

Ref. Albums
Songs Ok

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A SPECIAL SECTION ON THE 1959
Electronic Parts Show
CHICAGO—MAY 18 TO 21

The Billboard

PRICE:
50 CENTS

MAY 18, 1959 (BBP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Boom on Disk Acts Overseas Safaris

British Talent Hawks on Prowl Here As Competition Mounts for U. S. Names

By REN GREVATT

NEW YORK — Trans-Atlantic traffic of American recording acts headed for Britain and the Western continental nations, is reaching virtually stampede proportions. Competition particularly in England between the various TV media, theater chains and clubs to book American acts is at a fever pitch, with several prominent British talent hawks on the prowl here this week for talent. The demand for American talent in the United Kingdom, meanwhile, is being looked upon with great favor by Stateside diskeries.

Arriving in Manhattan this week on the same day were Jack Good of London's ABC-TV operation, and Sydney Grace, a top-level exec with the Lew and Leslie Grade booking office. Both were admittedly after top name talent. Good was seeking to line up such figures as Jackie Wilson, Jerry Lee Lewis, the Coasters, Duane Eddy and Bobby Darin for a big new autumn series of the "Oh Boy" show on his network. Grace, on the other hand, plunged into meetings with top execs of GAC looking toward more top names for European TV and theater appearances.

BBC Also on Prowl

During the past month Eric Maschwitz, entertainment chief of the BBC, was also in New York,

drumming up talent for what has been called "the BCC's revolutionary new series of bigtime shows for the autumn." Maschwitz was reportedly seeking Sammy Davis Jr., Tommy Sands and the Coasters.

For a time, several years ago, American acts going to Britain would almost automatically go out on tour thru the midlands and even into Scotland. The emphasis, in the meantime, has swung much in the direction of TV. Part of this is seen as a result of the increasing coverage of network TV in Britain. Beyond that, as Good said this week, it's sometimes very difficult to get an artist's true sound in a theater date, and if the familiar recorded sound is not present, the artist can hurt himself. This happened to Bill Haley on his last visit to England.

TV Best Showcase

The advantage of TV with its excellent sound equipment as against the often poor acoustical set-up in theaters is obvious. Another advantage for TV is the fact that a number of artists can be displayed effectively in an hour's time, putting no unbearable strain on any single act. In the rocking category particularly, it has been noted that when the artist has done

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NO LIVE JAZZ, POP MUSIC FOR MOSCOW EXPORT

WASHINGTON — Gloom has again descended on those hoping for live jazz or popular music performance at the American Fair in Moscow this summer, which is to represent the "American way of life" to the Russians. Talent list of the variety show, last hope of grassroots music in addition to symphony and ballet already scheduled for the downtown Moscow theater, offers: novelty snake dancers; saucer-spinners; tightrope walkers; a man who spits out lighted electric bulbs; one opera star; three girl singers, and music on harmonica and accordion.

The variety show has been put together by impresario Ed Sullivan. The list was released here without comment by Deputy Director of Information for U.S.I.A., Albert Lubin. The show will run from August 3 to August 23d, and may also add half a dozen Russian talent acts, to be scouted by Sullivan's assistant, Robert Precht.

Cast of characters in the Sullivan variety show will include Robert Merrill, of the Metropolitan Opera; Nora Kaye and Scott Douglass, ballet dancers; Mary Tynes, and the Barry Sisters, singers; Marvin Roy, who reportedly pulls lighted electric bulbs out of his mouth; Hubert Castle, tightrope walker, and a

(Continued on page 6)

Competition Spurs Key Airers to Disk Program Shuffles

Swap 'Formula' for LP Policy and Vice Versa in Race for Ratings

By JUNE BUNDY

NEW YORK — In an effort to win top ratings in today's heavily competitive local radio market, key stations across the country are experimenting with new record programming gimmicks, and in many cases are making drastic revisions in disk show formats.

Among those outlets involved in format changes are KOMA, Oklahoma City; WNEW, New York; WQXR, New York; KROW, Oakland, Calif.; WROW, Albany, N. Y., and WPRO, Providence, R. I.

Some broadcasters are shifting from "formula radio" to LP programming; while others are dropping LP's and going all out on "Top 40" formats. Consequently, record manufacturers and publishers are offered a wide variety of exposure outlets for both albums and singles — sweet and/or rock and roll.

KOMA Policy Shift

For instance, altho the Storz Stations chain has built its reputation by concentrating play on top pop singles, the newest Storz outlet, KOMA, Oklahoma City, last week, shifted its major programming emphasis to LP selections.

Rod Roddy, KOMA program director, said the change-over was prompted by a survey of "today's adult listeners," which indicated a preference for album music.

The new KOMA programming policy sparked the rumor that the Storz chain planned to drop "Top 40"-type programming at its other stations in favor of LP formats.

However, Todd Storz flatly denies this. He points out that the KOMA operation (the only Storz station with a network affiliation) is functioning in a market which already is saturated with formula-type stations. Consequently, says Storz, they decided to adopt a different format. As long as his other stations continue to maintain their present high ratings, Storz says, they will retain their present formats.

Swingback to Singles

On the other hand, WNEW, New York, one of — and frequently THE — top rated station in New York City, is in the process of swinging away from a LP programming and back to pop singles. The station was taken over last January by new management, headed by prexy John Kluge. (See story elsewhere in this issue for a complete story on Kluge.)

Over the last few years, WNEW

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Jets Juice Talent Treks

NEW YORK — Agents and personal managers, not to mention diskeries interested in European disk exploitation, are hailing the institution of jet aircraft service to Europe as a boom to the personal appearance business. A much stepped-up pace of disk star visits to England has already been noted.

Under the new jet schedules of Pan American and BOAC, the London flight is six and a half hours. An artist can now swing over from New York on a Sunday for an appearance the same evening on "Sunday at the London Palladium," cut a tape or a film Monday morning for the following Saturday edition of "Saturday Spectacular," and be back in Manhattan Monday night.

NEWS OF THE WEEK

Tele-Records Gets Special AFM Recording Rate Deal . . .

The AFM has granted Tele-Records, the concern that makes film clips of current record hits, a special recording rate, with payments to the original recording musicians. . . . Page 2

Hip Pressing Plants Spark Disk Promotion . . .

So called "Hip" pressing plants have become an additional promotional medium for record manufacturers, according to the rumors being bruited about these days. . . . Page 3

NARM Holds First Meet In Chicago June 12 . . .

The National Association of Record Merchandisers (NARM) holds its first general meeting

in Chicago June 12 thru 14. Importance of this new rack jobber organization is highlighted by lack of record interest in other record conventions being held this month. . . . Page 3

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PREMIERE RELEASE **TOP-RANK** International Records See Pages 24-25

This One
QGEA-PU4-J847

Thiele to Head Up New Hanover-Signature Tie

NEW YORK — Bob Thiele, who resigned as veepee and Eastern a.&r. chief of Dot Records last week, has announced the formation of Hanover Signature Records Corporation.

In the new set-up, Thiele is reactivating his original Signature label, which he started in 1939. Signature is being combined with the Hanover label, which has operated for the past year out of the Brill Building.

Recording and TV star, Steve Allen, has been a part owner of Hanover and he will maintain an interest in the new combined firm, even tho he shortly will move permanently to the West Coast. Thiele will head the disk operation here. He said that Allen would be shortly signed on as an artist.

General pop material for both singles and albums will appear on Signature with Hanover taking rock and roll and teen-slanted material. Thiele also stated that he planned to sell shares of stock in the new company to interested persons, including showbusiness people.

In line with the Signature renaissance, it's recalled that Thiele also reactivated Brunswick when he was associated with Coral. This proved a profitable move in terms of new distributor blood and

better promotion at the jockey level.

As they did when Thiele made a move a year ago from Coral to Dot, traders again were mulling the future of artists who have followed Thiele from label to label. There was particular speculation on the Lawrence Welk group, which Thiele brought to Dot. Interest was also centering on contract expiration dates with various other labels of artists known to be friendly toward Thiele.

The Signature-Hanover combine will headquarter at 119 West 57th Street here, a building which also houses Archie Bleyer's Cadence label.

Goldfarb to Head London N. Y. Branch

NEW YORK — Herb Goldfarb, who has been heading up the Richmond Records Division of London Records is leaving that spot to head up London's New York branch. Leo Hoffberg has been moved up from his post of district manager of London, working out of Washington, to take over the Richmond directorial duties.

Goldfarb has moved back to the London post he occupied before taking over at Richmond, because of the recent expansion of the London branch operation. The outlet recently took over Dot distribution in its territory and has taken over distribution of several small labels along with Dot.

At Richmond, Hoffberg will also operate the American wing of Telefunken, which has just issued its first single.

Decca Names Salidor Top Drumbeater

NEW YORK — Leonard Salidor has been appointed national director of publicity and promotion for Decca, Coral and Brunswick Records. The post has been handled up till now by Marty Salkin, who last fall was elevated to the post of staff veepee with Decca. The current move frees Salkin for his increasing responsibilities at the executive and administrative level.

Salidor started in the disk business in 1948 as a retail record

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RACK GROUP TO ARMADA MEET

NEW YORK — Four members of the National Association of Record Merchandisers (NARM), the rack association, will appear on a panel session to be held by ARMADA at the ARMADA get-together to be held in Chicago on June 9. The NARM members on the panel will be the head of the rack group, prey Jim Tiedjens, Ed Snider, Harold Goldman and Pete Wambach. The group will answer questions relating to record rack merchandising.

Bechet, Jazz Giant, Passes

PARIS — Sidney Bechet died here last week of cancer. The great New Orleans jazzman had been living in Paris since 1950. Bechet's career spanned a period of almost 50 years, from the time he started performing with Bunk Johnson's band at Pete Lala's cabaret in New Orleans at the age of 15 to his appearance at the Brussels World's Fair in 1958. In that period of time he became the first jazzman to use the soprano sax as his primary instrument and acquired a great following thruout the world for his outstanding musicianship. He was truly one of the giants of the world of jazz.

DANHAUER PROMOTION DISK BUSINESS LOSS

CHICAGO — The record and tape industry loses a vital disciple Monday (18) when D.J. (Dan) Danhauer, national buyer of phonograph records, tape and accessories at Sears Roebuck's home office here, is promoted to a higher slot at SR outside of the record division. The promotion comes after two and a half years in the national record buyer's slot, during which time Danhauer's leadership converted SR's retail outlet and catalog record sales from dormancy to a merchandising and marketing stature that has the entire industry watching.

During the two and a half years he's helmed the SR disk wing, number of stores handling disks has increased greatly and individual activity of the stores was accelerated. Danhauer set up central control of all retail outlets from Chicago, breaking the country into regions, serviced on a central warehousing basis in some cases and supplemented by major one-stops, who worked on a regional basis. Danhauer stimulated wide trade

Plans Finalized For NARM Meeting

By TOM NOONAN

NEW YORK — The National Association of Record Merchandisers, formed October, 1958, will hold its first general meeting at the Edgewater Beach Hotel in Chicago, June 12 thru 14.

The importance of this new association was emphasized this week with the announcement that the Toiletries Merchandising Association, holding their annual convention in Miami Beach, May 18 thru 23, and the Service Merchandisers Association, who will meet at their second annual convention May 28 thru 31 in Miami Beach, will not have a special record seminar this year. Both of these rack

jobber organizations did have such a meeting on records as part of last year's convention but, with the formation of N.A.R.M., they find that most record manufacturers are not showing as much interest as in previous years.

The N.A.R.M., which headquarters in Washington, have approximately 27 active members and more than 12 associate members. Among the latter are nine record manufacturers, Columbia, Crown, Del-Fi, Liberty, Miller International (Somerset and Stereo Fidelity), Pickwick Sales (Design and Cricket), RCA Victor, Synthetic Plastics (Promenade and Peter Pan) and Warner Bros.

Jim Tiedjens, president
(Continued on page 9)

Imperial Inks Jules Farmer

HOLLYWOOD — Imperial Records last week signed 19-year-old Jules Farmer to an exclusive contract. Henri Rene, label's album artist-repertoire chief, will start recording the package next week. Other talent acquisition last week consisted of Bobby Jay, 20-year-old Mississippi rock & roll vocalist who is being launched with a single coupling two of his own originals.

Disk Sales Hit \$50 Mil Mark In Supermarkets

NEW YORK — Record sales in supermarkets during the year 1958 totaled \$50 million according to a recent article in the Progressive Grocer Magazine. Records have become one of the key non-food items handled by food stores, the others being health and beauty aids, housewares, magazines, soft goods, toys, and stationery.

Today, according to the Progressive Grocer, non-food items take up about 15 per cent of the space of the typical grocery department store. The typical supermarket contains 544 linear floor feet of display fixtures for packaged grocery products, of which 83 feet are devoted to non-foods. Records take 5.3 feet in the typical (sales of \$1 million per year) supermarket, and these supermarkets carry 94 different record items.

In this typical supermarket, record sales total about \$3,000 per year. The margin on disk sales is 28.4 per cent, which is slightly under the average of 31 per cent for the margin on sales of other non-food items.

Camden Bows New Supermart Impact Promos

NEW YORK — RCA Camden has designed seven promotions for supermarket needs, with the idea in mind of assisting rack merchandisers in selling impact promotions with different themes. According to Irwin Tarr, special markets sales chief, the promotion categories include Great Singers, Great Dance Bands, Great Classics, Jazz Greats, Music for Every Taste, Mood Music and Movie and Show Music.

Names available in the seven groups at the \$1.98 price include Perry Como, Dinah Shore, Perez Prado, Leonard Bernstein, Eddie Fisher, Tommy Dorsey, Guy Lombardo, Toscanini, Maro Lanza, etc.

A new floor merchandiser is the heart of the promotion. It can promote any of the categories simply via an exchange of cards. Half the space in the merchandiser will promote one particular category, with the remaining half carrying titles in the other categories. Wire hangers with blowups are included, and the posters may also be used as window or wall streamers. A mats, radio commercials, et round out the promotion.

Kilpatrick to Exit 'Opry'

NASHVILLE — Robert E. Cooper, general manager of Station WSM here, has announced the resignation of W. D. (Dee) Kilpatrick, manager of WSM's "Grand Ole Opry," who is leaving his post to form a corporation with Wesley Rose and Roy Acuff, of Acuff-Rose Publications, Inc., to initiate a national talent management agency under the Acuff-Rose banner.

Kilpatrick's duties at WSM will be assumed by Program Manager Ott Devine, Cooper says. Devine, well known also as a network announcer during his 24-year affiliation with the station, is well and favorably known in the country and western music and a lifetime charter member of the recently formed Country Music Association.

Kilpatrick, whose resignation becomes effective June 30, has been responsible for selection and programming of the station's country music talent and was in charge of the WSM Artist Service Bureau and the "opry" concessions. He also held a seat on the WSM staff which determines station policies.

Voted the Country and Western Man of the Year in 1958 in The Billboard's nationwide poll and a founder and member of the board

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Cap Skeds 29 LP's for May

HOLLYWOOD — Capitol's 29 album May releases consists of 11 issued simultaneously in stereo and monaural, eight stereo versions of earlier single track product, and nine monaural only LP's. Release also includes Capitol's stereo only "What's New Vol. 8" package. Product is divided between 24 pop albums and five Capitol - of - the - World items.

Judy Garland's "The Letter," the Gordon Jenkins original, highlights the release. Also included is debut album by the label's newly acquired Mavis Rivers, plus packages featuring Nat Cole, Paul Weston, Jonah Jones, George Shearing, among others.

NOTHING LIKE HAVING AN 'IN'

'Hip' Pressing Plants Spark New Type of Disk Promotion

By PAUL ACKERMAN and BOB ROLONTZ

NEW YORK — A new promotional device has sprung up in the record business—the hip pressing plant. To an industry long used to such promotional methods as free records for distributors, one stops, and operators, and lunches and dinners for disk jockeys, has been added an additional method to get records exposed. According to many manufacturers, some plants are more hip than others, and if you press there instead of somewhere else, you have a better chance to get your record exposed, they say.

This new terminology, the hip

plant, has developed to describe those pressing plants that supposedly have an in or a direct contact with deejays or swinging distributors, or with manufacturers who are close to a few key deejays. According to the talk being bruited about, the pressing plant, if a deejay or a distributor has an interest in it, can get a record exposed on certain jockey shows which supposedly might not play the record otherwise.

What is interesting about this reasoning is that no one really knows if these hip pressing plants are really owned by a disk jockey or a distributor, or if the pressing

plants are merely spreading the rumor in order to spur business. And no one can prove whether or not records pressed by any of these plants help a disk get an airing it might otherwise not get.

But record manufacturers, cautious souls that they are, are not above protecting their interests, and it is surprising how many manufacturers, large as well as small, have shifted some of their pressing activities to the so-called hip plants, just in case. There are some who say that if a jockey or a distributor owns a piece of a plant it could be construed as anti-trust, but of course this is in the realm of speculation.

JAZZ CHART TAB LISTS 10 LABELS

Cap. Leads, Col. Runner-Up; Tough Field for Newcomers

By HOWARD COOK

NEW YORK — A tally of the Best Selling Jazz Chart, which appears each month in Audition, The Billboard's monthly supplement, shows that 23 different LP's have been listed. Ten labels share in the listings.

Capitol leads with six. Three of these are by the Jonah Jones Quartet. Other Capitol jazz talent on the charts includes Dakota Staton, the Stan Kenton ork and the Four Freshmen. Columbia is second with five sets by different artists including the Kai Winding Septet, the Miles Davis Quintet, the Hi-Lo's, the Dave Brubeck Quartet and Erroll Garner.

Prima All-Time Copa Topper

NEW YORK — Veteran showman Louis Prima and frau Keely Smith broke the Copacabana nitery's all-time box-office record here last week pulling in more business and chalking up higher gross receipts than any act in the history of the club, according to owner Jules Plodel.

It was Prima's first New York appearance in eight years and his first with Miss Smith. Riding high on a series of key TV guest shots and best-selling albums, the duo winds up a five-year contract (calling for them to work the Sahara, Las Vegas, 40 weeks out of the year) in August.

Prima's associate, Barbara Belle, reports that Prima is currently considering offers to do six TV Spectaculars and two TV series next season; while Miss Smith is under consideration for the movie version of "Two for the Seesaw."

Prima has been something of a precedent-setter in the record business since Irving Mills brought him up from New Orleans around 1930. He was one of the first — if not the first — to have a million-seller on a tiny indie label ("Angelina" on Hit Records in the mid-30's). A few years later he was one of the first artists to own his own record labels — Happiness and Robin Hood — and had another best-seller, "Oh Babe" on the Happiness label.

Prima, who has been with Columbia, Mercury and Victor during his career, signed with Capitol Records in 1956. He and Keely Smith have since cut nine LP's for the label. Active as a producer and director (he cuts all Keely Smith's sides and those of Sam Butera), Prima is currently in the process of setting up (with Barbara Belle) a talent development management office to handle young performers.

UA Seeking A.&R. Chief

NEW YORK — United Artists Records has been negotiating with several key artist and repertoire men in an effort to find an a.&r. chief. Don Costa, ABC-Paramount's a.&r. topper is said to be a prime candidate.

However, Costa's contract with Am - Par runs until September. UA stated that they had not signed Costa to any contract at this time.

Contemporary has held three berths with sets by Shelly Manne and Andre Previn. RCA Victor and Argo have placed two LP's on the jazz charts with "Peter Gunn" and "European Windows" for RCA Victor and two Ahmad Jamal sets for Argo.

United Artists, Warner Bros., Atlantic, Roulette and Verve have had respective listings with "I Want to Live!" by Gerry Mulligan's Jazz Combo, "77 Sunset Strip," "No Sun in Venice" by the Modern Jazz Quartet, "Basie," and "Ella Fitzgerald Sings the Irving Berlin Songbook."

Sets by smaller groups have been the most frequent holders and account for 14 of the 23 sets. Big band jazz is represented by four packages, and LP's by vocalists and vocal groups total four.

Tough for Newcomers

The field remains a difficult one to crack for new talent. The names and groups that appear most frequently, except for the Ahmad Jamal Trio, new artists to the charts, tho not to the world of jazz, have long been best selling artists. Nine of the best selling

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CRDC Sets N. O. Branch

HOLLYWOOD — Capitol Records Distributing Corporation opened a new branch in New Orleans. Area was formerly served by Mallory Distributing Company. This gives CRDC 28 company-owned branches and seven independent distributors.

Charles Gilbert, CRDC Atlanta sales rep, was promoted to sales manager of the new branch. Sol Mirmow, New York branch assistant operations manager, will be New Orleans' operations manager.

Epic Issues New Young Tribute LP

NEW YORK — Epic Records is releasing a new album as a tribute to the late Lester Young. The album is called "Lester Young Memorial Album" and it consists of tracks cut by Prez with the Count Basie Ork between 1936 and 1940. It will be a two-record set and will retail for \$7.98. Tunes include "Rock-A-Bye Basie," "Lester Leaps In," "Dickie's Dream," "Jump for Me," "Moten Swing," and "I Never Knew."

Several Important Shifts On Chi Distrib Front

CHICAGO — Several important changes occurred this week on S. Michigan's distributor row. Morry Price, who ankle his post as v.-p. in charge of sales last week (The Billboard, May 4) opened Arnold Dist., 1329 S. Michigan, Monday (18). Price will handle Roulette, Tico, Roost, Rama, Gee, Domino, Arvee, Stepheny and Concertapes-Concertdisc as openers. Price has a five-salesman force and his assistant is Henry Grossman, who previously spent 11 years with Mercury, last nine of which were with Midwest Mercury, local branch.

VeeJay-Abner Records, owned by Jimmy Bracken and his wife, Vivian Carter, d.j. at WWCA, Gary, purchased the two-story

M-G-M Preps Two De Luxe Opera Pkgs.

NEW YORK — M-G-M Records has taken a bold plunge into the opera field with the announcement this week of two de luxe three-LP sets upcoming for August. The albums comprise complete versions of Prokofiev's "War and Peace," based on the Tolstoy novel, and "The Ballad of Baby Doe," an American opera by Douglas Moore and the late John La-touche.

The Prokofiev work, which employs a chorus of over 200 voices, features soloists of the National Opera of Belgrade, Yugoslavia, the Vienna Kammerchor and the Vienna State Opera Orchestra, under Werner Janssen. "Baby Doe," with a setting in the Colorado of the 1880's was recorded here last week under the co-sponsorship of M-G-M Records and the Koussevitsky Music Foundation, Inc., employing the cast and ork which performed the opera at New York City Center. Cast includes Beverly Sills, Walter Cassel and Frances Bible. Initial release in June will be in Colorado only to tie in with the Denver centennial celebration. General release will be in August.

Abramson, Vet Booker, Dies

NEW YORK — Nat Abramson, head of radio station WOR's entertainment department, died last Tuesday (12). Abramson managed thousands of entertainers in a career that covered over 50 years in show business. He developed club dates on ocean cruises in the 1930's and booked thousands of entertainers each season to work cruise ships. He started the entertainment division at WOR in 1934, which provides talent for private affairs. He also started Camp Loy-alton in the Catskills to provide vacations for underprivileged boys in 1948.

Presley Fan Card Promo

NEW YORK — In Elvis Presley new Gold Standard 45 EP, "Touch of Gold," RCA Victor is including a Presley fan card in each plyethylene-covered sleeve, according to Ray Clark, RCA Victor's singles planning and merchandising chief. Card has a picture of Presley, a place for the fan's signature, and the message: "I am a loyal Elvis fan. I collect all of his records and see all of his movies." Cards are unavailable thru other sources. The EP includes "Hard Headed Woman," "Good Rockin' Tonight," "Don't" and "I Beg of You"

SAM PHILLIPS NOTES

R&R Fading But Imprint Permanent

By BERNIE ASBELL

MEMPHIS — The man who was among the first to light the fuse on the rock and roll explosion, Sam Phillips, is now talking about it in the past tense. It's all over but the mushroom cloud.

Perhaps never again, says Phillips, will pop music be so dominated by a single style of sound. But the kids "got tired of the ruckus" and we are moving into a period of greater variety in taste. This development is viewed by Phillips as a healthy trend that will help stabilize the singles business, fortify those new labels that deserve a permanent place in the industry and drive out the weak sisters.

"More people," predicted Phillips, "are going to have big rec-

ords, but we'll have fewer fantastic ones. The three million seller will be a great rarity, but there'll be lots of 300,000 sellers and that will be a healthy thing."

Phillips marketed such explosive r.&r. hits as Carl Perkins' "Blue Suede Shoes," and early hits by Elvis Presley. Phillips later developed Jerry Lee Lewis, Johnny

(Continued on page 21)

Harmony Skeds Portly Gents' Diet Platter

NEW YORK — Harmony Records has been so successful with its Good Housekeeping weight reducing record, with a calorie counter on the liner, that it is bringing out another weight reducing platter. This one will concern reducing via sports, and will cover such games as golf, bowling, etc. Where the first platter was aimed at the fems, this will be aimed at the portly males.

Harmony's other releases coming out next week include a group of classical platters with the Rochester Philharmonic, the Frankfort Opera Orchestra, the Hamburg Chamber Orchestra, the Orchestra of the Paris Opera and the Orchestra of the Concerts of Paris. LP's contain bread and butter items from both the classical and operatic repertoire.

Vogel-Lincoln Suit Dropped

NEW YORK — A suit involving renewal rights to the tune "He May Be Your Man, But He Comes Up to See Me Sometimes," composed by Lemuel Fowler in 1922, was discontinued here this week during pre-trial hearings before Federal Judge Irving R. Kaufman.

The suit was filed by Jerry Vogel Music (where the old songs are the best songs) against Lincoln Music, with the latter slapping Vogel with a countersuit.

Fowler assigned renewal rights to Vogel in 1950 while Lincoln obtained publishing rights from Red Browne Music in 1940. Browne also renewed the tune in 1950. Both sides had asked for a declaratory judgment establishing sole ownership of the rights.

Victor Albums For Moscow

NEW YORK — A number of RCA Victor albums have been selected for aural and visual display as part of the United States Exhibition in Moscow, for six weeks starting June 25. Disks will be part of the display showing an American apartment, equipped for hi-fi.

Echoes From 'Pennies' Pic

HOLLYWOOD — Capitol will seek to cash in on Paramount's "Pennies" picture. It will issue an EP featuring Red Nichols performing "When the Saints Come Marching In" (fully treated in the Red Nichols bio film) plus "Battle Hymn of the Republic." Dot Records has the original sound track to the film, but Nichols is a Cap contractee.

Mahalia to Head Garden Gospel Bash

NEW YORK — The first annual International Festival of gospel, religious, spiritual and folk music, will be held Sunday afternoon (24) at Madison Square Garden here. It's the first program of its kind to be staged at the Eighth Avenue arena.

Featured will be Mahalia Jackson, who will head a list of 15 top gospel and spiritual groups, quartets and choirs from many sections of the nation.

Acts to be heard include the Dixie Hummingbirds, the Soul Stirrers, the Swan Silvertones, the Selah Singers, the Swanee Quintet, the Roberta Martin Singers, the Davis Sisters, the Drinkard Singers, the Raspberry Singers, the Caravans and the Original Gospel Harmonettes.

Also appearing will be the 60-voice Back Home Choir, the Morgan State College Choir and organist Dickie Mitchell. An added attraction will be a special piping in via transatlantic wire of the famous Clara Ward and her singers direct from Stockholm, Sweden, where they are currently on tour. Emcee of the five-hour bash will be Sidney Poitier.

Lerner-Loewe Ups Rosemont

NEW YORK — Norman Rosemont was named vice-president of Alfred Productions last week. Alfred Productions is the over-all producing firm of Lerner and Loewe, the composers, handling all of their projects, shows, motion pictures and publishing recordings. Rosemont joined the Lerner and Loewe organization about three years ago, and has been general manager of the Lerner and Loewe music firm, Lowal, as well as Alfred Productions.

New Label Bids Sherman

NEW YORK — Joe Sherman, Epic pop singles chief, ankle the label this week. He left to head up a new label backed by a group of rich Americans. Sherman, who has been with Epic for the past year, succeeded Arnold Maxin in the a.&r. slot. He has also penned a number of hit tunes, some in collaboration with his brother, Noel Sherman.

With all my Thanks

FRED ASTAIRE



ACADEMY OF TELEVISION ARTS AND SCIENCES

Crosby Label to Deb With Life Mag Tie

HOLLYWOOD — Bing Crosby has started his own record company and has set as its initial project an album version of the Life Magazine series, "How the West Was Won." Package will consist of a two-LP album and will include the pix and prose published by Life in its seven part treatment of the conquest of the West. It will feature Crosby among other name artists who are to be signed within the next few weeks. Package will be aimed for the Christmas market.

Si Rady is president of the firm. Other officers include Crosby as board chairman, Basil Grillo and John O'Melveny as vicepres with Todd Johnson as secretary-treasurer. (Grillo also is exec veepee of Bing Crosby Enterprises and O'Melveny is Crosby's long-time lawyer of the law firm of O'Melveny and Meyer.) Label remained unnamed at press time. Original plans to call it Roxbury Records were withdrawn when it was learned that the name was in use by another firm.

Crosby label will follow a unique approach. In a radical departure from the usual pattern of operations, the new diskery will concentrate its efforts only on special projects. Special tie-ins will be established with major industrial firms with upcoming albums to be produced for and in conjunction with these companies.

Vaude Wins; Jazz Loses

• Continued from page 1

comedy team, Helene and Howard.

Also, "lightning tap" dancer Conrad Buckner; "novelty snake dancers" Janid and Arnault; Eddie Manson, Harmonica Trio and Edik Brenn, Plate Spinner.

Records will carry the job of giving the Russians a representative cross-section of the best in American music, VOA Director Harold Boxer told The Billboard last week. The music will pour out 12 hours a day on the speaker system at the HiFi rest area, an outdoor spot protected by huge plastic umbrellas. At the indoor HiFi exhibit itself, the best in American classics, jazz, show tunes and all types — except the rock, says Boxer — will give the Russians a sampling of the best in American HiFi and stereo.

The American fair at Moscow is in reciprocal arrangement with a Russian exhibit to be held at the New York coliseum this summer. The Russians, by way of live performance, will bring their Pyatnitsky Concert Group and Choir — which will run the gamut of Russian classical and folk music, plus dance groups and instrumentalists. Total membership is between 150 and 180 artists, State Department has reported.

Imperial Ups Pkg. Output

HOLLYWOOD — Imperial is stepping up its package production. It has scheduled for immediate release stereo only LP's featuring England's Ray Martino ork; Henri Rene's first package under the Imperial banner, "White Heat"; Ralph Flannagan's second album since coming with the label which will showcase his new Eddy Duchin-flavored style.

Other packages in the hopper will include albums by Zsa Zsa Cabor, Peggy King, Tony Randall, Frances Faye, and Imperial's most recent acquisition, England's Petula Clark.

While Crosby will lend his vocal talents to the initial project, he will not record exclusively for his own label. He plans to retain his free-lance status, allowing him to continue recording for other labels.

Rady will helm the company's operations and also serve as its top artist-repertoire exec. He comes to the Crosby firm as a record industry veteran of approximately two decades. He started as a free-lance disk producer. He later joined Decca Records where he served for 12 years handling artist-repertoire in the kiddisk, pop album, show packages and classical realms. During his time, he

(Continued on page 11)

Usher Ankles Chess Post

CHICAGO — Dave Usher, veteran jazz figure, ankles Chess Producing Corporation here Monday (18). Usher has been a.a.r. and production chief for Argo, the Chess fraters' jazz label. During his tenure, Usher added Yusuf Lateef, Ralph Sharon, Barry Harris, Lem Winchester, J. C. Heard and others to the Argo fold. In addition, Ahmad Jamal's two best-selling Argo platters hit during the same year. Previous to joining Argo, Usher had his own label, Dee Gee, in conjunction with Dizzy Gillespie, for whom he has also acted as mentor in the past. Usher is vacationing in his home in Detroit, pondering several other ventures in the platter industry.

Lawrence Gets Sullivan Nod

NEW YORK — Elloit Lawrence has been tapped by Ed Sullivan as the ork leader for the series of shows his troupe will present for the State Department and at the Trade Fair in Moscow this summer. Lawrence, the jazz cat and band leader, will baton the Russian musicians who will comprise the ork both for the taped TV show that Sullivan will record in Moscow and the daily performances at the Moscow Trade Fair. Troupe will arrive in Moscow July 25 and be there until the middle of August.

Name Gordon Ork Best New Band of '59

NEW YORK — The search for the best new dance band of 1959, was concluded here Monday (11) at Roseland Ballroom, with Claude Gordon and his Ork of Los Angeles named winner. The contest started with 170 entries at the local level. Nine regional winners were heard in Chicago at the Aragon Ballroom which resulted in the selection of four finalists for the event here. The Ronnie Drum band of Springfield, Mass., was runner-up.

Judges for the finals included Sammy Kaye, Woody Herman, Ted Lewis, Vincent Lopez, Warren Covington, Les Elgart, Richard Maltby and Lester Lanin. More than 1,200 fans attended the finals.

Pickwick Preps Language Sets

NEW YORK — Pickwick Sales, which operates Design, Stereo Spectrum, Cricket and Off Broadway Records, has started what it calls "Instant" Learning Records, a new educational label which teaches foreign languages. Abbot Lutz, product director of Pickwick, is heading up the project.

First four packages, involving instant French, German, Spanish and Russian, will be debuted at the Music Trade Show here next month. Each set contains two books, a language to language dictionary and two 12-inch LP's. Retail price is \$9.95. The instant learning idea is based on the theory of "reinforced Learning," developed by educator Lewis Robbins and used to cut language learning time to one quarter the normal time period.

Prep New Jazz Tome

NEW YORK — Dom Cerulli, Burt Korall and Mort Nasater are working on a new book titled "The Jazz World" an anthology of the best in recent jazz writing. It will be published in the fall by Ballantine Books. Cerulli, now with Warner Bros. Records, was formerly with Metronome; Nasater is head of advertising and merchandising for Decca Records.

HOT 100 ADDS SEVENTEEN

NEW YORK — Seventeen new sides appear for the first time in this week's edition of The Billboard's Hot 100 chart. Essentials are:

57. Lipstick on Your Collar—Connie Francis, M-G-M.
63. So Close—Brook Benton, Mercury.
64. My Melancholy Baby—Tommy Edwards, M-G-M.
66. Frankie—Connie Francis, M-G-M.
74. Tall Cool One—The Wailers, Golden Crest.
77. Hallelujah, I Love Him So—Peggy Lee, Capitol.
80. Bongo Rock—Preston Epps, Original.
85. Graduation's Here—The Fleetwoods, Dolton.
86. Judy—David Seville, Liberty.
87. Hey, Little Lucy—Conway Twitty, M-G-M.
88. Along Came Jones—The Coasters, Atco.
90. The Class—Chubby Checker, Parkway.
91. Russian Bandstand—Spencer & Spencer, Argo.
92. Only Love Me—Steve Lawrence, ABC-Paramount.
94. The Wonder of You—Ray Peterson, RCA Victor.
98. Someone to Come Home to—The Ames Brothers, RCA Victor.
100. I Can't Get You Out of My Heart—Al Martin, 20th Fox.

Victor, Miller Estate Win Meadowbrook Suit

NEW YORK — The long simmering court action brought by Frank Dailey's Meadowbrook of nearby Cedar Grove, N. J., against the estate of Glenn Miller and RCA Victor Records was decided this week in favor of the defendants. The decision was rendered by Judge John Clancy of the U. S. District Court for the Southern District of New York.

Originally the action was filed by Dailey just prior to his death in February, 1956. The point at issue concerned the commercial recording rights to the tapes made by NBC of broadcasts of Glenn Miller and his band made from the Meadowbrook in 1939 and 1940. Years later, RCA Victor released two Glenn Miller memorial albums. Much of the material released in these sets was taken from airchecks of the Meadowbrook broadcasts. Since the broadcasts had originated in the Meadowbrook, Dailey had claimed property rights in the Miller performances. Dailey had said that clearance for the release of the material on records had never been sought nor obtained from him. The decision was rendered on the basis that plaintiffs had not stated a definite cause of action.

David Mackay represented the Miller Estate in court, while Cahill, Gordon, Reindel and Ohl were attorneys for RCA Victor. Frank Weinstein, of Weinstein and Levenson, repped the plaintiff, which in this case was the estate of Frank Dailey's Meadowbrook.

A similar action was known to have been contemplated on behalf of the former operators of the Glen Island Casino, New Rochelle,

N. Y., from which point a number of Miller broadcasts which later found their way onto records, originated. What direction this case would take in view of the current decision was in doubt.

Cabaret Cards Finally Get Court Test

NEW YORK — The controversial New York City cabaret identification card system came under court test in New York City last week. The Police Department in New York issues cabaret identification cards to entertainers who play night clubs, and withhold them from entertainers with police records. Without the cards, entertainers cannot play cafes.

The counsel for the three nominal plaintiffs, Maxwell T. Cohen, said that the suit concerned 5,000 entertainers, and that the Police Department had no statutory right to issue the cards, charge \$2 for them and put the money in its pension fund. Plaintiffs are Johnny Richards, the band leader; Bill Rubenstein, pianist, and J. J. Johnson, the trombonist. Steve Allen testified for the plaintiffs before Supreme Court Justice Jacob Markowitz.

28 MORE JOIN LABEL PARADE

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

All Records, 8501 South Painter Avenue, Whittier, Calif.; Arvee Records, 6087 Sunset Boulevard, Hollywood 28; Astro Records, care of Stairway Music, Box 1224, Mobile, Ala.; Carrollton Records, 999 Peachtree Street, N. E., Atlanta; Celebrity Records, 441 West 49th Street, New York 19; Coronation Records, 531 Oleander Drive, Los Angeles 42; Cover Records, 1006-11 Exchange Bldg., Memphis 3; DBC Records, Shelbyville, Tex.; Delco Records, 145 West 154 Street, Gardena, Calif.; Denker Enterprises, Box 33, Paducah, Ky.; Dinamo Records, 1952 South Muskego Avenue, Milwaukee 4; Forward Records, 7417 Melrose Avenue, Los Angeles 46; Hilton Records, Alexandria, La.; Holmes Records, Hopkinsville, Ky.; Jaybo Records, care of High Fidelity House, 1004 Eleventh Place, Big Spring, Tex.; Kady Records, 1966 Fitch Drive, Hollywood; Leo Records, 797 Sumter Street, North, Atlanta 18; Lincoc Records, Box 25, Fayetteville, Tenn.; Most Records, care of Morty Craft, 701 Seventh Avenue, New York; Nu Kat Records, 36 Halifax, Petersburg, Va.; Nugget Records, Box 2942, Tampa; Orpheus Records, 1107 North El Centro Avenue, Los Angeles 38; Raven Records, 9308 East Whittier Boulevard, Rico Rivera, Calif.; Scottie Records, care of NRC Records, Box 9687, North Atlanta 19, Ga.; Selwyn Records, Box 11416, Charlotte 9, S. C.; Stacy Records, 1918 Prairie Avenue, Chicago 16; Sure Records, care of G & S Productions, 20 East Elizabeth Avenue, Linden, N. J.; V & V Records, 696 Pearl Street, Mecosta, Mich.

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featuring a special slick-stock
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Convention-in-Print
Insert Edition

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DOOR

May 25, 1959

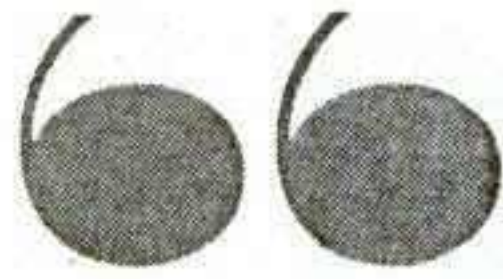
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*Storm's breaking all over—scheduled to appear on The Ed Sullivan Show
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COLUMBIA



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10 Labels on Jazz Chart

• Continued from page 4

jazz items have also appeared at one time on The Billboard's weekly pop LP chart.

Fem artists account for only two of the positions. Ella Fitzgerald, who has been a consistent winner with her songbook series on Verve, placed with the "Irving Berlin Songbook," and Dakota Staton hit the chart with "Dynamite!" The vocal groups that have scored are the Four Freshmen with "Voices in Love" and the Hi-Lo's with "The Hi-Lo's and All That Jazz."

Big band jazz is represented by Count Basie with "Basie," Stan Kenton with "The Ballad Style of Stan Kenton," Henry Mancini's "Peter Gunn," Warren Barker's "77 Sunset Strip" and John Lewis conducting a large ork for "European Windows."

Small Group Sellers

The sets by small groups which were best sellers are: "But Not for Me" and "Ahmad Jamal" by the Ahmad Jamal Trio, "I Want to Live!" by Mulligan's Jazz Combo, "The Swinging States" with the Kai Winding Septet, "Milestones" by the Miles Davis Quintet, "My Fair Lady" and "Shelly Manne and His Friends Play Peter Gunn"

New Suit Over 'K.C. Lovin'

NEW YORK — Armo Music, thru its attorney Jack Pearl, filed suit this week against Gone Records and Superior Distributors for alleged infringement on the tune "K. C. Lovin'" by Jerry Lieber and Mike Stoller. Last week Armo sued Fury Records and Cosnat Distributors on the same basis.

Song is identified as the one which contains the lyric, "I'm goin' to Kansas City, Kansas City here I come. They got a crazy way of lovin' there, and I'm gonna get me some. I'm gonna be standin' on the corner of 12th Street and Vine, with my Kansas City baby and a bottle of Kansas City wine." Suit claims defendant never filed a notice of use, and seeks a permanent injunction plus treble damages of 6 cents per record, plus the basic 2 cents per record from each defendant.

Salidor Named

• Continued from page 3

clerk. He then worked as a salesman with an indie distributor in Philadelphia and joined Decca in 1950. With Decca he worked in sales and promotion in Baltimore and Buffalo and in 1957 became West Coast promotion and publicity chief.

Assisting Salidor in the new New York based operation, will be Lillian Tookman and Marty Hoffman, assistant chiefs of national publicity and promotion respectively.

Lion Longhair

• Continued from page 2

Ork of Covent Garden, London; and various classical favorites performed by pianist Sondra Bianca, the Vienna Concert Ork, the Philharmonic Ork of Hamburg and a number of Russian and British orks. All sets will be released under a special CL 40000 numbering system.

AUDITION
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by Manne's crew, "Gigi" by Andre Previn & His Pals and Jonah Jones' "Muted Jazz," "Swingin' on Broadway" and "Swingin' at the Cinema." Others include "Jazz Impressions of Eurasia" by the Dave Brubeck Quartet, "Concert by the Sea" by Erroll Garner and "No Sun in Venice" by the Modern Jazz Quartet.

Leading artist on the chart since January has been Jonah Jones with three sets. Ahmad Jamal and Shelly Manne follow with two each.

Most of the jazz best sellers have been strictly mainstream with some dual-market pop appeal also. Few of the newer and progressive jazz groups have managed to make a significant chart impression as yet.

RACK JOBBER TO SPAIN FAIR

NEW YORK — Record Bandstand of New York, Inc., of Buffalo, will represent the National Association of Record Merchandisers (NARM) at "Supermarket, U. S. A.," the United States exhibit at the Barcelona, Spain, fair this summer. Record Bandstand, of which Ed Jay is prexy, services the Loblow chain out of Buffalo.

The State Department has been very pleased with its "Supermarket, U. S. A." exhibits in Europe this past year. Such exhibits have led to the sponsoring of American type supermarkets in both Italy and Yugoslavia.

NARM Meet Plans Finalized

• Continued from page 3

of N.A.R.M. has let it be known that the association carefully screens every application of both active and associate members. Harold Goldman of Rack Sales Corporation of St. Louis is in charge of associate membership applications. Ed Snider, national secretary of the association is chairman of the active membership. Snider is from Ege, Ltd., Washington. Only active and associate members may attend the upcoming Chicago meeting and all will participate in the full program lined up by the committee. The co-chairmen of the first meeting are George Berry, Modern Record Service, Inc., New Orleans, Ralph Anderson, Quality Drug Service, Inc., Des Moines, and

John Billinis, Utah Sundries, Inc., Salt Lake City.

The first general meeting will have three phases. One phase will be a series of workshops on racks, accessories, warehousing, service and delivery, inventory control, buying, discounting, stereo, selection of hits, billing, accounting and promotions and special services. Second phase is a panel discussion with members of the record industry and trade publications in conversations with manufacturers in the latter's rooms. The last day will be devoted to convention discussions for 1960 and the election of board members.

All indications point to a lively three-day session which should be well attended and which should send this new association on to a bigger and better future.

NOW... you can be the only disk jockey in your city to have the nation's best Top Record Sheet... and with your picture and your own imprint on each and every edition!



A preliminary test mailing to disk jockeys in just a few markets clinched it. The Billboard's every-other week TODAY'S TOP TUNES, featuring THE HOT 100, and exclusive for one disk jockey in each city (with the deejay's own picture and imprint on it) was an immediate hit. So now the deal is available in every city across the nation—to the first disk jockey in each who closes the order! And it's an exclusive! As long as you maintain your order on a regular, uninterrupted basis, The Billboard's TODAY'S TOP TUNES is your own personal TOP RECORD SHEET—and yours alone in your city!

WHAT'S IT GOT? Just about everything you'd like to get into your Top Record Sheet. Each edition covers the latest list of the most popular records, THE HOT 100... plus Best-Selling Pop Lp's... Jazz Albums... Classical Albums... the top C & W Records... and the Best of the Newest Releases. It's handsomely done in 4-page booklet style, (about 6 1/2 x 8 1/2 per page) in colored ink on a colored stock... It's a neat, clean, well-printed professional job you and your station will be proud of.

HOW CAN YOU USE IT? In scores of ways, and no matter how you do it, it's great promotion that will increase yours and your station's importance... help you sell your show to more sponsors... give you an exceptionally good tie-in opportunity with local dealers (most all disk jockeys use it in this way).

WHAT'S THE DEAL? It costs less than you think—probably little, if any, more than you're paying now for something that's a lot less attractive... not nearly as complete... and somewhat less accurate a reflection of the public's preferences. Minimum order for the exclusive in your territory is 1,000 copies per issue (every other week). That costs you \$12.50 per issue—after paying \$7.50 only with the first order for preparing your cut and and special imprint plate. Then, your picture and imprint appears on all editions without extra cost (less-than-1,000 orders will be accepted, but we cannot offer the exclusive arrangement with such orders). A good deal? You bet! But remember—

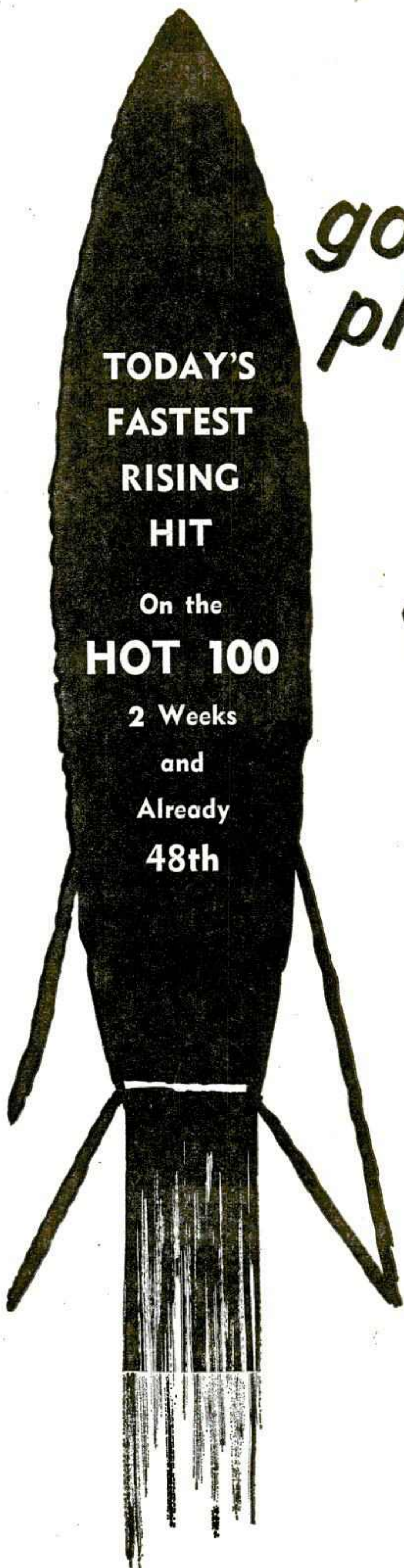
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- I have attached photo to be used, and copy and rough layout showing how this should be arranged in the 4" wide x 1 1/2" deep space available at the top. I understand this will cost \$7.50 additional on my first order only, although my picture and imprint will appear on all subsequent orders.
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**ACTUAL
CARNEGIE HALL
PERFORMANCE
OF MAY 19, 1958**



The Radio Corporation of America takes great pride in presenting to the public a recording that we feel is a living document of an historic musical event. Van Cliburn consented to have RCA Victor recording technicians go into Carnegie Hall with their equipment to tape his concert on May 19, 1958. This was only two days after his return to the United States from a triumphant and hectic tour of the Soviet Union.

Those of us present in Carnegie Hall as well as the millions of Americans who remember reading about that occasion can certainly understand how challenging this concert was—and appreciate how challenging this pianist is. If one seeks an explanation for Van Cliburn's magnetism, I would simply say it is musical control coupled with spontaneous beauty.

Shortly before the first anniversary of his Carnegie Hall triumph Van Cliburn reviewed the tape of his performance of the Rachmaninoff Concerto No. 3 and consented to its release.

Contributing to the vitality of this actual concert performance on records is the eminent Russian conductor, Kiril Kondrashin, directing the Symphony of the Air.

Through the miracle of electronics in the art of recording music, RCA Victor is able to present this unique accomplishment as a permanent document.

A handwritten signature in black ink that reads "David Sarnoff". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

David Sarnoff
Chairman of the Board
Radio Corporation of America

MEET NEXT WEEK

MRIA to Set New Push on Reel Tape

NEW YORK — The Magnetic Recording Industry Association (MRIA) plans to ratify and begin immediate action on a program designed to give tape and recorder sales new impetus when they join together for their annual business meeting in Chicago Tuesday. Details could not be learned at press time but an announcement from prexy Irv Rossman says that an important announcement will be made that will have a major effect on the relationship between the stereo tape and the stereo disk.

Emergence and growth of the stereo disk business last year is given as a main reason for decline in sales of recorded tapes. Furthermore, Rossman underscored the tape industry's belief in the future

of reel-to-reel recorded tape playback.

Rossman issued the statement a report that CBS-Laboratories, Inc., is working with 3M on a cartridge tape using two-track stereo (see separate story). "Reel-to-reel magnetic recordings have enabled the tape to become the ultimate in the recording of music and entertainment.

"There is compatibility in reel-to-reel tape that protects the dealer and the customer. Within the framework of reel-to-reel operation, it makes change and improvement possible without obsoleting present libraries or equipment.

"It is heartening thing for the dealer and the customer to note that price of pre-recorded tape is being lowered to a price reasonably competitive with equal playing time on disk."

Rossman declared that a report of one or maybe two experimental tape cartridges in laboratories does not mean that reel-to-reel recording machines are obsolete.

"In years to come, the cartridge may well become the new medium and the new standard in the magnetic recording industry, but that will not be today, tomorrow or next year. In the meantime our industry is solidly behind marketing tape recorders and recorded music on reel-to-reel at the accepted speed of 7½ ips," Rossman said.

New Zenith Radios Adapt To Stereo

CHICAGO — Zenith has three new table-top FM-AM radios with automatic frequency control. The circuit "lock in" the station and eliminates "drifting." A fourth Zenith model uses a "two gang permeability" circuit for "virtually drift-free" tuning.

Zenith's FM-AM table radio line now numbers seven models, including an FM-AM clock radio model.

The four new models are: the Interlude, Symphonaire, Sapphire and Caroline.

Two "console type" speakers — a 7½-inch woofer and a 3½-inch tweeter—are used in the Interlude. The Symphonaire has a high-fidelity 7½-inch woofer and high-frequency speaker. The Sapphire uses a 4 by 6-inch oval speaker.

Each of the three can be adapted to serve as a remote speaker unit with a stereo phonograph using a dual channel amplifier — or can be used as an extension speaker system.

All — including the Caroline with its 4-inch speaker — have a built-in Wavemagnet antenna for AM, and a line cord FM antenna.

The de luxe Interlude, tagged at \$129.95, has a vertically mounted dial scale. It is available in maple veneers, light walnut or dark walnut veneers, or an ebony color. The \$114.95 Symphonaire comes in grained mahogany, blond oak, walnut, or cherry colors.

Plastic cabinetry houses the Sapphire, in charcoal, brown, or gray-green. Receiver is tagged at polystyrene cabinet with molded back, sells for \$59.95 in brown, gray, and gold.

Hoffman Has Stereo Disk Bonus Offer

NEW YORK — Hoffman has prepared a premium package of 10 stereo records "valued at \$60" to be used as a free bonus offer in the sale of their stereo consoles. The records, from the Westminster catalog, include popular, classical and jazz items. They apply as a bonus on units from \$299.95 and up.

The dealer promotional package for the record offer includes window banners and newspaper ads mats.

Arvin Shows Three New Stereo Units

COLUMBUS, Ind. — Arvin Industries here, previously a maker of only one master unit and slave speaker stereo portable, introduced three new two-piece two-channel portables and one new two-piece monaural portable. New phono debut confirms in part exclusive story emphasizing that Arvin intends bigger stereo splash, going into consoles this fall (The Billboard, May 4).

At \$79.95, Arvin Model 8093, offers choice of two two-color combinations in a four-speed automatic changer portable, which boasts a six-inch speaker in its master unit and a complementary six-inch speaker in the auxiliary speaker unit at \$14.95. Model 7097, at \$119.95, in charcoal gray combination only, offers a three-speaker master unit with four-speed changer, with matching speaker unit at \$39.95. Arvin is emphasizing 30 to 20,000 cp range of this unit.

Joining V-M in a 45 r.p.m. only stereo phonograph is the Arvin 8092, a functionally designed 45 and 16½ r.p.m. automatic changer with the two-piece portable going at \$69.95. Slave speaker half of the portable is made so that there is storage room for 25 records in addition to speaker housing.

The two-piece portable monaural at \$29.95 is a monaural manually-operated four-speed job in two different two-color combinations. Model 2093 offers separate volume and tone controls and turnover cartridge.

3M Reveals Facts On Tape Cartridges

By RALPH FREAS

NEW YORK—Minnesota Mining and Manufacturing Company confirmed today (14) that they have been working on a tape cartridge system for home recorders. The firm issued a statement in reply to a trade press story reporting the fact. They did not deny the report that their system, as reported, operated at 1½ ips. and that it used a tape ¼ of inch wide, half the normal ½-inch width for home recorders and tape playback units.

"Results to date," 3M said, "are promising but (we) decline to estimate when (we) will have a design ready for market."

3M also confirmed that they have been working with CBS Laboratories in Stamford, Conn., toward the development of the unit. Their primary interest, they said, is "to broaden the home market for tape recorded music."

Dr. W. W. Wetzel, magnetic products veepee for 3M, is quoted in the statement as saying that "the recording industry has been looking forward to a practical tape cartridge for some years.

Can't Say How Long
"We are just one of the firms trying to come up with the right answer. During the five years, we have been actively interested in this project, we have built several experimental models. Our ultimate aim is to offer for sale a cartridge that will be completely automatic. The nature of research and product development makes it impossible to say how much longer that will take."

The fact that 3M is working with CBS Laboratories immediately started conjecture over whether or

not the Columbia Record and Phonograph Division were going to bring out a tape cartridge system rivaling and incompatible with the long-awaited RCA cartridge and player. CBS declined comment except to say that they are "working under contract to 3M, performing research."

CBS stated that the work had nothing to do with their phonograph and record divisions.

"This is strictly a 3M project," a CBS spokesman said. "3M is a customer of CBS Laboratories."

For their part, RCA said, "We have nothing further to add to our previously released statement which said we are planning an early introduction of our tape player. RCA's pre-recorded tape cartridges are already on the market. We have no comment about any other type cartridge or player."

Premature Announcement
Tradesters are aware, however, that, for several reasons, the recorded tape business fell on its face during the past year. One reason was the introduction of the stereo disk. Another was the premature announcement by RCA that their tape cartridge and player were ready. The announcement was made 15 months ago and the players are still not on the market.

Tape's pratfall hurt 3M as well as every other blank tape manufacturer. All tape manufacturers feel that RCA has been dragging its feet on the debut of the cartridge player. Some observers opine that 3M's cartridge is a sign of the firm's impatience with RCA.

Reliable sources have told The Billboard that as long as three years ago 3M tried to interest RCA in a specific tape cartridge system.

EDITORIAL

Promises, Promises

NEW YORK — CBS Laboratories and Minnesota Mining and Manufacturing (3M) are working on a tape cartridge and player incompatible with RCA's (See separate story). Is a "Battle of Speeds" shaping-up in the tape cartridge field? A reporter is tempted to see it that way. It's a good story. It gives him a chance to use phrases like "clash of titans" and it lends itself to big headlines. Trouble is it could make hash out of the truth.

Actually, many people all over have been working independently on tape cartridge systems. Viking of Minneapolis built a system they thought pretty good a long time ago. SAC showed a system at the last Los Angeles hi-fi show. We don't know how many bearded scientists or engineers in long white coats may be working in different labs on different tape cartridge systems. No one knows.

3M says their experiments are "promising." Columbia Labs say nothing except that the project is entirely 3M's and that they are simply "working under contract to 3M performing certain research." 3M is a customer of theirs. And 3M's research has nothing to do with the Columbia Record and Phonograph Divisions. If 3M weren't working with "Columbia,"—if they were working with Schmeerkaese Labs, the news of their experiments wouldn't cause a single eye-brow to raise.

Who works with who or what might happen with what seems to be of relative unimportance as far as dealers are concerned. Are 3M's experiments "promising"? Well, you can't sell a promise. You can only sell what's here now. Nothing underscores this more than the fact that RCA's cartridge player hasn't yet arrived on the scene.

Of more vital interest to tape dealers is next week's Magnetic Recording Industry Association meeting. What that newly strengthened organization decides to do has far more meaning about what goes into the cash register next week and the week after that. Worry about next year and two years from now when the time comes.

Free Display, Discounts on Robins Items

NEW YORK — Hi fi dealers seeking "impulse" items and follow-ups on recorder and tape sales will be interested in a new display of tape care accessories announced by Robins Industries.

The new DD-3T Robins Display Deal features 13 different tape care items mounted on a counter or wall display. Included are a low-cost book on tape editing, five models of the Gibson Girl tape splicer, Robins tape-head demagnetizer, tape cleaning cloth, tape head cleaner, splicing tape, clips and reel labels, and tape threader.

Display is free and with a special discount the cost of the display-mounted 13 items is less than the cost of the 13 items purchased alone. Back-up stock for the display is also available at a special discount to provide even higher profit margin.

RCA turned it down, preferring the system they are now readying for market. 3M, at that time, decided to set aside its cartridge system, believing that there was little point in bringing it out without the backing of a major record company with an extensive library of recorded music by top artist names in the music world. Why bring out a cartridge player without a good catalog of music on cartridges?

It cannot be learned whether or not the system now under consideration by 3M is the same one they were working on three years ago. Nor is it possible to learn whether or not Columbia's interest is more than that of a research laboratory toward a "customer." Columbia's catalog of music by top recording artists is certainly of great interest to 3M.

Meanwhile, the Magnetic Recording Industry Association is getting set for its annual meeting in Chicago next week and preparing an intensive promotion program for standard, open-reel machines. (See separate story.)

GE Has New Speaker Unit With \$85 Tag

NEW YORK — A new, compact speaker system, the G-501, is announced by G-E's Audio Components Section. Termed a "stereo-compact" speaker system, the G-501 will deliver full range yet has 22" x 13" x 9" bookshelf dimensions.

The new system has a self-contained woofer, tweeter, and electrical crossover network in a bookshelf enclosure.

Tagged at \$85, the G-501 is new in appearance, blending wood finishes, new grill patterns, and more metal trim.

The Series is available in walnut, cherry, ebony with walnut facing, and mahogany veneer finishes.

New Stereo Cartridges Shown by GE

NEW YORK—A new series of stereo-magnetic cartridges has been announced by G-E. Called the VR-22 Series, two new variable reluctance models will bow at the Parts Show.

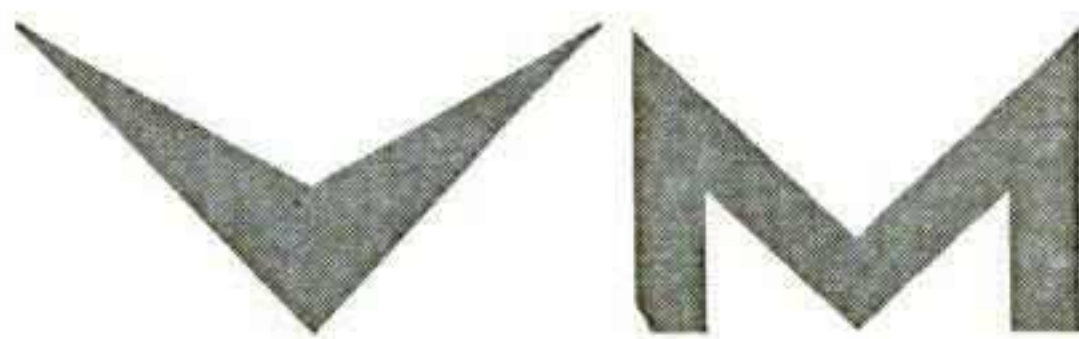
Major improvements in response, separation, compliance, and freedom from hum have been achieved with the VR-22 Series, according to G-E. Included are the VR-225 with a .5 mil diamond stylus and the VR-227 with a .7 mil diamond stylus. Prices are \$27.95 for the VR-225, and \$24.95 for the VR-227.

While both cartridges are similar in appearance and basic design, the VR-225 is better in some areas. Both offer improvements over previous cartridges. In addition to its new VR-22, G-E will continue its "Golden Classic" series.

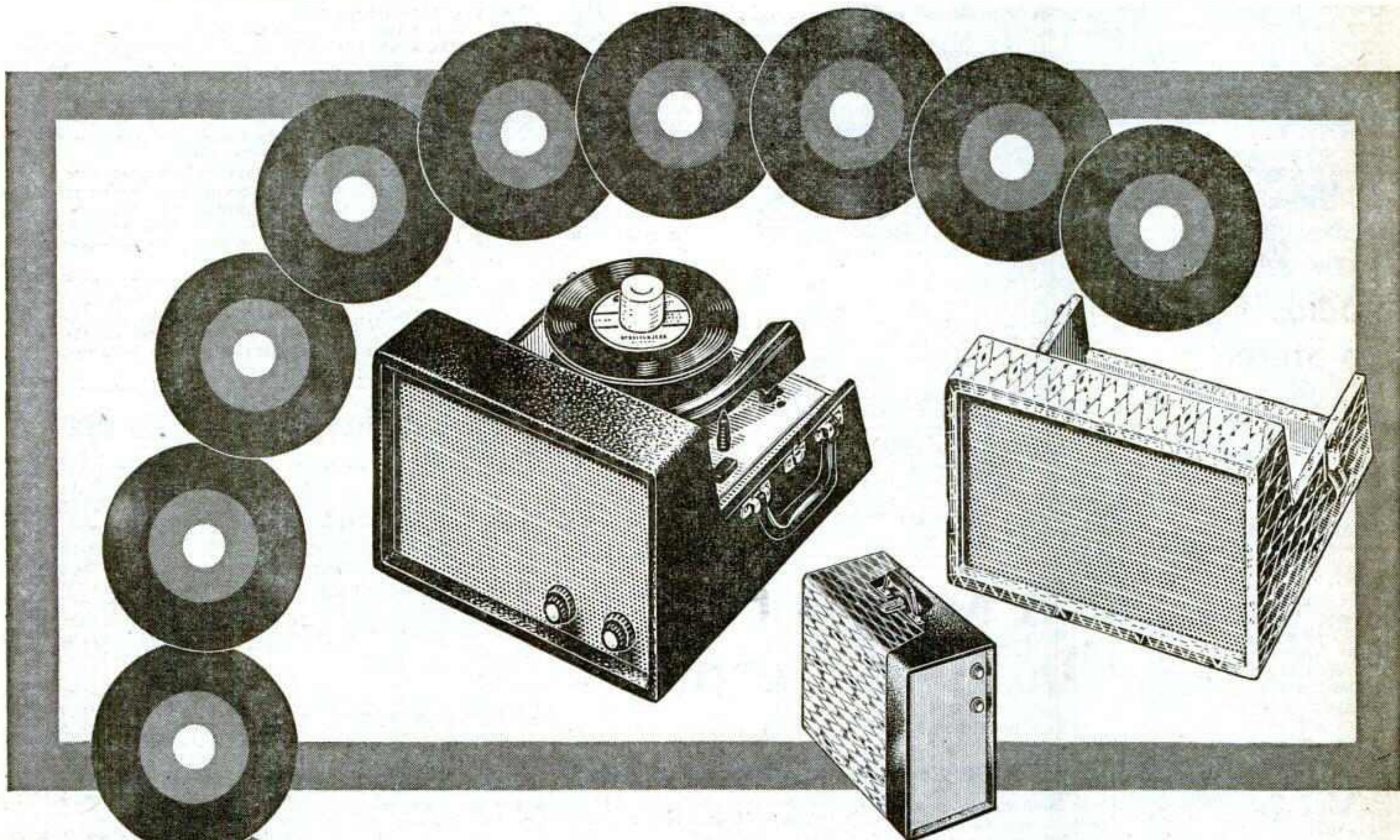
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The Only Unit of its Kind on the Market!

2 V-M 'Tune Toter' Record Premium Package—
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*A Totally New Product Plus an Exciting Premium Offer
Aimed Right at the Heart of the Rich 'TEEN' Market*

New V-M Two-Speed Automatic Portable Stereo System—Model 301. Plays stereo and monophonic 45 rpm records AND 16 rpm 'Talking Book' Records AUTOMATICALLY. Phono section contains 6" speaker, dual-channel amplifier (8 watts peak) and all controls. Detachable second section holds matching 6" speaker. Quality-built, stereo-styled in charcoal gray and explorer white. Sell it in volume at.....\$59.95 List. †

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Offer the V-M 'Tune Toter' with Every Model 301 You Sell! Here's a genuine \$15 value that clinches sales! Fashion-smart case holds Six stereo "45" EP Records by top pop artists and Four 16 rpm 'Talking Book' records of great literature for adults and children, read by famous stars!

GET YOUR SPRING SEASON SWINGIN' WITH THIS STEREO SPECTACULAR! CALL YOUR V-M DISTRIBUTOR NOW!

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Special Section

The
1959ELECTRONIC
PARTS SHOWChicago, Illinois
May 18 to 21

Tape's Role Isn't Static

- Tape shows plenty of zip for coming year
- Four-track acceptance only part of reason

By REN GREVATT

Despite the extensive grave-digging which was done for the field of tape only a year ago, the body is still warm. And if plans and prophecies espoused by a number of manufacturers in the industry come to fruition, the body may yet get up and flex a set of newly found muscles.

At the moment much interest in the trade is being centered on two distinct methods of marketing pre-recorded tape. First is the relatively new development of four-track stereo tape, which plays at seven and one-half inches per second. Second is the so-called cartridge or magazine-load type. The latter is one of the most talked about recent phenomena in the field, yet to date, no tape players employing the cartridge principle have hit the market.

The great bulk of pre-recorded stereo tapes actually available today are of the older two-channel type. This in a sense puts the industry in about the same position it was in a year ago, when a trickle of stereo disks began to reach dealers only to become a flood of releases in a matter of a few short months.

Four-Track Picks Up

The great argument for the four-track tape concept is that it is possible to get twice the mileage out of a given footage of tape. Believing this to be an important coming development, at least six manufacturers now have playback units on the market capable of playing four-track tape.

The situation here, oddly enough, is exactly the opposite of that which obtained in the stereo disk field last year. At that time, record companies by the dozens climbed on the band wagon to rush out the stereo records. At the time there were virtually no stereo phonos on the market. In the tape field today, four-track units are being manufactured and sold with little four-track tape available. And there is no clear evidence as to when the record companies with the important artists and catalogs will elect to serve this market. Most firms discontinued all but token release of stereo tape a year ago and few have resumed to date.

Snag and Boost

It is generally acknowledged by producers of tape units that the business hit a serious snag last fall, due to the onrush of stereo disks and the preoccupation with

that subject on the part of dealers. But it is also the belief of numerous firms that this had no bearing on the consumer market itself. Rather, it was a reflection of fear and skepticism on the part of dealers at the time, as to the future of tape.

By the Christmas selling season, however, some of this fear apparently evaporated. Sales took a strong upturn and reports now show that business for the first quarter of this year continued on the upward spiral and was ahead of the first three months of last year.

Those now on the market with four-track players include Ampex, Tandberg, Bell, Telectronis, Webcor and Pentron, with Viking believed readying a four-track deck. Tandberg is actively merchandising its units, via a tip-up with the Stereophonic Music Society on its line of four-track tape. Bell is readying a similar tie-in deal with a tape label, which it will unveil at the Parts Show.

Available Four Tracks

So far, Bel Canto, the Stereophonic Music Society and HIFI Tapes have issued four-track items, while Omega is believed ready to do so. These companies believe that only by selling the four-track idea and getting the benefit of the economies it affords, can they hope to compete price-wise for the stereo market with disks. The price factor involved on tape savings is also behind the interest in the stereo tape cartridge, which saves not only thru use of four tracks but also via the reduced speed of

three and three-fourths inches per second.

With regard to the cartridge, most manufacturers seem content to wait for RCA to introduce its units. In this field, it is recalled that Ampex withdrew a cartridge model from production earlier this year, flatly stating it would not be in the cartridge business this marketing year. Pentron has a cartridge unit ready, set and approved. "We are just waiting for RCA to make the jump," said prexy Irving Rossman. At Webcor, sales chief, Marty Krenzke, said his firm had done some development work on a cartridge unit but at the moment had no

(Continued on page 17)

'PLUS' BUSINESS

Display Insures
Accessory Sales

By BOB LATIMER

SCOTTSDALE, Ariz. — Building a 16-compartment wall fixture, mounted directly behind the cash register, where every salesperson and customer is bound to see it, has more than tripled phonograph accessory sales for The Music Castle, record and sound equipment dealership here.

Owner Jonny Castle built the display fixture when he found that such accessories as antistatic

STEREO DISKS TODAY

Quality Catching
Up to Sales Pace

- After a year, buyer is more selective
- Diskers forced to improve product

By BOB ROLONTZ

Just about a year ago, Sid Frey, of Audio Fidelity Records, issued the first commercial stereo record. Within three months practically every firm, from the majors such as RCA Victor, Columbia, Decca and Capitol, down to the smallest established indie, had stereo disks on the market. By now, there are large quantities of stereo records available to the consumer, in all musical categories. In some cases there are even four different stereo versions of familiar works for the consumer to choose from. (Grove's "Grand Canyon Suite," Beethoven's "Symphony No. 3, or Debussy's "Afternoon of a Faun," for example.)

Conservative members of the record industry fraternity opine that stereo records were introduced too soon—that they were not yet ready technically for the market, and that the consumer was not yet ready for them either psychologically or equipment-wise. But all that aside, over the past year record manufacturers introduced stereo records to the market as tho they had discovered another El Dorado. And for a while it looked as tho they had. Warnings of the major firms to the contrary, the hi-fi bugs, the people with money to spend for equipment and records, snapped up the early stereo releases like tickets to the World Series. Altho

the mass market still had no idea of what stereo was, the small group of hip stereo fans made for substantial sales.

Not All Pure Gold

By September, October and November, tho, as the dust began to settle, stereo sales settled too. Many purchasers found that not all stereo records were of the highest quality—in spite of the \$1 or \$2 higher price tag—and they also discovered that all that is recorded in stereo is not pure musical gold. In other words discrimination set in, and the customer started to choose his purchases more carefully. It was noted that not everything sounded substantially better in stereo. Conservative firms, the ones that only issued certain musical works in stereo, noted this with satisfaction.

Manufacturers rushed out equipment to play stereo records and about September of last year packaged stereo units hit the market in quantity. Most of these ranged from \$150 and up. Of course, stereo bugs who purchased components were able to buy their equipment many months previously. In January and February manufacturers started to introduce less expensive package stereo sets, and starting in March, inexpensive portable stereo sets were put on the market by five or six firms, with prices starting at \$39.95. It wasn't high fidelity stereo, but it was stereo.

Gradually sales of stereo records started to creep up. Last fall stereo sales averaged about 12 per cent against total LP sales both monophonic and stereo. As of April, 1959, stereo sales had moved up to better than 20 per cent, as against over-all LP sales. Larger firms, with high sales of monophonic LP's averaged a bit under the 20 per cent figure. But the smaller indies, with much smaller catalogs, noted that from 25 per cent to 60 per cent of all their LP sales were stereophonic.

Increase Seen

There is little doubt now that stereo LP's have established themselves with strength. And, as far as anyone can foretell, stereo LP sales should continue to increase steadily over the year. Of course sales of stereo LP's depend on two factors, one being the number of sets purchased and the other the quality of the stereo records. As for the first it has been estimated by one manufacturer that there are now over one million stereo sets in homes (this includes both packaged sets and components). Altho this figure seems a bit high, it indicates that

(Continued on page 19)

Collaro Has
New Chang'r

NEW YORK — Collaro is debuting a new stereo changer at the Parts Show. Designated the TC-99, the unit features a 6.5 pound turntable which, says the firm, is "non-magnetic." This non-magnetic feature, they say, reduces "magnetic hum pick-up of 10 db compared with the usual steel turntable."

Other features are: two-piece stereo tone arm with detachable five terminal plug in head shell. Arm is spring-damped and counter balanced to permit the same tone arm pressure on the last record on the stack as the first. Price has not been announced.



Polk Bros., Chicago retail chain, and Fidelitone joined in a needle promotion that increased needle sales by 800 per cent in two days. Jim Franklin, Fidelitone rep, and Hy Prince, sales manager, talk it over with Bette Andrews, Polk buyer. They use plastic models to illustrate needle wear.

brushes, antistatic cloths, spray liquid were not getting enough attention when displayed in a glass case alongside the register. At first, he attempted to make "spot displays" of the same accessories thru the self service record department on either wall. Here, however, they demonstrated an alarming tendency to "walk out" with no financial exchange at the cash register, and consequently, the small, easily pocketed items had to be given some protection. Eventually, Castle hit on the display fixtures, shown herewith, which resemble a simple theory of pigeon hole compartments, some 8x8x5 inches. Because they are at eye level, directly behind the cash register, record customers themselves often ask for any accessories from a diamond needle down to a simple antistatic cloth, before any suggestion is made. The fact that any salesperson walking back of the service counter, in order to ring up a sale, at least momentarily faces the wall display unit, reminding them to make suggestion sales while possible.

"Accessories are the easiest items of all to sell on a suggestion," Jonny Castle says. "Almost every record buyer, by now, has heard of their effectiveness in cutting down surface noise and other problems, and most of them still buy an item or two if we take the time to suggest it. Usually, one accessory will actually

(Continued on page 17)

Tape Shows Plenty of Zip

• Continued from page 16

plans in this direction. "If RCA is going to have it, let's wait and see what happens," he said.

Ken Bishop, of Bell Sound Systems, declined any comment on cartridge equipment at this time, as did Bud Cain, of C-M Corporation. Most spokesmen strongly implied, however, a belief that the cartridge player and the reel-to-reel four-track system could co-exist. The feeling was that the latter would have its primary appeal in the quality-minded, component hi-fi market while cartridges would have more of a mass appeal because of their ease of operation.

Two analogies used to describe the picture dealt with first, the fact that magazine and reel-to-reel-type motion picture cameras have both been successful sellers over the years, and, second, the fact that "Brownie cameras have helped sell a lot of Leicas in their day."

BLOOD and THUNDER CLASSICS



Here's a sound spectacular on Audiotape — available in a money-saving offer your customers won't want to miss

Here's a reel of musical excitement that belongs on every tape recorder. "Blood and Thunder Classics" is a program of great passages of fine music, specially selected to show your customers how vibrant and colorful music can be when it is recorded on Audiotape. So it makes a fine demonstration tape, too.

"Blood and Thunder Classics" is available RIGHT NOW in two versions: a half-hour of stereo or a full hour of dual-track monaural—both at 7½ ips. Don't pass up this unusual opportunity to offer your customers a package they're sure to be asking for when they see our extensive national advertising. Be sure to ask your Audiotape rep about the attractive dealer sales aids.

DETAILS OF THE OFFER

This exciting recording is available in a special bonus package for all Audiotape dealers. The package contains one 7-inch reel of standard Audiotape on 1½-mil plastic base and the valuable "Blood and Thunder Classics" program (professionally recorded on standard Audiotape). For the entire package, your customer pays only the price of two boxes of standard Audiotape, plus \$1.

audiotape

Manufactured by AUDIO DEVICES, INC.
444 Madison Ave., New York 22, New York
Offices in Hollywood & Chicago

Bell Sound has had particularly good success with its tape unit which records as well as plays four-track stereo. The company believes that the recording aspect of the machine has had much to do with its success. This brings up an interesting and often overlooked facet of tape.

Unlike the phono field, tape has the unique "other uses" aspect. This has raised the interesting questions in some quarters of why people really buy a tape recorder. Telecrosonic has learned thru a questionnaire on its warranty card which a customer fills out and returns upon purchase, that fully 50 per cent buy for the recording rather than the play-back feature. This has led some manufacturers to adopt a sort of "back door" merchandising philosophy. In other words, sell the unit on the basis of its recording features and you have also created a customer for pre-recorded music on tape, perhaps without the customer being immediately aware of it.

The 'Fun' Campaigns

Ampex is just concluding a "Fun at Home" merchandising campaign in which the many uses of its versatile machine were highlighted. Dick O'Brien, of Ampex Audio, described the operation as highly successful. V-M has had equal success with its "Family Pleasure Package" campaign. On the other hand, Webcor has just initiated a special tape recorder merchandising effort. Under the plan, a 28-page booklet titled "Tape Recording Ideas," is offered with a "Necessary Accessory" kit. This contains four five-inch reels of raw tape, an input cord with clips, a take-up reel, a tape splicer and splicing taps plus five two-track Bel Canto tapes.

Step Backward?

Despite the generally hopeful outlook in most quarters, at least one less optimistic view was noted, that of Chet Smiley, chief of Livingston Audio Products, a pioneer tapery. Smiley sees the four-track reel-to-reel development, which requires a manual operation of flipping the tape over after tracks one and three have been played, to get at tracks two and four, as "a great step backward. It's like the record business going back to 78 r.p.m. records," he said.

Smiley sees a three-cornered controversy in the existence of two-track and four-track open-end tapes and tape cartridges, a situation which he deplures. "The main commodity we're selling is music," Smiley asserted, "and it doesn't matter whether it's on tape or matzoh balls. It would be wonderful if we could get some unified thinking in this business. What we have to do is somehow produce a product identity that's stable enough to instill confidence in dealers. Then we'll really sell tape. When your only industry trade association turns out to be the mouthpiece for one important manufacturer I guess it's pretty hard to get standardization," Smiley said.

Accessory Sales

• Continued from page 16

sell another, to the point that we think it extremely important to sell a record brush or anti-static cloth to as many people as possible."

Castle, who only recently passed his 22d birthday, went directly into record and high fidelity retailing upon graduation from an eastern college, and consequently, can "talk the customer's language" when dealing with teen-agers, young marrieds, and other customers.

Dual Amp \$79.95 Tag

NEW YORK — Harmon-Kardon is showing a stereo amplifier at the Parts Show aimed at the budget market. The unit, dubbed the "Lute," is priced at \$79.95, complete with cage.

The "Lute" develops 20 watts of power, 10 in each channel, and has dual pre-amps on the same chassis. It has inputs for both magnetic and ceramic cartridges. A balance control is provided, plus separate ganged loudness, treble and bass controls.

Firm is also showing their "Festival" combination AM-FM tuner, dual 15 watt amplifier (30 watts total) and dual pre-amps on one chassis. The compact, complete stereo center is available in three different finishes to complement different decor.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Speaker Sales Not What They Can Be

- Manufacturers agree sales aren't high yet
- Dealer educational program the answer

By RALPH FREAS

NEW YORK — Speaker manufacturers agree that sales of speakers and enclosures are not commensurate with the public's interest in stereo. The public, while interested and aware that such a thing as stereo does exist, really doesn't fully understand what it's all about, they point out. The responsibility for getting the message across, rests in large part on the shoulders of the dealers, speaker manufacturers agree.

No Decent Demo

Acoustic Research's Abe Hoffman, for example, points to the lack of decent listening and

demonstration facilities in most dealers' stores as a major drawback to sales.

"We suggest to our dealers," Hoffman told The Billboard, "that they provide better facilities and very often we find the dealers co-operative. They seem to sense what the problem is."

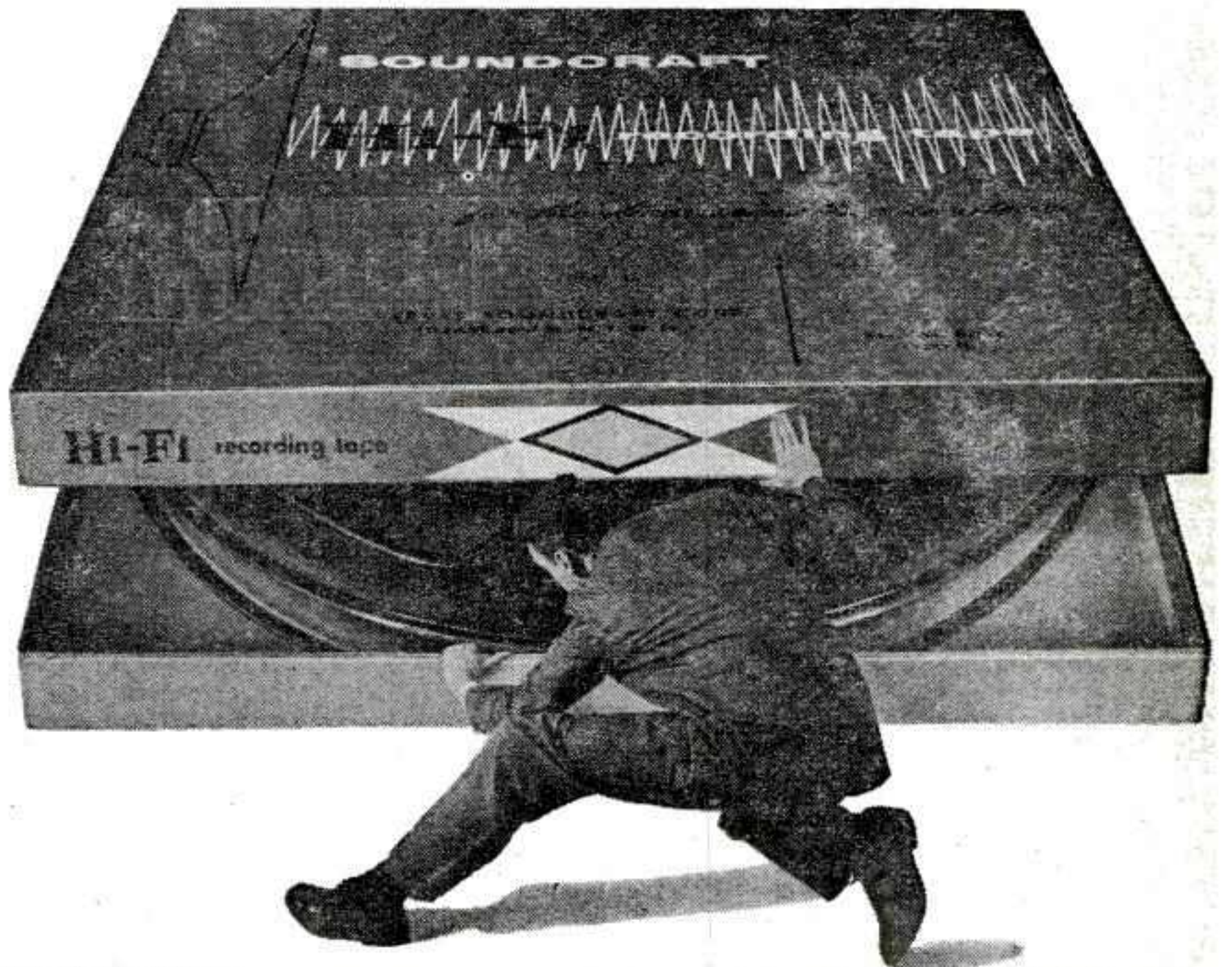
Terence Furey, of Electro-Voice, ties the stereo problem to that of high fidelity generally.

"The component industry has missed the boat in some ways by not linking the word stereo with the term high fidelity more strongly," Furey says.

He points out that the "radio set manufacturers" have done an excellent job of merchandising stereo as a term. The components manufacturer now has the task of exposing the buying public with high-fidelity stereo.

"The drawback," Furey says, (Continued on page 21)

what's in it for you?



PROTECTION Soundcraft Hi-Fi Tapes are sold only through franchised Soundcraft wholesalers. They can't be bought any other way! The result is a nationally uniform sales and pricing policy that always assures you of a competitive position—you can sell tape at a profit.

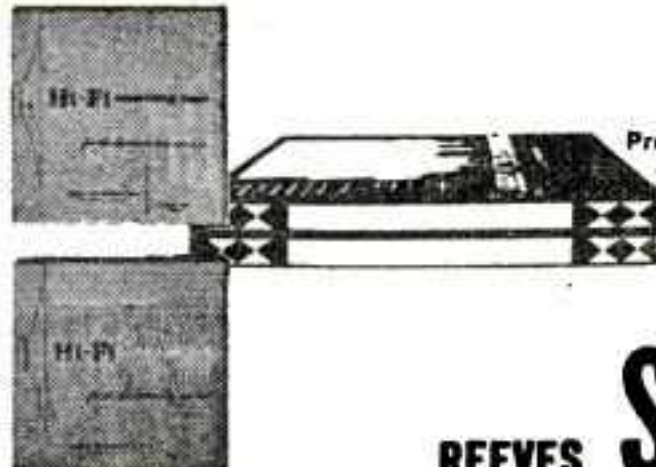
PROMOTION Soundcraft's revolutionary PREMIUM PACKS containing "Sweet Moods of Jazz in Stereo," or "Dixieland Jamfest in Stereo" are selling more tape, than any other promotion! And Soundcraft pre-sells your customers with year 'round national consumer advertising.

PERFORMANCE Soundcraft Hi-Fi tapes are the only tapes with professional performance at modest prices. Engineered in the most modern tape plant in the world, Hi-Fi tapes capture the full frequency range, at the slower speeds of home recording equipment.

PROFIT You sell the top, nationally advertised branded tapes, at a competitive price. This means increased tape sales and more profit for you. Your customers buy with confidence, come back for more repeat sales!

HI-FI 50
Long Play
50% more
time on
each reel!

HI-FI
Standard
Play—1½ mil
acetate
base



Premium Packs contain either "Sweet Moods" or "Jamfest" stereo recordings plus one reel of blank tape. Your customers pay only for two reels of blank tape plus \$1.00. Order Premium Packs from your Soundcraft Distributor now!

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frequent opportunities to win valuable watches, sports cars, other big awards.

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for record dealers and clerks — has latest news on profit opportunities, selling tips, etc.

SUPER-SPIFF BONUSES,

offerings of extra-value consumer goods and gift merchandise at a fraction of cost.

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under club auspices; members can take "millionaire" vacations for "pennies."

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helps locate qualified sales clerks when you need them.

CLEVITE WALCO For full information on how you can join the dues-free Walco Super Bonus Club and enjoy these and other club privileges, write: **CLEVITE WALCO** 60-B Franklin Street, East Orange, N. J.

Find Needle Sales Problems Persist

- Needle makers note little improvement
- "Permanent" myth, confusion still with us

By REN GREVATT

Needle manufacturers currently are beset with largely the same problems they have faced since the advent of the LP record more than 10 years ago, according to a special Billboard tally of major producers in the needle field.

Manufacturers continue to take dealers to task for such ills as failure to set aside the proper needle selling space in their stores, failure to train personnel in the handling of customer needle inquiries and turning these inquiries into sales, falling victim to the so-called discount pricing trap, thus eliminating the lion's share of the profit opportunities in needles and numerous others.

Myth Holds Sway

Most suppliers feel that the myth of the "permanent needle" still holds considerable sway in the consumer mind. This, it's alleged, stems from claims of phono manufacturers regarding permanent needles in their phono models. It has also been pointed out that with the coming of stereo and the .7 mil needle required to play it, this becomes an even more important point, since stereo needles are even less permanent than one-mil microgroove needles.

Uniformity Needed

Another acknowledged difficulty in the needle business is the lack of standardized or uniform systems for numbering types and styles of needles to fit various cartridge types now widely in use. Gerald Shirley, of Televex Company, Tuckahoe, N. Y., declared, "Televex made an effort some months ago to interest several other manufacturers in working out a universal numbering system, even if it were to apply only to the new stereo types. But this effort met with no success, the usual attitude we encountered being, 'Well, our system is best anyway, so let everyone else copy ours.'"

Televex subsequently worked out its own system and is now developing a catalog which it feels will become an effective selling tool. The company has also developed a personal instruction course for needle clerks. The company indicates it will continue to push for standard, universal needle nomenclature.

Sales Manager David Ross of Transcriber Company, Plainville, Mass., feels that price considerations have overshadowed the basic quality requirements of needles, an opinion shared by most manufacturers. As an answer to this,

Ross said, "Transcriber will stress the quality diamond replacement needle story nationally." Ross also suggested that dealers should sell the new and popular cartridge installations wherever possible so that old needles may be gradually obsoleted.

More on Price

Spokesmen for Clevite-Walco, East Orange, N. J., see pricing and training problems as among the most serious facing needle dealers today. General manager, Robert Walcott, said that in line with training matters, Walco has a complete needle training manual for teaching dealers and clerks all about needles plus cartridges. The manual also outlines effective sales talks to use on customers.

In the view of Paul Josephson, proxy of Walco's ad agency, Josephson-Cuffari & Company, the major dealer problem of the day is the maintenance of a reasonable profit margin. "I believe dealers should stand firm in the face of decreasing prices," Josephson stated. "Switching brands for nickels and dimes will ultimately destroy the most profitable item per square foot in the store." Recommending that dealers sell quality over price, Josephson asserted that Walco has consistently been suggesting programs to meet cut-throat competition thru intensive merchandising rather than price competition.

Stereo Factor

Mike Remund, sales chief of Jensen Industries, Forest Park, Ill., feels that "needle business for the distributor and dealer has just barely scratched the surface. With the advent of stereo, needle business will become a major part of the sales of all dealers." Remund strongly urges an education drive thru advertising, merchandising and word-of-mouth campaigns, to change the mistaken concept of "the permanent needle." Dealers should be constantly aware of the fact, says Remund, "that quality needles replaced before they damage records, will bring more enjoyment to customers and create more needle and record sales for the dealers themselves."

Like Remund, Bruce Wight, assistant general manager of Pfanstiehl Chemical Corporation, Waukegan, Ill., feels that customers must be sold on the fact that no needle is permanent. Wight says that the consumers should be educated to bring in the old needle or at least the cartridge number for replacement. He also believes that dealers must be sold again and again on the fact that they rob themselves of many profit dollars by underpricing. His firm is supplying display material

Pilot Shows Stereo Units

NEW YORK — Nine new stereo components will be shown by Pilot for the first time at the Parts Show. The new components, plus the existing line, constitute Pilot's 40th Anniversary Series.

The new components include:
1. The Stereo Voice speaker system, a compact three way bookshelf system, comprised of five speakers in which the mid-range, and treble speakers can be rotated by a turret control from outside the cabinet. It is tagged at \$139.50.

2. The 240 Stereo control-amplifier. This unit features Tro-Lok controls that allow for separate or simultaneous adjustment of bass and treble controls. It carries a \$129.50 tag, including enclosure.

3. FM-AM tuner and dual pre-amplifier. This unit has many deluxe features and offers flexibility of use via 14 inputs. Automatic shut-off turns of the whole system after the last record has played. Priced at \$289.50.

4. The 580 FM-AM tuner brings in FM-AM simulcasts and has provision for multiplex. It sells for \$179.50.

5. The 590 stereo FM-AM tuner and dual amplifier. This complete control unit combines many deluxe features and retails for \$239.50.

Other units to be shown are: a 6 in 1 stereo receiver, a multiplex adapter, a stereo tuner with built-in multiplex adapter and a 100-watt stereo amplifier.

which emphasizes the necessity of regular replacement.

Prominent Display

Prexy Jack Karns, of Quailtone Industries, Tuckahoe, N. Y., feels that customers simply are not aware that dealers do have needles and accessories for them to buy. He feels that one answer lies in displaying needles prominently near the cash register. He also believes that dealers can promote this end of the business by enclosing broadsides and envelope stuffers on needle and accessory availability in their customer mailings. In this way, says Karns, "the customer would be more apt to change his needles often, just as he does the tires on his car."

COMPOUND

FOR PRESSING ALL QUALITIES OF PHONOGRAPH RECORDS
TRY OUR NEW #1551 FOR YOUR STEREO PRESSINGS



A PRODUCT OF

J. W. NEFF LABORATORIES, INC.
STOCKERTOWN 22, PA., U.S.A.

WANTED LIVEWIRE DISTRIBUTORS WITH ACTIVE SALES ORGANIZATION

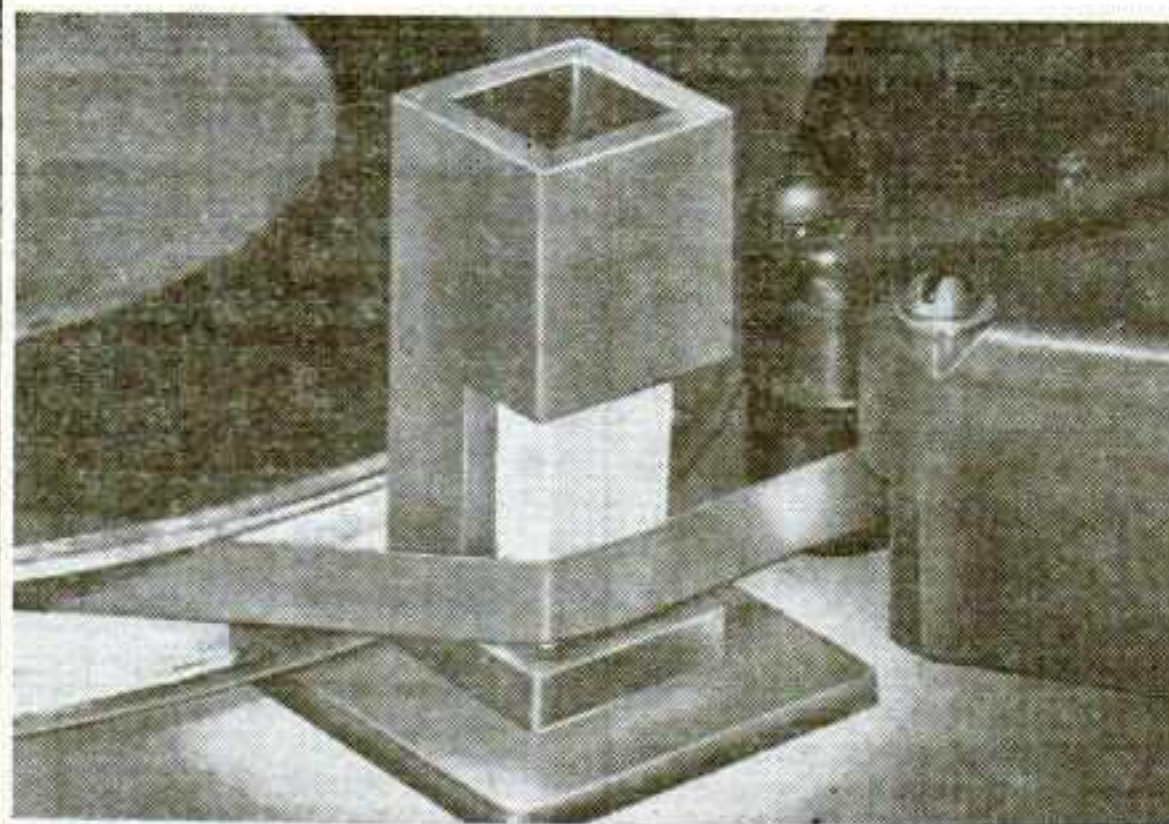
International record company, expanding sales and distribution, seeks distributors with proven sales record, staff and local Dee-Jay connections. Our expansion program provides for increased profits, promotional assistance and return privileges.

If your organization can qualify, Write Today, Including all details in reply.

RECORD COMPANY

3617 Crenshaw Blvd.

Los Angeles, Calif.



This Tower Applicator, by Electrical Chemical Specialty Company, St. Paul, puts tape-conditioning fluid on tape as it is played thru machine. Conditioner removes dirt from tape and reduces friction on heads and guides.

HOW AN AD IN BILLBOARD MEANT THOUSANDS OF EXTRA DOLLARS TO ME

Last year I read an ad in The Billboard that sold me on selling HIGH FIDELITY to my customers.

Since then I've made close to two hundred dollars clear profit on the sales of HIGH FIDELITY . . . and I can directly trace \$2,000 worth of equipment sales to the ads and editorial material in the magazine's pages.

Now that HIGH FIDELITY has merged with AUDIOCRAFT, my customers get two magazines for the price of one. And I get more traffic than before—customers who come in for copies of HIGH FIDELITY and buy other items before they leave my store.

How about you? Why don't you stock HIGH FIDELITY now. You sell copies for 60c . . . pay only 36c—a 40% profit. And there's no risk—unsold copies are fully returnable!

ORDER TODAY FROM:

High Fidelity

The Publishing House
Great Barrington, Mass.

Quality Catching Up to Sales

• Continued from page 16

there are a lot of people in the market for stereo records.

The quality of stereo LP's, which were not very good—with notable exceptions—early in the game, have improved over the past six months. The average stereo LP today ranges from fair to excellent, with some companies holding to a very high standard with every release and others being most inconsistent. It is possible that stereo records could bring back the old-fashioned listening booth. Stereo records in some cases, should be heard before they are purchased.

Juke Box Scene

Concurrent with stereo LP growth, juke box manufacturers, who were so instrumental in getting the 45 r.p.m. record off the ground, swung into high gear with the manufacture of two channel juke boxes. Since practically all juke boxes play 45 singles or EP's, they pressured disk companies to release stereo singles and EP's. Diskeries succumbed somewhat, issuing EP's from stereo albums in sporadic fashion. Most of the EP's on the market are from jazz or pop albums, although occasionally record firms will issue a package of four or five stereo singles simultaneously with their regular pop singles release. The major firms have issued the greatest number of these stereo singles, with the average indie, the ones that have most of the pop hit, ignoring the whole thing. At the present time there is no policy from any of the record companies as to regular releases of stereo singles or EP's. If the demand becomes strong enough, then all of the firms will issue stereo singles consistently. At the moment the release of stereo EP's from albums is the general pattern.

An A.&R. Problem

One possible reason why record companies are not yet pushing stereo singles is the huge problem that recording them throws on the a.&r. man. Today, with most singles aimed at the kid market (eight to 15 years old generally), singles recording men are concerned with getting an ear-catching sound and arrangement to such an extent that the new

problem of recording these sounds stereophonically would probably call for an a.&r. superman.

The recording man, however, faces serious problems with stereo recording, whether he be recording classical, popular or jazz music. No one is yet certain whether the separation of the two channels for stereo records should be wide so that the listener can hear the "ping-pong" effect or narrow so that the two channels will blend. If stereo players with separate speakers that can be placed wide apart become the important set of the future then the "ping-pong" effect is not necessary. But if the single stereo cabinet (with both speakers in the same unit) becomes the set that the consumer desires, then the separation may have to be greater in order to achieve the stereo effect.

No Demand for Vocals

It is also already noticeable that the consumer appears to have decided that he is more interested in instrumental stereo recordings rather than vocal. Instrumental albums on the whole, according to reports from manufacturers, sell better than do vocal sets, unless these are by big name artists or show or opera albums. Recording men are also discovering that music should be actually scored for stereo recording in order to show off the music and the instrumentation.

It is probable that eventually everything will be recorded in stereo. This might sound like a rash statement but there are firms who have actually recorded solo instruments stereophonically. All this does not mean that monophonic LP's are on their way out. It will be 10 or more years before we have seen the last of monophonic disks. But it does mean that there is a large and growing segment of the record buying public who enjoy now stereo records and buy them. This audience will grow even larger as more and more record purchasers learn about stereo, and as dollar stereo sales continue to blossom. It is possible that in a few years stereo records will cost no more than monaural, and this too will help spur the growth of the stereo market.

COMPONENT MERCHANDISING

New Homes Are Top Market For Custom Music Systems

- Palm Beach dealer builds hi-fi and stereo volume to \$70,000 annually via contacts with architects
- Finds expensive home purchasers are best prospects for expensive, custom-installed music systems

By JEANNETTE FORMBY

PALM BEACH, Fla. — A steady program of contacting architects on the idea of installing component high-fidelity and stereo as part of each new house planned has elevated sales volume by an even 20 per cent at the Salon of Music in Palm Beach, Florida.

This unusual outside selling sales program came about because Tom Hubbell, manager, grew weary with the large amount of remodeling necessary to install custom jobs built around tape recorders, phonographs, on either a stereo or high fidelity basis. With many new homes being built in the Palm Beach area every month, he felt that it would be possible to "make the custom installation a part of the house."

Personal Calls

Because he followed that idea out by personal calls on some 25 architects involved in building new custom homes, Hubbell has jumped hi-fi and stereo volume to \$70,000 a year, a thoroly respectable figure in a small city of the size of Palm Beach.

Mr. Hubbell, who is an electronics expert, with long experience in every phase of music, feels that selling the architect first on the home-value-building importance of custom engineered systems actually is half the work of selling the eventual homeowner. When an architect is making up the preliminary sketches for a new home in the \$50,000 price bracket, for example, and brings up the subject of stereo or high fidelity thruout the house, the prospect is usually receptive. All that remains to do is for Mr. Hubbell to visit the future homeowners, and define the details, until a price and the installation agreement are decided upon.

Since there is no practical means of knowing who will be building a new home in such a price category, Mr. Hubbell works thru his architects on a well-planned schedule. Knowing that many of them are too busy to investigate the subject thoroly, he has made up a sales presentation in the form of folders which explain in simple terms all the elements involved in both high fidelity and stereo. Included in these brochures are photographs of typical installations, comments from homeowners who benefitted by installing such equipment, case histories which list every item which went into the specific system, and finally, explanatory pamphlets from most of the audio equipment manufacturers which Salon of Music represents. Where architects are actually too busy to talk to him, Mr. Hubbell simply leaves one of these effective presentations and he always gets results.

High Average Sale

The architect himself usually arranges with the prospect for a meeting convenient to everyone concerned, where, with the house plans spread out on a drawing board, Mr. Hubbell can point out a proposed installation, taking advantage of the fact that the wiring, the speakers, control panels, and other elements can all be installed as the house is built, at the lowest expense.

Even tho the average sale is somewhere between \$750 and \$1,500, the savings which can be made by installing the custom music system during the actual construction of the home can amount to a respectable \$500 or more.

Usually, the homeowner who can afford a \$50,000 mansion doesn't squabble over cost, but many of them want to visit the Salon of Music showroom, look at some of the components which Mr. Hubbell has suggested and

make their own selections. This, of course, is also set up to the prospect's convenience, enough to allow a full hour or more of listening to components and making the eventual selection. Mr. Hubbell encourages the prospect to bring his wife along, and uses a "block system" to illustrate the eventual installation, with one block representing the player, more blocks the speaker, more the amplifier and preamplifier, depending on the installation. He starts at the top figure and if the couple demures at the expense, he can drop one block after another, until the eventual sale is made. Since the blocks laid out on a sheet of paper coincide with actual components on

(Continued on page 21)

MUSIC ?

FOR PERFECT RECORDINGS

PRESTO

Only PRESTO makes the famous PRESTO MASTER, the ultimate in disc-recording surfaces. Only PRESTO, alone among manufacturers, handles every intricate step in the production of its discs. Those flaws and flecks that are waiting to hex your recording sessions can't get past the skilled eyes of PRESTO's inspectors. Why settle for discs that aren't PRESTO-perfect?

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

Since 1934 the world's most carefully made recording discs and equipment.

when answering ads . . .
Say You Saw It in The Billboard

SELL THE NEEDLE THAT'S QUALITY MADE FOR HIGHEST QUALITY REPRODUCTION

YOU CAN ACTUALLY HEAR THE DIFFERENCE WITH A NEW FIDELITONE *N.C.S. ORIENTED DIAMOND NEEDLE

*New Compatible Standard—reproduces both stereo and monaural recordings

Fidelitone N.C.S. Oriented Diamonds are precision manufactured to give your customers what they want — the finest in stereo or monaural reproduction. You actually can hear the superior quality high fidelity reproduction.

Each Fidelitone N.C.S. Oriented Diamond is precision ground on Fidelitone designed machinery to a precise specification. Then carefully polished to a perfectly smooth ball point. A Fidelitone N.C.S. Oriented Diamond fits the record groove exactly. It correctly follows the intricate vertical and lateral sound impressions with minimum tracking error. Result — increased response sensitivity at 10,000 cps, distortion reduced up to 45% at 5,000 cps. — unsurpassed reproduction with all the balance and clarity of living realism. And old records sound bet-

ter too! Background noise is greatly reduced. Sound is reproduced with the fidelity of a new recording.

A Fidelitone N.C.S. Oriented Diamond lasts much longer than other unoriented diamond needles.

Fidelitone's superior quality is your best assurance of satisfied customers . . . customers that come back to you for their phonograph needs. Contact your Fidelitone distributor today.



FIDELITONE, LEADER IN FINE NEEDLES FOR OVER 30 YEARS

Fidelitone

"Best buy on records"
Chicago 26, Illinois



“Everything stops on Monday morning”

Says **LLOYD DUNN**, Vice President, A & R, Capitol Records, Inc.

“First thing every Monday morning I sit in my semi-circular office in Hollywood and check the action in Detroit, Cleveland and Chicago. Then I skip over to Broadway for a look at show biz and listen at the Brill Building. Nashville is next stop, followed by a stroll up Vine Street to peer over Randy Wood’s shoulder.

“Through Billboard I find out what consumers, competitors and all our compatriots are up to. Billboard seems to get the story fast and first. Maybe it’s because they have the slickest, snooziest reporters who sniff out a story before it happens, then manipulate it so it breaks with their deadlines. (I know—I’ve been manipulated!)

Seriously, it’s a wonderful mag, and I, for one, am grateful for it. Without it, my job would be tougher, the gamble greater—and Monday morning bluer!”



ONE IN A SERIES
OF INDUSTRY
PERSONALITY
STATEMENTS

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

R.&R. Imprint Permanent

• Continued from page 4

Cash and Bill Justis into powerful sellers.

The rock and roll era, Phillips told *The Billboard*, even while it has lost its original impact as a distinctive sound, has engraved itself in the permanent shape of popular music even more than jazz. Its beat, perhaps somewhat subdued, will remain a requisite ingredient in dance music and ballads, and may even invite at some early date the popularity of authentic rhythm and blues.

Veteran a.&r. men have profited from the era, even though some were temporarily hurt by it.

"They've been shook up," Phillips said, "and they have learned. They were getting stereotyped in their old ways and couldn't catch on to the newer fellows who knew how to dig up a performer somewhere out in Cripple Creek. Now they're on. Meanwhile, the new men stereotyped themselves by their own success, thinking they could keep it up forever. It took artists like Perry Como to show how to marry the old and the new. Now a deejay can pace a show with out-and-out rock and roll, the old standards, a lot of stuff in between and still have a modern sound all the way thru."

Advantages of the fanning out of tastes, besides the stabilizing effect it will have on labels, Phillips believes, is that the rising tide of modernized versions of standards will please a broader age group, thus widen the potential market. Further, he foresees a grand re-entrance of the big dance bands. R.&r. pulled a coup, where many previous campaigns failed, in getting young America to dance again. This is the prerequisite the impoverished big bands have needed to start swinging. R.&r. also has opened new markets for country-styled music. "Not long ago," Phillips said, "if someone was playing a hillbilly record and heard a knock on the door, he'd turn down the volume so nobody would know what he was listening to. Today country music is accepted."

Miracle Drug

Tossing further bouquets during his eulogy of pure rock and roll, Phillips said the explosive trend put music on equal terms economically with the other leading entertainment forms and he credited it with being the miracle drug that saved the life of radio.

In more personal terms, Phillips might have credited r.&r. with other accomplishments. Besides providing Phillips with two thriving diskeries, he now owns two radio stations—neither of which

permits the playing of r.&r.—and a recently purchased zinc mine in Yellville, Ark., not to mention some oil properties in Southern Illinois. Currently, Phillips is building a new three-story headquarters in Memphis which will house two of the most modern recording studios in the country. He will offer a custom recording service to other labels by mid-summer.

Speakers Sales Under Par

• Continued from page 17

"can be overcome by intense educational efforts on the part of the manufacturer and it should be directed at the dealer as well as the public. In fact, the emphasis should be on the dealer. The dealer must be schooled in the geometry of good stereo. This is only the start of the solution. For the dealer must then communicate the difference between lo-fi music and hi-fi stereo to his customers in easy to understand terms and proper demonstration."

Furey points out that Electro-Voice put a traveling show on the road to aid the educational process and that they also run a school for dealer salesmen.

Ralph Glover, of Jensen, also feels that the dealer is the key to getting speaker sales up where they should be in the stereo age. To help out, his firm is doing three things: 1. "Turning out merchandise with stereo sex appeal," 2. Offering sales aids and 3. providing ad allowances and promotional bonuses.

Says Glover, "Component dealer must intrigue the music-conscious public into visiting their stores for a better demonstration of stereo than they can get in a department store from a gab-jockey salesman showing all-in-one stereo stuff which is neither hi-fi nor productive of an adequate spacial perspective."

"The opportunity is golden. Dealers sales action is pathetic." While seeing certain problems, Richard Rose, of Stephens Tru-sonic, feels speaker sales have been moving along at a good clip.

"The drawback to sales is in the enclosures," Rose says. "The two enclosures in a stereo set-up should have matching finishes to be attractive to the average buyer. The color and grain of woods differ to a point where it becomes a problem."

But while feeling that sales have been good, Rose still doesn't

Muntz Is Down on 'Sound Hounds'

CHICAGO — Muntz TV isn't interested in "sound hounds." According to veepee Jack Simberg, they're simply after the people who "enjoy the purity of musical sounds."

This semantic nip-up is Muntz's way of saying that they're going to go one-piece stereo all the way. First unit will combine 20-watt amplifier, Webcor changer and 21-inch TV set.

believe dealers are doing all they can.

"There's always room for improvement here," he told *The Billboard*.

New Homes

• Continued from page 19

display on shelving around the walls, the customer can follow the presentation while, even though they have no previous familiarity with components.

Effective Approach

Incidentally, big, showy control panels on amplifiers, on tape recorder decks, three and four speed phonograph turntables always sell better simply because they appeal to the man who is building a pretentious home. Mr. Hubbell always has examples at hand ready to quote, which show that this family and that family have selected certain components and have been thoroughly pleased. This is a sort of "Keep up with the Joneses" which has proven surprisingly effective in getting the signature on the dotted line.

Custom-engineered systems like this are profitable, have added heavily to dollar volume in the Florida shop. Not inconsiderable is the excellent future market for pre-recorded tape, stereo phonograph record and tape which every installation had created. Mr. Hubbell has enjoyed the pleasant experience of having wealthy new home owners tell him to "make up a complete music library" rather than taking the time to search out the selections themselves, resulting in package sales of two and three hundred dollars at a time. Since it takes only a few hours of actual installation time where the job is keyed into the original plans of a new home, Salon of Music appreciates these custom installations and finds that the satisfaction which a customer gets from one is responsible for the sales of another.



CONNIE FRANCIS

sings
FRANKIE | **LIPSTICK ON YOUR COLLAR**
M-G-M K12793

Also available in Stereo SK 50,121.

TOMMY EDWARDS

sings
MY MELANCHOLY BABY
M-G-M K12794

Also available in Stereo SK 50,122

JAYE P. MORGAN

sings
(IT TOOK) ONE KISS
(Picked by Cash Box)
M-G-M K12786

RAY ELLIS and his orchestra
THE DUKE OF KENT | **RAY'S BLUES**
M-G-M K12797

ALAN DALE

OH, MARIE
LET ME SLEEP HERE TONIGHT, MAMA
M-G-M K12787

Picked by
Billboard
and
Cash Box

Coming Next Week

The Billboard
Quarterly Programming Guide featuring a special slick-stock Disk Jockey Convention-in-Print Insert Edition
May 25, 1959
More and Better Record Programming

Another Special
May 25 Billboard Feature . . .

published in conjunction with the Pop Music Disk Jockey Convention, May 29-30-31, Americana Hotel, Miami Beach

Unique New Slick-Stock Programming Insert

SPOTLIGHT ALBUM OF THE WEEK

the exciting
CONNIE FRANCIS
STEREO SE3761
MONAURAL E3761
STEREO EP's
SX 1663 Vol. 1
SX 1664 Vol. 2
SX 1665 Vol. 3
MONAURAL EP's
X 1663 Vol. 1
X 1664 Vol. 2
X 1665 Vol. 3

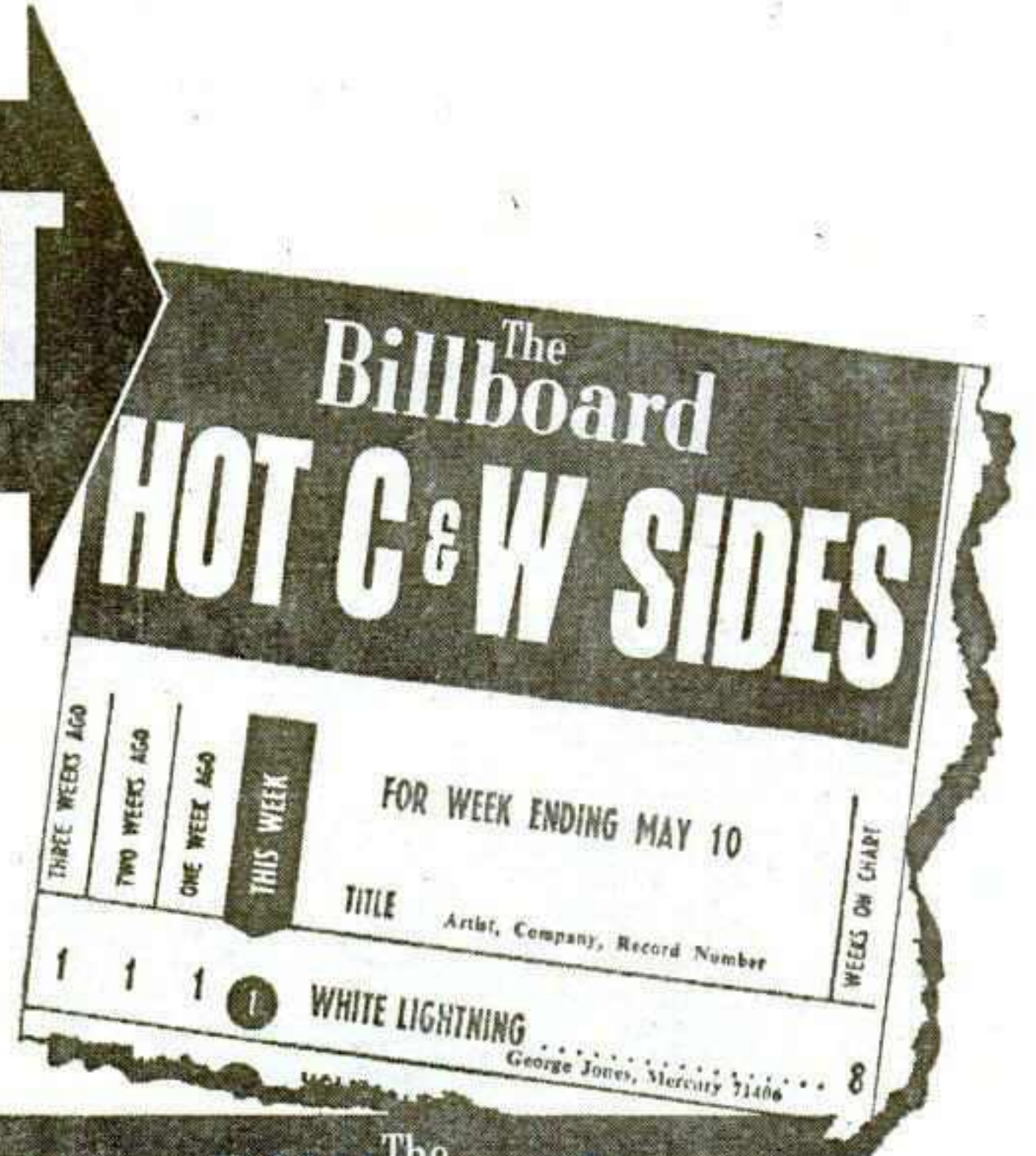
OUR #1 C&W HIT

Now crackling the pop charts!

"WHITE LIGHTNING"

by

GEORGE JONES



MERCURY 71406

NEW BRILLIANT RELEASES FOR THE HEADS-UP DEALER....

<p>THE DOODLIN' DRUMMER</p> <p>DAVID CARROLL</p> <p>71459</p>	<p>MARCHIN' THE BLUES</p> <p>QUINCY JONES</p> <p>71460</p>	<p>AN ANONYMOUS LETTER</p> <p>JUNE VALLI</p> <p>71461</p>	<p>PICTURE YOURSELF WITH ME</p> <p>JIMMY MITCHELL</p> <p>71458</p>
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DISTRIBUTOR NEWS

By HOWARD COOK

SEATTLE: Gene Becker of Stanley Distributing, Inc. writes that despite a slow singles market in the northwest area, he has several platters that are getting attention. "Sweeter Than You" by the Gaylords on Mercury is beginning to click. "Crossfire" by Johnny & the Hurricanes on Warwick is big. Other hot ones include "A Teen-Ager in Love" by Dion & the Belmonts on Laurie, "Personality" by Lloyd Price on ABC-Paramount and "You Just You" by the Criterions on Cecelia. Frankie Avalon's latest on Chancellor, "A Boy Without a Girl" appears a smash.

PITTSBURGH: Dick Iezzi, sales promotion manager of the RCA Victor division of Hamburg Brothers, Inc. sends word that several disks are kicking off. "The Wonder of You" by Ray Peterson is strong. "Guess Who" by Jesse Belvin is holding, and "Young Ideas" by Chico Holiday is getting stronger. Top-selling newer releases are "I Can Only Live for Your Love" by Jimmy Mitchell and "Souvenirs" by Barbara Evans. Strongest LP's are "Peter Gunn," "Famous Hits of Famous Quartets," "Exploring Other Sounds" and "Live Echoes of the Swingin' Bands."

DETROIT: Leo Cheslak of Cadet Distributing Company writes that the firm is "very delighted in having the distinction of being the distributor to have broken 'Quiet Village.'" The disk is still selling strongly. Liberty is also hot with "Judy" by David Seville and "You Touch My Hand" by John Leslie. Epic has winners with Roy Hamilton's "I Need Your Lovin'" and Bobby Sykes' "Delia's Gone." "Try Togetherness" by Somethin' Smith and the Redheads, also on Epic, looks promising. One of the biggest records in the city is "Gidget" by Jimmy Darren on Colpix. Other current records that are strong include "Take a Message to Mary" by the Everly Brothers, "Mona Lisa" by Carl Mann on Phillips International, "Sea Cruise" by Frankie Ford on Ace and "I Wanna Go Home" by Amos Milburn and Charles Brown on Ace.

Savoy has potential clicks with "Home Work" by the L' Captains and "Let Me Walk With You" by Little Esther. Best-selling albums include "Afro-Desia" by Martin Denny on Liberty, "Holiday in Brazil" by Bud Shank on World Pacific, "Genevieve" on Cadence, "Blues Suite" by A. K. Salim on Savoy, "Big Band Jazz Themes" by Keith Williams on Edison International and "Shelly Manne Plays Peter Gunn" on Contemporary.

NEW YORK: Top Rank of America has set the following distributors: Cosnat, New York, Detroit, and Newark, N. J.; Sparks, Philadelphia; Mutual, Boston; Hart, Los Angeles; Whirling Disc, Cincinnati; Indiana State, Indianapolis; Melody, San Francisco; United, Houston; Leslie, Hartford, Conn.; Seaborad, Albany, N. Y.; Huffine, Seattle; F & F, Charlotte, N. C.; Standard, Pittsburgh; Tru-Tone, Miami; Lieberman, Minneapolis; Tell, Madison, Wis.; and General in Baltimore.

"Franfurters and Sauerkraut," the new disk by the Intruders on Fame is being distributed nationally by Fame Records, Inc.

PHILADELPHIA: Paul Knowles, manager of the RCA Victor Records division of Raymond Rosen & Company writes that guitarist Mundell Lowe was in the area last week promoting his "Porgy and Bess" LP. Top items are "Guess Who" by Jesse Belvin, "I Need Your Love Tonight" by Elvis Presley, "Young Ideas" by Chico Holiday, "The Wonder of You" by Ray Peterson and "Souvenirs" by Barbara Evans.

Mamel Distributing Company advises that Bobby Rydell appears to have a big one with his new Cameo release, "For You, For You." "Don't Break My Heart" by the Dream Girls also looks good. United Artists is clicking with "King Size Guitar" by the Wild Cats, "Yes, That's Love" by Ray & Lindy and "Come to Me" by Marv Johnson. Top Laurie efforts are "A Teen-ager in Love" by Dion & the Belmonts and "Husaby" by the Mystics. Strongest Carlton disks are "Lonely for You" by Gary Stites and "It Must Be Love" by Big Al Downing.

The Skyliners figure to repeat with their Calico waxing of "This I Swear." Colpix is swinging with "Gidget" by Jimmy Darren. Epic has strong ones with "I Need Your Lovin'" by Roy Hamilton, "Delia's Gone" by Bobby Sykes and "Marshall, Marshall" by Car Bacon. Imperial has a two-sider with Fats Domino's latest, "Margie" and "I'm Ready." "Sweet Little Stranger" by Bobby Jay also looks promising. "Tall Cool One" by the Wailers on Golden Crest is big. "Steel Guitar Rag" by the Dynatoners on Bomarc is

SHREVEPORT, LA.: Dick Martin of Bla-Mar Music writes that the firm is looking for distributors for their new label, Merco Records. Address is Box 195, Shreveport, La. Latest release for the diskery is "Summer Vacation" b-w "My Guiding Star" by Marty Russell.

BRIEFS: Belated congratulations to Mr. and Mrs. John Coleman on the birth of their son. Coleman is the inside operations manager for Mercury Records Distributing in Cleveland. ... Note from Bel-Aire Distributing Company, Inc. in Birmingham that their new promotional plan of sending weekly releases that appear to have potential to stations in Alabama, Tennessee and Georgia is meeting with success.

ROULETTE RAMBLINGS: Lou Klayman of Action Distributors is mentioned in the latest newsletter. Records receiving favorable comment include "I'm Gonna Change Him" by Cathy Carr, "I'd Run All the Way" by Valerie Carr, "Little Dipper" by the Mickey Mozart Quintet and "One of These Days" b-w "Forty Nights" by Ronnie Hawkins. Top LP's are "Count Basie Swings—Tony Bennett Sings," "Jimmie Rodgers TV Favorites" and "Machito With Flute to Boot" by Machito and Herbie Mann.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



'Crossfire' First Wax for Hurricanes

One of the newest quintets to show action chart-wise is "Johnny and the Hurricanes." The combo is composed of leader Johnny Paris on sax, Paul Tesluk on organ, drummer Tony Kaye, Lionel "Butch" Mattice on bass, and David Yorko, who plays lead guitar. Paris, Tesluk and Yorko are 18, Mattice is 19, and Kaye, at 22, is the old man of the group. None is married.

The boys were all born in the Toledo area, and attended schools there. They got started playing for high school dances and teen hops. During the summer they appeared in Toledo's Pearson Park, and from there they began getting club dates and local TV stints. They are now eager to try the road. "Crossfire" for Warwick Records is their first waxing.



'Robbin' the Cradle' Hits for Bellus

Tony Bellus, who is now 23 years old, has been singing and playing guitar and accordion professionally since he was 15. He started out by playing county and state fairs throuth the Midwest, and now has a night club act. His most recent appearance was at Chicago's "Preview Lounge."

Bellus, a bachelor, lives with his parents in Bradley, Ill., a town about 60 miles from the Windy City. The artist has his own radio station WKAN in Kankakee. The lad wrote "Robbin' the Cradle," his current hit. It's his first record for the NRC label. He claims jokingly that the title is descriptive of one of his hobbies.

YESTERYEAR'S TOPS—

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

- MAY 14, 1949
1. Forever and Ever
 2. Cruising Down the River
 3. "A"—You're Adorable
 4. Careless Hands
 5. Riders in the Sky
 6. Again
 7. Red Roses for a Blue Lady
 8. Sunflower
 9. I Don't See Me in Your Eyes Anymore
 10. Some Enchanted Evening

- MAY 15, 1954
1. Wanted
 2. Make Love to Me
 3. Cross Over the Bridge
 4. Young at Heart
 5. Oh, Baby Mir
 6. Man With the Banjo
 7. Answer Me, My Love
 8. A Girl, A Girl
 9. Here
 10. Little Things Mean a Lot

VOX JOX

By JUNE BUNDY

MORE ON MIAMI: In an "open letter" to those who will be attending the Miami deejay convention, Dick Biondi, WKBW, Buffalo, writes: "During the annual disk jockey convention (May 29, 30, 31) the attention of the entire trade will be on you. It is our sincere hope that someone will try to see that publicity that comes out of the convention will be of help to the field rather than a hindrance. Let's hope some deejay will get up and ask the deejays to try to adopt a method of bringing back personality radio in a manner that will not, so to speak, slap radio management in the face."

Biondi continues, "Is there one man who will be attending the convention who will have the courage to stand up and ask deejays to place their efforts behind the men who want freedom, and start dropping the deejay's entrance into publishing, selling masters and manufacturing? Will one deejay from Cleveland, Detroit and all the other major cities ask his colleagues to stop this childish feud off the air—that forbids them from sitting and having a drink together or speaking together?"

"What deejay will have the courage to ask manufacturers and publishers to try cutting out payola and see if their records can't make it on merit alone? If payola is dropped how long can a 'taking deejay' go on refusing to play the disks? What manufacturer will get up and state that as far as he's concerned the deejay that won't play a record because another played it five minutes before—can 'go to—'? If a jock is industrious enough to work and strive to get a disk first there's no reason why another jock can't do the same.

"Will any manufacturer ask his fellow-manufacturers to try to cut down on releases, and offer some hope that this will come about? Will the deejay remember to say thanks for the entertainment provided for them, and the booze and the food, etc.? There's much more, but these are the items I think of at this moment. Let's hope the deejay convention produces lasting—and favorable—effects."

GAB BAG: In reference to Tom Edwards' WERE (Cleveland), recent comment on the excessive volume of record releases today, Jim Adams, deejay-program director at KNOX, Fort Knox, Ky., writes, "A lot of this three-minute material (disks) wouldn't be making the 'Hot 100' list if a lot of jocks didn't fall for trumped-up publicity shoved their way by hungry a.&r. men and 'pushers' trying to move fast on real 'doggy' records! I find the best way to pull a show and still serve up what the listeners want is to discard all the promo sheets and flyers that come in on new releases and simply audition each and every one—weeding out the bad from the good! Many people would be surprised how many good sounds are gathering dust on jocks' desks simply because little promotion was given them!"

"On the other hand," continues Adams, "stuff like (title and name of best-selling artist deleted) wouldn't be making it if some of the really influential guys would disregard the big hype offered by the companies gunning for advance sales thru gullible deejays. I really don't think the volume of new records is to blame for many deejays airing 'junk' without first sorting thru them with a professional ear. It all relates back to the guy playing the stuff, whether he be on a tiny 250 watter or a 50,000 watt powerhouse. If "Mr. Personality of the Air" can't select records that are above par for his type show, he shouldn't complain about receiving 125 records a week!"

MIAMI SOAP BOX: We hope that next year's deejay convention will find some women represented on the panels, in keeping with their growing importance in the record industry. Altho comparatively few women have invaded the deejay field (Candy Lee, WDOK, Cleveland; Bea Kalmus, WMGM, New York, etc.) more and more disk promotion "men" these days are fems. Just to mention a few key promotion gals — Bonnie Croll, Chicago; Robbie Buckley, Cleveland; Ruth Shapiro, Boston; Beverly Cherner, New York; Cathy Furniss, San Francisco; Bebe Daniels, United Artists, etc. Miss Furniss is the only free-lance record promotion "person" in the Bay City.

The record manufacturing field is also well represented with Liberty exec Bobbi Dieterle on the West Coast and her sister Jane Gibbs acting as Liberty's East Coast rep here in New York; Mercury's classical division chief Wilma Czozart; Atlantic veepee Miriam Beinstock; Columbia's publicity topper Debbie Ishlon; United Artists veepee Kay Norton, and others.

REYNOLDS UPPED: Tommy Reynolds, formerly musical director for WOR, New York, has been appointed supervisor of WOR-TV, New York. He will continue to produce "Bandstand, U. S. A.," a two hour Saturday night live jazz show on the Mutual network. The show is carried by more stations (328) than any other Mutual sustainer.

CHANGE OF THEME: Joe Glover is new nighttime personality at WQAM, Miami, replacing Bob Chase, who has moved to WIND, Chicago. ... Bill Scott has left WDSM, Duluth, Minn., to join KILT, Houston. Tad Kasper has taken over Scott's 4-6 p.m. show on WDSM; while John Lokke, formerly with KVO, Moorehead, Minn., has replaced Kasper on the midnight to 5:30 a.m. program. New program director at WDSM is Dennis Murphy, former p.d. of WEBC, Duluth, Minn. Murphy also emcees a 9-11 a.m. show in his new affiliation.

Gary Mack has moved to KFDA, Amarillo, Tex. (in the 8 p.m. to midnight slot) from KIXZ, same city. Barney Groven of KFDA notes: "Thanks to your mentions (in Vox Jox) our 'Idea and Production' swapping is barreling right along. Lots of Southwestern stations. Would like more stations in the Midwest and along the Atlantic Coast. They've probably got some things that haven't been carried out here yet."

A Powerful Premiere

TOP

INTERN



**DOROTHY
COLLINS**

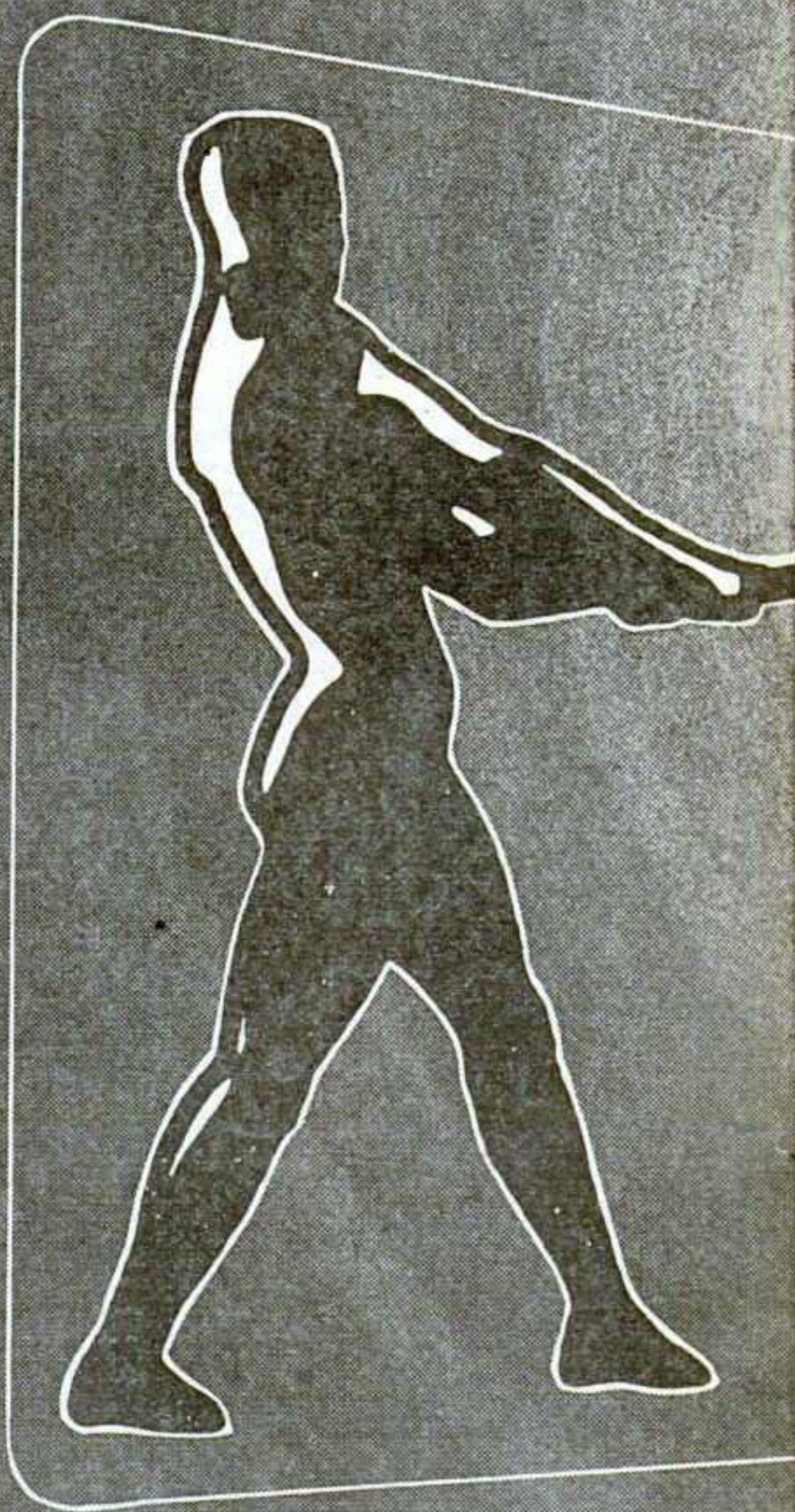
**ALL FULL OF EMPTY
DOWN IN THE
VALLEY**

RA-2000

**ROBERT
CHAUVIGNY**

**THE BOTTLE HYMN
FRENCH ROCKIN'
WALTZ**

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MUSIC AS WRITTEN

By BOB ROLONTZ

FISHER-MOGULL ROLL UP SLEEVES

Marvin Fisher of Fred Fisher Music, and Ivan Mogull of Ivan Mogull Music, are making an all-out push on four tunes from the new Nat Cole album "To Whom It May Concern." Since the album has all new material—a trend in itself—Fisher and Mogull managed to get four of their songs on one EP, and they are promoting the EP like singles used to be promoted back in the "good old days," making all of the songs plug songs, and with their staffs working on record plays and live performances from coast-to-coast. The Fisher songs are "Can't Help It" and "Love Wise," and the Mogull songs are "Unfair" and "A Thousand Thoughts of You."

Judy Scott opens at the Casa Seville, L. I. for the weekend of May 22. . . . Lou Carter is set for a two week stand at the Key Room Lounge in Cincinnati starting May 25. . . . The Mello-Larks will be at the Knife and Fork in Detroit as of June 1. . . . The Four Voices will be on the bill at the Howard Theater in Washington, starting May 22. . . . Eddy Manson will be one of the entertainers to visit Moscow as part of the Ed Sullivan troupe that will perform at the Trade Fair there in August. . . . Erroll Garner will perform at the Kresge Auditorium on the M.I.T. Campus in Massachusetts, instead of at the Carousel Music Theater in Framingham, Mass., due to a faulty tent at the music theater.

Four New England high school students will receive jazz scholarships as a highlight of the first Boston Jazz Festival to be held in Fenway Park August 21, 22 and 23. Applicants for the scholarships can write the Berklee School of Music in Boston. Judges for the Festival will be George Wein, Marshall Brown and Robert Share. . . . Dave Cogan, co-producer of "A Raisin' in the Sun," and one of the new publishers of "The Jazz Review" is the manager of a new artist, Ronald Chapman, whose first record on Columbia is due next week. . . . Don Shirley, of Cadence Records, has been commissioned by Sir Thomas Beecham to compose a symphonic work for the London Philharmonic Orchestra, which is to be conducted by Sir Thomas personally at the next London musical season.

Contemporary Press, a subsidiary of Contemporary Records, will publish a new book, "The Baby Dodds Story," which will be a full length account of Baby Dodds, the late New Orleans drummer. Author is Larry Gara, English professor at Grove City College in Grove City, Pa. . . . The American Symphony Orchestra League presented its distinguished service award to Leonard Bernstein last week. . . . Maynard Ferguson will star on the Canadian Timex TV show June 2.

Von-Aum Records is the new name of the Chicago label formerly called Swingin' Records, according to exec Chuck Baker. . . . Mahalia Jackson will be the star of the first international gospel festival to be held at Madison Square Garden in New York on May 24. . . . Jazz clefters Johnny Mandel and Bill Holman have been signed to score the TV series "Miami Undercover" for United Artists Television. . . . Gordon Gray and Jacqueline Scott will be married on July 30. Gray is with United Telefilm Records; Miss Scott is a ballet dancer. . . . Everest Records has signed thrush Cecile Devile. . . . Joy Records has pacted warbler Dick Domane.

Cincinnati

Harry and Paul Carlson, of Fraternity Records, and John Gary, whose latest on that label is dubbed "Let Them Talk," returned here Friday (15) from New York, where the latter auditioned for Larry Kanaga and Art Weems, of GAC, for a possible network TV show. . . . Mel Torme, who winds up Saturday (23) at the Racquet Club, Dayton, O., tentatively set for the Cincinnati Jazz Festival to be held at the local Zoo Pavilion in August. . . . Moonlight Gardens at Coney Island here will operate a series of teen-age dances on Tuesday nights this season, featuring top platter artists and a dance combo, with WLW's Bob Braun as emcee.

Ruth Lyons and her "50-50 Club" cast members, heard simulcast, Monday thru Friday, 12 noon-1:30 p.m., over a four-station network comprising WLW-T, Cincinnati; WLW-D, Dayton, O.; WLW-C, Columbus, O., and WLW-I, Indianapolis, are readying their second co-operative album, a collection of pop tunes called "Our Best to You." King Records here is doing the pressing, with release set for mid-June. Package will carry Miss Lyons' own tag, Candee Records. The group's initial co-op effort, a Christmas album of Miss Lyons' originals, enjoyed an exceptionally heavy sale in the WLW area the past season.

The Copa Club, new and flourishing late-night spot in Newport, Ky., across the Ohio River from here, has Duke Ellington's combo coming in July 10-12; Dizzy Gillespie, July 24-26; Dakota Station, July 30-August 2, and Billie Holiday, August 7-9, with Ahmad Jamal due in August. Stan Kenton's ork holds forth there this Wednesday night (20). . . . The Hometowners (Kenny Price, Jay Nease, Freddie Langdon and Buddy Ross), of WLW's "Mid-western Hayride," introduced their new Fraternity record, "I Want to Go Home," coast to coast Sunday night (17), when "Hayride" joined NBC-TV for the summer.

Kilpatrick Exits

• Continued from page 3

of directors of the national Country Music Association, he ranks as one of the top men of the country music industry.

Among the artists who will come under the management of the newly formed agency, according to Kilpatrick, are Roy Acuff, Don Gibson, Billy Grammer, Wilma Lee

and Stoney Cooper, Margie Bowes, Rusty and Doug, Roy Orbison, Mark Dinning, Jimmy Sweeney, Lance Roberts and Sammy Salvo. Kilpatrick states that the Acuff-Rose Agency will not be confined exclusively to c.&w. talent. The new booking firm begins operation Monday (18), with offices at 2516 Franklin Road, this city.

Margaret Cannon, assistant to Kilpatrick at the "Opry," moves with him to the Acuff-Rose office.

ON THE BEAT

By REN GREVATT

Archie Bleyer has his own views on what's good and bad about the pop business. "A couple of years ago when I was visiting the MOA Convention in Chicago," the lanky Cadence chieftain told us, "I heard everybody talking about deals, discounts guaranteed sales, fall plans, payola and everything you could think of to get somebody to play or stock a record. But nobody even mentioned the most important thing of all, namely talent — creative talent. Nobody seems to really give a second thought to the songwriter, the artist, the arranger, the a.&r. man or the engineer. If these fellows don't get together and produce a good-sounding record then all the deals and the payola plans can't help."

Bleyer's strategy is nothing new to the trade. But in these days of myriad releases, maybe his successful formula is worth another look. Cadence has three principal acts, the Everly Brothers, the Chordettes and Andy Williams. Bleyer has rarely missed with any of them. Right now, for instance, the charts will show the Everly Brothers with "Take a Message to Mary" and "Poor Jenny," Andy Williams with "Hawaiian Wedding Song," and the Chordettes with "No Other Arms, No Other Lips."

Bleyer will wait six months or more between releases of a given artist, if he can't find what he feels is the right material. "A flop record isn't going to help the artist or the record company," Bleyer says. "And if you have to release a new one every two or three months, the law of averages will probably catch up to you. If you get the best material, then your chances are always that much better." Bleyer has a great respect for the songwriter and feels he has a place of unique importance in building a hit record. In this regard, the fine Nashville-based pair, Felice and Boudleaux Bryant enjoy top standing with Bleyer. Between them, they've contributed all the Everly Brothers' biggest hits.

Bleyer has some unique thoughts on the LP business, too. To him, LP's are pretty much like singles. "In the record field, LP's or singles, you're not in one business, you're in maybe 50 different ones at any one time. You're in as many businesses as you have records on the market. If a record is worth cutting, it's worth merchandising properly. But each record has a different production cost and a different sales potential, and those factors determine what you spend on promotion, and how you promote. In practically every other business, the brand name is the thing that's promoted. In the record business label names don't count for much with the buyers. It's the individual package that has to get the promotion. And if you have 50 of them going out how much can you give each one?"

The indie diskeries with their grass roots qualities have done a lot for the record business in the last five years. They thrived on limited releases and an ability to get out in the field and run with each record. In this day and age, many of the little indie companies of an earlier day have gone big time and adopted the mass, buckshot techniques of the majors. By so doing, many have lost their earlier impetus. But Cadence remains a true indie and at a time when competition is rougher than ever, maybe Bleyer's technique is the right one. At least one small indie, Ace Records of Jackson, Miss., has used the same pitch with great success. They hold back till a "natural" comes along and promptly make it a hit.

The general cause of keeping the kids dancing is the reason behind the formation of the New England Ballroom Operators Association. The campaign being launched by the group which has 13 charter member ballrooms in the eastern Massachusetts, Rhode Island, New Hampshire area, is expected to promote the cause of disk attractions, combos and big bands alike. A co-op ad fund has been built by the charter members.

Paul Anka, one of America's better known international ambassadors, and Brenda Lee out of Decca's Nashville operations, recently received major newspaper attention following visits to Paris. In that city's La Presse, Anka and Miss Lee had a full spread of photos on page one with another full page of story material inside. The entire spread was titled, "Dix Million de Disques." Anka is spending little time in his native Canada or the States these days. During the past winter, he toured France, Belgium and other Western European sectors. Now he has left again, this time for another tour of England.

Jack Magraw, that swinging limey promotion man, has been upped to national promotion chief of London Records. This is the same cat who formerly, as a member of the team of Collier and Magraw, used to hype deejays on new London and Felsted disks via a carefully rehearsed, gag-packed act.

The Duke-Peacock axis is in a highly satisfying groove this week with such soulful sides as "You Done What the Doctor Couldn't Do," by the Original Blind Boys, "In the Garden" with the Spirits of Memphis, and "Fire in My Bones," by the Rev. Cleophus Robinson. These are all on Peacock, while Duke can be proud of Miss La-Vell, a strong blues stylist who has "Yes I've Been Crying."

Buck Ram is taking a big package of American artists to Europe this summer in one of the first ventures of its kind. Titled, "The First American Festival of Songs and Artists," the tour is being booked by Davide Matalon of Italdisk Records. Tour of at least eight weeks, will encompass Italy, France, North Africa, Scandinavia, Holland, Belgium, Germany, Switzerland, Yugoslavia, Greece, Turkey and Israel. Artists include Benny Joy and Big John Taylor, Ray Scott and the Ramrocks, Johnny Olenn and the Blockbusters and the Flares, all of whom are associated with Ram's Antler label or his Personality talent firm. Meanwhile, another Ram-managed act, the Platters, have just opened a nine-week tour of Britain.

Bobby gave you "ROCKIN' ROBIN" and "OVER AND OVER" —
NOW IT'S ANOTHER

2 SIDED
SMASH!

BOBBY
DAY



"GOTTA
NEW
GIRL"

"MR.
& MRS.
ROCK'N
ROLL"

252



The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING MAY 9

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.	Gigi Sound Track, M-G-M 3461 ST	1	46
2.	Peter Gunn Henry Mancini, RCA Victor LPM 1956	2	15
3.	Exotica, Vol. I Martin Denny, Liberty LRP 3034	4	3
4.	Come Dance With Me Frank Sinatra, Capitol W 1069	5	14
5.	77 Sunset Strip Warren Barker, Warner Bros. 1289	3	5
6.	From the "Hungry i" The Kingston Trio, Capitol T 1107	6	14
7.	My Fair Lady Original Cast, Columbia OL 5090	7	163
8.	But Not for Me Ahmad Jamal Trio, Argo LP 628	19	21
9.	The Music Man Original Cast, Capitol WAO 990	8	61
10.	Have Twangy Guitar, Will Travel Duane Eddy, Jamie JLP 3000	9	16
11.	The Kingston Trio Capitol T 996	11	26
12.	Open Fire, Two Guitars Johnny Mathis, Columbia GL 1270	13	15
13.	Near You Roger Williams, Kapp KL 1112	17	13
14.	Sing Along With Mitch Mitch Miller, Columbia CL 1160	10	45
15.	Film Encores, Vol. I Mantovani, London LL 1700	15	80
16.	South Pacific Sound Track, RCA Victor LOC 1032	14	60
17.	Inside Shelly Berman Verve MGV 15003	18	4
18.	The Buddy Holly Story Coral, CRL 57279	11	4
19.	Still More Sing Along With Mitch Mitch Miller, Columbia CL 1283	16	9
20.	Billy Vaughn Plays Dot DLP 3156	21	3
21.	Ahmad Jamal Argo LP 636	23	11
22.	Hold That Tiger Fabian, Chancellor CHL 5003	—	1
23.	Ricky Sings Again Rickey Nelson, Imperial IMP 9061	24	14
24.	The King and I Sound Track, Capitol W 740	—	135
25.	Johnny's Greatest Hits Johnny Mathis, Columbia CL 1132	20	55

The chart listings include both monophonic and stereophonic listings.



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

I DIG CHICKS!

Jonah Jones—Capitol ST 1193

STEREO & MONAURAL

Jonah Jones sets the pace for this package with his opener, "I Dig Chicks," which he chants to good effect. This is followed by 11 chick tributes by the quartet using such tunes as "Marchetta," "Tangerine," "Cecilia," etc. The group as usual swings in a commercial groove and the four chicks on the cover, artfully draped on a steam shovel will catch plenty of looks. Jocks will like this set.



TO WHOM IT MAY CONCERN

Nat King Cole with Nelson Riddle Ork—
Capitol SW 1190

STEREO & MONAURAL

All of the tunes in the singer's latest set are new. Cole applies his velvet vocals to the lovely themes with lush ork assistance from Nelson Riddle. The album title tune is an especially pretty number. The package is fine item for deejays. The chanter's fans should also find it to their tastes. Displayable cover and sound are assets.



TV GUIDE TOP TELEVISION THEMES

Conducted by Warren Barker and Frank Comstock—
Warner Bros. WS 1290

STEREO & MONAURAL

This new album, conducted by the same men who made the label's best-selling "77 Sunset Strip" LP, could also turn into a big seller. It contains themes from "Perry Mason," "Peter Gunn," "Pete Kelley's Blues," and other top TV segs, with the swinging ork under the direction of Warren Barker and Frank Comstock. Plenty of display and musical value here.



THE LETTER

Judy Garland, John Ireland with the Ralph Brewster Singers and Gordon Jenkins Ork—Capitol STAO 1188

STEREO & MONAURAL

Gordon Jenkin's musical narrative unfolds a tale of a fellow who is trying to recapture a romance that has fallen apart. In the letter he traces the start of their affair in New York and the subsequent break up. As John Ireland reminisces in his letter. Miss Garland describes the moods musically. The Ralph Brewster Singers and various soloists are most helpful. This should rank with his "Manhattan Towers." It's a moving set enhanced by wonderful sound and attractive packaging.



LOVE LOST

The Four Freshmen—Capitol ST 1189

STEREO & MONAURAL

The Freshmen turn to a group of ballads that deal with love lost. It's a fine mood set, and one of the better examples of vocal stereo with neither channel favored. Lush orking complements. Their jazz and pop fans will find this another gem. Tunes include "The Gal That Got Away," "I Could Have Told You" and the album title tune.



(Continued on page 32)

“SAY ONE FOR ME”

4-41387

THE ONE AND ONLY **BING CROSBY**

ON HIGH-FIDELITY RECORDS BY

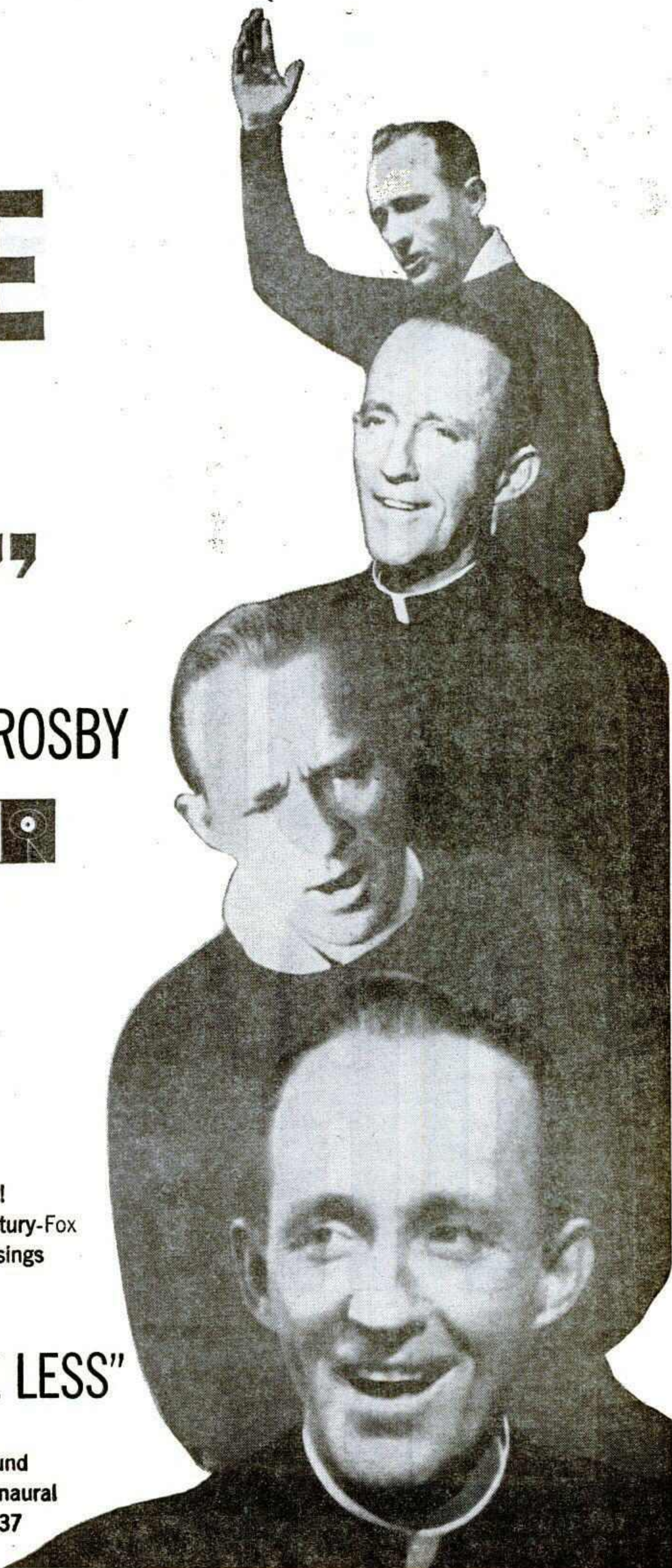
COLUMBIA 

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A great Columbia Records single release!
It's the big song from the new 20th Century-Fox
motion picture "Say One For Me." Bing sings
it on the record just like he does in
the movie. It's sensational!

b/w **"I COULDN'T CARE LESS"**
Another hit from the picture!

Coming soon! The Columbia original sound
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or stereo! Ask your distributor for CL 1337
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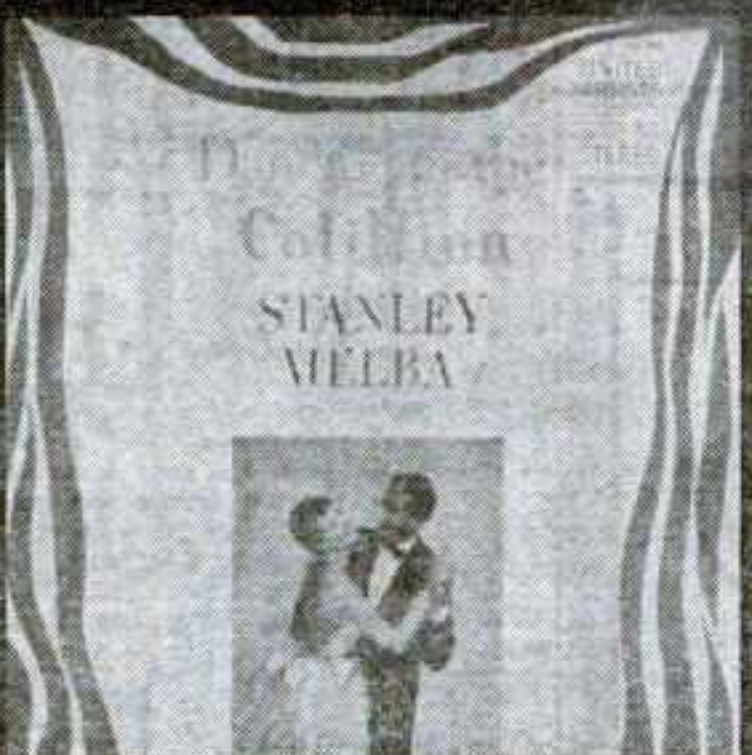


NAKED MAJA—a fast selling sound track, inspired by Ava Gardner from the film. A perfect **STAR ALBUM OF THE MONTH SPECIAL**.
Mono-UAL 4031 • Stereo-UAS 5031
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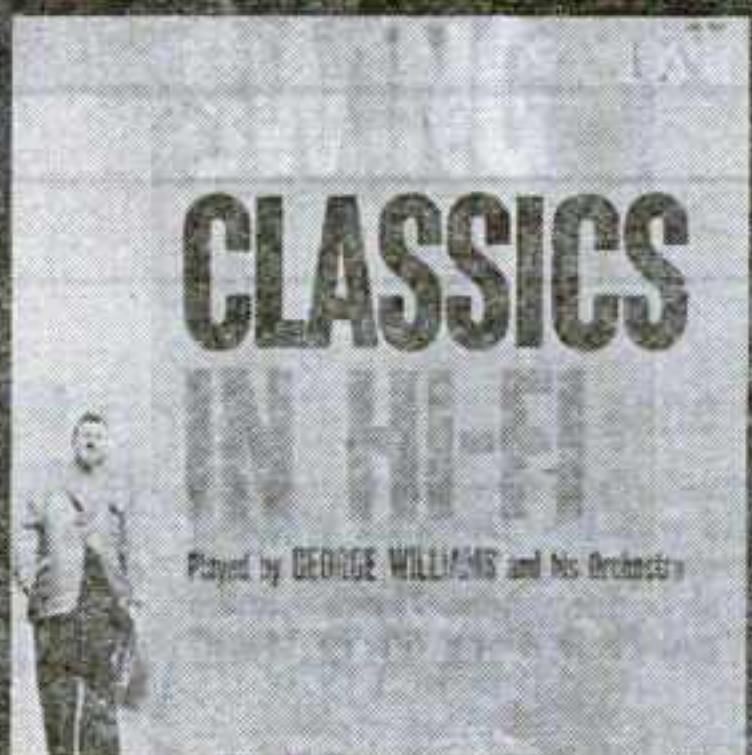
UNITED



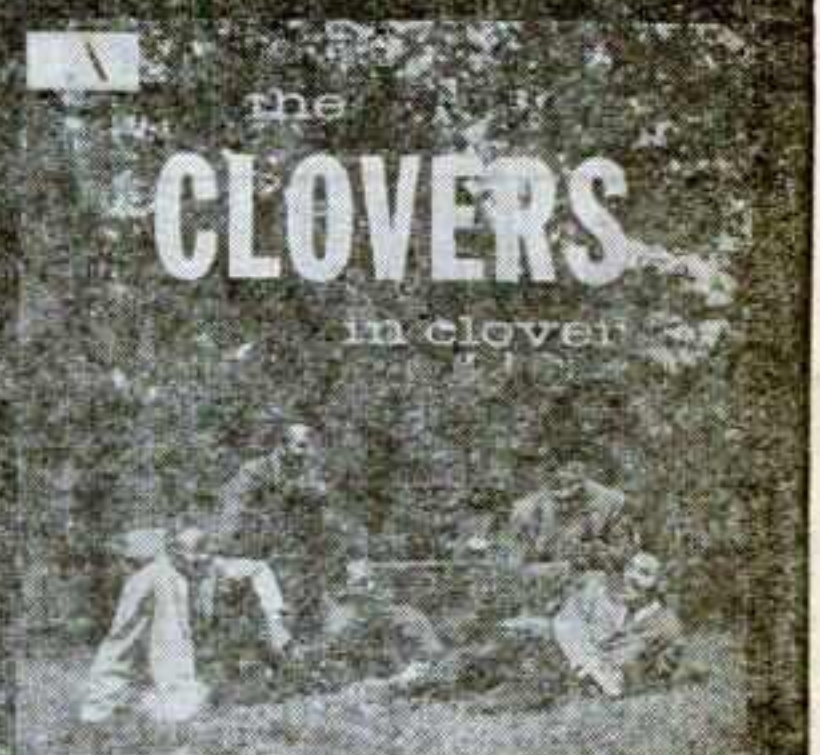
BAGS' OPUS—future pollwinning best-seller. Milt Jackson No. 1 pollwinner on the vibes, leads a star-studded group of musicians. BAG'S OPUS is a featured best-seller destined to become a top sales maker. Mono-UAL 4022 • Stereo-UAS 5022



DANCING AT THE COTILLION—dance music at its lushest best. Stanley Melba and his orchestra, plays the creme de la creme of society dance music danced to by the "four hundred" at the world renowned Cotillion Room. A top catalog album. Mono-UAL 3026 • Stereo-UAS 6026



SWING CLASSICS IN HI FI—will please the largest audience in the country. The big band hits of the forties recorded with a modern swing punch a la Benny Goodman by George Williams. Exceptional Hi Fi and Stereo techniques add a depth in sales. Mono-UAL 3027 • Swing Classics in Stereo-UAS 6027



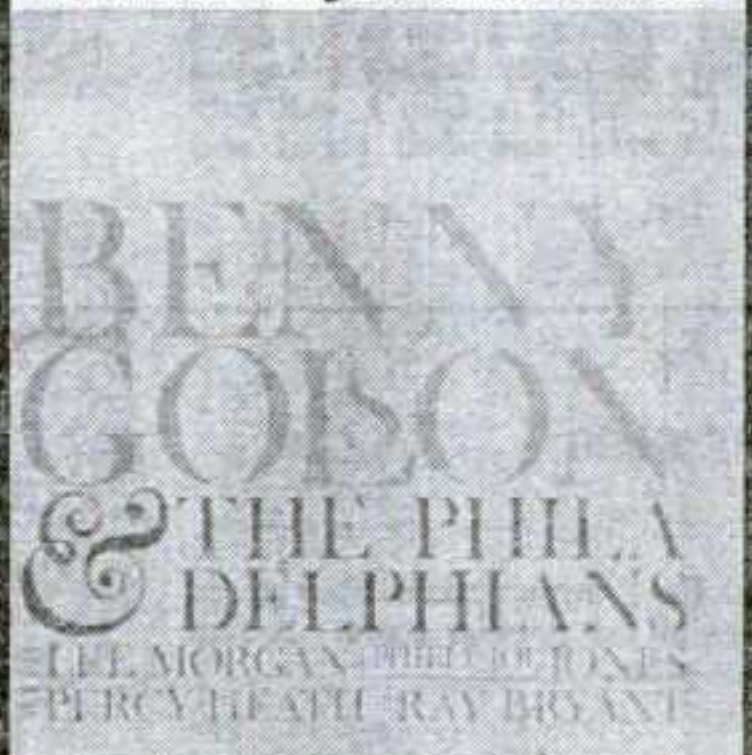
THE CLOVERS IN CLOVER—a pop album by a hit-making group. The hit-making Clovers show off their superb style in a group of proven tunes. Every song from "Black Magic" to "Pennies From Heaven" means magic dollars in the cash register. Mono-UAL 3033 • Stereo-UAS 6033



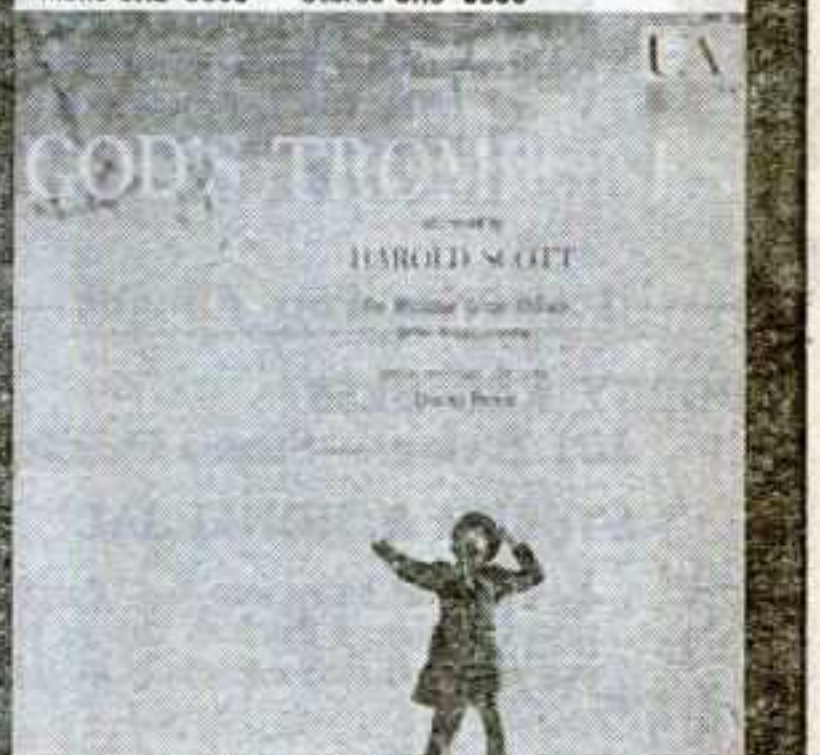
DON'T SMOKE IN BED...until you've heard this album. The first LP by the first lady of song on TV, Connie Russell, who zoomed to fame on Garroway-at-Large, singing her hits for Russell fans who have been waiting for this set. Mono-UAL 3022 • Stereo-UAS 6022



THAT HOLLER GUY—a "must" for baseballers. Baseball fans will want this hilarious album of speeches from baseball press dinners by big league catcher, and announcer, Joe Garagiola. Howls of sportswriters heard in the album are testimony to Joe's baseball funnybone. UAL 3032 • Stereo-UAS 6032



BENNY GOLSON AND THE PHILADELPHIANS—a choice jazz set. BENNY GOLSON, the outstanding jazz arranger of the year, joined by top jazz musicians produce an album that is a "must" for all jazz buyers. Mono-UAL 4020 • Stereo-UAS 5020



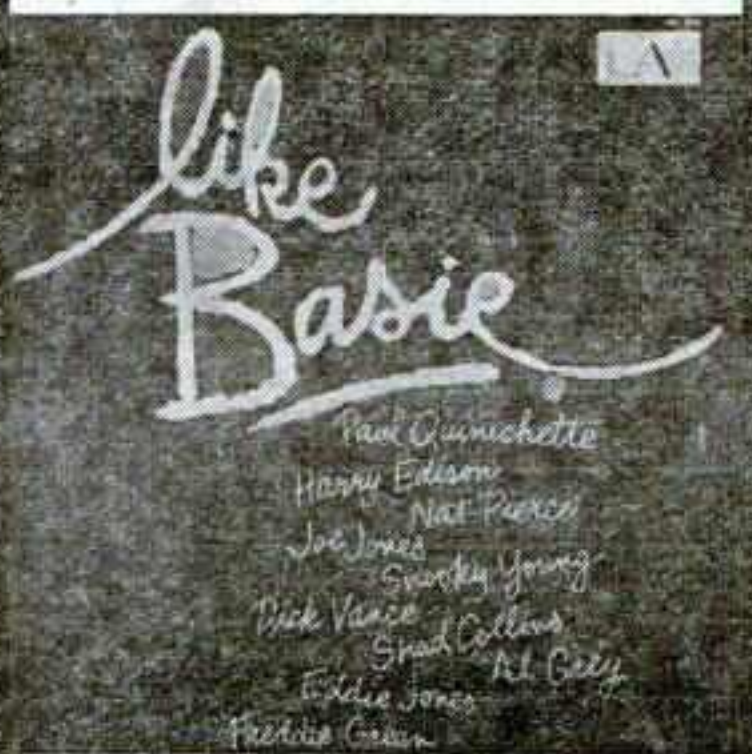
GOD'S TROMBONES...an all time classic. James Weidon Johnson's spoken word masterpiece, GOD'S TROMBONE read by the talented young actor, Harold Scott, and accompanied by the Montclair Gospel Chorus. Mono-UAL 4039 • Stereo-UAS 5039



ISRAEL SPEAKS—the world listens. Abba Eban, the world's leading orator speaks for Israel and the world in a series of history making speeches with narration by Eleanor Roosevelt. An unmatched tribute to the eleventh anniversary of the State of Israel. Mono-UAL 9002



HARD TRAVELIN' with the Tarriers—for easy listening. The Tarriers capture the feelings of American music with swinging renditions of folk songs as well as the blues. Mono-UAL 4033 • Stereo-UAS 5033

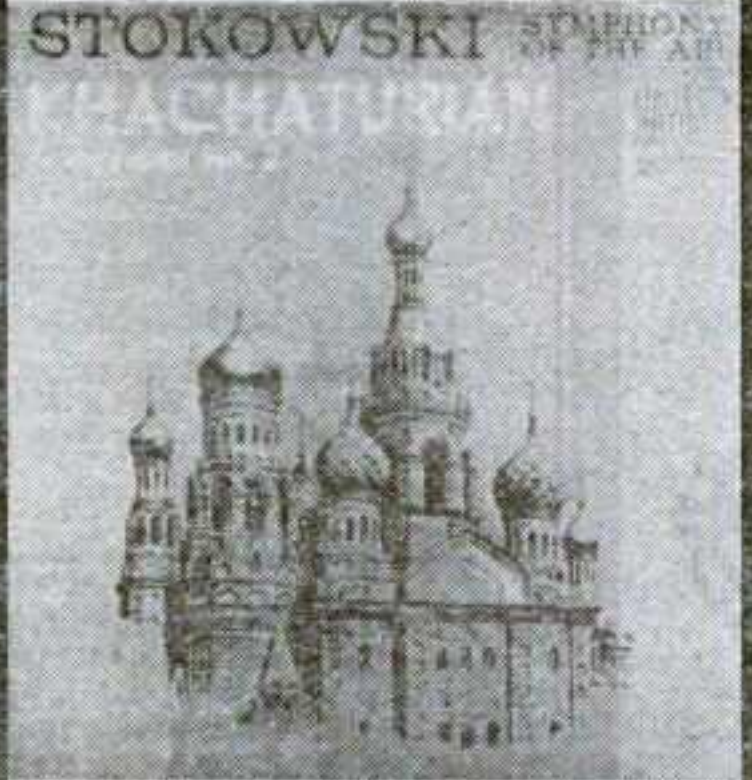


LIKE BASIE—like the best of Basie. LIKE BASIE is the famous "Basie Swing" played by all Basie sidemen and guaranteed to swing every record buyer. Mono-UAL 4024 • Stereo-UAS 5024

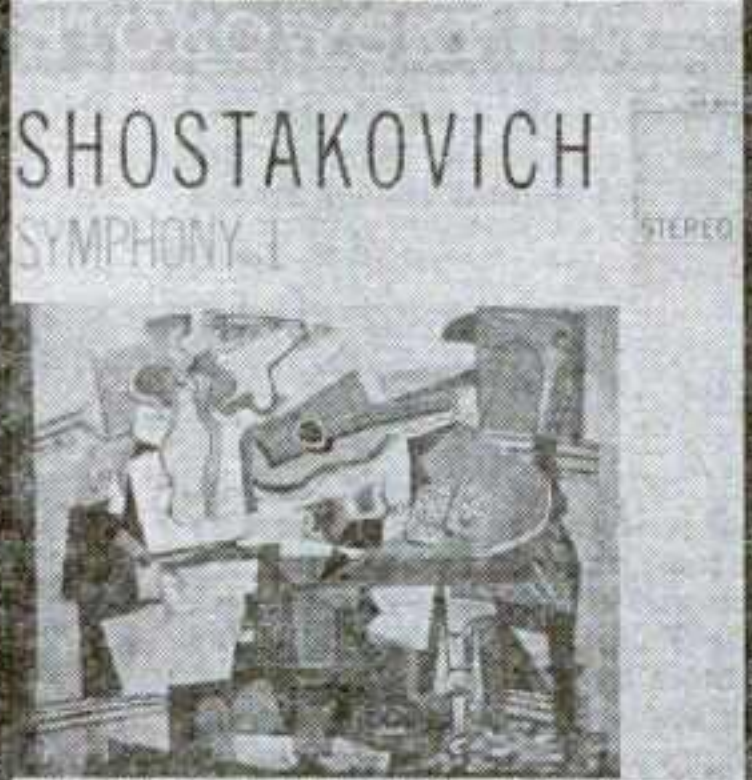


10 SHADES OF BLUE—every one a winner. A shade of blue to please every lover of the blues. The versatile Hal Schaefer makes every note a perfect commodity. Mono-UAL 3021 • Stereo-UAS 6021

STOKOWSKI'S
FINEST PERFORMANCES
ON RECORD
INAUGURATE
UNITED ARTISTS'
NEW CLASSICAL LINE.



KHACHATURIAN, SYMPHONY NO. 2—Stokowski conducts the Symphony of the Air in the first American recording of this brilliant masterpiece. Mono-UAL 7002 • Stereo-UAS 8002



SHOSTAKOVICH, SYMPHONY NO. 1 IN F, OP. 10/PRELUDE E FLAT MINOR/ENTR'ACTE FROM LADY MACBETH—The early work of Shostakovich, the boy genius, performed with all the beauty that maturity can bring. By Stokowski and the Symphony of the Air. Mono-UAL 7004 • Stereo-UAS 8004



BLOCH-SCHELOMO HEBREW RHAPSODY FOR CELLO AND ORCHESTRA, GEORGE NEIKRUO, CELLO BEN-HAIM "FROM ISRAEL"—Stokowski and the Symphony bring forth all the moods of the mid-east in the Ben-Haim premier recording. Schelomo is illuminated to its fullest expression. Mono-UAL 7005 • Stereo-UAS 8005

ARTISTS RECORDS 729 SEVENTH AVE. NEW YORK 19, N. Y.

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

• *Continued from page 28*

----- **Pop Albums** -----

TWO TIME WINNERS

Andy Williams—Cadence CLP 3026

Concept of this album is to dress old standards in new arrangements to achieve new popularity—as Williams did with the “Hawaiian Wedding Song”—which is included here. It's a strong package with Williams and Archie Bleyer ork giving some beautiful performances. “Love Letters in the Sand,” “It's All in the Game” and “Sail Along Silv'ry Moon” are included.



DESTROY RIDES AGAIN

Original Cast—Decca DL 9075

The show appears to be in for a comfortable run and this cast edition, rushed to market in near-record time by Decca, should pull in a good share of loot. By no means is the score outstanding but in the good tradition of the horse opera, it does have its pretty ballads (“Anyone Would Love You”), rip-roaring tunes (“Ballad of a Gun”), and cute special material (“Respectability”). It's tuneful and well paced and rates plenty of display by dealers.



----- **Low-Price Pop Albums** -----

PORGY AND BESS

101 Strings—Stereo-Fidelity SF 8600

STEREO & MONAURAL

An excellent entry into the “Porgy and Bess” sweepstakes. Fine stereo sound enhances the lush strings settings of the popular score. A fine buy for hi-fi fans especially at the low price.



NELSON EDDY FAVORITES

Camden CAL 492

Will sell very well, particularly on the racks. Tunes are standard concert pieces, such as “Love's Old Sweet Song,” “The Hills of Rome,” “The Rosary,” etc. Notes contain recording dates, which will be of interest to many adults. Sound is surprisingly good.



----- **Pop Talent Albums** -----

IN THE STILL OF THE NIGHT

Marge Dodson—Columbia CL 1309

The thrush reveals a warm, sultry voice on a brace of ballads. It's a fine debut album that should create a good name for her. Tasteful arrangements sets a listenable framework. Her style is her own, and she registers impressively in her first LP outing. Selections include “When Your Lover Has Gone,” “The End of a Love Affair” and “In the Still of the Night.” Pretty cover shot of the artist.



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

SHEARING ON STAGE!

The George Shearing Quintet—Capitol ST 1187

STEREO & MONAURAL

Set was recorded during an appearance at Claremont College in California. Included are numbers that are available in previous releases by the quintet and several “new” tunes. The mellow Shearing sound is nicely captured in stereo, and the over-all results are listenable. On two of the tracks, Armando joins the group on bongos. “Nothing But the Best,” the last band, is a driving set and is itself enough to sell the set. For pop and jazz buyers.



SOUNDVILLE!

Jack Marshall—Capitol ST 1194

STEREO & MONAURAL

This is a stereo “convincer.” Individual instruments were deliberately kept separate. The arrangements, aside from being bright and witty, are completely stereo-oriented. Program consists of jazz take-offs on such familiar fare as “Tip Toe Through the Tulips,” “Whistle While You Work,” etc. Features sterling performances by such as Barney Kessel, Shelley Manne, Milt Raskin and Jack Marshall. But stereo is the big feature. Unsigned liner notes are the hippest.



LES BAXTER'S JUNGLE JAZZ

Capitol ST 1184

STEREO & MONAURAL

This is a real swinger from start to finish. Baxter uses two orks of various sizes with Plas Johnson featured on tenor sax. Underlying the swinging tunes are various Latin rhythms. The treatments are colorful, and the sound is excellent. Tho not intended for stereo demonstration purposes, the set can qualify with ease. The tunes, all clefied by Baxter, are intriguing. Buffs and bugs will take to this.



(Continued on page 34)

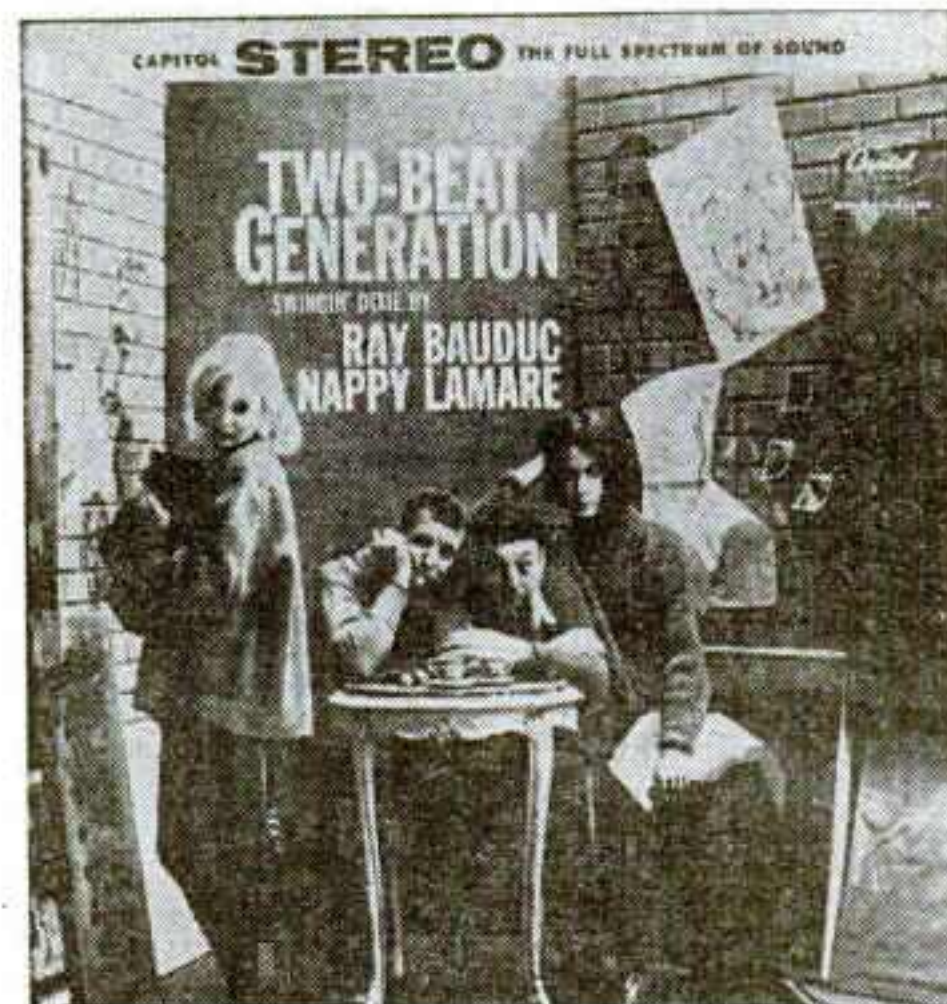
The Billboard BEST SELLERS ON THE RACKS

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	COME DANCE WITH ME	Frank Sinatra, Capitol W 1069
3	GIGI	Sound Track, M-G-M 341 5T
4	77 SUNSET STRIP	TV Sound Track, Warner Bros. WB 1289
5	OPEN FIRE TWO GUITARS	Johnny Mathis, Columbia CL 1270
6	STILL MORE SING ALONG	Mitch Miller, Columbia CL 1238
7	BILLY VAUGHN PLAYS	Dot DLP 3156
8	FROM THE "HUNGRY I"	Kingston Trio, Capitol T 1107
9	HYMNS	Tennessee Ernie Ford, Capitol T 756
10	THE FLOWER DRUM SONG	Original Cast, Columbia OL 8350

ALBUM COVER OF THE WEEK



TWO-BEAT GENERATION, Capitol ST 1198. Photographer Ken Veeder has put together with great skill a comically morose cover shot of four terribly beat characters amidst the debris of their glamorous existence.

Best Selling Pop EP's

FOR SURVEY WEEK ENDING MAY 9

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. PETER GUNN—Henry Mancini RCA Victor EPA 4333
2. THE FABULOUS JOHNNY CASH Columbia EPB 12532
3. KING CREOLE, VOL. 1—Elvis Presley RCA Victor EPA 4319
4. RICKY SINGS AGAIN—Ricky Nelson Imperial EP 159
5. NEARER THE CROSS—Tennessee Ernie Ford Capitol EAP 1-1005
6. SPIRITUALS—Tennessee Ernie Ford Capitol EAP 1-818
7. ELVIS SAILS—Elvis Presley RCA Victor EPA 4325
8. THE LONELY ONE—Duane Eddy Jamie JEP 100
9. JAILHOUSE ROCK—Elvis Presley RCA Victor EPA 4114
10. THE BUDDY HOLLY STORY Coral EC 81082

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By You, Stairway To The Stars,
Sweet Sue, Runnin' Wild, Sweet Georgia
Brown, Down Among The Sheltering
Palms, Sugar Blues, I'm Thru With
Love, By The Beautiful Sea*

MONOPHONIC M3565
and STEREOPHONIC S7565

other Kessel best-sellers on Contemporary

MONOPHONIC	STEREOPHONIC	
C3511	EASY LIKE
C3512	KESSEL PLAYS STANDARDS
C3513	TO SWING OR NOT TO SWING
C3521	S7001	MUSIC TO LISTEN TO BARNEY KESSEL BY
C3535	S7010	THE POLL WINNERS, WITH SHELLY MANNE & RAY BROWN
C3556	S7029	THE POLL WINNERS RIDE AGAIN

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• 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

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

★—For dealers who stock all merchandise.

POPULAR ★★★★★

★★★★ MEMORIES OF POPULAR OPERAS

George Feyer, Piano. RCA Victor LSP 1926 & LPM 1926

STEREO & MONAURAL

Working often as a soloist and occasionally with light rhythm support, Feyer

achieves unusually good effects with this selection of favorite operatic aria themes. Feyer has a way of getting much of the dramatic dynamics of the vocal performance into his piano renditions. Included are "Un Bel Di," from "Butterfly"; "My Heart at Thy Sweet Voice," from "Samson and Delilah," and the lovely "Intermezzo," from "Cavalleria Rusticana." Extremely attractive packaging.

★★★★ MUSIC FOR THE FIRESIDE
Paul Weston, Capitol ST 1192

STEREO & MONAURAL

Set of lush, romantically arranged tunes is fine for terp or listening. It's a good jockey programming set. Stereo enhances the ork's warm approach, and sound is excellent thruout. Numbers include "I Cover the Waterfront," "Where or When" and "Something to Remember You By." Good potential.

★★★★ GARRY MOORE PRESENTS THAT WONDERFUL YEAR 1930
Warner Bros. WS 1283

STEREO & MONAURAL

Viewers of the Garry Moore television show are well aware of the section of the show called "That Wonderful Year" in which he and the cast sing the songs of a designated year. This album is a record version of "That Wonderful Year, 1930" and it features the songs from that period, such as "Embraceable You," "Little White Lies," "Body and Soul" and "Fine and Dandy." They are performed stylishly by Moore, the ork and chorus. This could be a strong seller if exposed.

★★★★ DOWN AT PAONE'S PLACE
Nicola Paone. ABC-Paramount ABC 282
Paone's first LP was a solid sales success and this follow-up package should enjoy similar success. The personable Italian warbler (who owns a Manhattan cafe) spotlights his usual showmanly vocals on a group of sprightly novelties and folk themes—"Poor Man's Poika," "A Woman Is a Woman," etc.

POPULAR ★★★

★★★ IT'S THE MOST HAPPY SOUND
Mary Ann & the Ja-Da Quartet. Warner Bros. WS 1285

STEREO & MONAURAL

A group of youngsters, with a girl vocalist, captures the atmosphere of the happy 1920's. A lot of oldsters hearing these uninhibited performances will be stricken with nostalgia and are likely to buy the album. Material is of the rollicking, happy sort, as "When the Midnight Choo Choo Leaves for Alabam," "When My Sugar Walks Down the Street," "Mississippi Mud," etc.

★★★ LOMBARDO GOES LATIN
Guy Lombardo Ork. Capitol ST 1191

STEREO & MONAURAL

The maestro gives his style a south-of-the-border quality here. Material is made of Latin tunes, such as "The Breeze and I" and "Frenesi," plus a number of North American standards in Latin arrangements, as "Cecilia," "Dinah," etc. Album also introduces several new Latin tunes. Very danceable.

★★★ SONGS OF FREEDOM
The Four Sergeants & Massed Chorus. ABC-Paramount ABC 283

Inspirational stuff nicely recorded. Program includes both strongly national ("La Marseillaise" and "Finlandia") and strongly religious ("A Mighty Fortress Is My God," etc.) item. Offhand, it doesn't seem like a mass market disk but certainly deserves a place in the serious collector's library. College and other glee clubs would be prime prospects.

★★★ DANCING AT THE COTILLION
Stanley Melba Ork. United Artist UAL 3026

Melba, of the Cotillion Room of the Hotel Pierre, has put together a package of society dance music. He is excellent at purveying these rhythms, and his taste is impeccable. The sets are usually three numbers each. Included are many show tunes, plus such items as "The River Seine," "Figalle," "Domino," etc. These latter feature strings and have a Continental flavor.

(Continued on page 36)

• Review Spotlight on Albums . . .

• Continued from page 32

----- C&W Albums -----

THE COUNTRY'S BEST

Various Artists—Capitol T 1179

The label boasts a fine stable of country artists and this package puts the top-runners on a single set. Included are bands by Ferlin Husky, Faron Young, Tommy Collins, Wanda Jackson, Jean Shepard, Hank Thompson, the Louvin Brothers, Tex Ritter, Skeets McDonald, Freddie Hart and Wynn Stewart. Big hit sides include "The Wild Side of Life," with Thompson and Miss Shepard's "Satisfied Mind." Strong merchandise and it's further enhanced by a good cover.



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

HANSEL AND GRETEL

Sound Track—RCA Victor LBY 1024

This is the track version of the Michael Myerburg production of the memorable children's tale. The music composed by Humperdinck for the original opera version has been handsomely adapted for this version. Cast includes Anna Russell, Mildred Dunnock, Delbert Anderson, Frank Rogier and Helen Boatwright. A winner for the kiddie market with a charming cover made to order for displays.



----- Latin American Albums -----

MY FAIR LADY—SPANISH EDITION

Various Artists—Columbia WL 155 & WS 305

STEREO & MONAURAL

Here's a first-rate Spanish original cast version of the all time smash Broadway musical as interpreted by the cast now playing the Lerner and Lowe show in Mexico City. Manolo Fabregas makes a fine Higgins and Christina Rojas is a wonderful Liza. The rest of the cast is uniformly excellent and the stereo sound is beguiling. This should do mighty well in Spanish-speaking locations.



----- Sound Albums -----

THIS IS STEREOGRAMA

Epic BC 1

STEREO ONLY

For audiophiles and devotees of classical music, this stereo sampler with representative passages from various other LP's should prove a gas! The set offers a wide range of selections, and it is also one of the best of the stereo demonstration disks available. Works by the Cleveland orchestra, the Cleveland Pops Orchestra, 1 music, pianist Leon Fleisher and the Concertgebouw Orchestra of Amsterdam are included. The introduction contains balancing signals and speaker-response checks.



----- Specialty Albums -----

WHEN DALLIANCE WAS IN FLOWER AND MAIDENS LOST THEIR HEADS, VOL. III

Sung by Ed McCurdy with Erik Darling, Banjo and Additional Guitar—Elektra 160

This should meet a ready market among those who own its two predecessor versions, both of which enjoyed high success. McCurdy is in fine form as usual and fanciers will find these tales to banjo and guitar accompaniment just as tangy and tart as those which went before. A bold and brazen cover will catch looks.



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

JAMES JOYCE: FINNEGAN'S WAKE

Read by Cyril Cusack and Siobhan McKenna—Caedmon TC 1086

James Joyce's use of sounds and words, concocted as well as standard, creates a delightful form of prose music that comes across even more effectively when spoken than when read. With this album one can do both, for two texts are included. Cyril Cusack does an outstanding job of characterization in the Shem the Penman excerpts, and Siobhan McKenna also does well in both parts of the Anna Livia Plurabelle episode. For select clientele, can be given top recommendation.



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8025 • YES INDEED!
Ray Charles
What Would I Do Without You/It's All Right/I Want To Know/Yes Indeed/Get On The Right Track Baby/Talkin' Bout You/Swanee River Rock/Lonely Avenue/Blackjack/The Sun's Gonna Shine Again/I Had A Dream/I Want A Little Girl/Heartbreaker/Leave My Woman Alone

8024 • LOVE BALLADS
Clyde McPhatter
Heartaches/Come What May/Rock And Cry/That's Enough For Me/I Gotta Have You/Bip Bam/Just To Hold My Hand/Lucille/Long Lonely Nights/When You're Sincere/No Matter What/No Love Like Her Love/You'll Be There/Love Has Joined Us Together

8023 • ROCKIN' THE BLUES
Joe Turner
We're Gonna Jump For Joy/Teen Age Letter/Love Roller Coaster/Lipstick, Powder And Paint/Morning, Noon And Night/I Need A Girl/Red Sails In The Sunset/Blues In The Night/After A While/World Of Trouble/Trouble In Mind/TV Mama/You Know I Love You/Still In Love

8022 • ROCKIN' & DRIFTIN'
The Drifters
Moonlight Bay/Ruby Baby/Drip Drop/I Gotta Get Myself A Woman/Fools Fall In Love/Hypnotized/Yodee Yakee/I Know/Soldier of Fortune/Drifting Away From You/Your Promise To Be Mine/It Was A Tear/Adorable/Steamboat

8021 • ROCK & ROLL FOREVER
Volume 2
Chuck Willis: C. C. Rider/Ray Charles: Swanee River Rock/The Bobbettes: Mr. Lee/Joe Turner: Wee Baby Blues/LaVern Baker: Substitute/Clyde McPhatter: Come What May/Ruth Brown: Lucky Lips/Ivory Joe Hunter: Empty Arms/The Clovers: Wishing for Your Love/LaVern Baker: Learning To Love/The Jays: Sisters: Going To The River/Ray Charles: Yes Indeed!/Chuck Willis: What Am I Living For/The Drifters: Moonlight Bay

8019 • BLUES FROM THE GUTTER
Champion Jack Dupree
Strollin'/T. B. Blues/Can't Kick The Habit/Evil Woman/Nasty Boogie/Junker's Blues/Bad Blood/Goin' Down Slow/Frankie & Johnny/Stack-O-Lee

8018 • THE KING OF THE STROLL
Chuck Willis
Betty & Dupree/That Train Is Gone/Love Me Cherry/Juanita/It's Too Late/C. C. Rider/My Life/What'cha Gonna Do When Your Baby Leaves You/Kansas City Woman/There's Got To Be A Way/Ease The Pain/Thunder & Lightning/My Crying Eyes

8015 • IVORY JOE SINGS THE OLD & THE NEW
Ivory Joe Hunter
Where Are You/I'll Take You Home Again/Kathleen/I Could Fall In Love With You/One More Memory/I'll Be Faithful/Worried Mind/All My Life/Moonlight & Roses/There Goes My Heart/To Lose You/Someone/I Didn't Mean To Be Mean To You

8013 • DANCE THE ROCK & ROLL
Willis Jackson: Gater's Groove/Chuck Calhoun: Hey Tiger/Tommy Ridgley: Jam Up/Arnett Cobb: Flying Home Mambo/Joe Morris: Wow!/Arnett Cobb: Mr. Pogo/Frank Culley: Gone After Hours/Arnett Cobb: Light Like That/Joe Morris: Weasel Walk/Frank Culley: Culey-Flower/Willis Jackson: Rock! Rock!! Rock!!!/Frank Culley: Hop 'N' Twist/Chuck Calhoun: Barrel House/Tiny Grimes: Midnight Special

8010 • ROCK & ROLL FOREVER
Joe Turner: Shake, Rattle & Roll/LaVern Baker: Tweedle Dee/The Clovers: One Mint Julep/Clyde McPhatter & The Drifters: Money Honey/Ray Charles: It Should've Been Me/Ruth Brown: 5-10-15 Hours/T-Bone Walker: T-Bone Shuffle/Ruth Brown: Mama, He Treats Your Daughter Mean/Ray Charles: I've Got A Woman/The Clovers: Good Lovin'/Joe Turner: Hide & Seek/LaVern Baker: Bop-Ting-A-Ling/Clyde McPhatter & The Drifters: Honey Love/ Joe Turner: Flip Flop & Fly

8009 • THE CLOVERS
Love Love Love/Lovey Dovey/Yes It's You/Ting-A-Ling/I Played The Fool/Hey Miss Fanny/Don't You Know I Love You/Middle Of The Night/Blue Velvet/Little Mama/Crawlin'/Here Goes A Fool/I Got My Eyes On You/Devil or Angel

8008 • IVORY JOE HUNTER
Since I Met You Baby/I Need You By My Side/I Want Somebody/I Got To Learn To Do The Mambo/I'll Never Leave You Baby/That's Why I Dream/A Tear Fell/Heaven Came Down To Earth/I Need You/That's Why/You Mean Everything To Me/You Can't Stop That Rocking & Rolling/It's A Doggone Crying Shame/It May Sound Silly

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1281 • LA VERN BAKER SINGS BESSIE SMITH
Gimme A Pigfoot/Baby Doll/On Revival Day/Money Blues/I Ain't Gonna Play No Second Fiddle/Back Water Blues/Empty Bed Blues/There'll Be A Hot Time In The Old Town Tonight/Nobody Knows You When You're Down & Out/After You've Gone/Young Woman's Blues/Peaching The Blues

8007 • LA VERN BAKER
Jim Dandy/Tra La La/I Can't Love You Enough/Get Up, Get Up/That's All I Need/Bop-Ting-A-Ling/Tweedle Dee/Still/Play It Fair/Tomorrow Night/That Lucky Old Sun/Soul On Fire/My Happiness Forever/How Can You Leave A Man Like This?

8006 • RAY CHARLES
Ain't That Love/Drown In My Own Tears/Come Back Baby/Sinner's Prayer/Funny (But I Still Love You)/Losing Hand/A Fool For You/Hallelujah I Love Her So/Mess Around/This Little Girl Of Mine/Mary Ann/Greenbacks/Don't You Know/I Got A Woman

8005 • JOE TURNER
Shake, Rattle & Roll/Flip Flop & Fly/Feeling Happy/Well All Right/The Chicken & The Hawk/Boogie Woogie Country Girl/Honey Hush/Corrine Corrina/Midnight Special Train/Hide & Seek/Oke-She-Moke-She-Pop/Crawdled Hole/Sweet Sixteen/Chains Of Love

8004 • RUTH BROWN
Lucky Lips/As Long As I'm Moving/Wild Wild Young Men/Daddy/Daddy/Mambo Baby/Teardrops From My Eyes/Hello Little Boy/Mama He Treats Your Daughter Mean/5-10-15 Hours/It's Love Baby/Sentimental Journey/Old Man River/So Long/Oh What A Dream

8003 • CLYDE McPHATTER & THE DRIFTERS
Without Love/Someday You'll Want Me To Want You/Treasure Of Love/I'm Not Worthy Of You/Balls of Saint Mary's/White Christmas/Make Believe/Seven Days/Warm Your Heart/Money Honey/What'cha Gonna Do/Such A Night/Honey Love/Thirty Days

8002 • LA VERN BAKER
Lots & Lots of Love/Of Course I Do/You'll Be Crying/Miracles/I'm In A Crying Mood/Mine All Mine/Harbor Lights/I'll Never Be Free/Romance In The Dark/Everybody Is Somebody's Fool/How Long Will It Be/Fool That I Am

8001 • THE GREATEST ROCK & ROLL
Ray Charles: Hallelujah I Love Her So/LaVern Baker: Jim Dandy/The Clovers: From The Bottom Of My Heart/Clyde McPhatter: Thirty Days/Ruth Brown: I Want To Do More/Chuck Willis: It's Too Late/Joe Turner: The Chicken & The Hawk/ Joe Turner: Corrine Corrina/Ruth Brown: Smooth Operator/The Drifters: Steamboat/Clyde McPhatter: Treasure Of Love/LaVern Baker: I Can't Love You Enough/Ivory Joe Hunter: Since I Met You Baby/Ray Charles: Mary Ann

1259 • THE GREAT RAY CHARLES
The Ray/My Melancholy Baby/Black Coffee/There's No You/Doodlin'/Sweet Sixteen Bars/I Surrender Dear/Undecided

1234 • JOE TURNER KANSAS CITY JAZZ
The Boss of the Blues
Cherry Red/Roll 'Em Pete/I Want A Little Girl/Low Down Dog/Wee Baby Blues/You're Driving Me Crazy/How Long Blues/Morning Glories/St. Louis Blues/Piney Brown Blues

585 • RUTH BROWN
Lucky Lips/Mambo Baby/Smooth Operator/Oh What A Dream

584 • CLYDE McPHATTER
Without Love/Thirty Days/I Make Believe/Treasure of Love

575 • ALL STAR ROCK & ROLL
LaVern Baker: You Better Stop/Ivory Joe Hunter: All My Life/Clyde McPhatter: Let The Boogie Woogie Roll/Ruth Brown: Too Many Men

567 • RAY CHARLES
I've Got A Woman/Come Back/It Should've Been Me/Don't You Know

566 • LA VERN BAKER
Tweedle Dee/Tomorrow Night/Bop-Ting-A-Ling/Soul On Fire

565 • JOE TURNER
In The Evenin' When The Sun Goes Down/Shake, Rattle And Roll/Flip, Flop And Fly

537 • THE CLOVERS SING
Good Lovin'/Ting-A-Ling/Lovey Dovey/Crawlin'

536 • JOE TURNER SINGS
Honey Hush/Sweet Sixteen/Chains Of Love/TV Mama

535 • RUTH BROWN SINGS
Daddy Daddy/Three Letters/Wild Wild Young Men/Be Anything

534 • THE DRIFTERS
featuring Clyde McPhatter
Money Honey/The Way I Feel/Such A Night/Lucille

505 • RUTH BROWN SINGS
Teardrops From My Eyes/5-10-15 Hours/Mama, He Treats Your Daughter Mean/So Long

504 • THE CLOVERS SING
One Mint Julep/Fool, Fool, Fool/Hey, Miss Fannie/I Played The Fool

Reviews and Ratings of New Popular Albums

Continued from page 34

★★ JUBILEE SUPRISE PARTY VOL. 1
Various Artists. Jubilee SDJLP-1107
STEREO & MONAURAL

A collection of Jubilee artists team up their talents here to present a program of varied moods and tempos. Featured are such as Sy Oliver and a swinging band, Frankie Ortega and trio, Lu Ann Simms, Della Reese, Bobby Sherwood and his band, Don Rondo and the torchy-voiced Lois Kahn. A most entertaining and well-recorded party it is with good packing. Good stereo, too. This one can be sold.

★★ THE MUSIC OF LECUONA
Stanley Black Ork. London PS 153
STEREO & MONAURAL

The Black orchestra presents the music of Ernesto Lecuona in lush and lively fashion. The Cuban composer clefted many international, still-popular songs. Stereo enhances the appeal of the set via wide separation, and the colorful orchestrations seem to have been done with stereo in mind. Selections include "Malaguena," "Siboney" and "Andalucia." Good programming set.

★★ MORE WORLD — SONGS
The Four Sergeants. ABC-Paramount ABC 250

Fresh arrangements of what they sang back home from 1939-45. Besides war songs like "Remember Pearl Harbor" there's nostalgic stuff of "The Last Time I Saw Paris" variety. The Sergeants tone down the old bounce to a sophisticated 1950's pace. Thru Rosemary June is affection. Familiar war bond posters decorate jacket in eye-catching style.

★★ THE MAGIC OF UKULELE OF ROY SNECK
ABC-Paramount ABC 279

This veteran uke strummer, who long ago proved that the instrument could be used for solos, now presents permanent proof by way of his first LP. A toe-tapping happy package makes for easy listening and can be danced to. The standard selections, all are well suited for Mr. Sneck's uke and his capable sidemen on guitars, bass and drums. Cover can help. Lots of uke owners and others will go for it.

★★ EAST OF INDIA
Werner Muller Ork. Decca DL 8880

The German orkster serves up an exotic set of lushly arranged tunes, all of which have titles dealing with Eastern places or themes. It's an interesting and listenable item that provides a good programming set. The arrangements are colorful and tasteful. Tunes include "Merry Geishas," "Bazaar Melody" and "Moon Over the Pagoda." Cover will help attract sales.

★★ WEBSTER'S UN'A-BRIDGED'
Jimmie Webster's Stereo Guitar. RCA Victor LSP 1942 & LPM 1942

STEREO & MONAURAL
Webster performs on his "Project-O-Sonic" electronic guitar, which he engineered for the Gretsch guitar people. Tones are made not by picking or strumming, but merely by depressing guitar string in a given position. Both hands are used for making tones which gives the effect of a multiple tracking job. Interesting sounds produced on a mixture of originals and standards. Stereo effects would appear but a limited advantage.

★★ COME TRAVEL WITH ME... TO
Mat Mathews Ork. ABC Paramount ABC 269

Mr. Mathews and his accordion capture the mood and flavor of many corners of the globe to provide for 30 minutes of fine listening. Some of the highlights: "Si Petite," "Estralita" "Londonderry Air," "Lilli Marlene" and "Wien, Wien, Nur Du Allein." Rates as good mood music. Attractive cover should encourage sales.

★★ THE FIDDLING VIKING
Svend Asumssen & His Dancing Strings. Columbia CL 1175

Here's an interesting package of spinnable mood music for jocks. European jazz fiddler Asumssen provides expressive, tasteful violin solo work on a group of melodic standards—"Tabu," "When Day Is Done," "The Continental," etc.

★★ REMEMBERING
Ken Griffin, Organ. Columbia CL 1289

Bright, bouncy organ solo treatments of a group of standards are spotlighted in a salable album for the field. Tunes include "Sleepy Time Girl," "It Had to Be You," "September in the Rain," etc.

★★ THE LAST OF THE RED HOT CHAS
Cal Lampley Ork. Warner Bros. WS 1287

STEREO & MONAURAL
Cal Lampley and his ork have come thru with a danceable group of cha chat on this new, aptly titled set. Tunes include such familiar songs as "Lover Come Back to

Me," "It's the Talk of the Town," "Chicago" and "Some of These Days." For those who like to cha cha this album will fill a need.

★★ TAKE A NUMBER
Mavis Rivers. Capitol ST 1210

STEREO & MONAURAL
Polynesian canary Mavis Rivers lends her expressive jazz-flavored thrashing style to a group of "number" selections—"Two Loves Have I" "Three Coins in the Fountain," "Dinner at Eight," etc. Spinnable wax.

POPULAR ★★

★★ TWO PIANOS IN STEREO
Jon Hayes & Paul Kleff with Bob Mersey Ork. Colpix SCP 403

STEREO & MONAURAL
Moderately appealing would be the best description of this set which features twin piano efforts against an orchestral background. "Kitten on the Keys," "Hawaiian War Chant," "Song of India," are samples. The ork scorings are well conceived, a lighter background might well have set the piano work off to better effect.

★★ HOLLYWOOD THEMES IN CHA CHA CHA BY MONTEZ
Gene Norman Presents GNP 38

Montez uses a small, mainly rhythm, combo on this set which makes cha cha out of a number of well known movie themes. "For Whom the Bell Tolls," "Invitation," "Picnic," "Laura," etc., are included. Listenable performance and it's danceable for those so included.

★★ COOKIN' WITH REY
Rey De Michel Ork. Challenge CHL 608

Big band sound with sax ensemble scorings bearing a faint resemblance to the Elgart touch. Repertoire includes several originals mixed with some standards. There's a great deal of powerful name value in competing sets of this genre, which can make the going tough.

★★ THE LIGHTNING FINGERS OF BEN LIGHT IN THE LIMELIGHT
Gene Norman Presents GNP 39

Ben Light, of course, is one of the older keyboard wizards, and he will appeal to a lot of adults who like their piano melodic yet facile. Light's technique is excellent and he is an old hand at embellishing melodies. Songs include "The One Rose," "Isle of Capri," "At Sundown" and other standards.

★★ ESQUERITA!
Capitol T 1186

A blues shouter who reminds one of the style of Little Richard. Chanter adopts a similar high-voltage technique, often going into a wild falsetto, while accompanying himself in a rocking piano style. For those who like extreme rockers, this package is one of them. Songs include "I'm Battle Over Hatie," "I Need You," "Maybe Baby." Colorful cover shows the artist's wild hairdo.

★★ JIMMY CARROLL SINGS ONLY THE BLUES
Candle LP 301

Veteran vocalist Jimmy Carroll offers a program of oldies such as "Dreamy Melody," "I'm Getting Sentimental Over You," "Together" and "Sweetheart of Sigma Chi." Carroll, a past member of the Arthur Godfrey clan, is in good voice and the disk should draw sales from the older crowd.

★★ LATIN HOLIDAY
Dante Varela Ork. Decca DL 8851

Varela provides pleasant, danceable instrumental interpretations of standards with a cha-cha or mambo beat. Selections include "Sweet Sue," "Body and Soul" and "Hello Young Lovers."

★★ ELTON BRITT THE WANDERING COWBOY
With Zeke Manners' Band. ABC Paramount ABC 293

This is a package of Western—rather than country and western tunes. Its quality is very strong, with very good instrumentation, including an organ, backing the vocals—some of which are double-tracked. Britt, incidentally, is a terrific yodeller, and there's much of it in this package. He and Manners were doing such material many years ago on the radio networks, and they have skillfully put this album together in a manner which will appeal to many adults who remember them in the great radio days. There are ballads, blues, an occasional Yankee bass figure, a touch of rock and roll, etc. Tunes include "Roving Gambler," "Red Wing" and "There's a Star Spangled Banner Waving Somewhere."

★★★ LOW-PRICE POPULAR ★★★
★★★★ WHAT'S NEW ON CAPITOL STEREO—MAY, 1959
Various Artists. (2-12") Capitol SN 1

STEREO & MONAURAL
The two sampler volumes include excerpts from the volumes in the label's May re-

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

618 • CLYDE McPHATTER
A Lover's Question/I Can't Stand Up Alone/Lovey Dovey/My Island Of Dreams

617 • LA VERN BAKER
I Cried A Tear/Dix-A-Billy/I Waited Too Long/You're Teasing Me

612 • WHAT AM I LIVING FOR
Chuck Willis
What Am I Living For/Hang Up My Rock & Roll Shoes/Betty & Dupree/My Crying Eyes

609 • ROCK WITH CHUCK WILLIS
C. C. Rider/Ease The Pain/That Train Has Gone/Love Me Cherry

608 • ROCK WITH IVORY JOE HUNTER
Empty Arms/Love's A Hurling Game/Every Time I Hear That Song/She's Gone

607 • ROCK WITH RAY CHARLES
Lonely Avenue/Mary Ann/A Fool For You/Blackjack

606 • ROCK WITH JOE TURNER
Boogie Woogie Country Girl/The Chicken And The Hawk/Midnight Special Train/Crawdled Hole

605 • ROCK WITH CLYDE McPHATTER
Seven Days/Long Lonely Nights/Honey Love/What'cha Gonna Do

597 • THE GREAT RAY CHARLES
Sweet Sixteen Bars/Doodlin'

592 • THE DRIFTERS
Fools Fall In Love/Adorable/Steamboat/Ruby Baby

591 • CHUCK WILLIS
Juanita/What'cha Gonna Do When Your Baby Leaves You/Kansas City Woman/It's Too Late

590 • THE CLOVERS
Love Love Love/Devil Or Angel/Blue Velvet/From The Bottom Of My Heart

589 • IVORY JOE HUNTER
Since I Met You Baby/I Got To Learn To Do The Mambo/It May Sound Silly/A Tear Fell

588 • LA VERN BAKER
Jim Dandy/Still/Play It Fair/Tra La La

587 • RAY CHARLES
Ain't That Love/Greenbacks/Drown In My Own Tears/Hallelujah I Love Her So

586 • JOE TURNER
Corrine Corrina/The Chicken & The Hawk/Feeling Happy/Hide & Seek

ATLANTIC RECORDING CORP.

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

less. The monaural sampler contains 16 tracks; the stereo sampler has 12. Included are bands from albums by Judy Garland, Nat King Cole, the Four Freshmen, Jonah Jones, Les Baxter and other Capitol artists whose previous sets have been best sellers. The release is well-rounded to include music in almost all categories. Displays should help sales of the individual LP's in the release, and the sampler should also attract in their own right.

★★★★ LATIN CARNIVAL
Edmundo Ros Ork. Richmond B 20023
Here's a collection of Edmundo Ros sides that should interest the Latin terp set. Tunes include "La Compara," "Marching Strings," "The Fidgety Samba," and "Valencia." They are played attractively by the fine Ros crew.

★★★★ SELECTIONS FROM REDHEAD
Various Artists with Hill Bowen Ork.
RCA Camden CAL 521 & CAS 521

STEREO & MONAURAL
Gwen Verdon's new hit musical "Red-head" doesn't have a standout score, but the talent involved on this album do their best by it, so the results are melodic and listenable. Topflight musical comedy warbling stints by Rita Williams and Bryan Johnson. A solid buy for the low-price field.

★★★★ MOONLIGHT SERENADE
Tex Beneke Ork. RCA Camden CAL 491
Here's a solid sales item for the low-priced market. Tex Beneke offers a group of standards—some in the Glenn Miller tradition—"Sunrise Serenade," "Moonlight Serenade"—others in a more personalized "Beneke manner." Vocals by Beneke, Garry Stevens and the Mello Larks.

LOW-PRICE POPULAR ★★★
★★★ JUBILEE STEREOSONIC VOCAL SAMPLER
Various Artists. Jubilee SSJLP 802

STEREO & MONAURAL
A flock of Jubilee vocal artists get together in this stereo sampler to provide samples of their various wares. Included are Bobby Freeman, Lu Ann Simms, Della Reese, Gretchen Wyler, Don Rondo and the

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Accents. Pleasant, well-paced listening, stereo or mono.

★★★ SONG OF THE ISLANDS
Ray Andrade Ork. RCA Camden CAL 493
Set of Island melodies with typical backing can find a market. Economy buyers should find it attractive fare, and despite the heavy flock of similar sets that are available, this can be a good rack item. Tunes include "Song of the Islands," "Aloha Oe" and "Sweet Lei Lehua."

★★★ THE MAGIC OF BROADWAY
Woolf Phillips Ork. Richmond B 20029
English orkster Woolf Phillips provides a low-price item that should make a fair showing on the racks. It contains several click movie and show tunes that should lure wide appeal. Selections include "You'll Never Know," "Forty-Second Street," and "I Only Have Eyes for You." Good buy for the price.

★★★ PORGY AND BESS
Conducted by George Rhodes. Aameo ALP 331
Still another bid for the sales on "Porgy and Bess." This disk, arranged and conducted by George Rhodes features vocals by Rebecca Hall and Carnegie Burruss. The off-beat musical interpretation may help capture the sales for this version.

LOW-PRICE POPULAR ★★★

★★ SING ALONG WITH THE IDLERS OF THE COAST GUARD ACADEMY CADETS
Design DLP 109
So-so program and choral arrangements of the kind of thing the gang likes to sing when they get around the piano. Not up to the quality of "Sing Along" sets from other firms but the \$1.49 price tag could help.

★★ CHA CHA
Juan Perez Ork. Rondo-lette SA 72

STEREO ONLY
Forceful if not too musical performances. One side, as per the title, consists of cha chas. The other contains mambo. Occasional jazz licks creep into some numbers, but the leading attraction is the low price.

BAND ★★★★★
★★★★ FAMOUS MARCHES OF THE BAND OF THE GRANADIER GUARDS (HARRIS). London PS 139

STEREO & MONAURAL
The Grenadiers have a colorful big

band sound on this collection of well-known offerings. The repertoire includes "Stars and Stripes Forever," "Washington Post," "Semper Fidelis," and "El Capitan," and other band favorites. The sound, as with most of the label's British band sets, is much above par. For sound as well as band lovers.

COUNTRY & WESTERN ★★★

★★★ THIS IS TOMMY COLLINS
Capitol T 1196
Tommy Collins, a fine country chanter, sings a dozen of his own tunes on this new set. The songs are clever and listenable, particularly a little ditty called "I Always Get a Souvenir," which details the mementos a cat picks up on his pathway thru life and romance. All have typically country messages about cheatin', saying goodbye, etc. Fans will like this one.

FOLK ★★★★★

★★★★ FOLK SONG KIT
Elektra EKL-KIT
An elaborate set, this contained a box type package. The disk contains a full side of guitar instructions which go hand in hand with written text in the accompanying 52-page book. On side two, Milt Okun sings bit from 20 favorite folk songs. The book also contains detailed writings of the folk field and its many schools. A separate enclosure is a guitar chord chart. An imaginative production which should find a good market, particularly as a gift item.

FOLK ★★★

★★★ FOLK SAMPLER FIVE
Elektra SMP 5
A sampling of the label's recent releases, this package offers a broad range of folk material, derived from international and American sources. There's Josh White with "Nine Foot Shovel," Tom Kines' winging "A Maid Goin' to Comber," "Day-O," featuring Lord Foodoos, and other diverse material as gypsy, Israeli flamenco, etc. Authenticity and recording techniques are excellent. A booklet with lyrics is included.

FOLK ★★

★★ THE WILD BLUE YONDER
Oscar Brand with The Roger Wilco Four. Elektra EKL 168
Unexpurgated performances of mildly bawdy Air Force songs. Brand is backed by pick-up vocal and instrumental group tagged the Roger Wilco Four. Performances are uneven but there may be enough ex-Air Force personnel to whom the disk could appeal.

INTERNATIONAL ★★★★★

★★★★ ZARZUELA
The Madrid Concert Ork. (Rorroba). ABC-Paramount ABC 292
A cheerful melodic melange from six popular Spanish Zarzuelas, the music is arranged into separate suites and deftly played under direction of F. Moreno Torroba, leading composer and conductor of this form. Spirited and tuneful, the music will delight fans and surprise those not familiar with the Spanish folk operettas from which they are taken. As a rule of thumb, should be recommended for fans of show music, Spanish music and folk music.

★★★★ JOTAS OF SPAIN
The Madrid Concert Ork. (Echevarria). ABC-Paramount ABC 291
One of the most traditional Spanish musical dance forms is the jota, which here is presented in splendid orchestral arrangements. The initial side offers five of the best-known compositions of this genre, while the reverse contains little-known but lovely examples, the latter more di-

rectly descended from the folk idiom. In the true Iberian tradition.

LATIN AMERICAN ★★★

★★★ AGUA! AGUA!
Antobal's Cuban All-Stars. Felsted FS 17505 & FL 7505

STEREO & MONAURAL

Torrid big band music, featuring a 17 piece ork which combines a hectic, Latin beat with outstanding jazz-styled arrangements. Latter are credited to Chico O'Farrell, Rene Hernandez and Rafael Somavilla. The combination lifts the performances out of the realm of the ordinary. The result can satisfy both jazz and Latin music fans. Sexy cover, too.

POLKA ★★★

★★★ POLISH DANCE MELODIES
Ted Maksymowicz Ork. ABC-Paramount ABC 289
This is a listenable set of polka dance tunes played skillfully by the Ted Maksymowicz ork. The tunes include "Romantic Waltz," "Seven Roses," (a tango), "To the Left Oberck," "The Beer Polka," and a mazurka or two. The sound is good and both pop and polka fans will enjoy the set.

RELIGIOUS ★★★

★★★ MOMENTS OF INSPIRATION
Bill Mann. Word W 3061
Bill Mann sings a collection of religious songs with sincerity and warmth on this new release. Titles include "The Stranger of Galilee," "Blessed Assurance" and "I May Never Pass This Way Again." Should interest the Bible Belt.

★★ THE DIVINE COVENANT
Ray Middleton. Candle LP 113
The Bar Mitzvah, Bas Mitzvah or confirmation ceremony is the theme of this disk. Narration, music and lyrics were penned by Gerlad Marks. While it's a praiseworthy effort, Middleton's baritone sounds odd in cantorial strains. Since the orthodox would prefer Hebrew renditions, market is restricted to the conservative or reformed community. Some gift appeal.

SACRED ★★★★★

★★★★ MY GARDEN OF PRAYER
Faron Young. Capitol T 1185
A standard package for the sacred c.&w. market. Young, like most strong country artists, is at home with the sacred repertoire—doing the performances with sincerity. Material includes "Beautiful Garden of Prayer," "Now I Belong to Jesus," "Traveling On," etc.

SACRED ★★

★★ HOYT AND TYRONE SCOGGINS WITH THE TUNE TWISTERS
Starday SEP 106
Four attractive selections with lively pickin' featured thruout. Thirteen-year-old Tyrone shouts words to the chorus, reminiscent of "Ole Smokey" in tune and in style, and members do a spirited job. Hoyt is featured on flip, and flies thru two fast Gospel numbers in equally fine fashion. Sacred buyers will appreciate.

SPOKEN WORD ★★

★★ ISRAEL SPEAKS
Abba Eban. United Artists UAL 9002
Selections from the speeches of the former Israeli Ambassador to the U. S., many of them made at critical moments in his young nation's history. Connecting the speeches, Eleanor Roosevelt reads narration by Millard Lampell, author of the "Lonesome Train." Jacket has interesting photos of Eban and Mrs. Roosevelt.

Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

★★★★ TCHAIKOWSKY: BALLET SUITES
Virtuoso Symphony of London (Winograd). Audio Fidelity FCS 50010

STEREO ONLY

A superb recording from both the performance and sonic point-of-view. Under the Winograd baton, this disciplined reading projects all the lyrical value without lapsing into sentimentality. With ballet so prominent in the headlines today, the disk could set a stereo sales record. The stereo, by the way, does indeed create a curtain of sound as the liner notes suggest.

★★★★ BEETHOVEN: SYMPHONY NO. 9; INCIDENTAL MUSIC TO GOETHE'S EGMONT
Various Artists with The Philharmonia Ork. & Chorus (Klemperer). (3-12") Angel 3577 B

STEREO & MONAURAL

This long-awaited version of the Ninth is a superlative job all around. Soloists Aase Nordmo-Lovberg, Christa Ludwig, Waldemar Knecht and Hans Hotter join with

conductor Klemperer in a classic approach of restrained dignity that holds its own against the famous driving Toscanini interpretation. The monumental work is a stereo natural. Added bonus is the "Egmont" with marvellous Birgit Nilsson.

CLASSICAL ★★★

★★★ FALLA: THE THREE CORNERED HAT
Celia Langa, Soprano with The Orquesta Conciertos De Madrid (Arambarri). Columbia ML 5358
This complete recording of De Falla's ballet "The Three Cornered Hat" was recorded in Spain on the Hispavox label. It features the Orquesta De Conciertos De Madrid, under Jesus Arambarri, with soprano Celia Langa. The ballet is tastefully performed by the singer and orchestra, and it is well recorded. Altho there are two other good albums of the complete ballet on the market, this version should rack up good sales.

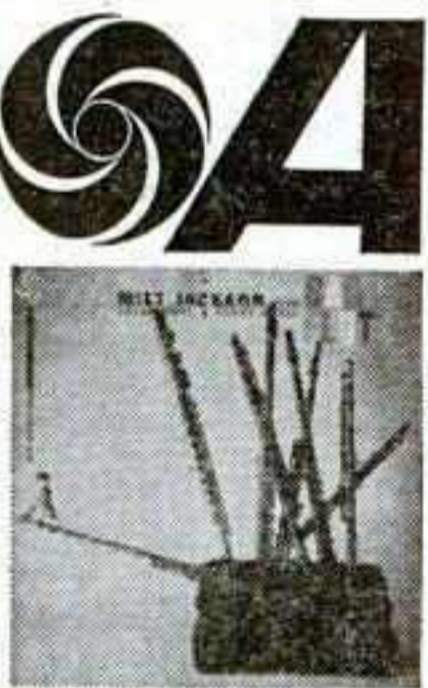
★★ BOLSHOI
Virtuoso Strings of the Bolshoi Theater Ork. (Rezentovich). Monitor MC 2036

(Continued on page 49)

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Milt ("Bags") Jackson, famed vibist of the MJQ, in a swinging group of ballads and blues. Frank Wess and Bobby Jaspar, flutists, co-featured.



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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending May 9

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Kansas City		7	4		
By Leiber-Stoller—Published by Fire (BMI) BEST SELLING RECORD: Wilbert Harrison, Fury 1023 (Fire, BMI) RECORDS AVAILABLE: Rocky Olson, Chess 1723 (Fire, BMI); Rockin' Ronald and the Rebels, End 1043 (Fire, BMI); Hank Ballard and the Midnighters, King 5195 (Armo Music, BMI); Little Richard, Specialty 664 (Armo Music, BMI); Little Willie Littlefield, Federal 12351 (Armo, BMI).					
2. Happy Organ		2	7		
By Wood-Clowney-Kriegsmann—Published by Lowell (BMI) BEST SELLING RECORD: Dave (Baby) Cortez, Clock 1009.					
3. Kookie, Kookie (Lend Me Your Comb)		6	4		
By Irving Taylor—Published by Witmark (ASCAP) BEST SELLING RECORD: Edward Byrnes with Connie Stevens, Warner Bros. 5047.					
4. A Teenager in Love		10	3		
By Doc Pomus & Mort Shuman—Published by Rumbalero (BMI) BEST SELLING RECORD: Dion & the Belmonts, Laurie 3627.					
5. Sorry, I Ran All the Way Home		5	6		
By Zwiirn-Giosasi—Published by Figure (BMI) BEST SELLING RECORD: Impalas, Cub 9022.					
6. Dream Lover		16	2		
By Bobby Darin—Published by Progressive-Fern-Trinity (BMI) BEST SELLING RECORD: Bobby Darin, Atco 6140. RECORD AVAILABLE: Robert Farnon, London 1241.					
7. Pink Shoe Laces		3	10		
By Mickie Brant—Published by Pioneer (BMI) BEST SELLING RECORD: Dodie Stevens, Crystalette 724.					
8. Come Softly to Me		1	10		
By Troxel, Cristopher, Ellis—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolphin 1 RECORD AVAILABLE: Ronnie Height, Dore 516.					
9. Guitar Boogie Shuffle		4	8		
By A. Smith—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Virtues Hunt 324.					
10. Quiet Village		15	3		
By Les Baxter—Published by Baxter-Wright (BMI) BEST SELLING RECORD: Martin Denny, Liberty 55162. RECORD AVAILABLE: George Wright, Hi Fi 502.					

Second Ten

11. The Battle of New Orleans		24	2		
By Jimmie Driftwood—Published by Warden (BMI) BEST SELLING RECORD: Johnny Horton, Col 41339. RECORDS AVAILABLE: Jimmie Driftwood, Vic 7534; Vaughn Monroe, Vic 7495.					
12. Turn Me Loose		9	6		
By D. Pomus-M. Shuman—Published by Avalon (BMI) BEST SELLING RECORD: Fabian, Chancellor 1033					
13. A Fool Such as I		8	7		
By Bill Trader—Published by Leeds (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7506. RECORDS AVAILABLE: Hank Snow, Vic 0562; Bill Haley & His Comets, Dec 30873. His Comets, Dec 30873.					
14. Only You		23	3		
By Buck Ram & Ande Rand—Published by Wildwood (BMI) BEST SELLING RECORD: Frank Pourcel, Cap 4165.					
15. Enchanted		21	6		
By Buck Ram—Published by Choice (ASCAP) BEST SELLING RECORD: Platters, Mer 71427. RECORD AVAILABLE: Lenny Troy, Wanderlust 1107.					
16. So Fine		25	2		
By J. Gribble—Published by Maureen (BMI) BEST SELLING RECORD: Fiestas, Old Town 1062. RECORD AVAILABLE: Aquatones, Fargo 1002.					
17. Tell Him No		12	6		
By I. Prichett—Published by Burnt-Oak-Lowell (BMI) BEST SELLING RECORD: Travis & Bob, Sandy 1017. RECORDS AVAILABLE: Dean & Marc, Bullseye 1025; Jackson Brothers, Atco 6139; Margie Rayburn, Liberty 55183.					
18. Take a Message to Mary		20	4		
By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1364.					
19. I Need Your Love Tonight		11	7		
By Sid Wayne-Bix Reichner—Published by Gladys (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7506.					
20. Tijuana Jail		19	6		
By Denny Thompson—Published by Falstaff (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4167. RECORDS AVAILABLE: Johnny & Jonie, Challenge 59041; Johnny Bond, Ditto 120.					

Third Ten

21. Endlessly		28	2		
By Otis—Published by Meridian (BMI) RECORDS AVAILABLE: Brook Benton, Mer 71443; Johnnie Ray, Col 41162.					
22. Venus		13	13		
By Ed Marshall—Published by Rambled-Lansdale (BMI) RECORD AVAILABLE: Frankie Avalon, Chancellor 1031.					
23. Three Stars		14	6		
By Tommy Dee—Published by American (BMI) RECORDS AVAILABLE: Tommy Dee, Crest 105; Ruby Wright, King 5192.					
24. That's Why		22	5		
By Berry Gordy Jr.—Tyran Carlo—Published by Pearl (BMI) RECORD AVAILABLE: Jackie Wilson, Brunswick 55121.					
25. Goodbye, Jimmy, Goodbye		25	2		
By Vaughn—Published by Knollwood (ASCAP) RECORD AVAILABLE: Kathy Linden, Felsted 8571.					
26. Since I Don't Have You		17	8		
By J. Rock Skyliners—Published by Calico (ASCAP) RECORD AVAILABLE: Skyliners, Calico 104.					
27. Personality		-	1		
By Logan & Price—Published by Lloyd-Logan (BMI) RECORD AVAILABLE: Lloyd Price, ABC-Paramount 10018.					
28. Six Nights a Week		-	3		
By Alicia Avelyn & Billy Dawn Smith—Published by Winneton (BMI) RECORD AVAILABLE: The Crests, Coed 509.					
29. Never Be Anyone Else But You		18	11		
By B. Knight—Published by Eric (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5565.					
30. Poor Jenny		29	4		
By F. Bryant-B. Bryant—Published by Acuff-Rose (BMI) RECORD AVAILABLE: Everly Brothers, Cadence 1364.					

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



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A WEEK
THE CRESTS
A Hit

✓
16
CANDLES
THE CRESTS
A Hit

✓
MOONLIGHT
SERENADE
THE RIVIERAS
A Hit

✓
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HOT 100

FOR THE WEEK ENDING MAY 24

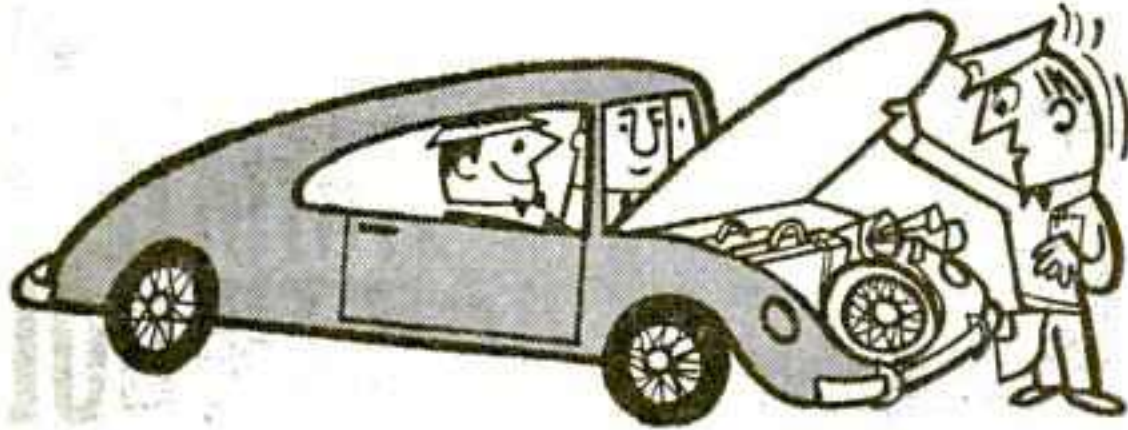
Table with columns: THREE WEEKS AGO, TWO WEEKS AGO, ONE WEEK AGO, THIS WEEK, STAR PERFORMER, TITLE, Artist, Company, Record Number, WEEKS ON CHART. Lists top 100 songs including 'Kansas City', 'Sorry, I Ran All the Way Home', 'The Happy Organ', etc.

THE BILLBOARD'S BEST BUYS. These records have shown the greatest national SALES BREAKOUT potential this week. POP, C&W, R&B sections with song titles and record numbers.

THE HOT 100: A TO Z. Table with columns: TITLE, POSITION. Lists songs alphabetically from A to Z, including 'A Fool Such as I', 'A String of Trumpets', etc.

Table with columns: THREE WEEKS AGO, TWO WEEKS AGO, ONE WEEK AGO, THIS WEEK, STAR PERFORMER, TITLE, Artist, Company, Record Number, WEEKS ON CHART. Continuation of the Hot 100 chart, listing songs like 'Bonaparte's Retreat', 'Castin' My Spell', etc.

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• Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. COME SOFTLY TO ME (Cornerstone)	1	6
2. GUITAR BOOGIE SHUFFLE (Shapiro-Bernstein)	2	4
3. PINK SHOE LACES (Pioneer)	4	7
4. NEVER BE ANYONE ELSE BUT YOU (Eric)	3	6
5. HAWAIIAN WEDDING SONG (Pickwick)	5	18
6. FOR A PENNY (Roosevelt)	6	3
7. THE HAPPY ORGAN (Lowell)	9	3
8. PETER GUNN THEME (Northridge)	8	13
9. 77 SUNSET STRIP (Witmark)	7	6
10. HEAVENLY LOVER (Skidmore)	14	5
11. GIGI (Lowal-Chappell)	12	3
11. QUIET VILLAGE (Baxter-Wright)	-	1
13. IT'S LATE (Eric)	13	4
14. IT'S JUST A MATTER OF TIME (Eden)	15	6
15. I'VE HAD IT (Brent)	10	6

• Best Selling Sheet Music in Britain

(For week ending May 9)

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

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

• Best Selling Pop Records in Britain

(for week ending May 9)

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

This Week	Last Week
1. A FOOL SUCH AS I/I NEED YOUR LOVE TONIGHT—Elvis Presley (RCA) ..	2
2. IT DOESN'T MATTER ANYMORE—Buddy Holly (Coral)	1
3. SIDE SADDLE—Russ Conway (Columbia)	3
4. DONNA—Marty Wilde (Philips)	4
5. COME SOFTLY TO ME—The Fleetwoods (London)	7
6. PETITE FLEUR—Chris Barber (Pye)	5
7. IT'S LATE—Ricky Nelson (London).....	6
8. CHARLIE BROWN—The Coasters (London)	8
9. I'VE WAITED SO LONG—Anthony Newley (Decca)	9
10. COME SOFTLY TO ME—Frankie Vaughan and the Kaye Sisters (Philips)	11
11. I GO APE—Neil Sedaka (RCA)	13
12. C'MON, EVERYBODY—Eddie Cochran (London)	10
13. MEAN STREAK—Cliff Richard (Columbia)	20
14. VENUS—Frankie Avalon (HMV)	18
15. PORT WORTH JAIL—Lonnie Donegan (Pye)	19
16. IDLE ON PARADE (EP)—Anthony Newley (Decca)	-
16. SMOKE GETS IN YOUR EYES—Platters (Mercury)	12
18. MAY YOU ALWAYS—McGuire Sisters (Coral)	23
19. WHERE WERE YOU—Lloyd Price (HMV)	-
20. STAGGER LEE—Lloyd Price (HMV)	14

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Pee Wee King and band, along with such names as Minnie Pearl, Betty Johnson, Hal March, the Barbara Carroll Jazz Trio and Snooky Lanson, appeared on the Crippled Children's Telethon over WAVE-TV, Louisville, Saturday and Sunday (16-17). On Sunday, May 31, King and his combo play Hillbilly Park, Newark, O., and June 3-6 appear with Chuck Carson's band at the Flame Cafe, Minneapolis. Other upcoming dates include Kentucky Lions Club Dance, Kentucky Hotel, Louisville, June 13; Centennial, Beloit, Wis., June 18, and the Swim Club Aquacade at the Plantation, Louisville, June 19-21. Pee Wee plans to play the Hollywood sector from June 25 thru July 26. He has another session for Todd Records coming up this week.

Johnny Horton, going like a house afire with his "The Battle of New Orleans" on Columbia, appeared on the Dick Clark TV show May 9 and made two important television appearances in Baltimore and Washington last week. Negotiations are now on for an appearance on another major TV network show within the next few weeks. Meanwhile, Johnny will continue to appear once a month on KWKH's "Louisiana Hayride," Shreveport. Horton continues under the personal guidance of Tillman Franks and there are rumors that the latter will shortly take leave of absence from his post as KWKH artist service director to give all his attention to Johnny on an extended personal tour.

The International Rotary convention committee has signed Eddy Arnold, Minnie Pearl and the Jubilee Promenaders to entertain at the Rotary's annual gathering to be held this year at Madison Square Garden, New York, June 8. . . . Pappy Anderson, a veteran of 30 years in c.&w. promotions, has joined the J. Hal Smith Productions, Nashville, to serve as road manager and handle sales and promotions. Pappy has been with the Tom Packs indoor circus org the last five years.

"Texas Jubilee," new c.&w. music show framed by Clifford Davis, Houston booker, made its bow at the Bluebonnet Theater, that city, Saturday (16), with Carl Belew, of "Louisiana Hayride," as special guest. The country musical will be presented each Saturday night, with guest stars augmenting the permanent group of 20 local entertainers. Heading the local group will be Bobby Dean, 19-year-old singer; Jerry Ward, balladier Oscar Nieswander, Pete Cox, and 11-year-old guitarist Bobby Whitten. . . . Abbie Neal and Her Ranch Girls, set until the end of May at Harrah's Club, Reno, Nev., move to the Golden Nugget, Las Vegas, for June. They are carded to move eastward in July for appearances in Pennsylvania, Ohio, West Virginia and New England for Gene Johnson, Wheeling, W. Va., promoter.

Itinerary on Hank Thompson and His Brazos Valley Boys thru May stacks up as follows: Cabaret Club, Bander, Tex., 20; M-B Corral, Wichita Falls, Tex., 21; Tinker Air Force Base, Oklahoma, 22; Trianon Ballroom, Oklahoma City, 23; Roswell, N. M., 29; Cotton Club, Lubbock, Tex., 30, and Officers' Club, Walker Air Force Base, Roswell, N. M., 31. Thompson and his lads are set for the Oregon

Centennial, Portland, June 26-30. . . . Hank Snow and His Rainbow Ranch Boys are due back in Nashville early this week after a swing thru Michigan, Ontario, New Jersey and New York. While in New York, Hank was tapped for an interview and picture-taking session by the press department of the National Broadcasting Company. Hank's latest on the RCA Victor label is "I Heard My Heart Break Last Night" b.w. "Chasin' a Rainbow."

Jimmy Newman, Johnny and Jack, Kitty Wells and Little Jimmy Dickens concluded a tour for Tom Kelly at Holdrege, Neb., May 9. The trek began in Spokane, Wash., April 26. Prior to that, Newman made a jaunt thru North Dakota with Dickens, Judy Lynn, Bill Carlisle and Pat Kelly and is slated to repeat at seven of the stands in June. Jimmy's new release on the M-G-M label, "Lonely Girl" b.w. "I'd Just Be Fool Enough," is out this week. Deejaays may obtain a copy by writing to Tom Kelly at P. O. Box 154, Nashville. . . . Mrs. Hal Smith, long active in the entertainment business, has joined her husband's Hal Smith Enterprises, Inc., Nashville, to handle publicity on all operations.

The Ernest Tubb-Ray Price radio network show has been renewed for another 13 weeks. Curley Sanders, of Elizabethtown, Ky., is a new addition to the Price combo. . . . Dick Zappe (Knight), of WBOW, Terre Haute, Ind., is promoting a c.&w. show in that city May 22 in association with the local American Business Club. Featured in the package will be Ferlin Husky, Faron Young and Lonzo and Oscar. . . . Fabor Robinson, of Radio Record Company, Hollywood, reports hefty reaction to Johnny Russell's latest release on that label, "In a Mansion Stands My Love" b.w. "Rome Wasn't Built in a Day."

Dave Barnes, editor of the English publication, Country Western Record Review, writes under recent date: "Country music is on its way up over here, with nearly every music company issuing c.&w. material each month. Latest in the field is Starday's Phil Sullivan, with 'Luckiest Man in Town.' I'm getting short of material for the mag and would appreciate any help from U. S. promoters in the way of disks, tapes, biogs and photos. Will use most anything associated with the country music field. I am helping out with the choice of records for 'Hillbilly Hoedown,' broadcast over the BBC network each Monday. Would appreciate any material I might use for this. Our stocks are very low at the moment." Barnes' address is 4 Moreton Court, Drum Hill, Dover Road, Walmer, Kent, England.

Cyp Brasfield, of "Jubilee U.S.A.," has been added to the array of c.&w. talent being presented by Nat Nigberg at the Oregon Centennial, Portland, June 26-July 5. Nigberg last week inked George Libera to serve as musical director on the 10-day engagement. . . . The Manske Girls, from up Minneapolis-St. Paul way, have just returned home from an extended tour of England and the Continent. The girls report that c.&w. music has taken a firm hold in Europe and that the English record dealers claim they can't get enough country music records. Slim Whitman, they say, is the biggest seller in England.

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
						FOR WEEK ENDING MAY 17
23	7	3	1	BATTLE OF NEW ORLEANS	Johnny Horton, Columbia 41339	4
1	1	1	2	WHITE LIGHTNING	George Jones, Mercury 71406	9
5	2	2	3	HOME	Jim Reeves, RCA Victor 7479	8
3	3	4	4	I'M IN LOVE AGAIN	George Morgan, Columbia 41318	14
22	17	6	5	BLACK LAND FARMER	Frankie Miller, Starday 424	6
15	12	7	6	A THOUSAND MILES AGO	Webb Pierce, Decca 30858	7
2	4	5	7	WHEN IT'S SPRINGTIME IN ALASKA	Johnny Horton, Columbia 41308	19
8	10	9	8	LUTHER PLAYS THE BOOGIE	Johnny Cash, Sun 316	8
18	13	10	9	AM I THAT EASY TO FORGET?	Carl Belew, Decca 30842	7
—	—	16	10	HEARTACHES BY THE NUMBER	Ray Price, Columbia 41374	2
9	5	8	11	SET HIM FREE	Skeeter Davis, RCA Victor 7471	8
14	19	13	12	THANKS A LOT	Johnny Cash, Sun 316	6
24	23	21	13	FRANKIE'S MAN, JOHNNY	Johnny Sea, NRC 019	5
10	11	20	14	POOR OLD HEARTSICK ME	Margie Bowes, Hickory 1094	9
12	16	14	15	COME WALK WITH ME	Wilma Lee, Stoney Cooper, Hickory 1085	23
4	6	11	16	DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	18
—	28	22	17	I CRIED A TEAR	Ernest Tubb, Decca 30872	3
—	—	23	18	YOU DREAMER, YOU	Johnny Cash, Columbia 41371	2
7	9	17	19	MOMMY FOR A DAY	Kitty Wells, Decca 30804	12
—	27	12	20	FRANKIE'S MAN, JOHNNY	Johnny Cash, Columbia 41371	3
—	—	24	21	LONESOME OLD HOUSE	Don Gibson, RCA Victor 7505	2
—	—	—	22	GAMBLER'S LOVE	Rose Maddox, Capitol 4177	1
—	—	—	23	SOMEBODY'S BACK IN TOWN	Wilburn Brothers, Decca 30871	1
—	—	27	24	SECOND FIDDLE	Buck Owens, Capitol 4172	2
—	—	25	25	ANYBODY'S GIRL	Hank Thompson, Capitol 4182	2
6	8	19	26	WHO CARES?	Don Gibson, RCA Victor 7437	8
—	—	—	27	YOU TAKE THE TABLE (AND I'LL TAKE THE CHAIRS)	Bob Gallion, M-G-M 12777	1
21	14	15	28	THAT'S THE WAY IT'S GOTTA BE	Faron Young, Capitol 4164	6
11	21	—	29	BEYOND THE SHADOW	Browns, RCA Victor 7427	12
13	15	—	30	HOW CAN I THINK OF TOMORROW?	James O'Gwynn, Mercury 71419	3

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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

★★★★

BOBBY HAMILTON
★★★★ Lonesome Blues
DECCA 30894—A lazy and relaxed chanting job on a tune with a catchy sound. Hamilton impresses on his first outing on the label. This can come in for action with exposure. (Dianna, ASCAP)

★★★★ Uh-Huh, Baby
Hamilton sings with the support of a sexy gal in the repeated phrases, as he sings the questions. Approach is similar to the Andy Williams hit, "I Like Your Kind of Love." Two fine sides. (Dianna, ASCAP)

CAMARATA ORK
★★★★ Lover March
BUENA VISTA 338—The Tutti Camarata ork sells this Mitch Miller type march very brightly over good support from the ork and chorus. It has a chance for coins. Watch it. (Stanley, ASCAP)

★★★★ I Left My Love
This folk styled tune is from the flick "The Horse Soldiers" and it has a catchy melody and good lyrics. It could happen and break thru quickly if exposed. (Unk'd Artists, ASCAP)

BILL AND DOREE POST
★★★★ Close to Me
CREST 1060—The boy-girl duo have a sprightly country blues styled harmony effort, with a smart guitar and tenor backing. Upward key changes are used effectively here. Worth watching. (American, BMI)

★★★ Valley High
Graduation will soon be here, sing the pair in this recollection of school days at Valley High. This one could get close to the teen heart at this season. Another worthwhile side. (American, BMI)

EDDIE McDUFF
★★★★ Suddenly
ARGO 5335—Good warble by McDuff on an attractive rockaballad. Good talent. This can attract with plugs. (Arc & Big D, BMI)

★★★ Car Trouble
Teen appeal ballad tells of a cat who has to have his date home at a certain hour, but he develops car trouble along the way. Lots of gimmicks are used in the reading. It has a chance. (Arc & Big D, BMI)

JOE MEDLIN
★★★★ Remember, Remember
MERCURY 71453—Medlin packs plenty of emotion into a moving rockaballad. Could go with exposure. (Actual, BMI)

★★★ In a Heaven of Our Own
Tender rockaballad is handed a romantic treatment by Medlin. Another pleasant side. (Actual, BMI)

LES BAXTER ORK
★★★★ Piecolissima Serenata
CAPITOL 4206—A happy and rollicking instrumental with chorus used as instruments. It's in the Latin groove and it has been a hit in Mexico. Fine for jocks. (Maurice, ASCAP)

★★★ Tell Me Margarita
A slow and languorous Latin rhythm by the Baxter crew features a chorus and a strummed mandolin. Tune has also been a hit in Mexico. Bright sound. (Peer, BMI)

THE MORGAN BROTHERS
★★★★ Kissin' on the Red Light
M-G-M 12795—The boys made it with "Noia," and they could step out well with

this cute, teen-styled song about ridin' home from the dance. Worth watching. (Sequence, ASCAP)

★★★ Milk From the Coconut
The boys sing a Hawaiian version of the calypso style. Has steel guitar backing and a catchy island type rhythm. Two pleasant sides, and either could move out. (Sheldon, BMI)

GUY MITCHELL
★★★★ I'm Gonna Leave You Now
COLUMBIA 41397—The Easy Riders join Mitchell on this happy folkish tune. Side can step out. (Montclare, BMI)

★★★ Loosen Up Lucy
Happy rocker is belted with zest by Mitchell over peppy ork and chorus assistance. Danceable side can attract. (Joy, ASCAP)

BUDDY KALB
★★★★ First Love
SCOTTIE 1302—Kalb makes a solid initial impression with this ballad that recalls happy days. The chanter is also the clefter of the tune. It should move well. (Wonder, BMI)

★★★ Pony Tail
A tribute to a typical teen chick. The side has an upbeat rhythm and contrasts well with the flip. Another good performance. (Wonder, BMI)

THE JUPITER SERENADERS
★★★★ Valse Adoree
HICKORY 1099—The disk has been imported from Germany. It's an instrumental that features harmony reeds in the Billy Vaughn style. A programmable side. (Acuff-Rose, BMI)

★★★ Cha Cha Nera
A smart, big band cha cha side with a beautiful, bright sound. The German import could score on boxes. Two interesting sides. (Acuff-Rose, BMI)

WANE COCHRAN
★★★★ The Coo
SCOTTIE 1303—Slow, blues-rocker is half-talked-half-sung by Cochran over gut-bucket backing. It tells about an approach to love. Different enough to catch on. (Smash-Wonder, BMI)

★★★ My Little Girl
Latinish rocker is nicely treated by the chanter. It can sell. (Smash-Wonder, BMI)

EDDIE BELL
★★★★ Countin' the Days
COED 512—Bell shouts this item about countin' the days until the end of school in vivid rockabilly fashion. Teen-appeal lyrics and catchy tune make it a side to watch. (Winneton, BMI)

THE ROCK-A-FELLAS
★★★ Night Party
Interesting blues rocker is given a danceable, instrumental treatment. It rates spins, but flip appears the money side. (Winneton, BMI)

MEL GARRETT
★★★★ When I Go Home
REDD-E 5007—Garrett sings with the Salvation Seekers gospel-styled group on a medium rhythm gospel message. Side has a nice, satisfying quality which also has a touch of the Salvation Army marching sound. Pleasant wax that's worth spins. (Jefferson, ASCAP)



Pop Records

FRANKIE AVALON

BOBBY SOX TO STOCKINGS (Debmar, ASCAP)
A BOY WITHOUT A GIRL (Arch, ASCAP)

Avalon has two hot contenders. "Bobby Sox" is a clever topical beguine, done in an arrangement similar to "Venus." "A Boy" is a pretty rockaballad that should also be a chart side. Chanceller 1036



JIMMIE RODGERS

RING-A-LING-A-LARIO (Planetary, ASCAP)
WONDERFUL YOU (Kahi-Rush, BMI)

Rodgers has another likely two-sider. "Ring-a-Ling-a-Lario" is a sprightly, folkish effort that is given a fine go, over sparkling ork support. "Wonderful You," is a pretty ballad, and he scores equally well on this side. Roulette 4158



THE KINGSTON TRIO

M.T.A. (Atlantic, BMI)
ALL MY SORROWS (Highbridge, BMI)

The trio gives an amusing reading of "M.T.A.," a tune about a gent who gets lost in the Boston Subway. It has a current theme, but it's done in their attractive folk style. Flip is a catchy, calypso-ballad. Both are strong contenders. Capitol 4221



NEIL SEDAKA

YOU GOTTA LEARN YOUR RHYTHM AND BLUES (Aldon, BMI)
CRYING MY HEART OUT FOR YOU (Aldon, BMI)

Sedaka can make it three in a row with either of these efforts. "You Gotta Learn" is a snappy rocker with clever lyrics. "Crying" is a strong ballad. Both have a sound. RCA Victor 7530



FRANK SINATRA

ALL MY TOMORROWS (Maraville, ASCAP)
HIGH HOPES (Maraville, ASCAP)

Sinatra has a strong threat with his latest disk. "Tomorrows" is a lovely ballad that is warmly sung, over a complementary arrangement. "High Hopes" is a cute tune on which he's accompanied by a kiddie chorus. Both are from his coming flick, "A Hole in the Head." Capitol 4214



EARL GRANT

DON'T POINT YOUR FINGER AT SOMEBODY ELSE (Criterion, ASCAP)
WISH (Criterion, ASCAP)

Grant belts "Don't Point," a happy, up-beat gospelish tune to good effect. The enthusiastic delivery is given good choral support. "Wish" is a slow and pretty ballad, stylishly chanted by the artist. Both can score. Decca 30908



ROGER SMITH

BEACH TIME (Music World, BMI)
CUDDLE UP A LITTLE CLOSER (Witmark, ASCAP)

Smith, who appears in the popular TV'er, "77 Sunset Strip" makes a strong bid to score as a disk artist, as well. He handles "Beach Time," a strong seasonal moderate-beater with a hit sound. "Cuddle Up," is done as a rockaballad and also makes for a strong side. Warner Bros. 5068



LITTLE ANTHONY AND THE IMPERIALS

A PRAYER AND A JUKE BOX (Gil, BMI)
RIVER PATH (Bonnie, ASCAP)

Anthony gives out with a meaningful chant on "Prayer," a slow, organ-backed side. He appears to have developed a new style. "River Path" is a slow rockaballad, and the cat shines just as well on this side. Group backing on each is helpful. End 1047



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

HUEY SMITH

WOULD YOU BELIEVE IT (I'VE GOT A COLD)

(Ace, BMI)

GENEVIEVE (Ace, BMI)

Smith who has had past clicks, whose titles have dealt with respiratory disorders, figures to make it again with this take-off on the TV commercial. It's an appealing rocking side. "Genevieve" is a rockaballad, and the artist sells it with the proper ardor. **Ace 562**



PATTI PAGE

WITH MY EYES WIDE OPEN I'M DREAMING

(DeSylva, Brown & Henderson, ASCAP)

The canary does a rockaballad, four-track reading of her hit of some years ago. The up-dated version could provide her with a hit again. Flip is "My Mother's Eyes" (Feist, ASCAP). **Mercury 71469**



ANNETTE

LONELY GUITAR (Disney, ASCAP)

WILD WILLIE (Wonderland, BMI)

The haunting theme is given an expressive, echoey dual-track reading by Annette over interesting, lush support. "Wild Willie," is a peppy rocker that provides a strong coupling. Chick can place with either. **Vista 339**



BOBBY DAY

GOTTA NEW GIRL (Recordo, BMI)

MR. AND MRS. ROCK 'N' ROLL (Recordo, BMI)

"Gotta New Girl" is on the order of "Little Bitty Pretty One," and Day shouts the attractive item with zest. "Mr. & Mrs. Rock and Roll" tells a cute tale, and Day gives it a fine belt. Both can click. **Class 252**



THE SHORT CUTS

I'LL HIDE MY LOVE (Jones, BMI)

DON'T SAY HE'S GONE (Jones, BMI)

The young fem duo has an attractive sound. "I'll Hide My Love" is an infectious rocker with teen appeal lyrics that appears a strong bet. "Don't Say He's Gone" is a ballad, and it's also given a salable warble. **Carlton 513**



THE DYNATONES

STEEL GUITAR RAG (Bourne, ASCAP)

The bright instrumental features guitar in front with solid backing by sax and rhythm section. It's a danceable ditty and very much in the current hit groove. Flip is "The Girl I'm Searching For" (Kellem, ASCAP). **Bomarc 303**



Pop Talent

JIMMY MITCHELL

MAY I (Eden, BMI)

PICTURE YOURSELF WITH ME (Brenda, BMI)

Mercury 71458

I CAN ONLY LIVE FOR YOUR LOVE (Rush, BMI)

READING BETWEEN THE LINES (Rush, BMI)

RCA Victor 7528

Mitchell has first etchings on different labels, and on both disks he impresses highly. On the Mercury waxing he scores nicely with fine readings of lovely ballads. The RCA Victor platter also has the chanter showing heartfelt readings of contagious ballads. Both records can break out, and the artist could be in the enviable position of having clicks for different diskeries.



ANDY ANDERSON

THE WAY SHE SMILED (Buna, BMI)

YOU SHAKE ME UP (Buna, BMI)

Anderson acquits himself very well on his debut entry. Top side is an emotion-packed rockaballad which he gives a feelingful interpretation. Flip is an effective rocker, shouted with verve. **Apollo 535**



Pop Disk Jockey Programming

QUINCY JONES

MARCHIN' THE BLUES (Music of Today, ASCAP)

CHOO CHOO CH' BOOGIE (Rytvoc, ASCAP)

Jones has two brightly swinging instrumentals that should set feet a-tappin'. "Marchin'" is a solid arrangement of a catchy, blues item. Flip is a sparkling revival of the old Louis Jordan click. Both are spinnable. **Mercury 71460**

(Continued on page 49)



★ Cookie Cooke

On this side, Garrett works with Sid Bass and band. It's a novelty about Cookie, a tricky chick. Flip side has considerably more to offer. (Evans, ASCAP)

★ ★ ★

EDDIE HOLLAND

★ ★ ★ It Moves Me

UNITED ARTISTS 172—Pounding rocker sort is given a rhythmic shout by Holland. Catchy blues item can create interest. (Bengal, BMI)

★ ★ ★ Merry-Go-Round

Holland belts this celestial-type rockaballad with emotion with a feelingful chorus and ork assist. Side bears watching. (Bengal-Medlin, BMI)

JOHN GARY

★ ★ ★ Let Them Talk

FRATERNITY 844—Gary croons this slow ballad effort effectively. There's a nice repeating figure in the guitar behind the vocal. Chorus also assists. A pleasant easy-going sound. (Buckeye, ASCAP)

★ ★ ★ Tell My Love

Gary handles this in a stylish, legit manner. It's a slow-paced ballad with a high soprano in the backing. Two nice sides worth spins. (Miller, ASCAP)

SCOTT ENGEL

★ ★ ★ I Don't Want to Know

ORBIT 545—Engel sings a tribute to his gal over interesting double-time backing. Side has a sound, and it could go. Good performance. (Arvee-Dak, BMI)

★ ★ ★ Comin' Home

Engel sings an upbeat rocker with stops. Has a New Orleans style backing, and it gets another good chanting effort. (Arvee-Dak, BMI)

MORTY CRAFT ORK & CHORUS

★ ★ ★ Beyond the Next Hill

WARWICK 504—This pretty, lofty styled melody has been frequently recorded, and here's another nice effort done to an easy rock figure. Playable. (Portrait, BMI)

★ ★ ★ Theme from "Picnic"

The familiar theme music, a hit for several labels a couple of seasons back, gets a big ork reading to a rock and roll beat. This could catch spins too. (Columbia Pictures, ASCAP)

JIMMY DEAN

★ ★ ★ Weekend Blue

COLUMBIA 41395—Sprightly medium-beater is warbled in pleasant, easy-going fashion by the chanter. Jocks may like. (Dominton, ASCAP)

★ ★ ★ Sing Along

Infectious sing along item has a minstrelish sound. Cute theme that rates spins. Strong deejay fodder. (Pauline, ASCAP)

BOOTS BROWN

★ ★ ★ Chili Beans

RCA VICTOR 7533—Pretty instrumental, with a decided Tex-Mex flavor and a touch of the Tequila feeling. Rhythmic, in the samba vein and it moves right along. (Winston, ASCAP)

★ ★ ★ (Let's Go to) Strollsville

Blues instrumental, with a walking beat. Relaxed, and plenty of blues tonality. (Michele, BMI)

FLIP BLACK & THE BOYS UPSTAIRS

★ ★ ★ For You My Lover

CAPITOL 4213—The Italian tune features Flip Black on clarinet playing soulfully. It was originally issued on the Bergen label and could grab a lot of jock play. (Miller, ASCAP)

★ ★ ★ Tell Her, Mr. Moon

Master was also originally on the Bergen label. With the push that Capitol will put behind it, it has a chance for a lot of jock exposure. (Miller, ASCAP)

ADOLPH JACOBS

★ ★ ★ Move Around Easy

CLASS 253—Adolph Jacobs bows on the label with a good reading of a fly little ditty. He sings it well and it has a sound. (Recordo, BMI)

★ ★ ★ Walkin' and A-Whistlin'

This is just what the title says, a whistlin' and walkin' tune. The instrumental is in

walkin' tempo and the whistlin' is good. (Recordo, BMI)

RICHARD TURLEY

★ ★ ★ Makin' Love With My Baby

FRATERNITY 845—Turley comes thru with a sharp reading of a rocking ditty which he sells with much feeling. If exposed this side stands a chance. (Buckeye, ASCAP)

★ ★ ★ All About Ann

Turley sells this attractive ballad stylishly over simple backing as he tells about his girl, Ann. Side could get some action. (Buckeye, ASCAP)

VINNIE ROME

★ ★ ★ Come Home

APT 25035—Stroll-tempo ballad is shouted with verve by Rome over pounding ork support. It should pull coin. (Betmar & Edgar, BMI)

★ ★ ★ Crazy Maisie

Rocker blues is a tribute to a crazy chick. Rome shouts it in vigorous fashion. It can sell. (Betmar & Edgar, BMI)

PARIS BROTHERS

★ ★ ★ Our Love Is Here to Stay

BRUNSWICK 55132—The boys have an Everly Brothers sound on this countryish rockaballad. It's not the standard. It merits spins. (Bolems, BMI)

★ ★ ★ This Is It

Country rocker is given a bright shout by the lads. Potential and appeal appear similar to that of flip. (Timken, BMI)

THE NIGHT RAIDERS

★ ★ ★ Cottonpickin'

PROFILE 4007—Bright instrumental features twangy guitars. The rocker can move for pop and c.&w. coin. (Oury, ASCAP)

THE NIGHT RAIDERS

FEATURING MICKEY HAWKS

★ ★ ★ Hidi Hidi Hidi

Hawks shouts this countryish blues with zest. A male group, the Night Raiders, echoes thruout. It has a chance with exposure. (Oury, ASCAP)

EDDY ROGERS

★ ★ ★ Tormented

COVER 5942—Instrumental, and a good one. In keeping with title, it creates a mood of tension and uneasiness, and maintains interest. (Blanket, ASCAP)

★ ★ ★ Without

Good coupling for the flip. It's another instrumental, creative in development of the theme. (Blanket, ASCAP)

THE TEEN TONES

★ ★ ★ Yes You May

DECCA 30895—The Teen Tones sell this question and answer item (with the answering being done by a fem chorus) neatly and it could get some attention. (Weiss & Barry, BMI)

★ ★ ★ Don't Call Me, Baby, I'll Call You

On this side, the boys come thru with another good side as they ask their girl to leave them alone until they want to call her. (Weiss & Barry, BMI)

MELVA NILES

★ ★ ★ I'll See You Again

FRATERNITY 847—Miss Niles sings this relaxed ballad in smart dual track style. Song has a gentle triplet backing. Spinnable. (Marian, ASCAP)

★ ★ Some One You Know

A confession style ballad, sung pleasantly in legit style by the gal. (Whale, ASCAP)

BILL KENNY

★ ★ ★ You Hurt Me

TEL 1004—The original solo man with the Ink Spots chants this rocking ballad with his same old enthusiasm. He's ably backed by a chorus. Jocks will spin. (Yukon, ASCAP)

★ ★ Oh What It Seemed to Be

The standard comes back in mildly rocking style with a spirited vocal job by Kenny. (Joy ASCAP)

DEEP RIVER BOYS

★ ★ ★ I Don't Know Why

GALLANT 2001—The quartet reads the **(Continued on page 46)**

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The **Billboard**
HOT R & B SIDES

FOR WEEK ENDING MAY 17

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
16	4	1	1	KANSAS CITY	Wilbert Harrison, Fury 1023	5
2	2	2	2	THAT'S WHY	Jackie Wilson, Brunswick 55121	7
8	6	3	3	SO FINE	Fiestas, Old Town 1062	9
—	25	14	4	ENDLESSLY	Brook Benton, Mercury 71443	3
23	8	6	5	HAPPY ORGAN	Dave (Baby) Cortez, Clock 1009	6
9	7	5	6	PINK SHOE LACES	Dodie Stevens, Crystalette 724	5
—	29	9	7	I WAITED TOO LONG	LaVern Baker, Atlantic 2021	3
4	3	7	8	ALMOST GROWN	Chuck Berry, Chess 1722	6
18	13	21	9	ENCHANTED	Platters, Mercury 71427	4
6	11	10	10	EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 2018	11
5	5	11	11	COME SOFTLY TO ME	Fleetwoods, Dolphin 1	9
1	1	4	12	IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	15
15	—	18	13	COME TO ME	Mary Johnson, United Artists 160	10
—	24	22	14	QUIET VILLAGE	Martin Denny, Liberty 55162	3
14	22	12	15	GUESS WHO	Jesse Belvin, RCA Victor 7469	6
—	—	—	16	DREAM LOVER	Bobby Daren, Atco 61401	1
—	15	8	17	SO CLOSE	Brook Benton, Mercury 71443	3
—	27	20	18	KANSAS CITY	Hank Ballard and the Midnighters, King 5195	5
11	21	16	19	SEA CRUISE	Frankie Ford, Ace 554	6
—	—	30	20	A FOOL SUCH AS I	Elvis Presley, RCA Victor 7506	3
12	23	17	21	LOVEY DOVEY	Clyde McPhatter, Atlantic 2018	6
—	—	—	22	THE TWIST	Hank Ballard and the Midnighters, King 5171	4
3	10	26	23	SINCE I DON'T HAVE YOU	Skyliners, Calico 103	10
25	19	24	24	THAT'S ENOUGH	Ray Charles, Atlantic 2022	4
—	—	—	25	BATTLE OF NEW ORLEANS	Johnny Horton, Columbia 41339	1
—	—	—	26	PERSONALITY	Lloyd Price, ABC-Paramount 10018	1
—	—	—	27	I'M READY	Fats Domino, Imperial 5585	1
27	30	28	28	GUITAR BOOGIE SHUFFLE	Virtues, Hunt 324	4
21	26	27	29	TELL HIM NO	Travis and Bob, Sandy 1017	4
—	—	29	30	SORRY, I RAN ALL THE WAY HOME	Impalas, Cub 9022	2

Reviews of New Pop Records

Continued from page 45

pretty oldie in fine rockaballed style with rhythmic chorus and ork backing. Spinnable side. (Cromwell-Felst, ASCAP)

★ ★ **Timber's Gotta Roll**
Bright, braazy approach on the old work song. It's a rhythmic item that is expressively rendered. Flip appears more important, however. (Unicorn, ASCAP)

THE CASTLE SISTERS
★ ★ ★ **Lucky Girl**
ROULETTE 4157—The group has a pleasant harmony sound on this appealing ballad. It's a spinnable reading. (Planetary, ASCAP)

★ ★ **Drifting and Dreaming**
This upbeat version of the oldie has a big harmony sound with the touch of the islands. It has a uke in the backing. (Morris, ASCAP)

ROD MCKUEN
★ ★ ★ **Sure**
DECCA 30902—Pretty folkish item is presented with appeal by McKuen. Light chorus and ork backing is effective. (Northern, ASCAP)

★ ★ **Take It Like a Man**
Mild rocker is given a good outing by McKuen. Flip offers more. (Freeda-Northern, ASCAP)

STEL' STEVENS
★ ★ ★ **Give Me Love**
SURE 1004—Rich thrashing stint on sultry theme from forthcoming movie. Spinnable. (Miller, ASCAP)

★ ★ **Song of Green Mansions**
Exotic theme from "Green Mansions" movie is wrapped up in expressive reading by canary. Nice jockey wax. (Robbins, ASCAP)

MIKE CUSHMAN
★ ★ ★ **A Thought**
LEO'S 2007—Cushman hands this beguine-flavored, flamenco-type ballad an ardent reading. Interesting guitar in the Spanish tradition backs the effort. (Leo's, ASCAP)

★ ★ **Trophy Girl**
A tribute to a particular true love. Chorus and guitar supports Cushman's fair chanting job. (Leo's, ASCAP)

WAYLON JENNINGS
★ ★ ★ **Jole Blon**
BRUNSWICK 55130—Jennings acquits himself to listenable effect on this rockabilly version of the folkish tune. Walling sax is prominent in backing. It has a chance. Second chorus is in French. (Starrite, BMI)

★ ★ **When Sin Stops**
When sin stops love begins is the theme of this rockabilly. The artist chants it with vigor with male group assistance. Some coin possible. (Nor-Va-Jak, BMI)

THE SILVER-TONES
★ ★ ★ **High Hat Rock**
JAR 102—A rocking instrumental, featuring horns and strings. Well-recorded and merits spins. (Jayco, BMI)

★ ★ **Arabian Rock**
Novelty instrumental. Side is a rocker with a tinge of Middle Eastern flavor. (Jayco, BMI)

MARK TALOR
★ ★ ★ **I'm Waiting Just for You**
JUDD 1011—Rocker is handled with vigor by Talor with a bright chorus and ork assist. It's a danceable item that can attract with exposure. (Marlow, BMI)

★ ★ **To Measure My Love**
Rockaballed with chorus echoing the singer makes for a so-so side. (Marlow, BMI)

JOE VALINO
★ ★ ★ **Out of the Darkness**
RCA VICTOR 7535—Pretty ballad is given a quality reading by Valino with a lush chorus and ork assist. Good jockey side, and it also has a chance for sales. (Landsdale, BMI)

★ ★ (Everything I Touched Turned to) Gold
Smart reading of a tune about a cat with a Midas sort of dream. Flip appears the side to watch. (Landsdale, BMI)

MARGARET ANN & THE JA-DA QUARTET
★ ★ ★ **The Girl That Johnny Walked Home**
WARNER BROS. 5064—Shuffle-paced medium beater is presented with charm by the group. Uke backing lends a listenable touch. (Baker, ASCAP)

★ ★ **Dudley Digby Darling**
Novelty is done in a Latin rhythm. The chick has the lead with the group filling in. It comes off second to the flip. (Kooper, BMI)

MERL BECKER
★ ★ ★ **Three Vows**
ELSAN 1008—Sincere reading of moving ballad. Merita spins. (Elsan, BMI)

★ ★ **Ashes of Love**
Heartfelt vocal stint on effective up-tempo weeper. (Acuff-Ross, BMI)

JOHNNY ELMORE
★ ★ ★ **War Chant Boogie**
JAR 105—A rocker, up-tempo, with a very lively instrumental group behind the chanter. (Jayco, BMI)

★ ★ **The Happy One**
Pitched in a minor mood, this melody line is somewhat weird and haunting, altho not as commercial as the flip. Lyrio has an interesting twist. (Jayco, BMI)

KIM IRWIN
★ ★ ★ **Lonely Heart**
JAR 105—A rocker, up-tempo, with a very a mood and has the stamp of material. Backing has a repeating figure which side in building interest. (Jayco, BMI)

★ ★ **A World Apart**
A rockaballed. Irwin sings it well with a chorus behind him. (Jayco, BMI)

RAY ELLIS ORK
★ ★ ★ **The Duke of Kent**
M-G-M 12797—Here's an interesting new tune somewhat on the order of "Hernando's Hideaway." Ellis and his ork handle it brightly while a thrush sings the title now and then. Watch this one. (Phipps, ASCAP)

★ ★ **Ray's Blues**
Attractive blues is played well here by the Ray Ellis crew helped by vocal backing. Flip side is more potent. (Adze, ASCAP)

LINK DAVIS
★ ★ ★ **Ballad of Jole Blon**
ALLSTAR 7185 — Jole Blon is a pretty young miss. Davis tells all about her in rockaballed style. It's an interesting side that could catch on with exposure. (Allstar, BMI)

★ ★ **Visions**
So-so sound on an ordinary rockaballed with conventional triplet backing. Flip appears more important. (Allstar, ASCAP)

CHUCK HIX
★ ★ ★ **Sixteen**
VERVE 1:169—A rollicking paean of admiration aimed at a 16-year-old chick. Tune is a rocker, guitar-backed, and it's well chanted. (JATAP, BMI)

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★ ★ **Sandy**
 Pleasant item in the teen groove, with a chick chorus behind the male vocal, and a guitar background. (Vidor, BMI)

WANDA JACKSON
 ★ ★ ★ **A Date With Jerry**
 CAPITOL 4207—The country thrush has a teen ballad, with triplet figure. Merits good exposure. (Central Songs, BMI)

★ ★ **You're the One for Me**
 A rocker with a touch of novelty. Thrush does a good job, with her appealing styling. (Central Songs, BMI)

FLOYD ROBINSON
 ★ ★ ★ **Makin' Love**
 RCA VICTOR 7529—A smartly-produced side, with a touch of nursery rhyme quality and also folk-flavored. Guitar behind the singer is exceptionally clever. (Emerald, BMI)

★ ★ **My Girl**
 Novelty. Lyric, describing the cat's sweet-heart, is delivered in semi-recitative fashion. Side has a country flavor. Deejays looking for something different will spin it. (Tree, BMI)

ANDY GRIFFITH
 ★ ★ ★ **Once Knew a Fella**
 CAPITOL 4204 — Here's a tune which Griffith sings in his current starring Broadway vehicle, "Destry Rides Again." Good chanting effort which could pull some spins. (Chappell, ASCAP)

★ ★ **Don't Look Back**
 Griffith chants an upbeat rhythm tune which has philosophical advice with religious overtones. He's assisted by a chorus here. (Beechwood, BMI)

TOMPALL AND THE GLASER BROTHERS
 ★ ★ ★ **She Loves the Love I Give Her**
 DECCA 30900—Tompall and the Glaser Brothers sing this folk type tune with gusto over smart backing. The side has a good sound and has a chance for coins. (Acuff-Rose, BMI)

★ ★ **Oole-Goolie**
 This is the story of a worm who runs into a lot of trouble no matter what he does. Cute side. (Leftfield, BMI)

NANCY STEELE
 ★ ★ **Our Future**
 CELEBRITY 7120 — Expressive thrushing stint on a nice rockaballad. (Davis, ASCAP)
 ★ ★ **I Just Couldn't Believe**
 Same comment. (Davis, ASCAP)

VINCE ANTHONY
 ★ ★ **Watch My Smoke**
 HILTON 0602—Vince Anthony turns in a listenable reading of a story about a wandering lass. It has a sound. (Junior, BMI)

★ ★ **Sneakin' Home**
 Anthony sells this rocker in okay style, but the backing is weak. (Junior, BMI)

DICK PARKER
 ★ ★ **Ain't Gonna Sin**
 COVER 5941—Lyric is a brief version of the Faustus legend—the Devil tempts him, but love of the Lord saves him. An effective disk, with smart backing behind the vocal. (Blanket, ASCAP)

★ ★ **Dolce**
 Pretty melody, somewhat Continental in quality, well sung. (Blanket, ASCAP)

GEORGE CROMWELL
 ★ ★ **Oh Darling Mine**
 BRUNSWICK 55131—A dramatic cut in Cromwell but the song and the arrangement fail to carry him far. (Champlon, BMI)

★ ★ **Washed Up**
 Cromwell sings a swinging side here in a blues pattern. Side has a bit of bite that could catch some interest. (Champlon, BMI)

CATHY KELLEY
 ★ ★ **Blues Hanging Round**
 DIXIE 2017—Miss Kelley gives a deep-throated rendition in the style of Mary Ford in this easy-going blues with an interesting wandering piano figure. Gal has a nice sound. (Starday, BMI)

★ ★ **Every Now and Then**
 An old-style ballad has Miss Kelley on the melody answered by herself in the second track. Pleasant wax. Has an old-fashioned dance hall quality. (Lonzo & Oscar, BMI)

GROOVE JOE POOVEY
 ★ ★ **Ten Long Fingers**
 DIXIE 2018—An eight-to-the-bar chanting job by Poovey which is something in the groove of "Johnny B. Goode," by Chuck Berry. A swinger in the Texas groove. (Starday, BMI)

★ ★ **Thrill of Love**
 Poovey gives a dedicated reading to this slow rock ballad with high, celestial type chick voices in the backing. (Starday, BMI)

FOUR PHAROHS
 ★ ★ **Give Me Your Love**
 PARADISE 109—A high and tender voiced male lead chants this ballad in touching style. The slow-paced ballad has the celestial sound. (Hi-Hoss, BMI)

★ ★ **China Girl**
 An upbeat side, which starts with plinking Oriental piano sounds and a song. Then it moves into a swinging rocking blues framework. (Hi-Hoss, BMI)

LUCKY EDWARDS
 ★ ★ **The Lonesome Walk**
 NU KAT 106—Emotional outing on a ballad with beat makes for a fair contender. (Eastwick, BMI)

★ ★ **Tell Me That You Love Me**
 Rocker blues is rhythmically rendered by Edwards over fairly driving rock backing. It can move as well as the flip. (Eastwick, BMI)

WALTER & LOLA
 ★ ★ **Broken Heart**
 NU KAT 108—Medium-beat blues tells of a love affair gone sour. It's handled in pleasant fashion by the duo. (Eastwick, BMI)
 ★ ★ **No Mercy**
 Bluesy ballad is sung by Walter over suitable backing. Potential appears similar to that of flip. (Eastwick, BMI)

BARBARA McNAIR
 ★ ★ **Old Devil Moon**
 CORAL 62116—The standard gets a stylish vocal by the thrush, backed by a vigorous arrangement which uses violins very effectively. (DeSylva, Brown & Henderson, ASCAP)

★ ★ **A Lover's Prayer**
 A ballad, with a stately measure and a good lyric, gets a solid vocal. Backing is quite classy, with violins. (Sheldon, BMI)

STAN JONES
 ★ ★ **The Lilies Grow High**
 DISNEYLAND 121 — Folkish ballad is chanted softly by Jones with a good chorus assist. Fair chances. (Frank, ASCAP)
 ★ ★ **Songs of the Dance Hall Girls**
 A bevy of chicks present this gay nineties type weeper. It's a good tongue-in-cheek side. Possible jockey interest. (Stanley, ASCAP)

THE ETERNALS
 ★ ★ **Rockin' in the Jungle**
 HOLLYWOOD 68—Snappy rocker is accented by various jungle noises as the boys tell about Tarzan, Jane and other jungle personalities. Some coin possible. (Rudy Star Selections, BMI)

★ ★ **Rock 'n' Roll Cha-Cha**
 Fair outing by the group on a rocker done in cha cha tempo. Some appeal. (Rudy Star Selections, BMI)

SALLY STARR
 ★ ★ **Little Pedro**
 CLYMAX 103—Cute cha cha is delivered with a Latin accent by the thrush. Fair chances. (Seabreeze, BMI)
 ★ ★ **Rockin' in the Nursery**
 Tune tells of a bunch of youngsters who are tearing things up in the nursery. Lyrics include snatches of various kiddie rhymes. (Valley Brook, ASCAP)

PETER VAN HATTUN
 ★ ★ **I Would Be a Giant**
 PANORAMA 1002—The warbler, who has

a big, legit type voice, sings this rockaballad with much emotion over big rock and choral support. (Nelson, BMI)

★ ★ **House on the Hill**
 Interesting legit-folk tune is sung well by the chanter. (Nelson, BMI)

IRVING FIELDS TRIO
 ★ ★ **I Love You Much Too Much**
 DECCA 30896—Pleasant instrumental treatment of the pretty Latin-styled oldie. (Leeds, ASCAP)

★ ★ **Bei Mir bist Du Schön**
 Interesting Latin-tempo treatment of a nostalgic standard. Both sides are from Fields' recent LP. (Harms, ASCAP)

JERI LYNN SANDS
 ★ ★ **Steady Freddy**
 ARCADE 153—The thrush comes thru with a bright performance on a rhythm rocker that could get spins. (Valley Brook, ASCAP)
 ★ ★ **As Long As I Can Dream**
 Listenable vocal by thrush Jeri Lynn Sands on a typical rockaballad.

BILL BAKER & THE CHESTNUTS
 ★ ★ **Chit Chat**
 ELGIN 021—A medium rocker effort sung with verve by Baker. Medium appeal. (BMI)
 ★ ★ **Wonderful Girl**
 A slow, clink-clink, rhythm rockaballad, which gets flute spots in the backing, plus a chorus. Fair prospects. (BMI)

THE CONTINENTAL FIVE
 ★ ★ **King of Rocking Roll**
 NU KAT 105—The group sounds a bit like the Coasters on this effort. Tune tells about a cat who has the rock situation well in hand. (Eastwick, BMI)

★ ★ **My Lonely Friend**
 Fair belt by the group on a rhythmic ballad. Not much here. (Eastwick, BMI)

THE VELVATONES
 ★ ★ **I'm Leaving Home**
 NU KAT 111—A rocker. Lead singer has a good shouting style which will hold some listeners. (Eastwick, BMI)

★ **Impossible**
 A rockaballad, slow in tempo. Fair effort by the lead singer. (Eastwick, BMI)

THE FIVE ROSES
 ★ ★ **Romance in the Spring**
 NU KAT 100—Fervent sound by the lead is given okay assistance by the group on this ballad with a beat. (Eastwick, BMI)

★ **Don't Cry Della**
 So-so rocker is given an only fair shout. Doubtful prospects. (Eastwick, BMI)

BABY DOLLS
 ★ ★ **Is This the End**
 ELGIN 020—The Baby Dolls are a fem group who work here on a medium appeal ballad effort employing a slow, triplet rhythm backing. Weak material. (BMI)

★ **Boyfriend**
 The upbeat side. It's all about the boy next door and how she'll never never let him go. (BMI)

PAT LAROCCA
 ★ ★ **Rowena**
 BELLA 15—A tasteful rocker with the lyric using a number of blues images common in the blues language. Chanter does a good

(Continued on page 48)

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Biographies of This Year's "Hot 100" Artists

Reviews of New Pop Records

Continued from page 47

vocal, backed with ork having a persuasive beat. (Grey Star, BMI)

★ Don't Do Me Wrong
A ballad, quite slow in tempo. Adequately done. (Cliff, BMI)

RUTH JOHNSON
★ I'm So Sorry
LEO'S 2005—Miss Johnson has a low-pitched Western sound. This is a ballad in loping tempo and it comes off for fair results with a steel guitar in support. (Leo's, ASCAP)

★ In the Moonlight
Gal adapts much the same technique on a similar paced ballad. (Leo's, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated one star.

BUNIE FITZ: One More Chance/Just a Fool for You—Nu Kat 102

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"LONELY GUITAR"
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"WILD WILLIE"
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TWO TIME WINNERS"

CLP #3026
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cadence
RECORDS

THE GREENE TWINS: Tree in the Meadow/Petit Jean—Cover 5951

MARGARET LEWIS: No No Never/Cheaters Can't Win—Royal Audio Music 1548

Country & Western

★★★★ Gotta Fine Julie
STARDAY 436—Appealing country kem is sung by the boys with sock vocal sales savvy. This one can catch coins for the pair. (Starday, BMI)

★★★ Hills of East Tennessee
Attractive duo vocalizing on a pretty country theme. (Lonz & Oscar, BMI)

★★★ Rich Man-Po Boy
STARDAY 437—Effective novelty type ditty is sung with solid showmanship by Sullivan. Spinnable wax. (Starday, BMI)

★★★ Hearts Are Lonely
Feelingful country ballad is warbled with heartfelt sincerity. (Lonz & Oscar, BMI)

THE MELODY BOYS
★★★ You Don't Ever Write or Call
LEO'S 2009—The Melody Boys have a strong authentic hill sound on this weeper waltz ballad. The pair have a good harmony touch and in the traditional markets, they could draw interest. Well made disk. (Leo's, ASCAP)

★★★ Don't Let Pride Take Our True Love Away
The boys bleat out a fine pleader in a slightly faster tempo than the flip. Same down home country sound can catch traditional ears. (Leo's, ASCAP)

STAN MATHEWS
★★★ Poor Man in Paradise
CORONATION 1000—Plaintive reading by Mathews on pretty country item. (Stafford, BMI)

★★ Pretend
Same comment. (Stafford, BMI)

BOZO DARNELL
★★★ Hearts Entwined
JAYBO 100—Plaintive chanting of a feelingful weeper. (Gaylo, BMI)

★★ Sha Marie
Pleasant reading of an attractive folk-flavored item. (Gaylo, BMI)

JIMMY WORK
★★★ Let's Be Alone Tonight
ALL 502—Pleasant vocalizing by Work on an attractive country-flavored ditty. Dual market item. (Work, BMI)

★★ Tennessee Border
Work enjoyed some success with this catchy item a few years ago. His new version should pull some play. (Hill & Range, BMI)

ANDY CHARLES & THE BLUES KINGS
★★★ Love Come Back
D 1061—Charles sings a slow, plaintive ballad with a strong nasal country quality.

BEETHOVEN'S "Moonlight Sonata" type piano, plus dirge-like vocal group supports him. (Glad, BMI)

★ ★ Baby Don't Go
This is a blues and he pleads, baby please don't go. Routine material. (Glad, BMI)

CURT GIBSON
★★★ You Don't Care
CULLMAN 6415—Gibson warbles a plaint of unhappiness. Mild potential. (Gaylord, BMI)

★★★ (Answer) I'll Take Take the Blame
A medium beater in which he's making up to her, taking the blame and everything, even tho it's all her fault. (B. G., BMI)

VAUGHN SIMMONS
★★★ What Am I Gonna Do?
LOGAN 3112—Country medium-beater is chanted in hill style by Simmons. It can move. Tune is a weeper. (Gaylord, BMI)

★★ Untrue Love
Cat is willing to forgive, even tho his chick broke his heart. This is done in mountain fashion. It can go as well as the flip. (Gaylord, BMI)

EDDIE ADAMS
★★★ Fancy Lies
V AND V 400—Her fancy lies broke his heart in two. A weeper, in the traditional style. (V & V, BMI)

★★ Prib'ner of the Blues
A weeper in the traditional style, with guitar and fiddle background. Not up to par. (V & V, BMI)

CLYDE OWENS
★★★ Swing It, Little Katy
LINCO 1313—Lively warbling by Owens on bouncy rhythm item. (Linco, BMI)

★ The Last Bouquet
Okay vocal stint by Owens on pleasant ditty, but flip appears better side. (Linco, BMI)

Rhythm & Blues

CAROL FRAN
★★★ Knock Knock
EXCELLO 2156—A blues, which opens with an attention-getting gimmick. Chick sings with style and is backed with instrumentation featuring a soulful tenor. (Excellorec, BMI)

★★★ Emmet Lee's Come Back
Side is a ballad with triplet backing. Thrush sings well, getting an occasional church sound and falsetto effects. (Excellorec, BMI)

JIMMY SCOTT
★★★ I'm Falling for You
KING 5201—Tender sound by the cat on a bluesy ballad with beat. Soft chorus and ork backing is effective. Pretty side can move. (Pickwick, ASCAP)

★★ Woke Up With You on My Mind
Pulsating blues is given a good shout by Scott with funky ork backing. This, too, has possible dual-market appeal. (Jay & Cee, BMI)

HOWLING WOLF
★★★ I Better Go Now
CHESS 1726—Fine blues. Lyric tells a story of the chick who took his money.

It's chanted with flavor, to a colorful instrumental backing full of beat and mood. (Are, BMI)

★ ★ Howlin' Blues
Slower in tempo than the flip, this is another fine blues, full of blues tonality in the piano, guitar and harmonica parts. Singing is full of soul. (Are, BMI)

THE L'CAPTAINS
★★★ Say Yes
SAVOY 1567—Lead singer shows considerable range and style in this ballad, altho material doesn't impress. (Claborn & Savoy, BMI)

★★ Home Work
Novelty blues, with a talking voice getting response from the vocal chorus and a horn-dominated instrumental group. (Claborn & Savoy, BMI)

LITTLE MACK
★★★ My Walking Blues
C. J. 606—Deep Southern-styled blues, Mac shouts his lyric to guitar and harmonica background. Considerable echo. For Southern market. (Little Mack, BMI)

★★ Come Back
Deep Southern-styled blues, shouted with soul, with guitar and harmonica giving the swamp sound. Authentic. (Little Mack, BMI)

TAL MILLER
★★★ Scorches
HOLLYWOOD 1097—He's been scorched by the torch of love. It's a rhythm tune with a boogie woogie backing. Miller gives it a good deal of enthusiasm in a Southern style. (Bayou State, BMI)

★★ Only Sixteen
He's got a 17 girl and she's only 16. Took her to the movie and how they carried on. Pretty low down stuff for the present market. (Golden State, BMI)

KING KARL
★★★ So in Need of Someone
EXCELLO 2157—A ballad with pretty melody line is nicely sung. Backing is simple, yet effective. (Excellorec, BMI)

★ I Knew It Was Love
A ballad, similar in tempo and feeling to the flip, but not quite as effective. (Excellorec, BMI)

Jazz

JIMMY SMITH
★★★★ Blue Moon (Parts I & II)
BLUE NOTE 1685—Lightly swinging approach by the organist on the Rodgers and Hart standard. Both sides offer good programming. Good prospects. (Robbins, ASCAP)

HORACE SILVER QUINTET
★★★★ Finger Poppin'
BLUE NOTE 1740—Real up item, clefted by Silver, features his fleet piano with excellent combo support. Hard bop fans will like. (Ecaroh, ASCAP)

★★★★ Come on Home
Smooth outing on a bluesy medium-beater, also a Silver tune. It should go as well as the flip. (Ecaroh, ASCAP)

DIZZY GILLESPIE
★★★ Swing Low, Sweet Cadillac
(Parts I & II)
VERVE 10172—To piano and an interesting junglish bass and drum rhythm, Gillespie offers a weird incantation which has the tribal sound. Part two is a parody on "Swing Low Sweet Chariot," with the vocal again by Gillespie. Then all of a sudden the cat starts swinging with the band. (Vivid, ASCAP)

THE THREE SOUNDS
★★★ Angel
BLUE NOTE 1724—The Matt Dennis tune is given a soulful reading by the trio (piano, bass and drums). Good programming side for pop and jazz jocks. (Bradshaw, ASCAP)

★★★ It's Nice
Medium-beat go by the group on a pretty theme also provides an easy listening item for pop and jazz deejays. Potential appears similar to that of flip. (Groove, BMI)

Children's

SONS OF THE PIONEERS
★★★ Maverick
RCA VICTOR WBY 104 — The Pioneers sing the theme of the Warner Brothers TV series. Has a nice lilting rhythm and the boys sing it nicely for the benefit of the kiddie audience of the show. Maverick is right on the cover to catch kiddie eyes. (Witmark, ASCAP)

★★★ Cowboy Country
An easy-going "take me back" type number gets a fine quartet harmony reading

with the bass taking solo spots. Has the sound in spots of a sacred type arrangement. (T. Spencer, BMI)

International

MIKLOS GAFNI
★★★ Tu Sonrisa
MILLAN 1118—Large legit sound by the artist on a ballad. Lush string backing accompanies. (Pops, ASCAP)

★★★ Amor Perdido
Same comment. (Pops, ASCAP)

GAIL DAVIS
★★★ Pierre and Bernadette
RCA VICTOR WBY 99—TV's Annie Oakley sings the song of two little French dolls and their adventures. An appealing story which younger kiddies will like. Happy ending of course. (Hill & Range, BMI)

★★★ Shake Me I Rattle
There was a pop-styled version of this little three-beater melody a year or so back, but this one is keyed close to the kiddie heart, and it can share the plays with the flip. (Coliseum, BMI)

Reviews and Ratings of New Jazz Albums

JAZZ ★★★

★★★ TOUFF ASSIGNMENT
The Cy Touff Quintet
Trombonist Touff registers well in this eight-track set that includes a group of standards and some original tunes. The approach is mainstream, the Touff's blowing shows imagination. Support is first-rate on the parts of Ed Higgins, piano; Bob Cran-show, bass; Marty Clausen, drums, and Sandy Mosse, tenor—all Chicago musicians. Set can have wide appeal.

★★★ RED RODNEY RETURNS
Featuring Billy Root. Argo LP 643
An album of mighty good, listenable modern jazz by the newly formed Red Rodney Quintet, with Billy Root on tenor. The group swings lightly and Rodney contributes some notable solos. Tunes include mainly originals, such as "Shaw Nuff," and "Red Hot and Blues," and one standard "I Remember You." An attractive set.

★★★ TWO-BEAT GENERATION
Ray Bauduc & Nappy Lanars. Capitol ST 1198

STEREO & MONAURAL

Two well-known Dixieland oafs have come thru with a pleasant Dixieland album that should appeal to the older generation and some of the younger set, as well as a lot of

stereo bugs due to the interesting stereo effects produced here. The tunes are standards, ranging from "Baby Won't You Please Come Home," to "I'm Gonna Move to the Outskirts of Town." The cover is most attractive and the parody of "beatnik" poetry on the liner is clever.

★★★ LEM WINCHESTER AND THE RAMSEY LEWIS TRIO
Lem Winchester, the Wilmington (Delaware) policeman who is also a vibist—and a good one—in his free time, and the Ramsey Lewis combo, join hands on this new set for a tribute to the late Clifford Brown. Two of the tunes in the set are penned by Brown, such as "Joy Spring" and "Sandu," there are also standards and originals. One of the best of the new items is "A Message From Boyzie." They are all played well by the Winchester and the Ramsey Trio.

★★★ LATIN FIRE
Candido. ABC-Paramount ABC 286
Here's an interesting album of music with a Latin beat, played by top jazz musicians and featuring the arrangements of Manny Albem. The beat is supplied by Candido, the tunes are from the New Orleans, Dixie and swing eras, and the arrangements are in today's modern jazz mold. All in all it adds up to a swinging set, especially on such tunes as "Swinging the Blues," "King Porter Stomp" and "When the Saints Go Marchin' In."

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Novelty

★★★★

SHAGGY DON
★★★★ Shaggy's Speech
BUENA VISTA 337—Amusing novelty side, featuring vocalizing by the title star of Disney's new movie "The Shaggy Dog." Watch it. (Disney, ASCAP)

TUTTI'S TRUMPETS
★★★★ Flat Foot Floogle
Canine-styled chanting on the swinging oldie with effective backing. Solid jockey side. (Allied, ASCAP)

JIM AND DON
★★★★ Henry and Emma (Parts I & II)
DOT 15935—West Coast geejay Jim Hawthorne and Don Messick. Funny two-part dialog seg is about a couple watching a TV horror film show. Amusing wax for jocks with comedy segs. Part II is practically all snores. (Clockus, BMI)

Polka

★★★

KEY-TONES ORK.
★★★ Roll Out the Barrel Polka
JAY JAY 201—A cute idea for the oldie features a chorus of speeded up voices—a la Alvin and the brother chipmunks—with the Key Tones band. Can catch juke coins. (Jay Jay, BMI)

★★★ Saturday Night Waltz
Trumpets, sax and accordion keep this waltz effort danceable and listenable in the old world tradition. (Jay Jay, BMI)

L'L WALLY
★★★ Out With the Boys
JAY JAY 199—Sounds of a ball game outing—old-fashioned band, yells from the bleachers, harmonizing snates of old songs. Novelty.

★★★ She's Too Fat for Me Polka
Lively polka with vocal comprising the novelty lyric.

Religious

★★

CARROL RHODES & THE TWILIGHTERS
★★★ I've Got a Right to Praise the Lord
RIDGECREST 1103—The group has a lot of enthusiasm. Piano accompanies the effort which seems out of balance with harmony parts blasting out the melody.

★ I'm Just a Pilgrim
Another rhythm sacred effort has the same drawbacks. Limited appeal.

Sacred

★★★★

PORTER WAGONER
★★★★ I'm Gonna Sing
RCA VICTOR 7532—Sprightly rendition of a catchy spiritual-styled sacred item. Strong for the market. (Acuff-Rose, BMI)

★★★★ I Thought of God
Moving warbling stint on a reverent sacred theme. Another fine side. (Cedarwood, BMI)

BRUCE JONES & MILLARD PRESLEY
★★★ Highway to Glory
GOSPEL JUBILEE 515 — The sprightly hymn is sung with hill harmonies by the pair. It is a spirited theme that should move well in this market. (Ralph's Radio Music, BMI)

★★★ When We Get to Heaven
Same comment. (Ralph's Radio Music, BMI)

Spotlight Winners of the Week . . .

Continued from page 45

GITTA LIND
IN SURABAYA (Burlington, ASCAP)
WEISSER HOLUNDER (Fischer, ASCAP)
The German thrush has two sides that should please listeners. She's one of that country's top recording artists. "In Surabaya" is a beguine adaptation of a folk song. "Weisser Holunder" is a lovely waltz. Lyrics to both are sung in German. Telefunken 4501



ARTHUR LYMON
TABOO (ASCAP)
This is a side from Lymon's best-selling LP, "Taboo." It's an intriguing item that is somewhat on the order of "Quiet Village," and it's given a sensuous reading that builds in excitement. Flip is "Dahil Sayo," (PD). Hi-Fi Record 550



Pop Novelty
THE FORBIDDEN FIVE
ENCHANTED FARM (Ardmore, ASCAP)
R.F.D., RANGOON (Ardmore, ASCAP)
The Forbidden Five serves up to wacky sides—parodies on "Quiet Village." "Enchanted Farm" is a colorful instrumental, accented by sounds of various bird and animal life. "Rangoon" is a jungle-type theme with eerie effects. It's likely to come in for heavy play, and it could be a big one. Capitol 4205



C&W Records
EDDIE NOACK
A THINKING MAN'S WOMAN (Glad, BMI)
DON'T LOOK BEHIND (Glad-Silver Star, BMI)
Noack who has hit the charts with his last few outings, should do so again with his latest efforts. "A Thinking Man's Woman" is a medium-beater that is handled with a Johnny Cash approach. "Don't Look Behind" is a weeper. Both sides appear strong contenders. D 1060



R&B Records
MISS LAVELL
STOP THESE TEARDROPS (Lion, BMI)
YES, I'VE BEEN CRYING (Lion, BMI)
The thrush pours plenty of soul into these renditions. "Teardrops" is a blues that is shouted over a smart arrangement. "Crying" is a rocka-ballad on which she is assisted by a chorus. Both are tasteful efforts with a chance. Duke 307



IKE DAVIS
★★★★ His Hand in Mine
BLUEBONNET 1501—Davis has a sincere approach on this good side, which is supported by a churchy chorus. Two attractive sides for the market. (Llster, SESAC)

Standard piano and rhythm accompaniment. (Hymntime, SESAC)

★★★★ Follow Me
"Follow Me" is the command of the Lord. The song has an appealing melody, and it is offered with reverence by the chanter.

JIM BOYD
★★★★ On the Other Side of the Valley
BLUEBONNET 2001—An inspiring tale of a great, golden tomorrow "on the other side of the valley." Boyd scores with another pleasant reading. (Bluebonnet, BMI)

★★ Take Time to Pray
Good advice, and it's well sold by Boyd in a warm-styled three beater, sacred song. (Hill & Range, BMI)

Reviews and Ratings of New Classical Albums

Continued from page 37

Those who have been attracted to lush classical arrangements such as the performances by the Concert Masters of New York will also find this one to their liking. The silken smooth string section of the Bolshoi Theater orchestra shows its collective virtuosity in a collection which includes Paganini's "Perpetual Motion," Ravel's "Pavane," Dvorak's "Melody," Rimsky-Korsakov's "Bumble Bee" and Khachaturian's "Sabre Dance." Timed with the headlines occasioned by the Bolshoi ballet troupe's visit, sales can benefit even tho there's no real connection with the dance repertory.

esting is Gilere's "Concerto for Voice," a lovely opus in late romantic style. Other contributions are Pakhmutova's concerto for trumpet, Manevich's for clarinet, and Gerdell's for flute. Writing is far more conservative than most recent Western efforts. All of the works have merit and deserve a hearing.

★★★★ BACH: THE BRANDENBURG CONCERTOS
The Baroque Ensemble of Stuttgart (Columbia), (2-12") Columbia M2S 605

★★★ WALTON... PARTITA FOR ORCH.; MAHLER: SYMPHONY NO. 10
The Cleveland Orch. (Szell), Epic BC 1024

STEREO & MONAURAL
This package makes for a bright, lively introduction to the composer and to the Brandenburgs. After careful, clear notes, liner writer and artist get together to humanize Bach "as man without the wig," and succeed. Musically, tempos are modernized and the interpretation is a trifle superficial, but all hands to a workmanship job. Fine separation of sound. Gay, colorful artwork will charm.

STEREO & MONAURAL
An intriguing coupling of two fine works of different spirit. The Partita, written two years ago, is Walton at his best. A joyful toccata and effervescent giga make it immediately appealing. This is its first recording. The posthumous Mahler symphony gets clear, straightforward interpretation, with Szell keeping the loose, tenuous themes under careful control. Cleveland Orch.'s crisp, bright sound is attractive.

CLASSICAL ★★
★★★ A MODERN RUSSIAN CONCERTO FESTIVAL
Various Artists with The Leningrad Philharmonic & State Radio Orchest. Monitor MC 3020
Four works waxed for the first time comprise this Russian potpourri. Most interesting

LOW-PRICE CLASSICAL ★★
★★★ BRAHMS: SYMPHONY NO. 1
The Oslo Philharmonic Orch. (Gruner-Hegge), RCA Camden CAS 495

STEREO & MONAURAL
Gruner-Hegge soft-pedals the sonorities and grandeur of this symphony for an overly sweet product. Lyric second movement comes off best with this treatment. Stereo sound is muffled. However, popularity of work, low price, pretty cover and excellent notes by Martin Bookspan make it a rack item worth consideration.

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GARAGE ACROSS THE STREET

Royal American '59 Edition Termed Mightier Than Ever

More Earning Power, Improved R.R. Gear, Greater Flash Typifies Show

By HERB DOTTE

MEMPHIS—The mighty Royal American is mightier than ever before.

The '59 edition, unfolded Saturday (9) at the Memphis Cotton Carnival, has more earning power, more and better railroad equipment, and greater flash than the '58 version at the corresponding point last year.

Still more earning power will be added before the show moves into its strenuous fair route. Units not now with the show but to be added for fairs include an all-new Western show to be presented by Eddie Lloyd and featuring Johnny Mack Brown of movie fame.

Not up for the opening day here but to be added were Gargantua II and Madame Toto, direct from the Ringling Circus stand in New York City's Madison Square Garden and Dick Best's Snake and Fat Boy shows.

Of the units which opened with the show here but which was not on the show last year the most impressive is a new dark ride, Ye Old Haunted Mill, built in winter quarters under the direction of C. J. Sedlmayr, son of Carl Sedlmayr, owner - general manager of the Royal American.

The dark ride is unique in that some trackage is built into a 30-foot show wagon and the entire ride and all of its equipment can be transported within the same wagon.

Velare Rides Booked for Memphis Fair

MEMPHIS—Two of the Velare brothers' spectacular rides—the Space Wheels and the Rotor—will be on the midway at this year's Mid-South Fair here, G. W. (Bill) Wynne, fair manager, announced.

The Velare units will operate in the line-up under the supervision of Cliff Wilson, holder of the ride and show contract at the fair.

Other units already set by Wilson for the date here are Garwin's and Isenberg's Wild Mouse, Dancing Waters, Bejano's Side Show, and the Hilligos Wild Animal Exhibit.

In all, Wynne said, there will be 30 shows and rides.

NO INTEREST

Pocatello Fair Gets \$16,980 Govt. Loan

WASHINGTON — An advance of \$16,980 for preliminary planning of a new county fair and rodeo grounds at Pocatello, Idaho, was announced Monday (11) by Commissioner John C. Hazeltine, Community Facilities Administration.

Money was applied for by the Board of County Commissioners, Bannock County, Idaho, who told

the CFA that the county's growth to an estimated 48,000 population in recent years had made existing fairgrounds inadequate. Estimated cost of the new project is \$1,203,120. Construction is expected to begin during 1960.

Under CFA's public works planning program, the advance is interest free, and repayable on start of construction.

Of the standby show-owned features, the revue, this year titled Rocky Covette's Revue, is outstanding, as judged by past standards.

The tenth revue to be produced by Leon Miller in as many years on the Royal, the show is a racy, talent-packed package that should delight patrons along the route.

It is named after the 6-foot 8-inch exotic dancer, who makes a solid contribution, but Sabrina, partnered with Comic Harry Savoy in burlesque routines and even more on her own as a dancer, is the stand-out. Her dance numbers are sock crowd-pleasers.

Other notable talent in the show are Reed and Aurora, comedy-singers, and Molly Parks, tap dancer-singer.

Leon Claxton's Harlem in Havana show, perennial favorite over the Royal's route, hits its full strength in St. Louis, the show's next stand and always a big

engagement for Claxton. Judging by the break-in here and the talent to be added at St. Louis for the remainder of the tour, the production should be up to Claxton's always high entertainment standards.

An enormous amount of money apparently was spent by Carl Sedlmayr in winter quarters on equipment and flash. The show never looked better. It sparkles from front to back under new paint and much new canvas.

The rolling stock shows the additions of many all-new steel wagons, equipped with pneumatic tires—part of the Royal's constant modernization program.

Notable among new equipment is an International truck, with 10 speeds forward, which was converted in quarters into a combination water wagon-fire-fighting unit.

The show train, now at a nu-
(Continued on page 58)

Ottawa Fair Inks Ford and Hines

Replace Olson and Johnson Segment; Execs Increase Car Giveaway Program

OTTAWA — Addition of two station wagons to its mounting giveaway program is announced for the Central Canada Exhibition. These supplement the six passenger cars and the total represents a car a night for the August 21-29 fair. The grounds will be inactive on Sunday (23). Also announced is a substitution for the Olson and Johnson "Funzapoppin'" grandstand show originally reported (The Billboard, February 16).

Since this attendance prize con-

Memphis Fair Sets Exhibit Bldg. Acts

MEMPHIS — Three free acts have been booked for two-a-day appearances in commercial exhibit buildings at the Mid-South Fair, according to an announcement by W.C. (Bill) Wynne, fair manager. They are Bobby Williamson and Trio, country and western music; the Mac Kinnon Sisters, pop vocals; and Candy Candido, emcee-comic. All were booked thru Eldred Stacy of MCA Fair Productions, Chicago.

test is a drawing of admission tickets and everyone, including civic and fair officials, is eligible, the program constitutes an informal "everyone pays" policy. J. K. Clarke, general manager, says it is a rare director employee or exhibitor who fails to pay his way in every day and thus earn a free chance for an automobile.

Additions to the entertainment roster, largely booked thru Barnes-Carruthers Theatrical Enterprises, include the Ford and Hines comedy team as night grandstand headliners, August 24-29. The B-C office last produced the grandstand in 1957 and is coming back with a strong variety-type presentation. Barnes Bros.' Circus will perform the first two days and nights. The evening horse shows are also using talent, namely Allen's Working Colliers, Casey at the Bat and the Shooting Bunny from Animal Behavior Enterprises.

USAF Band, Parade Repeat
The U. S. Air Force Band and Singing Sergeants will make their third appearance at the fair as a
(Continued on page 53)

HOMER, JETHRO SIGNED FOR MEMPHIS FAIR

MEMPHIS — Homer and Jethro will head the Riverboat Follies, one of the paid shows at the Mid-South Fair here, G.W. (Bill) Wynne, fair manager, announced.

Others already set for the show are Shari Robbins, dancer; the Birk Twins, acrobats; Johnny Matson, emcee-comic, and the Billy Williams' orchestra. One more spot remains to be filled, Wynne said.

The booking is thru Eldred Stacy, of MCA Fair Productions, Chicago.

DU QUOIN INKS SCHNOZZ, DEAN, CLOONEY, LADS

DU QUOIN, Ill.—The Du Quoin State Fair has closed to present Jimmy Durante, Rosemary Clooney, Jimmy Dean and the Four Lads as grandstand headliners this year.

Don and Gene Hayes, co-managers of the fair, said that in addition to these names, more talent will be signed between now and July when the bill will be finalized.

Durante will appear nightly August 31 thru September 6, and will head up an eight-act troupe, including his side-kick, Eddie Jackson, and Sonny King. Also in the show will be the Happy Jesters, comics; Ford and Hines, and other acts to be selected later.

Miss Clooney along with Dean and the Lads, will be featured in the big one-night Labor Day program. Additional acts are also planned.

Palisades Tells Of Excellent Circus Income

PALISADES, N. Y. — Business experienced by the Clyde Beatty-Cole Bros. Combined Circus at its Palisades Amusement Park sojourn was excellent, according to the park office. Irving Rosenthal estimated the gross from ticket sales at far in excess of last year's total. The run ended Sunday (10), simultaneously with that of the Ringling show in New York City.

While the park has an option for the services of the show for several years, Rosenthal has not contracted for a 1960 circus as yet.

Rosenthal has been trying to attract a controversial Shakespeare festival to his parking lot overlooking the Hudson River, the same site occupied by the circus. Parks Commissioner Robert Moses has opposed a return to city property for the free amateur readings,
(Continued on page 53)

NO. 1 REVUE

Barnes-Carruthers Sets Route, Talent

CHICAGO—The route and talent line-up of the Barnes-Carruthers No. 1 fair grands'nd revue was announced this week by Sam J. Levy Sr., head man of the B-C office.

The revue will play an extra day this year at the Minnesota State Fair, St. Paul, for a total of 10 and will have a name band—Frankie Masters and his ork—in the line-up. The musical aggregation will play on stage.

Show will open its season at the Ionia (Mich.) Free Fair, Springfield; Minnesota State Fair; Kansas State Fair, Hutchinson; Oklahoma State Fair, Oklahoma City; Alabama State Fair, Birmingham; South Alabama Fair, and the Louisiana State Fair, Shreveport, where the show again will play in the Hirsch Memorial Coliseum.

Talent in the show, will include Johnny Puleo and the Harmonica Rascals, Excess Baggage, Original

'NAME TUNE'

TV Mentions Up Turnouts At Spaceland

WESTBURY, N. Y. — A five-fold increase in weekend business is the reported result of a nationwide TV plug for Spaceland, the futuristic theme park located in and around a converted airplane hangar on Old Country Road.

Les Tobin, partnered in the operation with Mike Michaels, has been a contestant on "Name That Tune" and has reached the \$10,000 winnings level in four appearances. He is to attempt an increase to \$15,000 on Monday night (18).

The park's attendance has risen enormously since the TV mentions before 28,000,000 viewers, it is reported. Included is the entire New York metropolitan area.

Spaceland has removed its outside gate charge after lowering it over several successive weeks during 1958, its first season. Ride additions bring the total number to 10, plus the simulated space ship ride. Sales stands and a large Arcade are among the concessions.

Chuck Dreyfuss is publicist and Bill Marcus is promoting public events.

Barnum Fete Sets Events At Bridgeport

BRIDGEPORT, Conn. — The 11th Barnum Festival is set to hold forth from June 26 to July 5 here. Barnum Festival Society president is Ken Raines, vice-president of Columbia Records.

An opening night feature will be the Columbia Dance sponsored by the record firm and offering the Richard Maltby orchestra. The event was attended by 2,000 people last year.

Saturday will feature a Junior Festival Wing Ding Day, parade and circus at Beardsley Park, free of charge and attracting crowds estimated as high as 20,000. Six
(Continued on page 53)

HAMRAC QUILTS MOBILE FAIR

MOBILE — Jim Hamrac, manager of the Greater Gulf State Fair, has tendered his resignation from that post effective June 6.

Hamrac said he resigned as a result of policy differences. The fair, which is under sponsorship of the Junior Chamber of Commerce, has, since 1957, been incorporated and its administration placed under a board of directors.

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CONKLINS OPEN FUN ZONE AT LONDON, ONT., FAIR

LONDON, Ont.—Frolic-Land, new amusement park operated by the Conklin brothers on the Western Fairgrounds here, opened for business Friday (15). The Conklins for years have provided the midway attractions at the fair here, but this is the first time for the operation of a season-long fun zone.

A total of 17 attractions were included in the zone. A Wild Mouse is featured and a new ride from France, the Himalaya, is also prominent in the plans. The device is similar to the Cortina Bobs, which was introduced in Hamburg, Germany, two years ago, according to J. W. (Patty) Conklin.

The Funhouse, which is called the Allotria, was imported from Switzerland and is a duplicate of the one at last year's Brussels World's Fair. The Rotor will be operated here by its inventor, Ernest Hoffmeister.

Also in the line-up are a Merry-Go-Round, Auto Skooter, Laff-in-the-Dark, Hot Rods, Ferris Wheel, Water Boats, Roller Coaster, Junior Hot Rods, Whip, Carousel, Hurricane and live ponies.

Tom Drake Pacts Fast-Draw Contest

CINCINNATI — Charles W. Stanley, office manager and idea man at Coney Island Amusement Park here, last week consummated a deal with Tom Drake, Kansas City, Mo., booker, whereby the latter will present Stanley's Fast-Draw Contest idea along with his grandstand review on the Canadian B circuit of fairs this season.

Drake, in a tie-in with sponsors, will conduct daily trials during the run of the fair, with the finalists competing in front of the grandstand on the final day.

NORTH TONAWANDA, N. Y.—The Allan Herschell Company, Inc., here has published a new edition of its catalog. Included are 31 different models or kinds of rides, plus a list of accessories.

Spokane Mulls Coliseum Wing, Stadium Roof

SPOKANE, Wash. — Spokane city officials are considering proposals to add a \$275,000 wing to the 8,500-seat Spokane Coliseum or build a cable-supported plastic roof over the Spokane Memorial Stadium at an estimated cost of \$1,250,000.

The enlarged, roofed stadium would seat 37,000 and be usable the year around. The Coliseum addition was suggested by Benjamin C. Moore, manager of both facilities, as a possible alternative to roofing the stadium because he couldn't foresee sufficient revenue from large events to pay for the improvement.

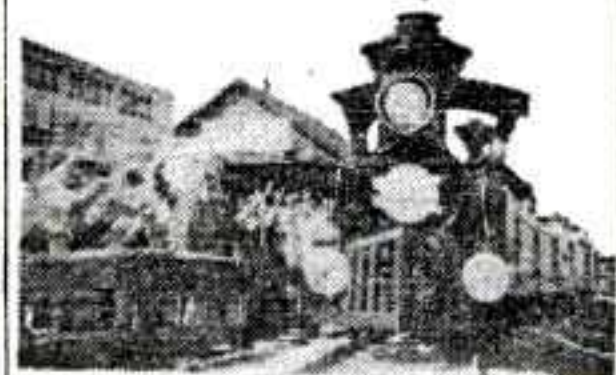
The proposed Coliseum addition would be slightly wider than the present structure but not as long and would use existing heat and power facilities. Moore said it would provide a plant large enough for 90 per cent of the attractions which might come to Spokane in the foreseeable future. It also would provide an additional ice skating area and more ice skating time.

A new crowd-drawing idea under consideration is a winter sports carnival which would include sports activities in the Coliseum and on Mount Spokane, climaxed by a Bowl-type football game in the Stadium on New Year's.

NEW YORK—A search for information on Eugene O'Neill is being undertaken by Louis Sheaffer on 5 Montague Terrace, Brooklyn Heights, former drama critic of the Brooklyn Eagle. Sheaffer has been for three years doing a biography of O'Neill who, with brother Jim O'Neill, had an extensive acquaintanceship among circus and carnival people during the years he resided at the old Garden Hotel on 28th Street.

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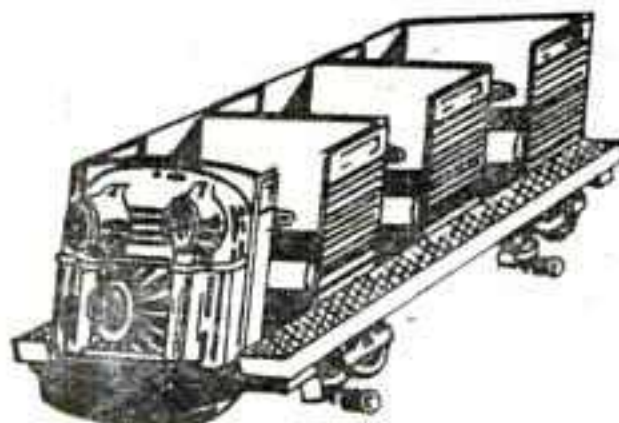
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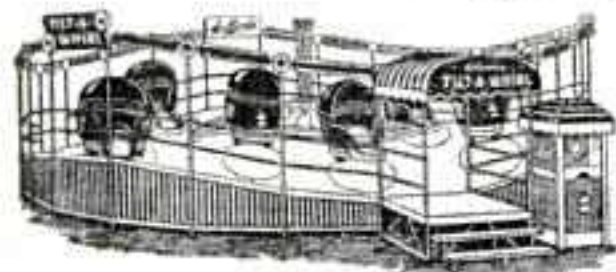


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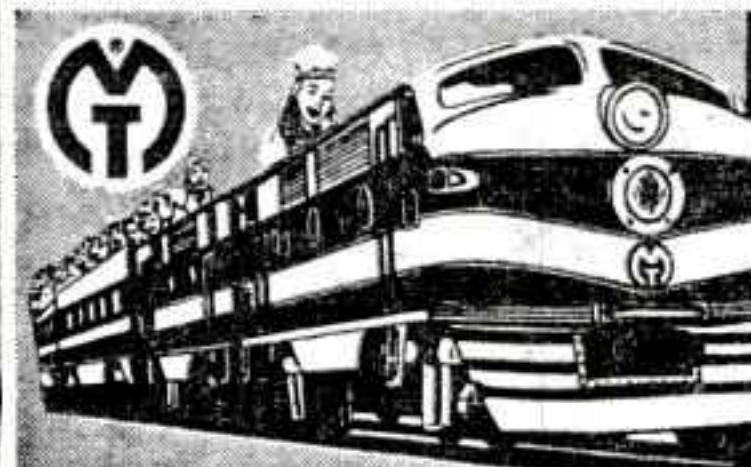


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Boston Flower Show Moves To Dog Track

BOSTON—The Massachusetts Horticultural Society's 89th annual Spring Flower Show is being moved to the dog race track because of the lack of a suitable auditorium since the razing of the Mechanics Hall.

The annual flower show will take place at Revere in Wonderland Park March 13-20, it was announced last week (4) by Oliver Walcott, president of the society.

Arno H. Nehrling, director of the show, recalled that last spring the show was divided between Horticultural Hall and Symphony Hall across the street.

Wonderland Park will offer more space for the exhibition and its two floors will give exhibitors opportunity to stage all types of gardens, Nehrling said. Two strong factors in its favor are easy access and free parking for more than 8,000 cars.

R-B Change Clears Garden For Bolshoi

NEW YORK—Ringling-Barnum circus pulled out of Madison Square Garden here after final performances Sunday (10), two days earlier than once scheduled. Monday and Tuesday (11-12) the show was in the new Haven (Conn.) Arena of Nathan Podoloff.

Ringling originally was scheduled to stay thru Tuesday (12) at the Garden, but hockey playoffs amended that, and when the Gar-

(Continued on page 53)

ARENAS & AUDITORIUMS

Portland Building Named; Salt Lake, Anaheim Plan

By TOM PARKINSON

THE NEW BUILDING new under construction at Portland, Ore., has been named. Manager Don Jewell reports it is to be known as Memorial Coliseum. He foresees exposition space of more than 100,000 square feet and seating for nearly 9,000.

In Salt Lake City there has been considerable talk about building auditorium-arena facilities. The chamber of commerce manager declared a few weeks ago that the city must have a building and that he was disappointed it was not included in a new civic plan. Now comes Sidney Fox, former owner of radio and TV stations in Salt Lake. He has proposed to build a private enterprise auditorium arena to cost about \$2,500,000, and he has discussed the possibilities with city officials.

A DOME-SHAPED convention hall has been approved at Anaheim, Calif. The city council okayed a \$5,000,000 building to be located near Disneyland. The proposed building will seat 6,000 and cover 90,000 square feet, according to developer Leo Freedman. Meanwhile, at Torrance, Calif., the city has ordered the sale of its civic auditorium.

HARRY H. NIEBRUEGGE, manager of the Atlanta Municipal Auditorium, is busy with planning for the upcoming convention of the International Association of Auditorium Managers. The convention will be July 29-August 1, at Atlanta. It originally was scheduled for a different location.

VICE-PRESIDENT NIXON is scheduled to take part in the formal dedication ceremonies at the new Memorial Sports Arena at Los Angeles. These ceremonies have been set for July 4, and co-ordinators of the program include Z. Wayne Griffin, of the Hollywood Bowl Association; James Doolittle, of the Greek Theater, and Elmer Wilson, of the Pasadena Civic Auditorium. The dedication will precede the annual American Legion fireworks show in the adjacent Coliseum.

CURRENT IN TULSA is the International Petroleum Exposition, celebrating the centennial of the oil business, and including about 1,400 exhibitors. Prominent among the thousands of visitors to the show are many from oil-producing countries of the Middle East and other parts of the world.

A LIST OF COMING events for the Show-Mart at Montreal includes a stationary and office equipment show, May 25-27; Montreal International Trade Fair, June 5-13; hospital convention and exposition, June 24-28, and then shows of gifts, pets, wholesale furniture and handicraft.

The Palazetto, built in Rome to accommodate part of the 1960 Olympic Games, is a sports arena with a concrete dome and over 5,000 seats. . . . In Buenos Aires an \$8,000,000 exposition grounds is under construction and reportedly will include a 30,000-seat stadium with a cable-supported roof and exposition halls totaling 322,000 square feet. . . . After the U. S. exposition that is being assembled for Moscow, part of the staff will go to another U. S. exposition to be in New Delhi, India.

Convention Hall Rents Tunnel, Plans Hike in Exhibit Space

ATLANTIC CITY—Faced with an immediate demand for additional exhibit space, work will be started within the next few weeks on the first phase of the \$3,000,000 enlargement program of the Atlantic City Convention Hall.

The great convention hall on the Boardwalk was opened May, 1829. Despite increased competition from municipal halls in other cities, it has seen hundreds of organizations beat a steady path thru its doors.

Demand for more space came from the National Housewares Manufacturers' Association, which holds its big annual exposition here July 13-17. New lighting is being installed in the vehicular driveway under the hall and space has been rented there, bringing the show's exhibit area up to nearly 250,000 square feet. This will make the exposition the largest ever staged in the building.

Actual work on the full-scale facelift will get under way September 15. This will make available for exhibits and meetings some 30 rooms, accommodating groups ranging in size from 125 persons to 40,000, and exhibit space of 320,000 square feet. This will mean 170,000 square feet on the main floor, 120,000 feet on the lower level and 30,000 square feet on the mezzanine or ballroom floor.

More color and new lighting will make entrances, building front

and various exhibit areas more glamorous, and escalators will carry conventioners to various levels. The vehicular driveway for cars, buses and taxis will be under the Boardwalk instead of under the structure as in the past.

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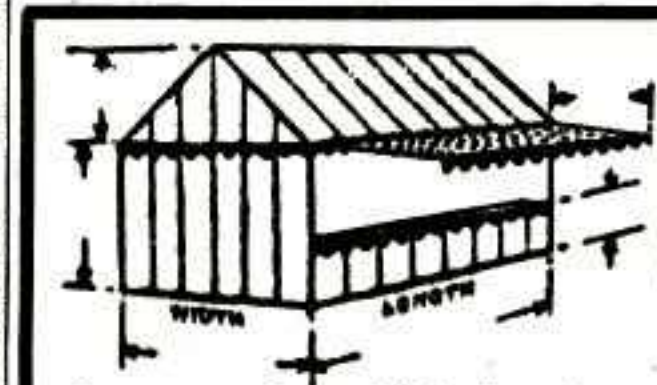


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Carnival Routes

A-1 Amusements: Cape Girardeau, Mo.
American Funland: Belen, N. M.
American Midway: White Settlement, Tex., 19-23.
Amusements of America: Perth Amboy, N. J.
Badger State: La Crescent, Minn.
Baker United: Columbus, Ind.
Barstow Amusements: Slippery Rock, Pa.; New Brighton 25-30.
Beam's Attractions: Claysburg, Pa.; Windber 25-30.
Bee's Old Reliable: Somerset, Ky.; Fort Knox, Ky., 25-30.
Belle City: (3877 So. K. K. Ave.) Milwaukee, Wis.
Bernard-Barry: Blind River, Ont.
Big State: Paris, Tex.
Blue Grass: Owensboro, Ky., 28-June 6.
Brown, Al: Madison, S. D.
Buck, O. C.: (Arlington) Poughkeepsie, N. Y.
Buckeye State: Baltimore, O., 19-23; Bremen 28-30.
Burkhart: Shelbyville, Ill.
Byers Bros.: Pine Bluff, Ark.; Benton 25-30.
Capell Bros.: Aztec, N. M.; Shiprock 26-31.
Carl, A. J.: Ecorse, Mich., 21-31.

Ottawa Fair

Continued from page 50

free feature throught the run of the event.

The big opening parade thru the streets of Hull and Ottawa will again kick off the fair, utilizing giant balloons provided by Mrs. Joseph Sonneborn of Newark, N. J., and a number of grandstand circus features such as floats and other material.

Children's rides of the World of Mirth Shows were relocated last year to a shaded section apart from the main midway activity. For this fall the carnival will erect a smart kiddieland front, Clarke said.

Decisions still pending include lining up interesting displays for the H. H. McElroy Building. Last year there was a Dancing Waters exhibit in the hall, as well as a television studio and fashion show complete with music, commentary and runways for modeling.

It was voted last winter to eliminate the six mid-week grandstand matinee shows, at which attendance had suffered.

R-B Change

Continued from page 52

den got an opportunity to take the Bolshoi Ballet for a Tuesday (12) opening, the plan finalized for Ringling to depart after Sunday. The Ringling run here began March 27. After New Haven, the show has 11 days at the Boston Garden.

Barnum Fete

Continued from page 50

acts will take part and Claude Kirchner, WOR-TV cartoon show host, will be ringmaster. Later in the day the Ballyhoo show will be held at Fairfield University Stadium, with entertainment including Fred Waring and his group, and vocalists Connie Francis and Tommy Leonetti. Admission will be charged here; 1958 turnout approached 15,000.

Palisades Tells

Continued from page 50

unless admission is charged. The amusement park is offering its lot for the purpose at no charge.

Old Gold and Kent cigarettes have been contracted for a 1960 match book imprint tie-in, it is reported, involving the distribution of 39,000,000 books carrying free-gate offers to the park.

Carroll's Greater: Spring Lake Park, Minn.; Brooklyn Center 25-31.
Central States: South Sioux City, Neb.
Chanos, Jimmy: Connersville, Ind.
Cherokee Am. Co.: Ada, Okla.; Coalgate 27-30.
Coleman Bros.: East Hartford, Conn.; New Britain 25-30.
Continental: Hudson, N. Y.
Crafts 20 Big: (Fair) Reseda, Calif., 20-24.
Davis Am. Co.: Florence, Ore., 20-24.
Del Flore Ams.: Hubbard, O., 27-30.
Dickson United: (South Plaza Shopping Center) Akron, O.; (Wooster Hawkin Shopping Center) Akron 25-30.
Dixie Am. Co.: Crane, Mo.; Waggoner, Okla., 25-30.
Down River Ams.: Baton Rouge, Mich.; Roseville 25-30.
Drago, Paul: Shoals, Ind.; Covington 25-30.
Drew, James H.: Charleston, W. Va.
Dyer's Greater: Poplar Bluff, Mo.; Flat River 25-30.
Eddie's Expo.: Aliquippa, Pa.; Ambridge 25-30.
Fair Time: Azusa, Calif.
Fera Bros.: Pawtucket, R. I.; Newport 25-30.
Franklin, Don: Palestine, Tex.; Texarkana 25-30.
G. & B.: Clarksburg, W. Va.
Gala Expo.: Batesville, Ark.
Garden State: McAdoo, Pa., 20-30; Emmaus, June 1-6.
Gatto Ams.: Bridgeport, Pa., 20-30.
Gem City: Corinth, Miss.; Murfreesboro, Tenn., 25-30.
Gentsch: Greenwood, Miss.
Georgia Am. Co.: Cumming, Ga.; Roswell 25-30.
Gladstone Expo.: Charleston, Mo.
Gold Medal: Man, W. Va.
Grand American: Newton, Ia.; Muscatine 25-30.

(Continued on page 54)

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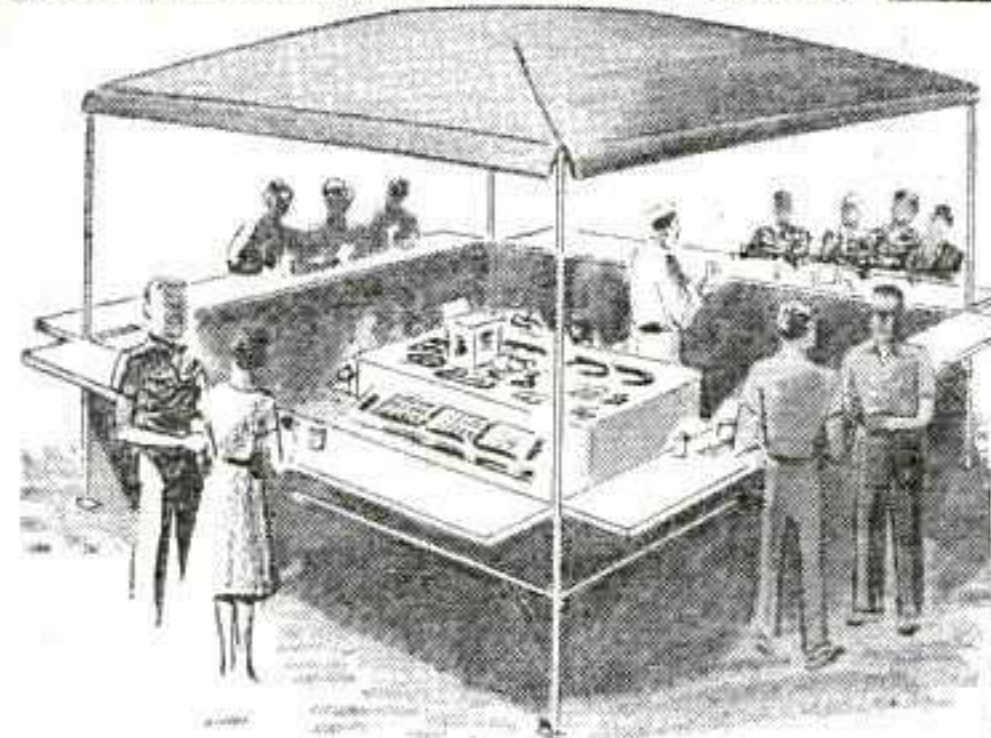
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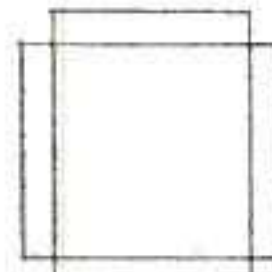
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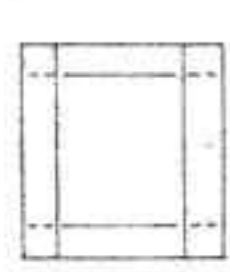
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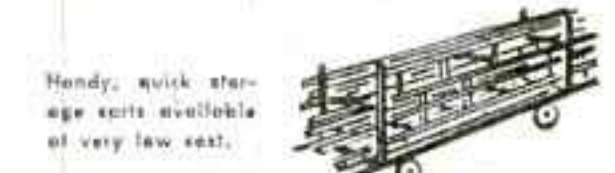
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Carnival Routes

Continued from page 53

Greater Kastel: Pueblo, Colo., 19-24.
Hannah Am. Co.: Revere, Pa.; Fairchance 25-30.
Hannum, Morris: Berwick, Pa.; Pottsville 25-30.
Happyland: Royal Oak, Mich., 18-21; Mt. Clemens 22-31.
Heart of America: Salina, Kan.
Holiday Am. Co.: Shawnee, Kan.; Belton, Mo., 25-30.
Holly Bros.: East Point, Ga., 19-30.
Hottle, Buff, No. 2: Hammond, La.
Hunt Amusements: (Bacon's Shopping Center) Shively, Ky.
Imperial: Fairbury, Ill.
Inland Empire: Lewiston, Idaho; Kennewick, Wash., 26-30.
Johnny's United: Andalusia, Ala., 22-30.
King Expo.: Avondale, Mich.
L. & L.: Portland, Tenn.; Columbus, Ind., 29-June 6.
Lagasse Am. Co., No. 1: Hudson, Mass.

Leeright Midway: Smithfield, Utah; Mt. Home, Idaho, 25-30.
Lindle, Jack: Beardstown, Ill.; Gillespie 25-30.
Marks, John H.: Wilmington, Del.
McKenna's Rides: Winneconne, Wis.; Menasha 25-30.
Merriam's Midway: Tama, Ia.; Fairfield 25-30.
Midway of Mirth: Barry, Ill.
Mighty Interstate: Morrystown, Tenn.
Monarch Expo.: Columbia, Mo.; Mexico, Mo., 25-30.
Moore's Modern: Shawnee, Okla.; Okmulgee 25-30.
Motor State: Durand, Mich.; Melvindale 25-31.
Mound City, No. 1: St. Louis County, Mo., 22-24; St. Ann 28-31.
Mound City, No. 2: Mitchell, Ill., 22-24.
New England Am. Co.: Oxford, Mass.
North American: St. Louis Park, Minn.
Northern Expo.: Fort Pierre, S. D.
Novelty Expo.: Tonganoxie, Kan.
Orange Bros.: Ratliff City, Okla.
Page Bros.: Monticello, Ky.; Richmond 25-30.
Page Combined: Athens, Ga.
Palmetto Expo.: Elkin, N. C.
Pan American: Baton Rouge, La.
Peck Ams.: (Meadowview Shopping Center) Kankakee, Ill.
Penn Premier: Minersville, Pa.
Powelson Am. Co., No. 1: Ashtabula, O.; Wellsville 25-30.
Powelson Am. Co., No. 2: Parkersburg, W. Va.; Crestline, O., 25-30.
Powelson Am. Co., No. 3: Dover, O.; Logan 25-30.
Prell's Broadway: Goldsboro, N. C.; Norfolk, Va., 25-30.
Reid's Golden Star: Loudon, Tenn.
Robinson's Western, No. 1: Port Townsend, Wash.; Port Angeles 25-30.
Robinson's Western, No. 2: Granger, Wash.; Auburn 25-30.
Rock City: Coal City, Ill.; Westmont 28-31.
Rohr's Modern Midway: St. Anne, Ill.
Rose City Rides: Mountain View, Mo.; Ironton 25-30.
Royal American: St. Louis, Mo.
Royal United: Plankinton, S. D., 22-23; Little Rock, Ia., 25-26; Lansing 28-29; St. Ansgar 30-31.
Shorty's Tri-State: Prairie Du Chien, Wis., 29-31.
Siebrand Bros.: Grants, N. M.
Smiley's Am. Co.: Jeanette, Pa.
Smith, George Clyde: Cumberland, Md., 25-30.
Stanley, Wm. D.: Fargo, N. D.; East Grand Forks 24-31.
Steele Ams.: Valparaiso, Ind., 26-31; East Gary, June 3-7.
Strates, James E.: Philadelphia, Pa.
Stumbo's Tri-State: Westville, Okla.
Sunny, A. J.: (E. 55th & Husa) Cleveland, O.
Sunset Am. Co.: Fort Dodge, Ia.; Marshalltown 25-30.
Tatham's Fun Fair: (Laketown Shopping Center) Springfield, Ill.
Tennessee Valley: Gallatin, Tenn.
Thomas, Art B., No. 1: Hastings, Neb.
Thomas, Art B., No. 2: Vermillion, S. D., 18-21; Sioux City, Ia., 22-June 2.
Thomas Joyland: Gary, W. Va.
Tinsley, Johnny T.: Belton, S. C.
Uncle Joe's Ams.: Cameron, Tex., 18-30; Rockdale, June 1-6.
Venditto Bros.: (Olneyville Square) Providence, R. I., 18-30.
Victory Expo.: Espanola, N. M., 19-24.
Virginia Greater: Milford, Del.
Volunteer: Central City, Ky.
Wade Greater: East Detroit, Mich., 18-31.

Wade, W. G.: Battle Creek, Mich.; Kalamazoo 25-30.
Waters & Yates Rides & Games: Gull Lake, Sask., 18; Bienfait 20-23.
West Coast, No. 1: Chico, Calif.; Redding 25-30.
West Coast, No. 2: (Fair) Chowchilla, Calif.
Wonderland Expo.: Brownwood, Tex.
World's Finest: Sarnia, Ont.
World of Mirth: Plainfield, N. J., 25-30.
World of Pleasure: (8 Mile & South Field) Detroit, Mich.; Wayne 26-June 7.
Young, Monte: Roosevelt, Utah, 19-23; Orem 26-30.

Circus Routes

Adams Bros.: Pontiac, Ill., 18; Morris 19; Ottawa 20; Elgin 21; Chicago 22-23.
Beers-Barnes: Everson, Pa., 18; Smithton 19; Roscoe 20; Perryopolis 21; West Newton 22; Bethel 23; Irwin 25; New Wilmington 27; Bessemer 29; Lowellville, O., 30.
Clyde Beatty-Cole Bros.: New Dorp, S. I., N. Y., 18-19; Freeport, L. I., 20; Patchogue 21; Amityville 22; Huntington 23; Glen Cove 24; Kingston 25; Albany 26; Rochester 27; Hornell 28; Olean 29; Niagara Falls 30-31; Dunkirk June 1.
Clyde Bros.: Barrie, Ont., 18; London 20-21; Windsor 22-23.
Cristiani Bros.: Levittown, Pa., 18; Elizabeth, N. J., 19-21; Vineland 22; Bridgeton 23; Philadelphia, Pa., 24-31; Salisbury, Md., June 1.
Garden Bros.: Cornwall, Ont., 18; Smiths Falls 19; Napanee 20; Picton 21; Lindsay 22-23; Newmarket 25; Orillia 26; Collingwood 27.
Gray, Gil: Colorado Springs, Colo., 20-23.
Hagen Bros.: Clairton, Pa., 18; Webster 19; Houston 20; Brookline 21; Burgettstown 22; New Brighton 23; Elwood City 25; Grove City 26; East Butler 27; Arnold 28; Kittanning 29; Barnesboro 30.
Hamid-Morton: Chicoutimi, Que., 22-24; Quebec City 28-31.
Hunt Bros.: Glenside, Pa., 19.
James Bros.: Maysville, Calif., 19; Red Bluff 20; Redding 21; Medford, Ore., 23; Grants Pass 24; Roseburg 25; Eugene 26; Corvallis 27; Albany 28; Salem 29; Vancouver, Wash., 30; Longview 31; Centralia June 1; Everett 3.
Kelly-Miller: Neosho, Mo., 18; Miami, Okla., 19; Pittsburg, Kan., 20; Parsons 21; Independence 22; Coffeyville 23; Sedan 24; Arkansas City 25; Wellington 26; Winfield 27; El Dorado 28; Newton 29; Moperson 30.
King Bros.: Williamson, W. Va., 18; Madison 19; Charleston 20; Oak Hill 21; Beckley 22; East Ranelle 23; Sutton 25; Weston 26; Buckhannon 27; Elkins 28; Crafton 29; Fairmont 30; Mount Pleasant, Pa., June 1.
Mills Bros.: Grand Rapids, Mich., 18; Flint 19; Albion 20; Three Rivers 21; Gary, Ind., 22; Clarendon Hills, Ill., 23; Chicago (85th & Cottage Grove) 25; Harvey 26; Willow Springs 27; Marengo 28; Schiller Park 29; Wilmette 30.
Polack Bros.: Oakland, Calif., 20-24; Sacramento 25-31; Pocatello, Idaho, June 3-4; Denver 8-14.
Ringling Bros. and Barnum & Bailey: Boston, Mass., 18-24; Rochester, N. Y., 26-27; Detroit, Mich., 29-June 7.

Ice Shows

Holiday on Ice of 1959: Mexico City, Mex., 18-31.

THE FINAL CURTAIN

BRITTON—Jack, 52, owner of Southland Roller Rink, Brainerd, Tenn., May 7 of a heart attack. Details in Rink column.

EMMELUTH—Sophus, 75, who was a drummer with the Pawnee Bill show for some years, in Regina, Sask., May 5. Survived by his wife and a daughter. Burial was in Regina.

GOODING—Clyde, 74, veteran outdoor showman, May 13 in Glendale, Calif. (Details in Carnivals).

JARVIS—Charles S., 76, father of the Great Jarvis, magician, May 3 in St. Mary's Hospital, Huntington, W. Va. Burial in Beverly Hills Cemetery, Morgantown, W. Va.

In Memory of

PATRICK B. KELLY

Who Died
May 22, 1957.

Husband of Agnes Kelly,

Father of
Bernice Kelly Morris,
Josephine Kelly Allen
and Paul Kelly.

KING—Mrs. Glennia B., 62, wife of Edward R. King, former secretary of Dodson World's Fair Shows and the Johnny J. Jones Exposition, May 11 in a Lakeland, Fla., nursing home. Besides her husband, she is survived by a brother, Gerald J. Frantz, of Gooding Amusement Company. Services May 14 with burial in Lakeland Memorial Gardens.

KIRSCH—Ruth, 66, wife of Frank Kirsch, former

Miscellaneous

J & B Concessions: Lansing, Mich., 17-30; Farmland, Ind., June 1-6.
Lavelli, Tony, Show: Louisville, Ky., 18-19.

Marlowe, Don, Players: Salt Lake City, Utah, 18-21; Reno, Nev., 22-28.

Matchstick City: Washington, D. C., 18-23.

O'Day, Marie, Palace Car: Okemah, Okla., 18-19.

R-Bar-L Ranch Rodeo: Tell City, Ind., 22-23; English 30-31.

Arena Routes

Ballet Africans: (Opera House) Chicago, Ill., indefinite run.

Bolshoi Ballet: (Shrine Auditorium) Los Angeles, Calif., 19-30; San Francisco June 5-7.

Holiday Watercade: (Memorial Auditorium) Greenville, S. C., 20-24; (Roosevelt Stadium) Jersey City, N. J., 26-31; Baltimore, Md., June 2-6.

Legitimate Shows

Metropolitan Opera: Bloomington, Ind., 18-19; Lafayette 20; Detroit, Mich., 21-23; Rochester, N. Y., 24; Toronto, Ont., 25-30.

Musio Man, The: (Shubert) Chicago, Ill., indefinite run.

My Fair Lady: (Musio Hall) Kansas City, Mo., 18-30.

carnival owner, May 6 in Snoqualmie, Wash. (Details in Carnivals).

LEONARD—Fred K., 59, Wichita, Kan., May 2. He was a noted trainer of Liberty horses, equestrian director with several circuses including Seils-Sterling, and an accredited judge of American horse shows. He once was with the Benson Wild Animal Farm and another time had the Curtis Black Horse Troupe. He had been off the road about 15 years but continued horse training. He is survived by his widow, Mrs. Bette Leonard, former circus performer and leader of circus fan groups. Masonic services were conducted at Wichita.

LIPSEY—Charles Hyman, 70, veteran carnival and theater concessionaire, April 18 in Johns Hopkins Hospital, Baltimore. Survived by a son, Charles.

IN LOVING MEMORY OF

FRANK D. MERROW

Who passed away
May 16, 1955.

ROSE MERROW

PETERSON—Guy E., 62, sheetwriter and carnival man for 40 years, April 30 in New Orleans of cancer. Survived by his mother, Mrs. Lena Peterson; a sister, Mrs. Helen Tabor, Rochester, Minn.; a brother, George E., Bayou LaBarte, Ala., and two nephews, Fred Fitzpatrick and Henry O. Wilber, of Wilber's Wolverine Shows.

SNELLENS—Gerald, 75, World of Mirth Shows banerman, contracting agent and special representative, May 9 in New York. (Details in Carnival section.)

SUMMERS—William R., 54, who had a coil business and formerly worked as a concession agent, April 28 of cancer in Witham Hospital, Lebanon, Ind. Survived by two brothers and two sisters.

WALLER—Charles J. (Crash), 72, thrill show man and former auto race driver, recently in Westmoreland, Tenn., of a heart attack. He formerly raced under the International Motor Contest Association banner and for J. Alex Sloan. In more recent years he worked with the B. Ward Beam and Aut Swenson thrill shows. At the time of death he was connected with the Crash Brown Thrill-O-Rama. Burial in his home town of Blakely, Ga.

WOLFF—James C., 70, veteran circus and carnival concessionaire, April 10 in Whipple Veterans' Home in Arizona. He was a member of the Pacific Coast Showmen's Association. Survived by a sister, Mrs. C. Joseph, in Fremont, Neb., where burial took place.

BIRTHS

GUTIERREZ—a son May 4 to Johnnie and Shirley Ann Gutierrez at Gainesville, Tex. Grandfather is Bob Stevens, of Bailey Bros.' Circus, and parents are circus performers.

LASSER—A daughter, May 4 to Mr. and Mrs. Robert Lasser of Joliet, Ill. Mother formerly trouped with the Wilson Famous Shows.

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Park Committee Chairmen Announced by Association

CHICAGO—Make-up of committees for the National Association of Amusement Parks, Pools and Beaches was announced here recently by Secretary John Bowman. He indicated one of the principal committees this year is the Program of Work unit headed by Ed Schott, of Coney Island, Cincinnati.

The Schott committee is to outline a long-term program for the association, with a view to increasing the benefits to members. Its proposals, along with those of other special committees, will be submitted to the NAAPB membership at its convention next year.

Chairmen and vice-chairmen of the committees are:

Robert Plarr and William Muar, banquet and reception; Muar and Plarr, executive committee; M. A. Rindin and Fred McFalls, exhibit awards; Harry Batt and A. B. McSwigan, government relations; Ed Carroll, group hospitalization; Ju-

lian Norton and Jack McDonald, insurance; Jimmie Thompson and Art Fritz, kiddieland program; Laurence Canfield and J. R. Singhiser, location and exhibits; Robert Guenther and Harry Batt Jr., membership credentials; Guenther and Batt Jr., membership solicitation; Robert Freed and Jack Gurtler, music royalty; Batt Sr. and Guenther, nominating; John Philipps and Vernon D. Platt, pool and beach program; Lawrence Stone and Singhiser, program; Ed Schott and Batt Sr., program of work; Carol O. Hughes and Harry Storing, publicity displays; George Long and John L. Campbell, resolutions; Freed and William J. Tarr, service awards; Fred W. Pearce Jr. and Henry Bowen, shooting gallery; J. W. Conklin and Hiram McCallum, summer meetings, and Mrs. Ruth Muar Colvin and Mrs. Evelyn Muar Walsh, co-chairmen, with Mrs. William B. Schmidt, vice-chairman, ladies' social committee.

ROLLER RUMBLINGS

URO Protests "Playhouse 90" Show . . .

MUSKEGON, Mich.—One of the principal subjects for discussion at recent United Rink Operators regional meetings was the "Playhouse 90" TV program, "A Trip to Paradise," presented on March 26. Operators who had viewed the show and others who had heard comments on it were concerned over the unwholesome picture of roller rink operation which was presented to the public.

It was generally felt that the idea of rink operation so presented might well set the industry back 10 years in its efforts to educate the public on present-day rink operation. As one mother commented, "If I had never been inside a roller rink, I would never let my youngsters go after having seen that show."

On behalf of rink operators everywhere, the URO wrote letters of protest to the broadcasting system and to the sponsors of the program. Individual operators and skaters in various localities have also written to local newspapers and TV studios. It is felt that operators everywhere should at least

go on record as protesting this presentation.

URO regional meetings have been held in recent weeks in Kent, O. (Moon-Glo Roller Rink, hosts Paul and Wilma Klatka); Bristol, Ind. (hosts Mr. and Mrs. Harry Eby of Eby's Pines), and Elizabeth, N. J. (Twin City Arena), with good attendance at all meetings. Other subjects discussed were rink insurance and promotional ideas.

New San Antonio Spot Girds for Kickoff . . .

SAN ANTONIO — Opening of an ultra modern roller rink here was scheduled for around May 15. It's called Northport Roller and owners are Fred Clark, an electrical contractor, and Lt. Col. Jerome A. McDavitt, a general insurance man. According to McDavitt, the most modern equipment has been installed.

Heart Attack Takes Operator Jack Britton . . .

BRAINERD, Tenn.—Jack Britton, 52, owner of Southland Roller Rink here, died May 7 of a heart attack in his home at 501 Pine Grove Trail here. He was widely known as a figure-skating instructor. Before constructing his rink here in 1948 he operated a rink in Warner Park, Chattanooga. Surviving are his widow and daughter.

Boston Preps for RSROA Nationals . . .

BOSTON — Arrangements are nearing completion for the Roller Skating Rink Operators of America national championships to be held

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Cincinnati's Coney Sets New Preview Mark

CINCINNATI—Weekend preview business at Coney Island here was the best this year since the park inaugurated the feature 10 years ago, said President and General Manager Edward L. Schott.

In contrast with last year when the weekends were hit by cold, rain and floods, this year's sessions were held in fair and hot weather on April 25-26, May 2-3 and May 9-10, and most attractions produced excellent grosses.

One of the brightest spots of this year's experience, said Schott, is the fact that per capita spending was up a bit. A continuation of this trend during the regular season, which opened May 16, plus a break in the weather, could produce a fine season for the park, he indicated.

Local bands were used primarily in Moonlite Gardens on Saturday nights during the previews. These, as might be expected, produced only moderately good business. Best grosses among other attractions were the Coaster, Turnpike and Wild Mouse. The pool also opened May 16.

Rye Playland Adding Rides, Helicopter, Kiddie Area

RYE, N. Y.—New rides will be in action at Playland this season, and indications are that substantial outlays will be made for more units for 1960. The Westchester County-operated park went from a Sunday operation to full time on May 16, Director Edward Kilcullen reported.

The Merry Mixer, bought from Garbrick Engineering, was installed last week, as was the 1865 Train provided by Allan Herschell Company. This replaces the Miniature Train which was sold to Jim Payne, of Skyline Caverns, Front Royal, Va. Experiments will begin soon with a view to adding a smoke-producing gadget for the new train.

Other additions this year are a real helicopter, in as a concession ride and using the former free act stage as its heliport, and a Kiddieland installation within the park-

POP Additions Headed Up By Space Wheel, Monorail

LOS ANGELES—A \$2 million construction and renovation program at Pacific Ocean Park will be completed before its May 29 opening, according to J. L. Van Volkenburg, president.

Four new attractions, Fun Forest, Zoo Land, Space Wheel and a large bandstand are being built under the direction of Maurice Ayres, superintendent, and Fred Harpman Jr., design director.

Fun Forest will include Monorail, Helicopter, Boat and Covered Wagon rides, a tree maze and slides. The 92-foot-high Space Wheel is owned and operated by

the Velare brothers. The giant ride carries 96 people.

Zoo Land will feature baby polar bears, elephants, kangaroos, penguins, flamingos and otters on a newly constructed pier. The exhibit will be operated by the McBride family, who already run the Super Sea Circus. The ornate bandstand will be on a pier just beyond Zoo Land. Band concerts will be conducted daily by Eddie Dunstedter.

Bob-Lo Opens On Holiday; Sets Preview

DETROIT — Bob-Lo Amusement Park on Bois Blanc Island, is opening with a private preview for crippled children on May 29. This

(Continued on page 66)

WANTED

Ferris Wheel, Tilt, Flat Rides. Few Hunky Panks and Novelties. Want Scale and Age and Hat Agents for Philadelphia circus. Hundred-year-old park, twenty-five miles outside Philadelphia. Picnics every day. Following call me: Sam Goldstein, Charlie Walpert.

SYDNEY DANIELS

Pennypacker 5-8400 Philadelphia, Pa.

PUT ZING! IN YOUR DARK RIDES with BLAK-RAY Lights and MAGIC GLOWING COLORS EXCITING, LIVELY, WEIRD, ENCHANTING EFFECTS, 23 FLUORESCENT COLORS RIDES, EXHIBITS, SHOWS, SIGNS Send for full particulars BLACK LIGHT EASTERN CORP. Dept. B-1 201-04 Northern Blvd., Bayside 61, N. Y.

WANTED All types outdoor shows: Carnival, Horse Shows, Circus, Rodeo, Thrill Shows, Firework Displays or anything with promotional value. 30-acre parking space; 1/4 and 1/2-mile race tracks. 5,000 seating capacity all lighted. TIM SULLIVAN Box 1552, Roanoke, Virginia

MOON ROCKET Allan Herschell Ride for sale at low price. Good condition. Can be seen in operation. Also have Concession-type Forman CUSTARD TRAILER. Enclosed, hot water, etc. Write for details. P. O. Box 282, Baltimore 3, Md.

THE MOST SUCCESSFUL MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE HOLMES COOK MINIATURE GOLF CO. 583 10th Ave., New York 36, N. Y. (3-4 Million Players — 140 Weeks at Ocean Beach Park, New London, Conn. — City Audited Figures.)

FOR SALE PHOTO-MAT MUTO SCOPE MACHINES—2 '55-'56 models, as they are, on site. Best offer takes. Liberty 2-8000 GWYNN OAK PARK, BALTIMORE, MD.

AMUSEMENT PARK FOR SALE Now operating—come, get a buy. Also 32 ft. Allan Herschell Merry-Go-Round, 36 ft. Parker Merry-Go-Round, Little Dipper, Kiddie Wheel, Roto Whip, Airplane Ride, all or part. MICKEY PERCELL South Williamsport, Pa.

DARK RIDES made THRILLING with GLOWING COLORS AND STROBLITE BLACKLIGHT Write for information Dept. B-5 STROBLITE CO. 75 W. 45th St., N.Y.C.

FOR SALE PONY TRACK—PONIES & 1 MULE With all equipment. Can be seen in operation at established park. Must sacrifice. Call HA 4-9489, Corona, L. I., N. Y.

6 MILLS PANORAMS With extra projector—all for \$1,600.00 CLYDE LEONARD Wrightsville Beach, N. C.

WANT ARCADE MAN With tent and some equipment. I have all year round location and 15 pieces of equipment in fair shape. Good opportunity for a good man. SUPER-TEST AMUSEMENT PARK Mailing Address, 901 Bayshore Blvd. Tampa, Fla. Phone 827752

Firestone Joins Euclid Beach

CLEVELAND—Dr. L. H. Firestone has come out of brief retirement to become associated with Euclid Beach Park here in a managerial capacity. Firestone, a veteran of 40 years in the amusement park field, sold his interest in Flint Park, Flint, Mich., at the close of last season.

Doom Midway At Jeff. Beach

DETROIT—The doom of Jefferson Beach, 30-year-old park in suburban St. Clair Shores, was confirmed last week with announcement of plans for marina and motel construction to replace it. Announcement was made by Alvin Wagner, secretary-treasurer of Lakeshore Amusement Company.

Razing of the park structures is (Continued on page 66)

basic for all kiddielands . . .



- A. H. HORSE AND BUGGY RIDE
- Big capacity and big appeal.
- Eccentric wheels—under ponies provide realism.
- Loads on 18-ft. truck.
- Fluid drive and timer.

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MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, SHOWMANSHIP GET THE NEW REVOLVING HOLLYWOOD SPOTS-LITE EASILY INSTALLED BETTER'M A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH PATENTED GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOWMANSHIP, LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS. Write For Complete Free Details HOLLYWOOD SPOTS-LITE Co. Dept. B 3512 No. 16th St. Omaha 10, Nebraska

SKATING RINK TENTS 42 x 102 IN STOCK 53 x 122 AT ALL TIMES NEW SHOW TENTS MADE TO ORDER CAMPBELL TENT & AWNING CO. 100 Central Ave. Alton, Ill.

MAKE REAL MONEY WITH Porto-Bilt TENT COVERED RINKS Write W. T. SHACKELFORD Box 425, Smyrna, Ga. Phone: HE 5-5778 Phone: 8-2183, Marietta, Ga.

PICTURE CHANGES

Chicago, Suburbs Gird For 6-Show Onslaught

By TOM PARKINSON

CHICAGO—Circuses have embarked upon their most ambitious season for Chicago in decades. There will be six shows playing key dates in and around the city this year. There may be more as later bookings develop and if one looks into the more distant suburban areas.

The local season kicked off as usual with the Polack show, which played to phenomenal business for 19 days in March. From the time Polack outlasted the now-discon-

tinued spring show at the Stadium until this season, it has had the Chicago indoor circus field to itself.

Next will come Adams Bros. and Mills Bros.' circuses in a dead heat. Both will play, not only the usual type of suburban stands, but also inside the city limits of Chicago. Adams Bros. plays May 22 at 3900 North Rockell in Chicago. Then comes a two-day stand at Fullerton and Sheffield streets under a powerful auspices that has been getting extremely heavy city-wide publicity. Adams then will go into suburban towns all around Chicago and return to the city at Lincoln Village Shopping Center June 2.

Meanwhile, Mills will have opened in the area on May 22 and hopped inside the city for a stand (25) at 85th and Cottage Grove, on the South Side. It will be under auspices of a Lions Club that is tied in with a giant Polk Bros. store that will account for much promotion, it is anticipated. After that, Mills, too, goes into its regular route in the suburban for two weeks.

Adams Bros. got the jump on suburban booking this winter and tied up many towns before others looked this way. Thus Mills has been working in competition with Adams this time rather than Hagen, which usually comes in the early summer. This year it is guessed that Hagen will be in here in August.

Ringling Bros. and Barnum & Bailey will play an indoor stand at the Amphitheater June 12-21. This will be the Ringling show's first time here as an indoor show, one of few times away from Lakefront and first time here at all since 1955.

Ringling will no sooner complete its time here than the Cristiani Bros.' Circus will invade Chicago. It is setting up three stands in the area for June 25-July 12. One engagement will be at the Hillside area, focal point of many suburbanites who shop at a big center beside the Congress Superhighway. Cristiani's lot will be adjacent to the shopping center and the highway.

Similarly, the show will be under canvas in Chicago's northern environs. That lot is adjacent to the Edens Expressway and the major Old Orchard shopping center. Third Chicago area lot is the South Side Washington Park race track.

Proximity of Ringling and Cristiani dates almost assures some opposition. Observers are of two minds about the outcome because both shows will be trying something new and each is appealing in a great measure to different populations.

The Lakefront lot is vacant. Cristiani considered it but was unable to get a firm decision from the authorities in time to allow a proper promotion. So Cristiani

UNDER THE MARQUEE

Paul Pugh's Wenatchee YMCA Circus was forced to cancel its Portland Rose Festival date because of an inadequate lot. . . . Circus model builders will gather at Pawtucket, R. I., June 26-28 for (Continued on page 66)

pulled away from it and has since indicated it does not want to return. A sponsor approached Adams Bros. about trying the Lakefront, but the show backed away before the proposal got very far.

Meanwhile, local individuals reportedly have been offering another major show to a sponsor for an August engagement. There are no indications that this connection can be delivered or that some of the principals, including the circus, are serious. The Pan-American Games, scheduled for the Lakefront, are seen by some as the roughest kind of opposition for a show trying to get the Lakefront in late summer.

Finally, Harold Bros.' Circus has the Amphitheater for an October stand under Knights of Columbus auspices. This date is to be a showcase for the national KC organization. The promotion and the performance are to be geared for a big event, and the show could well find this time of year is ripe for a circus in Chicago.

This city has been rough, businesswise, on circuses—both at the Lakefront and in buildings in the past. But Chicago suburbs have been called the richest circus territory in the country and they have given show after show a string of steady winners each summer. This year, however, brings some important changes in the picture and outcome will be watched closely.

Wet Weather in Oklahoma Cuts Kelly-Miller Crowds

STILLWATER, Okla. — The Kelly-Miller Circus drew fair business in a week of mostly wet and cool Oklahoma weather, May 4-9.

Windy weather greeted the show at Chickasha (4) and the top was one-third filled in the afternoon and three-quarters full for the evening. Bailey Bros. had showed there April 30.

On Tuesday (5) another one-third house attended the matinee and a half-house caught the night show at El Reno in rainy, cool weather. At Norman (6) crowds picked up to three-quarters for the matinee and a near capacity top in the evening.

Perfect weather was reported at Shawnee (7) with a three-quarters house in the afternoon and a near capacity crowd was in the top at night. Bailey had played there May 2.

Heavy rains fell all day at Guthrie (8), where one-third of the top was filled in the afternoon and a half-house attended the night show. Due to the mud the show pulled off the lot that evening. A young zebra's neck was

broken Saturday (9) morning on the way to Stillwater when a cage truck hit an embankment. The lot was soft and tornado warnings were out, but three-quarter houses were registered at both afternoon and evening shows in Stillwater.

The people's assets of this great nation are being depleted by a select few greedy people. It is time a stop is put to this.

ATTENTION, LOYAL AMERICANS

The time has come for the people who expect the youth of this nation to grow up to be decent citizens with good morals to stand up and be counted. Too long the money-hungry interests of this nation have demoralized the youth of this nation with crime, TV-radio & movie shows, sex magazines and suggestive rock & roll shows & music. It has come to the point where a circus with decent children's entertainment is not allowed to work in many school stadiums because the green grass is more precious than good morals for kids. Many places don't permit circuses to work within city limits. Citizens who care, please write your comments on the above to Dept. of Health and Welfare, Washington, D. C.

My motto for living: If we have God we can only give, for there is nothing more for which to ask. If you care please give of your time and write. This ad sponsored by A Sight of Delight GEORGE LERCH Juggling in Strobilite

3 SALESMEN WANTED 3

Can use 3 alert, aggressive, experienced Men to sell advertising space for STRONGEST LABOR ORGANIZATION. This is DIRECTORY SIGN BOARDS in our hall. Our coded cards can assure any clean worker making 35 complete pitches per day, \$150.00 per week and better commission. This deal just starting has \$45,000.00 potential. WELL ORGANIZED and BACKED SOLID. Steady all-year work. Repeats. Experienced Phonemen, come in, write or phone prepaid NOW.

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BANNER SALESMAN

Wanted for Automobile Displays, Banners, etc. Attractive proposition for high, top man who can produce. Address: FRANK McCLOSKEY, Gen'l Mgr., Clyde Beatty-Cole Bros. Circus, Staten Island, N. Y., May 18 & 19; Freeport, L. I., N. Y., 20; Patchogue 21; Amityville 22; Huntington 23; Glen Cove 24; Kingston 25, and Albany 26.

WANTED

Menagerie Help and Man and Wife Elephant Team. Rex Williams, answer. Edw. Mathes, what happened?

BUCKEYE CIRCUS CORP.
TONY DIANO
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WANTED FOR NEW YORK CITY. 12-week deal, 25%. Only reliable persons need apply. No collect calls.

CHARLES STEWART
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Year-Round Work
Police—Firemen—J C DEALS
Need two Crew Managers.

BEN YEARTY NE 5-2417 Miami, Fla.

WANTED

First class, sober, Elephant Man. Year around work.

ANIMALAND, U. S. A.
P. O. Box 691 Phone: Ringling 6-6720 Sarasota, Fla.

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Must be fully dependable, no collects. Great Western Stampede and Rodeo. UPC's and Banners.

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PHONEMEN

Can use two Men to finish out my crew for a statewide police book. We collect and pay daily. Contact

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PHONEMEN, PROMOTERS, AGENT

Phonemen for Police Assn. Benefit Show. \$18,000 in renewals. Program and tickets, pay daily. Phones in office, ready to open. Steady work on top deals guaranteed men who can produce. Also need experienced Promoter for towns now being contracted. Neat appealing Contracting Agent. Need sign only 1 spot per week to qualify for \$500 each week. Liberal advance against commission. Start work immediately, no collects.

VIC LEWIS, Cherry 3-8421, 439 Superior, Toledo, Ohio

4—PHONEMEN—4

2—Promoters With Crew—2

Hollywood Variety Show. Tickets & Book. Paid Collectors—Pay Daily

8 Towns Set—Northern California
Hillside 7-9595, Arcadia, Calif.
Person to person only (Bill).

PHONEMEN

Opening Monday, May 18.

Extra strong sponsor. Jerry Bowes, Evanston, Ill., DAvis 8-0565.
Bill Webb, Jerry Riordan, Doug Gousslin and Bill Gettler, call.

ELEPHANT TRAINER

For a gentle elephant at Shopping Centers. Frank Noell, Frank Leggett, contact.

WANT DRIVER FOR 6-UP PONY TEAM.
Address
C. A. VERNON
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PHONEMEN FOR N. J.

Six cities in the East.
UPC's
Daily collection and pay.
Money wired to those I know. Call

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Woodlawn 4-5585
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LIONS CLUB DATE

Circus Banners and UPC's.
Collect and pay daily.

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Locust 2-7489
522 Main St., W. Rochester, N. Y.
NO COLLECTS

2—PHONEMEN—2

Paid collectors. Pay daily. Steady work all year; strong sponsors. Geo. Perrin. I lost your address.

W. L. BILLY SIMPSON
75 1/2 Broadway Asheville, N. C.
ALpine 4-4606 (no collect, please)

AGENTS WANTED

Cigarette Block Jewelry—Scales.

Pat Beard, David Brown, Dave—get in touch.

T. T. SHIRLEY
c/o Capell Shows, Aztec, New Mexico, May 18-23; Ship Rock, 25-30.

PHONEMEN

Can place 3 Men in suburban Buffalo towns for Kiwanis and Lions sponsors. 6 more weeks here. Banners, UPC's. Pay daily.

MEARL N. JOHNSON
46 Grant St. Buffalo, N. Y.
Phone: GARfield 6400

CIRCUS ACTS

To join immediately to augment show. Duos, Family Acts, doing 3 or more. Wire per route where we can call or wire you. Answer all.

ADAMS BROS. & SELLS BROS. CIRCUS

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Banners—Program—UPC Tickets.
Deal just starting, Jr. C. of C.

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Scranton, Pennsylvania

WANTED WANTED WANTED

For Clarksburg, W. Va., Spring Festival, May 18 thru May 23; Fairmont to follow and a solid route of Celebrations and Fairs.

Want Cookhouse to join on wire. Need Ride Help who can drive, especially No. 1 Man for Wheel.

Will book Hanky Panky of all kinds, also Six Cat and Pan Game or Cigarette Block. Want Count and Pin Store and Bucket Store Agents. Can use Girl Show to join at once, or 5-in-1. All replies to

TOMMY BURNS
e/o G & B SHOWS, Clarksburg, W. Va., all this week.
P.S.: Juanita Hunt, contact.

AT LIBERTY

Circus Unit, single Elephant, Lion Act, Pony Drill, Dog Act, Girl for Web Ladder, Clowns.

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General Delivery
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2 PHONEMEN

Circus deal, UPC and Banners. No lay off. Call Circus Chairman. 9-5

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1942 Welton Denver Colo.
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Office opened May 18; phones in. Jr. Chamber sponsor—East's largest rodeo, Northeast Pennsylvania's largest city. 150,000 pop. Pay daily. Lew Van, John Sadler, Dave Dore; all others call person to person only.

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Contracting Agent who can set auspices. Year-round work; good pay for capable man. Contact

PAUL F. FORRESTER, General Agent
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Care National Show Printers, Toccoa, Ga.
P.S.: Also can place Heel and Toe Banner Man.

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6—PHONEMEN—6

Good deal for right men. Phones in. 24 weeks' work, 25% pay daily. Good sponsors. Contact

OTIS ARNOLD
Court Hotel, Ottumwa, Iowa
MU 4-6531, between 8 & 10 p.m.

WANT

Elephant Act, two or three animals or Elephant for riding. Rent, buy or contract. Photos, particulars, lowest price. Long season. Also producing Clown, also other Acts. Contact

C. E. MARNANE
140-03 Springfield Blvd.
Springfield 13, N. Y.

MICHIGAN EVENTS TO GET \$2,500 EACH FOR BLDGS.

LANSING, Mich.—Michigan fairs will each receive \$2,500 annually on a matching basis for building and maintaining fairgrounds buildings as the result of the passage of House Bill 51 here last week.

The funds will come from an increase of 1 per cent on a levy on pari-mutuel horse racing and will not add to the State's tax load.

The bill, which passed both houses with a large majority, has been signed by Gov. G. Mennen Williams.

The provision in the previous act, allotting 75 per cent of the purses offered on harness races at county fairs, remains the same, also the allocation for Michigan futurities. None of these benefits come from taxes.

All the benefits will be administered under the direction of the Department of Agriculture, Edward R. Zemmer, chief of fairs. The increased aid does not affect premium appropriations which were taken care of thru the budget.

OVER 20 EVENTS

Topsfield, Mass., Plans Busy Plant Schedule

TOPSFIELD, Mass.—Plans to keep the Topsfield fairgrounds working on an almost year-round basis have been realized to a large extent, with the grounds being utilized for various functions, according to Paul Corson, general manager.

Starting with the fourth annual Sportsmen's and Boat Show, which drew some 20,000 during a four-day stand April 16-19, the grounds will be used from now until the September fair for some 20 events, including cattle, sheep, horse and goat shows as well as horticultural exhibits and 4-H Club activities.

Clear but cold weather served to cut attendance at the sportsmen's show about 5,000 under last

year, but exhibits were boosted this year to more than 100 boat and accessory firms. In addition, several sports car distributors put on displays and see excellent promotional value in future events at the fairgrounds.

To attract patrons, wrestling bouts were put on each night of the show as well as skin-diving exhibitions and drum and bugle corps entertainment. The show was sponsored by the Danvers Fishing and Game Club.

Also drawing patrons to the fairgrounds is the kiddie park, operated by Edmund Kuzmar with about 20 pieces. The opening weekend drew good grosses, but the second weekend was rained out. Kuzmar plans to operate weekends until schools are closed in early June and then run on a full seven-day schedule until October. The park has drawn well over the last three years.

Corson said a number of improvements have been completed at the fairgrounds, chief among them being a new comfort station with 50 units, which is an addition to the existing facilities. Plans have been drawn for a new 4-H Club building which will be a permanent year-round 4-H center. This is expected to be completed by 1960.

Prince George, B. C., Aims at B Status

PRINCE GEORGE, B. C.—The Prince George and District Agricultural and Industrial Association is aiming at upping its present C status to a B rating.

In order to achieve this the association must pay out \$3,000 in agricultural premiums for three successive years. Then it will be eligible for a federal grant and the Ottawa government will share in its building costs. At present the fair gets provincial and municipal funds.

The prize list is being enlarged this year. Chuck wagon races will be featured, plus a gymkhana by a local saddle club. Royal Canadian Shows will be on the midway.

Texas Event Plans 14-Mile Trail Ride

PORT LAVACA, Tex. — Plans for a possible Indianola trail ride as an opening feature of Calhoun County Fair have been outlined by fair directors. Wes Newlin, president, said the 14-mile ride from Indianola to Port Lavaca would be timed to coincide with the opening parade thru downtown Port Lavaca. The 1959 fair is set for October 8-10.

Advisory Bd. Named for N. Y. State

Fair to Repeat Band Competition For High Schools

SYRACUSE — Warren W. Hawley of Batavia heads a 15-member advisory board for the New York State Fair. The board for previous fairs had consisted of nine members. Hawley and other board members were named by Commissioner Don J. Wickham of the State Department of Agriculture and Markets, which operates the fair, to assist in plans for the exposition.

Besides Hawley, the board now consists of Edmund J. Keane, Syracuse; Robert G. Soule, Syracuse; John G. Case, Watertown; Robert Doubleday, Syracuse; Lawrence Cuthbert, Ogdensburg; Kenneth H. Fake, Cobleskill; Paul L. Talbot, Burlington Flats; Stephen Rogers, Fayetteville; Raymond George Vail, LaGrangeville; James Young Jr., Angelica; William Giddings, Baldwinsville; DeAlton J. Ridings, Cazenovia; Frank C. Ash, Fulton, and Robert Lynch, Lowville.

The State Fair Industrial Exhibit Authority is automatically headed by Commissioner Wickham with Harold L. Creal, director of the fair, as manager. State Comptroller Arthur Levitt is treasurer. Three members appointed by Governor Rockefeller are Harold M. Stanley, Skaneateles; George L. Babson, Syracuse, and William D. Winchell, Buffalo.

2d Band Competition

Annual High School Band Competition on opening day, Friday, September 4. Creal named Donald J. Lohr of the Liverpool Central Schools to be band chairman. Last year there were 38 units competing, with first prize going to Sherburne Central School. Announcements of the competition have been sent to more than 1,600 band and music directors in the State, and more than 50 are expected to take part.

Competition will be based solely on marching and playing ability, and decisions will not be affected by size of band, performance of drum major or color guard, or whether drum major or color guard is used, Lohr said.

First prize will be \$500 plus the Governor's Trophy and others are \$300 and \$100, also plus trophy. All bands will get participation trophies, best drum major, majorette and color guard will get trophies, and all band members will receive souvenir music lyre felt emblems.

Troy Hills, N. J., Charts Foreign Car Show, Events

TROY HILLS, N. J. — A foreign car show is being incorporated into this fall's Morris County Fair following the reception to 1958's foreign and sports car gymkhana. The autos were in varied competition for six nights last year and the response by patrons encouraged the area's dealers to seek display space on the grounds.

A section has been set aside for the car display, manager Swante Swenson notes. It is near the

ESE Sets Mounties And RCAF Musicales

New RCMP Troupe in for Seven Days; Book Baton Twirling, Races, Stunter

WEST SPRINGFIELD, Mass. — Both the Royal Canadian Mounted Police new riding troupe and band of the Royal Canadian Air Force will be on the performance roster at this fall's Eastern States Exposition, which has completed plans for most of its talent presentations.

Also to be viewed at the September 19-27 run will be a baton-twirling festival, automobile racing, thrill show and other performances.

The Mounties musical ride performed at ESE in 1956, but has since been discontinued. Its new 24-man mounted unit will present a half hour of precision drill riding nightly in the Coliseum, September 21-27, including the horse show during the final three days. Their demonstration includes pattern

team jumping, Roman riding, tandem riding and tent-pegging, played in New England prior to this year.

Closing Sunday at the exposition will see the inauguration of its baton twirlers' festival, under direction of the O'Briens, of Holyoke, Mass.

Grandstand shows include racing and thrill show driving. Jack Kochman's Hell Drivers will perform on Monday, Tuesday and Wednesday (21-23). Harvey Tattersall will direct the racing program, which consists of modified stock cars on Saturday (19), midgets on Thursday (24), modified stocks again on Friday (25) and late model stocks in a Grand American championship Saturday (26).

Fire Razes Stand at Kalamazoo

KALAMAZOO, Mich. — A fire, believed to have been caused by defective wiring, swept thru the grandstand at Kalamazoo County Fair here recently, destroying the entire structure. The stand, which was built of wood and was believed to have been some 70 years old, burned within a half hour.

Bentonville, Ark., Broadens Scope, Hikes Admission

BENTONVILLE, Ark. — John D. Wright, president of Benton County Fair, announced that this year's fair will be expanded to include McDonald and Barry counties in South Missouri.

Wright said the fair would be known as Benton County Fair, in co-operation with McDonald and Barry counties. He added that plans to include the two Missouri counties had been under consideration since January and that farmers and civic leaders in the two Missouri counties had agreed to the idea.

"An increase in admission charge will be made to help offset the increased cost of labor and increases that are planned in prize money," Wright stated.

This year's fair will be held September 22-25.

Appearance plans for the RCAF band are not complete but a visit of the 60-man contingent has been confirmed. It has toured Europe twice and has been a frequent entertainment unit at the Canadian National Exhibition, but has not

N. Y. State Names Fem Dept. Head

SYRACUSE — Mrs. Helen B. Vandervort of Ithaca, a former Home demonstration agent, has been named by State Agriculture Commissioner Don J. Wickham to head the women's activities at the New York State Fair. At the same time Wickham named the entire Women's Committee for the State Fair. He said he is confident the new committee under Mrs. Vandervort's leadership "will produce the greatest program for women that the State Fair has ever known."

Mrs. Vandervort was born on a dairy farm in Orange County, the daughter of Mr. and Mrs. Bartow W. Bull who have been cited as Century Farmers. She was graduated by Cornell University College of Home Economics in 1926 with a bachelor of science degree. Her husband is John Vandervort, a poultry specialist with the Grange League Federation.

Crockett, Tex., Sets Jr. Livestock Show

CROCKETT, Tex. — The second annual Junior Livestock Show will be held here in Davy Crockett Fair Park on October 17, according to C. N. Sullivan, chairman. The event was started in October, 1958, as a replacement for Houston County Fair.

SHARE BILL

Water Show, Circus Split PNE Program

VANCOUVER, B. C. — Polack Bros. Circus and Len Laden's "Holiday Watercades" will split the two-week run in the Forum at the Pacific National Exhibition here this year.

The circus which for years has played two weeks in the building, will be in the second week, August 31-September 7, with the swim-and-dive unit in the first week. Laden emceed the "Sam Snyder Water Follies," which played outdoors here last year.

The fair, in addition to the water show, will add more water to its program this year. Several multi-colored fountains are being planned, the largest in the permanent pool in front of the B.C. Building. It will incorporate several jets, more than 100 hidden lights and a complete spectrum change every seven minutes.

Others will be along the Mall and in two of the larger buildings, according to tentative plans.

HAIR STYLISTS WILL COMPETE

SACRAMENTO — A hair-styling contest, with coiffures in all colors, will be a special event at the Sacramento County Fair June 18-21.

Hair stylists from all over the county are eligible to participate, and the competitions will be held on a lawn area of the county fair's zone of the California State fairgrounds.

There's No Trick . . . to finding GOOD BUYS in Used Equipment . . . just look over the many ads in the Classified Section this issue



Royal American '59 Edition Termed Mightier Than Ever

More Earning Power, Improved R.R. Gear, Greater Flash Typifies Show

Continued from page 50

merical high in the number of cars, includes six all-steel Pullmans converted for show personnel. One is a 14-section berth car, two are 10-section berth cars with two bedrooms and a drawing room, two are 10-section bedroom cars and one has three compartments and three bedrooms.

Uses New Lot

Showing at the Cotton Carnival here, the Royal broke in a new location and worked for the first time here behind a paid gate of 15 cents.

For years shows at the Cotton Carnival had set up on Front Street, a business thoroughfare one block from the city's main stem and overlooking the Mississippi. To set up there, it had always been necessary to first remove parking meters which lined the street and when the date was over have them re-installed. This was costly. More-

over, the Front street location made it necessary to set up a straight line of rides and shows along one side of the street. The layout also made it impossible to have a paid gate.

Since the '58 Cotton Carnival, the city built a parking lot below the high embankment, closer to the Mississippi River, and it was here that the Royal set up. The location was not without its problems because of curbing in the parking area but there were many benefits.

The black-topping of the parking area made the Royal, set up in a traditional oval, look like a huge amusement park and, of course, made possible a paid gate.

At the end of the first half of the eight-day stand, Carl Sedlmayr expressed satisfaction with the new location and the shift to the paid gate. The real test of the new location was expected Friday and Saturday (15-16), the closing two days of the stand and usually the best of the eight.

MEMPHIS GIVES \$\$ TO ERNIE FARROW

Opening Day Tops '58 by Wide Margin;
Starts Fair Season June 29 in Wis.

MEMPHIS — The Jackson, Miss.-based Wallace Bros. Shows, owned and managed by E. E. (Ernie) Farrow, tasted good business Saturday (9) in the first day of its eight-day Cotton Carnival stand on the Beale Street lot here.

Opening night's business was up sharply from last year, with better weather credited for the upturn. Tee-off night's weather and playing conditions were good, contrasting to last year when the show opened on a muddy lot.

The show, except for three rides, will return to winter quarters following the engagement here and will return to the road to open its fair season June 29 at Madison, Wis. Three rides—the Mad Mouse, Round-up and Scrambler—in the interim will work the Philadelphia circus lot under the banner of Jack Esner and Johnny Quinn.

The Mouse and Round-up are two of four new rides in the show's lineup. The other new ones are an Octopus and an Airplane ride.

The Madison fair will be followed by 10 other Wisconsin fairs—three fairs in Arkansas, and two fairs in both Louisiana, and Mississippi. The other Wisconsin fairs are Baraboo, Janesville, Jefferson, Delavan, Fort Atkinson, Wausau, Darlington, Manitowoc, Elkhorn

and Beaver Dam. Arkansas fairs booked are Monticello, Pine Bluff and Eldorado. Louisiana fairs are Eunice and Winnsboro, and those scheduled in Mississippi are Jackson and Byrum.

Besides Farrow, other staffers are Bradley Sutton, ride superintendent; E. M. Riecken, diesel superintendent, and Leroy Finley, advertising-press agent.

Other personnel follows:

Merry-Go-Round — Tom Kibby, foreman, L. Kutos; Tilt-A-Whirl—Jack Zawatzka, foreman, Robert Tutor; Ferris Wheel—Jim Gordon; Scrambler—J. H. Harbin, foreman, Bob Rushing; Mad Mouse—Bill Noland, B. E. Sutton, Robert Payne; Round-up—Richard Cain, foreman, Bill Heist; Chair-Plane—Sandy Moore; Octopus—Ray Russell, foreman, John Long; Rock-O-Plane—Hank Bush, foreman, Al White; Roll-O-Plane—H. G. Jackson; Boats—Eddie Pederio; Caterpillar—Frank Johnson, foreman, V. Smith; Kid Rides—Jim Thorp, foreman, Cossine Sutton.

Concessionaires here included: C. J. Cyr 9, Eugene Cain 7, William R. Duncan 4, G. F. Bostwick 4, L. F. Finley 3, E. M. Riecken 1, Van Jeter, Arcade; Frank Dell 2, N. C. Taylor 3, Loren Morgan 1, Don Pierson 5, Ep Glosser 7, Len-

(Continued on page 64)

Kickoff Good For Vivonas In S. Philly

10 Nice Days Are
Registered; New
Units Displayed

DISTRICT HEIGHTS, M. D. —Season opening for Amusements of America was a bonanza, with 10 days of sweet weather stimulating one of the show's best debuts. Lot was on 10th and Patterson Streets in South Philadelphia where the show opened on time after considerable difficulty over locations.

Tony Mason put on Rock 'n' Roll revue featuring Wayne Crown, assisted by the Chuck Sloan Quintet. Crown's dad is Don Crown, show artist, whose projects last winter included a new front for the show's three Ferris Wheels.

District Heights opened with a fair ladies' day on Monday (11) and two successive days of rain which had all hands pointing for a satisfactory weekend. The revolv-

(Continued on page 64)

Clyde Gooding Dead at 74

GLENDALE, Calif. — Clyde Gooding, 74, longtime midway showman, died here Wednesday (13) following a prolonged illness.

A native of Belleville, Ill., he had been with many shows during a lifetime in the outdoor business. Included were Wortham, Kennedy, Beckman & Gerety, Crafts, Foley & Burk, Doc Zeigers, Meeker and Douglas. In recent years he had kid rides in Glendale. He had been a member of the Pacific Coast Showmen's Association since 1924 and was a member of the board of directors and house chairman at one time.

Two brothers survive. Funeral was scheduled for Monday (18) with interment in the PCSA Showmen's Rest.

Strates Edition Massive, Well Geared for Earnings

By IRWIN KIRBY

SOUTH PLAINFIELD, N. J. —Excellent business has blessed the James E. Strates Shows this far into 1959, and the big railroad organization rolled into town in its best financial condition in many seasons. Weather and working conditions en route north were far better than anticipated.

Washington was never better, and the two weeks in Wilmington, Del., where Strates was smacked with rain in 1958, came thru nicely. The second week grossed a few thousand dollars short of the first but, percentage-wise, the fall-off was not a painful one. Washington's traditional big Saturday business hit its usual jammed proportions. At one time James E. Strates, E. J. Strates, son-in-law Lee Alexander and Ben Braunstein

circulated outside the marquee front selling front-gate roll tickets in addition to the three ticket boxes in operation.

The first set-back due to rain was experienced here Wednesday (13), where heavy rain breaking up around 9 p.m. all but washed out the night. Caught under the most unfavorable conditions, the show still impressed with a lavish display of equipment. Its seven light towers, neon-outlined and flood-light-topped, bathe the layout with light. The vast midway is well geared to handle throngs that would swamp most traveling shows, and the pattern of recent years is being continued, in that there is rebuilding from the rear, forward. Virtually all wagons have been revitalized from the chassis up, replacing wood with long-last-

ing steel. The well-equipped shop is rebuilding the No. 1 Merry-Go-Round and when platform work is completed the No. 2 Jenny will also be shopped for a complete facelifting.

Safety Features Stressed

A 100-foot revue front with Parisian motif has been blueprinted by Jack Ray and will be fabricated en route for unveiling at fairs. Other work has included incorporation of safety handles and railings on the rides. An office safety bulletin has been distributed by Howard Parker to all hands concerned outlining precaution tips for protection of both employees and patrons.

Some 15 shows extend around the back end, with the Broadway to Hollywood Revue being handled

(Continued on page 64)

BIZ OKAY

W. E. Page Will Field Third Unit

BOWLING GREEN, Ky. — Plans for the early opening of a third unit of Page Bros. Shows were reported here by W. E. Page, manager. The new organization would tour along with the other two units now on the road.

The show got off to a good start here. C. Reid joined with concessions and Johnny Ryan came on with two shows. Mrs. Howard Piercy closed to take a job as a dietitian at Dr. Carter Moore Hospital, Franklin, Ky.

The No. 1 unit here had 8 rides, 5 shows and 30 concessions. Staff, in addition to Page, has Mac House, business manager; Mrs. W. E. Page, secretary-treasurer; Norman Littlefield, agent; Stanley Johnson, operations; Irwin Gill, billposter, and James Dunn, electrician.

Coleman Rides Keep Busy at Merchant Fest

MIDDLETOWN, Conn. — A Mardi Gras atmosphere was generated on the Coleman midway here from 9 a.m. to 9 p.m. Tuesday (12) by organization of the

(Continued on page 64)

Side, Fat Shows Signed by Olson

HOT SPRINGS — Work on Olson Shows got under way in earnest here last week with the arrival of General Manager Paul Olson and the back end is shaping up for the June 17 bow here at the show's winter base.

Olson announced that Red Sindell will have the Side Show this year, featuring Lentini, the four-legged man. Sindell will also have the Fat Show, which will headline the strangest married couple in the world.

Snellens, WOM Agent, Dies In New York

In Outdoor Biz
For 59 Years; Was
NSA Prez in 1956

NEW YORK — Gerald (Frenchie) Snellens, white-hatted general representative of the World of Mirth Shows and a past-president of the National Showmen's Association, died here Saturday (9) after a bout with pneumonia. Snellens, who re-



GERALD SNELLENS

portedly was 75, became ill during a recent motor trip to the shows' Richmond, Va., winter quarters.

A large turnout of friends attended services Tuesday (12) at Riverside Memorial Chapel, which

(Continued on page 64)

A Western show will also be carried and Olson is currently dicker-

ing for a name to head the unit. A Mad Mouse will be shipped in mid-June from the Allan Herschell plant in North Tonawanda, N. Y., but won't be in operation until the first road date, the Anderson (Ind.) Free Fair which follows the stand here in Hot Springs. Half the ride will be carried on trucks; the other half on the train.

Prior to coming to winter quarters, Olson stopped off at Alabama State Fair, Birmingham, where the show has several rides in operation at the fairgrounds amusement park. He reported the new Mad Mouse was topping the entire fun zone, and the show-owned Scrambler was doing well in the early days of the season. The Mouse is equipped with a new electric sign sporting letters two feet high.

Bristol, R. I., Cele Given to Venditto-Hope

BRISTOL, R. I. — The Bristol July Fourth celebration midway has been awarded to John Venditto of Venditto Bros. Shows and Kid Hope of Bristol, it is reported. Venditto will have his concessions at both Bristol and Saugus, Mass., which has been his regular July Fourth spot.

AL KUNZ

Presents

HETH SHOWS

"World's Largest Motorized Midway"

Opening at the booming "Space Capital of the Universe"

HUNTSVILLE, ALA., JUNE 8-13

Times Square Location at Memorial Parkway & Governor's Drive

OPEN MIDWAY

WILL PLACE FOR THIS DATE ALL TYPES OF GRIND STORES, ALIBI CONCESSIONS, PERCENTAGE CONCESSIONS, HANKY PANKS, OR WHAT HAVE YOU? DEPOSIT REQUIRED AND BALANCE WHEN YOU ARE LOCATED.

Phone WO. 1-5021 or AL. 2-4232 between 9 A.M. and 12 noon or 11:30 to 12:30 midnight, or wire Western Union, Birmingham, Ala.
All people with whom I hold contracts for the season and who are booked for the opening week, please confirm. Address

AL KUNZ, OWNER-MANAGER

Box 5515

North Birmingham, Ala.

HELP FOR CONCESSION DEPARTMENT

Agents for Hanky Panks, Percentage and Count Store. Want Men to up and down concessions and drive semi. All wire

WM. O. PERROT or HARRY SCHRAIBER

c/o Western Union, Owensboro, Ky.

GOLD BOND SHOWS

WANT

WANT

WANT

CONCESSIONS: Want Hanky Panks of all kinds, Photos, Novelties, Bumper, Cigarette Shooting Gallery, Pitch-Till-You-Win, Bear and Bird Pitches, Balloon Darts.

SHOWS: Can furnish Snake and Monkey Shows on Trailers to reliable operators. Want Operator for S-In-1. Will book Arcade or any non-conflicting Show.

ALL REPLIES: **MICKY STARK**, Creve Coeur, Ill., this week; Ottawa, Ill., May 25 thru 27.

PEPPERS ALL STATES SHOWS

AGENTS: Wanted for Penny Pitch, Swings, Cork Gallery and Pan Game.

CONCESSIONS: Want High Striker, Age and Scales, Slum Blower for Stock, Coke Joint, Basket Ball, Jewelry, Bear and Bird Pitches. Can use neat Sit-Down Grab, also Bingo. Book only one of a kind.

HELP: Want Ride Man to Up and Down Ferris Wheel and operate Penny Pitch, must be a licensed driver.

ADDRESS: **FRANK W. PEPPERS**, Chatom, Ala., this week; Milton, Fla., next.

PETER PAUL AMUSEMENTS

OPENING

OPENING

Want one or two major Rides not conflicting. Shows—One more small Unit. Concessions—Prize Every Time working for stock; need Popcorn, Pitch-Till-You-Win, Cork Gallery, Striker for Metropolis, Ill—two Saturdays, opening May 23; then Wisconsin. Contact

MANAGER, General Delivery, Metropolis, Ill. (Paul at Fairgrounds—be there 21)

GIRLS — GIRLS — GIRLS

For two large Sit Down Girl Shows, \$75.00 a week for still dates, \$100 for fairs. Must be young and attractive. Wardrobe furnished if needed. Can also place A-1 Canvas Man who can drive semi. All wires to

MELVIN SHAFFER

Care Western Union, Morristown, Tenn., this week; then care Blue Grass Shows, Owensboro, Ky., next week.

DRAGO SHOWS #2

Now booking for Covington River Days Celebration at Covington, Ind., May 25-30. Will have fireworks, boat races, ski show, etc. Then American Legion Jubilee at Carmel, Ind., June 1-6. More good ones to follow.

Want Bingo, Mug, Novelties, Diggers; Bear, Bird and Glass Pitches; Buckets, Milk Bottles, Jewelry, Custard, Derby, Darts, Bumper, String Games and other Hankies. Want family-type Shows, also Girl Show. HELP: Need Wheel Foreman. Must drive.

All contact **CHET PIERCE**, Shoals, Ind., this week.

GREEN TREE SHOW, INC.

CONCESSIONS—Cookhouse and Grab Joint, Glass Pitch, Bear and Bird Pitches, Bingo, Buckets and Six Cats, Jewelry, all merchandise concessions open. Will book two Flat Joints if you have Hanky Panks to go with it.

SHOWS—Girl Shows and all family type shows with own equipment; none on show now.

HELP—Foreman and Second Man for Wheel; do not have to drive. Contact

JOHN M. HULS, Harlan, Ky.

CARROLL'S GREATER SHOWS

RIDE HELP: Foremen and Second Men on all rides, must have licenses and drive trucks. Top wages and bonus. Spring Lake Park, Minn., May 18-25; Brooklyn Center, Minn., May 25-31. Playing around Minneapolis suburbs for next month. (BLACKIE JURDEN AND GEETUS, COME ON HOME.) CONTACT

CHARLES CARROLL, Per Route Above or 10754 Central Ave., N.E., Minneapolis, Minn. (No Phone Calls, Please)

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

<p>JUNE 1-6 Martins Ferry, Ohio, Street Fair Can place Direct Sales and Hanky Panks.</p>	<p>JUNE 1-6 Farmland, Indiana, Lions Club Street Fair Can place some Direct Sales and Hanky Panks.</p>
<p>JUNE 15-20 Port Clinton, Ohio, Northwestern Ohio Firemen's Convention on the streets Can place some Direct Sales and Hanky Panks of all kinds.</p>	<p>JUNE 30-JULY 4 BOWLING GREEN, OHIO Can place Hanky Panks and direct Sales. No Eats, Drinks or Ice Cream.</p>

WRITE AT ONCE

GOODING AMUSEMENT CO.
1300 NORTON AVENUE

BOB CASHNER, CONC. MGR.
COLUMBUS 8, OHIO

A. J. CARL SHOW WANTS

Legitimate Concessions of all kinds, Water Games, Balloon Dart, Tip-a-Coke, Bear Pitch, Glass Pitch, Photograph Gallery, French Fry.

Write or Wire as per route.

ECORSE, MICH.

MAY 21-31

V. F. W. 6th ANNUAL CARNIVAL
GREAT LAKES STEEL LOT
2 KID DAYS—2 SUNDAYS

May 24th, Memorial Day Parade. First this year.

SOUTH KENT KIWANIS CLUB HOMECOMING

GRAND RAPIDS, MICH., JUNE 2 JUNE 6

BIGELOW FIELD

Street Parade—Contests—Kiddies' Day.
First this year.

REDFORD TOWNSHIP POLICE AND FIREMEN'S FIELD DAY

CLAUDE ALLISON PARK, JUNE 10-JUNE 14.

FREE ACTS—STREET PARADE—FIREWORKS—FIRST THIS YEAR.



GLADSTONE EXPO SHOWS

Benld, Illinois, American-Italian Spaghetti Festival, June 1-7; Roodhouse, Illinois, on the streets, June 8-13; Annual celebration. Rockford, Illinois, Rock River, Business Men's Mid-Summer Festival, June 14-20. Plus a route of some of the best fairs through Northern Illinois, Wisconsin, Iowa, Arkansas and Mississippi.

Want CONCESSIONS—Stock Concessions of all kinds open, no ex. Photos, Custard, Ice Cream, Novelties, Gadgets, Fish Pond, Balloon Dart, Glass Pitch, Basket Ball, Bear Pitch, etc.

RIDES—Have plenty.

RIDE HELP—First and Second Men, especially want Foreman for Rock-O-Plane and Tilt; please no drunks. Romeos, come on, I like girls, too.

SHOWS—Want Family type Shows, Snake, Monkey, Ten-In-One, Mechanical, etc. Russell Phillips needs broken down Ride Men for Cookhouse Help. Bill Butler needs Agents for Six Cat, Buckets, Cork, Foot Long, Bingo Celler and Countermen. Also nice looking Girl to raise top on his new Imperial Convertible. Contact

F. O. POOLE, Owner; J. O. GREEN, Agent
Charleston, Missouri, all this week.

FAIR TIME SHOWS, INC.

HELP WANTED FOR ALL RIDES

CONCESSIONS That Do Not Conflict

Azusa, Calif., May 18-24

Montebello, Calif., June 3-8

Del Mar, Calif., June 10-July 5
(Southern California Exposition)

FAIR TIME SHOWS, INC., Olivia Waldron, Pres.
P. O. Box 1705 Santa Ana, Calif.

Chet Barker
General Manager

Red Dauer
Concession Manager
2542 N. San Gabriel
South San Gabriel, Calif.

BLUE GRASS SHOWS

"COMBINED CIRCUS AND CARNIVAL"

LAST CALL—OFFICIAL 1959 OPENING, OWENSBORO, KY.,
THURSDAY, MAY 28, THRU JUNE 6

2 BIG KID DAYS—SPECIAL PROMOTIONS—BIGGER THAN A COUNTY FAIR

CAN PLACE CONCESSIONS—Hanky Pank Prize-Every-Time Games of all kinds, etc.

SHOWS—Side Show with own equipment and transportation; special proposition, Snake or any good grind or bally Show with own equipment.

HELP—Foremen—First and Second Men for 12 major rides; Foreman for 12 car Scooter, Merry-Go-Round and new Scrambler. Top salary and bonus to capable men, Florida in the winter.

ELECTRICIAN—For GMC Diesel plant—must be capable of handling big show.

Want Man for Downey Light Towers and Sperry Searchlights, lot Man capable and willing to make self useful at all times. General Carnival Help in all departments. All help report to Owensboro, Ky., Show Grounds, Monday, May 25. All others wire:

C. C. GROSCURTH, General Manager c/o Western Union, Owensboro, Ky.

Last Call—KING REID SHOWS—Last Call

OPENING NEWPORT, VERMONT, MAY 25

We proudly announce our 10th Annual CANADIAN TOUR. Ten Big Dates; fairs, celebrations and old home weeks commencing June 1.

WANT GIRL SHOW

We have magnificent new Outfit. Want capable Unit with 3 or 4 Girls, real wardrobe and own sound equipment.

WANT CONCESSIONS

Can place a few more Hanky Panks, Duck Pond, Fish Pond, Long Range Gallery. No PC. or Grind Stores. Haber Novelties, wire or come on.

USEFUL SHOWFOLKS

Drivers, Canvasmen, Ride Help. Operator for Fun House and Monkey Speedway.

KING REID

PHONE 444

MANCHESTER, VERMONT

SHORTER'S GREATER SHOWS

This show carries free acts every day. 7 Fairs—20 Celebrations—8 Stills.

LAST CALL—Want Jewelry, Novelties, Scale, Bear Pitch, Ballgames all kinds, Glass Pitch, String, Watch-La, Hoop-La, Bowling Alley, etc. Need a few more Truck Drivers, Ride Help of all kinds. Want Girl for Single-O Show, Funhouse Talker, Girl Show Talker, Bingo Caller. Opening Waverly, Iowa, May 27-31. Lot laid out 28th. No time to write; phone Cedar Falls, Iowa, CO 8-0947 or CO 8-2920.

ADDRESS: RT. 1, WATERLOO, IOWA.

WILLOWICK, OHIO, MAY 26-31

ANNUAL DECORATION WEEK CELEBRATION

NOLAN AMUSEMENT CO. OPENING NO. 5 UNIT

Everything open except Floss and Snow. Want Straight Sales, Hanky Panks, Bingo, Grab, Popcorn Pitches, Cigarette Block, etc. Want Shows, Rides and Ride Help.

FRED NOLAN, ROUTE 2, SOUTH ZANESVILLE, OHIO.

WANT

Ride Help for Ferris Wheel, Tilt, Jenny. No cars, must be licensed chauffeur. Also want Man for 100 kw. Cat who can do wiring. Pay day every week. Want Hanky Pank Agents. Also want Kiddie Rides and Major Rides to rent or lease. Want clean family type Shows. Year around work. May 18th thru 23rd. Contact "LUCKY" SWENSON c/o Circus Indian Trail Trading Post Shopping Center, Louisville, Ky.

SHORTY'S TRI-STATE SHOWS

Want Hanky Panks, Stock Concessions. Opening May 28. Proven route in Wisconsin, Illinois, Iowa. Low nut. Sponsored celebrations, centennials, 7 fairs. Popcorn still open. Need good Bingo for Iowa. 1 more Ride Boy, non-drinker or you won't last. Write TRI-STATE SHOWS, Platteville, Wis., or as per route. Phone 8745; pay your own.

JIMMY SULLIVAN TIGHTENS ROUTE

Will Play Three Weeks Around Toronto;
Trucks to Be Used for Short Moves

WINDSOR, Ont.—The World's Finest Shows, under J. P. (Jimmy) Sullivan, moved onto the traditional Detroit River-front lot Monday (11) for a six-day stand under auspices of the Canadian Legion. Heavy rain killed business opening night, but the lot was well dried off and both attendance on the grounds and spending was good by mid-week.

This was Sullivan's second stand of the season, following the May 2 opening at Brantford, Ont., after coming out of winter quarters at Bronte. The first was eight days compared to only four last year, but included two Saturdays, both kiddie days, which helped to boost grosses.

Brantford was also under auspices of the Legion. Show visitors there included Patty and Frank Conklin—virtual daily visitors; Neil Webb, Canadian secretary of the Showmen's League of America; Howard Jones, manager of King Shows, and Howard Cleaver, manager of the Green Shows.

The show has much fresh paint. A new touch is the appearance of signs in French, alongside the regular English versions, for the eastern route.

Two 150 KW Caterpillar diesel generators were added and eight new light towers of the type used in shopping center plazas replace eight old mazda type towers. In addition, lighting of the Scrambler, Ferris Wheel, Circle, and Octopus was changed from mazda to fluorescent, and more of the latter is being used on the show fronts.

The show is carrying 12 kid and

10 major rides, with 57 concessions which will be increased to about 65 later in the season. The circus Side Show and Reptile Show, both owned by George Vogsted, opened here. Buck Lucas was to join later in the week with his Wild West unit. Sullivan will carry six shows regularly for the season, with two more scheduled to join next week at Sarnia—Charles Taylor's Rock and Roll Revue, and the main girl show, Vive Les Girls.

Books Toronto

From Sarnia, the show goes to Hamilton for a week under Optimist Club auspices, and then to Toronto for three weeks.

All Sullivan rolling stock is licensed for highway operation making it possible to make short moves within a metropolitan area over the road, and dispense with the services of the railroad entirely on such moves. The big cut will come in total mileage—from about 20,000 last year to around half that amount for 1959.

Sullivan's moves around Toronto the first three weeks of June are typical of his plans for the season. Opening will be at Old Woodbine Race Track, followed by another engagement in Metropolitan To-

(Continued on page 63)

AMERICAN MIDWAY SHOWS

Want Shows with own equipment.

Also place Cookhouse, Photos and Hanky Panks. Jack Littlefield wants Agents for Count, Peek and Alibi Stores. Place Ride Help who drive semis.

Address City Park,
White Settlement, Tex., now.

Death Takes Cy Holliday, Vet Ride Man

ATLANTIC CITY, N. J.—Siles (Cy) Holliday, one of the best known ride operators in the business, died suddenly Monday (4). Seventy-two years old and in the amusement game since 1914, he had resided at 2 East Plaza Road, Pleasantville.

Holliday was the father of Charlie Holliday, ride superintendent at the Million Dollar Pier. After starting in the business with Rutherford early in the century, he went with Pollack 20 Big, Sheesley, World of Mirth and other shows, then to the pier here. Survivors include a brother, Tom, and sister, Margaret, in Detroit, son Charlie, and two grandchildren. Burial was from Hastings Funeral Home in Morganstown, W. Va., on Friday (8).

Ruth Kirsch Dies After Auto Crash

SEATTLE—Mrs. Ruth Kirsch, 66, wife of Frank Kirsch, former owner of the Western Shows, died May 6 in Nelems Memorial Hospital, Snoqualmie, Wash., from injuries received in an automobile accident May 3 near Snoqualmie. Kirsch is reported in fair condition in the hospital with injuries suffered in the accident.

The Kirsches were returning to their Seattle home when a tire blew out, sending the car over an embankment.

In addition to her husband, Mrs. Kirsch is survived by a daughter, Mrs. Walter H. Brattain, Walla Walla, Wash., and a brother, Howard J. Hilton, Seattle.

ED HORWITZ

WANTS AGENTS

Two for Spot the Spot, 2 for Bucket, 2 for Basket Pitch, 2 for long Roll Down.

COLEMAN BROS.' SHOWS

E. Hartford, Conn., this week; New Britain to follow.

TONY & MONICA BARESS

Want Specialty Dancers (no strips). Also Boss Canvasman, Semi Driver, Candy Butcher and good Organist with organ, for Girl Revue, opening Halifax, N. S., Canada, June 9. All replies to

MONICA BARESS

Airport Trailer Park, W. Columbus Drive Tampa, Fla., until June 1.

Leeright Midway Show

Want Concessions—Help—Rides—Shows. Want Merry-Go-Round Manager, must be sober, capable, reliable, to operate, drive and care for ride; on per cent or salary. Contact LLOYD WILSON, 204 S. 23rd St., Phoenix, Ariz., or J. R. LEERIGHT, per route. A few Hanky Panks open, Pop Corn and Snow open, Grind Shows, Smithfield, Utah. Fair now: Mountain Home, Idaho, soldier's payday follows. Wire, write (no phone calls, please). J. R. LEERIGHT.

WANTED

Experienced Ferris Wheel and Tilt-A-Whirl Man at once. Best job and pay in the business for the right party. Contact

DAVID SWARTHOUT

8813 Northwest Highway, Chicago, Ill.

BUCKEYE STATE SHOWS

All Ohio Celebrations: Baltimore, May 19-23; Bremen, 27-30; Alliance, June 1-4. Want Hanky Panks and Straight Sales all kinds. No ex, come on. Want Ride Help for all Rides. Top wages with bonus. Want Man for Live Pony Ride. Red and Junior Vittoes, call me. MANAGER, Moxahale Park So. Zanesville, Ohio GLadstone 2-8258

GOODING WANTS

→ RIDE FOREMEN ←

Mad Mouse, Tilt, Scrambler, Roller Coaster, Wheel, Flying Scooter, Helicopter, Merry-Go-Round, 18 car Caterpillar. Must drive semi. **TOP SALARY** Good equipment, pleasant working conditions—year-round employment.

At the close of the season we will need 50 additional Employees in our new factory.

Drunks, chasers, floaters, stay away. No collect wires or transportation to join. If you can qualify, address

GOODING AMUSEMENT CO.

1300 Norton Ave. AXminster 4-3717 Columbus 8, Ohio

THE SHOW WITH 14 OUTSTANDING FAIRS

Playing Proven Still Date Territory.

CONCESSIONS: Hanky Panks of all kinds, Age and Scales, Custard or Ice Cream. Good opportunity for Long Range Gallery. No Alibis or Flats.

SHOWS: Motordrome, Glass House, or any other family type show.

RIDES: Scrambler or Dodgem.

HELP: Experienced Ride Help on all Rides. Man to operate show owned Fun House. Mechanic, must have tools.

FOR SALE: Allan Herschel Little Dipper, Mangels 8 Car Whip. All replies

MARKS SHOWS, INC.

WILMINGTON, DELAWARE, this week.

PAGE COMBINED SHOW

WANT FOR NOW AND TWENTY WEEKS OF FAIRS STARTING JULY 19

CONCESSIONS: Want Cookhouse and Bingo. Want Water Games, Ball Games, Long and Short Range Galleries, Photos and any non-conflicting Hanky Panks. Sell BK on Custard, Novelty, Ice Cream, Age & Scales. Want Agents for Nail Joint, Count Store, Hanky Panks, Age & Scales and Buckets.

SHOWS: Snake Show, Fun House or Glass House, Side Show, Life Show, Mechanical City, Motor Drome, Fat Show and Wild Life. Good proposition for Girl Show Talker to join on wire.

RIDES: Excellent route for the following rides: Scrambler, Dark Ride, Coaster, Live Pony, Train, Pony Ride, Sky Fighter, Tank Ride, and Rodeo. Want sober Foreman for new Rock-O-Plane and Second Men who have license and drive on all Rides. Pay every week.

All replies to: **BILL PAGE**, c/o Fairgrounds, Athens, Georgia

MOTOR STATE SHOWS

Want for big Celebration, May 25-31. Bands, Parades, Prizes, Melvindale, Mich. Detroit suburb. First show in 20 years. All Merchants, Civic Organizations, etc. Participating will be very big.

Can place few Hanky Panks, Novelties, Long & Short Range, Grind Shows, Fun House, etc. Help on Rides. Foreman for Rock-O-Plane, Octopus, etc. Bill McMasters, come on. Merle Stone waiting for you.

Second unit wants Wheel and Tilt Foreman. Murray wants Cookhouse Help. Krekeier wants Hanky Agents. All replies

J. J. FREDERICK

Durand, Mich, this week; Melvindale follows.

P.S.: Bill Carter, come on.

WANT—CAPELL BROS.' SHOWS—WANT

22 Fairs and Celebrations contracted now—where the money is. Starting at the Navajo Indian Fair & Rodeo, Shiprock, New Mexico, May 26-31 (the heart of the oil and mining country), with a solid route of Fairs and Celebrations until December 10, including the Biggest July 4 Celebration in Utah; Logan, Utah, on the streets.

Want Stock Concessions of all kinds. Alibis work strictly and only for 50¢ and \$1.00. Place Agents for Six Cats, Watch-La, Ball Games, Cork Gallery, Pitches, etc. Want family-type Shows, low percentage. Want Foreman and Ride Help on 12 Rides. Also Mechanic. Electrician (3 Diesel plants). Top salaries if capable.

Address: "DOC" CAPELL, Mgr., Aztec, New Mexico, this week; Shiprock, New Mexico, next; then per route in Billboard.

P.S.: Yes, we hold contracts for the HELLDORADO DAYS CELEBRATION at Tombstone, Arizona (the "Daddy" of All Arizona Celebrations).

NEW ENGLAND AMUSEMENTS

WANT for East Dedham, Mass., May 25-30

Merchandise Concessions of all kinds. Can join immediately and stay the season. Ex on Jewelry, Shooting Gallery. Can use Cookhouse or Grab in East Dedham and Gloucester. Other outstanding spots to follow.

Will always make room for good, capable, sober Ride Help. Need immediately, good Wheel Man. Second Man on Tilt. We pay you ALL YOU ARE WORTH. BONUS.

Call after 6 p.m. or wire **HARRY J. KAHN**, V.F.W. Clubrooms, Oxford, Mass., May 18-23.

HUB LUEHRS' IDEAL RIDES

WANT FOR OPENING—VEEDERSBURG, INDIANA, STREET FAIR—JUNE 3.

Legitimate Concessions, book only one of a kind. We have a strong route and no Grift or Alibi Concessions. Help for Wheel, Schiff Coaster and Second Men on other Rides. Must drive and have license. No cars. Write to

HUB LUEHRS, c/o Fisher's Cafe, St. Anne, Illinois.

RIDES LEAVE HERE MAY 25.

CONCESSION AGENTS WANTED

FOR BUCKETS AND HANKY PANKS
ALSO CALLER AND COUNTERMEN FOR BINGO
ROYAL UNITED SHOWS

2115 South First St.

Sioux Falls, S. Dak.

STOCK TICKETS	TICKETS	Cash With Order	Special Printed	Double Coupon Price
1 Roll \$ 1.50	of every description.	2,000 \$ 6.90 \$ 6.90	
5 Rolls 4.50	Wheel tickets carried in	4,000 7.80 7.80	
10 Rolls 8.25	Stock for immediate shipment.	6,000 8.70 8.70	
25 Rolls 18.75	THE TOLEDO TICKET CO.	8,000 9.60 9.60	
50 Rolls 24.00	Toledo 12, Ohio	10,000 10.50 10.50	
100 Rolls 44.00	"Allied Trades Union Label	30,000 15.20 15.20	
Rolls 2,000 EACH	used"	100,000 33.00 33.00	
Double Coupons		500,000 133.00 133.00	
Double Prices		1,000,000 258.00 258.00	
No C.O.D. Orders				
Size: Single Tkt., 1x2				

AMUSEMENT CORPORATION OF AMERICA

presents the

OLSON SHOWS

"THE WORLD'S GREATEST MIDWAY"

OPENS JUNE 17 IN HOT SPRINGS, ARK., AND THEN TO
THE ANDERSON (IND.) FREE FAIR

NEED RIDE HELP

Want Foreman for Rocket — Roundup — Helicopter

Want Second Man for All Other Rides.

CONCESSION

Will sell exclusive on Custard for the season, also Long Range Shooting Gallery.

Can book Hanky Panks of all kinds—Ball Games, Cork Shooting Gallery, Basketball, Balloon Darts.

Can also place Heads for Blowers and Count Store.

NO CENTER CONCESSIONS

NOT BOOKING ANY SHOWS OR RIDES . . .

All replies to:

PAUL OLSON, OLSON SHOWS

Box 414, Hot Springs, Arkansas

PHONE 3-7435

Morris Hannum Shows

One of the Great Eastern Shows

SCHUYLKILL HAVEN, PA., MAY 25-30

Big Annual American Legion Celebration, Free Gate, Advance Sale, Big Parade. Featuring Leo (Suicide) Simon Free Act.

CONCESSIONS

Photos, Jewelry, Custard, Long and Short Range, Pitches, Ball Games, Buckets, 6-Cats and Pictures. Want Hanky Panks of all kinds and one more Wheel and Grind Store.

HELP

Capable Ride Help for Wheels, Tilt, Caterpillar, Octopus, Comet and Chairplane. If you want a long season, top wages and bonus, come on.

All replies to **MORRIS HANNUM**, Berwick Hotel, Berwick, Pa., this week; Necho Allen Hotel, Pottsville, Pa., next week.

\$50 CASH REWARD

For location of

WM. (BERNIE) ROGERS

Young Bernie Rogers with Lou Riley at Wauchula and Sanford, Fla., last November.

For reward call collect

GEO. TURNER

Phone Victor 2-9888

Oklahoma City, Okla.

STEELE AMUSEMENTS, INC.

WANT FOR OPENING MAY 26 AT VALPARAISO, IND., AND REST OF SEASON

CONCESSIONS—Fish and Duck Ponds, Ball Games or any Hanky Panks. Only two of kind booked on our midway. Will give EX on Novelties, Jewelry, Scales, Photos, Short Range and Hats. No Alibis, Flats or Mitt Camps.

SHOWS—Fun House, Monkey, Motordrome or any Grind Shows.

RIDE HELP—Foreman for Wheel, Little Dipper and Second Men on all Rides.

Write, wire or phone Al or Ray Steele

STEELE AMUSEMENTS, INC., Valparaiso, Indiana. Phone 4-6138.

SUNSET AMUSEMENT CO.

Marshalltown, Iowa—Population 20,000—May 25-30

HELP: Want Second Men for Rock-O-Plane and Caterpillar, must drive semi, be sober and single. Electrician's Helper with some knowledge or willing to learn.

AGENTS: Want Bucket Store Agents, also for Tip-Up Coke.

CONCESSIONS: Place Bear and Glass Pitches. Photos, Age and Weight, Derby, Striker, Hanky Panks.

SHOWS: Place Shows with own equipment. Side Show. Athletic, Geek, Monkey, Animal and Grind Shows.

ADDRESS: **PORT DODGE, IOWA, THIS WEEK**; Marshalltown, Iowa, next.

WANTED

Foremen for Merry-Go-Round, Ferris Wheel and Rolloplane. Top wages, short moves.

Dixey Amusements, Inc.

2130 West 44th Avenue Gary, Ind.

Turner 4-8806

WANT CONCESSIONS

FOR WESTERN TOWN (Dodge City), Patchogue, L. I., N. Y. OPENING MAY 30. Need Indian Trading Post, Silver Smith Shop, Shooting Galleries and Archery Range. A Sweet Shop, Glass Blower and Leather Goods Concession, or any other Concession suitable for Western Town.

Contact: **DODGE CITY, Inc.**

BOX 695, PATCHOGUE, L. I., N. Y.

PENN PREMIER SHOWS

World's cleanest Midway

"D" STREET SHOW GROUNDS, Johnstown, Pa., May 25-30; then heading to the heart of the Pittsburgh district. Every mill working around the clock. No unemployment here.

RIDES Can use Fly-o-Plane, Caterpillar or Dark Ride. No Kiddie Rides needed.

SHOWS Can place capable Manager with People for Circus Side Show. Must have Sound Equipment. We have one of the best routes in the East. Can place good Monkey Circus, Arcade or any Grind Show not conflicting. Dudley can place Colored Dancing Girls for Club Trinidad, also A #1 Comie. Happy Linquist can place white Girls for Revue.

CONCESSIONS Can place Custard, Derby Racer, Glass Pitch, Fish Pond, Palmistry, Short Range, Cork Gallery, Basketball and all types of legitimate Concessions. Want Dealer for PC office Joint. Can also use good Blower Agent. Chas. Allen wants Gunner, Cat Boy and Agent for Six Cats.

HELP Can use good Scenic Artist. Tommy Arger can place Caller for Bingo. Need sober, reliable Ride Foreman for Kiddie Boat Ride who drives semi. Can place Ride Men who drive semis.

Address all mail and wires to **LLOYD D. SERFASS, Owner, or HARRY (Buster) WESTBROOK, Bus. Mgr., Minersville, Pa., this week.**

Rain, Cold Greet Early Drew Stands

OAK HILL, W. Va.—James H. Drew World's Fair Shows were here last week in their fourth stand of the early season, the first two of which were hurt somewhat by weather.

Show opened April 10 in Gainesville, Ga., and was greeted by either rain or cold most every day. When it arrived in Bristol, Va., the following week, the lot was found to be under water. A second location was scouted and business was fair when the weather permitted.

The Drew organization is totting 18 rides and nine shows over the road. A new Glasshouse, new Skooter and Scrambler have added to the flash and are garnering the top grosses. The big German concert organ is attracting unusual attention, and the circus calliope is also a good attraction on its daily parades around town.

Staffers and show folk are looking forward to June 15 when the show plays the first of its fairs, which will continue into late November. Prior to that time several dates have been booked in West Virginia.

Featured back-end unit is the Dixie Lee Minstrel Show with a 10-piece band. Mr. and Mrs. Abe Franks are back with bingo and Mr. and Mrs. Akton Sparks have several concessions.

Staff, in addition to Drew, president and general manager, includes Oscar Bloom, special agent; Bobby Cooper, concession manager; Eula Drew, office manager; H. Wright, assistant office manager; Bert Woods and Jay Chaidoin, electricians, and J. Creeks, transportation superintendent.

The Drew youngsters, Jimmie and Malenda, are still in school in Georgia, but will join their parents near the end of May.

Recent visitors included Phil (Insurance) Cook, Earl D. Backer, Graves H. Perry, Floyd King, H. V. Sanders, Leonard Argos, Mr. and Mrs. Norman Saunders, Mr. and Mrs. Fred Cantrell, Norman Anderson, Mrs. Ann Calligan and a number of members of the Cristland circus.



AMUSEMENTS OF AMERICA
A STAR SPANGLED MIDWAY
PERTH AMBOY, N. J.
MAY 20-30, 11 BIG DAYS, INCLUDING SUNDAY!
3 KIDS' DAYS!
PERTH AMBOY, N. J.
Games: Want Hanky Panks of all kinds. Novelties, Pitches.
Rides: Scooter, Helicopter, Rock-O-Plane, Coaster, Dark Ride, Roundup.
JOHN VIVONA Perth Amboy, N. J.



W.G. WADE SHOWS
Kalamazoo, Mich., Recreation Park, May 25-30.
—CAN PLACE—
CONCESSIONS—Hanky Panks of all kinds, Novelty and Candy or Salt Water Taffy open.
HELP—Foremen for Tilt and Kid Rides. Also Second Men for Merry-Go-Round, Tilt and General Ride Help.
All wires via Western Union.
W. G. WADE SHOWS
Emmett Street Show Grounds
Battle Creek, Mich., all this week.

WANT NOW!

Long Range Shooting Gallery. Also Glass Blower. Weekends May 30th thru June 28. 7 day week thereafter. Address all replies
Al Edwards
COWBOY CITY
Farmingdale, New Jersey

NOLAN AMUSEMENT CO.
Now Booking Concessions for
OXFORD, OHIO, CENTENNIAL MAY 28-JUNE 1
CHelsea, MICHIGAN, CENTENNIAL JULY 13-18
SUNDUSKY, OHIO, CENTENNIAL JUNE 24-30
NORWALK, OHIO, CENTENNIAL JULY 27-AUGUST 1
Can place Direct Sales and Hanky Panks. Will book any Ride not conflicting.
FRED NOLAN, Route 2 South Zanesville, Ohio

WANTED AT ONCE

Ride Foreman for Roller Coaster, Ferris Wheel and Chairplane; wages, \$80 per week, good treatment. For Sale: 50 kw. Diesel mounted on Chevrolet truck, all in fine condition, price right for quick sale.
MIKE PRUDENT
PRUDENT'S AMUSEMENT SHOWS
124 Cedar Ave. Patchogue, N. Y.
GROver 5-0315

WORLD OF PLEASURE SHOWS
Wayne, Mich. (Michigan Ave. lot), May 27-June 7. A bona fide Celebration. Car given away, gate prizes every night.
SHOWS: Want Side Show, Monkey Show, Grind Shows, Family type Shows. Good proposition to Motordrome.
CONCESSIONS: Can place Hanky Panks and Prize-Every-Time Concessions.
RIDES: Will book Roll-O-Plane and Fly-O-Plane. Wire
ROD LINK or C. W. "BUD" DAVIS
8 Mile Rd. & Southfield, Detroit, Mich., this week.

WANTED

FOR CANADIAN AND AMERICAN TOUR
COLORED DANCING GIRLS
State Age, Height, Color.
Blues Singer, Shake Dancer, Musicians. Also Capable Talker.
All answer:
SAVOY ATTRACTIONS
General Delivery, Minerville, Pa.

TOTAL ABSTAINERS

A bonus at the end of the season if you can do it. Want Tilt Foreman, Ferris Wheel Foreman, Rolloplane Foreman, Kiddieland Foreman, Second Men without cars who can drive.
CONCESSIONS—Photo Gallery, Long and Short Range Shooting Gallery, Hanky Panks of all kinds. Popular Bluff, Mo. if you hurry; Flat River, Mo., if you go slow. **DYER'S GREATER SHOWS.**

WM. T. COLLINS SHOWS
Can place RIDE SUPERINTENDENT year-round work. Must be able to take charge of Winter Quarters. Want LOT MAN who can lay out 24 Rides, 15 Shows and Concessions. Want FOREMEN for Round-Up and Roll-O-Plane. Also SECOND MEN on all Rides. Must be sober, reliable and drive semis. To these men good treatment, salary what you are worth and bonus. Can place USEFUL PEOPLE in all departments. Want Man to handle Light Towers and Front Arch. Can place a few more Hanky Panks. SHOW OPENS JUNE 8. Austin, Minn.; lot will be laid out June 8. ALL HELP CONTRACTED ACKNOWLEDGE THIS CALL. ADDRESS:
801 E. 78TH ST., MINNEAPOLIS, MINN.

AMERICAN FUNLAND SHOWS

Can place Hanky Panks, Popcorn, Candy Apples. Also want two Count Store Agents and one Peak Store Agent.
CELEBRATION AND FAIR COMMITTEES—Have 12 Rides, 4 Shows, 20 Concessions. Have open weeks in July and August.
C. P. MCCARTHY, MGR.
Belton, New Mexico
No Ride Help needed.

C. R. LEONARD L. & L. SHOWS

Portland, Tenn., Strawberry Festival, May 18-23; Columbus, Ind., Soldiers' Payday, May 29-June 4.
CONCESSIONS: Hanky Panks of all kinds. SHOWS: Girl Shows or any Grind Shows. Want Agents for Pin Store and Razzle. Lester Magee contact. All replies: **C. R. LEONARD** as per route.

TALKERS—SIDE SHOW ACTS
For Wonderland Park, Coney Island, New York. Excellent working conditions. All summer one spot. Pay rain or shine.
Write—Wire—Phone
DAVID ROSEN, 4016 Atlantic Avenue, Sea Gate, Brooklyn 14, N. Y.
ESplanade 2-2178 or CO 6-2281

GAME OPERATORS

Stop using old flash. Give your business a shot in the arm—flash your stores with our new Guitars. The response is terrific—see our ad in the Merchandise Section—Page 65.
PREMIER CREATIONS
Box A-1, Russell's Point, Ohio

WANT RIDE MEN

Foreman for Ferris Wheel, and two Kid Rides. Also second Men. All must have license and drive. Living quarters on lot. Top wages. Wire or write
C. S. PECK
Meadowview Shopping Center
Kankakee, Ill., until May 23rd.

WANTED
RIDES and DIRECT SALES CONCESSIONS or a SMALL RELIABLE CARNIVAL FOR ALABAMA DEEP-SEA FISHING RODEO
DAUPHIN ISLAND, MOBILE, ALA., July 24 thru Aug. 2.
Expected attendance, 50,000 to 75,000 people. Heavy spenders. Call or write **JIM HAMRAC, Chairman, MOBILE JUNIOR CHAMBER OF COMMERCE**
P. O. Box 172, Mobile, Ala. Phone HEMlock 2-8791 or GREENwood 9-1161.

WILSON FAMOUS SHOWS

Opening Saturday, May 23, in Canton, Ill. Want Ride Help on all Rides who drive; report here by the 20th, we will place you.
RAY WILSON
Astoria, Ill.

RIDE HELP

Foremen and Second Men for Wheel, Coaster, Spiffire and Octopus, come on in. Can use a few more Stock Concessions.
Beardstown, Ill., May 18-23;
Gillespie, Ill., May 25-30.
JACK LINDLE SHOWS

WANT HOLLY BROS.' SHOWS
EAST POINT, GEORGIA, MAY 19 TO 30, FIRST IN.
HELP ON ALL RIDES, COME ON. CONCESSIONS—Fish or Duck Pond, Glass and Bear Pitch, Ball Games, Cork Gallery, Jewelry. No Flats or P.C.
P. HOLLINGSWORTH, East Point, Georgia.

FOR SALE

Two Concession complete except for flash; one 8'x10', one 10'x16'; Anchor tops, good condition. Also Slot Roll Downs, Buckets, etc. Contact
R. A. KLEIDERLEIN
646 Interstate Pkwy. Bradford, Pa.

WANT AGENTS

Shopping Centers exclusively—One Color Dart Agent, must follow orders. Will give head of store for Short Range, Jewelry, Engravings, Hoopla, Coke Pitch, Slum Pin Store, Tip Over Coke, One Ball. May 18 thru 23. Contact
"LUCKY" SWENSON
Indian Trail Trading Post
Shopping Center, Louisville, Ky.

Grosses Okay For Ruback

CARLSBAD, N. M. — Alamo Exposition Shows has been getting about average ride and show grosses since it left San Antonio and all are looking forward to the Roswell, N. M., stand. The week there, booked by General Agent Larry Nolan, will mark the first show to play the city in several years other than during the fair.

The Scooter has been leading the rides with the Rockoplane and Scrambler following in that order. The Kiddieland is getting its share. The new, enlarged Monkey Show, flashed with new banners, is topping the back end under the direction of John Alexander. Joe Murphy has two gal units and Bertha Williams is operating an Ape walk-thru show.

On the front-end are many veterans. Included along concession row are Joe Palooka, Floyd and Boots Stokes, Irene Oliver, M. Miller, Bill and Sofia French, Jo-Fay and Herman Reynolds, Danny Donahue, Sammy Blake, Dan and Ruth Neimeyer. The Evans family has the mitt camp; Ted Diaz has the Derby, ball game, bear pitch and a short range; Jay Stanley and Steve Lee have diggers along with the Scrambler and Rockoplane.

Show staffers, in addition to Jack Ruback, owner-manager, include Albert Wright, legal adjuster; Charles Cumberland, electrician, and J. B. Barton, mechanic.

WANT NOW

Foremen for Wheel and Merry-Go-Round. Must drive, no cars, please. Also Man who knows older Major Rides such as Wheel Merry-Go-Round and Tilt, and if necessary to help Up and Down Rides. Local Picnics in and around St. Louis.
FIDLER SHOWS
3918 No. Florissant St. Louis, Mo.

WANTED

Two clean Shows. Hanky Panks—no flats. Season's work.
Opening date—May 25.
Address:
EDDIE JONES SHOWS
1412 W. Baltimore St., Baltimore 23, Md.

WANTED

Ride Superintendent—Ferris Wheel and Merry-Go-Round Men. Pay depends on you.
McGinnis Blue Ribbon Amusements
7824 Pearl Rd. Cleveland 30, Ohio

ATTENTION MIDWAY BOOTH OPERATORS

Finally something original
ATTRACTS THE KIDDIES!
Plastic six shooter . . . shoots six rubber bands—amazingly accurate.
Contact Rankin Powell at once for low, direct from factory prices, samples.
Information on display and booth set-up.
SLAMMER GUN CO.
P. O. Box 321 Louisville 1, Ky.
Phone: JUniper 4-1419

AGENTS WANTED

Help for Bear Pitch-Spot Pitch. Agents for Hanky Panks. Can use man and wife. Need Driver for semi with chauffeur's license. All to join at Mt. Clemens, Mich., to open May 21. Wire or come on.

PAUL D. SPRAGUE
Happyland Shows
Mt. Clemens, Mich.

I am desirous of being connected with any organization seeking a successful fund raising or campaign manager. Have a background of 35 years' experience in this and other promotional fields. I am at liberty to travel anywhere if the offer is reasonably lucrative. Will meet all requirements necessary to satisfy your proposition, such as experienced staff, references and ideas.

BOX D-97
c/o The Billboard, 2160 Patterson St.
Cincinnati 22, Ohio

WANT

Merry-Go-Round Foreman, top wages. Also want to buy or lease Ferris Wheel for the season; with or without operator.

Write or call
AL CAMIN
94 Conklin Ave., Brooklyn, N. Y.
Telephone CLOverdale 7-3148

QUICK SALE

Smith & Smith fold-up type Kiddie Fire Engine Ride, tandem wheels, excellent shape, late model, pull behind car. Cost \$5,500—bargain \$2,000. Address:

TURNER SCOTT
120 N. Grandview Ave.
Daytona Beach, Fla.
P.S.: Sandy Moore, call me.

WACO, O., HOMECOMING

June 24th to 27th inclusive.
Want Educational Show, Photo and Lead Gallery, High Striker, Demonstrators and Concessions for Merchandise. Silence a polite negative.

GEORGE MARLOW
911 Payne Ct., N.E. Canton 3, Ohio

BOOTS CUTLER WANTS AGENTS

For Balloon Dart, One Ball Coke Ring Pitch, Over and Under, Color Block Concession (Man & Wife preferred); Edna and Bill, get in touch. Agents who have made arrangements, let me know if you will be here. Opening May 18 with Badger State Shows, across river from La Crosse at La Crescent, Minn.
PHONE: H. M. "BOOTS" BOOTH (Twinbrook 3-4700) La Crescent, Minn. No collect calls.

FOREMEN

12-Car Dodgem and Merry-Go-Round. Ride Men for Scrambler and other Rides, must be sober and drive.

HAROLD J. LUCAS
c/o Happyland Show
Mt. Clemens, Mich.

WANTED

FERRIS WHEEL Man at once. Sober and reliable and able to handle #12 Wheel.

ATLAS BAZAAR CO.
418 West 41st Street, New York, N. Y.
Tel.: CHICKERING 4-1736

GIRLS WANTED

FOR ROCK AND ROLL AND GIRL SHOW

Good treatment. Guitar and costumes furnished. Good salary. Reply or wire
LESLIE KIESTER
Hotel Nuville, Rochester, Minn.
P.S.: Candy Ohio, please answer again.

COMPLETE SHOW

READY TO ROLL
Dutch Schultz personal armored '31 Lincoln on new 28 ft aluminum dual wheel trailer, lettered panels, open to 40 ft. \$1,500 complete, which is less than cost of trailer. Will send photos and details.
FRANK PLATTAN
8841 Jansen Drive, Sacramento, Calif.

Sullivan Route

Continued from page 60

ronto at a location not yet disclosed and a third week at the Cloverdale Mall. This major shopping center—probably the largest in Ontario—is a virgin spot for a carnival, and will have the distinction, perhaps unique among such centers, of playing a railroad show.

Following Toronto, Sullivan will play northern Ontario dates, including a celebration at South Porcupine (Timmins) marking the 50th anniversary of the discovery of gold; Sudbury, and the first engagement in North Bay in 20 years.

Free acts will be carried on the show for the first time in many years, joining at Woodbine (Toronto) for the balance of the season. Bookings are being set for four acts, including both high and animal acts. Acts will give one performance nightly.

A new price policy is being inaugurated this year on Children's Days—Wednesdays and Saturdays, which formerly had most rides for children at a nickel. With rising costs of operation, this is no longer feasible, and the switch is being made to the policy of six strip tickets for a quarter. This was tried at Brantford and reportedly worked well. In addition, the regular ride tab for youngsters on other days has been adjusted to four for 50 cents, compared to a straight 15 cents last year. Adult ride prices remain unchanged, with no rides over 25 cents.

Visitors on the midway at Windsor included Val Campbell, manager of the Val Campbell-Gus Sun Booking Agency, Detroit, and Art Gilboe, ride operator from Bob-Lo Amusement Park.

WANT

Concessions for opening May 22. Mar-kesan, Wis. Couple for Cookhouse on trailer or will sell and book. For Sale—Super Roll-O-Plane, Cat. Converted to 18-car one truck ride.

TIP TOP SHOWS
Waupaca, Wis.

ROY DUFFY

WANTS

Agents for Six Cats, Pan Game, One Ball and Buckets. Address:
c/o BURKHART SHOWS
Shelbyville, Ill., this week.

WANT

Hanky Pank Concessions of all kinds. Want Foremen and Second Men on Tilt and Octopus, Operator for Skyflinger. Also Operator for Kid Ride. Mason Ridge School, St. Louis County, Mo., and Long Lake Fire Dept., Mitchell, Ill., May 22-24; then Shopping Center, St. Ann, Mo., May 28-31.
Contact **CLARENCE SLATEN, MGR.**
MOUND CITY SHOWS, 515 Sothe Place.
Phone Wood River 4-4707,
Wood River, Ill.

CARNIVAL WANTED

With 5 or 6 Rides and Concessions for Maries County Fair, Vienna, Mo., county seat. Dates Sept. 3, 4 and 5. For information write

ROY L. HAGER, Sec'y
Maries County Fair Assn., Vienna, Mo.

WANTED

FOR MINNESOTA, Celebration August 15—MERRY-GO-ROUND. GUARANTEE SUM.

RALPH GLICK
6705 N. Jean Avenue
Chicago 46, Illinois

COLUMBIA SHOWS

Opening Jaffrey, N. H., May 28 to May 30. First Show in seven years. Want Ride Help who drive trucks. Concession Agents. Concessions that do not conflict with what we have. Address all mail to

AL LEFEBVRE
Albion Rd., East Windham, Maine

Thank You

JIMMIE MITCHELL
Concessionaire and Ride Owner, for your CHEV tractor purchase.

"Save Money With Johnny"

JOHNNY CANOLE
PHONES: WI 3-0003 or WI 4-9347
Aitona, Pa.

CETLIN & WILSON SHOWS

Opening Petersburg, Virginia, May 30

CAN PLACE—Caterpillar Foreman, Second Man on Skooter, Working Men in all departments.
CAN PLACE—Round-Up and any other Ride that does not conflict. No Kiddie Rides.
CAN PLACE—Grind Shows that do not conflict with what we have.

WANT

WANT

WANT

ALL HANKY PANKS—ALL PITCHES ARE OPEN—SHORT AND LONG RANGE GALLERIES

Address **CETLIN & WILSON SHOWS**

Box 787, Petersburg, Va.

Telephone: R.E. 2-3781—daytime only

THE GREAT BUNKER HILL ANNUAL CELEBRATION

(Last 2 Years' Success Speaks for Itself)

Being held once again for 7 Big Days, June 15-21, including the big night before and holiday parade

Site is former location of Massachusetts State Prison, which has been torn down
Shows and games can work evenings and all day Wednesday, Saturday and Sunday, June 17, 20, 21. Rides work afternoons and nights. Daily promotions including fireworks and the big annual parade, which draws 500,000 people.

WANT: Rides, Shows, Eating Booths of all descriptions, Age and Scale, Floss, Novelties, Souvenirs and all legitimate type Concessions. Flat joints need not apply, save postage. Can also place few more Major Rides in Forest Park, Pa., for permanent location. Bunker Hill date has railroad sidings right at the lot. This will be the biggest celebration in the East, on a prize lot. Another choice location the following week, Morrisey Blvd., June 22-27 on grounds of Boston College H. S., where 1,000,000 cars pass daily. More choice spots in Boston area to follow. All Communications to:

JEFF HARRIS

103 Walnut Ave., or Box 88, Revere, Mass., Phone REvere 8-3525 up to 7:30 p.m.

ATTENTION: NOVELTY OPERATORS: WANTED!

NOVELTY BIDS FOR 12 6'x6'
Center Spots on the Independent Midway for the Kentucky State Fair, Sept. 11-19, 1959. Please reply to: Kentucky State Fair, Dept. R. W., P. O. Box 67, Louisville 17, Ky.

CONCESSIONS WANTED CIVIC CELEBRATION

July 2, 3, 4, 5

Appleton Junior Chamber of Commerce

6-mile drawing area. 125,000 people.

For details write

Box 483

Appleton, Wisconsin

Agents-Wanted-Agents

Can place Agents of all kind in and around Cleveland, Ohio. Also Cat Boys, Gunners, Help for all center pitches, Long and Short Ranges. Come on, will place you.

NEAL CARLIN

3848 Prospect Ave., c/o Garfield Hotel
Cleveland, Ohio

CONCESSION HELP WANTED

Man and Wife for Bear Pitch, Balloon Dart Clerks, Man for center Hoopla.

Contact

WALTER B. COX

Care Strates Shows
Cottman Ave. and Roosevelt Blvd.
Philadelphia, Pa.

WANTED

FERRIS WHEEL FOREMAN

Must drive and be reliable. Can use Wife for Concession.

Phone: Oldfield 3-4742

LIBERTY AMUSEMENT CO., INC.

144 Van Winkle Ave., Jersey City, N. J.

WANTED

Hanky Panks of all kinds, no alibs; Cookhouse or Grab for following spots: Groesbeck, Brenham, June 19; Driftwood; Lampasas, Roaring Springs, Italy and Clifton; all Celebrations. Contact

Joe Sebott or W. W. Riley

Cameron, Texas, May 18-30

BEAM'S ATTRACTIONS

Celebrating our 30th Anniversary,
Windber, Pa., next week

CONCESSIONS—Can book Hi-Striker, Age and Scales, Jewelry, Hanky Panks, **SHOWS**—Want Monkey or other type Animal Show. **HELP**—Top salary to an all around Ride Man. Use Second Men who can drive semis. **OPERATOR FOR FRENCH FRIES, CONCESSIONAIRES ON SHOW NEED AGENTS. PLAYING CLAYBURG, PA., THIS WEEK; BIG 2 COUNTY FIREMEN'S CONVENTION AT BARTON, MD., JUNE 1-6. ALL COMMUNICATIONS TO M. A. BEAM, WINDBER, PA. (Tele—722 Windber—9 a.m. to 3 p.m. (no collect calls)**

GEORGE CLYDE SMITH SHOWS

OPENING MAY 25, CUMBERLAND, MARYLAND

Want Ball Games, Fish Pond, Custard, Penny Pitch, Hoop-La, Glass Pitch, Bear Pitch, Basketball, Slum Spindle, Buckets, Swinger, Age, Scales, Penny Arcade, Darts, Girl Show, Snake Show, Wildlife, Side Show, Monkey Show, George Johnson, let me hear from you.

Wheel Man; Foremen for Merry-Go-Round, Mixer; general Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. All replies:

GEORGE CLYDE SMITH SHOWS

P. O. BOX 521, CUMBERLAND, MARYLAND.

WANT—WHITESIDE CONCESSIONS—WANT

For Twenty Weeks of Celebrations & Fairs
I have exclusive privileges

Can place Hanky Pank Agents for Cork Gallery and Balloon Darts. Capable, sober Agents for Six-Cats and Buckets. (Tony Burke, contact.) One capable Player for Grind Store; also useful, sober Working Men. All replies:

A. R. (DUTCH) WHITESIDE, c/o Warren Hotel, Salina, Kansas.

IMPERIAL SHOWS

WANT

WANT

WANT

Ride Men, Foremen for Dodgem Scrambler, Tilt and Coaster. Want Second Men on other Rides.
Concessions already contracted. Join at Alton, Ill., June 2. Contact

BILL GULLETTE, Fairbury, Ill.

NOLAN AMUSEMENT CO.

Sandusky, Ohio, May 18-23; Lansing, Mich., Centennial, May 23-31.

WANT CONCESSIONS—French Fries, Waffles, Foot Long, Grab, Custard, Taffy and Hanky Panks. **SHOWS**—Family type, also Fun House, Glass House and Arcade. **RIDES**—Any major Kid Rides not conflicting. **RIDE HELP**—Foremen for Wheel, Merry-Go-Round, Flying Scooter, Octopus, Rockoplans, Coaster and Kid Rides; Second Men for all Rides.
FRED NOLAN, ROUTE 2, SOUTH ZANESVILLE, OHIO.

LANSING, MICHIGAN, CENTENNIAL MAY 23-31

OFFICIAL OPENING OF CENTENNIAL—GIGANTIC PARADE, MAY 23

WANT: Direct Sales, Demonstrators and Hanky Panks.
WANT: Any Major or Kiddie Rides not conflicting.
JUNE 16-27, THE CENTER OF ACTIVITIES,
DOWNTOWN ON THE MAIN STREET

NOLAN AMUSEMENT CO.

All replies to CURLEY LITTLE, Olds Hotel, Lansing, Mich.

JIMMIE CHANOS SHOWS

Want for Anderson, Ind., Amvel Celebration; Fairborn, Ohio, Greene County Labor League Celebration; Cambridge City, Ind., Firemen's Street Fair.

CONCESSIONS: Basket Ball, Jewelry, Ball Games of all kinds. No Flats, no Gypsies.
SHOWS: Can use family-type Shows with own outfits. Committee money only.
HELP: Want A-1 Mechanic with own tools, one who understands trucks and rides. Ride Help who can drive semis. No cars, must be dependable and attend strictly to business.

All replies to JIMMIE CHANOS SHOWS, Connersville, Ind., this week.

SKERBECK SHOWS

Change of policy. Will not overload. Booking Concessions of all kinds. No exclusive. Have very good route. Booked solid in Michigan, Celebrations and Fairs. Can place Shows of merit.

RIDE HELP: First Men for Tilt, Merry-Go-Round, Coaster, Wheel and Scrambler. Must have chauffeur license, drive semi. If you drink or have your own car, don't answer. Write or wire

Eugene Skerbeck or Paul Pittman, Concession Manager
Skerbeck Shows, Box 218, Escanaba, Michigan

MIGHTY INTERSTATE SHOWS

Want for Johnson City, Tenn., May 25-30

SHOWS: Want Operators for 2 office-owned Girl Shows, 1 65 ft. Wagon Front 1 40 ft. Panel Front. Must have own wardrobe and P. A. system. Will book any Shows catering to the entire family.
RIDE HELP: Foremen and Second Men for all Rides. Must drive. Top wages, pay day every Wednesday.
CONCESSIONS: Hanky Panks of all kinds, Age and Scale, Novelties, Diggers and Bingo. Want Agents for office-owned Glass Pitch, Penny Pitch, Buckets, Cotton Candy and Candy Apples.
HELP: Want Carpenter and Builder to join on wire. Want Mechanic with tools. Must know your business. Want Scenic Artist and Painter.
All replies to H. S. ROSEN, MIGHTY INTERSTATE SHOWS
c/o Western Union, Morristown, Tenn.

WONDERLAND EXPOSITION SHOWS

Want for Floydada, Tex., Golden Jubilee Celebration, May 24-30, on the streets around the square, 7 big days and nights. Free Act, Parades, Kid Days, Nightly Pageants.
CONCESSIONS: All open except Popcorn and Floss. Can place a few stores for all season. Need Agents for Razzle, 6-Cats, Buckets and Hit-and-Miss. All with me last year, contact.
SHOWS: Need Operator for Girl Show or will book yours. All shows open.
RIDES: Can place any Rides not conflicting. Need Foremen and Second Men on Wheel and Merry-Go-Round. Also Electrician and useful Help.
All celebrations, fairs and pay days to follow. (Al Parnell, Catelet and Don and Helde Floyd, contact.)
Address E. J. McDANIEL, Mgr., c/o Main Hotel, Brownwood, Tex. Phone MI 3-2824 or MI 3-9547 until May 21 then c/o Leading Hotel, Floydada, Tex.

WANT AT ONCE

Ride Men, Second Men for Tilt and Octopus, Kid Ride Man, Merry-Go-Round Foreman. All men must be sober, single and clean. We furnish you sleeping quarters. You must drive. Salary tops, sure every week.
Come to Meadows Shopping Center, 38th & Meadow Drive, Indianapolis, Ind., thru May 23; then Market Shopping Center, LaFayette, Ind., May 25-June 13.

Ask for BILL GEREN

BAKER UNITED SHOWS

CONCESSIONS: Want Balloon Darts, Cork Gallery, Fishpond, Pitch-Till-You-Win, Hoopla, Bear Bait, Biscuits, Bird Pitch, Goldfish, Cigarette Block, Pan or Color Game or any clean, legitimate Concession that works for stock.
RIDE HELP: Can place good, useful Ride Men in all departments. Must drive and have license.
SHOWS: Place Fun and Glass House, Snake, Illusion, 10-in-1 and Monkey at low percentage. All replies to
ERNE ALLEN, Mgr.
Columbus, Ind., Fairgrounds this week; Jefferson, Ind., to follow.

PAN AMERICAN SHOWS

CONCESSIONS: Place Concessions of all kinds. Frozen Custard, Bingo, Lead Gallery, Bear and Glass Pitches, Watch-La, Ball Games, 6-Cats and Mitt Camp.
HELP: Man and Wife to manage small Cookhouse. Fred Webster wants Agents for Pea Pool, Scales, Buckets, Grind Stores and Hanky Panks. Want roughies to take care of Concessions and drive semis. People who have been with me before, contact.
RIDE HELP: Foremen for Tilt-A-Whirl, Roll-O-Plane and Paratrooper, Second Men on all Rides. Must drive. (Steve Norwood, call me.)
SHOWS: Place Operators for Fun House, Wild Life and Snake Show.
Address JOHN R. WARD, MGR., ELgin 7-9225, Baton Rouge, La., this week; St. Martinsville, La., next week.

A-1 AMUSEMENTS

Can place for Cape Girardeau, Mo., May 18 to 23 Annual Spring Celebration, and long string of Fairs and Celebrations.
Milk Bottles, Bumper, Age & Weight, Cork Gallery, Pitch-Till-You-Win, Bear Pitch, Glass Pitch, or any nonconflicting Store working for stock.
Second Men on all Rides who drive and have license.
FOR SALE—Neatly framed Trailer, equipped for Popcorn, Candy Floss and Sno Cones, ready to go, \$900. Contact
JOHN HANSEN, Cape Girardeau, Mo.

VOLUNTEER SHOWS

Want Glass Pitch, Penny Pitch, Water Joint and any and all Hanky Panks. Place Cookhouse, Popcorn; good proposition for Bingo.
HELP—Want Wheel Foreman, Ferris Wheel and Merry-Go-Round; Second Men and Semi Drivers. Use good Ride Superintendent. Lefty Weston, call me. Ralph Decker wants Agents for Skillo, Pin Store, Count Store, Bucket Store and Ball Games, P.C. Dealers. Place Geek Show, Fun House, Girl Show. Opening for Octopus, or any Flat Ride, set of Kiddie Rides.
Address JOHNNY REED, Mgr.—RALPH DECKER, Bus. Mgr.
Central City, Ky., this week.

when answering ads . . .
Say You Saw It in The Billboard

Strates Massive, Well Geared

• Continued from page 58

by Jack and Bonnie Norman in their 11th year with Strates. Their "New Faces of '59" show will undergo an expansion for fairs but is big even now, with Val Valentine, feature strip; Keppo Trio, acrobatic import; Paul Koslow, vocal; McConnell and Moore, juggling; strippers Angel, Diana and Terri Martin, a five-piece band, and six-girl line. Incorporated is the rain number, with running water and strobe lighting.

Other shows are the Paper Doll, with Pagan Jones; Motordrome, Russ Pelaquin; Pygmy Horses and Life, Brownell; Side Show, Slim Kelly and Whitey Sutton; Wild Life, Warren; Princess Happy Jenny, Fat Show; Wild Animal Zoo, Bert Pettus; Illusion, Noel Lester; Snake Show, Slim Kelly; Rock 'n' Roll, Lewis Scott; Fun-house, Glass House, Pretzel. Kelly-Sutton features include the Cardiff Wheels, Elmer Rhodes' Rocket, Charlie Tedman's Scrambler, E. J. Strates' Junior Hot Rods; Horace Sandefer's Gas Rods, Tom Evans' live ponies, Tilt-a-Whirl, Round-up, Roll-o-Plane, Brownell's Fly-o-Plane, Twister, Skooter, Roller Coaster, Octopus, and two Kiddie-lands, one of them Strates' and the other L. D. Powers' for which a Helicopter is on order. The Wild Mouse and two kiddie rides skipped South Plainfield and were set up in advance on the Cottman and Bustleton lot, Philadelphia.

On the front end are Ernie Delabate, Frances Fournier, Sammy Sneed's Derby Racer, Mrs. Gyp

Kickoff Good

• Continued from page 58

ing light towers are en route from winter quarters and will be in use on the Pfifer Avenue lot during 11 days in Perth Amboy, N. J., starting Wednesday (20). The 145-mile trip here was made without any mishaps.

Lavatory & Ride Front

The Ferris Wheel front is in Fiberglas backed by slimline lighting, and has three sections totaling 72 feet in width, usable for one to three wheels. Also new is the white-painted mobile lavatory, mounted on a new A170 International truck and built by Red Horton, Dego, and Eddie Knapp. Harry Horton and Bob Porter will be managing it.

Top ride thus far has been the Paratrooper handled by Red Williams, it is reported.

Joe Ross, lot superintendent, Danny Dell, business manager, Mason, and other old-timers are returning this season. Mr. and Mrs. Bill Abrams are doing a good job with the cookhouse, and also joining have been Irene Burton with her Wild Life and Wayne Barlow with the Snake Show, both of which opened nicely. Pete and Betty Hendricks made an emergency trip to Augusta, Ga., for the funeral of brother Cecil Hendricks, a former show owner.

Visitors have included Walter Smith of Charlottesville, Va., Shep Blumberg, Sam and Barney Tassel, Doubles, Al Shapiro, Ben and Frances Braunstein, Kenny Moore of Norfolk Tent Company, Bill Enfante of the Jolly Shows, Jim Stable, Vic Link of Link Sales, and Jack Essner.

Memphis Gives

• Continued from page 58

nie Golding 1, E. H. Bowers 2, Red Mack 2, Walter Mack 1, Robert Switzer 3, Earl Sullivan 3 and Clarence Walters 1.

Shows here and their operators were Turtle, Snowman, Motordrome—Eddie Pederio; Minstrel—Red Miller; Ten-In-One, Cecil McWilliams; Snake, Harry Jones, and Spook House, J. T. Richards.

McDaniel's Arcade, Walter Cox, Al Campbell, Gene O'Donnell with the Jones bingo, Mom and Pop Garrett with the cookhouse, Dorothy Anderson, Ed Ebson, popcorn; Jack Demarco, novelties; James Speaker, scales; Horace Sandefer, Dick Legrue, short range galleries; John White, long range; Bangel Balam, French fries; Julia and George Kalinos and Murphy, grab stands.

Staff on the road includes James E. Strates, general manager; E. J. Strates, assistant manager; Lee Alexander, assistant to general manager; Howard Parker, office manager; Nick Bozini, treasurer; William Rehner, front office secretary; Allen Travers, general agent; Ben Braunstein, business manager; Starr DeBelle, publicity; Jim Thompson, lot surveyor; Wayne Kingsley, diesel mechanic; Gifford Ralyea, chief electrician; Ed Patco, ride superintendent.

Bert Pettus, menagerie boss, has the show's three performing elephants at Kennywood Park, Pittsburgh, thru the end of May.

Snellens Dies

• Continued from page 58

were conducted by the Rev. Allen Claxton. Louis D. King, NSA chaplain, delivered the eulogy, and burial was in Showmen's Rest, Ferncliff Cemetery, Hartsdale, N. Y.

NSA past presidents who attended the funeral or visited the chapel included Frank Bergen, owner of World of Mirth Shows; Morris Batalsky, Jeff Harris and Bernard (Bucky) Allen. Al McKee, current president, also attended.

The chapel contained a large number of floral pieces. Notable was one sent by Richmond Cox, show publicist, which was in the form of Snellens' white hat, his trade-mark in the business. Flowers were also sent by the Showmen's League of America and the Miami Showmen's Association, and a wire was received from James Farley, Democratic figure and Coca-Cola board chairman.

Was an Enigma

Snellens was a prime enigma in an industry famed for its contradictions. With his cane, cigar and white 10-gallon hat he was known thruout outdoor show business and up and down New York's Madison Avenue advertising row.

But tho many people knew him, few knew much about him. His widow, Bonnie, is his only known survivor. None of the associates who spent 30 or more years with him could recall even a vague reference to any relatives or family. According to a 1929 application for membership in the Showmen's League of America, he listed his birthplace as Valkensward, Holland, and reported he had become a U. S. citizen in 1901 in Washington.

At the age of 15 he ran away from his St. Louis home to join Howes Great London Shows, where he took a job in the cookhouse. From there he moved to several other circuses, including Hagenbeck-Wallace, Sells-Floto and Robinson's Famous, where he was a candy butcher and held other positions. At one time he was also with Morris & Castle Shows.

In 1930 he joined Bernardi Greater Shows under the late Max Linderman and remained with that show to this day—under its modern title of World of Mirth.

Originally a contracting agent on the show, his efforts in recent years were chiefly with the sale of banners, a talent he learned under Bert Cole on the Hagenbeck-Wallace Circus. His legacy includes the achievement of winning national advertisers into the carnival business, for he annually published a publicity book laden with ads and the show carried many commercial signs.

Coleman Rides

• Continued from page 58

merchants' division of the Greater Middletown Chamber of Commerce. Main Street was blocked to traffic from College to Washington streets to create a mall-like effect.

Chamber schedule included amusement rides set by Coleman, square dances, roller skating routines by a group from the Holiday Skating Rink of Middletown, and YMCA members presenting tumbling and baton acts. Weather was warm and the rides did well.

Coleman sent equipment from New London, where the show was playing. Middletown is his winter quarters home.

The show's fairs begin July 27 and run thru October 2, embracing Afton, Boonville, Norwich, Akamont, Ballston Spa and Fonda, N. Y.; Meriden and Stafford Springs, Conn., and Belchertown, Mass.

OPENING MAY 28 AT MENA, ARKANSAS

Two Saturdays here under
Firemen's Association

WANT Ride Help for all Rides.
AGENTS for Fishpond, Cork, Dart, Percentage; Man and Wife for Bingo.
Can place Glass Pitch, Novelties, High Striker, Age & Scales, Short Range.

Raines Amusements
Mena, Arkansas
Phone 102 (not collect)

RIDE OWNERS

Buy, sell or trade in Rides and Animals. Storage space available. Also money loaned on all Rides.

Owner—CHARLES GARVIN
Phone: VI 3-4802

Manager—E. L. ISENBURG
VI 3-4759

P. O. Box No. 386, Bowling Green, Ky.

Moore's Modern Shows

WANT

Cookhouse or Sit-Down Grab that caters to show folks. Long season in the wheat and cotton. Have opening for two Grind Store Agents and one Skillo Agent. Also Agents for Buckets and Swinger. Jack Benny, contact Frog.

Shawnee, Okla., this week; Okmulgee to follow.

WANT

ORGANIZED CARNIVAL

With Girl Shows. Ideal location, Police auspices. Contact

CHIEF OF POLICE
Larkesville, Pa.

ATTENTION!

Can place all Games and Concessions. Legion Street Celebration, Bolivar, Ohio, June 3, 4, 5 and 6.

Call or write

MERCIER ATTRACTIONS

3931 Mt. Pleasant Rd., S. W.
No. Canton 20, Ohio
Phone MYacinth 9-7842

FOR SALE

CATERPILLAR RIDE

Very good condition, good tunnel, \$3500.00; with transportation, \$7000.00. Can be seen in operation on the show.

SUNSET AMUSEMENT CO.
Per Route

GRIFFITHS AMUSEMENTS

Can place Merry-Go-Round Foreman, Wheel and Kiddie Ride Help, Truck Drivers, Concessions. Ben John, phone me Reading, Spruce 7-7086, Reading, Pa., until May 30; Manheim, Pa., June 1 thru 6.
GRIFFITHS AMUSEMENTS
Box 296, Route #1, Reading, Pa.

WATCH VALUES **BULOVA ELGIN!**



BENRUS! GRUEN! WALTHAM!

NEW STYLES

Choice Lot 6 for \$49

Men's and Ladies' All famous makes! Complete with expansion band! Reconditioned - Guaranteed like NEW! (Sample, \$9.95)

10 for \$69

Men's new style Elgins, Walthams. Expansion Band. Guaranteed like new! (Sample, \$8.95)

25% Cash With Order, Bal. C.O.D.

WEINMAN'S

182 S. MAIN ST. MEMPHIS, TENN.

NEW TYPE JAR TICKET PLAY



DEFINITE PROFIT \$120 Per Deal

A brand new game in a new type container. Sells on sight. Write for description and literature on Match Your Number deals and a complete line of ticket games.

MUNCIE NOVELTY COMPANY, INC.
311 N. Jefferson St. Muncie, Indiana

GUITARS

Game Operators—Premium Users

Don't you need a new item? The Rock and Roll and Western Guitar craze is terrific! Re-orders prove that everyone wants one of these large, flashy guitars. NEW—DIFFERENT—WONDERFUL FLASH—TWO-TONED—COLORS—NOT PLASTIC—INDIVIDUALLY PACKED—EASY TO HANDLE. This will be your biggest item this year.

Large WESTERN-STYLE,
33"x12 1/2".....\$42.00 doz.

Popular ROCK & ROLL-STYLE, 30"x11"..... 36.00 doz.

Flashy TENOR GUITAR... 24.00 doz.

Samples all three styles, \$10.00 postpaid

Assorted dozen, \$36.00

PREMIER CREATIONS
Box A-1 Russells Point, Ohio
Phone: 4-3112

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—CLOCKS—LAMPs—Assorted NOVELTIES—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelty for Give-Aways.

BIG BARGAIN CATALOG FREE!
84-PAGE ILLUSTRATED BARGAIN CATALOG. SEND FOR YOUR COPY TODAY.

OUR NEW LOCATION
M. K. BRODY & CO., Inc.
916 S. Halsted St. Chicago 7, Ill.
L. D. Phone: MOntroe 6-9520-6-9524
In Business in Chicago for 37 Years

50' PLASTIC GARDEN HOSE, Brass Fittings, 5 Year Guarantee, 12 to Carton. Each **\$1.00**

5' PLASTIC BAIT CASTING ROD, 24 to Carton. Each **60¢**

4' TWO-PIECE SPINNING ROD, 12 to Carton. Each **\$1.10**

25% Dep., Bal. C.O.D., F.O.B. Chl.

J & N COOK, Inc. 763 W. Taylor Chicago 7, Ill.
OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.

new merchandise for tomorrow's . . .

parade of hits

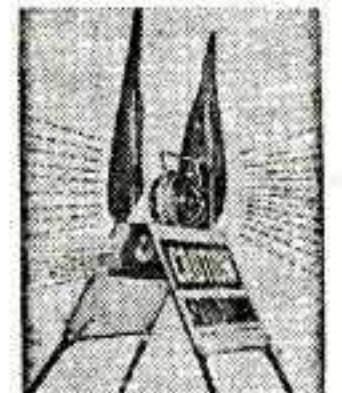
FOR LISTING
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.



HAVE WIFE MUST TRAVEL

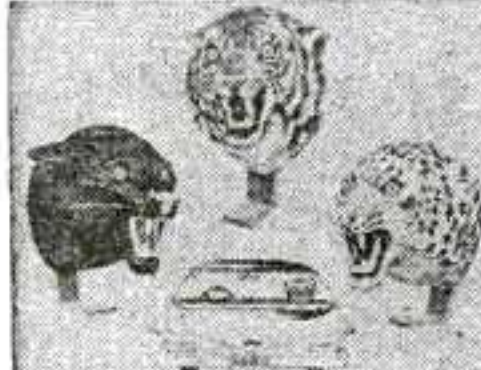
CRAZY BUTTONS

Actual button size, four inches, with metal back and safety pin. There are 12 different designs printed in red and blue on white. Buttons sold assorted only, packed 12 to a bag. Green Duck Company, 1520 West Montana Street, Chicago 14.



WARNING DEVICE

Has two-way top flashers plus two-way steady flashlights on collapsible legs. Uses six-volt lantern battery. Reflectorized lettering is radiant at night. Red flags for day use. Occupies less than cubic foot of trunk space. Retail price, \$14.98. Tedcar Products, Box 1209, Union, N. J.



CAT HEADS

Startling, realistic wild animal heads designed to be mounted on the rear window deck of an auto with self-adhesive metal bracket. The luminous eyes warn drivers behind you to lower their headlights. Retail price, \$2.98. E. Joseph Cossman & Company, 7039 Sunset Boulevard, Hollywood 28.



HURRICANE LAMP

Hand-painted fired decoration lamps of rose design are packed two in a box. Height, 17 inches. Retail price, \$24.95 per pair. Earlington Industries, 420 North 53d Street, Philadelphia 39.

TRANSISTOR RADIOS

New point-of-sale display merchandiser gives your store a transistor department of Crown pocket radios nationally advertised in Look and Esquire magazines. Shriro, Inc., 276 Fourth Avenue, New York 10.

PLIERENCH

A workshop in one tool. Has one-ton gripping power. May be used as socket, open-end and pipe wrench; ratchet, monkey and adjustable wrench; pliers, wire cutters, portable vise, hack saw, screw driver or bar pryer. Retail price, \$6.95. Plierench Company of America, 4611 North Ravenswood Avenue, Chicago 40.

RECHARGEABLE FLASHLIGHT

Pocket-size flashlight is easily recharged in a 110-volt a.c. electrical outlet. Gift boxed, gray and gold or pink and gold. Retail price, \$5.95. Gulton Industries, Inc., Metuchen, N. J.

TENNIS GAME

Spiral tennis set includes two five-ply cork-faced tennis paddles, sponge ball complete with three and one-half-foot nylon string, two-piece four-and-one-half-foot steel pole complete with coiled steel spring. General Sportcraft, 33 New Bridge Road, Bergenfield, N. J.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS.

PIPES FOR DEMONSTRATORS ENGRAVERS

"WHILE . . . down in Laredo, Tex., around the first of the year I ran into Harry Goetsinger, one of the old-timers in the pitch business, who is making his home at the Colonial Hotel there," writes Fred C. Landrus, magician-ventriloquist, who has put in many a day on med shows during his long career. "Goetsinger would like to receive mail from friends." During a recent trip to Hanover, Pa., Landrus was reminded of his tour with the Frantz Medicine Show back in 1951. Landrus calls that show one of the best of the lot because it gave

the public real values in product and entertainment. He recalls those days in Hanover in 1951 when the Frantz show day and dated a circus on the same large lot. So entertaining was the med show, said Landrus, that it outdrew the circus 20 to one at the night performance. The circus, Landrus indicated, was glad to pull up stakes and get away from such hot competition. The med show, said Landrus, spent two weeks on that lot to excellent business and then went to another Hanover lot for two more weeks of fine grosses. Lan-

(Continued on page 66)

OSTRICH FEATHERS

DYED & NATURAL

Also Fancy Feathers for:
NOVELTY HATS • PARTIES
CARNIVALS • FAIRS • PARADES
and other events

We also Supply All Kinds of Artificial Flowers. We Can Supply any Feather in any Color Desired.

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Please state your business.

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World's Largest Manufacturer of **FEATHERWEIGHT BINGO SHEETS**

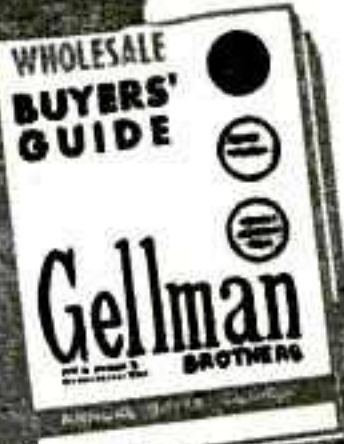
3000 PER SET—SERIAL NUMBERED.
2 SIZES—20 COLORS—WHOLESALE.

WORTHMORE
1825 S. MICHIGAN, CHICAGO 16, ILL.

"Satakito"—A.A.A. Manufacturers, Attention

Plastic "Poly" inflated flying Satellite. Patent protection, outflies them all. Retail \$95. Excellent premium and promotion potential. Successful showing Chicago Hobby Show. Now apparent need for manufacturing help from responsible company. Will license. Bona fide manufacturers, contact us. Jobbers, Dealers, Brokers, write for brochure. R. C. JONES & SONS, 4732 W. 7th, Duluth, Minn.

WHOLESALE BUYERS' GUIDE



Gellman BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

NEW Sensation
Packed with "SELL" Priced for PROFIT!

CEL-MAX Ensemble



\$5.90 Set

- EXPANSION BAND
- BILLFOLD
- JEWEL WATCH
- PEN & PENCIL SET
- LIGHTER
- CUFF LINKS
- MONEY CLIP
- TIE CLASP

Same set as above with

- 7-Jewel Watch.....\$6.90
- 15-Jewel Watch..... 7.90
- 15-Jewel Watch..... 8.90

Min. order 4. 25% cash. bal. C.O.D.

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The hottest line for 1959! High style—Low price. All pieces beautifully matched—handsomely boxed. EVERYTHING—nine smart pieces—including dependable watch and expansion band!

Cel-Max Extra!

LADIES' NEW RHINESTONE WATCH

A sparkling beauty to dazzle their eyes! Smartly styled case. Priced to sell at tremendous profit! Order a sample, \$3.95 Yellow or white

CEL-MAX, Inc.
582 SO. MAIN ST. MEMPHIS, TENN.

THE NEWEST AND HOTTEST SENSATION!

MAKE MORE MONEY—FAST

Sell the new BIKINI GLASS. Fits into the pocket or purse. Just a trifle larger than a fountain pen.

SELLS ON SIGHT.
NOVEL—USEFUL—PRACTICAL.

\$9.00 PER DOZEN
F.O.B. CHICAGO

Sample \$1.00 postpaid.

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DAMEN-LAWRENCE SALES, Inc.
4727 NO. DAMEN AVE. CHICAGO 25, ILL. All Phones: UPTown 8-1112



Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.

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Write to Gilroy Dept.

ACE GAMES Manufacturing Company
2241 So. Indiana Ave. Chicago 16, Illinois

Pipes for Pitchmen

• Continued from page 68

drus, now 63 years old, is currently working school dates.

Five Years Ago In Pitchdom

Larry Friedman was making auction sales thruout Pennsylvania and New Jersey to fair results. . . . Big Moe Brynes was working in Newark, N. J., and environs. . . . George H. Brooks blew into St. Louis after working tips at the Hot Springs race meet and was preparing to work the St. Louis Police Circus.

Happy Heller, working Detroit stores, reported conditions tough in the Motor City. . . . J. W. McCurry, West Coast gadget worker, reported that pitchmen were getting off to a good spring start in Los Angeles. . . . Al Decker, en route to his home in San Francisco, was a visitor at the Cincinnati Pipes desk.

Bill Bishop, George States and Carl Linnenfeller reportedly did well with Chem-o-Cal Miracle Sponge at the Detroit Flower Show. . . . Seen working joy towels to good takes in the Sears store on Grand River Avenue, Detroit, were Ferne Allen and Bill Wilson. . . . Al Decker, shampoo pitchman, was a visitor at the Cincinnati office of The Billboard. Decker was up and about again after suffering a broken hip that laid him up for a number of months.

Ray C. Herbers penciled from Miami that his wife, Madaline Ragan, was discharged from the hospital. The Herberses were preparing to leave Miami for their summer jaunt, starting with a trek thru Pennsylvania. . . . Jack and Ruth Anthony, Artie and Joy Schwartz, Tip and Lil Hallstrom and a gang of other pitcheroos were preparing to break camp in Miami and head north for the season.

Rye Playland

• Continued from page 55

ture has large wooden soldiers decorating its accessway, and contains such things as a Woman in the Shoe slide, Sleeping Beauty, water-spouting whale, red-and-white picket fence, and candy-striped light poles. Space occupied is roughly 150 by 60 feet.

Color Scheme Altered
Elsewhere, color has been spruced up this season. Walkway columns, formerly green on the bottom and cream on the top, are now striped in orange and blue, and Kiddieland fencing is in cream and red.

Automobile traffic to Playland is facilitated by the New England section of the New England Thruway, which passes one mile from the park. Two signs, 12 by 20 feet, mark the turnoff, which brings the funspot within a 40-minute drive from Bridgeport, Conn., and an hour from New Haven. Water access is provided again by the Wilson Line excursion boats, reaching Playland from Jersey City and the Battery in downtown New York. The Cross-Westchester Parkway will be in operation next spring, facilitating access from the Tappan Zee Bridge and Westchester parkways.

Business last season declined somewhat, and is attributed to weather, economic conditions and the demolition of the big Roller Coaster. Altho providing space for three concession rides, this deprived the place of a park-owned ride and its revenue. Ice rink and swimming pool grosses suffered somewhat due to new municipal operations in White Plains, and promotion was designed to offset a recurrence, Kilcullen noted. A Zamboni rink conditioner will permit more and better ice next winter at Playland.

Improvements also include a

COMING EVENTS

- Arizona**
Flagstaff—All-Indian Powwow and Hopi Kinn. July 3-4.
- Arkansas**
Crawfordsville — Orittenden Co. Livestock Show, June 4. Herman O. Phillips.
- California**
Los Angeles—Los Angeles Home Show (Memorial Sports Arena), July 16-26. Dale J. Miasiner.
- North Highlands—Sacramento Riding Club Horse Show, June 18. Vivian W. Kimmell.
- Oakland—Bay Area Sportsmen's Show (Municipal Aud.), May 28-31. Darrel Johnson and Travis Parkinson.
- Salinas—Calif. Rodao, Horse Fair & Stock Show, July 16-18.
- Santa Barbara—Santa Barbara Natl. Horse Show & Flower Show, July 10-18. Edward G. Van Cleve.
- Colorado**
Pagosa Springs—Celebration, July 4.
- Florida**
Lake City—Centennial & Homecoming, May 18-28.
- Idaho**
Emmett—Emmett Cherry Festival, June 26-27. Dick Sweetman.
- St. Anthony—Freemont Co. Pioneer Celebration July 24. Golden O. Linford.
- Illinois**
Chicago—Chicago Intl. Trade Fair (Navy Pier), July 2-19.
- Chicago — Celebration (Soldier Field), July 4.
- Chicago—National Toy Show (Hotel Morrison), May 17-21.
- Griggsville—Celebration, July 4.
- Highland—Celebration, July 4-5.
- Marengo—Celebration (City Park), July 20-Aug. 1.
- Rock City—Centennial, June 17-20. Warren D. Lepp.
- Wilmington—Celebration, May 30.
- Indiana**
Evansville — Junior League Horse Show, June 17-20. J. T. Denton.
- Farmland—Lions' Club Street Fair, June 1-8.**
- Greenburg—Centennial, June 15-20.
- LaPorte—Jaycees' Celebration, July 4. Devere Thompson, R. R. 2.
- Marion — S. Marion Businessmen's Fair, July 6-11. Geo. H. Frough, 2327 Homewood, Mishawaka.
- North Webster—Mermaid Festival, June 22-26. Lions Club.
- Iowa**
Albia—Centennial, June 22-27.
- Belle Plaine, Ia.—Celebration, July 2-4.
- George Clarke, Jr. Chamber of Commerce.
- Creston—Celebration, July 1-4.
- Kansas**
Anthony—Anthony Race Meet, July 22-26. J. L. Robinson.
- Kentucky**
Anchorage—St. Luke Horse Show, June 14. Tom Pike.
- Port Knox—Celebration, May 26-30.
- Harrodsburg—Kentucky Pony Show, June 19-20. H. K. Yates.
- Irvington—Irvington Saddle & Pony Show, July 11. Nell B. Mitchell.
- Lawrenceburg—Lawrenceburg Horse Show July 14-18. Charles Martin Jr.
- Lexington—Junior League Horse Show, July 14-18. J. T. Denton.
- Louisville—Rock Creek Horse Show, June 11-13. Fred H. Nobbe, 715 S. 44th St.
- Owingsville—Lions Club Horse Show, July 3-4. Joe R. Thompson.
- Paris—American Legion Horse Show, July 21. Harley Kleier.
- Louisiana**
Ruston—Louisiana Peach Festival, June 11-13. Mrs. Janet Aycock.
- Massachusetts**
Boston—Boston Common Dairy Festival, June 13-20.
- Boston—Bunker Hill Celebration (Boston College High School Grounds), June 22-27. Jeff Harris.
- Charlestown—Bunker Hill Celebration, June 15-21. Jeff Harris.
- Dracut—Greater Lowell Celebration, June 30-July 4.
- New Bedford—Magies Charity Circus, July 6-11.
- Michigan**
DeTour—DeTour Sportsmen's & Homecoming Show, July 4-8. Kent Hamilton.
- Detroit—Boat Carnival, May 28-June 7. J. Levins, 2428 W. Grand Blvd.
- Detroit—Windsor—Intl. Freedom Festival, June 26-July 4.
- Boose—VPW Spring Festival, May 22-31.
- Lansing—Lansing Centennial, May 28-30.

Roller Rumbings

• Continued from page 55

at the Boston Arena the last week of July, according to John S. Rando, operator of Wal-Lex Rollway, Waltham, and president of the New England chapter of RSROA.

Rando, a member of the national advisory board, met here recently with other executives of the organization. These included Edward LaVenture, Lake Whalom Rink; Chuck Cahill, executive secretary-treasurer of RSROA, and board member Victor Brown, Newark, N. J.

Some 1,600 contestants are already registered for the event which is anticipated will draw nearly 50,000 persons. The Arena has adequate capacity for such a crowd, even with its seating cut to 7,200 to allow for the larger floor which is being put in for the championships.

Rando said the job of finding hotel accommodations is almost completed. The Greater Boston Chamber of Commerce is co-operating in making arrangements for visitors.

UNDER THE MARQUEE

• Continued from page 56

a three-day program under the auspices of the Buzzie Potts Ring and the CYO that will feature model circus displays, banquet, selection of Circus Queen, circus parade thru downtown and horse show, reports Frederick R. Calcutt.

Larry Williams, glassblower, leaves June 20 for a tour of England, France, Italy, Germany, Denmark and the International Congress on Glass at Munich. . . . George Kienzle postals from Lancaster, Pa., that he visited with Elmer Kauffman while the bill crew was papering the town for Cristiani. Kienzle also visited the Beatty show in Palisades, Hamid-Morton in Harrisburg, Pa., and Bert Pettus on the James E. Strates Shows in Wilmington, Del.

Recent visitors on Hunt Bros. Circus included Frank Portello, Bill new, major refreshment building. Fireworks will continue on the Tuesday and Friday night schedule, and beginning June 16 the musical tent show will also be a repeating attraction. Labor Day is again the official closing day for the season.

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The park was operated last season, but authorities of the suburb have sought for some time to have the park removed, and it was allowed to continue while the owners sought an economically acceptable use of the property.

Jefferson Beach swimming area was discontinued several years ago and converted into a marina, with the old bathhouse and ballroom used for boat storage. Enlargement brought the marina up to 500-boat capacity, and this will be doubled under the new plans. In addition, a 50-room motel will be erected on the property.

Doom Midway

• Continued from page 55

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FROZEN CUSTARD IN 19 FT. TRAILER. Fully equipped for living quarters. Lella Prenatt, Plaza 1-2598, 3023 Woodburn Ave., Cincinnati 6, Ohio. my16

HI STRIKER—BRAND NEW, 21 FT. 2 hammers, give-away price \$100. \$50 deposit. Ed Roach, 223 Spillman, Rolla, Mo. j1

MERRY MIXUP, 30 CHAIR, 20' TOWER, VE4 Wis. comp. conditioned, \$1,800. Owner R. B. Eyerly, 2741 N. River Rd., Salem, Ore. je1

MORE BUYERS Will Stop and Read YOUR AD If you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

TWO HIGH ACT RIGGINGS, COMPLETE—50 foot-high breakaway sawpools and high double ladder rigging. Also swinging lad-ders, slide-for-life cables and miscellaneous show property. Write for list. Aerial Pro-ductions, W. C. (Billy) Senior, Box 283, Livingston, Ill. j1

Locations Wanted

ARCADE OR SKEE BALL ALLEYS—RE-sort area within 300 miles of consider buying going business. Sutherland, 146-01 Reeves Ave., Flushing 67, N. Y. my16

Magical Supplies

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. 336-B South High, Columbus, Ohio. je1

Miscellaneous

MAIL SALES ADVERTISER CONTAINS many bargain offers. Sample copy, 10¢. Dale Myers Walters, 1959 Clays Mill Rd., Lexington, Ky. j1

Phonograph Records—Why Pay More?

New 45 R.P.M. Records 7¢ in 1000 Lots Assorted 9¢ in 100 Lots Assorted Many Major Labels Send check or MO. with orders.

HAM-MIL DISTRIBUTORS

N.W. Cor. 58th & Willows Ave. Philadelphia 43, Pa. Sa 4-0253

Personal

PEGGY HALEY, PLEASE CALL PEGGY Osmolnaki collect after 7 P.M. OL 1-1923.

Photo Supplies and Developing

EASTMAN DIRECT POSITIVE PAPER, Chemicals supplied to Carnival Photog-raphers at lowest prices. Piedmont Cam-eras stocked. Catalog mailed. Memphis Photo Supply, P. O. Box 1350, Memphis, Tenn. je1



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

- 2. Check the heading under which you want your ad placed:
[] Acts, Songs, Gags
[] Advertising Specialties
[] Agencies, Distributors Items
[] Animals, Birds, Snakes
[] Business Opportunities
[] Calliopes and Band Organs
[] Collectors Items
[] Costumes, Uniforms, Wardrobes
[] Food & Drink Concession Supplies
[] Formulas and Plans
[] For Sale—Secondhand Goods
[] For Sale—Secondhand Show Property
[] Help Wanted
[] Instructions and Schools
[] Locations Wanted
[] Magical Supplies
[] Miscellaneous
[] Mobile Homes, Accessories
[] M. P. Films—Accessories
[] Musical Instruments, Accessories
[] Partners Wanted
[] Personal
[] Photo Supplies & Developing
[] Ponies
[] Printing
[] Rigging and Props
[] Salesmen Wanted
[] Scenery, Banners
[] Talent Wanted
[] Tattooing Supplies
[] Trucks, Trailers, Accessories
[] Wanted to Book
[] Wanted to Buy

Music, Records, Accessories

- [] Business for Sale
[] Record Pressing
[] Situations Wanted
[] Sound Equipment-Components
[] Used Dealer-Distributor Equipment
[] Used Records
[] Used Record Pressing Equipment

Coin Machine Headings

- [] Help Wanted
[] Opportunities
[] Parts, Supplies
[] Positions Wanted
[] Routes for Sale
[] Wanted to Buy
[] Used Equipment

Talent Availabilities Headings

- [] Agents and Managers
[] Bands and Orchestras
[] Dramatic Artists
[] Hypnotists
[] Miscellaneous
[] M. P. Operators
[] Musicians
[] Outdoor Acts and Attractions
[] Vaudeville Artists
[] Vocalists

- 3. Indicate below the type of ad you wish:
[] REGULAR CLASSIFIED AD—20¢ a word Minimum \$4
[] DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)
[] TALENT AVAILABILITIES AD—10¢ a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Please insert the above ad in _____ issue

NAME _____ ADDRESS _____ CITY _____ STATE _____ I enclose remittance of \$ _____

THE MARKET PLACE FOR BUYERS and SELLERS

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. FDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-124

Printing

ALWAYS FASTEST SERVICE - QUALITY nonbonding posters 14x22 size 3-color window cards up to 50 words copy, \$9 hundred; 17x26 size, \$13.50 hundred. Dayglo auto bumper stickers, size 4x16, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 259, Earl Park, Ind. 1028

FREE! 25 6 1/2 ENVELOPES PRINTED WITH your name and address. Enclose 25¢ for postage and handling. Jas. Scheetz, Sellersville, Pa.

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion.

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part time or full time. Match Corporation of America, Dept. D-233, Chicago 32.

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill. np

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk #29, 307 North Michigan, Chicago. ch-my28

Talent Wanted

TRUMPET PLAYER AND TEACHER wanted; AFM; willing to work; can double income. State details. Box 1527 LWV, South Bend 26, Ind. 1el

Tattooing Supplies

TATTOOERS! HARD TO GET ITEMS. Solder-All, Contact Points, Concentrated Black, No. 12 Sharps and new modern designs. Zeis, 728-A Leslie, Rockford, Ill. np

Wanted to Book

ADULT AND KIDDIE RIDES WANTED FOR Bazaar from June 11 thru June 20, Croft Corners Fire Co., Poughkeepsie, N. Y. Contact Earl A. Johns, 24 Sheraton Dr., Poughkeepsie, N. Y. GL 2-4897.

Wanted to Buy

KIDDIE RIDES-IN NEED OF REPAIR, cheap for cash. Send complete information first letter. Miles Auto Body, 1962 Tod, Warren, Ohio.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

AERIALIST AVAILABLE IMMEDIATELY.-Wants to join established act. Young man, experienced. Write Craig Stillwell, 1329 Bellevue Ave., Plainfield, N. J. my28

DON MARLOWE, STAR OF THE WORLD famous "Our Gang Comedies," available. Write Don Marlowe, Box 1621, Hollywood 28, California.

EXPERIENCED PALMIST DESIRES WORK. Very catchy, enchanting, exotic, spy-like. Work Girl Show, also Half and Half. Rose Davis, Avelia, Pa. Phone: LU 7-8225.

PROFESSOR WRIGHT'S 5-PERSON VARIETY Stage Show. Professional, clean, beautiful costumes, new props, sound system, reasonably priced. Casey, Ill. my18

Musicians

COMMERCIAL, JAZZ, TENOR SAX, CLARINET, trumpet. Available for summer only. Musician, 1917 Camphor Dr., Lakeland, Fla.

DRUMMER, VOCALS WANTS LOCATION spots, hotel, clubs, summer resorts. Single, 29, travel anywhere. John Bonino, c/o General Delivery, Dallas, Tex. My28

EXPERIENCED MODERN DRUMMER-BIG band, combo. Read, fake, jazz Latin, commercial, semi-name experience. Reason, door closed. Contact Musician, 5511 N. Kenmore Ave., Apt. 30, Ph. ED 4-8478, Chicago, Ill.

ORGANIST PIANIST. OWN HAMMOND. Available May 30 for solo, combo, dance or entertain. Experienced, repertoire, read, fake, sing some. Reasonable, reliable, union. Organist, 1321 Melbourne, Corpus Christi, Ulysses 2-0386. my18

PIANIST-48, COMBO, DANCE BAND, show, available for summer location. State hours and pay. Mike Catanzaro, 402 W. 3rd St., Pittsburg, Kan.

WANTED - CHAIRPLANE OR FERRIS Wheel. Sam Stokes, 803 Congress St., Beaufort, S. C.

MINIATURE GOLF EQUIPMENT AND SUPPLIES, Plans, Hazards, etc. New or used, for cash, immediately. Bill Morton, 2010 S. 24th St., Lincoln 1, Neb.

WAX FIGURES

Want to buy exhibit figures, heads, hands, etc.-not necessary to have complete display bodies or clothes, any subject, historical, horror, etc. No medical. Need most anything to fill in Park Wax Museum. State price; if possible, send photos of items for sale. See address below.

Mr. Marsh, who had Last Supper in wax done by Frank Bagnell, do you have anything you don't need? I'll buy.

Buffalo Bill, Reading, Pa., do you have anything you got at Wells in Philadelphia you don't need? I'll buy. Contact

ROBERT F. LOCHRIE Room 532, St. James Hotel, Charles St. Baltimore, Maryland

COIN MACHINES

Help Wanted

WANTED-MAN TO SERVICE COIN-OPERATED Machines, consisting of all type games, bingos and music. If you are not interested in a permanent position, do not apply. Top salary. Box C-480, c/o Billboard, Cincinnati, Ohio. my18

Routes for Sale

20 SCALES ON LOCATION, 6 NOT ON location. First \$30 ea. or will trade for car or motorcycle of equal value. John Kolter, 214 S. Mound, Bluffton, Ohio.

Used Equipment

ARCADE MACHINES-ALL TYPES, MANY now on floor, also a Mangela Shooting Gallery. Visit, write, Times Amusement, 1883 Broadway, New York City. jc8

FOR SALE - MANHATTAN, \$40; SOUTH Seas, \$90; Variety, \$40; Miami Beach, \$75; Big Time, \$50; Monaco, \$100; Stardust, \$60; Bolero, \$65. Ready for location. Send 1/2 deposit. Frank Guerrini, 1211 West 4th St., Lewistown, Pa. my18

FOR SALE-WURLITZER 1600, LIKE NEW, \$175; 5 Wurlitzer Chrome Boxes, 48 selection, Model 5206, \$25 each; Stepper Model 248, \$10. Send 1/2 deposit. Frank Guerrini, 1211 West 4th St., Lewistown, Pa. my18

SCALES - WATLING - SCALES. "800" Guessers, \$32.50 ea.; Tom Thumb Fortunes, \$35 ea.; "500" Fortunes, \$37.50 ea.; used inside only, renewed-reconditioned. Send deposit and shipping instructions, balance slight draft. Gaycoin Distributors, 4886 Woodward Ave., Detroit 1, Mich.

SPECIAL-6 GUN A.B.T. SHOOTING GALLERY, complete. Tent, compressor, 7 rifles, spare parts, shot, tubes. Sacrifice \$350. Walter Green, 2108 Davidson Ave., Bronx, N. Y. Cypress 5-6553.

TWO BALLY CHAMPION HORSES, MODEL T Hot Rod "A" one condition, two years old. All three \$1,000 or \$395 each. A. W. Crimmins, MC186, Seaford, Del.

RELIABLE COMMERCIAL MUSICIAN, doubling Trumpet, Tenor Sax and vocals. Lead or fake anything. Creighton, Box 5173, Sarasota, Fla. Tel. RI 6-6088. my25

TENOR CLARINET, FLUTE, NAME EXPERIENCED, all styles; need steady work, all offers considered. Don Stewart, 701 N. Dunn, Bloomington, Ind. 1el

TENOR SAX-COMBO, TENOR BAND OR Western style. Age 35, single. Bud Simpson, 414 S. Junction, Muskogee, Okla. Phone MU 7-6904. my18

Vocalists

YOUNG WHITE SINGLE FEMALE SINGER. Dancer-Actress available. All clean offers considered. Write, wire c/o Casey, 7467 Asbury Park, Detroit 28, Mich.

Outdoor Acts and Attractions

AVAILABLE! DELORES, WORLD'S GREATEST! into woman! Officially recognized! Outstanding feature for any show. P. O. Box 1068, Richmond 8, Va. Carnivals, write.

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1941 S. Dennison, Indianapolis 41, Ind. jc8

BALLOON ASCENSION - PARACHUTE Leaps for all occasions. Using modern equipment. Phone AT 8-8760, Porter Flyers, 614 Hoyt Ave., Muncie, Ind. jc8

HIGH DIVING EXTRAORDINARY-A ONE time movie feature. Now available as an outdoor thriller. Rigging illuminated, visible for miles. Mae Productions, 456 Lamplier, Warren, Ohio. Phone: EX 9-1479. my18

PAT HENRY AND HIS GOLDEN HORSE-The greatest Horse Act on earth. Three times on Captain Kangaroo. American-Canadian Sports Show, Cleveland. "A top act on any show," says Smiley Burnette. It would be hard to find a better act for any occasion, inside or outside. Stairways no problem. Mailing address: c/o C. S. Irwin, 2102 N. 19th St., Lawton, Okla. Remember, this horse works as cutting horse without a rider. Phone Pat Henry person to person. I might be in your town now. Elgin 5-3732. jc22

COMING EVENTS

Continued from page 66

Menominee-Menominee Dairy Show, July 25. Gall E. Bowers. Port Huron-Port Huron Blue Water Festival, July 20-28. Floyd B. Walters, 1419 Marker St.

Mississippi Jackson - Jackson Home Show (Fairgrounds), May 28-31.

Missouri Bethany-Celebration, July 3-5. Browning-Browning Homecoming July 28-29. Mrs. Mar. Grice. Fayette-Howard Co. Jr. Lamb Show, June 6. W. D. Settle. Gallatin-Dawson Co. Jr. Lamb Show, May 29. George H. Schmitt. Linn-Lions Club Horse Show, June 6. Alvin F. Linhardt. Matland-Blue Grass Festival, June 24-27. Dale A. Marion, American Legion. Maryville-Nodaway Co. 4-H Lamb Show, June 3. Kenneth Walkup. Moberly-Kiwanis Jr. Lamb Show, June 15. A. T. Johnson. Mount Vernon-Lawrence Co. Jr. Livestock Show, July 30. Troy B. Call. Shelbyville-Shelby Co. 4-H Lamb Show, June 3. Keith Boyer. Springfield-Osarks PFA Lamb Show, June 11. Venell G. Mount. Warrensburg-Johnson Co. Jr. Livestock Show, July 21. Jack Jennings.

Montana Choteau-Choteau Celebration, July 4.

Nebraska Omaha-Midwest Flower & Garden Show (Civic Aud), June 11-14, Lions Club.

Nevada Reno-Home and Garden Show, June 17-22. Home Builders' Assn., P. O. Box 1033.

New Hampshire Laconia-Lakes Region Sportsmen's Show (Belknap Mountain Recreation Area), July 18-19.

New York Catskill-Hudson Valley Volunteer Firemen's Convention, June 15-20. Claude Palmer. Haverstraw-Firemen's Hudson-Champaign Celebration, July 6-11. Morgan Demarest. Monroe-Monroe Celebration, June 20-21. Mount Morris-Firemen's Carnival, July 22-23. Arthur R. Croston, 84 Chapel St. New York-Soviet Union Exposition (Colliseum), June 30-Aug. 10. Staten Island-Staten Island Home Show (Cromwell Center) Tompkinsville, May 23-31. Richmond Co. Jr. Chamber of Commerce, honorary sponsor. Syracuse-4-H Field Day and Horse Show (Fairgrounds), May 30-31.

North Dakota Jamestown-North Dakota State Dairy Show, July 1-4. Clayton Paulson.

Ohio Ashtabula - Ashtabula Plaza Funarama May 19-23. Baltimore-Firemen's Street Celebration, May 19-23. Tim Nolan, Moxahala Park, S. Zanesville. Bremen-Celebration, May 23-30. Tim Nolan, Moxahala Park, S. Zanesville. Cheviot-Green Township Sesquicentennial, July 11-18. Westwood-Cheviot Kiwanis Club. Crestline-Crestline Fire Dept. Festival, May 25-30. R. H. Saum. Fairborn-Fairborn Celebration, July 4. peis, 1141 Bishop Ave. Logan-Decoration Day Celebration, May 28-30. Nick Miniskas. Martins Ferry-Street Fair, June 1-6. Oxford-Centennial, May 28-June 7. Tommy Cappella, 1141 Bishop Ave., Hamilton. Port Clinton-Northwestern O., Firemen's Convention, June 15-20. Rome-Rome Celebration, July 2-5. Civic Assn. Steubenville-Booster Club Festival, June 8-13. Waco-Homecoming, June 24-27. George Marlow, 911 Payne St., N.E. Canton 5. Weisville-Police Celebration, May 28-30.

Oklahoma Tulsa-Tulsa Horse Show, May 26-30.

Oregon Portland-Oregon Centennial, July 10-16. Portland-Portland Rose Festival, June 9-14. The Dalles-Mid-Columbia Livestock Show, June 7-10. Elmer Lietman. Union-Eastern Ore., Livestock Show, June 4-6. Ray C. Baum.

Pennsylvania Bridgeport-Celebration, May 25-30. Charleroi-Charleroi Celebration, July 4. Crabtree - Firemen's Celebration, July 25-30. Easton-Eagles' Celebration July 6-11. Paul Hopper. Emmaus-Firemen's Celebration June 1-6. Everson-Firemen's Convention, July 18-19. Smiles Wolinsky, Everson Fire Co. Kans-Volunteer Firemen's Celebration, July 27-Aug. 1. Lehighton-Celebration, July 4. McAdoo-VFW Memorial Celebration, May 20-26. Moscow-Firemen's Celebration, June 8-18. Mountainville-Firemen's Celebration, July 13-18. Newfoundland-Firemen's Celebration, June 27-July 4. Olyphant - Firemen's Celebration, June 15-20. Pittsburgh-Pittsburgh Bicentennial, starting May 30. Sharon-Patagonia Fire Co. Homecoming, June 22-27. Vernon A. Yeager, 2136 N. Water Ave.

South Dakota Aberdeen-Knights of Columbus Summer Carnival, June 10-13. Britton - 75th Anniversary Celebration, July 2-4. Centerville - 75th Anniversary Celebration, May 28-31.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be addressed in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

- Allen, Barbara May Ammon, Samuel D. Anderson, Buddy Anderson, Sig Applegate, J. R. Asher, Charles Austin, Thomas Bagley, Tom Bailey, Mrs. E. M. Balke, Donald F. Barry, Dale Bauer, George Beck, Robert Blankenship, Bernard Broeffle, H. J. Broenow, Samuel H. Broenow, Howard G. Brady, F. J. Brady Jr., (Hardiack) Brennenman, E. Broeffle, Sonny Broome, Yvonne Brooks, Mrs. Eleanor Brownie (Concessions) Browne (Snack Man) Browning, J. J. Burns, Bill Burns, Marian Butts, Erin T. Calston, Esq., Hallan Campbell, Frank A. Candrea, Joseph R. Canter, Kenneth Case, Dave Casson, Tommie Caudill, Otha Lee Cavalero, Patricia Charbonneau, Adrian Christian, Franklin Clarke, Mrs. N. Cole Bruce Coleman, Jack & Les Collins, Jimmy Conlon, Edward H. Connor, Ted (Aurora) Conti, Louis Cooke, J. M. (U. S. Reptiles Exhibit) Cortes, Rita Couvas, George L. Cox, Cliff Cox, L. E. (Doe Boy) Cramblitt, C. H. Culpepper, Gene Dars, Donald Dars, Ronald Davis, Mrs. Al Davis, Alexander & Mrs. Davis, Koko Defonge, Jo Diana Deltrich, Francis T. Demaggio, Mario Demetro, Archie Donaldson, Slim Dowell, Earl T. Driggers, Woodrow Edwards & Merrisett (Novelty Vendors) Egleton, Mrs. Evelyn Evans, Mrs. Merle Everidge, Wyly Evers, Robert N. Fetters, Robert D. Finch, Bill Fitzgerald, Clifton (Agent for Magic Lynn) Fowler, Floyd Frawley, Dennis Freeman, Roy Fuller, Robert

MAIL ON HAND AT NEW YORK OFFICE

- Fuller, Virgil & Marie Fustanio, Anthony Gallup, Jack O. Geffen, Mrs. Babe George, Galet Giddens, J. V. Glass, W. T. Good, Okie & Ruth Goodroe, John Gresco, Dan Gutnick, Ken M. Hackett, Mrs. E. J. Hall, Mildred Hamlin, Vincent Hammond, Harry Hangarter, Alan Hanson, John Hanson, Leonard Hanson, Louisa Alvin Harms, Chet Harris, Pocketbook Hatfield, James Hays, Tom Henderson, Geo. H. Henderson, Lew & Mrs. Henry, Vance Hines, Charles & Mrs. Hinton, Charles & Mrs. Hinton, Clarence & Mrs. Holliday, Jack W. Horowitz, H. George Howard, Sonny Boy Howell, Otis or Doris Huffle, T. J. & Virginia Ivey, James W. Johnson, Lorraine Johnson, W. R. & Mrs. Jones, Walter Kelly, Jack Morrison King, J. B. Kirkland, James Kuns, Mrs. Martha Lankford, Lester W. Lauther, William E. Lantz Jr., Harry Lee, Steve O. Levine, Harry (Abe) Lightle, Delores Little Wolf, Chief Lovejoy, French & Mrs. Loveless, Wm. H. Lovett, Larry Lunford, George McAllister, Tate McCabe, Bill (Clown) McCaskill, Bob & Babe McGinley, Barbara McMaisters, Wm. (Bill) McSpadden, John R. McSpadden, & Myrtle McSpadden, Mrs. Vinita Malanga, Dixie & Mrs. Manning, Ennis Martin, Jean Mathis Jr., Edward D. Metcalf, Billy Miles, Charlie Miller, Davis Miller, Pete Miller, Robert E. Mills, May (Fat Lady) Miner, John Mitchell, Candy & Monty Mitchell, Johnny Mizel, William B. Moore, Harvey Z. & Johnny

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MAIL ON HAND AT ST. LOUIS OFFICE

- Clear Lake-75th Anniversary Celebration, July 3-5. Custer-Gold Discovery Days, July 24-25. Deadwood-Days of '76, July 31-Aug. 2. Elk Point-Centennial, July 13-15. Eureka-Celebration, July 4. Fiandreau-Celebration, July 2-4. Garden City-Gala Days, June 13-14. Gregory-Celebration, July 4. Hill City-Heart of the Hills Celebration, June 14. Hot Springs-Junior Rodeo, June 20-21. Leola-75th Anniversary Celebration, June 15-16. Plankinton-Tulip Festival, May 22-23. Fresho-Water Carnival, July 4. Tabors-Czech Days, June 15-16. Woonsocket-Celebration, July 4.

Texas

- Brady-Brady July Jubilee, July 1-5. Karl K. Steffens. Floydada-Golden Jubilee, May 24-30. Edmond A. Williams. Fredericksburg - Fourth of July Horse Races, July 3-5. Mrs. Emma Petmucky. Uvalde-Tex. Angora Goat Raisers' Show & Sale, July 30-Aug. 1. P. E. Gullety.

Utah

- Delta-Millard Co. Jr. Livestock Show, May 22-23. Ephraim-Sanpete Rambouillet & Jr. Livestock Show, May 22-23. Kamas-Kamas Valley Livestock Show, June 19-20. Demont Lot. North Salt Lake-Intermountain Jr. Pat Stock Show, June 3-4. Orem-Orem Flora Festival, June 12-13. Pleasant Grove-Pleasant Grove Strawberry Days, June 18-20. Vernal-Utah Basin Livestock Show May 25-27.

West Virginia

- Buckhannon-W. Va., Strawberry Festival, June 10-12. Mrs. C. E. Fretwell. Piedmont - Firemen's Celebration, June 8-13. T. R. Combs, Tri-Town Fire Co. Ripley-Celebration, July 4.

Wisconsin

- Burlington-Legion & K. of C. Celebration, July 1-5. Manitowoc-Kiwanis Fun Festival June 4-7. Madison-Madison Festival, July 4. Milwaukee-St. Joseph Feast, June 25-28. Milwaukee-Novah-Plunkett VFW Post Festival (5330 West Villet), May 27-31. Milwaukee-PRCU Festival (Pulaski Park), June 1-7. L. Wozniak. New Berlin-Yankee Doodle Days, July 3-5. VFW Post 8716. Ontario-Celebration, July 4-5. Merwyn Johnstons Lock Box 7. Sparta-Sparta Dairy Festival, June 26-28. Waukesha-Waukesha Centennial, July 4.

Conn. Ops Rally Vs. Vending Tax Bill

By ALLEN WIDEM

HARTFORD, Conn. — The Connecticut vending machine industry jammed the public hearing room of the State Legislative Public Health and Safety Committee to voice strong concern over a regulatory bill industry spokesmen said had been sprung on them by surprise.

The proposed measure, a substitute for House Bill 2934, the original of which was filed by Republican Representative Robert T. Cairns, had been revised after referral for comment to the State Food and Drug Department.

Fees

A provision that vending machine operators pay fees on machines—\$10 each for the first 10, then \$2 each for any excess—brought industry spokesmen's objections.

Attorney Max Savitt of Hartford, representing the in-plant feeding and automatic vending group of the Associated Restaurants of Hartford, told the jammed hearing that some operators of food and other food-type merchandise maintain dozens of machines and in effect the fees could run to as high a figure as \$1,000 for some individuals. Attorney Savitt contended that his clients thoroughly approve of every stringent means to protect health and improve sanitation, but they fear that under terms

of this proposed bill they would be over-regulated.

"Our group," he added, "does not oppose anything which will help improve sanitation and provide good food. The question here is the regulating not of the operator but of the machine itself. Already vendors are subject to victualers, local business, milk, personal property, sales, use, restaurant and corporation taxes and inspections."

Louis P. Grossman, president of the Vendors Association of Connecticut, asserted that operators, not machines, should be licensed. He registered support of an idea calling for a State sanitary code to be applied to machines.

"Somewhere along the way," he added, "this sanitary subject mushroomed and picked up monetary features. It has become a fundraising bill rather than one providing for inspections and licensing."

Regulation

Grossman also opposed another feature of the bill which would provide for regulation of two or more machines under one operator. He said it is the operator of a single machine that can be a potential public danger. "The man with 500 machines is jealous of his business. But what has the operator of a single machine to lose?"

Daniel Leary, representing Connecticut's Carbonated Beverage Dealers, characterized the proposed bill "as really a tax raise measure."

Measure's terms, however, were supported by State Food and Drug Commissioner Attilio Frassinelli and Chief Warren J. Scott of the Sanitary Engineering Services, State Department of Health.

Exemptions

Commissioner Frassinelli said exemptions are provided for penny vending machines used for charitable purposes and for beverages or other foods not readily perishable. Scott handed committee members a booklet on the vending machine business compiled under assistance of the U. S. Public Health Service.

At this point, Attorney Savitt commented that one of the committee compiling the booklet in association with government sources was a Connecticut operator Maurice Gottlieb, included in the vending machine delegation to the public hearing.

"Such a situation," Attorney Savitt concluded, "shows the committee the operators themselves have taken the initiative to hold to the highest possible health standards."

CMA to Hold Annual Outing At Laurels

NEW YORK — The Cigarette Merchandisers Association of New York will hold its 23rd annual outing June 26, 27 and 28 at the Laurels Country Club, Monticello, N. Y. According to Morris Weintraub, CMA managing director, some 600 persons are expected to attend. All major tobacco, match and vending machine firms will be represented.

A legislative session is set for 11 a.m. on June 27, with Weintraub; Bill O'Flaherty of the Tobacco Tax Council, Richmond, Va., and Herb Bietel, legislative counsel for the National Automatic Merchandising Association.

The annual banquet will be held June 26, with a midnight supper the following night. Operators are expected to bring along their families for the weekend affair.

S. Jersey Vending and Game Assns. Hold Annual Banquet

HADDONFIELD, N. J. — Some 250 cigarette, juke box and amusement machine operators gathered at the Cherry Hill Inn here Saturday (9) at the third annual celebration sponsored jointly by the Cigarette Merchandisers Association of South Jersey and the Cigarette Guild of South Jersey.

Joe Vallino, RCA recording artist, and recording talent provided by Decca and the Williams Distributing Company provided the entertainment. Marty Berger, president of Cigar-O-Mat and executive secretary of both associations, acted as toastmaster.

Berger was cited for his philanthropic work by Dick Kenney of

the Unit Vending Corporation. Kenney told how Berger, as vice-president of the Mary Bailey Foundation for Heart Research, was responsible for saving the life of a little girl who needed an emergency operation and who lacked the money to pay for one.

Tax Problems

Leo Spector, CMASJ president, and Bill Cannon, head of the AGSJ, both spoke briefly on legislative and taxation problems.

Distributors present included Dave Rosen, AMI; Bill Adair, Nat Solow and Marvin Stein, Seeburg; Abe Lipsky, Wurlitzer, and Joe Ash, Active Amusement. Also present were representatives of the cigarette companies and of Rowe, Continental and National.

Slate 1960 NVA Meet at Miami Beach

CHICAGO—The 1960 National Vendors Association convention is scheduled to be held at Miami Beach, site of the 1958 show.

The 1959 meet, held at Chicago's Pick-Congress Hotel last month, was considered by the association "the best over-all convention yet run by NVA." Attendance at the Chicago meet hit 350, a new mark for the bulk vending confab. Nearly 300 rooms were reserved for the show.

Plans now under way for the 10th annual NVA meet at Miami Beach place the date of the show near or on the next-to-last week in April.

U. S. Scraps Cig Stamps Tax System

WASHINGTON — Federal excise taxes on cigarettes will no longer be collected thru the sale of tax stamps.

Treasury Department announced last week (11) that beginning June 24 tobacco manufacturers will pay the excise by filing returns twice a month. The stamp system had been in use for 91 years. In ending it, Treasury acted under authority voted by Congress some five years ago.

Changeover was applauded by James P. Richards, president of the Tobacco Institute, Inc., who said it was a "step in the direction of alleviating the heavy financial burden now being carried by tobacco manufacturers."

Richards estimates that the government will save \$5,000,000 a year now that it does not have to print, handle and distribute the blue tax stamps.

Richards expressed the hope that ultimately the tobacco industry will be able to file tax returns only once a month, which is generally standard in other industries.

Prices of Cigs Shuffled in Pitt

PITTSBURGH — Local cigarette operators are expected to hike the price of regulars to 30 cents a pack in response to a 1-cent a pack cigarette tax passed by the State recently.

The new tax was signed into law by Governor Lawrence last week, and will go into effect June 1. Its proceeds are to finance a Korean bonus bill.

Spot Check

A spot check among several cigarette operating companies indicates that operators will absorb the penny tax hike on filters and kings, which already are selling for 30 cents a pack in most vending machines. But most operators said they would raise the price of their regulars to 30 cents. Most operators now have their regulars pegged at 28 and 29 cents per pack.

The move, however, will leave the operators absorbing a portion of the tax increase themselves, since regulars account for only about 22 to 30 per cent of total

(Continued on page 81)

VENDER EXPORTS

Can. Takes 72% Of \$2 Mil Volume

WASHINGTON—Canada continued to dominate the markets for U. S. vending machine exports in 1958, taking a volume of \$1,605,685, a whopping 72 per cent of the total. The volume was made on shipments of 13,476 machines, 37 per cent of the total machines shipped.

While Canada took the lion's share of the market, 21 countries accounted for the total \$2,229,295 volume, with Belgium, Sweden and West Germany runners-up. Belgium's \$188,373 run rated the No. 2 spot. No other markets were above the \$50,000 mark.

Average monthly export volume in 1958, according to U. S. Department of Commerce figures, was \$185,774. May's \$296,317 was the top month; January's \$116,725 the lowest. The spring months produced consistently heavy activity, with the other months up and down.

Canada generally purchases more major vending equipment than other markets, paying a relatively higher price per unit. Shipments of used machines and/or bulk venders tend to produce higher unit figures and lower dollar volume figures in the Commerce Department reports. Average cost per machine shipped in 1958 was \$66, indicating that used machines and bulk units are shipped in quantity with major equipment accounting for a smaller share of the total machines shipped.

Together, Canada and Belgium accounted for 29,405 of the 33,777 machines exported from the U. S., and \$1,724,038 of the \$2,229,295 total dollar volume.

Other markets, besides Sweden and West Germany in order of dollar volume, were Switzerland, Bermuda, Venezuela, Union of South Africa, France, Mexico, Netherlands, Taiwan, Cuba, Italy, Panama, United Kingdom, Greece, Netherlands Antilles, Australia, Norway and Indonesia.

SALES AID

Win Parent First, Eppy Tells Ops

NEW YORK — "Never underestimate the influence of parents on the buying habits of children," states Sam Eppy, in a mailing to operators urging them to curry parent favor by keeping machines clean and attractive.

Titled "Dollars and Sense," the Eppy mailing adds, "It would be too bad if parents forbade children buying from bulk machines. Unfortunately, many parents have laid the law down to their children against machines."

"They have been concerned about cleanliness, quality, value. Rightly so, (sad to say) in many cases."

"To command the buying respect of children and parents, the mailing continues, "give them what they want—cleanliness, quality and a good portion."

Automatic Names New Smokeshop Distributors

ST. PAUL—Automatic Products recently announced the appointment of a number of new direct factory representatives for their Slimline V-27 Smokeshop cigarette venders. Named were the following:

Bilotta Enterprises, Inc., 224 North Main Street, Newark, N. Y. All of New York State, excluding Queens County and greater New York area.

Vending Industries, Inc., 15 West 57th Street, New York 19, Queens County and greater New York City area.

Tipton-De Walt Company, P. O. Box 491, Easton, Pa. All of Pennsylvania, excluding the Philadelphia area and all of New Jersey.

Hilsum Sales Corporation, 6301 Biscayne Boulevard, Miami. All of Georgia and Florida.

Parkway Machine Corporation, 715 Ensor Street, Baltimore 2. All of Maryland.

Coven Music Corporation, 3181 Elston Avenue, Chicago 18. Illinois and Northern Indiana.

Bechhofer Bros., Inc., 25 Beaver Street, New York 4. Europe, the Near East and South America.

Other distributors include Weymouth Distributing Company, 2525 West Pico Boulevard, Los Angeles 6, covering California, Oregon, Washington, Idaho, Nevada, Montana, Wyoming, Colorado, Utah, Arizona, New Mexico and Hawaii.

Strauss Vending Machine Company, 1672 Washington Street, Boston 18, covering Maine, Vermont, New Hampshire, Massachu-

setts, Connecticut and Rhode Island.

Fred Stumm, 1012 East Montgomery Avenue, Philadelphia 25, covering the greater Philadelphia area and Delaware.

Leo D. Fournier, 5911 Fourth Avenue, Detroit, 2, all of Michigan.

Gerald M. Sheafor, 4500 Oak Drive, Minneapolis, covering Minnesota, Wisconsin, North Dakota, South Dakota and Nebraska.

City Wide Vending Company, 1919 North St. Mary's Street, San Antonio, covering all of Texas.

Electronic Industries Corporation, 3464 Park Avenue, Montreal 18, covering all of Canada.

Minn. Senate Approves 1c Cig Tax Hike

ST. PAUL—The Minnesota Senate tax committee in special session approved (as it had during the regular session) a 1-cent increase in State cigarette taxes to produce an additional \$5,400,000 in the fiscal two years beginning July 1.

The tax boost was requested by Gov. Orville Freeman. The levy is now 4 cents a pack.

The committee removed from the governor's omnibus tax bill passed by the House of Representatives (as it had before) a \$75,000 increase to be derived from the elimination of stamping discounts to cigarette distributors.



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Company

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City Zone State

Type of Business Title



COINMEN YOU KNOW

Twin Cities

By DON LYONS

Canteen Company of Minnesota, Inc., held a grand opening for its new quarters at 6310 Penn Avenue South in suburban Richfield May 4-6. May 4 had been set aside for suppliers and employees; May 5 for customers and May 6 directors of the company as well as officers and directors of the Automatic Canteen Company of America, who have been invited to see the company's new home.

Operators in at Jim's Record Shop, St. Paul, included Nibs Peterson, P-Y Vending Company, Osceola, Wis.; Al Eggermont, Marshall Novelty Company, Marshall, Minn.; Tommy Matthews, Osakis Novelty Company, Osakis, Minn.; and Lloyd Williamson, Williamson Novelty Company, Winona, Minn. Another St. Paul visitor was George Wohlers, Stillwater, Minn.

Stereo equipment is starting to move in the territory. Irwin Sandler of the Sandler Distributing Company said that he has been selling quite a bit of it recently. He also said that there has been a resurgence of slate top bumper pools in the area largely because of the price of other games.

Operators seen around Minneapolis included Dar Holsman, Big Fork, Minn.; Harold Maklestad, Estherville, Ia.; Harry and John Galop, Menominee, Wis.; Lawrence Schillinger, Knapp, Wis.; D. R. Keintz, Tomahawk, Wis.;

and Chot LaDeaux, Virginia, Minn.

Adding to the woes of St. Paul operators is the closing of several taverns whose income from machines and juke boxes has been cut severely. Television is said to be a factor in the loss of juke box revenue.



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Chicle Chicks, 320 & 520 ct. 36¢ lb.
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Tab (short stick) 100 ct. 38¢ box
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory 150 lb. lots

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Leo Brahs, service manager at Sandler Distributing Company, has resigned to go into the operating end of the business. Talk of a new operators association here seems to have subsided for the time being.

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STONER PENNY GUM MACHINES, reconditioned 22.50
STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model 115.00
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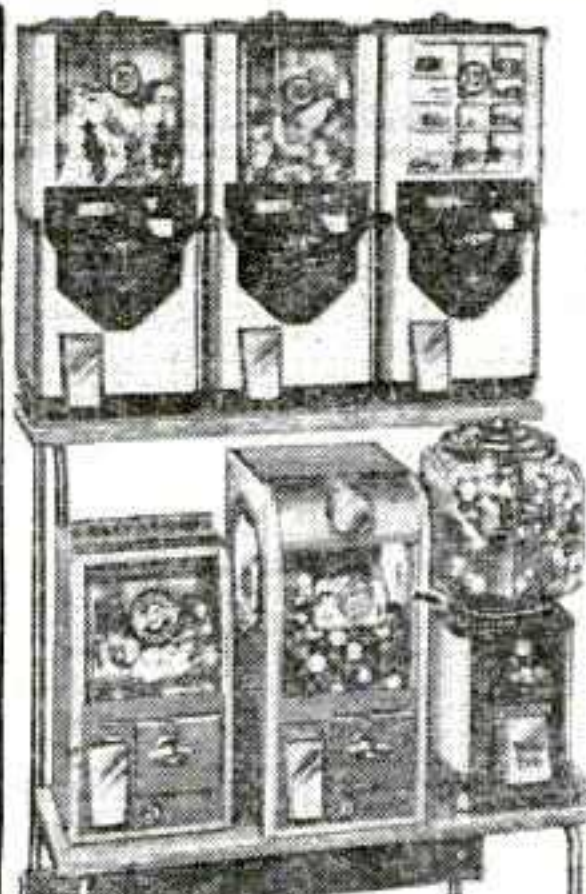
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Coffee Imports Up

U. S. imports of green coffee in March were 298 million pounds, valued at \$106 million, compared with 194 million pounds, valued at \$91 million, in the same month, a year earlier, according to Commerce Department. Total U. S. imports during the first quarter of this year amounted to 809 million pounds, an increase of 178 million pounds from the same period of 1958.

Frozen Orange

Output of Florida frozen orange concentrate early in April for the 1958-'59 season totaled about 42 million gallons, slightly larger than a year earlier, according to Agriculture Department. Season total is expected to exceed 1957-'58 production by about a fifth.

Milk Production

Production of milk on farms during April totaled 11,171 million pounds, fractionally below the same month last year but 5 per cent above the 1948-'57 average, according to Agriculture Department. Output in April represented an equivalent of 2.11 pounds of milk daily for every person in the U. S.

Confectionery Sales

Sales of confectionery and competitive chocolate products by manufacturers in March were estimated by Commerce Department at \$96.1 million, 8 per cent below sales of February, 1959, and 11 per cent above sales for March of last year. For the first three months of this year sales of bar goods are up 4 per cent and sales of bulk goods are up 3 per cent from the same period last year.

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N.W. Model 49, 1c or 5c	\$14.50
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N.W. Model #33 1c Porc. Converted for 100 ct. B.G.	4.50
Silver King 1c B.G. of Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns, 1c or 5c B.G. or Mdse.	10.00

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Pistachio Nuts, Jumbo Queen, Red &	.73
Pistachio Nuts, Jumbo Queen, white	.68
Pistachio Nuts, Large Tulip	.49
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	.30
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, 40 ct.	.30
Mall-ette, 100 ct., per 100	.32
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.25
Rain-Blo Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain-Blo Ball Gum	
Adams Gum all flavors, 100 ct.	.45
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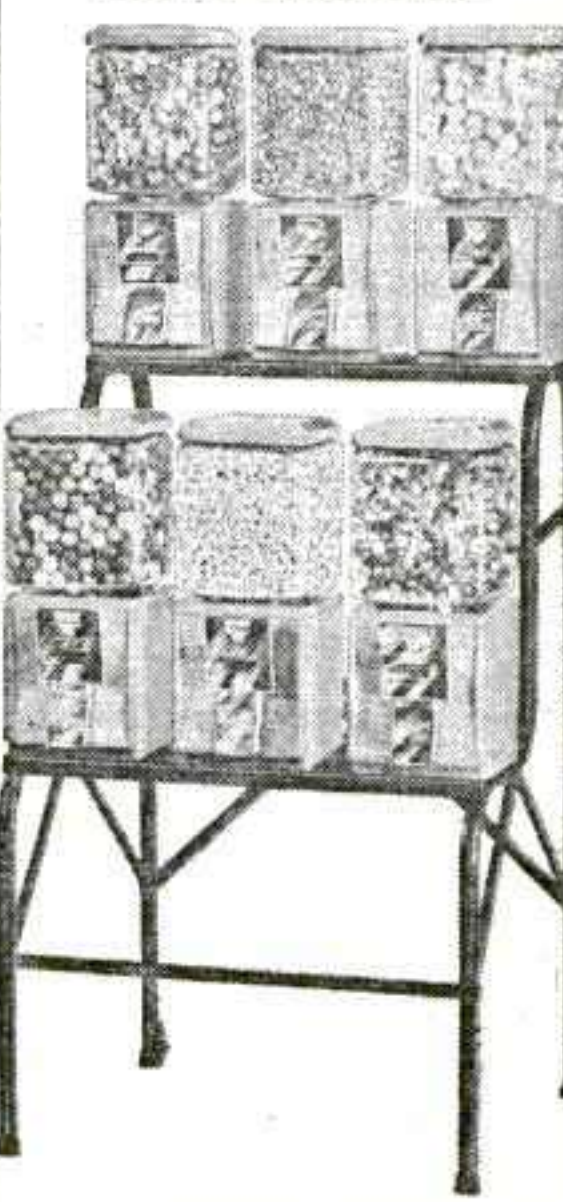
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Nassau DA Raids Local 266; Confiscates Records & Lists

Action May Spell End for Union; Local Repudiated by Teamsters Joint Council

NEW YORK—A surprise raid on the Manhattan headquarters of Local 266, International Brotherhood of Teamsters, by the Nassau County District Attorney's office Wednesday (14) ended up with the DA's men stripping the office of all records, membership lists, bank book and even pictures on the wall. Local 266 has attempted to organize servicemen in the amusement game and juke box industries.

When Joe DeGrandis, ex-convict and Local 266 president, went to Mineola, L. I., to obtain a receipt for the confiscated records, District Attorney Manuel Levine took the opportunity to question him.

This is only part of the trouble which confronts Local 266, which has been labeled as a phony, gangster-ridden union by Senator John L. McClellan.

Queens Probe

The Queens County district attorney's office is conducting its own investigation in connection with the picketing of Ernie's Cafe at 31-27 Ditmars Blvd. by the local.

It all began when Ernest Mari bought the cafe and decided to dump the game and music operators so that he could give the loca-

tion to Jack Kelly and Joe Brooks, two ex-marines who organized J&J Music, Inc.

Mari told the two operators, a Brooklyn firm and Al Loid of the Bronx, to remove their machines. The Brooklyn company complied, but Loid refused and launched a complaint against Mari with Local 266.

Gets Warning

Mari then charged he was warned by Frank DeForte, vice-president of Local 266, that he would be picketed if he changed juke box operators. When Mari refused to heed the warning, pickets showed up early this week and were successful in stopping several beer deliveries.

However, John O'Rourke, president of the Joint Council of Teamsters thru which Local 266 received its charter, made the following statement:

"No notification has been sent to any local of the Teamsters Union to have any driver stop making deliveries to the location in question. I was asked by Local 266 for co-operation — and I have refused them. I will not endorse it."

Nassau Picketing

According to William Cahn, Nassau County assistant district attorney and head of the Rackets Bureau, Local 266 has picketed

about a dozen Nassau County locations.

DeGrandis admitted that he has been organizing the past seven months in Queens, Nassau and Suffolk Counties, but that he had succeeded in picking up only 25 members, with only 160 members in the entire local.

Aaron Koota, Brooklyn assistant district attorney, said that an investigation of juke boxes is underway in that borough, and that the evidence will soon be presented before a grand jury. Koota is working closely with Francis X. Smith, his Queens counterpart, in pooling information.

(Continued on page 84)

MUSIC BANDITS CLOBBERED IN TV WHODUNNIT

NEW YORK — Racketeers muscling into the juke box and record businesses found their nemesis in Richard Diamond, private eye, last week. It all happened on a CBS TV show Sunday night (10).

The thuggies threaten a respectable juke box operator with violence unless he signs a contract to use hoodlum-backed tunes on his machines exclusively.

When the operator's lovely daughter, a cafe thrush, asks Diamond for help, the racketeer's plush days of easy money are numbered, and the prediction that "today's racketeer may be tomorrow's impresario" proves unfounded.

The thuggies offer the operator tunes at 10 cents more per disk. Appealing to the local police, Diamond and the operator are told to "go home and forget about it."

Diamond then takes things into his own hands, cleaning up on two toughs in the act of overturning juke boxes on location. Just as the thugs have Diamond posed over a sewage tank with cement blocks secured to his feet, the police arrive and dispatch the scene.

Tune Talk . . .



Don Thorpe, of Automatic Music Co., Grand Junction, Colo.

the picks

Smoke Gets in Your Eyes, The Platters

"This is a sure-fire record since it combines an always popular favorite with the stylizing of the Platters. Their records have never missed for me, and I think that this arrangement of the piece appeals to all ages and all types of people everywhere. Was glad to know it would be pressed when the word first came out."

My Happiness, Connie Francis

"I picked this number because of its swift advance on the hit parade during the past two weeks. When The Billboard shows a record jumping from 25th place to 14th in one week I usually buy the record, listen to it, and if it has anything at all in appeal, give it a try. I like this disk particularly because it is the sort of sweet tune which appeals to tavern customers."

Razzberries/Strawberries, The Kingston Trio

"I bought this number because I appreciate the top play which 'Tom Dooley' received when recorded by the same people. Everybody is familiar with the Kingston Trio now because of 'Tom Dooley,' and I felt it would get a play even with a novelty title such as this. It showed fine results for the first two days this week."

the buyer

Don Thorpe is the Rocky Mountain area's "most educated phonograph operator. An English major in college, he went into pre-med school and was derailed by World War II. He went into phonograph operation in 1941 when an old injury kept him out of military service, and built up a huge route over Colorado's Western Slope. This includes many hundreds of square miles, with only a few cities widely scattered along the Utah border. By 1950 Thorpe was the area's biggest operator, and gradually built his string of both juke boxes and amusement machines to cover eight widespread counties. Only a year or so ago he grew weary of the long hours at the wheel between stops, and cut down to 40 machines in a single county, Mesa, the largest population center in Western Colorado.

Thorpe does all of his own programming, using meters, The Billboard and his own "probable hit" list to guide his selections. He makes it a rule to visit his 40 locations in between record changes, watching what patrons play, and is influenced accordingly. Incidentally he changes around 40 per cent of the record menu each week, a big job which he welcomes in view of returns.

A highly civic-minded native of Grand Junction, Thorpe serves on many committees, teaches a course in first aid in Grand Junction high schools, and has made a hobby of "knowing just as many people as possible."

Wico Stereo Kit Covers More Models

CHICAGO—Wico Corporation's stereo conversion kit is now usable on a wider range of phonographs, Ed Ruber, sales manager, said last week.

In addition to covering the Seeburg models 100-A thru 201, the kit can now be used with the following AMI, Rock-Ola and Wurlitzer models:

AMI, Models D thru I; Rock-Ola, Models 1442 thru 1465, and Wurlitzer, Models 1600 thru 2250.

All kits sell for \$99.50, with the exception of kits for five Seeburg models: K-200, 1-100, 101, 161 and 201, selling at \$109.50. The kits for these models include a pre-amplifier.

The Wico stereo kit has added an automatic volume compensator which cuts down on volume of loud recordings and builds up volume of soft play disks automatically.

The kit also now has a single-knob volume control and a remote volume control attachment, the latter optional at \$16.95 extra.

The kit makes use of any present auxiliary speakers, and has no additional speakers. Wico has speakers, however, sold separately.

Reject Calif. Juke Tax Proposal

SACRAMENTO—A bill which would have placed a State tax on coin-operated phonographs was rejected by the Assembly revenue and taxation committee. The Committee ordered the measure to an interim study. The bill proposed a \$5 yearly State tax.

Listed as AB1729, Chapel, the bill in its original form would have placed a tax on all types of coin-operated machines.

Ohio Delays 2d Hearing On Juke Tax

COLUMBUS, O. — The Ohio Senate Taxation Committee postponed until Wednesday (20) a second hearing on Senate Bill No. 81 to impose an annual \$50 tax on juke boxes.

The delay was caused by a jam on Gov. Michael V. DiSalle's bill to quadruple franchise taxes on corporations, which was voted out.

Prepared to testify against the brand new juke box tax were Attorney John Walsh, representing Canton operators, and representatives of the Buckeye Retail Liquor Dealers Association (tavern proprietors), among others.

BOOSTS JUKE REVENUE

Disk Programming System Helps Op Keep Track of Old Favorites

By BOB LATIMER

DENVER—Instead of merely attempting to remember that a particular old favorite went pretty well the last time it was played, Tony Lucero, Denver phonograph operator, has developed a system of bookkeeping which he feels is responsible for a healthy increase on every one of his 38 juke box locations.

Like most operators, Lucero never enjoys the book work, but because of the excellent results which he has obtained, he cheerfully maintains a thick file of folders, all documented with the play figures on every old favorite which he maintains in the record inventory.

"What it amounts to is a system of detailing the results which we

have obtained with every record in every spot in which it has been played," Lucero said. "We all know that old favorites will usually show a worthwhile response wherever they are used. However, being busy men, we are, at the same time, likely to forget which record achieved the best results in what location, and to use the wrong record, with the result that we are disappointed when the take is counted. I did that for years until I hit upon this new system."

The Plan

As the plan operates, Lucero adds and subtracts old favorites every week on each of his locations, but instead of doing it on a hit or miss basis, he is careful to see that the record he has chosen for any specific spot has a worth-

while opportunity to succeed. In other words, he doesn't choose an old favorite like "The Lamps Are Low," for example, and rely on good fortune alone to get results. Instead, when he takes "The Lamps Are Low" from the envelope he knows exactly how well it did from a collection standpoint in each of the locations on which it has already been spotted, important information in choosing whether this record should go to a particular spot.

Naturally, if it paid impressive dividends in a better-class spot near the one he has in mind at record-changing time, Lucero will put the record there, instead of a tavern in a lower income district. In all cases, Lucero is guided by the ex-

(Continued on page 80)

Four Brothers Made Family Affair of Biz

DENVER—Probably no family name will ever mean so much in the Denver phonograph industry than Negri.

Four Negri brothers, Frank, Leo, Don and John, have been pioneers in the industry, all of them at one time or another operating big strings of phonographs and amusement and vending machines in the Denver area.

Frank, currently general manager for Continental Music Com-

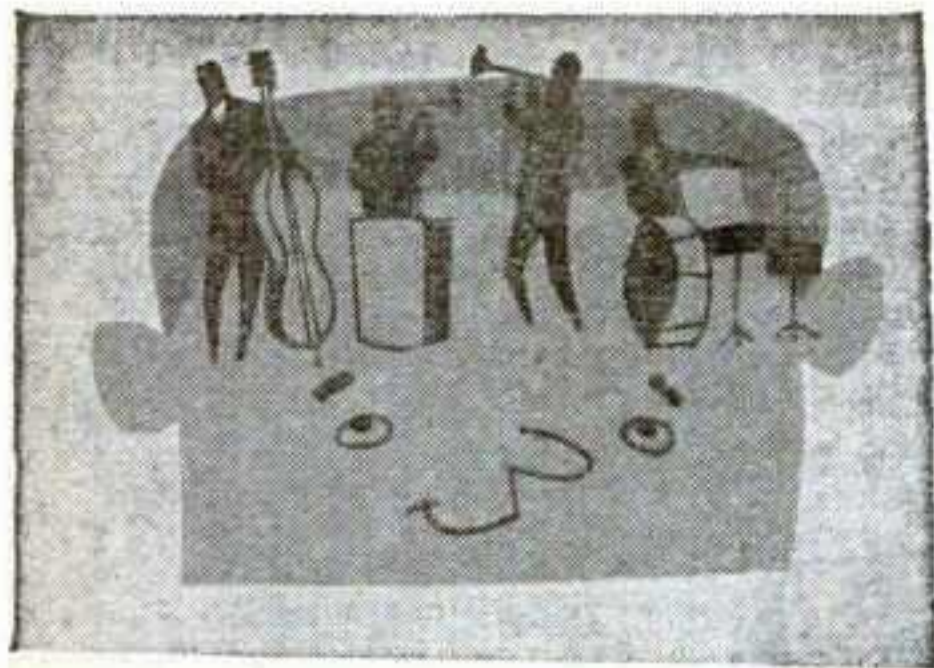
(Continued on page 81)

NOW - CONVERT PHONOGRAPHS TO

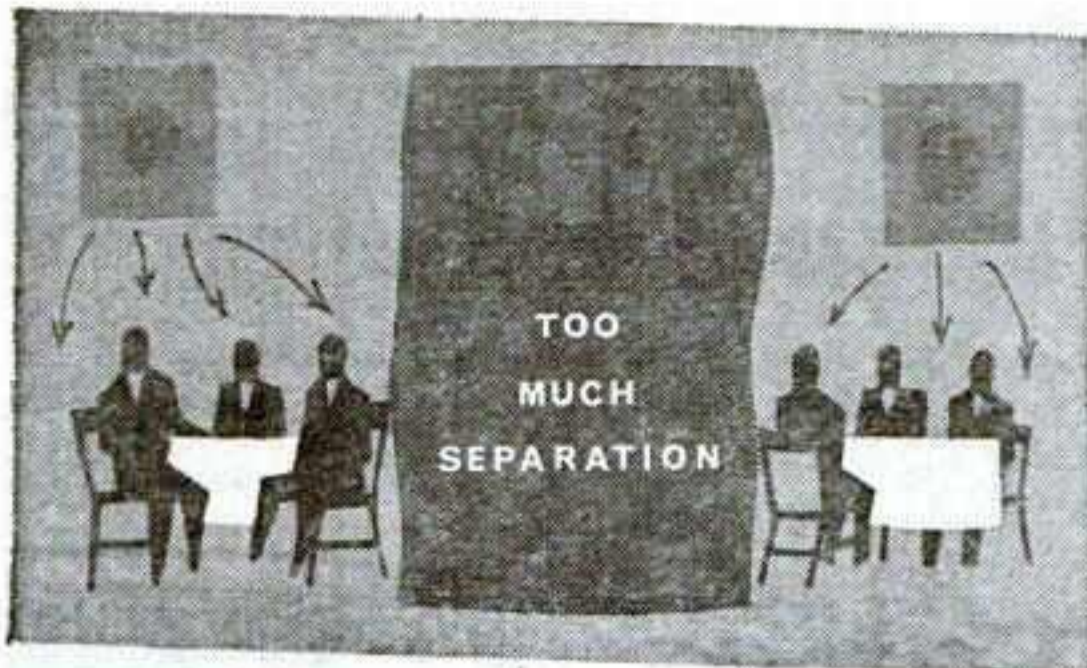
STEREO in 1 hour

WICO with **CONVERSION KITS**

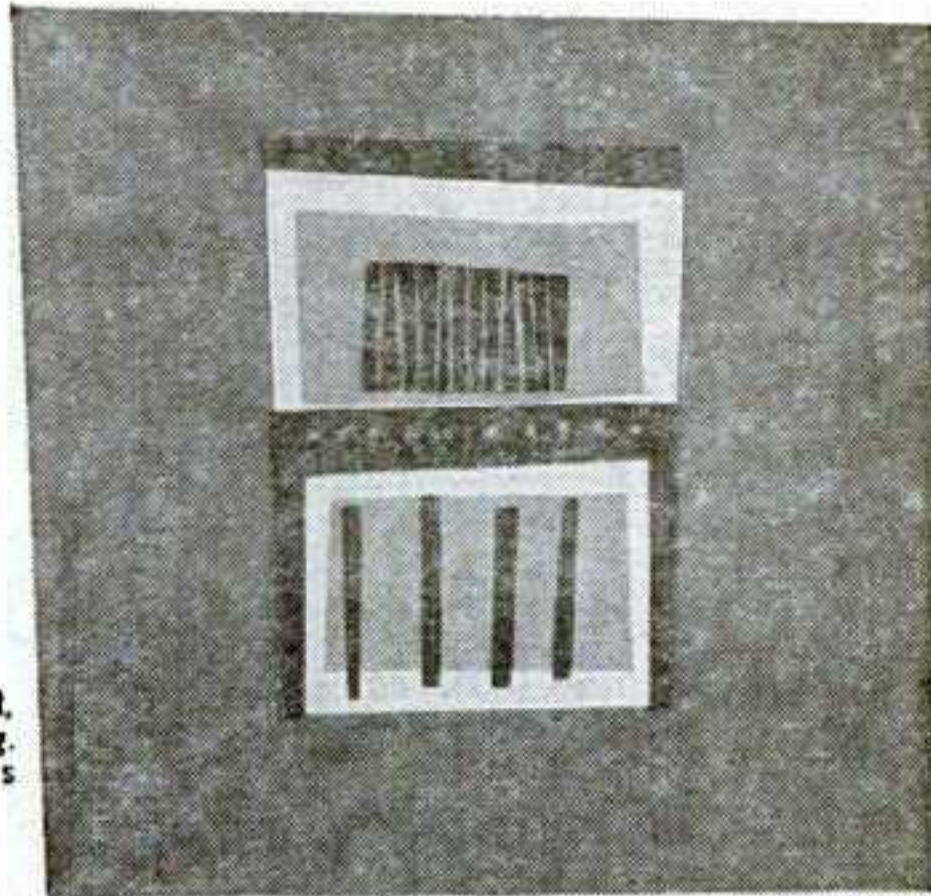
SEE PAGE 75



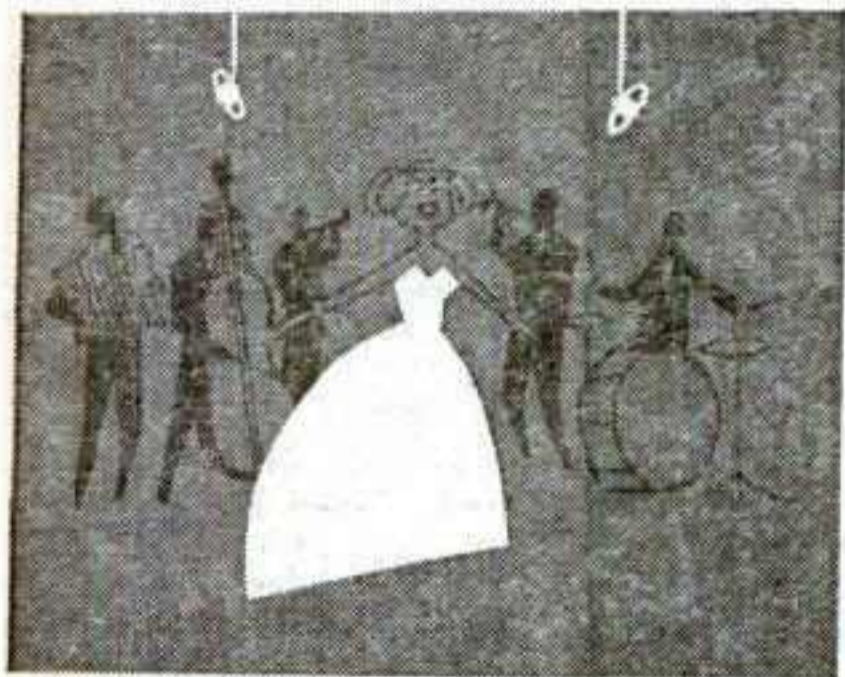
Stereo is "seeing with your ears." As you hear music, the brain places each instrument in the position it was recorded. You hear in breadth. Left and right sides of the orchestra are separated. You hear stereo in depth, too. How is this done?



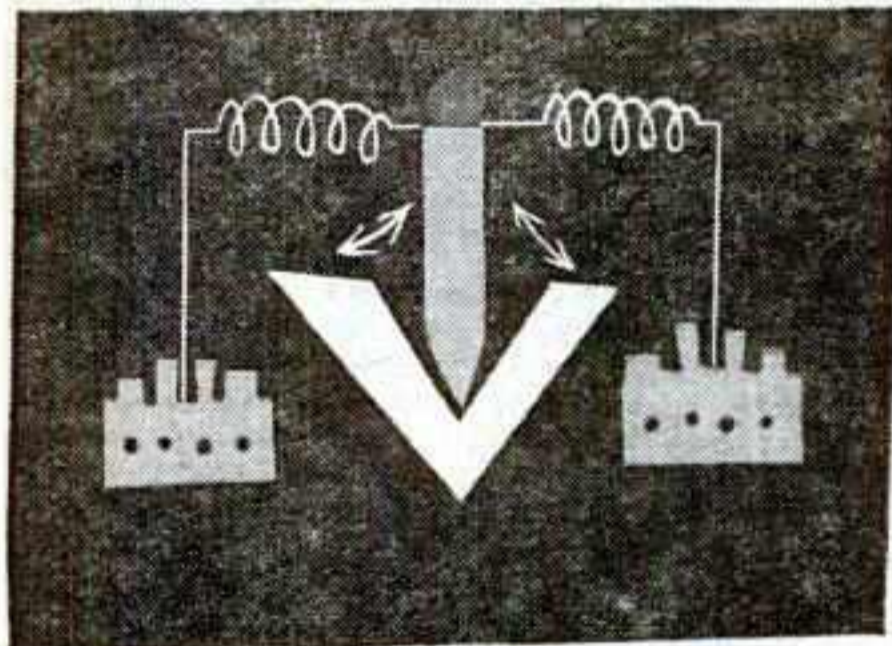
Patrons left of center hear the left channel with too great intensity. At right, just the reverse occurs. Failure to hear both channels equally can be irritating. How can the operator avoid this excessive separation? He placed the speakers well apart to get location coverage as well as stereo effect.



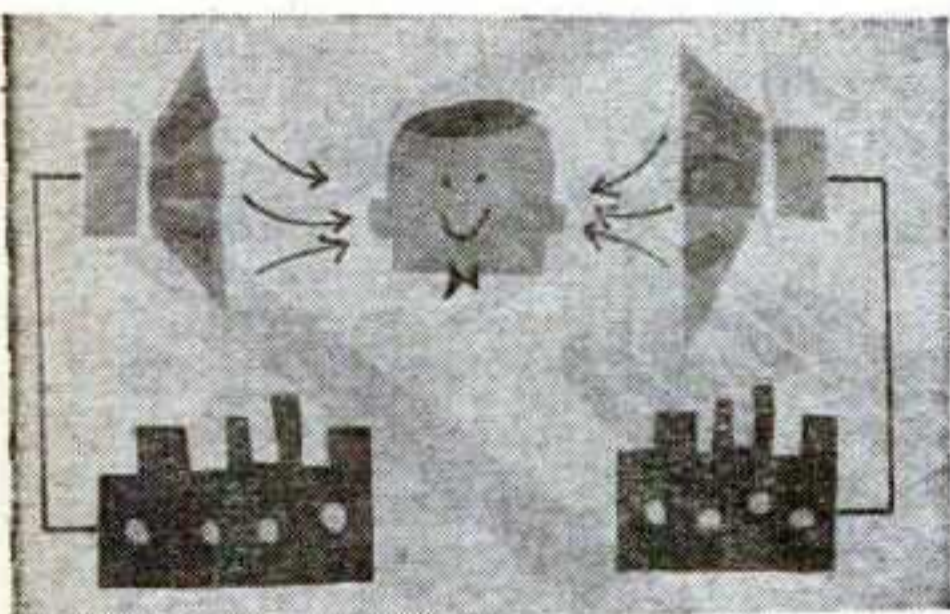
Then there's the other extreme: trying to get adequate separation by squeezing both channels into the juke box itself! This is like trying to compress a yardstick into a foot rule: an acoustical impossibility, as any audio engineer will tell you.



One microphone picks up music from the left side—and part of the middle. Another microphone picks up music from the right side—and part of the middle. These two channels of sound are taped, then transferred to records.

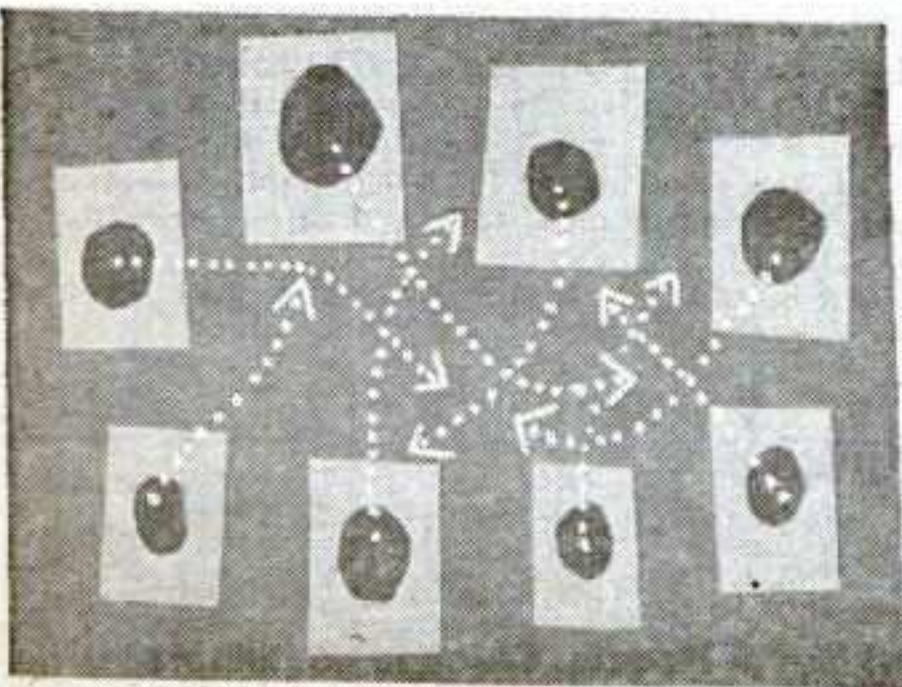


Both sides of the record groove are used, with each carrying its own separate channel. A stereo cartridge feeds the first channel to an amplifier and the second channel to another amplifier.



Music from the first amplifier goes to the speaker enclosure on the left, and from the second amplifier to another speaker enclosure on the right. Adequate separation of speakers is essential for the stereo effect. Yet, too much separation leaves a "hole in the middle of the music."

Obviously, a good stereo seat is midway between the left and right speakers. But, no location can so seat all its patrons.



To compensate for the "missing middle", some will pile the speakers on. Four, six, eight, ten—strung all around the location. This makes matters worse. "Cross-squawk", im-balance of channels and distortion result.

LET'S TAKE A STEREO LOOK* AT STEREO

*A realistic appraisal with both eyes from several points of view

After 50 years—a half century of music service—AMI's policy remains what it has always been: to give operators equipment they need and want—when they need and want it. Never to force untried equipment before its time. Yet, to be ready with tested and proved equipment equal to the opportunities of the times.

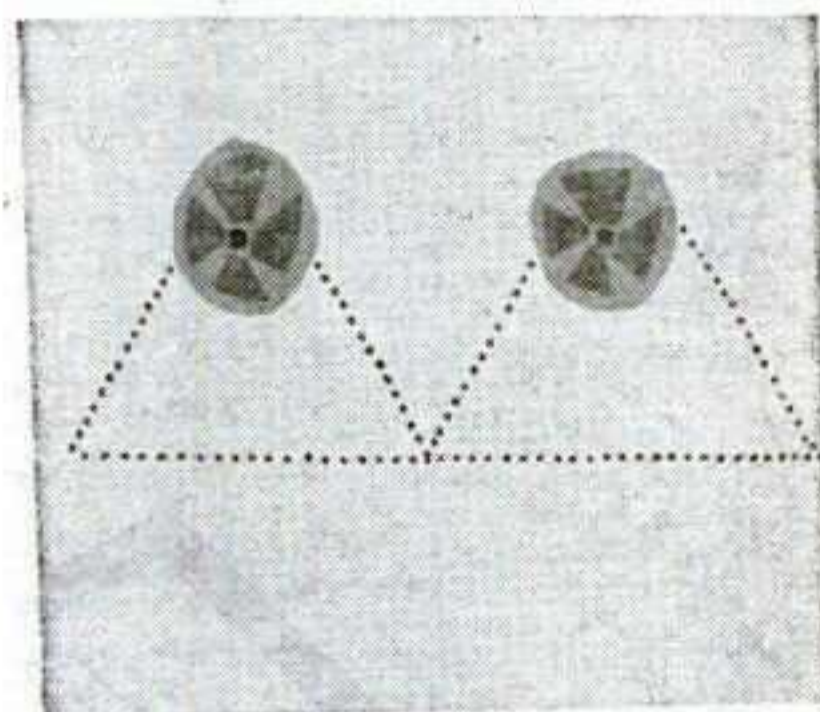
STEREO SEEMS TO PRESENT SUCH OPPORTUNITY. IT CAN MARK THE BEGINNING OF A WHOLE NEW ERA OF MUSIC.

It is clear that equipment of superior engineering, design and, above all, flexibility is required to serve the operator's needs . . . to return the profit on his investment that he has a right to expect.

Moreover, stereo equipment must:

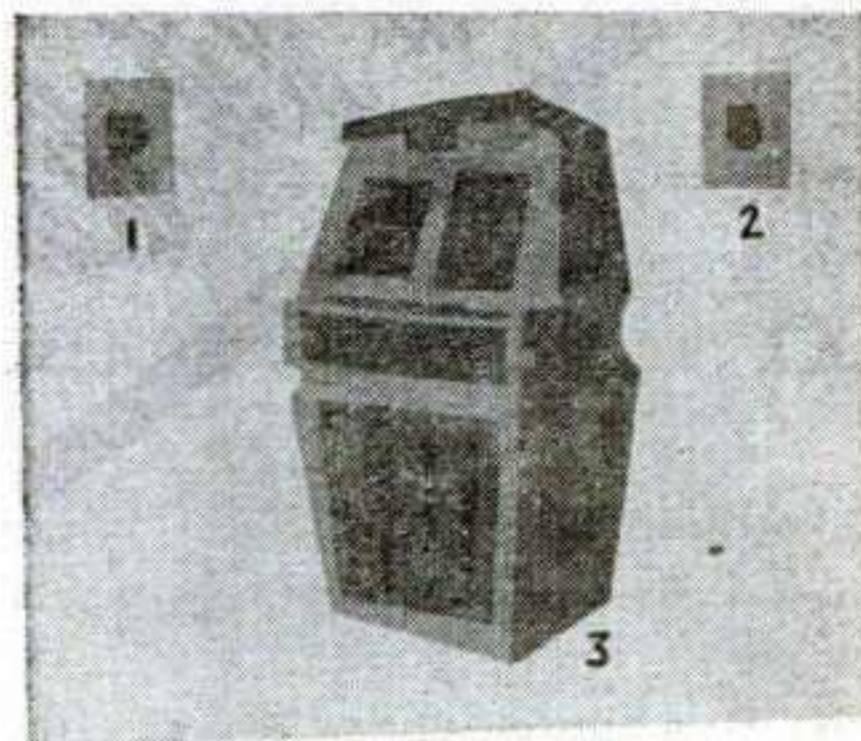
- 1. Meet the needs of the operator NOW . . .
- 2. And meet the needs of the operator for years to come.

To understand the kind of equipment that will meet these needs, it is helpful to understand the stereophonic process from recording to reproducing.



Stereo speaker enclosures must have wide angle dispersion horns to spread the sound of each channel over as broad an area as possible.

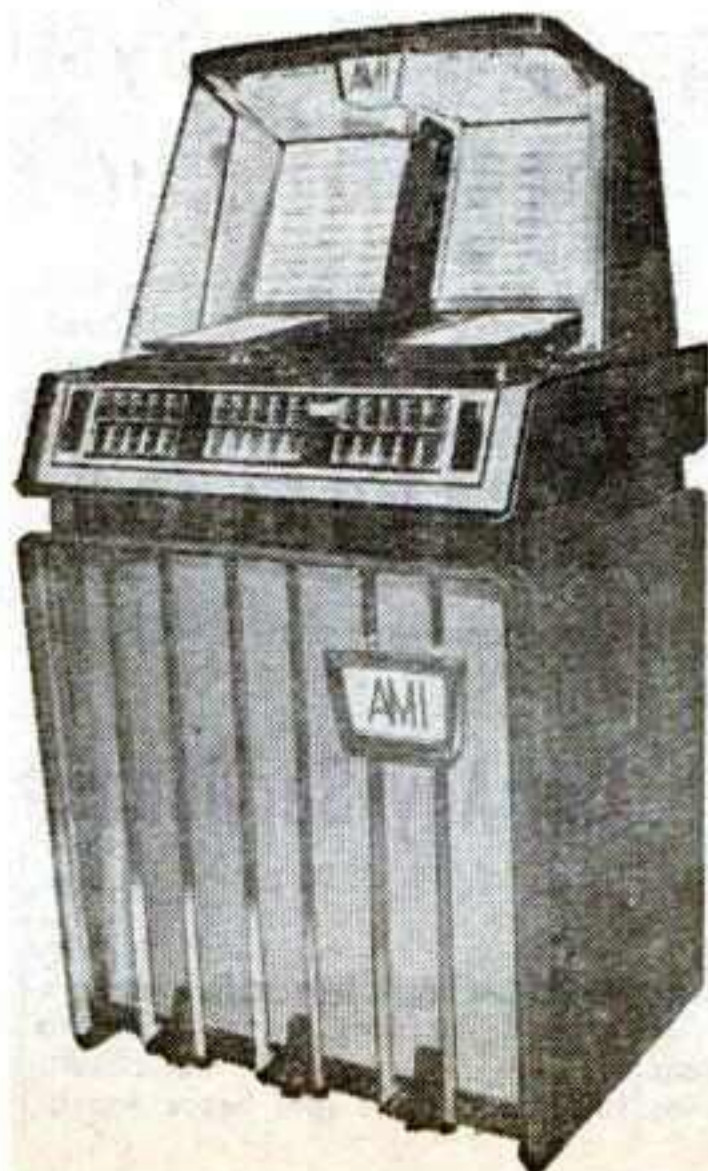
To insure maximum coverage and separation of channels with a minimum number of enclosures, a third channel should be employed in most locations.



This third channel, recommended by audio engineers, is located in the AMI model "J" itself. It is essential for maximum stereo coverage of location areas. The AMI third channel carries signals from both channels #1 and #2, fed through the juke box at lower level. It has the following distinct advantages:

- 1. Far greater flexibility in speaker placement to meet varying location layouts;
- 2. Wider area coverage with fewer wall or corner enclosures;
- 3. Lower cost of installation in line with the location's potential take;
- 4. Significantly better sound.

Look to AMI for another half century of giving you the equipment you need when you need it . . .



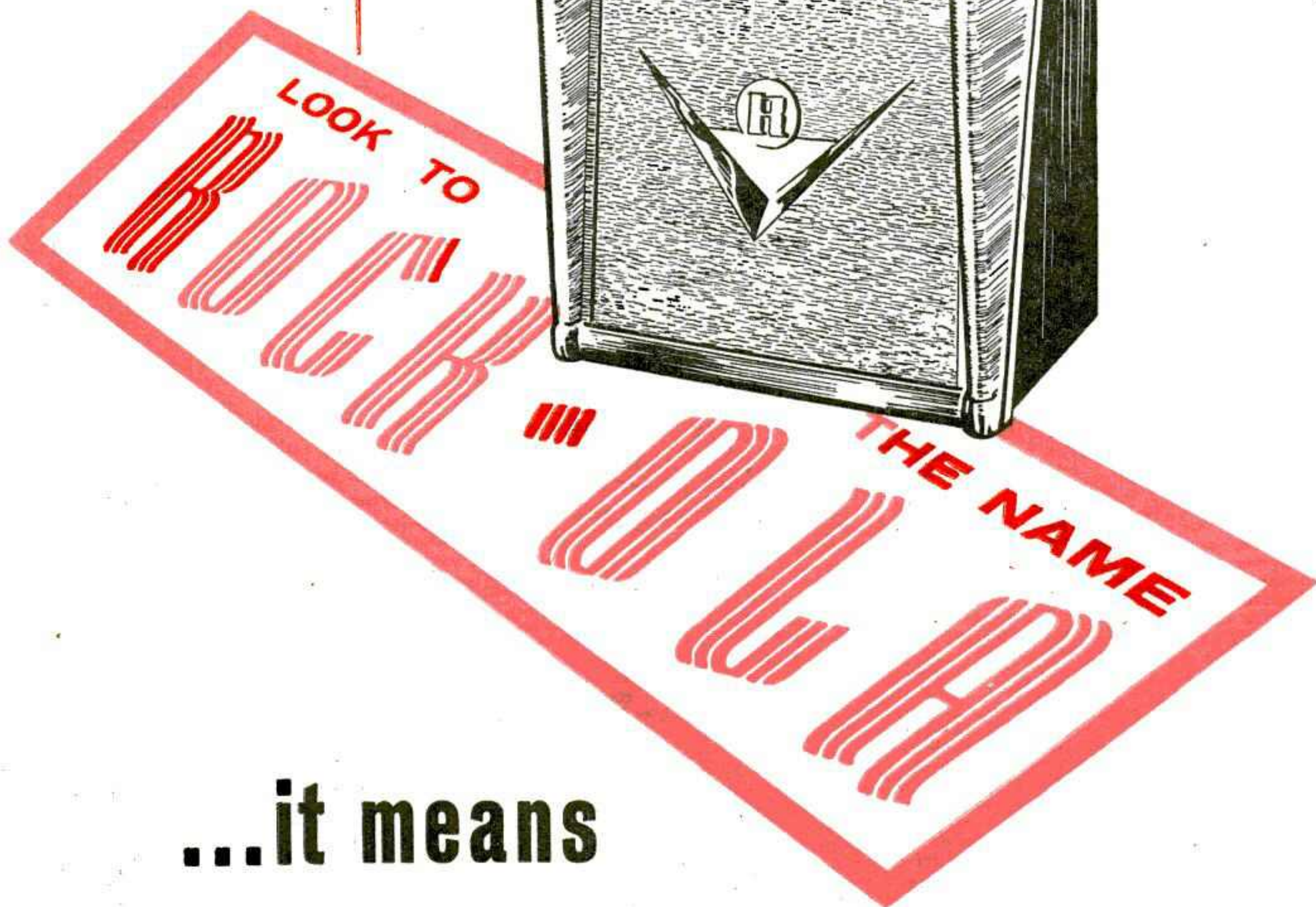
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DEPENDABILITY!**

Ask Any Serviceman . . . He Knows!

ROCK-OLA Manufacturing Corporation, 800 North Kedzie, Chicago 51, Illinois



FRANK HUBER, of Denver's Century-Supreme Music Company, experiments with amplifier hook-up.



HUBER SHOWS new employee the cabinets featured in hi-fi and stereo installations.

DENVER OP SOUNDS OFF:

Good Sound Proves Sound Investment

By BOB LATIMER

DENVER — Nothing pleases Frank Huber, partner in Century-Supreme Music Company here more than to have a bar owner say, "I was out at another bar the other night and the music didn't sound nearly as good as ours!"

Comments like this are a tribute to the electronic engineering which Huber has been carrying out in every juke box installation to provide as faithful sound reproduction as possible. While the attitude of many operators is that bar patrons and bar owners alike have little appreciation of high fidelity music, Huber feels that the situation is exactly opposite.

"Perhaps the bar patron isn't aware at the moment that he is getting faithful reproduction of music," Huber said. "He will notice, however, when the music is not well reproduced and this makes him appreciate the tavern where the quality is noticeable. Often, when we have gone to tremendous pains to insure the sort of music which will please the most exacting patrons, the tavern owner, bartender, employees, don't appreciate it until they hear ordinary music elsewhere. If these people go bar-hopping, visiting their competition, they usually get the sort of appreciation which we like."

To develop such results, Huber almost never makes a standard single-speaker installation. He prefers to build up his own speakers, ordering polished hardwood cabinets which he buys at a price of \$15 each from a Texas manufacturer. The cabinets, designed for easy installation on walls, or in corners as desired, are equipped with double speakers, one tweeter and one woofer, using high quality but low-priced equipment which long experience has taught Huber will do the job. Combined with the equipment already installed in the juke box, these extra speakers give fidelity of theater-quality, and likewise solves the problems common to single juke box installation.

"With the speakers properly mounted at opposite ends of the bar, we can do away with the roar of sound near the juke box, when the bartender turns up the machine so that everyone can hear it," Hu-

ber said. "The result of this is usually that the box develops ear-splitting volume at one part of the bar, enough to irritate customers who might otherwise be pleased with the music. Splitting the sound in this way permits lowering the over-all level and equal decibels of sound thruout."

Like many forward-thinking operators, Century-Supreme's management usually installs the volume control for the juke box under the bar, so that the level of the sound can be controlled by employees without pulling the juke box away from the wall. Now, as each of the tweeter-woofer speakers is installed in a new location, Huber or Glen Pierce, his partner, go to much pains to explain it to the bar owner, pointing out that closer volume control is necessary and in order to keep from "drowning out" the entire bar with an avalanche of sound. Even tho in most cases, the bartender is too busy to pay much attention to this subject, he can be depended upon to "brag about the phonograph and extra speakers as a special installation," the partners have found.

Another point in electronic engineering which Huber always carries out is the fact that he uses separate leads from separate amplifiers to each speaker in stereo systems or even in high fidelity speaker installations. The reasons for this, he points out, is simply that where several speakers are installed in train very little signal is left on the last speaker on the train and once again, there is a problem of too much sound at one point, not enough at another.

Of course, it is always the cash return which most interests a location owner—and convincing a location owner that well-engineered high fidelity, so that the same amount of music is delivered to patrons anywhere inside the building, even if it is divided up into several rooms obviously indicates that people will enjoy music more, and drop more coins in the phonograph slot. "We will always have to compete for locations," Huber said. "The extra money invested in multiple speakers and high fidelity is just one more asset in competition."

Nebraska Ops Plug Tune For Charity

OMAHA—Music Guild of Nebraska operators are getting solidly behind a new song, "Some One You Know," in behalf of this year's official Multiple Sclerosis fund drive.

The tune, penned by Omaha songsters Joe Martin and Al Lamb, of radio Station WOW, is to be used as the official National Multiple Sclerosis Hope Chest Song for 1959. All royalties have been signed over to Multiple Sclerosis. Following is a letter circulated by Howard Ellis, secretary-treasurer of the Music Guild of Nebraska, urging all operators to showcase the tune in behalf of the charity:

"A short time ago an Omaha man by the name of Richard McCord, who is doing a great job in the work of the National Multiple Sclerosis Society, approached Joe Martin and Al Lamb, of Omaha radio Station WOW, and asked them to write a song that could be used as the official national M.S. Hope Chest Song for 1959. Thus the song 'Some One You Know,' was born. There is, however, no mention of multiple sclerosis in the words.

"The writers, Joe Martin and Al Lamb, and the artists have signed over all royalties to M.S. This is a semi-inspirational 'I Believe' type song, and I think it will be a hit.

"Our coin phonographs are the showcase for all that is new in music for the public, and we could do them a great service by using it on every phonograph. If we could cause more records to be sold by including it on our programs, we could truly think of it as a job well done.

"Listen to this record and order a [\(Continued on page 82\)](#)

Neb. Assn. Plans Meet May 23-24

OMAHA—The spring meeting of the Music Guild of Nebraska will be held May 23-24 at Hastings, with Ruff Hopp, Pla-Mor Music Company acting as host for the event.

Writes Howard Ellis, secretary-treasurer of the Nebraska group to members: "We have been to Hastings before and have never failed to have a good meeting, as Ruff always goes 'all the way,' to make our visit a pleasant one. Make your plans now to attend, and we will send the details later. It will be the usual Saturday and Sunday affair. See you in Hastings."

MAURICE JOACHIM

Record Exec Conducts Juke Box Op Survey

NEW YORK — What is probably one of the most intensive juke box operator surveys ever launched has been going on for nearly two years, with the results due to be tabulated and released by September 30.

The man behind the survey is Maurice Joachim, 30-year-veteran of the radio business ("Chandu, the Magician" in the early days of radio) and owner of five record labels and two music publishing companies.

The Indian-born and British-educated Joachim has taken a rather novel approach to his survey. As a record company owner and music publisher, he feels that the juke box operator is one of the most potent forces in the making or breaking of hits and that if a record company understands the operator, his batting average will probably be pretty high.

Operator Interviews

In order to achieve his findings, Joachim plans to have interviewed some 836 operators, all from non-metropolitan areas, in depth.

While the interviews have taken place, and will take place all over the nation, most of them have been conducted in the Northern Appalachian area, covering parts of Maine, New Hampshire, Vermont, Massachusetts and New York.

This area, explained Joachim, draws 2,500,000 tourists each year, and these tourists come from all sections of the country and represent every economic and age group. He feels that the programming problems encountered by operators in this area are similar to problems encountered by operators in all areas.

Origin of Interest

Joachim first became interested in musical preference surveys about six years ago, when he bought resort property in Lake George, N. Y. (He is now one of the largest real estate owners in the area.)

At that time, Joachim felt that interviews with vacationers in the Lake George area could guide him in the selection of music for his

[\(Continued on page 80\)](#)

NOW - CONVERT LOCATIONS TO

STEREO in 1 Hour

WICO CONVERSION KITS

NOW AVAILABLE FOR THESE PHONOGRAPHS..

Only **\$99⁵⁰** Complete

SEEBURG—Models M100A thru "201." Note: Kits for Models K-200, L-100, "101," "161" and "201" are \$109.50 ea. (Includes Pre-Amplifier)

AMI—Models D thru I

WURLITZER—Models 1600 thru 2250

ROCK-OLA—Models 1442 thru 1465

- Can be installed on location in one hour.
- Utilizes present auxiliary speakers.
- Automatic Volume Compensator included as part of kit.
- Single knob volume control also included.
- Remote Volume Control, optional—\$16.95.
- Additional speakers available when required.



Kit is complete and includes simple instructions and diagrams for easy installation. WHEN ORDERING, PLEASE SPECIFY NAME AND COMPLETE MODEL NUMBER OF PHONOGRAPH...

MODERNIZE . . . KEEP IN STEP . . . convert to STEREO!



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BETTER JUKE BOX PROGRAMMING MEANS A BIGGER TAKE—

You'll want to read and use the special material covering . . .

Million Record Sellers Of The Top Artists

In Billboard's May 25
**QUARTERLY PROGRAMMING GUIDE—
out next week!**



THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of May 11, 1959)

Main table containing columns for High, Low, Mean Avg. prices for various categories: MUSIC MACHINES, GOTTLES, SHUFFLE GAMES, PINBALL GAMES, and ARCADE EQUIPMENT. Includes sub-sections like AMI, BEEBURG, WURLITZER, BALLY, CHICAGO COIN, and GENCO.



THIS IS
THE INDUSTRY'S TOP PHONOGRAPH

FIRST IN SALES
FIRST IN PERFORMANCE
FIRST IN EARNINGS

Only Wurlitzer Offers True Stereophonic Sound

CASH IN ON **WURLITZER** LEADERSHIP

The Wurlitzer Company - N. Tonawanda, N.Y. - Established 1856

Coin Youth Center Idea Spreads Fast

CHICAGO — Coin-operated recreation centers for teen-agers—an idea first put into action by Jack Rosenfeld, St. Louis, last November (The Billboard, November 24), are springing up around the nation.

Since then, a dozen or more such establishments have sprouted up in the East, West, North and South. Many others are in the planning or construction stage.

The Billboard has one report from the Southwest of an operator putting up a new building especially designed as a coin rec spot.

All of the spots currently in action feature play on coin bowling alleys, and most conduct tourney play on these games to build receipts. Thus far, most if not all of the new-type "modern Arcades" have shown financial success; and in some cases, operators plan to

expand their establishments and/or open second and third spots.

When Rosenfeld opened his Bowlette in St. Louis and a full report and pictures on the establishment appeared in The Billboard, operators and distributors from points thruout the nation personally visited the spot. Others sent inquiries and indicated plans to open similar spots of their own.

In some cases, the new idea brought "new blood" into the business. Businessmen in other fields saw the need in their own particular town for a place where teen-agers could enjoy themselves in supervised recreation, and soon became "coin machine operators." The trend shows promise of continued growth, based on success such operators have had in the past six months.

Among the new bowling palaces, (Continued on page 83)

AAMONY Replies to Charges of Monopoly

NEW YORK—Price & Iovine, counsel for the Associated Amusement Machine Operators of New York, this week issued a statement to The Billboard in reply to charges of monopoly made by New York State. The body of the statement follows:

"As you already know, on May 6, the office of the attorney general of New York, by the service of a summons and complaint, lodged charges that AAMONY has been engaged in practices in violation of Article 8 of the General Corporation Law.

"The formal answer to this complaint has not yet been drafted. However, we most earnestly contend that AAMONY's conduct is not now or potentially monopolistic in nature, and that any success on the part of the attorney general

to enjoin AAMONY from continuing to operate and divest it of its charter could imperil the corporate charter of every association organized in the State of New York.

"We feel confident that there is no legal basis upon which the attorney general's office can substantiate its charge, and a trial of the issues should be resolved in favor of AAMONY. In any event, irrespective of any legal success on the part of AAMONY, since there is no intention to establish or maintain a monopoly or to restrain and prevent competition and the free exercise of business, AAMONY stands ready to adhere to any reasonable recommendation by any competent tribunal to evince its aim to satisfy the spirit and letter of the law.

"On behalf of AAMONY, we convey our thanks for your always fair and impartial reporting."

Coin Exports Off 1958 Pace in First 2 Months

WASHINGTON—February coin machine exports from the U. S. dipped to \$1,264,951 which, combined with a relatively low January volume, put 1959 shipments well off the \$1,781,494-per-month pace of 1958.

Projected 1959 volume, on the basis of the first two months' U. S. Department of Commerce reports, comes to just over \$16,500,000. Total volume last year hit \$21,377,931; 1957's volume made nearly \$25 million.

The fall-off of at least one prime game market—Italy—is one factor of the slide. A changing European sales picture may be another factor. The common market concept, already in action to some extent, may be responsible for "let's wait and see" thinking on the part of some importers. Still another factor is the gradual switch of the coin machine export trade to a buyers' market.

All three categories of coin exports—new and used juke boxes and amusement games—showed a drop from the preceding month in February. New phonograph volume slid from \$899,735 to \$779,475; used phonographs from \$157,417 to \$135,438; games from \$443,566 to \$350,038.

The top five markets were the same as in January. Belgium led with a total volume of \$289,811. West Germany, the January pacesetter, ranked next, with \$288,839, and Venezuela took \$212,173. Canada and Switzerland filled out the top five with \$148,120 and \$96,327

GAME FLASH KEY TO PLAY, SAYS PROF

DETROIT — Bells and lights on coin games are a motivation factor in play and could be used effectively in work, Prof. Paul M. Fitts, psychologist at the University of Michigan, believes.

In a report discussing psychological attitudes toward routine tasks, the professor said he had studied players of coin games and went on to devise a test unit which incorporated flashing lights and audible signals to tell a worker how his labor was progressing. Such feedback and external signals, he feels, appeal to the senses and give the player or worker greater satisfaction.

Professor Fitts, who is on the Research Council Committee on Bioastronautics of the National Academy of Science, intimated that such a system applies especially to drivers or pilots, and could lift their work out of the routine category.

Game Legislation

HAMMOND, Ind. — Legislation for the control of pinball machines was proposed last week at a meeting of the Hammond City Council. An ordinance would ban pins from service stations and restaurants, fix a \$100 license fee per machine and prohibit pin playing by persons under 19 years of age. The Council instructed the city attorney to draft the ordinance for introduction at its next regular meeting.

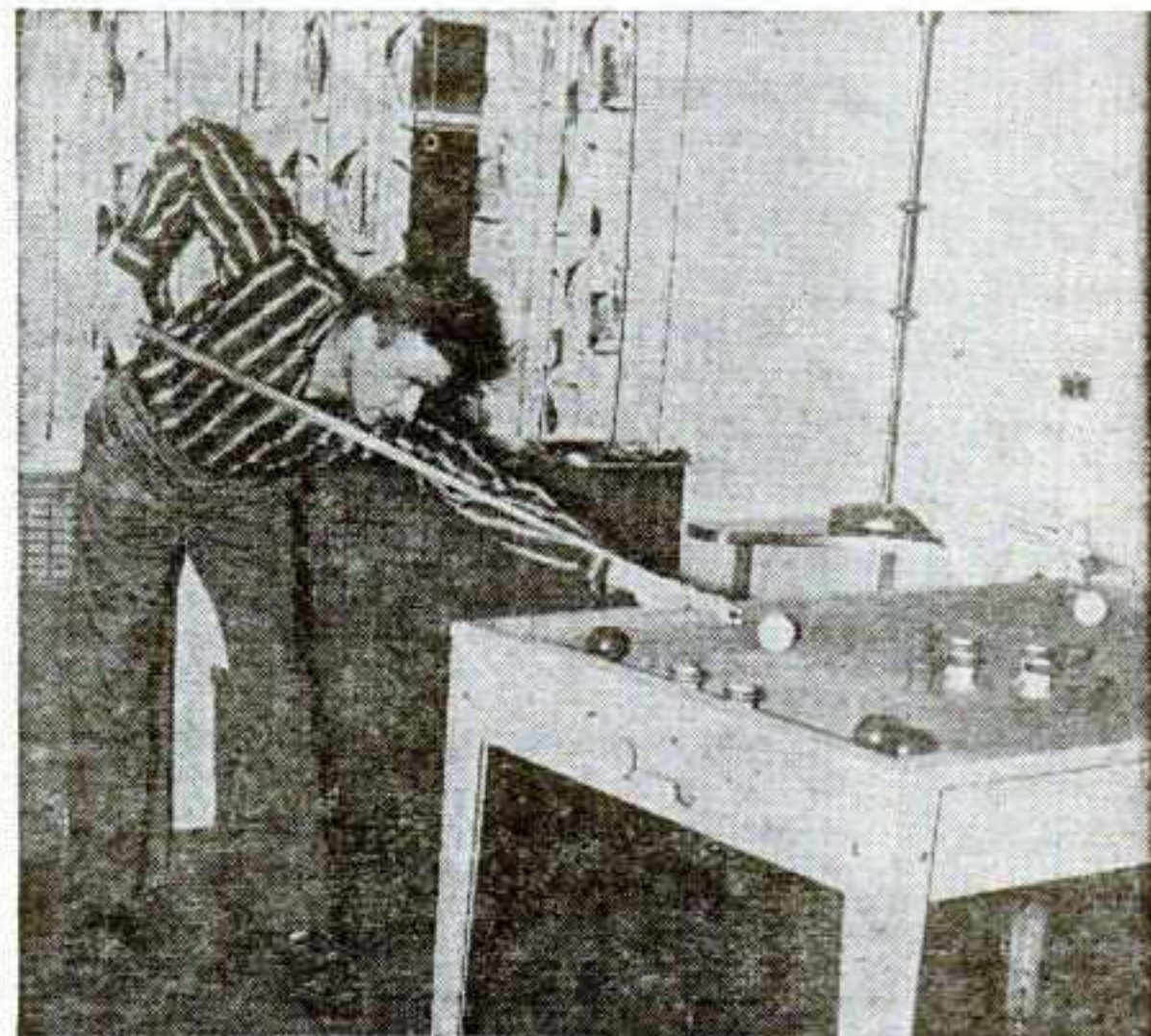
N. Y. STILL MULLS PER-UNIT TAX

NEW YORK — Sources close to City Hall disclosed that the Board of Estimate will drop its proposed per-machine tax on vending devices, but that it is still considering taxes on juke boxes and amusement games.

Early this year, the New York State Legislature passed an enabling bill which would allow the city to tax games and automatic phonographs up to \$25 per machine per year, with per machine taxes on vending devices of \$10 and \$15, depending on the machine type.

volumes respectively. (See chart this section.)

For the second straight month, West Germany led in new phonograph imports, taking \$234,893 (Continued on page 79)



POOL AT POLE. DON CLARK, a 25-year-old Chicago radican, enjoying himself at Cam, Cambridge Bay, Northwest Territory. Bumper pool games solve a morale problem at the Arctic radar stations, where sub-zero temperatures discourage outdoor recreation.

BEAT NORTH POLE BLUES

Pool Games Boost Morale At Ice-Packed Radar Post

By BOB LATIMER

BAFFIN ISLAND, Northwest Territory — Bumper pool tables have been a life saver in providing for the morale of Americans and Canadians in this frigid ice-packed Roof of the World.

The dew line is the \$600 million radar outpost constructed by the U. S. Air Force in 1956, which provides 57 radar stations to scan the polar skies and maintain a silent, unpenetrable sense to guard against the onslaught of atomic bombers.

Situated from 50 to 100 miles apart and extending 3,500 miles from Baffin Island to Barter Island in Alaska, the dew line stations represent a serious personnel problem. All of the crews live in modules, 16-by-28-foot heavily insulated wooden buildings mounted on stilts and strung together in long passenger train fashion. The modules serve as dormitory housing, kitchens, dining, recreation and operations rooms.

Space Factor

In every recreation room over the full length of the line, bumper pool tables have solved the problem of fitting recreational facilities into cramped quarters. Altho Federal Electric Corporation, which operates the line, does not pinch the purse-strings when it comes to keeping employee morale up, there is simply not enough room in the modules for a standard-size pool table.

Shortly after the first stations

on the line were built, it was decided to find some type of table game which would require as little space as possible. Bumper pool, which had already made an appearance in Canada, some 2,000 miles south, proved to be the answer. The pool tables, which occupy only four and one-half by three and one-half feet of space, have become one of the most popular entertainment features at each dew line station.

There are many competitions and tournaments thru the year, and top teams from each of the stations compete with one another, altho some of the stations are far apart.

Federal Electric Company, which pays its radicans \$12,600 to start, supplies them with free food, medical care, Arctic clothing and supplies and assumes all costs for the pool games, replacing those that wear out. Many of the pool games have been in round-the-clock operation for more than two years. The Line also has coin-operated phonographs, vending machines and amusement machines of various types, according to the amount of module space available.



BOB LATIMER, our roving reporter, went to the dew line on assignment for the National Geographic and found, to his surprise, bumper pool games in operation at the radar station modules. Here's Bob at Ellesmere Island, near the north pole. Temperature: 55 below zero! Latimer traveled 27,000 miles in five weeks and took a 22-mile dog sled trip on his own.

COIN MACHINE EXPORTS

February, 1959

Country	New Phonographs		Used Phonographs		Amusement Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	149	\$117,871	344	\$ 98,036	527	\$ 73,904	1,020	\$289,811
W. Germany ...	375	234,893	4	2,400	306	51,546	685	288,839
Venezuela	200	184,660	1	925	113	26,588	314	212,173
Canada	127	89,627	2	575	274	57,918	403	148,120
Switzerland	69	55,128	96	41,199	165	96,327
Denmark	21	14,802	20	14,772	41	29,574
Sweden	53	21,834	53	21,834
Mexico	11	13,762	1	1,395	102	4,070	114	19,227
Jamaica	27	18,037	27	18,037
Taiwan	5	4,000	17	9,930	22	13,930
Cuba	23	12,981	23	12,981
France	16	11,100	16	11,100
Un. of S. A.	35	9,338	35	9,338
Iran	8	9,273	8	9,273
Other Countries.	60	37,714	46	13,335	115	33,338	221	84,387
Totals	1,062	\$779,475	423	\$ 135,438	1,662	\$350,038	3,147	\$1,264,951

Conn. Association Chief Gives Arcade Views

By ALLEN M. WIDEM

This is another in a series on Arcade operations. The views expressed here are not necessarily those of The Billboard.

HARTFORD, Conn. — What can be done to improve the Arcade business? Paul Rechtshafer, an Arcade operator and president of the Music Operators of Connecticut, coin machine association, has some strong views.

Rechtshafer operates one of downtown Hartford's largest Arcades, the Playland. He is also president of Reliable Coin Machine Company here.

Rechtshafer feels that the amuse-

ment Arcade field is lagging, particularly in development and encouragement of "glamorous new equipment that will continue to draw old-time customers and at the same time bring in a lot of needed new faces.

"Far be it from me," he said, "to quibble over declining interest in trade progress, but it is certainly time for someone to point an accusing finger at ourselves and ask, specifically, why no major trend has occurred in new equipment for the Arcade field since introduction of the shuffle alleys at least 10 or 11 years ago?"

Patrons Indifferent

Rechtshafer believes that Arcades at present are losing business because they have encountered what can be characterized as passive public resistance. "People aren't flocking to the downtown Arcades in the quantities that were readily evident a brief decade ago, and we can attribute this particular thinking to both the decline in new equipment development and the tremendous growth of suburban and country living on the part of the buying public. Once you get a typical buying public group out into the suburbs after work at night, it's all too rare that you will get a great number back into the downtown area, let alone patronizing Arcades."

The Playland Arcade at present has fortune tellers, dime rifles and guns, ball bowling games and shuffles, pool games, Panorama movie machines, pinballs, photo units, voice-recorders, grip machines and popcorn.

Rechtshafer has been in the coin machine industry for 20 years. He points to a need for new ideas, particularly in the Arcade field. He feels that of all coin machine phases at present, the most promising, market-wise, seems to be vending machines, situated in burgeoning industrial centers.

He thinks that some sort of plan should be worked out to either encourage greater downtown shopping (with subsequent Arcade overflow) or building of Arcades in newly developed shopping centers in the suburban areas of major U. S. cities.

Rechtshafer concluded: "We simply can't afford, from a prestige and profit standpoint, to continue drifting. We should get back into activity with as much new, appealing equipment as imaginable, and do it now!"

Exports Off

Continued from page 78

worth. Venezuela and Belgium followed, with no other markets over the \$100,000 mark in this category. Belgium copped the only big business in used juke boxes, with a \$98,036 run.

Markets for games were more divided, with the top spot going to Belgium, at \$73,904. Canada (\$57,918), West Germany (\$51,546) and Switzerland (\$41,199) were the other major game buyers.

Relatively new among the top 15 markets for coin machines in February were Taiwan (\$13,930 volume), Jamaica (\$18,037) and the Union of South Africa.

Vending machine shipments, not shown on chart, hit \$268,486 on 1,610 machines, compared to \$143,885 on 4,457 units in January.

Mrs. H. H. Gisser Dies

CLEVELAND — Rae Gisser, wife of Henry H. Gisser, secretary of the Cleveland Coin Machine Exchange for the past 20 years, passed away last week. Mrs. Gisser was active in numerous charitable organizations.

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SEE PAGE 75

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Games, Inc., Double Shot	295
Bally Skill Parade	245
Bally Skill Roll (new)	125
Bally Deluxe Skill Parade (new)	295

BINGOS

Bally Miss America	\$325
Bally Cypress Gardens	\$450
Bally Sun Valley	425
Bally Show Time	295
Bally Key West	250
Bally Big Show	220
Bally Night Club	150
Bally Broadway	115
Bally Miami Beach	105
Bally Big Time	95
Bally Beach Club	60
United Nevada	50
United Manhattan	50
United Scarlet	85
United Caravan	95
United Star Dust	95

ARCADE

BALLY ALL STAR BOWLER, 5 1/2'	\$145
Bally Super Bowler, 5 1/2'	195
Bally Strike Bowler	425
Bally Trophy Bowler, 14'	595
Bally Rebound Shuffle, New	245
United Midget Alley, 6'	145
United Leader Shuffle Bowler	95
United Carnival Gun	125
Genco Quarterback	95
1 Bert Lane Lancer Horse	295

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Genco Circus Gun	825.00	Kay Super Hockey (new)	285.00
Genco State Fair	225.00	Ex. Foot Ease	75.00
Genco Super Big Top	275.00	Riteway 3D Pix	195.00
Genco Rifle Gallery	125.00	Capitol 3D Pix	195.00
CC Deluxe Ski Ball	175.00	Auto Photo M9	1,295.00
CC Tournament Ski Ball	115.00	Drivemobile	125.00
Wms. Roll a Ball	115.00	CC Basketball Change	125.00
Bally All Star Bowler	185.00	Genco Space Age	295.00
Bally Deluxe All Star Bowler	195.00	Monkey Shine	195.00
Ex. Ringer Ball	50.00	Speedway Bombblast	125.00
Genco Lucky Seven	95.00	Atomic Bomber	125.00
CC Batter Up	295.00	Voice O Graph	275.00
Ex. Pop Gun	295.00	Kiddie Whip	150.00
Carnival Gun	125.00	Super Jet	225.00
Wms. Ten Strike	195.00	Phila. Toboggan Ski Ball, 11 ft.	325.00
Seeburg Coon Hunt	185.00	Double Pokerino	100.00
CC Criss Cross Hockey	845.00	Ex. True Score Bowler	175.00
Standard Metal Typer	250.00	Un. Phis Bowler	295.00
Lord's Prayer	195.00	Genco Horoscope (new)	Write

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Record Programming System

Continued from page 72

act information on what happened in the past, and he uses this exclusively in moving his old favorites from spot to spot.

Incidentally, there are often two records of the same number, by two different artists, in the envelope. Lucero knows from long experience that a hit number by a white singer will not show near the collections which the same number, recorded by a Negro vocalist, will produce in Denver's "Little Harlem" district. This gives him still more option in doing his spotting.

Balance

In carrying out programming operations, Lucero is careful to maintain the usual balance of top hits, westerns, novelty numbers, ballads and the like. The bulk of the remaining records are a Lucero specialty, Broadway Show Music, which he puts at the top of his old favorite list and which have been continuously important in producing better play. Old favorites, of course, amount to a rather loose classification, but Lucero defines them as numbers which were popular at least two years back and as far back as 15 years.

His inventory includes 1,700 records in this category, all of which are rotated regularly thru his routes, never appearing on the same location more than once in any given 90-day period but which show consistent results whenever they are used.

Example

A good example is the old Russ Morgan recording of "Does Your Heart Beat for Me?" This has been a particularly popular disk during the past two years, revived by Lucero when he heard it on a radio broadcast, and a steadily popular "best seller" ever since. A look at the envelope shows that in two years the record has appeared on 21 of 38 locations, was a definite

Maurice Joachim

Continued from page 75

record labels. In seven years he has interviewed some 7,000 tourists and has used the information gained to select tunes.

One fact he learned is that when people put coins in juke boxes, it is often because they want to hear tunes which remind them of pleasant experiences. As a result he created the Nostalgic Records Company, which waxes only tunes that are at least 21 years old.

Record Hops

He also promotes record hops thruout the East. The public is invited at no charge, with questionnaires passed among the audience. Members of the audience, in effect, "review" each record, and on the basis of these "reviews," Joachim determines which records he will press and push. Free records are passed out to stimulate attendance.

According to Joachim, record companies have always taken the juke box operator for granted, and in the selection of 45 r.p.m. records, they have generally thought of other markets, with the assumption that if the record is any good, the juke box operator must buy it.

Joachim feels that this reasoning is wrong. He contends that if the record company understands the requirements of the juke box operator, juke exposure—along with disk jockey promotion—will make the hit and that the juke box operator should be a prime consideration, not an afterthought.

When Joachim completes his survey, he plans to have it published in brochure form. Information contained, he said, will deal with personal musical likes and dislikes of operators, music forms which go best in certain type locations and the relationship of retail best-selling records to juke box big earners.

flop in Denver's central downtown district but an outstanding success in the better-income East Denver residential area. Needless to say, when programming for his entire route, Lucero will spot "Does Your Heart Beat for Me?" on boxes which are located out of the non-responsive area which the envelope record indicates. Similarly, a novelty old favorite, "Your Feet's Too Big," by Fats Waller, "did not show the sort of response which had been expected" in the high school and teen-age spots which Lucero operates, and he, of course, gave up on that record for youngsters who simply don't seem to remember Fats Waller and his tremendous popularity!

Completely documenting every record's performance everywhere it had been used, adding comments of his own as well as the cash figures, takes a lot of Lucero's time, and he confesses that often he spends an entire Saturday morning on the operation, even tho "I should be out shooting golf," as he put it. The results are so good, however, that the Denver operator doesn't begrudge the time which which has gone into this kind of pencil-pushing.

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Juke Hearings

Continued from page 2

cluded the name of Arthur Newmeyer Associates, ASCAP public relations firm here, as among those invited to testify at hearings. Altho the name was inadvertently included in a preliminary witness list out of the Subcommittee, Newmeyer spokesmen say their function is public relations only, and they never testify at hearings.

Subcommittee counsel Cyril Brickfield, who will have the task of legal chaperon for the tussle, has a solid background in general law. Brickfield is from Brooklyn, N. Y., a graduate of Fordham U. and Fordham Law School, with additional master and doctorate degrees from George Washington University of this city.

Brickfield has been seven years with the House Judiciary Committee. His background also includes private law practice, and three years as law clerk to Chief Judge Albert Conway, of the New York Court of Appeals.

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Four Brothers
• Continued from page 72

pany, big music specializing firm in Denver, entered the field more than 30 years ago when he was employed by the late Jim Blackwell, founder of the huge Midwest Music Company. Frank's job was to set up locations thruout a huge territory from Denver to Seattle on the North, to St. Louis in the East, down to El Paso and West up to the California coast. The older Negri, who has been active in the firm, helped Blackwell Distributing Company, as it was then known, to build a string of 3,000 phonographs over its vast area before becoming an operator on his own, specializing in the territories of Denver thru Southeastern Colorado, lower Kansas and parts of Missouri.

Frank helped to found Draco Sales Company, Denver Wurlitzer dealership, many years ago, along with brother Leo, who currently is a partner in the organization. The Draco operations became one of the largest distributorships in the mountain States, and after achieving success in this deal, both Leo and Frank went back to operating, Frank in Colorado and Leo headquartering in Landers, Wyo. Frank at one time had 166 phonographs on location, which in those days was equivalent to 400 or so machines today.

Earned Investment Funds

The younger brothers, John and Don, both ran strings of amusement machines and phonographs in the Denver area for a dozen years before drifting off into other fields. John currently is owner of a large resort center at Grand Lake, Colo., while Don has an important post with the government.

Both earned the funds to start other enterprises in the phonograph-operating fields, however.

Leo Negri likewise left Draco Sales Company for some time as an operator, returning in 1957 as a full-time partner when the Draco organization underwent some wide changes. Howard Hold, a former partner, became an operator; Doyle Harrington, another full partner, moved to Glenwood Springs, Colo., high up in the mountains, and Leo Negri returned as a partner in charge of operations and installations.

The Negris have had a personal hand in almost every type of pho-

Prices of Cigs
• Continued from page 69

machine sales, the operators say. They pointed out it would be impractical to raise filters and kings to 31 cents, and punch 4 cents into a pack (two pennies per side). The double mechanical procedure would be more costly than the increase in price they stated.

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- ROCK-OLA STEREOPHONIC & MONAURAL 120-200 SELECTION

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1446 Rock-Ola, 120 Sel.	Bally Club Bowler	Miami Beach
Seeburg VL-200	Chi-Coin Red Pin Bowler	Big Time
Seeburg K-D	Chi-Coin Rocket Shuffle, 2 player	Gaytime
	Chi-Coin Rebound Shuffle (close-out)	Variety
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		Big Show
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		Skill Parade-new
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BOWLING LANES	BINGO GAMES	
Bally ABC Bowling Lanes	Sea Island	All Star Bowler
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National Slug Rejector

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS

when answering ads . . . Say You Saw It in The Billboard

NATION'S BEST BUY
REBOUND SHUFFLES
 Like New—\$159.50

Ready for Location—Ready To Go—1/3 With Order, Bal. C.O.D.

Write Wire Phone Today

DAVID ROSEN
 Exclusive A M I Dist. Ea. Pa.
 855 N. BROAD STREET, PHILA. 23, PA.
 PHONE: STEVENSON 2-2903

Write for Complete Lists

Nebraska Ops

Continued from page 75

copy for every machine you operate. Anything you can personally do to help will be deeply appreciated by 'Some One You Know,' for 'someone you know' has multiple sclerosis.

"Thank you.

"Howard N. Ellis

"Secretary and treasurer
 "P.S.: Martin Block has picked this record as the 'Hit of the Year.'"

Milwaukee

Johnny O'Brien, widely known disk distributor, has departed from his post as manager of the Gar-misa Distributing Company. His plans have not been announced. "No hard feelings," according to reports from Harry Beckerman, now in charge. . . . Decals for use on juke boxes operated by mem-

bers of the Milwaukee Phonograph Operators' Association are being distributed.

FOR SALE—
350 JUKE
BOX ROUTE
\$1,500.00
 per week profit

WRITE TO

BOX 956
 c/o Billboard
 188 W. Randolph
 Chicago 1, Illinois

In New York It's the New HOTEL PLYMOUTH

143 WEST 49th ST. NEW YORK

Special Theatrical Rates
\$5 SINGLE & BATH
\$8 DOUBLE & BATH

COMPLETELY REFURNISHED.
 AIR CONDITIONED. TELEVISION.
 Walking Distance to Radio City TV Center, Theatres and Restaurants.
ROBERT BENSTOCK, Mgr.



SCORE FIRST
 with **FIRST-CLASS**
 Equipment from
FIRST!

NOW DELIVERING!

Chicago Coin's
RED PIN
 Regulation and Plastomatic Hi-Scoring
KING BOWLER
 16" Reg. and Hi-Score
 21" Regulation only

ARCADE

Genco FOOTBALL \$140
 Wms. CRANE 113
 Wms. ALL STAR
 BASEBALL 125
 Bally ALL STAR
 C. C. STEAM SHOVEL 115
 Bally ALL STAR
 BOWLER 175
 Genco MOTORAMA 295
 C. C. TWIN HOCKEY 215
 Williams TEN PIN 195
 TELEQUIZ w/ Film 95

NOW DELIVERING!

Chicago Coin's
STAR ROCKET
 ★ 5 Big Buttons!
 ★ High Scoring Action!
 ★ Available in 3 Models!
 ★ Fits Everywhere
 Only 24"x32"
 ★ New "Player Action"

GUNS

Genco CIRCUS GUN \$330
 Genco STATE FAIRLAND 240
 Genco DAVY CROCKETT 225
 Genco SKY ROCKET 195
 Keeney RANGER 195
 Un. CARNIVAL GUN 160
 Keeney SPORTLAND 125
 Keeney SPORTSMAN 135
 Genco RIFLE GALLERY 135

NEW GAMES

Autoball CIRCUS PLAYBALL
 Bally SEA ISLAND
 Bally HEAVY HITTER
 Bally CLUB BOWLER
 Bally LUCKY ALLEY
 Bally GUNSMOKE
 Gottlieb ATLAS
 Keeney SHAWNEE
 Keeney DLX BIG TENT
 Keeney BIG ROUNDUP
 United DLX BASEBALL
 United SIMPLEX
 BOWLING ALLEY
 United DUAL SH. ALLEY
 United DUPEX BOWLER
 Valley 6-PKT. POOL TABLES
 Kaye 6-PKT. POOL TABLES
 Williams PINCH HITTER

Write or Call Us for DEAL OF A LIFETIME!
 Chicago Coin's
ROCKET BALL
14' TWIN BOWLER
6'-8' MONTE CARLO
REB. SHUFFLE

WANT TO BUY!
 •
Gottlieb
5 BALLS
 •
 Any Quantity

FIRST

COIN MACHINE EXCHANGE

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

Cable: "FIRSTCOIN" - Chicago

MIKE MUNVES CORP.
AMERICA'S NO. 1 OUTFITTERS
ARCADES
 577 TENTH AVE., N.Y. 36, N.Y.

NEW MACHINES

New and Different Machines

- Send a Rocket to the Moon, Satellite Tracker Write for Circular
- Munves Bike Race \$495.00
- Exhibit Vacuumatic Card Vendor 210.00
- Standard Metal Typer 450.00
- Irving Kaye 6" Hockey 295.00
- Williams Pinch Hitter Baseball Write
- Grandma Fortune Write

FACTORY REBUILT EQUIPMENT!

SPORTS GAMES	MISCELLANEOUS	FUN & FORTUNE
Air Football \$195.00	Bally All Star Bwlr. \$225.00	Astracope \$125.00
Air Hockey (1st Model) 195.00	Cap. Midget Movies. 145.00	Circus Romance 125.00
Bike Race (new) 495.00	Capital Pin-Ups. 245.00	Ex. Barrels, 2 on stand, new 225.00
Chicago Basketball. 125.00	Exhibit Jitters. 125.00	Ex. Candid Camera. 125.00
Chicago Bull's Eye. 195.00	Exhibit Viftalter. 95.00	Ex. Bluebird 125.00
Chicago Home Run. 95.00	Hydroduck 200.00	Ex. Knotty Peeks, ea. 45.00
Chicago Mdat. Skee Ball 125.00	Mills Pan-O-Ram. 325.00	Ex. Radio-Gram 125.00
Chstr. Pollard Derby 145.00	Monkey Shines. 350.00	Ex. 3 Little Meters on stand 145.00
Evans Bat-A-Score. 100.00	Muto. Cross-Country. 295.00	Ex. Voodoo, Mystic Eye, Air Mail, Circus Romance, Merry-Go-Round 125.00
Ex. Hi-Ball 95.00	Muto. Drivemobile. 125.00	Grandma (with in-distructible head and hands) 795.00
Exhibit Ringeball. 95.00	Muto. Rk. 'n Roll. 50.00	Happy Home 75.00
Gen. Champ. Baseball. 145.00	Muto. Voice-O-Graph. 295.00	Human Analysis 125.00
Genco Hi-Fly. 145.00	Relaxolator, new. 275.00	Irv. K. Wee-Gee Mystic 125.00
Genco Hi-Fly Bsbll. 155.00	Sup. Poker Jkr. 75.00	Muto. Love Pilot, Love Teller and Career Pilot 125.00
Genco Quarterback. 245.00	Wms. Crane, used. 100.00	Mystic Pen 125.00
King of Swat 175.00	Wms. Side, Engineer. 100.00	Photomatic 495.00
Muto Hockey. 85.00	Wms. Ten Strike 225.00	Question Girl 75.00
Muto. K.O. Champ. 245.00		Solar Hoscope 110.00
Muto. Silver Gloves. 195.00		Tel-A-Quit 95.00
Rebuilt Motor. 245.00		Voice-O-Graph 395.00
Rock-Ola Wild. Series. 125.00		WeeGee Mystic 95.00
Scient. Basbl. and Bsktball. 75.00		Wms. Selectroscope. 95.00
Scient. Btg. Practice. 95.00		Wizard Pen 125.00
Scientific Field Goal. 195.00		
Scient. Pitch-Bat 'em. 125.00		
Seeburg Hockeyball. 195.00		
Set Shot Basketball. 195.00		
United Hockey. 125.00		
Wms. World Series. 95.00		
1937 BB 345.00		
GUNS	COUNTER GAMES	ATHLETIC MACHINES
Atomic Bomber \$125.00	Advance Shocker, new \$27.50	With 5¢ and 10¢ chutes—They are all money getters! Amer. Grip Meter. \$125.00
Bally Bull's Eye 195.00	Challenger 35.00	Bell Grip 95.00
Chicago Pistol 110.00	Kicker & Catcher 30.00	Dumbell Lift 150.00
Exhibit "500" 175.00	U. S. Post. Stmp., new 2-col. 22.50	Ex. Grip Davelop 175.00
Ex. Jungle Hunt 295.00	3-col. 29.50	Ex. K.O. Punch 175.00
Ex. Pop Gun 345.00	(with ABT coin chutes) 29.50	Ex. Star Striker 145.00
Ex. 4-Shtr., Gun Patrol, Jet Gun, ea. 125.00	Whirl-A-Ball 22.50	Lighthouse 95.00
Exhibit Sportland 145.00		Mercury Gripper 95.00
Ex. Shtg. Galry 125.00		Muto. Lift-O-Graph. 125.00
Ex. Star Galry 145.00		Muto. Pnch. Bag, rebuilt 245.00
Ex. Trare. Cove 275.00		Raise the Devil 125.00
Gen. Rfl. Galry 175.00		Windmill Gripper 125.00
Genco Sky Rocket. 150.00		
Nite Bombers 145.00		
Seeburg Coon Hunt. 175.00		
Supreme Bull's Eye. 95.00		
Thunderbolt 95.00		
United Jungle Gun. 195.00		
Wms. Jet Fighter. 145.00		
Wms. Polar Hunt. 250.00		
Wms. Safari. 175.00		
	RIDES	
	Bright Eyes Horse. \$275.00	
	Chicago Rd. Wld. Trnr. 400.00	
	Deco Space Rngr. 295.00	
	Exhibit Big Bronco. 350.00	
	Ex. Junior Jet 145.00	
	Junior Auto Test. 395.00	
	Lancer, new 395.00	
	Midget Racer 295.00	
	Nylco Xo7 Rkt. Ship 395.00	
	Phila. Thndr. Horse. 275.00	
	Scient. TV Ride 250.00	
	Trotter Horse 250.00	
	Rocket Ship 350.00	
	BAUSCH & LOMB	
	TELESCOPE...\$695.00	
	EXPORT	
	ALL MACHINES	

THE MOST TALKED ABOUT NEW GAME TODAY



Ready for delivery first week of June

YOU'RE LOOKING AT THE WORLD'S FINEST AND MOST ADVANCED SHUFFLEBOARD EVER PRODUCED

It's the all-new IMPERIAL with exclusive Magno Play Control.* Players must pay to play. No barrier to give mechanical trouble, or to aggravate players.

(*Patent applied for)

HERE'S HOW MIRACLE
 Magno Play Control **WORKS.**
 When the game is over, or time expires, hidden permanent magnets move into place underneath the playing field. These magnets then stop or deflect all weights passing over the board. ONLY THE INSERTION OF ADDITIONAL COINS CAN PULL THESE MAGNETS OUT OF POSITION.

SIZE FOR EVERY LOCATION.
 The new IMPERIAL is available in 15', 16', 18', 20' and 22' sizes. Rail-mounted scoreboard and Play Control are set on both winning score and time basis, whichever comes first. Timer adjustable by operator.

IMPERIAL GETS THOSE EXTRA COINS.
 One feature permits extension of time periods by insertion of additional coins; thus permitting the completion of every game. Another feature permits individual scoring for Horse Collar. GET THE FACTS TODAY.

AMERICAN SHUFFLEBOARD COMPANY
 210 Paterson Plank Road, Union City, N. J. Phone: UNion 5-6633

PARTS AND SUPPLIES FOR ALL MACHINES!
 Every Conceivable Type of Coin Operated Machine Can Be Had From Munves . . . Leaders in Arcades and Known Throughout the World . . . Since 1913!

MIKE MUNVES CORP.
 577 Tenth Avenue New York 36, N. Y. BRYant 9-6677

when answering ads . . . Say You Saw It in The Billboard

Make This Your Coin-Machine Headquarters for Anything You Require

New or Used (all used equipment thoroughly shopped—ready for use)

KIDDIE RIDES	MUSIC	ARCADE EQUIPMENT
Ex. Pony Express\$195	10 Wurlitzer 1500\$175	Space Gun\$125
Ex. Big Bronco 350	30 Wurlitzer 2000 495	Dale Gun 45
Bally Space Ship 295	8 Wurlitzer 1900 450	Gen. Rifle Gallery 125
Merry-Go-Round 295	8 Wurlitzer 1800 385	Ex. Shooting Gallery 125
Miss America Boat 295	5 AMI A 40 75	Carnival Gun 110
Round-World Trainer 325	2 AMI C 40 125	Gen. Sky Flier 125
Lancor Horse 295	1 AMI D 40 195	State Fair 225
Lane's Fire Engine 395	3 AMI E 120 295	Sportsman Gun 150
Driveyourself Mobile .. 425		Treasure Cove 210
		Polar Gun 225
		Pistol Pete 125
		Coon Gun 125
		Squall 395
		Midget Movies 125
		Sidewalk Engineer 150
		Gen. 2-Pl. Basketball .. 195
		Air Football 150
		Balloon-O-Mat 175
		Marv. Metal Typewriter .. 250
		Stan. Metal Typewriter .. 275
		Rock N Roll 50
		3-D Movies 125
		Flying Saucer 95
		Silver Gloves 125
		Heavy Hitter 65
		C.C. Midget Skee Ball 125
		Photomats 325
		Voice Recorder 295
		Auto Photo 1,150

SPECIAL	BINGOS
C.C. 1-Pl. Rocket ..\$225	Miss America\$375
C.C. 2-Pl. Rocket .. 295	Show Time 310
C.C. Rebound 195	Key West 275
	Brite Lites 65
	Miami Beach 110
	Double Header 195

VENDORS	WANT TO BUY
National 9 Col.\$ 95.00	AUTO PHOTOS,
950 Cig. 125.00	MODELS 9 & 11, Write
National 9 ML Cig. 125.00	or phone quantity,
National 11 M Cig. 165.00	condition and rock-
Kunkel or Pop-Sex .. 69.50	bottom price.
Popcorn 99.50	
Hot Automatic 99.50	
Automatic U-Pop-It, .. 99.50	
shopped 325.00	
Hebel 3 Sel. 395.00	
Ice Cream 350.00	
Hebel 5 Sel. 350.00	
Ice Cream 285.00	
Weich Orangeade .. 195.00	
Coffee & Hot Choc. 350.00	
Silver King Hot .. 95.00	
Coffee 110.00	
Ship. & Col. Candy. 110.00	
Film Vendors, & Col. 95.00	

We require one-third deposit with order, balance C.O.D. or sight draft.
Wurlitzer Distributors



CLEVELAND COIN MACHINE EXCHANGE, INC.
M. S. GISSER (Sales Manager)
2029 Prospect Ave. Cleveland 15, Ohio
All Phones: Tower 1-6715

OPERATORS

The Switch in '59 is to a Dime

In '33 nickel play was OK. Don't operate in the past... the switch in '59 is to a dime!

D. GOTTLIEB & CO.

T&L Distributing Changes Hands

CINCINNATI—T & L Distributing Company here, an old established business, has recently changed ownership.

Formerly owned by Leonard J. Goldstein and Sidney W. Block, the firm has been purchased by John W. Friedlander, formerly in the auto parts manufacturing business.

Goldstein has temporarily remained with the new organization, now called T & L Distributing, Inc. Goldstein will help Friedlander to get better acquainted with the many facets of the coin machine business. Friedlander said that all company policies are and will remain the same.

Youth Center

Continued from page 78

in addition to the St. Louis Bowl-ette, are:

The Bowl-A-Rena, operated by Jimmie French, Texas City, Tex.; the Roseville Amusement Center, operated by Gerald Frisch, St. Paul; the Bowling Center at Ferdinandina Beach, Fla., run by D. C. Land Paul Bibb; the Waukesha Recreation Center, Waukesha, Wis., operated by Ken Kulow and Glenn Grubb, and new spots at Sheboygan and Port Washington, Wis. (The Billboard will present pictures and articles on these last two rec centers in coming issues.)

Other new coin spots are planned in Minnesota, Massachusetts, Missouri, Oklahoma, and Wisconsin, and no doubt in other areas not yet reported.

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

Call **BANNER** and **BE SURE!**



Write, wire or phone from anywhere in the world! Banner flies high to increase your profits!

- ANYTHING YOU NEED — We're exclusive distributors representing coin machine manufacturers with proven products.
- NEW OR RENEWED — Any type, new or reconditioned, in all categories.
- ALL PARTS — Complete parts department for all makes and models.

Get the Facts on the **BANNER LEASING PLAN**

BANNER SPECIALTY COMPANY
199 W. GIRARD AVE., PHILA., PA. • 1508 FIFTH AVE., PITTSBURGH, PA

when answering ads... Say You Saw It in The Billboard



In All Locations...

GOTTLIEB'S 2 PLAYER ATLAS

Has Everything It Takes!

Yes, Mr. Operator, it's true! New, 2 player ATLAS has everything it takes to attract more play... more profit!

Location reports have proven, time and time again, that competitive play fills the cash box. In all locations, 2 player competition undoubtedly means more play... and more profit for you!

See your distributor today for a demonstration of these terrific features:

- Play attracting Roto-Targets score up to 500 points
- Two bulls-eye targets score 10 times Roto-Target value when lit
- Two drop-in holes score 10 times Roto-Target value when lit
- 3 or 5 ball play • Cross-board cyclonic kickers
- Match feature • 4 places to spin Roto-Targets

D. Gottlieb & Co.
1140-50 North Kostner Avenue • Chicago 51, Ill.

Amusement Pinballs
as American as Baseball and Hot Dogs!

Dime play is here to stay — buy Gottlieb Games and keep it that way!

ATTENTION IMPORTERS

Large assortment of late model Seeburg Phonographs available for immediate delivery:

C's, W's, G's, R's, L100's

Write for complete lists.

Exclusive Gottlieb, Williams and Seeburg Distributors



TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9480

Nassau DA

Continued from page 72

Industry sources feel that the seizure of Local 266's records by the Nassau County district attorney is probably the fatal blow for the union. Part of the local's records are already in the hands of the Senate Select Committee investigating the coin machine industry. With law enforcement agencies from all over the metropolitan area ready to pounce on the local, its chances of survival seem slim.

Elsewhere in the coin machine picture here, attorneys for the Associated Amusement Machine Operators of New York and the Music

Operators of New York were preparing their answers to the complaint of the New York State Attorney General, which alleges that both groups engaged in monopolistic practices. They are separate actions. The defendants have until June 2 to answer the complaints, which seek dissolution of the associations.

ADMEN of every kind **ENDORSE**
THE BILLBOARD
as a top
selling force

LIKE NEW!

SAVE on these
SHAFFER
PHONO SPECIALS

SEEBURG

KD200	\$685.00
VL200	549.50
HF100R	550.00
HF100G	475.00
M100C	395.00
M100B	325.00

WURLITZER

2100	\$499.50
2150	479.50
2000	449.50
1900	449.50
1800	395.00

AMI

H200	\$650.00
G200	450.00
G120	450.00
F120	395.00
E-80	275.00
D-80	189.50
D-40	149.50

WALL BOXES

Wurlitzer 5210, 200 Selections	\$ 89.50
AMI-W200	89.50
Seeburg 3W1 "100," Chrome A-1	49.50

CIGARETTE VENDORS

Eastern Mark II, 22 Col.	\$199.50
Eastern, 10 Col.	99.50
Rowe Commander, 11 Col.	109.50
Natl. 9M	99.50

EXTRA SPECIAL

Williams Bank Shuffle	\$199.50
--------------------------	----------

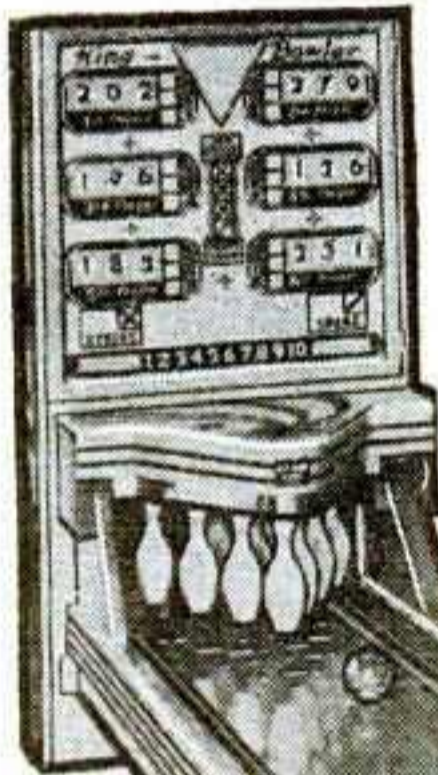
Shaffer Reconditioned
Shaffer Guaranteed
Write for Illustrated Catalog

SHAFFER

MUSIC COMPANY

849 North High Street
Columbus 8, Ohio
Phone AX 4-4614

Hail The New Champ!



Available in
16 1/2 and 21 1/2 ft.
Lengths!

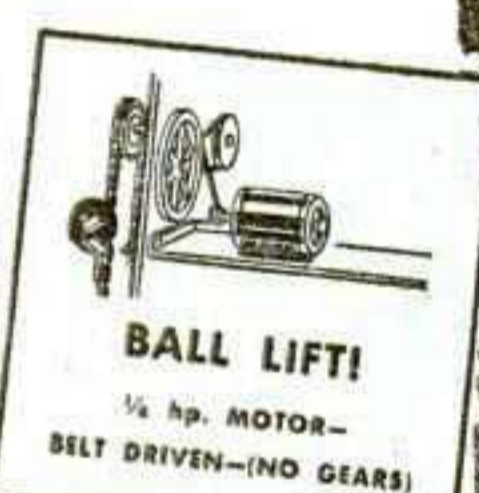
chicago coin's RED PIN BOWLER

Available
Now in New

5 WAY MATCH

4 GAMES IN ONE

- 1 RED PIN "Lights-Up" for BONUS SCORING!
- 2 Regulation Scoring!
- 3 "Flash-O-Matic" Scoring!
- 4 Mystery High Scoring!



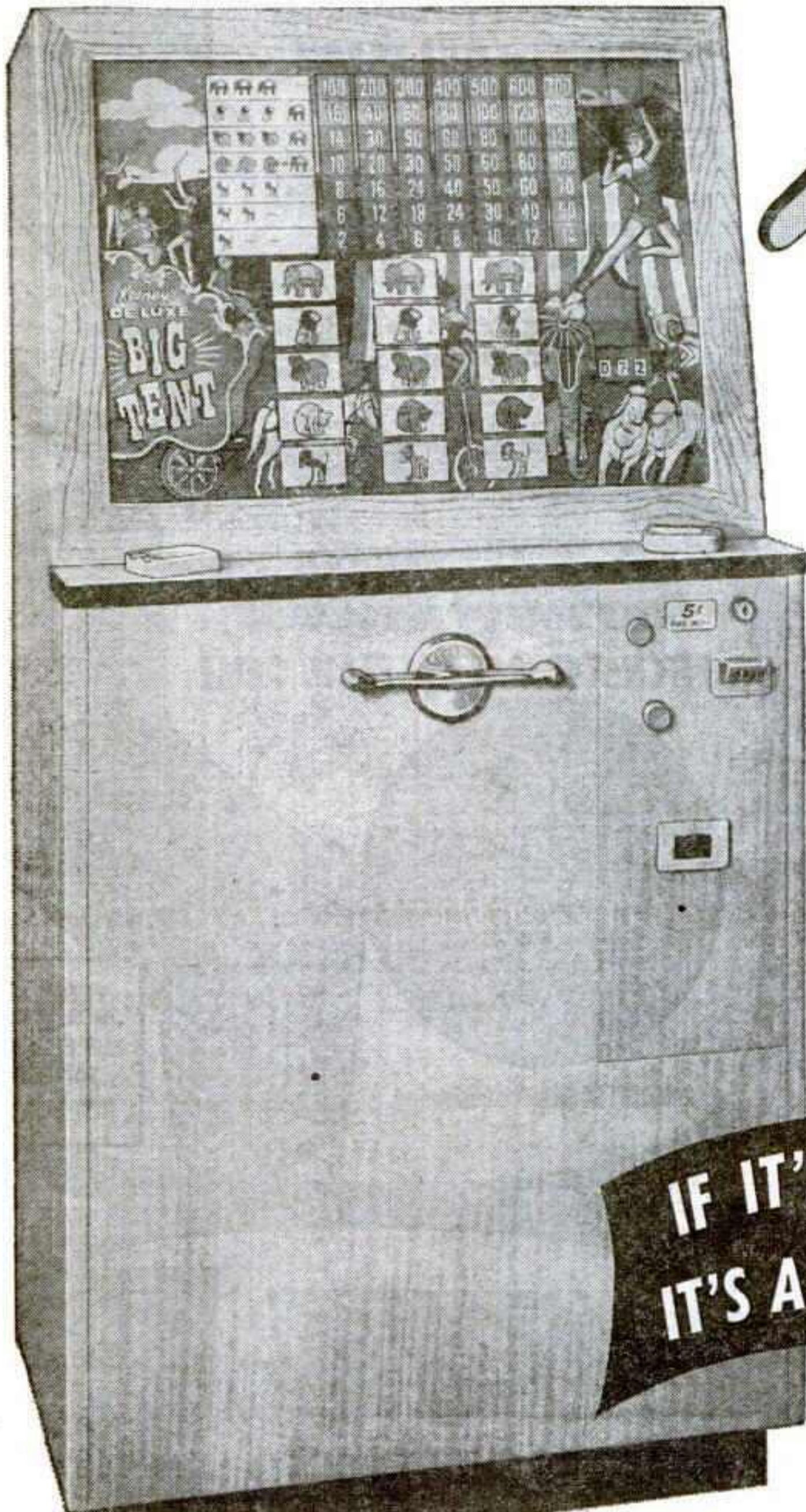
Regulation Scoring!
Screened Playfield!
All Steel Cash Box!

See These Profit-Makers at Your Distributor: Star Rocket • Twin Bowler • Jet Pilot • Commando Machine Gun

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

WHY BUY LESS THAN THE BEST? BUY



Keeney's

UPRIGHTS:

- ★ **Deluxe BIG TENT!**
(7 plays—7 seconds)
- ★ **SHAWNEE!**
Only Upright Accepting
Nickels, Dimes, Quarters
- ★ **TWIN BIG TENT!**
Only 2-Player Upright
Up to 14 coins per play
- ★ **BIG ROUNDUP!**
Exclusive Bonus Feature

IF IT'S AN UPRIGHT — MAKE SURE IT'S A *Super* UPRIGHT BY KEENEY!

BONUS NOTE: KEENEY IS NOW AND FOR MORE THAN 20 YEARS HAS BEEN THE LEADING MANUFACTURER OF SUPER QUALITY UPRIGHT GAMES!

Keeney UPRIGHTS EARN MORE AND HAVE THE HIGHEST RE-SALE VALUE AS SHOWN IN ALL PRICE LISTS ON USED EQUIPMENT!

J. H. *Keeney* & CO., INC.
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

**Write • Wire
Phone
HEmlock 4-5500**

Every spot is a *Bally* spot!

LUCKY ALLEY

FAMOUS LUCKY STRIKE FEATURE
Biggest thrill in bowling!
Biggest money-maker in years!

- Official bowling scores
- 1 to 6 can play

4 in. Rubber Ball
or
4 in. Hard Ball

SEA ISLAND

8 MAGIC SCREEN POSITIONS
A B C D E F G H

Shift before or AFTER 5TH BALL!

Extra mobility of Magic screen and maximum Extra time add up to Extra play-appeal... Extra earning-power. SEA ISLAND collections top sensational records of CARNIVAL QUEEN. Get your share... get SEA ISLAND today.

DeLuxe CLUB BOWLER

NEW FAST PLAY
ups alley earning power 50%

New twice-as-fast rotary totalizers and faster play-cycle enables you to make hay while the sun shines. Get DE LUXE CLUB BOWLER today.

Players' choice:
OFFICIAL or SPEED bowling...
switch-on **LUCKY STRIKES**

1 TO 6 CAN PLAY
8½ ft. by 25 in.
DIME-PLAY

Heavy Hitter

PITCH-AND-BAT BASEBALL GAME

New Moving Target Light
JUMBO PITCH BAT BUTTONS
SPEED UP FAST 3-INNING GAME

1 or 2 can play
ANIMATED BACKGLASS
Flashy Cabinet

2 MODELS: Standard—Replay

PINBALL SIZE
24 IN. BY 57 IN.
NEW HIGH-SPEED TOTALIZERS
NEW FAST BALL

JUMBO

PLAY-TESTED FOR PROFIT-POWER
BY 250,000 GREAT *Bally* GAMES

CHOICE of Lever-Arm with ratchet-action, as illustrated, or jumbo-size Push-Button. Choice of 3 coin-styles: nickel, dime, quarter. Club-styled cabinet is only 28 in. wide, 17½ in. deep, 57 in. high.

GUNSMOKE

TARGETS SHOOT BACK

Shoot-Back feature gives player all the thrills of a two-player game... while operator enjoys the fast earnings of a fast one-player game. Put GUNSMOKE in your gun spots now.

STANDARD, REPLAY AND MATCH-SCORE MODELS
28 IN. BY 38 IN.

See your distributor... or write **BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS**

UNITED'S

ZENITH

SHUFFLE ALLEY

OFFERS PLAYERS CHOICE OF

Regulation Scoring or Bonus Scoring

New, Big

☒ and ☑ Scores

Attract More
Play

1-4-7 FRAMES SCORE	
30 X STRIKE	20 / SPARE
2-5-8-9 FRAMES SCORE	
60 X STRIKE	40 / SPARE
3-6-10 FRAMES SCORE	
90 X STRIKE	60 / SPARE



OTHER UNITED HITS

ADVANCE BOWLING ALLEY



DE LUXE BASEBALL



SIMPLEX BOWLING ALLEY



SHUFFLE PLAY-MATE

ALL MECHANISM IN BACK-BOX

1 TO 6 CAN PLAY
10¢ PER PLAYER
★
DROP CHUTE
COIN MECHANISM
WITH
NATIONAL REJECTOR
★
RAPID SCORING
TOTALIZERS
★
SIZE:
8½ FT. LONG
2½ FT. WIDE
★
SHIPPING WEIGHT
430 LBS. (CRATED)

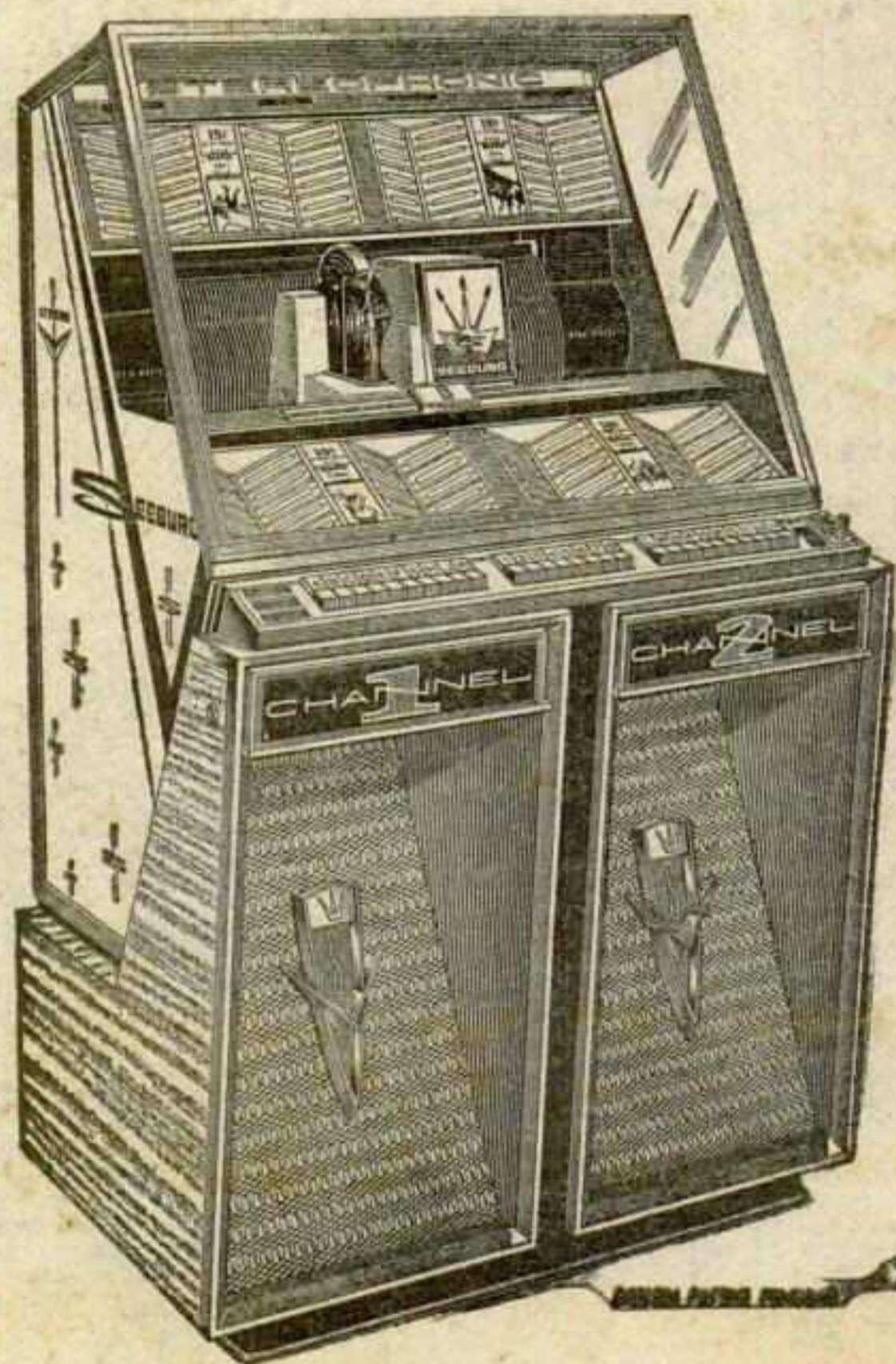
UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR UNITED DISTRIBUTOR NOW!

**THE DYNAMIC SOUND OF STEREO
HAS NEW BRILLIANCE AND**

REALISM

**WHEN PLAYED ON A
SEEBURG SYSTEM**



New realism! New brilliance! New depth! Seeburg Stereo is completely integrated to give every listener, wherever seated in a location, the impression of being present at a "live" performance of the recording musicians. It's completely flexible to satisfy the requirements of every location regardless of size.

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

THE SEEBURG CORPORATION
Chicago 22, Illinois

America's finest and most complete music systems