

The Billboard

NEW THIS WEEK . . .

Billboard BEST SELLERS
ON THE RACKS

see page 35

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MARCH 23, 1959 (APB) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Air Emphasis Puts Sales Over Program

NAB Meet Keys Trend to Promotion Area; Automation Factor on Upbeat

By JUNE BUNDY

CHICAGO — Radio's zip and zest these days is practically nonexistent on the programming side and is concentrated almost entirely in the sales and promotional areas. At the same time technicians, engineers and inventors are working at an accelerated pace to achieve more and more automation, which bodes small good for radio personalities—deejays and otherwise.

These were the highlight conclusions most competent observers drew from the National Association of Broadcasters 37th Annual Convention here last week.

Conceivably, the lack of pyrotechnics on the programming level and the spectacular emphasis on sales and promotion derived from the fact that this year for the first time the NAB board has decreed that only owners and managers of stations, plus such execs as they appointed, were permitted to attend meetings.

The most lively sessions were those held by the Spot Representatives Association and the Radio Advertising Bureau, both of which delivered aggressive pitches on radio sales and promotion techniques.

Trend to Local Service

Altho the panel on radio programming included representatives from the networks, big city markets and small towns, the five broadcasters were in agreement on most subjects. They all opined that the modern trend in radio is toward programs more closely related than ever before to the local community served by a radio station.

The local station execs also came out unanimously in favor of "melodic" musical programming, as opposed to rock and roll and/or "Top 40" formats. In view of the

growth and sizable rating success of "Top 40" type stations during the past few years, several broadcasters at the convention voiced the opinion that at least one "formula-radio" station manager should have been represented on the panel.

Panel members include Howard Barnes, CBS Radio programming veepee, Robert D. Enoch, executive veepee-general manager of WLXW, Indianapolis; Frank Gaither, general manager, WSB, Atlanta; Duncan Mounsey, executive veepee-general manager of WPTR, Albany, N. Y.; Robert E. Thomas, commercial manager, WJAG, Norfolk, Neb.; J. Frank Jarman, general manager, WDNC, Durham, N. C. and chairman of the NAB Radio Board of Directors.

'Stop Imitating'

Urging the broadcasters to "stop imitating other successes" and concentrate on developing more original programming, Barnes asked the group: "What would you do if tomorrow deejays were wiped out? Stations might sound different."

Enoch said his station doesn't have deejays. They are "air salesmen" who present sales ideas, he added, "no gimmicks or contests."

On the other hand Gaither, who claimed WSB "plays more music than any so-called news and music station in town," said his outlet is very promotion-minded and cited its practice of building special days around different themes—"Papa's Day," "Peanut Day," "Arithmetic Day," etc.

Gaither also opined that the station and its programming are "always more important than personalities." He blasted "Top 30" type formats, and declared, "The aver-

BILLBOARD ADDS NEW FACET TO MUSIC COVERAGE

NEW YORK — The Billboard Publishing Company, thru its wholly owned subsidiary, Audiocom, Inc., completed negotiations last week for the purchase of Hi-Fi Music at Home Magazine. Announcement was made last week by Charles Fowler, president of Audiocom which publishes High Fidelity Magazine.

Following the May, 1959 issue, Hi-Fi Music at Home will be merged with and absorbed into High Fidelity, Mr. Fowler stated.

The move was made to strengthen and consolidate the quality high fidelity buying market. Indirectly, the step also represents another important move by The Billboard to reaffirm its position as "the communications center of the Music Industry."

Negotiations were handled by W. D. Littleford, president of The Billboard Publishing Company, and Milton B. Sleeper, president and treasurer of Sleeper Publications, Inc.

Upon completion of the transaction, Mr. Sleeper said that various publishing interests had sought to acquire Hi-Fi Music at Home, but that he personally had decided that merging with High Fidelity was in the best interests of the readers and advertisers of both publications.

age housewife and businessman have no interest in 'Pink Shoe Laces' or the 'I Go Ape-Cha Cha'."

Considerable interest was expressed by visiting broadcasters in various automation programming equipment on exhibit, including Muzak's new Programming Broad-

(Continued on page 4)

Rack-Jobbers Call Selves Orphans Despite \$ Volume

Tab Business Constant Tug of War With Diskeries & Distribs

By TOM NOONAN and RALPH FREAS

NEW YORK — Rack service merchandisers, or rack-jobbers, as they prefer not to be called, are becoming disenchanted with the disk business. It isn't that they aren't selling records. Far from it. The fact is that they're doing as well or better than last year. A conservative estimate of 1958 volume done on racks ranges between 15 and 20 per cent of the total disk business (about \$60,000,000).

But they feel increasingly like they're involved in a giant tug-of-war with the manufacturers and distributors, the very people who romanced them so strongly in the beginning. They feel like the industry's step-child.

Let Abbe Gordon of Modern Records Corporation of Boston, a leading New England rack-jobber, tell you how he feels.

"It was the record industry that came to us and put us in business," says Gordon. "And, after we were in the business, the distributors came to us pleading and begging for us to put a lot of junk on our racks along with the hits. It didn't sell. It couldn't sell. And, when we sent it back, they screamed that our returns were too high."

Tabbed 'Monsters'

According to Gordon, the disk firms began to regard him and his brother jobbers as "monsters." The "monster," however, was created by the distributors, he maintains.

Other leading rack-jobbers around the country concur.

Grumbles, too, have been heard from manufacturers. In essence, they say: "I can't afford to let the rack-jobbers work on my money" and "Their returns are fantastic and they're not selling as much now." Some firms feel that the rack-jobber will serve a special function in moving special promotional items.

The rack-jobbers say they're doing better than ever, on the one hand. And on the other, manufacturers say they aren't doing as well. How can these diverse viewpoints be reconciled?

Deluded Thinking

According to the rack-jobbers, the manufacturers were looking at a mirage. When they had a 100 per cent return privilege, the amount of merchandise moving to them was fantastic. But the manufacturers deluded themselves into thinking that the records were sold once they were placed on the racks.

Today, the rack-jobbers are allowed a return privilege of 10 per cent or none at all. This has forced them to become highly sensitive in what they buy. Even if the 100 per cent return were reinstated, they would be just as selective, the jobbers assert.

With regard to ordering, the rack-jobber operates with a built-in handicap. He simply doesn't know what's moving fast enough to take advantage of it. If a dealer

(Continued on page 4)

Record 2,400 Attend Meet

CHICAGO — The National Association of Broadcasters chalked up an attendance record of more than 2,400 registrants for its 37th annual convention here last week. The Association's AM radio station membership now totals 1,503 and its FM membership, 410—a record high for both categories. Its TV membership is 334.

A varied line-up of talent—with rock and roll and best-selling singles artists conspicuously absent—was assembled by Broadcast Music, Inc., for Wednesday (18) night banquet. Bill included Roberta Peters, Peewee Hunt, Dennis Day and the comedy team of Phil Ford and Mimi Hines.

NEWS OF THE WEEK

Tape Industry Steps Up Pace of Promotion and Sales Activity . . .

Tape industry activity is being stepped up on several fronts. Magnetic Recording Industry Association is organizing a heavy, all-industry public relations campaign. Meanwhile, the Stereophonic Music Society is inaugurating a line of four-track, reel-to-reel tape tying in with Tandberg recorders. Introduction of cartridge unit expected shortly. . . . Page 3

Recordrama Disk Exposition Set For Navy Pier, Chicago, in Fall . . .

Navy Pier, Chicago, will be the scene of a disk exposition called Recordrama next November 13-22. Irving Stolar, prexy of Library of Records, which sells disks via the party plan, is helming the venture and seeks to enlist exhibitor participants from ranks of diskeries, equipment and accessory manufacturers. Disk stars and record Santa Claus also will take part. . . . Page 3

Country Dealers "Clean"; City Slickers Discounting . . .

In a survey made by The Billboard in conjunction with the New York University School of Retailing, a majority of big city dealers were found to be discounting records while small town dealers were maintaining list prices by a ratio of seven to one. . . . Page 2

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New Chart for Rack-Jobbers

NEW YORK — A new best selling record chart makes its debut in The Billboard this week. The chart is headed "On the Racks" and reflects sales in supermarkets and other locations serviced by rack-jobbers.

Information on the chart will rotate thru a four-week cycle. The first week's data will show sales of regular LP's priced at \$3 or more. The three following weeks will show sales of low-price LP's, EP's and kiddie records, in that order.

A chart of best-selling single records is not thought to be necessary. The rack-jobber handles only the hits and reports of actual sales would tend to duplicate the "Hot 100" chart now published weekly.

Small Towns Play it 'Clean'; City Slickers Cut Prices

Survey Tabs Two-Thirds Dealers Right Side of Fair Trade Fence

By BOB ROLONTZ



NEW YORK — Only about one-third of all dealers are currently engaged in discounting of records — altho, of course, this one-third accounts for a major amount of the total dollar volume. To put it another way, almost two thirds of all dealers still run a "clean" business. These facts were ascertained

from a recent dealer survey by The Billboard in conjunction with the New York University School of Retailing, and covers stores in all sections of the country.

When broken down by location, it is noticeable that the amount of discounting by dealers increases proportionally as the size of the city in which they are located increases. Dealers in small towns hold to list prices at a ratio of about seven to one. However, a majority of dealers in large cities — and these are the big operators — are discounting records today. In medium sized towns the ratio of discounters to list price store is about 50-50.

Generally, discounting is on LP's, with practically all labels being slashed by the dealer who discounts. However, 50 per cent of

the discounters discount all merchandise — EP's and singles as well as LP's. The percentage off list price varies from 10 to 25 per cent, with most discounters averaging close to 20 per cent.

Altho a majority of dealers do not discount, about two-thirds of all dealers do hold sales during the year. Sometimes these are called bargain days or dollar days by the stores, and in this sale period merchandise is slashed price-wise considerably. According to the survey, dealers hold clearance sales at least twice a year, with a goodly proportion of dealers holding sales every two, three or four months as well.

Of the one-third of all dealers who do discount records, most of them have been doing it for a year (Continued on page 54)

SATCHMO-DUKES SOVIET TOUR

NEW YORK — Sid Frey, head of Audio Fidelity, Inc., and Joe Glaser, chief of Associated Booking, are hopeful of setting a tour of the Soviet Union and Eastern European countries by Louis Armstrong and the Dukes of Dixieland. The project will be proposed to the State Department as a good will tour which would introduce typical Dixieland jazz to those countries.

Glaser has handled Armstrong since the beginning of his career. Frey three years ago signed the Dukes for his diskery and has had outstanding success with their albums. In May, Audio Fidelity will release an album coupling the Dukes and Louis Armstrong.

Another Bill To End Juke Exemptions

WASHINGTON — Another bill to end juke performance royalty exemption was introduced last week by Rep. Emmannell Celler, (D., N. Y.). The bill kills the exemption in the present copyright law and places responsibility for payment of royalties on the operator of the juke box and protects the location owner from any responsibility for these payments.

A similar bill by Senator O'Mahoney, (D., Wyo.), on the Senate side is awaiting action. The O'Mahoney bill not only ends the exemption but doubles mechanical (Continued on page 85)

New Westminster Overseas Deal

NEW YORK — Westminster Records has pegged Deutsche Grammophon as its licensee in West Germany, Holland, Switzerland, Spain and Portugal. Deutsche Grammophon will issue the Westminster catalog in all these countries under the label, Heliolor-Westminster.

Michael Naida, treasurer of Westminster, left last week for a month's European trip to visit the Westminster licensees and finalize the details of the new distribution set-up with Deutsche Grammophon.

James Grayson, proxy of the diskery, is also headed for a European trek to attend recording sessions in Vienna and confer with the distributors on a plan for expanded Westminster activity in Europe. The label's musical director, Kurt List, is currently in Vienna, where he is supervising the recordings of several forthcoming albums.

E. P. Talmus, national sales manager for the label, meanwhile is in Latin America conferring with Westminster licensees in Venezuela, Colombia and Mexico.

Another Belt At 'Musical Illiterates'

WASHINGTON — Another slap at rock and roll music was taken by Rep. Torbert MacDonald (D., Mass.) last week (19) when he introduced legislation that would limit special postage rates on recordings to those having "educational or cultural value."

Representative MacDonald recently lashed out at postal rates (Continued on page 54)

Weiss Spearheads WB Global Move

HOLLYWOOD — Robert B. (Bobby) Weiss, specialist in the international disk and music fields, this week joined Warner Bros. Records as international director. WB thus far has been absent from the foreign disk market. With the appointment of Weiss, it takes its initial step into global field.

To accept the WB post, Weiss resigned as director of the Edwin H. Morris Music Company's international department. Weiss had been with Morris for the past two

years. His contract was to expire in October of this year, but was amicably settled to allow him to join WB's ranks.

WB will market its product (singles, LP's and EP's) thruout the world under the Warner Bros. label, thus retaining the identity of its trade-mark in all lands. This is contrary to the customary method of a U. S. firm releasing its disks abroad under the different labels of its various affiliates. (Capitol Records and several others retain their identity abroad.)

To Europe in April

In April, Weiss will return to Europe where he has headquartered for the past seven years, and will immediately start building WB's channels of distribution abroad. Product is expected to be well represented on the foreign market by early fall. In some countries, WB disks may be made available as early as June.

In addition to directing WB's disk operations on the foreign market, Weiss' duties include acquiring (Continued on page 24)

'Destination Stereo' Red Seal Highlight

NEW YORK — RCA Victor is following up its stereo campaign with a new Red Seal stereo highlighter, "Destination Stereo," it was stated by Jack Burgess, commercial sales and merchandising department chief. Package is subtitled "Your Passport to Great Music in New Sound by the World's Greatest Artists." Consumers get the album at a special price of \$2.98 for a limited time.

Burgess added that the album's musical content tells the stereo story — without gimmicks or narrative.

Package includes Fiedler and the Boston Pops playing "Sabre Dance" and "Hernando's Hideaway," Kiril (Continued on page 25)

Cap's March Pkgs. Heavy On Stereo

HOLLYWOOD — Capitol Records is throwing the weight of its product on the stereo side as revealed by its March release. Of the 35 albums to be issued, only five are in monaural form only. The remainder consists of four packages released simultaneously in monaural and stereophonic form and 26 stereo versions of earlier monaural offerings.

Total release embraces 21 classes (Continued on page 25)

Hefty Sked For Thrush

NEW YORK — Atlantic canary Betty Johnson has a busy schedule this spring. She closed at the Knife and Fork Club in Detroit March 14 and is currently on a one-nighter concert tour with Henny Youngman thru Wisconsin and Minnesota.

The thrush will make TV appearances abroad from March 25 to April 13, when she returns to the States to appear on Jack Paar's NBC-TV show for a week. Then she treks to Hollywood for a guest shot on "Roy Rogers' Chevy Show Spectacular," April 26 on NBC-TV; following which she is booked at the Holiday House in Pittsburgh for a week, starting May 4 and a guest appearance on Perry Como's NBC-TV show, May 30.

Court Orders Temporary ASCAP-Radio Licenses

NEW YORK — Judge Sylvester Ryan of the U. S. District Court for the Southern District of New York has signed an order directing the American Society of Composers, Authors and Publishers to issue interim licenses to radio broadcasters, based on the old rates. The order covers the period of licensing from January 1 to May 31 of this year.

The interim arrangement is subject to such adjustments in fees as may come about as a result of current broadcaster-ASCAP negotiations seeking the establishment of a new scale of fees. New agreements would be retroactive to January 1.

The order specifically excludes broadcasters in the State of Washington. Because of State legislation in Washington which, in effect, outlaws the idea of blanket

licensing unless a number of detailed qualifications are met, the order does not compel ASCAP to issue licenses in the State. Despite this, an ASCAP spokesman pointed out that no State legislation can write the copyright law off the books and the feeling was that "we'll let them go on playing the music on the basis of copyright infringement."

In line with this, it was pointed out that if such laws, directed against performing rights organizations were actually honored, broadcasters would in effect have to deal directly with each and every copyright custodian for permission to use music. The existence of a similar law in the State of Nebraska in the early '40's was recalled, wherein broadcasters were faced with a number of individual in- (Continued on page 24)

RCA Clubs Add Stereodisks

NEW YORK — The RCA Victor Record Clubs are now offering members stereo records as well as monophonic records both as regular disk purchases and as dividend disks. It takes two dividend certificates to receive any of the pop stereo records as a dividend from the club. RCA Victor stereo sets are \$5.98 each thru the clubs plus handling and postage charges.

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Roger S. Littleford Jr.
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Editors

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

Managers and Divisions

L. W. Gatto Main Office, Cincinnati
R. S. Littleford Jr. Music-Radio Div., N. Y.
Sam Chase Asst. Publisher, New York
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Hilmer Stark Coin Mach. Division, Chicago

W. D. Littleford President
M. L. Reuter Vice-Pres.
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John Ross Secretary

Offices

Cincinnati 22, 2180 Patterson St.
L. W. Gatto
Phone: DUmbar 1-6450

New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800

Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CEntral 6-9818

Hollywood 28, 1520 North Gower
Sam Abbott
Phone: HOLlywood 9-5831

St. Louis 1, 812 Olive St.
Frank B. Joerling
Phone: CHEstnut 1-0443

Washington 5, 1428 G St., N. W.
News Bureau
Phone: NAtional 8-4749

Advertising Managers

Outdoor-Mdse. Robert Kendall, Chicago
Music-Radio-TV Dan Collins, New York
Coin Machine Richard Ford, Chicago
Music-Western Robert McCluskey, L. A.

Circulation Department

B. A. Bruns, Director Cincinnati

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AGAC Huddles To Clarify Collection Plan

NEW YORK — Approximately 150 writers turned out for a well publicized meeting of cleft member of the American Guild of Authors and Composers Wednesday (18) at the Hotel Edison here. Purpose of the meet was to air the entire matter of the AGAC's royalty collection plan, which has met with considerable opposition in recent weeks from various publishers.

Opening the meeting, AGAC prexy, Burton Lane, told the writers there was nothing new or fearsome about the plan. The publishers themselves, Lane explained, have the Harry Fox Office collect royalties for them. Lane posed the question as to whether the record firms raised a fuss about that. The same thing was true of ASCAP's function as a collector of performance royalties from radio and TV stations, Lane went on, again asking if the radio and TV people raised any objections to this practice. "Only the publisher who has something to hide can ever object to this plan," Lane observed.

With regard to the oft-raised question of advances to writers, it was pointed out that the plan does not interfere with this. "We are only interested in the royalty balance, less advances and the pub-

(Continued on page 24)

TRS Gets Cap, Jubilee Orders

HOLLYWOOD — Tele - Records Services, Inc., recently formed firm which produces filmed versions of recorded performances, received its initial production assignments last week from both the Capitol and Jubilee labels. For Capitol, TRS will film Ray Anthony's "Walkin' to Mothers," sequel to his "Peter Gunn." TRS will time its release of the Anthony prints to TV stations in the top hundred markets so as to coincide with radio deejays' receipt of the platter thereby effecting a joint radio and TV campaign. TRS has 200 M. S. stations contracted to air its films.

For Jubilee, TRS has filmed Della Reese doing "Once Upon a Dream." Label has purchased TRS' full 200 station network.

Concurrent with signing its initial orders, TRS has taken over the old KTLA studios on Bronson Avenue adjacent to the Paramount Pictures lot. Location gives the firm sizable sound stage space plus considerable office facilities.

WB Sails Hat Into Jazz Ring

NEW YORK — Warner Bros. Records will jump into the jazz field with both feet next month with the release of 10 albums covering all schools of jazz. In addition the firm is issuing a special jazz sampler, "Jazz Festival in Hi-Fi" which will contain tracks by all of the artists and groups on the 10 other albums, but in performances of material cut especially for the sampler. This sampler will be the WB feature album of the month. The diskery is also releasing an album "77 Sunset Strip" with music from the TV show.

The regular release will consist of an album by the Chico Hamil-

(Continued on page 20)

AMENDED LIST OF NARAS AWARD NOMINATIONS

HOLLYWOOD — Corrections have been completed in the list of nominees for the first annual awards of the National Academy of Recording Arts & Sciences. The complete list of nominees prior to eligibility checks appeared last week in The Billboard. The following are corrections to that list.

Best Performance by an Orchestra: Delete Peter Gunn by Henry Mancini, and West Side Story by Manny Albam. Add Cross-Country Suite, Buddy De Franco (Dot); I Want to Live, J. Mandel (UA); Kane Is Able, Jack Kane (Coral); Young Man's Lament, David Rose Ork with Andre Previn (M-G-M).

Best Original Cast Album (Broadway or TV): Delete Jamaica, Original Cast. Add Victory at Sea, Vol. II, RCA Victor Symphony Orch. (Victor).

Best Sound Track Album: Delete Savonara (Victor). Add Auntie Mame Sound Track, Heindorf Orch. (Warners).

Best Performance, Documentary or Spoken Word: Delete A Lincoln Album, Carl Sandburg (Caedmon). Add Great American Speeches, Douglas, Price, Begley (Caedmon), and Interviews of Our Time (Fantasy).

For Children: Add The Chipmunk Song, David Seville (Liberty).

Best Classical Performance—Orchestra: Add Mahler: Symphony No. 2 in C Minor, Bruno Walter & New York Philharmonic (Columbia).

Best Classical Performance—Concerto: Delete Rachmaninoff: Concerto No. 2, Rubinstein, Chicago Symphony Orch. Add Rachmaninoff: Rhapsody on a Theme of Paganini, Pennario (Capitol), and Segovia Golden Jubilee, last record in set (Decca).

Best Classical Performance—Instrumental (Non-Concerto): Delete Segovia and the Guitar. Add Music for the Harp, Marcel Grandjany (Capitol).

Best Classical Performance—Vocal Soloist: Add Gotterdammerung, E. Farrell, Munch, Boston Symphony Orch. (Victor).

Best Classical Performance—Operatic or Choral: Add Victoria: Requiem Mass, Choir of the Abbey of Mt. Angel and Portland Syn. Choir (Victor).

Rumblings on Tape Front Key New Lease on Life

Unresolved Issues of Speed, Trackage Balk Renaissance

By REN GREVATT and RALPH FREAS

NEW YORK — Tape, once considered virtually dead as a significant factor in the home entertainment market, is showing definite signs of life. This is true despite a considerable controversy within the tape industry itself regarding the reaching of a united front on questions of speed, trackage, etc., from which point a successful revival could be staged.

The industry, however, and various independent factions within it seem determined to launch an effective counter-attack against the current powerful inroads of the stereo disk, as the industry's num-

ber one stereo medium. In fact, a spokesman close to the tape field has said: "We wonder if the stereodisk is the last dying gasp of the disk industry."

Current developments take at least four different tacks. These include a joint decision on the part of the Stereophonic Music Society and the American reps of the Norwegian Tandberg tape recorder-playback machine to push four-track, seven and a half i.p.s. reel-to-reel stereo tape, a first in this area; a decision by members of the Magnetic Recording Industry Association to increase promotion and public relations efforts on an independent basis, focussing on the overall advantages of pre-recorded

tape over disks; campaigns launched independently by V-M and Ampex designed to promote the fact that owning a tape recorder can be fun from the home-recording standpoint; and the ever-present talk of the coming of the tape cartridge, so far a nebulous promise rather than a reality.

SMS Step-Up

The Stereophonic Music Society which recently stepped up its own promotion activities on the level of its mail order club, has started its own label, a move previously explained by the fact that recording firms were not issuing enough tape to supply the market. Now the Society has commenced the release of its first four-track, reel-to-reel tape to play at 7½ inches per second. For this new line of product, a tie-in has been effected with Tandberg for the retailing of the tapes at \$7.95 thru Tandberg dealers. Tandberg is one of several makes of tape machines now on the market which can play the four-track product. The tape packages to be sold thru Tandberg dealers will carry a special logo-type, "Tandberg Presents SMS Tape." The reel-to-reel tape first plays track one and three for the two-channel recording. At the end of the run, the reels are flipped over and track two and four are played.

Benvenuto Von Halle, prexy of SMS, explained that by this method, twice as much information is put on the same size tape, effecting a considerable economy. The same tapes will be available thru the SMS mail order operation, according to Von Halle, except that the regular 20 per cent saving usually available to members will not be extended. "If we offered the discount rate, we'd be competing with our dealers like some record people do," remarked

(Continued on page 26)

Music Sales Off in Excise Tax Finals

WASHINGTON — More money was spent by the nation's citizens on admissions to theaters and concerts, cabarets and roof gardens during the final quarter of 1958 than in the same quarter a year earlier, according to statistics released by Internal Revenue Service.

During the same quarter of 1958, less money was spent on phonographs, radio and television sets, phonograph records, musical in-

struments, coin-operated amusement and gaming devices and bowling alleys, than in the same quarter of 1957.

Excises collected by Uncle Sam on admissions to theaters and concerts for the final quarter of 1958 totaled \$16,081,000, up \$50,000 from a year earlier. Levy on admissions to cabarets and roof gardens contributed \$11,485,000 for the final quarter of 1958, an

(Continued on page 20)

NOVEL DISK EXPOSITION PROJECTED FOR NOVEMBER

Plans Call for All-Industry Participation, Dealer Tie-Ins

CHICAGO — A giant disk industry exposition for the public, to be known as Recordrama, has been projected for the Navy Pier here, to run next November, 13-22. The plan, the brainchild of Irving Stolar, who is also prexy of Library of Records, Inc., a firm specializing in the "party plan" method of selling records, is closely tied in with disk dealers in the Windy City area, and if successful, may be booked into other ma-

jo cities, much in the style of the well-known automobile extravaganzas.

Stolar's plan calls for the participation of record companies, phono equipment manufacturers and accessory firms. "However, this will not be just another hi fi show like we have seen in the past," said Stolar, "but rather, it will be a record show, and it will be just as interesting to kiddies and teenagers as to the adult audiences."

The record companies taking part will tip their hats to the local dealers via the simple device of contributing discount coupons to a sample packet which will be given to every spectator attending the event. Each discount coupon contained in the packet will entitle its holder to a discount on a record at his local disk store. The hooker is that he must take the coupon to the store to cash it in

(Continued on page 20)

MGM Plans 2 Special Pkg. Promotions

NEW YORK—M-G-M records topper, Arnold Maxin, announced plans for two special package promotions Friday (20) prior to departure for a swing thru Europe. On the overseas trek, Maxin accompanied Loew's prexy, Joseph R. Vog and Maurice Silverstein, veepee of Loew's International.

On the package front, Maxin announced a stereo sales promotion tying in with the diskery's 12th anniversary program. Beginning March 15 there'll be a 45 day distributor deal wherein distrib-

(Continued on page 20)

Vet Deejay Exits CKLW

DETROIT—Another key deejay here walked out in protest against "formula radio" last week. Eddie Chase ended a 12-year relationship with CKLW, eight days after Ed McKenzie resigned from WXYZ here for the same reason.

Altho Chase said he resigned because he disagreed with CKLW management's new programming policy of "format programs," the jock said the parting was friendly. "For years," said Chase, "I have played music not numbers and played music for adults of all ages. I feel that this is not possible under a format program."

NEW—THIS WEEK



... SEE PAGE 35

NIPPON-BIEM HASSLE GOES INTERNATIONAL

TOKYO — A dispute involving eight Japanese diskeries with Bureau International De L'Edition Mecanique (BIEM) of Paris, France, on the question of mechanical royalties paid on European copyrights, is threatening to become an international cause celebre. The long-simmering hassle this week found its way into the French Embassy here and the Foreign Ministry of Japan.

The dispute centers on a disagreement as to the mechanical royalty rate to be paid by record firms for European songs recorded here. The French BIEM is pressing for a rate of 4 per cent per side, while the Nipponese diskeries stoutly maintain that the proper rate is 2 per cent per side.

According to the Yomiuri Press

Canada Airers Quizzed on Disk Policy

TORONTO — The formula of music and news adopted by stations in this country has come under the microscope of the Board of Broadcast Governors. Seven radio stations were summonsed by the BBC to appear before it to explain the policy for the edification of the Board, a government body which oversees the regulations covering the operation of TV and radio stations in this country.

Ordinarily, the renewal of licenses is routine, and this marks the first time that the radio stations have been asked to explain their position.

RCA, Epic Rush Benton EP's

NEW YORK — With Mercury Records' Brook Benton hot with the hit "It's Just a Matter of Time," both RCA Victor and Epic Records are rushing out EP's by the lad. Benton was with Epic in 1956 and had a semi-hit with "The Wall." He was on the RCA Victor subsidiary Vik Records in 1957, and came thru with a few disks that grabbed a little action. Both Epic and RCA Victor will have their Benton EP's out in April.

Lane Replaces Duchow at Cap

HOLLYWOOD — Kingdom K. Lane was named as replacement for Pete Duchow who last week resigned as Capitol's international promotion supervisor. Duchow joined Marty Melcher's Arwin Records as veepee. Lane will report to Frank Brooks, international department assistant director. Appointment marks a promotion for Lane who heretofore served as international promotion assistant. In his new post he will head all international promotion activities for the firm, servicing affiliates in 32 countries.

Montoya Off to Nippon Trek

NEW YORK — Carlos Montoya, noted flamenco guitarist, has left for Japan where he opens a tour beginning in Tokyo March 27. Montoya will play all principal cities, ending April 20. The artist's RCA Victor packages will be promoted during the tour. Albums include "Carlos Montoya and His Flamenco Guitar," "Flamenco Festival" and "Carlos Montoya Presents Porrina de Badajoz."

here, the Japan Copyright Consultant has created a new stir by a statement to the effect that the Japanese diskeries' claim for the 2 per cent rate is wrong. The Consultant claims that in fact the record companies involved signed a 1956 standard BIEM contract fixing the 4 per cent rate and that the firms "one-sidedly" cut the rate on the strength of Japanese law. The Consultant notified the BIEM authorities that "there is no statutory rate on which the cut was based." The Japanese "law" referred to was nothing more than local copyright regulations established for domestic purposes.

"This should not be applicable to any contract between foreign parties," said the consultant, strongly claiming that "the attitude by Education Ministry (in favor of Japan diskeries) has misled the industry to put it in a pinch."

A spokesman for the Japanese consultant said, "We have never had such trouble in connection with a copyright issue. Pretending not to know in the formation of contract, the industry has cut the rate during the term because of 'law.' This is something like swindling."

Meanwhile the Japan Society of Phonograph and Record Association states that "since BIEM has protested against the Japanese government thru the French Embassy, a formal reply will be sent after the education and foreign ministries have studied the legal aspects of the matter."

JOBBER CALLS SELF INDUSTRY STEPCHILD

• Continued from page 1

sells 25 of an album, he knows it immediately and guides his buying accordingly. The rack-jobber, on the other hand, doesn't know what he sells until he inventories all his racks. There may be a lag of two weeks between a sale and his knowledge of it. In the quick-moving disk business, that two weeks can be the difference between a flourishing business and a mediocre one.

The rack-jobber caught on to ordering problems fast. For example, Jim Odell, Burke Sales Company, Seattle, says he now has no trouble staying within that 10 per cent return despite the lag in information.

"We can now pick records with the best of them," Odell told The Billboard.

At the same time, he admits this was not always true. In the beginning, they had to rely on distributor judgment—a costly way of doing things. Odell says that they would set up a rack according to the distributors' notions of what it should contain and, by the time he got back to the location a month later, the rack was dead as far as that location was concerned. Nothing moved.

One thing the rack-jobber can and is doing for himself today is opening new outlets for disks. One-fourth of the jobbers contacted by The Billboard said they are operating disk concessions in discount stores in addition to servicing racks that get full price for records. They don't feel they're competing with themselves.

As one jobber put it: "The people who buy in discount stores are bargain-hunters that we wouldn't sell in a super-market. And we still get those super-market impulse buyers who won't go downtown or out of their way to buy a record."

Some of these jobbers lead a double life. They service those discount houses with a different truck

Boone and Backers Buy Two Airers

NEW YORK — Pat Boone and the Townsend Investment Company have bought two radio stations — KNOK, Dallas, and WKDA, Nashville — from John Kluge. Terms of the sale were not disclosed but sum involved is \$1,000,000.

Boone and Townsend will retain the present management at each station. J. Hepburn, veepee and general manager of KNOK (who has taken a stock interest in the company), will step up to the presidency; and Jack Stapp, veepee and general manager of WKDA since 1957, will become president. He also holds shares in the company.

Earlier this month Boone joined the advisory board of Townsend U. S. and International Growth Fund, a major mutual fund. Station KNOK is known for its gospel programs, while WKDA concentrates on pop record programming.

Picadilly Trio Signed

NEW YORK — Tom Forst, recently appointed a.&r. director for Urania Records, has signed the Picadilly Trio to cut three LP's for the label.

The group spotlights guitar, bass and vibraharp and chimes. The trio is well-known in the nitery set and filled a long engagement at the New Yorker Hotel's Circus Bar several years ago.

Titles Not Important

Jobbers don't feel that album titles are too important. The impulse buyer is mainly attracted by "hit" artists. If an artist is hot, his albums will sell on the racks. If, for example, a Pat Boone single is swingin', his albums and EP's will sell regardless of titles.

EP's and kiddie merchandise is almost exclusively sold on the racks today. With kiddie merchandise also, titles have little meaning. Kidisks are consistent sellers as long as the jobber keeps changing the merchandise and keeps it fresh.

RADIO GIVES NOD TO SALES OVER PROGRAMS

• Continued from page 1

casting Service and the Schafer Program Automation.

The PBS, which can operate automatically up to 24 hours a day, offers its subscribers eight hours of pre-programmed music on a single tape, with 18 such tapes delivered to the station over a period of 36 days. Utilizing a Programmatic machine, the tapes cut away automatically to pre-recorded local commercials and other announcements. Muzak is recording special "melodic" music for the system, featuring well-known recording artists.

The Schafer Program Automation—which also cuts away to local commercials — provides up to 24 hours of completely automatic programming, via an electronic device which utilizes three or more tape recorders and two Seeburg automatic record players. Each machine carries up to 400 disks, which can be programmed according to

HOT 100 ADDS 16

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

64. A Fool Such as I—Elvis Presley, RCA Victor
72. Tiajuana Jail—The Kingston Trio, Capitol
73. Fried Eggs—The Intruders, Fame
79. Wishful Thinking—Little Anthony & the Imperials, End
80. Come Softly to Me—Ronnie Height, Dore
81. The Beat—The Rockin' R's, Tempus
82. Record Hop Blues—The Quarter Notes, Wizz
85. Tell Him No—Travis & Bob, Sandy
91. For a Penny—Pat Boone, Dot
93. Enchanted—The Platters, Mercury
95. Jimmy Kiss and Run—Diane Maxwell, Challenge
96. Six Nights a Week—The Crests, Coed
97. That's Why—Jackie Wilson, Brunswick
98. Someone—Johnny Mathis, Columbia
99. Tell Him No—Dean & Marc, Bullseye
100. Sweet Annie Laurie—Sammy Turner & the Twisters, Big Top

NATIONAL TASTES KEY TO FOREIGN SALES

CHICAGO — The time is coming when an a.&r. man, besides being part musician, part sound engineer, part salesman, and part prophet, will have to be an anthropologist, too.

This is the conclusion to be drawn from round-the-world reports coming into Mercury headquarters from the gallivanting director of its international division, Brice Somers. He is currently on a 60-day tour of Africa, Pakistan, India, Thailand, Malaya, Indonesia, Australia, New Zealand, Hong Kong, Japan and the Philippines.

His reports, summarized, boil down to something like this:

There is no such thing as a pure and simple "foreign market." There is a broad collection of markets differing in national cultures, tastes and buying ability. It's going to take some time to dope out why a bootlegged copy of a Patti Page record can bring \$100 in China, but in Argentina, where Patti's wares are comme-ci, comme-ca, the local folk flip over David Carroll.

When a country is first invaded with American record product, the consumers will buy almost anything offered. Then they start to become discriminating, as guided by their national predilections, and that's when they become important subjects for a.&r. planning—and, as time goes on, they will become more so.

Movie executives learned long ago that to make a film acceptable in Japan, kissing scenes had to be edited out. Frequently bedroom scenes are shot twice—once using twin beds to pass our own censors,

the second time with a double bed and skimpier nightgown for French and South American audiences. Multiple versions of records for foreign markets may yet come, but until they do manufacturers have to sound out each market separately by developing close working relationships with their distributors in each country.

If a.&r. men and sales promotion staffs can adapt to this multi-cultured world, Somers believes, there is no visible limit to sales prospects for records overseas. Already consumers are being developed in large numbers in places where recently no one dreamed of hocking the latest hit.

One aspect not yet touched upon in Somers' reports, altho all the reports are not yet in: If the world we live in is so complicated, what happens when we start transshipping to all that space out there?

Jazz Dealer Sells Shop

CHICAGO — Seymour Schwartz, oldest of the jazz retail record shops and longest at one Loop location (Wabash and Congress) of any retailer, this week sold his shop, Seymour's, to Bob Koester, St. Louis retail shop owner and operator of the Delmar jazz label. Koester takes over immediately.

Seymour, 11 years at the location he sold, is taking a short hiatus before announcing any definite plans. In the past year, Schwartz has started his own label, Heartbeat, on which he was featured with a small combo and his Heartbeat trumpet. He signed with Argo to do singles and albums last week.

Master Mkt. Picking Up

NEW YORK — Master purchases are stepping up again. Last week Roulette Records paid Artie Singer a sizable sum for Jimmy Whalin's "Madre Mi" and Paul Cohen bought "X Plus Y Equals Z" by the Threeteens from Rev Records.

The Whalin disk, which was found for Roulette by Harry Chipetz of Chips Distributors, Philadelphia, is a Billboard Spotlight this week. The label's executive veepee, Joe Kolsky, said the amount paid for the master was "the most we have ever paid for a master purchase in Roulette's history."

The Rev Record, which has been stirring up some local action in Chicago, Boston and Cleveland, will be released under Cohen's new Todd label this week.

*Keeping
TV
A "live"!*



The Only Live Show in the Top 10*

THE FORD SHOW

Starring

TENNESSEE ERNIE FORD

We are proud to call industry attention to the gratifying news that "The Ford Show" almost doubles its lead-in audience of 17.9*

*LATEST NIELSEN TELEVISION INDEX

THURSDAYS • 9:30 P.M. • NBC-TV • *Sponsored by* THE FORD DIVISION OF THE FORD MOTOR CO.

New Label to Tee-Off With 12 Packages

HOLLYWOOD — Interlude Records will debut on April 1 with 12 albums to be released simultaneously in both stereo and monaural forms. Packages, featuring top jazz names, will be wrapped in four-color covers. New label will follow a quarterly releasing schedule, issuing a dozen albums every three months. It will also be active on the singles front, issuing four sides in mid-April.

Firm is headed by Bob Scherman who also helms its artist-repertoire operations. Releases will feature such jazz names as Frank Rosolino, Bill Harris, Art Farmer, Art Pepper, Bill Holman, Warne Marsh, Pepper Adams, Buddy Collette, Pete Jolly, Jim Hall, Barney Kessel, Red Mitchell, Leroy Vinger, Terry Gibbs, Red Norvo, Herbie Mann, among others.

Line will list at \$4.98 and \$5.98. It will be distributed nationally thru Allied Records Sales. It will be handled in Canada by London Records. Distribution arrangements have been concluded in Sweden, Belgium, Holland and Australia.

a swingin'

"IRENE"
is heading your
way on . . .

CORAL
RECORDS

NEW TWIST

Pick Your Own Tune Pitch

NEW YORK — A while back, Golden Crest topper, Clark Galehouse got an inspiration for album put together via what he calls "do-it-yourself a.&r." The album, "And the Banjos Sing Your Requests, Vol. 2," is now out and Galehouse reports that his a.&r. technique, while expensive, produced interesting results.

Here's how it worked. He sent out a letter to a good, active mailing list he's been developing thru high fidelity shows and other means. The list totaled about 100,000 which made it expensive. The letter asked the recipient to submit song titles for the label's second banjo album. To build a response, he offered free albums to those who submitted titles that appeared on the album. The letter also offered the \$3.98 seller at \$2 to the "losers." Their dealer's names were asked for so that he could be credited with the sale.

Evidently, lovers of banjo music also like the tune, "Margie." The name was submitted about 3,000 times. Runner-up was "Shine On Harvest Moon" with about 1,500 requests. In all, 600 different titles were suggested. And actual tabulation was made of all suggestions.

Sounds like an expensive way to pick 12 tunes? Galehouse agrees that it is but maintains that the publicity value far outweighs the cost. He told The Billboard that he enlisted deejay support on the project and that they were interested enough to give him plenty of air mentions and plugged Vol. 1.

Galehouse now wonders how he's going to pick the tunes for Vol. 3.

Col. Waxes 'Juno' Score Despite Fold

NEW YORK — In spite of the imminent closing of the Broadway musical "Juno," the Mark Blitzstein-Joseph Stein show (it closes Saturday, 21), Columbia Records cut the original cast waxing last Sunday (15). Goddard Lieberman, president of the firm, went ahead with the recording because he felt it was a meritorious score and because he felt it would sell in spite of the show's demise. Columbia will have the cast waxing out in April.

Columbia's original cast waxing of "Candide" which also had a short run, may have influenced Lieberman's thinking. This set is still moving steadily for the label. However, "Whoop Up" which was cut a while back by M-G-M Records, stopped selling albums shortly after the show did a fold-over.

Jazz Idol Dies at 49

NEW YORK — Lester Young, known as the President or Prez in all clubs and halls where jazz fans gathered thruout the world, died last week of a heart attack at the age of 49. Young rose to fame as a member of Count Basie's band and became one of the most influential instrumentalists on the jazz scene. His lithe, breathy sound on tenor sax gave rise to host of imitators, and he was during the late 40's and early 50's—easily one of the dominant figures in the jazz world. His notable recordings included "Lester Leaps In," "Dickie's Dream," and "These Foolish Things." He died after completing a successful six weeks tour of Europe.

DISTRIBUTOR NEWS

By HOWARD COOK

RICHMOND: Bill Mizzell, B. T. Crump Company, Columbia distributor, reports strong action on "The Hanging Tree" by Marty Robbins. Other hot, newer items are "Someone" by Johnny Mathis, "Love Me in the Day Time" by Doris Day and "Short Recess" by Joe Maphis. "Springtime in Alaska" by Johnny Horton is also showing strong pop action. Top country platter is "I'll Kiss the Past Goodbye" by Carl Smith. Strongest LP's are Mitch Miller's "Sing-A-Long" albums, LP's by Mathis and Ray Conniff and "Cuttin' Capers" by Doris Day. Stereo sales are building and account for close to 20 per cent of total LP sales.

J. G. Moncure of Wyatt-Cornick, Inc. lists "A Fool Such as I" by Elvis Presley as the top new RCA Victor disk. Following are "I Go Ape" by Neil Sedaka, "Tomboy" by Perry Como, "Hiawatha" by Budd McCoy and "Moonlight Serenade" by Tommy Leonetti. "Fraternity Pin" by the Crew Cuts and "Guess Who" by Jesse Belvin are getting heavy jockey play. Strongest albums are "For LP Fans Only" by Elvis Presley, "Peter Gunn" by Henry Mancini, "When You Come to the End of the Day" by Perry Como, the original cast of "Redhead" and the sound track of "South Pacific." Stereo sales are strong.

Lonnie Carson, Decca Distributing Corporation, names "That's Why" by Jackie Wilson on Brunswick as the firm's hottest platter. "Imitation of Life" by Earl Grant is building. "Heavenly Lover" by Teresa Brewer on Coral is hot. "It Doesn't Matter Anymore" by Buddy Holly on Coral. Other strong-selling disks are "I Give My Heart to You" by the Accents on Brunswick and "I Got a Woman" by Bill Haley and His Comets on Decca. Top LP's are "Around the World in 80 Days," "The Eddy Duchin Story" and the Everest version with lyrics of "Around the World in 80 Days."

NOTES IN THE MAIL: Ben Bartel of Warner Bros. Records Sales Corporation in Chicago writes that "things are really swinging at Warner Bros. in Chicago." "You Can't Be True, Dear" by the Mary Kay Trio is big. "77 Sunset Strip" by Don Ralke is also doing very well. "Apple Blossom Time" by Tab Hunter and "Midnight Oil" by Charlie Blackwell are still moving nicely. Album sales have been terrific with "I Only Have Eyes for You" by David Allen showing especially well. Allen is currently appearing in Chicago at Mr. Kelly's. Other LP's that are moving well include "The World's Ten Greatest Popular Piano Concertos by George Greely," "The Garbage Collector of Beverly Hills" by Irving Taylor and "The Signatures Sign In." The "77 Sunset Strip" LP has been getting great response from dealers.

Shirley Rubin of Cosnat Distributing Corporation in Philadelphia writes that "Pink Shoe Laces" by Dodie Stevens on Crystalette has hit the swingin' mark. Other platters that appear headed for hitsville are "For You My Lover" by Knightsbridge Brass on Shad, "Peter Gunn Cha Cha" by Candido & Embers on Wynne, "Seesaw" by the Royaltones on Jubilee and "Lovey Dovey" by Clyde McPhatter on

(Continued on page 20)

Their Smash Follow-up to "LUCKY LADY BUG"



ALOYSIUS, HORATIO,
THOMAS THE CAT

B/W
TUMBLING DOWN

BILLY & LILLY

SWAN #4030

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NEW RELEASE

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IS THE ROCKIN' STORY

OF POOR JENNY

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Already on the charts!

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- Cash Box—"Disk of the week"
- Music Reporter—"Scoop of the week"

Stan ROBINSON



BOOM-A-DIP-DIP

402

MONUMENT

Don't miss this...the drivingest record you've ever heard...and only 1 minute and 50 seconds long

THE TRUMPETEERS

STRING OF TRUMPETS

800

SPLASH

RECORDS

Already on the charts!

- Billboard—"Spotlight"
- Cash Box—"Disk of the week"
- Music Reporter—"Scoop of the week"

Jimmy RICKS



SECRET LOVE

8560

Felsted
RECORDS

Already on the charts!

- Billboard—"Spotlight"
- Cash Box—"Disk of the week"
- Music Reporter—"Scoop of the week"

Billy FURY



MAYBE TOMORROW

1857

London
RECORDS

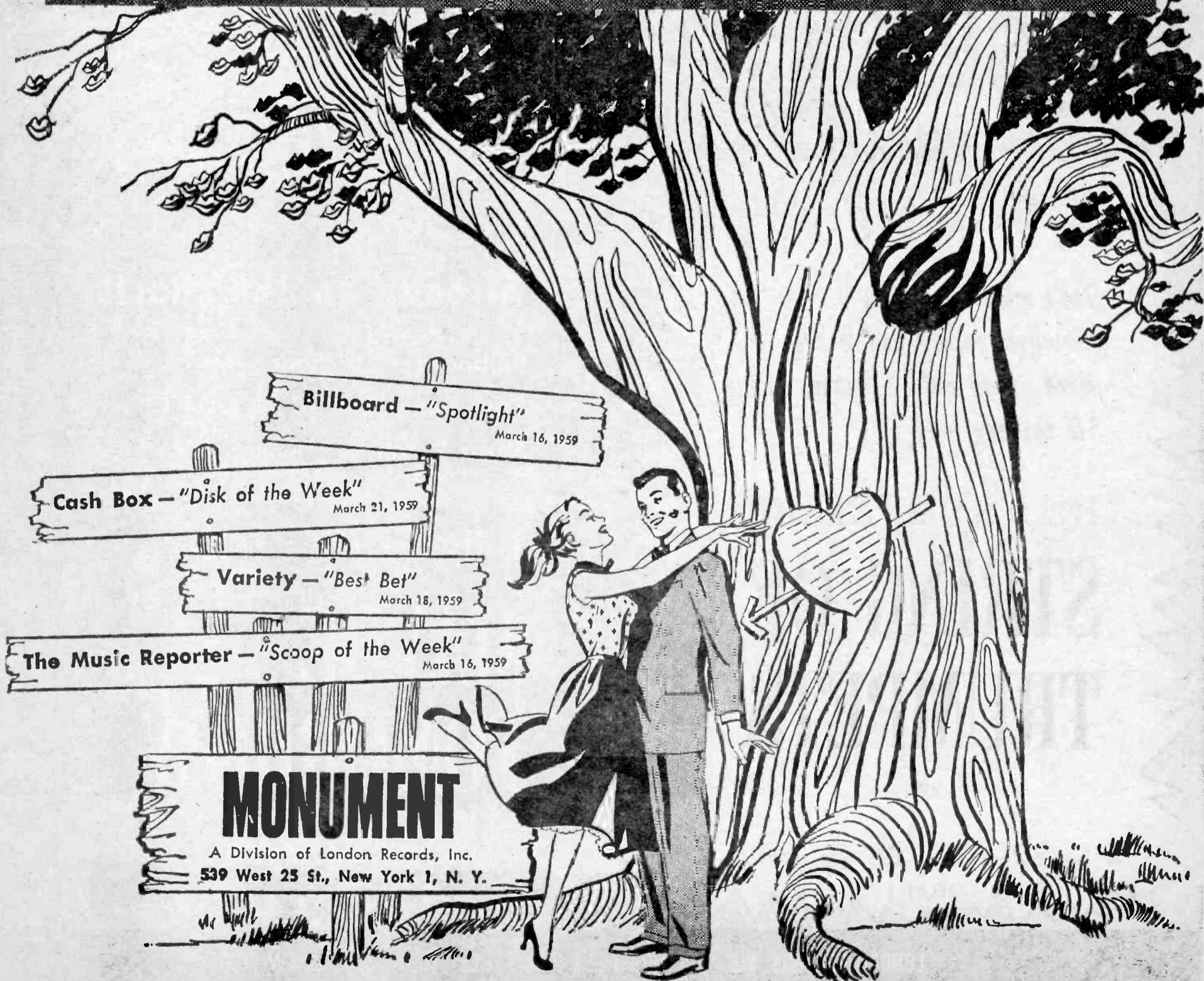
You'll be barking up the right tree
when you climb on the follow up smash by

Billy Grammer



THE KISSING TREE

403



MONUMENT

A Division of London Records, Inc.
539 West 25 St., New York 1, N. Y.



Everybody picks...

The Walls Have Ears

Mercury 71428

Patti

PAGE



backed with the lilting waltz...

My Promise



The HIT Trademark

ON THE BEAT

By REN GREVATT

It is no secret in our business that both the rhythm and blues and country and western fields have always been close to the facts of life—and death. This grass roots influence, this obsession, as it were, with life and death, tho long a powerful factor in these fields and in song material associated with them, only now is having an impact on the pop world.

Beyond the consideration of song material, it's interesting to contemplate the factor of the death of an artist, and the effect of his loss on the success of his records. Despite the death of the physical being, it can be said that in the case of a truly fine artist, his spirit and his sales go on and on.

There is the case of the immortal Hank Williams, a fabulous artist, poet and almost the epitome of the country psychology. Reliable sources have indicated that even today, some seven years after his death, the songs and records of Williams produce \$50,000 a year in royalties to his estate.

In the case of Williams records, there has been a fantastic amount of packaging and repackaging that has gone on. Oddly enough, whenever a new album comes out with old Williams' hits, there seem to be new ones that nobody ever heard of. It's always a question as to whether they may have been recorded in the backroom of the Acuff Rose office in Nashville or perhaps in a room in the Hermitage Hotel. When Williams died, many disks on various labels were issued extolling the young man. And Williams himself, like many country artists, had a preoccupation for death, as in his song, "Six More Miles to the Graveyard," which had the quality of a dirge. Frank Walker, who was always close to Hank Williams, wrote a poem about the singer at the time of his death, which was later read on the air by a Southern jockey, Jimmy Swan. The reading was later released on M-G-M. Suffice it to say that Hank Williams lives on.

In somewhat lesser measure, the same is true of the great rhythm and blues singer, Johnny Ace. Paul Ackerman, the music editor of The Billboard, who has always been close to this field, recalls that when Ace departed this world to meet his master, after a curious chain of circumstances supposedly including an ill-fated game of Russian roulette, it became the practice to release records from the vaults regularly. These always achieved a worthwhile sales reaction and only recently, a Johnny Ace LP was released by Duke Records.

Truly, the world cannot and will not let go the memory of a great name in its field. Such a name, going back a few years, was Glenn Miller. It's been more than 15 years since Miller was lost over the English Channel, yet his name is as powerful a draw today as ever. His records are programmed on juke boxes thruout the land and a band which takes his name and plays many of his arrangements, is one of the biggest money-makers now on the road.

Take the case of Jimmy Rodgers. His records were made more than 20 years ago. But what a rich well of down-to-earth, touchingly human folklore. Now RCA Victor has recently reissued some of those great sides by Rodgers. And Rodgers, like other deceased artists in those fields that comprise the heart of musical Americana, drew his tribute records too. Among these were Ernest Tubb's "Jimmy Rodgers' Last Blue Yodel," and a team-up of Red Foley with Tubb on "Jimmy Rodgers Last Thoughts."

In the jazz field, the great alto saxophonist, Charlie Parker, probably never enjoyed in his lifetime the fanatic devotion of fans, which his memory conjures up today. There have been various Parker reissues which labels have managed to acquire and bring out from the obscurity of the vaults. And despite the marked inferiority of the sound quality of that largely pre-hi fi era, these records are looked upon as treasures by collectors today. It is to be expected that in time, the memory of Lester Young, who died earlier this week, will bring the same fanatical reaction from his fans.

Recently one of the greatest of the rhythm and blues oaks died. This was Chuck Willis. Ironically enough, his last two sides were "What Am I Living For," and "Hang Up My Rock and Roll Shoes." But in the memory of his fans young and old, Willis is not really done at all. Atlantic can certainly be expected to reissue some of those great Willis sides from time to time.

The families and friends of all those departed stars, including those of the late Buddy Holly, Richie Valens and J. P. (Big Bopper) Richardson, may take new heart. These artists have already been memorialized thru various records cut by other artists such as a tune called "Ballad of Donna and Peggy Sue." Meanwhile, Holly's record of "It Doesn't Matter Anymore," has hit the number 20 spot in this week's Hot 100 chart, carrying on for Holly even in death the comeback trail upon which he had embarked. Coral and Mercury both issued LP's following the death of Holly and the Big Bopper which will help perpetuate their memory in the minds of their fans. Richie Valens' "Donna," still remains a hot seller and a new Valens disk, "That's My Little Suzie," has just come out.

Ackerman notes that the practice of writing songs shortly on the heels of a tragedy which has brought death, harks back to the ballad era of English literature. This type of song was known as the broadside ballad. By this device and by dint of continuous release of records, departed artists leave a powerful heritage which will not soon be erased. As Ackerman pointed out, "It is not really death. It is merely one more step in the life of the immortal soul."

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Cortez Co-Author On 'Happy Organ'

Twenty-year-old Dave (Baby) Cortez was born in Detroit, where he attended North Western H. S. His father, a pianist, encouraged him to pursue a musical career.

Cortez has played piano for 10 years and organ for three. Before making any of his own recordings, the artist did piano backgrounds for many rock and roll groups.

When he was singing with a group called "The Pearls," Clock Records became interested in him. "Happy Organ," now climbing on Billboard's charts, is his second disk for Clock Records. He's also co-author of the tune. The singer-pianist-composer says pencil sketching is his favorite pastime.

Impalas Come From Canarsie



The Impalas are four 18-year-olds from the Canarsie section of Brooklyn. The foursome first met in a neighborhood candy store, and used to get together and sing there frequently. One night Gino, of Gino and Gina, and manager Artie Zwern, passed by and heard them. Zwern quickly arranged an audition with Cub Records.

Tenor Tony Carlucci, baritone Larry Renda and Richie Wagner, and group leader, Joseph (Speedo) Frazier, who has an extremely wide range, are still dazed by the success of their first disk, "Sorry, I Ran All the Way Home." "We never thought this could happen to us" is their reaction. The Impalas are slated to appear at Brooklyn's Fox Theater, starting March 27.

YESTERYEAR'S TOPS—

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

- MARCH 19, 1949
- Cruising Down the River
 - Far Away Places
 - Powder Your Face With Sunshine
 - Galway Bay
 - Red Roses for a Blue Lady
 - A Little Bird Told Me
 - So Tired
 - Lavender Blue (Dilly, Dilly)
 - Sunflower
- MARCH 20, 1954
- Secret Love
 - Make Love to Me
 - Oh, Mein Papa (Oh, My Papa)
 - I Get So Lonely
 - Stranger in Paradise
 - Young at Heart
 - Changing Partners
 - Cross Over the Bridge
 - That's Amore
 - Wanted

VOX JOX

By JUNE BUNDY

IN MEMORIAL: Two interesting memorial broadcasts were recently scheduled by WQXR, New York, and WJIM, Lansing, Mich. The New York Times station's show is dedicated to the late Lester Young, who died suddenly March 15. The ace jazz tenor saxophonist will be honored on "The World of Jazz" this Monday (23) night from 9:05 to 9:30 p.m. Emcee John S. Wilson (the Times' jazz expert) will eulogize Young, via the spinning of his records—including those he cut while a member of Count Basie's Band in the '30's.

The WJIM memorial show was inspired by NBC-TV's tribute to the late Manie Sacks, "Some of Manie's Friends" on March 3. The following morning, (March 4) WJIM programmed its entire morning period with records featuring stars of that show — Frank Sinatra, Dinah Shore, Perry Como, Eddie Fisher, etc. Research in the disk library was carried on "in the wee hours of the morning" by Mike Hamlin, who hosts WJIM's "Lansing Calling," and Howard W. Coleman, assistant to the WJIM prexy.

An interesting aspect of the show is that WJIM is an NBC radio affiliation, coupled with a basic CBS TV affiliation. Consequently, notes Coleman, "Since the (Sacks) TV show did not run on our sister TV station, we made no mention of our reasons for the programming." Nevertheless WJIM reports enthusiastic sponsor and audience response to the show.

CHANGE OF THEME: Rick Mulinix has resigned from KBIX, Muskogee, Okla., to join KYOU, Greeley, Col., in the night-time slot. . . Bob Morse has joined WREB, Holyoke, Mass., replacing Ken Gaughran on the "Shoppers Parade" morning show. Meanwhile chief announcer Gaughran has extended his daily "Pops on Parade" show from two to four hours.

Murray Kaufman, heretofore emcee of the WINS, New York all night show, is moving into the station's morning time period, from 6 to 10 a.m., with a show tagged "The Happy Sound." . . New jock at WNEW, New York, is Bert Wayne, who takes over "Music in the Air" on Sundays from 8 to 10 a.m. and a night-time show from 6 to 8 p.m.

Latest buyer of the "Top 10 Dance Party" syndicated package series is WIS-TV, Columbia, S. C. The show, telecast on Saturdays, is emceed by Johnny Evans and co-sponsored by Coca-Cola and Roddy Meat. Alan Sands produces the syndicated show, which is packaged by Victor and Richards. . . Bill Kimble is the emcee for a new three-and-a-half-hour record show, "Cluquet Club Dance Party," which bowed over WNBC, Binghamton, N. Y., last Saturday (14) at 8 p.m. . . Bob Cumiskey celebrates his 10th anniversary with WCCC, Hartford, Conn. this month.

Cincinnati station WLW last week expanded its evening program of classical, semi-classical and show tunes, "Music for You," an extra hour and a half. It is now heard from 10:30 p.m. to midnight on Tuesdays, Wednesdays, Thursdays, and Saturdays. Altho the first hour and a half of the show adheres to instrumental music, the new portion will emphasize show tunes, operettas, choral groups and vocals. It is programmed by WLW music librarian Melva Thomas.

Professor Leo Green, faculty member of the St. Mary's University music department, is emcee for a new two-hour symphony records show on KITE, San Antonio, nightly from 8 to 10 p.m. . . Gene Crockett, deejay at WOAI, San Antonio, has acquired additional duties as promotion manager. . . New spinner at WBAP, Fort Worth, Tex., is Joe McKinney. . . Sonny Stewart has joined KITE, San Antonio, in the noon to 2 p.m. time slot. He will use the name "Hy Noon" on the air. . . Latest additions to jockey staff at KTHH, Houston, are Bob Kelly and Ned Triplet, who take over nighttime duties.

PAGE 44 GAL: A 16-year-old girl from St. Louis named Carol Ann Kell, has won Columbia's "The Girl on Page 44" contest, which was participated in by over 600 deejays to promote the Four Lads' waxing of that title. The winner's picture was submitted by Russ Carter, KSD-TV, St. Louis. Miss Kell received \$800 worth of prizes. Second place winner was Carole Spewock, Dearborn, Mich., whose name was submitted by Claff Reid, WJBK, Detroit. Third prize went to Claudia Henson, Atlantic City, New Jersey, sponsored by Jack Lawyer, WFPA, of that city. The contest was conducted by Dave Kilpralik, merchandise manager of the single records division.

GRIPE BAG: Dave Hollis, RCA Victor promotion man, Detroit, writes, "Well, these things have happened here (Detroit) just as the fortune teller told: Bob Martin exited WJBK because of programming to join WXYZ. Ed McKenzie left WXYZ because of programming. Eddie Chase left CKLW because of programming. (See story elsewhere in this issue.) CKLW joined the ranks of Top 60 stations.

"Out of the five stations that mean anything in Detroit, four are on the formula kick. The Motor City is following the rest of the nation. It takes weeks before anything will show on any of the charts and with the stations playing heavy charts, you have a stalemate.

"Management," continues Hollis, "should keep their fingers out of programming but they seem to think it better to hire some announcers (?) to introduce the records and commercials for a bill a week instead of paying upwards of \$60,000 to good radio salesmen like Chase and McKenzie. Detroit radio has turned into a juke box. A promotion man in Detroit is turning out to be a thing of the past."

MUSIC AS WRITTEN

By BOB ROLONTZ

SID MILLS AND HIS PUPPETS

A few years ago, Sid Mills, head of Diana and Sydney Music, Diana Records and manager of a few record artists, purchased about 120 puppets, masks, back curtains and props, all made by the late "Daddy of the Puppet Makers," Remo Bufano. For the past five years they have been in storage. Recently, he decided to put the collection up for sale and advertised it (in *The Billboard*, of course). He received replies from many puppet men, including the puppeteers association. But what interested him most of all were the requests from the Detroit, Chicago and Toledo Institutes of Art who wanted to purchase the puppets for their collections. Mills would very much like to sell the puppets to one of the museums but the only trouble is he hasn't been able to ascertain their value on today's market. Any puppet appraisers around can get in touch with Sid Mills at his office in New York City.

New York

Bob Archibald, head of Destiny Records and his new artist, Lloyd London, visiting deejays in New York to plug London's new release. . . . Tommy Tucker has signed with Sunbeam Records, Tommy Valando's label. . . . Gerry Granahan is visiting deejays this week to plug his new Sunbeam biscuit. . . . Bobby Scott's new Verve LP is titled "Bobby Scott Sings the Best of Lerner and Loewe." . . . Cleffer Fay Whitman is now living in Hartford where her spouse Jack Manus is an active partner in Trinity Distributors. In addition to Manus, other partners in Trinity Distributors are Gene Gotthelf and Mickey Rottman. . . . Mayor Wagner of New York saluted guitarist Andres Segovia on his 50th anniversary as a performer with a scroll last week. . . . The Eddie Harkness ork just finished an engagement at Squaw Valley, Lake Tahoe, Calif.

Trans-Continental Records, headed by Lou Cameron, just released its first record with thrush Nancy DePont. Bob Theil (no relation to Dot's Bob Thiele) handles publicity for TC. . . . A new label, Spoken Arts Records, has started business with the issuance of three LP's made with the late poet Lennox Robinson about and around the Irish poet William Butler Yeats. . . . David Ladd, son of Alan Ladd, is signed to play in the movie "Girl's Town." . . . Jimmy Clanton is the latest addition to the Alan Freed show due at the Loew's State in New York starting March 27. . . . Frankie Laine opens at the Copacabana, New York, on March 30. . . . Teddy King opens at Mr. Kelly's in Chicago on April 13. . . . The Rover Boys are plugging their record of "Sweet Violets" and "Julia" with the jocks. ABC-TV's music clearance has banned the "Sweet Violets" side. Happened on the Joe Franklin TV show in New York.

The Four Voices are now at the Latin Casino in Philadelphia. . . . Mose Allison is a big smash at the Nalen Club in Stockholm. Pianist is set for an engagement in Copenhagen as well. Tour was set by Claes Dahlgren of the Metronome (Swedish label) New York office. . . . Durgom-Katz Associates, managers of Jaye P. Morgan, the Four Aces and others, has signed stage director Bill Chambers to head the firm's story department and negotiate for properties in the legit and TV fields. . . . Roger Davenport and deejay Hunter Hancock of KPOP in Los Angeles have started their own label. First release features Big Jay McNeely, and the record is being distributed by Allied Record Sales Company.

Pet Milk is holding its second annual "Grand Ole Opry" talent contest starting April 20 via the Keystone Broadcasting Network. Each KBS station will audition new talent and submit the most promising to the finals in June at the "Opry" show. Previous winners include Margie Bowes, Johnny Tiltonson and Melba Montgomery. . . . John Criner, head of Spot Records, is on a road tour visting jocks to push a new record by Effie Smith on the label, and to plug records by the Olympics, Sammy Yates and Mary Kinney, all of whom he manages.

Ren and Joan Grevatt became the parents of a boy Jonathan, last week. Father is a fellow staffer in *The Billboard* music department and editor of that swinging column "On the Beat." . . . Harriet Wasser, formerly Bobby Darin's secretary and in charge of his fan clubs, has been upped to the post of publicity director for the warbler. . . . Mildred Howard, production manager for Carlton Records, took off last week for a vacation in Palm Springs. . . . Orkster Dick Maltby was the guest of honor on the Ed Herlihy radio show over WRCA, New York, last week. He has just cut an album for Columbia Records. . . . Bob Prince, Warner Bros.' a.&r. staffer, left for the Coast last week to wax Tab Hunter. . . . Duke Pilgrim, head of the On the Square label, has taken over the master of "Ugly Face" originally issued on the Newkirk label with the Pearls.

Danny Danzinger, head of the Disc Shop in Washington, will open his new store, in the Universal Building in that city this week. . . . Bobby Worth has signed with Paul Cohen's Todd label. He cut four sides with Paulie last week. . . . Ed Talmus has been appointed to the post of national sales director for Westminster Records by prexy James Grayson. Billy Maxted and his jazz band, are back at the Crest Lounge in Detroit. Maxted wrote the current hit "Manhattan Spiritual." . . . Lillian Briggs, after two weeks in Montevideo, Uruguay, opens at the Flamboyan Club in San Juan, Puerto Rico. . . . Casey Anderson, folk singer, recently signed by Urania Records, flew in last week from Korea, where he is serving with the U. S. Army, to record his first album for the label.

Comic Danny Marshall has been signed by Panama Records. . . . Ernestine Anderson and the Nat Pierce Trio open this week at the Village Vanguard in New York. . . . Lou Bartell has been signed as executive assistant to general manager Jerry Shifrin in Seeco Records a.&r. department. . . . Ben Kemper, formerly handling promotion via Cunningham and Walsh for Everest Records, has joined the National Tuberculosis Association as radio-TV director.

FEN Program Policy Blasted

TOKYO — The hue and cry against programming practices of the U. S. Government-sponsored Far East Network (FEN) continues here with bitter attacks against the web's policy of virtually no airing of top pop single hits. Meanwhile, the Japanese commercial radio is getting "hip" to the U. S. disk scene with a weekly top 30 survey show, "American Hit Parade." The show, heard on Radio Kanto, JORF here and in Osaka, is sponsored by a whiskey firm and uses *The Billboard's* Honor Roll of Hits, airtailed from the States.

By special arrangement with U. S. diskeries, the show's producers receive all the U. S. hit disks as they make the top 30 list. About eight disks are featured on each show, including the new entries, several up-and-comers and the top three. The show often features disks which cannot be heard or bought elsewhere in Japan.

The FEN, meanwhile, is maintaining its strict policy against hit record shows, despite continuing attacks by such listener groups as the Tokyo American Council for Better Radio (*The Billboard*, December 22, 1958). John Buey, program director maintains that "Top 40" programming is dead or dying in the U. S. and that commercial stations are no longer playing hit tunes.

The network claims that enough pop material is offered on the weekly half-hour "Top 20" show and a 55-minute "Teen-agers on Parade" show. Yet, listeners cynically complain, the latter show is regularly "encroached upon" by such guests as the Fifth Air Force Band.

The Better Radio Council suggests that the FEN get on diskery mailing lists for records and obtain weekly lists of disks cleared for airplay. It's also recommended that BMI and ASCAP licenses be obtained. In this way the heavy cost of Stateside made transcriptions from Armed Forces Radio could be eliminated.

An observer gloomily predicts, however, that listeners will continue to get the same assortment of "big bands, standards, modern jazz, show tunes and classical music."

Indie Assn. Sets First Convention

CHICAGO — The American Record Manufacturers and Distributors' Association, first stimulated by a get-together during the 1957 National Association of Music Merchants' convention, this week announced its first convention for June 8-9 at the Morrison Hotel, Chicago.

E. G. Abner, VeeJay-Abner Records, Chicago, president of ARMADA, huddled this week with Roy M. Scott of Atlanta, ARMADA legal counsel. ARMADA's first mailing of application blanks and convention invitations to 2,000 manufacturers and disk distributors will be made next week.

Merc Renews Pact With Heywood

CHICAGO — Mercury Records renewed a pact with Eddie Heywood, pianist, and its subsidiary jazz label, Emarcy, signed Buddy Rich, drummer, and Dick Marx, pianist-arranger.

Pete Rugolo, West Coast a.&r. chieftain, will cut an LP of the score he composed for the TV series, "Richard Diamond."

FOLK TALENT & TUNES

By BILL SACHS

Harry Stone, executive director of the Country Music Association, reports that the c.&w. show staged by the organization in Louisville March 2 netted \$4,600, after all expenses. The money will go into the CMA's fund to promote and finance the work of the association in furthering c.&w. music. And it was Frank G. Clement, former governor of Tennessee, not Gov. A. B. Chandler of Kentucky, who greeted the performers on the Louisville engagement and expressed to the audience his love for country music.

The country and western music field mourns the untimely passing of Lillian Munz, organizer and president of the National Country Fan Club Association, who died March 17 at Bethesda Hospital, Cincinnati, after several years' illness with cancer. The deceased had a host of friends in the c.&w. music field from coast-to-coast thru her association with the Jimmie Skinner Music Center, Cincinnati. For 11 years she served as president of the Jimmie Skinner (Mercury) Fan Club and for many years directed much of her effort to promoting c.&w. music.

After an extended March tour thru the U. S. and Canada, the Weavers, Vanguard Records' folk artists, are slated to embark on a tour of the Near East and Europe. . . . Jim Reeves ended a fortnight's stand at the Showboat Hotel, Las Vegas, March 22. . . . For those who make plans early, Station WSM's Eighth Annual Country Music Disk Jockey Festival will be held in Nashville November 13-14. It will coincide with the 34th anniversary of WSM's "Grand Ole Opry." . . . Capitol's Sonny James made his third appearance of the year Saturday (14) on Nat Nigberg's "Country America" over KABC-TV, Los Angeles.

"Louisiana Hayride," Shreveport, Saturday (21) moved from City Auditorium there to its new location at the Louisiana State Fairgrounds.

The Miller Brothers' Band, after three weeks of bookings along the East Coast and 10 days in Puerto Rico, returns March 26 to its home stand, the M. B. Corral, Wichita Falls, Tex. . . . Billy Walker and his traveling Texans are currently working dates in Colorado, Wyoming and the Dakotas. . . . Bob Willis on March 21 finished a four-week tour that took him to the West Coast. . . . Hillbilly Park, near Newark, O., inaugurated by the late Eddie Ruton and operated without a shut-down for the last 14 years, cracks its new season May 10 under the direction of Eddie's widow, Millie Ruton. Millie took over last season with the passing of her husband.

Hank Snow's new one on the RCA Vic'or label couples "Doggone That Train" and "Father Time and Mother Love," while his new album, "When Tragedy Struck," released last week, is made up of a collection of old tunes recorded by Hank When he was still a native of Canada. . . . Country music deejays who were missed by the Mercury mailing on Charlie Walker's "I'm Not Mixed Up Any more" and Connie Hall's "You Deserved Your Invitation to the Blues" may obtain copies by writing to Don Pierce, of Starday Records, Box 115, Madison, Tenn. Don also has deejay copies of the new George Jones release on Mercury, "Long Time to Forget" b/w "White Lightning," as

well as an assortment of gospel and instrumental platters.

Smokey Warren was forced to cancel his March 23 opening at the Concord Hotel, Toronto, due to the illness of his mother in Phoenix, Ariz. Smokey plans to remain in Phoenix until her condition improves. The Toronto date has been shifted to May 18. Dottie Mae, featured fem vocalist with Smokey's Arizona Trail Blazers, recently cut two sides for Rita Records, with release slated for some time in June. Tunes are "Sugar Doll" and "Something Wonderful Happened," penned by Dollie in collaboration with Tommy Munson. . . . The Manske Girls, Louise, Lucille and Jane, of St. Paul, active in promoting country music thruout the Northwest the last 12 years, leave March 26 on a five-week tour of Europe to visit relatives and observe how c.&w. music is progressing in that sector.

Johnny Cash is in Hollywood this week taking screen tests for a starring role in a new Western musical drama to be produced for network use by Revue Productions. Negotiations with the Hollywood arm are being handled by Ronnie Leif, of MCA, and Bob Neal, of the Johnny Cash office. Cash is also scheduled to make a whirlwind tour to Australia before returning to Hollywood for the Roy Rogers country spectacular April 25. Johnny's new spiritual for Columbia is being released this week. . . . Ray Price is skedded for performances in Salisbury, Md., March 30-31. This Saturday (28) he appears on the Prince Albert portion of "Grand Ole Opry" over the NBC radio net.

George Jones, whose newest on the Mercury label couples "White Lightning" and "Long Time to Forget," has been touring Colorado the last several weeks and is skedded to invade Minnesota early in April. The national George Jones Fan Club is headed by Marjorie McCoy, 15609 Mainbocher, Channelview, Tex. . . . Jimmy Ward, veteran country warbler from Peach Orchard, Ark., has joined the talent stable at Station KEAP, Fresno, Calif. Ward appears three nights a week at the Tick Tock, Fresno, and twice weekly at Dee's in Clovis, Calif. . . . Tex Williams and his new band are playing for the Friday and Saturday night dances at the Village Ballroom, Newhall, Calif.

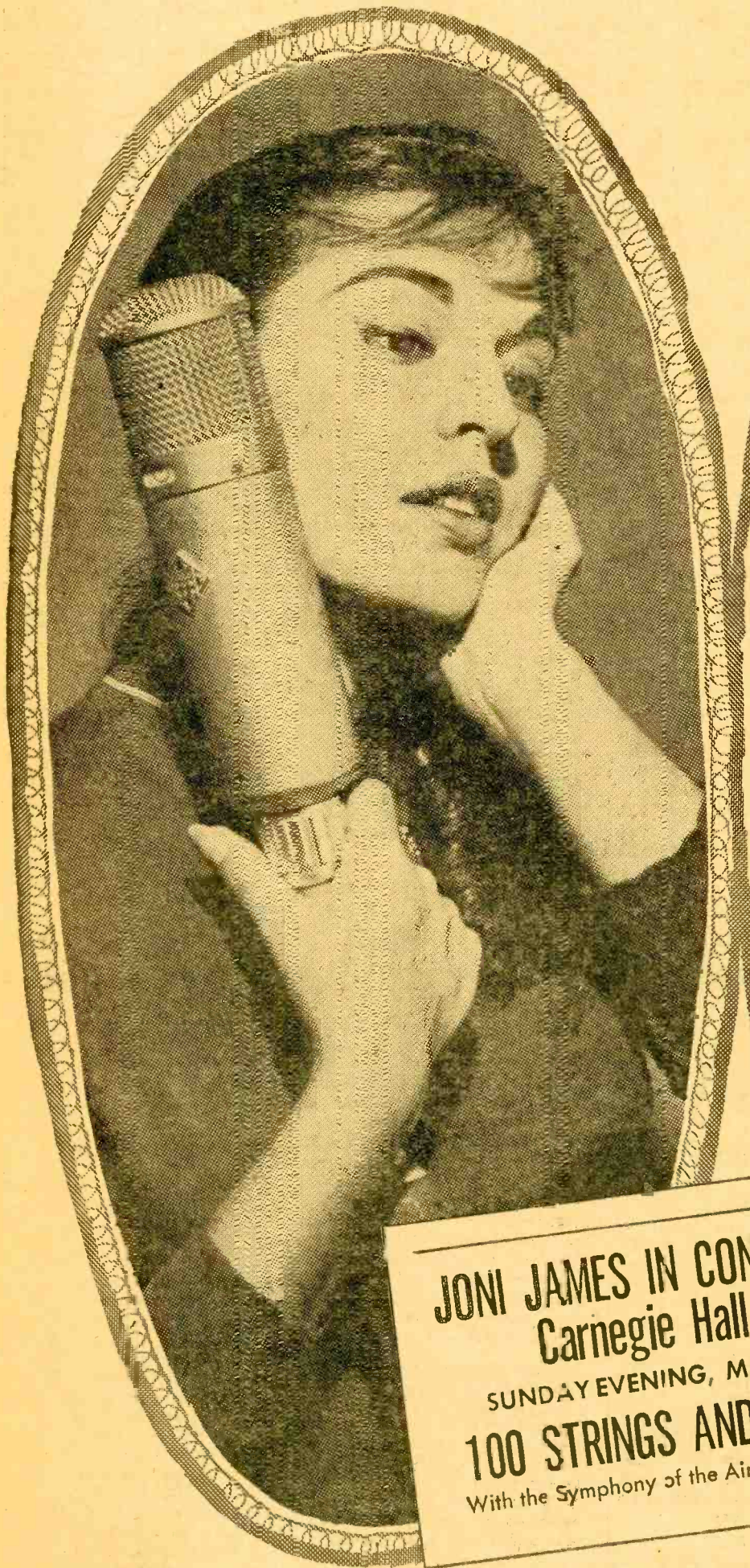
Skedded for the spotlight position on Ed McLemore's "Big D Jamboree," Dallas, on coming Saturdays are Grandpa Jones, March 28; Bill Monroe and His Blue Grass Boys, April 4; Marty Robbins and combo, April 11; Little Jimmie Dickens, April 18, and the Carlises, April 25. . . . Charles Wright, Dallas, c.&w. agent and manager, is holding auditions for new writers and talent at his office, 5513½ East Grand, Dallas, April 15. . . . Pappy Daily, president of "D" Records, Houston, has signed Jimmie Heap and the Melody Masters to a recording pact, with their initial release "Born to Love You" b.w. "Some One Is Filling My Shoes," with Dale McBride handling the vocals.

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BINKLEY—Miami
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JATHER—Minneapolis
MUSIC CITY—Nashville
ALL SOUTH—New Orleans
ACTION RECORDS—New York City
B & K—Oklahoma City
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NEWS REVIEW

Jubilee Enchants Jazz Fans

WASHINGTON — The vibrant notes of Washington's first Jazz Jubilee fell on too many uninitiated ears last week (16) to be truly appreciated.

The 2,000 listeners, mostly from the diplomatic, congressional and society corps, paid \$10 a head for tickets. About half of them became so disenchanted with the evening's program, that they streamed out of the Sheraton-Park Hotel's massive ballroom at intermission.

The jazz fans were audibly relieved to be rid of the distraction caused by the complainers. Fans earlier had been angry at the constant line of chatter coming from the tables of the socialites who had attended dinner parties earlier and were still talking about them.

For the true lover of jazz, the evening will be long remembered. Among the jazz greats appearing were Dick Cary, and His All Stars, "Willie the Lion" Smith, Ernestine Anderson, Paul Barbarin, Charlie Byrd Trio, and the Newport Youth Band.

Willis Conover's narration of the history of jazz "from Congo Square to Carnegie Hall" ran thru the program.

Jubilee was held for the benefit of Friendship Settlement House, and was recorded by Mercury. Mercury will donate proceeds from sale of the recordings to Friendship House.

Delores Newcomb.

STORK MAKES 2 WB TRIPS

HOLLYWOOD — The stork visited Warner Bros. Records last week only to make a fast return trip the following day to bestow its blessings upon two of the label's top execs. It brought a son — Herb and Tommy Hendler (Cedars of Lebanon Hospital, Hollywood), named Glenn Lorenz Hendler, their first boy and second child. Hendler is assistant to label proxy Jim Conkling.

On the following day, it delivered a daughter to Jim and Donna Conkling (St. Joseph's Hospital, Burbank), as yet unnamed at press time, their fourth girl of five children.

Westminster's April Sked

NEW YORK — Westminster's April releases will include a flock of both monophonic and stereo albums. On the monophonic side highlights will include the three LP's of complete Chopin Mazurkas played by pianist Nadia Reisenberg. There are also two recordings by the Utah Symphony Orchestra and two by the Vienna State Opera Orchestra, plus the opera "The Flaming Angel" by Prokofieff.

On stereo three Utah Symphony Orchestra recordings will be available. One will feature Copland ballet works, and another the Grofe "Grand Canyon Suite." Weisgall's one act opera "The Tenor," will also be out in stereo. The label's only popular album set, "The Mariachi," with the Acapulco Ork will be issued monaurally.

Solons Eye Loss Leader Chain Sales

WASHINGTON — The part played by loss-leader disk sales in food supermarkets may get attention from the Roosevelt (D., Calif.) Subcommittee of the House Small Business Committee. Chairman Wright Patman (D., Tex.), of the full committee, last week announced probes by five subcommittees into an apparent trend "to eliminate small business entirely."

The Roosevelt Subcommittee on Distribution will go into trade and pricing practices of the large retail food chains. Roosevelt said they may investigate loss-leader sales non-food items, such as records, in the supermarkets. He noted that loss-leader practices are also under study by the Federal Trade Commission.

The small businessman's battle for an opportunity to advertise on television will be studied by the Brown (D., Mo.) Subcommittee on Growth Opportunities. Other groups will look into small business problems of taxing, financing and investment.

Lauder Disk Tops Camden

NEW YORK — RCA Camden's "All Star Spectacular," and "The Immortal Harry Lauder," respectively selling at the nationally advertised price of 98 cents and \$1.98, are big sellers in the label's March release, according to Frank O'Connell, merchandise manager. Former package ranges from Tony Martin to Toscanini, and the Lauder album is a collection of the late Scot's typical repertory. Other

Dot Only Owns Piece of 'No'

NEW YORK — Altho Dot Records has taken over the billing and the pressing of the Sandy Records waxing of "Tell Him No" with Travis and Bob, and is the record's selling agent, Dot has not actually purchased the master. (The Billboard, March 16.) According to Brodie, national representative of the Sandy line, Dot has only acquired an interest in the master for its \$12,000 plus, but Dot does not own it. All distributors who have been handling the Sandy record will continue to handle it, says Brodie.

Brodie also revealed some more interesting information this week. He said that Dot Records laid out "a lot more than \$12,000 to get a share of the action. Before they bought the record we had sales of 150,000 racked up, with billing of \$60,000." Brodie also said that the next Travis and Bob record on Sandy would be handled by Dot just as the current one was being handled, with Dot doing the pressing and billing and having a share of the disk, but with Sandy distributors handling it.

Travis and Bob, the artists whose record has stirred up such a ruckus, will star on George Hound Dog Lorenz' Rock and Roll Easter show in Upper New York and Canada this weekend, and will appear on the Dick Clark show on April 4.

packages in the Camden March release include "The Pinao Style of Frankie Carle," a stereo version of "Show Boat," a Dinah Shore package and "The Chocolate Soldier," directed by Al Goodman.

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- your Billboard ad will direct operators to your exhibit and your offerings . . . create extra
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Billboard

MOA
Convention
Number

ISSUE DATE
April 6th

The **MOA**
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MOA
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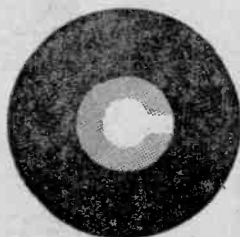
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- 2—Witch Doctor
- 3—Re
- 4—
- 5—
- 6—Big
- 7—S
- 8—We Around Your
- 9—J
- 10—Do You Wann Dance

- 29—
- 45—Little Pixie
- 59—Bikini
- 60—Big Name Button
- 60—Willie And The Hand Jive
- 60—Prettiest Girl In School

CODE:

AP—ABC-Paramount	AT—Atlantic	CA—Columbia	DE—Decca	GL—Glo	HM—Hickory
AR—Arrow	AW—Arista	CR—Capitol	DM—Dimitri	GS—Glo	IN—Imperial
AT—Atlantic	AW—Arista	CS—Cass	DM—Dimitri	GS—Glo	IN—Imperial
AF—Audio Fidelity	BA—Baton	CT—Crysalis	DT—D	HS—Herald	IS—Jubilee
AG—Argo	BB—Boss Beat	DA—Dana	DT—D	HT—Hickory	LC—Lantern
AK—A&O	BR—Boss Beat	DC—Decca	EB—Ebb	HT—Hickory	LC—Lantern
AL—A&O	BR—Boss Beat	DE—Decca	EA—Epic	HT—Hickory	LC—Lantern
AD—Arista	BT—Bethlehem	DS—Dole	EA—Epic	HT—Hickory	LC—Lantern
		DS—Dole	EA—Epic	HT—Hickory	LC—Lantern
		DS—Dole	EA—Epic	HT—Hickory	LC—Lantern
		DS—Dole	EA—Epic	HT—Hickory	LC—Lantern

* INDICATES BEST SELLING RECORDS
 * Titles are listed above in order of popularity based on a continuing weekly survey of leading retail dealers by The Cash Box
 * The numbers underneath the titles indicate the positions of the record last week and two weeks ago, respectively.
 * All labels listed

"TAKE A MESSAGE TO MARY"

SPACE SELL-OUT FOR NAMM MEET

CHICAGO—All space in the New York Trade Show Building has been sold out for the annual convention of the National Association of Music Merchants June 21-25, according to convention manager Winston D. Ryan. The area of 90,000 feet includes the allocation for hi-fi and stereo equipment. Across the street in the New Yorker Hotel, the space devoted to musical instruments is being expanded, Ryan said.

Belafonte LP Tops Victor March Pops

NEW YORK — RCA Victor's March pop album release is highlighted by a new Harry Belafonte LP, "Love Is a Gentle Thing" and "Compulsion to Swing" by Henri Rene and his ork.

Also in the March release are packages by Eddie Heywood, man's Ork), and Ray Martin ("Paman's Ork), and Ray Martin ("Parade of the Pops.")

Edwin Mills, Vet Music Figure, Dies

NEW YORK — Edwin Claude Mills, one of the pillars of the American Society of Composers, Authors and Publishers during the pre-war years, died of a heart attack in Los Angeles March 13. During late years Mills had been a consultant on matters of copyright and public relations. Mills was 77. He is survived by his widow, Grace.

Mills' tenure with ASCAP began in 1919 and ended in 1942. During this period the Society solidly established the principle of licensing the profitable performance of copyrighted music. The fight was a long and bitter one, particularly at the broadcast level. Mills also played an important role in establishing the principle of pay for radio performers, who in the 1920's often broadcast for publicity values rather than salary.

Mills joined the Society in 1919. During his early years there he was also chairman of the Music Publishers Protective Association. He left the Society to become president of the Radio Music Company, organized by Carl Fisher, Leo Feist, pubberies and NBC, and in 1932 he returned to ASCAP. In 1942 he left ASCAP to become a director for the Songwriters Protective Association.

Prior to entering the music business, Mills was a theater operator and in 1916 was one of the founders of the Vaudeville Managers Protective Association.

'... MY WIFE, WON'T LET ME'

NEW YORK — Cleffer Buddy Kaye is the recent victim of mistaken identity. Several weeks ago a New York daily reported the marriage of tunesmith Buddy Kaye to the daughter of the owner of Miami's Fountainebleau.

Since then Kaye has received hundreds of wires, letters, phone calls and gifts from well-wishers — some of them expressing surprise, since Kaye was known to be happily married and the father of three children.

Seems there is another Buddy Kaye, a Miami business man. When the item was received by the New York paper, it was assumed that Tin Pan Alley's Kaye was the person in question. Kaye (the writer) requests no more calls, telegrams, flowers or gifts, please!

Kramer Joins Frank Music

NEW YORK — Milt Kramer has been appointed to the executive staff of Frank Music. Kramer, formerly with Mike Todd and more recently in charge of his own personal management firm, was named to his post by Stu Ostrow, veepee of the music firm. In addition to the Kramer appointment, Bert Siegelson, former executive assistant to Ostrow, has been upped to the new position in the firm of director of national exploitation.

Kramer's duties will include the attraction and development of new writing talent for Broadway musicals, pictures, TV shows and records. Siegelson will represent the firm's album catalog operation, reporting to Kramer, and will act as liaison with West Coast diskeries.

UA Offers LP 'Stack' Deal

NEW YORK — United Artists Records has started a "Stacking Up Plan" involving 13 of its LP's. Under the plan distributors are able to get discounts on the albums included.

The LP's are packaged in units of 13 and come in box lots of 26 (two packages). For every 26 sets purchased, the distrib pays for only 20. However, there is no breaking of packages or individual ordering on the deal.

The diskery plans to heavily promote the plan and will supply large quantities of flyers to retailers announcing the plan. The plan applies to both stereo and monophonic LP's and includes both pop and jazz selections.

GIVE TO DAMON RUNYON CANCER FUND

WHAT NEXT?

Music In Your Pocket

WASHINGTON — Record fans as well as transistor radio addicts who want their music with them at all times, will welcome the Army's announcement of a new sugar-cube sized radio. The principle developed can also produce a tiny electronic heart for record-playing, small enough to fit into pocket or purse, Army says. No need to plug it in, either—button-sized batteries are already developed.

With the new gadget, teenagers could carry their favorite disks (or it could be tiny rolls of tape, as tape-buffs keep insisting), in with their books. They could then switch at will from record playing out of one packet, to radio play, out of a sugar-cube set in the other.

The Army's comment that the new sugar-cube radio "also has civilian applications," may find them far beyond anyone's wildest dreams, if Elvis and the marching regiments of vocal groups can be heard out-of-pocket. Almost regrettably, it seems, Army notes that these radios were developed primarily for defense purposes, but "will eventually find their way into homes, commerce and industry."

The new concept in electronic squeeze will also mean skinnier wall-type TV sets, according to Defense Department.

Your key to SALES RESULTS — the advertising columns of THE BILLBOARD!

just wait till you hear "IRENE" ON . . . CORAL RECORDS

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

To Cut Live Circus Kidisk

NEW YORK — Cricket Records, low-price kiddie label, will record a live performance of the 1959 Ringling Bros., and Barnum & Bailey Circus to be released in a \$1.98 LP. The music for the circus was written by John Ringling North and Tony Velona and is published by Saunders, Inc., an affiliate of Frank Music.

Ralph Stein, a.&r. man for the label, is scheduled to leave shortly for the South where the set will be recorded. The LP will include all of the animal and production noises as well as the music that is used as background for the floats.



Sizzling!!!
LOVE'S BURNING FIRE
by Beverly Ann Gibson Deb 506



Up and Coming
DON'T KEEP IT TO YOURSELF
by Virgil and the 4 Chantels Deb 508



A Great Novelty
MAY WE by The Pee Wees
(The Mighty Mites of Rhythm) Deb 504

WATCH FOR "THE HONG KONG ROCK" Deb 1000 by the Hot Rods. The New Dance Craze to be introduced on Major TV Shows.

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Century Distributors
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F & F Enterprises
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Ideal Distributors
BALTIMORE
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SAN FRANCISCO
Stone Record Distributors
MIAMI
Tru-Tone Distributors | FORT WAYNE
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RICHMOND
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Festival Records | PITTSBURGH
Bill Lawrence
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State Distributors | NASHVILLE
Southern Distributors
CHICAGO
United Distributors
ALBANY
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DEB RECORDS 1650 Broadway, New York City JE 7-6696



Dot's PARADE of BEST SELLERS

- 15914 FOR A PENNY—THE WANG DANG TAFFY-APPLE TANGO—Pat Boone
- SANDY 1017 TELL HIM NO—Travis and Bob
- 15909 YOU CAN'T BE TRUE DEAR—BEAVER—Mills Brothers
- 15900 HAWAIIAN WAR CHANT—TRADE WINDS—Billy Vaughn
- 15908 BILLY BOY—THIRD MAN THEME—The Fontane Sisters
- 15891 ST. LOUIS BLUES—IDA, SWEET AS APPLE CIDER—Steve Allen
- 15912 BUTTONS AND BOWS—YOU'RE THE ONLY STAR IN MY BLUE HEAVEN—Carol Jarvis
- 15888 WITH THE WIND AND THE RAIN IN YOUR HAIR—Pat Boone
- 15890 PETITE FLEUR—Bob Crosby
- 15907 SWEET LORRAINE—SOUTH—Bob Crosby
- CRYSTALETTE 724 PINK SHOE LACES—Dodie Stevens
- 15928 JUST ANOTHER LIE—Jackie Shannon
- DITTO 120 TIAJUANA JAIL—Johnny Bond

NEW RELEASES

- 15924 BELL BOOGIE—THE SWINGIN' BUGLER—Lawrence Welk's Little Band Featuring The Trumpet of Warren Luening

BEST SELLING EP's

- DEP-1075 MARDI GRAS—Pat Boone
- DEP-1074 GALE'S GREAT HITS—Gale Storm
- DEP-1066 FOUR BY BILLY VAUGHN
- DEP-1069 STAR DUST—Pat Boone
- DEP-1071 BILLY VAUGHN PLAYS THE MILLION SELLERS
- DEP-1072 SAIL ALONG SILV'RY MOON—Billy Vaughn
- DEP-1068 THE LORD'S PRAYER—Pat Boone
- DEP-1073 MMMM . . . —The Mills Brothers

MONAURAL BEST SELLING ALBUMS STEREO

- | | |
|--|-----------|
| DLP-3158 PAT BOONE SINGS | DLP-25156 |
| DLP-3156 BILLY VAUGHN PLAYS | DLP-25157 |
| DLP-3157 THE MILLS BROTHERS' GREAT HITS | DLP-25170 |
| DLP-3170 PETITE FLEUR—Bob Crosby | DLP-25150 |
| DLP-3150 AROUND THE WORLD—Steve Allen | DLP-25118 |
| DLP-3118 STAR DUST—Pat Boone | DLP-25119 |
| DLP-3119 BILLY VAUGHN PLAYS THE MILLION SELLERS | DLP-25121 |
| DLP-3121 YES INDEED!—Pat Boone | DLP-25140 |
| DLP-3140 LA PALOMA—Billy Vaughn | DLP-25137 |
| DLP-3137 THE CLARK SISTERS SWING AGAIN | DLP-25131 |
| DLP-3131 DIXIELAND BLUES—Johnny Maddox | DLP-25122 |
| DLP-3122 JOHNNY MADDOX PLAYS THE MILLION SELLERS | DLP-25155 |
| DLP-3155 WHEN YOU'RE SMILING—Eddie Peabody | DLP-25103 |
| DLP-3103 MMMMM . . . —The Mills Brothers | |
| DLP-3104 SING SING SING!—The Clark Sisters | |
| DLP-3164 MR. MUSIC MAKER—Lawrence Welk | DLP-25164 |

MONAURAL NEW ALBUM RELEASES STEREO

- | | |
|---|-----------|
| DLP-3165 BLUE HAWAII—Billy Vaughn | DLP-25165 |
| DLP-3161 STEVE ALLEN PLAYS | DLP-25161 |
| DLP-3145 LOUELLA'S FAVORITES—Milton DeLugg | DLP-25145 |
| DLP-3167 IN MY OWN QUIET WAY—Johnny Costa | DLP-25167 |
| DLP-9007 THE SOFT SELL—Don Bagley | DLP-29007 |
| DLP-3166 BUD FREEMAN AND HIS SUMMA CUM LAUDE TRIO | |
| DLP-3169 BUDDY HACKETT! | |
| DLP-3163 DO-SI-DO—Tommy Jackson | |
| DLP-3135 BESIDE THE STILL WATERS—Mac Wiseman | DLP-25135 |

Disk Exposition Projected

• Continued from page 3

and he can only cash in one coupon per visit. The theory here is to build the habit of regular visits to the dealer.

The project originally developed out of Stolar's idea to offer gift envelopes for use in all kinds of gift giving situations by buyers at party plan get-togethers. "Records last for a long time but candy and flowers don't," declared Stolar. "So we figured you could say, happy this, happy that, happy anything, for the same price as candy and flowers might cost. So we developed the promotion idea of 'Say It With Music.' And that gave birth to the theme which we will use in the Recordrama show."

Planned Bally

The exposition will be backed by a tremendous amount of planned ballyhoo. First, radio stations are being invited to take booths at the event and to broadcast direct from the Navy Pier during the exposition. Arrangements would be made with these same stations for heavy advance plugging for the affair. Disk stars would be available from the various-diskeries for interviews over the radio stations present. The stars would make their grand entrance to Navy Pier via specially provided boats.

In view of the time of the affair—which is shortly before Christmas, a Record Santa will make his entrance on the roof of the pier via helicopter. Also, there will be a recording studio set up on the pier to demonstrate how records are made. Actual recording sessions are expected to take place there. Other aspects of the promotion include a program for the event which will list a "Who's Who in the Record and Audio Business," consisting of a listing of all exhibitors, and a slide film presentation on stereo. There will also be a record talent contest — to be

sparked by local radio stations, with finals to be held on the pier.

'Say It With Music'

The whole Navy Pier show, which will be keyed to the "Say It With Music" theme, will also be the peg for kicking off a consumer-fan publication, also to be known as Recordrama. Stolar said contracts have already been signed with the United Exposition Service, with offices in the Merchandise Mart here, to plan out the physical layout of the affair.

"It's going to cost us close to \$125,000 to get this project off the ground," remarked Stolar, "but we are very confident of the outcome. We expect somewhere in the neighborhood of 800,000 to visit the exposition, paying an average of \$1.50 a head. We see this show as a prototype or a pilot of other shows which we would like to stage in Los Angeles, New York, Cleveland, Detroit and other cities. It's the first truly record show of its type where we'll be selling glamor and people rather than things. Frankly, if the weather is good we'll probably even use skywriting for promotion."

WB in Jazz

• Continued from page 3

ton Quartet, another called "Trombones, Inc." with 10 East Coast and 10 West Coast trombone men featured, plus "Ruby Braff Goes Girl Crazy," the First Piano Jazz Quartet, "Bix," "Charleston, 1970," "Folk Songs for Far Out Folk," "Gilbert and Sullivan Revisited," a jazz version of "Roberta," and a Marty Matlock Dixieland set. This is the labels initial big pitch at the jazz market, altho WB has released occasional jazz sets previously.

MGM Plans 2

• Continued from page 3

will receive in return for minimum quantities of stereo albums ordered, a like number of Lion, low-priced monaural LP's. The program covers all stereo material so far released.

Meanwhile, the label has started a distributor salesman's contest on "Gigi" albums, based on the expected wave of demand as a result of the picture's nine Academy Award nominations. Three prizes will be awarded on the basis of weighted market sales average rather than actual numerical totals. Distributors employing winning salesmen will also receive prizes.

On his European go-around, Maxin will meet with reps of EMI in England and will visit the M-G-M studios there. He'll also make stops in Rome, Paris and Germany.

Music Sales Off

• Continued from page 3

crease of \$383,000 from the same time a year earlier.

Excises collected on phonographs, radio and television sets during 1958's final quarter totaled \$41,485,000, compared with \$44,688,000 in the previous year's final quarter. Levy on phonograph records added \$5,055,000 to the federal coffers, but was some \$477,000 below the amount for 1957's final quarter. Musical instruments yielded \$3,568,000 last year's final fourth, compared to \$3,913,000 for the same period in 1957.

Levy on coin-operated amusement machines dropped to \$274,000 for the last fourth of 1958, from \$372,000 the same period in 1957. Excise on coin-operated gaming devices, during the same time, dropped from \$683,000 to \$498,000. Excises collected from bowling alleys and pool tables to-

DISTRIBUTOR NEWS

• Continued from page 6

Atlantic. Dot has hot contenders with "For a Penny" by Pat Boone and "You Can't Be True, Dear" by the Mills Brothers. Other platters that are going strong include "Lovin' Up a Storm" by Jerry Lee Lewis and "Thanks a Lot" by Johnny Cash on Sun, "Down By the Riverside" by Reg Owen's ork and "Time After Time" by Frankie Brent on Palette

Bernie Block of Marnel of Maryland, Inc., in Baltimore writes that Marnel is hot with "Come to Me" by Marv Johnson on United Artists and "Need Your Lovin'" by Roy Hamilton on Epic. "Since I Don't Have You" by the Skyliners on Calico is hot. Carlton's strongest new record is "I Never Felt Like This" by Jack Scott. Top Sunbeam platters are "A-You're Adorable" by Gerry Granahan and "No Not Now" by Sunny Fulton.

Bob Heller of Chips Distributing Company in Philadelphia writes that "The Happy Organ" by Dave (Baby) Cortez is their top record. Roulette has a hot LP with "At Home With the Barry Sisters." Chips has acquired Orbit Records for distribution.

Bob Chatton of Chatton Distributing Company in Oakland, Calif. sends word that Hamilton has a likely winner with "Jeopardy" by Ned Costner. "I Don't Know How to Say It" by the Workman Twins also on Hamilton is building. Bay area jocks like "Does Your Heart Beat for Me" by Betty Johnson on Atlantic. Bernie Lowe has a sleeper with "Bonaparte's Retreat" on Cameo. Imperial has strong releases with "The Town Is Talking" by Bobby Charles, "Try" by Dorsey Burnette and "The Whistling Pixie" by Bernie Wayne. The Laucers are currently appearing at Bimbo's in San Francisco and promoting their new Imperial release, "Don't Just Stand There" b-w "What Do You Want From Me."

Nocturne Company, independent record producers in Miami, recently finished an LP for Dansero Records, a St. Louis diskery, entitled "Let's Dance, Amigos." The firm is also set to release two of its own disks on the Campus label. The sides are "The Martian Chant" by the Spacemen and "Eastern-Western" with Rich Shaw and Mandarins. Freddie Marshall, prexy of Nocturne, leaves shortly on an Eastern swing to set up distribution.

ROULETTE RAMBLINGS: Herb Cohen of Astor Records in Pittsburgh is mentioned in the diskery's latest newsletter. Top items at Astor are Jimmie Rodgers' "I'm Never Gonna Tell" b-w "Because You're Young," "I Think I'm Gonna Kill Myself" by Buddy Knox, "Star Love" by the Playmates, "Spanish Marching Song" by Joe Reisman and "Take No. 1" b-w "Don't Fail Me Baby" by Buddy & Ella Johnson. Strongest LP's are "Jimmie Rodgers—His Golden Years," "Swingin' My Way Thru College" by Maynard Ferguson, "Love Songs a La Rosa" by Julius La Rosa, "Memories Ad-Lib" by Count Basie and Joe Williams, "Cha Cha Italiana" and "At Home With the Barry Sisters."

taled \$287,000 last year's final quarter, compared with \$348,000 in 1957's final fourth.

**GIVE TO DAMON RUNYON
CANCER FUND**

PRISONER OF LOVE

SWAN #4028

MARY SWAN

SELLING IN ALL AREAS

SMOKEY GREY EYES

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LILLIE BRYANT

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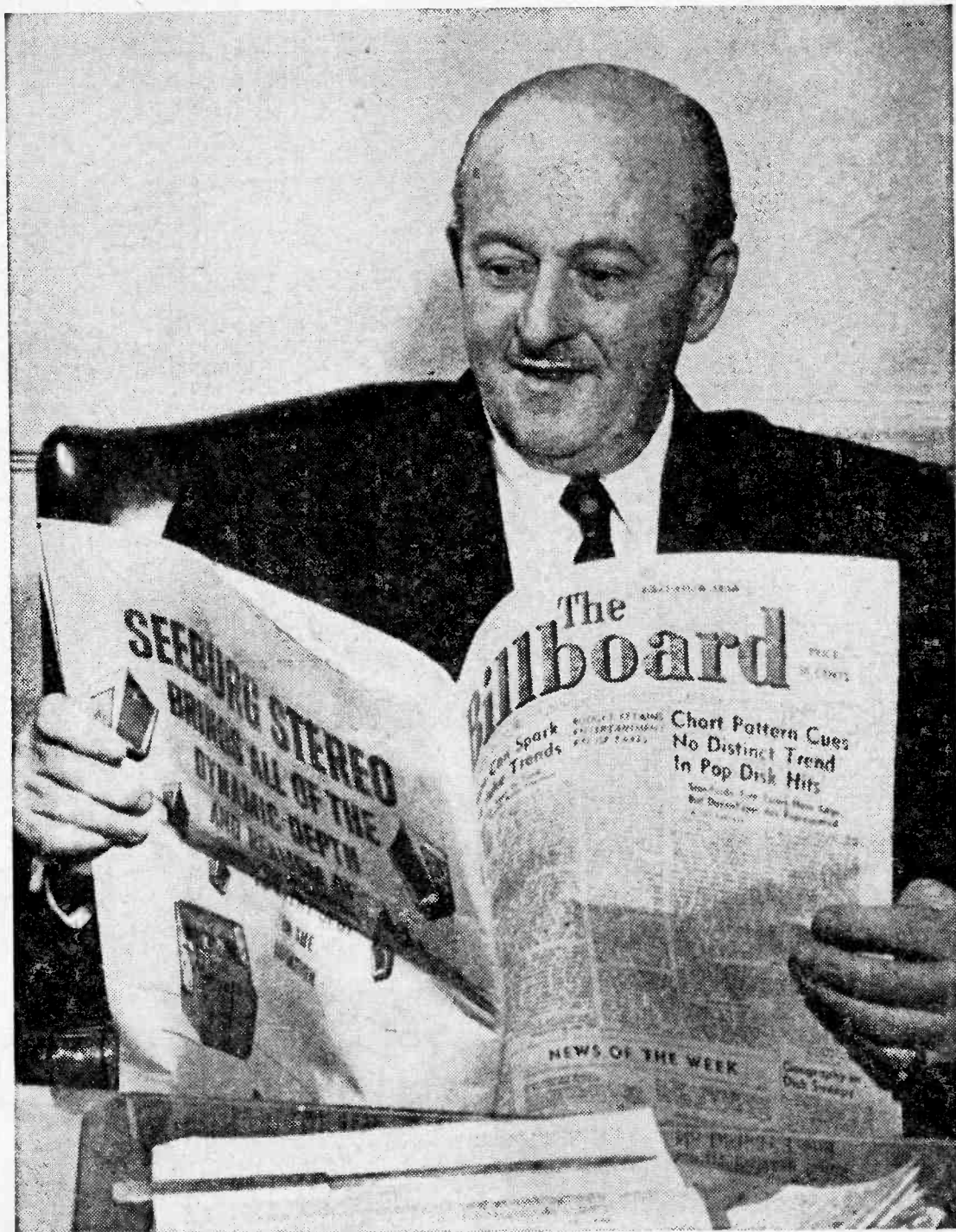
... for news and trends
about our business and that
of allied fields. Frankly,
I learn something new
from each issue, so
you can see ...

*... it's mighty
valuable*

to me,”

says **ALBERT S. DENVER**

President
Lincoln Services, Brooklyn, N. Y.
and President of the
Music Operators of America



NIGHT CLUB REVIEW

Diahann Carroll Scores at Plaza

Diahann Carroll in her first appearance in the Persian Room of New York's Hotel Plaza provides many exciting moments. Her set is sprinkled with a fine selection of standards, performed in warm, intimate fashion. On some of her numbers she also projects a sizzling, torch style.

Opening with an up version of "How About You," she breezes thru smart treatments of "It Had to Be You," "But Not for Me" and a torrid belt of "I Enjoy Being a Girl." "Shoppin' Around" and "I Wish I Were in Love Again" were also presented with appeal. Thruout, Ted Straeter's ork backed the thrush grandly.

While on the above-mentioned numbers, Miss Carroll showed charm and versatility, her closing number, a medley of songs from "Porgy and Bess" proved the highlight of the evening. Miss Carroll, who co-stars in the forthcoming pic version of the Gershwin opera, delivered the lovely songs with a wide range of expression and dynamics, especially in her moving and poignant reading of "Summertime."

An LP of songs from the opera by Miss Carroll and Andre Previn will be released shortly by United Artists Records.
Howard Cook.

* * *

Sammy Wows 'Em Again at Copa

Sammy Davis Jr., a dynamic powerhouse of talent, really shakes an audience. The versatile artist excels as mimic, dancer, comedian and singer. His current act (Copa, New York) features him as a single, his father and uncle having retired.

He rocked the crowded room with his impressions of Nat King Cole, Tony Bennett and Dean Martin doing "All the Way" and one of Frank Sinatra blowing "The Lady Is a Tramp." He also belted some of his own disk clicks, including "Mr. Wonderful" and "Hey There." Highlights of his songs were his ren-

ditions of "I Got Plenty o' Nuttin'" and his swingin' reading of "Birth of the Blues."

His dancing take-off on a matador and flamenco dancer is also a highpoint of the act. The Copa ork, fronted by Davis's arranger, Morty Stevens, was great.

The show also features Kathy Barr, a pleasant songstress who strongly reminds of Judy Garland. The production numbers are lame, but the gals are pretty.
Howard Cook.

MOVIE REVIEW

Monroe Pic Has Block-Buster Aura

"Some Like It Hot" should prove a real block-buster. Hilarious performances by stars Marilyn Monroe, Tony Curtis and Jack Lemmon, who really steals the film, and a delightfully corny script allow for one of the funniest movies to grace the screen in some time.

Miss Monroe, luscious and lovely, is perfect as the vocalist for an all-gal band—a not-too-bright chick with a yen for alto sax players. Curtis and Lemmon, who masquerade as members of the band in order to escape being blasted by a gang of mobsters, whom they have seen slaughter a rival gang, are involved in several amusing scenes. One of these takes place in an upper berth in a train with Lemmon in fem disguise, hosting a party for the girl members of the ork.

Dialog is spiced with double entendre and Lemmon's timing is perfect. Supporting roles are filled by George Raft, Pat O'Brien and Joe E. Brown.

Miss Monroe warbles several tunes in the flick. These are available on various United Artists records. In addition the diskery has released a sound track LP, a cha cha album of the background music, and a sampler that features several jazz artists on the UA roster.

An extensive, cross-promotional campaign is being launched by the film company and the diskery to promote the pic. With the success that the film is sure to enjoy, the various disks should move well.
Howard Cook.

Martin to Manage Autry Pub Firms

HOI T.Y. VOOD — Gene Autry last week named Troy L. Martin vicepee and general manager of his publishing firms, Golden West Melodies and Western Music, Inc. Martin will base his operations in Nashville, dividing his time between his headquarters there and the east.

OPPORTUNITY!

Long established music publishing concern needs experienced music man high caliber. Managerial and business rather than professional activity. Give full details regarding experience plus salary desired.

BOX #210

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New York 19, N. Y.

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Joe Medlin—Mercury

"THE BEAT OF MY HEART"

Harry Simcoone Chorale—20th Fox

"ARE YOU LONESOME TONIGHT?"

J. P. Morgan—MGM

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"WHEN THE RED,

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"SWINGIN' IN A HAMMOCK"

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EXPERIENCE

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BOX 209, The Billboard

1564 Broadway, New York 36, N. Y.

Mills HIT REMINDERS

- THE DREAM OF OLWEN
- SCARLET RIBBONS
- JUST A GIRL THAT MEN FORGET

MILLS MUSIC, INC.

3 BIG ONES FROM MAHC

DEARER THAN DEAR
ROGER WILLIAMS KAPP

THE HANGING TREE
MARTY ROBBINS COLUMBIA

TRADE WINDS
BILLY VAUGHN DOT

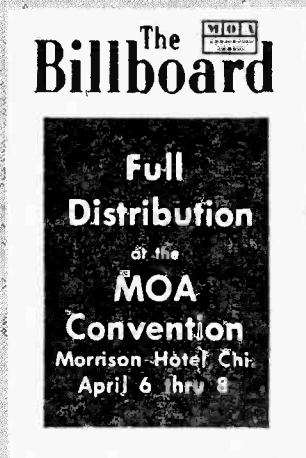
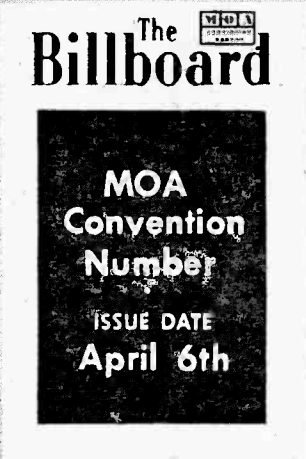
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to Being
RIGHT THERE
at the
Juke Box Operators'
Big Convention**



**An Ad in
Billboard's
MOA
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Number**

**—and even if
you ARE THERE**

your Billboard ad will direct operators to your exhibit and your offerings . . . create extra impact and excitement . . . sell the stay-at-home ops . . . and promote you and your products to the whole music-record industry as well!

Weiss Spearheads Global Move

• Continued from page 2

material and copyrights for the WB music publishing firms (Music Publishers Holding Corporation).

Weiss will headquarter both in Burbank, Calif., and Paris. At the outset, Weiss will operate from his Paris base in concentrating on the European market. He will also work on sales and distribution on agreements for WB's product in countries in other parts of the globe.

Warners' catalog today consists of more than 100 LP packages available both in stereo and monaural forms, released since the company's entry into the disk biz last September. Product supply will increase on the dual stereo-monaural fronts with each month's releases. This is in addition to the label's singles and EP product.

In joining WB, Weiss renews a long-standing relationship with the firm's prexy, James B. Conkling and its veepee in charge of sales, Hal Cook. The three had worked together at Capitol Records, where Conkling was a.s.r. veepee.

Vet Music Man

Weiss is a music biz vet of more than 20 years. After several stints as a deejay, he joined the Horace Heidt ork in 1939, as advance manager, later becoming publicity manager as veepee of Heidt's Magnolia Music Publishing Company. At 21 years of age, he joined the then newly born Capitol Records in 1945 as national publicity director. In 1946, he became assistant to the president of Musicraft Records as well as West Coast director for the firm, handling artist-repertoire duties here and recording such artists as Artie Shaw, Mel Torme, Kitty Kallen, Georgie Auld, and others.

He resigned in 1947 to open his own public relations firm, representing Patti Page, Jackie Gleason, Woody Herman, Terry Moore, Rhonda Fleming, Joe E. Lewis, Dick Haymes, among others. He returned to Capitol in 1952 as European director and operated abroad on its behalf for four years. While overseas for Capitol, he helped introduce U. S. merchandising and promotional methods to the European market, harnessing the Armed Forces Network as a means of exposure for Cap platters, introduced the system of rush-releasing U. S. matrices to foreign affiliates immediately after the disks' release in this country, in-

stituted the use of American album artwork and liner material on packages to be sold abroad. He also established a special international sales promotion operation servicing foreign distributors.

Weiss has been unique as the only American who resided permanently abroad working on behalf of a U. S. record firm. Thus, he was armed with U. S. disk biz know-how while seeking to satisfy the needs of the foreign market.

Collection Plan

• Continued from page 3

lisher need only indicate on the statement the amount of the advance involved if any," it was disclosed.

Publishers were then grouped in three categories according to the way they have reacted to the plan. First were those who have co-operated fully and in this group were listed the Warner firms and the Disney companies, among others. The second group includes those publishers who have requested writers to sign a document requesting that their monies be turned over to AGAC. Spokesmen for the Guild said they had no objection to this. The Big Three was one of this group.

The final group of publishers were listed as the Mahatma Chandis (as used in The Billboard last week). These were described as the resisters and the intransigents who were using various devices to confuse and oppose the plan. Among these were listed les freres Aberbach, proprietors of the Hill and Range group. This group also included the Famous firms and Shapiro-Bernstein. A listing of publishers falling into each of these groups will be sent to writers for their guidance.

The latter group of publishers were attacked by the AGAC officials for their "unwarranted and burdensome attempts at sabotaging the plan." In other developments, one writer remarked that just before the plan went into effect at the first of the year, he received from one publisher a check covering 11 back years worth of royalties. Other writers declared that since that date, their level of collections had suddenly jumped considerably upward.

CONCERT REVIEWS

Segovia Superb at Town Hall

Andres Segovia sold out New York's Town Hall for the umpteenth time last Thursday (12). In accordance with his usual custom, he devoted the first half of the evening to works written for lute and primitive keyboard instruments by Milan, Rameau, Scarlatti, Bach and other early composers. The second portion featured compositions by moderns like Albeniz and Villa-Lobos scored specifically for the classic guitar. This is the sort of program concert-goers and record buyers alike have come to expect from the master.

Once the listener accepts the limitations of Bach and Handelian tempests performed in the classic guitar teacup, he can sit back and savor to the full Segovia's austere detachment, purity of style and exquisite taste. Segovia is above technical difficulties, as he demonstrated in Handel's "Aria with Variations - Allegretto," one of the most taxing pieces in the repertoire. But so are many other lesser-known artists. His unique eminence stems from his superb coloration of notes and his wonderful fingerings which paint a different picture with each selection.

Three of the modern works—"Mazurka" by Tanzman, Ponce's "Campo" and "Tonadilla in the Name of A. Segovia" by Castellnuovo-Tedesco—were dedicated to the guitarist. In this last, his art reached superb heights and his fine dramatic sense drew warm applause from the audience.

Bernie Hodes

* * *

TV REVIEW

TV 'Golovin' Can Spark LP Sales

"Maria Golovin," Gian-Carlo Menotti's newest melodrama, made its TV debut March 8 as part of NBC-TV's sharply reduced opera series. The production was handsome, the sound crisp and exciting and the singers solid. It was in fact so impressive that a rush to the stores for the RCA Victor album can well result, but viewers will find the work less attractive for listening only. The story of a blind war vet's affair with a married woman is visually moving, especially when acted as convincingly as it was, with the more barren musical stretches filled by taut staging. The sprechgesang style of melodic speech, employed more by Menotti in this work than ever before, can be rough going at home.

Franca Duval and Richard Cross, featured on wax, were admirable in the chief roles, tho Cross's resemblance to Elvis Presley proved disturbing. Patricia Neway headed the supporting cast with a brilliant portrayal of a saddened mother. Kirk Browning's inventive direction will also be missed on the LP. Bob Bernstein.

ASCAP-Radio

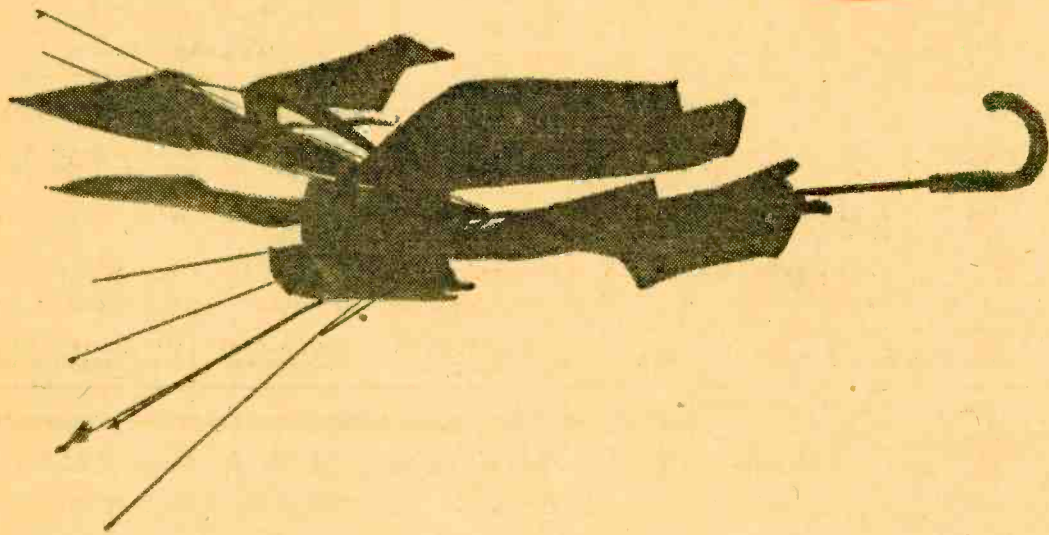
• Continued from page 2

fringement suits from music publishers. When these suits loomed, the Nebraska law was repealed.

Meanwhile, it was understood the ASCAP-broadcaster negotiations leading to a new license agreement were proceeding on an informal basis, with Judge Ryan acting somewhat in the manner of a mediator. A 9 per cent reduction in fees has been recommended but observers close to the scene say that no formula for achieving this end has been established. Another meeting between Judge Ryan, ASCAP general counsel Herman Finkelstein, and Emanuel Dannett, counsel for the All Industry License Committee, is expected to take place shortly.

STO

breaks on
Columbia with
"I've Come
of Age"



Cap's March

• Continued from page 2

total packages consisting of nine new albums and 12 two-channel

Red Seal

• Continued from page 2

Kondrashin and the RCA Victor Symphony in "Capriccio Espagnol," Reiner and the Chicago Symphony in "Gnomus" from "Pictures at an Exhibition," Artur Rubinstein playing the second movement of Saint-Saens 2nd Piano Concerto, Munch and the Boston Symphony, Morton Gould and others.

Package is scheduled to strong advertising and promotion, including national magazines, point of sale material, ad mats for local newspaper use, etc. Package will also go to classical deejays as a segment of the diskery's new Red Seal stereo broadcast service.

versions of the earlier single-track releases. On the pop side, Capitol's release consists of 14 stereo duplicates of previously offered monaural product.

New longhair release is highlighted by the Leopold Stokowski-Houston Symphony and Chorale recording of Carl Orff's "Carmina Burana," issued in stereo and monaural. Other significant entries on the operatic side are Glinka's "Life of the Star," performed by the Lamoureux Orchestra and the Belgrade Opera Chorus sung in Russian and conducted by Igor

Markevitch (monaural only); Massenet's "Manon," with Pierre Monteux conducting the National Opera Comique Chorus and Orchestra (monaural only).


Also among new classical material is 16th Century Cathedral Choral music, Tchaikovsky's "Swan Lake", coupled with the "Sleeping Beauty" Suite, Spanish music performed on solo harp, Viennese music recorded in Austria, operatic arias featuring Victoria de Los Angeles, Yehudi Menuhin and Louis Kentner in the complete Brahms Sonatas for Violin and Piano.

**THE
INCREDIBLE
BILLY
BIRMINGHAM**

Now! An electric new voice—a singing style unlike any you have ever heard—this is the excitement you look for when you program a DJ show—this is the making of big record sales!

b/w "This Is Always" 4-41356



HIGH-FIDELITY RECORDS BY
COLUMBIA 

"Columbia" is a Trademark. A division of Columbia Broadcasting System, Inc.

DISKER SAYS:

Don't Talk About Stereo—Play It!

NEW YORK — Eli Oberstein, veteran disk mahoff and Rondo Records topper, says retailers could double their stereo player sales if they would borrow disk business techniques.

"There's too much confusion on the retail level about technical aspects," Obie told The Billboard. "A prospect who shops around, and most do, hears as many different stories as shops he goes into. The set buyers, who become stereo disk buyers, are scared away."

"Don't talk about it. Play it! To the average guy, technical aspects about cartridges, amplifiers and what-have-you are unimportant."

"In the record business, it has to be 'in the grooves.' People don't care how a disk is recorded or pressed. They're interested in music. The stereo set they buy isn't important to them as an end in itself. What will the set produce? That's all they care about."

Oberstein contends that people don't know how a phone works and that they care less.

"How many people who use a telephone, play a radio, use a camera or tune in their TV have any idea how it works or why?" Oberstein asks. "The answer is virtually none. These things are sold because of their utility. And the same is true of phonographs."

Oberstein recommends that dealers demonstrate two types of machine—the type with the remote, separate speaker and the self-contained, all-in-one type. This, says Obie, gives the prospect a choice which depends on the physical setup of his living room and the sound quality most pleasing to him. From there on, the disk mahoff claims, it's a matter of price and styles.

"Don't sell engineering, sell the sound," he advises retailers. "While they are the same thing, the public understands the second but don't 'dig' the first."

"Even tho we went into stereo too fast an too soon, it's no se-
(Continued on page 29)

Gundy Topper Of New Ampex International

HOLLYWOOD — Ampex will launch a full-scale invasion of the world market. A new entity of the Ampex Corporation will be established to be known as Ampex International to spearhead the global drive setting up sales, servicing, manufacturing, assembly and licensing pertaining to all Ampex products (professional and home equipment) on a world-wide basis.

Phil Gundy will head Ampex International, taking leave of absence from his position as president of Ampex Audio, Inc. Move will take place May 1. Gundy's leave will be for an indefinite period.

Herb Brown will serve as top executive of Ampex Audio, remaining as the firm's veepee and general manager. He will report to a newly created executive committee, headed by Gundy. This will free Gundy from Ampex Audio's active operational duties but will have him participate at policy level.

Ampex already has subsidiary operations outside the U. S.: Ampen Electronics, Ltd., London, England, handles manufacturing, distribution and servicing of Ampex products throught the United Kingdom, and Ampex American Corporation of Canada similarly covers the north-of-the-border market. Heretofore, Ampex has operated
(Continued on page 29)



The price of stylus replacement is low, says Duotone. A diamond-sapphire combination to fit the cartridge is tagged at \$6.

The cartridge can be used for three or four terminal installations. A "lok-tite" turnover mechanism is described as "fool-proof" and holds the stylus at the right angle for balanced stereo reproduction.

The cartridges are available in two different models: the GPS73-SS with a 0.7 mil and 3 mil sapphire stylii with an audiophile net of \$8.70 and the GPS73-S-D with a 0.7 mil diamond and 3 mil sapphire with an audiophile net of \$14.70.

Webster Shows New 'Ekotape' Stereo Unit

RACINE, Wis. — Webster Electric here is marketing its first Ekotape stereophonic tape recorder at \$341.25 audiophile net, while the complementary matched speaker unit runs \$33. The Ekotape Stereophonic 350, a gray and aluminum portable, plays either half-track (two channel) or quarter-track (four channel) at 3¾ or 7½ inches per second.

The tape playback unit carries two 12-watt complete amps for dual channel, and a separate amp for monaural reproduction. Other features include: a stacked two-channel playback head, quarter track recording head, separate erase head; a muting feature that silences the six by nine-inch oval PM speaker on fast forward or rewind positions; automatic erase in record position, preventing accidental erasure, plus an erasure warning light; speed and channel selector and automatic stop; instant stop-start, either monaural or
(Continued on page 29)

Tape Front Keys New Life Lease

• Continued from page 3

Von Halle, "and this we'll never do."

Von Halle said that three new tapes would be issued each month until a catalog of 30 was reached. At this point, with each new monthly release of three, the three which has proved the poorest sellers would be simultaneously removed from the line, thereby making only the proven best sellers available at all times.

Meanwhile at a recent Chicago meeting of members of the MRIA, an industry wide campaign to push the superiority of stereo tape was decided upon, to be carried out by individual companies and by the MRIA itself. At the meeting it was brought out that 1958 saw a sale of 450,000 tape recorders, with indications now pointing to a 750,000 year in '59. No tears were shed over the initial success of stereo disks, but rather, it was felt, the coming of the disks has indeed acquainted more people with stereo.

One of the prime points to be hammered home in the campaign will be the "unquestioned superiority as a reproduction medium,"

of tape which "will be bought by those who prefer the best and those who wish to upgrade from stereo disks." It will also be stressed that the public should be assured that "any tapes or equipment purchased now will not become obsolete overnight," inasmuch as relatively inexpensive head conversion kits will be available.

On the cartridge front, the MRIA meeting took no official stand, altho it is known that some members of the Association take the position that the fidelity and quality of the cartridge version of pre-recorded tape is not up to wanted standards.

This week, Dallas Andrews, project engineer of RCA's Victrola Division demonstrated the firm's four-track magnetic tape cartridge system at a meeting of the Audio Engineering Society at the Johnny Victor Theater. During the showing, Andrews said that tho theoretically, the three and three-quarter speed cartridge system is worse in quality than the seven and a half speed, in practice "it has proved considerably better." Andrews said that the second pilot run of the model was in progress and added that its appearance at retail might be soon. It was to list at about \$300. Other sources have privately indicated that the models will be shipped to dealers within six weeks.

In still another area of the tape arena, both V-M and Ampex have initiated campaigns selling the public on the "fun" aspects of tape equipment. Ampex has a booklet out titled "Fun With Ampex stereo," containing pictorial descriptions of how to use a tape recorder to enrich your life with fun and education. It shows mom, dad, grandma and grandpa and sister and brother using it to study languages, and to play instruments, etc. V-M's family pleasure packet shows not only various uses for the recorder but contains square dance tapes, scripts to record, puppets to play with to the accompaniment of a tape recorded drama, etc.

CLEVER MERCHANDISING

Dallas Dealer Turns Stunts Into Profits

DALLAS, Tex. — "Merely carrying a worthwhile stock of records conveniently displayed isn't enough to bring success in record retailing," according to Vince Land, owner of Vince's Records, at Akard and Commerce in downtown Dallas.

Operating one of the smallest record shops in the city but with a prime location in the heart of the downtown shopping area, Land has made use of a long list of clever merchandising "gimmicks" to establish himself with the Dallas record buying public. Until opening up his two-story store a little more than a year ago, Land was record buyer for one of Dallas' biggest department stores. When he decided to become a record specialist of his own, he knew that he would "have to make a lot of noise" to establish himself.

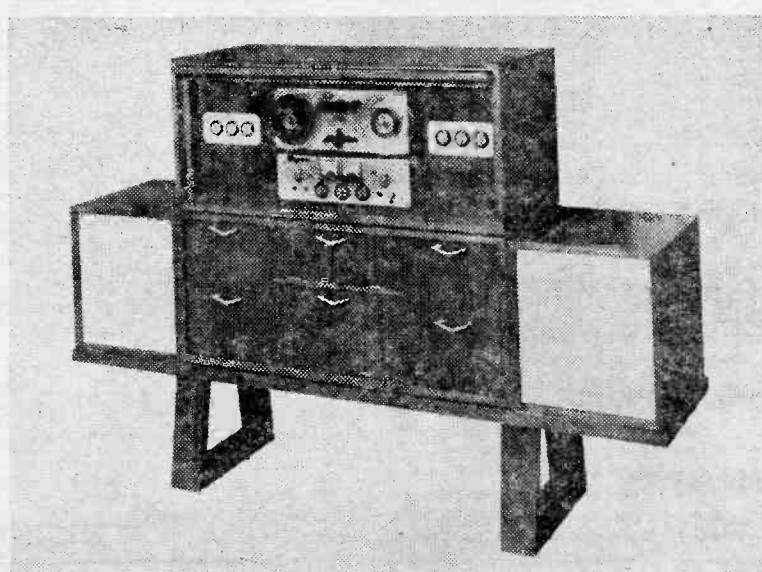
Consequently, Vince's Records has kept itself in the public eye by a series of unusual attention-arresting "stunts." In each case, Land has gone out of the ordinary channels to focus attention on his

shop, and always with clever, eye-arresting angles which people are sure to remember. For example, a few months ago he hired 22 shapely young Dallas misses, all dressed exactly as if they were going to an afternoon cocktail party, and stationed one in the lobby of the 22 largest office buildings in the Texas city. Each girl, on the job, was furnished with 500 credit slips, which invited the recipient to check a number to be posted in the window of Vince's Records daily. A number was printed on the end of each slip, together with the address of the store, the telephone number, and a few interesting facts about the new record dealership. For example, heavily emphasized was the slogan, "Two Floors of the World's New Music."

The prize which Land offered was a daily drawing for a \$3.98 LP record album, which the holder of any of the slips could claim merely by coming in and presenting the slip. There was nothing to sign, no "25 words or less" entry problem, etc.

"It turned out to be just about the best advertising we have ever used," Land said. "Because the person who received a slip from one of our 22 models naturally carried the slip around in his pockets for the entire month of June. We changed the number involved every day, so that there would be plenty of reason for each of the slip holders to come back to the shop every business day throught the month. In this way we were able to get a lot of them inside and to familiarize people employed in the downtown Dallas area with the size of our record inventory, the fact that we have a separate upstairs demonstration room for classics, and similar points."

Despite its magnitude, this promotion was not a costly one at all, Land indicated. He paid the 22 models, who were among Dallas' most attractive girls, \$1 per hour, for shifts of from 4 to 6 hours, and kept them busy distributing the contest entry slips during the whole
(Continued on page 28)



MAGNECORD STEREO CENTER. This de luxe unit priced at \$1,295 is composed of five matched units which may be purchased separately. Six feet long and five feet high, it provides stereo playback for both reel-to-reel tape and disks. Unit is powered by 12-watt matched amplifiers.

JUNE CONCLAVE

NAMM Show Looks Like A Sellout

CHICAGO — Exhibit space for the upcoming NAMM Trade Show is going fast. The exhibits will be contained in two buildings for the June 21 to 25 conclave—the Hotel New Yorker and the New York Trade Show Building. The Trade Show Building space is already booked 100 per cent.

The exhibition center with its 90,000 square feet of space, was fully reserved by the second week in March. This is the earliest complete booking of a hall in the history of the NAMM.

Highlight of the Trade Show Building exhibit is the second floor "super display." Stereo, high fidelity and TV will be set up there.

Across the street at the New Yorker, musical instruments and merchandise will be shown. Anticipating an overflow of exhibitors, the NAMM has opened up the eighth floor for exhibits.

Exhibit space in the New Yorker is still available. The fifth and sixth floors are committed with the seventh rapidly filling up.

Exploding all over!



NEIL SEDAKA'S I GO APE

C/W

MOON OF GOLD

47/7473

Get on this Gravy Train — Order Now!



RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



Dallas Dealer Profits on Stunts

• Continued from page 26

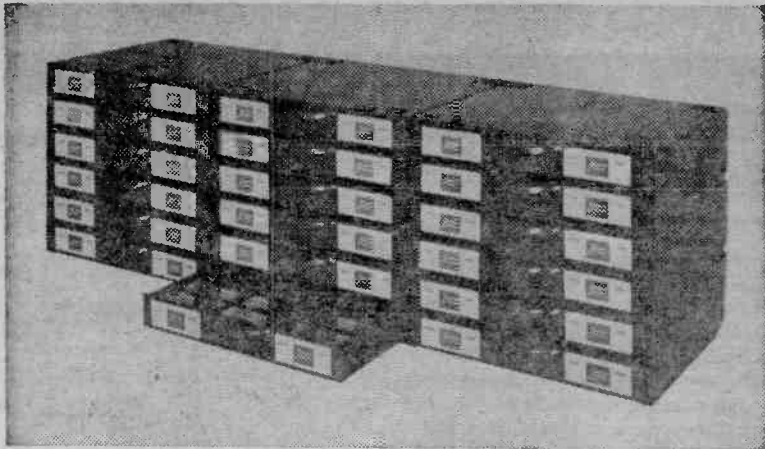
time. "I doubt if we gave away a total of \$50 in albums," Land said. "Inasmuch as there were many days in which nobody brought in the prize winning number. With 20,000 of the slips distributed in the adjacent office buildings, however, we did so much extra business that the cost of hiring the girls was quickly repaid, and we were able to post the biggest month's sales we had enjoyed during our first year.

Currently, Land is working on another stunt which he feels will appeal to the teen-age and young-adult facets of his record market. Recognizing the fact that everyone

enjoys looking at pictures of babies and pets, Land is busily building up a huge collection of pet photos, which will be displayed in gallery fashion, along the stairway which leads from the self-service first floor record department, up to the "traffic department" on the second floor. Here, Land plans to display a gallery of pet photos, under the title "Vince's Rock and Roll Menagerie." Attached to each photograph will be a lettered caption which will be tied in with any timely popular music subjects, titles of outstanding records, comments about leading recording music figures, etc.

The captions will all be "bright sayings" quips, pithy remarks, etc., calculated to get a laugh from viewers. Land feels that people visiting the store will "get a laugh out of the photo galleries" and will consequently be exposed to more records, high fidelity equipment, phonograph accessories, etc.

Despite the fact that the small store is only 8-feet wide by 12-feet deep, with an even smaller second floor "classics department" Land enjoyed a \$42,000 volume his first year and expects to leisurely double this during the second. Because his colorful, unusual stunts are the type that stick in the customer's mind, he feels that sooner or later, every Dallasite will think of Vince's Records "whenever the subject of phonographs comes up."



JENSEN DISPLAY CABINET. Jensen has developed a phono cartridge cabinet consisting of 11 by 11 by 3-inch units which build up into a stock case of any height desired. Red enamel on steel, each model takes only one cubic foot for 100 cartridges.

Last year's industry-wide sales records show that, once again, more RCA Victor High Fidelity was sold than any other brand! Now here are...

4 MORE REASONS WHY RCA VICTOR STEREO OUTSELLS THEM ALL!



ALL-IN-ONE CONSOLE

COMPLETE STEREO SYSTEM with 60-watt dual channel amplifier! Two speaker systems—one 12-inch woofer, one 5-inch tweeter on each side of cabinet. Output jack for additional external speaker, if further separation is desired. In mahogany, oak, or walnut veneers with selected hardwood framing. *Mark XIV. Model PM14.*

Play Stereo!

• Continued from page 26

cret that it is now catching on faster than either high fidelity or television did in a like period. But the jump would be even quicker if the right kind of selling were being done on the dealer level.

"The pity of it is that there should be no confusion on the dealer level. Stereo sound is more exciting than high fidelity. People who hear it—want it. The fact that a room may not allow for the 'ideal' set-up in no way bars anyone from having stereo. I don't know of one person who has the 'ideal' set-up and I know a great many people who have purchased

stereo sets are getting many hours of happiness from them. The 'ideal' room layout being the 'only' setting for the proper appreciation of stereo is as false as thinking that the best sets are the most expensive. This is just not true in every case.

"The retailers should explain to the customer as he demonstrates a carefully chosen stereo disk the lifelike reproduction, the beauty and the presence of the music. That is what people want to hear and what they are buying. The customer will sell himself when he hears stereo.

"A long time ago, one of the great advertising men said 'Don't sell the steak, sell the sizzle.' I believe that our business would be a lot healthier and there would be

Gundy Topper

• Continued from page 26

abroad in co-operation with qualified subcontractors and distributors. Firm is currently analyzing Japan among other foreign countries to be among the first to be placed on Ampex International's global map.

By placing Gundy in charge of Ampex International, the firm reveals its move into the world market as one deemed of major significance in its over-all policy planning. Gundy has emerged as one of

far less confusion if we'd follow this simple maxim 'Don't sell the engineering, sell the sound'."

the top Ampex generals in but a few years. In 1958 he was Ampex veepee in charge of sales. In that capacity, among other achievements he wrote \$3,000,000 in sales in a single day when he unveiled the Ampex Videotape Recorder at the National Association of Broadcasters convention in Chicago.

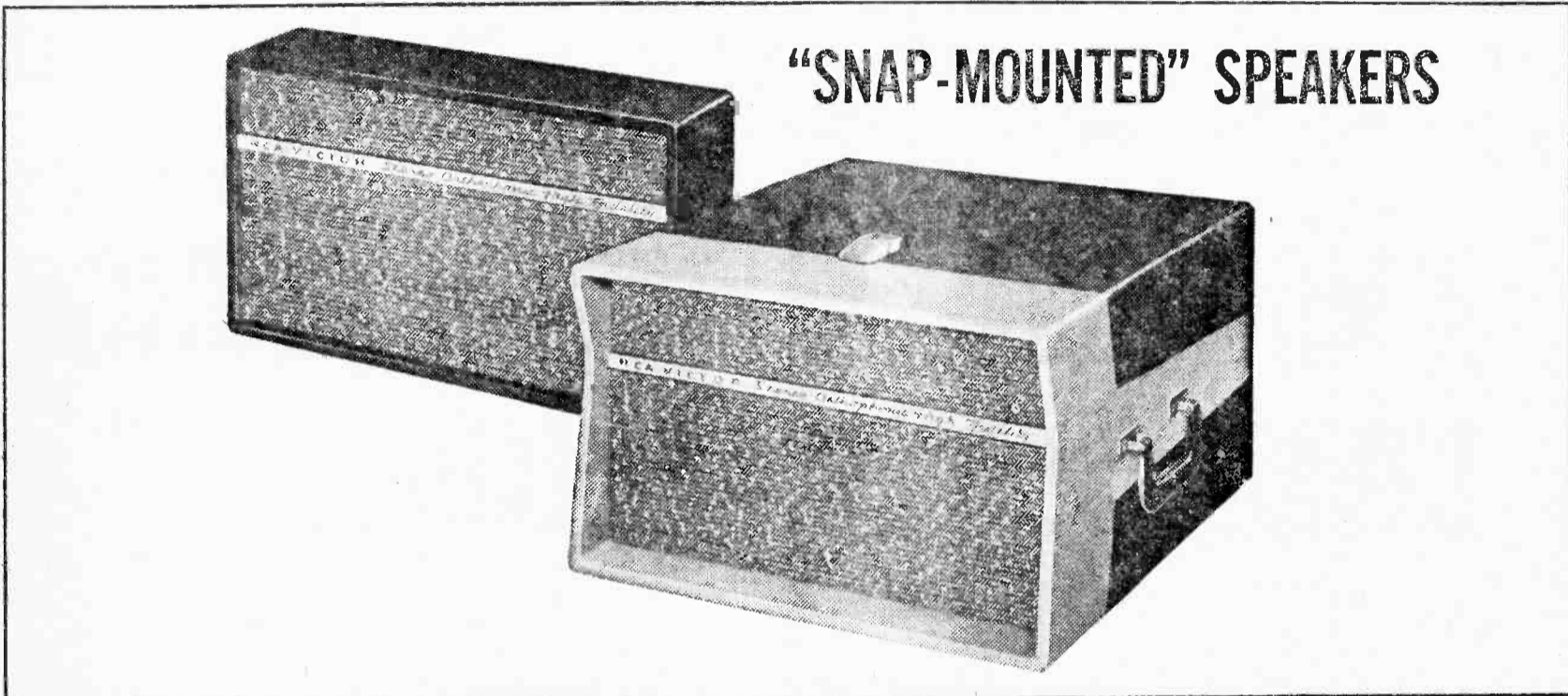
After successfully launching the Videotape Recorder to where virtually all TV stations and networks in the U. S. purchased the equipment, Gundy was named president of Ampex Audio, Inc., the subsidiary corporation manufacturing and selling non-professional equipment for the home and high fidelity markets, a post he has held for the past two years.

Webster Shows

• Continued from page 26

remote accessory; amplifier controls and recording level indicator. The Ekotape stereo playback unit is completely equipped with all possible input and output jacks. At no extra charge, a lavalier mike, two conductor supply cords and the manual instant stop-start control plus reel of tape are included.

Webster Electric recently opened a major plant for production of Ekotape tape recorder equipment at Lebanon, Ky. Larger facilities were necessary for increased production. Engineering and administrative facilities will remain in Racine.



"SNAP-MOUNTED" SPEAKERS

COMPACT STEREO PORTABLE has removable left channel speaker system "snap-mounted" on front of "Victrola."® 4 speakers. Automatic shutoff. In charcoal and steel-gray simulated leather. Mark XXVI. Model PF26.

Three new portables and an all-in-one console that have the features your customers are asking for... the styling that they are buying!



"LIFT-AWAY" LID

PORTABLE STEREO HIGH FIDELITY—second speaker's in detachable "Lift-away" lid. Dual amplifier. Two 6½-inch and two 3½-inch speakers. In brown and beige simulated leather. Mark XXVIII. Model PL28.



STEREO FOR UNDER \$100

YOU'VE NEVER HAD 4 Surer Bets. ORDER FROM YOUR RCA VICTOR DISTRIBUTOR TODAY!



Specifications subject to change without notice. ©RCA trademark for record players.

COMPLETE STEREO SYSTEM. Big value at a budget price. Second speaker system's in "Lift-away" lid. In two-tone green simulated leather. Model SES7.

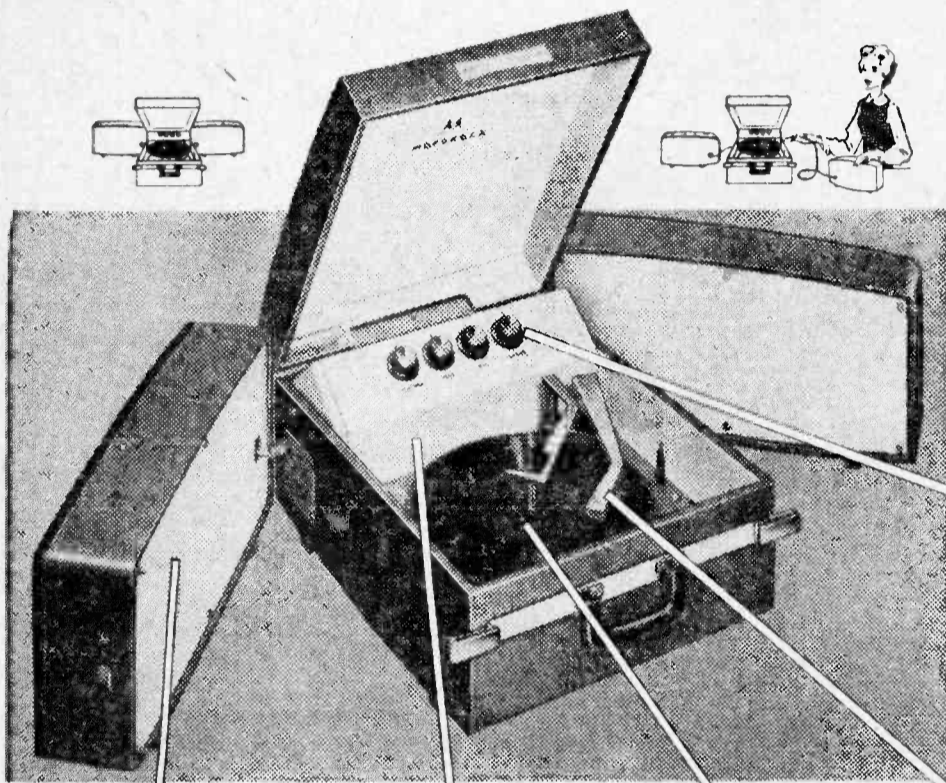
Still the lowest cost way to demonstrate Stereo Hi-Fi Records

This unique new Motorola Portable allows you to demonstrate the new Stereo records anywhere in your store, even in your present record booths.

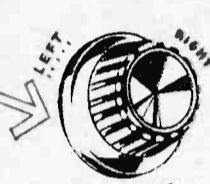
America's No. 1 Best Seller!

Motorola

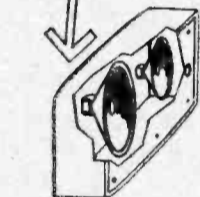
Deluxe Portable Complete Stereo Hi-Fi



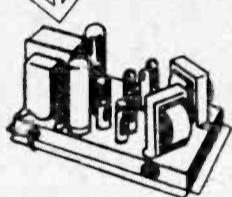
A dual-channel 16-watt high fidelity amplifier drives two pairs of matching speakers (that can be left attached to Control Unit or detached and placed up to 20 feet apart). You get the full rich tone quality that until now has been restricted to larger console units.



4 Individual Controls
Single Balance Control lets you equalize sound levels in both sets of speakers for most perfect stereophonic effect. Other Controls: Loudness, Bass, Treble.



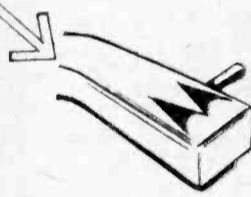
4' and 6' Golden Voice Speakers
In each detachable "wing". Total of 4 matched and balanced speakers reproduce all highs and lows exactly as recorded.



Dual-Channel 16-Watt Amplifier
8 watts for each channel. Reproduces full range frequency of high fidelity sound from 30 to 15,000 cps.



Deluxe, 4-Speed Automatic Record Changer
Precision-balanced, rubber-matted turntable. Automatic shutoff of amplifier and changer after last record.



Low-Resonance Tone Arm
Newly designed. Flip-over cartridge plays new Stereo Hi-Fi records as well as all other types of records.

Use It as a Store Demonstrator! Use It as a Home Demonstrator!

Call your Motorola Distributor about the store and home demonstration program



MOTOROLA

TRADEMARK OF MOTOROLA, INC. SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

New Stereo Units Shown By Stromberg

NEW YORK — A new stereo pre-amp (Model ASE-434) and stereo amplifier (Model ASP-422) has been introduced by Stromberg-Carlson. Designed to complement each other, each unit lists for \$99.95.

The "Stereo 40" amplifier, as its name indicates, provides 40 watts of power, 20 to each channel, on a single chassis. A variable input control and phantom output (mixed A and B) for three channel operation are provided.

The stereo pre-amp control center features a "stereo tone balance" signal. This enables the listener, by flicking a switch, to introduce an audible signal into each channel. With it, the channels can be balanced in the listening environment. Separate bass, treble and volume controls are provided. Scratch and rumble filters may be switched in and out. Phantom output also is provided.

Koss Has New Stereo Player Unit

MILWAUKEE — Koss, Inc., who debuted a new type of stereophonic headphones (The Billboard, February 23), has also developed a portable three-piece stereo playback disk unit. The Koss 390 dual channel set-up has a dual channel 48-watt amp, two separate speaker enclosures, each carrying one eight and one three-and-a-half inch speaker, plus diamond styli-equipped stereo cartridge. The control panel carries balance, volume, treble and bass controls and gray-black leatherette unit carries a \$179.50 audiophile net.

John C. Koss, sales manager, has concluded distribution for foreign market deals with Jerry Berliner of EMC, New York, while domestic distribution is handled thru hi fi reps across the country.

Pfanstiehl Offers New Static Fluid

WAUKEGAN, Ill. — A new method of applying a cleaning and anti-static liquid has been developed by Pfanstiehl Chemical Corporation here. Pfan-Stat Liquid at \$1.50 net offers a brush-top bottle. Application instructions suggest that the liquid be applied to the record by putting the disk on the turntable at 78 r.p.m. and applying while revolving to avoid the chance of getting finger prints on the grooves. A self-merchandising display carton holds 24 bottles.

RECORDAID

RECORD LISTING CATALOGS

The Record Dealer's "Man Friday" for quickly locating records and albums.

Complete issues—always up to date, no supplements.

For Popular records—biweekly issues. For Classical records—monthly issues.

3 months' trial—Pops, \$9.00; Classical, \$7.00, or write for sample copies.

RECORDAID, Inc.

P. O. Box 5765, Philadelphia 20, Pa.

now a two-sided hit

'A ROCKIN' GOOD WAY'

b/w

'I AIN'T GIVIN' UP NOTHING'

Priscilla Bowman

abner 1018

'SHOMBALOR'

SHERIFF

and

The Ravels

veejay 306

Breaking Everywhere

'LOST'

JERRY BUTLER

abner 1024

'LOVELY ONE'

the

IMPRESSIONS

abner 1025

his second hit!

veejay 309

'HOLD ME CLOSE'
WADE FLEMONS

veejay-abner, 2129 S. Michigan, Chicago 16, CA 5-6141

SALESMEN! INCREASE YOUR INCOME

Salesmen now calling on Music, Record Stores, Dept. and Appliance Stores with record depts. to sell complete line of Phono Needles and Accessories. Established accounts in all territories. In reply state present lines carried and territory covered. Replies held confidential. P. O. BOX 498, Waukegan, Illinois.

Audio Feedback

By RALPH FREAS

WE GET LETTERS

A Mr. Gholston has just written to say that he found the "Disk Merchandising" article in the September 29th issue "quite educational."

"I guess I have read it 20 times or more," he writes and then goes on to say that the idea that struck him hardest was the one about how the majority of retail business failures (91.3 per cent) are due to "lack of management know-how." Yes, that's what the article said. The figure was based on the continuing Dun & Bradstreet surveys and it refers to statistics gathered in 1955.

"This is interesting to me," continued Mr. Gholston, "because I am preparing to enter the retail business . . . and I am trying to learn everything possible. I am experiencing some difficulty obtaining reliable information. Any suggestions or sources of information that you are able to provide would be extremely valuable to me."

NOT UNCOMMON

A request like the above comes in to The Billboard office frequently. It's a difficult problem and one that has a multi-faceted solution. So let's talk about it here.

In the first place, retail businesses have specific qualities that set them apart from each other. Sure, merchandising and promotion principles that apply to infants' wear can work equally well in record and phonograph merchandising. But there isn't a phono-record dealer in the country who won't admit that there are pitfalls to be avoided and problems in this business that you don't find in infants' wear or any other business.

PATHS TO TRAVEL

In the first place, Mr. Gholston, while there is an outstanding body of literature on retailing in general, material on phono-disk merchandising is pretty slim. The last reasonably valuable book on the subject was "Your Future Is Sound," produced by Columbia Records as part of a promotion program two years ago. The firm may still have copies and you can request one by writing Sales Manager Bill Gallagher, 799 Seventh Ave., New York City.

If the Columbia book may be said to have any shortcomings as far as the individual is concerned, it is lack of specificity. That is to say, the writer cannot possibly anticipate what specific problems a specific dealer will face in a specific area. Still, it's worth reading.

DISTRIBUTOR AID?

One path to travel is that toward the phonograph and record distributors in your area. More intimately than anyone else, they should be expected to be familiar with regional problems. They should know whether a particular location has any promise. They should be able to gauge the depth and breadth of stock needed in a particular area. Distributor salesmen often know definite business locations that could support a phono-record shop and can volunteer information about it.

In any event, a retailer can expect to work with his distributors for a long time. It can't hurt to get to know them as soon as possible. And the distributor wants to get to know the retailer. Get the distributor names and addresses from the classified telephone directory. Write them or call them to find what lines they carry and ways in which they can help you.

By the way, we've had retailers tell us that their distributor salesmen have actually come into their stores on their days off, rolled up their sleeves and pitched in to help with such problems as fixture arrangement, display and inventory problems. Don't expect every distributor salesman to perform in this way. But, happily, it happens more often than you might think.

OTHER DEALERS

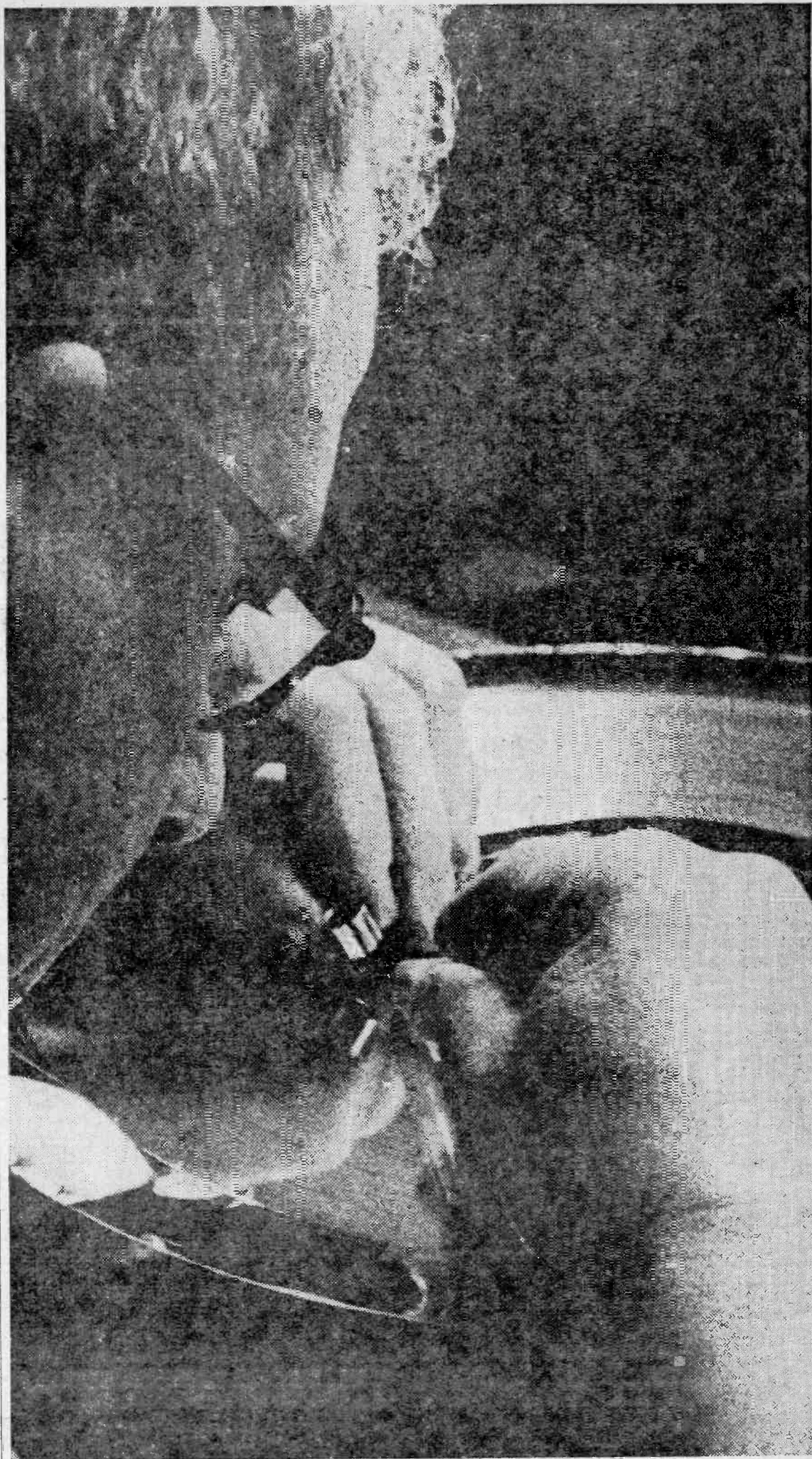
Nothing can replace actual sales experience. You'll never know the problems you face until you actually come to grips with them on the sales floor, behind the counter, or in that office behind the store.

How do you get the experience? Go to work for someone else. Work part-time at night or on Saturdays. As a case in point, we published a story recently about an appliance chain which advertised for people with an interest in hi-fi to work as part-time salesmen. The chain rightly believed that demonstration of the new stereophonic phonographs was essential to their sale. They needed sales help to do a good job. To someone looking to get into this business, there couldn't have been better experience.

You may know a phono-disk retailer. Explain your problem to him. Work for him—for nothing, if necessary—and absorb as much as you can about his business in the process. Pick his brains.

YOUR TRADE PAPER

While you're doing all this, keep abreast of what's happening in the industry by reading its trade paper. Ideally, a good trade paper not only reports the news but publishes service features, tries to spot trends and points out the good and bad in the industry, as it sees it, in special editorials.



**WE'RE
OLD
HANDS
AT
CUSTOM
RECORD
PRESSING**


COLUMBIA TRANSCRIPTIONS gives you a better and more complete custom record pressing service than anyone else in the industry. Whatever your needs, they will be taken care of quickly, reliably and completely in facilities specifically designed to utilize all the technical know-how of Columbia. In three convenient locations to serve you speedily wherever you are.

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WHEN YOU WANT QUALITY RECORDS IN QUANTITY QUICKLY, COME TO

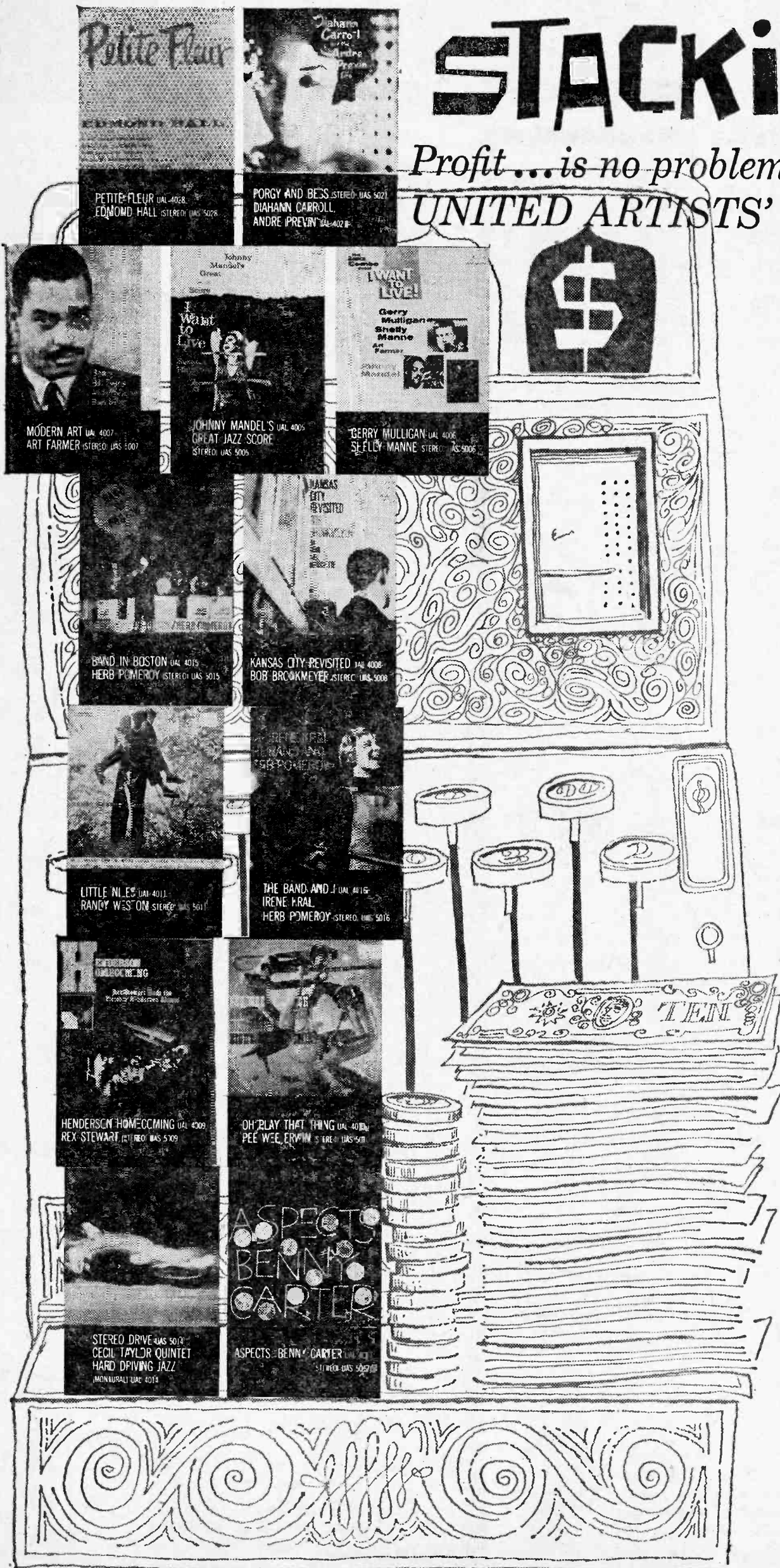
COLUMBIA  **TRANSCRIPTIONS**

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STACKING UP

Profit...is no problem with
UNITED ARTISTS' "stacking up" plan.



These 13 top selling albums are now available with a special discount.

● **26 Albums for the Price of 20.**

● **National Advertising** in *HIGH FIDELITY* MAGAZINE, *HI FI* MUSIC REVIEW, *DOWNBEAT* and *MUSIC U.S.A.* brings these albums to the attention of a half million record buyers.

● **A National Direct Mailing** also announces this plan.

● *Both monophonic and stereo albums are packed in units of 13.*

RING UP SALES WITH

UA

UNITED ARTISTS RECORDS



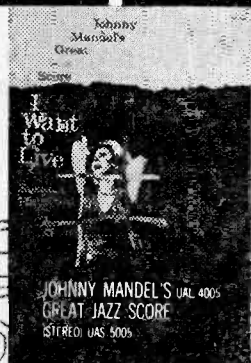
PETITE-FLEUR UAL 4028
EDMOND HALL STEREO UAS 5028



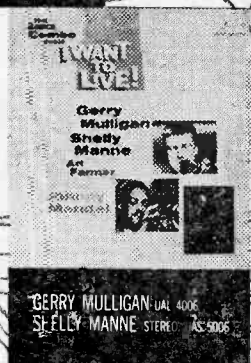
PORGY AND BESS STEREO UAS 5021
DIAHANN CARROLL
ANDRE PREVIN UAL 4021



MODERN ART UAL 4007
ART FARMER STEREO UAS 5007



JOHNNY MANDEL'S UAL 4005
GREAT JAZZ SCORE
STEREO UAS 5005



I WANT TO LIVE!
Gerry Mulligan
Shelly Manne
STEREO UAS 5006



BAND IN BOSTON UAL 4015
HERB POMEROY STEREO UAS 5015



KANSAS CITY REVISITED UAL 4008
BOB BROOKMEYER STEREO UAS 5008



LITTLE NILES UAL 4011
RANDY WEST 'OM STEREO UAS 5011



THE BAND AND I UAL 4016
IRENE HALL
HERB POMEROY STEREO UAS 5016



HENDERSON HOME COMING UAL 4009
REX STEWART STEREO UAS 5009



OH PLAY THAT THING UAL 4018
PEE WEE ERVIN STEREO UAS 5018

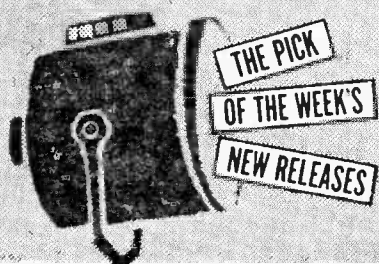


STEREO DRIVE UAS 5012
CECIL TAYLOR QUINTET
HARD DIVING JAZZ
MONORAL UAL 4012



ASPECTS BENNY CARTER UAL 4013
STEREO UAS 5013

The Billboard Buying Guide for PACKAGED RECORDS



THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK

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

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

Pop Albums

LOVE IS A GENTLE THING

Harry Belafonte—RCA Victor LSP 1927

STEREO & MONAURAL

Belafonte displays his usual tender, feelingful vocal style on a group of expressive folk themes with varying moods. Selections include "Fifteen" (theme of the singer's new movie), "Delia's Gone," "Times Are Gettin' Hard" and "Turn Around." A sock sales item and fine jockey wax. Striking cover.



IN PERSON

Tony Bennett With Count Basie Ork—
Columbia CL 1294

The set was recorded during a live performance at the Latin Casino in Philadelphia. The drive of the Bennett vocals is excellently paced by the swingin' Basie crew. Tunes are nicely paced and varied. It's an exciting set that builds track after track. An excellent programming item, and one of the artist's best LP's. Tunes include "Just in Time, Firefly" and "Lullabye of Broadway." Good cover shot of the artist.

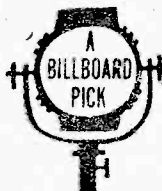


SOME LIKE IT HOT

Sound Track—United Artists UAL 4030 & UAS 5030

STEREO & MONAURAL

Marilyn Monroe is featured on several vocals of songs from the 1920's in this sound track of the soon-to-be-released film. It's a bright, brassy LP with listenable instrumental tracks accompanying those by Miss Monroe. Heavy attention should be focused on the album, when the flick opens. Cover shot of the film star adds to appeal. This can be a big one.



PORGY AND BESS

Diahann Carroll & The Andre Previn Trio—
United Artists UAL 4021 & UAS 5021

STEREO & MONAURAL

One of the many, new "Porgy and Bess" packages, this one is interesting for its fresh arrangements and jazz orientation. Pianist-arranger Andre Previn and Miss Carroll's projection infuse the score with brightness. This can garner a good share of the action.



COMPULSION TO SWING

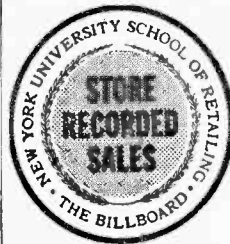
Henri Rene Ork—RCA Victor LPM 1947 &
LSP 1947

STEREO & MONAURAL

Smart, tasteful, jazz-flavored instrumental treatments by Rene mark this collection of swingy standards and oldies—"The Blue Room," "Just a Gigolo," "Cry Me a River," etc. Rich mood music and fine jockey programming. Colorful cover gives item solid display value.



(Continued on page 35)



BEST SELLING LP'S

FOR SURVEY WEEK ENDING MARCH 14

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

This Week	Last Week	Weeks on Chart
1. Peter Gunn	1	7
Henry Mancini, RCA Victor LPM 1958		
2. Come Dance With Me	2	7
Frank Sinatra, Capitol W 1069		
3. Flower Drum Song	3	11
Original Cast, Columbia OL 535		
4. Open Fire, Two Guitars	6	7
Johnny Mathis, Columbia CL 1270		
5. From the "Hungry i"	7	6
The Kingston Trio, Capitol T 1107		
6. Sing Along With Mitch	4	37
Mitch Miller, Columbia CL 1160		
7. South Pacific	5	52
Sound Track, RCA Victor LOC 1032		
8. The Music Man	10	56
Original Cast, Capitol WAO 990		
9. The King and I	11	130
Sound Track, Capitol W 740		
10. Have Twangy Guitar, Will Travel	13	8
Duane Eddy, Jamie JLP 3000		
11. Tchaikovsky: Piano Concerto No. 1	9	34
Van Cliburn, RCA Victor LM 2252		
12. Gigi	8	38
Sound Track, M-G-M 3461 ST		
13. Near You	12	5
Roger Williams, Kapp KL 1112		
14. More Sing Along With Mitch	15	20
Mitch Miller, Columbia CL 1243		
15. The Kingston Trio	16	18
Capitol T 996		
16. My Fair Lady	17	155
Original Cast, Columbia OL 5090		
17. Still More Sing Along With Mitch	—	1
Mitch Miller, Columbia CL 1283		
18. Ricky Sings Again	14	8
Ricky Nelson, Imperial IMP 9061		
19. Ahmad Jamal	22	7
Argo LP 636		
20. For LP Fans Only	—	1
Elvis Presley, RCA Victor LPM 1990		
21. South Pacific	—	255
Original Cast, Columbia OL 4180		
22. Gaité Parisienne	18	8
Boston Pops (Fiedler), RCA Victor LM 2267		
23. The Eddy Duchin Story	24	89
Sound Track, Decca DL 8289		
24. Around the World in 80 Days	25	85
Sound Track, Decca DL 9046		
25. Oklahoma	—	174
Sound Track, Capitol SAO 595		

The chart listings include both monophonic and stereophonic sales.

Gigi

HEADED FOR AN OSCAR



NOMINATED FOR 9 ACADEMY AWARDS

...AND REMEMBER, ONLY

MGM Records

HAS THE ORIGINAL CAST SOUND TRACK ALBUM

STEREO E3641 ST
MONAURAL E3641 ST

OVER 1/2 MILLION SOLD



50 MILLION VIEWERS WILL BE WATCHING ON ACADEMY AWARD NIGHT, APRIL 6, NBC-TV
Dealers: Be Prepared for the Rush—STOCK UP NOW!

FLASH!

Attention **MGM Records** DISTRIBUTOR SALESMEN
WIN VALUABLE PRIZES

SEE SPECIAL "GIGI" CONTEST PORTFOLIO

• **Review Spotlight on Albums . . .**

• Continued from page 33

----- **Jazz Albums** -----

PORGY AND BESS

Miles Davis, Gil Evans Ork—Columbia CL 1274

The potent name combination of Miles Davis, the music from "Porgy and Bess" and the Gil Evans ork will help this new album be a strong seller among jazz buffs. It is a fine new LP, featuring some excellent work by Davis and outstanding arrangements by Evans played precisely by the jazzmen in the band. Altho Davis at times seems constrained by the glorious Gershwin melodies, he comes thru with many lovely, meaningful solos that will more than please his many followers.



----- **Classical Albums** -----

THE FRENCH TOUCH!

The Boston Symphony Orch. Munch—RCA Victor LM 2292

Program of light-hearted classics in brilliant performances and elegant sound. The three (Dukas' "Sorcerer's Apprentice," Saint-Saens "Omphale's Spinning Wheel" and Ravel's "Mother Goose Suite") are concert favorites and the title "The French Touch" strikes the proper light note. Recommend to beginning classic collectors. The cover will also attract buyers.



----- **Specialty Albums** -----

MUSIC FOR FRUSTRATED CONDUCTORS

Arthur Fiedler, Morton Gould, Robert Russel Bennett—RCA Victor LM 2325

A good package for dealers to display for immediate customer reaction. Gimmicks include an actual baton with each LP, an instruction booklet on conducting with specific directions for each band plus good stirring music. Booklet is by Deems Taylor while conductors such as Fiedler, Morton Gould, Bennet and the best one of all . . . the customer. Cartoon and baton on cover will attract. A neat packaging of a most novel idea that could click.



----- **Spoken Word Albums** -----

LENNOX ROBINSON PRESENTS WILLIAMS BUTLER YEATS POEMS AND MEMORIES; PLAYS AND MEMORIES

Spoken Arts 751-752

THE POEMS OF WILLIAM BUTLER YEATS

Read by William Butler Yeats, Siobhan McKenna & Michael MacLiammoir—Spoken Arts 753

Lennox Robinson, who died last year, was a long-time friend and associate of Yeats. He introduces both disks with fascinating personal glimpses and commentary on the life and work of the great Irish poet. On the first of these, Dublin actors read scenes from "The Countess Cathleen" and "Deidre." On the second, Robinson himself reads a group of shorter poems and two selections from longer works. By far the most valuable of these three interesting disks is the last, where Yeats, besides talking about his poetry, reads some. Poet's voice was recorded in the 1930's, but despite some noise, it comes across clearly. Further lyrics are read by McKenna and MacLiammoir, which will increase sales potential.



----- **Low-Price Children's Albums** -----

JESUS LOVES ME

Roy Rogers & Dale Evans & Their Family—RCA Victor LBY 1022

A strong rack item. The well-loved Western couple and their children (attractively photographed on cover) sing with heart and sincerity on a group of Sunday school favorites—"Jesus Loves Me," "The Bible Tells Me So," etc. A powerful sales package for the family trade in both the religious and pop fields.



----- **Sound Albums** -----

STRINGS IN HI-FI

Pierre Challet Ork—Mercury MG 20383

Title is apt. The sound is, why not say it, sensational. The program is composed of string showpieces ("Flight of the Bumble Bee," "Holiday for Strings," etc.) in sprightly arrangements. Place the needle anywhere for demonstration to hi-fi fans and, if you have a special browser for audiophiles, this disk deserves to be included.



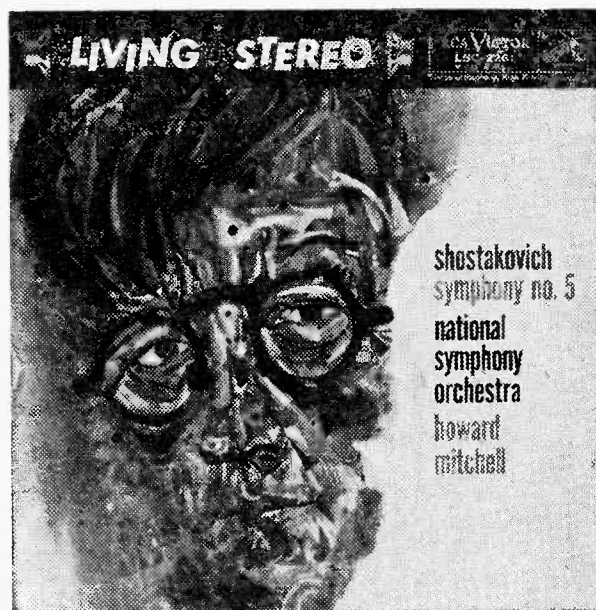
The Billboard BEST SELLERS ON THE RACKS

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

BEST SELLING LP'S

POSITION	TITLE	ARTIST, COMPANY, RECORD NUMBER
1	PETER GUNN	Henry Mancini, RCA Victor LPM 1956
2	OPEN FIRE, TWO GUITARS	Johnny Mathis, Columbia CL 1270
3	FOR LP FANS ONLY	Elvis Presley, RCA Victor LPM 1990
4	RICKY SINGS AGAIN	Ricky Nelson, Imperial LPM 9061
5	STILL MORE SING ALONG	Mitch Miller, Columbia CL 1283
6	THE KINGSTON TRIO	Capitol T 996
7	THE FLOWER DRUM SONG	Original Cast, Columbia OL 5350
8	NEAR YOU	Roger Williams, Kapp KL 1111
9	THE EVERLY BROTHERS' BEST	Cadence CLP 3025
10	JOHNNY'S GREATEST HITS	Johnny Mathis, Columbia CL 1139

ALBUM COVER OF THE WEEK



SHOSTAKOVICH: SYMPHONY NO. 5, RCA Victor LSC 2261. Remarkable modern painting by Joseph Hirsch of the Russian composer creates an album cover of great force. Patterns of various colors depict an intense expression that will attract the buyer and encourage sales.



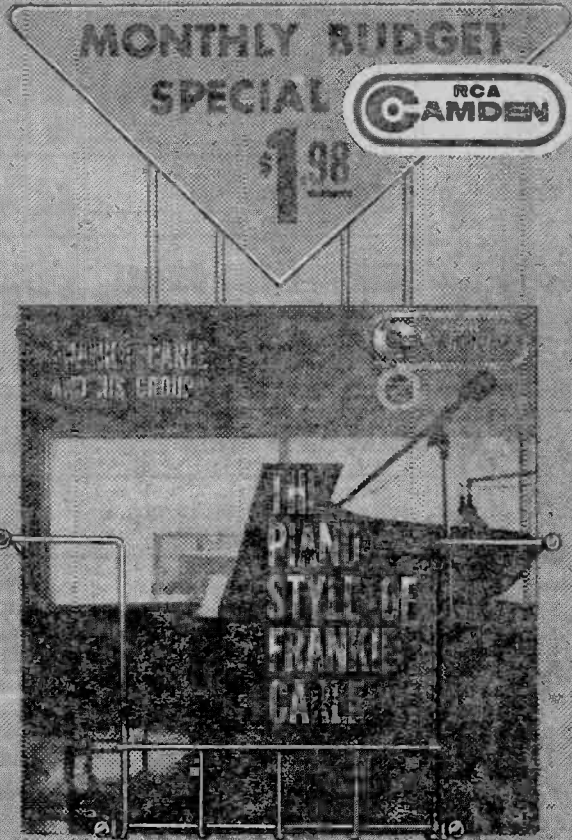
Best Selling Pop EP's

FOR SURVEY WEEK ENDING MARCH 14

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.

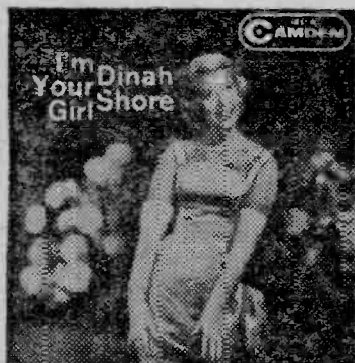
1. RICKY SINGS AGAIN—Ricky NelsonImperial EP 159
2. PETER GUNN—Henry ManciniRCA Victor EPA 4333
3. THE FABULOUS JOHNNY CASHColumbia EPB 12532
4. THE LONELY ONE—Duane EddyJamie JEP 100
5. STARDUST—Pat BooneDot DEP 1069
6. DETOUR—Duane EddyJamie JEP 301
7. NEARER THE CROSS—Tennessee Ernie Ford .Capitol EAP 1-1005
8. SING ALONG WITH MITCH—Mitch Miller .Columbia EPB 11601
9. KING CREOLE, VOL. 1—Elvis Presley . .RCA Victor EPA 4319
10. JOHNNY MATHISColumbia EPB 8871

HERE'S RCA CAMDEN'S NEWEST BUDGET SPECIAL



Two Sleepy People, Bewitched, In the Cool, Cool, Cool of the Evening and 8 other great tunes in the distinctive Camel tradition, make this a real money maker. CAL 478

PROFIT PICKS OF THE MONTH! \$1.98 FOR EACH 12" LONG PLAY ALBUM



A famous voice singing such favorites as Marriage Type Love and It's All in the Game, 9 others. CAL 477.



Songs of "home" and heather; chuckling monologues and genial humor of the Eternal Scotsman. CAL 479.



Sympathy, Falling in Love, The Chocolate Soldier, other favorites. Al Goodman's Orchestra. CAL 483.



Jerome Kern's haunting musical. Songs include Bill, Ol' Man River, Why Do I Love You. CAS 488. Stereo Only—\$2.98.



12 great artists give customers a sample of RCA Camden's best-selling Long Play albums. Only 98¢ SP-33-18.

ORDER FROM YOUR DISTRIBUTOR TODAY!
MANUFACTURER'S NATIONALLY ADVERTISED PRICES SHOWN — OPTIONAL WITH DEALER



• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

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

POPULAR ★★★★★

★★★★ I'LL REMEMBER APRIL
Patricia Page, Mercury MG 20406

The popular songstress, in her easy, pleasant manner, gives out with a tribute to spring and its varied moods. Top level performances of "A Blossom Fell," "Garden in the Rain," and "I'll Remember April." Wide appeal with sure fire programming for DJ's and big sales to Miss Page's many fans. Also, pretty cover shot of the artist can draw attention.

★★★★ ANNETTE
Buena Vista BV 3301

Annette Funicello is one of the hottest teen-agers around today with her "Tall Paul," hit single. This set contains the hit plus some mighty attractive new sides by the appealing youngster who is also a star of the "Mickey Mouse Club," on TV. Her newest single coupling is also here plus a tune called "My Heart Became of Age," which has strong single potential of its own. Liner is cleverly done in the form of a letter from Annette to her fans. Good cover too. Can be strong wax.

★★★★ I GET A KICK OUT OF PORTER
Joe Bushkin, Capitol ST 1030

STEREO & MONAURAL

Bushkin steps out in front of a sizable complement of brass and woodwinds to take the lively solos on this collection of Cole Porter evergreens. Some of the best are here, like "Night and Day," "I Get a Kick Out of You," "Begin the Beguine," etc., and they are all essayed with a danceable beat. Stereo is good but in this case it's the repertoire that's the drawing card. Smart background set also could draw air spins.

★★★★ BY THE WATERS OF THE MINNETONKA
The Marty Gold Ork. & Chorus. Kapp KL 1125

Some of the loveliest standards of a bygone era are played and sung beautifully and expressively on this new set featuring Marty Gold and his orchestra and chorus. Gold did the arrangements too and they are very attractive. Tunes include the title song, plus "Indian Love Call," "From the Land of the Sky Blue Water," "Red Wing," "Indian Summer," "Rose Marie," and "Pale Moon." The older set will enjoy this fine LP.

★★★★ MICHAEL TODD'S AROUND THE WORLD IN 80 DAYS IN WORDS AND MUSIC
Jack Saunders Ork & Chorus. Everest SDBR 1020 & LPBR 4001

STEREO & MONAURAL

Harold Adamson has put lyrics to Victor Young's Academy Award-winning score. The lyrics unfold the classic Jules Verne tale. They are clever and witty, and executed with appeal by the Jack Saunders ork and chorus. It's a wonderful programming set. The themes are joined by brief bits of dialog. The pic is still packing them in, so this version can sell.

★★★★ VAUGHAN AND VIOLINS
Sarah Vaughan with Quincy Jones Ork. Mercury MG 20370

The sultry thrush's first Paris-cut session is a romantic package of standards with tasteful, jazz-flavored stringed backing by Jones and mellow, expressive chanting by Miss Vaughan. Selections include "That's All," "The Thrill Is Gone," "Day By Day," etc. Strong dual-market item and solid wax for hip jocks.

POPULAR ★★★

★★★ LONELY TEARDROPS
Jackie Wilson. Brunswick DL 54045

The hot pop singles artist turns out a neat collection of numbers including his current smash, "Lonely Teardrops." Dick Jacobs' ork nicely complements the chanter's spirited and dramatic efforts on tunes like "By the Light of the Silvery Moon," plus newly written songs by the team of Gordy, Gordy and Carlo like "Each Time (I Love You More)," and "That's Why (I Love You So)." This one can appeal heavily to fans.

★★★ LAWRENCE WELK FEATURING ALICE LON
Coral CRL 57261

Here's one for Welk fans who particularly like his featured gal vocalist Alice Lon. The sweet-voiced canary sings a group of attractive standards and oldies ranging from "The Party's Over" to "The Rock and Roll Waltz." Welk provides his usual sprightly backing.

★★★ DANCE ALONG WITH LARRY CLINTON AND HIS ORK.
Kapp KL 1124

Exciting big band sound from the veteran arranger and band leader. Bright and fresh renditions of such recent top tunes as "Topsy II," "It's All in the Game," "Tom Dooley," and "Volare." Top DJ programming material.

★★★ FOR LOSERS ONLY
Sonny King. Colpix CP 402

Sonny King, who performs with the Jimmy Durante troupe in nightclubs across the country, makes an auspicious debut on this new LP. King has a singing style with overtones of Frankie Laine, Sammy Davis and Dean Martin, and he knows how to sell a tune with feeling. On this platter he gets a chance to show off his remarkable range and listenable style on a group of tunes arranged by Johnny Williams including "The Masquerade Is Over," "Say It Isn't So," "Am I Blue" and "You're Nobody 'Till Somebody Loves You." More should be heard from this singer.

★★★ THE KEYS AND I
Eddie Heywood, with Joe Reisman Ork. RCA Victor LPM 1900 & LSP 1900

STEREO & MONAURAL

Heywood provides effective mood music programming for jocks in this highly listenable album of romantic music. Selections—a mixture of standards and originals—include "St. Louis Blues," "Witchcraft," "Pom Pom," etc. Striking piano solo work.

★★★ SCOOBY DOO
The Jerry Lieber Beat Band. Kapp KL 1127

A dozen instrumental sides—many of them quite interesting. The Beat Band is a rocking outfit, blues-oriented and featuring honking tenors. Lieber is Jerry Lieber of Lieber & Stoller, who wrote such rockers as "Hound Dog" etc. Last side, "Don't Ever Forget Me," is very reminiscent of the gospel figures of Ray Charles. Good sounding wax.

★★★ I LOVE MY WIFE, BUT . . .
Onesime Groschols, Emil Stern & Luis Tuebols Orks. United Artists UAL 3025

These rickety-tick stylings are right out of the flapper era. It's a delightful and nostalgic package that features twangy piano, ukuleles and rhythm. Adult buyers can be sold, and it's spicy enough to lure teen buys also. Sound is excellent, and the set is highlighted by a descriptive scene from "The Boy Friend." It can move, if exposed.

★★★ SLEEPY TIME GAL
Buddy Cole, Piano. Warner Bros. SW 1265

STEREO & MONAURAL

Lighthearted, lilting piano solo work by Cole distinguishes this group of instrumental treatments of nostalgic standards. His easy, relaxed style adds up to pleasant listening and good mood music for jocks. Selections include title tune, "If I Could Be With You," and "Mean to Me." Provocative cover.

★★★ BALLADS, BOUNCE AND BIVONA
The Gus Bivona Band. Warner Bros. SW 1264

STEREO & MONAURAL

Bright, showmanly instrumental treatments of standards are presented here in swingy, big-band style. Fine jockey package with a danceable beat. Selections include "It's a Wonderful World," "It's Magic," "Do Nothing Till You Hear From Me," etc.

★★★ WOOD BY THE FIRE
Gloria Wood. Columbia CL 1286
The creamy-voiced canary serves up a

(Continued on page 38)

MORE SALES POWER FROM UNITED ARTISTS

STAR ALBUM OF THE MONTH SPECIAL \$3.98



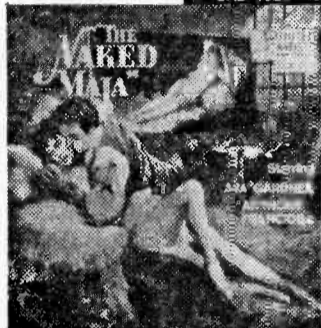
PORGY AND BESS Diahann Carroll & the Andre Previn Trio. A great album from two motion picture talents. UAL 402 UAS 5021 (stereo)

SOME LIKE IT



SAMPLER STEREO 2-98
MONO \$1.98

GREATEST KNOWN STARS IN MODERN JAZZ



NAKED MAJA: Musical sound track inspired by Ava with a touch of panish. UAL 4031 UAS 5031 (stereo)



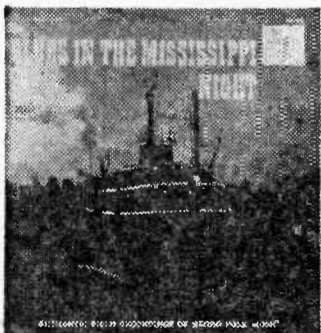
SOME LIKE IT HOT CHA CHA: Hottest cha cha Cha for hip shakers. UAL 3029 UAS 6029 (stereo)



SOME LIKE IT HOT: Most exciting sound track to come from Hollywood by Marilyn Monroe and her bosom buddies. UAL 4030 UAS 5030 (stereo)



I LOVE MY WIFE BUT... The music that made the roaring 20's roar. UAL 3025



BLUES IN THE MISSISSIPPI NIGHT: Negro folk music recorded on the spot. UAL 4027



CHA CHA CON CANC: Fiery new cha cha with an Eddie Cano Twist. UAL 3028 UAS 6028 (stereo)



AMERICANS IN PARIS: Swinging strings, brass and reeds. UAL 3023



STRETCHING OUT: Stretching out with the best modern jazz has to offer. UAL 4023 UAS 5023 (stereo)

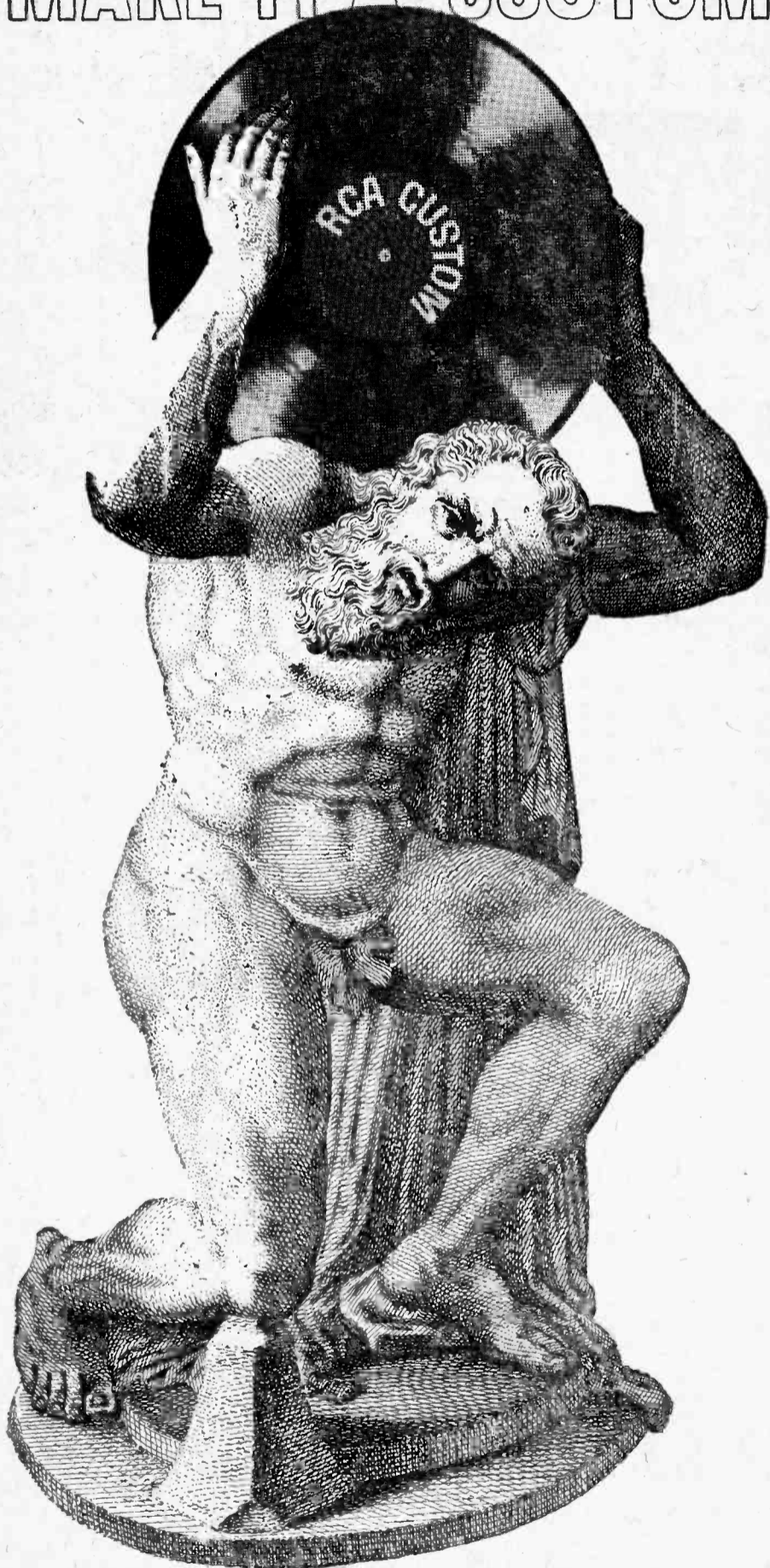
- EXCITING SOUND TRACKS
- STAR ALBUM OF THE MONTH SPECIAL
- STEREO AND MONOPHONIC SAMPLERS
- A GREAT VARIETY OF POPULAR ALBUMS DESIGNED FOR EVERY CONSUMER.

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UNITED ARTISTS RECORDS

Series 4000, 5000, 6000 monophonic & stereo are \$4.98 series 3000 is \$3.98

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CAPACITY
MAKE IT A "CUSTOM"



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• Reviews and Ratings of New Popular Albums

• Continued from page 36

batch of memorable standards in a rich, warmly romantic style. Spinnable jockey wax. Selections include "But Not for Me," "I Got It Bad," and "Mean to Me."

★★★ FRANCIS WALTHER AT THE EMERALD BALL Golden Crest CR 3047

Handsome double cover album of on-the-spot dance music by the Francis Walther aggregation recorded at the 1959 Emerald Ball. Over 40 tunes, in all tempos from college songs like "Notre Dame Victory March" and jump tunes like "Oh By Jingo," to foxtrots and waltzes like "Love Is Here to Stay" and "The Rose of Tralee." Good buy for dance music genre.

★★★ ESCAPE TO THE MAGIC MEDITERRANEAN John Scott Trotter Ork. Warner Bros. SW 1266

STEREO & MONAURAL

John Scott Trotter and his orchestra turn in a rich, lushly orchestrated job on this collection of sunny Mediterranean tunes. The selections include "Three Coins in the Fountain," "Arrivederci Roma," "La Vie En Rose," "Uska Dara," and "Mam'selle." On many of the tunes, exotic instruments such as oboes, boombam, and ceremonial bells are featured. Good use is made of stereo with a wide band separation. Lush, listenable Mediterranean music. Liner notes contain Italian and Greek recipes.

★★★ INSTRUMENTAL SELECTIONS FROM PORGY AND BESS & SHOWBOAT Eric Steele Ork. Mercury MG 20394

Very listenable instrumental versions of tunes from "Porgy and Bess" and "Showboat" are featured on this LP with Eric Steele and his orchestra, the well-known English crew. They perform such tunes as "Summertime" and "I've Got Plenty of Nuttin'" from the Gershwin opus and "Why Do I Love You" and "Bill," from the Jerome Kern operetta, smoothly and prettily via rich orchestrations. Good listening here.

★★★ THE ROMANTIC PIANO OF TED STRAETER Columbia CS 8061

STEREO & MONAURAL

Maestro Ted Straeter who calls the Persian Room of New York's Plaza Hotel home, gets into a new groove here as he plays lush piano to the backing of an almost concert-styled string section rather than his own society band type of backing. Set includes a group of moody and immortal standards which makes for a fine mood set, primarily for the late hours. Stereo is no great asset in this case but the listening is pleasant and relaxing.

★★★ JACKPOT: The Mary Kaye Trio. Warner Bros. WS 1263

STEREO & MONAURAL

The trio, which seems to spend most of its time in the Las Vegas area, turns in a listenable group of tunes on its second Warner's effort. These are the tunes—"It's Love," "Where Are You," "Toreador," etc., which the trio might well elect for its club presentation. The pacing comes in the split up of voices with Miss Kaye and brother Norman plus Frank Ross each getting solo chances. Other pairings of the voices add interest. Stereo here doesn't add markedly but fans of the dynamic group will like the set.

★★★ BALLARE Edoardo Lucchina Ork. Columbia WL 145

Italian ork presents a group of "Italy's most popular songs for dancing" in this package of lively, colorful instrumental wax. Tempos vary from waltzes to fox trots and Latin American rhythms and are eminently danceable. Selections include "Nel Blue Dipinto Di Blu," and an American tune—"Que Sera, Sera," which was a big hit abroad.

★★★ SOME LIKE IT HOT CHA-CHA-CHA Sweet Sue and Her Society Syncopaters. United Artists UAL 3029

Tunes featured in the forthcoming pic, "Some Like It Hot," are given danceable cha cha stylings by the ork. Sweet Sue and her Society Syncopaters is the name of the all-girl band in the film. It's a good companion LP to the original cast set. For those who enjoy the popular Latin tempo, this should prove an attractive set. Sexy cover photo of Marilyn Monroe should also help sales.

POPULAR ★★

★★ MEMORABLE MOMENTS FROM BROADWAY MUSICALS Fred Waring & the Pennsylvanians. Decca DL 8829

A collection of older sides by the Waring ensemble with such soloists as Jane Wilson, Joanne Wheatley and Stuart Churchill fea-

tured with the chorus. Show songs include "All the Things You Are," "Hello Young Lovers," "Yesterdays." Despite an attractive cover, the rather dated sound quality and the presence of a similar group of songs in a set on Waring's current label, may tend to hold down the hit potential.

★★ FREDDIE WAYNE ORK Stepheny MF 4008

Smooth, mellow sound by the orkster on a group of standards and originals. It's a good terp or listening set, but it will have to be plugged heavily to sell. Treatments are in a pop-jazz vein. Tunes include "My Funny Valentine," "Harlem Mambo" and "Freddie's Blues."

★★ JON HALL DIRECTS MUSIC FROM HONOLULU Mercury MG 20403

An album of Hawaiian sounds and music timed just right to welcome the 50th State. The disk was recorded on location bringing the true native voices and music. "Pua Carnation" is one of the nicest. Moderate potential.

★★ VIENNESE BALLROOM Jan Marek & the Vienna Light Opera Ork. Mercury MG 20404

Yet another package of Strauss waltzes, well done. "Emperor Waltz," "Blue Danube," "Wine, Women and Song," etc are included. Pleasant wax.

★★ SONGS FOR A RAINY DAY Edythe Aymes. National Recording Corporation. NRC LPA 4

Edythe Aymes is the lass who is the singing voice on the "White Rain" TV commercial. And this album contains many "Songs for a Rainy Day" to keep the thrush in the same mood. She handles the tunes sweetly, but there is an element of sameness in the arrangements, which are not especially outstanding. "September in the Rain," "Lilacs in the Rain," "Garden in the Rain," and "Rain," make up some of the titles.

★★ SMOOTH MAN Bobby Christian Ork. Stepheny MF 4012

The Bobby Christian band is active thru-out the Midwest at colleges and in ballrooms. The Christian band is shown off here with its complete book, which includes fox trots, tunes with a beat, and various other styles. Most of the material is over-arranged. Selections include "Yesterdays," "Caravan," and a number of originals.

★★ THE DISTINGUISHED VIOLIN OF EDDIE SOUTH Mercury MG 20401

Eddie South, who can play almost any type of music on his violin, gets a chance to show off his many talents on this new disk. Tunes range from "C-Jam Blues" to "Liebesfrued" and South plays them all expertly. Accompanying him are a fine group of musicians, including Eddie Higgins, John Gray and Johnnie Pate.

POPULAR EP ★★★

★★★ OUR GAL SAL Sally Starr. (3-EP). Clynmax 1001-2-3

Miss Starr is a well-known personality in the kiddie TV field in the Philadelphia territory. On WFIL-TV there, she's emcee of several such shows, and for the loyal army of local Quaker City kiddie fans, this three pocket set of novelty tunes, happy tunes and bedtime offerings could go well. Nationally, gal's talent on the vocal side is not the kind to kick up too much excitement, without previous video exposure.

LOW-PRICE POPULAR ★★★

★★★ A TRIBUTE TO BENNY GOODMAN GOODMAN

Members of Benny Goodman & Brussels World's Fair Orks. Crown CLP 5092
Good set for the price. Personnel includes members of the ork that was fronted by Goodman at the Brussel's World's Fair last summer. Mahlon Clark on clarinet acquits himself well in the tribute to the orkster. Strong rack item.

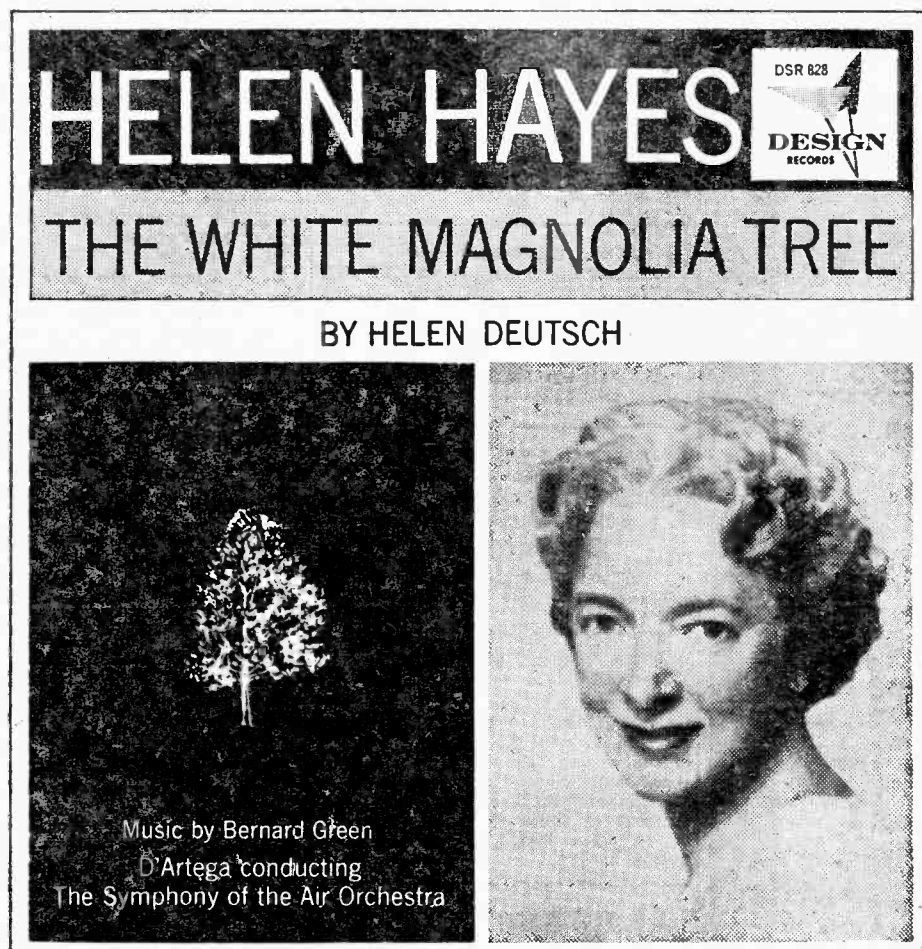
★★★ A TOAST TO BENNY GOODMAN Members of Benny Goodman & Brussels World's Fair Orks. Crown CLP 5097

Eight tunes are included in this collection of Goodman fare including at least four, "Sugar Foot Stomp," "One o'Clock Jump," "Jersey Bounce," and "Frankie and Johnny," that were familiar classics of the king of swing. The sound is good and the playing, tho it lacks the drive of the original complement, is adequate. Cover is colorful and can attract attention at the \$1.49 price.

★★★ TRIBUTE TO CHARLIE BARNET Members of the Charlie Barnet Ork. Conducted by Maxwell Davis. Crown CLP 5094

Fair enough waxings of "Cherokee," "Pompton Turnpike," "Skyliner," and "Red-
(Continued on page 40)

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THE NEARNESS OF YOU

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Reviews and Ratings of New Popular Albums

Continued from page 38

skin Rhumba," among other Barbet originals can achieve a measure of success. A good group of studio men put together for this effort, some of which also appear on a similar "Tribute to Goodman," album also issued at this time. Should do well in its field.

★★★ THE IMMORTAL HARRY LAUDER

RCA Camden CAL 479

A good one for the racks. Many customers are likely to remember that Lauder was one of the greatest of theatrical entertainers. Package is a good selection of his work—sentimental songs, comedy, interspersed with monologue. "Scotch Memories Medley," "The Wee House 'Mang the Heather'" are typical.

★★★ LOW-PRICE POPULAR ★★

★★ COCKTAILS ANYONE?

Bob Creash Quintet. RKO Unique LP 104
A small society-type group play a brace of standards, including "Ain't She Sweet," "Yes Sir That's My Baby," "Bye Bye Blues," and "Shine," among others. Bob Creash fronts and also is in the spotlight with his accordion. The musicians are obviously pros and turn out a satisfactory if not especially unusual group of renditions, which can be used for background music as well as dancing.

★★ ORGAN RHAPSODY

William Daly, Organ. Crown CLP 5091

A pleasant sounding album of organ favorites nicely executed by the organist. Some of the selections are "Silver Threads Among the Gold," "Shine on Harvest Moon," "I Love You Truly," and "Mary." Limited sales potential.

★★ COCKTAILS FOR TWO

Louis Martinelli Ork. Crown CLP 5096

Ork in this case is a small group featuring accordion in a group of tunes that suggest European settings ("Arrivederci Roma," "Gamin de Paris," etc.). Sound is a bit thin but the \$1.40 tag will attract some buyers.

★★ THE MOON IS BLUE

Crown CLP 5095

This low-price LP contains the music from the recent film "The Moon Is Blue" composed by Herschel Burke Gilbert. Outside of the catchy main title "The Moon Is Blue," which is the theme of New York's TV film seg "The Late Show," most of the music is so closely bound to the action of the movie that it sounds incomplete without it.

FOLK ★★★★★

★★★★ GUY CARAWAN SINGS

Folkways FG 3548

Carawan is a performer who knows and loves his material. That's obvious in these exciting, banjo-accompanied readings of 21 folk songs, many of them having the sound of the Southern Appalachian region. He is close to the soil and authentic in his approach and his delivery is quite a treat. Strongly recommended for the fanciers of this folk idiom. Titles include "Blue-Eyed Girl," "Kicking Mule," "Freight Train," etc.

FOLK ★★★

★★★ FOLK DANCES OF AUSTRIA, NO. 1

Karl Kubat & His Brass Folk Dance Band. Folkways FW 8837

Here's an interesting collection of Austrian folk dances by Karl Kubat and his brass folk dance band. It contains polkas, waltzes, and promenades from various sections of Austria plus fullsome notes on the types of dances to be performed to each selection. A good record for group dancing.

★★★ BROWNIE MCGHEE SINGS THE BLUES

Folkways FG 3557

Authentic blues by a chanter well known to blues aficionados. Brownie accompanies himself on guitar, in the folk style. Packaging is in the substantial Folkways style and attractive, with a small pamphlet containing the lyrics.

★★★ NINO DE ALICANTE PLAYS SPANISH DANCES

Folkways FW 8829

An illustrated descriptive booklet accompanies this album and provides fundamental instruction on doing Flamenco dances. The recording itself consists entirely of guitar performances of the music which accompanies various Spanish dances. Nino de Alicante plays with vigor and emotion a flamenco guitar program which includes an Alegria, Deceillanas, Malaguena, Zapateado and several less familiar forms. Can be recommended for the music as well as the dance instruction.

FOLK ★★

★★ THE GLEE CLUB OF THE FRIENDLY SONS OF ST. PATRICK

RCA Victor LPM 1931

Dealers can rack up steady sales of this well done package of some of Erin's favorite tunes. Cover will help as well as the fine blend of voices of the Glee Club of the famous charitable organization. Recent appearance on Ed Sullivan TV show will add to its potential. Sullivan also did the notes for this LP.

INTERNATIONAL ★★★★★

★★★★ LA BELLE EPOQUE

Patachou with Joss Basell & A. Goraguey Orks. Columbia WL 140

There have been previous recordings available of the witty, bold and sometimes nonsensical songs of the king of the French bohemians, Aristede Bruant. The present version seems sure to attain the widest popularity. The delivery of Patachou is best on the wistful numbers, and the backing by the two orchestras has just the right authentic Parisian sound to perk things up on the more riotous or irrelevant numbers. The translations of each song, on the back of the jacket, also provide exactly the proper tang.

INTERNATIONAL ★★★

★★★ THE REMARKABLE MONSIEUR HENRI SALVADOR

Kapp KL 1122

Henri Salvador, who is a mixture of Jean Sablon and Danny Kaye has come thru with a delightful album here. It contains straight readings of French pop tunes, folk tunes such as "Mathilda," and a very funny gang chorus rendering (and we mean rendering) of "Colonel Bogey March," plus a wild reading of "Marianne." He has a Gallic charm that pervades the entire album and a comic style that is very funny on "Buenas Nochas Mi Amor," and "Blouse Du Dentiste," on which he imitates Satchmo. Strong appeal here.

★★★ MOULIN ROUGE

Raymond Lefevre Ork. Kapp KL 1121

Disk reflects many moods, all of them as Parisian as the Toulouse-Lautrec inspired cover. Music is by turns gay, lush, sprightly sentimental and smooth. Lefevre ork and arrangements sound great. Especially recommended for anyone who wants to recapture the flavor of a trip to France.

★★★ ONE HUNDRED GUITARS

Orquesta Popular de Madrid de La O.N.C.E. (Albert). Columbia WL 143

The all-guitar orchestra is made up of three basic types of plucked instruments, each of which is, in turn, subdivided into several sub-sections. The fine Spanish musicians all are blind; they followed instructions provided thru earphones. Their playing of Iberian music, mainly familiar works of the present century, is both colorful and idiomatically authentic. It makes an interesting album both for the audiophile and the fancier of Spanish guitar music.

LATIN AMERICAN ★★★

★★★ DANCE WITH VELOZ & YOLANDA

Kapp KL 1128

A group of smartly styled Latin numbers chosen for dancing by Veloz and Yolanda, the noted Latin hallroom team. Material is by Nicholas Carras, and includes as the important Latin dance forms. Dancers will find it a worthwhile album for parties, student sessions, etc.

RELIGIOUS ★★★★★

★★★★ A GOSPEL PROGRAM

The Caravans & The Staple Singers. Gospel MG 3001

Two fine gospel groups are featured here, both of which are associated with the Chicago area. The Caravans are perhaps a bit more exciting and emotional in their wild and spirited renditions of "New Born Soul," "Tell Him What You Want," etc. They are supported by fine piano and organ. The Staples are not to be put down however, and their "Sit Down," "It's Gonna Rain," and others are performances of merit. A splendid program that should fare well in its market.

RELIGIOUS ★★★

★★★ CRYING IN THE CHAPEL

Darrell Glenn. National Recording Corp. NRC LPA 5

STEREO & MONAURAL

Glenn has a strong single seller with "Crying in the Chapel" some time ago, which gives this LP good title identification. The warbler sings a group of moving inspirational-type items—including the title tune, "Deep River," "Swing Low," etc.—with feeling and heart. A dual market package.

SOUND ★★★★★

★★★★ STEREO

Westminster WSS 2

STEREO ONLY

One of the better stereo samplers to hit the market, this focusses on music rather than gimmick sounds. True, one of the dozen bands has a few jets, autos and telephones to shatter the mood but otherwise the selection of music ranging from organist Dick Leibert's "In a Little Clock Shop," to the Utah Symphony's "On the Trail," from "Grand Canyon Suite," and the Deutschermeister Band's "Hungarian March," adds up to a superior stereo demonstration. A splendid buy at \$2.98.

SPOKEN WORD ★★★★★

★★★★ THE SNOW GOOSE & THE COUNT OF MONTE CRISTO

Herbert Marshall, Joan Loring, Victor Young Ork. Decca DL 9066

Excellent performances and effective background music are spotlighted on this package, which should fare well in the spoken word field. Album has name appeal in Marshall.

Reviews and Ratings of New Jazz Albums

JAZZ ★★★

★★★ GERSHWIN'S PORGY AND BESS IN MODERN JAZZ

Ralph Burns Ork. Decca DL 9215

Burns interprets the Gershwin score with some interesting new twists. It's an inventive treatment that should come in for lots of attention due to the forthcoming picture version. The tempos are altered on some of the tunes to give them smart new feeling. The set spots many fine solos on the part of the all-star line-up in the band. Notes are excellent.

★★★ CAT ON A HOT TIN HORN

The "Cat" Anderson Ork. Mercury MG 36142

The clever concept of this set can win friends and the sound inside can win even more. It's good, lusty, gusty, driving big-band material, with the superonic type trumpet work of leader Cat Anderson apparently inspiring the rest of the crew in the same heroic effort. Side one is all Anderson with four originals while side two features two more of the maestro's own plus the Ellington classic "Don't Get Around Much Anymore." Flip line-up of talent includes Rehak and Cleveland on trombones; Shihab on bari sax; Francis on drums and Duvivier, bass.

★★★ ASPECTS

Benny Carter Ork. United Artists UAL 4017 & UAS 5017

STEREO & MONAURAL

Altoist Carter takes his big band thru 12 months of the year—that is to say, thru tunes like "June in January," "February Fiesta," "I'll Remember April," "One Morning in May," etc., one for every month. That's the peg for the set and the blowing is of a good, big-band order. Two different complements were used but the sound of vitality in both is much the same. The set swings and makes for good dancing as well as listening.

★★★ OUT OF THE BLUE

Blue Mitchell Quintet. Riverside RLP 12-293

Blue Mitchell, a new young trumpet player is featured on his second album for the label on this new release. Along with Mitchell are top jazzmen B. Golson, W. Kelly, P. Chambers, and A. Blakey. Mitchell shows off his lyrical horn work neatly, backed well by the combo. Tunes include "It Could Happen to You," and "When the Saints Go Marching In," plus originals of which the best is "Blues On My Mind." Good soft-bop for the buffs.

★★★ A BACKWARD GLANCE

Tommy & Jimmy Dorsey. Riverside 12-834

Some real gems are contained in this nostalgic set. Some of the great old-timers are featured along with the Dorseys and Red Nichols in this collection of jazz numbers from the twenties. It's a collector's prize. Included are "I Ain't Got Nobody," "Sidewalk Blues" and "Glad Rag Doll." Sound is surprisingly good. Funny cover sketch is perfect.

★★★ ENIGMA OF A DAY

★★★ THE OUTCAT

Paul Knopf Trio. Playback PLP 500

These two albums well serve to introduce pianist Paul Knopf, a new name in the jazz world. Knopf is an unusual jazz pianist, who plays interesting modern jazz in his own highly individual style. He plays with a fecundity of ideas, and his style is at times funky and at times so far out that it's too far. But he plays with fervor and a beat, so that his style is usually interesting. Probably Knopf's biggest fault is that he tries to say so many things that

(Continued on page 42)

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SOURCES: (1) Billboard-New York University School of Retailing continuing study of U.S. Retail Sales of Recorded Sound. Based on dealer purchases. (2) Billboard, December 15, 1958. (3) Billboard, January 5, 1959. (4) Most recent survey—Billboard, July 15, 1957.

• Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

★★★★ **TCHAIKOVSKY: EXCERPTS FROM THE SLEEPING BEAUTY**
The London Symphony Orch. (Monteux). RCA Victor LSC 2177

STEREO & MONAURAL

The composer's lively and romantic ballet contains a wide range of dynamics—all of which come surgingly alive under Monteux's ever-sure baton. The effect in stereo is markedly enhanced. The attractive cover with a scene from the ballet will help spark sales. Despite competition, this can be a profitable item.

★★★★ **SHOSTAKOVICH: SYMPHONY NO. 5**
National Symphony Orch. (Mitchell). RCA Victor LM 2261 & LSC 2261

STEREO & MONAURAL

The sound is brilliant on this album,

ranking among the best yet among RCA Victor's classics in stereo. The vivid music, with its contrasts of tonal color, makes hair-raising two-channel listening. The National Symphony's performance is well-ordered and sympathetic, particularly in the first three movements. Mitchell's batoning in the finale is at a somewhat slower pace than could have been employed for top results. But it's a fine version regardless, with a striking cover to help it snare attention.

★★★★ **TCHAIKOVSKY: VIOLIN CONCERTO**
Alfredo Campoli, Violin with The London Symphony Orch. (Argenta). London CS 6011

STEREO & MONAURAL

A highly individualistic treatment of the colorful warhorse with Campoli imbuing it with emotional drive. Purists might quibble about his tempi and approach to the score, but the highly effective results will please most lovers of the romantic

classics. Competition is among the toughest and most numerous in the catalog, but this version should rank in the upper brackets in terms of both artistry and sales.

★★★★ **RIMSKY - KORSAKOV: SCHEHERAZADE**
The Paris Conservatoire Orch. (Ansermet). London CS 6018

STEREO & MONAURAL

An acceptable rendition of one of the most frequently recorded classical works. Ansermet's reading somehow misses some of the fire. However, if not overwhelming, this disk does amply emphasize lushness, with the conductor abetted by London's excellent sonics. Can be recommended to anyone starting a classical collection.

★★★★ **VERDI: LA FORZA DEL DESTINO**

Renata Tebaldi, Soprano; Mario Del Monaco, Tenor; Cesare Siepi, Bass; Gullietta Simionato, Mezzo-Soprano; Various Artists with Chorus & Orch. of L'Accademia De Santa Cecilia, Rome (Mullari-Pradelli) (4-12"). London OSA 140

STEREO & MONAURAL

The fine monaural original has been out two years, but this exciting package brings new proof that grand opera is even grander in stereo. Verdi's melodramatics and chorus scenes are especially effective and spacious, while the all-star cast will pull healthy sales.

★★★★ **BJOERLING IN OPERA**

Jussl Bjoerling, Tenor. RCA Victor LM 2269
An extremely satisfying performance of 13 great arias by the sensational lyric tenor. Bjoerling's voice is at its best with fine clarity of tones, smooth phrasing and dramatic sustaining. "M'Appari Tutti Amor" from "Martha" and "E Lucevan Le Stelle" from Tosca are superb. A must for all opera lovers.

CLASSICAL ★★★

★★★ **ELGAR: POMP AND CIRCUMSTANCE; BLISS: THINGS TO COME; WELCOME TO THE QUEEN**
The London Symphony Orch. (Bliss). RCA Victor LM 2257

A reading of the ever-popular Elgar marches which preserve their martial character while bringing forth the poetry of this robustly romantic English music. Orchestral balance is very fine, and engineers have captured individual sections well. Bliss' direction of his own charming works is vigorous. Cover shot of coronation paraphernalia will attract.

★★★ **DUBOIS: THE SEVEN LAST WORDS OF CHRIST**
Chime Cathedral Choir (McSpadden). Chime 2002

The moving and dramatic cantata is given a sincere and warm interpretation by the various soloists. The set should attract special attention during the coming holiday period. Dubois' musical setting is interesting and lovely. If exposed, this can move well.

★★★ **STAINER: The Crucifixion**
The Gliniana Chorale, John Conroy, Tenor; Brandon Knowles, Bass-Baritone; Richard Ellsasser, Organ. MGM GC 30005
Sir John Stainer's Easter oratorio has few recorded versions, and this is the first to be

released by a major company. Soloists Conroy and Knowles show a sympathetic understanding for the work and its overtones of tragedy and pain, and the chorus supports them well. Richard Ellsasser's organ ties the package together well tho it somehow lacks the churchly quality best-suited for the work. An eye-stopping cover can attract pre-Easter interest. For that purpose, particularly, it's worth stocking.

★★★ **BRAHMS: Symphony No. 1**
The Vienna Philharmonic Orch. (Kubelik). London CS 6016

STEREO & MONAURAL

Kubelik's approach to Brahms is massive and structural, building the work layer on layer rather than emphasizing surface brilliance. The result is a noble and moving interpretation, one of the best available. This should be one of the leading versions of this staple, which already has been recorded by several others in stereo.

CLASSICAL ★★

★★ **CHORALE MASTERPIECES OF THE RUSSIAN ORTHODOX CHURCH**
Don Cossack Choir (Jaroff). Decca DL 79403 & DL 9403

STEREO & MONAURAL

Liturgical music for Lent, vastly different in both vocal and harmonic traditions from Western church music. Selections range from early chants to works of modern composers. Jaroff gets a variety of beautiful textures from the Cossacks, who sing as only a first-rate Russian trained choral group can. Stereo adds much. Attractive packaging and fine notes will help sell this specialized material.

★★ **THE POWER & THE MAJESTY**
Mario Salvador, Organ. Columbia WL 144

Recitalist pulls out the stops in the Mexico City Cathedral, largest in the Western Hemisphere. Reverberations are brilliant. Selections, which run the gamut from Bach and Widor to Ibert and Debussy, are played in loose, romantic style. Disk will appeal to those who like connotations of organ music, rather than to sound or classic music fanciers. Good cover.

★★ **KODALY: SONATA FOR CELLO ALONE; BACH: SUITE NO. 5 FOR CELLO ALONE**
Aido Parisot, Cello. Counterpoint CPST 5563 & CPT 569

STEREO & MONAURAL

The young cellist's Bach has great integrity. Parisot uses vibrato sparingly, and has a refreshing absence of cliches. His bowing and intonation are beautiful. However, in his interpretation of the Kodaly sonata, the listener feels the lack of a warmer tone and a more subjective approach. Stereo handled well here, giving a genuinely three-dimensional sound.

★★ **SACRED MUSIC OF THOMAS TALLIS**
New York Pro Musica (Greenberg). Decca DL 79404 & DL 9404

STEREO & MONAURAL

This is a dedicated, sincere production with handsome packaging and fine notes.

• Reviews and Ratings of New Jazz Albums

• Continued from page 40

he doesn't say any one too profoundly. The "Outcat" is the most interesting of the two albums, with six original tunes by Knopf, plus some way out liner notes by the pianist. "Lucille," and "Sam Neuchart" are the best on this set, with "Abstraction" and "Siegfried" typical of the Knopfian style on the LP "Enigma of a Day." Jazz fans intrigued by unusual styles may enjoy this outcat.

JAZZ ★★

★★ **BACK O' TOWN**
King Oliver with Jelly Roll Morton, Clarence Williams. Riverside RLP 12-130
This album contains two sides featuring King Oliver with Jelly Roll Morton, and eight sides with the Clarence Williams Ork, some of these latter with blues thrush Sara Martin. Most of them were recorded between 1924 and 1929 on the Autograph and QRS labels. The sound is poor and the surfaces are scratchy, but jazz buffs and historians may be interested in this rather rare collection of King Oliver sides. Some of the quality he possessed on trumpet is evident on many of these sides.

★★ **THE BIRTH OF BIG BAND JAZZ**
Duke Ellington & Fletcher Henderson. Riverside RLP 12-129
This recording contains dance sides cut by two burgeoning orchestras of the 1920's, the Duke Ellington and the Fletcher Henderson crew. At the time these Ellington sides were cut, (1926) the band had not yet had it's first break at the Cotton Club, and the only Ellington regular featured on these sides is Bubber Miley. This early Ellingtonia and the early Henderson (previously re-

leased on a 10-inch LP) will be cherished by many collectors, even tho the sound is what is to be expected from 30 years ago.

★★ **JAZZ WAY OUT**
Various Artists. Savoy SST 13004 & 12131

STEREO & MONAURAL

Three lengthy tracks comprise this excursion into hard bop by a tight group that features W. Harden, fluegelhorn; J. Coltrane, tenor; T. Flannagan, piano; A. Jackson, bass, and A. Taylor, drums. The set spotlights several fine solos, and the wide channel separation is effective, despite the size of the group. Fair chances.

LOW-PRICE JAZZ ★★★★★

★★★ **SALUTE TO STAN KENTON**
Members of Stan Kenton Ork conducted by Maxwell Davis. Crown CLP 5093

Several former members of Stan Kenton's various crews are featured in this set on tunes that are given similar treatments to those as when first introduced by Kenton. Low-price tag is a lure, and the set could move on the racks and in the chains.

★★★ **ROYAL CONCERT BY DUKE ELLINGTON ORK VOL. 2**
Aamco AIP 313

Ellington's name should make this package a solid item for the low-priced field. Selections, in chronological order, trace Ellington's career from 1926 to present day. They include such haunting instrumentals as "Deep Purple" and "Summertime," to the swifty "The Jeep Is Jumpin'" and "In a Mellow Mood."

Counter-tenor Russell Oberlin, however, is a first-rate performer. But as a whole, group suffers from usual semi-professional limitations of different styled voices that just don't blend. While composer's "Mass for Four Voices" is new to the catalog, there's competition from older hands on other selections. Stereo sound has fine focusing effect. Limited market.

LOW-PRICE CLASSICAL ★★★★★

★★★ **VIENNESE WALTZES**
Ira Wright Orch. Rondo-lette SA 54

STEREO ONLY

Strauss favorites like "Vienna Blood," "Voices of Spring" and "Tales From the Vienna Woods," are handled in pop manner. Treatment is smooth, quiet and relaxed rather than effervescent, and overall effect is that of lulling background music. Definitely more for listening than for dancing. Stereo sound surprisingly good for the price. Fine rack item.

★★★ **DVORAK: NEW WORLD SYMPHONY**

The Czech Philharmonic Orch. (Talleh). Parliament PLP 101

Conductor Talleh, who formed the Czech Philharmonic into one of the world's finest orks many years ago, is still going strong at 80. While the orchestra has suffered some since the '30's, the maestro is still a Dvorak interpreter par excellence. Value to record-buying public is unfortunately marred by poor sound, but it's definitely a collector's item for Dvorak fanciers.

★★★ **LONGINES SYMPHONETTE PLAYS WARSAW CONCERTO**

Harmony HL 7156
A good one for the racks. Performances are vigorous with flashy readings of such classical chestnuts as the title piece, Mendelssohn's "Fingla's Cave," Saint-Saens' "The Swan," etc. In fact, nine pieces. A lot for the money.

(Continued on page 52)

HIS BIGGEST YET
"ALMOST GROWN"
CHUCK BERRY

chess 1722

THE BILLBOARD'S
BEST BUYS

"THIS SHOULD
GO ON FOREVER"
ROD BERNARD

argo 5327

"MY BABY IS SWEETER"

b/w

"CRAZY, MIXED-UP WORLD"
LITTLE WALTER

checker 919

"MY LAST MEAL"
JIMMIE RODGERS

chess 1721

THE FLAMINGOS' HIT LP

(inc. hits like Would I Be Cryin'; A Kiss From Your Lips; Kokomo and 9 more)

checker LP 1433

Chess Prod. Corp., 2120 S. Michigan, Chicago 16, Ill.

LISTEN TO THE QUIET

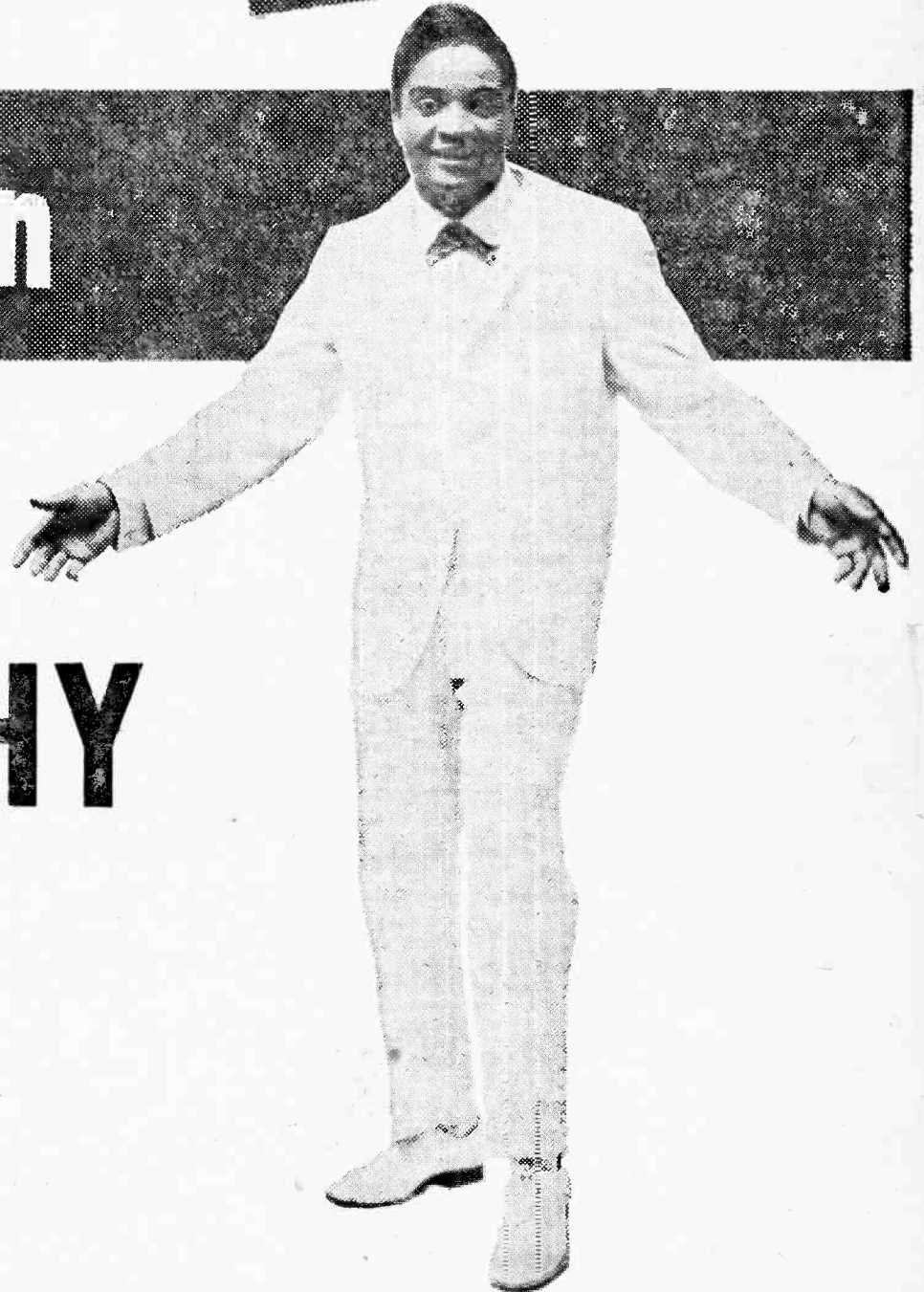
when answering ads . . .

Say You Saw It in The Billboard



Brunswick is **BIG BUSINESS**

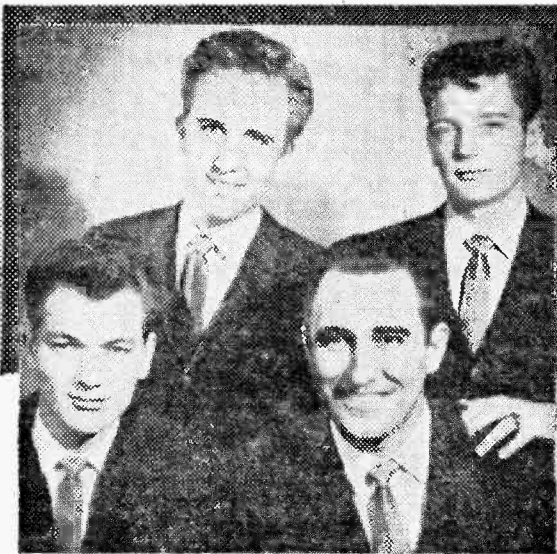
Jackie Wilson



THAT'S WHY

(I LOVE YOU SO)

9-55121



The Crickets

SOMEONE, SOMEONE

c/w

LOVE'S MADE A FOOL OF YOU

9-55124

The Accents



I GIVE MY HEART TO YOU

c/w

CHING A LONG

9-55123

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending March 14

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Venus		1	5		
By Ed Marshall—Published by Ramed-Lansdale (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1031.					
2. Charlie Brown		2	7		
By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6132.					
3. Alvin's Harmonica		3	5		
By Ross Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville and the Chipmunks, Liberty 55179.					
4. It's Just a Matter of Time		6	5		
By Brook Benton-Hendricks-Otis—Published by Eden (BMI) BEST SELLING RECORD: Brook Benton, Mer 71394.					
5. Tragedy		12	4		
By Burch-Nelson—Published by Bluff City (BMI) BEST SELLING RECORD: Thomas Wayne, Fernwood 109.					
6. Come Softly to Me		19	2		
By Troxel, Christopher, Ellis—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolphin 1. RECORD AVAILABLE: Ronnie Height, Dore 516.					
7. Stagger Lee		4	11		
By Price-Logan—Published by Sheldon (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 9972.					
8. Donna		5	14		
By Ritchie Valens—Published by Kemo (BMI) BEST SELLING RECORD: Ritchie Valens, Del-Fi 4110.					
9. I've Had It		7	8		
By Carl Boumura-Raymond Ceroni—Published by Brent (BMI) BEST SELLING RECORD: Bell Notes, Time 1004.					
10. Hawaiian Wedding Song		8	10		
By Charles E. King-A. Hoffman-D. Manning—Published by Pickwick (ASCAP) BEST SELLING RECORD: Andy Williams, Cadence 1358. RECORD AVAILABLE: Mary Kay Trio, Warner Bros., 5015.					

Second Ten

11. Never Be Anyone Else But You		15	3		
By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5565.					
12. Petite Fleur		10	7		
By Sidney Bechet—Published by Hill & Range (BMI) BEST SELLING RECORD: Chris Barber's Jazz Band, Laurie 3022. RECORDS AVAILABLE: Sidney Bechet, Brunswick 55114; Bob Crosby, Dot 15890; Joe Darensbourg Quintet, Lark 4510; Wilbur De Paris, Atco 2011; Wally Fawkes-Sandy Brown Quintet, London 1858; Lloyd Glenn, Aladdin 3446; Gene Krupa Quartet, Verve 10162; Scamps, Arlan 502; Bob Wilber Jazz Quartet, Cub 9021.					
13. Peter Gunn Theme		11	9		
By Henry Mancini—Published by Northridge (ASCAP) BEST SELLING RECORD: Ray Anthony, Cap 4041. RECORDS AVAILABLE: Embers, Wynne 101; George Kelly, Winley 237; Henry Mancini Ork, Vic 7460; Shelly Manne and His Men, Contemporary 367.					
14. The Children's Marching Song		9	9		
By Sharp-Arnold—Published by Miller (ASCAP) BEST SELLING RECORDS: Mitch Miller, Col 41317; Cyril Stapleton, London 1851. RECORDS AVAILABLE: Ingrid Bergman Orphan Choir, 20th Fox 126; Lennon Sisters, Brunswick 55113; Norman Leyden Child's World Ork, Vic WBY-106.					
15. Pink Shoe Laces		21	2		
By Mickie Brant—Published by Pioneer (BMI) BEST SELLING RECORD: Dodie Stevens, Crystalette 724.					
16. I Cried a Tear		13	9		
By Al Julia—Published by Progressive (BMI) BEST SELLING RECORD: LaVern Baker, Atlantic 2007. RECORD AVAILABLE: Ernest Tubb, Dec 30872.					
17. May You Always		14	10		
By Larry Markes-Dick Charles—Published by Hecht-Lancaster & Buzzell (ASCAP) BEST SELLING RECORD: McGuire Sisters, Coral 62059.					
18. Tall Paul		17	8		
By Bob Roberts-Bob Sherman-Dick Sherman—Published by Music World-Wonderland (BMI) BEST SELLING RECORD: Annette, Disneyland 118. RECORD AVAILABLE: Judy Harris, Surf 5023.					
19. She Say (Oom Dooby Doom)		20	6		
By Mann-Anthony—Published by Stratton (BMI) BEST SELLING RECORD: Diamonds, Mer 71404.					
20. It's Late		23	2		
By D. Burnette—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5565.					

Third Ten

21. 16 Candles		16	13		
By Dicson-Khent—Published by January (BMI) RECORD AVAILABLE: Crests, Coed 506.					
22. Please, Mr. Sun		-	1		
By Getzoo-Frank—Published by Weiss & Barry (BMI) RECORDS AVAILABLE: Tommy Edwards, M-G-M 11134 and 12757.					
23. Smoke Gets in Your Eyes		24	17		
By Harbach-Kearns—Published by Harms (ASCAP) RECORDS AVAILABLE: Richard Barrett, MGM 12616; Harry Belafonte, Jubilee 5035; Earl Bostic, King 4570; Connee Boswell, Dec 25055; Carmen Cavallaro, Deo 24185; Dennis Day, Cap 1610; Jerry Gray, Deo 27450; Gordon Jenkins, Dec 27166; Guy Lombardo, Dec 23996; Platters, Mer 71383; Tab Smith, Argo 5323; Fred Waring, Dec 23728.					
24. All American Boy		18	10		
By Bill Parsons-Orville Lunsford—Published by Buckeye (ASCAP) RECORD AVAILABLE: Bill Parsons, Fraternity 835.					
25. Nola		-	3		
By Skylar-Arndt—Published by Fox (ASCAP) RECORDS AVAILABLE: Deep River Boys, Galant 101; Keys and Klef, Colpix 111; Guy Lombardo, Decca 27178; Hack Swain Piano, Cardinal 1029; Morgan Brothers, M-G-M 12747; Three Suns, Vic 0228; Ted Weems, Decca 25105; Billy Williams, Coral 62069; Big Guitar, Hanover 4518; Larry Elgart, RCA Victor 7461; Vincent Lopez, Carlton 503.					
26. My Happiness		22	14		
By Peterson & Bergantine—Published by Happiness (ASCAP) RECORDS AVAILABLE: Ella Fitzgerald, Deo 24446; Connie Francis, MGM 12738; Mulcays, GNP 131; Pied Piper, Cap 1628; Ron Roth Trio, Cardinal 1003; Jon Steele & Sondra, Coral 65516; Townsman, Cardinal 1032.					
27. It Doesn't Matter Anymore		26	2		
By Paul Anka—Published by Spanka (BMI) RECORD AVAILABLE: Buddy Holly, Coral 62074.					
28. I Got a Wife		28	6		
By Mascal-Wenzloff—Published by Pure (BMI) RECORDS AVAILABLE: Pee Wee King, Todd 1009; Mark IV, Mer 71403.					
29. Rawhide		-	1		
By Grant-Wray—Published by Andval (BMI) RECORD AVAILABLE: Link Wray, Epic 9300.					
29. Sea Cruise		-	1		
By Huey Smith—Published by Ace (BMI) RECORD AVAILABLE: Frankie Ford, Ace 554.					

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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.

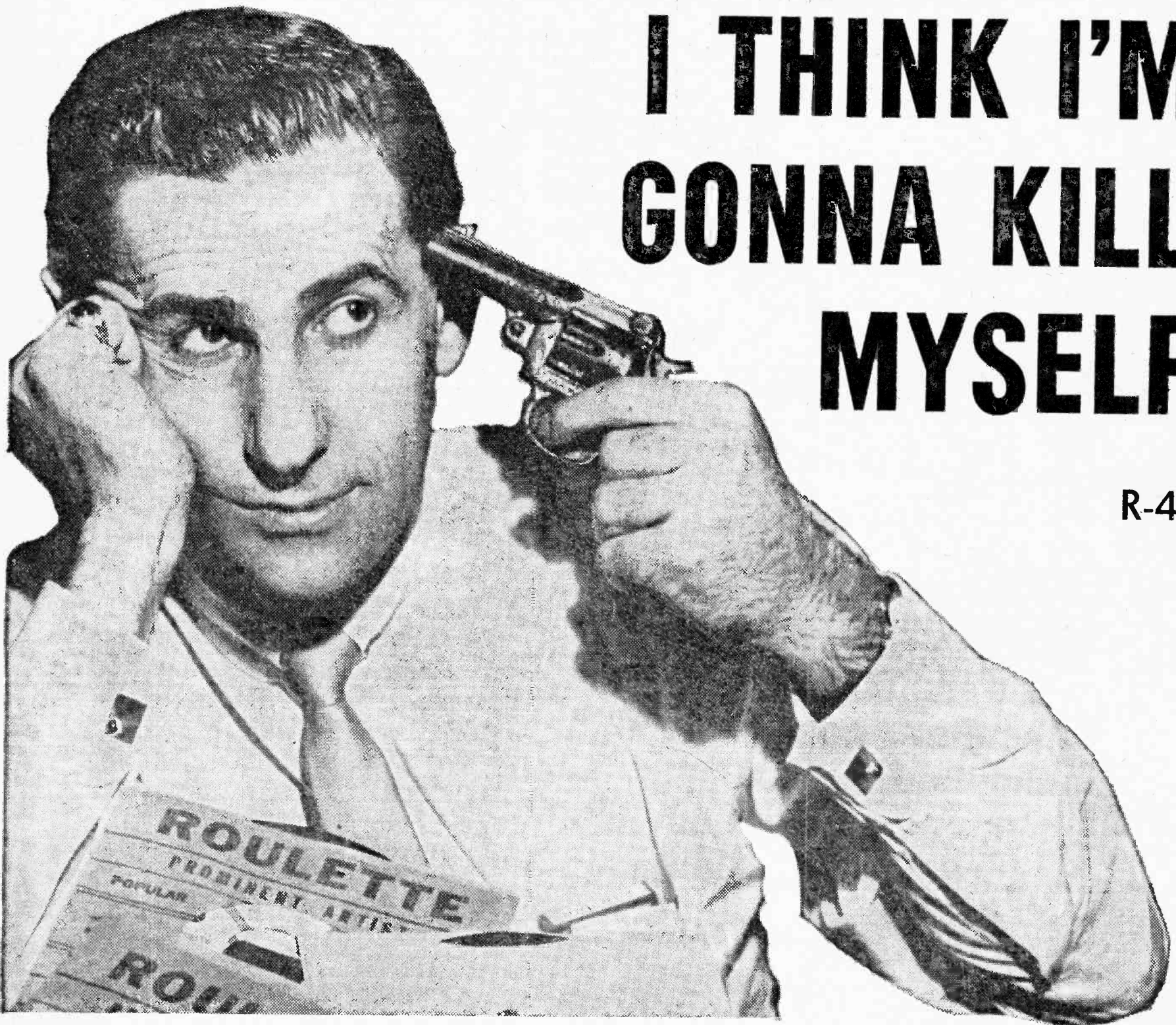
This Is JOE KOLSKY, Executive Vice-President of Roulette Records

He's so excited about the new **BUDDY KNOX** record

he says, "If This Isn't A Hit

**I THINK I'M
GONNA KILL
MYSELF"**

R-4140



Keep Your Singles Business Alive (and Joe Kolsky, too)

A sound bet . . . buy

ORDER THIS BUDDY KNOX SMASH NOW!



ROULETTE

The
Billboard

HOT 100

FOR THE WEEK
ENDING
MARCH 29

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
7	1	1	1		VENUS	Frankie Avalon, Chancellor 1031	7
3	2	2	2		CHARLIE BROWN	Cnasters, Atco 6132	8
10	5	3	3		ALVIN'S HARMONICA	David Seville and the Chipmunks, Liberty 55179	6
15	7	4	4		IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	9
22	15	8	5		TRAGEDY	Thomas Wayne, Fernwood 109	19
—	55	16	6	★	COME SOFTLY TO ME	Fleetwoods, Dolphin 1	3
13	6	6	7		I'VE HAD IT	Bell Notes, Time 1004	10
1	3	5	8		STAGGER LEE	Lloyd Price, ABC-Paramount 9972	16
41	19	9	9		NEVER BE ANYONE ELSE BUT YOU	Ricky Nelson, Imperial 5565	5
2	4	7	10		DONNA	Ritchie Valens, Del-Fi 4110	18
49	33	17	11		PINK SHOELACES	Dodie Stevens, Crystalette 724	6
8	12	10	12		PETER GUNN THEME	Ray Anthony, Capitol 4041	12
5	8	11	13		PETITE FLEUR	Chris Barber's Jazz Band, Laurie 3022	11
6	9	12	14		I CRIED A TEAR	LaVern Baker, Atlantic 2007	16
12	13	14	15		TALL PAUL	Annette, Disneyland 118	12
11	11	13	16		HAWAIIAN WEDDING SONG	Andy Williams, Cadence 1358	13
91	44	21	17		IT'S LATE	Ricky Nelson, Imperial 5565	4
39	37	25	18		PLEASE, MR. SUN	Tommy Edwards, M-G-M 12757	6
21	20	18	19		SHE SAY (OOM DOOBY DOOM)	The Diamonds, Mercury 71404	9
45	36	20	20		IT DOESN'T MATTER ANYMORE	Buddy Holly, Coral 62074	5
4	10	15	21		16 CANDLES	Crests, Coed 506	18
19	16	22	22		MAY YOU ALWAYS	McGuire Sisters, Coral 62059	12
55	43	27	23		RAWHIDE	Link Wray, Epic 9300	9
43	35	33	24		SEA CRUISE	Frankie Ford, Ace 554	7
9	14	19	25		ALL AMERICAN BOY	Bill Parsons, Fraternity 835	14
20	18	23	26		THE CHILDREN'S MARCHING SONG	Mitch Miller, Columbia 41317	11
83	45	43	27	★	SINCE I DON'T HAVE YOU	The Skyliners, Calico 103	6
25	27	24	28		I GOT A WIFE	Mark IV, Mercury 71403	9
14	17	26	29		LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	18
28	41	30	30	★	LA BAMBA	Ritchie Valens, Del-Fi 4110	13

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
28	30	32	31		THE STORY OF MY LOVE	Conway Twitty, M-G-M 12748	9
93	79	47	32	★	THE MORNING SIDE OF THE MOUNTAIN	Tommy Edwards, M-G-M 12757	4
—	81	52	33	★	GUITAR BOOGIE SHUFFLE	The Virtues, Hunt 324	3
29	29	31	34		(ALL OF A SUDDEN) MY HEART SINGS	Paul Anka, ABC-Paramount 9987	14
30	32	35	35		THE LONELY ONE	Duane Eddy, Jamie 1117	10
62	48	44	36		TOMBOY	Perry Como, RCA Victor 7464	5
23	23	30	37		THE CHILDREN'S MARCHING SONG	Cyril Stapleton, London 1851	11
—	86	60	38	★	THIS SHOULD GO ON FOREVER	Rod Bernard, Argo 5327	3
71	60	38	39		THE HANGING TREE	Marty Robbins, Columbia 41325	8
24	26	28	40		GOODBYE BABY	Jack Scott, Carlton 493	15
72	65	57	41	★	WHERE WERE YOU (ON OUR WEDDING DAY)?	Lloyd Price, ABC-Paramount 9997	4
75	64	55	42	★	IF I DIDN'T CARE	Connie Francis, M-G-M 12769	4
42	42	45	43		FIRST ANNIVERSARY	Cathy Carr, Roulette 4125	9
40	47	42	44		NOLA	Billy Williams, Coral 62069	9
16	25	40	45		SMOKE GETS IN YOUR EYES	Platters, Mercury 71383	19
70	54	46	46		NO OTHER ARMS, NO OTHER LIPS	Chordettes, Cadence 1361	4
52	49	51	47		MATILDA	Cookie and His Cupcakes, Judd 1002	10
26	31	29	48		WITH THE WIND AND THE RAIN IN YOUR HAIR	Pat Boone, Dot 15888	11
—	90	58	49		I GO APE	Nell Sedaka, RCA Victor 7473	3
17	21	37	50		MY HAPPINESS	Connie Francis, M-G-M 12738	16
36	41	48	51		PRETTY GIRLS EVERYWHERE	Eugene Church, Class 235	13
31	34	34	52		APPLE BLOSSOM TIME	Tab Hunter, Warner Brns. 5032	8
56	56	50	53		WHEN THE SAINTS GO MARCHING IN	Fats Domino, Imperial 5569	6
18	22	36	54		GOTTA TRAVEL ON	Billy Grammer, Monument 400	18
68	58	56	55		MIDNIGHT OIL	Charlie Blackwell, Warner Bros. 5031	7
—	66	61	56		EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 2018	3
—	—	68	57	★	HAPPY ORGAN	Baby Cortez, Clock 1009	2
76	67	62	58		I'M NEVER GONNA TELL ON YOU	Jimmie Rodgers, Roulette 4129	5
58	59	59	59		TELLING LIES	Fats Domino, Imperial 5569	6
—	—	96	60	★	HEAVENLY LOVER	Teresa Brewer, Coral 62084	2

THE INDUSTRY'S FASTEST AND MOST COMPLETE PROGRAMMING AND BUYING GUIDE

These 100 sides are listed in order of their national POPULARITY, as determined by weekly local studies prepared

for The Billboard in markets representing a cross-section of the United States. These studies reflect sales registered for each disk up to press time.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
34	39	54	61		THERE MUST BE A WAY	Joni James, M-G-M 12746	10
38	51	63	62		PLAIN JANE	Bobby Darin, Atco 6133	9
50	57	65	63		NOLA	Morgan Brothers, M-G-M 12747	7
—	—	—	64	★	A FOOL SUCH AS I	Elvis Presley, RCA Victor 7506	1
—	—	100	65	★	YEAH YEAH	Dale Hawkins, Checker 916	2
—	—	84	66	★	SORRY, I RAN ALL THE WAY HOME	The Impalas, Cub 9022	2
89	80	76	67		MOONLIGHT SERENADE	The Rivas, Coed 508	7
33	38	49	68		DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	10
27	24	39	69		MANHATTAN SPIRITUAL	Reg Owen Ork, Palette 5005	16
57	68	67	70		BLAH, BLAH, BLAH	Nicola Paone, ABC-Paramount 9993	7
100	87	79	71		THE ANSWER TO A MAIDEN'S PRAYER	June Valli, Mercury 71422	4
—	—	—	72	★	TIAJUANA JAIL	Kingston Trio, Capitol 4167	1
—	—	—	73	★	FRIED EGGS	Intruders, Fame 101	1
—	85	81	74		BALLAD OF A GIRL AND BOY	Graduates, Shan-Todd 0055	3
35	46	64	75		LITTLE SPACE GIRL	Jesse Lee Turner, Carlton 496	12
—	—	87	76		AS TIME GOES BY	Johnny Nash, ABC-Paramount 9996	2
32	40	53	77		A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	23
—	—	98	78	★	COME TO ME	Marv Johnson, United Artists 160	2
—	—	—	79	★	WISHFUL THINKING	Little Anthony and the Imperials, End 1039	1
—	—	—	80	★	COME SOFTLY TO ME	Ronnie Height, Dore 516	1
—	—	—	81	★	THE BEAT	Rockin' R's, Tempus 7541	1
—	—	—	82	★	RECORD HOP BLUES	The Quarter Notes, Wizz 715	1
81	—	89	83		HURTIN' INSIDE	Brook Benton, Mercury 71394	4
84	82	95	84		SHIRLEY	John Fred, Montel 1002	5
—	—	—	85	★	TELL HIM NO	Travis and Bob, Sandy 1017	1
46	63	71	86		NOBODY BUT YOU	Dee Clark, Abner 1019	17
—	95	93	87		TEARDROPS ON YOUR LETTER	Hank Ballard and the Midnighters, King 5171	3
64	52	74	88		AMBROSE (PART 5)	Linda Laurie, Glory 290	9
—	93	85	89		I KNEEL AT YOUR THRONE	Joe Medlin, Mercury 71415	3
—	94	88	90		BECAUSE YOU'RE YOUNG	Himmie Rodgers, Roulette 4129	3

THE BILLBOARD'S BEST BUYS

These records have shown the greatest national SALES BREAKOUT potential this week for the first time. Action sides are listed in capital letters.

POP

- A FOOL SUCH AS I I NEED YOUR LOVE TONIGHT Elvis Presley
(Leeds, ASCAP) (Gladys, ASCAP) RCA Victor 7506
- YEAH YEAH Dale Hawkins
(Bon Bob-Bel Aire, BMI) Lonely Nights (Ace, BMI) Checker 916
- TIAJUANA JAIL The Kingston Trio
(Falstaff, BMI) Oh Cindy (Beechwood, BMI) Capitol 4167
- FRIED EGGS The Intruders
(Aurelio, BMI) Jefferie's Rock (Aurelio, BMI) Fame 101
- COME TO ME Marv Johnson
(Jobete, BMI) Whisper (Gordy-Jobete, BMI) United Artists 160
- AS TIME GOES BY Johnny Nash
(Harms, ASCAP) The Voice of Love (Gold, ASCAP) ABC-Paramount 9996

The above are previous Billboard Spotlight picks

- HEAVENLY LOVER Teresa Brewer
(Skidmore, ASCAP) Fair Weather Sweetheart (Willow, ASCAP) Coral 62084
- SORRY, I RAN ALL THE WAY HOME The Impalas
(Figure, BMI) Fool, Fool, Fool (Figure, BMI) Cub 9022

C&W

- WHAT GOES ON IN YOUR HEART Webb Pierce
(Cedarwood, BMI) A Thousand Miles to Go (Cedarwood, BMI) Decca 30858

A previous Billboard Spotlight pick

R&B

NO SELECTIONS THIS WEEK

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	—	91		FOR A PENNY	Pat Boone, Dot 15914	1
53	69	69	92		THE SHAG	Billy Graves, Monument 401	9
—	—	—	93		ENCHANTED	The Platters, Mercury 71247	1
59	61	70	94		LOVERS NEVER SAY GOODBYE	Flamingos, End 1035	10
—	—	—	95		JIMMY KISS AND RUN	Diane Maxwell, Challenge 59039	1
—	—	—	96		SIX NIGHTS A WEEK	The Crests, Coed 509	1
—	—	—	97		THAT'S WHY	Jackie Wilson, Brunswick 55121	1
—	—	—	98		SOMEONE	Johnny Mathis, Columbia 41355	1
—	—	—	99		TELL HIM NO	Dean and Marc, Bullseye 1025	1
—	—	—	100		SWEET ANNIE LAURIE	Sammy Turner and the Twisters, Big Top 3007	1

• 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	Title
1		1	HAWAIIAN WEDDING SONG (Pickwick)
2		2	MAY YOU ALWAYS (Hecht, Lancaster & Buzzell)
3		3	MY HAPPINESS (Happiness)
4		4	CHILDREN'S MARCHING SONG (Miller)
5		5	NOLA (Fox)
6		9	VENUS (Rambled-Lansdale)
7		6	SMOKE GETS IN YOUR EYES (Harms)
8		7	PETITE FLEUR (Hill & Range)
9		8	ALVIN'S HARMONICA (Monarch)
10		10	PETER GUNN THEME (Northridge)
11		11	THERE MUST BE A WAY (Valando)
12		12	GOTTA TRAVEL ON (Sanga)
13		14	16 CANDLES (January)
14		1	CHARLIE BROWN (Tiger)
15		1	TOMBOY (Roncom)

• Best Selling Sheet Music in Britain

(For week ending March 14)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Side	Title	Artist
Saddle—Mills (Mills)	Sing Little Birdie—Good Music (Zodiac)	
As I Love You—Macmelodies (Northern)	Apple Blossom Time—Francis Day (Vogel)	
A Pub With No Beer—Good Music (St. Lawrence)	The Wonderful Secret of Love—Leeds (Leeds)	
Smoke Gets in Your Eyes—Sterling (Harms)	Trudie—Henderson (Kassner)	
The Little Drummer Boy—Bregman, Vocco & Conn (Bregman, Vocco & Conn)	The Day the Rains Came—John-Fields (Garland)	
Gigi—Chappell (Chappell)	To Know Him Is to Love Him—Bourne (Warman)	
Kiss Me Honey Honey—Lakeview (Leeds)	Last Night on the Back Porch—Keith-Prowse (Skidmore)	
Does Your Chewing Gum Lose Its Flavor—Feldman (Mills)	A Certain Smile—Robbins (Robbins)	
The World Outside—Keith Prowse (Chappell)	Petite Fleur—Greenwich (Hill & Range)	
My Happiness—Sterling (Belasco)	Baby Face—Francis Day (Remick)	

• Best Selling Pop Records in Britain

(For week ending March 14)

Printed thru the courtesy of the "New Musical Express," Britain's foremost musical publication.

This Week	Last Week	Title
1	2	SMOKE GETS IN YOUR EYES—Platters (Mercury)
2	1	AS I LOVE YOU—Shirley Bassey (Philips)
3	3	A PUB WITH NO BEER—Slim Dusty (Columbia)
4	6	SIDE SADDLE—Russ Conway (Columbia)
5	11	MY HAPPINESS—Connie Francis (M-G-M)
6	6	PETITE FLEUR—Chris Barber (Pye-Nixa)
7	15	GIGI—Billy Eckstine (Mercury)
8	20	STAGGER LEE—Lloyd Price (HMV)
9	4	LITTLE DRUMMER BOY—Beverly Sisters (Decca)
10	5	KISS ME, HONEY HONEY, KISS ME—Shirley Bassey (Philips)
11	8	DOES YOUR CHEWING GUM LOSE ITS FLAVOR?—Lonnie Donegan (Pye-Nixa)
12	10	MY HEART SINGS—Paul Anka (Columbia)
13	16	IT DOESN'T MATTER ANYMORE—Buddy Holly (Coral)
14	18	TOMBOY—Perry Como (RCA)
15	9	I GOT STUNG/ONE NIGHT—Elvis Presley (RCA)
16	19	WONDERFUL SECRET OF LOVE—Robert Earl (Philips)
17	—	C'MON EVERYBODY—Eddie Cochran (London)
18	21	I'LL REMEMBER TONIGHT—Pat Boone (London)
19	13	TO KNOW HIM IS TO LOVE HIM—Teddy Bears (London)
20	14	LITTLE DRUMMER BOY—Harry Simeone (Top-Rank), by arrangement with "New Musical Express"

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The **Billboard**
HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1	DON'T TAKE YOUR GUNS TO TOWN 10	Johnny Cash, Columbia 41313	10
3	2	2	2	WHEN IT'S SPRINGTIME IN ALASKA 11	Johnny Horton, Columbia 41308	11
4	3	3	3	WHO CARES! 8	Don Gibson, RCA Victor 7437	8
8	8	8	4	WHICH ONE IS TO BLAME! 12	Wilburn Brothers, Decca 30787	12
2	4	4	5	BILLY BAYOU 20	Jim Reeves, RCA Victor 7380	20
6	5	5	6	COME WALK WITH ME 15	Wilma Lee, Stoney Cooper, Hickory 1085	15
—	13	9	7	WHITE LIGHTNING 3	George Jones, Mercury 71406	3
13	11	11	8	THAT'S WHAT IT'S LIKE TO BE LONESOME 11	Ray Price, Columbia 41309	11
—	—	17	9	MOMMY FOR A DAY 4	Kitty Wells, Decca 30804	4
22	17	10	10	I'M IN LOVE AGAIN 6	George Morgan, Columbia 41318	6
5	6	6	11	COUNTRY MUSIC IS HERE TO STAY 21	Simon Crum, Capitol 4073	21
16	15	13	12	THAT'S WHAT IT'S LIKE TO BE LONESOME 12	Bill Anderson, Decca 30773	12
12	9	7	13	I'VE RUN OUT OF TOMORROWS 17	Hank Thompson, Capitol 4085	17
11	19	21	14	BEYOND THE SHADOW 5	Browns, RCA Victor 7427	5
20	20	26	15	BEST YEARS OF MY LIFE 10	Carl Smith, Columbia 41290	10
10	12	12	16	DARK HOLLOW 10	Jimmy Skinner, Mercury 71387	10
7	7	14	17	LIFE TO GO 21	Stonewall Jackson, Columbia 41257	21
24	16	15	18	GOTTA TRAVEL ON 4	Bill Monroe, Decca 30809	4
—	29	23	19	KNOXVILLE GIRL 5	Louvin Brothers, Capitol 4117	5
—	—	19	20	CHIP OFF THE OLD BLOCK 2	Eddy Arnold, RCA Victor 7435	2
—	28	22	21	HANGING TREE 3	Marty Robbins, Columbia 41325	3
—	—	—	22	LIFE TO LIVE 1	Billy Morgan, Starday 420	1
19	18	29	23	MY REASON FOR LIVING 6	Ferlin Husky, Capitol 4123	6
29	26	20	24	A LONG TIME AGO 8	Faron Young, Capitol 4113	8
9	10	16	25	GOTTA TRAVEL ON 12	Billy Grammer, Monument 400	12
—	—	—	26	POOR OLD HEARTSICK ME 1	Margie Bowes, Hickory 7094	1
15	14	—	27	PICK ME UP ON YOUR WAY DOWN 22	Charlie Walker, Columbia 41211	22
17	23	—	28	YANKEE GO HOME 4	Goldie Hill, Decca 30826	4
23	25	—	29	LAST NIGHT AT A PARTY 8	Faron Young, Capitol 4113	8
—	—	—	30	I'M LETTING YOU GO 3	Webb Pierce, Decca 30789	3

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The **Billboard**
HOT R & B SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
3	1	1	1	IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	7
2	2	2	2	I CRIED A TEAR	LaVern Baker, Atlantic 2007	14
7	4	3	3	CHARLIE BROWN	Coasters, Aco 6132	6
1	3	4	4	STAGGER LEE	Lloyd Price, ABC-Paramount 9927	15
4	5	5	5	LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	19
5	8	8	6	TRY ME	James Brown, Federal 12337	20
—	10	7	7	TEARDROPS ON YOUR LETTER	Hank Ballard and the Midnighters, King 5171	3
9	9	9	8	THE RIGHT TIME	Ray Charles, Atlantic 2010	12
8	6	6	9	PRETTY GIRLS EVERYWHERE	Eugene Church, Class 238	14
19	15	16	10	VENUS	Frankie Avalon, Chancellor 1031	4
—	20	15	11	COME TO ME	Mary Johnson, United Artists, 160	3
—	—	—	12	COME SOFTLY TO ME	Fleetwoods, Dolphin 1	1
—	23	13	13	TELLING LIES	Fats Domino, Imperial 5569	3
18	26	24	14	NO REGRETS	Jimmy Barnes, Gibraltar 101	6
11	11	11	15	DNNA	Ritchie Valens, Del-Fi 4110	8
—	—	22	16	WHAT MAKES YOU SO TOUGH!	Teddy Humphries, King 5182	2
—	—	28	17	I'M SORRY	Bo Diddley, Checker 913	2
—	14	10	18	EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 32018	3
—	—	—	19	WHERE WERE YOU (ON OUR WEDDING DAY)?	Lloyd Price, ABC Paramount 9997	1
—	—	25	20	SINCE I DON'T HAVE YOU	Skyliners, Calico 103	2
—	—	19	21	I'VE HAD IT	Bell Notes, Time 1004	2
14	13	18	22	PETER GUNN THEME	Ray Anthony, Capitol 4041	5
20	18	20	23	ALL AMERICAN BOY	Bill Parsons, Fraternity 835	7
—	29	21	24	PLEASE, MR. SUN	Tommy Edwards, M-G-M 11134	3
—	28	17	25	LOVE'S BURNING FIRE	Beverly Ann Gibson, Deb 506	3
13	22	26	26	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	23
10	12	14	27	SMOKE GETS IN YOUR EYES	Platters, Mercury 71363	15
—	—	—	28	SO FINE	Fleetas, Old Town 1062	1
—	—	—	29	IF I DIDN'T CARE	Connie Francis, M-G-M 12769	1
—	—	—	30	MONSTER PARTY	Bill Doggett, King 5176	1

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THE MEDALLIONS

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THE FABULOUS PEARLS

SALES PACKED SINGLES

- From the album "SLOPPY'S HOUSE PARTY"
 Three and Four Times #447
 The Tent Pole #450
 Texas Hospitality #449

ALL TIME BEST SELLING SINGLES

- Earth Angel—The Penguins #348
 Buick 59—The Letter—The Medallions #347
 Heaven and Paradise—Don Julian #359

BEST SELLING ALBUMS

- Best Vocal Groups—Penguins—Medallions .. #204
 Laff of the Party—Redd Foxx #214
 The Sidesplitter—Redd Foxx #253
 Night in Hollywood—George Kirby #250

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The Billboard Reviews

THIS WEEK'S SINGLES

Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

★★★★

GUY MITCHELL

★★★★ **Pride O' Dixie**
COLUMBIA 41359—Mitchell chants a march with confederate overtones. He sings it with plenty of style and sound and it could move the chanter back on the hit scene. (Joy, ASCAP)

★★★ **Alias Jesse James**
A saga of the old West is told smartly by Mitchell. Good chanting, backing and sound can make this a contender, too. A good coupling. (United Artists, ASCAP)

ALMA COGAN

★★★★ **Last Night on the Back Porch**
CAPITOL 4170—English thrush has liting. This is a big hit for British anary in England. She sings pertly on the catchy oldie. (Shapiro-Bernstein, ASCAP)

★★★ **Mama Says**
Doris Day-type sound on this sprightly ditty with clever lyrics. Merits spins. (Planetary, ASCAP)

ED TOWNSEND

★★★★ **Don't Ever Leave Me**
CAPITOL 4171—Townsend is cleffer of this tune that's more along the lines of some of his former big sides. Good, sincere chant. Side has a chance. (Fairway, BMI)

★★★ **Lover Come Back to Me**
The Romberg-Hammerstein evergreen is given a smart, medium-paced reading by Townsend. It's from the chanter's LP, and it's a bit of a switch for him. Great Nelson Riddle backing. (Harms, ASCAP)

THE BEATNIKS

★★★★ **Beat Generation**
PERFORMANCE 500—Interesting lyric with haunting r.&r.-styled melody. Good off-beat jockey side. (Dynasty, BMI)

★★★ **Get Yourself a Ready**
Group chants in okay fashion on folk-type catchy ditty. (Dynasty, BMI)

THE FOUR ESQUIRES

★★★★ **Non E Cosi**
PARIS 531—A pleasant harmony styled reading of an Italian based tune. Backing triplets behind the big band sound. Can

catch spins. (Greta-Schaeffers, BMI)

★★ **Lucky Old Sun**
The group gives the well known tune a jumping, rocking version. Robbins, ASCAP)

★★★

KATHY LINDEN

★★★ **Goodbye, Jimmy, Goodbye**
FELSTED 8571—Miss Linden sings a pretty, pretty tune of a folk nature. It's backed by a harmonica and the sound is mighty pleasant. Watch this. (Knollwood, ASCAP)

★★★ **Heartaches at Sweet Sixteen**
A bright, bouncy tome of what it feels like to be sweet sixteen. The little lady has her troubles and the whole idea is keyed to the teeners. Two nice sides. (Iris-Trojan, BMI)

JILL COREY

★★★ **Dream Boy**
COLUMBIA 41360—The gal sings up a storm on a bright, march styled effort. Has a big, exciting sound and it could move. (Hecht-Lancaster & Buzzell, ASCAP)

★★★ **Love Will Find Out the Way**
The thrush sings a meditative opus with harpsichord backing. Tune is from upcoming Broadway legit "First Impressions." Flip has more to offer. (Stratford, ASCAP)

DELLA REESE

★★★ **Once Upon a Dream**
JUBILEE 5369—A mighty fancy reading of the tune based on a theme from Tchaikovsky's "Sleeping Beauty," now featured in the pic of the same title. Worth spins. (Disney, ASCAP)

★★★ **Time Was**
A fine older tune, once featured by the Jimmy Dorsey band, gets an updating by Miss Reese. Pleasant wax and either side is worth attention. (Peer, BMI)

MALCOLM DODDS

★★★ **Deep Inside**
DECCA 30857—Malcolm Dodds sells this listenable ballad with a lot of feeling, over good choral and ork support. Deserves exposure. (Mellin, BMI)

★★★ **Tremble**
Another good performance by Dodds here, this time on a driving rocker in the nature of "Fever." Both sides have a chance for loot if exposed. (Mellin, BMI)

DICK HYMAN & SAM (THE MAN) TAYLOR

★★★ **Look Up**
M-G-M 12772—Uncommonly fine blues instrumental with outstanding performances by Hyman on organ and Taylor on tenor. Side is full of heart. (Roger, ASCAP)

DICK HYMAN

★★★ **Show Me the Way to Go Home**
Instrumental reading of the standard. Hyman does a beautiful job at the organ—classy and with beat. (Harms, ASCAP)

LEROY HOLMES ORK.

★★★ **The Daughter of Rosie O'Grady**
METRO 29021—An adaptation of an old tune is done in sprightly cha cha fashion by the Holmes ork. Sound is exceptionally good. A good box record. (Witmark, ASCAP)

★★★ **Big City Cha Cha**
This is the old tune, "Sidewalks of New York," set to cha cha tempo. A good coupling for the dancers. (Allendale, BMI)

OTIS WILLIAMS

★★★ **My Prayer Tonight**
DELUXE 6183—Williams with the Charms present a slow, triplet-backed ballad in pleasant style. Good performance. (Jay & Cee, BMI)

★★★ **Watch Dog**
I don't want a girl being a watchdog over me, he shouts. A slow blues gets a solid reading by Williams and the boys. Good sound and it could catch action. (Jay & Cee, BMI)

BEVERLY ROSS

★★★ **Say Hello**
COLUMBIA 41364—Miss Ross turns in some mighty pleasant thrashing on a countryish weeper tune. It's done to a slow rock backing. Worth spins. (Marks, BMI)

★★★ **Secret Tears**
This might be called a rock-a-waltz and again the results are good listening. Sides could move if plugged. (Marks, BMI)

QUINCY JONES ORK.

★★★ **The Syncopated Clock**
MERCURY 71425—Attractive instrumental treatment of the catchy Leroy Anderson theme. Strong jockey wax. (Mills, ASCAP)

★★★ **Tuxedo Junction**
Another sock jockey item. Jones accords the great standard a show-wise, infectious instrumental treatment. (Lewis, ASCAP)



Pop Records

THE EVERLY BROTHERS

TAKE A MESSAGE TO MARY (Acuff-Rose, BMI)
POOR JENNY (Acuff-Rose, BMI)

The lads have two great sides that should show strongly. "Message" is an intriguing tale about a gent who turns bad when he loses his love. "Jenny" is a spirited countryish rocker. Both are hot efforts.

Cadence 1364

RITCHIE VALENS

THAT'S MY LITTLE SUZIE (Kemo, BMI)
IN A TURKISH TOWN (Kemo, BMI)

The late artist has two powerful efforts that should appeal to his fans. "Suzie" is a rocker in the rockabilly tradition that really moves. "Turkish Town" has a slight Oriental flavor, and it's given a soft chant with quiet ork backing.

Del-Fi 4114

THE FOUR LADS

MEET ME TONIGHT IN DREAMLAND
(Shapiro-Bernstein, ASCAP)
THE FOUNTAIN OF YOUTH (Dufferin, ASCAP)

Listenable harmonies, as usual, by the foursome on two potent entries. They handle "Meet Me Tonight" with a hit sound. The flip is also a fine piece of material that should pull plenty of sales.

Columbia 41365

CLYDE McPHATTER

I TOLD MYSELF A LIE (Wemar, BMI)
THE MASQUERADE IS OVER
(DeSylva, Brown & Henderson, ASCAP)

McPhatter's first for his new label appears a two-sided olick. Top side is a classy reading of a new rockballad with good ork support, while the flip spots a listenable go on the evergreen. Both can score.

M-G-M 12780

JONI JAMES

I STILL GET A THRILL (Words & Music, ASCAP)
PERHAPS (Parliament, ASCAP)

The thrush turns in winsome readings of two lovely ballads that should account for a heap of sales. "I Still," the oldie, is given a warm stint with lush ork support. "Perhaps," is treated equally well and can also figure.

M-G-M 12779

BILL PARSONS

EDUCATED ROCK AND ROLL (Criterion, ASCAP)
CAREFREE WANDERER (Gil, BMI)

Parsons could make it two in a row with his latest attempts. "Educated Rock and Roll" is a declarative blues belted with vigor. The lyrics are catchy. Flip is a calypso chanted with equal appeal. Strong coupling.

Fraternity 838

THE CHAMPS

CARAMBA (Jat, BMI)
MOONLIGHT BAY (Remick, ASCAP)

This is their best since "Tequila." "Caramba" is very much on that order with a contagious, danceable beat. "Moonlight Bay" is basically an instrumental in the Billy Vaughn style with occasional lyric segs. Two fine sides.

Challenge 59043

JIMMY WHALIN

MADRE MI (Marchester, BMI)

The artist debuts with a strong warble of a lovely tune with excellent ork support. A trumpet echoes the singer on the lush side, and it appears a hot bet to make it. Flip is "Lost Love" (Marchester, BMI).

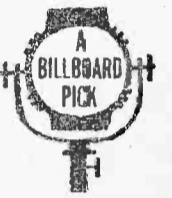
Roulette 4142

JODY REYNOLDS

GOLDEN IDOL (Elizabeth-Johnsonte, Montei, BMI)
BEULAH LEE (Elizabeth-Johnsonte, Montei, BMI)

"Idol" is a clever song about a cat who has troubles because his gal prefers a recording artist to him. Infectious rocker can olick. "Beulah Lee" is a tribute to a gal. Tune is of the grand Civil War type. It's his strongest since "Endless Sleep."

Demon 1515



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

THE KALIN TWINS

COOL (Sheldon, BMI)
WHEN I LOOK IN THE MIRROR (Cedarwood, BMI)

The twins haven't missed yet, and their latest platter should keep them on the charts. "Cool" is a slow, Latin-tinged tune that is sung in close harmony with light chorus and ork backing. "Mirror" is a moderate-paced rhumba that is also sung with appeal. Decca 30868



BILLY GRAVES

LONG JOURNEY FROM HOME (Combine, BMI)
MIDNIGHT BUS (Offbeat-Cedarwood, BMI)

Graves, who is still scoring with "The Shag," can have a repeater with either of these strong sides. "Journey" is a folkish tune in the Western-type vein that is expressively rendered. "Midnight Bus" is a rocker blues in a Latinish tempo that tells quite an interesting story. Both should step out. Monument 404



Pop Talent

DOUG POWELL

THE WHEEL OF LOVE (Cedarwood, BMI)
TIRED MAN (Champion, BMI)

Powell impresses strongly on these two fine sides. He's a talented new artist who can score with his first tries. "Tired Man" is a peppy item about a gent who's been working all day and expects his gals to make him comfortable. "Wheel" is a topical theme about man's attempt to keep the wheel of love spinning in his favor. Decca 30864



LOUISE CARLYLE

SENTIMENTAL JOURNEY (Morris, ASCAP)

Miss Carlyle interprets the standard brightly in heavy rock fashion. Her dual-track reading is appealing and with exposure, the side could take off. Flip is "Candy" (Feist, ASCAP). Tempus 1511



LOREZ ALEXANDRIA

I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (DeSylva, Brown & Henderson, ASCAP)
YOU'RE MY THRILL (Movietone, ASCAP)

Thrush is a strong new find. Her style is somewhat on the jazz side, tho spins of the classy side should also please pop fans. Backing is good and helps sell the side. "You're My Thrill" is also given a stylish reading with first-rate ork support. King 5189



THE SHYTONES

WHITE BUCKS (Sweeten, BMI)
ANNETTE (Admiration, BMI)

The group bows with two listenable efforts. "Bucks" is a fast-moving, handclappin' tune that is cleverly presented. Flip, "Annette," is a sincere, rockaballad dedication to a chick. Both merit exposure. Spot 14



Pop Disk Jockey Programming

TOMMY TUCKER TIME

MY BLUE HEAVEN (Feist, ASCAP)

A male chorus has the honors on this infectious treatment of the orkster's one-time click. Except for a break on the bridge, the lyrics consist of only the title phrase. Whirls of the spinnable side should please. Flip is "The Man That Comes Around" (Green Bros. & Knight, ASCAP). Sunbeam 128



C&W Records

ERNEST TUBB

I CRIED A TEAR (Progressive, BMI)
I'D RATHER BE (Tubb, BMI)

Tubb has two hot sides that should pull lots of c.&w. coin. He renders a most appealing country version of "Tear," LaVern Baker's current pop smash. Flip, "I'd Rather Be," is a slow, meaningful, philosophical tune. Both are strong sides. Decca 30872



R&B Records

LITTLE WALTER

CRAZY MIXED UP WORLD (Arc, BMI)
MY BABY IS SWEETER (Arc, BMI)

The shouter is great on these two fine sides. "World" is a finger-snappin' rocker that is shouted with savvy. A harmonica fills in on the instrumental portions. "My Baby" is a pounding blues that is also belted with know-how. A good side for r.&b. loot. Checker 919



Publisher for "The White Magnolia Tree," spotlighted in last week's issue of The Billboard, is Frank, ASCAP.

THE PEARLS

★★★ Ugly Face
ON THE SQUARE 320—Exuberant rocker about a homely gal with lively tempo and funny vocal. "Dragnet"-type riff is used on backing. Solid novelty wax with dual-market appeal. (Hooks Sr. & Newkirk, BMI)

★★★ Band of Angels
Feelingful vocal interpretation by lead singer on moving rockaballad with churchy flavor. Another dual-market side. (Dasher & Hooks Sr., BMI)

JIMMY BARNES

★★★ Be Careful With My Love
GIBRALTAR 102—Barnes offers a fervent performance of this ballad. It's done to churchy chords in the backing and a chorus assists. A nice effort. (Gibraltar, BMI)

★★ I Need You so Much
A slow and pounding gospel styled ballad reading. Another pleasant side. (Gibraltar, BMI)

LILLIE BRYANT

★★★ I'll Never Be Free
SWAN 4029—The fine blues ballad in a fetching performance. Arrangement is marked by a chorus and triplet figure. Chick does well. (Laurel, ASCAP)

★★ Smoky Gray Eyes
A new set of lyrics to a reminiscent melody. Side with its triplet figure has an attractive rhythm and touch of folk feeling. It can do okay. (Conely, BMI)

RUSS REGAN

★★★ That's When I Ran
CAPITOL 4169—Regan has a frantic rockabilly sound, much in the Presley tradition. On this good rocker, he's supported by an earthy group of fems. Chanter has a good sound. (Beechwood, BMI)

★★ Joan of Love
A slow, pulsing rockaballad dedicated to "sweet, kind Joan." It's a moving tribute which could reach teens. (Melba-Rikpage, BMI)

GEORGIE AULD ORK.

★★★ In a Little Spanish Town
ABC-PARAMOUNT 10010—The standard is handed a driving instrumental reading by the Auld ork on this attractive Latin-tinged instrumental side. Could grab spins and some juke loot. (Feist, ASCAP)

★★ If I Could Be With You
The fine oldie is played breathily here by Georgie Auld on sax, backed smoothly by the band. Good jock wax. (Remick, ASCAP)

PAUL MARVIN

★★★ Hurry Up
RON 322—Marvin sells this wild effort in driving Jerry Lee Lewis style backed solidly by the band. Side has a sound and a chance for some coin. (Ron, BMI)

★★ Cinderella
Marvin explains the Cinderella story in rock and roll terms on this driving rocker. Cute side. (Ron, BMI)

THE CUBANS

★★★ You've Been Gone So Long
FLASH 133—Happy shout on a blues rocker by the group. It's a danceable item that can collect a fair share of loot. (Reynolds & Andrews, BMI)

★★ Tell Me
Group belts the pounding ballad with beat to listenable effect. Possible coin in pop and r.&b. marts. (Reynolds & Andrews, BMI)

THE JACKSON BROTHERS

★★★ Tell Him No
ATCO 6139—A cover of the Travis and Bob version of the tune, recently bought by Dot. Boys here have a good sound which might pull a bit of the loot. (Burnt Oak, BMI)

★★ Love Me
This is a song which Presley made a hit some time ago. This version would have moderate appeal only. Flip would be the side. (HJI & Range, BMI)

ABBY HOFFER'S TRUMPETS
★★★ Summertime
MADISON 111—The lovely Gershwin tune

from "Porgy and Bess" is handed a first rate reading here by the band, sparked by a fine trumpet lead. Good programming wax. (Gershwin, ASCAP)

★★ The Continental
Good instrumental waxing of the evergreen of the 30's by the Hoffer crew. It deserves spins. (Harms, ASCAP)

JOEY SANDS

★★★ Say You're Mine
EXIT 150—Rich warbling by Sands with effective fem voice assist on melodic Italian-styled ballad. Nice jockey side. Merit exposure. (DeBella, BMI)

★★ September Song
Tender reading by Sands on nostalgic standard with rockaballad backing. (DeSylva, Brown & Henderson, ASCAP)

LEE NOSS

★★★ That's Where I Belong
RAY 301—Noss chants this ballad with a lot of heart. It's a well-made side, with chorus contributing a big sound. (Sheldon, BMI)

★★ You Were Only Fooling
The oldie, done with a rock and roll arrangement. Chanter is okay. (Shapiro-Bernstein, ASCAP)

JOHN SOWELL

★★★ So Help Me Hannah
CITATION 1038—Cat is threatening to leave Hannah, if she doesn't play fair and be true. Tune is a swift rocker-blues, and Sowell gives it a good shout. It can sell. (Marks, BMI)

★ Nightmares
Fast rocker deals with bad dreams. Gimmicked side comes off second to flip. (Topaz, BMI)

NICOLA PAONE

★★★ La Cafeteria
CADENCE 1363—Vocal gimmicks introduce this song that is told in Italian dialect. The story is about a gal who buys a coffee pot. (Paone, BMI)

★★★ Pretty Lady
Folkish tune is also done in dialect. Novelty can create interest. (Paone, BMI)

DICK GLASSER

★★★ Get Thee Behind Me
COLUMBIA 41357—Spiritual-type hand-clapper is given a joyous belt by the talented artist. It's an interesting side that can attract. (Camarillo, BMI)

★★★ Angels in the Sky
Celestial-type rockaballad is warbled with feeling by the new artist with lush, warm chorus and ork backing. It can move. (Ridgeway, BMI)

TOMMY PAYNE

★★★ Fire Engine Red Bandanna
XYZ 601—Side starts with the roar of a motorcycle. A chorus accompanies the artist in telling this minor-keyed, topical rocker. It rates spins. (Conley, BMI)

★★★ Shy Boy
Soft warble by Payne on a pretty rockaballad. He has a sound, and the side could catch on, if exposed. (Conley, BMI)

JOHNNY RIVERS

★★★ Your First and Last Love
DEE DEE 239—Rivers has a good sound, and this well made record spots him in a nice ballad with chorus support. Good talent of a basically country quality. (Dolores, ASCAP)

★★★ The White Cliffs of Dover
Rivers selects one of the saccharine World War II ballads for the up-dated jumping, rocking, triplet-backed treatment. A good rollicking sound on both these sides could create some noise. Rivers has a Domino touch on this side. (Shapiro-Bernstein, ASCAP)

PAUL PEEK

★★★ Short Shortin'
NRC 025—A gimmicky side which has much the flavor of the Coasters. Side is a blues which employs numerous pop song titles. Good performance which is strong enough to pull interest. (Wonder, BMI)

★★★ If
A strong and sensitive chanting job by Peek (Continued on page 52)

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LISTEN TO THE QUIET

• Reviews of New Pop Records

• Continued from page 51

on the oldie. The lad generates considerable excitement with this performance. (4 Star, BMI)

FRANK D'RONE
 ★★★ Yesterdays
MERCURY 71429—D'Rone offers a jazz-inspired reading of the Gershwin oldie. Astaire once had this, too, on a record. Jocks will spin this on basis of its offbeat quality. (New World, ASCAP)

★★ Fascination Rhythm
 the Gershwin oldie. Astaire once had this too on a record. Jocks will spin this on basis of its offbeat quality. (New World, ASCAP)

GARY STITES
 ★★★ Lonely for You
CARLTON 508—Haunting rockaballad is belted with appeal by Stites with a rhythmic chorus and ork assist. He has a sound, and the disk can create interest. (Jones, BMI)

★★ Shine That Ring
 Teen-slanted rocker is given a vigorous shout by the chanter with shuffle-pace beat accompanying. Flip appears to have an edge. (Jones, BMI)

THE IMPRESSIONS
 ★★★ Lovely One
ABNER 1025—Pounding rockaballad shows a fair belt by the crew. Good coupling can appeal in pop and r.&b. maris. (Tollie, BMI)

★★ Senorita I Love You
 Rhythmic ballad with beat is softly charmed by the lead with good group support. It's an unusual tune and can appeal to the kids. (Tollie, BMI)

BILL HALEY AND HIS COMETS
 ★★★ Where'd You Go Last Night
DECCA 30875—Blues-rocker features a pumpin' piano behind Haley's belting. A danceable item that can pull coin. (Northern, ASCAP)

★★ A Fool Such as I
 A bit of a switch for Haley on a ballad type with rhythm support. He gives it a good reading. Side has also been cut recently by Elvis Presley. (Leeds, ASCAP)

THE ENCHANTERS
 ★★★ Touch of Love
ORBIT 532—An interesting, gospel-styled ballad effort that's packed with emotion. Gal really sells this one with good group support. Has a Chantels sound. Worth a look. (Aretic, BMI)

★★ Cafe Bohemian
 An unusual record which starts with a girl's voice, "Where Am I," and the whispered answer, "At the Cafe Bohemia." From there on it's an agreeable soundin' Latinish instrumental with the celestial femme voices floating in the backing. (Aretic, BMI)

DANNY DAVIS
 ★★★ Harlem Nocturne
CABOT 129—Davis shines on trumpet on this haunting oldie. Nice tone. A fine jockey programming item. Side can attract, if exposed. (Shapiro-Berustein, ASCAP)

★★ The Whole Town Knows
 Smooth vocal on a bright tune with light rhythm backing. Flip appears stronger. (Marks, BMI)

PRISCILLA BOWMAN
 ★★★ A Rockin' Good Way
ABNER 1018—Swift rocker-blues also shows a fine shout by Miss Bowman. She has quite a way with a lyric. Side rates spins. With plugging, this could catch on. (Eden-Tollie, BMI)

★★ I Ain't Givin' Up Nothin'
 Chick gives the medium rocker a fine warble with bouncing band backing her all the way. Good debut side on this label. It can attract pop and r.&b. loot. (Eden-Tollie, BMI)

RUTH OLAY
 ★★★ I Wanna Be a Friend of Yours
MERCURY 71453—The gal gives plenty of feeling to this pleasant ballad tune. The Jerry Fielding band provides a nice, easy-swinging backing in something approaching soft-shoes tempo. Side winds up with a tricky harmony, dual-track effort. (Hudson, ASCAP)

★★ On Behalf of the Visiting Firemen
 The oldie by Johnny Mercer and Walter Donaldson gets revived in okay style by Miss Olay. She's backed by the big brass band sound. Can qualify for spins. (Morris, ASCAP)

THE TRAVELERS
 ★★★ I'll Always Be in Love With You
ANDEX 4033—The Travelers come thru with a stylish gospel-type reading of a swinging effort about love, sparked by a strong lead. (Kags & Hermosa, BMI)

★★ I Go for You
 On this side the boys sell a rockaballad with feeling, but the flip side is stronger. (Kags & Hermosa, BMI)

THE GATES
 ★★★ Wrapped in Green Made for a Teen
PEACH 0628—The Gates sell this rocker with spirit over a driving backing as the lead tells about his gal's dancing on the Dick Clark show every day. Listenable wax.

(Lowery, BMI)
 ★★ Letter to Dick Clark
 On this side the chanter reads a letter to Dick Clark on "Bandstand, U.S.A." about his request to bring his girl back to him. Idea is good and side can get spins. (Lowery, BMI)

SCOTT ENGEL
 ★★ Golden Rule of Love
ORBIT 537—Engel offers a pleasant reading of a rockaballad. Moderate chances. (Devorzon & Sterman, BMI)

★★ Sunday
 Engel turns in an okay reading of a pleasant tune from the Broadway hit, "Flower Drum Song." Fair wax. (Williamson, ASCAP)

BOB INGRAM
 ★★ Easter in Hawaii
CAVALIER 879—This is all about what might happen if the guy and his gal were

in Hawaii for the Holiday. Some seasonal play possible. (Dexter, ASCAP)

★★ Lost Coral Beach
 A moderately nice sound here has to do with the South Seas territories. (Dexter, ASCAP)

THE ROBBINS
 ★★ And Everytime
REDHEAD 100—A rhythm side, with a fetching melody line. Fresh-sounding fem voices have an appeal. Arrangement resembles a march pattern. (Beat, BMI)

REDDA ROBBINS
 ★★ Tweedy-Dee
 Lead girl singer is answered by a male chorus in this nostalgia-flavored item. Nice wax. (Beat, BMI)

THE ALLISON SISTERS
 ★★ There Is a Time
BLUE HEN 232—Close harmony by the gals on a moderate beat tune that is somewhat in a honky-tonk vein. Fair prospects. (Vokes, BMI)

★★ Strong Chords of Love
 Ballad of devotion is rhythmically presented by the gals with snappy backing. It can go as well as the flip. (Vokes, BMI)

CHARLES HARGRO
 ★★ Over and Over
DAB 101—Deep-voiced chanter handles this cute rocker with a strong ork and chorus assist. If the side is exposed, this could create interest. It can appeal in both pop and r.&b. maris. (Wemar, BMI)

★★ Baby Oh Baby
 Rockaballad is also strongly warbled by the talented singer. Both sides rate spins. (Wemar, BMI)

MACKY KASPER
 ★★ Morocco
DOT 15906—Well-orked instrumental features trumpet on the Latinish theme. Jocks might like this for adult programming. Pretty melody. (Rex, BMI)

★★ Remembering
 Lovely theme is given a lush instrumental approach by the ork. Also a smooth programming side. (USA Symphony House, ASCAP)

LLOYD LONDON WITH THE YACHTSMEN
 ★★ Cry Baby
DESTINY 530—Shoutin' approach on a rocker blues with okay group support. Some coin possible. (Sue Rob, BMI)

★★ Will There Ever Be a Girl for Me?
 So-so rockaballad intensely sung by the group. (Sue Rob, BMI)

CLIFF CURRY JR.
 ★★ Kiss, Kiss, Kiss
RIDGECREST 1202—Rocker can also appeal in country markets. Curry has lots of vocal gimmicks in his rhythmic presentation. (Peer, BMI)

★★ Crazy for You
 Medium-rocker blues is belted with a chorus and pounding instrumental backing. This can move. (Peer, BMI)

JIM LUCAS
 ★★ Words Are Not Enough for Me
BIG B 1018—Jim Lucas bows on the label with a simple, unaffected reading of a pleasant new ballad, over smooth combo support. (Miller, ASCAP)

★★ A Very Familiar Old Tune
 Attractive novelty effort is sung neatly by Lucas, helped by a vocal group and an

• Reviews and Ratings of New Classical Albums

• Continued from page 42

SEMI-CLASSICAL ★★★
 ★★★ POPS STOPPERS
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 Eight of the most popular semi-classical compositions to be desired for anyone's record collection well performed by the Boston Pops Orchestra under Arthur Fiedler's capable baton. The stereo sound enhances all the selections and especially does well by "In a Persian Market," "Stars and Stripes Forever," and "War March of the Priests."

SEMI-CLASSICAL ★★
 ★★ THE BEST OF STRAUSS
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old-fashioned combo. Two listenable sides.
(Felst, ASCAP)

GEORGE W. JONES
★★ Come Back Baby
RCA VICTOR 7485—George Jones cries
his way thru this tearjerker as he asks his
baby to return. It's done in rocking style
over a chorus and ork support. (Keel &
Miller, BMI)

★★ I'm Just a Fool
Pretty weeper is sold smoothly by Jones
over triplet support and a vocal group.
(Keel & Miller, BMI)

P. HARCOURT FREES
★★ The Skin Diver
CASCADE 5904—A gimmicky novelty, this
is the adventure of a skin diver who finds
a mermaid. It's light, upbeat and fresh.
Cute material can attract spins. (Karin,
ASCAP)

★★ I'm Ready
A blues chanted adequately by Frees. Ma-
terial can't match the flip, however. (Karin,
ASCAP)

SONNY AND THE RABBIT
★★ Funny Bunny
ALADDIN 3451—An Easter-pitched side
finds the youngster asking the Bunny for
Easter eggs. The Rabbit replies in speeded
up chipmunk style that bunnies don't lay
eggs. Novelty and kiddie appeal. (Nasta-
Ward & Aladdin, BMI)

★★ Funny Bunny Hop
This side has the same melody and tempo
but it's largely instrumental. An infectious
side that could catch spins. (Nasta-Ward
& Aladdin, BMI)

SAMMY JACKSON
★★ Live Fast
ORBIT 536—The country oldie, "Live Fast,
Love Hard, Die Young," is given a good
reading by the young actor, who has ap-
peared on a number of Western-type TV
series. Good performance rates a listen.
(Central Songs, BMI)

★★ Are You My Baby
This is a tale of a trip to the movies
and a ride afterwards. Gal is more in-
terested in Elvis and her screen heroes.
A cute idea finds him capturing her when
he buys himself a guitar. (Meridian, BMI)

THE DOVERS
★★ Boy in My Life
DAVIS 465—A wild bunch of sound on
this upbeater finds the lead gal telling the
cat he's like the hero of her dreams. Fair
performance. Cute material. Gal is backed
by male group. (Davis, ASCAP)

★★ Sweet as a Flower
A slow, clink-clink type pulsing ballad.
Gal lead is again sported in front of the
male group. (Davis, ASCAP)

THE GAY CHARMERS
★★ Why Do You Hurt Me, Darling
SAVOY 1561—Lead singer, with a high-
pitched voice, does a fine job with this
rockaballad. Merits play. (Planemar, BMI)

★★ Walk Beside Him
This has an inspirational-type lyric and re-
presents a change in theme and vocal style
from the flip. (Planemar, BMI)

GENE ARCADE
★★ Agelina
REEL 101—A familiar tune chanted to
bright rhythm pattern with background of
Italian-sounding chorus. Arrangement is in
march tempo. (Tal, BMI)

★★ How Many Hours
Arcade chants this ballad in big-voiced
style with chorus aiding this effect. Well-
made side. (Tal, BMI)

LILLIAN BROOKS
★★ Do Pete
ORIOLE 1318—Heartfelt thrushing stint on
pretty ballad. (Brandom, ASCAP)

★★ You Oughta Get to Know Me Better
Gal sings with vitality on routine rhythm
tune. (Frederick, BMI)

LARY KIRBY & THE ENCORES
★★ My Baby Don't Love Me
VEE-EIGHT 1000—Okay vocalizing by
Kirby and group on fast-moving rhythm
item with rockabilly flavor. (Adams, Vee
& Abbott, BMI)

★★ My Rose of Kentucky
Kirby warbles pleasantly on pretty folk-
flavored ballad. (Adams, Vee & Abbott,
BMI)

THE VELVETONES
★★ Penalty of Love
D 1049—Effective chanting by lead singer
and group on bouncy rhythm-rocker. Dual
market item. (Glad, BMI)

★★ Come Back
Mournful warbling by lead singer and
group on wistful rockaballad. (Glad, BMI)

THE ROBBINS
★★ Standing at the Bandstand
CASHMERE 1000—Chick group chants a
teen-oriented lyric with clear diction to a
triplet-marked background. Good sound.
(Beat, BMI)

★ I Want to Sing Again
The chicks chant a rhythm piece. Group
has a fresh sound. (Beat, BMI)

JACK LEWIS
★★ Miss Lonely Heart
ALLIED 10010—Soft chant on a weeper-
rockaballad. If plugged, this might create
interest. Pretty song. (Sheriton, ASCAP)

★ Second Choice
The artist is better than the material on
this folksy sounding rocker. Light guitars
accompany. (Sheriton, ASCAP)

SMILEY MONROE
★★ Sweetheart of All My Dreams
VITA 183—Okay vocalizing by Monroe on
a new tune based on a familiar melody.
He is aided by the Smith Sisters. (Spark,
EMI)

★ Heaven's Earth Angel
Monroe tells his girl that was sent from
heaven to be his love on this side. (Mixer
& Durf, BMI)

THE GREAT PRETENDER
★★ All Over Again, Again
COLUMBIA 41358—An unidentified coun-
try cat explains how he wants the bass and
guitar to play, then proceeds to take off
Johnny Cash on some of his hit sides.
Could get some novelty interest. (Seashore,
BMI)

★ You Can't Get There From Here
Another novelty side, with largely a spoken
approach. Fair wax. (Seashore, BMI)

THE TEENETTES
★★ I Want a Boy With a Hi-Fi
Supersonic Stereophonic Bloop Bleep
BRUNSWICK 55125—Gimmicked side is
handled by a bevy of chicks who tell all
about the qualifications they want in their
boyfriend. Cute novelty with lots going on.
(Maxwell, ASCAP)

★★ From the Word Go
Bouncy ditty is presented with spirit by the
gals. They dig their cat from the word go.
(Maxwell, ASCAP)

THE SPACE MEN
★★ Cinderella's Parade
JUBILEE 5568—The group comes thru with
a listenable version of a Philadelphia string
band type tune with spirit. (Moon Mist,
BMI)

★★ Round Up
The Space Men sell this instrumental effort
in wild fashion, pounding out the rocker
with gusto. (Moon Mist, BMI)

IVORY WIMBERLY
★★ Cry It Out
EEA 1090—Pretty rockaballad is nicely
treated by Wimberly. Teens could take to
this. (Hillary, BMI)

★★ A Cuore Mia
So-so belt on an Italianate tune with
group support. (Meadowlark, ASCAP)

THE KINGS IV
★★ The World Goes On
UNITED ARTISTS 164—Beguine with
sound of the gushing wind backs the smart
vocal by the group. It might catch on with
jocks. (Whiteside, ASCAP)

★★ Some Like It Hot
Theme from the forthcoming film of the
same name is given a jazz treatment. Fair
chances. (United Artists, ASCAP)

DORIAN
★★ Yes I Do
TODD 1011—Latinish rocker is belted to
fair effect by the chanter with group back-
ing. Fair prospects. (Skidmore, ASCAP)

★★ Oh How I Fell
Bluesy ballad is given a fair reading by
Dorian with okay ork support. It can go as
well as flip. (Shapiro-Bernstein, ASCAP)

VIC FARACI ORK.
★★ More Brothers
PHONOGRAPH 1027—Swingin' treatment
of the old Woody Herman jazz side. It's a
snappy version that can pull play from pop
and jazz buyers. (Keltz, ASCAP)

★★ Sweet Sue Cha Cha Cha
Good enough cha cha styling of the oldie.
Danceable item. Fair chances. (Shapiro-
Bernstein, ASCAP)

NORM OWENS
★★ Doctor for the Blues
SUNDOWN 118—Traditional approach by
the chanter on country blues. Some coin
possible. (Durf, BMI)

★★ Fooling
Country weeper is handled nicely by Owens
with conventional country backing. It should
go as well as the flip. (Durf, BMI)

(Continued on page 54)

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b/w

HEAVENLY FATHER

ATCO 6137

Paul Evans

AT MY PARTY

b/w

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Reviews of New Pop Records

Continued from page 53

CHET WARD
 ★★ My Faith In You
 DART 1114—To a mildly jazzy backing, Ward turns in a pleasant chanting job on a slow ballad. Talent is worth noting. (Burton, BMI)

★ ★ I Might Have Known
 Same general approach on this side with the tempo stepped up a mite. Material has moderate appeal, tho Ward does have a pleasant touch with a lyric. (Burton, BMI)

THE CO-OPS
 ★★ Shame, Shame, Shame
 VERSAILLES 100—Rocker is rendered with spirit by the gang. Lyrics are based on various kiddie tales. (Rayven, BMI)

★ Your Love
 Ballad of devotion is warbled tenderly by the group. Rayven, BMI

THE JOHNSON BROTHERS
 ★★ Casting My Spell
 VALOR 2006—The cats tell all about casting a spell. Tune is a rocker. (Elizabeth-Moonbeam, BMI)

★ **Zombie Lou**
 Zombie Lou is a chick with a personality all her own. Flip appears a bit more potent. (Elizabeth-Moonbeam, BMI)

RUBY WRIGHT
 ★★ Three Stars
 KING 5192—Dual-track warble on a pretty waltz. Some coin possible. (American, BMI)

★ **I Only Have One Lifetime**
 Okay vocal on a ballad. (Jay & Cee, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

THE BLENDERS: Soda Shop/Two Loves—Aladdin 3449
MILDRED JONES: Almost Like Being In Love/Business Woman—Marguee 700
LES LEDO & HIS CONSORTS: I Got Me a Sweetheart/Nina—Nina 1601
BUZZY LEE: This Is the Life for Me/Vision—Castle 505
THE PLAYBOYS: Sing Along/Please Forgive Me—Martinique 400
THE SPORTCOATS: Gotta Get Me One/"A" Side—King 5188
THE THREE DIMENSIONS: Nightfall/Alone—Cascade 5903
JACK WALLACE & THE HI-TONES: You Are the One/I Think of You—Zoom 001

Country & Western

HAWKSHAW HAWKINS
 ★★★★★ Are You Happy?
 RCA VICTOR 7486—Sincere warbling stint on an appealing country ballad. Fine wax for traditional c.&w. jocks. (Fairway, BMI)

★★★★ She Was Here
 Same comment. (Vidor, BMI)

TOMMY HILL
 ★★★★★ Walls of Stone
 STARDAY 429—Story ballad about a man in prison for killing the man who wrecked his home is sung with the appropriate feeling by Hill on this listenable disk. Good wax. (Buna & Starday, BMI)

★★★★ Oil on My Land
 He found lots of friends and a beautiful wife after they found oil on his land sings Hill on this satirical disk. Both sides deserve exposure. (Starday & Cane, BMI)

CECIL BOWMAN
 ★★ Justice of Love
 D 1048—A weeper in the traditional style. The cat sings well to a strong backing which includes honky-tonk styled piano in addition to strings. (Glad, BMI)

★ **Man Awaltin'**
 A dramatic delineation of the eternal triangle is the lyric idea. Working out of the song is reminiscent of "High Noon." Good chanting. (Glad, BMI)

JIM EANES
 ★★ Road Walked by Fools
 STARDAY 426—The road he walks is knee deep in blues sings the chanter on this medium tempo weeper. Backing is in traditional country style. (Starday, BMI)

★ **Orchids of Love**
 On this side the warbler sings of the meaning of flowers and love and that orchids mean his love is true. (Starday, BMI)

BUDDY DURHAM
 ★★ Talk Talk Talk
 RIDGECREST 1003—Gimmicked fem voice intros this countryish "Yakety-Yak" sort. Some coin possible. (Peer, BMI)

★ **Saving Stamp Blues**
 Topical medium-beater is given a deep-voiced vocal by the artist. Potential appears similar to flip. (Peer, BMI)

ROMAN CONAWAY
 ★★ Trudy Girl
 RIDGECREST 1006—Cat has an unusual sound on this c.&w. ballad. Traditional guitars offer good backing.

★ ★ I Waited for You
 Weeper is also along traditional lines. Side should move as well as the flip.

HARRY CHOATES
 ★★ Opelousas Waltz
 D 1043—Cajun-flavored waltz instrumental with leader giving out with occasional vocals. (Starrite, BMI)

★ **Poor Hobo**
 Novelty Cajun hoedown with caller lending a flavorful touch. They don't hardly make records like this no more. (Starrite, BMI)

DICKIE MAULDIN
 ★★ Falling In Love Again
 TAGG 502—Mauldin has a nice sound in the traditional country groove. Tune is a moderately bouncy effort with an agreeable sound. (Tune, BMI)
 ★★ See How You Stand
 A bouncy sacred item, nicely chanted by Mauldin with fem choral support. (Tune, BMI)

HARRY CHOATES
 ★★ Port Arthur Waltz
 D 1044—Three beat country item, fine for dancing. The occasional vocal segments have real flavor and authenticity. (Starrite, BMI)

★ **Honky Tonk Boogie**
 Flavorful country boogie with a Cajun accent. (Starrite, BMI)

HARDROCK GUNTER
 ★★ If You Want to Be a Queen
 CULLMAN 6410—Amusing lyric sparks this country ditty with attractive vocal by Gunter. (Gaylord, BMI)

★ **Is It Too Late**
 Personable reading by Gunter on bouncy country item. (Gaylord, BMI)

BILL THOMAS & CAROLYN SHERRARD
 ★★ Paradise of Dreams
 CULLMAN 6409—He urges her to make her home with him and give it a try. She answers that a mansion isn't necessary. Duet follows. Good country wax. (Gaylord, BMI)

★ **It Had to Be This Way**
 A weeper with the man and woman each presenting their side of the story. (Gaylord, BMI)

VERNON MILLER
 ★★ The Love of a Life Time
 RIDGECREST 1002—Country ballad is softly sung by Miller with traditional chorus and strings in support. (Peer, BMI)

★ **I'm Married Now**
 Country medium beater appears a weak effort. (Peer, BMI)

BILL LOWE
 ★★ You Set My Heart On Fire
 SUNDOWN 1117—Lowe sings of the love he feels for his girl with meaning on this uptempo country effort. (Durf, BMI)

★ **Yesterday**
 On this side the chanter sells a weeper smartly over listenable support. (Durf, BMI)

JAMES JETER
 ★★ My Loving Heart
 ALLSTAR 7180—Fair ballad wax by Jeter gets an echoey treatment. Material is not the strongest. (Alistar, BMI)

★ **You're Free**
 A weeper in which, admitting the faces of the breakup, he tells her she's free to go. Okay ballad fare. (Alistar, BMI)

PAUL BALLENGER & THE FLARES
 ★★ Seven Times Heaven
 REED 711—The chanter comes thru with an okay reading of a country novelty effort.

(Double M, BMI)
 ★ **I Still Love You**
 Paul Ballenger, backed by the Flares, tries hard on this weak piece of material. (Double M, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

FLOYD BRADFORD: Lost Love/Searching for a Pink Star—Logan 3107
HAROLD CROSBY: The Bustle Blues/Hire a Mocking Bird—Lorida 0575
H. G. ENTREKIN: Millers Melody/Beautiful Bonita Waltz—Logan 3109
BUDDY MEREDITH: Let Me Know/Tears—Cullman 6411

Spiritual

KINDLY SHEPHERDS
 ★★ Testify for Jesus
 NASHBORO 639—Jubilee spiritual is sung here with much emotional fervor sparked by a potent male lead. Side rocks. (Excelloree, BMI)

★ **On the Battlefield**
 Male lead on this side sparks the group in a sincere reading of an exciting gospel

tune, that shows off fine harmony by the group. Two good sides. (Excelloree, BMI)

THE RADIO FOUR
 ★★ There's Gonna Be Joy
 NASHBORO 638—They're goin' to the Father's house. It's a fine performance by the group of a fine spiritual. Dedicated lead gets solid support from the group. (Excelloree, BMI)

★ **The Road's Rough & Rocky**
 A moderately rhythmic spiritual effort, again handled in dedicated style by the group. Coupling has good potential in its market. (Excelloree, BMI)

THE SKYLARKS
 ★★ When the World's on Fire
 NASHBORO 637—Male chanter takes the lead and the group comes thru with the answers on this stirring gospel effort. Group is a good one. (Excelloree, BMI)

★ **Jesus Keeps Me Alive**
 On this side a slower gospel tune is handled well by the group, with a strong lead singer selling the tune well. (Excelloree, BMI)

Rhythm & Blues

TINY TIM
 ★★ By My Side
 DELUXE 6184—A good blues effort in the Southern tradition by Tiny Tim. He gets fine support by the vocal group in the backing. "Stay with me pretty baby," he chants. A satisfying effort. (Wisto, BMI)

★ **Face to Face**
 A pleasant popplish ballad is nicely handled by Tim in a style reminiscent of Sam Cooke. Flip has more grass roots quality. (R&T, BMI)

JOHNNY (ROCKHOUSE) GREEN ORK.
 ★★ Forgive Me
 ON THE SQUARE 315—Ray Thompson sings with sincerity and heart on a relaxed blues. (Hooks, Sr., BMI)

★ **Little Eva**
 Raucous chanting by Thompson on bouncy rocker. (Hooks, Sr. & Chico, BMI)

EFFIE SMITH
 ★★ Dial That Telephone (Parts I & II)
 SPOT 103—A slow, Southern type organ accompaniment works behind this spoken word two-sider by Miss Smith. Gal is on the phone talking to her best friend whose husband isn't home yet at 4 a.m. She tells all about her Henry who's also a bouncer. Side two finds her ranting and raving at Henry. For r.&b. markets only. (Aries-Aladdin, BMI)

JAZZ ★★ ★
THE EDDIE (LOCKJAW) DAVIS QUINTET
 ★★ In the Kitchen (Parts I & II)
 PRESTIGE 129—The fine Davis group spotlights an organ in front of a rhythm backing. Then Davis with his tenor sax, moves in for gusty blowing on side two. Shirley Scott is featured on organ. Two fine dancing or listening sides for the boxes. (Prestige, BMI)

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Small Towns

Continued from page 2

or two. Few of the regular record stores checked have jumped into the discount battle in recent months. Most dealers questioned, whether they discounted or not, claimed that their competition was currently engaged in discounting.

When questioned concerning the state of the record business for the first two months of 1959 as against the first two months of 1958, 70 per cent of all dealers answering said it was equal to or better than last year. Roughly 30 per cent said it was under last year. Those who claimed business was better than last year (about 40 per cent) ranged from "a little better" to "three times as good." A majority of the dealers who claimed business was up felt it was about 5 per cent up over 1958. Of those who claimed business was down, they generally agreed that it was down about 5 per cent.

Another Belt

Continued from page 2

which "subsidize rock and roll, jazz and hillbilly musicians" (The Billboard, March 9). He accused the Post Office Department of "subsidizing" some "musical illiterates" by designating "all phonograph records as educational material." Post Office spokesmen, however, were quick to point out that the "phonograph recordings" were put in the fourth-class mailing rate under public law 85-426, Sec 204-D.

New bill introduced by Macdonald would limit the low rates to recordings that are educational or cultural. At press time, it could not be determined what guide posts will be set up to determine what is educational or cultural.

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SIX ELECTED

Rodeo Foundation Board Is Named

DENVER—The first board of trustees of the Rodeo Foundation's new international policy-setting body for professional rodeo was announced here Thursday (12) following the counting of ballots from rodeos thruout the U. S. and Canada.

Six rodeo committeemen were elected to the board as trustees representing rodeo management and

three trustees were appointed by the Rodeo Cowboys' Association to represent the contestants.

The Rodeo Foundation was established on a provisional basis in January by rodeo representatives attending the annual convention in Denver. The new organization was ratified by an overwhelming majority of the rodeos voting.

Trustee meetings will be held several times a year to discuss problems confronting the cowboy sport on a nationwide basis and make recommendations affecting all rodeos in the two countries now approved by the cowboys' association.

Under the new program, the association will relinquish the \$25 approval fee now charged all ro-

(Continued on page 59)

Calif. Fair Awards Fun Zone to Trio

West Coast, Crafts, Foley-Burk Win On \$135,000 Bid

SACRAMENTO, Calif. — The carnival combine—West Coast Shows, Crafts Shows and Foley & Burk Shows—was awarded the midway contract for the 1959 California State Fair for the fourth consecutive year Thursday (19), Dudley T. Fortin, fair manager, disclosed.

The three shows submitted one bid for \$135,000 for the 12-day event which starts September 2. This bid was \$30,000 under that paid in 1958, when it was the highest flat fee ever paid for a fair. Frank W. Babcock United Shows entered the only other bid, \$115,000.

Bobby Cohn, West Coast Shows General Agent, who represented the combine in the contracting, said that financial arrangement would be "the same as in the past." This indicated that West Coast and Crafts would assume 40 per cent each of the obligation and Foley & Burk, 20 per cent. Executives of the shows will later appoint one person to direct the entire operation. Harry Myers, West Coast

(Continued on page 58)

THEATER PARTY

SLA Social Events Hit High Point

CHICAGO—Officers and committee chairmen of the Showmen's League of America are keeping busy on a big round of late winter and early spring social events.

Biggest upcoming event is the annual spring theater party to be held April 6 with "Music Man" as the featured attraction of the evening, Bill Carsky, League president, announced.

Al Sweeney and Jack Duffield, past-presidents, are chairmen of the event which will be operated somewhat differently from past parties. This year the theater-goers will pay regular box office prices for the tickets and then pay \$2 for the buffet supper and entertainment to be held in the clubrooms later in the evening. In past years a flat \$10 covered both the show and the post-theater party.

The League has a total of 300 tickets to "Music Man," which is currently playing the Shubert Thea-

ter here. Assisting Sweeney and Duffield in the sale of tickets is Hank Shelby, club's secretary.

Close to 100 members and guests braved heavy rains Saturday night (14) to attend the St. Patrick's Day party. Corned beef and cabbage was the fare of the evening, and the Roberta Trio provided music. Benny Baker, featured comic in "Music Man," was a guest of the Carskys.

Charles Zemater Sr. was chairman of the event, assisted by Louie Berger, Henry Polk, Harold Barrows, Harry Heftman and Hadji Delgarian.

The organization played host to members of the Polack Circus here recently with some 75 attending an after-show party in honor of the circus folks. The circus party followed by a week the hosting of League members by Louie Stern at a performance of the Polack show.

CISCO, PANCHO RIDE AGAIN—AS PARTNERS

HOLLYWOOD — Cisco Kid and Pancho (Duncan Renaldo and Leo Carrillo) will again appear as a team after a four-year separation, Clyde Baldschun, of Clyde Baldschun & Associates, their personal manager, said here last week.

Baldschun said that the team, featured in "The Cisco Kid" television series, is being revived because of the "tremendous demand for Cisco and Pancho." They have been booked to appear for four days in Chicago, May 21-24, and Oklahoma City, May 29-31. Baldschun said he is negotiating other contracts calling for the dual appearance.

Both Carrillo and Renaldo have been booked individually for events thruout the year. Baldschun said that they will fill these commitments as well as for bookings as a team that do not conflict with existing contracts.

Rogers, Chemorama To Play Ohio Fair

Cowboy Troupe Sets for Four Days; Pyro Biblical Pageant in Four Nights

COLUMBUS, O. — The Roy Rogers Show and the Chemorama production, "Out of the Darkness," have been contracted for Ohio State Fair here.

Rogers, Dale Evans, their family, the Sons of the Pioneers and Pat Brady will be in for the first four days of the fair, which will open August 28. Matinee and night performances by the troupe will be given each of the four days, according to an announcement by Rowland Bishop, fair manager. Additional performances by the Rogers troupe during the four-day engagement may be set later, Bishop indicated.

"Out of the Darkness," the Chemorama production of the Ohio Fireworks Manufacturing Display Company, Bellaire, O., will be presented each of the last four nights of the fair, with harness horse races

as the afternoon attractions on those days. L. (Doc) Cassidy, who closed for the appearance of "Out of the Darkness," will produce the fireworks spectacle.

For Rogers, his appearances at the fair here will mark his second at the event in three years. In 1956 he was in for five days and rolled up a record-smashing gross of \$124,000, pulled thousands of additional patrons to the fair and made the event the most successful in its long history.

Some few months ago spokesmen for the fair here had announced that they would not continue to present TV headliners.

In discussing the signing of

(Continued on page 58)

'Holiday on Ice' Set for Jump Into Russia

GOTHENBURG—Morris Chalfen, president of "Holiday on Ice," is here supervising the final details of the big ice revue that will play Moscow and Leningrad. The unit will be built around the "Holiday on Ice" company which is playing here, March 10-22. Dick Button will be the male star and will arrive here in time to appear in final shows in this city. Alice Quessy will also join the unit as feminine star. Guy Longpre will remain as top comedian.

The ice show is doing turnaway business, with one show nightly and matinees on week-ends sold out in advance.

The revamped "Holiday on Ice" unit will leave here, by plane, on March 26, and is to open in the new Lenin indoor Stadium in Moscow, on March 29. The Moscow stadium has an ice-making plant and skating rink but "Holiday on Ice" is carrying its own ice plant for the month's stand in Leningrad.

ROGERS SET FOR MEMPHIS FAIR

Will Give Six Shows in Three Days; Negotiate for Name to Head Rodeo

MEMPHIS — The Mid-South Fair here is the latest on the list of major fairs that will feature the Roy Rogers' troupe as its name attraction. G. W. (Bill) Wynne, fair manager, announced that Rogers, Dale Evans, Pat Brady and the Sons of the Pioneers will give six shows in three days in the fair's indoor arena, October 1-3.

The show will open with an evening performance on Thursday, October 1. The next day, city school kids' day, three shows will be given, at 10 a.m., 2 and 7:45 p.m. All seats at the morning show will be general admission on a first come, first served basis. On Saturday, October 3, regular afternoon and evening shows are scheduled.

As a result of the Rogers booking, the run of the rodeo—long an attraction here—will be pared by three days. Instead of running the entire nine days of the fair, it will be in the building for 11 performances in six days. Ken Roberts, Maryetta, Kan., will again provide the stock and Boyd Arthur, head of the fair's rodeo committee, reported that negotiations are taking place to bring in a rodeo star for the run.

The seating arrangement of the fair's arena is being reworked to increase its capacity from 5,000 to 7,200 for rodeo performances. Chairs will be added to the arena to further increase the capacity to 8,000 for the Rogers' appearances.

The Rogers troupe earlier signed to appear at the Indiana State Fair, Indianapolis; Allentown (Pa.) Fair; Iowa State Fair, Des Moines, and the Mid-America Fair, Topeka, Kan. This week the Ohio State Fair, Columbus, also closed with the cowboy star.

200G POLICY

Australian Ex Buys Big Rain Insurance

SYDNEY, N. S. W. — Sunny weather was anticipated for the Royal Easter Show which opened Friday (20) in an effort to exceed last year's total gate count of 1,047,011. Protection against inclemency was the \$200,000 precipitation insurance taken out, payable on recording 10 points rainfall during any particular hour.

Gate is reasonably tight, with investigation being carried on down to press ticket applicants. Only others to enter free are exhibitors and diplomats.

A show attraction is Slim Dusty, whose Columbia recording of "The Pub With No Beer," is the country's best-selling disk. He is running a separate rodeo on the grounds. A major exhibit is that of EMI for its 10 record labels, one of which, 20th Century Fox, is being introduced here.

The three-day horse trials will be a center of attraction as they are expected to be a final test for prospective members of the team to represent Australia at next year's Olympics in Rome. Other events

(Continued on page 58)

Little Rock Horse Show Pacts Cash

LITTLE ROCK—Johnny Cash, Columbia recording artist, has been signed as the name lure at the Arkansas State Horse Show here May 13-16, Art Schnipper, manager, disclosed.

The event will be held in Barton Coliseum on the grounds of the Arkansas Livestock Show. E. O. Stacy, Music Corporation of America, set the booking.

Marcus Joins S. Barotz Co.

NEW YORK — Harry Marcus, for several years with the McBride Jewelry Company, has joined Samuel Barotz Company of 36 West 32d Street, importers and jobbers of pearls and jewelry novelties, it is announced.

MIDWEST SHOWMEN CLUB SETS UP 'OSCAR' AWARDS

MINNEAPOLIS—The Midwest Showmen's Association, as part of its fund drive, this year will award three trophies to that many show people for service to show business and the organization, Frank Winkley, president, announced. The awards, which will carry the club's line out of a typical show talker, will be similar to the movie industry's Oscars, he explained.

Three categories are:
1. To the outstanding Midwest showman, based on past achievement in any phase of show business. The man need not be a member of the organization. He will be picked from five nominees. Nominations will close September 1. A nomination must be accompanied by 100 trip ticket votes. Each purchaser of a trip ticket is entitled to one vote.
2. To Miss Midwest Showgirl. Selected from 10 nominees with nominations closed September 1. Nominees' names must be accompanied by 100 trip ticket votes and each ticket entitles purchaser to one vote. Selection will be on the basis of capabilities, appearance, personality and charm.

3. To the member of the Midwest Showmen's Association who does the most for the organization thruout the year. Officers and past presidents not eligible. Winner to be decided at a regular fall meeting of the board of directors.

Ways and means committee will be in charge of all details under Fred O'Neill, chairman.

Newberry Will Tour Three Thrill Units

INDIANOLA, Ia. — The Newberry Thrill Enterprises will field three thrill show units, the first to kick off its season in June, Leo Overland, vice-president and general manager, announced here at the stunt firm's base of operations. The Trans-World Daredevil unit will open June 12 at State Fair Park, Milwaukee, and will then play stands at Detroit, Cincinnati, and Rockford and Joliet, Ill. This show will form the nucleus for the Chicago Police Benevolent Association Circus and Thrill Show at Soldier Field June 20-21. The stunter will be augmented by additional thrill features. Earl Newberry, president of the organization, will handle the Windy City production, which is a new departure in money-raising activities. In July the Daredevil unit will play Dakota fairs and speedway dates and the Tournament of Thrills will open in Illinois. Then

A. C. Plans Garden Pier and Aquarium

ATLANTIC CITY, N. J.—The boardwalk division of the Chamber of Commerce has urged the city to complete the decking of Garden Pier, so visitors can use the ocean end for fishing, and construction of an aquarium, according to Mark Braymes, executive assistant of the Chamber. The proposals are part of the program designed to attract more visitors to the uptown boardwalk section.

in August a third unit, under the title Hollywood Motorodeo, will play a route of fairs. Major fairs to be played by the Newberry units include Iowa State Fair, Des Moines; South Dakota State Fair, Huron; Mid-American Fair, Topeka, Kan.; Oklahoma Free State Fair, Muskogee, and Louisiana State Fair, Shreveport. Overland said that 1959 Fords will be used in all operations.

Knoxville Aud Nod To Johnson-Gaylon

KNOXVILLE — General contract for construction of Knoxville's \$4,000,000 municipal auditorium-coliseum has been signed, it was announced by Mayor Jack Dance. The general contractors, the firm of Johnson & Gaylon, said they probably will move their equipment on the site, an area bounded by Church and Main avenues, Mulvaney Street and Akers Place, in a week. Under the contract, Johnson & Gaylon are to be paid \$3,128,399 for the overall construction job, plus \$175,503 for installation of ice rink, ice-making equipment and some construction items.

CHICAGO—International Amphitheater here will have a Start Your Own Business Show, October 21-25. George Arons, of Enterprise Expositions, Ind., signed for the show, and Chester Richmond will be here to handle it.

Airport Park In Charlotte Auctioned Off

CHARLOTTE, N. C. — Airport Park equipment went on the auction block on Saturday (21), with interest in the equipment being expressed from as far away as Houston, Tex. The park had been operated for 20 years by Barney Partlow, 72, and nephew Jack Partlow, who has other ride interests plus management of the Spin-ale Center Fair in Gas'ia. The elder Partlow said the 11-acre had been bought by Godley Auction Company, which supervised the equipment sale. Godley's reportedly intends to develop the tract but has no definite plans on the method as yet. The company also is reportedly not averse to having another amusement installation promoted there. Up for sale went nine rides, a bingo, shooting gallery, popcorn, candy appl and other concession equipment, refreshment grille and ice cream stand. Barney Partlow lives about two miles from Airport Park, while Jack makes his home in Rock Hill, S. C. Kiddie rides in Park Center's shopping development are part of his current business.

Pasteur Orders New Top for Western Show

NEW YORK — Cutting began last week at the Ernest Chandler, Inc. canvas shop, on an old-fashioned canopy top to be used by the new Pawnee Wild West Congress of Rough Riders and Indians (The Billboard, March 16). Chandler confirmed that the top, 200 by 200, is under construction and is of a type used during the 1930's and earlier by various Wild West shows. Chandler is also making four large tepees and there will be a series of Western States' flags as decorations. The main top will come in 40-foot middle sections, utilizing some 35 aluminum poles and nylon rope. It will revive the old arena top which incorporated an open end stretching out and over the grandstand seats, Chandler said. From other sources, the superintendent of the 96th Street Art ory said the Pawnee show has not contacted that building yet about appearing there this spring or summer. The Jolly Joyce talent office said no financial obligations have been fulfilled for the Sons of the Pioneers troupe to appear on the show. Shirley Hawkins of Claymore, Okla., backer of the show, is reportedly expected in New York this week.

D. C. Flower Show Attracts 125,000

WASHINGTON — The ninth annual National Flower and Garden Show at the National Guard Armory here March 6-12 was attended by over 125,000 persons. Flowers and plants covered 80,000 square feet. The annual flower show is sponsored by the Allied Florists in cooperation with the National Capital Garden Club League. Mrs. Richard Nixon, wife of the Vice-President, opened the show. Low Brott handled public relations. Spencer Stine had the programs concession and sold out.

POLACK TOPPING HALF MILLION IN CHICAGO

CHICAGO — Polack Bros. Circus had grossed \$437,000 by Friday (20) afternoon and promised to top a half million dollars by the time it completed its 19-day run for the Shrine here Sunday (22). Louis Stern, manager, said this would be an all-time record for the show, "the best ever." Helping was the fact that the show now can play on Sundays again and gave three sell-outs on each of the three Sundays. The run was a couple of days longer than most in the past. And there was a total of 44 performances in the Shrine temple, which seats better than 4,000.

Hagen Takes Texas Turnouts

WACO, Tex.—The early spring swing of Hagen Bros. Circus across the State of Texas has produced very satisfactory business. At Victoria, the show drew a three-quarters house in the afternoon and near capacity at night on Tuesday (10) in what was described by local sources as threatening weather. Following a 28-mile jump to Cuero, the Hagen big top was reported to be half full for the matinee and filled to near capacity that evening. At San Antonio on Saturday (14) the show pulled two half houses in unseasonal 88-degree weather. Clowns and elephants made a downtown trek. On Tuesday (17) the show was

CLUB EVENT

San Francisco Annual Cele Draws 300

SAN FRANCISCO—Close to 300 members and friends turned merry-makers at the annual HJinks of the local chapter of Show Folks of America here Saturday night (14). The event netted \$1,200 for the organization's cemetery fund. Dinner was a highlight of the evening, but giveaways were also important: Lillian Schue was presented a radio donated by President Harry Myers. Bonds went to Jerry Hile, Gerry Kasler, Ed Hellwig, Lola Cox, Joe LaMont, Lola Krekos, Candy Monette, Jesse Gomez, Al Rodin and E. S. Fitzgerald. Earl Leonard was chairman and Flossie Fitzgerald co-chairman. Serving on the committee, in addition to President Myers, were Jessie Cresham, Ernest Santanni, Eleanor Santanni, Leona Stevens, Doris Monette, Lola Cox, Mary Richards, Mr. and Mrs. Harry Baker, Mr. and Mrs. Jesse Gomez, Mr. and Mrs. Ewell Harrison, John Frank, Eddie Burke, Mrs. Harry Martin, Speed Mullins, Sam Landesman and Dave Long. Annual Going Away party will be held April 4. Harry Golub is a new member.

in Waco and drew a half house in the afternoon and an overflow attendance that evening. At Corsicana Wednesday (18) the show played to a half house in the afternoon and near capacity business at night. All dates have been sponsored.

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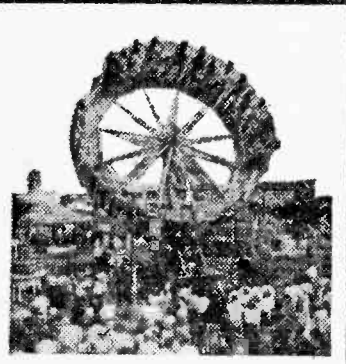
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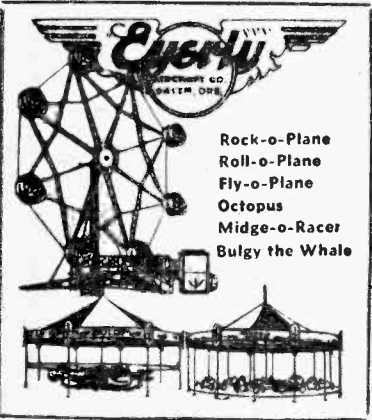
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ARENAS & AUDITORIUMS

Initial Sports Show Booth Scores for Indiana Resort

By TOM PARKINSON

REACTION OF ONE resort area to its initial participation in a sports, vacation and travel show is indicated by comments from Harry Smythe, Angola, Ind.

Smythe operates Buck Lake Ranch there, a resort with such variations as wrestlers, name Country and Western performers, amusement rides and more. And here is what he says after participating in the recent Sports Show at the International Amphitheater in Chicago:

"We got the leaders in Angola together to cover the sports show. About 50,000 pieces of literature were given out by the businessmen who manned the booth.

"The reaction was terrific, and before the show was over reservations were coming in to the hotels and motels. It cost each one of us only \$25 plus circulars and cards to be in the show. The men did the job for free. Our booth was the only one from the entire State of Indiana.

"The merchants now are so hot for the idea that Detroit, Cleveland, and Toledo shows will be made next year."

Smythe's cards included a number of jumbo postcards left over from a supply sold at his resort a few seasons ago, plus 10,000 pieces about the spot's private trout fishing ponds. Next year, he reports, he'll have a special new lithographed promotion piece especially for use at sports shows.

CINCINNATI MUSIC HALL has completed another phase in its considerable refurbishing program. The Music Hall ballroom has been redone and "the world's largest color photo murals" have been installed there. A dedication program April 4 will be the Women's Symphony ball, building manager Charles Bauer advises.

The Second annual Omaha Sports, Vacation and Boat Show was held at the Civic Auditorium March 10-15 and attracted about 50,000 people. The worst snow storm of the winter came on March 14, and didn't keep attendance down. The next day there was S.R.O. in the afternoon. Perhaps the snow made them think more longingly about those sports, vacations and boats.

TWO CHOICE EATING contracts are going to the Safway Steel Products' auditorium and arena seating division. Manager E. C. Forsythe reports winning the contract for the portable seating at the Sports Arena at Los Angeles. Installation is to be made by June 20. He also reports being the low bidder for portable seating at the new auditorium to be built at Knoxville.

Flower Show In Chicago Starts Okay

CHICAGO—First full flower show in 12 years for Chicago was running as a successful starter at the International Amphitheater last week. The Chicago World Flower and Garden Show was directed by Frank Dubinsky.

He said the show was using about 140,000 square feet and that he was gratified by the turnout, which he estimated might reach 150,000 by Sunday (22) closing. Buying was good, he said. Visitors included the mayor and governor. All four Chicago papers carried flower show supplements plus color covers about the show on their Sunday magazine sections. Publicity was good and included society page breaks.

Dubinsky said that he anticipated this show would become an annual like the long-standing flower shows in other cities, and that he aimed at making this the biggest of the annuals.

Exposition Men Meet in Chicago

CHICAGO—Directors of the National Association of Public Exposition Managers met here over the weekend (20-21) in connection with the Chicago World Flower Show.

Among those scheduled to attend were J. Frank Cantwell, president of NAPEM and director of the Indianapolis Home Show; Ralph P. Stoddard, Cleveland Home Show; George Yakobian, Toledo Flower Show; H. Ellis Saxton, Milwaukee Home Show; Arno Nehrling, New England Flower Show; Werner P. Hoy, Detroit Flower Show; Grant Smedmore, Canadian National Home Show; Carl Kraatz, Los Angeles Home Show; Frank Dubinsky, Chicago Flower Show, and others.

Chicago Home Show Registers Bigger Crowds

CHICAGO — Grover McDonald's Modern Living Exposition Home and Flower Show at Navy Pier here (7-15) claimed a 19 per cent hike in attendance, with a total of 252,555 for the run and a record single day of about 55,000.

Square footage of home show exhibits were down slightly, it was said, and the smaller flower section was up. Footage used was between 250,000 and 300,000.

Entertainment angle included an outdoor swimming pool heated by elevated infra-red units and in use by swimmers despite 20-degree weather in the city. Inside the Pier, "Dancing Waters" had a unit in action for its third season with this show.

Andrews, Bartlett & Associates were the decorators and Al Jenks, of McDonald's staff, did the room designs.

Des Moines Wins Bowlers

ST. LOUIS—Des Moines (Ia.) Veterans Memorial Auditorium has been awarded the ABC bowling tournament for 1962. The award was made here last week. Contenders for the choice, long-run arena-auditorium event were Columbus and St. Paul. Des Moines won the vote on first ballot, which then was made unanimous. Horace Strong is manager of the Des Moines building.

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Other installations of the Allan Herschell Roadway Ride:

Capitol Corporation, Houston, Tex.; Hollywood Kiddieland, Inc., Chicago 45, Ill.; Earl Ingalls, Coldwater, Mich.; Walter Pate Jr., Oklahoma City, Okla.; Twin Fair Kiddieland, Cheektowaga, N. Y.; Barr & Sturken, Inc., Michigan City, Ind.; Enchanted Forest, Chesterton, Ind.; Mission Kiddie-Land, Kansas City, Mo.; Utah Amusement, Salt Lake City, Utah.

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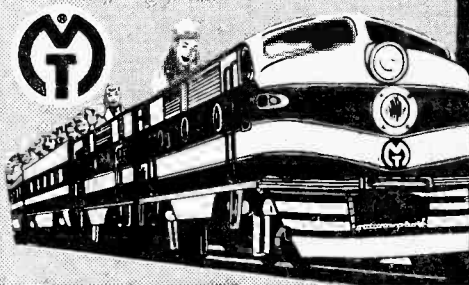


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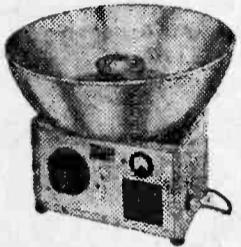
ORANGE SHOW TO ERECT DOME DURING FAIR'S RUN

SAN BERNARDINO, Calif.—One of the major entertainment attractions at the National Orange Show here April 23-May 3 will be the installation of a stressed-skin aluminum dome with fairgoers to be given "Official Sidewalk Superintendent" badges.

Construction of the 125-foot diameter dome will begin on April 27 and be completed May 1. Developed by Kaiser Aluminum & Chemical Corporation, it will be the second on the West Coast. The first was erected at Palomar College.

The dome, said G. Walter Glass, exposition manager, when completed with its front entrance structure and landscaping with huge pool, will be the main exhibition hall. It will house the International Spring Flower Festival in 1960.

Class said that the methods used to install the dome are unique as the structure itself. The diamond shaped panels are bolted together around a portable mast which protrudes thru the center and peak of the dome's shell. As panels are added and the diameter of the dome increases, it is progressively raised into the air by a system of cables and winches operating on the mast. When the dome is completed, it is raised onto piers around the perimeter and anchored with bolts. Mast is then dismantled and removed and the hold at the top is covered with ventilator panels.



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- Alney, A. Marvin
- Ansher, Joe
- Asher, Chas.
- Ashley, Frank
- Bagwell, T.
- Barham, Bruce
- Barry, A. J.
- Barry, Michael T.
- Beam, Ethel
- Bennett, Jack
- Bentley, Tommy
- Billingsley, James Everett
- Blanton, Kenneth
- Blume, Bob
- Boatright, Whittey
- Bogzis, John A.
- Borswald, Art
- Boude, Mrs. Helen
- Bowling, Billie
- Brady, Frank J.
- Brady, L. P.
- Brady, James
- Broeffle, Mrs. Barbara
- Broeffle, Sonny
- Brooks, Verle
- Brooms, Yvonne
- Brown, Chas.
- Brown, Johnny Mack
- (Western Show)
- Burke, Jim & Eva
- Burnette, Thomas Franklin
- Burrett, Chas.
- Burridge, Frank
- Bush, Mr. & Mrs. (Popcorn)
- Campbell, Ralph A.
- Canter, Kenneth Gordon
- Cantrell, Slim
- Caplinger, Virgil
- Cardinal, James F.
- Carroll, Mack
- Caruso, John
- Chandler, Edward
- Chase, George
- Choquette, Conrad
- Clark, Charles Elzean
- Clevenger, William Orval
- Collins, Bob & Delliah
- Conley, Raymond
- Conlon, Edward
- Connell, Ray or Roy D.
- Conway, Gus D.
- Cook, Madison
- Cooper Jr., Jesse F.
- Cortes, Rita
- Costello, James
- Cotton, Clement C.

(Continued on page 70)

19th Fair Set In New Jersey

TRENTON, N. J. — A new fair running in Coytown, August 13-14 (Salem County) gives New Jersey 19 agricultural fairs during the coming season, according to Donald Bain of Augusta, president of the New Jersey Association of Agricultural Fairs.

The Salem County 4-H Fair will be managed by Marlin A. Brace, county agent.

First fair is the three-day event in Freehold, the Monmouth County 4-H Fair getting underway July 16, and the final event is the State Fair in Trenton, September 20-27.

Australian Ex

will be rodeo, polocrosse, livestock parade, festival of spring, and the wide variety of horse trials.

While the show is mainly designed to allow country people to show off their breeding efforts and agricultural produce, industrial features have been steadily increasing in prominence in recent years. Midway attractions retain their traditional appeal. The showgrounds' own electrical substation carries a peak load of 3,350 k.v.a., an output comparing with that used by larger country towns.

Ohio Features

Rogers, Bishop said that the fair management, new this year with the change of State administration, was not departing from its basic policy.

"That policy is to appeal to the family trade," Bishop said. "The Roy Rogers show has such appeal." "Out of the Darkness" is piling up substantial bookings for the coming season, Doc Cassidy declared after closing for the four-night engagement here. Chief among the other major dates already signed are Georgia State Fair, Macon, and the Bangor (Me.) Centennial, Cassidy reported.

COMING EVENTS

- Arkansas**
Des Arz—Prairie Co. Livestock Show, April 17. B. H. Wray.
Walnut Ridge—Lawrence Co. Fair, April 2. M. J. Moseley.
- Arizona**
Phoenix—Maricopa Co. Fair Assn. March 25-29. Harvey M. Johnson.
Yuma—Yuma Co. Fair, Inc., April 8-12. Frank M. Deason.
- California**
Chowchilla—Chowchilla Team Roping & Calif Roping Contest, March 27-29.
Clovis—Clovis Rodeo, April 25-26.
Los Angeles—Calif. Intl. Trade Fair (Great Western Exhibit Center), April 1-12. Fred Imhof.
Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan-Pacific Aud.), April 2-12. H. Werner Buck.
Los Angeles—Calif. Intl. Trade Fair & Industrial Expo. April 1-12. Don M. Muchmore.
Napa—Napa Valley Horse Show, May 1. E. N. Munk.
Oakdale—Oakdale Rodeo, April 11-12. Connie Buckman.
Oakland—Spring Garden and Home Show, April 18-26. John L. Hennessy.
Red Bluff—Red Bluff Rodeo, April 18-19.
San Francisco—Custom Rod and Antique Auto Show (Brooks Hall), April 16-19. Bob Barkhimer, 2032 N. Pacific Ave., Santa Cruz.
San Bernardino—National Orange Show, April 23-May 3. G. Walter Glass.
Santa Monica—Garden and Home Show (Civic Aud.), May 6-10.
- Colorado**
Denver—Denver Auto Show, April 6-11, 1959.
- Florida**
Jacksonville—Foreign & Sports Car Show (Duval Co. Armory), April 10-12.
Plant City—Hillsborough Co. Jr. Agri. Fair, April 9-11. D. A. Storms.
- Illinois**
Peoria—Peoria Home Show (Exposition Gardens), April 8-12.
- Iowa**
Cedar Rapids—Home Show (Fairgrounds), April 9-12.
Des Moines—Iowa Sports, Boat & Vacation Show (Memorial Aud.), March 31-April 5. Martin P. Kelly.
- Louisiana**
New Orleans—New Orleans Horse Show April 25-26.
Shreveport—Holiday in Dixie Festival, April 30-May 3. James Griffith.
Shreveport—Shreveport Rodeo, April 1-3. J. T. Monsour.
Ruston—Diamond Jubilee, May 1-9.
- Maryland**
Towson—Pimlico Yearling Show (Pimlico Race Course), May 11. Stewart Sears.
- Michigan**
Bay City—Bay City Sports & Boat Show (Armory), April 3-5. Jack Davis, Box 12.
Detroit—Detroit Sportsman's Holiday Show (Fairgrounds), April 4-12. Richard Schehr.
Ecorse—Ecorse Celebration, May 22.
Pontiac—Pontiac Boat Sports & Travel Show (Armory), March 26-29. National Sports & Travel Shows, Inc. 15336 West Warren Ave., Dearborn 1, Mich.
- Minnesota**
Minneapolis—Northwest Boat, Sports & Travel Show (Municipal Aud.), March 27-April 5. F. W. Kahler.
- Mississippi**
Bay Springs—Jasper Co. Fair & Livestock Show, March 24-26. W. C. Jeffcoat.
Jackson—State Jr. Round-Up, March 30-April 1.
Port Gibson—Southwest Miss. Dist. Livestock Show, March 23-28. E. C. Newman.
West Point—Northeast Miss. Dist. Livestock Show, March 23-28. E. E. Wooten.
- Missouri**
Gallatin—Davless Co. Jr. Lamb Show, May 29. George H. Schmitt.
Mountain Grove—Junior Livestock Show, May 8-9. Sherrill DeBusk.
New Madrid—New Madrid Co. 4-H Market Barrow Show, April 4. Bert Robbins.
Joplin—Realtors' Better Home Show (Memorial Hall), March 30-April 4.
Carthage—Celebration, April 6-11.
Joplin—Celebration, March 30-April 4.
Carthage—Carthage Celebration, April 6-11.
Joplin—Joplin Celebration, March 30-April 4.
- Nebraska**
Lincoln—Centennial, May 2-9.
- New York**
New York—Intl. Automobile Show (Coliseum), April 4-12.
Westbury—Fashions and Living Show (Roosevelt Raceway), April 18-26.
Westbury—World Cars '59 (Roosevelt Raceway), May 8-16.
- North Carolina**
Raleigh—Sportsmen's Motor Boat & Vacation Show of the Carolinas (Reynolds Coliseum), March 30-April 4. H. F. Van Horn.
- Ohio**
Cincinnati—Cincinnati Home Show (Gardens), April 11-19. Robert G. Sand.
Dayton—Sport, Boat and Outdoor Living Show (Fairgrounds Coliseum), April 8-9. Ward Collopy, 133 Warren St.
- Oklahoma**
Tulsa—Tulsa Horse Show, May 26-30.
Pryor—Celebration, April 13-18.
- Oregon**
Gresham—Multnomah Co. Spring Garden Show (Fairgrounds), April 15-19. Duane Hennessy.
- Rhode Island**
Providence—United Jewelry Show (Sheraton Biltmore Hotel) May 2-10.
- South Dakota**
Sioux Falls—Sport, Travel and Hobby Show (Coliseum and Annex), April 17-19. Fred Bang.

- Tennessee**
Erwin—Unicoi Co. Ham Show, April 8-10. Wayne Scott.
Humboldt—West Tenn. Strawberry Festival, May 7-9. Mrs. Paul Ross.
Johnson City—Tri-City Sports Show (Big Burley Tobacco Warehouse), April 14-18. W. Claude Fox.
Knoxville—Tennessee Valley Sport Show (Chilhowee Park Expo. Bldg.), March 25-29. W. Claude Fox.
Humboldt—Strawberry Festival, May 4-9.
- Texas**
Baird—Baird Rodeo, April 30-May 2.
Beaumont—Charity Horse Show, April 29-June 2.
Corpus Christi—Buccaneer Days Celebration, May 1-10. Bob Finke.
Dallas—Southwest Sports Boat & Vacation Show (Fair Park), April 11-19. Martin P. Kelly.
El Paso—El Paso Flower Show, April 18-19.
El Paso—El Paso Home Show, May 6-10. Home Builders' Assn.
San Antonio—Battle of Flowers, April 20-23.
San Antonio—San Antonio Home Show (Bexar Co. Coliseum), April 5-12. Irving Wayne.
Fort Worth—Pioneer Days Celebration & Rodeo, April 30-May 2. H. P. Hoover, 406 W. Central.
- Virginia**
Suffolk—Negro Jubilee (Negro Fairgrounds), April 6-11.
Winchester—Shenandoah Apple Blossom Festival, April 30-May 1.
Richmond—Virginia Kennel Club Dog Show (Arena), April 11.
Richmond—Junior Premium Stock Show & Sale (Fairgrounds), April 13-14.
- Washington**
Auburn—Northwest Jr. Livestock Show, April 16-18. John Eby.
Enumclaw—Enumclaw Jr. Dairy Show, May 15. Martin J. Teeter.
Spokane—Spokane Jr. Livestock Show, May 5-8. P. R. Gladhart.
Toppenish—Central Wash. Jr. Livestock Show, April 27-29. Mrs. Bill Davison.
- Wisconsin**
Green Bay—Northern Wis. Sports Show (Veterans' Arena), April 13-19.
Madison—Wisconsin Sports & Home Show (Fairgrounds), April 8-12. Ben Bergor Enterprises, 1328 Morrison St.

CANADA

Saskatchewan

- Saskatoon—Fat Stock Show & Sale, May 29-30.
- Saskatoon—Light Horse Show, April 8-11.
- Saskatoon—Bred Sow Show & Sale, April 14.
- Saskatoon—Shorthorn Futurity Show, April 15.
- Saskatoon—Bull Show & Sale, April 15-18.

WINTER FAIRS

Arizona

Phoenix—Maricopa Co. Fair Assn. March 25-29. Harvey M. Johnson.

California

Los Angeles—Calif. Intl. Trade Fair & Industrial Expo. April 1-12. Don M. Muchmore.
San Bernardino—National Orange Show, April 23-May 3. G. Walter Glass.

Florida

Plant City—Hillsborough Co. Jr. Agri. Fair, April 9-11. D. A. Storms.

Calif. Awards

Continued from page 55
general manager, held the post in 1958.

Alex Freedman of Freedman Novelties, San Francisco, was awarded the novelty contract for the tenth year. He was high with \$17,500 with West Coast Novelties, also of San Francisco, the nearest competitor.

C. & C. Concessions, Inc., received the master food contract on a proposal of 24 per cent of the gross, less sales taxes, or a flat \$56,000.

J. J. Crosetti of Watsonville, named to the board of directors for a year, attended his first meeting. He succeeds Adrian Wood of Carpenteria.

Fortin, fair manager, said night show contracts will be awarded soon.

MAKE MONEY—SELL FRENCH WAFFLES



The "originals" — Molds that are top producers for owners. Two sizes—COMMERCIAL (4 in.) in Hexagon, Round and Scalloped at \$2.75 each, and JUMBO (5 in.) in Round and Scalloped at \$3.25 each.

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THE FINAL CURTAIN

ALLEN—Joe M., 68, formerly of the Johnny J. Jones Exposition, February 28 of a heart ailment in De Land, Fla., where he had lived for the past 20 years. Survived by a sister, Mrs. Anna Price, and two brothers, Thomas and Charles. Burial in De Land.

BACIGALUPI—Louis Sr., 86, the last of several generations of organ builders, March 14 at his home near Los Angeles following a brief illness. Born in Germany, he came to the United States in 1904. Active until his death, he made all the parts by hand for the organs at the Bacigalupi Organ Company, which he operated with his son, Louis Jr., in El Monte, Calif. Survived by his widow, Frieda, and four children. Services March 18 in Rose Hill Memorial Park, Whittier, Calif.

BROWN—Herbert F., 90, former cornetist with such well-known groups as the T. P. Brooks, Innis, Pryor, Sousa and Bachman concert bands, February 21 in Miami. He was born in Orland, Ind., going to Chicago around 1900 to form the Dixie Music house there with George Gault. He retired in the early 1930's.

CEPHAS—James, 85, former circus boss canvasser with King Bros. Circus and other shows, March 17 in a Macon, Ga., hospital. He had been with shows since 1894. Services March 18 at Hart's Mortuary, Macon, with burial in Fort Hill Cemetery.

LEGERE—Joseph Francis, 74, March 16 at York County Hospital, Rock Hill, S. C. A native of France, he came to America at the age of four and lived in San Francisco until he was 16, when he began traveling with circuses as a contortionist and trapeze performer. Survived by his widow and daughter. Burial in Landers Chapel, Lincoln County, North Carolina.

HYDER—Glenn, 60, superintendent of one of the

In Memory of
JOHN W. GALLAGAN
Who passed away
March 27, 1957.
JOSEPHINE HAYWARD

Velare Bros. rides for the past six years, March 18, in Long Beach, Calif., following a brief illness. He had been in the business for more than 40 years, serving with carnivals in an official capacity. At one time, he was associated with the Eli Bridge Company, Jacksonville, Ill., as a salesman. Survived by his widow, Frieda. Funeral services in Long Beach Monday (23).

RAY—Joseph R., 71, collector of concession accounts for the State Fair of Texas, for 26 years, March 15 in Dallas following a heart attack. He had been with the Pittsburgh Glass Company 51 years. Survivors include his widow, a daughter and two sisters. Burial was in Dallas.

BOCK—Inge-Lise, 53, associate director of Copenhagen's Summer Tivoli, March 9 in Copenhagen. (Details in Outdoors section.)

RYBURN—James H. Jr., president of Saline County Fair Association, Benton, Ark., March 9 in an automobile accident near Benton.

SETTE—Mrs. Ray, mother of Mrs. Pete (Theresa) Fossom, concessionaire on the Sunset Amusement Company and Carroll's Greater Shows in past years, February 27 in Austin, Minn. Also surviving is Tiny (Slim) Dugan, former concessionaire and Swenson Thrillcade driver and now a professional wrestler. Burial in Austin.

WIDAMAN—Mrs. Ed, wife of the owner of Widaman's Elephants, at Gainesville, Tex., February 13, after hospitalization for a heart attack. She had worked with her husband in circuses, presenting heir elephants, ponies and dogs. Her husband is with the Orrin Davenport Circus. Services will be at Compton, Calif., Wednesday (March 25) and burial will be at Englewood, Calif.

Rodeo Group

Continued from page 55

deos in favor of the Rodeo Foundation which will levy one national assessment on all rodeo contests, scaled according to the rodeo's size. Assessments will range from a minimum of \$30 per rodeo per year to a maximum of \$250. The Rodeo Cowboys' Association will retain the right to set the rules and approve the competitive conditions of all professional rodeos.

Results of the election were announced by Jack Stangier, past president of the Pendleton Round-up and chairman of the ballot canvassing committee.

Elected were:
District 1 (Washington, Oregon, Idaho north of the Snake River, and British Columbia), Bob Miller, president of the Silver Spurs Rodeo, Spokane.

District 2 (California and Nevada), Nye Wilson, general manager of the Grand National Rodeo, Cow Palace, San Francisco.

District 3 (Colorado, Utah, Arizona and New Mexico), F. B. Rigdon, chairman of the Carlsbad (N. M.) Elks Rodeo.

District 4 (Wyoming, Montana, Idaho south of the Snake River, Alberta and Saskatchewan), Tony Sneberger, president, Deer Lodge (Mont.) Rodeo.

Ice Shows

Holiday on Ice of 1959: Birmingham, Ala., 23-24; Montgomery 25-28; Miami Beach, Fla., 30-April 5; Tampa 6-12.

Ice Capades, 18th Edition: Evansville, Ind., 30-April 5; Wichita, Kan., 6-12.

Ice Capades, 19th Edition: Milwaukee, Wis., 23-31; Omaha, Neb., April 1-8; Chicago, Ill., 9-19.

Shipstads & Johnson's Ice Follies of 1959: Buffalo, N. Y., 31-April 5; Minneapolis, Minn., 8-26.

Miscellaneous

McLean's, Buck, Six-Gun Law Show: Opa-Locka, Fla., 27-29; West Hollywood 30-April 5.

Matchstick City: Charleston, S. C., 23-28; Wilmington, N. C., 30-April 5.

Inge-Lise Bock, Of Tivoli Park, Dies in Denm'k

COPENHAGEN — Mrs. Inge-Lise Bock, 53, artistic director of Copenhagen's Summer Tivoli, died Monday (9). She became ill Sunday (8) night, at her home, and was taken to the Military Hospital, where she succumbed to a cerebral hemorrhage.

Mrs. Bock was the daughter of Valdemar and Emilie Nielsen, owners of the Lorry cabaret. After finishing school she made a trip around Europe to study the leading amusement establishments and upon her return she became house agent for Lorry, in 1927, and when her father built the National-Scala, in 1931, she became its artistic director.

She joined the staff of Tivoli in 1948. In 1951 she was made an associate director of the big park, where she supervised the musical and stage programs, while Director Hemming Soager took care of the administrative duties of the park.

Even before she became a director of Tivoli she was rated as an expert in amusement park operation and when England decided on creating a Pleasure Gardens amusement zone for the 1951 Festival of Britain, in London, Tivoli was selected as the model and England's prime minister offered Mrs. Bock a life-time post as its director. She preferred to remain in Tivoli but agreed to aid in laying out plans for the fun zone.

Mrs. Bock brought a large number of top-rank concert artists and orchestra conductors to Tivoli, from Europe and America, as well as many vaude and circus acts.

District 5 (Arkansas, Oklahoma, Texas, Louisiana and the Southeast), W. R. Watt, manager, Southwestern Exposition Rodeo, Fort Worth.

District 6 (North Dakota, South Dakota, Nebraska, Kansas and the Northeast), Wally S. Cullivan, secretary, Kansas' Biggest Rodeo, Phillipsburg.

Foundation trustees, representing the Rodeo Cowboys' Association will be Harley May, Oakdale, Calif., president; Casey Tibbs, Nemo, S. D., and Lanham Riley, Fort Worth, both former vice-presidents.

Still to be named to the Foundation's trustee board are three rodeo stock contractors to represent the owners of the livestock strings.

In other action, the Denver-based cowboys' association named Bob Robinson, Calgary, first vice-president, and Guy Weeks, Abilene, Tex., second vice-president.

Carnival Routes

Big State: Kingsville, Tex., 23-April 6.

Burkhart: Bossier City, La., 23-April 4.

Capell Bros.: Casa Grande, Ariz. Deggeller Am. Co.: (Arlington Plaza) Jacksonville, Fla., 23-29.

Deggeller Am. Co.: Pensacola, Fla., 24-April 5.

Greater Kastl: Socorro, N. M., 24-29.

L. & L.: Jackson, Miss. Moore's Modern: Crane, Tex., 24-29.

Page Combined: Titusville, Fla. Pan American: Lafayette, La., 23-30.

Peppers All States: Warrington, Fla., 28-April 4.

Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 23-25.

Circus Routes

Davenport, Orrin: Columbus, O., 30-April 4; Hibbing, Minn., 17-19.

Hagen Bros.: Minden, La., 23; Monroe 24; Vicksburg, Miss., 25; Jackson 26; Brookhaven 27; McComb 28; Gulfport 30; Ocean Springs 31; Moss Point April 1; Chickasaw, Ala., 2; Warrington, Fla., 3; Crestview 4.

Hamid-Morton: Baltimore, Md., 28-April 4; Harrisburg, Pa., 6-11.

Polack Bros.: Camp Lejeune, N. C., 27-28; Indianapolis, Ind., April 2-5; Canton, O., 7-8.

Ringling Bros. and Barnum & Bailey: New York 27-May 12.

Legitimate Shows

Bells Are Ringing, The: (National) Washington, D. C., 23-28.

Dark at the Top of the Stairs: (Shubert) Cincinnati, O., 23-28.

Destry Rides Again: (Shubert) Philadelphia, Pa., 23-28.

Girls in 509. The: (Civic) Chicago, Ill., 23-April 4.

Katakai: (Walnut) Philadelphia, Pa., 23-April 4.

Lil Abner: (Blackstone) Chicago, Ill., 23-28.

Look Back in Anger: (KRNT Theater), Des Moines, Ia., 23; (Paramount) Omaha, Neb., 24-25; (Auditorium) Denver, Colo., 26-28.

Music Man, The: (Shubert) Chicago, Ill., indefinite run.

My Fair Lady: (Masonic Aud.) Rochester, N. Y., 23-28; (Music Hall) Cleveland, O., 30-April 11.

Two for the Seesaw: (Michael Todd) Chicago, Ill., 23-April 11.

Warm Peninsula: (Erlanger) Chicago, Ill., 23-April 4.

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VANCOUVER, B. C.—General Motor's "Motorama of '59" closed at the Showmanart Building at the Pacific National Exhibition Saturday (14) after showing to an estimated 100,000 free visitors.

Open daily except Sunday, the show ran from 10 a.m. to 11 p.m., for eight days. Five free stage-shows a day were headed by singer Gillian Grey and the Motorama dancers.

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Ringling Reveals New Routing Plans

Eagles to Skip Most Eastern Cities, Head Straight for Detroit, Midwest

TOLEDO, O. — Ringling-Barnum circus will play a new route after its upcoming Madison Square Garden engagement. Dates confirmed last week by General Agent Paul Eagles have the indoor circus heading for the Middle West.

This time it will pass by both the route of Eastern arenas it has played in the past couple of springs and the route of major Eastern cities it formerly played under canvas.

The first post-New York stand will be Boston, as usual, appearing at the Boston Garden, May 14-24. Rochester, N. Y., and the War Memorial Arena also is held over from the earlier arena route, and now will be played May 26-27.

But all-new is the show's subsequent jump to Detroit and the Olympia building for May 29-June 7. And second stop on the new section will be Toledo, where the show will be in the Sports Arena, June 9-10.

Change in the routing policies marks another step, and one of the late ones, toward changing over from influence of the earlier tented route. And it keeps the show closer

to the ice show routing system it seeks to duplicate.

Figuring also in the route revolution is the current series of stands at which the new edition of the show is being exhibited in advance of the New York opening. New York used to be the debut spot for the whole show, but now it is played after the circus has appeared in several other stands along the way, as do the ice shows.

R-B, BEATTY SET TO OPEN DAY AND DATE

NEW YORK—Circus season gets its spring kick-off in a double barreled opening in the New York area. Both Ringling-Barnum and the Beatty-Cole circuses are set to open on Friday (27).

Ringling opens at Madison Square Garden. Beatty opens at Palisades Park just across the Hudson River in New Jersey. The next day will see Frank Wirth opening a circus at Island Garden arena at West Hempstead, on Long Island.

Hunts Framing Package For Indoor Circus Use

BURLINGTON, N. J. — More than 30 head of stock are being readied as an animal unit for next winter's indoor shows by Hunt Bros.' Circus. Worked by Capt. Roy Bush and Trevor Bale, the package will be comprised of five three-ring displays to form the nucleus for arena shows.

As outlined by Harry Hunt, the unit as offered to show producers will consist of eight elephants working three rings; three horse acts with eight Liberty Palominos in the center, flanked by two drills of four ponies each; camel, llama and pony routine flanked by two

groupings of two pongas and two ponies each.

The Bale family will offer its unicycle and bike acts, and Bale himself will be available as emcee. Also available will be a menage horse display with three riders from the Liberty act, and three single elephant acts.

Regular outdoor season for the Hunts will get under way April 18 in Dover, Del., it is reported.

Ringling Scores Turnaway Business In Winston-Salem, Greenville Stands

GREENVILLE, S. C. — Ringling-Barnum Circus played to turnaway business for its four-show, two-day stand in the new Greenville Memorial Auditorium. Building Manager Herman Penn reported a gross of \$50,998.

Stand was promoted by Greenville Civic Productions, a new group headed by Keener Garrett, of WFBC, and made up of others in broadcasting and publication

fields here. They reported that the show was sold out prior to starting time, and several thousand were turned away during the two days.

Pepsi-Cola paid for 250,000 fliers that were passed out, starting at the ice show in the building some weeks ago. Seat chart on the back of the flier mapped the new building and was credited, in part, for the fact that "only about 20" of the leaflets were thrown away in a six-block radius of the building after the ice show. Others were distributed later in many places.

They also used such gimmicks as a disk jockey who rode an elephant and a contest to select a junior ringmaster and a junior ring mistress. Newspaper and broadcast advertising was strong.

It was Ringling's first time in Greenville in about six years. Ken Mayo worked the town for the show, along with advance clowns. Kids had half-price tickets in the afternoons and paid full at night.

WINSTON-SALEM, N. C. —

Ringling Bros. and Barnum & Bailey Circus turned away 2,000 potential patrons Sunday (15) as it ended a successful three-day stand here at the 6,300-seat Memorial Coliseum under the direction of Feld Bros. The show followed "Holiday on Ice" in the building by one week, enjoying good weather except for Sunday when hundreds of cars were turned away.

The six-performance run started slow Friday (13) afternoon when only 2,000 attended, but soared to near-capacity that night with about 6,100 persons. A 10:30 a.m. show drew 3,000 Saturday (14) followed by 6,000 and 6,100 patrons, respectively, for afternoon and evening. Then came Sunday (15) with an afternoon-only showing to an overflow 6,330, with some people sitting in the aisles. Local sources report that the circus would have set an attendance record for the three-year-old coliseum if it had been able to accommodate the crowd Sunday.

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THE BILLBOARD

61

Band Shell and Pavilion Razed at Willow Grove

PHILADELPHIA—The music pavilion at Willow Grove Park here fell into rubble last week to a demolition crew. Crumbled, too, was its band shell, famed both here and abroad as the most acoustically perfect resonant structure ever fashioned. The great stage, whose boards were trod by the musical greats at the turn of the century, gave in to the tearing crowbars.

It was here under the stars that Sousa, Pryor, Herbert and Createore played inspired music. Walter Damrosch, a distinguished conductor, gave the park its initial taste of the classics at the turn of the century. Most popular of all was the immortal John Philip Sousa, the bearded March King. He returned for summer engagements for more than 20 years.

In point of time, it is less than 63 years since the first concert was presented in the pavilion at the

opening of Willow Grove Park on May 30, 1896. A year earlier the Union Traction Company had extended its lines to Willow Grove, soon after it had sent its old horse cars to eternal pasturage. To encourage trolley riding as a pleasure trip the park was built with picnic groves and amusements. But the music pavilion was its main attraction. There was no charge for admission.

Spacious as it was, the wooden pavilion held only a fraction of the 18,000 to 20,000 patrons who came nightly thru the summer seasons. The greater number found seats on the rows and rows of benches that stretched in a semicircle down to the lake's edge. In its heydays 35,000 to 40,000 people rode out to Willow Grove, proof to the Traction Company that it was good business to pay high fees to famous bands to give free concerts for the public. It is recorded that Sousa received \$1,000 a day for himself and his 50 men to play four concerts.

The popularity of the open-air concert waned after the end of World War I. It was after midnight on Sunday, September 8, 1940, that old Route 55 made its last trolley trip out to Willow Grove, and on that day the street cars were replaced by modern diesel buses.

Concerts were scheduled in the old pavilion from time to time in later years, and present park owners even tried a rock-and-roll attraction in the summer of 1956. But for the most part, the building stood empty, a relic of a way of life that ended with the last sardine excursion on an open trolley car.

Pa. Group Sets April 15 Meet

HARRISBURG, Pa.—The annual meeting and election of officers of the Pennsylvania Amusement Parks Association will be held April 15 at the Penn-Harris Hotel here.

Important business on the agenda includes a discussion on the Minimum Wage Act, which vitally affects parks.

Joseph A. Helprin, former manager of Willow Grove Park, is president of the group, and W. J. Tarr, Conneaut Lake Park, is secretary-treasurer.

ROLLER RUMBLINGS

RSROA Membership Roster in Sharp Rise . . .

DETROIT—In recent months more than 23 rinks have been added to the membership roster of the Roller Skating Rink Operators' Association of America, it was announced recently at RSROA headquarters here.

The rinks and their operators include Playland Rollerdrome, Pismo Beach, Calif.; Ural Van Fosse; Roll-A-Rena, Cambridge, O.; Mr. and Mrs. Clifford J. Riffle; Shamrock Roller Rink, Lancaster, Tex.; Mr. and Mrs. Clarence L. Smith; Skate Arena, Adrian, Mich.; Mr. and Mrs. William J. Hall; Melody Skating Rink, Moultrie, Ga.; Mr. and Mrs. Paul E. Cottrell; Parkside Roller Rink, Watseka, Ill.; Mr. and Mrs. Arthur W. Davis; Ro-Mar Roller Arena, Germantown, O.; Charles R. Briggs; Fordham Skating Palace, New York; Frank Singleton, a membership renewal; Gateway Roller Rink, Houston; George Bergin; Candlewood Arena,

Danbury, Conn.; C. J. Ross and J. M. and F. A. Petriello.

Harry's Roller Rink, Glendale, Calif.; Harry Dickerman; Skate Arena, San Jose, Calif.; Mr. and Mrs. Herbert S. Hensien; McMinnville (Ore.) Roller Rink, Mr. and Mrs. Arthur J. Holland; Pioneer Roller Drome, Ferndale, Wash.; J. C. Derfield; North Syracuse (N. Y.) Rollerdrome, A. D. Colella and Samuel Fiduccia; Fort Pierce (Fla.) Skateland, H. I. and F. D. Maleuron; Sarasota (Fla.) Roller Rink, M. G. Janes; Bowlomat Skateland, Miami, Nat Leff; Oakland Manors Arena, Fort Lauderdale, Fla.; Clayton E. Raney; Crystal Beach Roller Rink, Vermilion, O.; Mr. and Mrs. LeRoy K. Axx; Rollerland Skating Center, Texas City, Tex.; Mr. and Mrs. J. Pat Kinney; Skate-Way Roller Rink, Litzitz, Pa.; Robert D. Styer, and Zook's Recreation Center, Waynesboro, Pa.; Wilbur C. Zook.

Garland's Ocean City Spot Bows to 400 Skaters . . .

OCEAN CITY, N. J.—A crowd of over 400 skaters attended the recent opening of Don Garland's new Ocean Skating Rink. The spot will help meet the city's recreational needs during off-season months, since the town is primarily a summer resort.

Girl Scout Classes At Philly Playland . . .

PHILADELPHIA — Playland Roller Rink here has arranged for two Girl Scout troops to conduct a series of party-class sessions at which the Scouts will attempt to meet roller skating merit badge requirements. Special admission rates have been set for the Scouts.

3 CHAIRMEN

Committee to Handle Coney Publicity Job

NEW YORK — Coney Island's promotion and public relations will be handled by committee this year, the first time in many seasons that the big amusement complex has not used the services of a professional publicist.

Definitely scheduled so far are the Blessing of the Fleet offshore ceremonies, on June 14, and continuance of the fireworks shot on Tuesday nights as a joint effort of the Chamber of Commerce and F. and M. Schaefer brewery, Bill Nicholson, executive secretary of the chamber, reported. The shows will run from June 23 thru September 1 with a special July Fourth presentation. It is also hoped to continue the Armed Forces Day military displays.

A committee of 30-odd amusement operators comprise the promotion committee, which will be headed by Fred Moran, of the Thunderbolt Coaster, Fred Sindel, Side Show operator, and realtor John G. Ward. Their work will be co-ordinated thru Nicholson's office.

Several professional submissions were made for the Coney account but the decision was made to continue locally after expiration of the contract of Milton Berger, last December 31.

The chamber's annual dinner has been set for the evening of April 14 at the Club Elegante, Ocean Avenue and Avenue K, Brooklyn.

Slate Takes Office

Vincent J. Tesoriero, Coney realtor and insurance man, will be installed president that night, with State Sen. Frank J. Pino as installing officer. Also being installed Garms, Joseph H. Goldstein, Thomas F. Tesauro, Sam Holtzman and Frank X. Wardman; Leonard F. Tria, treasurer; Leo B. Stein, assistant treasurer, and Albert C. Myers, secretary. Tria and Pat Auletta are co-chairman of the dinner committee.

Official season's opening was declared for May 16, altho high hopes for a pre-opening business spurt were built for Palm Sunday (22). For year-around eating places such as Nathan's Famous, The Clam Bar, Garguilo's, The Seven Seas and the Carolina, it will merely mean a step-up in hiring while other eateries are preparing to open.

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OPEN PARK MAY 1 ON PNE GROUNDS

Playland, Managed by G. P. (Gerry) Mackey, Cost Over \$1 Million; Totals 17 Rides

VANCOUVER, B. C. — Playland, the Burrard Amusement Company's new park built on the Pacific National Exhibition grounds, opens weekends for the first three weeks in May and then goes daily, except Sundays, from 3 p.m. to midnight until June 27.

According to G. P. (Gerry) Mackey, president, when the park opens May 1, an estimated four years of work will have been crowded into one at a cost of \$1,100,000, an amount which ran 40 per cent over the original estimate.

At present work is proceeding on repaving nine acres in blacktop

at a cost of \$21,000 and a further \$17,000 is budgeted.

The new cafe opens April 15 under the supervision of D. A. (Denver) Burtenshaw and Manager Bob Parsons on a year-round operation.

There will be six kiddie and 11 major rides under ride Superintendent Jim Robertson. Concessions will number 75, with Fred Glasgow as manager.

Jerry Crawshaw, formerly manager of Royal Canadian Shows, is general manager of Playland and Russ Miller is office manager and comptroller.

The leading figures who launched Playland consist of G. P. (Gerry) Mackey, D. A. (Denver) Burtenshaw and Robert Bollinger, all veteran carnival and park ops.

NEW YORK — Four large photos of Tampa's new storybook theme park, Fairyland, were in a recent issue of The New York Times. The park, owned and operated by the city of Tampa, includes live animals, birds and fish and is located only a short distance from downtown.

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FAIRS-EXPOSITIONS

62

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

MARCH 23, 1959

ESE Earmarks 141G For Major Plant Improvement Sked

2,000-Seat Amphitheater, New Steel Sheep Judging Arena Planned

WEST SPRINGFIELD, Mass.—An impressive schedule of physical improvements is mapped for this fall's Eastern States Exposition, which will run Saturday thru Sunday, September 19-27. More than \$141,000 has been approved for the many-faceted project by the executive committee, General Manager Jack Reynolds reports.

Chief elements are a pair of wings on the Brooks Memorial Administration Building, a 2,000-seat amphitheater in the west parking area, relocation of the midway rides and farm machinery show, and construction of a new sheep judging arena. The arena will be a 2,300-square-foot Stran-Steel building to replace tents used previously. Dimensions will be 36 feet by 64.

There will be two 40-foot additions to Brooks Memorial, extending straight out from the sides. One wing is for all present staff offices and another for such functions as accounting, ticket sales, ticket auditing and other financial activities. The present trustees' room is being taken over for general office use, and the second floor of the present building will be remodeled for trustees' use.

Calif. Events Set Talent for Grandstands

HOLLYWOOD—Talent at four California fairs was set by Jo and Newton (Carolina) Brunson, of Hollywood Theatrical Agency, here last week.

Hugo Zacchini and his cannon act will play the Solano County Fair, Vallejo, for a week starting June 17; Alameda County Fair, Pleasanton, for a week starting July 6; Orange County Fair, Costa Mesa, July 15-19, and Merced County Fair, Merced, August 11-16.

The agency signed the Lenn Laden Water Show for the Merced event, August 11-12. Also booked there are Kirkman, magician; Betty Willis and Jack (Bobo the Clown) McAfee for August 11-13. Kirkham plays the full six days, with The Lynons opening August 14 for three days.

At Orange County Fair the agency will have Kirkham, Bob Baker's Marionettes, the Lynons, Betty Willis and Al Lyons Trio, July 15-16. "Icelandia" opens July 17 for three days. The Jose Matta Strolling Troubadours will play the full six days of the fair.

GOLDEN HORSE RANCH THRILL SHOW

World's Greatest Western Show
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14 Acts—All Palomino Horses
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LEAHY BUYS STORYVILLE

DANBURY, Conn.—John Leahy, owner-manager of the Great Danbury State Fair, has purchased the children's village—Storyville—a feature of Eastern States Exposition the past three years. The village, owned and operated by John T. Fitzgerald, has been eliminated at the West Springfield exposition to make way for the event's expanding road building, farm and general outdoor equipment show.

GIVEAWAY

Calgary Builds Most Electrical \$30,000 Home

CALGARY, Alta.—Calgary Exhibition and Stampede's \$30,000 giveaway home this year will be the most complete electrically equipped house in Canada. The Electric Service League of Alberta will equip it with every electrical appliance and fixture.

Working in co-operation with manufacturers, local supply houses and wholesale and retail outlets, the league will install no fewer than 40 different appliances, exclusive of light fixtures, ranging from electrical furnace, wall oven, refrigerator, washing machine and dryer down to an electric razor. Included will be a saucepan, deep fat fryer, blender-juicer, hi-fi combination, portable radios, inter-room communication system, curling iron, hair dryer, lawn mower, hedge clipper, bathroom heater and ice cream freezer.

The home will be built on the midway area at the exhibition grounds and will be moved to a site in a residential area at no cost to the winner. Tickets will be sold during stampede week by members of the Calgary Junior Chamber of Commerce.

The fair's treasury activities had formerly been spread among various buildings during fairtime, and the Brooks Memorial work creates much-needed centralization.

Playland rides are to be spotted inside Gate 9 and will border the relocated machinery section. The farm units will be concentrated, fronting on Springfield Avenue across from the Industrial Arts Building. This space was formerly occupied by rides and by Storyville, the children's village which is being discontinued after three years of operation.

The amphitheater project was speeded up by formation of a local company for the purpose of operating a tent musical theater on the grounds. The excavation will be used for this purpose and also for the ESE's youth and home department facilities. Construction will begin as soon as weather permits, to allow for a full season of tent shows.

Various meetings of trustees and livestock groups, livestock and pony sales and other events will keep various structures busy until fair time. Included on the schedule are the Springfield Home and Trade Show, starting Monday (30), and a June 22-24 rodeo.

Other items on the improvements program are 3,000 feet of new fencing which will run behind the State buildings and from the end of the race track to the lagoon, paving of 2,000 feet of Circuit Avenue, added horse barn box stalls, new lavatories in the Horace A. Moses (4-H) Building, new wiring in the west parking lot, an added tramride for the east parking lot and new public rest rooms in the poultry building.

Anderson, S. C., Adds Baseball Diamond

ANDERSON, S. C.—Elections which will be replaced with a portable stage for shows during fair time.

Schwalm's report to the board called for several improvements on the fairgrounds. Most needed, he said, are building decorations and various additions to the ladies' department, agricultural building and swine division.

McCoy, who is also president of the Chamber of Commerce, made the baseball recommendation, which received unanimous approval. Board members concurred with Legion baseball committeemen, who said an improved ball park would revive interest in the sport in Anderson. They said a Legion requirement that play-off games must be held at a field which is fenced and lighted forced their team to play out of town in vital contests, under night conditions to which they were unaccustomed.

The World of Mirth Shows will again provide the midway for this fall's fair. Grandstand entertainment will come thru the Richmond Cox office of Spartanburg and will include "Carnival On Ice" for 12 performances. Cox is working with the Jaycees on an advanced ticket sales system.

WINTER HAVEN PULLS JUST UNDER 100,000

Peter Hayes-Mary Healy TV Show Clicks; Strates' Fun Zone Profits From Crowds

WINTER HAVEN, Fla.—The 35th annual Florida Citrus Exposition scored big attendance-wise, closing its run here Saturday (14) with just under 100,000. Robert J. Eastman, general manager, disclosed. This compares with last year's 52,000, a result of extremely cold weather, and 81,000 scored in 1957 when the weather was more seasonable.

A total of 124 commercial exhibit spaces in four halls were sold, with special purpose citriculture farm machinery and a few other exhibits spotted outdoors. This was an increase of about 60 per cent in the number over last year.

The fair, which primarily is a media for the promotion of the citrus industry, featured a national television show daily on the grounds. The Peter Lind Hayes-Mary Healy video segment was on each day, Monday thru Friday, and brought the expo before a reported 2,500,000 viewers. Cost of the show was \$45,000, with the Florida Citrus Commission picking up the tab.

In 1957 the fair had the Gary Moore Show booked for two weeks, but due to the weather and the damage done to crops, it only showed for five days. This year guest stars on the Hayes-Healy show included Don Cherry, Frank Fontaine and the Lisa Kirk Quartet.

Special promotions, such as a Florida Citrus Queen contest; luncheons for canners and planters, a press breakfast and visits by Governor Collins and the State's two U. S. Senators, all helped.

The fair opened on a Saturday, closed for Sunday, reopened on Monday and ran thru Saturday night (14). Opening Saturday was big, drawing 22,000.

The James E. Strates Shows was on the midway with 30 rides and 14 shows. Business was well ahead of last year due to the better weather and bigger crowds.

The fair, and also the carnival, escaped damage when a tornado hit Polk City, about 20 miles from here on Thursday (12).

Conn. Assn. Sets April Meet

GUILFORD, Conn.—The spring meeting of the Association of Connecticut Fairs will be held Saturday, April 18, at the Guilford High School, according to Alice Schlager, secretary. The meeting will include business sessions and a banquet with entertainment for the evening.

TIPS ON SHOW JUDGING

Mass. Premium Lists Slate Exhibitor Hints

BOSTON—Premium lists throughout the State this fall will contain notes and hints for exhibitors, as a result of discussions at the annual meeting of the Massachusetts Agricultural Fairs Association. Included will be suggestions for exhibitors and a list of things looked for by judges.

The subject developed during a series of comments urging uniformity.

Luthor Belden, sheep breeder of Hatfield, said a lack of uniformity was the chief problem facing sheep exhibitors. He suggested standard classes as follows: Aged ram, yearling ram, ram lamb; aged ewe, yearling ewe, ewe lamb; pen of lambs, either sex; wether lambs; breeder's flock (bred and owned by exhibitor) consisting of one ram yearling or lamb, pair of two-year

ewes and two ewe lambs; exhibitor's flock consisting of one each, ram any age, aged ewe, yearling ewe, ewe lamb.

Henry Wendler, school instructor, spoke on problems of horticultural exhibitors, and urged an understanding between the fair and the exhibitor that replacements will be made on the fourth day, of flowers, fruits and vegetables, especially leafy exhibits and those highly perishable. He proposed spraying leafy vegetables and showing cut flowers in a container with water.

Wendler emphasized that in the larger horticultural showings the commercial producer or grower is the main exhibitor, and that many shows must guarantee an amount of money for the expense of setting up these displays.

INDIANA STATE CUTS SOME TIX, UPS OTHERS

INDIANAPOLIS—While retaining the 75-cent gate admission, the Indiana State Fair Board has voted to reduce the entrance price to a number of grandstand shows. Regular grandstand seats were cut to \$1 for adults and 50 cents for children, with box seats remaining at \$2.20. In 1958 the prices were \$1.10 and \$1.65.

Parquet and regular box seats will sell for \$2.20 and \$2 for Jack Kochman's Hell Drivers show. General admission charges will stay at the \$1 and 50-cent level.

Toll for the Roy Rogers show will be hiked to \$2.50 for box seats, with other admissions at 50 cents in the bleachers and rising to \$2 for five reserved sections in the grandstand.

Boxes for the horse show were raised also, from \$3 to \$3.30. Mezzanine seats, of which 3,000 will be available, were reduced from \$1.20 to \$1. Prices for the Coliseum shows and Grand Circuit harness racing remain unchanged.

To be available for 50 cents until the fair opens on September 2, there are 200,000 tickets being printed for advance sale.

AFTER SIX YEARS

Sutton Title Back On Road in Calif.

PICO-RIVERA, Calif. — The name "Sutton," dormant as a title since 1953 except for its use in the current movie, "Some Came Running," was re-activated in this area last week when Sutton's Pacific Coast Shows opened for the season that will end about Christmas time. The show, which F. M. (Pete) Sutton (Jr.) said was built "on imagination and from junk scrap," has 10 major and 10 kid rides. On the date here which closed Sunday

McKee Night Goes Over Big for NSA

NEW YORK—More than 100 persons turned out for the Al McKee Night festivities at the National Showmen's Association on Saturday (14), which also had a St. Patrick's Day flavor. Tickets were limited, to keep celebrants from overflowing onto the second floor. The clubrooms were decorated with a holiday motif, and green derbies and bonnets were distributed to all attending. Angelo Peppe and his committee served barbecued chicken and all the trimmings. Music was provided by Romano's band.

Aiding in the affair were Harry Koretsky in the kitchen, and Jack Stern, Simon (Piccolo) Hadgi and Ike Weinberg as waiters. McKee was presented with a pair of gold cuff links by the committee. Also received was a \$50 donation toward the success of the party from J. W. (Patty) Conklin. Lou Dufour, nursing a cold, was a late arrival.

Dixey Buys Sens' Rides

GARY, Ind. — Raymond C. Dixey, who operates Dixey Enterprises at celebrations and other events around Chicago and in Northern Indiana, has purchased a line-up of rides from Casey Sens, who formerly provided the rides for the organization.

Dixey now owns a Merry-Go-Round, Ferris Wheel, Corral, Rollplane, Paratrooper, big Roller (Continued on page 67)

(15) under the auspices of the American Legion, 40 concessions, all independents, were featured. There were four shows, Clyde Rawlings Motordrome, and the Blash & Hilligoss Funhouse, Snake Show, and Midget Ponies. A free circus featuring Mrs. Terrell Jacobs was also used.

Despite its unique origination, the show made a flashy appearance with rides and concessions down the center. Sutton used plenty of sawdust. This and the general installation, which is including the Velare Bros. Rotor thru the first few weeks, resembles a Midwest show.

There are innovations in carnival operations. While some are conventional, Sutton makes use of an intercommunications system with 26 telephones. Each ticket box has a connection with the office as does the important posts such as those of the electrician and mechanic. Sutton said that the system, which was originally purchased as army surplus, prevented or shortened breakdown periods.

Two especially well designed trailers for both utility and appearance are on the show. One of these is a candy trailer 30 feet long with a glass-enclosed grab joint at one end and a complete popcorn and candy floss operation on the other. The two are separated by an 8-foot kitchen in the (Continued on page 67)

Bee's Adds Rides, Gear; Skeds Southern Invasion

WINCHESTER, Ky. — Bee's Old Reliable Shows is going south this season. For the past several years it has remained within the borders of Kentucky from opening to closing. New fairs signed for this year include Newport, Oneida and Centerville, Tenn.; Attalla and Ozark, Ala.; Milledgeville, Barnesville and Cochran, Ga., and De Funiak Springs, Fla. Some new fairs have also been added to the long-established Kentucky route.

A Schiff High Road model Coaster has been purchased from the Bill Geren Shows, along with its transportation. Several tractors have been added to the rolling fleet and everything is ready for the May 7 how at Danville, Ky. Still dates and celebrations will busy the show until June when it enters its route of 20 fairs that will end in Florida in November.

Robinson Sets 40 Fairs, Celes For Two Units

EVERETT, Wash.—Forty fairs and celebrations have been signed for the two units of Western Shows, Frank Robinson, owner-manager, announced.

Frank Robinson Sr., will manage the No. 2 unit and play Eastern Washington, Idaho and some dates west of the Cascades. The first unit will confine its route along the (Continued on page 67)

Atlas & Lawrence Set Debuts, Units

Botwin Bingo, Strobel Girl Shows Joining; More Rides for N. J. Unit

PATERSON, N. J. — Developments on both the Atlas Amusements and Lawrence Greater Shows unfolded this week, with the announcement of added units and opening dates for both. Atlas will play the New York metropolitan region under supervision of August L. Longo and Anthony Perrotta, then merge with the Lawrence show at fair time.

Angelo Longo reported acquiring the former twin 100-kw. light plant of the Lawrence unit from Charles Lenz in Florida recently. It is on its way to winter quarters at the fairgrounds in Camden, S. C., where Shirley Levy has been in charge.

Also set for the show is a Paul Botwin bingo. Al Strobel left New York for Camden where he will prepare for fielding two or three girl shows with Lawrence. Twelve men are working in quarters. First still date will open April 13 but the location is undecided, Angelo Longo reported.

Atlas was fortified this month by the purchase of factory-new Helicopter and Sky Fighter rides, and a three-abreast Allan Herschell Merry-Go-Round with organ, which is being completely rebuilt.

Penn Premier Sets Spring Fair Debut

Light Towers, Other Units Added; Outlook Good for Pa. Steel Area

HENDERSON, N. C. — Winter quarters work for the Penn Premier Shows has been stepped up considerably, looking toward the April 4 opening in Emporia, Va. Billed as a Spring Industrial Fair, the date, if good weather allows, will benefit from special matinee and school kids' day work being handled by Peasy Hoffman.

Joe Gilman, secretary, and Miles Detrick, maintenance and lot man, are on the sick list. Gilman was shaken up in an accident while

driving owner Lloyd Serfass' station wagon to the Pennsylvania fair meeting, and now has suffered a relapse which has sent him first into Henderson Hospital, then into a hospital in Durham. He has a ruptured disc in his back but is expected to be in good shape by opening day.

Harry (Buster) Westbrook, business manager, flew from Miami to a Pennsylvania meeting last week and is expected in quarters this week. Final still dates are being rounded up by W. A. Godley, special representative.

Ebensburg Plans Cele

Ed Green, president of the fair in Ebensburg, Pa., has reported with news of that event's promotional work. Arrangements are completed for a large firemen's parade and celebration during fair week. Indications are also favorable for the Pennsylvania steel region where several still dates are to be played. Industry is in good shape there and unemployment is nonexistent at this time.

Concessionaires coming on for the season, Serfass said, will include Tommy Arger with bingo; Al Dorso with popcorn, jewelry and Roundup ride; Tommy Allen, 2; Charlie Allen and wife, 5; Joe Soret, 4; Miles Detrick, 2; Buster Westbrook, 4; Harry Westbrook, Jr., 2; Rickie and Joe Ely, 6; Woodrow Jones, 2; Ralph Ryan, cookhouse; Russell Francis, 5; Arkie, 2; and W. A. Godley, 1.

Jack Belmar is finishing spray painting the roller stock, a fleet of 47 separate units, in the red-and-white show colors. Three more trucks are being delivered by Johnny Canole. Also hard at work (Continued on page 67)

Coleman Bows April 23; Adds Paratrooper

MIDDLETOWN, Conn. — Opening of Coleman Bros. Shows' season will be Thursday, April 23, and not March 23 as previously reported, the show noted. The show will use its own lot in town here.

A recent development was the booking on of a new Paratrooper ride, Bob Coleman said. It is expected to be present for the opening date.

Okla. Expo. Readies in Hugo Quarters

HUGO, Okla.—Oklahoma Exposition Shows are readying for the 1959 season at winter quarters, which opened here Monday (2).

Three new rides, including an Allan Herschell 32-foot Merry-Go-Round, bring the total number to eight for this season. Three new fairs have been added to last year's itinerary, routing the show thru six States.

Manager Joe Starr is in University Hospital at Oklahoma City, but expects to return to quarters soon.

Ga. Amusement Co. Launches April 16

TOCCOA, Ga.—The Georgia Amusement Company will open here April 16 for a 10-day stand. The show will carry 6 major rides, 2 kiddie rides, 2 shows and 20 concessions, playing Georgia and North Carolina. A new Scrambler will join in July.

Show will be in its 12th season. Staff includes H. H. Scott, owner and manager; Mrs. H. H. Scott, secretary and treasurer; Pat Brady, electrician; Homer Scott, advance agent, and Henry Scott, billposter and lot man. Concessionaires will be about the same as last year.

LOS ANGELES CLUB'S ALOHA PARTY WELCOMES HAWAII

LOS ANGELES—The Aloha Party staged by the Regular Associated Troupers in its clubrooms here Thursday (12) was well timed. It coincided with Hawaii's statehood and was a send-off for the club's president, F. M. (Pete) Sutton, who had just opened his Sutton's Pacific Coast Shows.

Sunshine Jackson was chairman of the event, which drew more than 100 members and friends. Decorations and entertainment were in the Polynesian theme, with Jim Manley emceeding the songs and dances of Mia DeFlorian and Johnny Aldocano. Specialty numbers were by Sandra Walsh, Maree Rhodes, Sunshine Jackson, Katherine Goldstein, Princess Omar and Helen Fagan. Tillie Palmateer donated the awards.

While the Hawaiian theme was the main one, Irish songs had their place with St. Patrick's Day coming up. Birthday greetings were extended Jimmy Lantz, Ed Harris, Joe Dauer and Ernest Hoblitt. Pete Sutton, in absentia, was honored both as the club's president and as the owner of a new show. A lei was accepted by Steve Vaughn and later delivered to the show lot by Helen and Fred Smith.

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SNOW IS THE BACKDROP FOR BERNARD ICY OPENER

TORONTO—Huge piles of snow served as the backdrop for the opening of Bernard Amusements No. 1 ride unit here last week at Golden Mile Plaza, huge shopping center. Despite temperatures in the 20's and 30's, the rides did strong business, Bernard B. Arent, owner, said.

The Merry-Go-Round, Ferris Wheel, Skyfighter and Auto ride were erected in a late-winter snowstorm that hit the town. Show opened Friday (13) with the temperature at 25 degrees, and hundreds of parents and youngsters lined up bundled in winter coats, scarves, mittens and ear muffs.

The winter carnival atmosphere struck the fancy of one of the local television studios which sent a crew out to shoot the unusual event.

Arent, to get back to business events, reports signing to provide the midway attractions at the Windsor, Ont., Firemen's Labor Day celebration, a free gate event that normally attracts up to 85,000.

Sunset AMUSEMENT CO.

Opening Thursday, April 23, downtown Excelsior Springs, Mo.
Celebrations and Fairs Starting June 17

COOKHOUSE WANTED, ON ACCOUNT OF SICKNESS, TO JOIN MARCH 28 FOR WINTER QUARTERS AND OPEN APRIL 23; WIRE OR PHONE.

CONCESSIONS

Can place Photos, Age and Weight, High Striker, Glass, Bird, Dish, Bear Pitches, Short and Long Range, Milk, Punk, Dip, Coke, Ball Games, Hoop-La, Derby, Bumper, Novelties, 1-Ball, Cork Gallery, Add-Em-Up Darts, Roman Targets, Watch-La, Custard, Ice Cream, Slum Spindle and Hanky Panks.

SHOWS

ARCADE, MOTORDROME, SIDE SHOW, SNAKE, MONKEY, GRIND SHOWS AND MECHANICAL.

Winter Quarters open.
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All Acts booked for the Ringling engagement at New York will be given preference at River-view Park, Chicago, for all season's work.

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BAKER UNITED Shows

"A Clean Modern Midway"

Opening Indianapolis, Ind.—2 Saturdays, 2 Sundays—April 16 thru 26, Kentucky Avenue and White River Parkway. Followed by another 10-day downtown location.

CONCESSIONS

Can place Custard, Pronto Pups, Glass and Pottery Pitches, Age and Weight, Hoop-La, Fish Pond, Pitch-Till-You-Win, Duck Pond, Basket Ball, Balloon Darts, Bear and Bird Pitches, Coke Bottles, Short Range or any clean, legitimate Concessions that work for stock only. What have you? (No flats, alibis or gypsies.)

SHOWS

Can place Fun and Glass House, Illusion, Snake, Monkey, Fat or 10-in-1. No Girl Shows wanted.

RIDE HELP

Can place Foremen for Tilt-a-Whirl and set of 4 Kid Rides. Want Second Men on all Rides (Carter, get in touch). Must drive Semis and have licenses. No drunks, chasers or cars wanted.

HAVE FOR SALE—COMPLETE OFFICE TRAILER, EQUIPPED.
ALL REPLIES: ERNIE ALLEN, MGR., 1818 SPANG AVE., TERRE HAUTE, IND.
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CONCESSIONS—Cookhouse, Lead Gallery, Apples, French Fry, Age & Weight, Hi-Striker, Pitches, Ball Games, Photo, Novelties and Hankies. No flats or alibis.

SHOWS—Very liberal proposition.

HELP—Mechanic, Ride Superintendent, Electrician, Unit Manager, Foremen and Second Men on all Rides.

FRED NOLAN, Route 2, South Zanesville, Ohio

PLAYTIME SHOWS

LAST CALL—OPEN APRIL 16, MANCHESTER, N. H.

Want Derby or Greyhound, Novelties, Age, Weight, Balloon, Coke, Bumper, Center Joints, Pitches. No flats, alibis or gypsies.

Foreman for Wheel, Octopus, Roll-o-Plane, Paratrooper.
Mail: 38 Barker Street, Lowell, Mass. Phone: Glenview 3-7019

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Tatham Retitles, Extends '59 Route

RUSKIN, Fla.—Tatham Bros. Shows will go out under the new title of Tatham's Fun Fair and will remain out two months longer than it has in recent years, Bill Tatham, owner, announced here last week.

Tatham said that signing of Jack Hoxie, old-time cowboy movie actor, as feature of the stagemow, is one step in an expansion program. Three back-end units will be presented, a Circus Menagerie,

Nelson's One-Man Band and Matchstick City.

A number of rides will be added for the tour which is not to terminate until December, Tatham added.

Byers Flashes Up Fun Zone With Lighting

COUSHATTA, La. — Byers Bros.' Shows will hit the road in a blaze of lights this season with much effort here in winter quarters going to flash up the rides.

A crew is busy putting fluorescent on all the rides, and five new light towers are being built to go along with the shows' two Downeys they had last season.

All rides and show fronts are being refurbished, and a total of 15 rides will be carried over the route that includes 24 fairs and celebrations. Carl Byers, manager, recently added two stands, the Centennial at Albina, La., June 22-27, and the Diamond Jubilee at Ruston, La., May 2-9. Show will hit Wisconsin, Minnesota, Iowa, Missouri, Arkansas and Louisiana during the trek.

Clem Smith, general agent, is on the road rounding out a few dates. A. (Dutch) Wilson is here readying his concessions.

Va. Greater Inks Fair at Zebulon, N. C.

SUFFOLK, Va. — Wade Prieve, of Zebulon (N. C.) Five-County Fair, was a recent winter quarters visitor of the Virginia Greater Shows, and awarded the midway contract to the organization. He negotiated with General Manager Rocco Masucci and General Agent William C. Murray.

The show will play Zebulon September 21-26, Masucci reported.

Activity is increasing in quarters, with three new trucks arriving recently and in the hands of the paint crew. They are being decked out in cream, the basic color this season.

4 New Rides Acquired by Reithoffers

DALLAS, Pa. — New York City still dates are again in the still-date plans for Reithoffer Shows, with both Pat Reithoffer Jr. and agent Marty Cohen working on the project. Booking activity has shared prominence recently with work in winter quarters.

Four new rides are to be bought this year, Reithoffer said, one of which is undecided on so far. Three of them, all factory-new, have been arranged for, including a Jumping Jupiter and Merry-Go-Round from Herschell, and a complete Paratrooper ride from Hrubetz in Oregon.

Dyer Readies For the Road

BALD KNOB, Ark. — With work on rides and equipment having continued all winter, Dyer's Greater Shows are in good shape and ready for the road, George Dyer announced here in winter quarters.

Rex Miles, new ride superintendent, is supervising a crew. Ellsworth McAtee, who handles the Kiddieland on the road, is taking care of the carpenter chores. McAtee, who recently celebrated his 71st birthday, has been on the road for 59 seasons.

Frank Busch had the Dyer Scrambler at Pacific Ocean Park, Santa Monica, Calif., the early part of the winter, but brought it back early in January and is readying it for the road. Dale Stempson is doubling by repairing electrical equipment and working in the office trailer.

Due to the two-unit operation, five rides have been added. Routes for both units have been tightened and an estimated 2,000 miles of travel have been eliminated.

CLUB ACTIVITIES

Greater Tampa Showmen's Association

Ladies' Auxiliary

Regular Wednesday (11) meeting was called to order by President Mickey Wenzik. Invocation by Ella Stophel.

On the sick list were Lois Hams, Evelyn Borders, Ruth Yalamone and, Hattie Wagner. Members were notified of the death of Myrtle Jeter's father.

Mary Cain announced a jam-boree was held March 12 in Winter Haven, Fla., with proceeds to the cemetery fund.

Elsie Williamson reported new lights will be installed at the ladies' parking area. A St. Patrick's Day dance will be held March 21 and a barbecue and picnic at Ralston Beach, April 5, for members and their families. March 16 and 17 are scheduled as workshop days for making dressings for the Cancer Association.

Maxine Cyr announced the Clover Garden Club will have a flower show March 27 and installation day for new garden club officers will be April 2.

The regular meeting Thursday (18) was called to order by President Mickey Wenzik.

The organization was notified of the death of Annabel Boles. Ella Stophel, chaplain, announced Ruth Salamone had undergone surgery. Best wishes were sent to a new member, Donna Lou Willis and her new baby. Thank-you notes received from Myrtle Jester and Elaine Scott.

Elsie Williamson reported the ladies' lounge would be redecorated before fall. A barbecue and picnic will be held April 5 at Ralston Beach. Maxine Cyr announced the Clover Garden Club will have a children's egg hunt Saturday (28) at Lowry Park. Gertrude Weiss and Evaline Belew are to be in charge.

Marvel Wilson thanked the ladies for helping make 68 dozen dressings for the Cancer Society. President Wenzik, in behalf of the Tampa Showmen, requested donations for the blood bank.

National Showmen's Association

NEW YORK — Leo Willens, membership chairman, will reach his goal of 50 names for a gold life membership early in the year, but will not stop at that figure. He has 45 names now, the most recently approved being Irving Holzman, Elmo Marino, David Katz, Carolin DeFalco, Morris H. Rood, Jack J. Marcus, Leo Morgillo, Larry Galante, Stanley Nankof, Leo A. Weisskopf, Samuel Holzman, Peter Weissman and Louis Lobell. He also submitted an application from I. Edelman.

Angelo Longo recently sponsored the applications of Philip Perrot and Joseph DeSlavo, to bring his total to seven for this year. Irving Berk has brought in six and Al Howard and Al McKee, four apiece. Angelo Peppe has brought in 17 members.

Recent visitors to the clubrooms included Pat Purill, Ned Torti and Lou DuFour, who was nursing a colt.

Ladies' Auxiliary

NEW YORK — President Mildred Peterson welcomed some members at the last meeting who had not been down recently, among them Mildred Schwartz, Katherine Fried, Ruth Herman, Sylvia Stern and Ann Luger.

Among the Palisades Park girls returning to start the new season are Anna Cook, manager of the park, Margaret McKee, Veronica Zucchi, Irene Bents, Ann Dinsmore Flo Thompson, Elizabeth O'Keefe, Betty Faber, Peggy Susskind, Mae

Doscher, Grace Wall, Minette Dobson, Lillian Fleming, Elizabeth Daley, Peggy Malik, Palomina Fantina and Sadie Harris.

Ruth Herman came in from York Pa., with her husband, Benjamin, to be at the meeting. They stayed over the weekend to be present at the club's annual St. Patrick's party and also to celebrate their wedding anniversary, which lies betwixt a silver and a golden one.

Sylvia Stern, on behalf of the Kiddies Fund, collected pennies for three years in the mail order department of Simon & Schuster. Sylvia has become loaded down with hugh pickle jars containing pennies and silver stuff from her generous co-workers. Katherine Fried looked very good despite having been absent since November when she was hospitalized.

Florence Van Raalte, co-chairman of the membership committee, is giving a get-together party October 7 for members only, for cards and chatter.

Elizabeth O'Keefe's Daughter, Joyce, went out to Hollywood, for a two-month vacation and also to check up on nursing jobs. Treasurer Queenie Van Vliet's daughter, Charlotte Christine, is getting married April 19 and will live near her mother in Lodi, N. J. A huge and lovely birthday cake was presented by sister-in-law Mae McKee and Eileen Weisman, at Margaret (Maggie) McKee's birthday surprise party, at the meeting of March 4.

Past president Ann Brown's son, Leonard, made two candlesticks from tunafish cans—they are now on the silver piano, Liberace-style. Ray Goldman is in the Bronx Hospital. Flora Elk's husband, Moe, is sick. On behalf of the Ladies Auxiliary, corresponding secretary Catherine Camin brought a baby gift in blue when she visited Camille Howard of the I. T. Shows. Margaret McKee is holding receipts from the "Cakeless cake sale," toward a new TV for the clubrooms.

Miami Showmen's Association

MIAMI — A "Hit the Road" party for departing showmen was held Saturday (7), with free food, dancing and entertainment.

At the 253d regular meeting Phil Cook, membership chairman, reported 1,415 paid-up members. Another highlight was the presentation of a gold life membership card to past President Ben Weiss, by Johnny Vivona, current president.

On the dais with Vivona were Buster Westbrook, first vice-president; Phil Cook, assistant secretary; William J. Tucker, assistant treasurer; Martie Weiss, executive secretary; past presidents Ben Weiss, Ross Manning, Sam Prell, Leo Bistany and Bob Parker; President Emeritus Dave Endy, and invited members Paul Lane, Abe Prell, Ed Sopenaur, Jack Essner, Bucky Allen, Wallace N. Maer and Jackie Weiss.

Proposed for the nominating committee were John Hoffman, Sydney Daniels, John Miller Sr. and Al Hamid (alternate) from the floor, Abe Prell, chairman; Danny Dell, Ben Glass, Jimmy Stabile and Jack Essner (alternate) from the board of directors.

Martie Weiss invited all present to attend the confirmation of his son Bobby, on March 14 at 9 a.m. in North Side Center, 6500 North Miami Avenue. Jackie Weiss, Jack Essner and Dave Endy celebrated their birthdays in the clubrooms.

Ladies' Auxiliary

President Kay Leisure called the March 4 meeting to order with 125 members and six officers present. Peggy Hirsch, chaplain, gave

(Continued on page 66)

PENN PREMIER SHOWS

LAST CALL

Official opening Saturday, April 4, Emporia Industrial Fair, Emporia, Virginia. 7 Big Days; followed by Lynchburg.

CONCESSIONS

Can place Custard, Photo, Derby Racer, Glass Pitch, Hats, Novelties, Fish Ponds, Cork Gallery, Nickel Roll and any other legitimate Concessions.

SHOWS

Can place Motor Drome, Monkey Show, Pickled Punk or any Shows not conflicting. Can place Talkers and Grinders for Shows.

HELP

Can place good, sober Scenic Artist at once. Can also place good, sober Ride Men who drive Semi and have a license. Want especially Foremen for Roll-o-Plane, Coaster, and Second Men on Octopus, Tilt, Scooter, Wheels, Kid Rides and other general help. John Medike, Jimmie Hammond, phone me. All Ride Help report on or before March 30. Can use Man for Front Gate. Salary every week plus bonus and long season.

Address all mail and wires to

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CONCESSIONS—Cookhouse, Ball Games, Popcorn, Floss, Apples, French Fries, Scales and Age, Short Range, Long Range, Basketball, Balloon Dart, any kind of Hanky Panks working for stock. No griff or gypsies.

RIDES—Rock-o-Plane, Round-Up, Chairplane or Scrambler.

SHOWS—Monkey, Snake, Motordrome, Funhouse or any clean Grind or Family-type Show. Dick Dillon, get in touch for our Shopping Center dates.

RIDE HELP—Ride Help who drive and can handle good equipment report to Parkersburg, March 29.

All mail and wires to F. DICKSON, Box 238, Quaker City, Ohio. Phone: OR 9-2611, or FRANK BLAND (Agent), 961, Avon St., Akron, Ohio. Phone: HE 49203 (Akron, O.) After March 28 all mail to Parkersburg, W. Va.

GOLD BOND SHOWS

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NOW CONTRACTING FOR THE 1959 SEASON—OPEN MAY 1

CONCESSIONS

Hanky Panks only. Want Photos, Novelties, Ball Games, Basketball, Fish Pond, Duck Pond, Bumper, Balloon Darts.

Add-Em-Up Darts, Age and Weight, Over and Under 7, Coke, Roll-downs, Hats, Jewelry Spindles, Bear Pitch, Glass Pitch, Bird Pitch, Fish Bowl Pitch, Watchla and Pitch-Till-You-Win.

SHOWS

Want Penny Arcade, Drome, Side Show or any worthwhile Attractions. Want Operators for office-owned Shows on Trailer: Snake, Monkey, Mirrors and Funhouse. Will furnish complete equipment for 5-in-1 with tractor and trailer to reliable Operator only.

RIDE HELP

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CONCESSIONS:

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RIDES:

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SHOWS:

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HELP:

FIRST and SECOND MEN ALL DEPARTMENTS. DRIVERS. BEST WAGES. UNIFORMS FURNISHED. EASY MOVES. BONUS PLUS PLAN.

Will Buy Any Rides Listed Above.

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GIRL SHOW FOR SALE

70 ft. Front built on semi; '51 C.M.C. Tractor, perfect condition; 40x50 Top (top and wall new). This Show complete with seats, sound equipment, blowups, stage and everything ready to open. \$3,500.00, or will sell Front without Back End.

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DOWNTOWN STREETS OF SAN ANTONIO

"BATTLE OF FLOWERS"—APRIL 20 THRU 27

A few choice Concession Spaces open. What have you?

Need Wheel Foreman for season, join now. Also Second Men for all Rides, must drive. 30 weeks steady work. No drunks. Can place Pony Ride for season. Wire or call:

JACK RUBACK, ALAMO EXPOSITION SHOWS
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44TH NATIONAL ORANGE SHOW CALIFORNIA'S FIRST BIG FAIR

APRIL 23rd to MAY 3rd, INCLUSIVE

NEW ALL PAVED MIDWAY

Uptown Location—30,000 Attendance
NOW BOOKING SHOWS AND CONCESSIONS

ROY SHEPHERD WANTS Ride Superintendent, Kiddieland Foreman, Electrician, Truck and Ride Mechanics, Tilt, Wheel and Octopus Foremen, Ticket Sellers, Semi Drivers. Also useful Carnival Help in all departments. Norman Newman, please write Mr. Crafts.

CRAFTS WANTS experienced Ride Man for Operator and Manager of new Allan Herschell "MAD MOUSE" Ride. Top salary to capable Man. Reliable Workers only need apply.

WRITE, WIRE OR PHONE **CRAFTS 20 BIG SHOWS, INC.**
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WEST COAST SHOWS

500 Clement San Francisco, Calif.

NOTICE—1959 SEASON OPENS APRIL 21

ALL CONTRACTED HELP REPORT TO MADERA WINTER QUARTERS
Our Winter Quarters opens April 10th.

HELP Can use Foremen and experienced Ride Help. Men with good driving experiences preferred. Good treatment to all.

CONCESSIONS Can place Ham Wheel, Grocery Wheel, String, Mug Joint, Scale & Age.

SHOWS Dory Hart can use Ticket Sellers, Bally Grinders and responsible People to take care of independent Shows for season. Contact him directly c/o Winter Quarters. No phone calls.

All other replies, Fairgrounds, Madera, California

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THE BIG ONE MAY 18 TO 30

Gigantic Parade 23rd—Industrial Show
Location: The Armory

200,000 Ride Tickets to be distributed thru Merchants.
June 17 to 18—Climax of Activities
Location: Main St. of Town

Want Novelties, Floss, Corn, Snow, Apples, French Fry and Confections of all kinds.
Street Sales and Hankies of all kinds. No flats or alibis.

FRED NOLAN, Route 2, South Zanesville, Ohio

JIMMIE CHANOS SHOWS

Open first week in May, Muncie, Ind.

Want legitimate Concessions of all kinds—Age and Scale, Photo, Novelties, Ball Games, Basketball, Jewelry, Long and Short Range Shooting Gallery, Glass Pitch, Pottery Pitch, Bear Pitch.

Shows—Girl Show with own outfit, Monkey Show or any other family-type Show. Ride Help—Merry-Go-Round Foreman and Help for Ferris Wheel, Roll-o-Plane Flying Scooter; must be semi drivers. All Ride Help who have worked for me, get in touch. All replies to:

JIMMIE CHANOS
709 East 4th St. or P. O. Box 203, Greenville, Ohio

CONCESSIONS, ATTENTION

54th ANNUAL CORN SCHOOL WEEK
LAGRANGE, INDIANA, SEPT. 29-OCT. 3
(follows Auburn and Bluffton)

WANT LEGITIMATE CONCESSIONS OF ALL KINDS
Direct Sales, Catering, Games.

Special consideration to those previously with us. Contact immediately. All booking independent. Low privilege rate. Gooding's ride booked. Write now. Coor. Mgr. JACK CHORPENNING, Hamilton, Ind.

RIDES FOR SALE

Schiff low model Coaster, 12x24 Marquee, transportation, complete, \$5,000.00 cash; 10-car Allan Herschell Auto Ride, A. H. Jeep Ride, new tops, both rides A-1 condition, rides rack in 32 ft. drop frame trailer with Ford tractor, complete, ready to go, \$8,500.00 cash; Popcorn Trailer, 16 ft., glass all around, 10 ft. serving counters each side, Cretors 41 Popper-Peanut Warmer, Hot Dog Steamer, Cory Coffee Maker, all electric Drink Dispenser with 55 gal. stainless steel water tank, new 7 ft. Refrigerator, ready to go, \$2,850.00 cash; 1.75 KVA Transformer, 2,500 volts, 2 cutouts, 2 250 AMP switches, \$150.00 cash; also Cable and Junction Boxes for sale. Reason for selling, quitting business.

LEE BECHT
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OPEN NEAR DETROIT LAST OF APRIL. WANT FOR LONG SEASON OF FAIRS IN MICHIGAN, OHIO, INDIANA—LATE FALL FAIRS IN MISSISSIPPI, ALABAMA. Want Hunky Panks, no flats, alibis or gypsies. One or two Grind Shows. Have complete Monkey Speedway for good operator. Help on Scrambler, Octopus, Tilt, Wheel. If you cannot stay sober, we can't use you. Painter—Merle Sloan and Hal Martin, contact at once

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This is VERNE FERRIS
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Can you verify his ownership of property there approx. 1942-1949?

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FOR SALE

Bingo, size 16x32, khaki canvas in good condition, complete with electric Ball Cage and P.-A. System. Chevy Van Truck with 2-speed axle. Will sell with or without transportation. 2 improved Roman Targets with guns, also 2 P.C. Spindles. Priced for quick sale. All replies to:

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WANTED

Advance Publicity Agent and Billposter. Must be sober and reliable. Period of employment starting April 1, finishing September 15. Reply stating wages expected. Can book Concessions of all kinds.

Gayland Shows Limited
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27 ft. Trailer Cookhouse, good tires, 18 stools, kitchen screened; has Refg., Freezer, Coffee Urn, Hot Dog Steamer and Bun Warmer, electric Pop Cooler, Steam Table. Priced to sell. Write:

FLOYD CLINTSMAN
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FOR SALE

Complete Side Show Tent, 30 by 85; Pipe Banner Line, 105 ft.; 2 sets Banners, one set four months old, painted by Regier; complete inside Stages, Curtains, Sword Box, Electric Chair, Amplifiers for inside and outside, Ticket Boxes and Bally, Stakes, Poles, G.M.C. Truck and Semi. Price \$1,500 cash.

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Watermelon Carnival

MUSCATINE, IOWA
AUGUST 27, 28, 29

Now booking for this event, interested in Acts and Shows of all types. Send descriptive material, price, available dates.

MUSCATINE CHAMBER OF COMMERCE
Box 306 Muscatine, Iowa

CLUB ACTIVITIES

• Continued from page 65

the invocation, followed by the salute to the flag.

President Leisure thanked members for their support of the March 3 card party sponsored by the past presidents for the benefit of needy and old show folks. It was attended by 175 members. Mae Levine, Ruth Schreiber, Hilda Roman, Sidney Thomas, Agnes Gross, Kitty Glosser and Rosita Dell were luncheon hostesses. Violet Roth took a hand-made sweater donated by Ethel Weir.

The nominating committee, composed of Ruth Schreiber, chairman; Pearl Ridings, Peggy Heiman, Ann Williams, Virginia Feldman, Eva Daniels and Elsie Keeler, was elected. Alternates are Ann Tara, Myrtle Duncan, Sis Campi and Kitty Brown.

A going-away party was held by the men March 7 in their clubrooms for all members. The waltz contest was won by Leona Plas and Max Prell.

Caravans, Inc.

CHICAGO—President Margaret Levine conducted the March 3 meeting. Also present were Theresa Dundee, second vice-president; Alda McCue, third vice-president; Wanda Derpa, secretary, and Lillian Lawrence, treasurer. Invocation was delivered by Irene Coffey, chaplain. A moment of silence was observed in memory of Mollie Foster, who died February 23.

Correspondence was read from Ann Graebert, Ruth Martone and Ann Braum. A thank-you note came from Helen and Chuck Hyman, Davenport, Ia., for remembering their 25th wedding anniversary. Cards were received from Mae Sopenar and Sam and Josephine Clickman, vacationing in Florida, and Marie Broughton, wintering in Texas. Claire and Harry Cherniak left recently for Miami.

A vote of thanks was given Theresa Dundee, Lorraine Downs, Jeannette Martindale and Claire Cherniak for conducting the February social.

Annual spring benefit party is scheduled for April 17. Mae Taylor is in Illinois Masonic Hospital here. Ruth Bernauer, Indianapolis, writes she has a new grandson. Helen Hoffmeyer again is greeting card chairman. Hostesses for the March 17 social are Alda McCue, Lucille Hirsch, Mae Sopenar and Joan Sullivan.

the invocation, followed by the salute to the flag.

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Heart of America Showmen's Club

KANSAS CITY, Mo.—The annual pot luck dinner served by the Ladies' Auxiliary drew a turnout of 110. Russell Beamer and B. Rees have been released from the hospital. C. J. Qualls is in Leeds Tuberculosis Hospital and is improving.

Club will close the regular meetings on March 27, but the rooms will remain open for a few weeks for visiting members.

Ladies' Auxiliary

The annual pot luck dinner was held Friday (13) in the clubrooms. The dinner was cooked by the Auxiliary and served to the men's club and guests. Tables were decorated in green and white with green candles.

Pacific Coast Showmen's Association

LOS ANGELES—Reports on a successful Hi-Jinks held March 2 were heard at the regular Monday (9) meeting.

President Art Anderson conducted the session, with Steve Vaughn, first vice-president, and Al Flint substituting for H. D. (Bob) Matthews, secretary. Chester Levin,

Kansas City, Mo., and Harry Gilbert, a new life-time member, were invited to sit on the rostrum.

A rising vote of thanks was extended Jack Kent and Joe (Red) Dauer for their work in staging the Hi-Jinks, which drew more than 300 people. Kent thanked Margaret Farmer, Peggy Steinberg, and Jackie Lee for their assistance. Sam Dolman took the floor to thank the Pul-Wal Company for donating a number of the door awards. It was also pointed out that Ben Beno, who is 78 years old, had an exceptional job as custodian following the event.

James S. Keyes, Harold Kay and Victor E. Hildebrandt were voted into the membership. Dolman reported that his membership committee had set a new record for applications so far this year.

Mike Kirby and Harry Fink were reported ill. Bob Downie said that he had visited Hap Young in Sacramento and that he is undergoing treatment. Hunter Farmer reported that he had talked with M. M. Buckley in Phoenix and that he is recuperating from a recent illness.

Hot Springs Showmen's Association

HOT SPRINGS — In the absence of President Norman Schlossburg, the meeting was conducted by Carlo Rocco, second vice-president.

There was a good turnout of members of the men's club and auxiliary at the annual feature race honoring the club at Oaklawn Park on March 4. June Reynolds, past-president of the auxiliary, presented a blue and gold blanket to the owner of the winning thoroughbred.

Recent visitors included three ex-owners of railroad shows, Harry Hennies, Max Goodman and Mel Dodson. Patty Conklin flew in several weeks ago for a few days. Other visitors included Jack Vomberg, Badger State Shows; Bernard Thomas, Art B. Thomas Shows; Bill Dyer, Dyer's Exposition Shows; Bert Miller, Gala Exposition Shows, and Joe Sharp, American Beauty Shows.

Whitey Owens is recuperating following surgery. President Schlossburg is expected to visit the club in the near future.

Attendance at meetings has been held down as many members are working at Oaklawn track. At a recent meeting, plans to redecorate the interior of the clubhouse were discussed. Also plans were made to install gas lights around the lawn and the parking area.

Missouri Show Women's Club

ST. LOUIS — Meeting was called to order by President Elsie Wear.

Final arrangements were announced for the card party to be held late in March.

On the sick list were Gertrude Donnelly, home from the hospital; Bea Dunn, in St. Tammany's Hospital, Covington, Ky.; Nora Cydnia and Peggy Grimm, in local hospitals, and Mary Thompson, at home.

Lotis Francis telephoned from Fort Worth, where she and her husband, John, and George Regan were working. Thank-you cards received from Marifranis Berger, Gertrude Donnelly, Ida McCoy and Gertrude Lang. Letter read from the auxiliary of the Miami Showmen's Club which included the journal of their installation dinner.

(Continued on page 67)

CLUB ACTIVITIES

• Continued from page 66

Midwest Showmen's Association Ladies' Auxiliary

For the first time since installation, all officers were in attendance for the regular March 12 meeting. Verna Winkley, president; Mickey Collins, past president; Betty Carroll, first vice-president; Evelyn Spence, second vice-president; Gladys Erickson, treasurer, and Grace Johnson, secretary, were at the head table.

It was decided to hold a giveaway of articles donated by members. Tickets will be distributed before everybody hits the road.

Peggy Junkin sent seven different kadoty prizes and one will be given away at each meeting for the remainder of the spring season. Evelyn Spence was the lucky one last week.

Final arrangements were made for the Shanty Town Shindig held Saturday (21). Main dish of the evening was Mulligan stew.

Louise O'Neil, hostess, served lunch to the joint clubs with a total of 40 present.

Show Folks of America

SAN FRANCISCO — Final plans were made for the Hi-Jinks held Saturday (14). Earl Leonard, chairman, served corned beef and cabbage and fried chicken. Many door awards were made, including bonds and a transistor radio.

Among those on the sick list were Fritz LeCardo; Dorothea Smith, hospitalized in Arizona; Relley Castle Burglon, in Kaiser Hospital; Lavonda Evans with a fractured arm, and Joe Barell, in the Oakland Veterans Hospital.

Eleanor Santanni was voted a member.

MIDWAY CONFAB

"Sacred Sanctuary of Frank Sinatra," a book defending the popular singer's behavior, has been written by former midway op Jimmy Tarantino. The 75-cent pocket-size book goes into circulation this month. . . . J. W. Gilman, secretary of Penn Premier Shows, is in Watts Hospital, Durham, N. C., due to injuries suffered in an auto accident.

Johnnie Adams, former cook-house manager on Cavalcade of

Robinson Sets

• Continued from page 63

West Coast for the first part of the season, moving into the eastern part of Washington for fall fairs.

Four new rides are being added to the compement of the two shows. A 42-foot Merry-Go-Round is being dotted on the second unit with the first one to carry a Rock-o-Plane and two kid rides just purchased.

Winter quarters open at the Northwest Washington Fairgrounds in Lynden on April 10. The first date of the season will be the Blossom Time Festival in Bellingham, Wash.

Personnel will include: No. 1 unit—Joe Thomas, ride superintendent and manager; Fred (Bozo) Armitage, lot and concession manager; Marian Robinson, office; L.C. Hutchinson, auditor, and Dard Fale, promotions. Concession owners and operators will include Max and Holly Miller, George and Lois Roach, Cecil and Betty Besaw, Svary and Vi Peterson, H. Meyers, V. A. Davis, Hope Fale, Gail and Lynn Robinson, Denver Burtenshaw, Fred Armitage, Margaret Schmidt, and Bill Andersen.

Art B. Thomas and Mrs. Thomas left recently for their home in Lennox, S. D., after an extended visit with the Robinsons.

Amusements, is now with the Bayou Beverage Company on the Mobile (Ala.) Causeway. . . . Mrs. Hattie Wagner expects to enter a Mobile (Ala.) Hospital in the near future for surgery and treatment. . . . George S. Harr is wintering in Mobile, Ala., before returning to his duties with the Olson Shows. Harr operated food concessions during the Mobile Mardi Gras.

Fred A. Miller, former cookhouse operator on the W. G. Wade Shows, and his wife, Mildred, for many years secretary of that show, have opened a second fruit stand, with a few novelties, on the main downtown corner of Homosassa Springs, Fla. Mrs. Miller's mother, Mrs. Gladys Schaum, former secretary of the Wade Greater Shows, has been visiting the Millers for several weeks before returning to her home in New Orleans.

Berni Miller, midway publicitor, has spent the winter in Chicago recuperating from an illness and is now up and around again. Hattie Wagner is in Provident Hospital, Mobile, for surgery.

R. R. Green, of the Blue Grass Shows, is recovering from recent surgery in Shelbyville, Ind. . . . Michael Gallichio, having put in the past two months as an office manager for the Periodical Publishing Service Bureau, is undecided whether he will return to the road this year.

Penn Premier

• Continued from page 63

at the fairgrounds here are Johnny Dempsey, in charge of quarters and building, who has overseen the building of three additional show fronts and repainting and refurbishing of the rides. Frank Auger, chief mechanic, and his crew, have most trucks ready to roll by now.

Tommy Arger has his new bingo top and frame ready. John Riggie, chief electrician, and Earl Stoltman, have completed new flooring for the large diesel plants and have reconditioned one smaller plant.

Back End Shapes Up

On the back end, Happy Linquist has contracted for one revue and Dom Ingenito the other. D. H. Hudley, formerly with the Silas Green Minstrels, will again manage the Calypso Minstrel Revue. John Dempsey has added two more shows of his own, the "Lost World" and "Death in 10 Seconds," in addition to having the Wild Life. Gilda Lee will operate the Circus Side Show and Lester Drake, the Glass House. Harry Fink will return with his Two-Headed Baby show and has plans for another unit. Grover Hill will again head the billposting crew.

Serfass said excellent results are expected from the new light towers being installed on the two office wagons and three diesel trailers. Also new is a Midget Racer ride. A set of Race Cars, Roller Coaster, and Ferris Wheel have been booked into the park here for the season, after which the wheel will return to give the show three Ferris Wheels for the fair season.

Dixey Buys Rides

• Continued from page 63

Coaster, Train and a Funhouse, along with trucks and semis.

The organization's route is booked from May 4 into December, Dixey said, including seven weeks for Kroger, food chain. The unit will play four Indiana stores in May, one week at each in Columbia City, Warsaw, Goshen and Plymouth, and then will play a week each at three stores in South Bend in September.

LEGAL NOTICE

CITY OF ASBURY PARK, N. J.

Notice is hereby given that sealed bids will be received by the Mayor and Council of the City of Asbury Park leasing of the following described City-owned properties, Tuesday, April 14, 1959, at 8:00 P.M., Eastern Standard Time:

1. Store No. 700-706 Boardwalk—Auction Sales Room
2. Store No. 1101 Boardwalk—Resort Wear & Bathing Supplies
3. Store No. 1103-1105 Boardwalk—Confectiory Mfg. & Sales
4. Store No. 1109 Boardwalk—Gift Shop or Frozen Custard
5. Store No. 1111-1113 Boardwalk—First Class Restaurant or Cafeteria

The specifications for bidding and the forms and provisions of the lease may be examined at the City Office, 710 Bangs Avenue, Asbury Park, New Jersey, and a copy thereof may be obtained by each bidder from the City of Asbury Park. Bids must be made on the standard proposal form, in manner designated therein and required by the specifications. They shall be enclosed in an opaque sealed envelope addressed to the City Manager of the City of Asbury Park, 710 Bangs Avenue, Asbury Park, New Jersey, bearing on the outside the name of the bidder, his address, and the location of the premises for which the bid is being submitted. The Mayor and Council reserves the right to reject any and all bids.

KENDALL H. LEE
City Manager

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OPENING APRIL 23

Playing a Proven Route of Still Dates and 13 Bona Fide Fairs! Want Billposter and Ride Help on 14 Major Rides; semi-drivers preferred. Must be sober and reliable.

Can place Custard.

Will place Wild Life, Mechanical. Also one more Grind Show or money-getting single attraction.

Address: O. C. BUCK, Winterquarters, Troy, N. Y.

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Wants for South Flomaton Street Fair, March 30-April 4

CONCESSIONS that work for stock, especially want Photo, Long Range Gallery, Fish and Duck Ponds, Cork Gallery, etc. Will book any family-type show with own equipment. No Rides needed, but want Foreman for No. 5 Wheel; Help for Jenny, Octopus, Coaster; all must drive semi and have license. No cars, drunks or chasers. Milton, Fla., this week—in the heart of town. All replies to

JERRY SADDLEMIRE

P.S.: Jimmy Ackley wants Agents for Hanky Pank Stores.

WANT WANT WANT

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1. Concessions of all kinds—except Popcorn, Floss and Apples.
2. Rides not conflicting.
3. Shows—all except Girl Shows.
4. Want Jig Show and Animal Shows for Kingsport, Tenn., Fourth of July.

All Address:

FRED'S PLAYLAND SHOWS, 1780 Stewart Ave., S.W., Atlanta, Ga., or GRAVES H. PERRY, P. O. Box 270, Bristol, Va.

P.S.: Billy Shaffer, contact at once.

PAGE COMBINED SHOWS

Opening Fort Rucker, Ala., March 30-April 4; two other big military reservations booked for this spring.

All Shows, Rides and Concessions will operate. Place all Stock Concessions, Penny Arcade, Derby Races, Novelties and a few Eats open. Place up-to-date Cookhouse and Bingo for entire season. SHOWS: Mechanical, Life, Fat Show, Big Snake, Motor or Monkey Drome. Place Side Show with own equipment and Funhouse for season. RIDES: Complete set of Kiddie Rides, Rockplane, Roundup, Coaster, Dark Ride and Scrambler. Want Ride Help who have license and drive for all Rides.

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32-ft. Allan Herschell Merry-Go-Round, first \$1,850 gets it. Also Hi-Striker, \$25. Will book one major Ride, Mixup, Coaster, Spitfire. Also will book Balloon Darts, String, Glass Pitch or any non-conflicting Hanky Panks. Show opens May 1, Derby, Color 20 Fairs and Celebrations. All replies to

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ANNUAL SHRINE CIRCUS

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Experienced Hustlers to work in building during Circus. Also Hustler to play small trombone.

WANTED GENERAL AGENT

Who knows Eastern Pennsylvania, New York and New Jersey.

M. D. AMUSEMENTS
302 East Diamond Ave.
Hazleton, Pa.

Sutton Title Back on Road

• Continued from page 63

middle. The other trailer is used for the office. In addition to the business section, Sutton has space for his private office and the entertainment of committees. The trailer, 40 feet in length, has both overhead and wall lighting. Finished in mahogany, the office portion also has television and a bar.

Sutton has a route of shopping centers until the last week in April when 14 community fairs will follow consecutively. The circus will continue with the show thru the community fair portion of the route. Velare's Rotor will remain until it goes to the Oregon Centennial and the Space Wheels will be

added for several weeks. Route will be around Los Angeles with one date, the Navy Relief Carnival, in Coronado, about 130 miles away.

The show employs 15 towers using incandescent lighting. Nearly 5,000 light bulbs, principally yellow, are used on the midway. Power is from three 75 kw. transformers of the new style without oil. Sutton said that he can handle any highline voltage in the State.

Personnel includes, in addition to Sutton, Steve Vaughn, business manager; Etta Kotarakos, secretary; L. O. Smith, electrician; Bob Lindsay, mechanic; John Thorpe, machinist, and Al Shepherd, carpenter and builder.

Concessions include Blash & Hilligoss, who have 8; Sandy Sandberg, 7; Cecchini & Levaggi, 5, and Bob Vaughn, 3.

The show, now in its third week, has been a project with Sutton for several years. His father, the late F. M. Sutton Sr., operated the Great Sutton Shows and later the Gulf Coast Shows in the South. The Great Sutton Shows title was given to Pete Sutton many years ago and used by him from 1946, when he came out of the Army, until 1953. Sutton came to the West Coast in 1954 and worked for the Crafts Shows for two years and Frank W. Babcock United Shows for two and one-half years.

Sutton said that the show was financed by money he and his wife, June, had saved and that he had made during 1958 as technical director of the carnival sequences for the movie "Some Came Running," last summer in Madison, Ind. The Merry-Go-Round used in the film is now on the midway.

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No. 5 Big Eli Wheel, \$3,000.00; Fun House and Truck Tractor, \$2,500.00; 66 kw. Diesel & Generator, 25 kw. gasoline Light Plant custom built Van, Ground Cable, \$5,250.00; 1952 Bobtail Truck, van body, \$550.00; Metro Derby, Skillo; Merchandise Wheel, cheap; Sium Spindles, cheap; Diggers.

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350 TO EXHIBIT

Jewelry Biz Eyes Providence Show

By IRWIN KIRBY

WITH the Variety Toy and Novelty Merchandise Fair ended, a substantial number of exhibitors are giving thought to their participation in the United Jewelry Show, to be held in Providence, R. I., May 2-10.

While the recent New York event was open to jobbers, retailers, concessionaires and the like, the Providence one is strictly for wholesalers. In addition, it will be confined to low-cost jewelry in all its variations and will not present the wide range of general merchandise offered at the Gotham show.

As can be expected of a city of Providence's importance, about 350 manufacturers will have their wares on display in more than 180 rooms of the Sheraton Biltmore Hotel. This comes as no surprise with the realization that Providence completely overshadows every other city as a producer of low-cost jewelry. The city is widely known as the slum jewelry capital of America.

A COMPLETE rundown of items exhibited at the New York show would be a mammoth undertaking, pointless in part because of the duplication evident in many showrooms. Here and there an item stands out as novel and almost sure to click during the coming warm-weather season, like the Key Cutie purse-on-a-key-ring cited last week. A number of distributors and producers showed that attractive little gadget.

BY THE SAME token, there was wide duplication of both domestic and imported transistor radios. One of the more attractive of these—and all were appealing to the eye—was the Longwood line which covers both the all-transistor and tube plug-in styles. Wholesale prices vary, of course, with quantity ordered.

At \$22.95 is the Skylark style which comes gift-boxed and includes six-transistor radio, plug-in earphone in case, four section telescope antenna, pigskin carrying case with shoulder strap and nine-volt transistor battery. Comes in pink, ebony, grey, blue or ivory. The 1000 model operates on AC-DC or standard No. 416 battery and flashlight cell and costs \$16.75 in assorted two-tone cabinets. Still cheaper, at \$11 (less batteries) is the Topper four-tube portable, also in two-tone cabinet.

SEW-ETTE is also an attractive unit. This is a novel battery-run sewing machine, precision engineered and suitable for regular household use as well as an interesting pastime for children. It comes with two batteries for only \$4.20 and retails at about \$7.95. The light all-steel construction permits it to sew easily and efficiently, doing an acceptable job on pants cuffs, curtains, hemming, patching and other jobs. Included besides the batteries in the price are spool of thread and needle. Weight is only 34 ounces and the unit is packed 12 to a carton.

A VETERAN gadget house has been improving a workable plastic hand-sewing machine. This is feather-light and worked with a scissor motion of the hand, while the other hand guides the fabric thru the machine. A wheel adapter provides an adjustable stitch length. Testing has been going on for some time, and the gadget should be on the market in profusion very shortly. It will go for \$2.98.

PIPES FOR PITCHMEN

BILL SUMMERS... veteran coil worker, has been laid up for some time, according to Madaline E. Ragan, who says it will be several months before Bill is up and about again. Madaline requests that Bill's host of friends drop him a few cheery lines. His address is care of R. Damphier, West Pearl Street, Lebanon, Ind.

W. G. BARNARD... of Cleveland gives the lowdown on pitch folks working the highly successful Cleveland Home and Flower Show which closed a nine-day run March 8 with attendance clocked well past the 200,000 figure. Members of the fraternity spotted there by brother Barnard included Hal and Edna Holliday, working candle decorations; Mrs. Bill Hocker, lavender; Bill Donnelly and Bill Hocker, planes; Tommy Bowman and Mr. and Mrs. Tommy Bacon, plastic pastry sets; Lionel Westlake and Bob Scott, in charge of the Barnard Julienne and

glass knife stands; Wilson, glue; Lou Block, rug braiders; Gladys Block, measuring cups; Bill Barnard, Vita-Mix and cuckoo clocks; Pinkus, ironing board equipment; Ray and Mrs. Lindsay, cake decorators and knife sharpeners, and Bob Lindenfeller, rug cleaning mops. A strong attraction at the show, said Barnard, was a double house on the lower level of the auditorium.

"HARRY FLAX... the Humatone worker, is the only pitchman here on the Pike at present," writes Jack Scharding from Long Beach, Calif. "As always, he is getting the greenbacks, with George Negus shilling for him. Negus was one of the best peeler pitchmen a decade ago and has been retired for the past several years. Carl Knolls, who worked gaps for years, recently worked a Newberry store in Long Beach, doing very well with a new cleaner demonstration," Jack concludes.

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EARRINGS, ASSORTED STONE AND TAILED, \$6 per gross plus postage. Bill-folds, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots. New England, 124 Empire St., Providence, R. I. mh30

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Jewelry Sets, \$19.95	Doz.	\$1.60
Shoe Laces	Gro.	1.45
Hair Nets	Doz.	.35
Safety Pins	Doz.	.19
Ladies' Nylons, Finest	Doz.	5.00
Cotton Slips, Finest	Doz.	1.00
Nylon Slips, Finest	Doz.	1.50
Rayon Panties	Doz.	2.35
Nylon Panties	Doz.	3.50
Children's Panties	Doz.	1.35
Ladies' Half Slips	Doz.	3.25
Zippers, Assorted	Doz.	.80
Ladies' Hankies	Doz.	.50
Men's Hankies	Doz.	.90
Ladies' Neckchiefs	Doz.	1.45
Stretch Socks	Doz.	3.25
Anklets, Boys & Girls	Doz.	1.75
Bath Sets, 3 Color	Doz.	1.00
Pillow Cases	Doz.	3.00
Cloth, 50 Yards	Doz.	8.00
T-Shirts	Doz.	3.95
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Polo Shirts, Boys/Girls	Doz.	2.95
Razor Blades, Extra	Carton	1.00
Razor Blades, Bulk, DE	1,000	2.25
Tooth Brushes	Doz.	1.25
Clip Combs	Gro.	1.80
Assorted Combs	Doz.	15.00
Rayon Spreads, Heavy	Each	1.30
Chenille Spreads, 4 Color	Each	3.00
Aspirin Tablets, Bulk	1,000	1.35

Everything brand new. Just 10-20-50¢ on the retail dollar. Ready to go. Send for a \$10-\$20-\$50 or \$100 sample order from this price list. COD's ¼ deposit. Send immediately.

SIBERT MILLS
HIGHWAY #17
DAVENPORT, FLORIDA

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr	\$18.00
E2—Stone Earrings, Asst. Gr.	21.00
E3—Stone Earrings, Etc., Asst. Gr.	12.00
O1—Odd Lot Neck & Brace, Gr.	15.00
W1—Men's 6-Piece Watch Set	5.15
W2—Ladies' 5-Piece Watch Set	6.25
R3—Gent's Stone Rings, Asst. Dz.	2.50
L2—Ronson Type Lighter, Dz Cd	4.50
A20—Snapshot Camera, Boxed, Dz.	14.40
R164—Relig. Medallions, Bxd, Dz.	5.75
2256—3 Piece Pearl Set, Bxd, Dz.	7.20
2357—Hunting Knife & Sheath, Dz.	7.20
9967—2 Hunt Knives & Sheaths, Dz.	12.00
1165—Tri-Color Flashlight, Bxd, Dz.	4.00
3110—8" Girl's Doll Handbag, Dz.	3.75
9474—9" Plush Std'g Te. Bear, Dz.	5.40
CO1—E-R & Neck Set, Bxd, Dz.	6.00
CO2—24 pc. of Jewel & Novelties	10.00
PD1—Stone Pendants, Bxd, Dz.	3.50
CI or T4—Cuff or Ties, Carded, Dz.	1.25

25% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT
START YOUR OWN BUSINESS

stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS
Dept. BB-64, 188 State St. Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20¢ a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25¢ to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

FAMOUS MFR. CLOSEOUTS

Asst. Earrings \$1.75 & \$3.00 Dz.
Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.
Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.
Tie & Cufflinks Sets, Asst. \$3.75 & \$6.00 Dz.
Cultured Pearl Tie Slides, carded, \$2.00 Dz.
Broken Jewelry, Min. 3 lbs. \$1.00 Lb.
Cameo Neck & Earrings, Boxed \$3.00 Dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

FREE CATALOG — BULOVA. ELGIN. Gruen Watches, etc., 1959 styles, \$6.95 up. Buy direct from importer. Electrical Tools, Novelties, Costume Jewelry, etc. Write today! Jet Premiums, 423-CN S. Los Angeles, Los Angeles 13, Calif.

HOSIERY—LOW PRICES LADIES' MEN'S. Children's. Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. mh30

REBUILT WATCHES—ELGIN, WALTHAM. Benrus, Bulova; \$5 and up. Write for free price list. Joseph Bros., 5-BB So. Wabash, Chicago 3, Ill. ch

SELL COMIC, WITTY 7X11 INCH combination illustrated Signs or jumbo Post-cards. Cost less than \$6 per 100. U.S. only. Sell 3 for \$1. Sample, etc., 10¢. Koehler, 12 Caldwell, Cincinnati 16, Ohio.

WILSON GOLF BALLS

K-28 \$9.00 doz.

SNEAD AUTOGRAPH \$5.50 doz.

New Stock—F.O.B. Det.—Gross Lots.

S. B. PRODUCTS CO.
16281 Hamilton Detroit, Michigan

8 BEAUTIFUL APRONS, ASSORTED Colors, only \$1. Guaranteed to be worth \$6 or your money back. Wm. Rice, 87 Washington Ave., Kingston 25, N. Y.

\$120 IN TWO DAYS, PART TIME, WITH "Starlite" being done with our imported synthetic "Starlite" diamonds. Hardest, most brilliant on earth. Write for excellent lot deal. Capt. Wm. Lewis (BB), Tampa 9, Florida.

Animals, Birds, Snakes

ALWAYS THE FASTEST SERVICE, BEST quality and more for your money. Live arrival guaranteed. Snake Assortments, \$10 up; Alligators, \$1 each; Chameleons. To avoid disappointment, order from the old reliable Phone 5411. C. C. McClung, owner; M. K. Crow, manager, Snake Farms, Laplace, La. mh30

ARRIVING APRIL 14 FROM FAR EAST— Pythons, Monitor Lizards, Monkeys, Orangutan, Leopards, Cheetah, etc. Badie, 328 Manheim, Philadelphia 44, Pa. mh30

BURROS IN RARE PAINTS AND WHITE colors. Male or female, young and gentle, \$175. Box 128, Tel. LI. 2-4325. Brownsville, Texas. ap6

FOR SALE

Greatest of all Grind Sales. Positively smallest horses in the world. All perform with Great Dane dog. Unusual Liberty routine. Trailer to display in and other necessary equipment. Poor health, must sell. **VIRGIE LEONARD**, 136 Mix Ave., Columbus 4, Ohio. Phone: BR 9-3168.

MIDGET CATTLE—6 ANGUS, 5 HEREFORD. All very nice. Tiny Family, Bull and Cow, under 34 in., 4 yrs. old with very tiny suckling calf 9 mo. old. A real attraction. Another tiny cow to calve in May. Perfect midgets. Also white and spotted Burro Jacks. All priced right. **Ralph Godfrey**, Crescent, Okla. mh30

TRAINED DOGS WANTED—DESCRIBE IN detail tricks, temperament. Send pictures if possible. Box A 222, Billboard, 1520 No. Gower, Hollywood 28, Calif. np

WANTED—LION CUB, 5 TO 8 WEEKS OLD, if have available or will have, write Box C-464, c/o Billboard, Cincinnati, Ohio.

35—TAME AFRICAN CHIMP, MONKEYS, miniature Chimp Stumpalls, Parrots, Animals. Request illustrated price list. Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150. ap13

Business Opportunities

ALL ELECTRIC PEANUT ROASTERS AND Popcorn machines. Counter models, also portable machines. Free Catalog. Bartholomew Mfr., Dept. B, Vineland, N. J. mh23

AMUSEMENT PARK—15 LATE RIDES, 5 Concessions; profitable, low overhead. Terms. Box C-463, c/o Billboard, Cincinnati, Ohio.

BE AN IMPORTER—MAKE UP TO 1000% profits importing by mail. No stock investments. Get the New Importer's Guide and Directory of Foreign Manufacturers. Your complete guide and short cut to tremendous profits. Order yours now—only \$2 postpaid. Satisfaction guaranteed. Samuel Glenn (Publications), Box 507, Jacksonville, North Carolina. mh30

BUY WHOLESALE — SHOES, SHIRTS, clothing, sportswear, linens, household furnishings etc. Complete catalog and plan Bostonian, 14-R Dock Square, Boston 9 Massachusetts. ch-mh30

Did This Ad
ATTRACT YOUR ATTENTION?
USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using two inches or more.

FOR SALE — EQUIPPED ROLLER RINK, excellent maple floor. Real estate includes living quarters, \$35,000. Box C-459, c/o Billboard, Cincinnati 22, Ohio.

JAPAN DIRECTORY, 145 JAPANESE MAN- ufacturing exporters, Japan trade journal information, Asia opportunities. Just \$1 today. Nippon Annal, Box 6266 A, Spokane 28, Washington. ap6

KIDDYLAND FOR SALE AT FISHERMANS Wharf, 10 Rides, Ewart 2-abreast Merry-go-Round, Huributt Train; all in good shape. Lease available. Price \$17,000; \$10,000 down. Contact: Victor Spitzer, 123 S. Harbor Drive, Redondo Beach, Calif. Phone: Frontier 94914. mh30

NEW 40' X 100' PORTABLE SKATING RINK complete \$5,000. P. A. System, Lighting System. Rollerbowl, 1102 Temple Terrace, Tampa, Fla. mh23

PORTABLE SKATING RINK—40'X80', complete, \$25,000. Bargain. Will locate for you. Ed Harris, General Delivery, Hennepin, Illinois.

PORTABLE ROLLER RINKS, 40'X80', 40'X100'; complete new Tents, sectional floors, sound systems, shoe skates, clamp skates optional, counter, wiring, etc. \$3,850. \$5,850. Bertram Orr, Rt. 1, Rockvale, Tenn. Phone: CR 4-4019.

SCENIC AMUSEMENT PARK 3 MILES South of Nauvoo, Ill., on scenic route 98. 5 Kiddie Rides, 50 Picnic Tables, Miniature Golf, Jungle Cruise, Eating Stand, Souvenir Stand. Gross, \$20,000. \$75,000. \$25,000 down. Contact Frank Winke, Jr., 3704 Ave. L, Fort Madison, Iowa. mh30

\$5,000-\$10,000! INCOME UNLIMITED, operating successful Collection Agency. Offices needed everywhere. Complete instructions, small cost. Investigate! Collections, Box 1346-BB, Denver 1, Colo. mh23

For Sale—Secondhand
Show Property

BRILL'S GROUP ATTRACTION PLANS— Fun Houses, \$10; Miniature Golf (deluxe), \$25; Portable, \$7; Pit Show (Spidora, Turtle-Girl), \$8; Panel Front Shows, \$7; Mouse Circus, \$5; 49 Show Front Pictures, \$5; All, \$42. Free 96 page catalog. Brill, Box 875, Peoria, Ill.

CONCESSION TRAILER, 1953—23' FULLY equipped Photo Studio, 2 Cameras, Living Qtrs. \$850 cash. Frederick, 2263 Newton, Detroit 11, Mich.

ELI WHEEL NO. 12, LATE MODEL, METAL seats, electric power, perfect condition; seven-car tilt, late model, electric power. Set up for inspection April 15. Two ten-passenger Miniature Train Cars, 14 gauge. Box C-462, c/o The Billboard, Cincinnati 22, Ohio. mh30

FOR SALE—CONCESSION TRAILER, 7'X8', equipped with Cretors Corn Popper, Carmel Korn Kettle and Furnace, \$400. Albert Mac Rae, Phone 662, Angola, Ind.

FOR SALE OR LEASE

Herschell complete Boat Ride in excellent condition \$2,500.00
Mangels Roto-Whip, like new 1,750.00
Both rides have new tops. Cash only.

JAMES HICKMAN
685 Regent Memphis, Tenn.

FOR SALE OR TRADE — SALT WATER Taffy Concession, ideal for couple, money maker, works year round. Now working shopping centers Dallas. Will teach. Late model wrapper and puller, mounted on glassed-in truck, all A-1 shape. Trade for Funhouse, Ride or Show Property of equal value. Picture on request. Edw. Felske, 5501 Military Dr., Dallas, Tex. mh23

MERCHANDISE WANTED!

SOUVENIRS-GIFT-TOYS-JEWELRY
PITCH AND DEMO ITEMS

FOR ONE OF THE WORLD'S
MOST ACTIVE
MERCHANDISE OUTLETS . . .

THE AMUSEMENT MARKET

ADVERTISE NOW
IN THE BIG ISSUE
OF THE YEAR

THE BILLBOARD'S
SPRING SPECIAL

DATED APRIL 13

LAST DAY FOR ALL ADVERTISING
Wednesday APRIL 8

WRITE—PHONE OUR NEAREST OFFICE

FOR SALE—12X12 GRAB JOINT COM-
plete, also Cookhouse Top with 12x14
frame and stools all for \$125. M. Snyder,
84 George St., Saddle Brook, N. J.

FOR SALE—18-CAR CATERPILLAR (1952),
King Water Boat Ride, 10-car Auto Ride
(trailer mounted). All rides just painted
and in perfect condition. Steel Diving Tank,
reasonable. Thompson Bros., 2906 Fourth
Ave., Altoona, Pa. ap6

KIDDIE RIDES—SMITH AIRPLANE, MAN-
gala Boat with transportation, 300 ft #6
Wire, \$3,000. Small 8 Horse Merry, \$450.
Fluss, Apple, Corn Trailer. Phone VO 6-0861,
Norwalk, Conn. mh23

KRON PLATFORM SCALE, \$50; SINGER
Embroidering Machine with table, \$150;
Jewelry Concession Trailer with living
quarters, \$500. Mike Sauro, 3821 Brumbaugh
Blvd., Dayton 16, Ohio. CR 4.1827. mh23

MECHANICAL SAWMILL WALK THRU
Show. Took 3 yrs to build. Ready to
operate in 20 min. On truck with sleeping
quarters in front. Bargain. Frances (Rhodes)
Coleman, Macks Creek, Mo. mh23

MERRY-GO-ROUND HORSES, ALL SIZES,
jumping type. Can supply any quantity
new Wooden Legs and Wooden Tails. J. W.
Landt, 323 Sanford, Upper Darby, Pa.

MONKEY DROME WITH AIRPLANE, FOUR
monkeys, two wall cars, one bally car;
can book on good route. Will trade. John
Faco, 15716 Sprague, Verdale, Wash.

MORE BUYERS

Will Stop and Read

YOUR AD

if you use a

DISPLAY
CLASSIFIED AD

RATE ONLY \$14 per inch

RIGGING—FIFTY FOOT FOURRANCH
Steel Tubing, Cable, Blocks, also complete
unique revolving Rigging. Other equipment.
About fifty foot one-inch Steel Tubing.
M. Harvey, Westview Pl., Coatesville, N. J.

SELL YOUR RIDES THRU US. OUR 9TH
year offering nationwide service. Have
beautiful park fully equipped in Indiana.
Younts Park Sales, 716 4th Ave., Two
Harbors, Minn. Tel. 157.

SPINAROO RIDE

Special price this month.

1/2 of original cost.

Small down payment will handle. Already
booked on excellent route. Used 2 seasons;
good condition. All interested parties
contact immediately.

B. BOYD

P. O. Box 7255, Ph. 34-0051, Tampa, Fla.

STREAMLINED KIDDIE GASOLINE TRAIN.
250 feet 12 gauge track, seats 24, \$1,000
cash. Phone: 6-7032. Edwin Stevens, 832
7th Ave. N., Ft. Dodge, Iowa. mh30

STRANGEST SHOW ATTRACTIONS ON
Earth. Freaks, Shrunk Bodies, Shrunk
Heads, Mutilated Curiosities, Museum
Pieces. List and prices free. Tate's Cur-
iosity Shop, 3838 E. Van Buren St., Phoenix,
Arizona. ap27

THE PRICE IS RIGHT—8 PHILADELPHIA
Toboggan Skee Balls, 75 Arcade Machines.
All A-1 condition. Tops and Frames. Don
Wish, 2130 Garyard Rd., Akron, Ohio.

TWO VICTOR PROJECTORS: TWELVE
Pictures, one Serial: 2 Screens, Rewinder,
new Splicer, lot of extras, \$475 for all. No
junk, good condition; sickness, must sell.
Joe Harvey, Phone 5026, Pelham, Ga.

TWO-WHEEL MASONITE 24-FOOT 2-JOINT
Concession Trailer complete with two
Games and Merchandise, Electric Brakes,
fluorescent lighting, sleeps two. Bud Con-
rad, 208 W. Main, Mt. Pleasant, Iowa.

\$,000 FOLDING CHAIRS, 4,500 STADIUM
Chairs, Theater Chairs, Lockers, Bleachers,
Tents, 16mm. Projectors. Lone Star Seating,
Box 1734, Dallas 1, Tex.

\$5,000 CASH

Full Price

WILL BUY BUBBLE BOUNCE

2 years old. Cost new, \$20,000. A-1 condi-
tion. Ride can be converted to portable ride
for carnival operation. Can be seen at
Nu-Pike, Long Beach, Calif., where it is
now operating. Write

TONY MARTONE

140 West Pike, Long Beach, Calif.
Telephone: HEMlock 2-2044

Help Wanted

EXPERIENCED PIANIST, NEED IMMEDI-
ately, for semi-name band; locations and
one nters. Orchestra Leader, 6800 Roose-
velt Road, Oak Park, Ill.

MUSICIANS—ALL CHAIRS, PIANO, BRASS,
reeds. Established traveling commercial
band, steady, salary, no lusher or heaps, cut
no notice. Sammy Stevens, 1611 City
Nat. Bank Bldg., Omaha, Neb. mh23

WANTED—CIRCUS ACTS, CLOWNS, AD-
vance Agent, Truck Drivers. Austin, 2907
Brazz, Knoxville, Tenn.

WANTED
IMMEDIATELY

Couple, experienced, to operate portable
rink. Year-round work. \$70 weekly to
start.

CHAMP'S ROLLER RINKS

P. O. Box 246 Springfield, Ky.

WANT
EXPERIENCED
ARCADE HELP

Reply: BOX 230

c/o Billboard Publishing Co.

390 Arcade Building St. Louis 1, Mo.

ZOO MAN

Year round for New England. Minimum
ten years' successful experience. Reliable
and sober. Clean and feed in one man zoo.
Helper for four months. Write experience
and recommendations. Small cottage in-
cluded. Staje salary expected.

ANIMALS WANTED

Send list and prices.

941 N.E. 176th St.

North Miami Beach, Florida

Instructions & Schools

LEARN AUCTIONEERING—TERM 30ON.
World's largest school. Big free catalog.
Reisch Auction School, Mason City 18, Iowa.
mh30

LEARN SIGN PAINTING—HAVE YOUR
own shop or make money on the road.
Straley, Lettering, 410 So. Western, Spring-
field, Ohio.

Magical Supplies

BE A MAGICIAN! FOR FUN AND PROFIT.
Large professional catalog of latest tricks,
35¢. Ireland, B-109, North Dearborn, Chi-
cago 2. np

FREE MAGIC TRICK GIVEN WITH 160-
page giant surprise Catalog. Over 800
illustrated tricks, jokes, magic. Rush 25¢.
Vick Lawston, 202 N.W., Plowwood, Trum-
bull, Conn.

BLUEPRINTS MINDREADING LECTURES.
Escale Formulas, books Hypnotism. Huge
professional list, 50¢. Genovaes, 160 E. 44th
St., New York 17, N. Y. mh23

NEW 148-PAGE ILLUSTRATED CATALOG.
Mindreading, Mentalism, Spooks, Hyp-
notism, Horoscopes, Crystals, Graphology,
Sub-Miniature Radiophone for mentalists.
Catalog \$1 with refundable certificate.
Nelson's, 338-B South High, Columbus, Ohio.
ap6

Miscellaneous

COLUMBUS GAME, NEW NAUTICAL, FOR
resorts, parks, playlands, concessions.
Write for information to Mac's Hobby
Ranch, Box 14, Dallastown, Pa. ap6

FOR SALE—NEW 45 RPM RECORDS. 75
in 1,000 lots. Ham-Mil Distributors, P. O.
Box 5468, Philadelphia 43, Pa.

PLAN FOR ALL UNDISCOVERED TALENT,
including Songwriters. Details 25¢. Ruth
Hansen, Sabine Pass, Tex.

Personal

OWN YOUR OWN RANCH IN TEXAS OR
Arizona! You receive actual title to one
square inch of land! Little ranch but big
braz. Send (print) name, address, \$1 and
ranch preference to Ranches, Box 2244-B,
Tucson, Ariz. mh23

RALPH GREEN (RUDY'S CIRCUS), CON-
tact Leo Crowder, Indianapolis, immedi-
ately.

Photo Supplies and
Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER,
Developers, Frames, everything for direct
positive photography. Write for our low
prices. PDQ Camera Co., 1546 W. Cortez,
Chicago 22, Ill. ch-17n

Ponies

12 NICE LITTLE BROOD MARES, 3 TO 6
years old, all for \$1,200; all sound. Truck
available for delivering. No time for letter
writing. Phone as soon as you read this
ad, day or night 9317. P. L. Cobb, Amite,
Louisiana.

Printing

ALWAYS FASTEST SERVICE—QUALITY
nonending posters! 14x22 size 3-color win-
dow cards up to 50 words copy, \$9 hundred;
17x26 size, \$13.50 hundred. Dayglo auto
bumper stickers, size 4x13, yellow, red or
green, copy printed in black, \$13 hundred.
Tribune Press, Dept. 159, Earl Park, Ind.
mh30

FREE CATALOG SAMPLES—EXCELLENT
printing, low prices, raised letters, two-
color work. Lamar Specialties, P. O. Box
967, La Marque 2, Tex.

NEARGRAVURE EMBOSSO LETTERHEADS!
Sparkling! Dynamic! Special Engravings,
layouts in gold and colors; Circuses, Car-
nivals, Parks, Kiddielands, etc. Samples 10¢.
Be surprised. Soliddays Colorprint, Knox,
Indiana. mh23

STENCILING & Mimeo, 30¢ EACH (CUT-
ting). Mimeo, 60¢ per 100 sheets. Write
M. A. Cooper, RFD 7, Box 408, Decatur, Ill.

200—8 1/2 X 11 LETTERHEADS, 100 #10 EN-
velopes, both for \$4.25. Black or blue ink.
Mallo Press, 6468-B, Clovis Ave., Flushing,
Michigan. mh30

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSI-
ness without investment! Sell for world's
largest direct selling manufacturer of ad-
vertising matchbooks. Big spot cash com-
mission. Start without experience; our
tested sales kit tells you where and how
to get orders. Men, women, part or full
time. Match Corporation of America, Dept.
D-228, Chicago 32. mh23

GOLD MINE OF 600 MONEY MAKERS.
Free copy. Specialty Salesman Magazine,
Desk 22B, 307 North Michigan, Chicago 1,
Illinois. ch-my25

This is a
DISPLAY CLASSIFIED AD
Your Advertisement Displayed
in a space this size will cost
only
\$14 per insertion.

Talent Wanted

CABARET ACTS PROCEEDING HONG-
kong, Far East, etc., could also work
Calcutta. Dates open. Box 2524, Grand
Central Station, New York 17.

Tattooing Supplies

TATTOOERS! HARD TO GET ITEMS.
Soldier-All, Contact Points. Concentrated
Black, No. 12 Sharps and new modern de-
signs. Zeis, 728-A Leslie, Rockford, Ill. np

Wanted to Book

GREENFIELD, ILL., HOMECOMING NEEDS
Carnival and Free Acts for week of Aug.
3-8. Contact Mayor George Rives, Green-
field, Ill.

Wanted to Buy

GRIND SHOW TRAILER OR TRUCK, ANY
place South or Midwest. Send photo.
Harry Swank, 2323 Haslett St., Dallas, Tex.
mh23

WANTED TO BUY—NO. 125 WURLITZER
Band Organ for cash. Good condition, no
junk. Harold Thorpe, Box 232, Hillsboro,
Ohio.

WANTED—PONY RIDES, KIDDIE RIDES,
Searchlights, large Balloons, etc., for
Model Home Openings thruout Ohio. Send
complete info (no calls, please) to: Krist,
Swink Advertising, Inc., Marion, Ohio. ap13

WANT TO BUY—SIX CAT, BUCKET, FISH
Pond; no junk. Need Agents for same.
Wade Morris, Bowling Green, Ky. Gen. Del.

WANTED—32 FT. OR 36 FT. 2 ABREAST
Allan Herschell Merry-Go-Round. Must
have aluminum horses, fluorescent lights,
Schiff Hi-Model Coaster, King or Schiff
Fibre glass Boat Ride. State year and price.
Geo. Reynolds, 3844 Columbus Ave., Cin-
cinnati 8, Ohio. Phone: EAst 1-1256.

COIN MACHINES

Used Equipment

ARCADE EQUIPMENT—SANDY HORSE,
good condition, best offer; also packaged
Rack Toys below wholesale. Variety Toy
Service, 8430 Old Route #4, Dayton 31, Ohio.

COIN MACHINES

Available in All States

Rate: 10c a word, minimum \$2. CASH WITH COPY.

Set in usual want-ad style, one paragraph, no dis-
play. First line in 5 pt. caps, balance in regular 5 pt.
upper and lower case.

IMPORTANT: In determining cost, be sure to count
your name and address. When using a Box Number,
c/o The Billboard, allow six words for address and
include additional 25c to cover cost of handling
replies.

Miscellaneous

ATTENTION—PROMOTERS AND AGENTS.
"Doc" Watson, Soap Bubble Blowing
Champ. For info write James W. Vines,
905 West Victory Drive, Mobile, Ala.

FEMALE IMPERSONATOR—GORGEOUS
wardrobe. Sing, dance, piano; open for
engagements. Photos available. Best act
in show business. Answer all. Box C-456,
c/o The Billboard, Cincinnati 22, Ohio. mh23

HEALTHY, STRONG, SMART, GREEDY. I
do anything for money. Write complete
details. Jos. Negrelli Jr., Trout Brook
Farm, Chaplin, Conn.

PROFESSOR WRIGHT'S TALENTED 3-
person Variety Stage Show. Casey, Ill.
mh30

SCENIC ARTIST, DESIGNER, PAINTER.
Expert on signs, member N. S. A., at lib-
erty. Fred Wardle, 14 W. 69th St., Apt. 11,
New York City. Phone TR 4-8526.

SHOWGIRL-DANCER—WILL DO ELE-
phant Acts or Train or what have you?
Do you need an attractive girl 5' 4", 110
lbs., 24 yrs., an eager worker with an
abundance of nerve, high morals, quick to
learn, ready to travel and available now.
State type of work, salary and details.
Box C-461, c/o The Billboard, Cincinnati 22,
Ohio.

VOCALIST (FEMALE)—YOUNG, ATTRAC-
tive. Works with male accompanist.
Intimate cocktail lounges, special material
for show spots, TV, radio. Name-band
experience. Book direct or with proper
agent. Lou Norris, 922 Esplanade, New
Orleans, La.

Musicians

PIANO AND ORGAN TEACHER WANTS
summer work, cafe, lounge or resort.
Letha Townsend, 180 Ninth S.W., Huron,
South Dakota.

COIN MACHINES, SACRIFICE: "PEERLESS
Ticket Scales," A-1 working condition,
\$50 each, 3 for \$125. Crating free. 1/3 with
order, bal. C.O.D. Don Farr and Sons, Mid-
dletown, Penna. mh30

SCALES—PRICES SLASHED. WATLING
500 Guessers, \$30 ea.; Watling 500 For-
tunes, \$35 ea.; Watling Tom Thumb For-
tunes, \$32.50 ea.; A.R.T. Kirk HiBoy Guess-
ers, \$30 ea.; used inside only, renewed,
reconditioned. Send deposit and shipping
instructions, balance sight draft. Gaycyn
Distributors, 4866 Woodward Ave., Detroit
1, Michigan.

80 ARCADE MACHINES INCLUDING DE
Luxe Photomatic, Record Recorder, Stand-
ard Metal Typer, Neon Signs, Cash Regis-
ters, etc. A complete Arcade at reduced
price, or will sell separately. What do you
need? J. W. Niles, 147 S. Negley Ave.,
Pittsburgh 6, Pa., Hilland 1-9750.

Wanted to Buy

POSTAGE STAMP MACHINES REGARD-
less of age or condition! Ship in, will pay
what they're worth. USP Co., 100 Grand,
Waterbury 2, Conn. ap6

COIN MACHINES

Available in All States

Rate: 10c a word, minimum \$2. CASH WITH COPY.

Set in usual want-ad style, one paragraph, no dis-
play. First line in 5 pt. caps, balance in regular 5 pt.
upper and lower case.

IMPORTANT: In determining cost, be sure to count
your name and address. When using a Box Number,
c/o The Billboard, allow six words for address and
include additional 25c to cover cost of handling
replies.

Miscellaneous

BASS—EXPERIENCED, TRAVEL, RUDY
Bandy, 416 North Ave., Chicago, Ill.

RELIABLE COMMERCIAL MUSICIAN,
doubling trumpet, tenor sax and vocals.
Read or fake anything. Creighton, Box 5173,
Sarasota, Fla. Tel. RI 8-6088. ap6

SOLO PIANIST FOR BARS, NIGHT CLUBS.
Can entertain customers. Go anywhere
if wages are right. Middle aged. Old enough
to have plenty of experience. Sober, reli-
able, congenial. Write Box C-460, Billboard,
Cincinnati 22, Ohio.

TRUMPET—ALL AROUND EXP. READ,
fake, jazz, show wise, sober, neat. Lew
Gautreaux, 915 Wilson Ave., Chicago, Ill.
Lo. 1-3500. mh30

TRUMPET MAN—READ, FAKE, TONE,
range, single. Prefer small combo. Harry
Hodnett, Fort Lyon, Colo.

WORK WANTED—COWBOY OR WILD
Animal Trainer; 20 years' experience.
Excellent health, no vices, no female
charmer. Will work for delayed wages if
transportation is advanced. Animal lover.
Female hater. Jesse W. Myers, Red River
Parish, Hanna, La.

Outdoor Acts and
Attractions

BALLOON ASCENSIONS, PARACHUTE
Jumping for parks, fairs, celebrations.
Claude L. Shafer, 1041 S. Dennison, Indian-
apolis 41, Ind. mh30

HIGH DIVING EXTRAORDINARY—A ONE
time Movietone feature. Now available
as an outdoor thriller. Rigging illuminated,
visible for miles. Mac Productions, 456
Lamphier, Warren, Ohio. Phone: EX 9-1479.
mh23

RAY'S CIRCUS REVUE—DOG, PONY,
Monkey Show, Bozo the Clown. Further
Information: Mrs. H. R. Ray, Route #1,
Magnolia, Ohio. mh30

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Decker, Joyce E.
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Deniss, Wm.
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Detsch Jr., Wm. A.
Dick, Billy
Dickerson, Frank
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Dille, William

Goodwin, Lloyd
Graff, Charles L.
Gray, Mrs. C.
Gray, Clarence
Green, Gilbert
Green, Ralph E.
Griffin, Vernon
Groves, Woodrow
Wilson
Guynes, Harvey D.
Haas, Levi
Hahn, Harold
Halcomb, Blackie
Hahn, Harold
Halcob, Blackie
Harris, Wm. A.
Hall, Earl Emerson
Hankinson, Jim
Hart, Oscar
Hattersley, R. C.
Hayes, James B.
Hays, Tom
Hazelwood, Howard
Head, Henri Margone
Herman, Howard M.
Hilburn, Dickey
Hill, Tom
Hinkle, William
Hitt, John (Blacky)
Hoard, James F. &
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Honnell, James T.
Honnell, Rosa Fedig.
Hoover, Rudolph
Horowitz, W. G.
House, Pete
Hudak, Frederick
Hudak, George Anthony
Ice, George (Talker)
Jacks United Shows
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Jamison, W. E.
Janison, W. E.
Johnson, Donald
Johnson, Ted
Jones, Maynard
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Jordan, L. P.
Katz, Kazan (Monroe)
Kelley, Frances
Kelly Jr., Harry
Ketchum, Roy
Kinder, Bill
King, Dot Storm
King, Ernest Hilsz

King, Luke
King, Richard
Knapp, Geo.
Knight, Herbert
Ky, Bentley
La Vasser, Mrs.
Lane, George
Lang, Bill & His
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Lantz Jr., Harry
Latz, Frederick L.
Lavigne Jr., Louis
Leto, James Vincent
Lewis, Donald
Lilly, George W.
Littlefield, Jack &
Mrs.
McCarne, Blackie
McCarthy, Charlie
McCorckle, Mrs. S. S.
McDaniels, Bertha
McDermott, J.
McGee, Lester
McGill, Caryle W.
McIntosh, Frank
McKewon, Ed
McKnight, C. H.
McLaughlin, James
McMaster, Wm.
McQuire, Jerry
Machain, James

Mack, Stanley
Madera, Elmer Joe
Manery, Bobby
Maustein, William
W.
Martin, Hal
Mashburn, Ruby L.
(c/o John L.
Graham)
Mason, James
Mature, Lawrence
Maxie, Prof.
Melton, Edgar
Menzel, Paul
Meyerling, Robert A.
Mezeppa, Michael
Miller, John
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Whly)
Monroe, Bob
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Moran, Ed (Wol-
cott's Minstrels)
Morgan, Lewis
Morris, John (Smoky)
Moss, Al
Muller, John
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Mullis, Nell Reed
Myers, Elizabeth
Naah, Ben
Nash, Georgia
Nash, Morgan
Neilson, Larry

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Neilson, Larry

Newman, Norman E.
Nipp, Bill
Nonwetter, William
T.
O'Brien, Jimmy
O'Riley, Jimmie
O'Neil, Henry
Odum, Floyd T.
Oliver, Swede
Parry, Walter (Red)
Parsons, Earl L.
(Jessie)
Perrigan, James
Patterson, Pat
Pease, L. D.
Piacroni, Mrs. Cottie
Lee
Pike, W. D.
Poole, Bill
Poplin, Charlie &
Jewell
Porter, Roland
Price, Helen E.
Pudick, Chester
Powell, Donald
Garden
Puckett, George
Quicksall, Frank
Rallner, Rocky
Ragan, Madeline
Rand, Bob
Reichert, Frank
Reid, Orval Buff
Reeves, Tommy
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Roberts, W. W.
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Rudolf, Robert
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Rush, Whitey
Russo, Frank
St. Dennis, James
Salyina, John
Sandefur, Horace
Santillo, Anthony
Schanck, Frank
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Schwartz, Leo H.
Scognomillo, Frank
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Selva, Wm.
Senn, Tom
Settle, Thurman D.
Shefchik, Dorothy H.
Silcox, Joe & Mrs.
Silverberg, Red
Simpson, Mrs. Ethel
Simpson, W. L.
Small, Ethel
Smith, Bernard H.
Smith, Ella

Smith, Wm. Francis
Smuckler, Mrs.
Snellings, William
Spadee, Clare W.
Spence, Walter
Stein, Jack & Mrs.
Stevens, Steve
Stewart, Robert E.
Stroud, Frank
Stucky Jr., James
Sullivan, Edward M.
Summerall, Tommy
Summers, Kenneth
Sutton, F. M. (Pete)
Swan, W. L.
Swank, Ruth
Sweeney, Richard
Sweeny, John
Swizinsky, Veronica
Ann
Swuter, William
Tanner, Henry (Bud)
Tanson A) (Circus
Ranch)
Taylor, Robert E.
Thomas, Ben
Thomas, John W.
Thomas, K. B.
Thomas, Raymond
Howard
Tobin, Lester
Topps, George &
Mrs.
Topps, George R.
Troyer, Dewey R.
Tucker, Ben Russell
Tyrcell, Clifton P.
Tyski, Joanne
(Double)
Vaughn A. G.
Vaughn, Harold
(Porky)
Velle, Leroy
Villemarie, Joseph R.
Vogt, Robert
Vogt, Wm. D.
Vonderheid, George
(Shrine Prom. Mgr.)
Wagner, Harry
Wales, Sandy
Walker, Baldwin
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Walters, Dallas
Ward, William
Haddock
Weatherman, Jack
Webster, Charles C.
West, Henry
White, Bill &
Lorraine
Whitmore, Otto
Wilder, Dan
Williams, Bradley
Williams, Jean Elieen
Wilson, Basil H.
Wilson, Big Al
Wilson, James
Wright, John & Ella
Yerkes, Bob
Young, Albert
(Curley)

Lee, Ed
Levy, Stanley
McGarraugh, Cathy
Martin, L.
Milose, Giuseppe
Michelson, H. E.
Mitolia, Joe
Nixon, Larr
Oemborsky, John
Platt, Billy
Poplin, Dean
Poplin, Clarence
Sealo
Seilig, Irvin
Sprenkle, Raymond
Stolar, Irving
Wambach, Pete

Arrwood, James
Callahan, M. J.
Cannon, Harry
Cobuccio, Joseph
John
Comen, Jack
Davenport, Henry
Dutton, Van Raleigh
Forrest, Russell
Fraker, Russell
Gaten, D.
Gayton, F. M.
Hall, Eddie
Hannagan, Jack
Hankson, Jim
Hill, O. H.
Kyle, Charles
Kolb, Frederick

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Levy, Stanley
McGarraugh, Cathy
Martin, L.
Milose, Giuseppe
Michelson, H. E.
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Seilig, Irvin
Sprenkle, Raymond
Stolar, Irving
Wambach, Pete

Arrwood, James
Callahan, M. J.
Cannon, Harry
Cobuccio, Joseph
John
Comen, Jack
Davenport

NVA Firms Plan For April Conclave

CHICAGO — Preparations continued this week for the forthcoming National Vendors Association convention to be held April 16-19 at Chicago's Congress Hotel. According to convention secretary Jane Mason, a total of 23 exhibitors have already been signed to date—including three that didn't exhibit last year.

A number of late entries are expected to swell the exhibitor total still more, Jane Mason said.

Exhibitors will include bulk machine manufacturers, suppliers, charm manufacturers and distributors plus manufacturers and distributors of various bulk fill items.

Business Sessions

Sharing the spotlight with exhibits will be business sessions and general meetings for NVA members on various basic aspects of the bulk vending industry. Topics and program agendas are to be announced later.

Not the least important will be the informal meetings and get-togethers that will round out the four-day conclave. Traditionally, operators, distributors and manufacturers use the annual convention as a sort of thrashing out place for numerous industry problems, not to speak of making business deals for the coming year.

The convention's social agenda, not yet announced, will also be a top draw for most of the members. Traditionally, a cocktail party is held at the beginning of the convention to get members acquainted and start things rolling.

In past years, Leaf Brands has also held a dinner-dance and floor-show sometime during the conclave that was a convention highlight.

Hutchinson Buys Whitehead Firm

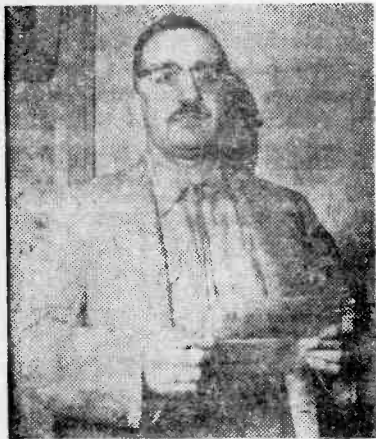
ATLANTA — Purchase of the R. R. Whitehead Vending Machine Company by H. B. Hutchinson was announced here last week (11) by R. R. Whitehead, owner of the firm.

Whitehead firm has served as exclusive distributors of Oak vending machines for Georgia, Tennessee, Mississippi, Alabama and South Carolina. Hutchinson will continue to distribute exclusively the Acorn machines in these States, the factory in Culver City having approved the transfer of the franchise.

Whitehead, a veteran in the industry, will assist the new management for a period of several months.

CLOSE COMPANIONS

One-Stop Vending Supply Aims to Up Ops, Its \$\$



... Ted Essad and revenue ...

Ted Essad and revenue have been close companions for years.

Since October 26, 1956, when he bought into the William J. Newman Company, Inc., San Francisco, his work has been to increase the revenue of operators, and that of his firm, which offers one-stop vending supply service. He is secretary-treasurer of the firm, organized 39 years ago.

Recently, Essad was given the added title of general manager. This came about when the president, Art Simpson, who was associated with William J. Newman until his death, decided to slow down, theoretically, at least.

Infancy to Adulthood

Essad, however, came into the firm with a solid background in bulk vending. He has since acquired a well-rounded knowledge of the vending field thru his close association with Simpson, whom he found an able and sympathetic tutor. Simpson has seen vending change over the years and grow from infancy into adulthood.

The Newman-Simpson business goes back to 1920 when Newman had the Pulver gum line for the West Coast. Simpson handled the operation of scales and other equipment. Newman confined his

activity to distributing. The firm served then, as it does now, the area around San Francisco and into Northern California. The Newman-Simpson association was not only a long but loyal one that even today is a subject among operators who recall the old days. Newman died in September, 1956.

Small Investment

When the William J. Newman Company was formed, Theodore T. Essad was nine years old in his native Youngstown, O. He began to

(Continued on page 72)

Wis. Cig Ops Hear Legislative Report at Meet

MILWAUKEE, Wis. — Cigarette venders belonging to the Wisconsin Cigarette Vending Operators' Association met in Milwaukee Saturday, March 14, at the Wisconsin Hotel. The meeting was called by association president, Nick Novasic, County Venders, West Allis. Herb Geiger, Geiger Automatic Sales, Milwaukee, presented a special report on legislative matters. He discussed four bills presently pending before the State Legislature that have a direct bearing on cigarette vending.

According to Geiger, the four bills have several features that threaten the welfare of the vending industry. Present State law requires a \$50 license fee for persons or firms operating more than five cigarette vending machines; proposed bill would institute a licensing fee on operators of even a single piece of equipment. Other bills also threaten confiscation of equipment, plus additional penalties for operators and locations where minors purchase cigarettes.

Members present were urged to acquaint themselves with the proposed bills, and to contact legislators to make their views known.

3 MILES FOR 1 CENT

Foreign Panel Truck Reduces Costs, Eases Servicing for Op

By SAM ABBOTT

SEAL BEACH, Calif. — Joe Arguelles can drive his truck nearly three miles for a penny.

While he uses the foreign made panel vehicle to service approximately 700 bulk venders for his Joe's Vending Service, he often makes trips to Santa Barbara and San Diego. It was on a trip to the latter place that he proved to himself how cheap he was traveling.

Bulk Banter

By BENN OLLMAN

Milwaukee

Erwin Samp reports that his route takes have taken a serious dive this winter. Bad weather has kept the action down in too many of his locations. Bert Veldhuizen, Watertown bulk vender, is spending the next few weeks vacationing in Florida. David Veldhuizen, associated with his father, Bert, in the vending business, recently became the father of a son. George Card, Madison, is en route to Texas. He will speak at a National Federation of Blind People meeting in Fort Worth. The date of the next meeting of the Northwest Vendors' Association will be announced on Card's return from Texas. It will be held in Milwaukee in either April or May, at the Badger Home for the Blind.

Ask New Tax In Pennsy

HARRISBURG, Pa. — A new tax program in Pennsylvania to convert the State's 3 per cent selective sales tax to a 3½ per cent general sales levy and impose new taxes on soft drinks, cigars, tobacco and cigarettes has been endorsed by the Democratic administration of Gov. David L. Lawrence and presented to the Legislature.

It also expands the existing sales tax by levying on all food served for on-premise consumption, starting at 11 cents. At present, meals and food are not taxed unless the check is more than 50 cents.

The reduction of the exemption on on-premise food sales would hit drugstores with soda fountains, food concessions at carnivals and amusement parks and roadstand refreshment places.

Individual Bills

Individual bills for the new taxes, except the cigar and tobacco

(Continued on page 73)

G. Laughlin Dies Of Heart Attack

INGLEWOOD, Calif. — Funeral services for George Laughlin, 61, head of purchasing and shipping at Oak Manufacturing Company in Culver City, were held here Thursday (12). He died suddenly of a heart attack March 8 in a Los Angeles hospital.

Laughlin, a former postal employee, joined Oak nearly 10 years ago when the company was organized and was well known in the industry. Harold Probasco, Oak executive, closed the factory during the services.

Laughlin is survived by his widow and a step-daughter. Burial was in Inglewood Park.

To check his transportation costs, he filled his tank in Long Beach and took a mileage reading. Upon his return, he drove into the same station and had the tank refilled, using slightly more than three gallons of gasoline. He had traveled 250 miles and the fuel, the cheapest he could buy, amounted to 95 cents. This figures .0038 cents per mile.

Cuts Cost

Arguelles appreciates this reduction. It is part of a program he started three years ago to cut operational costs. Along with cutting this one item, he combined other things to obtain more savings.

While the San Diego trip check represents a long drive without stops or starts, Arguelles has cut his gasoline bills from a maximum of \$50 to approximately \$10 a month.

When he started selling peanuts, pistachios, cashews, candy-covered peanuts and ball and tab gum in 1952, Arguelles used a touring car that had trouble passing a gasoline service station. His fuel cost ran approximately \$50 a month for fewer machines and stops than he has today. Then he switched to a station wagon. This reduced his

monthly bill at the gas station about \$10. It was a saving, however.

Advantages

Then he bought the foreign-made truck and benefited from the reduced gasoline cost, ease of handling and larger grosses thru the installation of 40 per cent more machines. What he saved on gasoline helped to pay for the new machines he needed and could locate now that he had more time to do it.

The truck that he has used for the past three years has advantages other than the lean carburetor, Arguelles, a stockily built man, says. The initial investment is not too high, he points out. The fact that the engine is in the rear of the chassis allows him to air the vehicle and even carry chocolate candy in the hottest part of a California summer.

Arguelles cooled his truck fur-

(Continued on page 73)



JOE ARGUELLES, of Joe's Vending Service, carries 75 pre-filled heads in the foreign-made panel truck that he bought three years ago. In addition to finding it easier to handle in traffic, his gasoline cost is approximately .0038 cents per mile.

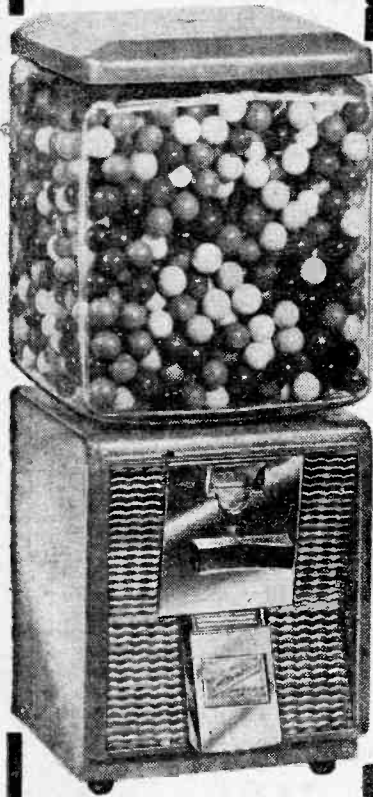


THE FOREIGN-MADE truck that Joe Arguelles uses on the routes of his Joe's Vending Service affords him a shop at the location. When he opens the back, he has a table upon which to make minor repairs. The money scoop he is holding is also one of his labor-saving devices that permitted him to increase his route by 40 per cent.



THIS BOX-LIKE AFFAIR holds nine pre-filled heads and saves Joe Arguelles a lot of steps. The box is secured to the light-weight aluminum dolly with a bolt and butterfly nut.

IMMEDIATE DELIVERY
ON THE NEW
Northwestern
GOLDEN 59



Wire, Write or Phone
Your Distributor Or
THE NORTHWESTERN CORPORATION
2394 Armstrong St.
Morris, Illinois

Essad Profile of the Week

• Continued from page 71

take notice of bulk vending early, watching the operations of friends in the business. What impressed him was the small investment required to get into the field and the revenue. This may have been his first real contact with revenue. Uncle Sam brought Essad to San Francisco in 1941. This association, without too much stress on revenue, lasted only a few months. It was resumed, at Uncle Sam's invitation, after a brief time, and Essad put in five years with this able distributor of manpower. Enter Rena After his second and final release or discharge, Essad decided

to remain in San Francisco, where he had met and married the former Rena Rossetto, a native daughter, in November, 1951. Essad had, in addition to his wife, a daughter, Donna Jean (now nearly 15 years old). A second daughter, Janet (now nearly 12) was soon to join the family circle. Revenue to Essad was of utmost importance. Essad eased the problem by becoming registration officer with the Veterans' Administration, a post he held for 18 months. By this time it was 1947, and he organized a bulk vending route. He started with 100 machines and soon increased it to 250, also operating a few

games. While this is not an expansive route, it kept Essad hustling, for he was working a full swing at the post office and studying accounting at night. In 1949 Essad, who had gone to the 10th grade in Youngstown, completed his accounting course by correspondence. Two years later he took and passed an examination for the Department of Internal Revenue. Again revenue entered his life, for he was a revenue agent from April 1, 1951, until that day in October, 1956, when he moved into the William J. Newman Company and the "Inc." was added. The scope of activity at Newman's has been enlarged. Today the firm handles, in addition to bulk vending supplies, those for hot food and coffee vendors, and candy for the larger units. Altho Essad has solved his reve-

BIG SAVINGS
Buy Star Mixed Capsules
Star Mix #1.....\$20.00 per M
Star Mix #2..... 18.00 per M
Star Mix #3..... 15.00 per M
Salt & Pepper Shaker Capsule
One Dollar less per M
Write for quantity price on merchandise.
New and used Acorn machines.
All prices F.O.B. Houston.
STAR VENDING SUPPLY CO.
6327 Calhoun Rd.
Houston, Texas

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Converter for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red.	.73
Pistachio Nuts, Jumbo Queen, White	.68
Pistachio Nuts, Large Tulip	.59
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.42
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.32
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.59
Hershey-ets	.47
Rain-Blo Gum, 60 ct.	.30
Maltette, 100 ct., per 100	.32
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct., 200 lb minimum, prepaid on all Rain-Blo Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

BIG SAVINGS
on BALL AND VENDING GUMS
Same fine flavors, Centers and Coatings.
Direct LOW Factory Prices
Bubble Ball Gum, 140-170 & 210 ct. & Giant Size . . . 27¢ lb.
Chicle Ball Gum, 130 ct. . . 35¢ lb.
Clor-o-Vend Ball Gum . . . 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 28¢ lb.
Tab (short stick) 100 ct. . . 38¢ box
5-Strick Gum, 100 packs . . . \$1.90
F.O.B. Factory 150 lb. lots

AMERICAN CHEWING PRODUCTS
35 years of manufacturing experience.
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Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere - compare.

ROWE CRUSADER CIGARETTE, 10-col., all 30c comb.	\$ 90.00
STONER PENNY GUM MACHINES, reconditioned	22.50
STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model	115.00
STONER 8-COLUMN CANDY, postwar, 5-10-20	175.00
NATIONAL CANDY, 9-column	90.00
NATIONAL 9-M CIGARETTE, all 30c	100.00
EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c	100.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
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PLUS! . . . all the other things you must know to properly conduct your own business. Advertise your product/(s) in the media which will bring you the greatest return for your advertiser dollar. . . THE BILLBOARD! Weekly The Billboard carries the advertisements of manufacturers, distributors, jobbers and suppliers of vending machines, scales and supplies of every description . . . these advertisements are in turn read by Bulk Vending Operators who buy the lions share of your products.

COIN MACHINE DISTRIBUTORS during 1958 spent 74.8% of their trade paper advertising dollars in THE BILLBOARD. Doesn't this seem to prove that THE BILLBOARD does bring results for advertisers?

The NVA Convention will be held in
Chicago, April 16-17-18-19
THE BILLBOARD'S N.V.A. CONVENTION ISSUE WILL BE DATED **APRIL 13!!!**
ADVERTISING DEADLINE **APRIL 8!!!**

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Put the above plus 25 other powerful salesmen to work in your machines.

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SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

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World's Largest Selection of Miniature Charms
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VACUUM PLATED
MAGIC LETTERS

\$6.25 per M

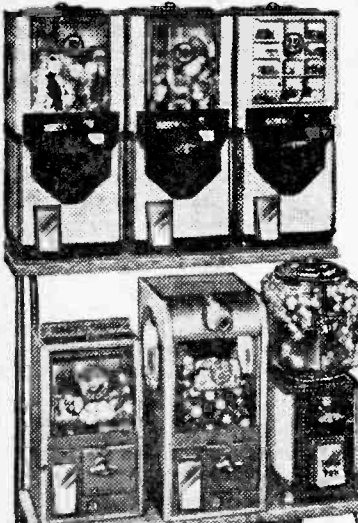
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VICTOR'S

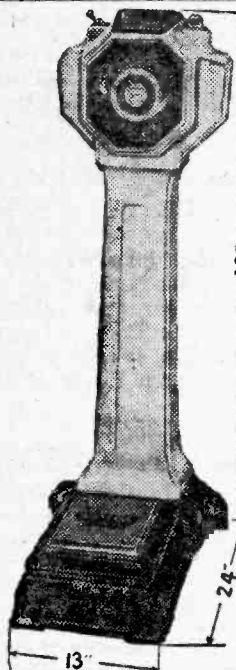
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A terrific money-maker in those
Supers and Chain stores.
The New Modern Key to Successful
Bulk Vending.

IMMEDIATE DELIVERY!
THE 4-UNIT
BI-LEVEL STAND

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.



48"

24"

\$25
DOWN

Balance \$10 Monthly

ALL WEATHER SCALE
COMPLETE CABINET AND
BASE, CAST IRON POR-
CELAIN ENAMELED, FOR
OUTSIDE LOCATIONS.
WRITE FOR PRICES.

Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

Ask New Tax

Continued from page 71

levy, have already been introduced. The sales tax revision is being pushed thru the Legislature, with April 1 as the effective target date. The soft drink, tobacco and cigarette levies are tentatively slated to become effective June 1.

The tax package includes:

H. 665—Converts sales levy to a 3½ per cent general sales tax and reduces the on-premise food exemption from 50 cents to 10 cents.

H. 659—Imposing a new tax on manufacturers, or the Pennsylvania distributor if manufactured out of State, as an excise levy at 1 cent per 12 ounces for bottled drinks and ½ cent per ounce for sirups used in fountain mixing of drinks.

Cig Tax

H. 619—Imposing an additional 1 cent (bringing total to 6 cents) per package tax on cigarettes, earmarked to finance a Korean War veterans' State bonus program.

The cigar and tobacco products tax has not yet been introduced, but it would levy an excise tax equal to 25 per cent on the retail price on cigars, pipe tobacco, chewing tobacco and snuff. This would be paid by the manufacturer or distributors.

Other legislation affecting retailers introduced in the Assembly includes H. 679 to repeal the existing \$5 license fee for milk vending machines.

Foreign Truck Reduces Costs

Continued from page 71

ther by making a switch in the paint job. When he bought it, the color was blue. He lost no time having the top painted white, which he claims reduced the temperature within the vehicle by 20 degrees.

Open Rear

Another feature that he likes is the fact that the rear opens and permits him to have a workshop at the location, and the double doors on the right side permit loading and unloading while the truck is parked at the curbing. With the truck he had a chance to try out his scheme for prefilling.

Arguelles had a cabinet maker rig up the interior of his truck with compartments that take a metal tray holding three heads. He has a capacity of 75 in a single load, which allows him to stay away from his shop as long as two days, if he wishes.

Location Routine

At the location, he follows a routine. First the machine is removed from the stand and checked in his mobile workshop. He also makes minor repairs and adjustments there. Then he replaces the head with a new one, which has been scrubbed clean in his shop.

Servicing is further speeded by a contraption which can best be called a location loader. Arguelles designed it and had it made in a cabinet shop. It consists of a half-inch plywood box with three shelves, three sides open to permit loading. Each shelf holds three heads, permitting him to wheel nine into a spot at one time. He has a light-weight aluminum dolly upon which the loader fits. It is secured to the dolly with a bolt and a butterfly nut that affords easy assembly and disassembly.

The run of labor savers started some time ago when Arguelles made his first money scoop. Constructed of galvanized metal, it is approximately five inches deep, five inches wide and seven inches long. When he collects, he removes the top portion of the machine and places the lips of the scoop on the machine's base. He then pours the money into the scoop, and from the scoop into a money sack. He has his scale adjusted to take care of the one and one-half-pound weight of the metal item if he wants to check the gross this way.

No Other Way

This operator believes there is no other way to cut costs except to cut down the traveling expenses and time. He reasons that if new machines are needed, they have to be purchased. The best merchandise must also be sold to get return business. He argues that merchandise prices have not increased sufficiently to endanger profits.

WESTERN GIMMICKS

- ARROWHEAD, Plated \$ 4.50
- ONE PIECE BULLET 6.50
- TWO PIECE BULLET 9.00
- SADDLE 12.50
- SIX SHOOTER GUN 5.00
- HORSE'S HEAD 8.00
- GUN & HOLSTER 12.50
- BINOCULARS 12.50
- BADGES 8.25
- PLAYING CARDS, Plastic 4.50
- SNAKE that CRAWLS 6.75
- HORSESHOE 6.25

Priced in 5,000 lots & up, per item.
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WE HAVE

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Products

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/8" by 2" by 3 1/4". . . . has separate cash box. Advance coin detector with automatic coin return when machine is empty. . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For details and Prices Write, Wire, Phone Today.

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Factory Distributor of Advance Vending Machines
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VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR

\$13.25 ea. \$12.75 EACH 100 or more.

Packed and sold 4 per case.

Write for Lowest Prices on our complete line of

- CHARMS • BALL GUM
- CAPSULES • MACHINES

Order Now From Victor's South-eastern Distributor.

H. B. HUTCHINSON, JR.
1784 N. Decatur Road N.E.
Atlanta 7, Ga.
Phone: DRake 7-4300

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 each

\$12.75 each 100 or more

Available for 1c and 5c peanuts and bulk candies.
Victor's new TV Vendor in stock for immediate delivery.

TIME PAYMENTS AVAILABLE
Write BERNARD K. BITTERMAN for lowest prices on Capsules, Charms, Ball Gum, and all Vending Needs.

PROMPT SHIPMENT

Bernard K. Bitterman
4711 East 27th St., Kansas City 27, Mo.

GUM-SMOKE?

IT'S A HOT NEW ITEM!

See the revolutionary new
oak vending machine
at the show!

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GIVE TO DAMON RUNYON
CANCER FUND

Juke Box Operators Set Record Straight

Tell Story of Their Local Industry to Papers, Launch Local P-R Work, Explain Their Biz

CHICAGO — Faced with bad publicity resulting from hearings of the Senate rackets committee, juke box operators throuout the country are setting the record straight in their own localities.

Some operators have told their story to the local newspapers, others have taken steps to lay the groundwork for continuing public relations work; still others have explained that results of successful efforts to tell people about their business are now paying.

Stories about what's happening appear elsewhere in this section

Here's a summary of these stories:

In Memphis, the association issued a statement published in the local paper challenging anyone to find a racketeer element in the city. At the same time, the association adopted a new public relations campaign in its continuing program.

In Boston, operators have been given a clean bill of health by the police department in a report to the McClellan committee. Association members contacted local newspaper editors to tell their story.

In Rockford, Ill., Lou Casola told the area story to the local newspaper, which appeared prominently on page one and was

successful in getting the local story across.

In Binghamton, N. Y., a local operator set the record straight with a story in the town's newspaper; in Syracuse, N. Y., the association president was interviewed in a newspaper story and the police spoke up highly for local operators.

In New York City, committee members of the United Jewish Appeal's coin machine division launched a program to acquaint the public with charitable work being done.

In Hartford, Conn., the president of the association called for a concerted program to tell people about the business. In Massillon, O., a new operator association was formed for the purpose of acquainting the public with the facts (The Billboard, March 9).

In Salt Lake City, operators told of their already good public relations enjoyed and that there was no racket element there.

PETER POTTER TO EMSEE MOA BANQUET SHOW

CHICAGO — Peter Potter, West Coast deejay of "Juke Box Jury" TV show there, will emcee the Music Operators of America banquet show April 8 in the Morrison Hotel's Terrace Casino room.

Potter will be on hand at the convention from April 5 on as a guest of MOA. According to the association, Potter's show is scheduled to be shown in the near future in a number of cities throuout the U. S.

Westchester Ops Plan Annual Fete

SCARSDALE, N. Y. — About 400 persons are expected to attend the eighth annual banquet of the Westchester Operators Guild, to be held May 19 at the Holiday Inn here.

Seymour Pollak, general chairman for the event, said that as in the past, some of the top names in the record industry will perform at the dinner-dance.

S. D., Ark. Ops Win Key Tax Victories

CHICAGO — A bill which would have put a \$100 license on juke boxes in South Dakota was defeated in tax committee early this month, Norman Gefke, of Gefke Music Company, Sioux Falls, S. D., reported to The Billboard last week.

The bill (S.D. Sen. 331) called for a per-machine license of \$5 per year for specific types of coin-operated machines which operated on less than a nickel, a \$100 per machine license on machines specified which operated on a nickel or more.

Gefke explained the work done by operators in successfully fighting the bill:

"We fought this successfully with a lot of hard work, during almost three weeks of constant contact with senators and representatives. We saw to it that we had breakfast with them or at the same place most of the legislators ate.

This might sound unimportant but being where they are day and night plays as important a part in getting them to know the truth, as being in the State House, where we spent most of our time.

"Our first act was to hire a lawyer, Jack Br'ie, who is a lobbyist. He was indispensable in this matter. He met with the assess- (Continued on page 76)

\$25 Per-Unit Tax Beaten in Arkansas, Ops Hail Action

LITTLE ROCK — A bill which proposed to increase the State privilege tax on juke boxes from \$5 to \$25 failed to pass last week shortly before the Legislature adjourned until 1961.

The bill, introduced by Rep. Van Dalsem of Perry County, got to the floor after a committee fight and was defeated by vote in the General Assembly of the House.

Operators throuout the State hailed the failure of the bill and commended the Legislature for its action. The operators pointed out that the bill would have put a discriminatory and confiscatory tax on already-highly taxed operators.

Present juke box privilege taxes (Continued on page 76)

Wilm'ton OK's \$400 Annual Op License, Cuts Unit Fee to \$5

WILMINGTON, Del. — After reducing to \$5 from \$25 the annual fee reported in The Billboard March 9 as being required from location owners on each juke box and vending machine dispensing cigarettes, soft drinks, food or "merchandise of any character," the city council here on March 5 passed, 11-1, over Mayor Eugene Lamot's veto the new city license law requiring juke box and vending operators to pay an annual fee of \$400.

As part of the license fee, all employers are required to pay \$1 per month for any person above one employed at least 10 days during that month. The council session recessed to March 9 when a number of other revisions were to be made, including one to start collecting the employee fees with the second quarter which begins April 1 rather than retroactively to January 1 as provided in the ordinance as adopted.

SAVES TIME AND \$

Arbitration Halts Costly Legal Tiffs

NEW YORK — The arbitration procedure advocated for inclusion in location contracts by the Music Operators paid off for Herman Automatic Music last week.

One clause in the location contract—drawn up for the Association by Attorney Morton S. reads that "other terms and conditions include a provision for arbitration of disputes by one arbitrator in accordance with the rules and regulations of the American Arbitration Association.

In most cases of disputes between operator and location, or between operator and competitor, the matter is settled in court, with considerable expense to both litigants and several months, often years, elapsing before the matter is finally adjudicated.

Force of Law

But, when both parties agree to arbitration in advance, the courts are bypassed, with the dispute presented before an impartial arbitrator satisfactory to both parties. The decision, which has the force of law, is later confirmed by the courts. The loser may also appeal the decision to the courts, but he must prove bias or judicial error. For all practical purposes, the decision of the arbitrator holds up.

The current dispute involved Herman Automatic Music Corporation and Gerald Dean, a Brooklyn location owner. Herman claimed that he signed a contract for installation of a juke box with the location and that the location ordered him to remove the box so that he could replace it with one of his own.

By terms of the contract, the case was put to arbitration, with the request made on December 31, (Continued on page 81)

UPGRADING

Op Calls for New Appraisal Of Methods

By ALLEN M. WIDEM

HARTFORD, Conn. — Abe Fish, past president of MOC (Music Operators of Connecticut), believes that modern-day economic situation calls "for a keen appraisal by every operator of his business methods."

He told The Billboard: "We must be constantly on guard to protect our industry from those who seek to place us in a bad light. Now more than ever we need the courage and spirit to withstand the bad publicity cast upon us. Our officers, directors, counsel and business manager are (Continued on page 83)

Stereo Sales Picture Good For N. Y. State

NEWARK, N. Y. — Stereophonic juke boxes are beginning to catch on in up-State New York, according to John Bilotta, who distributes the Wurlitzer line for the State outside of metropolitan New York.

According to Bilotta, at least 75 per cent of the new boxes he is shipping out are stereos, and operators report that collections rise immediately upon installation of stereo units.

While stereo records were a major problem a couple of months ago, and while they are still not available in as great variety as some operators would like, the situation has eased considerably.

Ample Selection

Right now, a selection of stereo disks ample to satisfy the needs of most locations is available, and indications are that this supply will be increased measurably within the next few months.

Bilotta said that stereo machines are getting 10-cent play, with three for 25-cents. He added that in some cases, operators are getting 15 cents for stereo EP's.

Concertapes Bows Stereo Op Package

WILMETTE, Ill. — A stereo record package of five singles aimed at the juke box operator market was announced last week by Al Freiburger, general manager of Concertapes Distributors, Inc., here. Package is called "Music Operators' Stereo Record Package No. 1."

It lists at \$5.25; \$1.05 per disk. Juke box distributors can purchase the disks at regular distributor discount; dealers' one-stops at regular dealer cost, Freiburger said.

The firm is planning more stereo releases aimed at the juke box market. Featuring pop artists, such as Mike Simpson, Nancy Wright and Wendell Tracy, ditties are "Lover" and "C Jam Blues"; "It's Alright With Me" and "Taking a Chance on Love"; "Inspiration" and "Cactus Polka"; "Five Foot Two" and "Dansero" and "Sultan's Serenade" and "In a Persian Market."

AUTOMATIC CAFETERIAS

Snodgrass Expanding In Full-Line Vending

ALBUQUERQUE — Harry and John Snodgrass, brothers who operate the big Border-Sunshine Novelty Company here, are concentrating on an unusual "expansion program."

The New Mexico juke box operators are business developing the vending phase of their operation, including installation of three automatic cafeterias. Two of these are

located in a downtown Albuquerque telephone building, and the other in a suburban hospital.

In each instance, the cafeterias contain a complete line-up of machines vending milk, ice cream, coffee, plus several hot food products.

Harry Snodgrass scoffs at the fact that Albuquerque is definitely (Continued on page 81)

Cortell Set on 80-Selection German Unit

NEW YORK — Arnold Cortell of the Ameropa Trading and Shipping Company, disclosed that a shipment of 80-selection German-made Tonmaster juke boxes will be shipped here next month.

Cortell represents the German firm, Weigandt, which makes the machine. The new units are suitable for wall mounting as are the 60-selection machines which he has been importing for nearly a year.

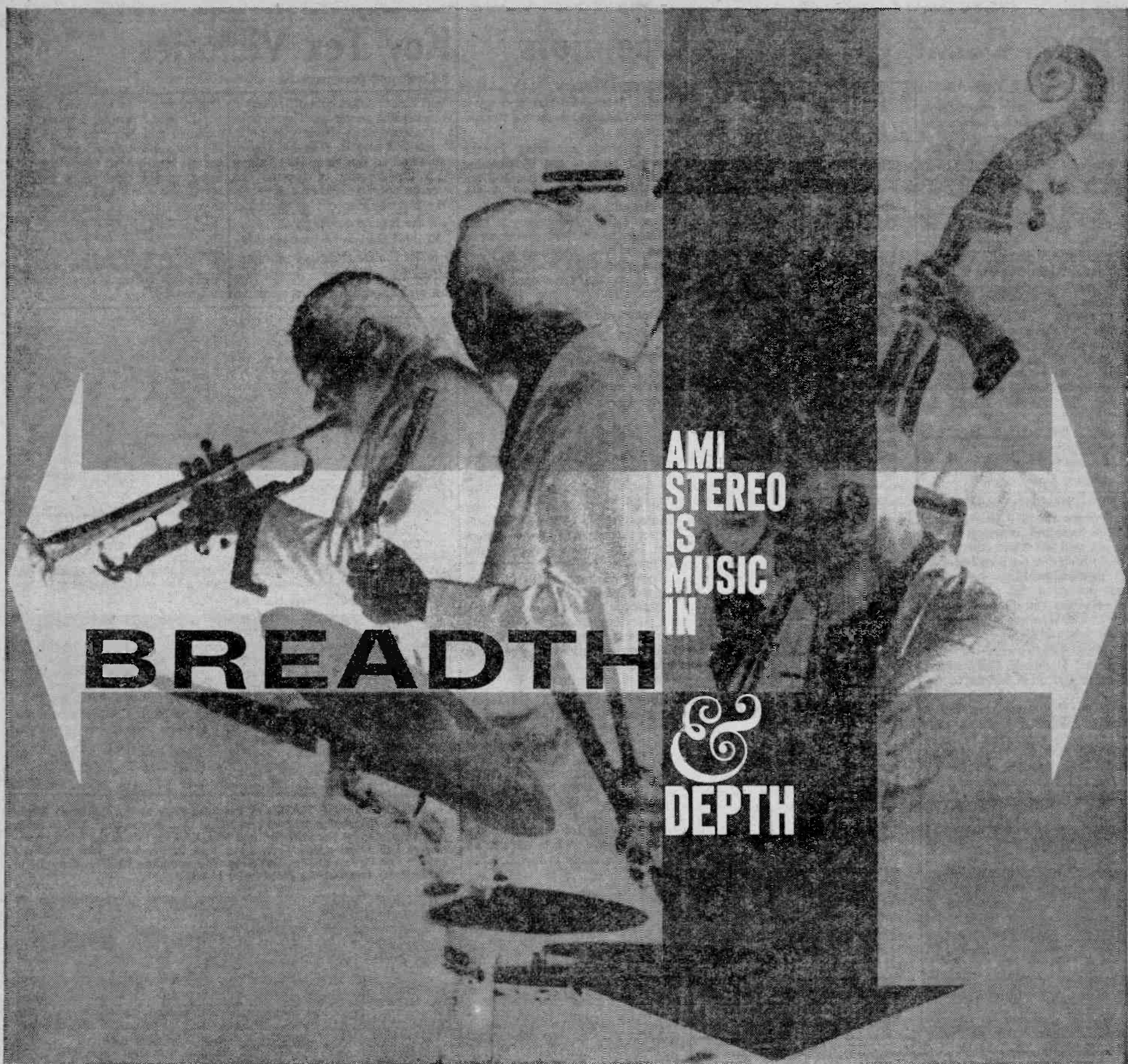
Cortell said the new machines will sell for \$500 in monaural and \$545 in stereo. He has just returned from a three-week European business trip, during which time he visited the Weigandt factory in West Berlin and also arranged for a shipment of hot food machines, the first known such shipment to be sent to Russia.

Bilotta Keglers Claim Industry Bowling Crown

NEWARK, N. Y. — John Bilotta, local Wurlitzer distributor, claims he has one of the leading bowling teams in the coin machine industry. His group, known as the Bilotta Wurlitzers, recently competed in the ABC Bowling Congress Tournament in St. Louis, and, while it didn't win the championship, the boys acquitted themselves well.

The New York group played the team sponsored by Pete Brandt, beating the Missourians in two of three games, with a total score of 2,886, against 2,798.

Brandt played host to the New York group during the tournament, with he and Bilotta taking the keggers out to dinner.

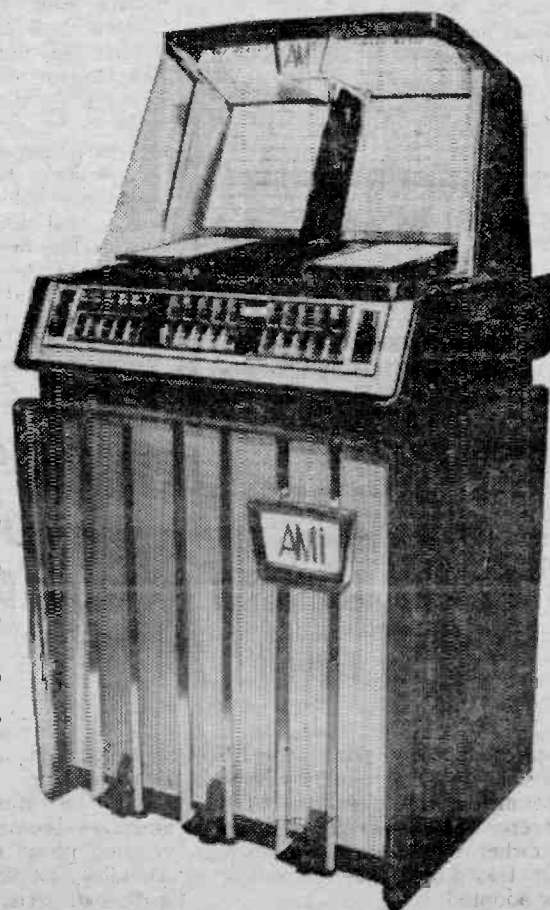


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IN**

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The full dimensions of the music are yours to earn more with . . . to get into more top locations with . . . when you operate the new AMI Model "J" stereo system. Wide angle dispersion horns reproduce music in breadth with the life-like realism of a live performance. AMI's exclusive *third channel*—played through the driver-horn system located in the model "J" itself—reproduces music in depth . . . gives you maximum flexibility in speaker placement to fit the needs of all locations.



Hear the difference AMI's longer experience in stereo makes. Now at your AMI distributor.



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1500 Union Avenue, S.E.,
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'Grass Roots' Public Relations Brings Backing for Juke Operators

By CAMERON DEWAR

BOSTON—Boston police have given the city's juke box and vending machine industry a clean bill of health. No evidence of racketeering or strong-arm methods has been found in Boston, Police Commr. Leo J. Sullivan has informed the U. S. Senate Rackets Investigating Committee in a confidential report.

The Licensing Board controls the placing of pinball, cigarette machines and juke boxes in licensed establishments, but forwards all applications to the Police Department for comment. This comment is restricted to the question of proximity to schools and as to whether the locations have been "police problems." The police do not make any recommendations as to whether or not the license should be granted.

Tax Beaten

Continued from page 74

are \$5 each for State, county and city (besides the \$10 federal tax). Had the State bill passed, it would have allowed cities and counties to increase their tax on juke boxes to \$25. Besides privilege taxes, Arkansas operators also pay a 3 per cent sales tax on all new equipment and a 3 per cent gross receipts tax weekly.

J. Earl Gill, owner of Gill Amusement Company, Hot Springs, and other operators fought to defeat the bill. They led committees to talk to the lawmakers, led a campaign of letters, phone calls and telegrams explaining to legislators that their tax burdens were already high enough and further taxes would be confiscatory.

MEMPHIS SAYS JUKES OKAY

By ELTON WHISENHUNT

MEMPHIS—Drew Canale, chairman of the public relations committee of Memphis Music Association, has challenged Senate Rackets Committee Counsel Robert F. Kennedy to "find any gangster element in the juke box industry in Memphis."

In a statement published in The Memphis Press-Scimitar, the city's afternoon daily, Canale said that Kennedy had implied in hearings at Washington, D. C., that gangsters control the juke box and coin machine industry "from coast to coast."

"That is not true in Memphis," said Canale.

"Shelby County (Memphis) is clean," said Canale. "No gangster controls anything in the phonograph or coin machine industry here. Some gangsters tried to get a foothold in the juke box industry in Shelby County many years ago but were chased out of town."

"We juke box operators are reputable, honest, civic-minded businessmen," said Canale.

"We have a product to sell, as do many other types of businesses. We pay taxes. We have nothing to hide and we would welcome Mr. Kennedy to come to Memphis and check anything in our industry here that he wants to."

Canale made his statement following a meeting of the Memphis Music Association, the group of phonograph operators, who approved the statement.

Canale made the point that all phonograph routes in Memphis and Shelby County are owned and operated by local people, most of whom have lived here all their lives.

BINGHAMPTON, N. Y.—Bob Charles, local juke box and game operator, has set the record straight in his own area.

In a story appearing in the March 1 issue of the Binghamton Sunday Press, Charles pointed out that conditions described during the recent hearings of the Senate Rackets Committee were generally confined to major metropolitan areas, and that the probe is "probably a good thing because it may help clean the racketeers out of the industry."

Charles, an officer of the New York State Coin Machine Association, said, "I'm in contact with all the coin machine operators up-State. I know definitely that there hasn't been any infiltration of racketeers beyond the metropolitan area."

Statement Supported

Interviews with local law enforcement officials and businessmen in the area supported Charles' statement.

According to Broome County District Attorney Louis M. Greenblott, his office has never received any complaint of mob pressure in the coin machine business. Binghamton Police Chief Michael R. Hanifin made the same conclusion, and the Binghamton Better Business Bureau was quoted as receiving no complaints of strongarm methods in the vending, juke box or coin machine fields.

However, the BBB did report that it had investigated reports of alleged frauds by out-of-town groups selling vending machines and "franchises" for which there were no established routes. But these organizations are not considered part of the coin machine industry. They are generally referred to in the trade as "blue sky promoters" who seek to cash in on the advances made in merchandise vending.

S. D., Ark. Ops Win Key Tax Victories

Continued from page 74

ment and taxation committee along with several operators. Three spoke to the committee—Ronnie Manolis, Burke and myself. The facts were explained to the committee, along with the amount of income the average operator makes, the necessary fast replacement of machines and the taxes we now pay.

"I think the most important thing is to let the senators and representatives know you are a decent person and an ordinary businessman.

The people who represent you are good, decent people, farmers, businessmen and lawyers. They know the truth when they hear it. They are all trying hard to do the right thing, and I think they welcome help. Some we talk to showed they were glad we were there.

"We maintained a constant vigil at Pierre (State capital). There were five to eight of us there all the time. I think the value of 'United V.'e Stand' was proved at this session."



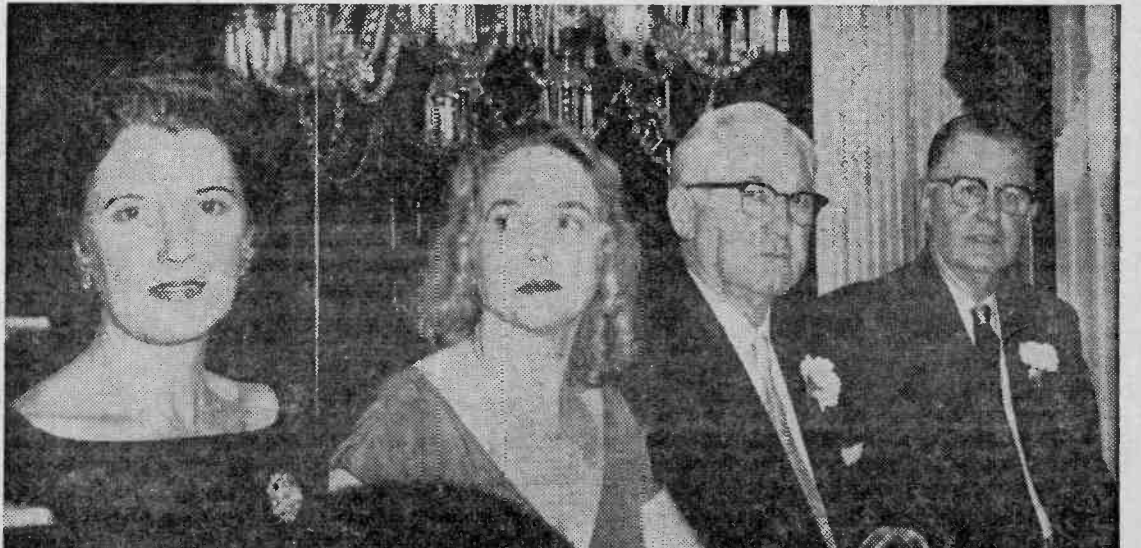
THIS IS THE CALM after the storm as the two men who obtained the top recording talent for the California Music Merchants' Association banquet and ball in the Embassy Room of the Ambassador Hotel in Los Angeles relax with their wives. Sam Ricklin, left, with Mrs. Ricklin and Gabe Orland, right, with Mrs. Orland enjoy a few minutes together following the 90-minute show.



AMONG THOSE SEATED at the head table at the California Music Merchants' Association banquet and ball in Los Angeles were, left to right, Jack Levy, Capitol Records; Mr. and Mrs. William Priest, the latter secretary to Los Angeles City Councilman Karl L. Rundberg, who could not attend; Phil Davis and Mrs. DeYoung. The event was held February 14 in the Embassy Room of the Ambassador Hotel.



AMONG THE DIGNITARIES at the California Music Merchants' Association annual banquet and ball in Los Angeles were (left) Burdette M. Grant, member of the liquor administration, with Mrs. Grant, and Mayor and Mrs. Clifford Rishell of Oakland.



MRS. GEORGE A. MILLER, Mr. and Mrs. Gordon Garland and George Miller (left to right) at the annual California Music Merchants' Association banquet and ball at the Ambassador Hotel, Los Angeles.

50 120 200
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EVERY LOCATION

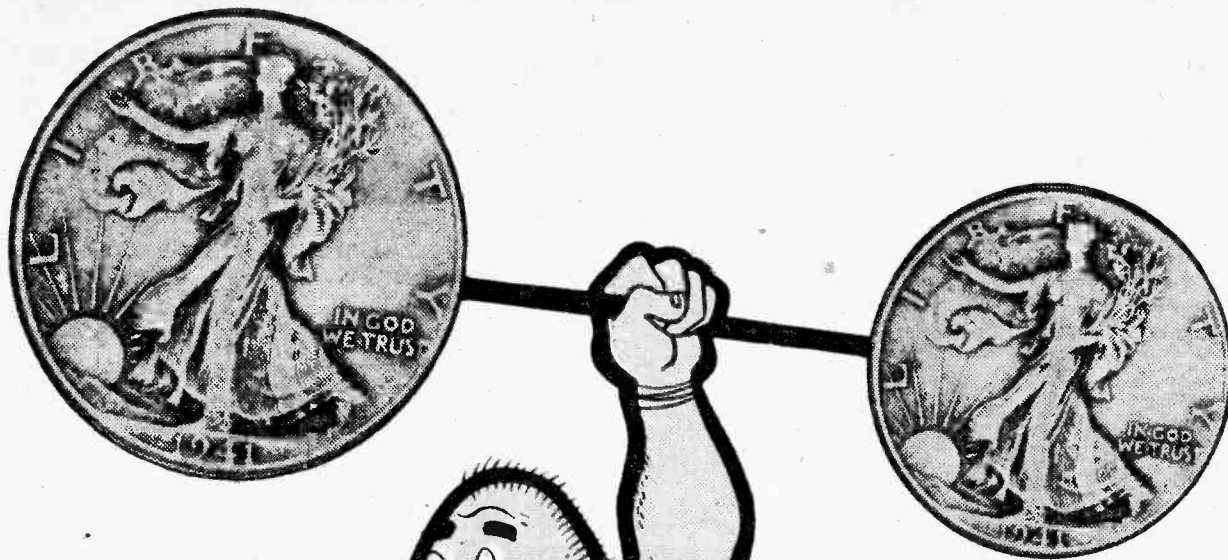
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<p>Leave This Coupon at Home</p> <p>DURING THE M.O.A. CONVENTION, APRIL 6, 7, 8, I CAN BE REACHED BY CALLING CHICAGO</p> <p>Financial 6-5768</p>	<p>Leave This Coupon at Office</p> <p>DURING THE M.O.A. CONVENTION, APRIL 6, 7, 8, I CAN BE REACHED BY CALLING CHICAGO</p> <p>Financial 6-5768</p>
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The Information Booth, handled by The Billboard, will take the message or "call-back" number and will reach me quickly. The booth will be in operation from 10 a.m. to 8 p.m. CST each day.

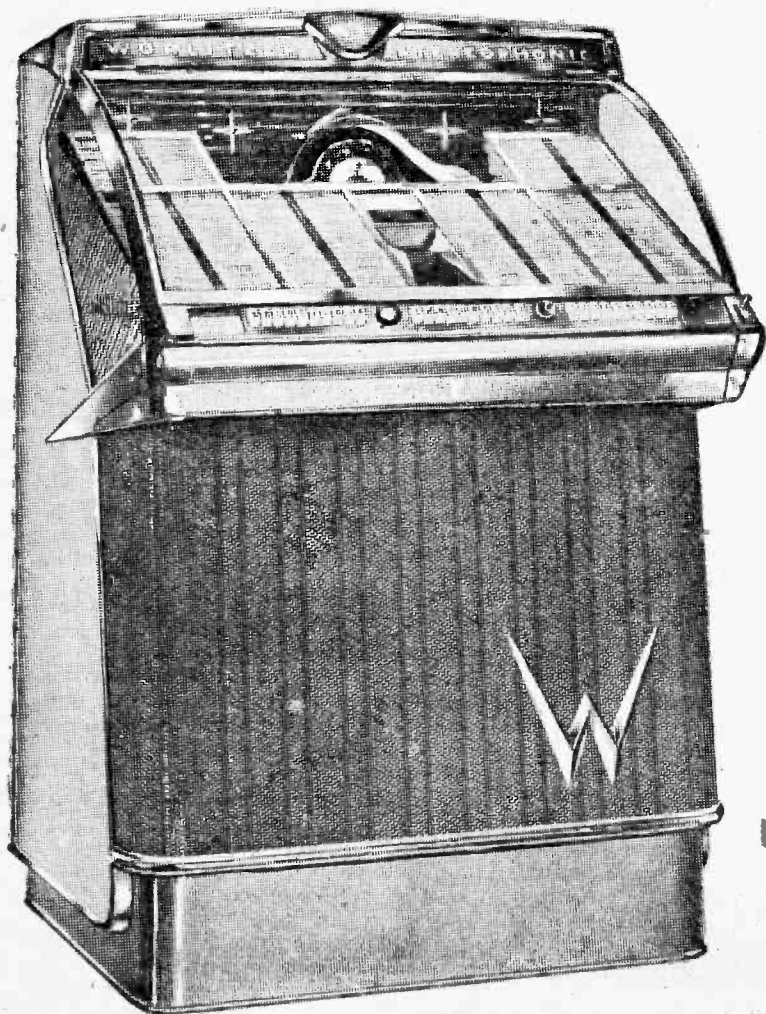


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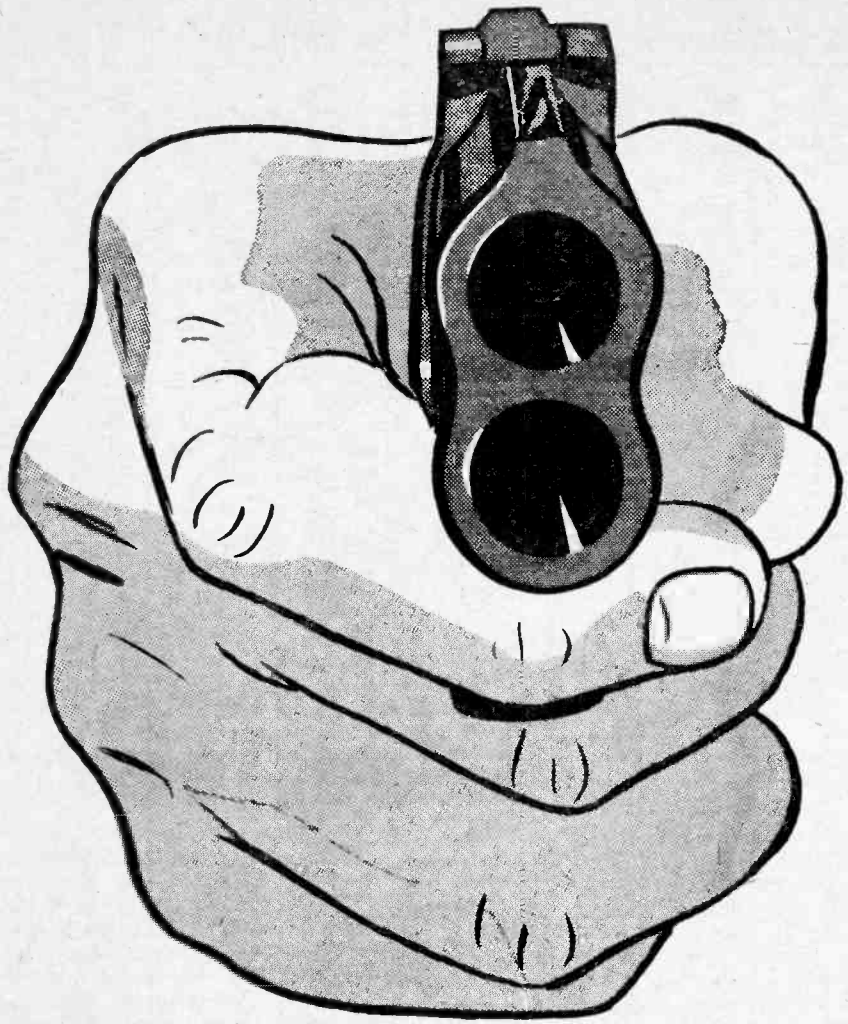
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**MUSIC OPERATORS OF AMERICA
CONVENTION**
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April 6-7-8
at the Morrison Hotel,
Chicago

The Billboard's M.O.A. Convention issue, dated April 6, can bring you the results you are looking for. Your ad in this important issue reaches more than 7,500 key operators who buy 95% of all records, juke boxes, amusement games and accessories bought by the coin machine industry.

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M.O.A. CONVENTION ISSUE**
Will Be Dated April 6
Advertising Deadline April 1

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MUSIC OPERATORS OF AMERICA CONVENTION ISSUE

Gotham Game Assn. Nominates Officers

NEW YORK — The Associated Amusement Machine Operators of New York, in a general meeting at the Henry Hudson Hotel Thursday night (19) was presented a recommended slate of officers by the nominating committee, organized a campaign against the city's pending coin machine tax, listened to some legal advice regarding the license situation, and heard a spirited debate between two attorneys.

The nominating committee recommended that Sandy Warner, president, be re-elected. Other recommendations by the committee were Gene Jacob, vice-president; Harry Schilderout, treasurer; Harold Kaufman, financial secretary; Marris Wurtzel, recording secretary, and Sandy Moore, sergeant at arms. Warner is the only incumbent, altho Schilderout is the current treasurer.

No other nominations were made, but nominations are still open for the election meeting to be held in April.

Board Nominees

Nominated by the committee to the board of directors were Harry Berger, Teddy Faith, Maxwell Gulden, Irv Holzman, Al Koondel, Irv Levenar and Jack Semel. All except Gulden are incumbents. Dave Lowy and Phil Sharf, who had also been nominated, declined. Nominated from the floor were Louise Serkin, Al Poster and Norman Clark.

President Sandy Warner appealed to the operators to meet with their city councilmen to argue against passage of the proposed tax by New York City.

According to Warner, the Board of Estimate is due to come up with a bill on Tuesday (24). He added that the Association will do

its best to fight the bill, but that the co-operation of individual operators was essential.

Disregard Order

Several operators said that the License Department had been disregarding a recent court ruling which held that one common show license on a location was sufficient and had been attempting to force location owners to get additional licenses for additional games.

AAMONY Attorney Joseph Iovine cited a ruling of the New York Appellate Court which held that one \$50 common show license was all that was required. He told the operators that if the police harassed the location owners, they should notify the Police Department Legal Bureau.

Iovine charged that the License Department has been beaten in court on this issue, but that it won't admit that defeat. He said that if additional summonses are issued on this score, he will seek an order restraining the License Department from taking action.

Blatt Letter

Teddy Blatt, former AAMONY counsel, cited a letter he had written to the license commissioner objecting to the fingerprinting of applicants for common show licenses (applicants are the location owners, not the operators).

Already Screened

Blatt argued that the applicant is generally the holder of a liquor license, and hence has been thoroughly screened. He also said there is "no legal or practical reason" for the ruling that any applicant with an arrest record should be subject to hearings before a license is issued.

He pointed out that a man who had once been arrested for playing cards on Sunday and then released with no formal charges had experienced (Continued on page 83)

N. Y. Coin Trade 3d Way Home In UJA Drive

NEW YORK — The Coin Machine Division of the United Jewish Appeal's drive to raise \$30,000 for the 1959 drive hit the one-third mark this week, ... New York committee members met Wednesday night (18) at the Astor Hotel.

While the meeting was in session, Al Denver, president of the Music Operators of New York, phoned Poughkeepsie, N. Y., where a meeting of the New York State Operators Guild was in session and got a pledge of support from that organization from Tom Greco.

Attending the New York meeting were Al (Senator) Bodkin, Lou Boorstein, Max Weiss, Mike Munves, Al Denver, Barney Sugarman, Carl Pavesi, Joe Godman, Buddy Fox, Claire Morano, Lou Wolberg, Bernie Boorstein, Meyer Farkoff, Nash Denver, Teddy Blatt, Aaron Sternfeld, Bob Krause and George Nemzoff. Guests were Mrs. Bodkin and Mrs. Sternfeld.

The New York coinmen will honor Lou Boorstein, Leslie Distributors on May 4 at their victory dinner at the Astor. Al Bodkin is general chairman.

25 Models Bowed In 1959 First Qtr.

Rebounds Lead Game Introductions; Five-Ball, Baseball Output Also Heavy

CHICAGO — Manufacturers have introduced 25 new amusement machine models thus far in 1959. Projected for the year, this rates about even with 1958 introductions. Ninety-four amusement machines were brought out last year.

As the year approaches the beginning of the second quarter, rebound shuffleboard games head up the list of new models, accounting for a total of seven. Five-ball pin games and baseball games are next in line, with four introductions each.

Shuffle bowlers, getting strong attention again this year on production lines, already account for three new models in 1959. But thus far, no new model ball bowlers have been bowed.

Rounding out the 1959 first quarter introductions are two kiddie rides, one pool game, one gun game, one in-line pinball, a combination baseball-shuffle game and another novelty game.

The 94 models introduced in 1958 included 19 five-balls, nine shuffle bowlers, nine ball bowlers, five pools, five guns, four baseballs, five in-line pins, eight kiddie

rides and 28 other games of assorted types.

Ninety-three models were bowed in 1957, 133 in 1956, 130 in 1955 and 113 in 1954.

Capitol to Bow New Auto-Test At MOA Show

NEW YORK — Sam Goldsmith, Capitol Projectors executive, disclosed this week that the firm is ready with a new model of its Auto-Test, with showings scheduled at the company's headquarters here late this month and at the Music Operators of America convention in Chicago, April 6-8.

The new unit differs radically from its predecessor in that the projector is concealed and the picture appears on the windshield, where the driver can get the sensation of driving and the onlookers can see both screen and scoreboard.

The cars themselves are built like 1959 models, complete from tail fins to upholstered seats. The steering wheel, which is much more sensitive than that of the previous model, is built much like the steering wheel on 1959 cars.

Speeding Penalty

Goldsmith said that the gas pedal controls the speed which is registered on the speedometer, and when that speed exceeds the legal limit, the progress on the scoreboard stops and flashes red until the driver takes his foot off the gas pedal. Power brakes are also standard equipment on the new model.

Goldsmith said that the price for the new unit will be announced at MOA.

ing of ball lift plungers, attention to the coin chute, etc.

In the third category, under "Play Board" 10 points covered include attention to bumpers, roll-overs, scoring, free games, coin chute, lights and bulbs, balls, glass, etc.

The final section is "Cleaning" and, of course, takes care of appearance reconditioning throughout the machine.

Repair Specialists

The big Garrison Sales Company's amusement repair shop, like most others, is made up of "specialists," mechanics who prefer to work on electronic or mechanical aspects of the equipment, and who, consequently, accept individually the responsibility for one group of headings on the board. Consequently, almost every amusement machine as it undergoes an overhaul, passes from one section of the shop to another, signatures being applied as the checks are made, and ends up with the clean-up man, who takes care of the final washing down, polishing, etc., before the machine is signed out as ready for route operation. No pinball games are released until every signature has been attached, and the shop supervisor has signified his approval. Then, it is considered "ready to go."

Check sheets are made out with the name of the game, the super- (Continued on page 83)

WHEN GAME'S IN SHOP

Repair Check Sheet Cuts Pin Service Cost

PHOENIX, Ariz. — Developing a comprehensive "check sheet" which covers every operation which must be performed in repairs to pinball games, has considerably cut down on service expense for Garrison Sales Company, here.

The big Garrison organization, operating extensive routes divided between phonograph and amusement machines, has unusually heavy operating costs to contend with in that the firm actually covers the entire State of Arizona. With vast distances to contend with, service calls can cost the firm several times what the usual operator would call "average." Thus, when a five-ball comes in for overhaul or repairs, it is imperative that every possible factor be checked, all adjustments and preventive steps taken.

That's the purpose of the "check sheet" as designed by Roy Garrison and Hap Nowell, partners, who

head the firm. The printed check sheet is divided into separate sections with from three to 10 check points under each heading. A space is provided to the right of each heading, which the mechanic must sign after every operation. Thus, there will be as many as 30 signatures involved, before a machine is released to the route operator as ready for service.

Four Groupings

The first heading is "Mech-head." Typical points under this include first, cleaning and checking of all units, lube wiper contacts, second, checking all relays, points, pigtails, and etc., and third, tightening of all screws in all point assemblies.

The second section covers electrical connections and parts under the playing board, with such points as cleaning and checking all units, lubricating, checking and tightening of ball plungers, tighten-

Game Route Sales Announced in N. Y.

NEW YORK — The Associated Amusement Machine Operators of New York reports the following changes in game routes:

Arteme Amusements, with Ernest DeNuptis and Art Sussman, partners, bought an S&M Amusement route from Howard Morrell. Lester Goldberg, L&R Amusements, bought part of the operation of Reuben Antonoff and Ben Antonoff. And Jerome Gellerstein bought a route from Mac Greitzer, Philmac Amusements.

KISMET

Sen. Bodkin And NY Gov. Cross Paths

NEW YORK — Partisan politics were forgotten in a memorable meeting last week between Senator Al Bodkin, prominent juke box and game operator, and Nelson Rockefeller, governor of the State of New York.

Bodkin, one-time Democratic nominee for the State Senate, and an ardent party man, met with the Republican governor last week at the New York kick-off dinner for the United Jewish Appeal.

They were introduced by Lou Boorstein, 1959 guest of honor at the forthcoming Coin Machine Division UJA victory banquet. Bodkin, who is general chairman for the affair, had been guest of honor in 1956.

The two political leaders had an amicable meeting with the discussion steering clear of politics. The Senator said that Mr. Rockefeller was "a charming fellow." And Governor Rockefeller seemed quite taken by the Senator.

Game Legislation

LITTLE ROCK—A bill which sought to increase State tax on amusement games was defeated by the Legislature last week, shortly before the General Assembly adjourned for two years. Also defeated was a bill which proposed to outlaw pinball possession. Operators had actively opposed both bills.



THESE ARE THE MEN who were elected to the first slate of officers of the new Milwaukee Coin Machine Association. Seated, checking plans before the February 9 meeting at the Ambassador Hotel, left to right: James Stecher, Novelty Service Company, vice-president; Sam Hastings, Hastings Distributing Company, president, and Jerome (Red) Jacomet, Red's Novelty Company, secretary-treasurer. (Benn Ollman Photo)

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 March 16, 1959)

Table with columns for High, Low, Mean Avg. prices for various machine categories including Music Machines, Gottlieb, Shuffle Games, Arcade Equipment, Pinball Games, and Chicago Coin. Includes a code key for manufacturers like AP, EV, GB, etc.

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Special Theatrical Rates
\$5 SINGLE & BATH
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COMPLETELY REFURNISHED.
AIR CONDITIONED. TELEVISION.
Walking Distance to Radio City TV Center, Theatres and Restaurants.
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Bingo Mechanics
BINGO MECHANICS
BINGO MECHANICS

Good Pay! Steady work for reliable man. No drifters. Give reference and qualifications in your first letter.

Write to Box 950
The Billboard
188 W. Randolph
Chicago 1, Ill.

ARCADE

- Bally All Star Deluxe Bowler \$165
- Bally Super Bowler 175
- Genco 2-Pl. Basketball..... 125
- Genco Big Top Gun..... 195
- Ex. Dale Gun 25
- Wms. Four Bagger Baseball.. 225
- C. C. Goalee..... 50
- Un. Pirate Gun..... 275
- Davy Crockett Gun..... 195
- Bally Bull's-Eye..... 175
- Bally 14 Ft. Bowling Lanes.. 295
- Waiting F. T. Scales..... 65
- Capitol Midget Movies..... 75
- C. C. Steam Shovel..... 65
- Wms. Crane..... 65
- Bally Big Inning F. P..... 360

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"WORLD FAMOUS EXPORTER"

Inquiries Invited

- Wurlitzer 1250-45.....\$ 75.00
- Seeburg 100W 450.00
- Seeburg L100 725.00
- Rock-Ola 1448 550.00
- 2 Rock-Ola 1438-120 .. 325.00
- 7 AMI 1-100M (New)... 775.00
- 2 AMI G200 500.00
- 3 AMI E80 (Repainted).. 325.00
- 2 AMI D80 250.00
- 2 AMI D40-45 165.00
- 2 AMI B45 95.00

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GIVE TO DAMON RUNYON
CANCER FUND

Memphis Ops Launch Civic P. R. Drive

MEMPHIS — Memphis Music Association adopted a "Community Action-Civic Action" public relations program at its meeting early this month which was recommended by its public relations committee, headed by Drew Canale.

Canale, owner of Canale Amusement Company, explained first projects are to get 10,000 stickers on phonographs urging residents to register to vote.

The other is a charity project to place penny scales at many locations and use the proceeds to further some charitable group, probably for children.

The sticker reads as follows:
"Look ahead—Be ready
REGISTER NOW
To vote at Election Time.
—Sponsored by Memphis Music Association."

Canale, in outlining the program to more than two dozen operators and several vending operators who had been invited to attend and take part, spoke as follows:

"The time has come that this business which we represent, a legitimate and honorable one, to raise its head in the eyes of our fellowmen and let them know that this business had made great strides to promote:

1. The relaxing moods of people of all walks of life at work and play.

2. It has put thousands of people to work.

3. It has rendered great sums in revenue to the government, city, county, State and federal.

4. Thru our loan bonding system we have helped small businessmen by the hundreds to stay in business.

"The time is now for us to do something constructive for our fellow man—something that will bring better understanding that we are honest, reputable, legitimate businessmen with an active interest in the welfare of our community.

"Our program is simple:

"First, do everything in our power to promote this industry from a moral and civic standpoint.

"Second, promote good will thru public relations.

"These two are up to you as businessmen. The third and fourth points are positive steps of action and has to be done as a group. They are community action—being active in all forms of civic work—and charity action—promoting and helping form an influential, worthwhile charity to function under Memphis Music Association.

"I want it clearly understood that this move is a non-partisan one. It is to encourage people we deal with to become active and conscious of civic government, most of whom have in the past been completely lax. The sooner they realize they have a voice in community affairs and use it, the sooner they will get more co-operation, understanding and respect.

"We need good public opinion and good civic work, thru charity action and community action, and I know of no better way to obtain this goal than to work for it together."

Snodgrass Tells

Continued from page 74

not an industrial city of the type most often presaging success for the automatic cafeteria type of vending. Instead, he successfully sold the telephone company on the idea that automatic cafeterias installed on two floors would do away with many man-hours lost daily when employees go out of the building for coffee breaks.

The two automatic cafeterias have proven to do exactly that, and operated in combination with a

N. Y. Court Refuses Bernoff Injunction

NEW YORK—The motion of Charles Bernoff, Regal Music, for an injunction against Joseph Hirsch, of Manhattan Vending, to prohibit Hirsch from operating a juke box in a location which Bernoff claimed was under contract to him was dismissed early this month in New York Supreme Court.

Tho Hirsch, the defendant, died two months ago, the case was watched with a great deal of interest by New York State operators. Unlike most other actions of this sort, this one attempted to recoup for the alleged injured party not only monetary damages, but the location itself.

Supreme Court Justice Geller ruled against the plaintiff on the ground that he had failed to prove that he actually had a contract with the location. Hirsch had claimed that the contract Bernoff had produced was a forgery, while Bernoff had maintained that it was genuine.

With handwriting experts giving conflicting testimony, the court ruled that the plaintiff had not proved the existence of a genuine contract sufficiently.

Justice Geller also ruled that even if the plaintiff had proved the existence of a contract, the court would still have ruled in favor of the plaintiff because of Bernoff's admission that he had locations sign blank contracts and later filled them out.

The court said that contracts for periods of more than one year will

not stand up in court unless they are filled out at the time they are signed. Here is Justice Geller's ruling on the matter:

"The confusion and doubt engendered by plaintiff's procedure in obtaining contracts, here shown, are increased by its practice, admitted on trial, of having customers sign contracts in blank and failing to give them copies thereof.

Conducive to Fraud

"Such a practice must be condemned not only as basically unfair, but as conducive to fraud. Here the evil was especially marked. Assuming plaintiff's own version, Moscovitz (the location owner) had merely signed his own name, but received no copy of the contract.

"Plaintiff claims that more than two months later it filled in the corporate name and terms of the contract. Plaintiff's business conduct thruout this transaction does not enhance its position with respect to the issue of the validity of the December 9 contract."

The dispute itself involved a juke box located at Al & Ab's Ideal Restaurant & Tavern, which Bernoff had been servicing for several years.

Bernoff had claimed that on December 9, 1957, he signed a three-year contract with the location, and that on May 1, 1958, Hirsch had induced the location to break the contract. The location had denied the existence of any contract with Bernoff.

Arbitration

Continued from page 74

the hearing in February, and the decision handed down on March 5. Had the matter gone to the courts, it would have been many months between the original complaint and the decision.

Contract Valid

Arbitrator Irving Lubow ruled that the contract of August 8, 1958, between the two parties was valid, that the operator did not violate the contract, but that the location owner did.

Herman was awarded damages of \$60, and Dean was directed to allow the operator to re-install the juke box on the location and keep it there until August 8, 1963, the duration of the contract.

Dean was also forbidden from installing any other automatic phonograph on the location, with the provision that if he does not comply, "then Dean shall pay Herman, in addition to the damages mentioned above, a sum of money damages calculated at the rate of \$5 per week from the date of this award or any subsequent failure to comply."

The location owner also had to pay Herman \$200 for legal fees and another \$100 for half of the administrative fee advanced to the American Arbitration Association on behalf of Herman.

According to Morton Singer, who drew up the arbitration provision, most of the 140 operators belonging to the Music Operators of New York use this provision in their location contracts.

service counter which offers sandwiches, food, etc. This unique vending operation has been a thorough success.

Eventually, the Albuquerque juke box and game operators expect to maintain a string of automatic cafeterias thruout the city. The present operation is large enough to keep six girls busy making some 450 to 600 sandwiches per day, as well as other food products vended thruout the three automatic cafeterias and "over the counter" at juke box and vending machine locations.

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AUTO-PHOTO STUDIOS
Model 9's completely refinished and rebuilt. Excellent turn-in allowances against new equipment.
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- 1650 AF Wurlitzer 265
- KD 200 625
- AMI C 65
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- Beach Beauty 135
- Gaiety 65
- Variety 75
- Starlite 85
- Bally Beauty 45
- Bally Follies 25
- Miami Beach 105
- Bally Parade 205
- Double Header 215

MISC.

- C.C. Classic Bowler \$395
- Arrowhead 165
- C.C. Rocket Shuffle 295
- Lady Luck 85
- Circus Wagon 95
- Star Pool 75
- Stage Coach 85
- Scoreboard 115
- Gladiator 165
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- 6-Pocket Slate Top Pool Table, used 150
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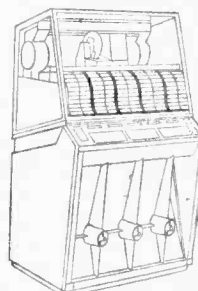
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- 4 Games Inc. Skeet Shoot 325
- 3 Games Inc. Super Hunter 345
- 15 Games Inc. Double Shot 375
- Games Inc. Wildcat Write or Call
- Auto Bell Circus Wagon Wheel 385
- 2 Auto Bell Circus Days (new) .. \$385

BINGOS

- 2 Bally Gay Time \$ 95
- 1 Bally Miami Beach 115
- 1 Bally Night Club 185
- 4 Bally Big Show 235
- 5 Bally Key West 285
- 6 Bally Show Time 365
- 2 Bally Miss America 450
- 1 United Manhattan 65

BOWLERS & ARCADE

- 5 Bally All Star Bowler \$175
- 1 Bally Super Bowler (new) 245
- 4 Bally ABC Bowling Lanes, 14' (3-pc. late models) 325
- 1 Bally Strike Bowler 465
- 2 Bally Trophy Bowler, 14' 645
- 1 United Bowling Alley, 14' 295
- 1 Bally Midget Alley, 6' 220
- 1 Bally Big Inning Baseball 325
- 2 Bally Big Inning Baseball (Free Play 10, 3/25) 370
- 3 Bally Skill Roll (new) 115
- 1 Bally Space Gunner 320
- 2 Genco Quarterback 95
- 2 Williams Pennant Baseball 75

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COINMEN YOU KNOW

St. Louis

By JOHN HICKS

Louis Morris, president of Morris Novelty Company, recently returned to work after a month's vacation in Miami. He and his wife drove to Florida and spent most of February there, leaving on the 26th. While in Miami, Morris attended a couple of social functions and ran into David Gottlieb, of D. Gottlieb Company, and his brother, Sol, now retired. He also

saw distributors Joe Schwartz, of National Coin in Chicago; Sam London, Milwaukee, and Joe Mongoni, Miami.

On returning to St. Louis, Morris learned that Lou Frei, of Allendale, Fla., a former employee of Morris Novelty Company, died the day before they left for St. Louis. Morris did not know that Frei lived in Florida until his son, Lowell Frei, director of the Museum of Transport in St. Louis, in-

formed him of his father's death. The elder Frei had been a salesman for Morris Novelty until 15 years ago. He previously had worked for Morris for about 10 years when the veteran coinman was in the wholesale candy business in St. Louis. Morris, a coinman here for about 40 years, has been president of the Missouri Amusement Machine Association for about 25 years.

Don Tabbachi, partner in the Musical Sales firm, recently spent four days in Detroit calling on four distributors in search of equipment to purchase. Altho he came back empty handed, the trip was "very pleasant" and the company "might do something as a result of the trip," he said. Among distributors Tabbachi called on in Detroit were Miller-Newmark, Music Systems, Inc.; Fabiano Sales & Service and Angott Distributing.

The vending machine industry here mourned the death of Bernard Frericks, veteran coinman. He died of uremic poisoning February 23. Funeral services were held March 3. Frericks, president of both Universal Distributing Company and Arrow Novelty Company, entered the industry about 20 years ago in games and music. He was also president of Security Oil Company, which he founded about 30 years ago.

Frericks, 55 years old, was widely known in St. Louis and for 25 years he was a member of the downtown Missouri Athletic Club. Surviving are his wife, Trudy; three sisters and two brothers. Mrs. Frericks said that Irvin A. Elz, business manager of Universal and Arrow, will continue to run the two concerns as he has in the past.

Milwaukee

By BENN OLLMAN

Bad winter weather has hurt his route takes, says Bert Liesch. "This was the worst winter I've experienced in the coin machine business," he says. March volume, however, shows signs of improvement. Liesch also notes that in February he celebrated his seventh year as a juke box operator. His best spots continue to be restaurants where teen-agers congregate.

Mrs. Frank Bartnik, wife of the Banaco Music Company owner, is hospitalized for surgery. . . . Police have issued a warning to coinmen to keep route cars and trucks securely locked. Three vending firms were looted of sizable amounts recently. . . . Harry Jacobs Jr. and Ken Kulow are two of the coinmen helping plan the Music Industry Golf Tourney here.

Route takes are down on the Milwaukee South Side, but are showing improvement on the city's North Side, according to Glenn Grubb. "This usually happens every year at Lent," he explains.

Disks for stereo juke boxes continue to be a problem for operators. The list of operators stopping at Radio Doctors for new wax last week included Bob and Ray Jenner, Wau-paca; Niles Cluth, Burlington; Jack Zimmerman, Watertown; Al Fessler, Sheboygan, and Robert Lax, Green Bay. . . . Annual Fall Candy Carnival sponsored by Badger Candy Club is slated for August 27-28 at the Astor Hotel.

Jerome (Red) Jacomet, Red's Novelty, West Allis coin firm, is down with a slight case of the flu. Right hand man Ed Gronowski reports that Red's Novelty is "getting started with a few stereo installations." Also putting in a couple of stereo units last week is the George Schroeder firm. "We're doing it because of location demands," claims owner Schroeder.

Sales of used music and games equipment has eased off during the past few weeks, according to word from the Hastings Distributing Company. Bad traveling weather caused by heavy snows has cut into operator traffic. Continuation of the Allis-Chalmers Company labor strike has hurt route takes all over the South Side, according to Mrs. Ray Lax, Ray's Amusement.

Bad weather has not cut too deeply into his operator traffic, notes one-stopper Barney Kuehn, Music Mart. In early Monday for new disks were Bob Rondeau, Marinette; Wally Bliz, Bliz Phonographs, Sturgeon Bay, and the following Green Bay coinmen: Joe Hallada, Hallada Coin; Mel's Coin Machine Company, and Mr. and Mrs. Frost, Frost Distributing Company.

Sam Cooper, Paster Distributing Company, is back from his brief vacation in Florida. Filling in during his absence was the boss, Herman Poster. Music takes continue to provide the bulk of the revenue for the Hilltop Coin routes, according to Doug Opitz. Carl Millman, Automatic Merchandising Corporation, keeps busy, he says, working on NAMA regional meeting plans. He's head of the committee.

Hot Springs

As soon as all the shooting was over in Cuba and the Coast was clear for tourists at Havana, Duane Faull, owner of Faull Amusement Company, hopped into his private plane and flew down for a look-see. He had a pleasant visit with



DUANE FAULL, right, Hot Springs operator, chats with a member of Fidel Castro's general staff on a recent visit to Havana. They are standing on a walkway of the plush Hilton Hotel.

some Cuban rebel leaders (see photo) and enjoyed his stay. He came away impressed with the cause of the rebels and believes that Havana's former status as a tourist mecca for Americans will be restored to its full peak again soon.

Boston

By CAMERON DEWAR

Tony Grazio, Atlas Distributors, has returned from an extended tour of the West and Southwest renewing old acquaintanceships and feeling out the pulse of the music business. He notes a hopeful trend with a big push on stereophonic sound. Since taking over the firm, Tony has found business encouraging. He has continued to improve the property and now has a fine looking showroom and parts department at which to welcome operators.

Anthony Ferris, Madison, Me., is once more the father of a boy and sent out cute cards to operators and friends announcing the event. . . . Si Redd and Bob Jones, Redd Distributors, went to Hartford for the annual banquet of the Connecticut Music Operators' Association last week. (Continued on page 84)

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Gotham Game Org Nominates

Continued from page 79

perienced difficulty and delay in getting a common show license.

Blatt also warned the group to be careful of electing to office any person who has ever taken the Fifth Amendment. He conceded that while it may be permissible for an individual citizen to take the Fifth Amendment, "industry leaders must be above reproach."

Chides Press

He chided the daily press for its coverage of the McClellan Committee hearings, pointing out that in his testimony, presenting the operator's side of the picture, only The Billboard had given coverage, while the press had seized upon and blown up the seamer side.

Joseph Iovine, AAMONY counsel, took issue with Blatt, arguing that the Association is not a court of competent jurisdiction, that no stigma should be attached to the exercise of a Constitutional right, and that the members should

vote for the officers they feel are best qualified.

Previously, Blatt had called for a "housecleaning and re-organization." He said that a Federal grand jury is investigating the industry here right now.

Orderly Processes

Iovine countered that if the members want to make any changes, they can do so thru the ballot and thru the orderly processes available.

Al (Senator) Bodkin, general chairman for the Coin Machine Division of the 1959 United Jewish Appeal drive, addressed the group in his own inimitable style, coming out with a sizable amount of pledges. He invited the members to the next UJA committee meeting, to be held at the Hotel Astor, April 1, and to the victory celebration, honoring Lou Boorstein, at the Astor on May 4.

Upgrading

Continued from page 74

always on the job willing to help each and every operator to instill high principles into this industry."

Looking realistically ahead, Fish, president of General Amusement Game Company of Hartford, cited three significant factors: Gross income is down; inflation is creeping in steadily; and expenses are difficult to curtail.

"What to do?" he asked. "Operators must become better businessmen. You must educate your customers to our industry's problems. Keep gross income up by operating clean and up-to-date equipment."

Moreover: "Conduct yourself in a businesslike fashion, and be courteous to all of your customers, whether large or small."

Fish contends that "operators must actively promote a closer-knit association. I'd like to see all members of the MOC and its counterpart organizations across the country appear as upstanding members of their communities and participate in their various affairs, charities and teen-age problems. Above all, be proud of your industry!"

Game's in Shop

Continued from page 79

visor's name, and the route from which it has been taken at the top, then given a number for shop processing. All additional information, other than the signatures, is simply written on the back, tips on any step which will make the machine operate more efficiently, etc., which routemen religiously follow.

Thru constant adherence to the check sheet method in this way, according to the partners, the average amusement machine will operate for from two to three times as long without need for repairs, and the system has built a valuable reputation for "dependable machines." The firm operates over 200 machines.

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- 2-PI. WORLD CHAMP 155
- 2-PI. SEA BELLES 175
- 2-PI. CONTINENTAL CAFE 185
- 1-PI. ROCKET SHIP 235
- 2-PI. WHIRLWIND 275
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1906	June-Sept.	1912	Jan.-Feb.	1919	April-June
1906	Sept.-Dec.	1912	March-June	1919	July-Sept.
1907	Jan.-Apr.	1912	Oct.-Dec.	1925	April-June
1907	May-June	1913	Jan.-March	1925	July-Sept.
1907	July-Aug.	1913	April-June	1927	Jan.-March
1907	May-Aug.	1913	July-Sept.	1933	Jan.-March
1907	Sept.-Oct.	1913	Oct.-Dec.	1933	Oct.-Dec.
1907	Nov.-Dec.	1914	Jan.-March	1934	Jan.-March
1907	Sept.-Dec.	1914	March-June	1934	April-June
1908	Jan.-April	1914	July-Sept.	1934	July-Sept.
1908	May-Aug.	1914	Oct.-Dec.	1933	Jan.-March
1908	Sept.-Oct.	1915	Jan.-March	1935	April-June
1909	Sept.-Oct.	1915	April-June	1935	Oct.-Dec.
1909	Nov.-Dec.	1915	July-Sept.	1937	July-Sept.
1909	July-Dec.	1915	Oct.-Dec.	1938	April-June
1910	March-April	1916	April-June	1938	April-June
1910	May-June	1917	April-June	1939	Jan.-March
1910	Nov.-Dec.	1917	July-Sept.	1941	April-June
1910	Jan.-Oct.	1917	Oct.-Dec.	1941	July-Sept.
1911	Jan.-Feb.	1918	Jan.-April	1942	Oct.-Dec.
1911	March-April	1918	July-Sept.	1944	April-June
		1918	Oct.-Dec.		

For further information, contact

MR. ROSS

The Billboard

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Essad Profile

Continued from page 72

nue problem to a great extent, he is not one to let leisure time prevent it from still being his steady companion. While he likes golf, he seldom finds time for it, preferring to live with his family and business. He is a member of the Lions Club, the American Legion and Disabled American Veterans. He also participates in the Knights of Columbus, having been a grand knight.

Essad no longer has just one route about which to worry. He now has many worries, his customers, and he keeps in close touch with revenue for their sake as well as that of the Essad family and the William J. Newman Company, Inc.

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Midget Movies	125	Stand. Metal Typewriter	250	Bally Space Ship	295
C.C. Basketball	175	Harv. Metal Typewriter	195	Merry-Go-Round	295
C.C. Four Pl. Derby	125	Jack Rabbit	125	Miss America	295
C.C. Goatee	95	Ideal Ft. Vibr.	125	Boat	295
C.C. Twin Hockey	275	Hole in One	295	Donald Duck	250
C.C. Steam Shovel	150	Rapid Fire	125	Elsie the Cow	250
Ex. Vitalizer	150	Undersea Raider	175	Round the World	295
Ex. Ringer Roll	95	Bull's Eye Shoot'g Gal.	195	Trainer	325
Gen. 2 Pl. Basketball	195	C.C. Pistol	75	Capital Auto	750
Gen. Gypsy Grandma	295	Ex. Dale Gun	40	Test	750
Gen. Motorama	295	Ex. Gun Patrol	110	Toonsville	495
Mills Panoram	325	Ex. Space Gun	110	Model T Ford	495
Cap. Panoram	295	Ex. Silver Bullet	175	Lancer Horse	295
Flying Saucer	95	Ex. Six Shooter	95	Lane's Fire	395
Mut. Photomatic	325	Ex. Shooting Gallery	150	Engine	395
Silver Gloves	175	Ex. Sportland Gallery	150	Palomino Horse	275
Voice-O-Graph	325	Ex. Pop Gun Circus	295	Scientific Space	295
Drive Mobile	195	Gen. Sky Gunner	125	Ship	295
Quizzer	95	Gen. Nite Filter	125	Bally Motorcycle	495
Lord's Prayer	195	Gen. Rifle Gallery	165		
Set Shot Basketball	225	Gen. State Fair	275		
Team Hockey	95	Genco Circus	250		
Kay's Team Hockey	250	Keeney Air Raider	150		
Wilcox Gay Recordio	150	Keeney Sub. Gun	150		
Tungo	125	Keeney Sportsman	195		
Sidewalk Engineer	150	Squirt Water Gun	495		
Wms. Crane	195	Coon Hunt	125		
Wms. Peppy	150	Balloon-O-Mat	195		
Wms. Ten Strike	250	Un. Midget Alley	275		
Bally All Star Bowler	250	Un. Sky Raider	175		
		Rock N Roll	75		
		Popcorn Vendors	69		
		Miami Shuffles	65		
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		14' Bowlers	375		

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Evans Bat A Score 95.00	Vogue 175.00	Kaye Super Hockey 275.00
Scientific Pitchem & Batem 125.00	Sweet 21 100.00	Peppy 175.00
Big Inning 85.00	Genco 2-Player Ski Ball 89.50	Metal Typewriter (Standard) 275.00
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Wms. Super Pennant 75.00	C.C. Tournament Ski Ball 119.50	Monkey Shine 295.00
Un. Deluxe Super Slugger .. 165.00	Kaye Deuces Wild 250.00	Voice-O-Graoh 245.00
Wms. Deluxe Baseball 65.00	Un. Venus 150.00	Atomic Bomber 95.00
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Wms. Deluxe 4 Bagger 225.00	Davey Crockett 245.00	Genco Horoscope 395.00
Wms. 57 Baseball 325.00	Rifle Gallery 135.00	Lord's Prayer 245.00
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COINMEN YOU KNOW

• Continued from page 82

Sales Manager Jones says the firm is finding the response to stereo tremendous and can't fill the orders that are waiting. Salesman Al Levine toured the New Hampshire and Vermont territory last week. Hank Pettit, Wurlitzer field engineer, conducted service schools in Springfield, Mass.; Hartford, Conn., and White River Junction, Vt.

Dick Mandell, Associated Amusements, Inc., took his wife, Ruth May, to New York to celebrate their third wedding anniversary. They saw the musical, "Jamaica," and loved it. They're looking forward to an addition to the family come the summer. Edward and Mrs. Ravreby also marked a wedding anniversary on March 9, their 35th.

Jerry Flatto, Boston Record Distributor, is back from a trip with his wife, Helene, to the Virgin Islands. Reports had it that One-Stopper Jerry had gone to South America. Maybe next year, he says. . . Al Dolins, Hyannis, has left for Florida.

Marshall Caras, Trimount Automatic Sales Corporation, reports that stereo units are bringing an amazing response. The staff is being kept busy these days putting in pieces in two new arcades. . . News has just filtered out that John Clemons became a proud grandfather on Ground Hog Day.

Spring can't be far away since Ed Dicey came into town last week from the cold north country up in Caribou, Me. Other operators noted around town included Leon Greenwood, Baldwinville; Joe Viano and Tut Jordan, Fitchburg; Tony Casale, Portland, Me.; Joe Maietta, Meridian, Vt.; Joe Reisman, Springfield, and Saul Taube, Manchester, N. H.

Detroit

By DORIS MILATZ

Frank Alluvot was saddened by the death of his widowed mother, Mable Gabel, February 28. The operator of Frank's Music, 1505 East McNichols Road, left immediately for Jamaica, Mo., to attend funeral services March 5.

Joseph Brilliant, Brilliant Music, 19963 Livernois, is still absent from the office while recuperating from surgery some weeks ago. . . Eddie Clemons, Music Service Company, 2633 Woodward Avenue, also out of town because of illness in the family.

Richard O'Meara was out of town the early part of last week for Music Systems, 14561 Livernois. Hal Reves and Mrs. Reves, Billboard correspondent, combining business with a well-earned rest for a few weeks at Tallahassee, Fla.

Los Angeles

Ed Wisler has joined the sales staff of Associated Distributors, Inc., Wurlitzer distributors. Gary Sinclair, Wurlitzer sales representative in the West, in town and working with Bill Simmons on calls to operators in Los Angeles and Orange counties. . . Jim Pritchett, Santa Ana, in town for parts and equipment. . . L. T. Hill, Santa Monica operator, is adding stereo to his stops. . . Walter Cook, Palos Verdes Estates, takes off for Alaska in a few weeks to visit his daughter, who is a geologist with an oil company there.

Jack Leonard, Badger Sales Company, is passing out cigars now that he and his wife, Dor-

othy, are grandparents. A son was born to their daughter, Terrl. His name is Robert Schumacher Jr. . . . Pete Pieters, King Pin Amusement Company, Detroit and Kalamazoo, Mich., visited along Coin Row during his stopover here on his way to Michigan after a month in the Hawaiian Islands. . . Bill Potts, Bakersfield, is reported to have purchased the operations of Frank Totzke and Oscar Holtzhausen in Mojave and Tehachapi. . . Max Nunley in town from Barstow.

The many friends of Ken Ferrier will regret to hear of his recent death in an automobile accident in Ventura County. . . Tom Wilkes, son of Ed Wilkes of Paul A. Laymon, Inc., is a student at the Art Center here. . . Louis Dunis, Portland, was in town on business.

Phoenix

A unique combination of phonograph music and utility has been installed in the new Helsing's Restaurant. Six speakers, installed in the ceiling, spread stereo phonograph music evenly thru the institution, and at the same time serve as waitress paging facilities.

Canyon States Distributing Company, Wurlitzer distributor formerly headquartered on Van Buren Avenue, has moved to new headquarters in Tucson, Ariz., at 301 Seventh Avenue, more than 150 miles away from the original location.

Operator Walter Gray, of Best West Specialties, reports that his office and stockroom have been a three-ring circus of late, with shipments, visiting operators and route operator customers; all arriving at once. Phoenix is enjoying a busy tourist season, he reported. Gray recently returned to Phoenix after a visit to El Paso.

Denver

By BOB LATIMER

Charlie Salardino, operator from Florence, Colo., was in town recently with news that big government steel contracts nearby have produced a pleasant increase in phonograph and game play. Charlie's brother, Sam, operates Sali Music Company, Pueblo, while Charlie runs the big New Music Company in the suburb of Florence. . . Recent Wyoming operator-visitors to Denver included Rose Cook, Vee Music Company, Sheridan, and Mel Trout, Cheyenne.

Century-Supreme Music Company has installed its first stereo installations—a phonograph with two speakers at Casey's Reno Inn at 18th and Larimer streets. The big inn which features dancing along with one of the largest bars in Colorado, reports excellent reception to the stereo system. Glenn Pierce, Century-Supreme, engineered the installation which was installed by experts of Mountain Distributors, Denver AMI distributors.

A recent visitor to Denver distributors was Howard Hold, formerly a partner in Draco Sales Company, Denver. . . Complaining of bitter cold and record snow falls throught his territory was Herb Roggow, operator from Las Vegas, N. M., who visited Denver in early February. Many mountain roads were impassable during the entire month of January, Roggow said.

Altho many pessimists expected phonograph collections

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SEEBURG

K200H	\$695.00
VL200 (160 or 120)	525.00
V-200 (original)	469.50
(K's & VL's) include Speed-Read Program. Refinished, Reconditioned.	

HF100R	\$575.00
HF100G	475.00
M100C	395.00
M100B	325.00

WURLITZER

2150	\$525.00
2000	469.50
1900	469.50
1800	395.00
1650A	249.50

AMI

JAH200	Write
G-200	\$469.50
E-120	295.00
D-80	185.00
D-40	150.00

WALL BOXES

Wurlitzer 5210 (200 sel.)	\$ 99.50
AMI-W-120	45.00
AMI-W-80	45.00
AMI-W-120	99.50
Seeburg 3W1—"100" Chrome, New Buttons	49.50

CIGARETTE VENDORS

Eastern Mark II	\$219.50
National 9 ML	99.50
Rowe Commander	119.50
Eastern, 10 Col.	99.50

SHAFFER MUSIC COMPANY

Write for Illustrated Catalog

**849 NORTH HIGH STREET
COLUMBUS 8, OHIO**

PHONE: AX 4-4614

SEEBURG

M100B	\$240
C	310
HF100G	410
HF100R	495
KD200	695

WURLITZER

2150	\$595
2204	685

RISTOCRAT Counter Selector. \$125

AMI

E-120	\$240
C-120	475
G-200	565

WILLIAMS 10 PINS (like new) \$155
AMI B, C & D 40 Make Offer

All machines cleaned—ready for location.
1/3 down, balance C.O.D.

Interboro Music Co.
433 W. 45th St., New York City, N.Y.
Phone: JU 2-2363

to fall off "when the fabulous uranium boom of last year collapsed, collections are "just about normal," reports Mike Scavardo, Grand Junction, Colo. Making his first trip into Denver in many months, Scavardo reports that most of his machines have gone on 10-cent play and that collections are "satisfactory."

Glen Pierce, Century-Supreme Music Company, has added a pair of new Chevrolet service trucks to the company's fleet. Century-Supreme is one of the few route operators in the Denver area to use radio-equipped service cars. Miniature Ford station wagons are used, which have given dependable, economical service, Pierce reports.

After more than two years' experience Century-Supreme Music Company is converting all of its vehicles to two-way radio communication. Used originally in tiny English Fords, the rapid radio communication has proven that it can pay for itself in a few months

time, according to Glenn Pierce, of the management.

Dan Keys, of Apollo Music Company, toured all of his locations last week, introducing new partner Gus Brown, who, as previously reported, bought part of Apollo Music Company's route in January.

Pete Geritz, of Mountain Dis-

tributors, has taken on the complete Rowe line, including all varieties of vending machines, which is his first entry into this aspect of the coin machine field.

Hartford, Conn.

Trinity Record Distributing Corporation, a new Connecticut-
(Continued on page 86)

BALLY GOLF CHAMP
\$315
Purveyor Distributing
4322-24 N. Western, Chicago, Ill.
JU 8-1814

GIVE TO DAMON RUNYON
CANCER FUND

FACTORY REBUILT EQUIPMENT
Sport Games

Air Football	\$195
Air Hockey (1st model)	195
Bike Race (new)	495
Chicoin Basketball	125
Chicoin Bull's-Eye	195
Chicoin Home Run	95
Chicoin Mdgt. Skee Ball	125
Chstr. Pollard Derby	145
Evans Bat-A-Score	100
Ex. Hi-Ball	95
Exhibit Ringerball	95
Gen. Champ. Baseball	145
Genco Hi-Fly Bsbll.	155
Genco Motorama	345
Genco Quarterback	125
Muto. Hockey	85
Muto. K.O. Champ	245
Muto. Silver Gloves	195
Rebuilt Chester Pollard Football	195
Rock-Ola Wild. Series	125
Scient. Basbl. and Bsktball.	75
Scient. Btg. Practice	95
Scient. Field Goal	125
Scient. Pitch-Bat'em	125
Seeburg Hockey	85
Set Shot Basketball	195
"Squirts," rebuilt	495
United Hockey	125

Another Bill
• Continued from page 2

royalties on records used in juke boxes. Record manufacturers have strongly objected to the special record royalty for jukes and it is generally believed that this part of the O'Mahoney bill will die in committee.

In a strong statement, Representative Celler said that composers and authors of music and other organizations have struggled for 25 years to end this exemption. He said that 500,000 juke boxes are making a profit on the use of this music and they are no longer in a position to "cry poverty." He added, "The face of the poor but honest juke box interests is about played out."

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Genco DAVY CROCKETT	225
Genco SKY ROCKET	195
Keeney RANGER	195
Un. CARNIVAL GUN	160
Keeney SPORTLAND	135
Keeney SPORTSMAN	135
Genco RIFLE GALLERY	135

ARCADE

Genco CHAMPION	\$140
Genco FOOTBALL	140
Williams CRANE	115
Wms. ALL STAR	125
BASEBALL	125
Genco HI-FLY BASE	150
BALL	115
C. C. STEAM SHOVEL	115
Bally ALL STAR	175
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Mutoscope 3-D ARTS	295
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Gott. RACE TIME	
Keeney SHAWNEE	
Keeney DLX. BIG TENT	
Keeney TWIN BIG TENT	
United DUAL SH. ALLEY	
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Valley 6-POCKET POOL	
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Remember
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40 WALTHAM STREET
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Tel. Liberty 2-9480.

COINMEN YOU KNOW

Continued from page 85

cut corporation, has filed a certificate of organization with the secretary of state's office, listing address as 777 Connecticut Boulevard, East Hartford; subscribed capital, \$20,000; paid in cash, \$20,000; paid in property, none; president, Milton Rottman, Bridgeport; treasurer, Jack Manus, West Hartford; secretary, Salvatore Grosso, Bridgeport, and directors, same as officers.

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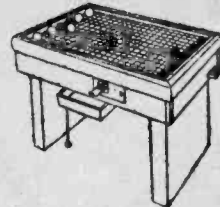


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52x36 \$75.00
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6 POCKETS,
NEW \$260.00
Reconditioned,
\$150.00

SPECIAL
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Uprights . Write

Slate Tops,
32x48 \$54.50

Chi Coin
Rockets... \$325.00

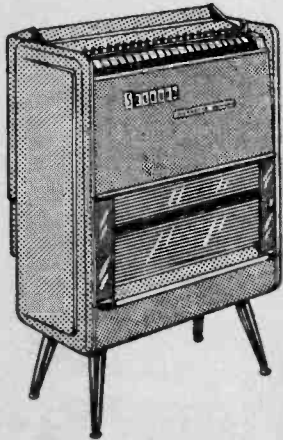
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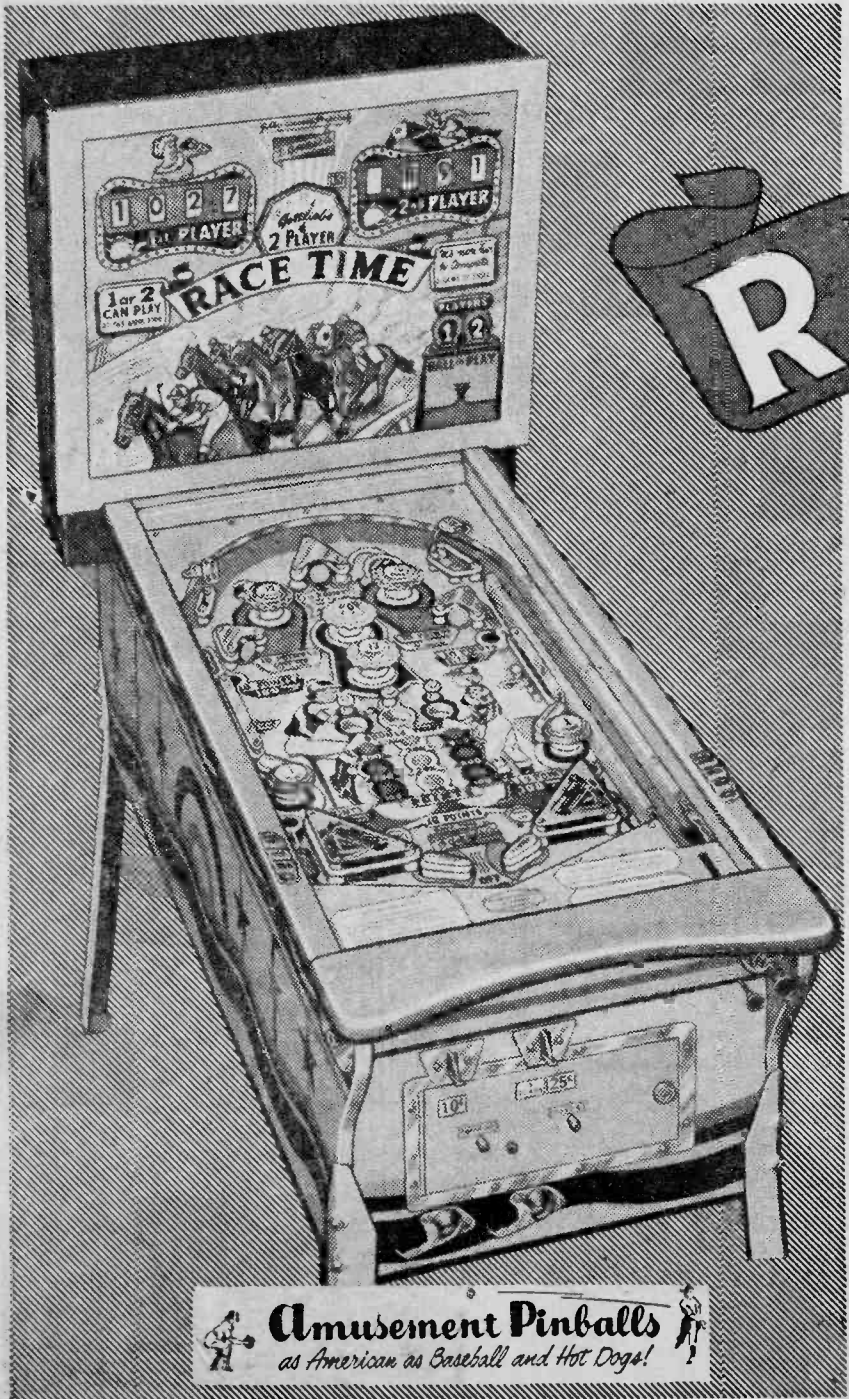
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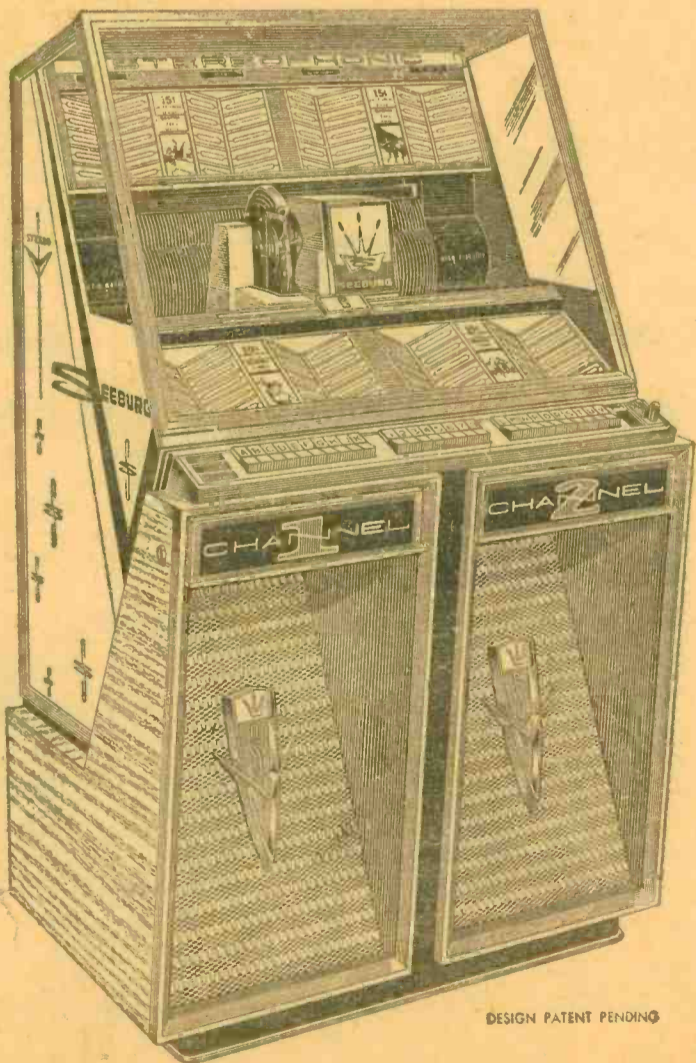


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