HMA president, said here.

The telegrams and letters were written and sent during a recent meeting conducted by Walt Levy, president, and George Kochler, secretary. The 96 protests were directed to Senators Joseph O'Mahoney, Alexander Wiley, and Olin Johnston.

Carrying its fight further, the members agreed to circulate petitions against the bill among its location owners. These, too, will be forwarded to the senators before in mid-April.

Capitol Sets Date For Rock-Ola Show

NEW YORK—Capitol Projectors, local Rock-Ola distributor, will unveil the 1958 Rock-Ola models Friday and Saturday (28 and 1) at the firm's showrooms at 594 Tenth Avenue.

On hand to greet the operators during the two-day open house will be Leo Willens, Davy Lowy, Sam Goldsmith, Al Blendow and Ralph Hotkins. Ed Ristau, Rock-Ola sales manager, will also be at the showings.

To be displayed are the Model 1465, a 200-selection unit, and the Model 1458, a 120-selection box.



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One glance... a moment's listening... and you know this juke box is so far ahead in styling and electronics that nothing can compare. This is leadership that pays off in easier servicing, more play and bigger profit anywhere this superb instrument is located!

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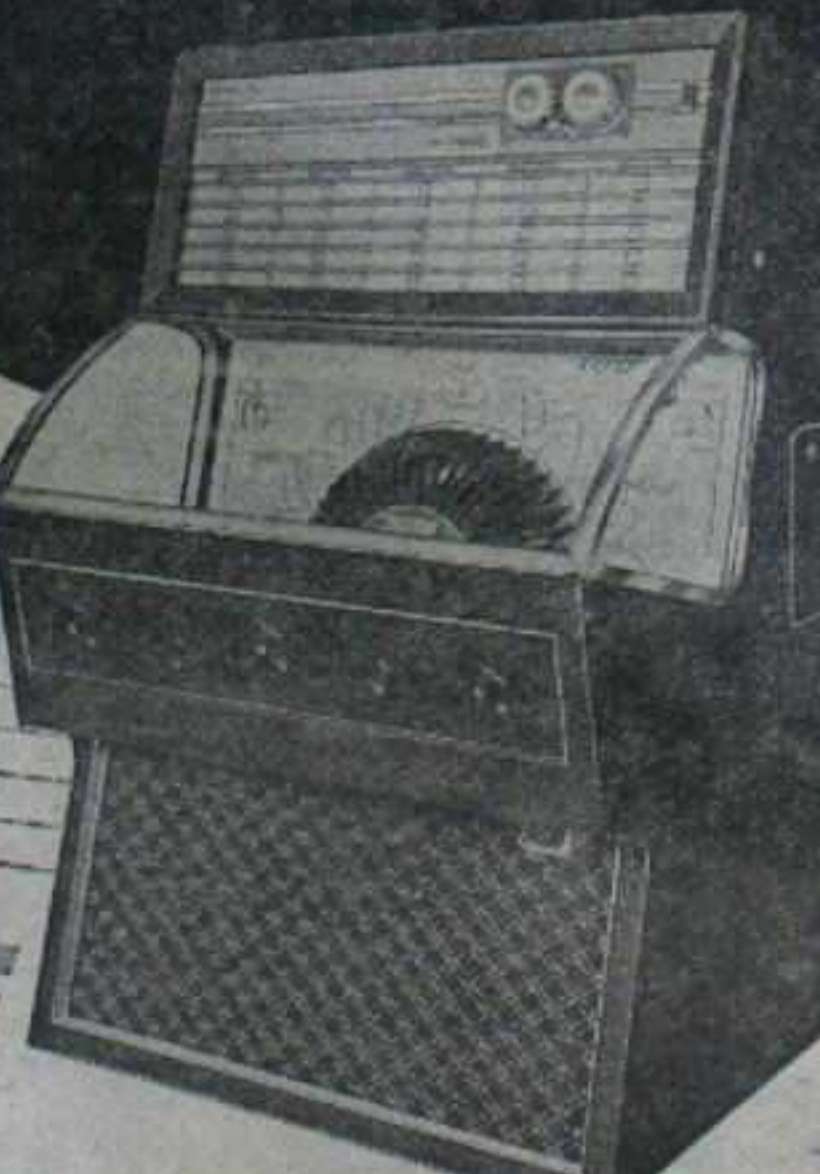
CORNER SPEAKER

8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.



WALL SPEAKER

8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.



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Seeburg New-Model Shows

• Continued from page 64

Conn. Ops View Seeburg

HARTFORD, Conn. — Operators from all sections of Connecticut attended the showing of the 1958 Seeburg line Wednesday (12) at the Atlantic-Connecticut Corporation's Hartford showrooms.

Greeting the operators were Meyer Parkoff, president of the Atlantic-New York Corporation; Mac Perlman, head of the Hartford office; John Stupatitz, Seeburg field engineer, and Al Stellaccio and Jim Sisti of the local office.

The open house, originally scheduled for 10 a.m. to 7 p.m., didn't break up until 11 p.m. Lunch, dinner and light refreshments were served.

Among the operators attending were Tony DiGiovanni, J. A. Gaffney, Joe Palmucci, John D'Ambrosio, Paul Rechshaffer, Murray Summa, L. J. Nacario, Jim Tolisano, Charlie D'Abesandro, E. J. Marcantonio, Jim O'Connor, Glenn Klipfenstein, Ben Donofrio, Byron Athenian, Irving Seltzer, Nathan Lasser, John Colucci, McDuff Christiano, Max Putterman, Mike Nicholas, Abe Fish, Jim Fitzpatrick, Frank Marks and Mike Banas.

Also, Ross Wilson, John Angelico, Art Mortoro, Chick Montano, Jim Pechico, Isidoro Rennie, George Rode, Milton Block, Jim Choti, Ernie Giramondi, Zigmund Gonat, Edward Hanko, Charlie Pechino, Dom Fulco, Nick Alberino and Dom Santo.

N. J. Ops View New Seeburgs

NEWARK, N. J. — New Jersey operators had their first look at the 1958 Seeburg line Saturday (15) at the local office of the Atlantic-New York Corporation.

Representing Seeburg at the showing was Jack Gordon, sales executive. Operators were greeted by Meyer Parkoff, Atlantic-New York president, and Oscar Parkoff, the firm's vice-president.

Other office personnel present were Arthur Seglin, sales engineer; Ralph Hess, service manager; Raymond Trentacost, office manager, and Harold Wertheimer, Win Brown, Warren Raimo and Sheila Anne Usdin.

Guest List

Guests present included Howard Berk, Max Rusoff, Ken Dunlap, Harry Goldman, Ben Gordon, Chick Wierdo, Nat Becker, Roy Taylor, Sam Rusoff, A. Dello Russo, Tony Noto, John Berger, Sam Matty, Jack Kronberg, W. A. Brower, Carl Procope, Al Russo, Chris Johnson, John Janosko and Sam Waldor.

Also, Allan Waldor, Joe Ayres, George DeLao, Leon Eskin, Dave Rosenthal, R. Pasquella, John Gambino, Dick Heller, Joe Zappulla, Bill Hilberg, M. McCabe, Joe Lubin, Ray Kitzler, Seymour Rusoff, Lou Halperin, Harry Asnes, Larry Berman, Sam Pinn, Bill Vreznack, Ed Rapp, Phil DeBlasi, Harry Knowles, Humbert Betti Jr. and Harry Epstein.

Wolfe Shows To Miami Ops

MIAMI — Wolfe Distributing Company hosted close to 200 operators as the firm unveiled the new Seeburg line to the Miami coin trade Sunday (16).

A buffet along with refreshments were served to all attending the affair, held at the El Comodore Hotel. Hosting the event were Simon Wolfe, president of the distributing company; M. F. Patton, R. E. Gibbon, and W. P. Ward Jr. Andy Kohoe and Gunnar Gabrielson were also present representing the Seeburg organization.

A partial listing of guests included:

Carl Weiner, George Reid, Leo Rubin, Kenny Jayne, Bill Slackhouse, Eddie Petrosino, Jr., Harry Zimand, Phil Zimand, Gordon Wulley, W. H. Wedekind, Joe Best, Eddie Leopold, Mr. and Mrs. Harold Carson, Eddie Dadis, Bill Pointer, and Paul Pincus.

Harry Rosen, William Levy, Mr. and Mrs. Gleason Stambaugh, Robert Cox, Harry Baker, Samuel Isenberg, Eddie Petrosino, Jack Hunt, Joseph Mangone, Ralph Anson, Jack Kauffman, and Mr. and Mrs. Albert Cassorla.

Mr. and Mrs. Walter Zarzyki, Berlin Saunders, R. J. Stambaugh, Mr. and Mrs. Arnold Hogan, Mr. and Mrs. Morris Diamond John Marino, Sam Marino, Oscar Garcia, Buster Raley, V. J. Bray, Doris Shapiro, Raul Shapiro, Harry Steinberg and Joe Saverio.

Mr. and Mrs. R. Michaelson, Harry Silverman, Morris Steinberg, Murray Gross, Buddy Kauffman, and Elliot Isenberg.

Sparks Show To Atlanta Ops

ATLANTA — The Georgia showing of the new Seeburg line was held by Sparks Specialty Company at their showrooms here, Tuesday (11).

Close to 100 operators and guests thronged into the display rooms during the day. Refreshments were served to all guests. All of Sparks Atlanta personnel were on hand along with R. M. Sparks, who came up from Soperton, Ga., to attend the festivities. Also on hand were Gunnar Gabrielson and E. C. Blankenbeckler of the Seeburg Corporation.

Some of the many operators and guests in attendance were:

Guests

Sam Warshaw, Myron (Ted) Barnes, Hoke Smith, Lester Black, George Nour, Frank J. Pirkle, Joe McCoy, C. P. Dinswiddle, Sambo Bowden, T. L. Thompson, Roscoe Thompson, "Fat Man" Sammons, Bob Green, Ryan Roebuck, Ralph Allen, and Frank Henry.

Paul Henderson, J. D. Freeman, Ray Payne, Emmett Bishop, Sam Cohen, Charles Johnson, C. L. Barnes, George Lewis, "Red" Poole, Claude Thompson, Bobby McCune, Mr. and Mrs. William Doolittle, S. M.

Johnson, Frank Brooks, and Eleanor Waites, Mrs. Martha Folsom, Allen Yates, Thomas B. West, Junior Fountain, Tommy Farr, Charles Hall, H. C. Cartwright, Jim Morris, James Spann, George Dods, Don Asbell, W. S. (Yank) Venable, Ed Green, Jimmie Dotter and Lamar Lang.

More Guests

Mr. and Mrs. Wm. Ehridge, Everett Clark, Byron McCrimmon, Jimmy Barnes, Bill Hamm, Henry Jones, Ernest R. Mabe, Pop Rainwater, J. C. Neal, Glenn Bailey, Robert Sharpton, C. C. Venable, Fred Cox, George Nader, A. C. Wade, and J. B. Humphries.

J. Harold Moore, A. R. Dobson, Charles Alexander, Wm. I. Raiston, and C. H. Smith.

St. Louis Ops See New Seeburg Line

ST. LOUIS—W. B. Distributors, Seeburg outlet here, hosted operators from the surrounding territory to a showing of the new Seeburg line, Monday (10).

Representing the Seeburg firm were Al Gange, district manager and Ed Huskey, field engineer, with the entire W. B. staff acting as hosts for the event.

B. J. Nichol Hosts San Antonio Ops

SAN ANTONIO—Close to 150 operators came with family and friends to the first showing (February 7) of the new Seeburg model at the B. J. Nichol & Associates, Inc. exhibit.

B. J. Nichol, president, reports that further showings were planned next week for Corpus Christi, El Paso, and a third at Harlingen, the last of which will cover the lower Rio Grande valley.

A buffet lunch and dinner was served at the Hilton Hotel. Hosts besides Nichol were A. C. Schwartz, W. D. Carr, R. E. Chatten, Douglas Wildenstein, and Dora Garcia.

Gulf Shows Seeburg To 120 Houston Ops

HOUSTON — More than 120 operators, many accompanied by family and friends, attended the Gulf Coast Music Systems all-day showings of the new Seeburg models, February 9.

H. A. Franz and Hans Von Reydt, president and vice president respectively of Gulf hosted the event and later officiated at separate showings in Galveston (11 and 12), Beaumont (12 and 13) and Lake Charles (13 and 14).

At the Houston showing, a buffet luncheon along with refreshments was served from ten until five in the afternoon. Von Reydt reports that cities and towns represented were Galveston, Beaumont, Pasadena, Angleton, Liberty, Baytown, Huntsville, Conroe, Brenham, Orange, Cleveland—all in Texas—and Lake Charles and Sulphur, of Louisiana.

Davis Shows Thru Snows

SYRACUSE — The worst blizzard in years, with 34 inches falling in the Syracuse area, all but ruined the showing of the 1958 Seeburg line by Davis Distributing Company here.

With 150 operators expected, and food and drink waiting for that number Sunday (9), attendance was less than a dozen as roads were impassable and the thermometer dipped well below zero.

Those hard operators who managed to appear at the Syracuse showing were Mr. and Mrs. Marty Seeman, Utica; Lou Natasi and Lou Natasi Jr., Syracuse; Murray Collins, Watertown; Mike Kiscak and Carl Dooley, both of Syracuse,

and Frank Carti and his daughter, Sue, Syracuse.

Syracuse Hosts

Operators were greeted by Al Wertheimer, Bob Romig and Tom Fernar of the Davis staff, who were able to give very personal attention to all guests.

Other Davis showings held the same day in Albany, Buffalo and Rochester fared considerably better as the blizzard and cold wave conditions weren't quite as intense as they were in Syracuse.

More than 100 operators turned out at Buffalo, while good crowds showed up in the two other cities.

William Beckett, Seeburg field engineer, and Jack Gordon, Seeburg sales executive, were at the Albany showing along with Harry Wertheimer, head of the Albany branch.

Jim Alexander and Lou Wertheimer were hosts at Rochester and Buffalo respectively.



SHOWING OF THE NEW SEEBURG LINE in Syracuse, N. Y., by Davis Distributing Corporation. L. to r.: Frank Carti, Columbia Musical Sales, Inc.; Mrs. Richard Ernst, Syracuse, and Al Wertheimer, Davis president.



SYRACUSE OPERATORS AND GUESTS at Davis Distributing Corporation for unveiling of the new Seeburg line. L. to r.: Mike Kiscak, Kiscak & Dooley; Mrs. Jane Thompson, Syracuse caterer; Tom Ferrar, Syracuse sales manager for Davis; Carl Dooley, Kiscak & Dooley.



Nick Biro, Billboard music machine editor; Roy Gallet.



John Demico, R. Melina



Mr. and Mrs. E. Chesney



Ray Perkins



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One glance... a moment's listening... and you know this juke box is so far ahead in styling and electronics that nothing can compare. This is leadership that pays off in easier servicing, more play and bigger profit anywhere this superb instrument is located!

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Shaffer Open House Draws 200 Ohio Ops

CINCINNATI—New headquarters of Shaffer Music Company here, the firm's third expansion move in nine years in Cincinnati, was officially thrown open to the trade Sunday (9) with a dedication-open house party that drew more than 200 tradesmen and people from allied fields, said John P. Stockdale, manager of the local outlet.

Stockdale pointed out that the firm's latest headquarters here is the largest and most elaborate yet offered the trade by the Columbus, O., based company. It gives music operators complete service facilities, from used parts to title strips, he said.

The brick and concrete block building at 1859 Central Parkway was occupied by Shaffer last November 1, the firm moving from 1200 Walnut Street. The new headquarters provides 1,000 feet of space for offices and show rooms, a complete record one-stop service featuring album-type records, a large new and used parts department, and a complete service department, all at Parkway level. One

floor down at Central Avenue (to the rear) level, 3,750 feet of warehousing space is available to the firm. In addition, parking space, both in front and rear, is provided.

New Division

An additional division has been set up to offer complete facilities and service for industrial sound systems, background music and closed-circuit TV.

Stockdale, expressing delight over the heavy turnout of tradesmen, said the new facilities and numerous floral offerings from industry friends formed a harmonious backdrop for the dual-priced, dual-program Seeburg phonograph line for which Shaffer is distributor. He reported that the new models achieved a high degree of acceptability among the many operators who viewed the machines.

Refreshments and a buffet lunch were available for the many celebrities, industry friends and operators at the party. They were hosted by these Shaffer employees: Mr. and Mrs. John Stockdale, Mr. and Mrs. Joseph Quallen, Bill Harris, Mr. and Mrs. Gordon Winfield, Mr. and Mrs. Walter Smith, Jack Pierce, Earl Jenkins, Mr. and Mrs. Vince Zecca, Bud and Mary Lou Reves and Edward Royal, all of Cincinnati; E. E. and Ed Shaffer, Bernie Flynn, Dick Scher, Mr. and Mrs. Alfred Ford, Mr. and Mrs. Harry Hetterschiedt, Mr. and Mrs. Willie Williams, Vern Greene, Bob Kirschner, Ed Franz and Mr. and Mrs. Forrest J. Irwin, all of Columbus, and Mr. and Mrs. J. L. Flynn, Mr. and Mrs. Larry Hornbeck, Mr. and Mrs. Melvin Peacock, and John Kameres, all of Indianapolis.

Heavy Turnout

The guest list included Tom L. Herrick, assistant sales manager; Fleming W. Johnson, vice-president in charge of manufacturing, and Emmett Engel, all of the Seeburg Corporation, Chicago; Kenneth Yulmer and John Cover, Industrial Credit Corp., Cleveland; Ray Douglas, Franklin Discount Bureau, Columbus, and these recording artists: Skeeter Davis, Victor; Connie Hall, Starday-Mercury; Kathy Linden, Kapp; Dale Wright, Fraternity, and Larry Vincent, Pearl.

Operators and other guests: Mr. and Mrs. Lewis Gregg, Greenfield, O.; Bill Williams, Wilmington, O.; Mr. and Mrs. John Misher Jr., Hamilton, O.; Mr. and Mrs. Swede Larson, Dixie Music Co., Hamilton; Mr. and Mrs. Joseph Kayata, T&J Music Co., Bethel, O.; Robert E. Hayes and Lyle Harrison, Ace Sales Co., Cincinnati; Dick Gundiles, Weigant Amusement, Newport, Mr. and Mrs. Jack Boyd, Boyd Music Co., Indianapolis; Mr. and Mrs. Lucas Nicholas, Nicholas Music Co., Cincinnati; George P. Vlachos and children, Ace Amusement Co., Dayton, O.; J. Grushop, M. Sharp, William M. Bell and Mr. and Mrs. Joe Deaton, all of Cincinnati; Mr. and Mrs. Jim Burger, and Mr. and Mrs. Charles Kirk, Kirk Music Co., Williamsburg, O.; Leo Capronie, Mayeville, Ky.; John Collins; Mr. and Mrs. Howard Zabel and family, Diamond Vending Co., Cincinnati; Lee Brooks, Cash Box, Chicago.

Ey Mann and family, Diamond Vending Co., Cincinnati; C. S. Arnez, Grundy, Va.; M. V. King and Joe Conley, Conley Music, Muncie, Ind.; Paul McClanahan, McClanahan Music Co., Grundy, Va.; Mr. and Mrs. Robert Miller, Columbus; Stephen Roth, White Castle, Cincinnati; Mr. and Mrs. Fonzo Byrd, Byrd Phonograph Service, Fort Wayne, Ind.; Karl G. Winated, Cincinnati; Floyd Snyder Jr., Cincinnati; Don Ivans, B. A. L. Enterprises, Dayton;

C. Robert Schaney, George Hatton, Creighton, Hamilton; Mrs. Orlita Raney and Marilyn Risk, Raney Music Co., Greensburg, Ind.; Mr. and Mrs. William Harris and son, Lincoln Amusement, Dayton, Ky.; Charles Kanter, Ace Sales Co., Cincinnati; George Thomas, George's Music, Peebles, O.; Mr. and Mrs. Nick Kurles and family, Atlas Amusement Co., Cincinnati; Mitchell Zaret, Alex Zaretsky, A&M Enterprises, Cincinnati; Mel Herman, State Record Distributors, Inc., Cincinnati; Floyd Clifford, Irene and Elizabeth Thornton, Corson Amusement, Dayton; William Jean, Darlene, Leroy, Gale and Jan Wells, Wells Music Co., Mason, O.; Charles and Charlene Gunkel, G. I. Amusement, Covington, Ky.; Mr. and Mrs. Joseph B. Beeling, Central Automatic Dist. Co., Cincinnati; Dick Wilson, The Billboard, Chicago; Al Schneider, The Billboard, Cincinnati; Frank Giordollo, Cincinnati; Elmer Meyer, Cincinnati; Sam Davis, Charles D. Wickel and Harry and Paul Carlson, Fraternity Records, Cincinnati; Mr. and Mrs. James Drivakis and family, Atlas Amusement Co., Cincinnati; Mr. and Mrs. William Murton, Mr. and Mrs. Herman W. Murton, Morton Music Service, Cincinnati; John Collins, Maysville, Ky.; Dave Tavel, Cincinnati; David Songert, City National Bank, Columbus; Morris Jacklin and family, Indianapolis; Pete Peters, Cincinnati; Enquirer; Tom Murray, Murray Vending, Washington C. H., O.

Charles and Julia Butler, George Wyl, National Music Co., Cincinnati; Mel Kahn, London Records, Cincinnati; Titus Raney, Greensburg, Ind.; Mr. and Mrs. Mike Hendricks and family, Middletown, O.; Ames Zaharako, Union City, Ind.; Charles Zaharako, Lawrenceburg, Ind.; Mr. and Mrs. Bill Stork, Air City Novelty, Dayton; Cal Salemas, Mr. and Mrs. Dallalo and family, Dixie Music Co., Hamilton, O.; Sam Gerros and family, Cincinnati; Mr. and Mrs. E. T. Sloan, Cincinnati; Robert H. Cahran, Raney Music Co., Greensburg, Ind.; Joe Lealy, Felsted Records, New York; Mr. and Mrs. Paul Kreitz, Air City Novelty Co., Dayton, O.; Carl Herold, Dixie Music, Hamilton, O.; Mr. and Mrs. Robert Badgley, Chillicothe, O.; Nelson Weiskittel, Virginia Edgington, Coad Service Co., Cincinnati; Jerry Levy, Cincinnati, and Eli Phelps, State Records Dist., Cincinnati.



THESE OPERATORS WERE ON HAND February 9 at the Shaffer Music Company open house in Cincinnati to extend congratulations on the new headquarters and look over new Seeburg equipment shown by the Columbus, O., based concern. Left to right are Titus Raney, Greensburg, Ind.; Charles Kanter, Ace Sales Company, Cincinnati, and Mrs. Fonzo Byrd and her husband, Byrd Music Company, Fort Wayne, Ind.

Cruze Shows New Wurlitzer Jukes To W. Va. Ops

CHARLESTON, W. Va. — Showings of the new Wurlitzer juke box line were held for operators in the West Virginia area by Cruze Distributing Company, Inc., January 26.

Firm officials held an open house from noon into the late evening hours, with food and refreshments served to all attending.

Among operators and guests attending were: Mike Hall, Charleston; Everett Akers, Martin, Ky.; Claud Greever, Madison; James Holstein, Madison; Lige Smith, Huntington; Roger Smith, Huntington; Tom McCoy, Huntington; W. P. Hoffman, Charleston; Seward Price, Barboursville; Kenton Price, Barboursville; C. H. (Red) Flannery, Logan.

More Ops

William N. Anderson, Logan; Mayor John C. Copenhaver, Billas Blair, chief of police; Russell Hatcher, Logan; Raymond Tebor, Charleston; Mr. and Mrs. Howard Grogan, Parkersburg; Frankie Burke, Gallipolis, O.; F. W. Quinn, Point Pleasant; Mr. and Mrs. Roy C. Pollock, Gallipolis, O.; Mr. Robert Mitchell, Sutton; Mr. and Mrs. M. G. Rhodes, Charleston; Mr. Hugh S. Deniel, Huntington; James L. Bumbardner, Huntington; Calvin Broom, Logan; Kip Price, Barboursville; Darris Derrick, Charleston; J. A. (Red) Wallace, Oak Hill; L. C. Broom, Logan; Mrs. Ina F. Waybright, Charleston; William Shingle, Whitesville; Darrell Harde, Whitesville.

And More Ops

Robert Booth, Charleston; W. A. Moore, Huntington; D. J. Hixou, Huntington; Mr. and Mrs. Robert Bender, Charleston; Alfred Broom, Logan; William Belcher, Logan; Darsey Mae, Spencer; William Osmond, Charleston; Benny Erley and Benny Erley Jr., Grundy, Va.; Mr. and Mrs. Chris Ballard, Belle; Teddy Loftis, Logan; Walter Thurman, Logan; Jaxx Towhale, Logan; Fred Gandiso, Logan; Vern Belcher, Logan; Edward M. Olive, Montgomery; Ed Wood, Charleston; Bill Chaney, Charleston; Paul McClanahan, Grundy, and Mr. and Mrs. David Kicks, Charleston.



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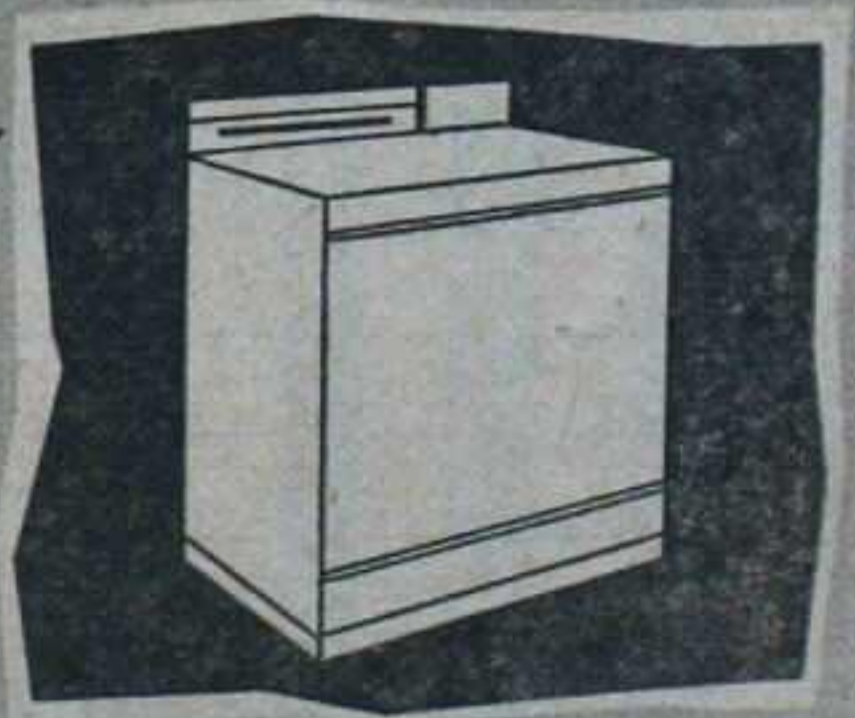
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- Detroit, Mich. Pick-Fort Shelby
- Evansville, Ind. Pick-Corbin
- Flint, Mich. Pick-Corbin
- Indianapolis, Ind. Pick-Ashtons
- Minneapolis, Minn. Pick-Nissel
- Pittsburgh, Pa. Pick-Rosenoff
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- South Bend, Ind. Pick-Maitland
- Telate, O. Pick-Oliver
- Tappah, Kan. Pick-Kansas
- Washington, D.C. Pick-Lee House
- Youngstown, O. Pick-Otto

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- Colorado Springs, Colo. Holiday Inn Hotel
- Miami Beach, Fla. Albert Pick Hotel
- Mercher, Miss. Holiday Inn Hotel
- Portsmouth, Va. Holiday Inn Hotel
- Rockford, Ill. Edge-O-Town Hotel
- Terre Haute, Ind. Holiday Inn Hotel

IRS Makes Formal Capsule Ruling

Machine Can Be Taxed \$250 If Any Item Vended Costs More Than Selling Price

WASHINGTON — A capsule vending machine which may dispense an article of higher value than the coin required to operate it is subject to the \$250 tax on gaming devices, according to the Internal Revenue Service.

In answer to a "request for advice" from the industry, IRS ruled last week (17) that because there is an element of chance in this type of machine, it "must be classified as a coin-operated gaming device."

IRS cited as an example a "vending machine which dispenses a novelty in a plastic capsule each time a customer inserts a dime." The machine, IRS continued, is filled with a "packaged capsule mix of approximately 175 miniature items consisting of rings, dice, decks of cards, compasses, baby shoes, pen knives, charms and cigarette lighters. The patron inserting a dime into the machine knows

that he will receive a capsule containing a novelty, but he has no choice or advance knowledge as to which capsule the machine will dispense. The values of the articles dispensed by this machine range from 1 1/16 cents to 15 cents (cigarette lighter).

The service pointed out that "bona fide vending machines in which are not incorporated gaming or amusement features" are excluded from the levy imposed by the Internal Revenue Code of 1954.

It held however that "since the values of the articles dispensed by the vending machine in the instant case range from 1 1/16 cents to 15 cents and the patron may thus by chance receive an article the value of which is greater than the value of the 10-cent coin required to operate the machine, the vending machine is classified as a coin-operated gaming device and is subject to the tax imposed by Section 4461(2) of the Code."

TEMPTATION JUST TOO MUCH FOR VENDING OP

MASSAPEQUA, N. Y.—

The temptation was just too great to resist for a Long Island vending operator and his two friends, Monday (17). Long Island was blanketed in the worst snowstorm in years and the prospect of shoveling six-foot drifts to clear their driveways was just too much for the trio.

By happy coincidence, a contractor's bulldozer was parked near the homes of the three men. The suburbanites dropped their shovels and hopped into the bulldozer.

Cheered on by neighbors, they plowed the streets, their own driveways and the driveways of an estimated 60 other suburbanites before the bulldozer's owner caught up with them.

But the police were not impressed by their good samaritan act. The trio has been arraigned in First District Court, Mineola, and charged with third degree burglary. A hearing is scheduled for later this month.

PROFILE OF THE WEEK

Piloted Distributing Firm

Ex-bomber pilot Bert Fraga returned to his native Oakland, Calif., after the war with the idea of running an independent airport. Financing proved stiff, however, and he soon began selling bulk-vending machines he had operated before the war and stored for the duration. Still in need of money, he began buying small allotments of candy which he sold to the operators who had bought his machines.

These operators formed the habit of getting supplies from Fraga, and soon they were asking him for globes, locks and other parts. It was then that he sensed the potentialities of distributing, gave up his idea of an airport, and plunged into bulk distributing.

BERT FRAGA



He launched Standard Specialty Company, and the firm grew quickly, thanks in large measure to Fraga's basic grasp of operator problems inherited from his own operating days before the war. Realizing that one of the biggest problems for the nut and candy operators is servicing requirements of the machines, he has devised a method which waterproofs pan candy and causes salt to adhere to nuts. In his present headquarters, Fraga has a modern air-filtered manufacturing section with automatic hoppers, controls and packing facilities. Every type of bulk nut is also processed in the Standard Specialty plant.

... financing proved stiff

Late last August Standard Specialty moved into its present completely new, modern quarters. (The Billboard, September 2.) A cement L-shaped structure, it encompasses 18,000 square feet, and is readily accessible to railways and Oakland's thoroughfares. Hardly had Fraga moved in before he began hatching plans for a 7,500-square-foot addition to handle increased manufacturing and provide more storage space. But even with his new addition, it is doubtful that Fraga will stand still for very long.

Born 40 years ago, Fraga received his primary and secondary education in Oakland schools, being graduated in 1934. He went on to attend St. Mary's College in Lafayette, Calif., after which he entered the Air Force. He was commissioned a first lieutenant and pilot after cadet and pre-flight training schools. Transferred to B-24 and B-17 bombers, he went thru a transition period and was assigned to Liberal, Kans., as an instructor for approximately a year before his discharge.

Fraga continued to fly regularly until the past couple of (Continued on page 73)

RAZOR'S EDGE

700-1,000 Unit Route Hardest: Op Survey

Editor's note: The past two issues of The Billboard contain a detailed analysis of 67 operators thruout the country with a total of 47,774 bulk machines. Below is presented an interpretation of route-size groupings evident in the group.

By FRANK SHIRAS

CHICAGO—The most difficult bulk-vending route to maintain is one ranging between 700 and 1,000 machines, according to a recent Billboard survey of 67 bulk-vending firms. (See bar graph, this section.)

This is understandable for two

different reasons. Somewhere around the 700-mark an operator must hire outside help if he wishes further to expand. As can be seen, very few operators in the group under consideration wish to take on extra help. The most usual reason is that an operator must expect to lose money until he can build up his route enough to make it worthwhile having an extra employee(s).

Jack Nelson, Logan Distributing Company, Chicago, estimates that an operator needs 500 additional machines in order to make it profitably possible to employ an extra man. As the graph suggests, (Continued on page 71)

BULK BANTER

Bulk Banter

Send your news and views, likes and dislikes to bulk vending to the Bulk Banter editor, 188 Randolph, Chicago Ill.

By FRANK SHIRAS

The Bernard Bittermans are happy to announce the engagement of their son, Alan, to Marilyn Dean Jacobson, daughter of the Eugene Jacobsons, of Kansas City, Mo. Alan works with his father in the latter's bulk-vending distributorship, in which Alan spends most of his time with chain store accounts.

... Russ Thomas, Memphis distributor, is on the road calling on operators in Tennessee, Mississippi and Arkansas. He used to stay at headquarters, but now has a man to oversee while he is away.

H. J. Wilkerson, Memphis op, is in conference with the tax people these days. He has a penny gum and nut route and has a big invest- (Continued on page 73)

Government Charge: Filter Tip Cig Ads Deceptive

WASHINGTON — Cigarette manufacturers were accused by House probers last week (19) of deceiving the public in claiming that filter tip cigarettes provide more health protection than the ordinary kind.

The charge, leveled by a House government operations subcommittee that made an investigation of filter tip cigarettes last summer, also said that the Federal Trade Commission was "weak and tardy" in efforts to eliminate misleading filter ads. The subcommittee called for a crackdown by that agency.

Probers said their inquiry showed that no more health protection is offered by filter tip cigarettes than by the regular kind despite ads implying that they do. The subcommittee's report stated that the "American public has paid premium prices of 1 to 6 cents per pack for filter cigarettes for "protection they did not receive."

The subcommittee further maintained that smokers who tried filters often failed to find satisfaction from the cigarette. In order to remedy this situation, the report charged that: "First, the filters were loosened to permit a larger number of smoke particles to get thru. Second, the blend was changed to include more of the stronger, heavier bodied tobaccos. This switch to the low-grade darker leaves has turned the tobacco market upside down."

At least two cigarette manufacturers—R. J. Reynolds and P. Lorillard—said there has been a de-

crease in the amount of nicotine and tars in their products. Lorillard said its ads claiming Kent filters best of all leading filter brands is a simple statement of fact.

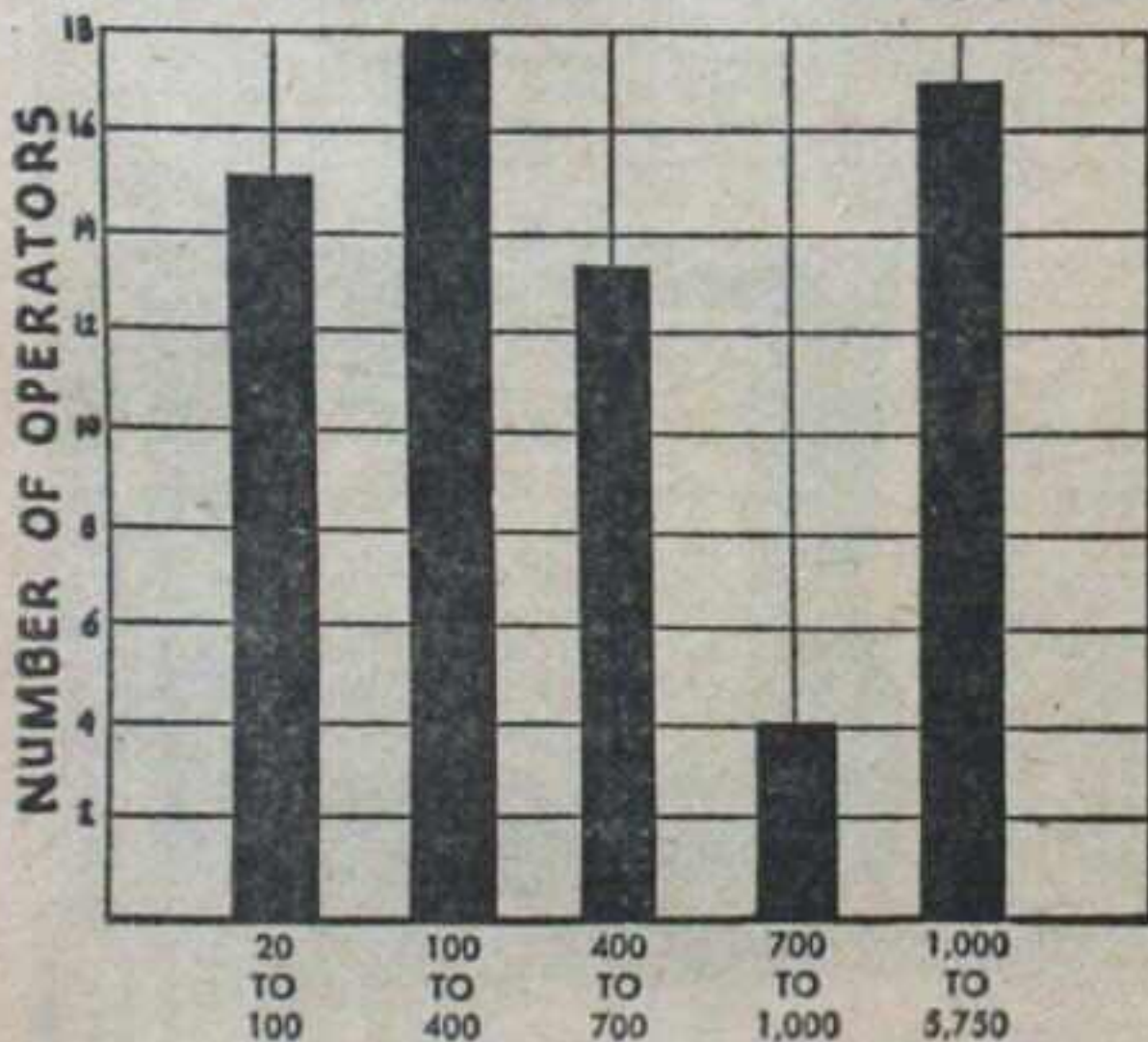
Meantime, Federal Trade Commission has called on the nation's cigarette companies to "assist in developing uniform specifications for testing cigarette smoke to determine tar and nicotine contents." A meeting of industry and FTC will be held this week (26) to lay the groundwork for ending the "confusion arising from the widely varying tests conducted by cigarette manufacturers and private laboratories."

Gary License Law Exempts Venders

GARY, Ind. — Edibles sold through coin-operated machines have been specifically exempted from licensing provisions of a new health ordinance passed by the City Council and now in effect. At the same time, the code brings the sale of pre-packaged confections under the supervision of the city's health department.

Encompassed as "food market" under the broad definition of the ordinance are "confectionery, candy kitchen, nut store . . . or other establishment whether fixed or movable where food, intended for human consumption off the premises is manufactured, pro- (Continued on page 73)

ROUTE GROWTH PATTERN



ABOVE IS SHOWN the relative route sizes of 67 bulk operators thruout the U. S., representing a total of 47,774 machines. Only four operators fall into the 700-1,000 machine spread, where an operator must begin to take on employees. It is interesting that there were more operators with 1,000 machines or more than there were with 100 or less. See article elsewhere this section.

News in Brief

N.Y. Asks New Sanitation Code on Drink Units . . .

New York Board of Health recommended strict sanitation code for carbonated beverage machines and refrigeration units dispensing perishable foods. It is expected that recommendation will be enforced some time during summer. According to Edwin Ludewig, director of Bureau of Food and Drugs, survey of food venders in New York disclosed that "many existing models were so constructed and so designed as to preclude the proper cleaning of the machine and parts. . ."

Canteen Adds Three New Distributors in U. S. . . .

Opening of new territory and two transfers have brought three new distributors into Automatic Canteen. Franchise for new Phoenix, Ariz., territory has been granted Robert E. Pence. James B. J. Ballard Jr. has purchased Fort Wayne, Ind., franchise, and Shirley (Continued on page 72)

N. Y. Bulk Ops Have Fifth Anniver. Dinner

George Eppy Discusses BB Survey; Roger Folz Warns Ops on Armchair Generals

NEW YORK—Members of the New York Bulk Vendors' Association celebrated the fifth anniversary of that organization Wednesday night (19) with a dinner at McGinnis' Restaurant in Jamaica.

Speakers were George Eppy, local charm manufacturing executive; Stanley Kreutzer, NYBVA counsel, and Roger Folz, NYBVA president.

Eppy based his talk on the recent bulk vending surveys in The Billboard. He pointed out that according to the survey, nickel and dime vending doesn't amount to much in the charm and ball gum field, and that nickel nuts and confections are not much of a factor in the industry.

Capsule Vending

However, he added, the fact that 14 per cent of all machines surveyed carry 5-cent capsules would indicate that this phase of bulk vending is a profitable one.

Penny ball gum and charm is still the base of the industry, Eppy said, citing that 63 per cent of the machines on location are 1-cent combination units.

Eppy advised larger operators to study their routes and discover where they are failing to get the most from their locations. He pointed out that according to The Billboard survey, operators with 400 or more machines net only 93 cents per machine per month, while those with less than 400 machines net \$1.85 per month per machine.

He said that while the small operator might not figure in his own labor as an expense, the gap between the two figures is so great that it must be concluded that the smaller operator runs a more efficient route.

Eppy concluded that smaller operators generally give each location more individual attention, and that this attention is paying off in the form of net profits.

Sam Eppy discussed his recent seven-week European trip. He said that most bulk vending machines in Europe are placed on outdoor locations. According to Eppy, operations technique in Europe are less advanced than in this country. Operators, he said, are prone to delegate to much authority to collect and do not ride close herd on their operations.

Belgian Case

He pointed out that one Belgian operator placed a battery of ball gum-charm machines on a location, with Century 140 and 120-count gum machines, side by side. He couldn't figure out why the 140 and 120-count machines didn't do well.

The obvious answer, said Eppy,

Razor's Edge

Continued from page 70

probably quite a few operators don't even bother going thru the 700-1,000 stage, but save their money until they can manage to buy a route of several hundred machines and make the transition to the over 1,000 route size immediately. At any rate, there were only four out of 67 operators who had routes in the 700 - 1,000 spread.

The second chief reason for the unpopularity of this route size is the increasing need for standardization of all procedures. The bigger an operator gets, the more necessary become decreases in overhead expenses, and the proportionately greater need for uniformity. Many more smaller than bigger operators use major equipment on their routes. (The Billboard, February 10.) When these operators verge on the 700 machine size, they realize that the need for uniformity will soon make it unprofitable to maintain major equipment. So many operators simply never attempt to walk the razor's edge and choose to hang back with fewer than 700 machines, which can be profitably handled by one man.

Judging from this group of 67 operators, one cannot say that bulk vending is primarily a part-time operation. An operator with 400 machines can make a living if he is diligent in servicing and careful in the selection of his spots. In the group under consideration, there were exactly as many operators with more than 400 as there were with less than 400 machines. If one thinks that 500 machines are a minimum for an operator to make a living, it changes the picture somewhat, but one still couldn't claim that bulk vending is predominantly part-time—using the 67 operators as the frame of reference.

Surprising is the fact that there are two more operators with more than 1,000 machines than operators with less than 100. Of course, very large operators may well be more co-operative in survey work, but there is nothing that can be said at present about the truth of such a view.

is that given the choice of a small, medium-size or large ball of gum, the youngster will invariably buy the larger piece of gum. Eppy advised the operator to use uniform-size gum in battery operations.

Roger Folz warned operators of the danger of becoming armchair generals. Folz, who is one of the largest operators in the country, said that as operators add more machines to their route, they tend toward laziness and fail to supervise their routemen.

Door Poor Stops

Folz told the operators that a good location one year may be a poor one the next year. He advised them not to be afraid of dropping poor locations and to switch equipment. According to Folz, 500 good locations are better than 1,000 averages ones.

Folz is a strong advocate of battery installations as opposed to scattering machines around a stop. Proper display and grouping, he said, can make a substantial difference in collections.

Getting several machines on the same location, Folz continued, will reduce service costs and actually increase the per-machine revenue. Folz explained that a nut or confection machine by itself might not pull in much, but that same machine will yield a respectable gross when placed in a battery of charm and gum units.

Service Costs

Folz said that the operator's supply and ingredient costs have not risen much during the last few years. The big jump in expense, he explained, is in service costs—routemen salaries, vehicle expense, etc. The best way to reduce this expense in relation to gross business, Folz concluded, is by the intelligent use of battery installations.

Stanley Kreutzer, NYBVA coun-

sel, was cited as "being responsible for keeping the operators in business." Kreutzer won several key battles on behalf of the operators in New York courts. The right of operators to vend mixed charms with ball gum under certain circumstances is now firmly established in the local courts.

Kreutzer said that the ball gum business is one of the few segments of American enterprise where the little fellow still has a chance and where he isn't apt to be gobbled up by the big corporation.

He urged operators, distributors and manufacturers to exchange ideas and exhorted them to see to it that the industry continues to remain in the hands of respectable and responsible people.

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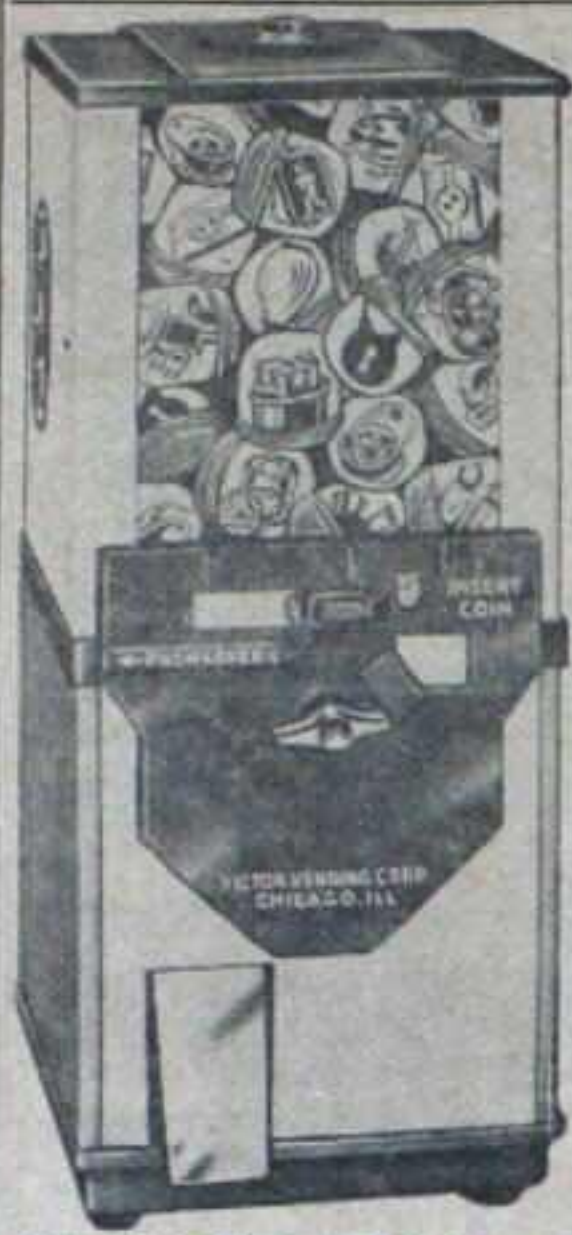
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News in Brief

Continued from page 70

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Nashville Firm Intros Complete Coin Laundry . . .

About 4,000 washing machines are in use in Dallas, Tex., area in completely automatic-type service. New entry is laundry firm in Nashville, Tenn. James A. Hofstead, president of Wisly Washy, Inc., said two Nashville locations have been selected for experiment in exclusive coin-operated laundering. Hofstead said there are no patrons on premises, that patrons select machines not in use, and pay 15 cents per wash, with soap extra. Ten cents is charged for use of dryer.

FTC Hands Wico Consent Order on Food Bar Ads . . .

Consent order prohibiting Wico Corp., Chicago, from misrepresenting earnings to be made from selling its hot food service bars, and the assistance it gives customers, was approved by Federal Trade Commission last week (17). In complaint issued last August, FTC alleged the advertised income "up to \$16,000 a year" is rarely if ever realized by a purchaser and the only purpose of Wico's advertising was to sell its merchandise and not, as represented, to offer a wholesale business or a managerial job. Consent order is an agreement "for

UP AND UP

Senate Asks For Biggest Postal Hike

WASHINGTON — The Senate Post Office Committee last week (20) approved legislation that would increase out-of-town letter rates to 5 cents, local letters to 4 cents, and air mail to 8 cents. The measure, if passed, would have serious consequences for operators of stamp vending machines. A great many operators fear that such increases would send a large portion of present customers to the Post Office because they would balk at paying the 20 or 25 per cent commission to a vendor. For local first class mail, it will still be possible to vend 4 cents' worth of stamps for a nickel. If the letter is for out of town delivery at the proposed 5-cent rate a customer would have to buy more stamps than he actually needs if the vending machine operator is to realize a profit. With air mail set at 8 cents, many customers would again balk at the possible 2-cent premium. Earlier indications were that the rates would be set at 4 and 7 cents, respectively. President Eisenhower however, called for the 5-cent rate in his State of the Union message. Senator Frank Carlson (R., Kan.), reportedly was successful in tacking the 5-cent amendment to the legislation proposed earlier, which called for the lower rate. Other amendments would raise the rate on air mail post cards to 5 cents and first class post cards to 3, except those written by hand, which will remain at 2 cents. Legislation would be in effect for 3 years, and would be reconsidered at the end of that period. Indications are that the measure will face Senate action this week.

Don't Overlook the CLASSIFIED SECTION this issue

settlement purposes only" and does not constitute an admission by parties that they have violated the law.

Fishman Details Industry Vend Growth in Speech . . .

William S. Fishman, president of National Automatic Merchandising Association, detailed rapid growth of automatic merchandising in industrial field in speech before Industrial Operators Group of the Chicago Restaurant Association. Said Fishman, "While attendants are necessary at an automatic feeding installation at peak periods to make change and speed service, a vending installation is faster than a cafeteria-line with a single cash register, because each vending machine is its own show case and its own cash register."

CIGARETTE AND CANDY MACHINES

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STONER, 8-COLUMN CANDY, 160 capacity, prewar model . . . \$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model . . . 80.00
STONER 8-COLUMN CANDY, 160 cap., postwar changemaker, 175.00
STONER 8-COLUMN CANDY, postwar, 5-10-20 . . . 165.00
NATIONAL CANDY, 9-column . . . 90.00
ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. . . 85.00
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N.W. Model 22, 1c Part, Com- verted for 10c, 5c, 8c.	4.30
Silver King 1c B.G. or Mds.	8.00
A.B.T. Gums	20.00
Acorn, 1c or 5c	9.50

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	9.33
Pistachio Nuts, Jumbo Queen	1.57
Pistachio Nuts, Large Tulip	1.54
Pistachio Nuts, Vendor's Mix	1.53
Pistachio Nuts, Shell	1.41
Pistachio Nuts, Shell	1.43
Cashew Whole	1.54
Cashew Butts	1.58
Peanuts, Jumbo	1.42
Spanish	1.37
Mixed Nuts	1.57
Tabby-Lets, 500 ct.	1.38
Rainbow Peanuts	1.37
Boston Baked Beans	1.27
Jelly Beans	1.28
Licorice Gums	1.28
Leaflets, 650 ct.	1.40
M & M, 550 ct.	1.50
Hershey's	1.47

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STAMP FOLDERS, Lowest Prices. Write

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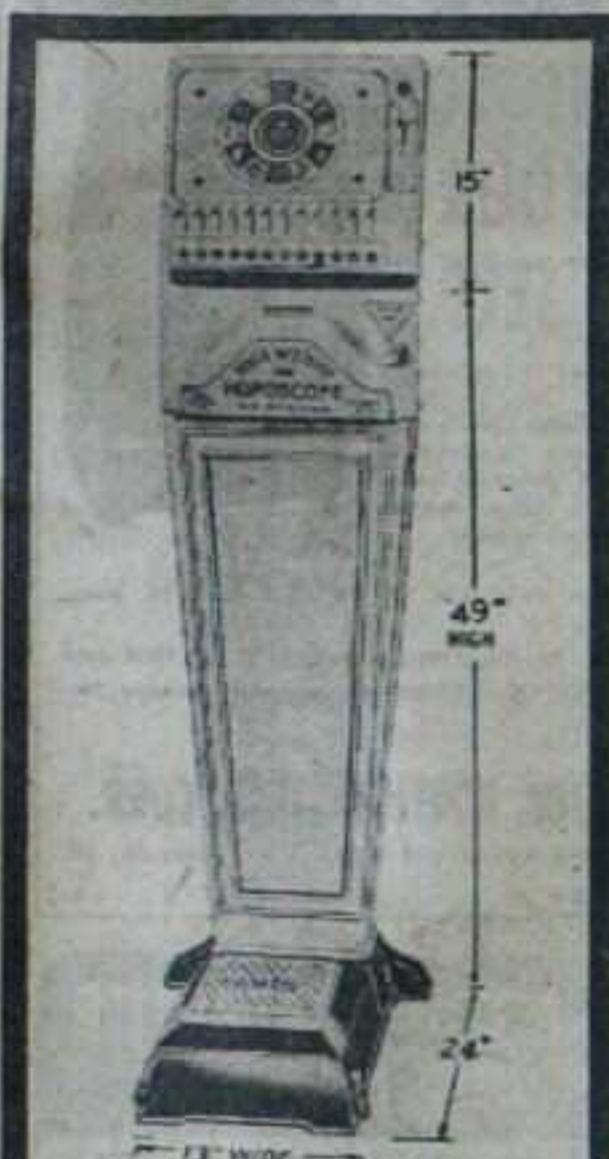
Name
Address
City Zone State
Occupation

Gary License

Continued from page 70

duced, stored, prepared, handled, transported, sold or offered for sale at retail...

Sections 3A and 3B of the ordinance require the licensing of such establishments at \$10 per license. Section 3C, however, stipulates the exemption of venders and pre-packaged goods without relinquishing supervisory authority in matters of sanitation.



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GIVE TO DAMON RUNYON CANCER FUND

Bulk Banter

Continued from page 70

ment in equipment. He's a fairly new operator in the business and hopes to make good... In London, Eng., Daniel Pollard, 19, was sentenced to six weeks in jail for stealing a bubble gum machine. Police said he told them he took it because "I was hungry"... Harry Bell, veteran Chicago op, got a valentine from his youngest grandchild.

First National Vending Service, Chicago, reports that judging from orders received, Hawaii and Alaska are rapidly opening up as bulk-vending markets... Lewis SaPlata, Springfield, Mo., op, finds ball gum and charms his most profitable fill. He says factory locations for peanuts are also good spots, but nevertheless plans to replace 30 per cent of his nut venders with candy or chicle gum. Says he also intends to increase his nickel machines by about 20 per cent.

Don Graham Dies

DALLAS—Don Graham, veteran bulk vending operator, died here Thursday (13). He had recently organized a ball gum and charm distribution company in Dallas.

SCHOENBACH STAMP VENDORS Folder Type



ATTRACTIVE OUTSTANDING Built to last for years. Perfect slug detection Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vender (as illustrated) \$24.50 ea.

3 Col. Vender \$34.50 ea.

STAMP FOLDERS Very Low Prices.

1/2 With Order, Balance C.O.D. J. SCHOENBACH Distributors of Advance Vending Machines 1647 Bedford Ave., Brooklyn 38, N. Y. President 2-2900

Piloted Distributing Firm

Continued from page 70

years, when business demands became so pressing that he had to sell his plane. A gregarious and extremely civic-minded person, Fraga uses much of his free time working with different communal agencies, clubs and associations. He is a member of the Chamber of Commerce, the Better Business Bureau, Junior Chamber of Commerce and the local Rotary Club. He is also secretary of National Vendors' Association and firmly believes in the association's integral role in future expansion of the bulk-vending industry.

"An operator on his own has a bad time," says Fraga. "He needs someone to represent him on taxation—on a high level—and Ted Raynor, NVA's legal counsel, knows his way around Washington on these matters. More and more operators will find that membership in an association is one of the smartest moves they've ever made."

Fraga believes that bulk vending as an industry can be advanced by manufacturers working thru accredited and successful distributors. "The manufacturer should let the distributor handle a certain section of the nation for him," he says. "The distributor can do a lot for the operator, since he is closer to him and his problems. Distributors, however, should be set up with a place of business and have recognized lines of machines and supplies so that the operator will know that he is not a fly-by-night."

Standard Specialties has grown in all directions so that now it serves such remote places as Alaska, the Hawaiian Islands, the Philippines, Hong Kong, Bangkok and most recently, Belgium. In fact, business expansion has gone ahead at such a rapid rate that Fraga to a great extent has had to give up his hobbies of photography and golf along with flying. He is a devoted family man, however, and dotes on his three daughters—Pat, 14; Lindsay, 9, and Mary,

going on 5. Whenever he can, Fraga makes a weekend trip with the family, hoping that some day he'll be able to take the whole family to Europe for a real vacation.

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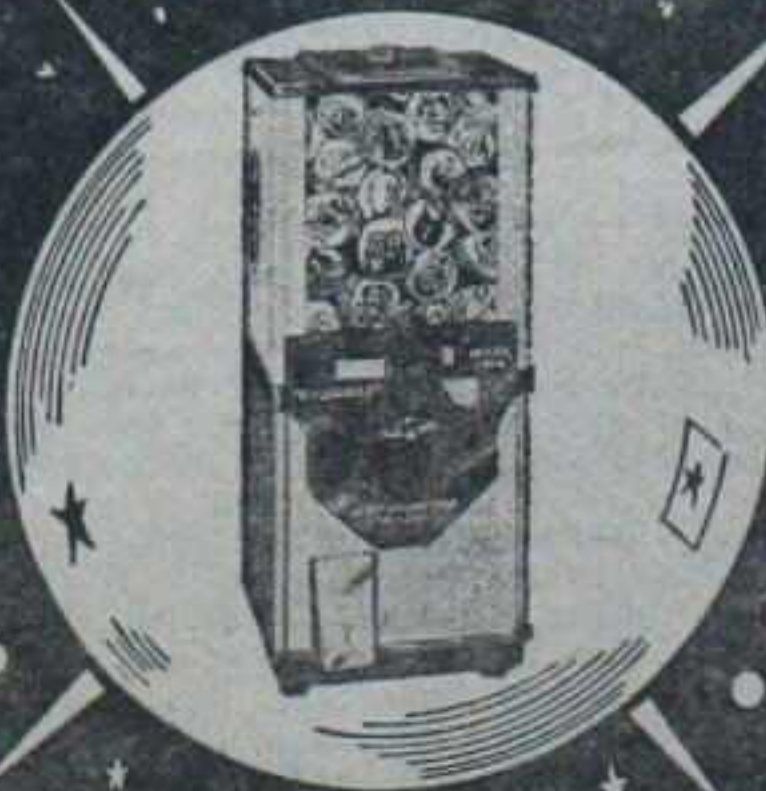
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762

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Address.....

City..... Zone... State.....

Occupation.....



PUBS HOPE TO WOO PATRONS

Tavern Slump Threatens Grosses At 180,000 Game, Juke Locations

CHICAGO — Little by little, the estimated 180,000 locations game and juke box operators have in the nation's taverns are being whittled down by rising costs and dropping patronage.

These locations, where liquor-by-the-drink is sold, are the traditional bread-and-butter spots for coin equipment.

The tavern trade is taking steps to stem the slide and woo back its former crowds of customers. But game and juke operators are seemingly helpless to do much about the situation. In fact, re-

strictive legislation in the form of rising machine license fees in many areas and bans on many types of equipment, have increased their problems.

Since 1949 in Chicago alone, more than 1,500 taverns have closed their doors, and tavern traders estimate that there will be 200 less this year than last. With licensed Chicago taverns now under the 8,900 mark, tavern spokesmen feel that the number must drop to 7,000 to reach a profitable level.

Tavern trade sources point to

chain store beverage sales competition and over-regulation as principle factors in the demise.

Home Sweet Home

The current public yen to spend evenings at home in the twilight of the television set, and to grow more and more reluctant to part with spare cash also has its effect.

Asked if the drop-off in tavern trade apparent in recent years is continuing, Paul E. Jorgensen, coordinator of the National Licensed Beverage Association commented, "It isn't any better." He reported that the "Ma and Pa-operated taverns" are getting along, but that downtown taverns in towns under 100,000 are now feeling the pinch.

Jorgensen pointed out, however, that tavern traders are taking steps to check the slump. Advertising and promotion campaigns to get people back onto the barstools are already in motion.

Campaigns are centered around a "National Tavern Month" in May. While such a plan is not new, Jorgensen said that this year it will be bigger than ever, with

(Continued on page 75)

EDITORIAL

The Man With Ideas

Al Schlesinger was a man full of ideas. Big, wonderful ideas for making the industry he loved and lived into a better one.

All who knew him will miss him for the man he was, but the tragic loss will be the coin machine industry's, which is in desperate need of men with ideas the size and scope of Al's.

He did not live to see his most ambitious idea come true: To bring unity to the business by building solid understanding among manufacturers, distributors and operators.

But if he did not see it realized, it is thru no fault of his, nor perhaps industry leaders themselves. It may be only that this idea was more a dream to be worked at than a goal to be reached.

But, then, Al never worried much about whether any of his ideas were too big to be realized. He was concerned mainly with producing and promoting ideas that were big enough to be worthy working toward. We hope that he excited others with this idea, and others, as much as he did us.

Al was constantly fighting to better the industry he knew like the back of his hand. With 39 of his 58 years spent in it, most of those as an operator, but some as distributor and association official, Schlesinger's world was coin machines.

Since becoming head of NCMMA, Al was preoccupied with building it into a lasting instrument of benefit for all facets of the business. Understanding among all groups was a goal he set for the association just after reactivating it. In an article he wrote for The Billboard in 1955, he stated his aim:

"One of the first steps to take is to eliminate the fear that permeates our industry—the fear of the operator in relation to the distributor, the fear of the distributor in relation to the manufacturer, and the fear of the manufacturer in relation to trade associations.

"If we could substitute co-operation for fear thruout all branches of the industry, we will have eliminated our worst enemy. NCMMA has set as one of its goals the uniting of operators, distributors and manufacturers into one interlocking group for unity and progress.

"If we are to continue to make this industry a prosperous one, it will take the combined efforts of all segments to look to new horizons and new opportunities so that we can all benefit from a united industry."

We hope this is one idea that does not die with Al. The business will miss him. We will, too.

Bowlers Cover 50% Of Dallas Locations

New Compact Models Make Fast Climb, But Shuffles Still Hold Most Spots

This is the first in a series of articles on bowling game operations thruout the country.

By BILL GLINES

DALLAS — You'll get everything from the words "good" to "chaotic" on business conditions surrounding coin-operated bowling games in this area.

Cliff Wilson of Walbox Distributing Company, who handles all types bowlers, reports that long bowlers are still doing well and the new short bowlers are "doing exceptionally well right now."

"There are practically no shuffleboards in Dallas, but many are still on location in Oklahoma," Wilson says.

Shuffle bowlers account for approximately 50 per cent of total bowlers on location in the Dallas area with ball bowlers and the new gun or manikin bowlers accounting for about 25 per cent each of the rest of the business.

He estimates that about 50 per cent of amusement machines here are of the bowler type.

Gun Bowlers Move

"We're getting lots of action on the new short gun bowlers," Wilson says. "I would estimate that newly purchased pinballs, bowlers, gun games, arcade and novelty games will be between 25 and 30 per cent of total games on location here in 1958.

(Continued on page 75)

Toledo Designs New Pin Code To Get Action

TOLEDO — A new ordinance designed to put teeth into the city's anti-pinball campaign, was submitted to City Council Tuesday (18).

Charles T. Lawton, law director, who submitted the measure, said it is intended to "break the legal log-jam" which has held up police action against pinballs despite an existing ordinance.

Lawton said the new ordinance uses the language of the Ohio Supreme Court in defining pinballs, and, in this way, differs from the existing code.

The State court's decision, rendered December 18, upheld a Columbus ordinance banning pinballs even tho they were for "amusement only." The case may be taken to the U. S. Supreme Court.

The new ordinance terms the

(Continued on page 78)

Fed. Grand Jury to Hear CIAA Prexy

CHICAGO — Sam Greenberg, Chicago Independent Amusement Association president, is slated to appear before a federal grand jury here tomorrow (25), as investigations into CIAA's dealings with Local 134 of the International Brotherhood of Electrical Workers, continued.

The U. S. Attorney's office is interested in possible violations of the Taft-Hartley law in connection

with association-union financial workings.

In other action, Alex Ross, identified as one of at least two persons using muscle tactics at game locations in the city, was arrested, and likely to appear before the grand jury. James Rini, also connected with the terrorism, was still sought by authorities, as was Thomas Waterfall, so-called executive secretary of CIAA. Fred Tom (Juke Box Smitty) Smith, a union business agent, was also sought.

Search Books

The Senate Rackets Committee, investigating possible rackets in the juke box and game business here, is trying to find the books and records of the CIAA.

The future of the game association, formed in December, 1955, is now in doubt. Some operators believe that "the whole thing will eventually blow over, and things will go on as usual." Others believe that this is as good a time as any to rid the local business of hoodlum elements, but are not confident that this can be done.

Association troubles seem to stem from the pact signed with the union in January, 1957. Altho local squabbles over game locations have occurred from time to time over the years, they never before drew as much attention from investigative bodies, and the local press. Roughshod union tactics have no doubt served to bring the pot to boil.

1855 BANK NOTE TURNS UP AMID BB COIN SUBS

CINCINNATI — The Billboard's circulation department was briefly set back more than 100 years last week when a pre-Civil War bank note turned up among its coin machine subscriptions.

It was a \$20 State certificate payable by the Central Bank of Alabama, dated November 1, 1855. But, according to the Federal Reserve Bank, it has no value except to a collector of currency and coins.

It came from Walter L. Clark, Childersburg, Ala., and was prompted by a recent Billboard subscription solicitation featuring a picture of Abraham Lincoln.

Ky. Bill Asks State Pin Ban

FRANKFORT, Ky. — A bill which would outlaw pinball games thruout the State has been introduced in the Kentucky assembly by Rep. Thomas L. Ray, D., Louisville.

House Bill 305 would repeal the 1950 State law that legalized pinballs, and set a \$500 fine or one to three-year prison sentence for violation.

The Jefferson County grand jury had only recently recommended repeal of the 1950 statute. (The Billboard, February 10). Louisville enacted an ordinance that prohibits persons under 18 years of age from playing pinballs, and increased the annual city license on the games from \$15 to \$20, the maximum allowed by State law.

Coin Trade Pays Final Tribute to Schlesinger

POUGHKEEPSIE, N. Y. — Members of the coin machine industry braved icy roads and bitter cold Thursday (20) to pay final respects to Al Schlesinger, managing director of the National Coin Machine Distributors Association.

Schlesinger, 58, died in Chicago early Tuesday morning at 3180 Lake Shore Drive. For the last year he had been suffering from cancer. He leaves his wife, Leona Schlesinger, and a brother, Sam Schlesinger.

He has served as managing director of NCMMA since it was reactivated in April, 1955. Schlesinger maintained a headquarters office for the group at 30 North La Salle Street in Chicago.

A 39-year pioneer in the coin machine business, he began operating peanut and ball gum machines in Port Chester, N. Y., in 1919 as the Luray Peanut Company. He set up an office in 1926 in Yonkers, N. Y. In 1929, he opened headquarters in Poughkeepsie for the Square Amusement Company, a juke box and amusement game operating firm. The four Schlesin-

ger brothers—Al (Albert), Sam, Meyer and Harry—were partners in the company. Meyer and Harry died in recent years.

He headed the firm in Poughkeepsie from 1929 until leaving for Chicago to head NCMMA in 1955. Sam took over the active operation of the route when he left.

Schlesinger was always active and interested in association work. He wrote an article entitled "Why a State Organization?" for The Billboard which appeared in its February 23, 1935, issue which comprehensively answered the question. The following year, in 1936, he, along with Joe Fishman, Ben Haskell and Teddy Blatt, organized the New York State Skill Game Board of Trade, the first State coin association in New York. He served as vice-president of the Empire State Skill Games Association, Inc.

He was prominent for years in the New York State Operators' Guild, and until taking his post with NCMMA, was special representative for Music Operators of America.

WHAT DO YOU KNOW ABOUT THE CHI RACKETS?

The Billboard wants anything you know that might be helpful to the current investigations into hoodlum activities in the Chicago juke box and amusement game businesses. Give us your information by registered mail or in person. You can feel free to do so since The Billboard WILL NEVER REVEAL THE SOURCES OF ITS INFORMATION UNDER ANY CIRCUMSTANCES. However, if you wish to remain completely anonymous, you need not sign your letter. All information which could be helpful to investigators will either be turned over to them, published in full in The Billboard, or both. Write or phone: Bob Dietmeier, The Billboard, 188 W. Randolph Street, Chicago 1. Central 6-9818.

Bowler Games in Dallas

Continued from page 74

Raymond and B. H. Williams, of Commercial Music Company, said that the large 14-foot bowling game and the eight-foot shuffle alley predominate in Dallas locations.

They say that about 95 per cent of new games purchased will be the new ball bowlers or "gun and manikin" bowlers.

Turnover in 1958 of coin-operated bowlers will amount to about 60 per cent, they estimate. This figure takes in the operator who "trades in" an old machine for a new one, in addition to outright acquisition of new machines with no trade in.

"The new bowlers have appeal," Williams said. "They have been very successful."

Ops Not Satisfied

Blowing the whistle on business conditions was Abe Susman, president of State Music Distributors, Inc.

"The public is looking for something new," Susman said. "Maybe the answer isn't bowlers. Their popularity is on the wane. Nobody knows what the change will be to."

He said the percentage of total bowlers on location is "way down."

"Lots of the new equipment on the market is too high, that's the crux of the situation," he adds. "As equipment has been improved to satisfy the public more cost has gone into it."

"Business conditions as to bowlers in this area are chaotic."

"The operator problem is the cost of equipment. There are less locations because we are getting away from the little coffee shop or restaurant in industrial areas where workers would come in for breakfast, lunch or dinner—or even a cup of coffee and piece of pie—and bowl a couple or three games before going on the job."

Company Cafeterias Hurt

"This is because so many companies now have their own cafeterias. This gets the worker in the plant—and he doesn't leave until it's time to go home. It kills locations in industrial areas."

"Any time you close small businesses, like cafes, you hurt all business—including mine."

Susman says that 10 per cent would be a "big figure" in newly purchased pinballs, bowlers, gun games, arcade and novelty games in 1958.

"The man with 10 machines wouldn't add more than one new one," he said.

Susman objects, as do operators, he knows, to the new big ball bowlers because of price and because on many locations "there is no room to put them in."

"Public acceptance on new machines has not been nearly what was anticipated."

"We're in a real levelling off in amusement play."

He also described taxes as "hurting." (Other distributors agree with him).

There is a State tax of \$60 per year on each 10-cents-to-operate novelty play machine and the city of Dallas has an additional \$30 tax (which it collects, incidentally) on each such machine. There is also the \$10 federal take on all types of novelty play equipment.

Tavern Slump

Continued from page 74

breweries, bottlers, distillers, and other branches of the trade participating in greater numbers. A bigger push in outdoor advertising, with beer ads boosting the tavern as a prime spot to enjoy a brew has already been launched.

Return of Musicians?

On still another front, the tavern association is working with the Musicians' Union in an attempt to repeal the burdensome cabaret tax, now under Senate committee study. Proponents of repeal have seen the tax cut 10 per cent in the House, now hope to see it wiped out altogether in the Senate.

Tavern owners see in the cabaret tax an indirect enemy to tavern patronage. The tax discourages tavern owners from bringing added entertainment attractions into their locations which could serve as a very effective draw. The cabaret tax opponents argue that repeal of the tax would not only salvage much of the tavern trade, but would put about 200,000 people in the entertainment field back in business.

As another possible hypo to the tavern trade, the Beverage Dealer and Tavern News, leading tavern trade paper, editorially has called on tavern owners to push draught beer sales as the one strong sales point remaining. "The chain grocery stores and their affiliates cannot compete with a good glass of draught beer," the paper says.

Up Tab on Tap

But, adds the paper, tavern owners have lost track of this strong sales point; some even boosted the price of a draught beer and cut down on the size of the glass to encourage patrons to take a bottle instead. "These tavern owners are digging their own graves," says the editorial: "Don't take the smug attitude that you'd rather sell whiskey anyway and neglect the second-largest-selling beverage (next to milk) in the nation. It can make you more money, properly handled, than any other beverage."

"The trend to drift away from taverns for more and more social drinking in the home, especially beer drinking, can be laid to the door of the tavern owner himself."

As the tavern business fights for survival, the juke box and game operator watches anxiously from the sidelines, his bread-and-butter locations, one by one, gradually fading away.

Joliet Locations Ask Court Ruling To Kill City Code

SPRINGFIELD, Ill. — A suit was filed Friday (14) in Sangamon County Circuit Court by a group of 34 Joliet taverns, asking that a city code outlawing pinballs be declared unconstitutional.

The group seeks to oust the anti-pin ordinance on the grounds that the State law under which it was adopted is unconstitutional. The ordinance had gone into effect December 31.

In addition, the taverns asked a temporary injunction to block enforcement action on the ordinance, pending the outcome of the suit.

The suit charges that since the Illinois State Supreme Court has ruled pinballs are not gambling devices, the statutes under which

the city code was drawn are not valid.

Suit was filed here by Robert A. Sprecher and A. G. Geocaris, Chicago attorneys, and Schenk and Dimas, Joliet law firm.

The Joliet mayor, city manager, other city officials and several State officials, including Revenue Director Richard J. Lyons and State Police Chief William H. Morris were named as defendants.



JOE ASH says:

When you consider Quality ACTIVE'S Prices are Lowest!

IF IT'S A... **Gottlieb Pin Game WE HAVE IT!** OR A **Wurlitzer Music Machine**

CABLE: COMAC FOR PRICE LIST!

Exclusive Distributors for Wurlitzer, D. Gottlieb and Exhibit in So. Jersey, Del. and E. Penna. Cable Address: COMAC, Philadelphia, Penna.

ACTIVE

AMUSEMENT MACHINES CO.

You can ALWAYS depend on ACTIVE ALL WAYS

666 N. Broad St., Phila. 30, Pa. • POstar 9-4495 Write or wire for prices



LEADERSHIP...

One glance... a moment's listening... and you know this juke box is so far ahead in styling and electronics that nothing can compare. This is leadership that pays off in easier servicing, more play and bigger profit anywhere this superb instrument is located!

see it... hear it! The New AMI series



AT

THE HUB ENTERPRISES, INC.

2216 DIVISION STREET

Baltimore 17, Maryland

Phone: LAfayette 3-3525

COIN MACHINE



Bowling Game Parts
 Balls, 2 1/4", Black 55¢ ea.
 1st Grade 3", Black 75¢ ea.
 Balls, 4 1/2" Write
 Wooden Balls, 3 1/16" 80¢ ea.
BULBS—G. E. SURPLUS—SPECIAL
 #44—\$4.75 per C. \$45.00 per M
LOCKS...KEYED ALIKE...55c up
 Contact Kits, incl. 100 asstd. silver
 Points—\$5.95 per kit.
FOR GAME MAKERS—CONVERSIONS
 Steppers — Relays — Transformers
 — Motors — Switches.
WE SAVE YOU MONEY!
MUSIC—ALL PARTS—WRITE YOUR NEEDS

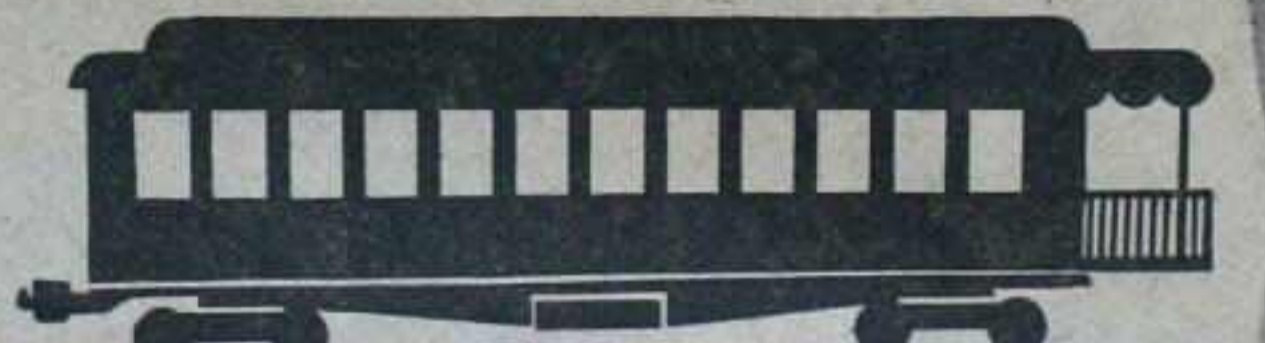
BUMPER POOL GAME SUPPLIES
 Balls, 2 1/4", std. weight \$.75
 Balls, 2 1/4", lgt. weight55
 Cue Sticks, 48", wood std., ea. 1.75
 Cue Sticks, 48", plastic std., ea. 2.00
 Coin Chutes, A.B.T., double
 dime, for pool table, ea. 7.95
 All Coin Chutes Write for Prices
 Plastic Cup Liners, doz. 2.75
 Lite-Up Bumpers, red or white, ea. .35
 Tips, per 100 1.35
 Chalk, gross 3.75
 For any Pool Table Supplies not
 listed—WRITE.

QUANTITY USERS, CONTACT US
OTHER SUPPLIES:
 #77 Shuffleboard Wax, 24
 cans per case, 6 cases \$31.68
 Precision Fucks, smooth or
 window, per set of eight .. 7.00
 Jumbo Fucks, each 1.95
 Coin Wrappers, Munves "Rugged"
 Brand, per thousand80

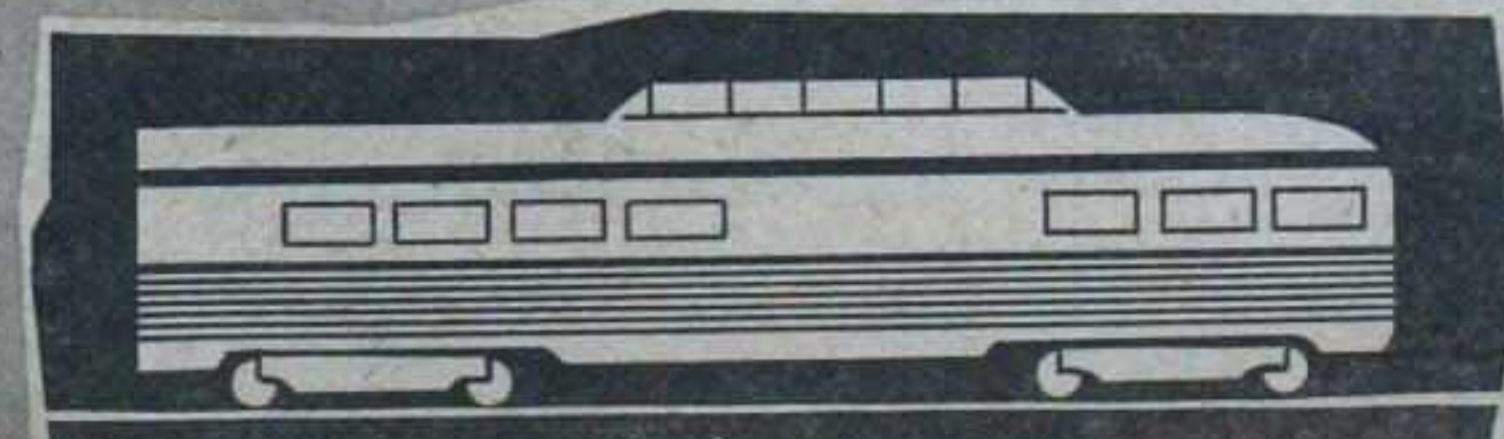
MIKE MUNVES
 CORPORATION
 8 Ryant 9-6677
 577 Tenth Ave., New York 36, N. Y.



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



Railroad Coaches changed silhouettes



Why not Automatic Phonographs?

GO MODERN BUY WURLITZER

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of February 17, 1958)

MUSIC MACHINES

Table with columns: Model, High, Low, Mean Avg. Includes entries like Model C-40, Model D-80, Model E-40, Model E-80, Model E-120, Model F-80, Model F-120.

ROCK-OLA

Table with columns: Model, High, Low, Mean Avg. Includes entries like 120 Comet, 1428 (48) 20 sel., 1432 (50-51) 50 sel., 1433 Rocket, 1434 (50-51) 50 sel., 1438 (54) 120 sel., 1442 (54) 50 sel., 1446 Hi-Fi 120 sel., Hi-Fi (55).

SEEBURG

Table with columns: Model, High, Low, Mean Avg. Includes entries like HM-100 Hideaway, M-100-A, M-100-B, M-100-C, HF-100-G, HF-100-R, 100-W, M-100-G.

WURLITZER

Table with columns: Model, High, Low, Mean Avg. Includes entries like 1015 (46) 24 sel., 1017 (46) 24 sel., 1100 (47) 24 sel., 1217 Hideaway, 1250 (50) 48 sel., 1400 (51) 48 sel., 1450 (51) 48 sel., 1500 (52) 104 sel., 1550 (52) 104 sel., 1550-A, 1600 (53) 48 sel., 1600-A, 1650 (53) 48 sel., 1650A, 1700 (54) 104 sel., 1800 (2/55) (W).

PINBALL GAMES

Table with columns: Model, High, Low, Mean Avg. Includes entries like Atlantic City, Beach Beauty, Beach Club, Beauty, Big Time, Bright Lights, Bright Spot, Broadway, Coney Island, Dude Ranch, Frolic.

Table with columns: Model, High, Low, Mean Avg. Includes entries like Gayety, Gaytime, Hi-Fi, Ice Frolics, Miami Beach, Nite Club, Palm Beach, Palm Springs, Spot Lite, Surf Club, Variety, Yacht Club.

CHICAGO COIN

Table with columns: Model, High, Low, Mean Avg. Includes entries like Basketball Champ, Tahiti.

EVANS

Table with columns: Model, High, Low, Mean Avg. Includes entry Saddle & Turf Club Model.

GENCO

Table with columns: Model, High, Low, Mean Avg. Includes entry Golden Nugget.

GOTTLIEB

Table with columns: Model, High, Low, Mean Avg. Includes entries like Arabian Knights, Auto Race, Basketball, Chinatown, Cinderella, Classy Bowler, College Daze, Coronation, Crossroads, Cyclone, Daisy Mae, Derby Day, Diamond Lill, Dragonette, Duette, Flying High, Four Belles, Four Stars, Frontiersman, Gold Star, Grand Slam, Green Pastures, Guys & Dolls, Gypsy Queen, Happy Days, Harbor Lites, Hawaiian Beauty, Hit 'n' Run, Jockey Club, Jubilee, Jumbo, Lady Luck, Lovely Lucy, Marathon, Marble Queen, Mystic Marvel, Niagara, Pin Wheel, Poker Face, Quartette, Queen of Hearts, Quintette, Rose Bowl, Scoreboard, Sea Belles, Shindig, Skill Pool, Sluggin' Champ, Sluggin' Champ Deluxe, Southern Belle, Spot Bowler, Stage Coach, Sweet Add-A-Line, Toreador, Tournament, Twin Bill, Wild West, Wishing Well.

UNITED

Table with columns: Model, High, Low, Mean Avg. Includes entries like ABC, Caravan, Circus, Havana, Hawaii, Manhattan, Nevada, Pixie, Rio, Singapore, Stardust, Starlet, Triple Play.

Table with columns: Model, High, Low, Mean Avg. Includes entries like Tropicana, Tropica.

WILLIAMS

Table with columns: Model, High, Low, Mean Avg. Includes entries like Army & Navy, Big Ben, C. O. D., Colors, Dealer '21, Deluxe Baseball, Disk Jockey, Eight Ball, Fairway, Grand Champion, Gun Club, Hayburner, Hong Kong, Jalopy, King of Swat, Lazy Q, Lu Lu, Nifty, Nine Sisters, Peter Pan, Quarterback, Race the Clock, Rainbow 5 Ball, Regatta, Screamo, Silver Skates, Singapore, Sky Way, Spark Plug, Spitfire, Star Pool, Struggle Buggle, Twenty Grand, Times Square, Thunderbird, Three Deuces, Super World Series, Wonderland.

SHUFFLE GAMES

Table with columns: Model, High, Low, Mean Avg. Includes entries like Ace Bowler, Advance Bowler, American Bank, Arrow, Banner, Bikini, Bonus Bowler, Bonus Score Bowler, Bowlette, Broadway Alley, Capital Deluxe Shuffle Games, Capitol, Carnival, Cascade, Century, Champion, Chief, Classic, Clipper, Clipper Deluxe, Clover Shuffle, Club, Comet Targette, Comet Deluxe, Criss-Cross, Criss-Cross Targette, Criss-Cross Targette Regular, Crown, Diamond, Domino, Double Score, Feature, Fifth Inning Deluxe, 5 Player, Fireball, Flash, 8 Player, Gold Cup, Gold Medal, Hi Speed Triple Score.

AMUSEMENT GAMES

NEW IN ORIGINAL CRATES
3 BOOMERANGS
2 FIELD GOALS
\$100.00 each.

1/3 cash with order, balance c.o.d.
JAMES D. BLAKESLEE
43 15th Street Buffalo 13, N. Y.

Bowlers Pull Memphis Operations Out of Red

MEMPHIS—Amusement games are making a strong comeback after being in a slump here for several

years, Sloan O. Craig, collector of licenses and privileges, said last week.

Craig said ball bowling games were responsible for pulling game operators out of the red. Pinballs, on the other hand, he said, showed a continued decrease, as they have for several years.

Total amusement games registered at December 31, 1957, were 733, he said. This was 60 more than at the end of 1956 and 102 more than at June 30, 1956.

The bowling games, coming out in the fall of 1956, began to replace the pins in popularity in a very short time, Craig said his report showed.

Pins Trail

"The operators tell me that if it were not for the bowling games they would not be doing any good at all," Craig said. "The pins are not producing for them and, in fact, some operators lose money on them by having them on location to accommodate the location owner."

There are now more shuffleboards, shuffle bowlers and bowling games on location than any other type of amusement game, Craig said.

A pattern of the pins can be seen by comparing the number of amusement games licensed at the end of 1950 and five years later. In 1950, when pins were at their peak in Memphis, a total of 715 games were licensed, most of them pins.

But in the following years they began to decline. By the end of 1955 there were only 441, a loss of 274 in the five-year period.

City Laws Hurt

Memphis city ordinances have hurt the take on pins. One ordinance restricts anyone under 18 playing them. Another prohibits any under 21 playing them in places where beer is served. These ordinances, passed almost three

On-Location Vender Paint Job Devised

PHOENIX, Ariz. — It isn't necessary for the bulk operator to take a machine into the shop for a new paint job, according to Owen Welch, operator here.

Learning of the development of new spray paints which could be thoroughly dried in a few seconds by auto body shops, he found that the same paint was available in gas-operated hand-spray aerosol cans.

Using simple masks devised himself, Welch found that he could spray a machine on location in five minutes, using up to four colors. The masks he made from ordinary cardboard used as shirt-backing by laundries. He cut out four separate masks for each of the six different types of machines on his route. Having learned to whip thru a repaint job in a matter of minutes, Welch makes a point of keeping all his machines in top condition. He reports using around \$20 of pressure-spray cans of paint per year.

The problem of machine appearance was aggravated in Welch's case, since most of his machines are located outdoors—in front of stores, in amusement parks, on busy street corners, and in open areas at suburban shopping centers. The finish on machines deteriorated quickly in the continuous hot sun,

years ago, only added to the woes of the pin operator.

The new bowling games saved the game operator from near oblivion here, operators point out, because they are in a city and State in which lawmakers have almost legislated operators out of business.

They point at the high license tax on games, higher than on phonographs and cigarette vending machines. With such high taxes, the games have to produce better than juke boxes or cigarette machines. If they don't the operator makes a little or no profit.

Taxes on amusement games in Memphis are: city, \$15.25; county, \$15.50; State, \$15.50, and federal, \$10, a total of \$56.25 a year.

But operators are happy the industry has found a game that seems to be solving the problem for the time. The bowling games have caught the imagination of the public, something manufacturers and operators are always seeking.

The bowlers are the answer in Memphis, at least, to the declining pins, operators say.

Toledo Designs

Continued from page 74
machines "a public nuisance, prejudicial to public morals and public welfare," while the old code simply referred to machines which may be converted to gambling purposes.

If adopted, the new ordinance would make it a misdemeanor to own, possess, exhibit, operate or permit storage of the machines.

A public hearing on the ordinance was set for later in the week. Lawton suggested an immediate crackdown on pinballs in the city if the ordinance is passed.

and Welch resigned himself to re-finishing each machine at least twice a year.

Until a year ago he took the machines back to his shop, losing four days of gross receipts while he sandpapered the vender down and applied a new coat of paint.

TOP QUALITY BOTTOM PRICES

Seeburg VL-200 \$850.00
Seeburg V-200 (converted to VL) 795.00
Seeburg V-200 R.C. Special 795.00
Seeburg 3W1 Wall-o-Matic (chrome covers) 49.50
Seeburg 3W1 Wall-o-Matic (painted covers) 44.50
W.B. A SERVICE TO THE OPERATORS FOR OVER 25 YEARS.
W. B. DISTRIBUTORS, INC.
1012 Market St. St. Louis, Mo.

NEED 1,000 USED—AS IS SHUFFLES & BINGOS IMMEDIATELY!!

PHONE—WIRE—WRITE
Gabe Forman—240 E. Merrick Rd.
Freeport, N. Y.
Phone: MAyfair 3-2472

SANDY MOORE

DISTRIBUTORS CORP.
Export Specialists
240 E. Merrick Rd., Freeport, N. Y.
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Showroom:
599 Tenth Ave., N. Y. 19, N. Y.
CHickering 4-5050

WANTED!!

SUPER CIRCUS
WORLD CHAMP
ROYAL FLUSH
ACE HIGH
MAJESTIC
SUPER JUMBO
FLAGSHIP
JUBILEE
SILVER
Used BUMPER POOL TABLES

FOR QUICK ACTION and TOP DOLLAR, CASH or TRADE,

WRITE, WIRE or PHONE AT ONCE!

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversoy, Chicago 14, Ill.
BUckingham 1-6466

KANSAS DISTRIBUTOR-WURLITZER

IMMEDIATE DELIVERY ON BINGO GAMES

Bally Big Show \$265 Bally Sun Valley \$550
Bally Key West 300 Bally Miami Beach 125
Bally Show Time 415 United Playtime 350

Machines cleaned and ready for location.

UNITED DISTRIBUTORS, INC.

902 W. SECOND WICHITA 12, KANSAS HO 4-6111
HO 4-3504

RECONDITIONED BARGAINS!

5 BALLS

Southern Balls \$150.00 Fairway \$ 59.50
Diamond LIII 125.00 Rag Mop 49.50
Gold Star 125.00 Flying Saucers 49.50
Jackey Club 110.00 Stop & Go 49.50

GAMES

Exhibit Ringer Ball \$ 75.00 Keeney Bowlette \$245.00
Criss Cross Targetts 100.00 Keeney National 175.00
Genco Match Pool .. 60.00 Keeney Speedlans 185.00
Genco Shuffle Pool .. 30.00 Century 145.00
Genco Skill Ball 169.00 United Imperial 85.00
C.C. Bowling Team.. 245.00 United Team Bowler 95.00
United Super Flash 125.00

PHONOS

AMI G 120 \$550.00
AMI F 120 495.00
AMI D 40's 135.00
AMI A's 95.00
Seeburg 100 A 125.00

POOL TABLES

8 Pocket Pools \$175.00
Jumbo Pools 95.00
Bumper Pools 75.00

PURVEYOR

Better Buys

4322-24 N. WESTERN AVE

CHICAGO, ILLINOIS

JUNIPER 6-1814

IT'S GREAT FOR '58

DUAL PRICING DUAL PROGRAMMING

SEEBURG

MODELS 200 - 160 - 100

A NEW CONCEPT IN MUSIC!!

See Them Today at TRIMOUNT

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin and International Mutoscope Distributors

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9480

GIVE TO DAMON RUNYON CANCER FUND

CORRECTION

The Price of one item was incorrectly listed in our ad of February 17.

The correct price is as follows:

Exhibit BIG BRONCO HORSE \$294.50

ODCO, Inc.

1100-07 Broadway, Albany 4, N. Y.
Telephone 5-0278

LEADERSHIP...

One glance . . . a moment's listening . . . and you know this juke box is so far ahead in styling and electronics that nothing can compare. This is leadership that pays off in easier servicing, more play and bigger profit anywhere this superb instrument is located!

see it! . . . hear it! The New **AMI-i** series

AT

BANNER SPECIALTY CO.

1508 FIFTH AVENUE
PITTSBURGH 19, PA.
Phone: GRant 1-1373



You'll Need No Help to find GOOD BUYS in USED EQUIPMENT in the CLASSIFIED ADS THIS ISSUE

A.A.A. SALESBOARDS

Coin operated and non-coin operated.
Established 16 years.

R. C. WALTERS

1832 Sample Ave. St. Louis 12, Mo.

Chicago Operator Muscling

Continued from page 63

Automatic Phonograph Distributing Company, local juke box distributorship, and head of the local

taxicab union and Tom (Juke Box Smitty) Smith, business agent of Local 134, The International Brotherhood of Electrical Workers. Another man who acts as lieutenant for Smith is his brother, Frank, of Garfield Music Company, of suburban River Forest.

Ideal Trio

The Glimco-English-Smith triumvirate was apparently an ideal one. Here's why:

Because of his affluent political connections, English is allowed to operate bookies on the West Side. In showing operators that the three meant business, and yet to keep the operation as smooth and quiet as possible, English's bookies were a natural place to begin "bumping" locations of operators who refused to fall in line.

The first five juke box locations bumped on the West Side by E & E—all of which are bookies—are taverns at:

- 1958 West Lake.
- 3203 West Madison.
- 22 North Pulaski.
- 4201 West Lake.
- 13 South Cicero Avenue.

As of last week, city licenses for the new juke boxes which are now operated in those locations by E & E, were not displayed on the machines. A city license costs \$25. The new machines have been operated at those locations by Erice for many weeks.

Glimco Background

Despite the fact that Glimco, Smith and his brother, Frank, were all involved in making telephone calls telling operators to buy from Lormar, apparently all this action was carried out on the strength of

Glimco's background alone. In at least one instance, Glimco told an operator he was "sending Smitty right over." Frank appeared shortly and made it clear the operator would lose locations if he did not buy from Lormar. Still refusing, he shortly thereafter lost locations.

However, by the end of last week, The Billboard learned of just three operators who had had locations taken away before finally buying from Lormar.

In all, just nine locations had been bumped by Glimco-English-Smith, before they had operators buying from Lormar.

If this is actually all the locations affected, it was a quiet muscle operation indeed, probably even surprising the triumvirate.

RMSA Action

RMSA indicated last week they had received complaints from operators about losing locations. At this time, the matter had been turned over to Commercial Phonograph Survey, an investigating organization working closely with the association.

According to a CPS report to RMSA, the location bumping had been done by an operating firm known as E & E.

CPS went on to state that, according to the location involved, the letters stood for Tony Erice and Charles English.

RMSA told The Billboard that E & E is not a member of the association, leaving the association powerless to intervene. RMSA has an arbitration board that settles

disputes among its members, but the board has no jurisdiction among non-members.

Mike Dale, who heads Commercial Phonograph Survey, told The Billboard his office is continuing the investigation into the muscle operation. He indicated all information would be turned over to the proper investigating authorities. He declined to name who these authorities were.

"QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN"

VENDORS	SPECIAL VENDORS	ARCADE EQUIPMENT
Cigarette	80 Model T M Cola, 4 select, drink... \$432.00	Auto Foto, Model 9... \$1,395.00
12 brand new, 6 slightly used, Electros, 12 col. Sweepestyle, Ea. \$175.00	10 Pedem 4 select, Hot Food, canned 195.00	Auto Foto, Model 11... 2,395.00
33 Keeney Electric, 9 col. Ea. 95.00	25 American, 5 col. refriq. sandwich 295.00	Bally All Stars... Write
Western, 23 col. new 320.00	6 Mills Fresh Brew Coffee, orig. cost \$2,250; special... 675.00	Boomerang... 100.00
Mercury, 11 col. 175.00	13 Shipman 5 Col. Foto Film, orig. cost \$295; special 135.00	Big Inning... 125.00
Mercury, 8 col. 150.00	RIDES	Ex. Pop Gun... Write
National 930... 110.00	Donald Duck... \$275.00	Ex. Silver Bullet... 195.00
National 950... 125.00	Eisa... 275.00	Genco Gun Club... Write
Lehigh, 13 col. 300.00	Space Ship... 295.00	Genco Motorama... 495.00
Lehigh, 8 col. 85.00	Palomino Horse... 295.00	Heavy Hitter... 65.00
Lehigh, 10 col. 125.00	See-Saw... 250.00	Undersa Raider... 125.00
6 POCKET POOL TABLES, Like New \$185.00	Miss America... 250.00	Midset Movies... 125.00
CANDY & MISC.	2 Horse Carousel... 225.00	Champion Hockey... 100.00
Mills, 5 col. 65.00	Crusader Horse... 295.00	Basketball Champs... 195.00
U-Select... 35.00	Moonride... 225.00	Four Player Derby... 125.00
Vendell, 8 col. 95.00	Leaping Lena... 145.00	Goalie... 95.00
DuBrenier, 8 col. new Write	Doggy Duck... 240.00	Twin Hockey... 225.00
National, 9 col. 95.00	Pluto the Pup... 240.00	Steam Shovel... 195.00
Ship, 2 col. Gum... 18.00	BINGOS	Bat-A-Score... 95.00
N.W. 3 col. Raff... Stamp 74.50	Brazil... \$325.00	Drive Mobile... 195.00
U.S., 2 col. Stamp 35.00	Beach Club... 55.00	Flying Saucer... 95.00
Ship, 3 col. Stamp 29.50	Big Time... 110.00	Photomatic... 350.00
Kleenex... 30.00	Big Shows... 295.00	Silver Gloves... 175.00
Harmon Cambs... 17.95	Broadway... 165.00	Voiceograph... 225.00
Harmon Kates... 25.00	Cabana... 45.00	Drive Yourself... 95.00
Harmon General... 25.00	Frolics... 45.00	Rock 'n' Roll... 95.00
Frigid Fruit... 340.00	Gaytimes... 75.00	Pitcham & Battem... 195.00
6 col. Film Vendors... 175.00	Key West... 325.00	Bear-Gun... 150.00
Andico Coffee, cup 335.00	Mexico... 45.00	MUSIC
Colepa Coffee, cup 325.00	Nite Club... 155.00	Seeburg V 300... \$425.00
Keeney Coffee, cup 295.00	Miami Beach... 110.00	Wor. 1300... \$45.00
Spacab 2 flavor Cup 225.00	Manhattan... 65.00	Seeburg 100 A... 125.00
	Nevada... 45.00	AMI E 130... 325.00
	Palm Beach... 55.00	AMI G 300... \$45.00
	Pisic... 95.00	
	Surf Club... 65.00	
	Varieties... 75.00	



CLEVELAND COIN MACHINE EXCHANGE
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

150 BALLY HOLLY CRANES
For export shipment only
Write or phone for special prices
WURLITZER DISTRIBUTOR

BRAND NEW
Champ Pool
6-POCKET POOL TABLE
\$225.00 Complete (20c or 25c chute)
Immediate Delivery
Shipped F.O.B. Chicago.
1/3 Deposit, Balance C.O.D.
Champion Distributing Co.
3833 W. Division St.
Chicago 51, Illinois
Albany 2-3273

BIG VALUES!
Guaranteed—Completely Reconditioned

Bally GAYETY	\$ 75
Bally VARIETY	85
MIAMI BEACH	125
BEACH BEAUTY	175
BROADWAY	195
NITE CLUB	215
BIG SHOW	285
KEY WEST	325
Games, Inc. SKEET SHOOT	395

Terms: 1/3 down; balance C.O.D. or sight draft
MICKEY ANDERSON AMUSEMENT CO.
314-318 E. 11 Street Erie, Pa.
Phone: 2-3207

LEADERSHIP...
One glance... a moment's listening... and you know this juke box is so far ahead in styling and electronics that nothing can compare. This is leadership that pays off in easier servicing, more play and bigger profit anywhere this superb instrument is located!

see it... hear it! The New **AMI-i** series

LIEBERMAN MUSIC CO.
257 Plymouth Ave., N. Minneapolis 11, Minn. Federal 9-0031
809 South 25th St. Omaha, Neb. Atlantic 3056

superb, unmatched, scintillating

STYLING!

We could go on and on with superlative adjectives and still fail to describe the advanced design and styling of these eye-catching, play-enticing juke boxes. You've got to see them for yourself!

see the new **AMI-i** series

SOUTHERN AMUSEMENT CO.
628 MADISON AVENUE
MEMPHIS, TENN.
Phone: JACKSON 8-3609 or LD-324

New L. A. Group
Continued from page 63

that the union would also have its grievance committee to determine if the operator was at fault thru poor service. The union, however, Passaro emphasized, was concerned with wages and hours and that the association except thru a working agreement.

Passaro displayed a union emblem which will be distributed to operator-members for their locations. "Operators are entitled to all union benefits, including location owner support, providing the location displays the union emblem and label," Passaro explained. He added, "The location in turn is supported by over 600,000 union members affiliated with the Los Angeles County Labor Council."

Discounts
Shatz told the group that he had contacted several suppliers and that it had been agreed that members would receive special discounts. He did not name any of the firms. Several coin machine firms, he continued, have consented to permit association literature to be distributed on their premises.

A plan to hold meetings in different localities was also discussed to make it easier for operators in outlying areas to attend. This policy, if followed, would not become effective for several weeks. The next meeting, however, will be at 5560 Santa Monica Boulevard on March 4 at 8:30 P.M., Shatz stated.

RICHMOND, Va. — During 1957 3.7 per cent more packages of cigarettes were taxed than in the previous year by the 42 States (and District of Columbia) having a tax. December itself showed an over-all 10.4 per cent jump in the number of packages taxed compared to December of 1956, according to a report of the Tobacco Tax Council. (See chart in this section.)

For the year a total of 41 States showed increases in number of cigarettes taxed over the previous year. During December, 36 States of the 42 taxed a greater number of cigarettes than during the same month of 1956.

"CONSOLETTA"
Replaces from 4 to 8 Wallboxes!

- Remote control
- Volume control
- 16" x 27" x 18"
- Shpg. Wt. 60 Lbs.
- Distributions Available

REX CALL HARRISON 3-2258 COIN MACHINE DIST. CORP. 821 So. Salina St. Syracuse, N. Y.

KIDDIE RIDES FOR SALE

F.O.B. Chicago and Los Angeles

Available L.A. Chev.	Type of Ride	Price
x	Lane Merry-Go-Round	\$250.00
x	Joy Merry-Go-Round (No Canopy)	125.00
x	Texas Merry-Go-Round	225.00
x	"Miss America" Boat	225.00
x	Exhibit Sea Skate	175.00
x	Bally Boat	175.00
x	Meteor P.T. Boat	150.00
x	Bally Space Ship	200.00
x	Space Ranger	100.00
x	Atomic Jet	100.00
x	Exhibit Space Patrol	175.00
x	Super Jet	100.00
x	Royal Rocket	100.00
x	Flying Saucer	150.00
x	Dopey Duck	100.00
x	Gym Cycle	100.00
x	Exhibit Western Gun (Pistol)	50.00
x	Exhibit "500" Rifle	120.00
x	Drive-Mobile	150.00

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WURLITZER

Model 200	\$675.00
Model 1900	645.00
Model 1800	575.00
Model 1700	475.00

AMI

G-2000	\$675.00
G-120	595.00
F-120	495.00
E-120	300.00

ROCK-OLA

1454	\$595.00
1448	575.00
1438	345.00

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MIAMI CONVENTION

NVA Check Points To Highest Turnout

CHICAGO—Attendance at the annual National Vendors' Association convention promises to climb this year, according to recent sampling of 41 operators throughout the U. S.

Altho 16 of the bulk operators sampled reported they had never attended an NVA convention, 27 plan to be present this May in Miami Beach, with six undecided. This almost one-third increase in planned attendance is paralleled by a basic understanding of what NVA offers members.

Thirty-two operators reported that they fully understand the insurance benefits that can be obtained thru NVA membership, while 30 reported that they understand fully the federal tax rulings obtained by the association. (There were three operators who didn't answer either question.) Evidently the increase in planned attendance is not to be attributed to improved lines of communication, for 35 operators reported that they had received sufficient notice of the last NVA convention.

Probable Reasons

A few reasons readily suggest themselves as responsible for the increase in planned attendance. Last year distributor-manufacturer problems were aired for the first time; and national associations commonly thrive when internal problems are brought out into the open. Everyone in an association knows that a first step in real growth is open discussion and dispute of fundamental problems within the industry. Last September The Billboard received a volley of letters not only from manufacturers and NVA itself, but from operators as well, in response to the direct-sales controversy. This shows that operators are indeed interested, particularly when a spade is called a spade.

National Vendors' Association has also made clear-cut accomplishments over the past year, which are plain to anyone who takes the trouble to acquaint himself at all with the industry. The federal tax rulings obtained are clear and specific, insurance benefits offered members of NVA were made broader and at the same time less costly, and operators were kept more fully informed of developments and problems within the industry.

Convention Location

Another consideration in attempting to account for any increase in attendance is the obvious one of the convention's location. For years NV! has been held in Chicago, and probably many operators were simply getting tired of going back to the same place. An NVA caucus decided that Miami

Beach would be an ideal place to combine a convention with a vacation, that many operators would choose to come down for the short convention and stay on to enjoy themselves more fully.

The 41 operators were asked to specify which of four different reasons suggested were their chief one in attending NVA conventions. Most operators checked the reason, "Attending business forums and sessions on problems in the industry." A close second was the reason, "Seeing exhibits of new vending machines, supplies and charms." Somewhat less popular was the third choice: "Making general business contacts that would be advantageous for future buying, better prices, discounts, etc."

Own Comments

Operators were also asked for comments of their own. Again and again taxation along with legal problems were felt by these operators as of paramount importance to the bulk-vending industry. Said one operator, "With all the States, in fact all taxing bodies, looking for new income, a weak organization is going to find a great many local taxes and no organization to combat them." "Current tax problems, both federal and State, are major problems to all vendors."

One operator wrote out a long testament of blue sky activities in his city. He felt that not only does it place bulk vending in legal jeopardy but weakens the industry at its base thru practically forcing commissions beyond business operating limits.

Promoters


He said that blue sky distributors in his city attracted fringe operators by "suggesting that for a small investment he may make from \$5 to \$10 per hour." He said that the influx of new operators thru deceptive advertising has been so great that locations are overloaded and commissions driven up, the result being a continual turnover at locations and a general discouragement among operators.

A further interesting point was made by this operator. He claimed that the process of overloading locations eventually resulted in the use of winner balls, marked gum balls and other illegal practices in order to realize a profit and stay

in business. The plain inference in this case is that when competition reaches the point at which it is difficult for anyone to make a profit, dishonest and illegal methods are employed as a last resort.

Other operators expressed the sentiment that NVA is in a position to further improve public relations in bulk vending. One operator felt that NVA decals that could be pasted on vendors and a standard letter from NVA that could be sent merchants would go a long way toward easing the continuing suspicion of bulk vending in the public eye.

IT FIGURES . . . You Can Count on Top Profits When You Count on WORLD WIDE!



BINGOS

SHOW TIME	5435	VARIETY	\$ 75
KEY WEST	345	SURFCLUB	55
BIG SHOW	295	ICE FROLICS	55
DOUBLE HEADER	210	PALM SPRINGS	55
PARADE	195	BRAZIL	225
NITE CLUB	215	SOUTH SEAS	150
BROADWAY	195	STARBUST	125
BEACH BEAUTY	155	STARLET	75
MIAMI BEACH	125	FIXIES	50
GAY TIME	115	TROPICS	55
GAYETY	65	SINGAPORE	50
BIG TIME	115	RIO	50

NEW GAMES—Now Delivering

Bally MISS AMERICA	Bally ALL STAR BOWLER
Gett. 2-PI. WHIRLWIND	Bally TARGET ROLL
United ROYAL BOWLING ALLEY	Genco GUN CLUB
Bally STRIKE BOWLER	Fischer 4-POCKET POOL
	Wms. TEN PINS

5-BALLS Multiple Player

4-PI. REGISTER	\$310
4-PI. SCOREBOARD	195
4-PI. RACE THE CLOCK	155
2-PI. CONTINENTAL CAFE	335
2-PI. FLAGSHIP	295
2-PI. FAIRLADY	385
2-PI. SEA BELLES	275
2-PI. TOREADOR	255
2-PI. MARATHON	225
2-PI. GLADIATOR	245
2-PI. BALLS A POPPIN'	125

WANT TO BUY All Types 11' and 14' BOWLING ALLEYS Will Pay Highest Prices!

5-BALLS SINGLE PLAYER

SILVER	Write	RAINBOW	\$245
WORLD CHAMP	\$295	SOUTHERN BELLE	145
ROYAL FLUSH	275	EASY ACES	155
ACE HIGH	255	WISHING WELL	150
AUTO RACES	235	HAWAIIAN BEAUTY	115
CLASSY BOWLERS	210	LADY LUCK	110
DERBY DAY	185	DIAMOND LILL	95
HARBOR LITES	165	SWAFU	135
FRONTIERSMAN	155	REGATTA	110
TWIN BILL	125	LULU	75

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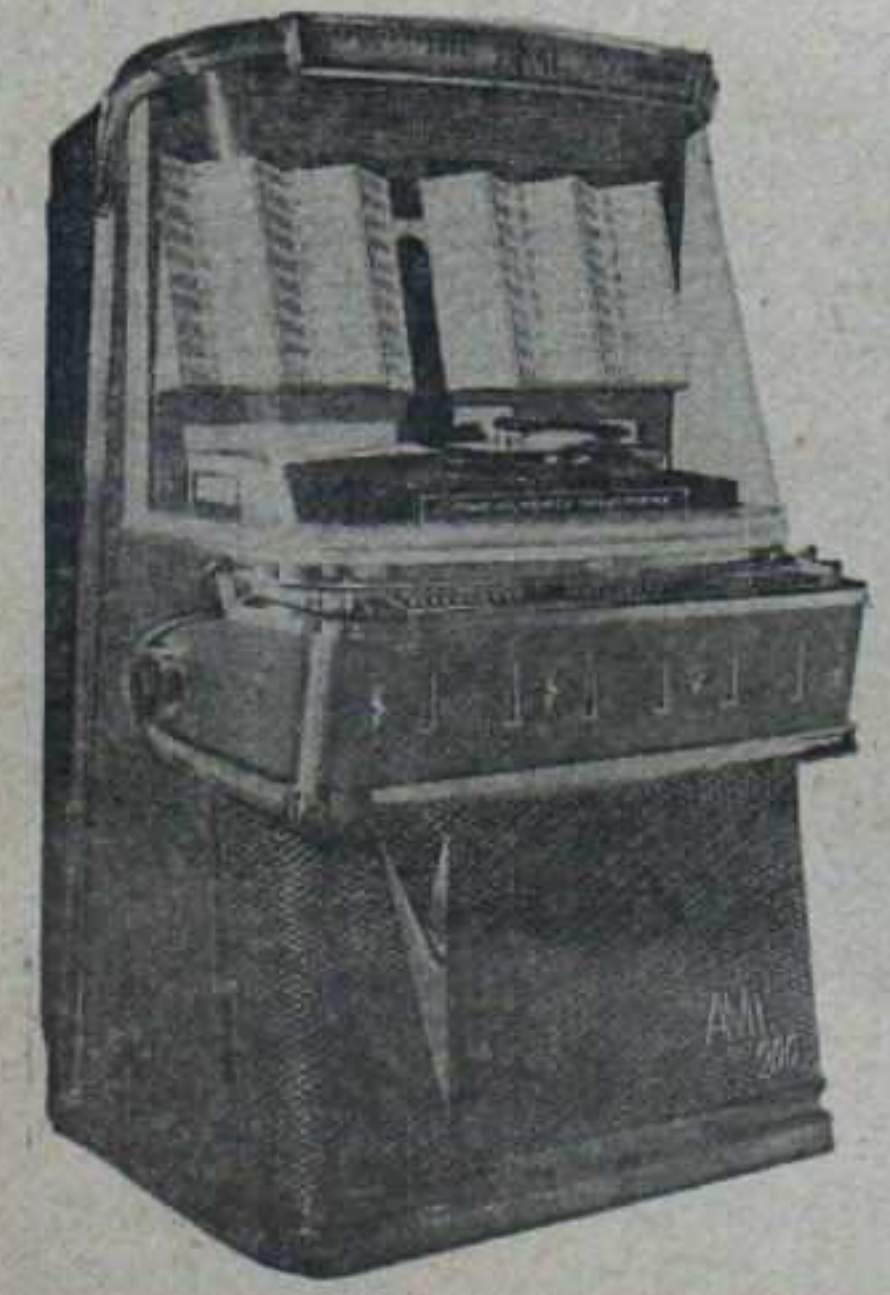
- BALLY SHUFFLE ALLEYS: Jet, Rocket, Mystic, Blue Ribbon, Magic, Gold Medal
- UNITED SHUFFLE ALLEYS: Lightning Clipper, Rainbow League, Chief, Capitol
- BALLY BINGOS: Broadway Parade, Nite Club, Double Header, Miami Beach

BE SURE TO VISIT OUR ARCADES at the 1958 BRUSSELS WORLD'S FAIR Opening Date April 17th!



International Scott Crosse Company
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 1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
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Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.



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see it! . . . hear it! The New AMI-i series



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5743 Grand River Avenue Detroit, Michigan TYler 82230—82231

WANTED BINGO MECHANICS!

STEADY WORK! GOOD PAY! NO DRIFTERS! GIVE QUALIFICATIONS AND REFERENCE IN YOUR FIRST LETTER.

Write to Box 916

THE BILLBOARD, 183 W. RANDOLPH ST., CHICAGO 1, ILLINOIS

APPRECIAT'N OF MUSIC SOUGHT

WASHINGTON — Muso appreciation continues to make strides in the capitol. A bill to encourage the "creation and understanding of music" was introduced in the Senate last week by J. William Fulbright.

N. J. Judge Blocks \$50 Machine Tax

WRIGHTSTOWN, N. J.—Enforcement of a new \$50 per machine amusement tax of the borough of Wrightstown, was restrained recently by a Superior Court ruling.

Judge W. Orvyl Schalick, sitting in the Law Division in Camden, issued the restraining order pending a hearing in Woodbury. The action came when Louis B. Le Duc, Camden attorney representing Arcade operator Louis Apell, petitioned that the new tax was "unreasonable, confiscatory and beyond the power of the borough."

According to Le Duc, Apell, who has operated the Arcade on Fort Dix Street, Wrightstown, for nine years, paid a \$100-a-year blanket tax. The new tax, he said, forced Apell to close down his business on January 1, as it would have cost him \$3,600 a year to operate. Apell reopened his Arcade as the restraining order came thru.

Value Haneklau Estate at \$370,975

ST. LOUIS—The estate of Albert C. Haneklau, former operator of Olive Novelty company here was valued at \$370,975 in an inventory filed in Probate Court in Clayton.

Principal assets included \$148,850 in real estate, a \$63,518 interest in the coin machine company, \$69,063 in U.S. Treasury bonds, stocks with present market value of \$31,875, and \$30,933 in insurance.

Under provisions of a will, the estate is left in trust for benefit of Haneklau's widow, Mrs. Myrtle Haneklau. Haneklau, 57, died of a heart condition November 15. He had been in semi-retirement for about three years.

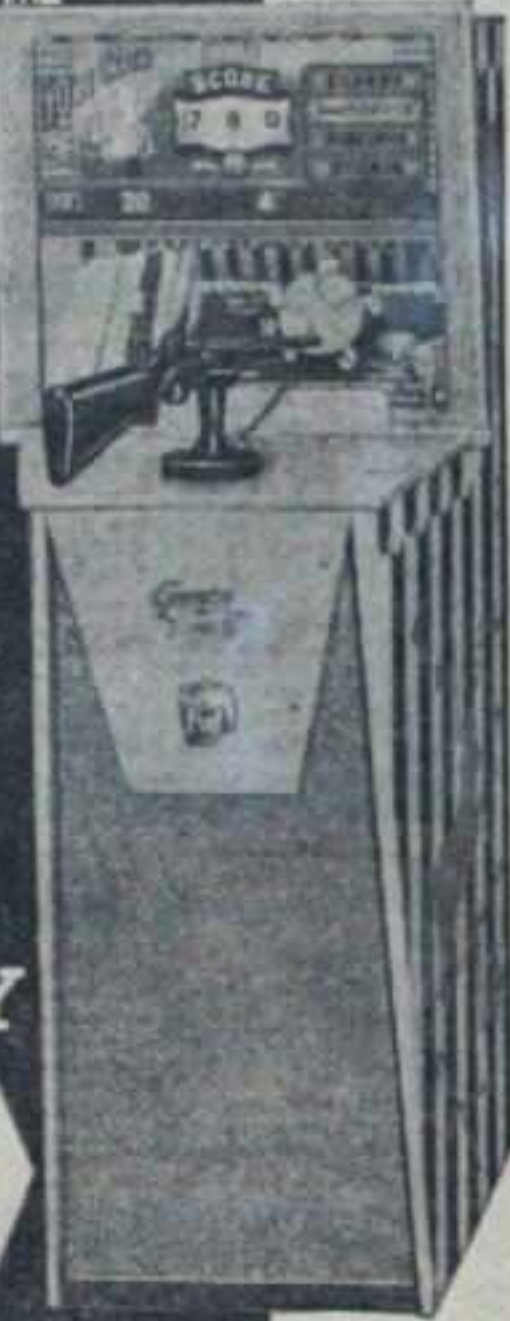
HARTFORD, Conn. — Allen M. Widem, Billboard correspondent, is slated to introduce guest recording personalities at the first annual dinner-dance of the Music Operators of Connecticut, in the Capitol Ballroom of the Hotel Statler-Hilton evening of February 27.

NEW! Running RABBITS

an Endless Chain — Disappear when Hit!

NEW! CLAY PIPES

on Revolving Wheel "Shatter" and disappear when Hit!



GENCO'S GUN CLUB RIFLE GALLERY

NEW Glittering, Gleaming GOLD PLASTIC CABINET FRONT

- ELECTRIC MOTOR Resets Targets — Eliminates Target Breakage
- ADJUSTABLE REPLY and "Banjo Shot" Features
- 2 LIGHTED CANDLES snuff out when hit — plus other new action targets
- COMPACT, COLOSSAL CABINET — only 52" x 29" x 76" high

MATCH FEATURE AVAILABLE

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Div. of Chicago Dynamic Industries Inc.
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GIVE TO DAMON RUNYON CANCER FUND



the I's have it...

DEFINITELY!

In fact, until you've seen the beauty—heard the magnificent high fidelity sound for yourself—you can't appreciate how truly outstanding this juke box really is!

come in and inspect the new... **AMI-i** series

NOW ON DISPLAY . . .

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LOUISVILLE INDIANAPOLIS

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V200 Rebuilt w/ VL Sel. Rec. \$850.00

HF100R 669.00

HF100C 569.00

HHF100R (Hideaway) 550.00

M100C 469.00

M100A 189.00

3W1 Wallboxes, Chrome (100 Selections) 54.50

3W1 Wallboxes, Hammerloid (100 Selections) 46.50

WURLITZER

2150 (200 Selections) \$799

2000 (200 Selections) 699

1900 (104 Selections) 649

1800 569

1700 469

1650 239

1600 239

1400 149

1250 99

1217 (Hideaway) 89

AMI

G200 (like new) \$649

ROCK-OLA

1442 (50 Selections) \$395

1436 (45 rpm) 229

1434 (45 rpm) 139

WORLD EXPORT Corp.

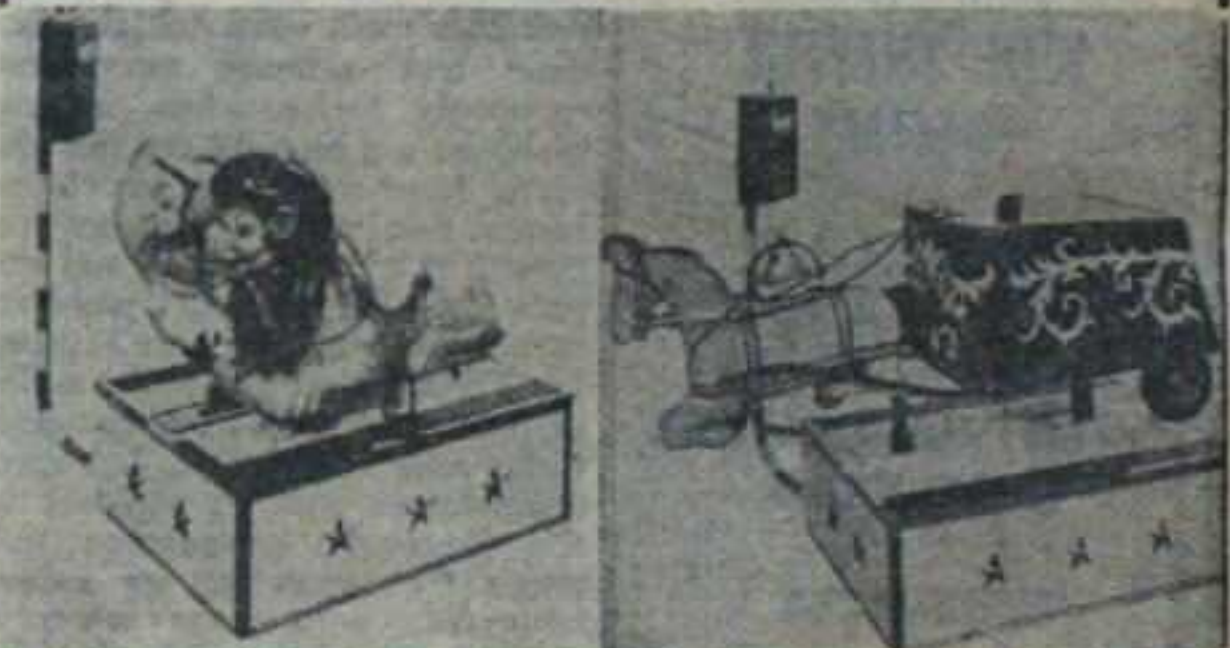
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Address

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CORRECTION



The above is the correct illustration of the

FISCHER

'IMPERIAL' Pool Table

in Bland Hardwood, as it should have appeared in The Billboard of Feb. 17. We regret any inconvenience the error may have caused.

United to Display New Wurlitzers at Restaurant Show

MILWAUKEE — Juke boxes will be on display at the annual Wisconsin Restaurant Show, February 25-26-27 at the Milwaukee Auditorium-Arena. Display space for the trade event which attracts over 50,000 visitors from all over the State has been leased by United, Inc., Wurlitzer distributor for the State of Wisconsin and Upper Michigan.

According to United, Inc., general manager Woody Johnson, "We showed our equipment here last year for the first time and were highly pleased with the results."

Objectives

What are the objectives? Says Woody Johnson: "Our purpose is to stimulate greater interest in the latest models among restaurant owners, since these people are among the top locations that can be found for our equipment. We want them to be alerted to the latest advances that have been made in juke boxes. In addition, we were able at last year's show to line up a number of new locations for our operator customers. Whenever a location owner at this show indicates an interest in installing a juke box in his restaurant, we refer him to the operator closest to him. Naturally, this will be an operator who does his business with us."

In addition to turning in a fine job for United, Inc., the restaurant convention display also results in a first class public relations endeavor for the entire juke box industry, believes Woody Johnson. We plan to do a lot of telling—rather than selling."

On hand at the show besides Johnson, will be Harry Jacobs Jr., Harry Jacobs Sr., and city salesman, George Klamm.



GIANT EMPIRE'S COIN MACHINE VALUES

- United ROYAL BOWLING ALLEY**
Genco GUN CLUB
Williams TEN STRIKE
Bally Deluxe ALL STAR BOWLER
Genco SHOWBOAT
Genco MOTORAMA
Valley 6 POCKET POOLS
Kaye 6 POCKET POOLS
Golish 6 POCKET POOLS

5 BALLS

- GOTTLIEB**
 Continental Cafe \$350
 Scoreboard 245
 Classy Bowler 215
 Derby Day 200
 Easy Aces 185
 Deluxe Sluggin' Champ 175
 Dragonette 160
 Duette 160
 Stagecoach 160
 Wishing Well 155
 Frontiersman 150
 Twin Bill 145
 Jockey Club 135
 Arabian Night 100
 Shindig 100

- Lovely Lucy 85
 Pinwheel 85

- WILLIAMS**
 Surf Rider \$250
 Piccadilly 250
 Hot Diggity 245
 Perky 225
 Super Score 225
 Cue Ball 225
 Fun House 195
 Three Deuces 165
 Tim-Buc-Tu 165
 Peter Pan 145
 Regatta 145
 Thunderbird 110

BINGOS

- Bally Miss America \$245
 Nite Club 245
 Double Header 245
 Variety 475
 Miami Beach 125
 Caravan 145
 Brazil 245
 Big Show 295

ARCADE

- Auto Photo, Model 9 \$1,495
 Horoscope 495
 Drive Ur Self 395
 Genco Circus Rifle 375
 Round the World Trainer 345
 Gypsy Grandma 345
 Grandma 325
 Genco State Fair 275
 Genco Big Top 250
 Voice-O-Graph 245
 Star Slusser 245
 Twin Hockey 225
 Genco Sky Rocket 210
 2-Player Basketball 185
 Quarterback 175
 Genco Rifle Gallery 150
 Exhibit Sportland 150
 Coon Hunt 145
 Silver Gloves 145
 Basketball Champ 125
 Shoot the Bear 125
 Deluxe Baseball 125
 Super Home Run 125
 Exh. Shooting Gallery 100
 Sidewalk Engineer 100
 Telequiz 95
 Dale Gun 85

PHONOGRAPH
UNITED UPA-100

- SEEBURG**
 KD200 Write
 M100A \$145
 M100C 475
 HF100G 550
 HF100R 675
 M100B 355
 M100W 550
 V-200 495

- WURLITZER**
 1800 \$395
 1900 475
 1700 545
 1650 Hi Fi 345

- AMI**
 E-120 \$375
 F-120 550
 G-120 450
 G-300 (New) 725

- ROCK-OLA**
 Comet 320 \$435

USED EQUIPMENT SPECIALS

- United 11' Bowling Alleys \$475.00
 United 14' Bowling Alleys 475.00
 Chiccoin 6-Pi. Ski Bowl 199.50
 Genco 6-Pi. Skill Ball \$199.50
 Wms. 6-Pi. Roll-a-Ball 199.50
 Wms. Deluxe Roll-a-Ball 235.00

1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE

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14' UNITED BOWLING ALLEYS \$425.00

ALLEYS
 Genco 2 PL. SKILL BALL \$195.00
 Genco 6 PL. SKILL BALL 225.00
 Chi. Coin BOWLING TEAM 225.00
 Chi. Coin HOLLYWOOD 195.00
 Chi. Coin BONUS SCORE 195.00
 Chi. Coin TRIPLE STRIKE 175.00
 Chi. Coin STARLITE 125.00
 United CAPITOL 225.00
 United CLIPPER 195.00
 United LIGHTNING 145.00
 United MERCURY 145.00
 United RAINBOW 125.00

PINS
 Gottlieb GLADIATOR 250.00
 Gottlieb SCOREBOARD 195.00
 Gottlieb SLUGGIN' CHAMP 165.00
 Gottlieb DUETTE 175.00
 Gottlieb LADY LUCK 145.00
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 "Joe, Sam and I all recommend it highly."

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 "Terrific money maker—a real winner and at a low price, too!"

GIL KITT:
 "It's hot. It's good. It's like Williams Baseball. Rave reports all over Chicago!"

RAYMOND WILLIAMS:
 "The eyes of Texas are shining on Ten Strike."

C. A. ROBINSON:
 "The Far West votes for Ten Strike."

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with the Action-Packed SATELLITE ROCKET THEME!

DIFFERENT! Nothing ever before like it! VARIETY! Every game different—loads of scoring combinations! • Easy to understand and play! • New scoring with CAPTIVE BALLS—3-in-Row—4-in-Row—5-in-Row, Diagonals Score Double! • 3-D magic makes 7-ft. cabinet appear 12 ft. long! Ideal for every location! • Irresistible appeal for all ages! • Player accepts or rejects in-line Bonus Score! • Replay or Regular Models. Replays awarded for High Score. High Score to 9,900,000.

Exclusive Distributor
for Chicago Coin in
N. Illinois and Indiana

SHUFFLES

UNITED REGULATION \$375
BALLY CONGRESS 375

CHICAGO COIN

BLINKER \$345
BONUS SCORE 225
THUNDERBOLT 210
FLASH 175
HOLIDAY 215

LONG BOWLING GAMES

UNITED 14' BOWLING ALLEY \$475
BALLY 14' BOWLING LANE 475
C.C. 14' BOWLING LEAGUE 495
C.C. 16' CLASSIC BOWLER WRITE
C.C. 11' SKI BOWL 225
C.C. 11' DELUXE SKEE BOWL 285
C.C. 14' DELUXE SKEE BOWL 315

POOL GAMES

VALLEY'S NEW 1958 MODEL 6-POCKET POOL TABLES

FINEST EVER MADE!
Priced Right!

A Brand New Model! KAYE'S "COMPETITOR" 6-POCKET POOL

Outstanding Value!

GUNS GENCO

CIRCUS WRITE
STATE FAIR WRITE
SUPER BIG TOP \$295
DAVY CROCKETT 225
BIG TOP 235
RIFLE GALLERY 175

EXHIBIT

POP GUN CIRCUS \$450
JUNGLE \$25

ARCADE

C.C. TWIN HOCKEY \$220
C.C. STEAM SHOVEL 140
KEENEY CROSS COUNTRY 150
GENCO CHAMPION BASEBALL 175
CAP. MIDGET MOVIES 125
SKILL GOLF 50
EVANS SUPER BOMBER 145
WMS. QUARTERBACK 85

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Today!



WANTED Chicago Coin, United, Bally SHUFFLE ALLEYS with 8" or Bigger Pins

Exh. "500" SHOOTING GALLERY • Wms. POLAR HUNT •
Genco SKY ROCKET • TOP PRICES PAID!

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Cable: "FIRSTCOIN"—Chicago
**COIN MACHINE
EXCHANGE**

Joe Kline & Wally Finke
1750 W. NORTH AVE • CHICAGO 22, ILLINOIS • Dickens 2-0500

Blizzard Pares Coin Revenues In N. Y. State

NEW YORK—The worst blizzard in recent years has taken a heavy toll of coin machine collections in the Empire State. While the New York city area was not hit by the big snow, drifts up to 15 feet in Syracuse and clogged roads from Albany in the East as far west as Buffalo kept people at home and prevented servicemen from making their rounds.

In Syracuse alone some 85,000 persons were prevented from going to their jobs or classrooms. Taverns, which account for the lion's share of juke box and amusement machine play, were virtually deserted in most of the State last week.

The New York Thruway, new superhighway which cuts all the way across the State, was actually closed from Albany to Buffalo for 10 hours early in the week.

PITTSBURGH — A serviceman for a Shadyside, Pa., game operator was wounded as he successfully fought off a holdup man.

Elmo Buzzelli, 29, who works for Millard Stiner, Shadyside operator, was reported in fair condition in Shadyside Hospital after a .22 slug was removed from his left forearm.

He had stopped for a traffic light when the bandit slipped into the car. When the bandit asked for money at gunpoint, Buzzelli made a grab for the gun and it went off during the struggle.

Buzzelli was struck in the arm. The bandit dropped the gun and fled on foot as Buzzelli vainly tried to fire the gun at him. Police later discovered the pistol contained only the shell that was discharged in the car.

FINAL CLOSEOUTS

8 Brand New Gottlieb KNOCKOUTS, in Original Crates.
8 Brand New Chicago Coin BASEBALL GAMES, 10¢ Play, in Original Crates.
ANY OF THE ABOVE PIN GAMES CAN BE PURCHASED AT

\$139.50 ea.

ADDITIONAL SACRIFICES

1 BALLY HI-FI \$43.00
1 BALLY SURF CLUB 32.00
1 BALLY VARIETY 42.00
1 BALLY ICE FROGGS 39.00
1 BALLY PALM SPRINGS 39.00
1 BALLY BEACH CLUB 32.00
1 UNITED TAHITI 32.00

All games in A-1 condition, ready for location. 4-Player SHUFFLE ALLEYS, equipped with Match Feature. KEENEY Domino, Diamond and Century. CHI. COIN Crown, Gold Cup, Criss Cross and Advance. Any reasonable offer will be accepted. POOL TABLES, small and large, \$60 and \$45. Buy one game and be convinced. A small down payment will suffice.

ACME AMUSEMENTS

307 7th St. Windsor, Pa.
Phone: 50market 6393

NOW DELIVERING

Valley

DELUXE

and

SPECIAL 6-POCKET POOL TABLES

See Your Distributor or
Write, Wire or Phone

VALLEY SALES CO.

(Sales Affiliate, Valley Mfg. Co.)
333 Morton St. Bay City, Mich.
Twinbrook 5-3587

GIVE TO DAMON RUNYON CANCER FUND



Gottlieb's 2 Player

WHIRL-WIND

Leads the Way to Greater Play! Higher, Steadier Profits!

And that's a fact! Gottlieb engineered games are loaded with player appeal and constantly yield good earnings in all types of locations. Advanced ideas and engineering know-how are the ingredients that, year after year, make Gottlieb games the profit leader.

- New "Jet-Action Ball Shooter" Propels Ball Toward Roto-Targets
- Holes Score 100 Times Target Values
- 6 Places to Spin Roto-Targets
- Advancing Value Bonus Scores 1 to 100 Times Target Values
- 2 Super-Powered Flippers
- Cross-Board Cyclonic Kickers
- Available With Twin Chutes
- Match Feature

See your distributor today!

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1140-50 North Kostner Avenue • Chicago 51, Ill.

Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

chicago coin LAUNCHES NEW SATELLITE!

Rocket Shuffle

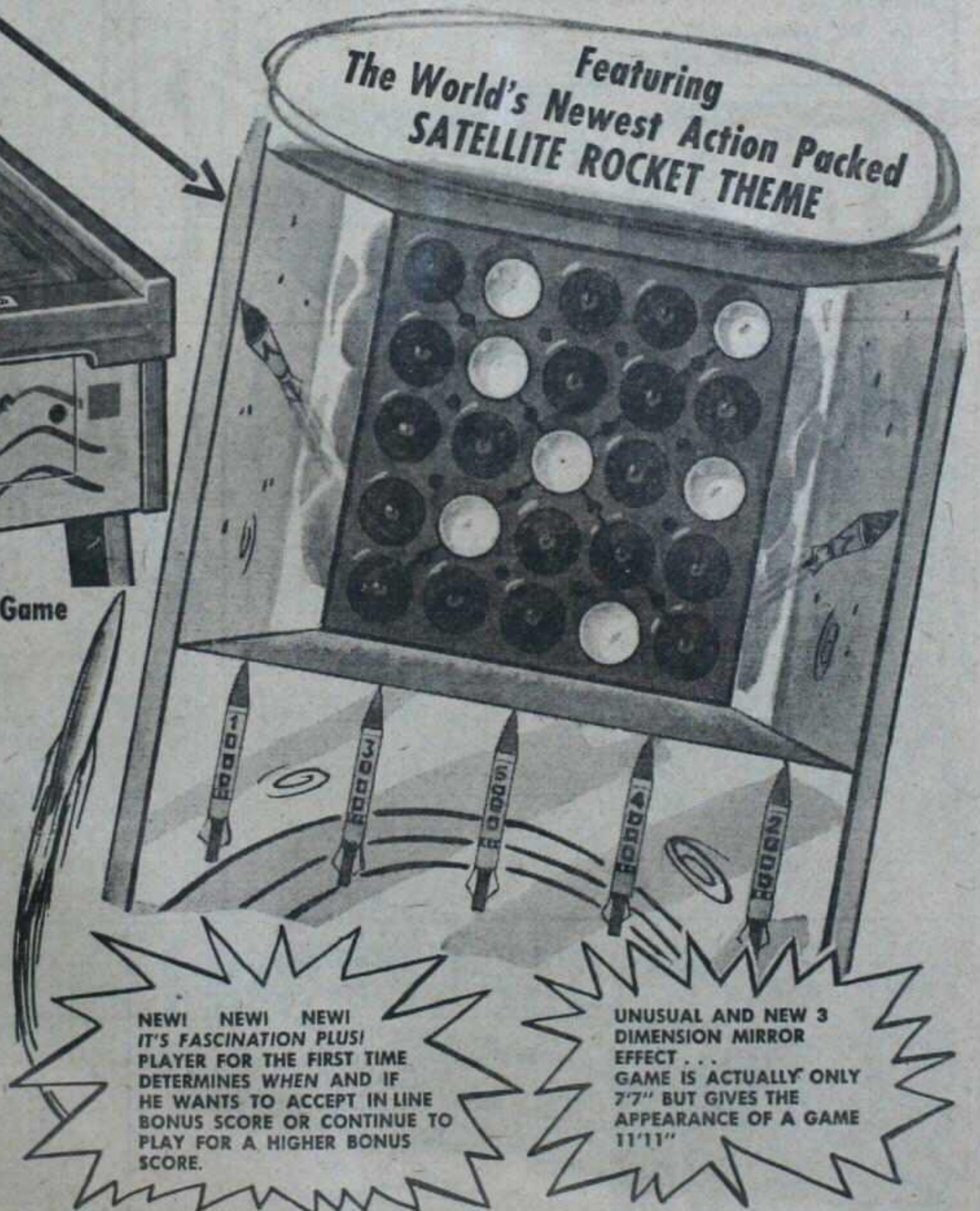


Featuring
The World's Newest Action Packed
SATELLITE ROCKET THEME

Features Never Before In A Shuffle Type Game

- ⚡ THE NEWEST SHUFFLE TYPE HIGH SCORE GAME . . . TOP SCORE 9,900,000
- ⚡ CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACE
- ⚡ NEW METHOD OF SCORING WITH CAPTIVE BALLS . . . 3 in Row - 4 in Row - 5 in Row - DIAGONALS SCORE DOUBLE
- ⚡ AVAILABLE IN REPLAY OR REGULAR MODELS - REPLAYS AWARDED FOR HIGH SCORE!

10 SHOTS PER GAME STRAIGHT 10c PLAY



NEW! NEW! NEW!
IT'S FASCINATION PLUS!
PLAYER FOR THE FIRST TIME
DETERMINES WHEN AND IF
HE WANTS TO ACCEPT IN LINE
BONUS SCORE OR CONTINUE TO
PLAY FOR A HIGHER BONUS
SCORE.

UNUSUAL AND NEW 3
DIMENSION MIRROR
EFFECT . . .
GAME IS ACTUALLY ONLY
7'7" BUT GIVES THE
APPEARANCE OF A GAME
11'11"

chicago coin machine

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
Chicago Dynamic
Industries, Inc.

Get Double Value with **Bally**®

GAMES AND KIDDIE-RIDES

TOP EARNING POWER

TOP RESALE PRICES

Strike-Bowler



No switch-rollovers on alley! Ball actually hits pins to score by Official Bowling Rules!
 Result is biggest ball-bowling profits.
 Available in 4 popular lengths—
 11 ft., 14 ft., 18 ft., 22 ft.

New
 extra-profit coin-chutes
2 games 25¢
1 GAME 15¢
player not forced to buy 2 games but gets bargain when he does.
 ALSO AVAILABLE WITH TIME-A-GAME CHUTE

Free
 TOURNAMENT
 PROMOTION KIT
 WITH EACH GAME

1 TO 6 CAN PLAY

All-Star DE LUXE Bowler

for match-score order
Super-Bowler



Only
 5½ ft. by 2 ft.
 floor
 space

NOW trigger-action bowling is more fun than ever, earns more money than ever. New instant-loading ball-gun eliminates delay. Average game rolled twice as fast as formerly... doubling dimes-per-hour earning power. Get your share, get ALL-STAR DELUXE BOWLER and the match-model, SUPER-BOWLER, busy for you now!

MISS AMERICA



2 Cards . . . 10 Magic Lines . . .
 4 sets of Advancing Scores . . .
 Corner Scores . . . Extra Balls
 . . . 2 Extra Time Rollovers
 . . . all add up to
 profit-packed play-appeal.

ABC SUPER DE LUXE BOWLER

SUPER-SIZE PUCK
SUPER-SIZE PINS
OFFICIAL BOWLING SCORES
 DE LUXE CLUB-STYLED CABINET
 BOWLING BEAUTY BACKGLASS
 LIGHT-UP TOTALIZERS
 SPEEDY PIN-SET



Biggest money-maker in shuffle-puck class!

8½ ft. long
 1 TO 6
 CAN PLAY



TARGET-ROLL

Fastest competitive-play money-maker ever built! High-score plus new Match-Target feature gets continuous repeat play.
 See TARGET-ROLL... and see!



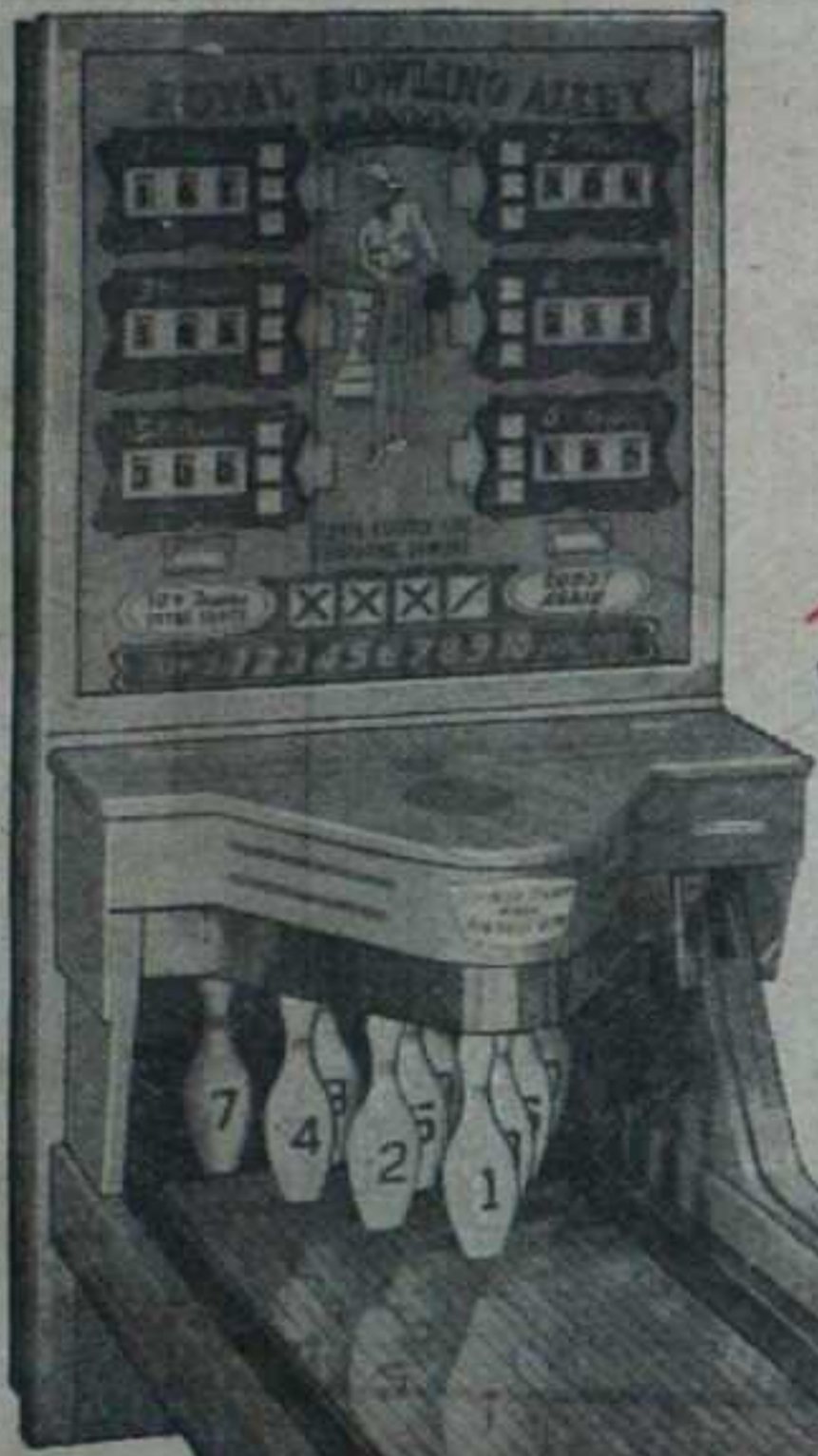
TOONERVILLE TROLLEY

\$50 to \$100 a week in only 2 ft. by 3 ft. space! That's the TOONERVILLE TROLLEY story in a nutshell. Other famous Bally Kiddie-Rides—BALLY BIKE, MODEL T, THE CHAMPION Ballyhorse—are equally fast money-makers. Write for literature.

CASH IN ON THE **BIG SWITCH TO NO SWITCHES!**

EQUIP EVERY LOCATION WITH **UNITED'S NEW**

ROYAL BOWLING ALLEY



**REALISTIC BOWLING
REGULATION SCORING**

BALL HITS PINS JUST AS IN REGULATION BOWLING

NO PLAYBOARD SWITCHES ON SMOOTH ALLEY

BIG 4½ INCH BALL

EXTRA QUIET ... EXTRA FAST

1 TO 6 CAN PLAY

**BIG, DURABLE
PINS**

2 GAMES FOR 25¢

CREDIT UNIT

ACCEPTS UP TO 20 QUARTERS
AT ONE TIME FOR FUTURE PLAY

ALSO AVAILABLE IN ONE PLAY FOR 25¢

CONVERTS EASILY TO 10¢ PLAY

**New
DROP CHUTE
MECHANISM**
with NATIONAL REJECTOR
on Pull-Out Drawer for Easier Servicing



UNITED MANUFACTURING COMPANY
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**ALL MECHANISM
LOCATED IN BACK-BOX**
with Hinged Insert for Easier Servicing



**EXTRA STURDY CONSTRUCTION
THROUGHOUT**

SEE YOUR DISTRIBUTOR NOW!

4 ALL-LOCATION SIZES
13 FT. LONG ... 16 FT. LONG
EXPANDABLE WITH 4 FT. SECTIONS TO
17 FT. LONG ... 20 FT. LONG



dual programming



**another Seeburg contribution
to greater earnings**

Now Seeburg adds Dual Programming to Dual Pricing to present operators the opportunity to profitably merchandise both kinds of records. With new Seeburg Dual Programming, EP album records (two tunes per side) are programmed in the brilliantly illuminated, self-advertising upper display panel. Current releases on singles are programmed in appropriate categories in the lower display panel. Attractive pricing windows in both panels explain the Dual Pricing feature of the new Seeburg music systems.

America's Finest and Most Complete Music Systems

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