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TURN TO PAGE 20

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MARCH 10, 1958 (AP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Texas Live Shows Make Big Comeback

Rains, TV Western Stars Spark Sock
Business for Recent Expositions

By CHARLIE BYRNES

CHICAGO — Drought-breaking rains and TV Western stars have put live show business back in stride in Texas.

A definite indication of this is the thumping attendance, interest and spending generated at the annual series of stock shows and rodeos held in the big State in recent weeks.

While the return to normal of the important cattle business was of prime importance, TV and picture names such as Gene Autry, Wyatt Earp and Annie Oakley played no little role in racking up record or near-record business at these expositions.

Typical was the Southwest Exposition and Fat Stock Show at Fort Worth, which this year counted its best attendance in 15 years. Unofficial figure was placed at 233,000 and 16 of the 20 rodeo performances were sell-outs.

Oakley Scores

Gail (Annie Oakley) Davis was the featured performer at the rodeo. Her lure was further enhanced by the appearance of two other names big in the Western field, Roy Rogers and Dale Evans, who came in for one day to originate a network television show from the rodeo arena.

The 1958 San Antonio Livestock Exposition and Rodeo, held in mid-February, battled one of the worst stretches of winter weather ever seen in that Texas city, yet came up with an all-time attendance mark.

Upwards of 200,000 turned out for the 10-day exposition, and 112,499 of these paid top rates to get into the rodeo arena. Featured there was Gene Autry plus Annie Oakley. Gross of the rodeo was about \$40,000 more than the 1957 total and approximately \$5,000 bet-

Next Best to A Name Spot

MERCEDES, Tex.—While the Rio Grande Valley Livestock Show and Rodeo won't have a name attraction heading up its March 13-17 run, it'll have the next best thing.

Carolyn Colburn, secretary to Annie (Gail Davis) Oakley, will be on hand to do her special featured rodeo act and also serve in a public relations capacity. She's the daughter of Everett Colburn, veteran rodeo producer.

VET CLEFFERS MUST GET HIP TO MARKET

NEW YORK — A call to veteran songwriters with pre-hop hits behind them to write for today's market or retire gracefully has been issued by Pat (Mr. Sandman, Oh Baby Mine) Ballard. "It's worldwide, so it's our duty to produce something to entertain," says the cleffer-publisher-producer.

"The Julliard boys destroyed the dance beat with their over-arrangements, so kids naturally have taken to rock 'n' roll; they're starved for a beat," Ballard points out. "I've started over again and so must the writers of the 30's and 40's. You may not make it, but at least try."

Back in rhythm-and-blues after a start at 18 writing for Bessie Smith, Ballard finds composers today must be financiers, producers and record companies as well. So he's launched two firms, Beekman and Hop, and signed four talent groups. "A Brooks Bros. suit doesn't make you better than a teen-ager. What's wrong with trying sincerely to please him?" says he. "We're in an era of buying sound, not names. A lot of the bigger boys don't like it, so they won't play. Isn't it ridiculous to call yourself a songwriter if you haven't written anything since 1940?"

"To write what communicates to the youngsters of the world is a privilege, not a bore," Ballard concludes. "Let's get off our fat royalties and work at our profession."

WBC Meeting Spurs Big Radio-TV Pitch For Public Service

Baltimore Sessions Weld Program
For Music Industry Integration

By SAM CHASE

BALTIMORE — Formation of an organization embracing top song writers, performers, radio and TV stations and disk jockeys in a massive, permanent public service campaign was disclosed here at the deeJay panel of the Baltimore Conference on Local Public Service Programming. Over 200 commercial broadcasters, and many top government figures and educators attended the four-day sessions held under the auspices of the Westinghouse Broadcasting Company on the campus of the John Hopkins University.

The sessions, a reprise and development of the much-lauded Boston Conference sponsored by WBC a year ago, again produced wide-ranging exchanges of opinions on the best means of injecting showmanship into public service and educational programming on radio and TV.

The Baltimore and Boston conferences have been the first such sessions held by commercial broadcasters and for commercial broadcasters.

Cleffers In

Nine Academy Award-winning songwriters already have agreed to participate in consolidated effort to join creative and production talents with the broadcasters. Song-

writer Hy Zaret, who cleffed the hit, "Unchained Melody," told the deeJay panel that a major purpose is to develop a permanent library of public service material on behalf of recognized national campaigns.

Zaret later told The Billboard that among the songwriters who have agreed to contribute original, full-length songs on topics assigned to them, are Sammy Cahn, Paul Francis Webster, Jimmy Van Heusen, Livingston and Evans, Gene De Paul, Alex North, E. Y. (Yip) Harburg and Burton Lane. Arrangements are now being made with top disk artists to record the original songs. Commitments then will be sought from all top disk jockeys to play four of the pubserv disks daily, integrated into their shows.

Broadcast performances fees received by the songwriters will go back into a revolving fund to pay for new recordings in the future. The disks will be cut at regular recording sessions of leading artists as an additional number done at the end of a session. Costs for the waxing will be borne by the pubserv group. Artists will be paid scale. Publishing will be on a non-profit basis.

Non-Profit Group

The new organization behind this project is the Music Council, Inc., a non-profit group headed by Zaret. The latter is also known for his many collections of award-winning jingles which have had wide play on radio outlets. Written with Lou Singer, these include the "Little Songs" series—on big subjects; on the U. N., on safety, on polio, etc. The Army used the famed "Little Song on Big Subjects" for troop orientation on Americanism a decade ago.

Specific projects to be treated will be allocated by acknowledged clearing houses for public service efforts, such as the Advertising Council.

The deeJay panel also heard Art Pallen, of KDKA, Pittsburgh, tell

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NEWS OF THE WEEK

Talent, Drive, Hits and Clark Make Philly Hot Disk Town . . . Philadelphia has become a hub of the disk industry due to its talent, hot record labels, energetic distributors and a disk jockey named Dick Clark. The first of two parts. . . Page 4

Jockeys Turn to Making Masters; Active in LP and Singles Field . . . Jockeys, long associated with talent management, publishing and performing as artists among other extra-curricular activities, are now turning heavily into the fields of disk master making and/or manufacturing. . . Page 2

Deejays Discuss Plans, Problems At Their 1st Annual Convention . . . Jockeys turned out in large numbers this past weekend for the first annual pop disk jockey convention in Kansas City, Mo. There also was heavy representation of record companies, publishers and disk artists. Many sides of the business of importance to programming were discussed in panel meetings and by guest speakers. . . Page 3

Issue New Flood of Subpoenas In Chi Coin Rackets Probe . . . The wholesale probe of racketeer muscling-in

in the Chicago juke box and amusement game industry continues to dominate the local scene. Six subpoenas were issued by the county grand jury, three more by the Senate Rackets Committee, as investigators seek to trace suspected ties between labor rackets, political payoffs and Chicago syndicate chiefs. . . Page 84

Brooklyn's Ebbets Field New Entertainment Site . . . Ebbets Field, former home of baseball's Brooklyn Dodgers, has become an outdoor entertainment site and this summer will house circuses, rodeos, bike races, pop concerts, telethons and rock 'n' roll shows. . . Page 59

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Don't Overlook

the
CLASSIFIED
SECTION

this issue

Deejays Move Into Field Of Making & Selling Masters

Busy Before as Managers, Artists, Jocks Find a New Vein to Work

By JUNE BUNDY

NEW YORK—Deejays are now strongly moving into the record business on the master-making and/or disk manufacturing level. Jockeys have participated as artists, music publishers and talent managers for some time now, but the large scale master-manufacturing activities are a comparatively recent development.

One of the most active in this field is deejay Bill Randle, WERE, Cleveland, who has cut and sold (to various labels) a flock of masters—both singles and LP's in the last few months.

In the singles field, Randle (who records most of his sides in Cleveland with local musicians and estimates a session rarely cost him more than \$500) has cut the following disks (many of them covers): "Corrido Rock" by Jimmy Church (sold to Verve); "Mexican Rock and Roll" and "Blues Stay Way From Me," by Carl Carter (sold to Dot); "Tequila" and "Pop

Corn" by Eddie Platt (sold to ABC-Paramount); Bill Farrell's "Yeah, Yeah, Yeah" and "Somebody" (sold to Columbia's new Date label); "Sophisticated Swing" and "Chemise" by George Peters (sold to Mercury); Bert Taylor's "I Can't Help It" (sold to Atlantic for East-West); Laura Lee Perkins' "Don't Wait Up" (sold to Imperial); "Dinner With Drac" and "Shape Up" by Ernie Freeman (which Randle cut for Imperial).

Unreleased Sides

All of the above singles have been released. Randle has also cut four sides (three instrumentals, one

vocal) with Lee Abel's Little Red Riders, which have not yet been released, plus four instrumentals with Brownie McGee, sold to Imperial.

In the LP field, Randle sliced three LP's last week featuring Jack Kerouac, who penned the best-seller "On the Road" (a philosophical novel about the "Beat Generation.") The albums spotlight Kerouac reading against jazz-styled musical backgrounds.

Titles include "Kerouac Digs Bird" (featuring music by the late Charlie Parker), "45 Minutes From

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House Dubbing Seen 'Rights Invasion'

Expert Sees No Way to Restrain Practices, But Calls It Unlawful

HOLLYWOOD—The practice of home dubbing of AM and FM broadcasts, television shows and phonograph recordings may constitute an invasion of the rights of the producers and artists. This is the opinion of noted copyright expert Fulton Brylawski in answer to a query from Capitol Records.

Brylawski averred that such dubbing is not an infringement but rather "an invasion of rights at common law." He recognized that a ban of home recording of another's property for personal and private use might be impractical to enforce, stating "the difference between making tape recordings for one's own use and making such

copies for sale, is only one of degree."

"As a practical matter, there would seem to be no way in which the making of such copies could be restrained, but when a manufacturer of tape recorders advertises or contributes articles showing how such recordings should be made to

(Continued on page 34)

RADIO FIRM DOUBLING PLANT

HOLLYWOOD—An expansion program involving an investment of more than \$250,000, which will more than double studio recording facilities, was disclosed here last week by Radio Recorders. Firm is the largest independent studio on the Coast, numbering RCA Victor, Columbia and Dot Records among its clients.

The accelerated building effort is designed to meet the demands created by the rapidly moving trend of the industry to stereo disks and tapes, according to H. DeVoe Rea, chairman of the board of the company, and Howard Hutchins, president.

Facilities for stereo recording will be included in the construction program, along with a new studio with a capacity to handle a symphony orchestra of 100. Both binaural and trinaural equipment will be increased in the expansion, in addition to provisions for new mastering facilities, echo chambers and transfer rooms for dubbing, recording and editing.

More than 9,000 square feet of space is being planned for the new studio to adjoin Radio Recorders present Studio One Annex. Construction of the new plant is to begin in early spring said Rea, with the firm's audio engineers under the direction of Vice-President Harry Bryant currently working with architects and equipment manufacturers on final specifications.

ASCAP Wins In Lombardo Suit on Theme

NEW YORK—An action brought against the American Society of Composers, Authors and Publishers, by cleffers John J. Loeb and Carmen Lombardo, has been decided in favor of the defendant. The case had centered on credits awarded the songwriting team's tune, "Seems Like Old Times," on the basis of its use as the theme on various TV and radio shows of Arthur Godfrey's.

Specifically, the cleffers had held that they should receive

(Continued on page 8)

Weigh Suits For Royalties On Bootlegs

CHICAGO—Al Berman, of the Harry Fox office, conferred here with State's attorney staffers on the possibility of filing civil lawsuits to recover royalties for an estimated 125,000 hit records involved in the recent counterfeiting case. Edmund Power, assistant

(Continued on page 10)

4 Major TV Names Inked By Imperial

HOLLYWOOD—Four major television names, Ozzie and Harriet Nelson, Alfred Hitchcock and Ralph Edwards, have been signed to recording pacts by Imperial Records. Deals are for the personalities to etch a number of albums and, with the exception of the Nelsons, are non-exclusive.

Ozzie and Harriet will do their first recording since Nelson dis-

(Continued on page 10)

Columbia Pitches 25 LP's, 7 Harmony

NEW YORK—Columbia Records, as part of its continuing 10th anniversary LP year, is issuing 25 LP's for the month of March. In addition the label is releasing seven LP's in its low-priced Harmony line. These will be available to dealers on March 17. All of the items in the new release will receive heavy promotion and advertising, and point of sale plugging.

The Columbia releases include eight Masterworks LP's, 18 popular and one children's set. The classical items feature two releases by the Philadelphia Orchestra, one

of waltzes and the other of two Enesco Rumanian Rhapsodies; one with Isaac Stern, another with Rudolf Serkin; a collection of Enzo Pinza's operatic arias; a re-issue of Dame Edith Sitwell's reading of her poem "Facade," and the original cast album of "Oh, Captain."

The pop sets include releases by Percy Faith, the Norman Luboff Choir, Johnnie Ray, Frankie Laine, Liberace and Norman Petty. There are first album releases by thrushes Jill Cory and Eileen Rodgers. Johnny Mathis has two albums in

(Continued on page 12)

10 Years of LP: 'New Music, New Ears'

NEW YORK—The long playing record has been responsible for a decided broadening of public taste in music, according to Goddard Leiberson, president of Columbia Records, which is this year celebrating the tenth anniversary of the LP. "There is today a new listener as well as a new record, a listener who finds new classics. The LP has created new tastes by offering new musical ideas as well as satisfying more familiar fancies," Leiberson noted.

The LP disk, he said, in addition to racking up 61 per cent of dollar volume of all record sales today, has become a major cultural force. It has presented music of every century, spoken words, and sounds of all types from heartbeats to sports cars.

The great change in taste as exemplified by sales of LP's on the Columbia label is evidenced by the fact that the diskery's best selling classical LP in 1948 was Gershwin's "Rhapsody in Blue." Ten years later the best selling classical LP for Columbia is Beethoven's "Ninth Symphony."

In the past 10 years Berlioz, R. Strauss and Stravinsky have become "veritable war horses" of the LP decade, ranking along with traditional favorites such as "Scherzerazade" and "The Nutcracker Suite."

Leiberson also pointed out the great box office that Broadway shows have found on LP. The "My Fair Lady" LP has outgrossed the Broadway show and has racked

(Continued on page 8)

Victor Tabs Album Benefits for DJ's

NEW YORK—RCA Victor is devoting an increasing amount of attention to album programming by disk jockeys. George Marek, RCA Victor chief, stated last week that "it behooves us to guide the jockey so that he can do an intelligent job with albums."

Marek, noting that the company would like to hear the views of jockeys on this subject, feels that the potential of album programming is very large—with benefits certain to accrue not only to rec-

ord manufacturers but also to stations, sponsors and deejays.

The Victor chief noted that the company's "Minute Man" disk containing 60-second excerpts of the label's "South Pacific" album, was engineered with deejay programming in mind—and it has already drawn a very strong reaction. Marek is weighing the advisability of producing other types of condensed album versions.

"One thing is certain, he said, (Continued on page 14)

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Capitol's Faith In Future! \$1.5 Million

Plans Expansion in 16 Major Markets, New Pressing Facilities in Los Angeles

HOLLYWOOD — An extensive construction program which will represent an investment of more than \$1,500,000 was disclosed last week by Capitol Records. Involved is the expansion of Capitol Records' branches in 16 key markets and the addition of new pressing facilities at the firm's Los Angeles plant.

Glenn E. Wallichs, president of the company, pointed to the label's faith in the future of the industry and particularly to the nation's record dealers in disclosing the construction program, at a time when many business and governmental figures have been predicting an economic recession.

New and enlarged quarters will be established in New York, Chicago, Los Angeles; Charlotte, N. C.; Cincinnati, Dallas, Detroit; Hartford, Conn.; Minneapolis, Kansas City and St. Louis. In addition, branches which have at least double in size over their old locations include Boston, Buffalo; New-

ark, N. J.; Oklahoma City and Pittsburgh. Company also established a new branch in Baltimore last January, bringing the total number of CRDC branches to 26.

In the moves in New York, Chicago and Los Angeles, the company has acquired new prime locations that will afford record dealers better service in these areas. In New York, the firm will occupy the entire ground floor of the Warner Bros. building at 313 West 44th Street, giving them three times the floor space previously available. Alterations are expected to be completed and the branch relocated by May. Similarly enlarged quarters

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Tax Returns Of Music Biz Show Increase

WASHINGTON — Excise tax collections increased in nearly all amusement categories during the final quarter of 1957, according to a report issued by Internal Revenue Service last week (4). Biggest gains were in phonographs and phonograph records, but musical instruments and coin-operated amusement devices also showed substantial increases.

Excise on phonographs, components and radio and television sets yielded \$44,688,000 to the Federal coffers in the final quarter of 1957, up \$1,823,000 from the same quarter a year earlier. Phonograph records yielded \$5,532,000,

(Continued on page 98)

First Annual Pop Deejay Convention

KANSAS CITY, Mo. — The First Annual Pop Disk Jockey Convention and Seminar was held here over the weekend—March 7, 8 and 9. Altho The Billboard's editorial deadline date precluded actual coverage of events on Saturday (8) and Sunday (9), the following are highlights of speeches scheduled to be delivered by jocks and station execs during panel discussion periods on those days:

Rise of the DeeJay

Todd Storz, proxy of Storz Stations, which sponsored the convention, spoke on "The DeeJay — An American Institution" during the Saturday breakfast hosted by Atlantic Records. Storz traced the progress of the jockey from the days when he "was regarded as a sort of 'Barnacle on Radio's Ship of Progress,'" to his rise following World War II "as radio's most celebrated star."

"Enter here," said Storz, "the new era of radio—paced by the heretofore lowly independent stations and their disk jockey." . . . "Today the real disk jockey is called by many names—air salesman, personality, companion—but the one factor that sets him apart in our industry is his 'professional approach'."

"The 'professional' deeJay is also a full-time member of the community he serves. He responds readily to civic and public affairs both on and off the air. . . . This 'professional man' concept of the deeJay is in our opinion the main element in perpetuating his popularity. Application of these professional principles will increase the integrity, influence of disk jockeys everywhere."

Also addressing the group was Bill Stewart, program director of the Storz Chain and co-ordinator of the convention. "In planning the first disk jockey convention," said Stewart, "we are not attempting to organize, but rather to formulate ideas concerning the work and the success of disk jockeys, radio stations and the music industry. . . . The disk jockey today is faced not only with the problem of his own progress in his own particular market. He must be made aware of trends, of music industry problems, of rating services, of promotional ideas, of public service to his community."

On-Air Interviews

Participating in a Saturday afternoon discussion of "Interviews on the Air—Good or Bad?" were Varner Paulsen, program director of WIP, Philadelphia; Bob DeBardelaben, program director of WLEE, Richmond, Va., and deeJay Jack Rowzie, WWDC, Washington.

Responsibility for the success of the interview lies with the disk jockey," Paulsen said. "He can make it good or bad, depending on his ability to step back and see the trees in the forest. He's got to remember that the people who are listening are not disk jockeys. They like music, but are not interested in the who-what-where-why-and-how of the artist's latest release and personal appearance. . . . My point is, use talent so it doesn't sound like the same old warmed-over hash."

Interviews "are bad radio unless handled properly," stated DeBardelaben. To summarize, he said: "1. Interviews are deadly. You lose your audience. 2. Most people do not interview well. The person interviewing is not well versed in subject. 3. Talk is bothersome to the public. Audience is fluid—can't stay long enough to listen. 4. If you must interview—do it at times when public is geared to hear (e.g. NBC's 'Monitor'). 5. Let audience participate."

Rowzie said: "The interview has outgrown its usefulness. When interviews were scarce, they may have been valuable and entertaining. But now, the volume and repetition of artist interviews make them of little value. . . . The listening audience has rediscovered radio, I believe because of the continuity of music, news and the friendly voice that dispenses it. When you break this pattern with an interview you invite your audience to push the button on the dial."

Programming Ideas

"New Programming Ideas" were outlined by Barry Kaye, WAMP, Pittsburgh; Martin Block, WABC, New York, and R. C. Embry, veepee of WTHH, Baltimore.

Kaye and Block described new programming formats recently instituted on their own shows (see The Billboard, February 10, 1958). Block detailing the "Operation 60,000" survey plan which has now been adopted as a format for his entire station.

Commenting on the "Top 40" concept, Kaye said: "As a broadcasting theory, it had a sound basis and was one of the creative new ideas the ever changing industry is constantly seeking." However, "Top 40 has been used and reused, copied and recopied by the 'Followers' who, lacking imagination, have brought this once highly-creative, cleverly conceived broadcast concept, in some cases down to the level of a side show or carnival, where even the format is lost to the gimmick and where the gimmick becomes a frantic shout. It is then up to you, the broadcaster, to decide whether you wish to be a leader; one who pioneers and creates new frontiers, new trends, new formats, new concepts, new personalities; or a 'Follower' who must eventually fail in his frantic race to keep up with the pioneer."

Embry, speaking on the "future for radio," predicted that "radio revenue will double in the next 10 years because it is the medium of greatest penetration. . . . Fastest growing in terms of new places to listen (set sales, autos, etc.). . . . Only medium that can reach people while they are doing other things. . . . Lowest cost mass medium. . . . A personal companion to millions."

Role of Albums

Jocks appearing on a panel discussion of "Can Album Music Bring the DeeJay Listeners?" were Norman Wain, program director-deeJay of WDOK, Cleveland; Ira Cook, KMPC, Los Angeles, and Phil Ladd, CHUM, Toronto.

Wain outlined the rapid growth of album sales over the past few years (66 per cent of sales now go for LP's), and attributed the station's recent decision to emphasize LP programming to these facts. "We honestly feel," said Wain, "that in addition to commercial considerations a broadcaster must take into account what we like to call the 'disenfranchised millions' who enjoy better pops and classics."

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Victor Unveils New Product for March

NEW YORK — RCA Victor, which will put its resources on but a single piece of pop repertoire—"South Pacific"—in its March LP program, will also release 16 new sets in Red Seal and sacred and international categories, as well as a number of Camden LP's, Save on Records specials, and both pop and classical stereo tape items.

Major promotion of the month is aimed on saturation exploitation of the "South Pacific" soundtrack set, which is being made available in five different package styles, including a \$4.98 LP, a de luxe \$6.98 set, a three pocket EP, a single EP excerpt set and a stereo tape version. (The Billboard, February 24).

Highlight item of the Red Seal release is a two-LP package of "The Best of Caruso," which contains much material by the great tenor, formerly available in other de luxe editions. Another important classical set is Brahms' "Concerto for Violin and Cello in A Minor," by Toscanini and the NBC Symphony, the first set from the maestro's catalog since "Aida."

Other Red Seal releases include the "Concerto for Violin and Orchestra," by Walton, and Block's "Schelomo," with Gregor Piatigorsky and Charles Munch and the Boston Symphony; Stravinsky's "Song of the Nightingale" and Prokofieff's "Lieutenant Kije, Opus

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Chess in Deal With Singular

CHICAGO—Chess Records has taken over the distribution and promotion of Singular Records, the Philadelphia based label owned by Artie Singer. The Chess Brothers will issue the Singular disks thru their releasing organization. They will be distributed by Chess distributors. Artie Singer made the first waxing of Danny and the Juniors "At the Hop" and released it on Singular. It was purchased by ABC-Paramount and became a smash hit. Singer will record new talent for the label for release thru Chess Records.

SPECIAL NOTICE TO TV SUBSCRIBERS

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

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

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

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Effects of Goody Decision Spread to Chi Bootleg Case

Sellers Held Liable to Copyright Owners; Civil Actions Planned

By REN GREVATT

NEW YORK — "The full implications of the recently uncovered Chicago disk pirating operations have not even now been made clear," according to Al Berman, of the Harry Fox publishers trustee operation here. Berman told The Billboard, "I've just returned from Chicago where I spent two days with Assistant States Attorney Ed Powers, discussing the ramifications of the disk bootlegging case."

The Fox office, in conjunction with Julian Abeles, this week won a final victory for its publisher clients when the U. S. Supreme Court refused to review a lower court ruling against Sam Goody in the now celebrated case involving Goody's sale of pirated Glenn Miller records. The lower

court decision held that any seller of pirated records, manufacturer as well as dealer—in this case, Goody—could be held liable by copyright owners for payment of legal royalties.

It was on the basis of this decision that Berman conferred with the Illinois State Attorney's office. "The Goody decision has in effect created a new law of the land," said Berman, "and we feel that the first application of this new interpretation may well be effected against those who sold the records involved in the Chicago case."

Criminal Charges

Actually, there are two elements to be considered in connection with the Chicago case. First is the criminal charge of counterfeiting record labels, which is expected to be lodged against those who arranged for the manufacture of the bootleg pressings and their counterfeit labels.

"These fellows, already facing

criminal charges under a recently enacted Illinois State law, are not likely to be very concerned about a civil action that we might bring," said Berman. "But the decision in the Goody case leaves the way clear for us to go after those who accepted the records for resale."

"At least three firms, in addition to Lormar Distributing in Chicago, figure to be the target for action from the Fox office. These include Records Unlimited, Milwaukee; Frank's One Stop, Des Moines, and Merchants Western, Inc., Buffalo. "We intend to go to each one of them and offer them a chance to pay the royalties involved. If they refuse, we will move against them on the basis of the Goody decision."

Another Aspect

Publishing firms whose tunes were involved on the pirated disks include T. B. Harms, Handy Brothers, Leo Feist, Wildcat Music and Norvajak Music, among others. An

(Continued on page 14)

Chess Signs Dave Usher For Jazz Line

CHICAGO—Leonard and Phil Chess, of the label that bears their name, have signed Dave Usher to handle all jazz activity for Argo, their jazz LP line. Usher, veteran Detroit jazzman, had his own label, Dee Gee, in association with Dizzy Gillespie, a few years ago. His first LP for the label will feature Usef Lateef.

The Chess Bros. recently added Max Cooperstein to their home office staff. He is handling Middle West and Eastern distributor contacts and promotion. Paul Gayton, the erstwhile ork leader, has been hired to handle Southern a.&c.r. work and to visit with Southern distributors.

Columbia Out Of Fair Trade In S. F. Area

SAN FRANCISCO—As a result of a recent court decision (The Billboard, February 17) exempting records sold thru the Columbia Record Club from fair trade price enforcement, H. R. Basford Company, Northern California distributor for Columbia Records, last week withdrew the Columbia line from fair trade pricing.

Dealers in this area were officially notified Monday (4) that Columbia records, needles and other Columbia record accessories will no longer be fair-traded after March 14. The firm will continue

(Continued on page 12)

M-G-M Opens 'Gigi' Splurge

NEW YORK — M-G-M's big drive on its three albums of Lerner and Loewe music from the flick "Gigi" swung into gear last week. The diskery's three sets include the original cast album, with Maurice Chevalier, Leslie Caron, Louis Jordan and Hermione Gingold, one set by the David Rose Ork and another by the Dick Hyman Trio. The diskery put four tracks from each album on one special deejay LP and this week shipped out 5,000 of them to jocks across the country. The three albums in complete form will be ready for dealers early this month.

Studios Hold Aces In AFM Dispute

By BOB SPIELMAN

HOLLYWOOD—Unique situation is developing in the American Federation of Musicians strike against major motion picture studios. Producers, for the first time, are finding themselves in a better bargaining position than the union, and feel no particular pressure to settle.

Lever being used by the majors is the threat to take a musical cake-walk to Mexico, Europe or any other locale where scoring of pictures can be done. In this they're taking a leaf from telefilm producers who have been importing canned tracks for several years in order to circumvent the AFM 5 per cent trust fund formula.

Another point which producers

are apparently intent on making is that musicians are entitled to no, or at the most, minimal, residuals on films sold to TV. Should the AFM come to such a settlement, producers could then go to other guilds and use the AFM contract as precedent.

From all indications, therefore, the strike contains a number of undercurrent ramifications. William Stinson, musical director at Paramount Pictures, hinted at this when he said: "There's more to this than meets the eye."

The official stand the five struck studios (M-G-M, Warner Bros., Paramount, Columbia, 20th Century-Fox) are taking is that, at the

(Continued on page 12)

THE PHILADELPHIA STORY: PART 1

Drive, Talent, Hits, Clark Help Make Philly the Hottest

By BOB ROLONTZ

PHILADELPHIA — This green and pleasant city, where sidewalks are still called pavements and blocks are often called squares, has turned into one of the hottest record towns extant. "At the Hop" and "Get a Job," for many weeks two of the top three records in the country, were disks conceived, a.&c.r.'d and recorded and released in this city, featuring Philadelphia tunes and talent.

These two records, one racking up sales of about a million and a half ("At the Hop") and the other about 800,000 ("Get a Job") will gross close to \$1,000,000 in sales. Publisher-writer money will come to about \$25,000. This means that there will be a profit well over \$100,000 on these two sides which will be shared by the Philadelphia producers, writers, artists and publishers who made these two disks.

But this isn't all that's happened in Philadelphia disk-wise. Such Quaker City labels as Cameo, Swan and Chancellor, are coming up

fairly consistently with potent waxings. Swan had two hits out of two releases with "La Dee Dah" and "Click Clack." Chancellor hit big a year ago via Jodie Sand's "With All My Heart" and again recently with "Dede Dinah" by Frankie Avalon. Cameo, after three smash sides by Charlie Gracie last year, has come thru recently with the smash "Silhouettes" and is now breaking out again with "Dinner With Drac."

Happy Hunting Ground

It is not news to call this city a hot record town. Over the years it has spawned so much talent that it ranks possibly with Nashville and Memphis as a talent scouter's paradise, tho its singers have usually been oriented pop-wise rather than country. Old-timers can start with Jeanette MacDonald and end with Eddie Fisher.

Just five years ago Dave Miller was setting a merry pace for the industry with his various labels out of Philadelphia. On his Essex and other labels such names as the

NAMM TO VOTE ON SHOW QUEEN

CHICAGO — National Association of Music Merchants announced a contest to pick a queen to rule over its trade show here, July 21-24. Employees of any music store holding an active membership in NAMM are eligible.

Besides winning a trip to Chicago, the queen will be awarded a generous collection of hoochie now being solicited from manufacturing firms.

Judges are to be Pat Boone, Lawrence Welk, Woody Herman, Alan Jay Lerner, Frederick Loewe, Howard Miller and Patricia Stevens.

Entry instructions and contest rules are now being developed and will be mailed to member-dealers soon, said Bill Card, NAMM executive secretary.

AFTRA Puts 14 Firms on 'Unfair List'

HOLLYWOOD — The American Federation of Television and Radio Artists has placed a total of 14 record companies on its national unfair list for failure of the labels to sign the AFTRA phonograph recording code.

AFTRA members are ordered not to accept engagement or per-

(Continued on page 14)

M-G-M Names Abramson as Operations V-P

NEW YORK — Important administrative and a.&c.r. appointments, announced this week by M-G-M Records chief Arnold Maxin, include George Abramson to veepee in charge of operations, and LeRoy Holmes, to the a.&c.r. staff under Morty Craft.

Abramson leaves his Columbia Records post as co-ordinator of business affairs to accept the M-G-M assignment, which calls for

(Continued on page 14)

Marty Robbins, 'Opry' Bosses Bury Hatchet

NASHVILLE — "Grand Ole Opry" star Marty Robbins, who was fired off the "Opry" roster Saturday (1) when tempers flared within the confines of Station WSM, found himself reinstated and back in good graces following a meeting of cooler heads Thursday (6) in the office of Jack J. DeWitt Jr., WSM president.

The firing of Robbins late Saturday (1), following his appearance on the Prince Albert portion of "Grand Ole Opry," came as a result of an argument between him and Robert Cooper, WSM manager, in which the former urged that the station establish a staff country music orchestra, as it has done with pop musicians.

A heated hassle followed, during which Robbins is said to have stated that if Jim Denny (former head of the WSM artists' service bureau) were still in charge there he'd have "Grand Ole Opry" fully sponsored and would have a network television show. Robbins is said to have further intimated that he didn't need the "Opry." WSM execs went into a hasty session following the argument, and Robbins' dismissal followed.

On Thursday, when tempers had tempered and all concerned had

(Continued on page 12)

Nash to Head Spangle Subsid

SPRINGFIELD, O. — Murray Nash, who recently ankleed the Nashville publishing and production firm bearing his name, is joining Spangle Records, with headquarters here, to head up the firm's newly formed publishing arm, Audio Music Company. Floyd Whited, Spangle chief, announced Wednesday (5). Nash was here to confer with Whited early last week.

Whited says that his Audio Music subsidiary is opening Nashville offices immediately. It is likely that Nash will make his offices there. Nash has worked closely with Whited in the past, both in an a.&c.r. and producer capacity.

Montilla Signs 5 New Artists

NEW YORK — Fernando Montilla—currently in Europe lining up world-wide distribution for his label—has signed five new artists for Montilla Records.

Line-up includes Arturo Gatica, Los Guaracheros Del Tropicana, Italian warbler Louis Antico, Juanito Valderama, and Miquel De Los Reyes. Montilla is cutting several sides in Madrid this month.

Craftsmen Sales Post to Dopkins

HOLLYWOOD — Lloyd Dopkins has been named general sales manager of the Radio Craftsmen division of Precision Radiation Instruments, Inc.

Dopkins formerly was vice-president in charge of sales at Granco Products, and before that was associated with the Crosley division of Avco and as a regional sales manager for Zenith Radio Corporation.

Dopkins will make his headquarters in New York, co-ordinating his activity with company headquarters here.

Disk World Hub

Philadelphia has become, for the moment anyway, the new hub of the disk business. But this is due to more than Dick Clark alone. It is also because the town is loaded with hot record men, a large number of strong jockeys,

(Continued on page 14)

'Grand Hotel' Musical Sets Coast Tryout

HOLLYWOOD — Ten-week tryout, beginning in July, will be given on the West Coast to a new musical based on "Grand Hotel," best selling novel and play by Vicki Baum. Los Angeles Civic Light Opera, under direction of Edwin Lester, is producing the show. Roger Stevens will be associated with the New York opening, scheduled for early fall.

Robert Wright and George Forrest have been engaged to write lyrics and music, with Luther Davis doing the book. The team is the same, one that collaborated on "Song of Norway," "Magdalena" and "Kismet," all premiered by the Los Angeles Civic Light Opera and turned into Broadway hits.

Paul Muni has been set in the starring role of "Kringelein," middle-aged clerk out for a last fling before old age catches up. Muni was a song and dance man before he turned to dramatic parts.

No music-publishing tie has, as far as is known, been made yet, tho Wright and Forrest have, in the past, been associated with the Frank Loesser publishing firm.

Musical has been set for a five-week run in Los Angeles and a five-week run in San Francisco before heading East.

Special Songs For Doris Day 'Dove' Picture

NEW YORK — At least three special musical numbers for Columbia Records' thrush Doris Day will be written into the screenplay of "Roar Like a Dove," a feature on which the Mirisch Company—one of United Artists' stable of indie producers—hopes to launch production, in association with Martin Melcher's Arwyn Productions, this spring.

UA is expected to give the tunes a sizable push in the singles market.

Picture, planned for release either late this year or early next spring, concerns Miss Day's adventures as an American girl married to a Scottish Lord, and will be filmed on location. Daywin Music or Artists Music, Melcher-operated firms are expected to publish the film's three tunes.

Aid Talent, Green Urges

HOLLYWOOD — Johnny Green, who recently resigned as general music director at M-G-M Studios after a long tenure, last week proposed that Hollywood studios join in offering music scholarships to college and university students who show promise as composers and arrangers.

Green is of the opinion that a great potential of music talent is currently going to waste because young musicians "are not sufficiently encouraged by the studios."

"The motion picture industry should take it upon itself to establish that scoring and composing for movies offers vast opportunities for serious musicianship of the highest caliber."

Green pointed out that Hollywood is well aware of the value of music in relation to the filmed product today and believes that the industry should subsidize the education of music students who will eventually be turning out the bulk of music for motion pictures.

The Billboard Weekly Index

RECORD SALES IN RETAIL STORES

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

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



Slight Drop Shown—Could Be Norm

By TOM NOONAN

Sales dropped below the "par" line in the current period for the second time in 1958. The "par" line represents the over-all average weekly record sales for the June-November 1957 period.

However, a drop such as the one shown this week, is not as significant as some might think. When you are comparing to an average, as we are doing in these charts, you are comparing to a period where sales were naturally both up

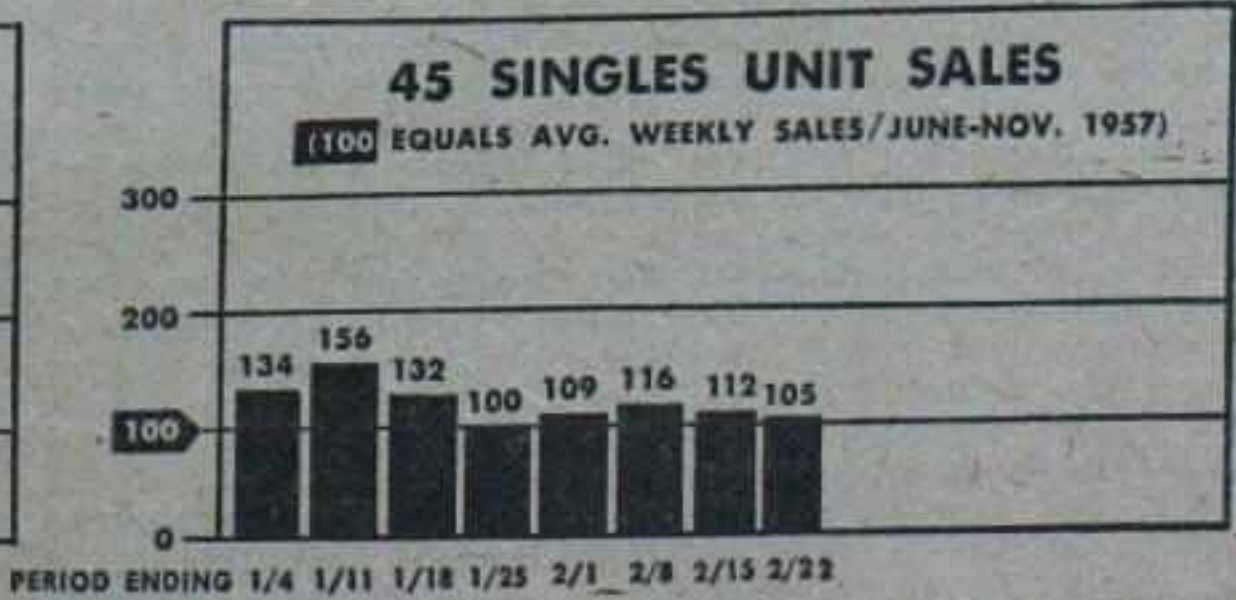
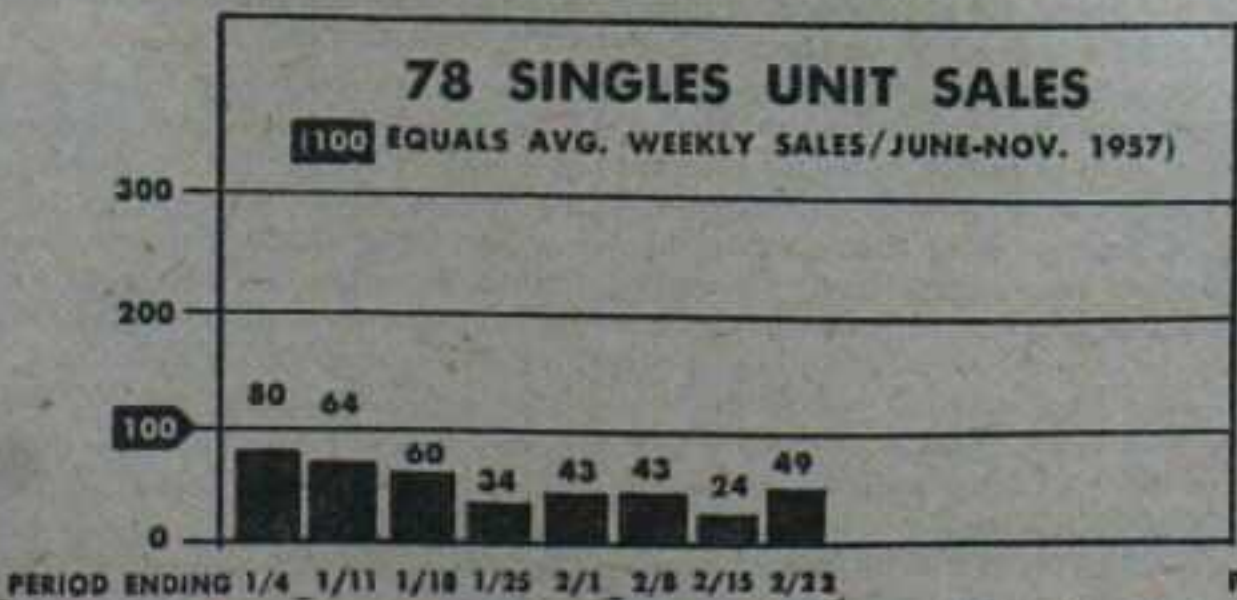
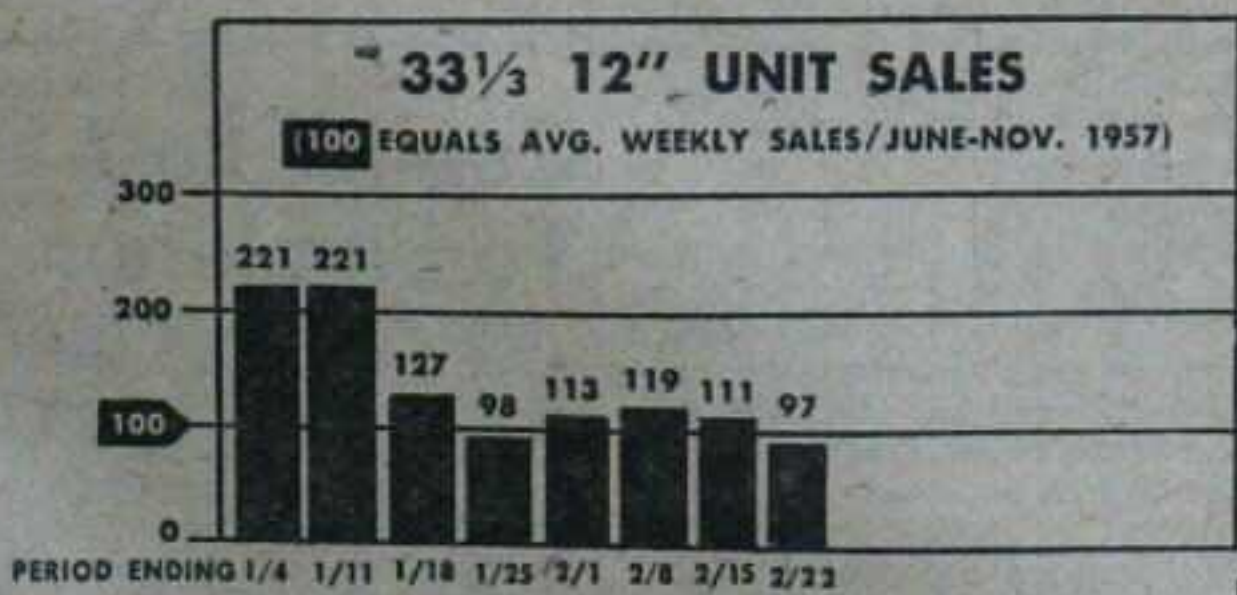
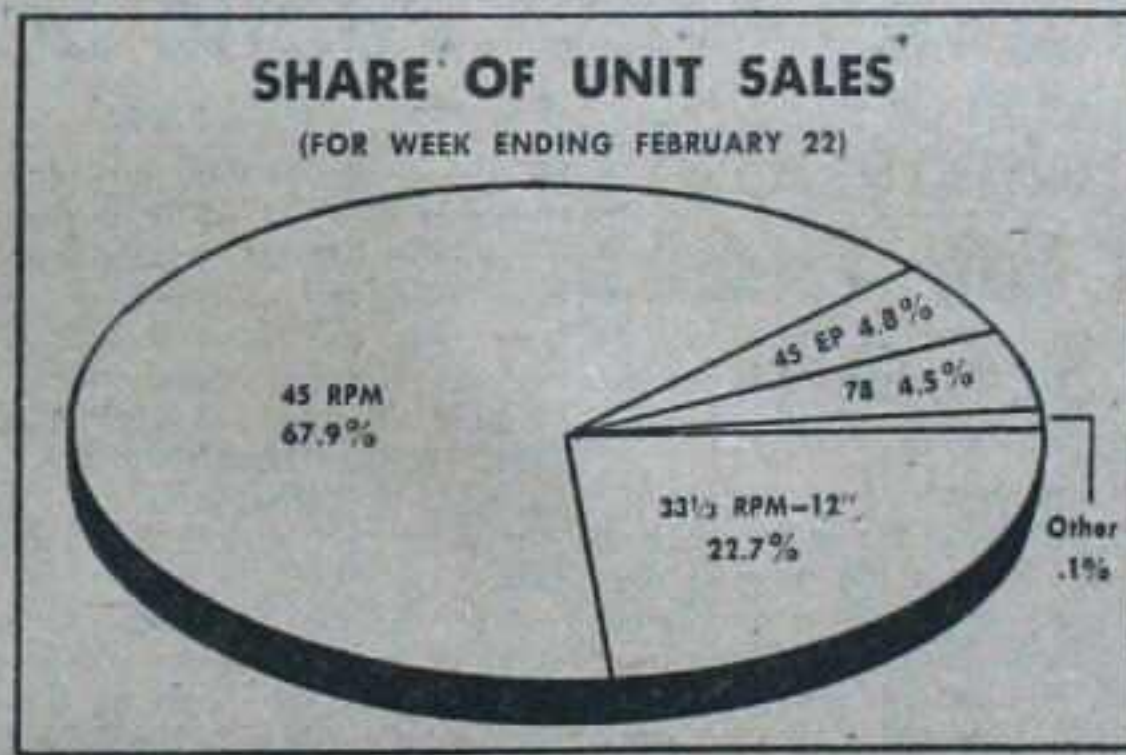
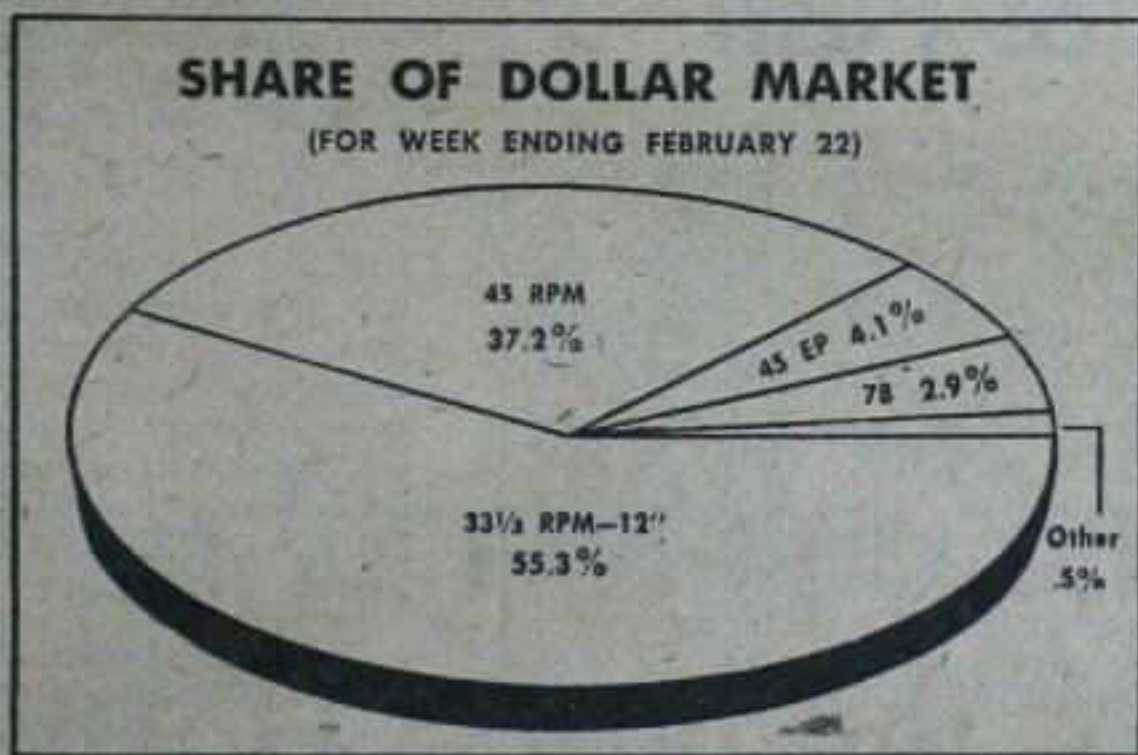
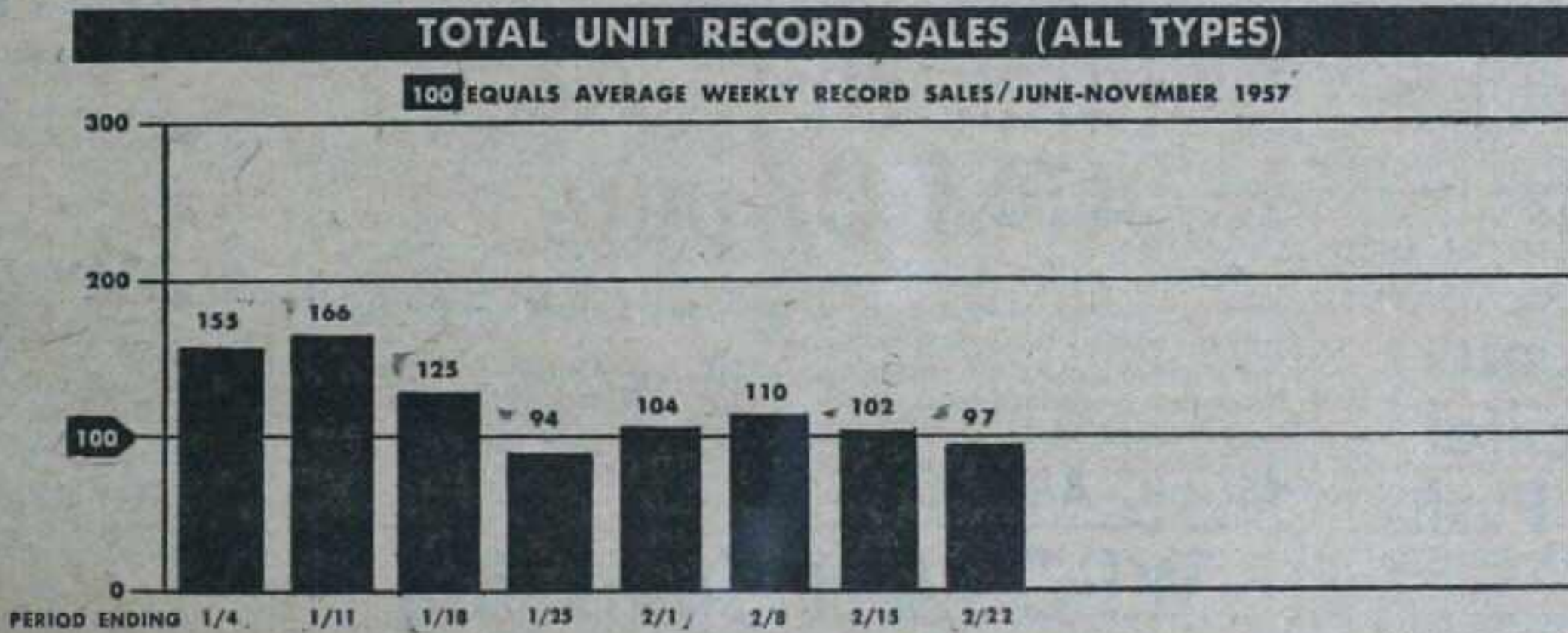
and down. Over the long run, they seek a particular level which is represented here as the figure 100.

In all probability this small slide could continue in the weeks ahead which would simply be reflecting the normal pattern for this time of year.

All speeds, except 78 r.p.m., unit sales being the only one remaining above par. Seventy-eight singles took the biggest jump of the year after a slide that started in the very first period. They are still only selling half of what they sold in 1957. However, in studying the

returns for the current period, it was evident that this increase in sales was the result of some special promotions put on by certain dealers to rid their stock of this dying speed.

This action was reflected in both the Share of Dollar Market and Share of Unit Sales charts where 78 r.p.m. went up. Forty-five r.p.m. showed an increase dollar-wise, 33 1/2-12", as a result, dropped off slightly in both charts but held its control of over 50 per cent of the average dollar being spent in stores.



Congress Calls Music Biz To Double-Barreled Probes

Senators Study Tie-In Charges; ASCAP Faces Grilling in House

By MILDRED HALL

WASHINGTON — Some sad songs will be sung on the Hill this week, as the music industry takes its complaints to Senate and House Committee hearings.

The Senate Commerce Communication Subcommittee lifts its baton on a probe of broadcaster, music and recording tie-ins which would be banned by Commerce Committee member Smathers' bill, S. 2834.

The bill is an outgrowth of "conspiracy" charges brought against broadcasters and Broadcast Music, Inc., by members of the American Society of Composers, Authors and Publishers, and ASCAP members of the Songwriters' Protective Association. It would prohibit any broadcast licensee from direct or indirect ownership in music publishing or recording.

On the House side, the shoe is on the ASCAP foot. Chairman James Roosevelt, of the House Small Business Subcommittee No. 5, is holding hearings on "numerous" complaints from dissident publisher-writer members that ASCAP's voting and distribution systems are putting them out of business.

The House probe of ASCAP's

voting, distribution and logging systems starts March 13, 14, and may go over into March 17 and 18. It will be steered by committee chief counsel Everette MacIntyre, and Washington attorney Robert B. Dawkins, antitrust specialist, former associate general counsel of the Federal Trade Commission. Committee staff director Bryan Jacques will assist.

Epic Pushes Global Theme

NEW YORK—Epic Records is moving into spring with a new merchandise promotion titled "Around the World in Hi-Fidelity." The program will include four new LPs "Touch of Berlin," "Touch of Spain," "Touch of Tyrol" and "Touch of New York." In addition the label will merchandise a special LP, "Around the World in Hi-Fidelity" that will contain selections from the four "Touch" LPs and will retail for \$1.98. Album cover shows the cruise ship "Caronia," and the label has worked out a promotional tie-in with the Cunard Line.

The label's first national sales meeting has been set by sales chief Nielsen. It will take place in this city on July 25 and all distributor salesmen are expected to attend.

A glittering roster of celebrities has been announced by Chairman Pastore for the Smathers bill hearings. Proponents' testimony will be heard first, on March 11, 12, 13, 19 and 20. Unscheduled witnesses are said to include Sammy Kaye, Gene Autry, Jane Pickens, Eddy Arnold, Ray Block and "many other artists and broadcasters." Counsel for the hearings will be Nicholas Zapple, communications subcommittee counsel.

Definitely scheduled proponents will include Oscar Hammerstein II, SPA counsel John Schulman; Dr. Howard Hanson, director Eastman School of Music; Dr. Louis Pehierri, director of Public School Music in Pastore's home State; Dr. Douglas Moore, of Columbia University. Other witnesses include composers, one orchestra leader and several book and magazine writers.

Rebuttal in April

Rebuttal by BMI, and others opposing the Smathers bill will not be heard until some time "around mid-April, or later, after the Easter recess," according to subcommittee spokesmen. Pastore has announced (6) that over 75 representatives of broadcasting, music publishing, songwriting, radio and TV performers and others have asked to testify at the hearings.

BMI and ASCAP will tempo-
(Continued on page 12)

Arts Center For Capital Gets a Push

WASHINGTON — Washington is moving closer to a national showcase for its performing artists and visiting talent from abroad. A bill has now been introduced on the Senate side to provide a performing arts center in the capital.

The bill by Sen. William Fulbright (D., Ark.) is similar to one introduced by Rep. Frank Thompson (D., N. J.) last month. It will ask the Senate to erect the performance center in preference to an air museum proposed for the same site by the Smithsonian Institution.

Thompson has repeatedly pointed out that Uncle Sam has no suitable place in the nation's capital for either our own or visiting artists to perform in. The center would be housed directly across from the National Gallery of Art, and would fill a long-standing gap in the capital city's cultural standing.

DECCA'S 'DANCE TIME' HAS 13 LP FLAVORS

NEW YORK—Decca's March album release includes 13 LPs collectively entitled "Dance Time." Each set is pegged for a particular age group, and each concentrates on a certain dance style.

"From Night" by the Elliot Lawrence Ork is aimed for the college group and features an attractive variety of standards and college songs in instrumental and vocal treatments. Roger King Mozian's "Just Mozian Along" can also appeal to a college or adult crowd. The big band arrangements spotlight listenable group of fox trots, bouncy themes and jump tunes all in a danceable groove.

The release has four platters with appeal to devotees of Latin rhythms. These are "Latin Dance Party" by Al Stefan, "I Could Have Cha Cha'd All Night" by

MUSIC-AIR HOOK-UP

WBC Meet Spurs Big Public Service Push

• Continued from page 1

of efforts made by the ill-fated National Council of Disk Jockeys for Public Service, which has just been dissolved. Organized just a year ago, the Council fell apart because the individual jocks had to bear all expenses and because some station managements objected to participation of their men. The Council at one time numbered 200.

Gene Klavan and Dee Finch, of WNEW, New York, described community activities, such as dances, sponsored by the station, to which WNEW sends out a 22-piece house band and a jockey to help local charitable groups. Walt Teas, of

WFBR, Baltimore, described and played taped spots using kindergarten children, appealing to motorists to drive carefully. Ben Sanders, owner and manager of KICD, Spencer, Ia., described deejay techniques on a station in a town of 7,400, where, he said, economics require that all activities, even public service, be commercial. He added: "We don't use rock and roll. All we're after is money. And if ma and pa want soft-sweet, that's what they'll get."

At an earlier panel dealing with problems and techniques of local radio news coverage, a broadcaster from New York agreed with a radio operator from Shreveport, La., that a solid news operation is a major asset for radio operation seeking adult audiences. Bob Leder, v.-p. and general manager of WOR, New York, stressed that his 6 to 8 p.m. bloc each night is devoted exclusively to news, sports and commentary, and that audience composition studies prove that the station has succeeded in attracting a largely adult male listenership, and a dominant rating.

Joe Monroe, president of KJOE, Shreveport, La., added that altho his town is a spawning ground for rock and roll talent, his station is bucking the trend by eschewing this type of music. Largely because of a heavy emphasis on its quick-footed news department along with playing music more likely to appeal to adults, his station has been able to play up this status and its ability to gain adult listeners.

The conference's opening panel, on the problems and techniques of editorialization by radio and TV stations, found the subject of reach-
(Continued on page 12)

EDITORIAL

It's An Old Tune . . .

People have always decried the state of popular music. Mama—bless her—never liked the Charleston. Papa—bless him too—thought little of "The Music Goes 'Round and 'Round." When swing became the fashion his taste grew more firmly conservative and traditional.

Whenever there has been a change in beat—in dancing and in music—there has always been an attack by those who liked the old days better.

Bob Lloyd, deejay at WHEC-TV, Rochester, N. Y., and a speaker at the deejay convention in Kansas City, Mo., March 6-8, notes that Queen Victoria refused to have the polka danced in her presence.

Quoting from the book, "Down Memory Lane," by Sylvia Dannett and Frank Rachel, Lloyd also notes that the turkey trot incurred the condemnation of the clergy and other respectable people, and that ragtime was blamed for demoralizing the young.

And when that wicked thing called the tango was introduced by the Castles, the New York Assembly passed a resolution that it be placed under "official scrutiny."

Which leads us obliquely, but interestingly, to the upcoming hearings on The Smathers Bill, which was introduced with the Senator claiming that American music had deteriorated that the people were being "force-fed."

It is to be hoped that the lessons and errors of past generations will have some effect; that reason, rather than hysteria, will prevail in the testimony, and that the hearings will ultimately reveal much that is good in our present popular music product—so much of which derives from grass roots America.

DISTRIBUTOR NEWS

By HOWARD COOK

Word from Norman Hausfater of Record Company, St. Louis, is that "Tequila" by the Champs on Challenge is their hottest item. Strongest new disks include "Got a Job" by the Miracles on End, "Every Night" by the Chantels on End and two versions of "I've Got Bells on My Heart"—Jane Morgan's Kapp recording and Don Cornell's Coral waxing. Hausfater reports a price war in St. Louis. \$3.98 LP's are down to \$2.94, and \$4.98 albums are currently going for \$3.75 as a result of tight coin. Among the low-price LP's, Design is by far the hottest label for Roberts. Glenn Burger has been added to the firm as their new promotion man. Hausfater feels that Joe Darenbourg's latest, "Snap It," will be as big as the artist's "Yellow Dog Blues."

Sam Klayman and Lou Simon of Supreme Distributing Company in Cincinnati report that the Voxpopper's Mercury recording of "Wishing for Your Love" is their number one record. "Rocket Ride Stroll" by Narvel Felts on Mercury is also going well. Other strong Mercury sides are "Your Graduation Means Goodbye" by the Cardigans, "Gigi" by Billy Eckstine and Ralph Marterie's "College Man." Simon states that "Walkin' the Low Road" by Randy Sparks on Verve can be a sleeper. Supreme was Mercury's top independent distributor during 1957.

At M. B. Distributors in El Paso, Bernard Krupp has several new disks that show promise. "Tequila" by the Champs is their strongest platter. "Corrido Rock" by Tortilla Pete on Imperial and Handsome Jim Balcolm on Dot are battling for top coin. Jane Morgan's "I've Got Bells on My Heart" looks like a winner, according to Krupp. "Dinner With Drac" by John Zacherle is a smash. Krupp also reports heavy action on "I'm Out to Get You" by Thurston Harris on Aladdin, "Substitute" by Lavern Baker on Atlantic and "Snap It" by Joe Darenbourg. "Breathless" by Jerry Lee Lewis and "The Little Blue Man" by Betty Johnson on Atlantic are big for Krupp.

Carl Glaser, Metro Distributing Company in Buffalo lists "Wishing for Your Love" by the Voxpoppers as his fastest moving record. Over 8,000 were moved out last week. "Voodoo Man" by the Del Vikings on Mercury and
(Continued on page 14)

Capitol Post To Stapleton

HOLLYWOOD — Charles O. (Buck) Stapleton last week was named an assistant producer by Capitol Records. Stapleton, who had been Western promotion representative, will serve as assistant to a.&c.r. producer Ken Nelson. During his seven-year tenure with the company he has also served in the sales department.

In other changes, Julius C. Varady takes over the position of manager, New York office, of Capitol Records' International Corporation, and Roland R. Fribourghouse that of manager, Hollywood office, CRI. Both had previously served in the international department.

Transferred was Walter E. Kierman, former New York executive office manager for Angel Records, who moves to CRI's New York executive offices in the same capacity.

Label Pledges 5-Year Plan

HOLLYWOOD — New Zenith label put out by Tops Music Enterprises will carry five-year guarantee with each LP album. If at any time during the first five years album no longer plays with original quality, guarantee states that owner will receive a new album free.

Certificate is a result of new chemical process, which, when incorporated with raw vinyl, will result in original sound reproduction on records for a minimum of five years, according to TME topper Carl Dohay.

Process dubbed Infinite Vinyl Unlimited Sound, will be exclusive with the Zenith label, set to retail at \$3.98. First five releases are: Ann Sothern's "Sothern Exposure," James Melton Sings, June Hutton's "Let's Fall in Love," Andre Previn Plays Fats Waller and the Kirby Stone Four's "Showtime."

NETWORK TV

Ed Sullivan Gives C&W a Try

Ed Sullivan's country music showcase on his TV seg Sunday (2) lasted only fifteen minutes of his show. In this quarter hour it was difficult to outline a superficial history of country music, let alone chronicle its growth from its grass roots era up to the popular rockabilly music of today. Sullivan attempted to show how the country influence in our pop music today stems from the great influx of Southern singers into the pop music scene. He pointed out that many of these Southern youngsters learned their

singing at church meetings and at gospel sings—still popular in the South—and then graduated to the pop field. In selecting the Johnson family he used one of the outstanding vocal groups in the gospel field. The Johnson family, dad and mother, two brothers and sister Betty, turned in some wonderful, exciting vocalizing on gospel tunes and spirituals, with a great reading of "Old Time Religion." The Smoky Mountain Clloggers, a group of talented youngsters, showed how a hoe-down can be

updated with a bright, clever dance arrangement. Then Miss Johnson sang her pop hit, "Little Blue Man." At the end tho, when Sullivan tried to show how country music had grown into rockabilly he faltered. He was not helped by Joe Franklin and his Highlighters, a weak rock and roll group. The Everly Brothers, originally scheduled to appear on the show would have better made the point. But it was a good try. Bob Rolontz.

LOCAL TV

Ford Show Tasteful Local Dish

This moderately budgeted half-hour stanza — a prime exposure outlet for some of the best jazz talent in the business — is probably the most tasteful live-local musical show produced in the New York area. Art Ford (of WNEW, N. Y., "Make Believe Ballroom" fame) is a suitably off-beat host, and his "Beat-Generation"-type guests, moving around an ultra-modern living room-set, provide a provocative, seemingly genuine air of raffish Bohemian charm, thoroly in keeping with the show's title.

Art Ford
Art Ford's Greenwich Village Party (Local)
Star: Art Ford. Guests, Dick Kollmar, Kathy Keegan, Hamish Menzies, Janet Pavek, Maurice Gosfield (Private Doherman), Mundell Lowe, J. Boch and S. Harnick, others. Producer, Art Ford, Associate Producer, Dorothy Globus, Director, Wes Kenney, Musical Director Cy Coleman. Participation sponsorship, (WABD, New York, 10-10:30 p.m., EST, February 28).

his Trio) for guest warblers. On the show caught, latter included a pert British canary, Kathy Keegan; Janet Pavek, who played the title role in "Fanny" in London; society pianist-singer, Hamish Menzies; songwriters J. Boch and Sheldon Harnick, who chanted some tunes from their Broadway "Body Beautiful" score. All of the above were entertaining, but the standout guest stint was a moving treatment of "It Could Happen to You" by ace jazz guitarist Mundell Lowe. June Bundy.

Mainstay of the program is pianist Cy Coleman—a brilliant instrumental soloist and a perceptive musical backdrop (with

MOTION PICTURES

Pic Plays 'Precious Love' Big

"A Very Precious Love," a new chart contender by Sammy Fain and Paul Francis Webster, is heavily spotlighted in "Marjorie Morningstar," a handsome production in all respect. Natalie Wood presents her finest performance to date in the role of the stage-struck girl who falls in love with a moody sophisticated songwriter of specious talent—played effectively by Gene Kelly. In addition to being featured locally several times, Max Steiner utilizes the theme in his excellent background score. Seven recordings of the tune, which is published by Witmark (ASCAP) are currently available. These in-

Marjorie Morningstar
Stars: Gene Kelly and Natalie Wood. Screenplay, Everett Freeman. Music, Max Steiner. Music supervision, Ray Heindorf. Vocal arrangements, Lyn Murray. Producer, Milton Sperling. Director, Irving Roper. Previewed, New York, March 3. Running time: 123 minutes.

clude disks by Doris Day on Columbia; Slim Whitman, Imperial; Jack Jones, Capitol; Bonnie Guitar, Dot; the Johnson Brothers, London and the Ames Brothers on RCA Victor. The record by the Ames Brothers was a Billboard "Spotlight" pick in the January 13 issue. While the film is not a musical, the song figures importantly in the plot. Several scenes of backstage life in the theater, always a popular theme, give the film both adult and teen appeal. The excellent supporting cast includes Claire Trevor and Everett Sloane as Marjorie's parents, Ed Wynn as "Uncle Samson," Carolyn Jones as Marjorie's friend and Marty Milner as a young playwright who is also in love with the heroine. Herman Wouk's novel was a best-seller for over a year, and the likely box-office success of the film is sure to create interest in the song. Howard Cook.

MOTION PICTURES

Music Plays Bit in Hope Film

Altho the upcoming "Paris Holiday" album from United Artists' new wax label strongly hints that the film is a musical, it isn't. Apart from a swiny chorus rendition of the title tune, penned by Van Heusen and Cahn, over the handsomely mounted wide-screen credits at the start, the rest of the music score, by Joseph Lilley, serves primarily to underline gag-laden Bob Hope situations. However, the film is fast-paced, frequently very funny, and likely to go well with Hope's many

Paris Holiday
Stars: Bob Hope, Fernandel, Anita Ekberg, Martha Hyer. Producer, Robert Hope. Music by Joseph J. Lilley. Title song, Van Heusen & Cahn. Director, Gerd Oswald. Distributed by United Artists. Special screening, New York, March 5. Running time: 100 minutes. Technicolor.

-Bing Crosby duet on "Nothing in Common," are nowhere to be found in the film itself. Lensed by Hope's own production indie, Tolda, the picture sets the comic and a strong star cast (Fernandel, Anita Ekberg, Martha Hyer) in the midst of a foreign intrigue plot problem involving Parisian counterfeiters, and pulls a last-reel rescue (with Fernandel at the controls of a hedge-hopping helicopter) that must surely be the zaniest comedy chase sequence since the heyday of Harold Lloyd. Charles Sinclair.

NIGHT CLUB

Jaye P. Rings Nitery Cash-Bell

What's Jaye P. Morgan got that P. Morgan wants? Without referring to the obvious, it's undoubtedly Miss Morgan's talent for clicking the cash register for RCA and in the Coconut Grove in her current nitery stint, that would put a gleam into old J. P.'s eyes. Miss Morgan failed to unveil any startlingly new material, but she did unveil herself, a practice that has proven popular with singers of

the fairer sex ever since Margaret Piazza discovered some years back that legs can speak louder than words. Best numbers in the repertoire, which failed to carry enough umph, were "Don't Mention It," (veiled), "I Don't Care" (unveiled), and "Stardust" (half-veiled). It was "Don't Mention It," a piece in which Miss Morgan implied that she might be bad, but

bad in a nice way, that seemed to fit her best. While she doesn't have a particularly distinctive style, her voice is tops for pops. Coupled with some suggestive lyrics, it takes on an individual personality. Miss Morgan was supported by her brothers, who chimed in with "A Foggy Day" on their own. Freddy Martin ork continued its backstopping chores. Bob Spielman.

PLAZA HOUR WITH JANE MORGAN ALL TOO SHORT

By CHARLES SINCLAIR

Jane Morgan, Persian Room, Hotel Plaza, New York. Arrangements, Ernest Bragg, Orchestra, Ted Straeter. Caught March 3.

Jane Morgan is a standout in the Persian Room's harem of top thrushes. She easily lives up to the most romantic flights of fancy of platter purchasers who may have worn out her best-selling "Fascination" album from frequent replays. She is stunningly beautiful in a Katherine Kuhn gown that never heard of the Sack Look. She is versatile, talented and warm. Backed by Ted Straeter's suave ork under the baton of Miss Morgan's arranger-accompanist, Ernest Bragg, her cream-velvet voice draws its first big applause as it floats (with the aid of an off-stage mike) out from nowhere in the opening bars of "Fascination." Then, she sweeps into the spotlight with a bright and bouncy "I'm In Favor of Friendship," circling the floor and giving male diners something more than their after-dinner brandy to think about.

A veteran of the plush nitery (having first played it in 1951), the Boston-born ash-blond is at her showmanship best as a sort of one-girl musical spectacular with two special numbers, "Around the World in Eight Minutes" and "Fabulous Follies." The first of these is a series of lightning switches of mood song and props as she hops from London's "Foggy Day" to "Hong Kong Blues." The second is a Bragg-arranged synthesis of great moments from the great Ziegfeld performances, with some first-rate impressions of Follies greats.

A ballad and a swinger from her new Kapp album (see record reviews, this issue), "All the Way" and "Melodie d'Amour," score strongly, particularly when she shifts linguistic gears on the latter into soft, flawless French. Later, the disk receives another salute in her close-out, with her impeccable phrasing of "From the First Hello."

TEAMWORK, POLISH SECRET OF MONK'S SHOW RECIPE

Take Five

Revue with words and music mostly by Ronny Graham, Steven Vinayor, Michael Brown, Bart Howard, Edward C. Redding, Jonathan Tunick, Sara Graham, Ellen Hanley, Ceil Cabot, Jean Arnols, Gerry Matthews. Director, Max Adrian. Choreographer, John Heawood. Conceived and supervised by Julius Monk. The Downstairs, New York, March 4.

The suave touch of Julius Monk is omnipresent in his third cabaret revue, currently playing to capacity on off-nights. Broadcasters may shiver at the upcoming unexpurgated LP, but the table-squatters eat it up, including the tourists. The material is less chi-chi than in the preceding "Four Below" and "Son of Four Below" and you don't have to have Proust, Fire Island and Vivaldi under your belt to get the wittier lines.

The three-part show is a fast-paced, delightful two hours of music and laughter. Best of the numbers are Sheldon Harnick's "Say Hello," an advice to husbands; "Cristedes," an intense habanera account of love and betrayal in a grocery; and a Down-Memory-Lane community sing with such "hits" as "Strategic Air Command" and "Stop That Dancing Up There." There are a couple of sock sketches and some pleasant ballads that won't crash the pop market.

The cast is versatile and excellent, as good as any group of stars in the nitery field. Ronny Graham walks off with top honors, singing like a combo of Bert Lahr and Mario Lanza. He revives his own Truman Capote parody to great effect and stops the show as Harry the Hipster. Jean Arnold scores big warbling the rules of a game called "Westport" and devastates "Cristedes" beautifully with a maddened-bull vocal attack. Ceil Cabot is droll and dry, Ellen Hanley cool and love, and Gerry Matthews nimble and useful, with Herculean twin piano work by Stan Keen and Gordon Connell.

The Monk idea, which has been taken up in our larger cities, brings a low-budget, high-caliber format to night clubs and will continue to spread so long as bistro business stays bad. The real secret of his production's charm is the polished teamwork of his players and the intelligence of their material. Is it too much to expect that bigger name performers will do the former and bigger name clubs allow the latter?

MARTIN'S UNDERPLAYING AGAIN SURE-FIRE CLICK

By REN GREVATT

Tony Martin, La Ronde, Hotel Fontainebleau, Miami Beach.

Smooth, suave and polished Tony Martin is keeping the patrons happy in this granddaddy of all the glamor hostilities on the beach here, whether they be the well-beeled hotel guests or the flock of more modestly fixed visitors who come via bus on packaged night club tours of the city.

In the 1958 version of what has become an annual stint, Martin has all of the usual humble, underplayed attraction in his songs and proves that a real pro can hold onto an audience even without a hit record. Martin opens up with a smart vocal paraphrase of "I've Got My Love to Keep Me Warm," with local-angled lyrics like, "down where sunlovers swarm." From here it's a short step to a clever special material version of "Weekend of a Private Secretary," with help from a couple of mighty sharp-looking dancing señoritas.

With the familiar straw hat and cane, Martin handles Cole Porter's "All of You" in fine style, followed by such pop bits as "Fascination," "Till," and a dramatic "All the Way." A highlight number was the slow and sensuous "My Shawl," again accompanied by the femme terp duo. In all, it's a well-paced solid performance, which winds up with theme song, "I'll See You in My Dreams," sung while the couples re-entered the dance floor. Solid credits should also go to Al Sendry for a fine set of arrangements.

MASTER CONTROL

BROADCAST TRENDS AND TRIFLES

By BOB BERNSTEIN

THE RATINGS RACE

CBS-TV rapped its competitors on the knuckles last week for "misinterpretations of every known research service" in this year's rating figures publicity. A widely circulated letter from William Hylan, CBS sales administration veepee, and a number of impressive graphs demonstrated the web's Nielsen supremacy day and night, in billings, in sponsored quarter-hours and in audience share.

The figures were accurate, as are almost all rating reports from networks. Trouble is, each story uses a special yardstick. Until NBC, ABC and CBS are in direct competition in all markets for exactly the same number of hours (a condition hardly likely ever to occur), no single set of figures can serve as an industry guide. Clock time, delayed broadcasts and a hundred other deterrents leave networkers with the task of comparing ducks to geese to chickens. Close up, they look different from each other, even tho they're all fowl.

DU MONT GOING NETWORK AGAIN

Du Mont Broadcasting Corporation has served notice, with the purchase of a second radio outlet, that it's headed back into network activities in a year or so. Du Mont already owns WABD, New York, and WTTC, Washington, and has a family connection via Paramount Pictures with KTLA, Los Angeles, on the TV side. In radio, it bought WNEW, N. Y., last season and has just annexed WHK, 36-year-old Cleveland station, for \$700,000. "You have to spend money to make money, something the old Du Mont TV Network didn't do," says a new exec. "But we're prepared to compete with the big boys, or at least we're preparing."

SNOW AND STATIC

Young & Rubicam will offer its clients a two-hour spectacular honoring Irving Berlin to kick off the fall season, possibly on all three networks. . . . Johns Hopkins marks its 10th TV anniversary this week. . . . Cy Blumenthal has bought his fifth radio station, WHHM, Memphis, for \$220,000. . . . CBS has purchased KWK-TV, St. Louis, for \$4,000,000, with Gene Wilkey named general manager. . . . John Gambling, New York's human alarm clock, celebrates his 33d anniversary with WOR. . . . WDRC, CBS-Radio's outlet in Hartford, Conn., has switched from a 20-hour day to 24. . . . Television Programs of America racked up \$335,000 of foreign vidfilm sales in six weeks. . . . "Music Thru the Night," WRCA's all-night classical music stanza hosted by Fleetwood, enters its seventh year in N. Y. . . . Hugh Terry, prexy of KLZ-AM-TV, Denver, has been named honorary chairman of Missouri University's college of journalism golden anniversary.

REVOLVING DOORS

Lawrence Pollock named research and sales development director for WABC-TV, ABC's flagship station. . . . J. Nelson Benton upped to news manager for WBT-WBTV, Charlotte, N. C. . . . Herman Edel has the new post of account supervisor at Music Makers, the rising radio-TV jingle firm. . . . Warren Braun rejoins WSVA-AM-TV, Harrisonburg, Va., as assistant general manager.

WHEELING AND DEALING

TALENT TIDINGS

ROBERT MERRILL, COOL CAT

When Metopera star Robert Merrill rocked and rolled with Louis Armstrong in Las Vegas last summer, he was merely affirming his belief that today's pop music has "an irresistible beat and is less harmful to youth than TV Westerns, Hollywood's horror movies and adults who see sin in everything teen-age." The debonair baritone doesn't dig the occasional suggestive lyrics but finds the music no more destructive than the Turkey Trot.

One of RCA Victor's top moneymakers in the days when classical singles sold heavily, Merrill is turning to show tunes and, upcoming, several Romberg scores for his LP agenda. "I made \$6,000 in two months on the sale of 100,000 copies of a little-known aria in 1945. Those plush royalty days are gone for longhairs," says he, "so one's thinking must turn popward." A project with songwriter Dick Manning is one result, tho Merrill will continue to record two operas a year as part of his Victor contract.

Serious music is up against public apathy to new works and new composers, Merrill thinks, in a current phase of "wanting the familiar and refusing to do any work to understand the unfamiliar." If concert audiences had the flexibility of record hoppers, he points out, they could absorb and enjoy 10,000 modern works a year.

His own current conversation runs to praise of Jan Peerce and Rudolph Bing, dislike of publicity, the pleasures of eating, gratification at his own relaxed attitude about the music business and the conviction that when Maria Callas ends her career, she'll be remembered as a character, not an artist. "Title the interview 'Merrill, Lunch, Peerce, Fanfare and Bing,'" said the singer. "And I still want to sing with that woman."

THE DOTTED LINE

Oscar Pettiford's quintet will open the Black Pearl, New York's newest jazz club, this week. . . . Ida Lupino and Frank Duff satirize musical publishing on their "Mr. Adams and Eve" telecast March 18, with Ida warbling a tune she clefted. . . . Dave Brubeck's Quartet goes behind the Iron Curtain, the N. Y. Philharmonic visits South America and the N. Y. City Center Ballet Company tours the Far East for six months, all for the State Department. . . . Jose Iturbi back from a Canadian tour, launching his new U. S. circuit in Minneapolis March 12. . . . Eydie Gorme, Frank Sinatra, Danny Thomas and Sammy Davis Jr. won the "Dinah" Awards for 1957 in the Diners' Club annual poll.

Clark ARB Varies From City to City

NEW YORK—The teen hoppers in Philadelphia may dig Dick Clark the most—but there's as much as a 500 per cent drop between major cities when you examine the fast-moving network deejay's local audience levels, even when competition is roughly similar.

This off-key fact emerges quietly from latest American Research Bureau findings amidst the general brassy publicity blare surrounding Clark's stanzas. ABC-TV is reportedly making no fuss about it, possibly for fear advertisers may suspect serious market weaknesses with participation drives in the Clark show.

Clark, for example, is hot as a firecracker in Philadelphia. His long afternoon stints showed a steady climb each day (week of Feb. 3) from the 2:30 p.m. level of 10.2 to a 4:45 p.m. peak of 18.8.

By contrast, he's practically playing records to himself in Chicago. There, his prime segment—aired an hour earlier than Philadelphia because of time differential—at 3-3:30 p.m. drew only a 3.3 average in the same week, being topped by "Brighter Day," "Queen for a Day," and "Mr. & Mrs. North."

In New York, his early afternoon segment drew a 4.6 average against broader competition and a 4-5:00 p.m. stint drew an 8.3—about half what was going on a few miles away in Philadelphia, reaching an 18.2 peak in the highest quarter-

hour, but in Boston he fell back to a rating level average for two afternoon sessions of around a 12.3.

Other markets show similar swings, particularly in the Midwest cities.

"If anything, it proves that deejays and record favorites are often a strictly local taste," is how one independent station operator sums up the Clark situation.

Not Probing BMI Now, Says Justice Dept.

WASHINGTON — Justice Department says its recent focus on talent agencies has not set off any new investigation of Broadcast Music, Inc., as was recently reported in a trade publication. Spokesmen at Antitrust Division told The Billboard that the investigation of Music Corporation of America and the William Morris Agency did not kick off any "new" investigation of BMI.

BMI is under investigation by Justice, Antitrust spokesmen stated, but the study is not an outgrowth of the MCA investigation and was under way "long before" the present talent agency probe began. (House Antitrust Chairman Emanuel Celler recommended BMI be investigated by Justice Department in his report on 1956 hearings by his committee.)

The Antitrust attorney said the trade report "gave the wrong impression," in including BMI investigation as part of the talent agency study.

ASCAP Wins

• Continued from page 2

full credit for each full or partial performance. In some cases the theme was played 12 times in an hour and a half.

Judge Pittone of Nassau County Supreme Court ruled: 1) that the court does not substitute its judgment for that of the appeal machinery within ASCAP; 2) if an appeal, a member's classification is changed, as in this case, the change is not retroactive, but has a future application only; 3) the ASCAP rule, which states that if a tune is used as a theme song it can receive a maximum of but one credit per hour, is a fair one.

As to Lombardo and Loeb, the court pointed out that over the years the pair had received about \$340,000 on performances, which was more than fair. It was noted that the tune was one of the biggest royalty pullers in the ASCAP catalog.

10 Years of LP

• Continued from page 2

up more than a million LP sales. And jazz has enjoyed such a renaissance on LP that many jazz albums appear regularly on best-seller lists along with pop albums.

Another significant factor in the growth of LP is that it has provided a major new platform for contemporary composers.

"Mood music" is an LP-inspired product and one of the most important in the sales of LP disks. Ten years ago, and at that time titled "dinner music," mood music was only of minor importance in LP sales, Lieberman added. Spoken word recordings are another type of entertainment that grew up on LP. The Ed Murrow first "I Can Hear It Now" set which was a best seller when introduced, is still a top selling set for Columbia.

WRBL Builds Quiz Studio

COLUMBUS, Ga. — In line with the current radio trend toward establishing special remote facilities to showcase deejays and local radio programming, WRBL here is building a special studio in the Cross Country Plaza Shopping Center from which to air the World Broadcasting quiz package, "Soundo."

Program is a telephone quiz game in which listeners identify mysterious recorded sounds prepared by the Ziv radio offshoot. World Broadcasting also supplies special musical material and intros for the program series, as well as merchandising aids.

Mystery Tune Gimmick Gains

NEW YORK — The "mystery tune" program gimmick is once more gaining ground. Latest show on the musical quiz bandwagon is the local Tea Steele stanza, aired on WOR-TV in a late-afternoon slot. The Steele show has added a daily "Musical Jackpot" quizzer in its last half-hour. Recently, "Hit Parade" added a musiquiz feature in network airings, and the new musical quiz game, "Dough-Reme" is into its third week on NBC-TV.

WBZ Starts Platter Show

BOSTON—WBZ-TV joins the dance party trend and launches a record hop show April 12 in the Saturday 1:30-2:30 p.m. slot. Dave Maynard, local deejay, emcees the series, with Dick Earle producing. Sponsor will be Distributor Records, Inc. The format will include polling of the studio audience on new platters and interviews with non-performing members of the music field.

WNEW Deejay To Pipe From Brussels Fair

NEW YORK—American radio and TV music programming is shaping up as an unofficial highlight of the forthcoming Brussels International Fair.

Latest to blueprint special plan for the event is WNEW's Art Form. The veteran deejay will air the two full segments of "Make Believe Ballroom" directly from Brussels, via a leased transatlantic phone link, on April 17, the opening day.

The move may make WNEW the only indie station with a transoceanic audience; the outlet is talking to government and private broadcasters in Europe about airing the special "Ballroom" remote as a special radio event.

Television musicals will be able represented in the form of Gian Carlo Menotti's new opera, "Manon Golovin," whose premiere will take place August 20 at the Brussels Fair. The new Menotti work was commissioned directly by NBC for the network's video opera company and will be produced by the network's Samuel Chotzinoff.

Riddell Now Boss of Air At ABC-Par

NEW YORK—James G. Riddell, president of WXYZ, Detroit, an ABC-owned station, is about to be named head of the broadcast division of American Broadcasting-Paramount Theaters, exact title yet to be decided. The appointment by the AB-PT board of directors will make Riddell the No. 3 man to prexy Leonard Goldenson and executive-financial veepee Simon Siegel, wielding more influence than the chiefs of AB-PT's other divisions in theaters, records, movie-making, equipment and TV film, and directly over Ollie Treyz and Bob Eastman, presidents of ABC-TV and ABN.

Putting Riddell in the saddle frees Goldenson to return to the ailing theater business and is expected by insiders also to key a series of top level exits and entrances which "will make the ramifications of Bob Kintner's departure 16 months ago look like status quo." The status quo referred to by one bigwig included 30 changes on the veepee-or-higher level in the past year at ABC-TV alone.

Gold Medal Joins Group

NEW YORK—Gold Medal Studios, the refurbished Biograph lot which has become a major film facilities operation here, housing everything from telefilm commercials to rock and roll features, has been elected to membership in the Film Producers Association of New York, in the person of GM prexy Martin Poll.

Goal of the FPA has been to achieve "increased civic support for New York's motion picture industry."

'New Faces' Due on WABD

NEW YORK—Leonard ("New Faces") Sillman launches his new variety stanza March 20 on WABD here, pitting star guests against young talent in a half-hour weekly showcase. The Sillman show slated to go network in two months via DuMont's other station in Washington and outlets owned by Paramount Pictures, which is big stockholder in DuMont.

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AFTER-HOURS SESSION

PROGRAM POSER:

Why have the new network TV musicals generally failed to click this year?

A symposium directed at better music programming in radio & TV



Meredith Willson, creator of "The Music Man": "The trouble with most television musicals is that they are written to order. A man says: 'We want a spectacular May 24.' The writers cannot produce the quality of work they might achieve if they had more time. Are we making pancakes or works of art? Quality is the most important element, and it cannot be present when the show is conceived in haste and produced under pressure. 'Around the World in 80 Days' is a smash because Mike Todd took an established classic and worked on it until it was done to his satisfaction regardless of the time and trouble involved."

Jane Morgan, singer, currently at Persian Room, Hotel Plaza, New York: "I think network TV musicals are over-exposing singers, causing the public to grow tired of them before a show has even run a full season. Personally, I've turned down several TV offers. I prefer to limit TV exposure to six or seven guest shots a year. Newspaper critics have been particularly tough on TV musicals, often without realizing what a strain it is to come up with fresh musical material. By contrast, a singer can prepare a night club act with special material, and then polish it before audiences. You can't do that on TV."



Ted Cott, V.P. in Charge of Station Operations, NTA: "You can't expand one-fifth of a vaudeville bill into a whole show. In today's cycle of musical interest, emphasis is on style and unique performance and not on the songs themselves. Broadcasting used to feed the record business; today the record business feeds the broadcaster. Since there are very few standard songs today, there is little place for standard singers. Of course, the cycle will change, and singers will make it strong on TV. For the moment, therefore, they must ply their trade as the guest and not the landlord. The record business has attuned the public to the specific performer."

Jim Backus, star, Jim Backus Show, ABN Radio: "Actually, most of the 'musical' series on TV this year aren't musicals at all; they're variety shows. If a few singers tried a straight musical format like 'Voice of Firestone,' they might be surprised to find it will actually go. There are other factors working against TV's music-variety packages. There has never been a successful woman emcee of a TV musical, unless the show is produced along spectacular lines like that of Dinah Shore. Also, music is essentially a non-visual art, and can be done better in radio. It only succeeds in TV when the host is a real catalyst between performers."



Raymond Katz, Associate Director and Program Manager, WMGM, New York: "Music is a very subjective taste and its framework of presentation is all important. The complexity of TV and the strain on creative artists is such that it's difficult to produce a musical end-result on TV as finished as a top-notch record or a major movie musical, particularly if it must be produced every week. An independent radio outlet, on the other hand, can provide the public with consistently ear-appealing music, because it has its choice of the polished product of the entire recording industry, as well as program personalities who keep close watch on the musical taste of their listeners."

PART ONE of an industry-wide probe

Decca 'Dance Time

• Continued from page 6

foot positions and lyrics to the dance calls.

"Dance Party in Hi-Fi" by Werner Mueller has a variety of dance tempos in the selections presented. For polka fans there's "Dance the Polka" with selections by the orks of Kenny Bass, George Cook and Eddie Habat.

"Rockin' Around the World" is a teen set by Bill Haley and His Comets, which includes tunes from several countries, all performed in Haley's rocking manner.

The covers are bright, attractive and clearly identify the basic appeal of the albums. They are ideal for individual or group display.

"Prom Night—Elliot Lawrence Ork, DL 8338; "Dance at Home"—Jan Garber Ork, DL 8452; "Latin Dance Party"—Al Stefano Ork, DL 8646; "Hot Cha Chas"—Bebo Valdes Ork, DL 8660; "Dance Party in Hi-Fi"—Werner Mueller Ork, DL 8658; "Dance the Polka"—Various Orks, DL 8690; "South of the Border"—Roberto del Gado Ork and Chorus, DL 8691; "Rockin' Around the World"—Bill Haley, DL 8692; "I Could Have Cha Cha'd All Night"—Willie Martinez Ork, DL 8698; "Just Mozian Along"—Howard Lanin Ork, DL 8698; "Just Mozian Along" 8 Roger King Mozian Ork, DL 8700; "Learn to Square Dance"—Ed Gilmore, DL 9051, and "Square Dance Party"—Ed Gilmore, LL 9052.

Major TV Names

• Continued from page 2

banded his orchestra some years ago, with release of the package to be titled "Ozzie and Harriet," scheduled for early April. The Hitchcock album will consist of original murder and horror themes and will be narrated by Hitchcock. Album has been tagged "Music to Murder By." The Ralph Edwards music is to be based on celebrities who have appeared on Edwards' "This Is Your Life" teleshow.

Tho none of the names will be able to do active promotion because of full-time TV commitments, label toppers Lew Chudd plans a heavy campaign, including especially taped interviews for d.j. use, in-store displays and consumer advertising.

While negotiations for the sale of Imperial to Columbia are apparently at a stalemate at present, the door hasn't as yet been closed. Chudd held talks here last week with Abe Schneider, executive vice-president of Columbia, and Jonie Taps, music department chieftain.

Chudd plans a month's tour of Europe in May where he'll confer with British Decca topper Ted Lewis, and also visit with distributors in Spain and Portugal.

Weigh Suits

• Continued from page 2

chief investigator, made available the records he had confiscated, to help in establishing that they were phony.

Under arrest on a charge of counterfeiting trade-marks is George Hilgar, previously unknown in the disk business. Also under arrest is Charles English, owner of Lormar Distributing Company, currently under fire in connection with juke box muscling. English is charged with possession of the phony disks. Both are at liberty on bond.

No date has yet been set for a grand jury hearing of the charges. The hearing, it was learned, may be delayed until current investigations into racketeering in the juke box field are developed further.

DESIGN "POP SINGLE DISTRIBUTORS

Music Suppliers of N.E.
263 Huntington Avenue
Boston, Mass.

Diamond Record Dist.
2990 W. Pico Blvd.
Los Angeles, California

Eric Distributing Co.
1251 Folsom Street
San Francisco, California

Northwest Tempo Dist. Co.
923 Westlake North
Seattle 9, Washington

Frontier Distributing Co.
7042 Highway 80 East
El Paso, Texas

Daily Brothers
2200 Irving Blvd.
Dallas, Texas

Harold W. Daily & Bud Daily
314 E. Eleventh Street
Houston, Texas

R & D Distributing Co.
624 Baronne
New Orleans, La.

Pan American Dist. Co.
3731 Woodward Avenue
Detroit, Michigan

Central Dist. Co.
P.O. Box 1551
Billings, Montana

Lieberman Music Co.
257 Plymouth Ave. N.
Minneapolis, Minn.

Bertos Sales Co.
2214 W. Moorehead Street
Charlotte, N.C.

Allen Distributing Co.
3409 West Leigh Street
Richmond, Va.

J & F Distributing Co.
630 W. Baltimore
Baltimore, Md.

David Rosen, Inc.
855 No. Broad Street
Philadelphia, Pa.

All State of N.J. Inc.
457 Chancellor Street
Newark, N.J.

Record Distributors
2226 Fifth Avenue
Pittsburgh, Pa.

Great Western Dist. Co.
910 E. 4th South
Salt Lake City, Utah

Whirling Disc.
1189 Gilbert Avenue
Cincinnati, Ohio

Leonard Smith Co.
30 North 3rd Street
Albany, N.Y.

Roberts Record Dist. Co.
1728 Washington Street
St. Louis, Mo.

Melody Records Supply Co.
693 10th Avenue
New York, N.Y.

Music Sales Co.
1117 Union Ave.
Memphis, Tenn.

B & K Distributing Co.
608 No. Hudson
Oklahoma City, Okla.

Pan-American Record Supply Co.
2061 Champa
Denver, Colorado

Indiana State Record Dist.
1325 N. Capitol
Indianapolis, Indiana

Record Distributors
350 N.E. 67th St.
Miami, Fla.

49th State Hawaiian Record Co.
P.O. Box 2891
1225 Miller St.
Honolulu, T.H.

Seaboard Dist.
313 Park Ave.
E. Hartford, Conn.

M & M Dist.
620 Washington
Buffalo, New York

Garmisa Dist. Co.
2011 S. Michigan Ave.
Chicago, Ill.

Concord Dist. Co.
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Cleveland, Ohio

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GO”

“TEENAGE
QUARREL”

DESIGN 45-811



EXCLUSIVE ARTISTS ON DESIGN

Charlie Applewhite	Stanley Applewaite
Julie Joyce	Jeff Powers
Smiley Burnette	Eddie Dean
Al Donahue	Dennis Day
Jack Carson	<i>"And many more coming"</i>

OTHER BIG NAME ARTISTS ON DESIGN

Clyde McCoy	Lanny Ross	Sammy Davis, Jr.
Dorothy Lamour	Hildegard	Dizzie Gillespie
Eddie Condon	Louis Prima	Jerry Colonna
Claude Thornhill	Joe Venuli	Joya Sherrill
D'Artega	The Dorsey Brothers	The Symphony of the Air

DESIGN RECORDS

Pickwick Sales Corp.
33-34th St., Brooklyn, N. Y.

Watch for Design's Announcement of Its Full Record Program for 1958!



EMPHASIS: Part of credit for success of "Twenty-One" quiz goes to neat music underlining by ark leader Paul Taubman.

BETTER PROGRAMMING

Need Fresh Music on Air, Says Conductor

By CHARLES SINCLAIR

"Unless it's a variety show," says Paul Taubman, musical director of a trio of popular NBC-TV shows plus the heyday of network radio soapers, Taubman feels that are willing to spend budget money on anything except music.

A veteran of musical backgrounds for air shows since the heyday of network radio soapers, Taubman feels that TV has widened the horizons of practically all creative talents except musicians.

"Music is an expediency in TV production," he says. "Hollywood has long since learned the value of music in heightening drama, and has most of it tailor-made by experts. In TV, there's no proportionate spending for music. It's too often the least important element, pulled out of tape libraries by a clerk."

Also shows featuring singer-personalities use "live" (in the sense of being performed for the show) music, almost no dramatic shows—particularly the current herd of horse operas—pay much attention to their musical scores, he points out.

"Even the little bridges and transitions are important," he emphasizes. "Sure, contestants like Charles Van Doren are exciting to watch on 'Twenty One.' But the dramatic values of the quiz are heightened by our 'Think Music,' and when we have a winner, we don't toss it away; we come on with a big musical flourish."

Need Job, Will Travel

Taubman, who himself doubles in business brass with his successful Penthouse Club high on the edge of Central Park, is alarmed at the trend toward the disappearance of live musicians in broadcasting. "Once upon a time, every major radio station had a house band. Today, most radio stations make most of their income from music, but it's strictly on a jukebox basis. TV isn't much better. There are some 38,000 musicians in Local 802 here in New York, but only a couple of hundred are working fairly regularly in TV."

This musical tide, he hopes, is eventually going to turn. "The big gains made by the record industry will ultimately create a demand—spoken or unspoken—for better music use in radio and TV shows. Take Westerns, for instance. Sooner or later, audiences are going to want something better in the way of dramatic chase music than rewrites of 'Light Cavalry Overture,' 'Zampa,' or themes from Wagner and Tchaikovsky. Cliches are the result of laziness."

As a result, musical initiative is where you'd least expect to find it in big-time TV programming, he states. Now wielding the baton on the new Barry-Enright "Dough-Re-Mi" as well as "Tic-Tac-Dough" and "Twenty One," he states: "Quiz programs are actually setting the pace in the fresh use of music in non-variety programming."



FUTURE: Upbeat in musical interest, due to records, is likely to spark demand for better air music use, Taubman says.

Congress Calls Biz for Probes

• Continued from page 6

rarily bury the hatchet and close ranks during the April 9, 10, 11 hearings on the O'Mahoney bill to end exemption for juke performance royalty in the 1909 copyright law. The licensing groups will join to fight Music Operators of America and others who are opposing S. 1870, authored by the chairman of the Senate Judiciary Subcommittee on Patents, Royalties and Copyright.

BMI, according to an earlier statement, will try to disprove songwriters' "control of music" charges by demonstrating "that the overwhelming majority of phonograph records and performances are of compositions licensed by ASCAP, and not BMI." BMI will also try to prove that songwriters' have taken their case to Congress because of failure to prove their charges in a parallel private lawsuit against BMI and the broadcasters, now going on in the courts.

Backgrounding the bitter BMI-ASCAP fight are the Celler 1956 Antitrust Subcommittee hearings, and the Celler report charging BMI and broadcasters with a "potential" for control of music. The report brought dissent from Republican antitrust subcommittee members as improperly tending to influence a suit being tried in the courts.

'Conspiracy' Charge

In March of 1957, a flying wedge of ASCAP songwriters went to Senate Commerce Committee Chairman Warren T. Magnusen with charges of "conspiracy" by BMI, the broadcasters, and by network record companies to "shut off" ASCAP music. No action was taken beyond investigation by counsel Nicholas Zapple, until Smathers introduced in August, 1957, his bill S. 2834 to divest broadcasters of music interests.

ASCAP will itself be on the defensive during the Roosevelt hearing on the House side, and reportedly may have to rebut between 30 and 50 complainants during hearings beginning this week. Again, a music issue on the Hill is also being fought in court. ASCAP writer-publisher Hans Lengsfelder has brought suit in New York alleging that ASCAP's "weighted" voting and distribution system violate its consent decree.

Complaints were received by Roosevelt in January, 1957, from ASCAP dissidents Irving Gwartz, of Viking Music and Diamond Records; Guy Friedman, Fred Cox, Lengsfelder and others. Writers and publishers of background music have told Roosevelt that ASCAP's distribution system has set up such forbidding credit requirements that music in movies

sold to TV will now bring them almost nothing.

ASCAP President George Cunningham and ASCAP counsel Herman Finkelstein disclaimed the charges during an informal meeting with Roosevelt in January 1957. Finkelstein will spearhead the ASCAP defense at Roosevelt hearings, and will be backed by West Coasters Ned Washington, ASCAP board member, Harold Adamson and other publisher-writer members of the board. ASCAP spokesmen say they will also present some small writer-publisher members in the same but "with a different story to tell."

Fair Trade

• Continued from page 4

to fair trade all Columbia phonographs, however.

According to W. H. Mixer, president and general manager of the Basford firm, "the most compelling reason is that recent court decision have made it legally clear that a constantly changing portion of the catalog would be excepted from a maintained fair trade price, and we could have partial enforcement only."

Mixer opined that such exceptions would shortly become the rule, and do not make for a "practical, workable pricing program." In his statement to dealers, he also pointed out that "within the last few years the record business has developed into a business where there is one promotion after another, with many of them involving price changes. These promotions have helped increase overall volume, but where they involve price changes it is virtually impossible to rigidly police them as a fair trade price legally requires."

Basford will move to vacate its injunction against Discount Records, Inc. Leo J. Meyberg, RCA Victor distributors here, is expected to follow suit, although they have not made any decision as yet.

Marty Robbins

• Continued from page 4

time to reflect, President DeWitt called a meeting in his office and the whole matter was settled in quick fashion amid hand-shaking and apologies by both sides. At the session Robbins denied that he had ever indicated that he thought he could do without the "Opry."

President DeWitt described the Saturday (1) flare-up as "one of those things that frequently pop up in show business."

Studios Hold Aces in Dispute

• Continued from page 4

moment, they have no pictures to score.

When new pictures are ready for scoring, which is expected to be in about a month, studio execs say they will be scored. This obviously means one of two things: 1) The strike will be settled or 2) the pictures will be scored overseas (musical directors at all the studios ruled out using old sound tracks).

The first picture to hike to a foreign locale is likely to be Paramount's "Rock-a-Bye Baby," which producer-star Jerry Lewis reportedly is planning to score in Mexico City the last week in March.

"Vertigo," another Paramount production, is expected to be scored in Europe if the strike lasts another two or three weeks. The same is true for 20th Century's "Ten North Frederick," although a studio spokesman said, "We won't have to make a definite decision till the end of the month."

Petrillo, in the meantime, is known to have contacted AFL-CIO

Prexy George F. Meany in an effort to build a united front against the majors, and possibly block scoring overseas.

So far, however, the International Association of Theatrical Stage Employees has remained aloof from the strike and has refused to state whether they would respect AFM picket lines (one reason, apparently, why no pickets have been established). A spokesman for International Brotherhood of Electrical Workers, whose sound engineers would be affected if the majors take their scoring overseas, said: "Our sympathies are with the AFM." He hedged this with: "But our legal position is indefinite."

The Composers and Lyricists' Guild, on whom Petrillo has put pressure to join the walkout, met with Herman Kenin, member of the International Executive Board, and Eliot Daniel, Local 47 president, Thursday (6). No decision was reached, but another meeting is scheduled for this week.

Offbeat Opens With Satires

NEW YORK—Willy Lerner has just launched Offbeat Records, a subsidiary of his new Washington Records firm, with two LPs. The first is already released, a collection of satiric songs by deejay Paul Winters titled "Winter's Tale." Second, an original cast album of "Take Five," the Julius Monk cabaret revue at the Downstairs in New York, will be out in ten days.

Abbott Lutz, of Seeco, is serving as a.&r. man for Offbeat, scheduling "Take Five" as first platter of a "Small and Cheerful" series which will include Monk's previous hits at the Downstairs, "Four Below" and "Son of Four Below." Offbeat is dedicated to smart stuff, Washington to wider market appeal.

Pub-Serve Push

• Continued from page 6

ing adult audiences touched on as well by Sherwood Gordon, president and general manager of WSAI, Cincinnati. He related how a local newspaper's music critic charged that radio's use of music did not accurately reflect public taste. After a station editorial stimulated a city-wide furor, WSAI was able to shift its FM adjunct to an all-classical music policy, and as a result of the public interest thus whipped up, the FM outlet is completely sold out.

Leon Goldstein, vice-president in charge of public service programs at WMCA, New York, told the same panel that by taking strong editorial positions on public issues, his outlet has been able to achieve a personality in the community which it could not have acquired thru playing popular music alone.

Gordon later added to The Billboard that as important as editorialization factor may be in gaining adult listeners, stations which have a predominantly teen-age audience have an equally great responsibility to editorialize, for this would in many cases be the initial exposure of many teen listeners to a thoughtful presentation of a social or civic issue.

Among the leading non-broadcast speakers at the conference, which was planned by Westinghouse program veepee Dick Pack, were Dr. Frank Baxter of the University of Southern California, Dr. Bergen Evans of Northwestern University, U. S. Senator John F. Kennedy (D., Mass.), and Dr. Fred L. Whipple, Director of the Smithsonian Astrophysical Observatory and Harvard College Observatory.

Columbia Pitches

• Continued from page 2

the release, one of religious tunes and the other a collection of his best selling singles, titled "Johnny's Greatest Hits." An interesting item in the release is the music from Harold Arlen's "Blues-Opera," played by Andre Kostelanetz and His Orchestra. Opera will receive its first performance at the Brussels Fair this summer.

Two of the albums in the release, the Jill Cory set and the Mathis set, both have covers in full color on each side of the LP envelope. This is also true of the children's disk, which is called "A First Eastern Record for Children." This contains selections previously released as singles, as sung by Rosemary Clooney, Gene Autry, etc.

In the Harmony line is one classical release, a jazz version of "Oh, Captain," a Woody Herman and His First Herd set, a Bing Crosby collection of tunes cut in the early '30's, an album of gypsy airs, an album of music from "South Pacific" and a rock and roll set.

double scoop from...

JONI JAMES

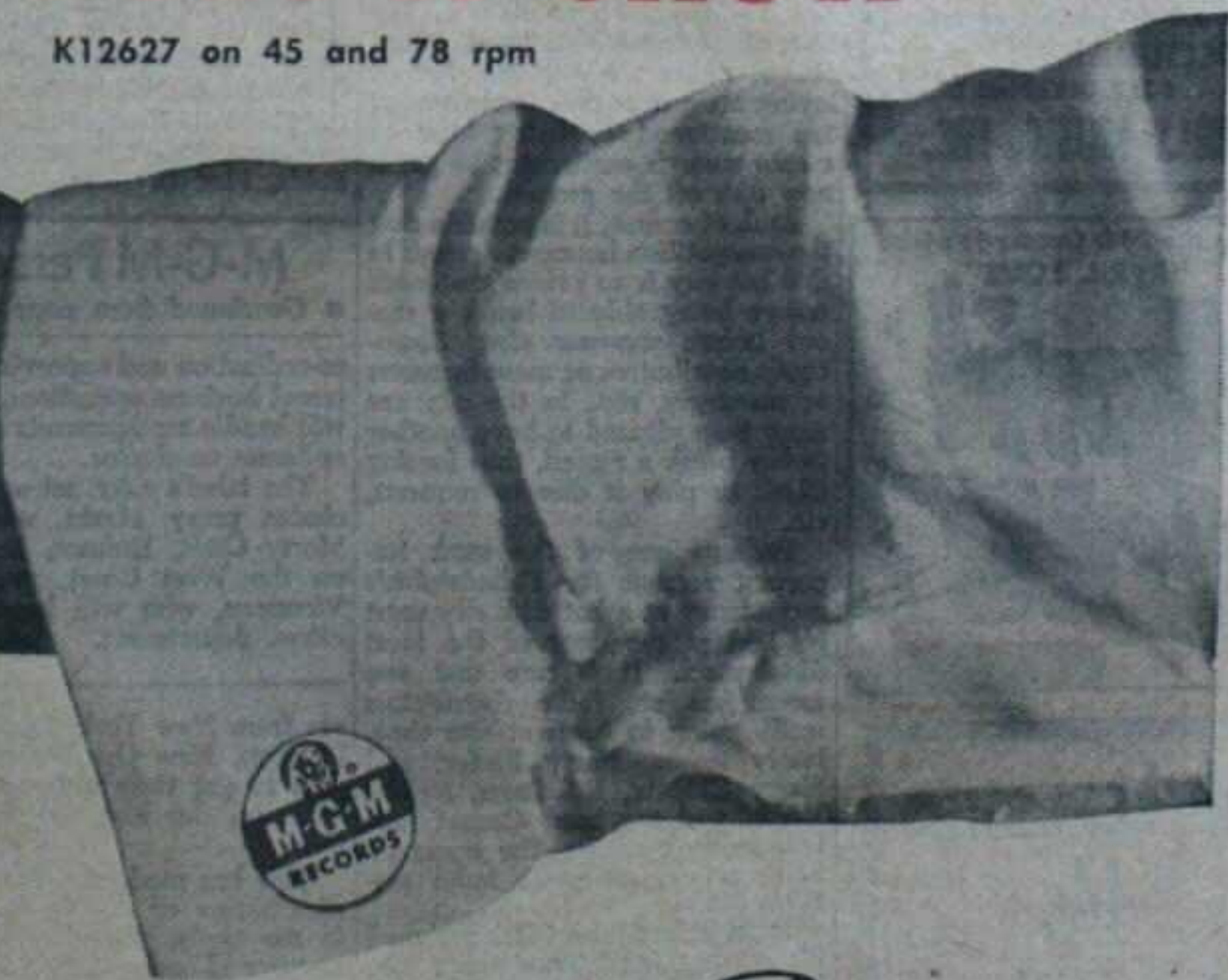


NOTHING WILL EVER CHANGE

and

DOES IT SHOW

K12627 on 45 and 78 rpm



See and hear Joni
on the Dick Clark Show
Sat. Eve. March 29th ABC-TV

M-G-M Records

The Philadelphia Story: Part 1

Continued from page 4

swinging distributors, good recording studios and a lot of kids that know how to dance the bop, the chicken, the calypso and the stroll. As in any other aspect of show business, the Philadelphia record men did not come out of nowhere. Bernie Lowe, head of Cameo Records and also the head of the Swan label—as well as the national distributor for XYZ Records—formerly ran the Sound and Teen label in this city. Lowe, an accomplished musician, is a writer, ran a music school with Arite Singer (producer of "At the Hop"), and has cut records under the name of Dizzy Brown.

He conducted the ork on the Paul Whiteman TV "Teen-Age Show" for years. He also helped start such talent as Gloria Mann, Freddie Bell and the Bell Boys,

Mickey Marlo, the Matys Brothers and Sandy Stewart. And last, but not least, he, along with Carl Mann, wrote the Elvis Presley hit, "Teddy Bear."

Chancellor Record heads Pete DeAngelis and Bob Marcucci are also experienced record men. Their leasing arrangement with ABC-Paramount Records on the Jodie Sands smash last year helped get the now hot label on the winning track, and they have since broken warbler Frankie Avalon thru with a hit.

Veteran Coach

Artie Singer, who with deejay Larry Brown made the smash hit "At the Hop," has been a vocal coach for years, while associated with Bernie Lowe and since. He now owns Singular Records, which has produced two smash hits by Danny and the Juniors, both of which were released on ABC-Paramount.

Another deejay, Kai Williams, one of the oldtimers among the Philadelphians, who made the "Get a Job" cutting with the Silhouettes as arranged by Jimmy Gorham, is also an experienced record man. He has made a number of hit r.&b. sides in the past, most of which he has sold to other labels. His label, and the one on which "Get a Job" was first issued before Ember, is Junior Records.

Not all record men stay in Philadelphia. Many have sought fortune in New York, and a number have made it. Eddie Heller, now a record man with RCA Victor, once headed Rainbow Records. His associate at one time was Philadelphia's Larry Newton, later head of Derby Records, and now sales chief for ABC-Paramount.

Marv Holtzman, now in the a.&r. department at Decca, was a.&r. head previously at Epic. Arnie Maxin, now president of M-G-M Records, was formerly Epic's a.&r. chief, succeeding Holtzman when the latter moved to Decca. Walt McGuire of London Records is also from here. Native Philadelphians, these men are knowing of the Philadelphia scene.

Surprising as it may seem, Philadelphia record men or distributors do not necessarily regard Dick Clark as the only deejay on the Philadelphia scene. They point out that Clark, in a local scene, although very important, is certainly not the only jockey in the city that can break a record. Georgie Woods, Kai Williams, Larry Brown, Hy Litt, Grady and Hurst and a few others, either working together or laying on a new disk individually, are mentioned as being able to create enough excitement to get a new disk off the ground.

And, of course, it is possible that the competition between deejays in this hot city is so severe that each enjoys being able to break a record before someone else. Sometimes distributors or manufacturers or managers, etc., in the city are more than pleased to have another jockey break a record, thus forcing Clark to play it due to requests, etc.

Perhaps one of the most important reasons for Philadelphia's ascendancy as a hot disk city must be laid at the door of the local distributors. It is rare that one town has six indie distributors really going to town at one time. Harry Rosen, Harry Finfer, and Harry Chipetz, Ed Cohn, Nelson Verbit and the local Cosnat Distributor rank among the country's most active, energetic indie distributors.

Even before Dick Clark assumed his present importance these jobbers were hot. Today, with their closeness to the American Bandstand Show they are, to a degree, national representatives for the labels they carry as ambassadors at the office of Dick Clark. They are called by manufactur-

Goody Decision

Continued from page 4

interesting aspect of the Goody decision, as it now stands, is the fact that any seller, along the channels of distribution, is liable for payment of the full royalty per record actually sold. Thus it's possible that in some cases a publisher could conceivably collect his royalty two and even three times over the basic rate.

Discussing other implications of the case, Berman pointed to the curious lack of protection for publishers and writers inherent in the present copyright law in regard to the pirating case. The masterminds of the Chicago operation were picked up for counterfeiting of disk labels. A disk or pressing itself or an arrangement or rendition of a song on a record cannot be copyrighted, thus there is no protection.

Protection can come, however, Berman stressed, thru the application of the Goody decision, which puts the onus on the seller to determine whether his is handling unlicensed disks.

Pirates Move Fast

Bootleg disks can also play havoc with manufacturers and distributors of records, it was pointed out. A diskery can believe itself to be well on the way to a million seller on the basis of orders received. Then all of a sudden the bottom drops out and the orders stop dead for both the diskeries and the distributors.

What happens is that when the bootleggers spot a coming hit and see it become established, they move fast thru their own nefarious channels to get counterfeiters in the hands of dealers direct by offering them disks at 42 cents each.

"Under these conditions," said Berman, "it would be hard to believe any dealer's claim that he didn't know that something was wrong somewhere."

The distributor gets hurt later, according to Berman, when the disk has run its normal course. At that time a flood of records come back to the distributor, in many cases as many as or actually even more than he originally shipped out.

'Unfair List'

Continued from page 4

form any services for, or on behalf of, any of the firms.

Companies listed were Aladdin Records; Antler Records, Inc.; Bert Bennett Pub. (Zoom Records), Bethlehem Records, Capri, Class, Jemo Recording Enterprises, Miller International, Mode Records, Motif, Prescott, Remington, Specialty and Dave Miller Enterprises (Esse, Palda, Media).

M-G-M Personnel

Continued from page 4

co-ordination and supervision of internal business operations. Holmes will handle arrangements and serve as house conductor.

The label's a.&r. set-up now includes prexy Maxin, a.&r. chief Morty Craft, Holmes, Jesse Kaye on the West Coast, and Jimmy Vienneau, who will head up the c.&w. department.

ers from New York, Los Angeles, Chicago, New Orleans and Memphis to get their artists and their disks on the National Bandstand show.

This has made the Philadelphia distributors of double importance to the trade. Since every manufacturer is competing to get a record started in Philadelphia and eventually to get his record and artist on the National Bandstand show, the freebees are freer in this city than elsewhere and the arrangements that distributors have appear to be more liberal, too.

DISTRIBUTOR NEWS

Continued from page 6

"Your Graduation Means Goodbye" by the Cardigans are also moving well. Janice Harper's (Prep) "In Time" has been going nicely for Metro. Ken McDonald's Prep disk, "Out of the Picture," is a strong item for Metro. Al Taylor's "The Swivel" on United Artists is a good seller. Top albums are "The Waltz Queen" by Patti Page on Mercury and "Lionel Hampton" on Audio Fidelity. Glaser predicts that "Heartbreak Hill" by the Tracey Twins on East-West will be a big one.

Ted Kellem, promotion manager for the Marnel Distributing Company in Philadelphia, writes that "Dinner With Drac" by John Zacherle is Marnel's top selling platter. They're also doing well with "Crazy Chemistry" by Doc Bagby on Epic and "Don't You Just Know It" by the Titans on Specialty. Little Richard's "Good Golly, Miss Molly" is tremendous according to Kellem. "Yes, My Darling" by Fats Domino on Imperial is moving well. "I Like You" by Ann Reynolds and "School Bus Rock" by Somethin' Smith (both on Epic) are perking. Marnel recently opened another branch, Marnel of Maryland, which will cover the Baltimore, Washington and Virginia areas.

CHICAGO: M & S Distributing Company will take over as Epic Record distributors on April 1. . . . All State Distributors now handles the Urania line stereo tapes. They are also distributing Concert Hall stereo tapes.

BRIEFS: Harold Hassler of Choice Record Distributing Company, Kansas City, has branched out to Omaha and St. Louis. Hassler bought out the King branch in St. Louis and has hired Dick Block, ex-King manager, as his chief in St. Louis. Choice now distributes Federal, De Luxe, Old Town and Fortune. The Omaha branch, managed by Bill Martens, now has Sun, Roulette, King, Federal, DeLuxe, Prestige, Seeco, Tico, End, Gone and Marck-X. . . . Al Burnett, Hart Distributors, Inc., in Los Angeles says that "Tequila" by the Champs is their top seller. "Corrido Rock" by Handsome Jim Balcolm is being heavily requested. Don Blocker, promotion man for Hart, recently became a father. . . . Bob Heller, Chips Distributing Company, Inc., in Philadelphia, writes that the new Somerset LP's are selling like singles. . . . "Billy" by Kathy Linden is still the number one record for Custom Distributing, Inc., Cleveland, according to Sandy Beck.

Epic Records is switching to Top Record Distributors in Pittsburgh, headed by Tim Torme, and M & S Distributors in Chicago, managed by Milt Salstone. . . . A special promotion, which became effective March 1, has been devised to introduce the third volume in the Elektra series by Flamenco guitarist, Sabicas. The set is available to distributors on a one free for every eight purchased basis. The promotion will continue thru March 15.

TERRITORIAL TIPS: "Lollipop," by the Chordettes on Cadence, is the strongest of the territorial tips this week. It was a Best Buy last week and is in all markets. "Lazy Mary," by Lou Monte on RCA Victor, is showing strong in New York, New Jersey, Philadelphia, Michigan and Illinois. . . . "Dinner With Drac," by John Zacherle on Cameo, is moving well in Pennsylvania, Missouri, New Jersey, Illinois, Kansas, Indiana, Texas, Idaho and Washington.

Atlantic Ups Singles Tabs

NEW YORK—Atlantic Records will raise the suggested list price of its 45 r.p.m. singles from 89 to 98 cents, effective March 25. At the same time, the price of 78 r.p.m. singles will be increased from 98 cents to \$1.15. The move is in line with changes made by various labels within recent months. A spokesman said that heavily increased production costs made the increase necessary.

Album Benefits

Continued from page 2

the jockey cannot play all albums, because production is so extensive.

Just as the fullest promotional potential is yet to be realized in the merchandising of packaged records, according to Marek. During 1958, he stated, the merchandising emphasis is likely to be geared not to innovations, but to the problem of getting the most out of markets not yet fully tapped.

Marek had particular reference to the rack and supermarket business and to record clubs.

The rack and supermarket business, since its inception, has constantly risen in volume. It is now estimated to have a total dollar volume of \$45,000,000, or between 12 and 14 per. cent of the total retail industry dollar volume. In the case of RCA Victor, the rack business is estimated to represent an even larger percentage of the company's total—perhaps 15 to 20 per cent.

Victor Unveils

Continued from page 3

60," by Fritz Reiner and the Chicago Symphony; and "Pops Cavewear" by Arthur Fiedler and the Boston Pops Ork.

Listed as a special Red Seal release is Leonid Kogan's performance of Khatchaturian's "Violin Concerto," and Saint-Saens' "Havanaise" with Pierre Monteux and the Boston Symphony. Red Seal conversion releases include "A Treasury of Easter Songs" by the Robert Shaw Chorale and "Byron Janis Plays Chopin."

Save-On-Records specials of the month include "Have a Wonderful Weekend," with Mitchell Ayres' Ork; "Portrait of Shorty," with Shorty Rogers and his Giants; and "Nights in the Gardens of Spain," with Artur Rubinstein and Jorda and the San Francisco Symphony.

Sacred items carry sets by Bill Carle and the Old Fashioned Revival Hour Choir and Quartet. The international group includes wax by Terig Tucci's ork, Rafael Munoz' ork and Bobby Capo.

Camden will have seven releases, including a lead item by Al Goodman and his ork on tunes from "South Pacific." Others include sets by John McCormack, Sons of the Pioneers, Guy Melendy, Alexander Kipnis, Nancie Malcomb and her group and Jimmy Breedlove.

There will be four stereo pop releases including the sound track of "Raintree County," and others by Perez Prado, Walter Schumann's Voices and the Three Sons. On the classical side there are four works on tape by Fritz Reiner and the Chicago Symphony and one by Charles Munch and the Boston Symphony.

"A VERY PRECIOUS LOVE"
from the Warner Bros. Production
"MARJORIE MORNINGSTAR"
THE AMES BROS. RCA Victor
DORIS DAY Columbia
THE JOHNSTON BROS. London
BONNIE GUITAR Dot
SLIM WHITMAN Imperial
JACK JONES Capitol
DICK HAYMES Hallmark
SOUND TRACK ALBUM RCA Victor
M. WITMARK & SONS

TOP SONG FOR SEASONAL PROGRAMMING
"WHEN THE RED, RED ROBIN COMES BOB-BOB-BOBBIN' ALONG"
BOURNE—ABC MUSIC
136 West 52 St. New York 19

To the Top Again . . .
• **WHO'S SORRY NOW**
CONNIE FRANCIS on M-G-M
• **I'M GETTIN' SENTIMENTAL OVER YOU**
NELSON RIDDLE on Capitol
• **BILLY**
KATHY LINDEN on Folsted
• **SOLITUDE**
BILLY WARD on Liberty
MILLS MUSIC, INC.

From the 20th Century-Fox Film
"APRIL LOVE"
April Love
LEO FEIST, INC.

Oh, Lonesome Me
Don Gibson
47/20-7133
RCA VICTOR

MUSIC AS WRITTEN

By BOB ROLONTZ

HOW GREEN IS MY VALLEY?

One of the ancient festivals of folk singing, dancing and recitation of original bardic poems will be held again this year in Wales, from May to October. It is the annual Eisteddfod which features competitions in poetry, folk singing, et al., in towns throughout Wales, with the biggest festivals at Ebbw Vale and at Llangollen, from July 8 to July 13. At the present time the unofficial "prime minister" of Wales, Huw T. Edwards is in this country to lure tourists to the Eisteddfod.

ROUND MUSIC STRICTLY STALLMAN-SHAPIRO

Cleffers Lou Stallman, and Joe Shapiro are now operating their music publishing firm, Round Music, on their own. Firm was formerly associated with Monument Music. Stallman and Shapiro are the writers of "Round and Round," "Treasure of Love," etc. All of their songs will be published thru Round and cleffer Sid Jacobson is also publishing all his songs thru the firm.

BUS RIDE WITH A BEAT

The Trailway Bus Company's East Coast Trailways will inaugurate its Five Star Bus Service today (10) from New York to Atlanta with music. The special road show bus will feature thrush Toby Deane and the Trailways Dixieland Five Stars. The inaugural musical run will hit Washington, Lynchburg, Va., Greensboro, N. C. and Atlanta. Regular trips starting March 15 will be musicless.

BENNETT TO CLEFF U. S. PIC

English composer Richard Bennett, who is only 21 years of age, has been assigned the background music score for the Warner Bros. flick "Indiscreet" starring Gary Cooper and Ingrid Bergman. The young British composer, who writes jazz and symphonic works, has handled the musical scores for a number of British films including "Safe Cracker," "Face in the Night" and "Song of the Clouds."

CUTTING ROUND THE CLOCK

Orrin Keepnews, head of Riverside Records is on an around the clock recording schedule during the current fortnight. He is cutting jazz albums with a flock of cool cats, including Sonny Rollins, Thelonious Monk, Johnny Griffin, Evans Bradshaw, Pepper Adams and Kenny Drew. Rollins is waxing with Oscar Pettiford and Max Roach.

PHILLIPS PREXY HERE FOR CONFABS

Wilhelm Langenberg, president of the Philips Record Division of Holland is in the United States on a business trip. He has been holding conversations with Columbia and Epic officials on merchandising and sales of the Philips line here and the Columbia line in Europe. Philips classical LP's and pop singles are sold in the States under the Epic label and in Europe the Columbia and Epic singles and LP's are marketed under the Philips tag.

PHILADELPHIA ORK TO EUROPE

The Philadelphia Orchestra will make an eight-week tour of Europe this spring and summer, with 22 of its 42 concert engagements in the Soviet Union and Soviet bloc countries. The orchestra will also perform at the Brussels World's Fair on July 2 and July 4. Other countries the Philadelphians will hit are England, France, Romania, Soviet Union, Sweden, Norway, Denmark, Austria, Poland, Germany, The Netherlands, Switzerland and Yugoslavia.

New York

Harmonica virtuoso Eddy Manson will be on the Ed Sullivan show March 16. He will play selections from his new Vik album "The Fi Is Hi." . . . Celestial Records has signed a new vocal group, The Shades. . . . Writer and singer Jimmy Williams has signed a waxing pact with M-G-M Records. His first sides will be released this month. Larry Uttal, head of Monument Music is managing the warbler. . . . Jackie Lee, of ABC Paramount Records will be at Sciollas in Philadelphia Starting March 16. . . . Bill Lowery's new diskery "N.R.Co Records" has signed the Four Mints. . . . The Harvey Boys, who wax for Cadence, visited jocks in Boston and Washington last week.

Enoch Light, Grand Award exec, off for Europe this week (11) to set up additional distribution overseas for the label. . . . Impresario George Wein informs us that Erroll Garner broke all attendance records at Storeyville during his 10-day engagement last month, doing turn-away business every night. . . . The Hotel Duane in New York's Murray Hill section has added jazz to its Gothic Room. Max Kaminsky leads the combo featuring Red Richards on piano, Dick Cary on valve horn, Bobby Donaldson on drums, Joe Barifaldi on clarinet and Carl Pruitt on bass. . . . Dimitri Tiomin and Ned Washington are set to write the title songs for the forthcoming flick "The Young Land" which is being produced by C. V. Whitney. . . . Lou Carter is out visiting deejays to exploit his new Golden Crest album "Louie Writes Again." . . . Nesuhi Ertegun, still in possession of his beloved Jaguar, will exhibit it in front of the Viking Hotel in Newport come Jazz Festival time.

Tito Rodriguez has cut a new LP album for Tico Records. It is titled "Latin Jewels" and it contains many tunes from the E. B. Marks catalog such as "Amapola," "Yours," "Peanut Vender" and "What a Difference a Day Made." . . . Vincent Lopez will lead the ork at the 44th annual membership dinner of ASCAP at the Waldorf-Astoria Hotel in New York on April 1. . . . The Norman Paris Trio returns to the supper clubs when he opens at Julius Monk's Upstairs Room in New York on March 20.

The Village Vanguard reports such success with the poetry readings of Langston Hughes over the jazz backing of Charles Mingus and his group that two more have been skedded for Sunday eyes. . . . Jerry Wayne cut the tune "You Can't Be True Dear" 10 years ago this month and it sold a couple of million. This month a new version of the tune will be released on M-G-M Records again sung by Jerry Wayne, but this time in rock and roll.

VOX JOX

By JUNE BUNDY

GIMMIX: Bill Anderson, WJJC, Commerce, Ga., recently conducted a contest to find out how many times Elvis Presley's name could be written on one U. S. postal card. Winner wrote Presley's tag more than 600 clearly-legible times on her card. Twenty-year-old Anderson received more than 500 entries.

Local Manhattan station WINS, New York, recently conducted a contest whereby listeners were invited to express their opinions on the type of late night broadcast they wanted to hear over the station. . . . Bob Musgrave, KWFR, San Angelo, Tex., is running an average of three contests a week. Current one is name that artist-song competition. One mystery disk - Ted Heath's "Siboney" - pulled 41 different guesses as to the leader's identity.

Bob Walters, WALT, Fla., is obviously a man who will do anything for his outlet. The jock, who

recently spent three weeks doing remotes from the Florida State Fair, was guest emcee at a Ringling Bros. Circus performance last month, and one of his chores was to ride an elephant in the parade. . . . Station WDRG, Hartford, Conn., is giving away a pair of kitchen tongs to all listeners who phone during the time "Music Thru the Night" is on—from midnight to 6 a.m.

THIS 'N' THAT: Mike Ferris, WPIC, Sharon, Pa., writes that he is in favor of labels re-issuing the original recordings of deceased band leaders "or—on a limited scale—various tributes and salutes, rather than putting out new disks, utilizing the late maestros' names, but featuring new leaders. . . . Fred Fiske, WWDC, Washington, is writing a weekly music column for the Washington Daily News.

Barney Groven, program director of KBBB, Borger, Tex., is util-

izing "an inexpensive gimmick in connection with in-store merchandising of a KBBB contest. "Paint discarded 45's," says Groven, "and stencil on promotion propaganda (such as 'listen to—as advertised on,' etc.) It's a durable, and who doesn't have discards any more what with the trend bouncing the way it is?"

Jack Fost, WSPR, Springfield, Mass., emceed a local Erroll Garner concert gratis last week, when he found out the dance sponsors — a local college fraternity — had locked their cars to raise capital. . . . Bruce Farnsworth, program director, WTYM, East Longmeadow, Mass., notes that his station is now playing the "Top 50" from 9 to 6 a.m. across the board.

FROM - TO DEPARTMENT: Joe Murray—From: U. S. Army. To: WLEE, Richmond, Va. . . . Al Hallaman — From: WFMJ, Youngstown, O. To: WMBA, Am-

(Continued on page 58)

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Even on vacation, some people find it difficult to evaporate completely from the rock and roll scene. Last week, this writer was enjoying the mild temperatures of Fort Lauderdale, Fla., when along came a package of rock and rollers under the collective tag of "The Big Gold Record Stars." The troupe, consisting of the Everly Brothers, Jerry Lee Lewis, Buddy Holly and the Crickets, the Royal Teens and Bill Haley and the Comets, played the War Memorial Auditorium there in the wind-up date of a Southern tour and thru the good offices of local promoter Harry Smythe, we got a first hand look at the show.

A prediction we have made in the past in print just about came true during the session. Jerry Lee Lewis with the craziest vest you ever saw (trimmed with leopard skin) and combing his hair frantically between numbers, was particularly rough on the piano. We've long expected to see a

piano crack up under his special kind of pounding. Sure enough, the tired looking instrument couldn't take it. Interrupting his act, Lewis informed the audience: "Well man, I guess this piano's had it," while assistants rushed on stage to try to repair the damaged strings. Lewis got a solid reception for his wild act, but top scorers with the nearly 3,000 fans at the second show, were the Everly Brothers and Buddy Holly and the Crickets. The Everlys have a way of selling without the pyrotechnics associated with some of the artists in the field and they found as much favor with their top disk versions here as anywhere. Holly, too, was a favorite, working with the two other Crickets on "Peggy Sue," "Oh Boy," "That'll Be the Day," etc. Adept at his medium, Holly's slim frame presents a touch of humor, too, as he struts — around stage bobbing his head

back and forth to the rhythm of the music. Later, Holly and the Everlys teamed up on several numbers to good effect.

The Royal Teens failed to get into the same league with the aforementioned. The group of four boys and a gal have only "Short Shorts" to crow about and this, together with some fairly nondescript offerings completed their part of the program.

The most disappointing group of all was the Haley combine, which opened with a good swinging rocker. Following this, Haley introduced various members of the group who performed a series of nonsensical bits which had no real place in a rock and roll show. One man, for example, got up to the mike and sang a rather ridiculous item in a voice. If this is rock and roll, then let's get back to the good old solid rhythm and blues.

(Continued on page 58)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Murray Nash, until recently with Murray Nash Associates, Nashville, was huddled with Floyd Whited, of Spangle Records, Springfield, O., early last week. It looks as tho there's a partnership in the making, with Spangle moving into the music publishing field. . . . Don Pierce, Starday Records chief, is the man behind the gun of Tom Perryman's new booking, publicity and promotion venture in Nashville. Perryman's address, as announced in a separate story in last issue, is the same as that of Pierce's headquarters, Dickerson Road and New Due West, but Pierce had better inform his aides that Perryman is moving in, as the Post Office department is returning mail addressed to Perryman there marked "unknown here."

Buzz Cahn, until recently associated with the Jim Denny enterprises in Nashville, is opening an

office for Tannen Music at 726 16th Avenue South, that city. . . . Frances Williams, for 10 years receptionist at Station WSM, Nashville, is the new BMI representative in that area, with headquarters at 220 Robin Hill Road, Nashville. . . . Smiley and Kitty Wilson have been added to the staff of regulars of "Country Junction," new morning pop-country music show on WLAC-TV, Nashville. Show's featured vocalists are George Morgan and Anita Carter, with Whitey Ford, the Duke of Paducah, handling the emcee chores.

Wynn Stewart, Capitol recording artist, has formed his own band to replace Johnny Moseby's crew at Jubilee Ballroom, Baldwin Park, Calif. . . . Wanda Jackson (Capitol) appears with the Ricky Nelson package in Houston, March 15, and Dallas, March 16. She was guestar on "Country Music Jubilee" over the ABC-TV network from Springfield, Mo., Saturday (8). . . . "Louisiana Hayride," Shreveport,

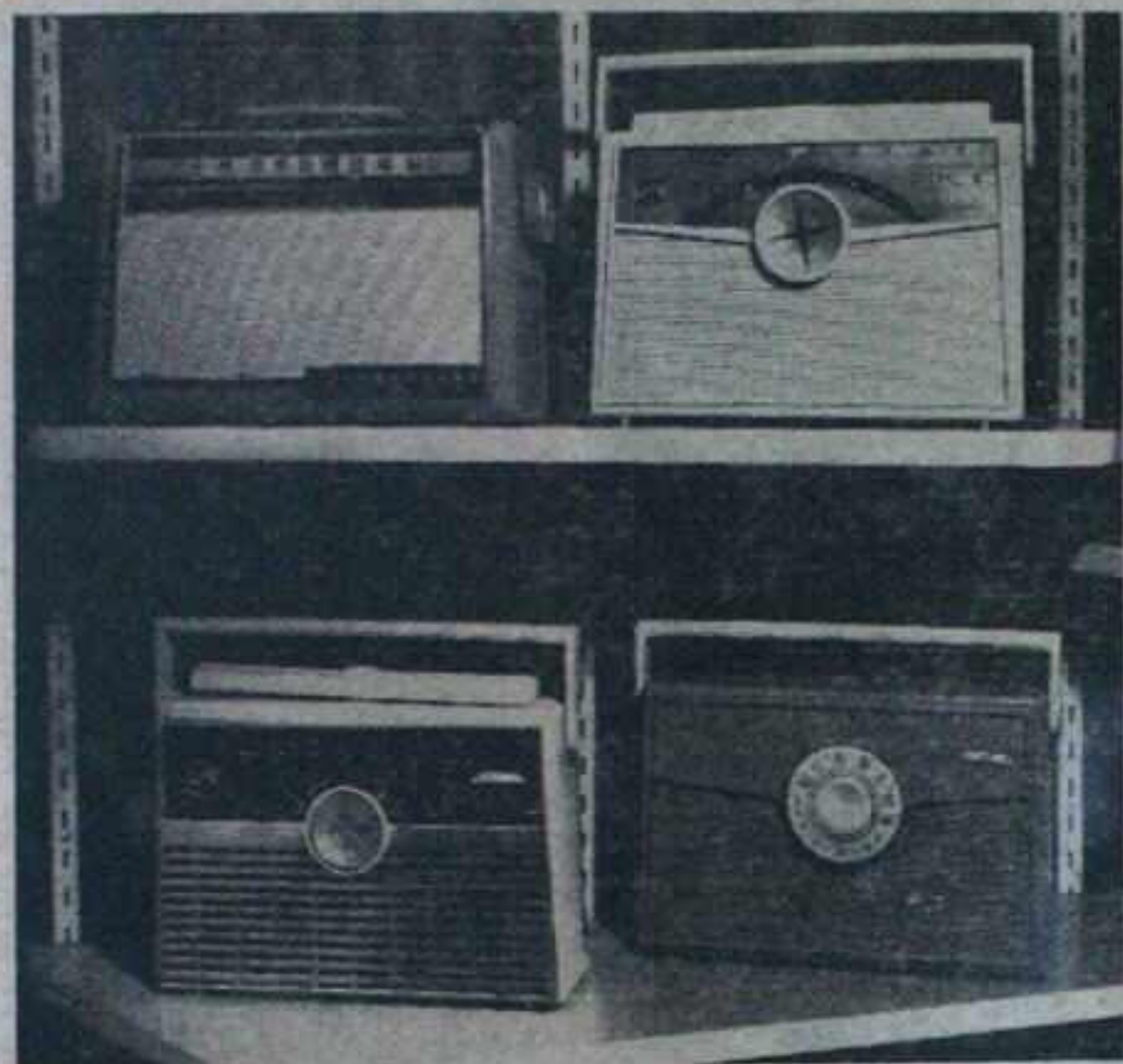
celebrates its 10th anniversary April 5 with a gala homecoming celebration. All artists who have appeared on Station KWKH or the "Hayride" on a regular basis at one time or another will be invited to participate. If you qualify, contact Tillman Franks, Artist Service director, Station KWKH, Shreveport.

Hank Thompson and His Brazos Valley Boys left Dallas by plane Friday (7) for a 10-day tour of Puerto Rico. Accompanying the band on the trek are Mrs. Hank Thompson and Mrs. Billy Gray. Bob White, formerly with Thompson for two years, and Tommy Canfield have joined the band on fiddles. Butch White has replaced Paul McGhee on drums. Others in the Thompson roster are Bill Gray, rhythm guitar and vocals; Bobby White, steel guitar; Dubert Dobson, trumpet; Vic Davis, piano, and Billy Stewart, bass. Jim Halsey, of Thunderbird Artists, Independence, Kan., reports that he has the

(Continued on page 58)

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips



Four new RCA Victor portable radios. Upper left is the Globe-Trotter, \$69.95. The Caravan, upper right, lists at \$34.95. The Cruiser, lower left, lists at \$39.95. The low-cost Shipmate, lower right, is a \$29.95 seller.

Victor Debts New Portables

NEW YORK—A seven-transistor version of the "Globetrotter" and three new two-tone conventional tube portable radio models are announced by Raymond W. Saxon, new vice president of the RCA Victor Radio and "Victrola" division.

The Globetrotter (Model 1BT5) features a convenient side opening for easy battery loading and operates on three "D" cells. It has a large four by six-inch speaker and comes in a rugged simulated leather case with luminous slide-rule dial which glows in the dark. It will be nationally advertised at \$65.

New features in these new models include fold-away carrying handles and calibrated volume control for easy volume preset. All three models feature RCA Victor's popular "Impac" case which is guaranteed for five years against breaking, chipping

or cracking. Two of the new sets have "Wavefinder" antennas which can be rotated to pick up the most powerful signal.

The Cruiser (Model 1BX7) has all features plus a "Speedometer" type tuning dial which shows red from the bottom of the dial to the station on which it is set. Available in beige and flame or beige and turquoise with bright metallic trim, it is priced at \$39.95.

The Caravan (Model 1BX6) is available in three color combinations, pink and white, yellow and white, or green and white, and features the "Wavefinder" antenna, fold-away handle and "Impac" case. It is priced at \$34.95.

The Shipmate (Model 1BX5), advertised at \$29.95 as RCA Victor's lowest priced portable, is available in turquoise and antique white, and maple sugar and antique white, and also features the fold-away carrying handle and "Impac" case.

"All four of the new sets will be shipped to RCA Victor dealers during the next two weeks," Mr. Saxon said.

Decca Dance Album Aids

Decca continues to back up its newest product with a full complement of dealer aids. The newest program on the label is "Dancetime," embracing 13 major albums.

For display, Decca has created a 16-inch-high counter or wall dispenser which depicts the house in which a dance party is being held. Built into the house are containers for six small, attractive booklets covering the following

categories: 1. Latin Beat. 2. Smooth and Easy. 3. Record Hop. 4. Old-Time Dances. 5. Big Bands. 6. Dance Party. The dispenser holds 50 booklets of each category. In addition, Decca provides 50 copies of each folder to be used as refills.

Other aids offered are mounted lithos, 10 of them, all different. They are similar to those offered with the recent Startime promotion.

Aiming for deejay exposure, Decca is sending all subscribing reviewers and radio stations a handsome, permanent storage album containing the release. It bears a gold "Dancetime" imprint.

MADISON APPROACH

Fundamentals Key To Sales Success

- Right Personnel, Full Inventory Basic Aids
- Back-Orders Spell Lost Business, Says Dealer

By BENN OLLMAN

MADISON, Wis.—"Get the right people back of the counter."

"Get the merchandise in the store when the customer wants it."

These two pointers tell the disk business philosophy of Mike Victor, owner of Victor Music, 456 State Street, Madison, Wis.

A simple philosophy. But, says Victor, it sums up aptly the reasons for the store's annual sales of \$200,000.

Ten years ago Mike Victor gave up teaching music in the Madison public schools to take over the store. He hit a volume of \$50,000 his first year. Musical band instruments and sheet music accounted for a goodly share of his volume the first few years of his venture into the merchandising field. Before long, musical instrument sales were discontinued



Owner Mike Victor (left) and classical buyer Charles Lunde go over the store's effective inventory system. "A lot of store owners in this territory have stopped in to check our system," says Victor. "Distributor salesmen have been telling them about it." (Benn Ollman photo.)

and the store began specializing in phonograph records. A small percentage of the volume still stems from radio and phonograph player sales.

A Tough Problem

How do you get the "right people behind the counter"? According to Mike Victor, personnel is the toughest nut to crack in the record retail business. "It is largely a matter of setting high standards and making certain that you know just what is it that you expect your help to accomplish. In our store we expect our employees to be more than order-takers. They are expected to be enthusiastic about the music business, and to have more than a nodding acquaintance with the pop, classical, opera and folk music fields. The buyers are expected to know how to effectively keep track of stock and how to order from suppliers."

Four people comprise the key personnel on the Victor Music merchandising staff, including the owner. They include his brother, Max Victor, who handles the general manager's chores; classical buyer Charles Lunde, and pops buyer Arlene Edwards.

95 Per Cent of Requests

Having the merchandise in the store when the customer comes in to ask for it means stocking a big, representative inventory at all times, says Victor. He boasts: "We have 95 per cent of all the items that our customers ask for. We seldom are forced to back-order anything."

Mike Victor's antipathy to back-ordering is no mere expres-

HEARD OVER THE COUNTER

A customer purchased a 45 r.p.m. record case. A tag stating that the cases were advertised in the magazine Seventeen was attached to the case, and when the customer brought it to the counter, she said: "Please remove this tag. I'm buying this for my boy friend and he's funny about little things like that!"

The young lady browsed for awhile, and then asked the salesman: "What have you got in cha-cha's?"

He thought for a minute, pulled out a few cha-cha albums and put one on the phonograph. The first number had just begun when she said: "No, that's not the one!"

"I'd like a nice, quiet recording of 'Claire de Lune'!"

"How about a piano solo by Iturbi?"

"All right, let's hear it."

(Two minutes later)

"Not bad, but when does the orchestra come in?"

"I'm looking for a record by Guy Mitchell!"

"Well, here's what we have by him."

"No, it's not any of these."

"Maybe it's not Guy Mitchell. Maybe it's Mitch Miller!"

"Yea, that sounds more like it!"

"You're probably looking for 'Yellow Rose of Texas!'"

"Yea, lemme hear it!"

"Sorry. We're sold out right now!"

As the customer starts to walk out of the store the salesman says: "By the way, we do have Mitch Miller's latest recording, 'Colonel Bogey!'"

"That's it, that's it!!! That's the record I came in for in the first place!"

That's all for this week. Won't you tell us some of your funny experiences, behind the counter? Just address them to Fred Pernitz, The Billboard, 1564 Broadway, New York 36, N. Y.

—FRED PERNITZ.

sion of pride in the completeness of his store's inventory. It simply means, he feels, that back-ordering usually means lost business. "When people stop in or telephone the store for a number you do not have in stock, and you have to tell them that it should be in within a few days, what happens? They invariably call another store to see if your competitor has it."

Effective Inventory

To keep the shop's LP stock as complete as possible, Victor Music has installed its own effective inventory control system. Simplicity is the essence of the method they use. "But," warns Victor, "this system, or any other that is equally workable, means nothing unless it is conscientiously kept up to date and followed."

(1) All albums are listed by label, catalog number and title on sheets of graph paper in a looseleaf notebook. Each square of the graph paper indicates a single album. These notations are made originally when the albums are put in stock.

(2) If the album is on order, a diagonal mark is penciled next to the listing.

(3) Upon the arrival of the number from the supplier, a cross mark is made out of the diagonal line which previously had indicated that it was out of stock.

(4) As each album is sold, the cross mark is scratched out.

This simple system, says Victor, enables them at a glance to tell what is on order, whether albums on order have come in, if they have been sold, and also to ascertain the pace at which a particular number is selling.

About a year ago Victor Music halted stocking of all 78 r.p.m. disks in order to streamline and simplify their inventory problems. "We will only order 78's on a definite, special commitment from a customer," says Victor.

Sales Breakdown

A stickler for keeping statistics on his business activities, Victor recently tabulated an accurate analysis of his store's sales. The sales breakdown for 1957, he says, revealed these percentages:

22 per cent of sales were pop singles.

9 per cent of sales were EP's.

69 per cent of sales were LP's of all categories.

A healthy proportion of the albums sold here are in the classical category, reflecting the tastes of the University of Wisconsin student and faculty customers to whom the outlet caters. In the last few years the shop has also become a headquarters for folk music recordings. "Folk music has sort of become a sub-specialty with us," Victor states.

(This is the first of a two-part story on the Victor Music Store. Next week Mike Victor tells how he combatted pilferage and gives three pointers for success in retailing records.)



Self-service has boosted sales volume, while eliminated listening facilities have cut down on pilferage at the Madison, Wis., shop. Pop buyer Arlene Edwards is shown here helping customers make selections. Cutouts on pag-board display behind the counter list the top 20 disks in the area. (Benn Ollman photo.)

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



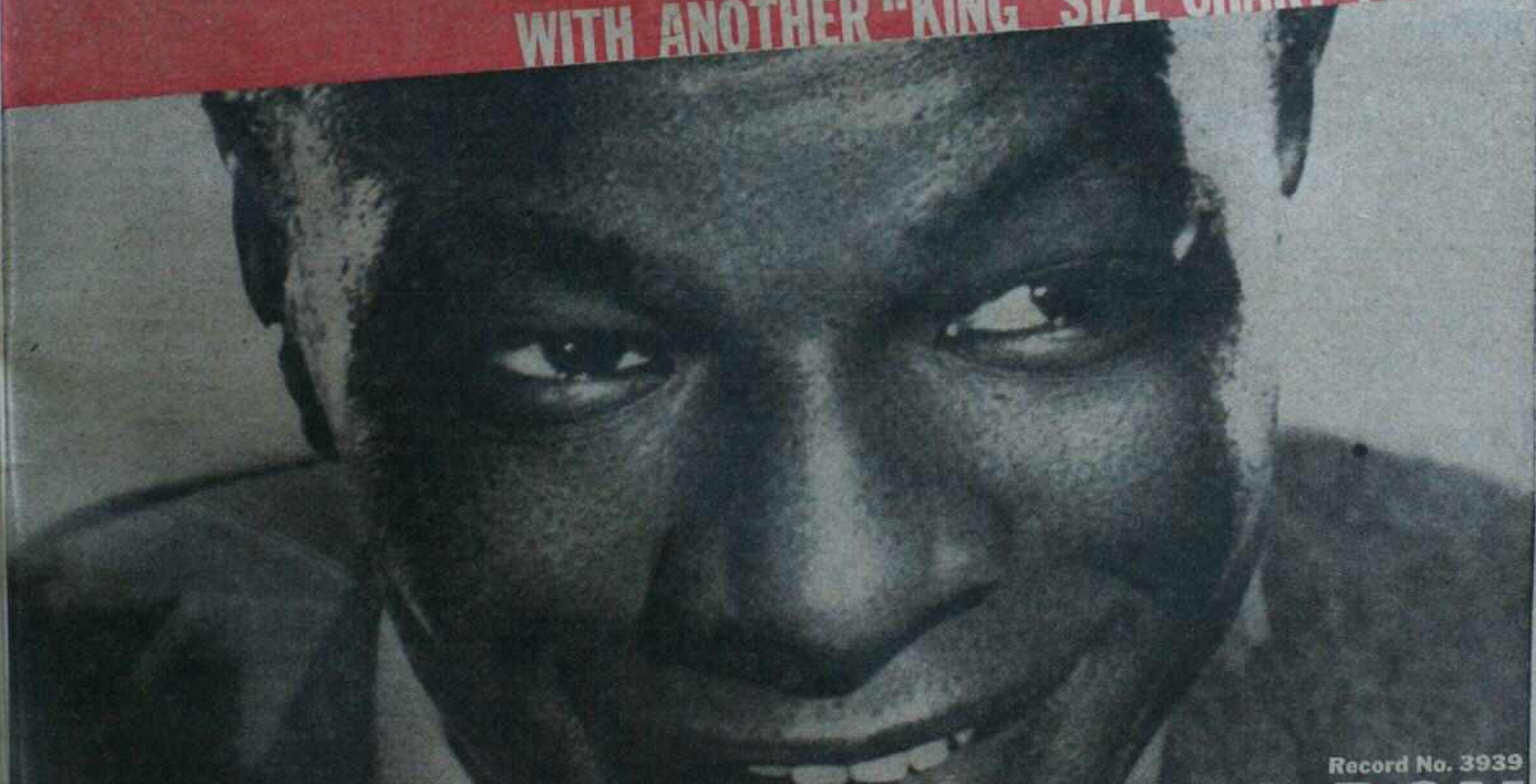
THE "KING"
OF THE HITS!

NAT "KING" COLE

FOLLOWS UP HIS SMASH HITS

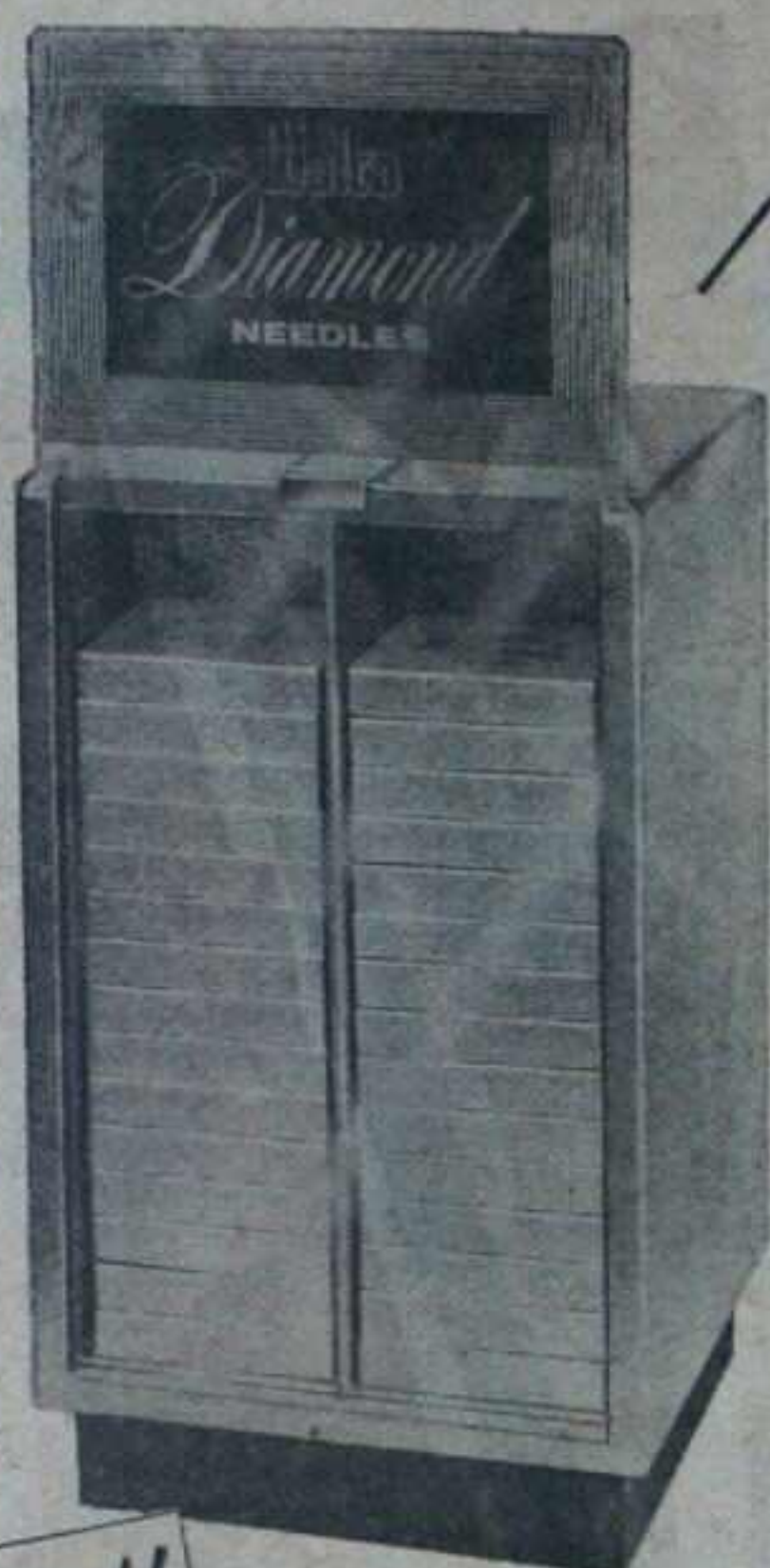
"Send For Me"—"With You On My Mind"—"Angel Smile"

WITH ANOTHER "KING" SIZE CHART TOPPER



Record No. 3939

DO I LIKE IT  LOOKING BACK



NEW!

from

Walco

the **LOCK & STOCK DISPLAY**

The Luxury Display for Luxury Needles

MERCHANDISE A FULL DIAMOND NEEDLE INVENTORY From 8 1/2" x 8 1/2" of COUNTER SPACE!

Put the sparkling new Walco Lock & Stock Display on your counter and watch Walco Diamonds pay off. Smartly finished in black and gold with a red and gold lucite topper, this luxurious, sturdy display case will enhance the decor of your record department, and provide a constant source of profitable Diamond Needle sales through years of inventory turnovers.

PILFER-PROOF, TOO

Your stock will be safely displayed too! Padlocked clear lucite panel displays the gleaming gold Walco packages, and slides up for easy access when unlocked.

HOW TO GET YOURS

Available to Walco Dealers . . . at no extra charge with the purchase of modest Walco Diamond Needle selections. Get yours now! Give Walco Diamonds the spot they deserve in your store, and watch sales soar.

Contact your Walco Distributor
or mail coupon **NOW!**

Walco TRADE NAME OF **ELECTROVOX CO., INC.**

60-B Franklin Street, East Orange, N. J.

Tell me how I can put a Walco Diamond Lock & Stock Display on my counter soon.

NAME _____

STORE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SALES BOOSTER

**Put Some Drama
In Needle Sales**

Want to impress your customers with the facts of needle wear? Do as General Electric does. Use a

WAX LURE

**Air Gimmick
Boosts Sales**

A minimum of 60 additional record sales per month has been chalked up at Thompson Appliance Company, record retailers of Panama City, Fla., since the store began sponsoring a daily "Mystery Tune Contest."

John S. Thompson, a record retailer for more than 20 years in this Gulf Coast resort area, plays a few bars of a single "mystery tune" on his radio program at 7:15 each evening on a local station and adds \$1.00 for each day that the tune goes unidentified. When a winner correctly tabs the selection, the program begins all over again.

"There is certainly nothing new about this type of promotion," Thompson said. "We have, however, carried it out a bit further by asking customers to come into the store to register and then, concentrate intense personal salesmanship to sell records, players, tape recorders, phonograph accessories, etc."

We find that by regarding each contest entrant as a potential customer, rather than just a bit of traffic in the store, that we have always sold at least 60 additional records per month, and in some instances we have sold as many as 10 players, all to people who we could scarcely hope to reach in any other way than the radio contest."

**New Tuner
From Allied**

CHICAGO — Allied Radio Corporation announces the new Knight KN-200 FM-AM Tuner-Preamplifier. This recent addition to Allied's line is said to offer many up-to-the-minute features which contribute to versatility and performance. Serving as an FM-AM tuner and a complete preamplifier with controls, the KN-200 is reported to be an excellent control center for large or small hi-fi systems. It is designed for use with any basic high-fidelity amplifier.

According to Allied, one of the unique features of this unit is that the tuner and preamplifier sections are totally independent. As a result, when the tuner section is not being used, the filaments of the tubes in the tuner are automatically switched off to prolong their life.

The preamplifier section, in addition to controlling volume and tone of the tuner, provides a scratch filter, rumble filter, bass and treble tone controls, and full equalization for phonograph records. For full-range reproduction, at low volume levels, a panel switch changes the volume control to a loudness control. Separate roll-off and turnover controls provide 12 positions of record compensation.

Ample inputs are included. In addition to inputs for tape recorder and direct use of a tape head, inputs are provided for G.E. magnetic cartridge, Pickering

(Continued on page 36)

vivid illustration—one that your customers won't forget in a hurry.

A phonograph needle, says G-E, travels thru a half-mile of grooves on each side of an LP record. If the record groove was stretched across the United States, a diamond needle would require replacement only on arrival at the West Coast from New York City. A sapphire stylus, on the other hand, would show definite wear before reaching Reading, Pa. — enough wear to damage records.

Simple, isn't it? A diamond goes from coast to coast. A sapphire poops out at Reading, Pa. West Coast stores please note: the illustration will be more vivid to your customers if you start the sapphire on the West Coast and travel it east for about a 150 miles. For example, the sapphire would wear enough to do damage about 50 miles west of Needles after leaving Los Angeles.

Try this on your customers. See how effective a vivid word picture can be in increasing needle sales.

**Title Strips
For Dealers**

PITTSBURGH — Star Title Strip Company, who for 13 years have serviced juke box operators with title strips, have now instituted a Star Pic-Strip Service for dealers. The objective is to bring to the merchandising of singles the extra convenience and extra volume that self-service has accomplished in the record album field.

With the increased use of browser boxes in stores, the importance of index dividers has increased. A dealer's subscription brings him a weekly booklet containing on an average of 60 to 80 Pic-Strips for records to be released by the leading majors and indies. Also included in the booklet will be an ample supply of category and blank strips for the dealer's miscellaneous needs. These strips, on easy-to-separate, perforated cards, are easily adapted to record bins or divider cards.

As an added feature of this service, Star will provide dealer subscribers with a special strip for each of the 50 Best Selling Pop Singles in Stores throughout the nation as listed by The Billboard chart of the same name.

**New Lock-Look for
Diamond Needles**

The Electrovox Company, manufacturer of Walco needles, has introduced a new "Lock & Stock" display. This Walco display can accommodate the average store's complete diamond needle inventory right on the counter, sales-provoking but safe.

Company spokesmen point out that up to now the lower priced sapphire and osmium needles have been able to enjoy such on-counter merchandising devices as "silent salesmen" and self-selling counter cards due to the retailer's natural reluctance to place high-ticket diamond needles within the grasp of potential shoplifters and pilferers. The "Lock & Stock" display, however, enables retailers to take advantage of smart diamond needle packaging by placing the packs behind clear lucite. The panel slides up for easy access but locks shut for absolute safety.

Thru its distributors, Walco is giving the "Lock & Stock" display to interested dealers at no charge. However, dealer must purchase 12 pre-selected Walco Diamond needles in the \$14.95 to \$16.95 retail price range, followed by the purchases as needed of 12 additional diamond needles. Under this arrangement, the manufacturer permits the exchange of

any needles purchased with other diamond needles of equal value.

Herb Bodkin, sales manager, also announces that several new record accessories will be placed on the market this spring including an innovation in record cleaning called DisConditioners. They are deep-pile, anti-static impregnated cleansing pads designed to reach to the very bottom of the grooves of 33 1/2 and 45 r.p.m. records. Few record cloths do this. The new stereo disks will separate sound tracks on the sides and bottoms of record grooves cannot be properly cleaned and preserved by any other method, says Bodkin.

Spring merchandising plans feature a Super Bonus Plan (the Walco spiff program), a new window display, and a new low-cost needle department for record stores. In addition, Walco is continuing to promote its Planned Profit System . . . a program that has enabled record and music stores to increase their needle and record accessory grosses to at least 15 per cent of their total store volume, according to Walco.

Dealers wishing to make inquiries now may write to the company at 60-B Franklin Street, East Orange, N. J.

Our Readers Write Us

SOUND OFF!

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

To the Editor:

I was amazed and delighted that you published my letter in The Billboard. I was being interviewed on radio and the disk jockey said: "You made The Billboard this week. Did you know

that?" The way I squealed the listeners probably thought the tubes were broken.

Anyway, thanks a million! My response to my letter was unbelievable. Maybe the readers don't write you but they certainly read your magazine.

I know what I am now—I'm song pluggin'. The mail man weighted with records from record companies than I ever heard of. I am using them all and may we can create a hit. I was approached by several new artists to promote them like I did George Hamilton IV. And I offered a job.

I guess the men who dislike the letter feel it wasn't worth it. (Continued on page 36)



MANTOVANI



WHITFIELD

The unbeatable combination that gave you "Cara Mia"

David

WHITFIELD

sings

CRY MY HEART

- 1794

written by
arranged by
conducted by

MANTOVANI

LONDON RECORDS

539 West 25 St., New York 1, N. Y.



The Billboard's Annual

SPRING MERCHANDISING ISSUE

- PHONOGRAPHS
- RADIOS
- TAPE RECORDERS
- HI-FI COMPONENTS
- TELEVISION

SALES BOOSTER

How to Put Drama In Phono Display

- New Display approach builds volume for Southern Dealer
- Dramatizing product need not be a costly procedure

By BOB LATIMER

BILOXI, Miss. — A unique form of "dramatization" of phonographs, radio-phonograph combinations, tape recorders, and other "big-ticket" items is helping Frances Egan, owner of Egan's Record Mecca, here to sell a large part of her yearly volume in phonographs.

During a complete remodeling of the shop two years ago, Miss Egan installed a huge variety of unusual display fixtures for records and albums. At the same time, she felt that phonograph sales, until that time somewhat disappointing, needed a better display system than had been used before—consisting largely of inserting a phonograph here and there wherever space was available, between the record counters.

Staging Display

Consequently, despite the fact that space in the store was at a premium, she decided to create an "elevated stage" just inside the entrance. This, as pictured, is raised 10 inches above the vinyl tile floor of the store and with dimensions of 15x8 feet, is covered over with a heavy gray-tweed carpet. On its surface,

which immediately lifts the phonograph display, well above the level of surrounding items, will accommodate upwards of 20 pieces including large consoles, table top models, tape recorders, speakers, etc. The rear wall of the store was covered with bright yellow pegboard, immediately behind the "stage" and a single waist-level shelf installed to show smaller 45 r.p.m. players, clock radios, table top radios, transistor radios, etc. At odd points along the wall, high and low, phono-

graph accessories are shown, such as replacement cartridges, cleaning brushes, clothes, anti-static spray, album covers and the like.

Casual Customers Watch

"We had a dual purpose in laying the stage out in this way," Miss Egan said. "For one thing, it, of course, makes such an impression on each entering customer that he is bound to know that we carry as complete a line of phonographs, radios, and tape recorders as are likely to be found anywhere in the city. Second, we do all of our demonstration here on the platform, where, as the demonstration is carried out, other customers in the store, even at the most remote record display, are certain to pay at least some attention."

Demonstrating in this way, out in the open, can be counted upon to create many more prospects

(Continued on page 22)

How to Prepare to Sell a Phonograph

- New Columbia brochure gives check-list of sales tips
- Check your performance against Columbia's suggested formula

Columbia is promoting its phono line hard this spring. They are giving dealers as much advertising and promotion aid as they can. As part of this program, they provide dealers with a hard-hit-

ting brochure called "Guide to Hi-Fi Sales." The title is as apt as a brochure title can be.

The "Columbia Guide" offers first an explanation of "What Is High Fidelity?". It then describes the current Columbia line, giving the outstanding features of each model, arranged for easy reference by the dealer. A question-and-answer section follows. This section sets down the most frequently asked questions by the consumer and the best answers a dealer can give. Typical questions: Why do I need 20 watts of power? "What is push-pull?" "Is the size of speakers important?" "What is a cross-over network?" and so on. (For answers, dealers can read the Columbia "Guide.")

Finally, the brochure deals with the following subjects: explanations of controls, product demonstration and sales tips.

The Demonstration

The demonstration element and the sales tips are so important that they can bear repeating often. With Columbia's permission, this section of the brochure is published here without modification.

There are four major factors to remember, says Columbia, in demonstrating high-fidelity reproduction. These are: (1) Proper room setting; (2) room acoustics;

(Continued on page 22)

Survey of Phonograph, Radio, Tape Recorder and Television Sales Among Dealers Who Sell Records

Which dealers were surveyed?

This survey is based on a random sample of 2,766 phono-radio-record dealers throught the country. The survey was designed to reflect equipment sales in two groups of dealers: Those doing more than \$50,000 annual volume in phonograph records and those doing less than \$50,000 annual volume.

Who answered the survey?

More than 8.5 per cent of the dealers answered the survey; numerically, 226 dealers. This, of course, is far more response than needed to scientifically project a national picture of phonograph and other equipment sales among this group. Of the 226 dealers who answered the survey, 191 fall in the group doing less than \$50,000 in annual record volume and 35 are in the group doing more than \$50,000.

THE RESULTS:

1. 91.5% of All Stores Selling Records Also Sell Phonographs and Other Home Entertainment Equipment.

In answering this question last year, a similar sample showed this figure to be 90 per cent. This 1½ per cent is not an inconsequential figure. Projected to The Billboard "universe" of approximately 8,400 dealers, it figures out to 126 dealers who have broadened their operation to include home entertainment equipment of some kind during 1957.

2. Almost 50% of Dealers Carry a Full Line of Phonographs! And Radios!

TYPE OF EQUIPMENT	PERCENTAGE OF STORES THAT SELL IT		
	Total Stores	Over \$50,000	Under \$50,000
Multi-Speed Manual Phonos under \$30	87.6	82.9	88.5
Multi-Speed Auto. Phonos under \$75	84.5	91.4	83.2
Multi-Speed Auto. Phonos from \$75 to \$100	80.1	91.4	78.0
Multi-Speed Auto. Phonos from \$100 to \$200	79.2	91.4	76.9
Multi-Speed Manual Phonos over \$30	77.4	80.0	76.9
Clock Radios	61.9	88.6	57.1
Multi-Speed Auto. Phonos over \$200	60.6	77.1	57.6
Transistor or Portable Table Radios	60.6	85.7	56.0
Radio-Phono Combinations over \$125	59.3	97.1	52.4
AM Table Radios over \$30	58.4	74.3	50.8
AM Table Radios	57.9	82.8	53.4
Radio-Phono Combinations under \$125	54.4	74.3	50.8
Tape Recorders from \$100 to \$200	53.5	85.7	47.6
AM-FM Radios	50.4	82.8	44.5
Portable Radios	48.2	88.6	40.8
Tape Recorders over \$200	42.0	88.6	37.1
45 r.p.m. Automatic Phonos	39.3	42.9	38.7
Standard TV sets	36.7	82.8	28.3
Recorders or Playbacks for Stereo Tapes	34.9	51.4	31.9
Portable TV Sets	34.4	74.3	27.7
Tape Recorders under \$100	31.8	48.6	28.8
Color TV Sets	19.4	42.8	15.2

3. And Almost 20% Carry a Full Line of Hi-Fi Components.

TYPE OF EQUIPMENT	PERCENTAGE OF STORES THAT SELL IT		
	Total Stores	Over \$50,000	Under \$50,000
Cartridges	31.8	37.1	30.9
Speakers	26.1	31.4	25.1
Amplifiers	24.8	28.6	24.1
Tuners	22.6	31.4	20.9
Speaker Enclosures	22.1	31.4	20.4
Turntables	21.6	31.4	19.9
Tone Arms	19.5	20.0	19.4
Pre-Amps	19.0	22.0	18.3
Tape Decks	17.7	17.1	17.8

4. Again in 1957, the Manual Multi-Speed Phono Under \$30 Was Tops in Unit Volumes!

(Figures show number of units sold in ratio to sales of "manual multi-speed phonos retailing for less than \$30.)

Equipment	Total Stores
Multi-Speed Manual Phonos under \$30	100
Multi-Speed Auto. Phonos under \$100	79
Multi-Speed Auto. Phonos \$100 to \$200	71
45 r.p.m. Auto. Phonos	18
Multi-Speed Manual Phonos over \$30	22
Multi-Speed Manual Phonos under \$75	12
Multi-Speed Auto. Phonos over \$200	8

But the Multi-Speed Automatic Phono (\$100-\$200) Is Still Tops in Dollar Volume!
(Figures show number of units sold in ratio to sales of "multi-speed auto. phonos in the \$100 to \$200 price range.")

Equipment	Total Stores
Multi-Speed Auto. Phonos \$100 to \$200	100
Multi-Speed Auto. Phonos under \$100	66
Multi-Speed Auto. Phonos over \$200	54
Multi-Speed Manual Phonos under \$30	27
Multi-Speed Manual Phonos over \$30	13
Multi-Speed Manual Phonos under \$75	13
45 r.p.m. Auto. Phonos	6

(Continued on page 22)



SYLVANIA

Promotion-of-the-Month

REPEATED BY POPULAR DEMAND!

Yours to offer FREE!
with all new SYLVANIA
portable High Fidelity

Twenty 45 RPM Mercury popular recordings—A "starter kit" of the latest hit tunes from a long list of famous Mercury Recording artists

Valued at \$17.80*

Portable High Fidelity
phonograph
model 4406



Two special High Fidelity offers!

Based on overwhelming dealer and public reaction during January and February—SYLVANIA is extending these exciting, profit-making record offers!

And... Yours to offer for only \$4.95
with SYLVANIA custom High Fidelity consoles



Console
Model 4308



Console
Model 4309

Ten long-playing 33 1/2 RPM custom High Fidelity Recordings—famous Mercury "living presence"—a well-balanced selection of vocalists, dance orchestras, piano, and mood music

**A sensational
\$39.80* Value**



Tie in now... with the most successful promotions in the HIGH FIDELITY FIELD

Contact your SYLVANIA Distributor for complete details or write to:
Sylvania Electric Products Inc., Radio & TV Division, 700 Ellicott Street, Batavia, New York

Now's the time to be a SYLVANIA HIGH FIDELITY DEALER

CONSULT THIS LIST . . . Contact the SYLVANIA Distributor nearest you for complete detail.

ALABAMA
Birmingham—Electric Constructor's, Inc.—Alpine 1-3243-44-45
Dothan—Mack Electric Supply Company—Dothan 4-6100

ARIZONA
Phoenix—Cough Industries, Inc.—Alpine 3-7091

ARKANSAS
Little Rock—Wholesale Supply, Inc.—Franklin 4-8218

CALIFORNIA
Bakersfield—Cough Industries, Inc.—Hemlock 72-6401
Burlingame—Frank Edward's Company—Oxford 7-3750
Long Beach—Cough Industries, Inc.—Hemlock 72-6401
Los Angeles—Cough Industries, Inc.—Hemlock 2-6401
San Bernardino—Cough Industries, Inc.—Calfun 721
San Diego—Cough Industries, Inc.—Cypress 6-2165

COLORADO
Denver—Larson Distributing Company—Acuma 27731

CONNECTICUT
Hamden—B. H. Spinney Company—State 7-3594

FLORIDA
Miami—Major Appliances, Inc.—Newton 4-1593
Tampa—Traynor-Dean Appliances, Inc.—1-0886

GEORGIA
Atlanta—Electric Sales and Service Co.—Jackson 4-5891
Savannah—Electric Sales and Service Company

ILLINOIS
Melrose Park—Sylvania Sales Corp.—Fillmore 5-0100

Peoria—Illinois Appliance, Inc.—Peoria 3-3825

INDIANA
Ft. Wayne—Great Northern Dist., Inc.—Indianapolis—Peebles-Gaulbert Corp.—Melrose 6-3371
South Bend—Great Northern Distributors, Inc.—Central 3-1111

IOWA
Davenport—Federal Distribution Co.—2-7135
Des Moines—H. E. Sorenson Company—Cherry 4-6267

KANSAS
Wichita—Stibert and Willis, Inc.—Hobart 4-7393

KENTUCKY
Louisville—The Cooper-Louisville Co.—Juniper 2-1686

LOUISIANA
New Orleans—George A. Lehleitner & Company, Inc.—Canal 9131
Shreveport—George A. Lehleitner & Company, Inc.

MAINE
Bangor—Radio Service Laboratory—Bangor 7397
Portland—Radio Service Laboratory—Spruce 3-0297

MARYLAND
Baltimore—Baltimore Gas Light Co.—Mulberry 5-7670

MASSACHUSETTS
Boston—Sylvania Sales Corp.—Beacon 2-7746
Springfield—B. H. Spinney Company—Republic 4-8284

MICHIGAN
Detroit—Penninsular, Inc.—Lorain 7-7202
Grand Rapids—Radio Distributing Company—Cherry 1-5491

MINNESOTA
Mankato—Southern Minnesota Supply Co.—Mankato 4501
La Crosse—Southern Minnesota Supply Company—La Crosse 2-7671
Minneapolis—Century-Elcon, Inc.—Federal 6-9621

MISSISSIPPI
Jackson—George H. Lehleitner & Co., Inc.

MISSOURI
Kansas City—Interstate Distributors—Victor 2-7361
St. Louis—Lasky Enterprises—Garfield 1-2444-45-46

MONTANA
Billings—Midland Distributing Co.—2-3485

NEBRASKA
Omaha—Allied Distributing Company—Jackson 6007

NEW HAMPSHIRE
Manchester—The Emery-Waterhouse Corporation—National 5-6495

NEW JERSEY
Newark—Household Appliances Corporation—Market 3-9184

NEW MEXICO
Albuquerque—Charles Lifeld Company—Albuquerque 3-6731

NEW YORK
Buffalo—Sylvania Sales Corp.—Elmwood 4972
New York City—Victor H. Meyer Distributing Corp.—Longacre 4-5216
Poughkeepsie—Mic Hudson Electric Supply Co.—Poughkeepsie 4780 and 4781
Syracuse—B. H. Spinney Co.—Granite 5-1681
Troy—Empire State Wholesalers, Inc.—Ashley 2-6160 and 2-6161

NORTH CAROLINA
Greenville—Carolina Sales Corporation—Greenville 3143

NORTH DAKOTA
Fargo—Rott-Keller Supply Company—Fargo 2-2487

OHIO
Cincinnati—Modern Distributing Co.—Dunbar 1-6955
Cleveland—C. M. Nutter, Inc.—Tower 1-3654
Columbus—Electronic Supply Corp.—Capital 8-1508
Dayton—Yonts Radio and Appliance Co., Inc.—Baldwin 2-6777
Toledo—Arnold's Equipment Company—Cherry 8-4251

OKLAHOMA
Oklahoma City—Paul Davis Company—Regent 6-5471

PENNSYLVANIA
Allentown—Allentown Wholesale Distributors, Inc.—Hemlock 4-9641
Philadelphia—Philadelphia Distributors, Inc.—Evergreen 2-5000
Pittsburgh—C. R. Rogers Corporation—Mayflower 1-4700
Scranton—Charles B. Scott Company, Inc.—Diamond 2-8221
York—The Careva Corporation—York 8-1528

SOUTH DAKOTA
Sioux Falls—Mid-Continent Distributing Co.—Sioux Falls 2-1661

TENNESSEE
Chattanooga—Moore-Handley Hardware Co., Inc.—Amherst 5-3451
Knoxville—Fraker Heating and Equipment Co.—3-6141
Memphis—Tom Holloway Distributing Company—Jackson 5-7604

Nashville—Moore-Handley Hardware Co., Inc.—Amherst 9-5631

TEXAS
Amarillo—R. & R. Electronic Co.—Drake 2-3255
Fort Worth—The Shield Company—Edison 5-4361
Lubbock—R. & R. Supply Company—Poeter 5-5737
San Antonio—Straus-Frank Company—Capital 6-0101

UTAH
Salt Lake City—Kimball Distributing Company—Empire 3-5813

VIRGINIA
Alexandria—Sylvania Sales Corporation—King 8-4500
Richmond—Goldberg-Tiller Corporation—Elgin 5-7401

WASHINGTON
Seattle—F. B. Connelly Company—Seneca 4155
Spokane—Jensen-Byrd Company, Inc.—Temple 1110

WEST VIRGINIA
Charleston—Virginian Electric, Inc.—Dickens 6-0631

WISCONSIN
Green Bay—Wm. Van Dometon Company, Inc.—Hemlock 5-7529 and 5-7520
Milwaukee—Radio Parts Company, Inc.—West 3-5131

SYLVANIA ELECTRIC PRODUCTS, INC.
Radio-Television Division
700 ELLICOTT STREET
BATAVIA, NEW YORK

How to Prepare to Sell a Phonograph

• Continued from page 20

(3) operating condition of demonstration unit; (4) product features.

Proper Room Setting

Proper room setting consists of the following:

a. Proper room lighting so that the unit is highlighted.

b. The full impact of the cabinet design can be best appreciated by providing proper background and decor.

c. Proper placement in room for accessibility of controls to display during the demonstration the ease with which the controls can be operated.

Room Acoustics

The room-acoustic factor involves the following:

a. Keep demonstration units about a foot away from the walls to eliminate unwanted sound vibrations.

b. Floors should be carpeted and walls draped to adsorb undesirable echoes.

c. The demonstration unit should face the listener so that the sound is beamed directly to him, thus enabling him to hear the full fidelity of which the unit is capable.

Operating Conditions

The operating conditions of the demonstration unit is extremely important. Here are things that Columbia believes dealers should watch out for.

a. Make sure that the electric cord from the set is plugged into an AC wall receptacle.

b. Use a record that is of high quality and in good condition (no scratches, no dust or warped surfaces).

c. Be sure that demonstration unit has been checked out for peak operating performance.

d. Turn set on by rotating loudness knob clockwise.

e. Select function position (tuner, phonograph, tape recorder) to be demonstrated.

f. Rotate bass and treble controls clockwise approximately two-thirds of maximum position.

h. Make further adjustments to suit listeners' tastes, illustrating at the same time the great flexibility of the unit's tonal range.

i. Display the ease with which the record changer can be operated—how easy it is to tune the AM-FM radio.

Product Features

The fourth and final element in the good demonstration is the ability to describe the various product features. Here are things to keep in mind.

a. Quality and style of cabinets.

b. Quality of component parts

(amplifier, speaker, record changer, AM-FM tuner).

c. Acoustical properties of cabinet design (how speakers are balanced to cabinet as well as electronically balanced to amplifier).

d. Convenience of location of controls as well as tonal flexibility of these same controls.

e. The brand name, in this case Columbia. This, says the firm, is one of the most important factors because it enables the consumer to buy with confidence.

Sales Tips

Columbia suggests four specific sales tips to dealers.

1. Know your product thoroughly with respect to electronics, design and finishes.

2. Size up and know your customer. Qualify the customer with regard to:

a. Price bracket.

b. Type of equipment (console or portable, phono only, or phono tuner).

c. Wood finish (this will determine in some cases the models to suggest).

d. Taste in music (popular or classical).

3. Create a home-like atmosphere.

a. Take them into separate hi-fi salon, if available, away from distracting interruptions.

b. Make customers comfortable; provide, for example, comfortable seating, ash trays, etc., within about six to 10 feet of phonograph speakers.

4. Demonstration.

a. Show and demonstrate the type of equipment requested, preferably in the exact finish. Play the type of music the customer has indicated as preferable; point out all the product features.

b. Explain controls step by step.

c. Try to determine any area of customer indecision in order to step up as far as possible to models with additional features. (There has been more than one customer who has indicated preference for a console but ended up happily buying an AM-FM phonograph combination.)

d. Don't be too technical unless the customer leads the way; otherwise you confuse the customer. This is particularly true of women.

e. Let the customer hear different types of instruments—strings, woodwinds, bass and percussion—also different instruments in each of these groups. An excellent demonstration record is

Britten's "Young Person's Guide to the Orchestra." It demonstrates each choir and each instrument in each choir, even down to the Chinese block and whip. Another excellent record is Saint-Saen's "Organ Symphony" (No. 3), which includes a 32-cycle organ note. Other typically good high-fidelity Columbia records for demonstration purposes are Tchaikovsky's "Swan Lake," "Viva," by Percy Faith; Les and Larry Elgart and Their Orchestra, and "Hi-Fi Ellington Uptown." The reproduced sounds of a harp, the deep resonance of a bassoon, the staccato of the snare drum, the shrill piccolo and the sonorous cello will indicate the distinct concert-like realism of the phonograph.

f. Let customers operate equipment so they become familiar with the controls and features. This creates a feeling of ownership.

g. Make it easy for the customer to buy. Point out the terms of sales.

h. Close the sale and arrange for delivery.

Now—Analyze

Check what you have been doing heretofore against this excellent Columbia checklist. And, if there's anything you haven't been doing that you should, change your tactics on the next phonograph customer.

Drama in Display

• Continued from page 20

than if the phonographs were shown back in a concealed-away separate demonstration room, which is usually the case." For an excellent example of how this elevated, completely open display demonstration policy has worked out, Miss Egan recently sold her most expensive high-fidelity player to a man who had heard the machine demonstrated four or five times in a single week while buying records elsewhere in the store. Taking the records he had purchased home to play on his own old-styled phonograph, he was disturbed at the difference in tone, came back to the store, priced the player, and bought it then and there, requiring no demonstration or salesmanship at all, since he had heard the machine demonstrated so frequently before.

Encourage the Customer

"We encourage customers to step up on the platform, wander around thru the phonographs shown and try them out themselves if they wish," Miss Egan said. "We have two concealed bus outlet bars running across the stage which means that it is possible to keep every phonograph and radio plugged in ready to operate. We use a typewritten card inside the lid of each machine which instructs the user on proper placing of records, operating the controls, etc., to prevent any damage. Thus, whenever possible, we encourage our customers to play their records on the type of equipment which will give them the best possible reproduction. It isn't unusual, as a matter of fact, for half a dozen players to be operating at once. This, of course, means quite a bit of confusion, but we haven't found it a drawback to sales in the least."

Boosted Volume

Selling the Biloxi Gulf Coast area, which includes such nearby cities as Gulfport, Ocean Springs, Bay St. Louis, etc., Miss Egan has boosted her volume to nearer the \$70,000 a year mark, in the past two years, with the most impressive increases in the sale of players, high-fidelity combinations in the \$200-up classifications, etc. She feels that the elevated stage, and its colorful, busy demonstrations has been the direct productive reason.

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5. Strongest Upward Sales Trend Seen in Stereo Tape Playback Units!

	Percentage of Total Stores Answering		
	Uptrend	Downtrend	Same
Recorders or Playbacks for Stereo Tapes...	78.5	2.5	19.0
Transistor or Portable Radios	70.8	10.2	19.0
Multi-Speed Auto. Phonos from \$100 to \$200	67.6	10.1	22.3
Multi-Speed Auto. Phonos from \$75 to \$100	60.8	14.9	24.3
Multi-Speed Auto. Phonos over \$200	59.9	23.4	20.4
Tape Recorders from \$100 to \$200	58.6	13.3	28.1
Radio-Phono Combinations over \$125	57.5	20.9	21.6
Portable TV Sets	57.0	21.5	21.5
Color TV Sets	56.8	13.6	29.6
Multi-Speed Auto. Phonos under \$75	53.4	23.6	23.0
Tape Recorders over \$200	46.3	18.9	34.8
Portable Radios	44.9	37.6	50.5
Multi-Speed Manual Phonos over \$30	44.0	37.7	18.3
Multi-Speed Manual Phonos under \$30	41.9	34.4	23.7
Clock Radios	41.6	24.6	33.8
AM-FM Radios	39.5	34.2	26.3
AM Table Radios	32.1	25.2	42.7
Tape Recorders under \$100	31.9	33.3	34.8
45 r.p.m. Automatic Phonos	25.8	43.8	30.4
Standard TV Sets	25.3	18.2	26.5
Cartridges	88.8	2.8	8.4
Speakers	76.2	1.7	22.1
Amplifiers	75.0	3.6	21.4
Speaker Enclosures	74.0	4.0	22.0
Turntables	73.5	6.1	20.4
Timers	72.5	2.0	25.5
Tape Decks	72.5	5.0	22.5
Tone Arms	70.5	4.5	25.0
Pre-Amps	65.1	9.3	25.6

6. Phonographs and Other Equipment Sell Best Where Disk Traffic Is Heaviest!

	Total Stores	Over \$50,000	Under \$50,000
Phonos and other equipment sold in record department	66%	43%	71%
Split operation: some phonos and other equipment sold in record department	10%	14%	9%

7. In the Majority of Stores, the Same Person Buys Both Records and Equipment!

	Total Stores	Over \$50,000	Under \$50,000
Same buyer	60%	40%	67%

8. More Than 17 Per Cent of All Record Dealers Sell More Than \$50,000 Worth of Phonos Annually!

Annual Phono and/or Radio Sales	Total Stores
Under \$15,000	50.9%
\$15,000 to \$24,999	22.3%
\$25,000 to \$49,999	9.7%
\$50,000 to \$75,000	6.3%
\$75,000 to \$100,000	4.9%
\$100,000 to \$200,000	3.4%
Over \$200,000	2.5%
	100.0%

9. Well-Informed Clerks Top List of Selling Aids!

Selling Aids	Points
Well-informed sales personnel	102
Equipment demonstration	83
Dealer newspaper ads	58
Window and point-of-sale display	23
Manufacturer's national advertising	18
Dealer direct mail	17
Manufacturer-distrib. Local Ads	15
Dealer TV advertising	5

10. 88 Per Cent of Dealers Offer Some Form of Service for Equipment!

Arrangement	Stores
Own service department	52%
Arrangement with Local Service Man	36%
	88%

11. Almost 90 Per Cent of Stores Now Offer Time Payments!

Over \$50,000 volume	98%
Under \$50,000 volume	78%
Total Stores	88%

12. Over 40 Per Cent of Phono Sales in '57 Were to New Owners!

Over \$50,000 volume stores	42%
Under \$50,000 volume stores	43%

13. New Phono Owners Spent More Than \$35 for Records in First Three Months After Purchase!

	Total Stores	Over \$50,000	Under \$50,000
in first three months	\$35.50	\$36.00	\$35.00
Average disk sales to new phono owners			

(Continued on page 26)



Recorders and playbacks for stereo tapes showed the biggest sales uptrend in this year's Billboard survey of equipment sales. This illustration shows the auditioning rooms of the Stereophonic Sound League in New York, where customers may listen to new tapes and have equipment demonstrated to them. The living-room atmosphere has made the showroom a popular place for stereo tape fans.



THIS LABEL...

... displayed in the charts in this issue, indicates that the information contained in these charts is gathered under the direct supervision of the New York University School of Retailing—a leader in the field of modern marketing survey methods.

These charts are based on actual cash-register sales, not opinion, and represent almost 10,000 individual sales by a rotating dealer sample scientifically selected to be representative of all dealers in the nation. The master survey list of almost 9,000 dealers was made available through the co-operation of record manufacturers and their distributors.

These charts enable everyone in the music-record industry to learn faster and more accurately than ever before exactly what records are moving up and what records are moving down the ladder of public popularity.

The Billboard and the New York University School of Retailing have scored a "first" in retailing history survey methods, for never before have dealers across the nation been supervised by a leading university in producing for themselves a weekly survey of merchandise that is moving across their counters into the hands of consumers.

The Purpose:

So that record dealers can make more profits because of easier-to-follow and faster record-buying guides that will enable them to buy more intelligently and inventory more carefully than ever before.

In Addition:

Juke box operators are able to program their machines to more rapidly meet the changing tastes of the American public.

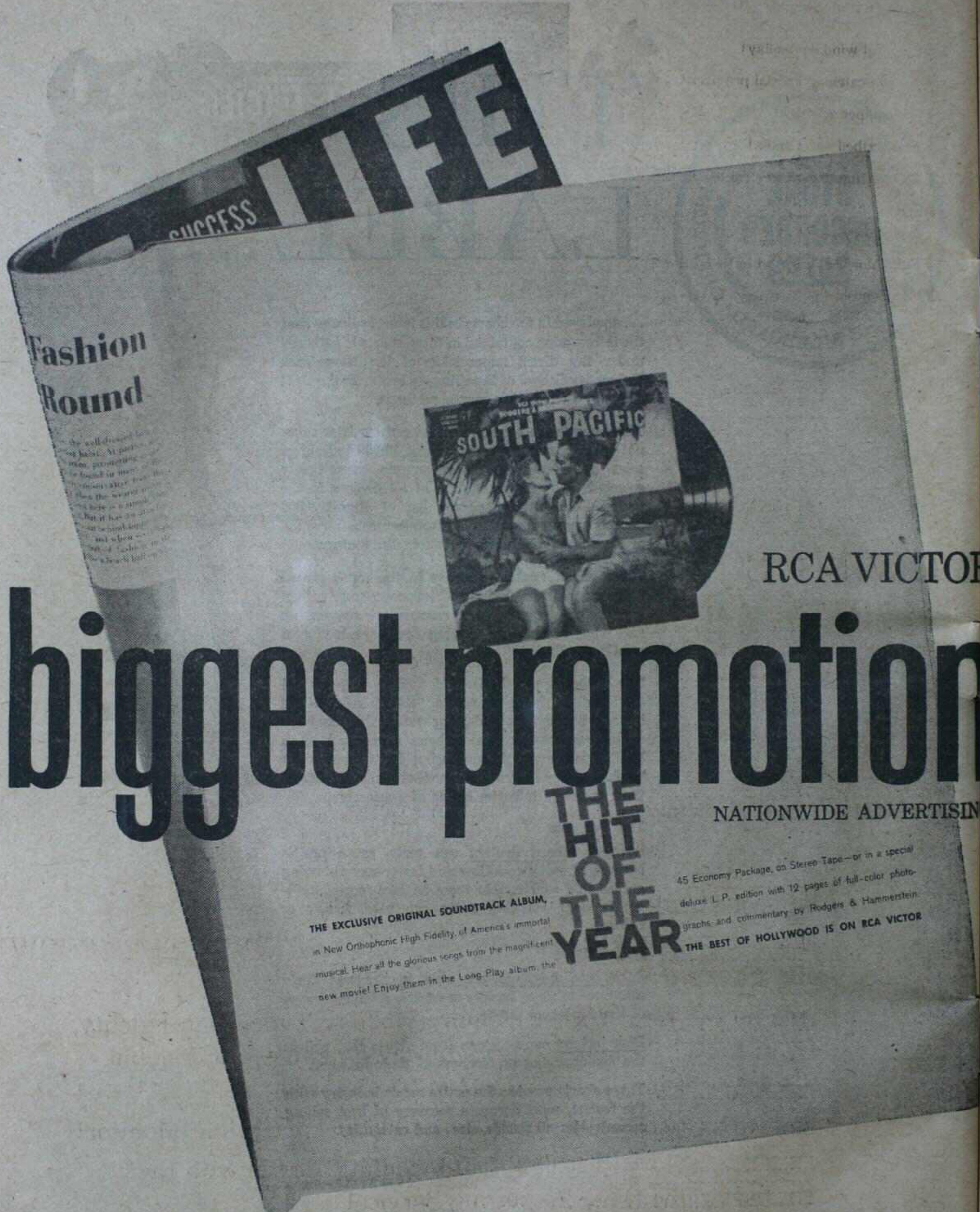
Disk jockeys can program from charts that reflect the fast-changing preferences of their listeners.

These charts provide the entire music industry with the fastest, most accurate measure of best selling records—for all speeds, sizes and categories.

EDITORIAL EXCELLENCE — 1958 STYLE

The Billboard invests more money to provide the ever-changing Music Industry with more record buying services and news coverage than all other music-record business magazines combined.





biggest promotion

RCA VICTOR

NATIONWIDE ADVERTISING

**THE
HIT
OF
THE
YEAR**

THE EXCLUSIVE ORIGINAL SOUNDTRACK ALBUM,
in New Orthophonic High Fidelity, of America's immortal
musical. Hear all the glorious songs from the magnificent
new movie! Enjoy them in the Long Play album, the

45 Economy Package, on Stereo Tape—or in a special
deluxe L.P. edition with 12 pages of full-color photo-
graphs and commentary by Rodgers & Hammerstein
THE BEST OF HOLLYWOOD IS ON RCA VICTOR

ONE PHONE CALL IS ALL IT TAKES TO MAKE "SOUTH PACIFIC" YOUR HI

- ▶ Colorful window display!
- ▶ An eye-catching special pre-pack!
- ▶ Newspaper ad mats!
- ▶ Transcribed radio spots!
- ▶ An exciting disc-jockey contest!
- ▶ Special "Minute Man" record for disc-jockey programs!
- ▶ Full-color, full-page ad in "Audition"!
- ▶ "As Seen in Life" display cards!



IS GIVING "SOUTH PACIFIC" THE

an album ever had

WILL REACH VIRTUALLY EVERYONE IN THE UNITED STATES.

- ▶ Full-color, full-page ad in March 31 LIFE!
- ▶ Network TV commercials on the March 18 EDDIE FISHER SHOW and the March 25 GEORGE GOBEL SHOW!
- ▶ Ads in The New Yorker, Esquire, Holiday, Time, High Fidelity, Hi Fi Music, Woman's Day, Saturday Evening Post, Playbill, Schwann, Long Player, This Month's Records!
- ▶ Network radio commercials on Bandstand, Nightline, Monitor!
- ▶ PRICELESS PUBLICITY, too! Including a tie-in with the United States Navy Recruiting Service!

OF THE YEAR! CONTACT YOUR RCA VICTOR RECORDS DISTRIBUTOR—NOW!



RCA VICTOR
RADIO CORPORATION OF AMERICA



NEW PHONOS IN HOMES

Survey Shows '57 a Banner Year for Equipment Sales

- Hefty increase in new phono sales points to big increase in disk sales for 1958
- The Billboard's annual survey indicates an increase of 34 per cent in sales of equipment of all types

By RALPH FREAS

NEW YORK — Record-music-phono dealers sold more than an estimated \$240,000,000 worth of phonographs, radios, tape recorders and hi-fi components in 1957. This represents an increase of about 34 per cent, in comparison with an identical survey taken a year ago. Last year, the volume in sales of home entertainment equipment totaled \$180,000,000.

As it was last year, the manual, multi-speed (three or four speed) phonograph tagged at under \$30 was the top seller in "number of units." Similarly, the multi-speed automatic phono in the \$100 to \$200 price range remains in the top "Dollar volume" spot.

Tape Pre-Eminent

Most significant change from last year's survey was in the "strongest upward sales trend" category. Whereas last year, the strongest upward sales trend was shown in portable TV sets; this year, "recorders or playbacks for stereo tapes" show the biggest percentage increase, 78.5 per cent. The dealers who handle this type of equipment said they noted an uptrend. Only 2.5 per cent noted a downtrend and 19.0 per cent indicated that business in this category was the same as the previous year.

It is interesting to note that portable TV dropped to eighth place in this regard. 57 per cent of dealers said portable TV showed an uptrend. But more than 21 per cent noted a trend in the other direction.

New Lines

The entry of Capitol Records among diskeries offering a full phono line was a significant addition to the list of best selling brands. While not a leader, Capitol scored heavily as a fledgling phono firm. Brand name acceptance and strong distribution among record outlets were obviously big contributing factors.

This marriage between record and phono lines is the most natural in the world. In fact, on the retailing end, the survey again shows that the phonographs and other equipment sold best where disk traffic is heaviest. 66 per cent of total stores surveyed indicate that they sell records and phonos in the same department.

An additional 10 per cent maintain a split operation as far as equipment sales are concerned. That is, they sell some equipment in the record department and some equipment in a department by itself. As far as buying is concerned, in the majority of stores (60 per cent), the same person buys both records and equipment.

Over 30 per cent of total stores indicated that they carry components in some form. More than 17 per cent carry a full line. The sales trend picture for components is especially bright. In every component category, an uptrend was noted. Cartridges top the list with almost 89 per cent of dealers noting an uptrend. The component that showed up least favorably was the pre-amplifier. But even in this category, 76 per cent of dealers indicated an uptrend.

Transistor radios continue to show up strong. Last year, they ran third in the list of upward sales trends for all equipment. This year they have climbed to second place, behind recorders and playbacks for stereo tapes but ahead of every phonograph model. Other types of radios don't come close to the transistor sets as far as sales uptrend is concerned.

Future Forecast

The survey, which was conducted among a random sample of 2,766 phono-radio-record dealers, points to a healthy increase in disk sales for the year ahead. With sales of equipment of all kinds up 34 per cent, it can be estimated that about \$170,000,000 was spent for new phonos in 1957. This will be felt for the most part in record sales during the year ahead. And, of course, the sales shown by the survey were made among record-phono-music dealers alone. Outlets of other kinds also accounted for a goodly number of phono sales.

HOW'D YOU DO?

'56 Music Store Net Hit \$75,260

- Dun & Bradstreet survey of music stores is issued
- Owner's salary shows up as biggest expense item

Net sales of the typical music store operator in 1956 were \$75,260 according to the latest Cost of Doing Business survey prepared by Elmer T. Sivertsen of the Business Economics Department, Dun & Bradstreet, Inc.

Other highlights of the survey are as follows:

Gross margin earned by the average music store in 1956 was 35.8 per cent of net sales. After expenses totaling 33.3 per cent were deducted, a net profit of 2.5 per cent was realized before federal and State income taxes.

Salary and Wages

Salary of the owner was the largest expense item, costing 9.6 per cent of net sales. On a typical volume of \$75,260, the owner drew \$7,225 in salary and earned

\$1,882 in net profit for a total return of \$9,107 in 1956.

Employees' wages cost the average dealer 9.2 per cent but this expense varied according to the size of the concern. Small operators spent only 4.2 per cent on wages whereas the largest concerns spent 14.6 per cent.

Other Factors

Occupancy cost (rental or its equivalent, plus utilities) was, in relation to sales, lowest for the large concerns and highest for the small merchants. For the average concern this expense totaled 5.2 per cent of its sales.

The typical retailer in this line allocated 2.1 per cent for all forms of advertising. Depreciation of store fixtures and equipment amounted to 1.0 per cent for the year. Bad debt losses of 0.3 per cent of net sales were sustained by concerns specializing in musical instruments but the average concern suffered no losses.

Miscellaneous expenses totaled to 6.2 per cent of net sales. Inventory turnover was 2.6 times in 1956 and net worth turned over 3.0 times for the average dealer. Cash discounts earned amounted to 0.5 per cent of net sales.

Who Was Surveyed

The 233 music stores surveyed in this study were located throughout the United States and met the following key specifications: 1) Each concern must have obtained at least 75 per cent of its volume from sales of musical instruments and/or phonograph records, sheet music, phonographs, hi-fi equipment and accessories; 2) no chain stores were used.

Complete survey results include seven tables of operating results which analyze music stores by net profit, sales volume, credit policy, type of merchandise handled, form of ownership, type of shopping area, as well as summary table showing the operating results of all concerns surveyed.

Continued from page 22

14. Best Selling Brand New Equipment for 1957.

	Total Stores	Over \$50,000	Under \$50,000
a) Manual 3-Speed Phono Under \$30			
Decca	208	26	182
RCA-Victor	126	26	100
Columbia	119	10	109
V-M	69	7	62
Capitol	48	7	41
Zenith	42	16	26
Symphonic	41	4	37
Webeor	37	—	37
Steelman	25	6	19
Birch	19	11	8
Beam	12	—	12
Phonola	12	3	9
Sonic	10	—	10
Travler	9	4	5
Philco	6	—	6
Majorette	6	1	5
Motorola	4	—	4
b) Manual 3-Speed Phonos Over \$30			
V-M	120	15	105
RCA-Victor	115	29	86
Columbia	90	10	80
Decca	80	9	71
Zenith	44	16	28
Webeor	35	3	32
Symphonic	22	—	22
Motorola	21	3	18
Steelman	20	5	15
Capitol	19	6	13
Magnavox	15	6	9
Birch	15	9	6
Phonola	6	3	3
Traveler	6	—	6
Philco	3	—	3
c) Automatic Multi-Speed Phonos Under \$75			
V-M	170	25	145
Columbia	125	11	114
RCA-Victor	118	18	100
Decca	108	13	95
Capitol	53	5	48
Webeor	49	5	44
Zenith	35	7	28
Symphonic	33	6	27
Steelman	10	3	7
Birch	18	8	10
Motorola	11	8	3
Admiral	10	—	10
Philco	9	—	9
d) Automatic Multi-Speed Phonos Under \$100			
Columbia	137	17	120
V-M	124	13	111
RCA-Victor	122	22	100
Decca	75	10	65
Magnavox	70	37	33
Webeor	66	10	56
Zenith	52	20	32
Capitol	33	3	30
Steelman	15	5	10
Motorola	15	2	13
Symphonic	10	—	10
Philco	9	—	9
Birch	8	—	8
e) Automatic Multi-Speed Phonos From \$100 to \$200			
RCA-Victor	133	26	107
Columbia	125	12	113
V-M	111	13	98
Magnavox	75	36	39
Webeor	69	10	59
Zenith	49	24	25
Capitol	43	3	40
Decca	41	4	37
Motorola	37	9	28
Stromberg-Carlson	32	8	24
Pilot	11	—	11
Steelman	10	—	10
Philco	9	—	9
Olympic	8	2	6
f) Multi-Speed Automatic Phonos Over \$200			
RCA-Victor	99	60	69
Columbia	76	15	61
Magnavox	76	36	40
V-M	54	4	50
Zenith	44	15	29
Webeor	40	7	33
Motorola	36	1	35
Stromberg-Carlson	32	11	21
Pilot	18	1	17
Decca	17	4	13
Capitol	13	—	13
Steelman	12	—	12
Philco	9	—	9
Fisher	9	—	9
g) 45 R.F.M. Automatic Phonos			
RCA Victor	362	71	291
Decca	71	11	60
V-M	61	6	55
Columbia	61	7	54
Capitol	54	8	46
Steelman	6	—	6

(Continued on page 28)



Transistor and portable radios ranked second in this year's Billboard survey as showing the strongest upward sales trend during 1957. This illustration shows one reason why. The young housewife takes her radio entertainment with her to do the gardening. She is holding RCA Victor's new conventional tube portable, The Cruiser, which retails at \$39.95.

SPRING TONIC for PROFIT

BIGGEST Mercury LONG PLAY RECORD PROMOTION EVER

BREAKS MARCH 24TH

FOR PROFIT!

To build store traffic, to find new customers, to sell all classifications of records, here's the greatest of Mercury promotions!

FOR PROFIT!

Full page LIFE magazine ad, March 24th issue (out March 20th) offers 4 color illustrated free Mercury catalog and hi-fi facts folder. Remember—a catalog is a living salesman in every home! It's only the start of the biggest Mercury advertising campaign ever.

FOR PROFIT!

This ad sells 26,450,000 LIFE readers thirteen best-selling Mercury albums—not new releases but proven best-sellers.

FOR PROFIT!

The ad also offers consumers a certificate with which they save \$1.00 off the regular retail list price of \$4.98 on Tchaikovsky's 1812 Overture, today's best-selling classical Long Play record. The certificate is redeemable only through dealers.



Get Set for March 24th

Be Ready! Stock all 13 records. Get easel-mounted LIFE ad reprints, blow-ups, hang-up reprints . . . complete window display featuring all 13 records . . . Mercury catalogs, and return-postcard and coupons your customers and prospects fill in for catalogs and special savings certificates.

Stock Now . . . Pay Later

Mercury offers a special 60-day deferred payment plan (where credit warrants). In addition, there's Mercury's full lifetime exchange privilege

FEATURING THESE 13 BEST SELLING ALBUMS

- PAGE ONE . . . Patti Page MG 20095
- PERCUSSION IN HI-FI . . . David Carroll . . MG 20166
- BEST OF IRVING BERLIN . . .
- Sarah Vaughan and Billy Eckstine . . . MG 20316
- AN ACCORDION IN PARIS . . .
- Dick Contino MG 20142
- HAVANA IN HI-FI . . . Richard Hayman . . MG 20296
- THE PLATTERS MG 20146
- DINAH! . . . Dinah Washington MG 36065
- MAINSTREAM OF JAZZ . . .
- Gerry Mulligan MG 36101
- CLIFFORD BROWN and MAX ROACH
- at Basin Street MG 36070
- TCHAIKOVSKY 1812 FESTIVAL OVERTURE
- . . . Minneapolis Sym. Orch. MG 50054
- RAVEL'S BOLERO . . . Detroit Sym. MG 50020
- MARCHES FOR TWIRLING . . .
- Eastman Sym. Wind Ensemble MG 50113
- RIMSKY-KORSAKOV SCHEHERAZADE . . .
- Minneapolis Sym. Orch. MG 50009

CALL YOUR MERCURY DISTRIBUTOR TODAY!

EQUIPMENT SALES

Hi-Fi Trend Sets Top Sales Pace

- Participation in hi-fi show paid off for hi-fi outlet
- Sees stereo disk and tape as sound as the future

By CHARLES ROBERTS

MIAMI—Biscayne Boulevard here, which is also U. S. Route 1, is known for its heavy auto traffic, for being the main waterfront artery of Miami proper and for being the home site of High-Fidelity Associates, a retail outlet devoted to promoting and selling only the highest kind of fi. North of the main downtown section, at the corner of Northeast 27th Street, the passing driver is struck by an eye-catching, eight-foot replica of an Electro-Voice woofer speaker which slowly revolves on the roof of the block of stores which comprises the firm.

Classy Clientele

Co-owners Bob Greenberg and Larry Kassman have set up shop here to cater strictly to the class trade and they have just about everything on hand to appeal to that market. There are no table model playing units and equipment bearing the name of such popular-priced package producers as the major record companies are not available. Single records are likewise not to be found.

In the three separate store units, high-fidelity is the byword, with particular emphasis on the newest facet of the field to hit the public fancy, stereo. The astonishing fact is, according to Carl Bruner, manager of the leased disk outlet part of the operation, that 20 per cent of the gross 1957 sales in the record store were in stereo tapes. In December, 40 per cent of gross sales were occupied by the tape product.

Audio Show Promotion

This is traceable to the heavy emphasis placed on de luxe tape equipment in the firm's merchandising plans. Ampex units particularly have been sold here in substantial quantity, and this accounts for the sales of stereo tape. "We advertise to some extent," Greenberg said, "but our most successful promotion came last October at the audio show held at the McAllister Hotel downtown. We had the whole ballroom for our exhibit and we produced a complete program illustrating hi-fi in general and stereo in particular. That demonstration brought us a lot of sales."

Demo Set-Up

The stereo emphasis is carried out in the store layout. As a customer enters, to his left there is a glass-enclosed inner room where a number of tape units are on display. Adjacent to this is another room where components of practically every established manufacturer are on display. Through a de luxe control board an endless number of combinations can be hooked up via 28 amplifiers and 35 well-mounted speaker groups. The atmosphere in both rooms is plush, with comfortable couches and attractive decor to simulate the tone, perhaps, of an upper middle-class living room. In other words, the customer can almost see the set in his own home.

Leased Disk Operation

Next to this sector is the record room. This part of the operation is leased to Mac Emerman, candy manufacturer, jazzophile and proprietor of the newly formed Criteria tape and LP label. Working with Emerman as

manager is Bruner. Tape and LP packages only are sold here and thru intelligent use of browsers and wall racks a large assortment is packed into the relatively small floor space. Receiving prominent display are the stereo tapes, with two complete shelves of them close to the main entrance and the window of the store. At the rear, under the glass counter, in clear view of the customer's eye, is a turntable and a tape deck. Mounted on each corner of the rear wall are a pair of stereo speaker enclosures. Whether it's a disk or a tape the customer wants demonstrated, the facilities are right here. It's easily one of the most up-to-date test listening arrangements and one of the few known stereo tape listening facilities in a store.

Sold on Stereo

Greenberg is frankly going all out on stereo. "There's a definite place for both stereo tape and disks," he said, "and the only thing that concerns us at all is the matter of what happens to the monaural records we have now when the stereo disks really begin to move. And don't let anybody fool you. Stereo records are going to come fast, we think this year definitely. You know how relatively simple it is to put together a reasonably good table-

model phono. Well, manufacturers who have packaged lines like Columbia, Victor and Capitol, etc., at very little additional cost can convert their units to stereo and they can do it fast. There'll be no problem on playing equipment. And Electro-Voice has already developed a good, low-cost stereo cartridge."

A third area in the store block occupied by High-Fidelity Associates is devoted to packaged units rather than components. But only the most de luxe and relatively high-priced sets are displayed, such as those in the Fisher line. Here again, the decor suggests luxury and the finer things.

No Discounts

The type of trade catered to does not require discounting as a sales lure. Hence all disks and tapes are sold at list, while equipment goes at prices no lower than audio net. "We are considerably ahead of last year on preliminary figures, without resorting to a discount structure, while others in Miami have not done as well. Frankly, discounting has not really become a big thing down here yet anyway," Greenberg said, "and we'll be just as happy if it never does, altho a few others have tried it."

High-Fidelity Associates also operates a companion store in Coral Gables, Fla., a generally fashionable and well-heeled suburb south of Miami. Here, according to Greenberg, the same successful formula of heavy concentration on the latest hi-fi developments, with promotion largely via word-of-mouth of satisfied buyers with custom installations, holds sway.



Columbia's new Accessory Introductory Display has a legend across the bottom of the corrugated counter rack. It reads: "To Keep Your Records in Good Sound Condition," which is about as nice a way of saying it as you will find. Sales of accessories will also keep dealers in a good, sound financial position. This display unit contains racks, brushes, spindles, sprays and the new disk-cleaning mitts. There is room on the header panel for the dealer to write in the price of each item.

• Continued from page 26

	Total Stores	Over \$50,000	Under \$50,000
h) Radio-Phono Combinations under \$125			
RCA Victor	57	16	41
Columbia	46	3	43
Webcor	38	12	36
Zenith	33	13	20
Motorola	17	—	17
Admiral	14	3	11
V-M	9	—	9
Decca	6	—	6
Symphonic	6	—	6
Steelman	6	—	6
i) Radio-Phono Combinations Over \$125			
RCA Victor	73	24	49
Magnavox	71	33	38
Zenith	46	20	26
Columbia	41	10	31
Stromberg-Carlson	28	6	22
V-M	22	—	22
Webcor	15	—	15
Pilot	13	6	7
Motorola	10	—	10

	Total Stores	Over \$50,000	Under \$50,000
j) Portable TV Sets			
RCA Victor	123	50	73
Zenith	56	23	33
Motorola	34	11	23
General Electric	31	5	26
Magnavox	31	16	15
Philco	26	3	23
Admiral	14	7	7
Westinghouse	12	7	5
k) Tape Recorders Under \$100			
Telectro	63	15	48
Wilcox-Gay	15	3	12
Crescent	14	6	8
Webcor	11	—	11
Columbia	6	—	6
l) Tape Recorders From \$100 to \$200			
V-M	135	24	111
Webcor	118	31	87
RCA Victor	82	28	54
Wollensack	18	3	15
Columbia	12	—	12
Revere	10	5	5
Wilcox-Gay	9	—	9
Viking	8	—	8
Bell	7	3	4
Pentron	6	3	3
m) Tape Recorders Over \$200			
V-M	114	20	94
Webcor	104	71	33
RCA Victor	44	17	27
Ampex	11	3	8
Norelco	11	5	6
Pentron	9	—	9
Bell	9	—	9
n) Recorders or Playback for Stereo Tapes			
V-M	82	21	61
Webcor	60	21	39
RCA Victor	34	13	21
Ampex	15	6	9
Columbia	15	3	12
Bell	14	3	11
Viking	13	5	8
Capitol	10	3	7
o) AM Table Radios Under \$30			
RCA Victor	224	50	174
Zenith	81	36	45
General Electric	74	17	57
Motorola	57	15	42
Emerson	28	2	26
Philco	16	2	14
Westinghouse	15	3	12
Arvin	11	—	11
p) AM Table Radios Over \$30			
RCA Victor	212	51	161
Zenith	104	39	65
General Electric	47	10	37
Philco	17	2	15
Emerson	15	2	13
Arvin	9	—	9
Sylvania	8	—	8
q) Clock Radios			
RCA Victor	240	54	186
General Electric	103	28	74
Zenith	84	35	49
Motorola	68	13	55
Philco	21	2	19
Emerson	12	2	10
Arvin	11	—	11
Admiral	10	—	10
Westinghouse	8	3	5
r) AM/FM Radios			
Zenith	107	38	69
RCA Victor	80	13	67
Magnavox	44	24	20
Granco	39	13	26
General Electric	16	5	11
Telefunken	8	3	5
s) Transistor Portable or Table Radios			
RCA Victor	161	30	131
Zenith	96	45	51
Motorola	69	17	52
Emerson	61	8	53
General Electric	57	15	42
Magnavox	44	23	21
Regency	27	2	25
Westinghouse	13	—	13
Philco	11	2	9
Arvin	8	—	8
t) Portable Radios			
RCA Victor	229	52	177
Motorola	106	35	71
Zenith	83	34	49
General Electric	63	14	49
Admiral	13	—	13
Emerson	12	2	10
Westinghouse	8	2	6
Philco	7	1	6

MGM Records

HEADING FOR THE
TOP OF THE CHARTS

CONNIE FRANCIS



WHO'S SORRY NOW

K12588
on 45 and
78 rpm

DEAN JONES

ME! PLEASE! ME

and
MEET ME IN THE STUDY HALL
K12620

LOVE THEME FROM "THE BROTHERS KARAMAZOV"

(From the MGM Picture)
Featuring
JACK HILL at the CYMBALOM
Orchestra conducted by Harry Geller
K12624

FRANK SANDY and the KING'S MEN TARRENTELLA ROCK

and
SOMEBODY LOVES ME
K12626

LILLIAN BROOKS PEYTON PLACE

and
SAY YOU'RE MINE
K12610

THE SERENADERS I WROTE A LETTER

and
NEVER LET ME GO
K12623

3 GREAT ALBUMS

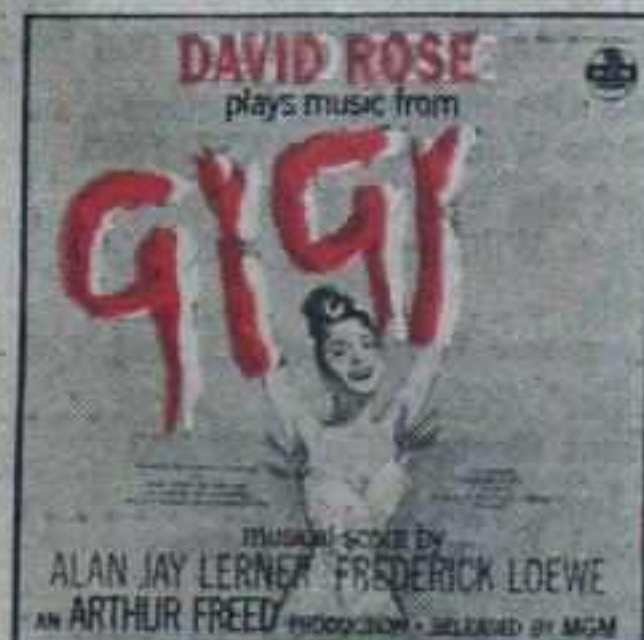
From the Irresistible
Romantic Motion Picture

Gigi

ONLY MGM RECORDS HAS THE
ORIGINAL CAST SOUND TRACK ALBUM



E3641ST



E3640



E3642

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING MARCH 1

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	1	6	Come Fly With Me Frank Sinatra, Capitol W 920	
2.	3	12	Warm Johnny Mathis, Columbia CL 1078	
3.	5	3	The Music Man Original Cast, Capitol WAO 990	
4.	17	3	The Late, Late Show Dakota Staton, Capitol T 876	
5.	2	101	My Fair Lady Original Cast, Columbia OL 5090	
6.	4	18	Pal Joey Sound Track, Capitol W 912	
7.	6	50	Around the World in 80 Days Sound Track, Decca DL 9046	
8.	7	21	Pat's Great Hits Pat Boone, Dot DLP 3071	
9.	8	63	Hymns Tennessee Ernie Ford, Capitol T 756	
10.	13	130	Oklahoma! Sound Track, Capitol SAO 595	
11.	15	40	Film Encores Mantovani, London LL 1700	
12.	10	18	Ricky Ricky Nelson, Imperial IMP 9048	
13.	16	20	Dukes of Dixieland, Vol. 3 Audio Fidelity, AFLP 1851	
14.	9	87	The King and I Sound Track, Capitol W 740	
15.	—	1	Concert By the Sea Erroll Garner, Columbia CL 833	
16.	—	1	Sam Cooke Sings Keen A 2001	
17.	12	34	Love Is the Thing Nat King Cole, Capitol W 824	
18.	21	6	Just One of Those Things Nat King Cole, Capitol W 903	
19.	—	3	Songs of the Fabulous Forties Roger Williams, Kapp KXL 5003	
20.	11	44	Songs of the Fabulous Fifties Roger Williams, Kapp KXL 5000	
21.	14	30	Spirituals Tennessee Ernie Ford, Capitol T 818	
22.	23	34	A Swingin' Affair Frank Sinatra, Capitol W 803	
23.	—	1	Muted Jazz Jonah Jones, Capitol T 839	
24.	—	11	'S Marvelous Ray Conniff, Columbia CL 1074	
25.	—	4	Dream Along With Me Perry Como, RCA Camden Cal 403	

• Review Spotlight on . . .

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

Popular Albums

PAT BOONE SINGS IRVING BERLIN (1-12")—Dot DLP 3077

Here's another solid commercial package by Boone—a sure chart bet, with appeal for teen fans and adults alike. Warbler registers strongly on 14 nostalgic Berlin tunes—"All Alone," "Always," "Say It With Music," etc. A "must," of course, for all pop deejays.

TILL (1-12")—Roger Williams With Marty Gold and Hal Kanner Orks. Kapp KL 1081

Current hits and pop hits of the past few years are contained in this tasteful set by Roger Williams, with orchestral backing. Title tune and such fine fare as "April Love," "Tammy," "Oh My Papa," and "The High and the Mighty" are performed with warmth by the pianist helped much by the Marty Gold and Hal Kanner Orks. Another solid commercial hit for Williams.

ALL THE WAY (1-12")—Jane Morgan and the Troubadors. Kapp KL 1080

Miss Morgan's effortless stylings make richly romantic Kapp-ital out of the album's title tune, as well as the swingingly Gallic "Melodie d'Amour," "Tammy," "Till" and "April Love" against velvety strings of the Troubadors. Lovely cover shot of the ash-blond thrush. Strong wax for dealers, and an excellent item for the jockey circuit.

ALL THROUGH THE NIGHT (1-12")—Fred Waring and the Pennsylvanians. Capitol T 936

An attractive and varied program. The chorus is equally listenable on their a cappella selections as on those with combo or full ork backing. Selections include "Greensleeves," "Any-

where I Wander" and "Autumn Leaves." This can move well.

Low-Price Pop Talent Album

THE WEST COAST OF BROADWAY (1-12")—Nancie Malcomb & Her Group. RCA Camden CAL 422

Nancie Malcomb is set for the biggest promotion Camden has ever given an artist—with special emphasis at the deejay level. This should have a bearing on sales. The thrush sings a dozen great tunes here, as "Mountain Greenery," "Bewitched" etc., handling them in a limpid jazz style. She plays a facile piano and is accompanied by a group of West Coast musicians. Packaging includes attractive cover and full set of notes. Good inventory.

Jazz Album

ELLA FITZGERALD SINGS THE DUKE ELLINGTON SONG BOOK (4-12")—Verve MG V 4010-4

There are few superlatives to adequately describe the exceptional quality of this four-disk album. As an artistic endeavor it has been flawlessly executed; as a commercial entity it is a common denominator among all music fans; and as an example of an American art form it's jazz memorabilia at its zenith. The artist's singing of Ellington's songs from the early 1930's thru the new specially penned "E & D Blues" with excellent ork backing by the Ellington crew is a masterpiece of wedding singer and

(Continued on page 32)

— Album Cover of the Week — NO SELECTION THIS WEEK.

• Most Played by Jockeys

FOR SURVEY WEEK ENDING MARCH 1

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

1. COME FLY WITH ME
Frank SinatraCapitol W 920
2. WARM
Johnny MathisColumbia CL 1078
3. 'S MARVELOUS
Ray ConniffColumbia CL 1047
4. MUSIC MAN
Original CastCapitol WAO 990
5. LESTER LANIN AT THE TIFFANY BALL
Lester LaninEpic LN 3010
6. JUST ONE OF THOSE THINGS
Nat King ColeCapitol W 903
7. WE GET LETTERS
Perry ComoVictor 1463
8. YOUNG IDEAS
Ray Anthony OrkCapitol T 866
8. JIMMIE RODGERS
Jimmie RodgersRoulette FPR 303
10. SING, BOY, SING
Tommy SandsCapitol T 929



Best Selling Pop EP's

FOR SURVEY WEEK ENDING MARCH 1

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1. JAILHOUSE ROCK
Elvis PresleyRCA Victor EPA 4114
2. RICKY
Ricky NelsonImperial EP 153
3. THE EVERLY BROTHERS
.Cadence CEP 105
4. HYMNS
Tennessee Ernie FordCapitol EAP 1-756
5. FOUR BY PAT
Pat BooneDot DEP 1057
6. PEACE IN THE VALLEY
Elvis PresleyRCA Victor EPA 4054
7. JOHNNY MATHIS
.Columbia EP B-8871
7. JUST A CLOSER WALK WITH THEE
Pat BooneDot DEP 1058
9. SAM COOKE SINGS
.Keen EP 2002
10. ELVIS
Elvis PresleyRCA Victor EPA 992

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

Payment enclosed

Bill me

Name _____ 788

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

ZORRO

WALT DISNEY'S
HOTTEST SINCE
DAVY CROCKETT!

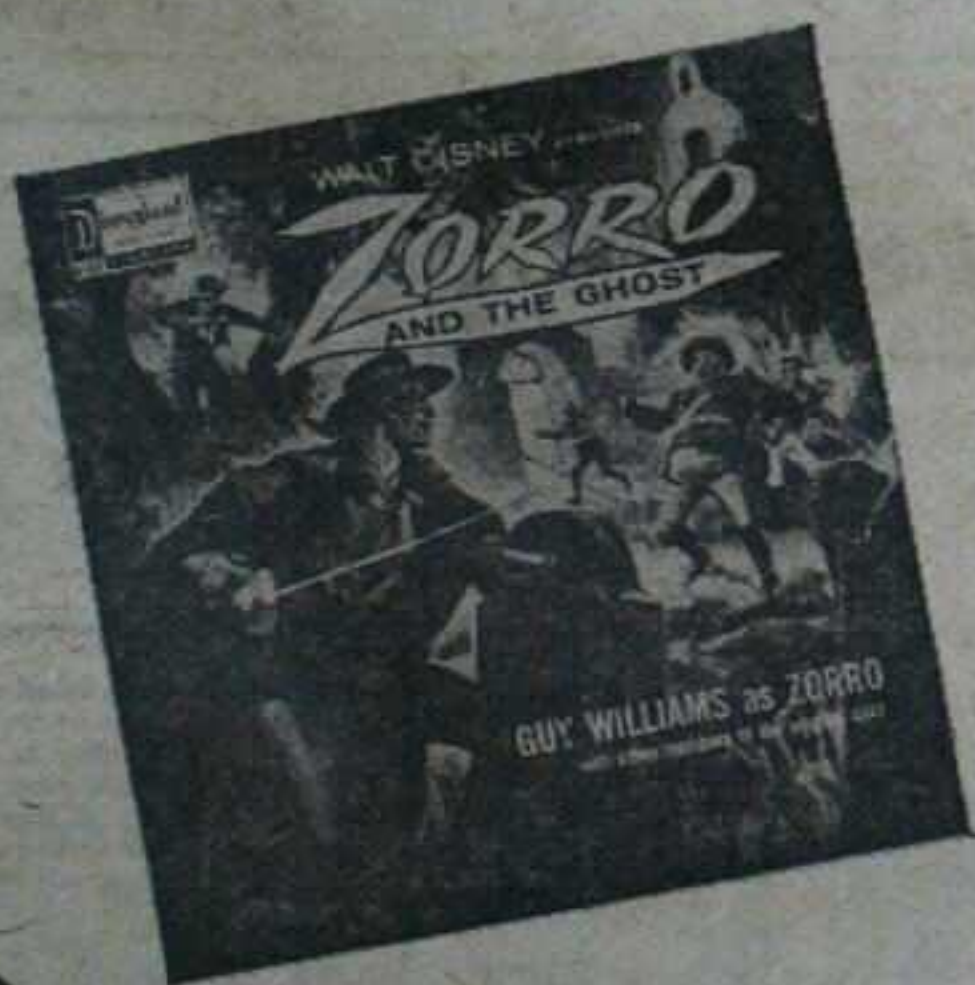
Stories on Records
With the Original TV Cast!

PACKAGED FOR SALES
AT EVERY LEVEL!

TWO 45 RPM EP'S
2 Stories Each:

Presenting Senor Zorro
Zorro Frees The Indians
DEP 3601-A

Zorro and The Ghost
Zorro's Daring Rescue
DEP 3601-B



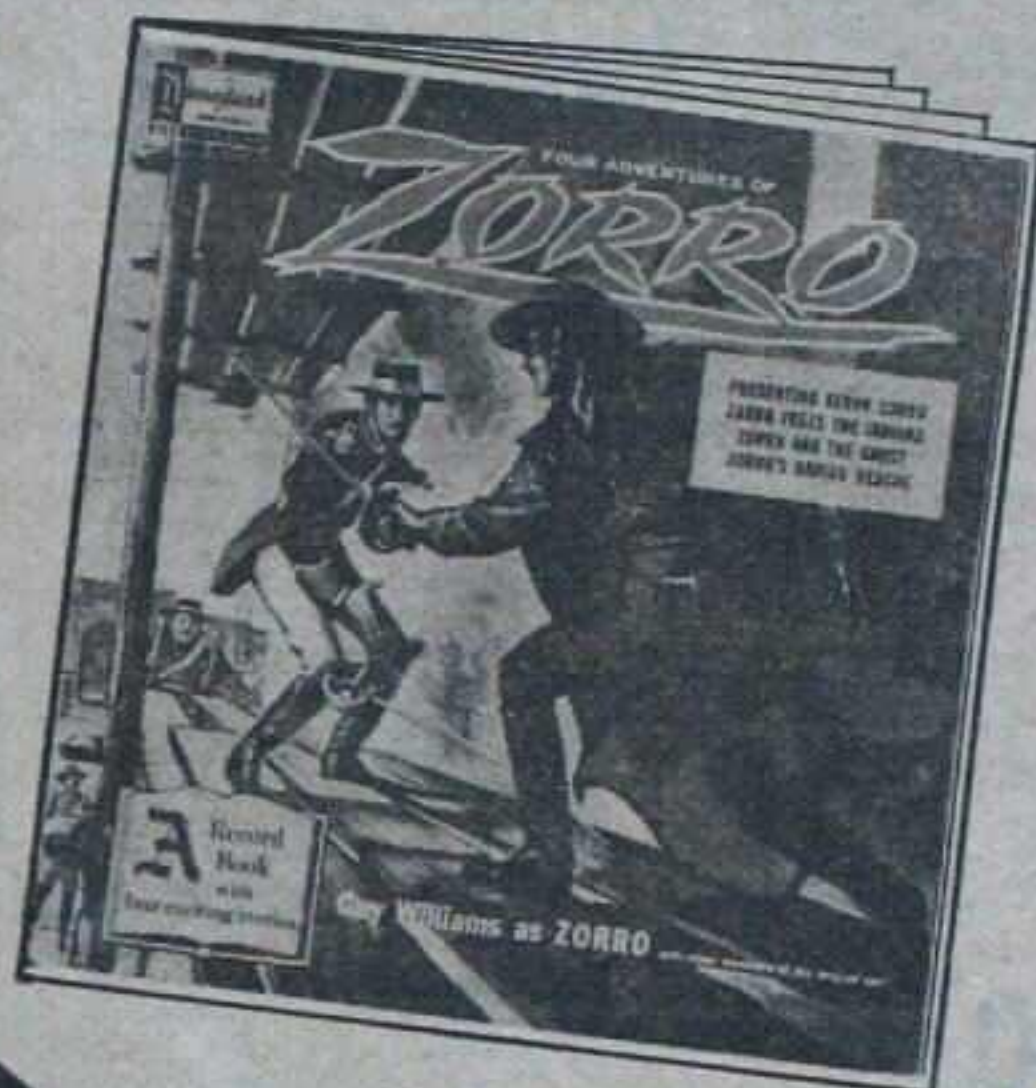
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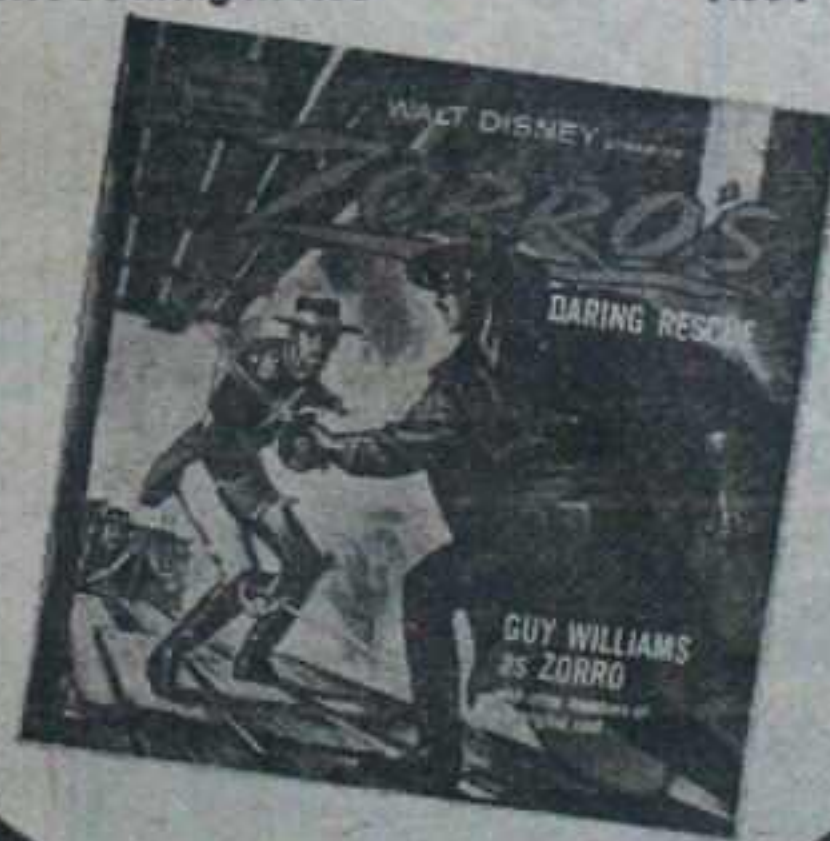
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Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

- SPOTLIGHT—Top demand, sure-fire merchandise
- ★★★★—Essential Inventory
- ★★★—Special Artistic Merit, Worth Pushing
- ★★★—For dealers who have the extra money and space
- ★—For dealers who stock everything
- Doesn't supersede other available versions

POPULAR ★★★★★

SONGS FROM "GIGI"
Gogi Grant, Tony Martin With Dennis Farnon Ork (1-12") RCA Victor LPM 1716

With the great interest in the forthcoming flick "Gigi" containing Lerner and Loewe's first score since "My Fair Lady," this set, with the same power of Gogi Grant and Tony Martin should have powerful appeal. The songs are lovely and they are performed stylishly by the duo; with Miss Grant contributing an outstanding performance. The orchestrations by Dennis Farnon are lush and listenable. Extra strong sales appeal here.

BUDDY HOLLY (1-12") Coral CRL 57218

Most of the selections have been released as singles. Holly's hit "Peggy Sue" and his current contender, "I'm Gonna Love You Too," are also included. Holly exercises his vocal gim-

nick well on the rockabilly tunes. Strongest appeal will be to teen buyers. Good cover shot of the artist.

POPULAR ★★★

ELECTRONIC ORGAN
Jack Anderson Quintet (1-12") Audio Fidelity AFLP 1856

Very interesting, well played program of music on the electronic organ performed by Jack Baldwin. Many styles of music, from sweet to Dixieland, the multiplicity of sound effects and the excellent recording make this a set that will interest organ fanciers and hi-fi fans.

DANCIN' WITH ANSON

Anson Weeks Ork. (1-12") Fantasy 3528
Vet maestro Anson Weeks presents a very salable piece of merchandise in his first LP. A name well known on the hotel circuit two decades ago, Weeks tunes up a potpourri of romantic standards styled for those who go back to the days of the Lambeth Walk, The Shag, and the Turkey Trot. "Mountain Greenery," "Dardanella," "In a Little Spanish Town" are some of the gems to be found here. Good sales potential.

POPULAR ★★

HIMS
Anita Ellis. Arranged and conducted by Hal Schaefer (1-12") Epic LN 3418

Vocal stylist Anita Ellis, turns in an impressive performance on a rather outre collection of oldies including such diverse items as "I'm Just Wild About Harry," "Piccolo Pete," "Porgy" and "Danny Boy." In spite of the lack of mood in the set, her unique style and the fine arrangements of Hal Schaefer should make this a wanted album among her loyal following.

MAGNIFICENCE

Margie Meinert, Organist (1-12") Fraternity F 1009

Margie Meinert, who has cut several albums for Fraternity, does a varied dozen standards on the Wurlitzer Electronic Organ, including "Dancing Tambourine," "Blue and Broken Hearted," "Brazil"—indicating the range of material. Performance and sound are excellent.

POPULAR ★

WASHINGTON AFTER DARK
(1-EP) Orbis 1005

LOW PRICE-POPULAR ★★★★★

SOUTH PACIFIC
Al Goodman Ork With Sandra Deel,

Review Spotlight on Albums . . .

Continued from page 30

musician. It's an album that will sell and sell in both categories. Also available in two volumes of two 12-inch LP's each—Verve MG V 4008-2 and 4009-2.

Classical Albums

FALLA: NIGHTS IN THE GARDENS OF SPAIN (1-12")—Artur Rubinstein, Pianist & San Francisco Symphony Ork. (Jorda), RCA Victor LM 2181

A magnificent interpretation of the Manuel de Falla work by Artur Rubinstein and the San Francisco Symphony Orchestra, under the baton of Enrique Jorda. The second side of the LP contains short piano selections by Granados, Albeniz, Falla and Mompou, all deftly performed by Rubinstein. In spite of the competition this set should turn into a hefty seller. Set is a Victor "Save on Records" selection for March.

BRAHMS: DOUBLE CONCERTO (1-12")—Mischa Mischakoff, Violinist; Frank Miller, Cellist & NBC Symphony Ork. (Toscanini), RCA Victor L 2178

A new Toscanini package, of course, is a sales bonanza anyway you slice it, and a valuable collector's item. Exciting performance is from the late conductor's NBC broadcast of November 13, 1948. Other strong versions are available (Oistrakh, Stern, Milstein, etc.) but this one is a "must."

THE BEST OF CARUSO (2-12")—RCA Victor LM 6056

A very attractive repackaging of the work of the noted tenor is this two-record set with notes by Frances Robinson, assistant manager of the Met. The sound is surprisingly good, considering the age of the original masters. The disks are loaded with much of Caruso's great performances, such as "Celeste Aida," "La Donna E Mobile," "Una Furtiva Lagrima" etc. An excellent offering.

Low-Price Children's Album

CHILDREN'S WONDERLAND OF MUSICAL STORIES (1-12")—Narrated by Victor Jory, Promenade 2072

Here's a potent entry for the racks. The \$1.49

Dickinson Ensham, Jimmy Carroll, Thelma Carpenter & The Guild Choristers (1-12") RCA Camden CAL 421

With the excitement being stirred up by the forthcoming movie version of the Rodgers and Hammerstein's "South Pacific," this "economy package" should grab a lot of sales. The music is played in fine style by the Al Goodman Ork and the singers, Sandra Deel, Dickinson Ensham, Jimmy Carroll and Thelma Carpenter are all first rate. A bargain for the \$1.98.

LOW PRICE-POPULAR ★★★

ROCK AND ROLL

By The Blazers (1-12") Columbia HL 7103

This new harmony release could develop into a strong seller. It contains 10 of the current rock and roll hits, performed in a manner similar to the original hit records. It is well recorded and the sound is good and gitty. Low price makes this a good lead item for racks and stores with a teen trade.

WAGONS WEST

Sons of the Pioneers (1-12") RCA Camden CAL 413

Beautiful Western desert scene sets off this package of standard Western material. Packaging is additionally aided by good notes by Tim Spencer on each of the songs, which include "Land Beyond the Sun," "Wagons West," "The Whiffenpoof Song," etc. Good sound. A buy at the price.

LOW PRICE-POPULAR ★★

POP PIPE ORGAN IN HI-FI

Guy Melody at the Organ (1-12") RCA Camden CAL 414

Good packaging, with colorful cover. Performances are excellent, with fine sound. Material includes such standards as "Stars Fell On Alabama," "Birth of the Blues," etc.

FOLK ★★

SCOTTISH FOLKSONGS FOR WOMEN

Sung by Loni Holland With Own Guitar Accompaniment (1-12") Folkways FG 3517

In her first LP, Loni Holland (accompanying self on guitar) sings with appealing simplicity on a group of Scottish folk songs "of and about" women. Selections (with lyrics enclosed in special booklet) include "Laddie With the Golden Hair," "Go Away From

LP spotlights six sure-fire kiddie items and strong narration stints by Jory, Jack Arthur, Janice Page, Toby Deane, John Bradford and Bobby Hooley. Titles include "Peter and the Wolf," "Cinderella," "Pinocchio," "Peter Pan," "Alice in Wonderland," and "Puff 'n' Toot." Hugo Peretti cut sides about six years ago as singles for Peter Pan label, but this is the first time they've been available on a low-priced LP.

Folk Album

RICHARD DYER-BENNET (1-12")—Dyer-Bennet J 1 & 3

The artist turns in his usual attractive performances on a variety of folk themes. His fans will recognize them from his concert appearances. Best-known selection in Volume 1 is "Down in the Valley." The other selections are relatively obscure. Volume 3 is highlighted by an expressive reading of "Go Down Moses." Top potential in folk market for both sets. Each contains a booklet with lyrics of the numbers.

Low-Price Folk Album

JOHN MCCORMACK SINGS IRISH SONGS (1-12")—RCA Camden CAL 407

The incomparable voice and style of McCormack are recaptured in this program of songs in which the tenor was at his most ingratiating. The vintage recordings, mostly acoustical, still reveal the singer's smooth beauty of voice and style. "Maecushla," "When Irish Eyes Are Smiling," "Mother Machree," "The Rose of Tralee" are among the sure-fire favorites aptly timed for upcoming St. Patrick's Day.

Special Merit Folk Album

BROWNIE MCGHEE & SONNY TERRY SING (1-12")—Folkways FW 2327

For the lover of down home blues, with that funky guitar and swamp-laden harmonica sound, this is it. Buyers of folk material—particularly folk blues—will love this package. An extra attraction is an authoritative set of notes by Charles Edward Smith. Material includes "John Henry," "Preachin' the Blues," etc. Pamphlet includes lyrics.

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SONGS OF THE SUFFRAGETTES
Sung by Elizabeth Knight With Guitar Accompaniment by Sol Jutzy (1-12") Folkways FW 5181

A fascinating document of the times leading up to granting of the vote to the fair sex. The Folkways disk is interesting only as a historical document, however. None of the music is distinguished, as the producers point out. It is a mélange of standard patriotic airs and hymns with lyrics written to convey the Suffragette's message. Performances by Elizabeth Knight and guitar accompanist, Sol Jutzy, are fine.

MOUNTAIN SONGS & VOYELING OF THE ALPS
Played and Sung by Fritz Liechli and Family (1-12") Folkways FW 8807

Attractive packaging and authentic, unusual material will please ethnic fans. German-Swiss lyrics, many unaccompanied, sung a bit politely. There are some full songs, plus yodels and fragments of chants, taken from folk festivals.

LATIN AMERICAN ★★★

MY BUENOS AIRES
Terig Tücel Ork (1-12") RCA Victor LPM 1593

Terig Tücel, arranger for noted singer Carlos Gardel, leads his tango ork in expert renditions of tangos written by Gardel, several other writers and himself. Instrumentalists are precise, finely integrated and receive the best of recording.

RELIGIOUS ★★★

ROCK OF AGES
Bill Carle (1-12") RCA Victor LPM 1584

Bill Carle's rich, firm voice showcases a dozen favorite gospel hymns.

Everybody benefits when everybody gives



the UNITED way

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The Cash Box Sleeper of the Week

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

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

ROY "BOOGIE-BOY" PERKINS (Ram 122)

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



**ANOTHER HIT
SOLD
TO MERCURY RECORDS
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"DROP TOP"

ROY PERKINS



RAM RECORDS

Deejays Into Masters Field

Continued from page 2

"On the Road" and "The Beat Generation." Randle is currently dickering with several different labels (including Verve, Atlantic, and Kapp) who wish to bring out the Kerouac LPs.

Last summer Randle waxed nine hours with Bill Broonzy, the day before he (Broonzy) was operated on. The jock opines that he has enough material from the all-night session to fill 15 12-inch LP's.

Auto Race Package

Other LP's sliced by Randle include "500 Miles to Glory," a hi-fi sound package on the Indianapolis auto races (sold to Mercury); plus albums by the Dixie Dandies and pianist George Quittner. He is currently readying a session with a new jazz group (electric guitar, electric bass and clarinet) which calls itself simply III.

Also active in master-making — altho not on as extensive a scale as Randle — are Barry Kaye, WAMP, Pittsburgh, who also operates in the music publishing field; George "Hound Dog" Lorenz, WKBW, Buffalo; Milt Grant, WTTG, Washington, D. C. (who is starting his own record label); Bill

Lamb, WBBC, Flint, Mich. (who has operated his own record label for some time); "Joeko" Henderson, WATV, Newark, N. J.; John Brantley, WOV, New York (he also works with Alan Freed); Jack Gale, WITH, Baltimore; Joe Smith, WMEX, Boston.

Henderson recently sold four sides to Atlantic, which released two on East-West and two on Alco. Brantley's most recent sale was "This Must Be the Place" (which also spots him as an artist) to Carlton Records. Gale cut two masters by a Baltimore group, the Howards, and sold them last month to ABC-Paramount. The tunes (including "Mimi Girl" and "Lola") were written by Gale and the Howards and the songs remain in Gale's firm, Jalo Music, Inc.

In addition, four jocks (Jim Lowe, Chuck Duncan, Eddie Hill and Carl Reves) at WRB, Dallas, recently formed their own record company, White Rock Records; while three Huntsville, Ala., spinners (Happy Wilson, Slim Lay and Dewey Webb) have formed a disk firm tagged Dash Records.

House Dubbing

Continued from page 2

produce the best results, such a manufacturer is contributing to the inequitable appropriation of the work product of others."

Brylawski further pointed out that the dissemination of such information is contributing to the unlawful practice. The copyright expert pointed to the case of the Metropolitan Opera Association vs. Wagner-Nichols Recorder Corporation as the law on the subject, and to the International News Service vs. Associated Press case, in which the principal of "taking another's work product has been frowned upon as unethical, unconscionable, etc."

Altho there is reported to be no legal precedent which specifically bars home recording of off-the-air or disk material, in the opinion of other experts in the field it most assuredly is against the law to sell such recordings or to charge admission to hear such recordings. Ostensibly one need not make a profit to be held in violation of the law.

GIVE TO DAMON RUNYON CANCER FUND

Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

MOZART: CONCERTO NO. 3 FOR VIOLIN & ORCH; HAYDN: CONCERTO NO. 1 FOR VIOLIN & ORCH. (1-12")—Alexander Zakin, Cembalist and Isaac Stern, Violinist Conducting the Columbia Chamber Orch. Columbia ML 5248

Enormously attractive playing of classical repertory. Stern's vigorous yet stylish efforts will be hard to surpass. Disking has no competition for Haydn work, and is certainly among the leaders in the field for Mozart concerto.

GLIERE: RUSSIAN SAILOR DANCE; KHACHATURIAN: SABRE DANCE; SMETANA: DANCES FROM "THE BARBERED BRIDE"; BRAHMS: HUNGARIAN DANCES (1-12")—Philadelphia Orch. (Ormandy). Columbia ML 5213

Bright, animated performances of dances by symphonic masters, mostly folk-inspired. Impeccable playing and realistic sound add to attractions of album which has initial advantage of highly popular material, altho often waxed.

SIBELIUS: EN SAGA, PORJOLA'S DAUGHTER, OCEANIDES, TAPIOLA (1-12") — Philadelphia Orch. (Ormandy). Columbia ML 5249

The famed Philadelphia sound and superb execution set these readings high among the various versions on hand. Grouping on disk is strong, offering excellent package of Sibelius tone-poems that span a quarter-century of composition.

POPS CAVIAR (1-12")—Boston Pops Orch. (Fiedler). RCA Victor LM 2282

Four venerable, and oft-recorded, musical chestnuts are treated nicely by the Boston Pops. "Russian Easter," "Steppes of Central Asia" and the dances and overture from "Prince Igor" give Fiedler a field day in fine, spacious sound. A good "basic library" item, with chance of support by regular Pops fans.

HAYDN: SYMPHONIES NOS. 106 & 101 (1-12") — London Symphony Orch. (Dorati). Mercury MG 50155

Exciting performances of the two often-recorded Haydn symphonies. Despite formidable competition, the set can move well. Dorati's excellent and exciting interpretations make full use of the wide range of dynamics offered in the works. Sound is a noticeable feature.

CLASSICAL ★★★

WALTON: CONCERTO FOR CELLO & ORCH; BLOCH: SCHELOMO (1-12")—Gregor Piatigorsky, Cellist & Boston Symphony Orch. (Munch). RCA Victor M 2109

News value is highest for Walton's new "Cello Concerto," worthy sequel to composer's popular violin and viola concertos. Piatigorsky's performance is at once suave and vital here, as in Bloch's impassioned rhapsody that has enjoyed lasting favor.

BERLIOZ: ROMAN CARNIVAL OVERTURE; BEETHOVEN: CORIOLANUS OVERTURE; SUPPE: MORNING, NOON AND NIGHT IN VIENNA OVERTURE; ELGAR: COCKAIGNE OVERTURE; BRAHMS: TRAGIC OVERTURE (1-12")—Royal Philharmonic Orch. (Beecham). Columbia ML 5247

This is an effective compilation of Beecham readings that have been released earlier, in different combinations. Styles and moods provide sharp variety, but the conductor's flair for pointed, individual interpretation proves equally at home in all.

SCHUMANN: MANFRED (2-12") — The B.B.C. Chorus and Royal Philharmonic Orch. (Beecham). Columbia ML 245

Premiere disk of romantic setting of Byron's poem, of which only the Overture has gained familiarity. Sensitive interpretation by Beecham blends orchestra and chorus in musical portions, which are dominated by dramatic spoken passages. Limited potential can be expected in stores after initial impact of novelty has waned.

GRIEG: PEER GYNT SUITE NO. 1, SYMPHONIC DANCES, ELEGIAC MELODIES (1-12")—Halle Orch. (Barbirolli). Mercury MG 50164

A well-stated and defined interpretation of "Peer Gynt" is the greatest appeal of the set. The four "Symphonic Dances" are played rather briskly. The two "Elegiac Melodies" are given romantic, graceful readings. Sound is excellent and can also be a lure. There is competition on all of the works.

LISZT: HUNGARIAN RHAPSODIES (1-12") — Gyorgy Cziffra, Piano. Angel 35429

Cziffra, something of a Liszt specialist, delivers brilliant performances, adapting his prodigious technique to congenial material. Should enjoy success in shops, following artist's previous Liszt offerings.

CLASSICAL ★★

MILHAUD: GLOBETROTTER SUITE; JOYS OF LIFE (1-12")—Chamber Orch. (Milhaud). Decca DL 9965

First recording of pleasant new works that bear strong imprint of composer's

facile melodic style. "Globetrotter Suite" is a musical travlog which draws on strongly marked national traits. "Joys of Life" evokes mood of ancient French court.

FAURE: DOLLY, PELLEAS ET MELIS ADE SUITE, MASQUES ET BERGMASQUES (1-12") — London Symphony Orch. (Flautoy & Foulet), Philharmonic Orch. of Hamburg (Wingrad). M-G-M E 3518

Delicate, charming selections by Faure are assembled here from previous issues on label. Package is strengthened by new arrangement, altho moderate potential must vie with identical coupling by competition.

FRANCK: PIECE HEROIQUE, CHORALE NOS. 1, 2 & 3 (1-12")—Marcel Dupre, Organist. Mercury MG 50168

Beautifully clear recording of some refined playing by the celebrated veteran organist. It is refreshing to hear this complex, subtle music from opaque, confused sounds of inadequate organ recording. Repertory already exists in several versions.

TCHAIKOVSKY: ROMEO & JULIET; PROKOFIEV: ROMEO & JULIET (1-12") — Berlin Philharmonic Orch. (Maazel). Decca DL 9967

Young American maestro leads good performances of nicely programmed works. Sound is respectable and general quality is good, but competition by big-name conductors will keep this within modest bounds.

PARSIFAL: DIVERTIMENTO DEL SUR; SONATA IN G FOR PIANO (1-12")—Jesus Maria Sanroma, Pianist & Casals Festival Orch. (Katzins). Cook 1861

Unusually faithful sound has been captured in this attractive work for string orchestra with flute and clarinet. Young Puerto Rican composer writes in style that

(Continued on page 36)

Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

PORTRAIT OF SHORTY
Shorty Rogers & His Giants (1-12") RCA Victor LPM 1561

Excellent big band brand of West Coast jazz. All of the themes were written by Shorty Rogers. Several of the top Coast musicians are included in the band. Fluent solos are sparked and complemented by Rogers' distinctive contrapuntal moving chords. Rogers is heard on both trumpet and flugelhorn. Choice for those who like the West Coast Sound. A "Save On Records" selection for March.

JAZZ ★★

THE NEW CLAVICHORD
Red Camp, Clavichordist (1-12") Cook 1133

Engineer Emory Cook and jazz-man Red Camp rise to the challenge of the unusual twanging sound of the classical clavichord. Camp's musings at the keyboard lean strongly on improvisation. Results make for interesting novelty, well recorded, and packaged in original transparent container that shows off fine pressing on blue disk.

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Midnight

Hugo Winterhalter

Orch.

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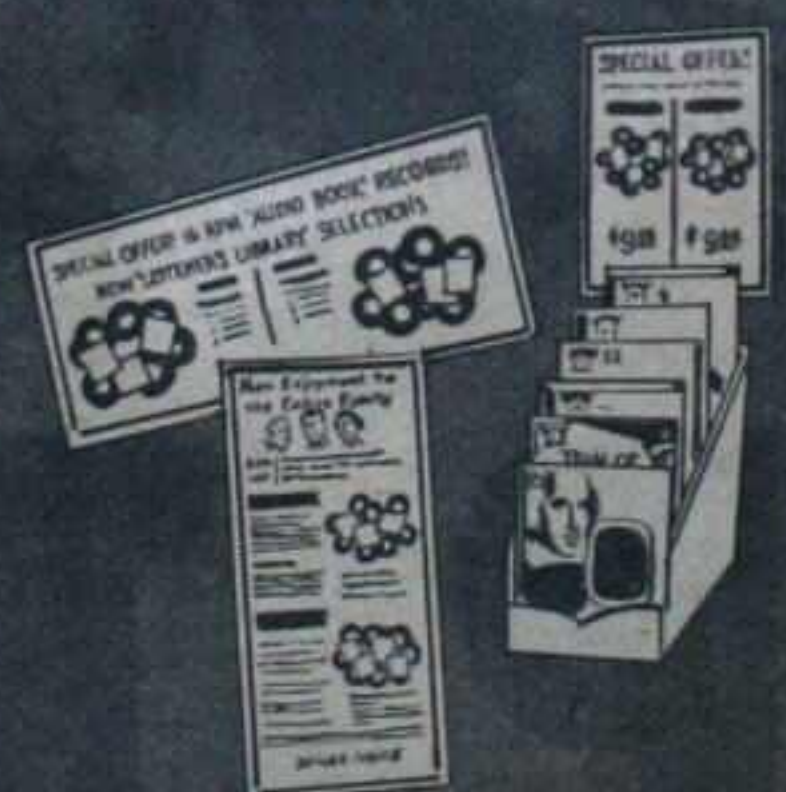
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• Reviews and Ratings of New Classical Albums

• Continued from page 34

is modern but not forbidding. His "Piano Sonata" is brilliantly played by compatriot Sanroma.

FAURE: SHYLOCK; LALO: DIVERTISSEMENT (1-12")—Philharmonia Orch. of Hamburg (Stelnecke) With Frederick Widemann, Tenor. M-G-M E 3520

The reticent beauty of two impressionistic French works is ably presented. The phantom orchestra plays with competence and industry, if not French esprit. Accurate, well-balanced sound. Can sell to the small, steadily growing market for this period.

CLASSICAL ★

GRIFFES: SONATA FOR PIANO; DANE RUDHYAR: GRANITES; BEN WEBER: EPISODES (1-12")—William Masselos, Pianist. M-G-M E 3556

ORGAN MUSIC BY MODERN COMPOSERS VOL. 2 (1-12")—Richard Ehsaesser, Organist. M-G-M E 3585

LOW PRICE-CLASSICAL ★★★★★

ALEXANDER KIPNIS IN RUSSIAN OPERA (1-12")—With RCA Victor Symphony Orch. (Berezowsky). RCA Camden CAL 415

Rich characterization, fine voice and artistic conceptions are offered in this re-issued material by the noted bass. Dramatic selections are taken chiefly from "Boris Godounoff," with additional material from "Eugen Onegin," "Sadko," "Prince Igor" and "Rousalka." Vocal enthusiasts will welcome this.

SEMI-CLASSICAL ★

CLAIR DE LUNE
The Philadelphia Piano Orch (Knisley)
(1-12") Epic LN 3435

Tango Boogie
Hugo Winterhalter
Orch.
47/20-7182
RCA VICTOR

GIVE TO DAMON RUNYON
CANCER FUND

Our Readers Write Us

• Continued from page 18

commenting on, as every letter I received was friendly.

The biggest thing of all that happened was that George Hamilton IV came to visit us. It was fabulous! "George Hamilton IV on Campus" is selling great in this area and I know "Now and for Always" will be bigger than "Why Don't They Understand?"

Thanks again for publishing my letter. I guess our little stations will have enough records now!

Linda Varney

R. D. 1

Fort Edward, N. Y.

• Song-plugger Varney enclosed a clipping from her local paper, describing the visit of George Hamilton IV. It said, in part, that a reception for the singer was held at the Varney home and that 100 of his friends, including 15 disk jockeys of the area attended.—Editor.

Want to Double Sales?

To the Editor:

The writer, a merchandiser, has an idea to be used in the packaging and perhaps the manufacturing of records.

The plan I have would not increase the cost in production and could increase the volume of sales at least double.

I would like to have somebody in the record industry take my idea and inject same into the business and control same.

A. Brown

538½ Church Lane

Yeadon, Pa.

More About Racks

To the Editor:

Hurrah for H. S. Stewart, of Watertown, Mass., and Mrs. Clyde Littleton, of Lenoir City, Tenn. They express my feelings exactly.

We have been in business for 25 years, and 15 of those years we have sold phonograph records. Our population is not quite 10,000 people, and there are eight places in town selling records. Our record shop and seven rack-jobber places. They are placed in grocery stores, 10-cent stores, a furniture store and a dry goods store. Don't tell me they help our business!

We can't remember every cus-

tomers that comes in, but let a customer get a defective record and to whom do they return it? To the grocery or furniture store? Not on your life. They bring it to us. What are we to do? Make a customer mad who might come in and buy from us sometime?

Also, we handle record carrying cases, replacement needles, phonographs, books, pamphlets on records and record carrying bags, which are expensive. We subscribe to trade papers and magazines to keep on the latest records. We order the records, the distributor is temporarily out of stock, we can't supply our customers. However, the rack jobber has them, so the customer goes to the grocery, furniture or 10-cent store.

Do any of the above stores stock these items? No! Their records are factory sealed for protection from dirty fingers, the customer does not get to play them. We stand here for an hour playing records for kids who only buy one record. I ask you, do you think it's fair to take the cream of the crop away from us and give it to the stores that have no business selling records? If they help our business so darn much, then all record dealers should begin to stock groceries and drugs to help out those dealers.

The records in these stores are put in on consignment. They pay only for what has been sold. We're supposed to carry a much larger stock. We get no returns, no consignments, no guarantees. We sell for 10 cents 78's and 45's that have died a sudden death.

The salesmen needn't come around with their deferred billing, club plans and deals where an owner has to buy \$300, \$500 or \$800 in merchandise to get the deal. Let the rack jobber buy them.

I buy now from a one-stop. Fast service, no back orders, all labels in one shipment (no buying of 25 records before they'll ship any records). One check to write at the end of the month, any defective records or wrong numbers shipped can be returned without writing for permission, and credit will be issued. The companies will replace them with the same number you return. But in the mean-

DO IT YOURSELF

Every Man His Own Sign Printer

The Morgan Sign Machine Company, of Chicago, encourages dealers to make their own display signs by offering tips on writing sign copy. The firm says its easy. The dealer only has four factors to remember in creating an effective display sign.

Copy Points

The four major copy points for a good sign are these:

- 1) The lead line, in which the sign gives benefits, creates desire or gets attention.
- 2) The headline, which gives the brand name and/or descriptive name of item.
- 3) Descriptive information (the major selling points of the product).
- 4) The price.

As an illustration, here's how the copy points would apply to a display sign for a phonograph:

- 1) Hearing Is Believing!

Allied Tuner

• Continued from page 18

magnetic cartridge, ceramic cartridge, microphone, and tape recorder or crystal phono. Two output jacks for amplifier and for feeding a tape recorder are included.

This new unit is guaranteed for one year and is priced at \$139.50.

time a couple of months have passed, and the number is no longer selling. So it goes on the 10-cent table, which if they had been shipped right in the first place we could have sold for full price.

I got rather wound up in writing this, but it's a situation that has rubbed me the wrong way ever since rack jobbers came to town. We can't blame them too much. The blame is on the companies that supply these jobbers. I wish something could be done. Anyone have any suggestions?

Evelyn McMurray
White Electric Company
Herrin, Ill.

2) XYZ's New Hi-Fi Phonograph.

3) Three speakers! Diamond needle! Play All Speeds!

4) \$129.95

Other Factors

The Morgan Company underscores the need for short punchy copy. Telegraphic copy that reads fast, they point out, has been found to do the maximum selling at the point of customer contact. The message must be clear and concise.

Surveys have shown that shoppers want information such as: Maker's name, brand name, range of models. And research has shown that a lead line that creates desire to own increases sales up to 24 per cent.

Contact advertising, such as in-store display signs, work where the shopper, the product and the money get together. The copy must inform the shopper and carry enough appeal to complete a sale.

The Morgan Sign Machine Company manufactures the "Line-O-Scribe" complete line of sign-making equipment. The "Line-O-Scribe" sells for \$175, including ink, type and everything necessary to produce an effective sign. The copy is up to the dealer. But, with the information above, this should be no problem.

Capitol's Faith

• Continued from page 3

have been secured in Chicago and in Los Angeles.

The firm's new plant will be located adjacent to the branch at a key central location within five minutes from downtown Los Angeles and within easy access to all major freeways in the city. Existing pressing and plating equipment will be moved to the new site, while the capacity of the L. A. plant will also be greatly increased. Label will continue to use compression equipment.



BEST SELLING POP SINGLES IN STORES

FOR SURVEY WEEK ENDING FEBRUARY 22, 1958

5. TWENTY-SIX MILES (BMI)— Four Preps 14 4 It's You (ASCAP)—Cap 3845	22. THE WALK (BMI)— JIMMY McCRACKLIN — 1 I'm to Blame (BMI)—Checker 885	39. BEEN SO LONG (BMI)— PASTELS — 1 My One and Only Dream (BMI)—Argo 5287
6. OH, JULIE (BMI)—Crescendos 10 8 My Little Girl (BMI)—Nasco 6005	23. TEQUILA (BMI)—The Champs — 1 Train to Nowhere (BMI)—Challenge 1016	40. SHE'S NEAT (ASCAP)—Dale Wright . 38 3 Say That You Care (ASCAP)—Fraternity 792
7. SWEET LITTLE SIXTEEN (BMI)—CHUCK BERRY 19 3 Reelin' and Rocking (BMI)—Chess 1683	24. APRIL LOVE (ASCAP)— Pat Boone 18 18 When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660	41. GREAT BALLS OF FIRE (BMI)— Jerry Lee Lewis 24 14 YOU WIN AGAIN (BMI)—Sun 281

SKYROCKETING to the Charts!

"YEA-YEA"
KENDALL SISTERS
Argo 5291

"BOOK OF LOVE"
THE MONOTONES
Argo 5290

CHESSE
PRODUCING CO.

2120 South Michigan Ave.
Chicago, Illinois

hot! hot! hot!



Jimmie Rodgers

will have long hot hit with

"THE LONG HOT SUMMER"

R-4045

From the 20th Century Fox
Cinemascope prod.



A Sound Bet.....Buy



R O U L E T T E

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending March 1

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Sugartime		1 9	6. Sail Along Silvery Moon		4 8
By Charlie Phillips-Odis Echols—Published by Noi-Ya-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlie Phillips, Coral 61908.			By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP) BEST SELLING RECORD: Billy Vaughn, Dot 15661. RECORD AVAILABLE: Karen Chandler and Her Jacks, Decca 30537.		
2. Catch a Falling Star		2 7	7. Sweet Little Sixteen		13 2
By Paul Vance-Lee Pockris—Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.			By Chuck Berry—Published by Ark Music (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1683.		
3. Don't		3 6	8. Short Shorts		8 6
By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7150.			By T. Austin & B. Gandio—Published by Admiration (BMI) BEST SELLING RECORD: Royal Teens, ABC-Paramount 9882. RECORDS AVAILABLE: Tiny Bradshaw, King 5114; Four Winds, Decca 175.		
4. Get a Job		5 7	9. Oh, Julie		9 7
By Silhouettes—Published by Ulysses & Bagby, Wildcat (BMI) BEST SELLING RECORD: Silhouettes, Ember 1029. RECORD AVAILABLE: Mills Brothers, Dot 15695.			By Moffett-Ball—Published by Excellorec (BMI) BEST SELLING RECORD: Crescendos, Nasco 6005. RECORDS AVAILABLE: Sammy Salvo, Vic 7097; Otis Williams and his Charms, Deluxe 6158.		
5. Twenty-Six Miles		7 5	10. Swinging Shepherd Blues		12 5
By Glenn Larsen-Bruce Belland—Published by Beechwood (BMI) BEST SELLING RECORD: Four Preps, Cap 3845.			By Moe Koffman—Published by Benell Music (BMI) BEST SELLING RECORDS: Moe Koffman Quartet, Jubilee 5311; Johnny Pate Quintet, Federal 12312; David Rose Ork, M-G-M 12608. RECORDS AVAILABLE: Kirk Stuart, Jolee 832; David Terry, Vic 7153.		
Second Ten					
11. At the Hop		6 14	16. The Stroll		15 9
By Singer-Medora-White—Published by Singular (BMI) BEST SELLING RECORD: Danny and the Juniors, ABC-Paramount 9871. RECORD AVAILABLE: Nick Todd, Dot 15675.			By Clyde Otis-Nancy Lee—Published by Meridian Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71242. RECORDS AVAILABLE: Donnie Elbert, Deluxe 6156; Lancers, Coral 61930.		
12. You Are My Destiny		10 5	17. Oh-Oh, I'm Falling in Love Again		17 3
By Paul Anka—Published by Pamco (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9880.			By Hoffman-Manning-Mark Well—Published by Planetary Music (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4045.		
13. Magic Moments		14 7	18. Are You Sincere?		20 3
By Hal David-Bert Bacharach—Published by Famous Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.			By W. Walker—Published by Peer International (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1340.		
14. Tequila		23 2	19. A Wonderful Time Up There		- 1
By Chuck Rio—Published by Jat Music (BMI) BEST SELLING RECORDS: Champs, Challenge 1016; Eddie Platt, ABC-Paramount 9899. RECORD AVAILABLE: Stan Kenton, Capitol 3928.			By Abernathy—Published by Fowler (BMI) BEST SELLING RECORD: Pat Boone, Dot 15690.		
15. It's Too Soon to Know		19 3	20. Witchcraft		16 7
By Chessler—Published by E. H. Morris & Co. (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15690. RECORDS AVAILABLE: Duke Mitchell, Liberty 55031; Johnny Otis, Cap 3802.			By Cy Colerjian-Carolyn Leigh—Published by Edwin H. Morris, Inc. (ASCAP) BEST SELLING RECORD: Frank Sinatra, Cap 3859.		
Third Ten					
21. April Love		11 20	26. Maybe		22 2
By Fain & Webster—Published by Leo Feist (ASCAP) RECORD AVAILABLE: Pat Boone, Dot 15660.			By Casey-Goldner—Published by Figure Music (BMI) RECORD AVAILABLE: Chantels, End 1005.		
22. Who's Sorry Now?		27 2	27. Don't Let Go		18 6
By Snyder-Calmar-Ruby—Published by Mills (ASCAP) RECORD AVAILABLE: Connie Francis, M-G-M 12588.			By J. Stone—Published by Roosevelt Music (BMI) RECORDS AVAILABLE: Roy Hamilton, Epic 9257; Billy Williams, Coral 61932.		
23. The Walk		- 1	28. Belonging to Someone		- 2
By McCracklin & Garlie—Published by Arc (BMI) RECORD AVAILABLE: Jimmy McCracklin, Checker 885.			By Hoffman-Manning—Published by Lear Music (ASCAP) RECORD AVAILABLE: Patti Page, Mercury 71247.		
23. Good Golly, Miss Molly		- 1	29. Dede Dinah		24 5
By Marascalco & Blackwell—Published by Venice Music (BMI) RECORDS AVAILABLE: Little Richard, Specialty 624; Valiants, Keen 34004.			By Miracucci & De Angelis—Published by Deomar (ASCAP) RECORD AVAILABLE: Frankie Avalon, Chancellor 1011.		
25. Ballad of a Teenage Queen		27 2	30. All the Way		26 18
By J. Clement—Published by Knox Music (BMI) RECORD AVAILABLE: Johnny Cash, Sun 283.			By Sammy Cahn-James Van Heusen—Published by Maravilla Music (ASCAP) RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Dec 30453; Norville Reid/J. Pleis, Dec 30444; Walter Scharf, Jubilee 5300; Frank Sinatra, Cap 3793.		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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.

Capitol **B** **u** **y** **b** **o** **a** **r** **d**

4 TOP STARS in 4 GREAT NEW EPs



FRANK SINATRA EAP 1-1013
4 of Frank's recent great tunes!



26 MILES EAP 1-1015
Hit singles now in one top album!



JONAH JONES EAP 1-1014
Jonah's swingin' trumpet with tunes from top long-play albums!



COUNTRY MUSIC HOLIDAY EAP 1-921
Great songs from the new Paramount Picture starring Ferlin Husky, Faron Young, and Zsa Zsa Gabor!

...IT'S CAPITOL FOR THE GREATEST IN ALL MARKETS!

R&B

NICK GREENE
Orchestra Conducted by Jack Marshall

MY ADOBE HACIENDA
THE BLUES DOWN HOME

Record No. 3935

POP

ANDY GRIFFITH
Orchestra Conducted by Dick Reynolds

THANK HEAVEN FOR LITTLE GIRLS
From the MGM Motion Picture "Gig"

ANDY'S LAMENT

Record No. 3938

C&W

WANDA JACKSON

JUST A QUEEN FOR A DAY
HONEY BOP

Record No. 3941

POP

The JORDANAIREs
with Marvin Hughes' Orchestra

LITTLE MISS RUBY
From the Paramount Picture "Country Music Holiday"

ALL I NEED IS YOU

Record No. 3940

POP

LES PAUL and MARY FORD
Orchestra under the direction of David Terry

SMALL ISLAND
MORE AND MORE EACH DAY

Record No. 3934

3 NEW HIT RECORDINGS by BRIGHT NEW ARTISTS!

DO and DENA FARRELL
with Brian Fahey's Combo

YOUNG MAGIC
NEW LOVE TONIGHT

Record No. 3942

DON LANG
and His Frantic Five

RAMSHACKLE DADDY
HAND JIVE

Record No. 3937

THE STYLEMASTERS

THE CHAPEL
DID YOU EVER SEE A DREAM WALKING

Record No. 3936



BEST SELLING POP SINGLES IN STORES

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FOR
SURVEY WEEK
ENDING
MARCH 1, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. DON'T (BMI)—Elvis Presley	1	7	18. BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash	21	5	35. TEQUILA (BMI)—Eddie Platt	-	1
I BEG OF YOU (BMI)—Victor 7150			Big River (BMI)—Sun 283			Popcorn (BMI)—ABC-Paramount 9899		
2. GET A JOB (BMI)—Silhouettes	2	8	19. DEDE DINAH (ASCAP)—Frankie Avalon	18	7	36. YOU CAN MAKE IT IF YOU TRY (BMI)—Gene Allison	-	2
I Am Lonely (BMI)—Ember 1029			Ooh La La (ASCAP)—Chancellor 1011			Hey, Hey, I Love You (BMI)—Vee Jay 713		
3. SWEET LITTLE SIXTEEN (BMI)—Chuck Berry	7	4	20. MAYBE (BMI)—Chantels	17	8	37. JO-ANN (BMI)—Playmates	29	8
Reelin' and Rocking (BMI)—Chess 1683			Come My Little Baby (BMI)—End 1005			You Can't Stop Me From Dreaming (BMI)—Roulette 4037		
4. A WONDERFUL TIME UP THERE (BMI)—Pat Boone	10	4	21. DON'T LET GO (BMI)—Roy Hamilton	14	8	38. "7-11" (BMI)—Gone All Stars	30	2
IT'S TOO SOON TO KNOW (ASCAP)—Dot 15690			The Right to Love (BMI)—Epic 9257			Down Yonder Rock (BMI)—Gone 5016		
5. SHORT SHORTS (BMI)—Royal Teens	4	6	22. STOOD UP (BMI)—Ricky Nelson	15	11	39. ANGEL SMILE (BMI)—Nat King Cole	33	3
Planet Rock (BMI)—ABC-Paramount 9882			WAITIN' IN SCHOOL (BMI)—Imperial 5483			Back in My Arms (BMI)—Cap 3860		
6. OH, JULIE (BMI)—Crescendos	6	9	23. ARE YOU SINCERE? (BMI)—Andy Williams	19	4	40. SWINGING SHEPHERD BLUES (BMI)—Moe Koffman Quartet	-	4
My Little Girl (BMI)—Nasco 6005			Be Mine Tonight (BMI)—Cadence 1340			Hambourg Bound (BMI)—Jubilee 5311		
7. TWENTY-SIX MILES (BMI)—Four Preps	5	5	24. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers	25	4	41. APRIL LOVE (ASCAP)—Pat Boone	24	19
It's You (ASCAP)—Cap 3845			The Long Hot Summer (ASCAP)—Roulette 4045			WHEN THE SWALLOWS COME BACK TO CAPISTRANO (ASCAP)—Dot 15660		
8. CATCH A FALLING STAR (ASCAP)—Perry Como	3	7	25. BEEN SO LONG (BMI)—Pastels	39	2	42. LIECHTENSTEINER POLKA (ASCAP)—Will Glahe	34	17
MAGIC MOMENTS (ASCAP)—Vic 7128			My One and Only Dream (BMI)—Argo 5287			Schweitzer Polka (BMI)—London 1735		
9. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn	8	12	26. BREATHLESS (BMI)—Jerry Lee Lewis	-	1	43. MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" (ASCAP)—Mitch Miller	27	8
RAUNCHY (BMI)—Dot 15661			Down the Line (BMI)—Sun 288			Hey, Little Baby (BMI)—Col 41066		
10. WHO'S SORRY NOW (ASCAP)—Connie Francis	20	2	27. MAYBE BABY (BMI)—Crickets	-	1	44. SWINGING SHEPHERD BLUES (BMI)—Johnny Pate Quintet	43	3
You Were Only Fooling (ASCAP)—M-G-M 12588			Tell Me How (BMI)—Brunswick 55053			The Elder (BMI)—Federal 12312		
11. THE WALK (BMI)—Jimmy McCracklin	22	2	28. LA DEE DAH (BMI)—Billy and Lillie	16	9	45. BAD MOTORCYCLE (BMI)—Storey Sisters	-	1
I'm to Blame (BMI)—Checker 885			The Monster (BMI)—Swan 4002			Sweet Daddy (BMI)—Cameo 126		
12. TEQUILA (BMI)—The Champs	23	2	29. CLICK CLACK (BMI)—Dickey Doo and the Don'ts	38	4	46. COME TO ME (ASCAP)—Johnny Mathis	49	4
Train to Nowhere (BMI)—Challenge 1016			Did You Cry (BMI)—Swan 4001			When I Am With You (ASCAP)—Col 41062		
13. THE STROLL (BMI)—Diamonds	11	10	30. ROCK AND ROLL IS HERE TO STAY (BMI)—Danny and the Juniors	47	2	47. SO TOUGH (BMI)—Casuals	42	2
Land of Beauty (BMI)—Mercury 71242			School Boy Romance (BMI)—ABC-Paramount 9888			I Love My Darling (BMI)—Back Beat 503		
14. AT THE HOP (BMI)—Danny and the Juniors	9	14	31. WITCHCRAFT (ASCAP)—Frank Sinatra	28	6	48. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	41	15
Sometimes (BMI)—ABC-Paramount 9871			Tell Her You Love Her (BMI)—Capitol 3859			You Win Again (BMI)—Sun 281		
15. SUGARTIME (BMI)—McGuire Sisters	13	10	32. WE BELONG TOGETHER (Robert and Johnny)	32	2	49. THIS LITTLE GIRL OF MINE (BMI)—Everly Brothers	37	4
Banana Split (BMI)—Coral 61924			Walking in the Rain—Old Town 1047			Should We Tell Him (BMI)—Cadence 1342		
16. YOU ARE MY DESTINY (BMI)—Paul Anka	12	7	33. BETTY AND DUPREE (BMI)—Chuck Willis	-	1	50. SHE'S NEAT (ASCAP)—Dale Wright	40	4
When I Stop Loving You (BMI)—ABC-Paramount 9880			My Crying Eyes (BMI)—Atlantic 1168			Say That You Care (ASCAP)—Fraternity 792		
17. GOOD GOLLY, MISS MOLLY (BMI)—Little Richard	26	3	34. THE LITTLE BLUE MAN (BMI)—Betty Johnson	36	2			
Hey-Hey-Hey-Hey (BMI)—Specialty 624			Winter in Miami (ASCAP)—Atlantic 1169					

THIS WEEK'S BEST BUYS

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

DINNER WITH DRAC (Parts I & 2) (Mayland, BMI)—John Zacherle—Cameo 130—This is a strong disk in all marts. A previous Billboard "Spotlight" pick.

THE COLLEGE MAN (Knox, BMI)—Bill Justis—Phillips International 3522—This looks like a smash successor to "Raunchy." It's doing well in all major markets. Flip is "The Stranger" (Knox, BMI). A previous Billboard "Spotlight" pick.

YOU WERE MADE FOR ME (Andrea, BMI)—Sam Cooke—Keen 4009—All markets report strong sales for the platter. Flip is "Lonely Island" (Happy House, ASCAP). A previous Billboard "Spotlight" pick.

LAZY MARY (Shapiro-Bernstein, ASCAP)—Lou Monte—RCA Victor 7160—The disk is strongest in the Middle Atlantic and New England areas. It's also climbing in other major markets. Flip is "Angelique" (Clara, ASCAP).

BIG GUITAR (Time, BMI)—Owen Bradley—Decca 30564—The side has been out for several weeks. It's now started to perk in most of the top marts. Flip is "Sentimental Dream" (Forrest, BMI). A previous Billboard "Spotlight" pick.



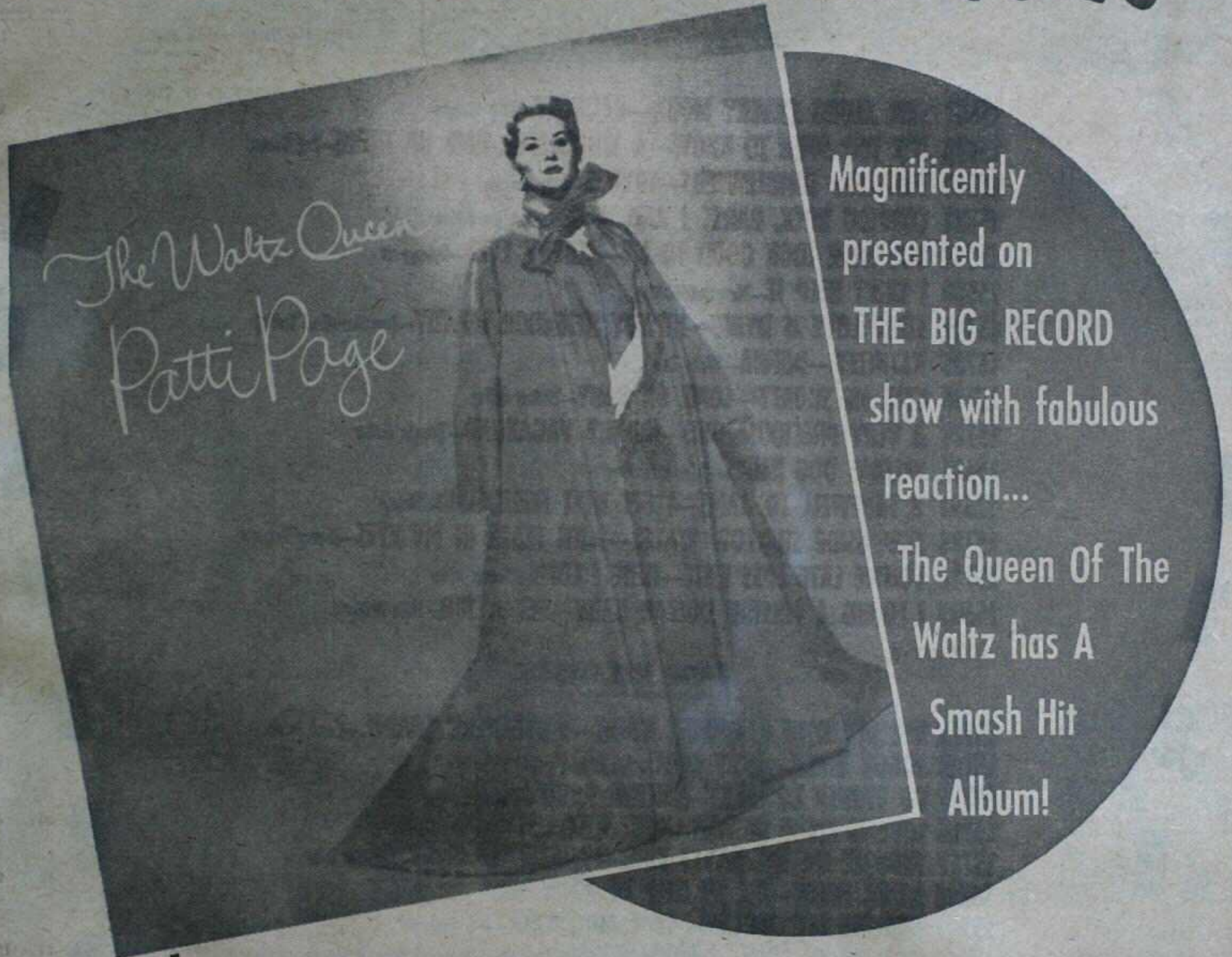
RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING MARCH 1

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- Lollipop **Chordettes**
(BMI) Cadence 1345
- Oh, Lonesome Me **Don Gibson**
(BMI) RCA Victor 7133
- Big Guitar **Owen Bradley**
(BMI) Decca 30564

The **BIG** Album!



*The Waltz Queen
Patti Page*

Magnificently
presented on
THE BIG RECORD
show with fabulous
reaction...

The Queen Of The
Waltz has A
Smash Hit
Album!

PATTI PAGE

MERCURY MG 20318



Still The Big Hit Ballad

BELONGING TO SOMEONE

MERCURY 71247

*Dot's***PARADE of BEST SELLERS**

- 15661 **SAIL ALONG SILVERY MOON—RAUNCHY**—Billy Vaughn
 15690 **IT'S TOO SOON TO KNOW—A WONDERFUL TIME UP THERE**—Pal Boone
 15710 **TUMBLING TUMBLEWEEDS—TRYING**—Billy Vaughn
 15711 **CORRIDO ROCK, PARTS I AND II**—(Handsome) Jim Balcom
 15712 **YOU SURE LOOK GOOD TO ME—STARRY EYES**—Hillfoppers
 15680 **I CAN'T HELP IT**—Margaret Whiting
 15700 **YOUR LOVE IS DYING—HOWDY NEIGHBOR HOWDY**—Don Reno-Red Smiley
 15705 **KATHLEEN—DONNA**—Wally Lewis
 15706 **CALL ME SHORTY—COME ON BABY**—Mickey Gilley
 15708 **A VERY PRECIOUS LOVE—JOHNNY VAGABOND**—Bonnie Guitar
 15683 **YELLOW DOG BLUES**—Johnny Maddox
 15691 **A FAREWELL TO ARMS—I GET THAT FEELING**—Gale Storm
 15704 **STEP ASIDE SHALLOW WATER—WITH TEARS IN MY EYES**—Jimmy Newman
 15721 **YOU'RE LATE MISS KATE—HERE I COME**—Jimmy Dee
 15695 **I FOUND A MILLION DOLLAR BABY—GET A JOB**—Mills Brothers

NEW RELEASES

- 15713 **DEE JAY WITH A BROKEN HEART—WAYFARERS' CHAPEL**—Carol Jarvis
 15714 **FOGGY RIVER—BABY DOLL**—Joe Allison
 15715 **I'D RATHER BE LUCKY—PUCKER PAINT**—Danny Wolfe
 15716 **LOVE IS MADE OF THIS—TIME WILL TELL**—Bob Denton
 15717 **TROUBLE ON THE PARTY LINE—MY FEET 'ER DIRTY**—Jimmie John
 15718 **MOON FEVER—ALL SO NEW TO ME**—T. Tommy
 15719 **DARLING MY DARLING—TIME AND PLACE**—Bob Jennings
 15720 **DARLING OF MINE—I LOVE HER SO**—The Blue Notes—Al Reed & The Blue Notes
 15722 **SKINNY MINNIE—CHILLS**—Tony Allen
 15723 **KISSES SWEETER THAN WINE—I MAY NEVER GO HOME**—Marlene Dietrich
 15724 **ONLY ONE LOVE—I NEED IT**—The Zircons
 15725 **MEXICAN ROCK—BLUES STAY AWAY FROM ME**—Carl "Ace" Carter
 15726 **COME TO ME MY TRUE LOVE "THE ORIGINAL"—LET'S MAKE A LITTLE MOTION**
 —Evelyn Freeman & The Exciting Voices

NEW BILLY VAUGHN ALBUM—DLP 3100

- | | |
|-------------------------|----------------------------------|
| Sail Along Silvery Moon | Raunchy |
| Sunrise Serenade | Twilight |
| Sweet Georgia Brown | Sleepy Time Gal |
| Sentimental Journey | I'm Getting Sentimental Over You |
| Until Tomorrow | Moon Over Miami |
| Jealous | Tumbling Tumbleweeds |

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TUMBLEWEEDS

and

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"ANOTHER TIME,
ANOTHER PLACE"

b/w

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Another great record by

the
Mary Kaye

Trio

DECCA
9-30596



A NEW WORLD OF SOUND



Most Played by Jockeys

FOR SURVEY WEEK ENDING MARCH 1

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

<u>This Week</u>		<u>Last Week</u>	<u>Weeks on Chart</u>
1.	SUGARTIME (BMI)—McGuire Sisters..... Banana Split (BMI)—Coral 61924	1	10
2.	TWENTY-SIX MILES (BMI)—Four Preps..... It's You (ASCAP)—Cap 3845	4	7
3.	DON'T (BMI)—Elvis Presley..... I Beg of You (BMI)—Vic 7150	2	6
4.	CATCH A FALLING STAR (ASCAP)—Perry Como... Magic Moments (ASCAP)—Vic 7128	3	9
5.	MAGIC MOMENTS (ASCAP)—Perry Como..... Catch a Falling Star (ASCAP)—Vic 7128	5	8
6.	SHORT SHORTS (BMI)—Royal Teens..... Planet Rock (BMI)—ABC-Paramount 9882	11	5
7.	WITCHCRAFT (ASCAP)—Frank Sinatra..... Tell Her You Love Her (BMI)—Cap 3859	8	8
8.	GET A JOB (BMI)—Silhouettes..... I Am Lonely (BMI)—Ember 1029	13	7
9.	OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers..... The Long Hot Summer (ASCAP)—Reluetta 4045	7	3
10.	YOU ARE MY DESTINY (BMI)—Paul Anka..... When I Stop Loving You (BMI)—ABC-Paramount 9880	9	5
11.	SWEET LITTLE SIXTEEN (BMI)—Chuck Berry... Reelin' and Rockin' (BMI)—Chess 1683	15	2
12.	SAIL ALONG SILVERY MOON (ASCAP)— Billy Vaughn..... Raunchy (BMI)—Dot 15661	6	7
13.	OH, JULIE (BMI)—Crescendos..... My Little Girl (BMI)—Nasco 6605	10	6
14.	BELONGING TO SOMEONE (ASCAP)—Patti Page... Bring Us Together (ASCAP)—Mercury 71247	17	5
15.	IT'S TOO SOON TO KNOW (ASCAP)—Pat Boone... A Wonderful Time Up There (BMI)—Dot 15690	22	3
16.	A WONDERFUL TIME UP THERE (BMI)— Pat Boone..... It's Too Soon to Know (ASCAP)—Dot 15690	16	2
17.	AT THE HOP (BMI)—Danny and the Juniors..... Sometimes (BMI)—ABC-Paramount 9871	12	12
18.	ARE YOU SINCERE (BMI)—Andy Williams..... Be Mine Tonight (BMI)—Cadence 1340	19	3
19.	THE STROLL (BMI)—Diamonds..... Land of Beauty (BMI)—Mercury 71242	24	9
20.	TEQUILA (BMI)—The Champs..... Train Is Nowhere (BMI)—Challenge 1016	—	1
21.	I BEG OF YOU (BMI)—Elvis Presley..... Don't (BMI)—Vic 7150	14	6
22.	WHO'S SORRY NOW (ASCAP)—Connie Francis..... You Were Only Fooling (ASCAP)—M-G-M 12588	—	1
23.	LOLLIPOP (BMI)—Chordettes..... Baby, Come-A-Back-A (ASCAP)—Cadence 1545	—	1
24.	SING, BOY, SING (ASCAP)—Tommy Sands..... Crazy 'Cause I Love You (BMI)—Cap 3867	—	2
25.	GET A JOB (BMI)—Mills Brothers..... I Found a Million Dollar Baby (ASCAP)—Dot 15695	21	2

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b/w

“ROCK-A-ROUND”

by

PAUL PEEK

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“IT'S ONLY YOU”

b/w

“I'M SNOWED”

by

JOE SOUTH

NRCO #002

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ROCK-A-BALLAD
THAT REALLY
ROLLS**

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It's the all-inclusive Spring wrap-up of the best selling, most played singles and albums.

To help deejays . . . program directors . . . librarians program their shows during the coming months!

DON'T MISS IT . . .

The Billboard's First
Disk Jockey Programming
Issue . . . **March 24**

AD DEADLINE . . .

March 18



Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 1

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.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Don't/I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Maybe, Chantels, End
Sail Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Short Shorts, Royal Teens, ABC-Para.
The Stroll, Diamonds, Mer.
Sugartime, McGuire Sisters, Cor.
Sweet Little Sixteen, Chuck Berry, Chs.

CHICAGO

At the Hop
Danny and the Juniors, ABC-Para.
Catch a Falling Star/Magic Moments
Perry Como, Vic.
Get a Job, Silhouettes, Emb.
Little Blue Man, Betty Johnson, Atl.
Oh, Julie, Crescendos, Nsc.
Sweet Little Sixteen, Chuck Berry, Chs.
Short Shorts, Royal Teens, ABC-Para.
The Stroll, Diamonds, Mer.
Twenty-Six Miles, Four Preps, Cap.

DETROIT

Bad Motorcycle, Storey Sisters, Cam.
Catch a Falling Star/Magic Moments
Perry Como, Vic.
Oh, Julie, Crescendos, Nsc.
Sail Along Silvery Moon, Billy Vaughn, Dot
Sweet Little Sixteen, Chuck Berry, Chs.
Tequila, Champs, Chal.
The Walk, Jimmy McCracklin, Chs.
Who's Sorry Now, Connie Francis, M-G-M

EAST TEXAS

April Love, Pat Boone, Dot
Are You Sincere? Andy Williams, Cdc.
Catch a Falling Star/Magic Moments
Perry Como, Vic.
Dede Dinah, Frankie Avalon, Clr.

Sail Along Silvery Moon, Billy Vaughn, Dot
Short Shorts, Royal Teens, ABC-Para.
Sweet Little Sixteen, Chuck Berry, Chs.
Witchcraft, Frank Sinatra, Cap.

NORTHERN OHIO

Click Clack
Dickey Doo and the Don'ts, Swan
Lollipop, Chordettes, Cdc.
Sweet Little Sixteen, Chuck Berry, Chs.
Tequila, Champs, Chal.
Twenty-Six Miles, Four Preps, Cap.
The Walk, Jimmy McCracklin, Chs.
Who's Sorry Now, Connie Francis, M-G-M
A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot

NORTHWEST

Don't/I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Magic Moments/Catch a Falling Star
Perry Como, Vic.
Oh-Oh, I'm Falling in Love Again
Jimmie Rodgers, Rit.
Sail Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Sugartime, McGuire Sisters, Cor.
Twenty-Six Miles, Four Preps, Cap.
A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot

PHILADELPHIA

Catch a Falling Star/Magic Moments
Perry Como, Vic.
Don't Let Go, Roy Hamilton, Epic
Get a Job, Silhouettes, Emb.
Sail Along Silvery Moon, Billy Vaughn, Dot
Short Shorts, Royal Teens, ABC-Para.
Stood Up/Waltin' in School
Ricky Nelson, Imp.
Sweet Little Sixteen, Chuck Berry, Chs.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

Don't/I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Short Shorts, Royal Teens, ABC-Para.
The Stroll, Diamonds, Mer.

FLORIDA

At the Hop
Danny and the Juniors, ABC-Para.
Belonging to Someone, Patil Page, Mer.
Don't/I Beg of You, Elvis Presley, Vic.
Maybe, Chantels, End
Oh-Oh, I'm Falling in Love Again
Jimmie Rodgers, Rit.
Short Shorts, Royal Teens, ABC-Para.
Sweet Little Sixteen, Chuck Berry, Chs.
Twenty-Six Miles, Four Preps, Cap.

LOS ANGELES

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Catch a Falling Star/Magic Moments
Perry Como, Vic.
Don't/I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Sail Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Sugartime, McGuire Sisters, Cor.
Twenty-Six Miles, Four Preps, Cap.

NEW YORK AND NEWARK

At the Hop
Danny and the Juniors, ABC-Para.
Don't/I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Oh, Julie, Crescendos, Nsc.
The Walk, Jimmy McCracklin, Chs.
We Belong Together
Robert and Johnny, Old Town
Who's Sorry Now, Connie Francis, M-G-M

NORTHERN NEW YORK STATE

At the Hop
Danny and the Juniors, ABC-Para.
Been So Long, Patsy's, Argo
Betty and Dupree, Chuck Willis, Atl.
Don't Let Go, Roy Hamilton, Epic

Twenty-Six Miles, Four Preps, Cap.
You Are My Destiny
Paul Anka, ABC-Para.

ST. LOUIS AND KANSAS CITY

All the Way, Frank Sinatra, Cap.
Belonging to Someone, Patil Page, Mer.
Get a Job, Silhouettes, Emb.
Jo-Ann, Playmates, Rit.
Maybe, Chantels, End
Oh, Julie, Crescendos, Nsc.
The Stroll, Diamonds, Mer.
Sugartime, McGuire Sisters, Cor.

SAN FRANCISCO AND OAKLAND

At the Hop
Danny and the Juniors, ABC-Para.
Ballad of a Teenage Queen
Johnny Cash, Sun
Desire Me, Sam Cooke, Keen
Good Golly, Miss Molly, Little Richard, Spe.
Maybe Baby, Chantels, End
Oh, Julie, Crescendos, Nsc.
Sail Along Silvery Moon, Billy Vaughn, Dot
Sweet Little Sixteen, Chuck Berry, Chs.

SOUTHERN OHIO

Catch a Falling Star/Magic Moments
Perry Como, Vic.
Get a Job, Silhouettes, Emb.
It's Too Soon to Know/A Wonderful Time Up There, Pat Boone, Dot
March From the River Kwai and "Colonel Bogey," Mitch Miller, Col.
Oh, Boy! Crickets, Brk.
Sugartime, McGuire Sisters, Cor.
Sweet Little Sixteen, Chuck Berry, Chs.

WASHINGTON AND BALTIMORE

Catch a Falling Star/Magic Moments
Perry Como, Vic.
Don't/I Beg of You, Elvis Presley, Vic.
Don't Let Go, Roy Hamilton, Epic
Get a Job, Silhouettes, Emb.
Sail Along Silvery Moon, Billy Vaughn, Dot
"7-11," Gone All Stars, Gone
Twenty-Six Miles, Four Preps, Cap.

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SHEPHERD
BLUES**

Federal 12312

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FLYING HOME**

b/w
HIPPI DIPPY
King 5096

LITTLE WILLIE JOHN

**TALK TO ME,
TALK TO ME**

King 5108

OTIS WILLIAMS and His Charms

OH JULIE

DeLuxe 6158

EARL BOSTIC

SOUTHERN FRIED

King 5106

JUST RELEASED!

LESTER LEAPS IN

b/w
POMPTON TURNPIKE

King 5120

THE "5" ROYALES

**DEDICATED TO THE
ONE I LOVE**

King 5098

TINY BRADSHAW

SHORT SHORTS

King 5114

BOYD BENNETT

CLICK CLACK

King 5115

THE SWALLOWS

OH LONESOME ME

Federal 12319

DONNIE ELBERT

PEEK-A-BOO

DeLuxe 6161

OTIS WILLIAMS and His Charms

BABY-O

b/w
LET SOME LOVE IN YOUR HEART

DeLuxe 6160

BUBBER JOHNSON

PRINCE OF PLAYERS

King 5117

**KING
RECORDS**

Midnight

Hugo

Winterhalter

Orch.

47/20-7182

RCA VICTOR

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MAKE MORE MONEY**

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Market Tips On Sure Hits!

Recommended Best For Current Dividends

BILLY ECKSTINE
GIGI

MERCURY 71250

THE CARDIGANS
YOUR GRADUATION
(MEANS GOODBYE)

MERCURY 71251

THE DEL VIKINGS
VOODOO MAN

MERCURY 71266

Recommended Best For Future Earnings

VOX POPPERS
WISHING FOR
YOUR LOVE

MERCURY 71282

NARVEL FELTS
ROCKET RIDE
STROLL

MERCURY 71249

ROY PERKINS
DROP TOP

MERCURY 71278



The Hit Album "GIGI"

sung by

ROBERT CLARY

MERCURY
MG 20367

FOR SURVEY WEEK ENDING MARCH 1, 1958

Weekly Juke Box Programming Guide

The Billboard

POPULAR

YOU ARE MY DESTINY
★ PAUL ANKA ★
WHEN I STOP LOVING YOU
ABC-Paramount 9880

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

BEEN SO LONG
★ PASTELS ★
MY ONE AND ONLY DREAM
Sun 288

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

DEDE DINAH
★ FRANKIE AVALON ★
OOH LA LA
Chancellor 1011

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

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

BREATHLESS
★ JERRY LEE LEWIS ★
DOWN THE LINE
Argo 5287

SAIL ALONG SILVERY MOON
★ BILLY VAUGHN ★
BAUNCHY
Dot 15561

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

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

THE STROLL
★ THE DIAMONDS ★
LAND OF BEAUTY
Mercury 71242

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

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

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

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

MAYBE BABY
★ CRICKETS ★
TELL ME HOW
Brunswick 55053

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

MAYBE
★ CHANTELS ★
COME, MY LITTLE BABY
End 1005

IT'S TOO SOON TO KNOW
★ PAT BOONE ★
A WONDERFUL TIME UP THERE
Dot 15690

WHO'S SORRY NOW
★ CONNIE FRANCIS ★
YOU WERE ONLY FOOLING
M-G-M 12588

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

CLICK CLACK
★ DICKEY DOO AND THE DONTS ★
DID YOU CRY
Swan 4001

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

THE WALK
★ JIMMY McCRACKLIN BAND ★
I'M TO BLAME
Checker 885

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

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

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

SUGARTIME
★ THE McGUIRE SISTERS ★
BANANA SPLIT
Coral 61924

ROCK AND ROLL IS HERE TO STAY
★ DANNY AND THE JUNIORS ★
SCHOOL BOY ROMANCE
ABC-Paramount 9888

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

JUST A LITTLE LONESOME
★ BOBBY HELMS ★
LOVE MY LADY
Decca 30557

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

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

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

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

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

"7-11"
★ GONE ALL STARS ★
DOWN YONDER ROCK
Gene 5016

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

YES, MY DARLING
★ FATS DOMINO ★
DON'T YOU KNOW I LOVE YOU
Imperial 5492

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

SWINGING SHEPHERD BLUES
★ JOHNNY PAPE QUINTET
THE ELDER
Federal 12312

OPERATORS BEST BUYS

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

OWEN BRADLEY.....Big Guitar
Sentimental Dream
Decca 30564
BEST BUY

SAM COOKE...You Were Made for Me
Lonely Island
Kern 4099
BEST BUY

BILL JUSTIS.....College Man
The Stranger
Phillips International 3522
BEST BUY

LOU MONTE.....Lazy Mary
Angeliq
RCA Victor 7160
BEST BUY

HUEY SMITH.....Don't You Just Know It
High Blood Pressure
Ace 545
BEST BUY

JOHN ZACHARIE.....Dinner With Drac (Parts 1 & 2)
Cannon 130
BEST BUY

OPERATORS BEST NEW RELEASES

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

FRANKIE AVALON....You Echo Me
Darlin'
Chancellor 1016
OPINION

"HANDSOME" BILL BALCOM.....
Corrido Rock (Parts 1 & 2)
Dot 15711
OPINION

JIMMY CHURCH'S MAGICIANS.....
Corrido Rock
Bandstand Polka
Verve 10126
OPINION

SAM COOKE....I Don't Want to Cry
That's All I Need to Know
Specialty 627
OPINION

JOE DARENSBOURG.....Snag It
Sassy Gal
Lark 455
OPINION

THE FOUR LADS.....There's Only One of You
Blue Tattoo
Columbia 41136
OPINION

THURSTON HARRIS.....I'm Out to Getcha'
Be Babe Lada
Attila 3415
OPINION

THE HILLTOPPERS.....
You Sure Look Good to Me
Slarry Eyes
Dot 15712
OPINION

RICKY NELSON.....Believe What You Say
My Becken's Got a Hole in It
Imperial 5503
OPINION

THE PLAYMATES.....Give Me Another Chance
Let's Be Lovers
Roulette 4056
OPINION

MARTY ROBBINS.....Just Married
Stalway of Love
Columbia 41143
OPINION

TORTILLA PETE.....Corrido Rock (Parts 1 & 2)
Imperial 5502
OPINION



CHALLENGE



Does It Again!

2 HITS IN A ROW!



FOLLOWING UP ON
THE INDUSTRY'S FASTEST MOVING SINGLE—
"TEQUILA" THE CHAMPS Challenge #1016



WITH THIS GREAT NEW HIT!

"THE OTHER ME" b/w "GOOD AND BAD"

Review Spotlight
(Billboard)

● Review Spotlight on ...
POP TALENT

JERRY WALLACE....Challenge 59000.....
"THE OTHER ME"
(Golden West, BMI)

GOOD AND BAD(Sun Crest-Jat, BMI)
The artist impresses strongly with two fine readings. Top side is a pretty rockaballad with good rock backing. "Good and Bad" is a rockaballad and an effective change of pace.

The Cash Box
Disk of the Week

"GOOD AND BAD" (2:10)
[Sun-Crest & Jat BMI—Gettle, Winn]
"THE OTHER ME" (2:06)
[Golden West BMI—Wolfe]
JERRY WALLACE (Challenge 59000)

● The hot Challenge label, heading up toward the #1 spot with their smash best seller "Tequila," have another strong item that should do a bang-up job in the sales department. The disk features Jerry Wallace, a sizzling rock and roll vocalist who makes a tremendous showing with an up-beat item dubbed "Good And Bad." Wallace has a good R & R sound and gets some sensational instrumental accompaniment which has been a trademark of almost all Challenge releases. Side is right up the treasers' alley. Flip, "The Other Me," is a solid fish-beat ballad chanted with feeling by Wallace. Keep a tab on the upper half.

Jerry Wallace

Challenge #59000

2 BRAND NEW RELEASES

Johnny and Jonie

"KEE-RO-RYIN"

b/w

"Just Before Dawn"

Challenge #59001

Huelyn Duvall

"Hum-Dinger"

b/w

"You Knock Me Out"

Challenge #59002

SPARTON RECORDS
IN CANADA

CHALLENGE



THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

• Review Spotlight on . . .

POP RECORDS

RICKY NELSON . . . Imperial 5503 . . . **BELIEVE WHAT YOU SAY**
(Reeve, BMI)
MY BUCKET'S GOT A HOLE IN IT . . . (Pickwick, ASCAP)
Two fine rockabilly sides by the lad who hasn't missed yet. Both are loaded with teen appeal and are likely clicks in all markets. Good backing on both tunes. Second side is the traditional blues.

SAM COOKE . . . Specialty 627 . . . **THAT'S ALL I NEED TO KNOW**
(Venice, BMI)
I DON'T WANT TO CRY . . . (Venice, BMI)
The hot artist has two strong contenders in these softly chanted ballads. His renditions are smooth, and the rhythm pacing on each helps effectively. All strong for r.&b. marts.

FRANKIE AVALON . . . Chancellor 1016 . . . **DARLIN'**
(Debmor, ASCAP)
YOU EXCITE ME . . . (Debmor, ASCAP)
Avalon appears a strong bet to repeat the success of his "Dede Dinal" with either of these attractively presented rockers. "Darlin'" has more of a c.&w. flavor, while "You Excite Me" is in a rhythmic blues groove.

MARTY ROBBINS . . . Columbia 41143 . . . **JUST MARRIED**
(DeVorzon, BMI)
STAIRWAY OF LOVE . . . (Planetary, ASCAP)
Two sock vocals with plenty of pop and c.&w. appeal. Top side is a weeper delivered in pop style. Flip, "Stairway," is a swingy rhythm side. Both can click.

THURSTON HARRIS . . . Aladdin 3415 . . . **I'M OUT TO GETCHA**
(Roosevelt, BMI)
Harris has his strongest since "Little Bitty Pretty One" in this rocker-blues. The sock vocal is given good chorus and ork support. Flip, "Be Baba Leba," is also in a rocker vein.

THE FOUR LADS . . . Columbia 41136 . . . **THERE'S ONLY ONE OF YOU**
(Korwin, ASCAP)
A potent offering from the chanters. It's a melodic, folk-flavored Bob Allen-Al Stillman tune, rendered with tender perception. Flip, "Blue Tattoo," is a folk-style ditty with a bouncy, nautical tempo (Planetary, ASCAP).

THE HILLTOPPERS . . . Dot 15712 . . . **YOU SURE LOOK GOOD TO ME**
(Dot, BMI)
The group's pop adaptation of the classic blues is potent effort. It's set to a stroll tempo and can easily go well with the kids. Flip, "Starry Eyes," is a ballad (Cal, BMI).

THE PLAYMATES . . . Roulette 4056 . . . **GIVE ME ANOTHER CHANCE**
(Kahl-H&L, BMI)
LET'S BE LOVERS . . . (Kahl, BMI)
The trio has two potent follow-ups to their hit, "Jo-Ann." "Give Me" is a rockaballad that gets a warm vocal with fem chorus assistance. "Let's Be Lovers" is a cute theme with the boys exercising catchy vocal gimmicks. Either can go all the way.

JOE DARENSBOURG . . . Lark 455 . . . **SNAG IT**
(Melrose, BMI)
Darensbourg and his Dixie Flyers present the tune in the same infectious, relaxed Dixie style that made "Yellow Dog Blues" a winner. This, too, could be a big one. Flip, "Sassy Gal," is a traditional jazz go on an attractive theme (Jendar, BMI).

POP SONG

CORRIDO ROCK . . . (Drive-In-Peer-Editoria Brambila, BMI)
"HANDSOME" BILL BALCOM . . . Dot 15711
JIMMY CHURCH'S MAGICIANS . . . Verve 10126
TORTILLA PETE . . . Imperial 5502
There's already action on this interesting, Mexican-sounding rockabilly—especially in the Far West and Southwest. Balcom's and Tortilla Pete's versions are part one and two items. Church's disk is backed by a polka treatment of the theme called "Bandstand Polka." All have strong potential, but the Balcom record has more of a below-the-border flavor and could take command.

POP TALENT

PAUL PEEK . . . NRC 001 . . . **THE ROCK-A-ROUND**
(Lowery, BMI)
SWEET SKINNY JENNY . . . (Wonder, BMI)
Peek has a strong debut disk on the new label that could collect a lot of loot. His rendition of "Rock-A-Round" is wild and pounding. The blues is on the order of Ray Charles' "The Mess-A-Round." Flip, "Jenny," is also a rocker. The artist was formerly a member of Gene Vincent's crew.

The publishers of the Chantel's record, "Every Night" b/w "Whoever You Are," spotlighted in last week's issue of The Billboard, were listed incorrectly. Both songs are published by RealGone, BMI.

• Reviews of New Pop Records

GLENN REEVES
Betty Bounce . . . 80
DECCA 30589—Hand-clappin' rockabilly side with fem chorus and solid vocal by Reeves. This could move. (Shapiro-Bernstein, ASCAP)
Rock-A-Boogie Lou . . . 80
Reeves packs plenty of vitality into a bouncy rockabilly tune with sock backing. C.&w. potential too. (Forrest, BMI)

THE SPINDRIFTS
Bellinda . . . 80
ABC-PARAMOUNT 9904—Frenetic delivery and off-beat lyrics mark this infectious rocker. A strong dual market item. (Libby, BMI)
Cha Cha Doo . . . 79
Effective rhumba-blues treatment with a catchy tempo. Could also go. (Kincoed, BMI)

LITTLE JOE AND THE THRILLER
What's Happened in Your Halo? . . . 80
OKEH 7099—Little Joe is back in the "Peanuts" groove with this cute dinking. Warbler lectures to his gal, while Joe comes thru with falsetto sounds in the background. Strong side, with a beat and wild piano. (Torpedo, BMI)
Don't Leave Me Alone . . . 73
Tender ballad is sold by Joe with a Sam Cook-ish warble. Pretty and listenable but the flip is the punch. (Carney, BMI)

HIMMIE ROGERS
Take Me to Your Leader . . . 79
CAMEO 131—A swingy blues effort gets a good commercial reading by Rogers. Interesting guitar backing. Side could move. (Lowe, ASCAP)
Fla-Fa-La-Pa . . . 70
An old one that plays on the State names of Florida, Georgia, Louisiana and Pennsylvania. Rogers handles the swingy blues in good style. (Berlin, ASCAP)

DON CHERRY
The Glide . . . 78
COLUMBIA 41134—Leisurely paced, "Stroll" tempo was with ingratiating vocal by Cherry. A spinable platter for teen-audiences which can get attention. (Vernon, ASCAP)
Another Time, Another Place . . . 75
Poignant film title theme chanted with sincerity and heart. A quality side for jocks. (Famous, ASCAP)

TOM AND JERRY
Two Teen-Agers . . . 78
BIG 616—The "Hey, School Girl" kids turn in a warm country styled reading that could move out. It's a cute, happy side with a listenable story. (Figure, BMI)
Our Song . . . 74
Pleasant ditty is sung neatly by the lads over nice ork support. Flip side appears more potent. (Village, BMI)

JOE SHERMAN ORK AND CHORUS
The Miraculous Music Box . . . 78
EPIC 9267—The tune has a catchy Parisian flavor. Sherman's stylish treatment is in a happy vein. This could catch on if exposed. (Peer, BMI)
Make Me Laugh . . . 73
Tune is the title theme from the new TV show. The instrumental treatment of the bouncy theme can find favor. Jocks may take to it. (Vista, ASCAP)

JONI JAMES
Nothing Will Ever Change . . . 78
M-G-M 12627—Listenable thrashing effort on a ballad with a strong c.&w. flavor. The singer's fans should go for this. Good wax. (Roosevelt, BMI)
Does It Show . . . 72
The attractive ballad is rendered with feeling by artist. Lush backing by David Terry is effective, but flip appears stronger. (Ross Jungnickel, ASCAP)

DAVE APPELL & THE APPLEJACKS
Dinner With Drac . . . 78
CAMEO 132—Guitar and alto sax team up—in a "Raunchy" styled instrumental version of the tune, moving via a vocal version. Has a good sound which can get spins. (Mayland, BMI)
No Name Theme . . . 77
Here's another good instrumental version of an old theme. Reading has a solid, New Orleans street band flavor. Good coupling that can make noise. (Mayland, BMI)

BILLY WARD AND HIS DOMINOES
Solitude . . . 77
LIBERTY 55126—Feelingful solo by lead singer on a mildly rock and roll version of the oldie. Mood is that of Ward's "Stardust" hit. Good potential. (American-Academy of Music, ASCAP)

Sweeter as the Years Go By . . . 74
Attractive ballad—not the standard—has liting rhythm and pleasing group vocal. Flip, tho, is side to watch. (Ward, BMI)

CAROL JARVIS
Wayfacer's Chapel . . . 77
DOT 15713—Tender ballad, with a celestial backing receives a meaningful reading from the thrush over good support. Could get some action. (Falstaff, BMI)
Dee Jay With a Broken Heart . . . 73
On this side the lass sings of a dreary who spins records while his heart with rue is laden. However, flip appears stronger. (Falstaff, BMI)

THE FIVE FLEETS
Oh What a Feeling . . . 77
FELSTED 8513—Group has a good sound. Side is a blues which gets a gospelish delivery, set to a rhumba rhythm. There's excitement here and the reading can cause a flurry. (Lowery, BMI)
I've Been Crying . . . 72
This is a deep down blues and it gets more of the fervent, churchy approach. Flip appears the stronger. (Lowery, BMI)

JIM EDDY
Livin' Doll . . . 77
SOMA 1091—Eddy turns in a bright reading of a cute country-styled ditty that should rack up some coin. (Acuff-Rose, BMI)
Something Happened . . . 69
Bolero item receives only so-so vocal from Eddy. (Target, BMI)

MANTOVANI ORK
Dream Dust . . . 76
LONDON 1794—An attractive, concert-type instrumental in the "Green Sleeves" tradition. Late night jocks may like. (Morris, ASCAP)
Cry My Heart . . . 75
David Whitfield teams up with Mantovani on this side and belts his lungs out on a real tenor tester. Fans of the artist may like this but flip is likely to be the stronger. (ASCAP)

THE MOONLIGHTERS
Rock-A-Bayon Baby . . . 76
TARA 102—A pounding rock and roller with a Cajon touch receives a strong performance by the Moonlighters, helped much by the rhythm backing. Side has a chance if exposed. (Reeny, BMI)
Never, Never, Never . . . 74
Novelty rockabilly is sung neatly by the group as they tell their girl friends that being in love is rather serious. Good wax on the rockabilly kick. (Reeny, BMI)

THE CROWNS
Kiss and Make Up . . . 76
R & B 6901—Group sounds good in a rhythmic, meshuga styled pleader with a slightly Latinish beat. Side has potential if pushed. (Montauk, BMI)
I'll Forget About You . . . 70
Here's a slow, deeply felt ballad of the super syrup school. Male lead has a wild, sopranoish approach. (Montauk, BMI)

JERRY KENNEDY
Go-Wee Baby . . . 79
DECCA 30577—Side has fine, striding rhythm and rockabilly-styled vocal. Tempo is slow with much emphasis on the beat. Well-made side. (Forrest, BMI)
Teenage Life Is Misery . . . 75
Blues. Like the flip, side has a funky, rockabilly quality, with strong vocal set off by funky guitar sound. (Cajon, BMI)

JULIUS LA ROSA
Lover, Lover . . . 75
RCA VICTOR 7186—Nice vocal by the artist on a catchy theme. Here La Rosa works with support from choral group for okay effect. (Marks, BMI)
A Heart for a Heart . . . 74
This tune has a Latinish beat in a romantic framework. Moderate vocal by La Rosa has fair potential. (Skidmore, ASCAP)

LES PAUL AND MARY FORD
Small Island . . . 75
CAPITOL 3934—Here's a slight switch for the pair, which finds them in company with a chorus and fiddle backup. It's a pretty tune with a Hawaiian-calypsoids flavor. Song is by Carolyn Leigh and Cy Coleman. May get spins. (Morris, ASCAP)
More and More Each Day . . . 73
This is a slow rocker with a blues base. Good performance but flip may have more. (Iris-Trojan, BMI)

(Continued on page 55)

- Network TV play
- Chart Action
- Coast-To-Coast DJ Spins
- Juke Box Coverage...

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Top 100 Sides

FOR SURVEY WEEK ENDING MARCH 1

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist, Label	Last Week
1.	DON'T, Elvis Presley, Victor	2
2.	GET A JOB, Silhouettes, Ember	1
3.	SWEET LITTLE SIXTEEN, Chuck Berry, Chess	6
4.	SHORT SHORTS, Royal Teens, ABC-Paramount	3
5.	OH, JULIE, Crescendos, Nasco	5
6.	TWENTY-SIX MILES, Four Preps, Capitol	4
7.	WHO'S SORRY NOW, Connie Francis, M-G-M	19
7.	THE WALK, Jimmy McCracklin, Checker	21
9.	TEQUILA, Champs, Challenge	23
10.	THE STROLL, Diamonds, Mercury	8
11.	AT THE HOP, Danny and the Juniors, ABC-Paramount	7
11.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	9
13.	SUGARTIME, McGuire Sisters, Coral	11
14.	YOU ARE MY DESTINY, Paul Anka, ABC-Paramount	10
14.	CATCH A FALLING STAR, Perry Como, Victor	12
16.	GOOD GOLLY, MISS MOLLY, Little Richard, Specialty	26
17.	A WONDERFUL TIME UP THERE, Pat Boone, Dot	32
18.	BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun	20
19.	DEDE DINAH, Frankie Avalon, Chancellor	16
20.	MAYBE, Chantels, End	15
21.	DON'T LET GO, Roy Hamilton, Epic	13
22.	ARE YOU SINCERE? Andy Williams, Cadence	17
22.	OH-OH, I'M FALLING IN LOVE AGAIN, Jimmie Rodgers, Roulette	25
24.	IT'S TOO SOON TO KNOW, Pat Boone, Dot	18
24.	BEEN SO LONG, Pastels, Argo	42
26.	BREATHLESS, Jerry Lee Lewis, Sun	89
27.	MAYBE, BABY, Crickets, Brunswick	76
28.	LA DEE DAH, Billy and Lillie, Swan	14
28.	CLICK CLACK, Dickey Doo and the Don'ts, Swan	39
28.	ROCK AND ROLL IS HERE TO STAY, Danny and the Juniors, ABC-Paramount	50
31.	STOOD UP, Ricky Nelson, Imperial	22
32.	WITCHCRAFT, Frank Sinatra, Capitol	28
33.	WE BELONG TOGETHER, Robert and Johnny, Old Town	35
34.	THE LITTLE BLUE MAN, Betty Johnson, Atlantic	39
34.	BETTY AND DUPREE, Chuck Willis, Atlantic	56
36.	TEQUILA, Eddie Platt, ABC-Paramount	76
37.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	53
38.	JO-ANN, Playmates, Roulette	29
38.	"7-11," Gone All Stars, Gone	31
40.	I BEG OF YOU, Elvis Presley, Victor	30
41.	ANGEL SMILE, Nat King Cole, Capitol	35
41.	SWINGING SHEPHERD BLUES, Moe Koffman Quartet, Jubilee	61
43.	MAGIC MOMENTS, Perry Como, Victor	34
43.	LIECHTENSTEINER POLKA, Will Glabe, London	37
45.	APRIL LOVE, Pat Boone, Dot	24
46.	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY," Mitch Miller, Columbia	27
46.	SWINGING SHEPHERD BLUES, Johnny Pate Quintet, Federal	44
48.	COME TO ME, Johnny Mathis, Columbia	50
48.	BAD MOTORCYCLE, Storey Sisters, Cameo	67
50.	SO TOUGH, Casuals, Back Beat	44
51.	SHE'S NEAT, Dale Wright, Fraternity	43
52.	THIS LITTLE GIRL OF MINE, Everly Brothers, Cadence	39
52.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	44
54.	ALL THE WAY, Frank Sinatra, Capitol	47
55.	PEGGY SUE, Buddy Holly, Coral	32
55.	LOLLIPOP, Chordettes, Cadence	—
56.	OH, LONESOME ME, Don Gibson, Victor	—
58.	BELONGING TO SOMEONE, Patti Page, Mercury	38
58.	OH, BOY! Crickets, Brunswick	47
60.	SING, BOY, SING, Tommy Sands, Capitol	63
60.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	63
62.	WHY DON'T THEY UNDERSTAND? George Hamilton IV, ABC-Paramount	49
63.	WAITIN' IN SCHOOL, Ricky Nelson, Imperial	54
63.	WALKIN' WITH MR. LEE, Lee Allen, Ember	55
63.	HELPLESS, Platters, Mercury	56
66.	SWINGING SHEPHERD BLUES, David Rose, M-G-M	50
66.	THE STORY OF MY LIFE, Marty Robbins, Columbia	65
66.	DESIRE ME, Sam Cooke, Keen	72
66.	JAILHOUSE ROCK, Elvis Presley, Victor	76
66.	BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	84
66.	BIG GUITAR, Owen Bradley Quintet, Decca	97
72.	CHANCES ARE, Johnny Mathis, Columbia	65
72.	RAUNCHY, Billy Vaughn, Dot	75
74.	I CAN'T HELP IT, Margaret Whiting, Dot	—
74.	I'LL COME RUNNING BACK TO YOU, Sam Cooke, Keen	61
74.	HENRIETTA, Jimmie Dee, Dot	76
74.	THE PLEA, Jesters, Winley	85
74.	RAUNCHY, Bill Justis, Phillips International	67
78.	SO TOUGH, Kuff Linn, Challenge	90
80.	DINNER WITH DRAC, John Zacherle, Cameo	—
80.	WILD IS THE WIND, Johnny Mathis, Columbia	67
80.	RAUNCHY, Ernie Freeman, Imperial	72
80.	SWINGIN' DADDY, Buddy Knox, Roulette	85
84.	COLLEGE MAN, Bill Justis, Phillips International	—
84.	LAZY MARY, Lou Monte, Victor	—
86.	YELLOW DOG BLUES, Joe Darenbourg and the Dixie Flyers, Lark	56
87.	BONY MORONIE, Larry Williams, Specialty	60
87.	MY SPECIAL ANGEL, Bobby Helms, Decca	90
89.	MILLION MILES FROM NOWHERE, Brook Benton, Vix	—
89.	SUGAR WOOGA, Playmates, Savoy	81
89.	YOU SEND ME, Sam Cooke, Keen	81
89.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	90
89.	(I LOVE YOU) FOR SENTIMENTAL REASONS, Sam Cooke, Keen	90
94.	BOP-A-LENA, Ronnie Self, Columbia	—
94.	JEANNIE, JEANNIE, JEANNIE, Eddie Cochran, Liberty	76
94.	ROCK AND ROLL MUSIC, Chuck Berry, Chess	81
94.	BERTHA LOU, Clint Miller, ABC-Paramount	81
94.	YELLOW DOG BLUES, Charles Magnanti, Dot	95
94.	PUT A LIGHT IN THE WINDOW, Four Lads, Columbia	95
94.	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY," Edmundo Ros, London	97
94.	I WANT YOU TO KNOW, Fats Domino, Imperial	—

I WUV YOU

I WUV YOU

I WUV YOU

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Betty
Johnson

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TO ME"

and
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BC-1106



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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. CATCH A FALLING STAR (Fisher)	1	6
2. SUGARTIME (Nor-Va-Jak)	3	10
3. SAIL ALONG SILVERY MOON (Joy)	2	9
4. SWINGING SHEPHERD BLUES (Kahl-Bennell)	6	4
5. APRIL LOVE (Feist)	4	18
6. MAGIC MOMENTS (Famous)	5	5
7. ALL THE WAY (Barton)	7	17
8. LIECHTENSTEINER POLKA (Burlington)	8	14
9. IT'S TOO SOON TO KNOW (Morris)	15	2
10. FASCINATION (Southern)	9	30
11. AROUND THE WORLD (Young)	12	38
12. AT THE HOP (Singular)	10	7
12. DON'T (Hill & Range)	11	2
14. YOU ARE MY DESTINY (Millin)	-	1
15. ARE YOU SINCERE? (Cedarwood)	-	1

Best Selling Sheet Music in Britain

(For week ending March 1)

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.

Magic Moments—Chappell (Chappell)	At the Hop—Bron (Singular)
The Story of My Life—Sterling (Famous)	Ma, He's Making Eyes at Me—Feldman (Mills)
Love Me Forever—Kassner (Greta)	Kisses Sweeter Than Wine—Francis Day (Folkways)
Sugartime—Southern (Nor-Va-Jak)	You Are My Destiny—Mellin (Pamco)
April Love—Robbins (Feist)	Oh, Boy!—Southern (Nor-Va-Jak)
Catch a Falling Star—Feldman (Marvin)	Chicago—Feldman (Fisher)
All the Way—Barton (Maraville)	Peggy Sue—Southern (Nor-Va-Jak-Peer)
Jailhouse Rock—Belinda (Presley)	Mandy (The Pansy)—World Wide (Duchess)
Put a Light in the Window—Dominion (Planetary)	Tammy—Macmelodies (Northern)
My Special Angel—Bron (Blue Grass)	
Forgotten Dreams—Mills (Mills)	

Best Selling Pop Records in Britain

(For week ending March 1)

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

This Week	Last Week
1. MAGIC MOMENTS—Perry Como (RCA)	1
2. THE STORY OF MY LIFE—Michael Holliday (Columbia)	2
3. AT THE HOP—Danny and the Juniors (HMV)	4
4. JAILHOUSE ROCK—Elvis Presley (RCA)	3
5. LOVE ME FOREVER—Marion Ryan (Pye-Nixa)	5
6. DON'T—Elvis Presley (RCA)	14
7. YOU ARE MY DESTINY—Paul Anka (Columbia)	8
8. OH, BOY—Crickets (Coral)	7
9. ALL THE WAY—Frank Sinatra (Capitol)	6
9. APRIL LOVE—Pat Boone (London)	9
11. BONY MORONIE—Larry Williams (London)	11
12. MANDY—Eddie Calvert (Columbia)	12
13. CAN'T GET ALONG WITHOUT YOU/WE ARE NOT ALONE—Frankie Vaughan (Philips)	-
14. RAUNCY—Till Jussis (London)	15
15. CATCH A FALLING STAR—Perry Como (RCA)	-
16. NAIROBI—Tommy Steele (Decca)	-
17. WITCHCRAFT—Frank Sinatra (Capitol)	13
18. GOOD GOLLY, MISS MOLLY—Little Richard (London)	-
19. SUGARTIME—McGuire Sisters (Coral)	17
20. PEGGY SUE—Buddy Holly (Coral)	10

Tunes With Greatest Radio-TV Audience

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

Radio

- A Very Precious Love (R) (F)—Wimark—ASCAP
- All the Way (R)—Maraville—ASCAP
- Be Mine Tonight (R)—Peer—BMI
- Belonging to Someone (R)—Lear—ASCAP
- Catch a Falling Star (R)—Marvin—ASCAP
- Come to Me (R)—Korwin—ASCAP
- Gigi (R) (F)—Chappell—ASCAP
- I'm Getting Sentimental Over You (R)—Mills—ASCAP
- It's Too Soon to Know (R)—Morris—ASCAP
- I've Got Bells on My Heart (R)—Southern—ASCAP
- Lida Rose (R)—Frank—ASCAP
- Lollipop (R)—Marks—BMI
- Long Hot Summer (R)—Feist—ASCAP
- Magic Moments (R)—Famous—ASCAP
- March From the River Kwai & Colonel Bogey (R) (F)—Columbia Pictures & Boosey & Hawkes—ASCAP
- Night They Invented Champagne (R)—Chappell—ASCAP
- Oh-Oh, I'm Falling in Love Again (R)—Planetary—ASCAP
- Return to Me (R)—Southern—ASCAP
- Sail Along Silvery Moon (R)—Joy—ASCAP
- Seventy-Six Trombones (R) (M)—Frank—ASCAP
- Sugartime (R)—Nor-Va-Jak—BMI
- Swinging Shepherd Blues (R)—Kahl-Bennell—BMI
- Tango Bougie (R)—Bregman, Vucso & Conn—ASCAP
- Teacher's Pet (R)—Daywin—BMI
- Tequila (R)—Jat—BMI
- Thirteen Men (R)—Danby—BMI
- Till There Was You (R)—Frank—ASCAP
- Twenty-Six Miles (R)—Beechwood—BMI
- Walkin' the Low Road (R)—Sparrow—ASCAP
- Who's Sorry Now (R)—Mills—ASCAP
- Witchcraft (R)—Morris—ASCAP

Television

- All the Way (R) (F)—Maraville—ASCAP
- April Love (R) (F)—Feist—ASCAP
- Belonging to Someone (R)—Lear—ASCAP
- Breathless (R)—Homefinks-Obie—BMI
- Catch a Falling Star (R)—Marvin—ASCAP
- Dinner With Drag (R)—Mayland—BMI
- Don't (R)—Presley—BMI
- Don't You Just Know It (R)—Ace—BMI
- Every Night (R)—Fairway—BMI
- Get a Job (R)—Ulysses-Baghy—BMI
- How Will I Know My Love (R)—Disney—ASCAP
- I May Never Go Home Any More (R)—Sikorski—BMI
- In Time (R)—Arthur—BMI
- It's Too Soon to Know (R)—Morris—ASCAP
- Little Blue Man (R)—Trinity—BMI
- March From the River Kwai & Colonel Bogey (R) (F)—Columbia Pictures & Boosey & Hawkes—ASCAP
- Nothing in Common (R)—Morris—ASCAP
- Oh-Oh, I'm Falling in Love Again (R)—Planetary—ASCAP
- One Note Polka (R)—Reis—BMI
- Rock and Roll Is Here to Stay (R)—Singular—BMI
- Rock and Roll Rhapsody (R)—Trinity—BMI
- Sail Along Silvery Moon (R)—Joy—ASCAP
- Seventy-Six Trombones (R) (M)—Frank—ASCAP
- Sugartime (R)—Nor-Va-Jak—BMI
- Sweet Little Sixteen (R)—Ace—BMI
- Tequila (R)—Jat—BMI
- There Goes My Heart Again (R)—Wildcat—BMI
- The Walk (R)—Ace—BMI
- Witchcraft (R)—Morris—ASCAP
- Who's Sorry Now (R)—Mills—ASCAP

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THE POORHOUSE**

c/w

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EMBER—#1032

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MR. LEE**

c/w

BOPPIN' AT THE HOP

Lee Allen

EMBER—#1031

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A MILLION TO ONE

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First Annual Pop Deejay Convention

• Continued from page 3

Our better programming policy has brought us increasingly larger rewards in terms of audience, sales and personal satisfaction."

Cook is currently devoting about 25 per cent of his four-hour daily show to album selections. He cautioned jocks to be selective. "It is my believe," said Cook, "that certain albums are 'thrown together.' Often the album idea is flimsy and the choice of selections and arrangements weak."

The spinner, who keeps a record of disks, noted that last year he received a total of 850 albums and 5,485 singles. This year, so far, 200 LP's have been delivered. "Generally speaking," he added, "the quality of the album in 1958 is much better."

Ladd took a different approach. "Album music," he contended, "can bring the deejay listeners only if a new and careful programming approach is used. The pop records must dominate. Album music by itself will not presently bring the deejay listeners if opposition is programming 'Top 50'."

In May, 1957 he said, CHUM discarded an LP programming policy which was bringing in low ratings and little billing and adopted a "Top 50" format. Rating and billings picked up immediately and kept climbing. However, said the jock, a few months later, the policy "became a monotony to many mature listeners." As a result, in the past months, "we have again tokenly integrated LP music. Our ratings have held. Our billing is secure, and our listeners are given balanced sound."

Deejay Individuality

Speaking on the subject "How Can the DeeJay Maintain His Individuality Within the Framework of Conformity Required by Management?" were Don Bell, KIOA, Des Moines, and Gene Plumstead, national program director of the Plough Stations.

Bell opined: "It is necessary, in my opinion, for the preservation of the performer's personal growth and happiness and for his commercial success that he maintains his individuality."

"He can exercise taste in the selection of music he plays, even tho he has no control over that supply. He can exercise ingenuity introducing records. He can select his music on the basis of surveyed information relative to what type of audience he is dominating during different segs of his program. He can work harder on his commercials. . . . He can identify himself with public service projects."

Plumstead said that in most cases "today's deejay finds in formatted programming a great emancipation. No longer is he dependent upon writers, gagmen or his own quickly-exhausted supply of ban-mnts. . . . If he is an attractive person on the air, limitations on what he has to do are of relatively small importance."

Outside Promotions

Commenting on "Increasing Income and Prestige Thru Related Outside Activities" was Tom Edwards, WERE, Cleveland:

"Many jockeys do themselves more harm than good in attending record hops by failing to live up to their obligations, and by adopting a 'holier than thou' attitude toward the kids. In this way they assure themselves of not getting asked back again."

"The important thing to remember is that the jock has to portray the kind of character he assumes on the air, at the hop. . . . It is necessary for the jockey to do his own promotion to obtain bookings at these hops, not only thru his air show, but via direct mail. I set out approximately 50 letters a week to outlining the services I offer to churches and schools."

Edwards detailed various promotional gimmicks he utilizes—color slides at hops, weekly news letter, etc.

"Too many jocks are part-time jocks and there aren't enough full-time disk jockeys in the country today," he said, in summary.

'Influence of R&R'

"Is Rock and Roll a Bad Influence on Today's Teen-Agers?" was the question posed to Robin Seymour, WKMH, Detroit; Reed Farrell, KWK, St. Louis, and Bob E. Lloyd, WHEC, Rochester, N. Y.

Seymour opined that rock and roll is "definitely not a bad influence on teen-agers. . . . Parents today should be more concerned in getting a good brush, a bar of soap, a nail clipper and a good home life to get their kids in line and quit blaming the rock and roll."

However, Seymour added, "Much rock and roll turned out today is just plain low-down junk. . . . I have always felt that it is up to the disk industry to keep lyrics clean so that dirty records never get into the hands of some radio stations that might want to play them."

"Rock and roll as music," stated Farrell, "in my estimation is certainly not harmful to today's teen-agers. However, I feel that today's radio stations are over-emphasizing its importance in programming. . . . Perhaps the teen-agers can help to hype ratings, but let's not hype ourselves. Results for sponsors must have equal importance. . . . Today's independent radio stations are over-emphasizing the value of teen-age taste in programming exclusively from sales reports dominated by teen-age buying."

"No matter what the musical tempo of the day has been thruout history," said Lloyd, "there's been a hue and cry." He listed indignant protests registered in the past against the waltz, polka, ragtime, tango, etc. "Every generation has had its bad behavior patterns tied to a musical influence by the 'do-gooders,'" noted the deejay, "and yet the world has survived."

Rating Services

During a discussion on "Are Today's Rating Services Obsolete?" Robert B. Rogers, executive veepee of Trendex, Inc., registered a firm "No."

"Present rating services," said Rogers, "are far from outmoded and like all service agencies, they have taken aggressive steps to keep pace with the changing needs of modern broadcasting. If the stigma of obsolescence is to be affixed, then let it be affixed where the blame justly lies, which is, in our opinion, in the area of usage of the figures by station men, agency men, and others whose business it is to appraise various media for the 'good buy'."

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Lollipop
Ronald & Ruby
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RCA VICTOR

Reviews of New Pop Records

Continued from page 50

MARLENE WILLIS
Teen-Age Kisses.....75
 VERVE 10120—Pleasant ballad has strong teen-appeal and gal sells it with wistful vivacity. Worth watching. (Hill & Range, BMI)
For Light, Star Bright.....73
 Mildly rockabilly ditty, based on nursery rhyme phrase. Canary sings with saucy vitality. (Robin Hood, BMI)

BOBIS AND BOBBY
Lee Fever.....75
 (UBILEE 5318—Frantic delivery of a rocker-blues by the male duo. The medium-beat zone can find favor, if needed. Lots of vocal gimmicks are used in the telling. (Barrington, ASCAP)
Lovin' Tree.....73
 The vocal here is equally frantic. The tune is in a rocker vein paced by a Latin beat rhythm. This can go. (Barrington, ASCAP)

GHN MONROE
Everybody Else Is Taking My Place.....75
RCA VICTOR 7193—The artist presents the oldie in rockabilly tempo.

Lazy Mary
Lou Monte
 47/20-7160
RCA VICTOR

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Tango Boogie
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RCA VICTOR

Good chorus and ork backing help give this potential. (Shapiro-Bernstein, ASCAP)
There's No Place in This House.....72
 Pleasant warble by Monroe on a cute, happy-sounding novelty, sparked by a flat harpsichord and a chorus assist. Good jockey wax. (Wrolf, ASCAP)

TONY MARCH
Cousin Rockin' Roll Blues.....75
CHECKER 887—A fetching performance. March does the tune with a blues quality, to an unusual backing. Side has a relaxed quality. Merits exposure. (Arc-Jimbo, BMI)
Stompen Rock.....72
 Rhythmic rock and roller, with a sharply accented vocal. (Arc-Jimbo, BMI)

MAC CURTIS
Missy Ann.....75
KING 5121—The chanter sells this attractive rockabilly tune with a lot of feeling, over a most engaging backing. A strong side, with a good chance. (Mellin-Armo, BMI)
Little Miss Linda.....72
 Solid wax here that has a chance. Mac Curtis sings of his affection for Little Miss Linda, a most attractive young lady. The beat is there and the record moves. Watch it. (Armo, BMI)

FRANK SANDY & THE KING'S MEN
Tarantella Rock.....75
 M-G-M 12626—Swinging, pounding rock and roller, with handclapping is sold well by combo. Tune is based on folk item. (Time, BMI)
Somebody Loves Me.....68
 The Gershwin oldie gets a so-so vocal from Sandy. Tune is a rock and roller here. (Harms, ASCAP)

CHARLIE BLACKWELL
KX 2 Secret Spy.....74
DECCA 30593—A world of rhythm and bounce to this side, plus novelty value in the lyric. Makes different program fare. (Suncrest, BMI)
Glory.....74
 Another rhythm piece, with a touch of gospel quality in the tempo. Blackwell belts out his lyrics in fine style. (Suncrest, BMI)

JOHNSTON BROTHERS
A Very Precious Love.....74
LONDON 1796—Excellent version of lovely theme from "Marjorie Morningstar." Strong competition on tune, but this one merits play. (Witmark, ASCAP)
Yours Yours Yours.....73
 Unusual rockabilly treatment by group with insistent backing. (Reine, ASCAP)

ANDRE WILLIAMS
Pass the Biscuits Please.....74
FORTUNE 839—Tune is not to be confused with Gene Sullivan's "Pass the Biscuits." The artist uses a talking approach on the medium-beater with bluesy backing. A good side for r.&b. jocks. (Trianon, BMI)
Don't Touch.....73
 The blues is given a listenable belt by Williams with good, gutbucket backing. (Trianon, BMI)

THE WOODCHOPPERS
Blue Flame.....74
VERVE 10121—Sultry theme with brief, tasteful vocal and jazz-flavored backing. Tune is Woody Herman's theme song and this vocal version makes strong jockey fare. (Charling, ASCAP)
Caldonia.....72
 Verveful rendition of old Woody Herman hit. Personable new version of tune for jocks. (Cherio, BMI)

BERNIE NEE
Country Music Holiday.....74
COLUMBIA 41132—From the Paramount film, "Country Music Holiday" comes the tune, which is country-flavored in a sophisticated way. Ditto the instrumentation. Makes a bright, rhythmic side. (Famous, ASCAP)
The State of Happiness.....71
 Song has a good idea. Bernie Nee sings it very competently, with a bouncing rhythm, aided by a chorus. (Famous, ASCAP)

THE HARVEY BOYS
Honeyströllin'.....74
CADENCE 1346—This a cover of the tune originally cut by the Honeyströllers. Can garner some loot tho' the competition is strong. (Bryden-Heritage, BMI)
Tug-A-Bout.....71
 A good rhythmic beat gets the emphasis here. Okay effort with the flip in a stronger position. (Harman, ASCAP)

DONALD WOODS
Memories of an Angel.....74
ALADDIN 3412—Haunting theme with celestial-type choral backing chanted with powerful feeling and sincerity. (Aladdin, BMI)
That Much of Your Love.....70
 Expressive vocalizing by Woods on okay rockabilly. Flip side is stronger. (Aladdin, BMI)

ART ROBERTS
Give Her the Ax, Max.....73
IMPERIAL 5504—A strong per-

former here gets engaged in a wild melee of swinging blues sounds. There's a lot happening on this disk and it could move. (Marquis, BMI)
Terrible Ivan.....72
 Here's a catchy blues with a crazy vocal about the wild one from the steppes. Has novelty value but flip may have the edge. (Marquis, BMI)

THE STYLERS
Kiss and Run Lover.....73
GOLDEN CREST 1291—Bright double-time tune receives a first rate reading by the group with lead by a strong bass singer. Rockabilly ditty should grab spins. And dig that gospel piano. (Acuff-Rose, BMI)
Girlie Girlie Girlie.....72
 The Stylers handle this swiny item with listenable vocal gimmicks sparked by a good lead singer. Backing is in the rockabilly groove. (Mills, ASCAP)

FRANK DE VOL ORK
The Night They
Invented Champagne.....73
COLUMBIA 41137—Sprightly polka item from the forthcoming flick "Gigi" receives a happy reading from the De Vol Ork, livened up by an accordion, a girl's trio, whistling and harpsichord. Jocks will spin. (Lowal-Chappell, ASCAP)
Happy Birthday Polka.....70
 The polka favorite is performed nicely by the De Vol crew on this new slicing. Girl's trio is heard on this side too. (Witmark, ASCAP)

LEE-CLARK ORK & CHORUS
Just One More Chance.....73
GALLO 107—Baritone sings nostalgic standard straight, while fem chorus and piano backing adds r.&b. flavor. Provocative new slant on oldie for deejays. (Famous, ASCAP)
Mendelssohn Rock.....70
 Tongue-in-cheek rock and roll version of the "Spring Song." Commentary isn't very funny but jocks might find instrumental segs interesting chatter springboard. (Aurelio, BMI)

BONNIE GUITAR
Johnny Vagabond.....72
DOT 15708—The chick sings the folk-flavored ballad attractively against country string backing. Possible pop and c.&w. coin. (Dandelion, BMI)
A Very Precious Love.....70
 The theme from "Marjorie Morningstar" gets a good reading by the country-based thrush. Several versions are available. (Witmark, ASCAP)

THE FOUR SPARKS
Out of This World.....72
ABC-PARAMOUNT 9906—A new group on the label, the quartet offers a medium pacer with slightly jazzy changes. Interesting sound with moderate potential. (Target, BMI)
My Sweet Juanita.....67
 A rockabilly with only fair chances. Flip has more interest. (Target, BMI)

BILLY ECKSTEIN
Ball Ha'.....72
M-G-M 12617—This is an old one by the artist. Release of the flick "South Pacific" will create new interest in the score. (Williamson, ASCAP)
Younger Than Springtime.....72
 The lovely ballad from "South Pacific" is given a warm reading by Eckstein with lush ork support. Similar potential. (Williamson, ASCAP)

ROCKIN HI LOWS
Hey, Mary Ann.....72
MARK 114—Pretty blues song, folk-flavored in concept; with the lead singer's chanting showcased by an attractive guitar arrangement. Unusual wax. (Recordo, BMI)
I Need Your Love.....71
 Bluesy side, with the group achieving an unusual harmonic effect in their chanting. With the flip, it makes an uncommon sounding disk. (Margo, BMI)

GENIE JONES
You Need Me.....72
TARA 101—The thrush shows off a

warm, somewhat legit vocal style on this debut slicing for the new label, helped by a male chorus and small rhythm combo. (Reeny, BMI)
A Little of Your Love.....71
 Listenable vocal by new singer Genie Jones on this slight waltz effort, supported by a male group and combo. She has an attractive style and could do well with the right material. (Reeny, BMI)

CAROL STERN
Love at First Sight.....72
DOVE 236—Carol Stern, young thrush with much of the sound of Kay Starr, does a good job with this rockabilly effort about young love. Her performance could help this get spins. (Michele, ASCAP)
Mama, Mama, Mama!.....71
 On this side the canary gets a chance to sing a rhythm effort, which she also does well. With the right material the gal has a chance. (Jason, BMI)

DAVE EDWARDS
I Wanna Make Love to You.....72
BEE 1108—Rock and roller. Edwards belts this one out with a driving quality. (B-G & Vir-Cel, BMI)
Crazy Little Dream.....70
 Ballad, chanted in slow tempo, to an arrangement with good beat. (B-G & Vir-Cel, BMI)

CHARLIE LAVERNE
Hudson River Blues.....72
MARK 117—Instrumental features Laverne's guitar. Side is flashy—slow in tempo and loaded with mood. An unusual jockey programming item. (Margo, BMI)
Laverne's Boogie.....69
 An instrumental, featuring Laverne's guitar in a boogie. For jocks. (Ford, ASCAP)

THE SERENADERS
Never Let Me Go.....72
M-G-M 12623—Rockabilly receives a pleasant reading from the group, over strong backing. (Lion, BMI)
I Wrote a Letter.....68
 Uptempo rock and roll item is sung in routine manner by the boys. (Russ-Dale, BMI)

THE AQUATONES
She's the One for Me.....72
FARGO 1001—Wild, swinging effort receives a solid vocal rendition from a male lead backed with spirit by the group. Band supports them with a fine beat. (Instant, BMI)
You.....68
 The Aquatones, male group with a fem member, bow on the new label with the thrush doing a nice lead job on a rockabilly. Unusual sound but flip is more potent. (Instant, BMI)

DAVE MYLES
Only to Be Loved.....71
GALLO 105—Soulful reading by Myles on feelingful rockabilly with fem chorus backing. Merits spins. (Aurelio, BMI)
Lollipop Lips.....70
 Keyed to the confectionary trend, bouncy rhythm-novelty is handed jaunty reading. (Pocono, BMI)

ARTIE SINGER ORK
Point of No Return.....71
CHECKER 888—Pretty ballad is romantically presented by the ork and chorus. Good jockey side for adult segs. (Singular, BMI)
Cafe Concertina.....70
 A lovely instrumental waltz. Singer's full ork treatment of his own theme features concertina with lush strings supporting (Singular, BMI)

ANNA MAGNANI
Scapricciatello.....71
VERVE 10113—From the sound track of "Wild Is the Wind" comes this pretty Mediterranean-flavored song. The chanteuse sings it in Italian, with charm. Interesting item for jocks. (Casa Editrice Ferd. Bideri)
Aggio Perduto O Suonno.....66
 A quality song, with vocal in Italian. Emotion-packed delivery is coupled with nice arrangement. (Hollis, BMI)

(Continued on page 58)

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 This Week Last Week Weeks on Chart
32. WE BELONG TOGETHER
 Robert and Johnny..... 1
 Walking in the Rain—Old Town 1047
 Billboard, March 3, 1958
OLD TOWN Records 767 Tenth Avenue Circle 5-3655

• This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

C&W RECORDS

MARTY ROBBINS

Just Married (DeVorzon, BMI)
Stairway of Love (Planetary, ASCAP)—Columbia 41143
See review in Pop Spotlight section.

FOLK TALENT AND TUNES

• Continued from page 15

Thompson aggregation set on a solid string of personals running up to August 1. Among the dates skedded are Texas Technological College, Lubbock, Tex., March 20-21; Oklahoma University, Norman, Okla., March 22, and the Frontier Days Rodeo, Southwest Texas State Teachers College, San Marcos, Tex., May 2.

The Maddy Brothers (Tom, Bob and Jim) and Bob Alexander, Celestial Record artists, guested Saturday (8) on the Heck Harper "Circle 8 Hoedown" over KGW-TV, Portland, Ore. The show, beamed Saturdays, 6-7 p.m., is also spotted on the entire King Broadcasting Network, with stations in Seattle (KING-TV) and Spokane, Wash. The boys' current release on the Celestial label is "Hey, Little Girlie." The Maddy boys have been engaged to appear as a regular Saturday night feature at the Silver Dollar Club, Seattle, along with Buck Ritchey, c.&w. deejay at Station KVI, Seattle, who is heard on the Fabor label.

Marijohn Wilkin, performer as well as a song plugger for Earl Barton Music, Springfield, Mo., is working a two-week engagement at the Plantation Club, Nashville. . . . Ralph Foster, president of Crossroads TV Productions, producers of "Country Music Jubilee,"

is back at his Springfield, Mo., headquarters after giving the sailfish and marlin a fit off the coast of Old Mexico. Si Siman, of the same firm, is back from a week's vacation in Hot Springs. . . . March bookings for the gospel-singing Blackwood Brothers Quartet stack up as follows: Ada, Okla., March 11; Oklahoma City, 12; Tulsa, Okla., 13; Springfield, Mo., 14; Clanton, Ala., 15, and Asheville, N. C., 29.

Jim Ward, Arkansas product, is appearing as singing troubadour over KEAP, Fresno, Calif., six days a week. . . . Dennis Herrold, new on Imperial Records, has as his initial release "Make With the Lovin'" b.w. "Hip, Hip Baby," both penned by Dub Dickerson, Dallas agent and songwriter, who also serves as Herrold's personal manager. Jocks may obtain a copy by writing to Herrold at 2617 Raleigh Place, Dallas. . . . Boyd Bennett, who's drawing considerable attention with his new King release, "Click-Clack," is this Saturday's (15) guest on "Country Music Jubilee" from Springfield, Mo. This week's NBC "Red Foley Show" plays host to Grandpa Jones and Rex Allen.

Smiley Monroe, still with Charlie Aldrich's crew at Riverside Rancho, Los Angeles, has just finished serving as the mystery voice on Jack Morris' Mystery Voice Contest on KXLA, Pasadena, Calif. Morris presented the contest feature every half hour, five hours a night, for the last three months, with the winners, 118 of 'em, winding up with such gifts as tape recorders, articles of clothing and an all-expense trip to the Desert Inn, Las Vegas. The event pulled an avalanche of mail, Monroe reports. No. 1 winner was Lynn Valteen, local country music singer. Morris has a new release doing well on the Pep label coupling "River San Gabriel" and "She's Gone, She's Gone." Monroe's latest release for Vita Records is "All-American Girl."

Bouncin' Bobby Lord (Columbia), regular on "Country Music Jubilee," cut a session in Nashville last week, backed by "Jubilee's" Marksmen quartet. He hits the road soon on a lengthy string of personals set by Hap Peebles, Wichita, Kan., promoter. Bobby and his wife are expecting a new Lord in the family around mid-April. . . . Fred Maddox, heard on KOCS, Ontario, Calif., for more than a year, has left the station, which has discarded country and pop music in favor of mood and classical music, and will soon launch a new show on another radio works in the area.

Ridgeway Music has placed masters by Donnie White and Gene Stewart, both of whom appear on television with the Pee Wee King band in Louisville each Thursday night, with King Records. White, 16-year-old Louisville lad, has waxed a pair of jumpers, "That's My Doll" and "Your Kind of

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 1

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Don't, Elvis Presley, Vic.
2. I Beg of You, Elvis Presley, Vic.
3. Please Pass the Biscuits Gene Sullivan, Col.
4. Ballad of a Teenage Queen Johnny Cash, Sun
5. Why, Why, Carl Smith, Col.

Dallas-Fort Worth

1. Geisha Girl, Hank Locklin, Vic.
2. Ballad of a Teenage Queen Johnny Cash, Sun
3. Is It Wrong? Warner Mack, Des.
4. I Beg of You, Elvis Presley, Vic.
5. The Story of My Life Marty Robbins, Col.
6. I Can't Stop Loving You Kitty Wells, Vic.
7. My Shoes Keep Walking Back to You Ray Price, Col.
8. Curtain in the Window, Ray Price, Col.
9. Just a Little Lonesome Bobby Helms, Dec.
10. This Little Girl of Mine Everly Brothers, Cdc.

Houston

1. This Little Girl of Mine Everly Brothers, Cdc.
2. Ballad of a Teenage Queen Johnny Cash, Sun
3. Don't, Elvis Presley, Vic.
4. I Beg of You, Elvis Presley, Vic.
5. Breathless, Jerry Lee Lewis, Sun
6. Geisha Girl, Hank Locklin, Vic.

Memphis

1. Ballad of a Teenage Queen Johnny Cash, Sun
2. This Little Girl of Mine Everly Brothers, Cdc.
3. I Can't Stop Loving You Don Gibson, Vic.
4. Your Name Is Beautiful Carl Smith, Col.

Nashville

1. Ballad of a Teenage Queen Johnny Cash, Sun
2. Don't, Elvis Presley, Vic.
3. You Win Again, Jerry Lee Lewis, Sun
4. I Can't Stop Loving You Kitty Wells, Vic.
5. Is It Wrong? Warner Mack, Dec.
6. My Special Angel, Bobby Helms, Dec.
7. Oh, Lonesome Me, Don Gibson, Vic.
8. This Little Girl of Mine Everly Brothers, Cdc.

New Orleans

1. I Beg of You, Elvis Presley, Vic.
2. The Story of My Life Marty Robbins, Col.
3. Ballad of a Teenage Queen Johnny Cash, Sun
4. You Win Again, Jerry Lee Lewis, Sun
5. Geisha Girl, Hank Locklin, Vic.
6. Great Balls of Fire Jerry Lee Lewis, Sun
7. This Little Girl of Mine Everly Brothers, Cdc.
8. Don't, Elvis Presley, Vic.
9. My Special Angel, Bobby Helms, Dec.
10. Stop the World, Johnnie & Jack, Vic.

St. Louis

1. I Beg of You, Elvis Presley, Vic.
2. Anna Marie, Jim Reeves, Vic.
3. Ballad of a Teenage Queen Johnny Cash, Sun
4. The Story of My Life Marty Robbins, Col.
5. Uh Huh, Sonny James, Cap.

Lovin'," with Stewart coupling a groover, "Baby, Come Dance With Me," with "The Better to Love You," a ballad on which he has the backing of the Anita Kerr Singers. Sessions on both masters were held at the Bradley Studios in Nashville. Release date on both platters is March 17. . . . Bill Browning and band are logged in at "World's Original Jamboree," Station WWVA, Wheeling, W. Va., March 15, and March 22 appear on Sleepy Jeffer's TV show in Oakhill, W. Va. Browning has two new releases for Island Records, one of which is his first religious platter, "First Prayer" b.w. "Let the Bible Be Your Guide." The other is a rockabilly effort coupling "Born With the Blues" b.w. "Dark Hollow."

With the Jockeys

Clyde (Barefoot) Chesser, who spins country and western on KLEN, Killeen, Tex., has been tabbed for the "Mr. Disk Jockey" (Continued on page 58)

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING MARCH 1
RECORDS are ranked in order of their current national selling importance at retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Chart
1. BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash	1	Sun 283
2. DON'T (BMI)—Elvis Presley	2	Vic 7150
3. THE STORY OF MY LIFE (ASCAP)—Marty Robbins	3	Col 41013
4. THIS LITTLE GIRL OF MINE (BMI)—Everly Brothers	4	Cadence 1342
5. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	5	Sun 281
6. GEISHA GIRL (BMI)—Hank Locklin	6	Vic 6984
7. OH, LONESOME ME (BMI)—Don Gibson	8	Vic 7133
8. MY SPECIAL ANGEL (BMI)—Bobby Helms	7	Dec 30423
9. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers	13	Roulette 4045
10. ANNA MARIE (BMI)—Jim Reeves	11	Vic 7070
11. IS IT WRONG? (BMI)—Warner Mack	9	Dec 30301
12. STOOD UP (BMI)—Ricky Nelson	14	Imperial 5483
13. MY SHOES KEEP WALKING BACK TO YOU—Ray Price	12	Col 40951
14. STOP THE WORLD (BMI)—Johnnie and Jack	—	Vic 7137
15. RAUNCHY (BMI)—Bill Justis	17	Phillips International 3519
16. PLEASE PASS THE BISCUITS (BMI)—Gene Sullivan	20	Col 40971
17. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	10	Roulette 4031
18. JAILHOUSE ROCK (BMI)—Elvis Presley	15	Vic 7035
19. FRAULEIN (BMI)—Bobby Helms	16	Dec 30194
20. JUST A LITTLE LONESOME (BMI)—Bobby Helms	—	Dec 30557

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING MARCH 1
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Chart
1. BALLAD OF A TEENAGE QUEEN—Johnny Cash	1	Sun 283—BMI
2. OH, LONESOME ME—Don Gibson	4	Vic 7133—BMI
3. THE STORY OF MY LIFE—Marty Robbins	2	Col 41013—ASCAP
4. BIG RIVER—Johnny Cash	9	Sun 283—BMI
5. ANNA MARIE—Jim Reeves	3	Vic 7070—BMI
6. THIS LITTLE GIRL OF MINE—Everly Brothers	6	Cadence 1342—BMI
7. DON'T—Elvis Presley	8	Vic 7150—BMI
8. GEISHA GIRL—Hank Locklin	14	Vic 6984—BMI
9. I CAN'T STOP LOVING YOU—Kitty Wells	12	Dec 30551—BMI
10. YOUR NAME IS BEAUTIFUL—Carl Smith	15	Col 41092—ASCAP
11. I FOUND MY GIRL IN THE U.S.A.—Jimmie Skinner	—	Mercury 71192—BMI
12. UH HUH—Sonny James	—	Cap 3840—ASCAP
13. I BEG OF YOU—Elvis Presley	7	Vic 7150—BMI
14. YOU WIN AGAIN—Jerry Lee Lewis	5	Sun 281—BMI
15. CURTAIN IN THE WINDOW—Ray Price	13	Col 41105—BMI

• Reviews of New C&W Records

WAYNE WALKER
It's Written in the Stars . . . 76
COLUMBIA 41130—Most attractive country item is warbled strongly by Walker over a warm instrumental and vocal background. Side has a chance with traditional country buyers if exposed. (Southern, ASCAP)
I'm Finally Free . . . 75
The country chanter sells this listenable rockabilly item with feeling backed by a combo and a mixed chorus. Should get spins. Tune was written by Walker and Webb Pierce. (Cedarwood, BMI)

cat who's trying to learn Japanese so that he can communicate with Oriental chick. Fine for c.&w. (Trans World, BMI)
Blabber Mouth Sidewalk Stroll . . . Good wax debut by Bowers. Delivery on the medium-tempo tune is in a pop vein. Nice choral backing by the Anita-Kerr singers. (Cedarwood, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

CHUCK BOWERS
You and I Are in the Same Mood . . . 76
DECCA 30578—A country-tinged medium-beater. The song deals with a

BUDDY THORNTON: It's Your Eyes
Hypnotized/God's Country U. S. Ebony 101

NOW ON HICKORY!
Roy Acuff
"ONCE MORE"
Hickory 1073
If It's Country Music
It's Bound To Be Good!

Breaking Wide Open
Pop and C&W
JOHNNY CASH
BALLAD OF A
TEENAGE QUEEN
b/w
BIG RIVER
Sun #283

Oh, Lonesome
Me
Don Gibson
47/20-7133
RCA VICTOR

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING MARCH 1

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 R&B records like 'Sweet Little Sixteen' and 'Get a Job'.

This Week's R&B Best Buys

DON'T YOU JUST KNOW IT (Arc, BMI)—Huey Smith—Ace 545—All of the top r.&b. charts are hot for this. It's also showing pop. Flip is "High Blood Pressure" (Ace, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

R&B RECORDS

- SAM COOKE: That's All I Need to Know (Venice, BMI); I Don't Want to Cry (Venice, BMI)—Specialty 627
THURSTON HARRIS: I'm Out to Getcha' (Roosevelt, BMI)—Aladdin 3415
FRANKIE AVALON: Darlin' (Debmar, ASCAP); You Excite Me (Debmar, ASCAP)—Chancellor.1016

R&B SONG

- CORRIDO ROCK (Drive-In—Peer-Editoria Brambila, BMI)
"HANDSOME" BILL BALCOM (Dot 15711)
JIMMY CHURCH'S MAGICIANS (Verve 10126)
TORTILLA PETE (Imperial 5502)
See reviews in Pop Spotlight section.

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 1

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- Atlanta: 1. Good Golly, Miss Molly; 2. Sweet Little Sixteen, Chuck Berry, Chs.
Philadelphia: 1. Sweet Little Sixteen, Chuck Berry, Chs.; 2. Don't Let Go, Roy Hamilton, Epic
St. Louis: 1. Don't Let Go, Roy Hamilton, Epic; 2. Sweet Little Sixteen, Chuck Berry, Chs.

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING MARCH 1

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists most played R&B records like 'Get a Job' and 'Sweet Little Sixteen'.

Reviews of New R&B Records

BULL BOSTIC ORK: Lester Lumps In... 79
KING 5120—The Bostic crew turns in a fine performance on this jazz-tinged instrumental effort with the leader doing a solid job on sax.

TONY SPADE: Life Is a Mystery... 79
BACK BEAT 505—In the late Johnny Ace tradition is this waxing by Tony Spade, as he sings about the mystery of life, on this listenable rockaballad.

ISELY BROTHERS: I Wanna Know... 75
GONE 5052—Fervid warbling stint and exciting piano solo work on showmanly blues. Strong jockey side. (RealGone, BMI)

THE CUFF LINKS: Trick Knees... 76
DOOTO 434—Cute effort about a chick with trick knees is sung with spirit by the Cuff Links over good rock and roll backing. Side is lively enough to get some action. (D. Williams, BMI)

EARL WILLIAMS: O Baby Please... 75
ARCADIA 114—Rhumba blues, traditional and pleasant, with cute lyrics, is sold with warmth by Williams. For Southern markets. (Arcadia, BMI)

Charlotte: 1. Get a Job, Silhouettes, Emb.; 2. Short Shorts, Royal Teens, ABC-Para.; 3. I Beg of You, Elvis Presley, Vic.

Chicago: 1. Oh, Julie, Crescendos, Nsc.; 2. Short Shorts, Royal Teens, ABC-Para.; 3. Sweet Little Sixteen, Chuck Berry, Chs.

Cincinnati: 1. Million Miles From Nowhere; Brook Benton, Vik; 2. Maybe, Chantels, End

Detroit: 1. Tequila, Champs, Chal.; 2. Sweet Little Sixteen, Chuck Berry, Chs.; 3. The Walk, Jimmy McCracklin, Chs.

Los Angeles: 1. Tequila, Champs, Chal.; 2. Get a Job, Silhouettes, Emb.; 3. The Stroll, Diamond, Mer.

New Orleans: 1. Sweet Little Sixteen, Chuck Berry, Chs.; 2. Good Golly, Miss Molly; Little Richard, Spe.

New York: 1. Dede Dinah, Frankie Avalon, Clr.; 2. Get a Job, Silhouettes, Emb.

HEADING TO THE TOP "PLEASE CALL" Freddie Scott Arrow 724 (The Original) "TWEETY" Kelly Owens Arrow 725 "LOVIN' BABY" The Chimes Arrow 726 "PATTY" Bobby Long Arrow 727 "I LOVE YOU SO OH" Joe Erskine Arrow 728 ARROW RECORD CO. 1697 Broadway, N.Y.C. Judson 6-4446

ZOOMING UPWARD!! 'I LOST YOU' The Spaniels Vee Jay 264 Vee Jay Record Corp. 2129 South Michigan Chicago 16, Illinois All Phones: CAIumet 5-6141

The Original CUFFLINX Two Hits!!! SO TOUGH #433 TRICK KNEES #434 The New Penguin Hit! DO NOT PRETEND #435 DOOTO RECORDS

THIS IS IT! #1 INSTRUMENTAL HIT! HAYWARD DAVIS BUBBLE GUM ROCK CHRISTY 45-C-103-A Order from your distributors CHRISTY RECORDS, EL 4-9598 LOS GATOS, CALIF.

WATCH THIS ONE! BREAKING FAST!! The New Thurston Harris "I'M OUT TO GET'CHA" b/w "BE BABA LEBA" Aladdin 3415

2 Of The Greatest Instrumentals Ever! Both Sides Are Terrific! "EVERYBODY STROLL" and "STONE DOWN" On Savoy #1533 by THE O. C. ALL STARS SAVOY RECORD CO 18 MARKET ST NEWARK, N. J.

(Continued on page 58)

FOLK TALENT AND TUNES

Continued from page 56

U.S.A." slot on WSM, Nashville, April 18. . . Red Kerce, who has spun the country wax on various stations in the past, is now permanently based at Tallahassee, Fla., while covering the State extensively a half dozen times a year contacting radio and TV stations and newspapers as press relations man for the Florida Highway Patrol. He's trying to line up with a recording company as promotional man to work in with his present job. . . Eddie Briggs, early-morning man and station relations expert with KEAP, Fresno, Calif., typewrites that the station is still in need of wax, both 45's and albums. Station address is 2344 South Railroad Avenue, Fresno.

Bailin'-Wire Bob Strack, who whirled the country wax at KOAM, Pittsburg, Kan., infos that the station is badly in need of records, particularly country releases. "Apparently

the record firms feel that we are out in the middle of nowhere," writes Bob. "However, our listeners' mail comes from points from Illinois to Colorado and from Iowa to Texas. We serve, of course, the four-State area, but this isn't our entire coverage by any means. . . Texas hill-billy Bob Day infos that he's found a home in Bangor, Me., where he's doing the c.&w. deejaying at Station WLBZ. "People in Maine love good country music," pipes Bob. "They also like to hear gossip concerning c.&w. artists. If the fan club presidents, managers or wives of artists would send me news items concerning their artists it would be appreciated by myself and the many country music fans in this great State of Maine."

VOX JOX

Continued from page 15

bridge, Pa. . . Gary Owens - To: KTSA, San Antonio. . . Dick Richards - To: KITE, San Antonio. . . Howard Cunningham - To: KITE, San Antonio. . . Warren Saunders - From: KING, Seattle. To: KTIK, Seattle. . . Dave Ballard - From: KING, Seattle. To: KTIK, Seattle. . . Rex Dale - From: WCKY, Cincinnati. To: WAMP, Pittsburgh. . . Al Cummings - From: KING, Seattle. To: New York City. . . Ray Brien - To: KING, Seattle. . . Pat Lewis - To: KING, Seattle. . . Herb Davis - From: WEAM, Arlington, Va. To: WFCR, Fairfax, Va. . . Ray Keelin - From: KACT, Andrews, Tex. To: KBBB, Borger, Tex.

YESTERYEAR'S TOPS—

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

- MARCH 13, 1948
1. I'm Looking Over a Four Leaf Clover
 2. Now Is the Hour
 3. Beg Your Pardon
 4. Manana
 5. Ballerina
 6. Serenade of the Bells
 7. Golden Earrings
 8. But Beautiful
 9. I'll Dance at Your Wedding
 10. Slap 'Er Down Again, Paw
- MARCH 14, 1953
1. Till I Waltz Again With You
 2. Don't Let the Stars Get in Your Eyes
 3. Doggie in the Window
 4. Tell Me You're Mine
 5. Oh Happy Day
 6. Pretend
 7. Keep It a Secret
 8. Side by Side
 9. Have You Heard?
 9. Why Don't You Believe Me?

ON THE BEAT

Continued from page 15

In rock and roll, like anything else, you perhaps have to take the bitter with the sweet, and this the audience at both shows seemed content to do. Ducats were \$2 and \$2.50 with a sellout for the first show and nearly the same for the second. Following the last performance, Holly and his group rushed to the Miami airport to make connections for their first trip to England where they are now on tour.

The phenomenon of the "answer" record is with us again. There was once a time when the country and rock and roll fields were filled with such disks, the latest in recent memory of which was "I'll Always Be Your Fraulein," by Kitty Wells, in reply to Bobby Helms' "Fraulein." Now the subject disk is the Silhouettes' "Get a Job," with at least three separate answer records now on the market. These would be, "Got a Job," by the Miracles on End, "I Found a Job," by the Heartbeats on Roulette, and "I Got a Job," by the Tempos on Kapp.

Latest diskery to set up a subsidiary label is VeeJay in Chicago. The new label is tagged "Falcon," and the first release will be by the Prodigals, a group from Clarksburg, W. Va., and Dee Clark, a Chicago vocalist. Backing on the Clark disk is by the Upsetters, a combo which backed Little Richard on his Specialty diskings before his recent retirement. The Upsetters will also soon be featured on their own releases on the parent VeeJay label. VeeJay has also just released its first LP. Disk is titled "We Bring You Love," and features Sarah McLawler on Hammond organ with her husband, Richard Otto, on violin.

Leading British disk artist and motion picture star, Frankie Vaughan, had one of his first tastes of American disk jockeydom when he journeyed to the Kansas City disk jockey convention Friday (7). In England, Vaughan is used to no more than a half dozen so-called disk jockeys, who play the records on the British BBC and commercial radio and TV. In Kansas City, he fully expected to mix with hundreds of this very special breed of cat.

Milt Shaw of Shaw Artists has picked up the Duponts, whose disk of "Screamin' Ball at Dracula Hall" on Roulette is stepping up nicely. . . The Rhythmettes opened a week's engagement at the Patio, Palm Beach, Fla., on Wednesday (5). Following this, the group will proceed to Miami Beach via Fort Lauderdale for a week of club dates. . . The Shirelles, now of Decca, will appear on American Bandstand, Thursday (13). . .

Hollywood

Lillian Cumber, head of the talent agency that bears her name, became the first Negro woman licensed to book actors in motion pictures with the award of a Screen Actors' Guild franchise last week. Increased demand for Negro talent via such upcoming productions as "Porgy and Bess," "The Henry Armstrong Story" and "Anna Lucasta" prompted the SAG license, according to Mrs. Cumber. . . Aladdin Records is hot on its new Thurston Harris etching, "Ba Baba Leba," penned by Otis Blackwell, of "Al Shook Up" and "Don't Be Cruel" fame.

Reviews of New R&B Records

Continued from page 57

- You Ain't Puttin' Out Nothin' But the Lights... 75
Chantier sings this blues item with feeling over a solid beat by combo. (Arcadia, BMI)
- BOBBY FREEMAN**
Do You Want to Dance... 75
JOSIE 835—Freeman has a salable sound on the rockarumba. Ork backing is good. This can move, if exposed. (Clockus, BMI)
- Big Fat Woman... 73
The cat wails about his over-sized, true love. The tune is a rocker, and the artist gives it a nice shout. This can do biz. (Clockus, BMI)
- WILLIE EGAN**
Rock & Roll Fever... 74
DASH 55001—Driving r.&b. effort is sold with spirit by blues shouter Willie Egan on this first recording by the new label. Good side here. (Glynnar, BMI)
- Chittlin'... 74
This side is an attractive instrumental with some ear catching horn and guitar gimmicks plus chorus breaks that add much. Both sides could get some loot if exposed. (Glynnar, BMI)
- BEA BOOKER**
Comfort in My Heart... 74
PEACOCK 1682—Driving rock and roller is sung with religious fervor by the thrush, helped by a male group and combo. Gal can sing. (Lion, BMI)
- If I Had Known... 72
Thrush handles this well, but flip is stronger. (Lion, BMI)

JESSE POWELL WITH THE CADDYS
Ain't You Gonna... 74
JOSIE 834—Jubilant vocal treatment of happy rhythm tune with catchy tempo, Merits spins. (Bennell, BMI)

Turmpika... 72
Swing instrumental treatment with some solid solos. Okay jockey wax for jazz-minded jocks. (Bennell, BMI)

ERVIN RUCKER WITH MATTIE JACKSON ORK
I Want to Do It... 74
by Rucker on a raucous item about the new dance, the Stop. Lyrics have teen-appeal. (Lion, BMI)

Two People in Love... 69
Emotional reading on okay ballad, but flip is more commercial. (Lion, BMI)

JOHN LITTLETON & THE CAPOSTRANOS
Now Darling... 74
DUKE 179—Tenor lead sells this effort with some feeling helped by the group and good ork backing. (Lion, BMI)

Po' Mary... 69
The group tries hard with this rhythm item, over routine ork support. It doesn't come off. (Lion, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

SABOO: Chief Crazy Horse/Young Charm—Cholly 7089

Reviews of New Pop Records

Continued from page 55

- The following records, also reviewed by The Billboard music staff, were rated 70 or less:
- ROD BARTON: No Use Knocking on My Door/Love You, Mix You, Need You—Co-op 111**
- WESLEY DALTON: On the Day We Fell in Love/Innocent Face—Mark 113**
- THE EBON KNIGHTS: First Date/Only You—Stephens 1822**
- BOBBY FRANCO: Give Your Love to Me/A Teen-Age Love—Bee 1106**
- GRANT JONES: Pinball Machine/Soda Pop Rock—Stephens 1821**
- JIMMIE KARLIN: Have You Really Gone/Please Don't Walk Upon—Mark 115**
- TRUDY LAWRENCE: You Covered Me With Kisses/Ashes of Love—AFS-303**
- SUZANNE SUMMERS: A Man's Gotta Have a Woman/Out of This World—Surf 5015**
- THE THREE SUNS: Tweety/Rainbow—RCA Victor 7187**

Latin American

- ANTONIO MACIEL**
El Cascabel... 81
CAPITOL 71086—The swift-paced, fiery theme is given a breezy interpretation. It can score in this field. (Peer, BMI)
- El Pajaro Cu... 80
A male group delivers the up-tempo, Latin-beat theme in spirited fashion.
- HERMANAS DE ALBA**
La Negra Noche... 81
CAPITOL 71088—A pretty, slow tango is softly presented by a fem duo. Choice for this market. (Peer, BMI)
- Las Gaviotas... 77
The lively tune is sung with gusto by the gals. Flip appears stronger. (Morro, BMI)
- LUIS PEREZ MEZA**
Puncho Y Pancha... 80
CAPITOL 71089—This swingy ranchero was waxed in Mexico and it features a talk-sing vocal by Meza and a comic falsetto backed by the Zupapan Mariachi ork. Cute side here for the boxes. (Peer, BMI)
- Kid Cleton... 80
This western styled item is called a Texana. It was also cut in Mexico. It is a very engaging effort with a cute riff, which is sung and whistled by Meza and the combo. Two good sides for Latin localities. (Morro, BMI)
- DUETO MEXICO**
La Cosa Es Calmada... 80
CAPITOL 71085—The duo delivers the sprightly theme in pleasant fashion against cheerful, brassy backing. Good for this market. (Peer, BMI)
- Ingrato Corazon... 78
The waltz is attractively presented. Full ork backing complements. (Morro, BMI)
- ANTONIO AGUILAR**
A Boca De Jaro... 7
CAPITOL 71087—A folksy ditty is cheerfully warbled with full ork support. English translation of the cute,

medium beat theme is "Loud-mouthed." (Peer, BMI)

Amor En Trocitos... 79
A three-beater is charmed with appeal by the artist. The tune ("Love in Little Pieces") is a novelty vein.

Children's

- JACK BERCH**
Me and My Teddy Bear... 81
RCA VICTOR WBY 74—A cute tot's song. Berch's vocal has charm. Cute jacket. This should move well.
- The Teddy Bears' Picnic... 85
The well-known Jim Kennedy-John Bratton kiddie song is sung with appeal by Berch. Colorful orking by Henry Rene helps.
- THE PRAIRIE CHIEFS**
Gunslinger... 81
RCA VICTOR WBY 76—The theme from the TV Western can find strong favor with the kids. Colorful jacket should help spark sales.
- Whooper Ti-Yi-Ye... 80
An attractive children's buy. The ranchero-type folksy theme is nicely handled by the crew.

Number of Releases This Week

Label	Pop	R&B	CA
ABC-PARAMOUNT	1	—	—
AFS	1	—	—
ALADDIN	1	—	—
ARCADIA	—	1	—
BACK BEAT	—	1	—
BEE	2	—	—
CHALLENGE	1	—	—
CHECKER	2	—	—
CHOLLY	—	1	—
COLUMBIA	4	—	—
CO-OP	1	—	—
DASH	—	1	—
DECCA	3	—	—
DOOTO	—	1	—
DOVE	1	—	—
DUKE	—	1	—
DUPLEX	—	1	—
EBONY	—	—	1
EMBER	—	1	—
FARGO	1	—	—
FORTUNE	1	—	—
GALLO	2	—	—
GOLDEN CREST	1	—	—
GONE	—	1	—
JOSIE	—	2	—
JUBILEE	1	—	—
KAPP	1	—	—
KING	1	—	—
LIBERTY	1	—	—
LONDON	1	—	—
MARK	4	—	—
M-G-M	3	—	—
PEACOCK	—	1	—
RCA VICTOR	1	—	—
SOMA	1	—	—
SPECIALTY	—	1	—
STEPHENS	2	—	—
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Iowa State Fair Drops Rodeo for '58

Increase Auto Race Meets to Eight; Board Mulls Names for Night Show

DES MOINES — The Iowa State Fair will make some attraction changes for its 100th exposition to be held August 22-31, but final plans are still in the making. No change was dropping of the rodeo, which has given five performances in recent years.

After two days of meetings with attraction representatives, the board agreed to hold a total of 10 auto races, eight of them during the fair, two early still dates. These will be provided by Al Sweeney's National Speedways. Two thrill show programs will be scheduled. One to be produced by the Earl Wherry-Leo Overland stunt organization.

The opening day will be Shrine day, the first time in recent years a special day has been set aside for organizations. Special shows will be staged both in the afternoon and evening.

The Shrine program, the two additional auto races and the thrill events will fill in the five programs that had been filled by the contest rodeo.

A stage show will be held for six nights after the opening but negotiations are still under way. Barnes-Carruthers Theatrical Enterprises will serve as the agency through which the fair will line up its night show talent.

Lloyd Cunningham, fair secretary, said it was planned to make the night show more of the vaudeville type instead of the traditional musical revue and there is a possibility of using TV or movie names to head up the program.

Last year the fair used the Lennon Sisters from the Lawrence Welk TV show and scored a sharp increase in the grandstand take. Cunningham said he feels this can be repeated if the fair can get the right draw for a farm audience.

The board has set a \$600,000 budget for the 1958 exposition, about the same amount spent in 1957.

SPECIAL PAGES FOCUS ON LIGHT, POWER, SOUND

Show business applications of sound, light, power and music will come in for special attention in next week's issue of The Billboard.

A special section will focus on these aspects of the field.

Coming in for comment will be the wide usage of tape recordings in outdoor and allied show business. This phase of the coverage on sound will be augmented with feature material about the special music that is available to shows and for specialized show uses.

Lighting systems for fairs and other facilities will be included. Public address services for similar places also will be covered.

Power will be discussed in articles touching on use of generators.

This special section will come as the third in a series of such features in The Billboard's outdoor department. Previous subjects were insurance and mobile homes.

B'klyn Ball Park Becomes Show Site

Promoters Get Ebbets Field for Outdoor Season; Opens May 30

NEW YORK—There is no end to the types of attractions that will be seen in Brooklyn this year, with the announcement that Ebbets Field has been leased as an outdoor show spot. The deal has been developing for five months but press notices were impossible until the signing of a lease on Tuesday (4).

Originator of the plan is George Fass, who was given tentative approval by the Brooklyn (now Los Angeles) Dodgers during the fall.

He has spoken with several attractions people so far.

In the period from June thru September the ball park will be used for at least the following presentations: circus, rodeo, bike racing, pop concerts, ice show, water show, boxing, wrestling, baseball, football, telethon, rock 'n' roll show.

The Dodgers had been approached by several promoters when it was evident they would vacate the stadium in favor of Los Angeles this year. But the club held out for doing business with a single promoter who would run the park thruout the season. Fass interested as an associate, Bob Durk, whose Bob Durk Associates is producing its third International Home Show this season in the Coliseum. Durk has also produced sports and show programs in White Plains, N. Y., and elsewhere, and was involved in the Mayflower voyage promotion last year. Fass has promoted Fashionarama and has been in various phases of the music business. Durk is current president of the Exposition Management Association.

The new firm is Ebbets Field Productions, Inc., 250 West 57th Street, with Durk as president and Fass as vice-president. Since the

(Continued on page 72)

RECORD \$\$

Calgary Ex Posts \$54,000 Rodeo Purse

CALGARY, Alta. — More than \$54,000, said to be the largest amount ever offered for a six-performance rodeo in North America, will go to winners of cowboy contests at this year's Calgary Exhibition and Stampede.

The total is more than \$6,000 higher than the previous record, set in 1957. In addition to the cash prizes, special trophies valued at thousands of dollars will also be presented.

Of the increase, \$3,000 will go toward the various infield events and \$3,000 will be added to the chuck wagon purse. The chuck wagon race will carry a total purse of \$21,050.

Ideal Weather Hikes Mid-Winter Crowds

IMPERIAL, Calif.—"The Last Round-up" theme at the California Mid-Winter Fair, which thru Tuesday (4), fourth of the nine-day run, pulled a total attendance of 53,323, up 1,802 over last year, has a double meaning. For, in addition to giving the event its traditional Western flavor, it marks the retirement of D. V. Stewart, who for 30 years has been the fair's secretary-manager.

Stewart will remain with the fair for several more months before taking off on a travel schedule. Kenneth Hoffman, who has been on the fair staff for more than five years, is being groomed as the replacement, a member of the board of directors said.

Weather for the event during the opening period, which includes the better weekend and the two kids' days, was the best in years. With the exception of gathering clouds on Monday (3), the skies were clear and winds moderate. Nights have been pleasant, bringing out strong crowds for the grandstand shows presented for more than 25 years by George Hunt of George Hunt & Associates, Hollywood.

The afternoon grandstand program featured a Rodeo Cowboys Association rodeo the first two days, with a horse show opening Monday (3) for five days. Saturday

and Sunday (8-9) matinee attraction was auto racing. The Hunt shows were presented each evening with three different line-ups offered.

Waters Is New

Among the new attractions on the independent were "Dancing Waters," midget racers and a polyethylene bowling game. The Forsythe & Dowis unit of "Waters" was located just outside the admission.

(Continued on page 72)

Roy Lisogar To Tour B. C. Centurama

REGINA, Sask. — Roy Lisogar, producer of ice shows and fishermen's shows in Western Canada, has been signed by the government of British Columbia to produce and tour the province's centennial show, Centurama.

The two-hour package will be produced on stage, in the air and on the water, according to Lisogar. Top Canadian and American talent will be featured, and the cast will be augmented by B. C. talent selected thruout the province. A tour of 12 consecutive weeks is anticipated.

The show, to operate in conjunction with local centennial committees, will be completely self-contained. Committees will only have to help with publicity and ticket sales.

The theme will be British Columbia, from the pioneer days of 1858 to the present era of big industry.

Lisogar, whose home town is Edmonton, Alta., now operates the Sportsman Motor Hotel in that city.

Seven Major Fairs Pact Barnes Revue

KANSAS CITY, Mo.—Barnes-Carruthers Theatrical Enterprises will again provide the night grandstand show at seven major fairs that usually buy the B-C No. 1 revue. This announcement came out of a meeting that followed the recent annual conclave of the Midwest Fair Association here.

Fairs that will again play the show will include the Minnesota State Fair, St. Paul; Oklahoma State Fair, Oklahoma City; Kansas State Fair, Hutchinson; Louisiana State Fair, Shreveport, and the Alabama State Fair, Birmingham. Also on the route will be the Ionia (Mich.) Free Fair and the Illinois State Fair, Springfield.

A revue will be produced, but final decisions on acts that will accompany the show will be

worked out individually. It is reported that a new choreographer and musical director will be named for the production.

Archie Putnam, Wis. Fair Executive, Dies

CHIPPEWA FALLS, Wis.—A. L. (Archie) Putnam, 72, for 37 years secretary-manager of the Northern Wisconsin District Fair here and long one of the best liked and most highly respected fair managers in the nation, died here Wednesday (5). He was stricken in his office at the fairgrounds and was pronounced dead upon arrival at a hospital.

Besides his activities in the fair field, he had been prominent in harness horse racing circles, in Shrine crippled children's hospital work, and also in insurance, in which he served as an agent here.

An ardent harness horse racing enthusiast, he served for nine years as a director of the U. S. Trotting Association and only recently had been elected a vice-president of that group. As a trotting association official, he had been militant in his efforts to keep a racket element out of the sport.

Topeka Fair Defers Action On Night Show

TOPEKA, Kan. — The Kansas Free Fair board heard presentations from three booking offices here Wednesday and Thursday (5-6) but deferred a decision on contracting a night grandstand show.

Sam J. Levy Sr. represented Barnes-Carruthers Theatrical Agency, Eldred Stacy the Music Corporation of America and Jimmie Hetzer the Hetzer Theatrical Agency.

Nebraska State Fair Signs GAC-Hamid Show

LINCOLN, Neb. — The Nebraska State Fair here has contracted a variety show from GAC-Hamid, Inc., for two nights of its run.

The show, to be backed by Jan Geber's orchestra, will offer the Andrew Sisters, Mr. Pastry, the Flite-Leggars and other acts.

Signing of the contract was during the three-day meeting of the fair board of managers which ended Friday (7).

Earlier, the fair had signed Roy Rogers for six performances, two matinees and four night shows.

During its meeting here the board of managers also awarded a fireworks contract for six shows to Thearle-Duffield Fireworks, Inc., Chicago, and four auto race programs to Al Sweeney (National Speedways).

Plans for plant improvements were adopted. Chief among new projects will be increasing the size of the race track from one half a mile to five-eighths of a mile, the erection of a new horse barn, new jockey quarters and enlargement of the pari-mutuel totalisator facilities.

You'll Need No Help to find GOOD BUYS in USED EQUIPMENT in the CLASSIFIED ADS THIS ISSUE




ARCHIE PUTNAM

Among fair men and outdoor show people, he was widely known, highly esteemed and affectionate.

(Continued on page 72)



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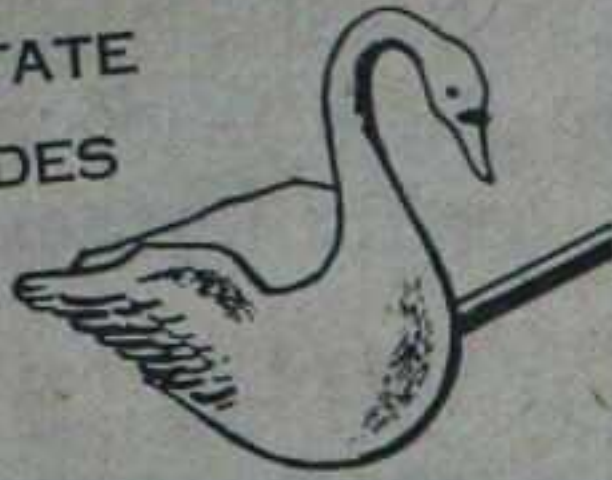
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Chestnut 1-0443

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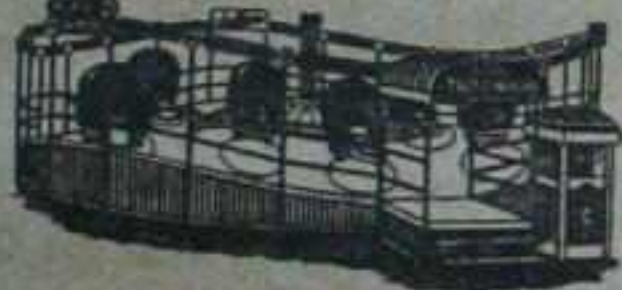
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Chicago Sports
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CHICAGO — Business for the Sportsmen's Show at the International Amphitheater here (February 21-March 2) climbed more than 1 per cent over last year. There was a new policy on exhibits.

Building Manager M. E. Thayer and Show Manager H. Werner Buck said the show, Buck's first in this area, was a strong success. Space sales hit budget and attendance was very good. On the first Sunday it was necessary to insert an extra performance of the stage and tank show.

Performance featured a lake that filled most of the Amphitheater arena floor and was used for water skiing and other events. Preston Foster was emcee. Among other acts were Pat McCormick, Sol Solomon, Swede Fuller's Dogs, Baudy's Leopards, Lynn Gregg, Bragazzis, Don Allen, Jimmy Running, Bill Fontana and more.

Buck said exhibitors were unusually pleased with results. Big trailers were selling on the floor. Vacation booths did well. Boat displays were strong. One unusual exhibit had two de luxe dome cars of the Burlington Railroad. They were spotted on the Amphitheater's indoor railroad spur, and crowds going thru the cars far exceeded expectations of the railroad.

Show decorations were handled by Brede.

Claim 162,552
At N. Y. Show

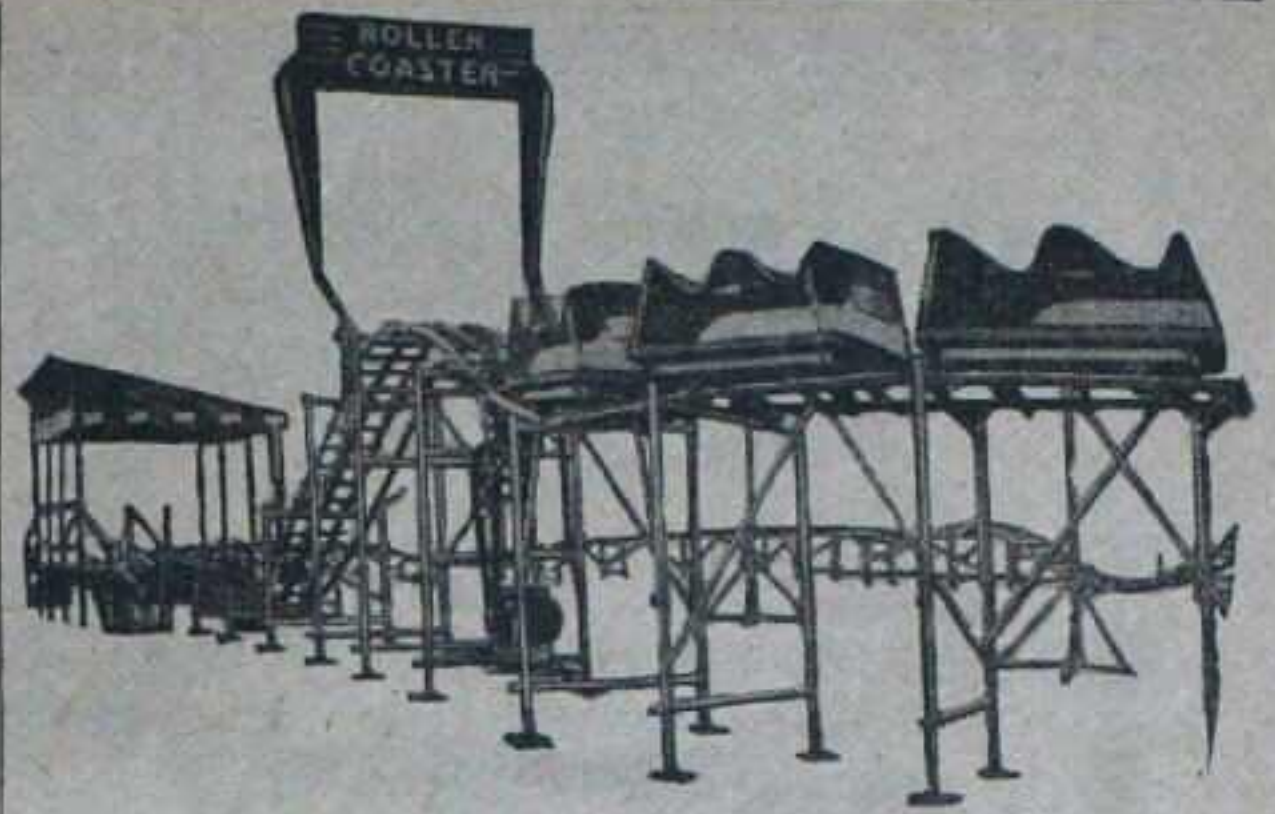
NEW YORK—The Daily Mirror reported a total attendance of 162,552 for its nine-day Outdoor Exposition, which closed Sunday (2) in the New York Coliseum. Sponsoring paper devoted pages of stories and pictures to the event every day. Other papers in the city played up the opening, then lost interest.

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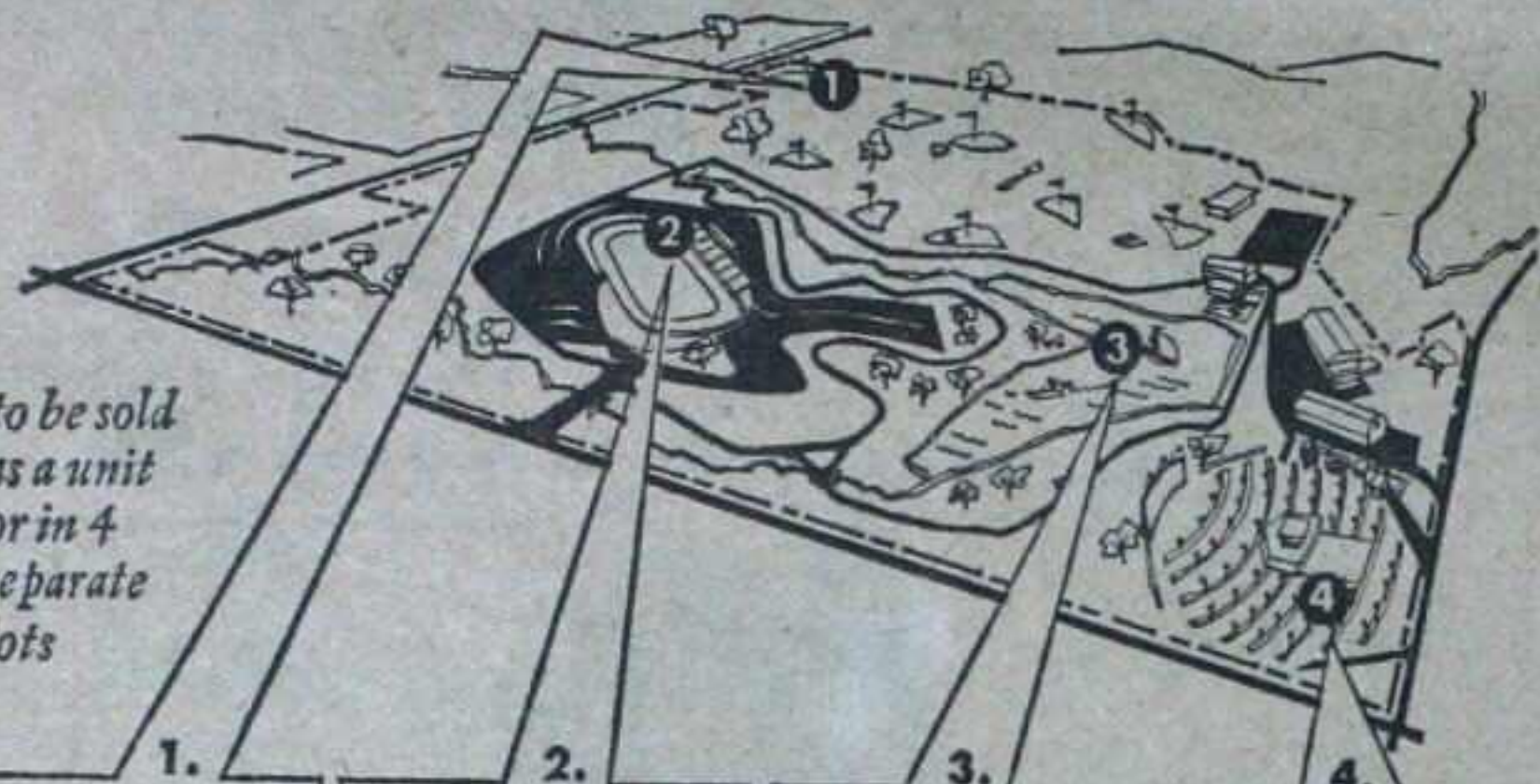
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ARENAS & AUDITORIUMS

Buck Widens Show Horizons With Largest Arena Lake

By TOM PARKINSON

H. WERNER BUCK, who has made quite a mark for himself in California square-footage shows and other events, has come near revolutionizing the sports show-performance outlook. He did this by introducing at his first sports show in Chicago, a giant indoor lake.

The tank, a large 100 by 125 feet, is estimated at four times size of water area in use at other sports shows.

It makes possible the use of water skiing and boating events that have heretofore been beyond the scope of sports shows. In Chicago the performance included water skiing behind a power boat. When the tank is used next, Buck expects to try boat races.

Earlier, he had a show in Los Angeles at which he used a net tank of about half this size. From it, he decided that bugs could be eliminated and that the larger version was practical. Then with only a week's time he set about to obtain the big tank and to reframe his program to make use of it.

O. HENRY TENT COMPANY was called in, and Fred Burrows took charge. Inside the week's time they obtained the material and built the tank. It is made of nylon, coated on both sides with vinyl and triple stitched. Until quite recently available materials did not have adequate abrasive strength. Now it works.

Buck borrowed several huge and heavy H-beams from a steel plant and used them to frame the tank. The square of beams was lined with plywood panels. Then the nylon tank was placed inside. Sandbagging includes the important use of these weights inside the four corners, as well as outside.

All this was set up in the arena of the International Amphitheater. The lake stretched from side to side, with box seat holders looking over the end edges and into the water. Width of the lake was limited, Buck said, only by the placement of drains in the building's floor. If drains were farther apart, the lake could have been even wider, he said.

THE LAKE HELD 2,000,000 pounds of water. Many who saw the preparations declared the whole thing would wash away. But it didn't, and then sports show people in other parts of the country began asking about it.

There will be another chance to see it soon. April 10-20, Buck's organization operates the Los Angeles Sportsmen's show. The lake liner will be used there, altho in a different fashion. This time it will be outdoors and ground will be excavated to hold it. They probably will try boat races there.

At Chicago, the lake was used for standard sports show event plus water skiing. The lone problem seemed to be that the speedy outboard motorboat churned up the water. The churning was enough that skiing had to be halted for a few minutes at each show. It is expected that building an island will cure that problem.

It's a certainty that this lake and reproductions of it will be used in forthcoming shows by many producers, not only in the sports show field, but also at grandstands, stadiums and in such other arena naturals as boat shows.

SCOPE OF THE WHOLE field unfolds and widens along with this nylon lake.

Edmonton Fair Spends Million On Racetrack

EDMONTON, Alta. — Expansion of racetrack facilities at the Edmonton exhibition grounds, to cost in excess of \$1,000,000, is expected to get under way in July.

It is planned ultimately to boost the length of the racing strip to six furlongs. Ultra-modern stables, to accommodate 650 horses, are also planned. The present barns will be cleared away to give the midway more room.

Pari-mutuel wagering on horse races in Alberta last year totaled \$1,880,056, compared with \$9,098,765 the year previous. There were 61 days of racing, compared with 49 in 1956.

Heaviest increase was in Edmonton, where it jumped to \$7,138,466 from \$4,913,19 in 1956. Calgary handle increased to \$4,725,148 from \$4,174,288.

Ice Capades Business Up At Detroit

DETROIT—Olympia has drawn a winner in one of its few major non-sports attractions of the year in its second engagement of the John H. Harris "Ice Capades." The ice revue opened Thursday (27) with an advance sale running 30 per cent ahead of last year, according to Nick Londres, director of promotions for Olympia. Actual attendance was running 20 per cent ahead up to midweek, despite critical unemployment conditions here. The show runs thru March 16.

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REGINA, Sask. — Sale of the weekly newspaper, The Estevan Mercury, including King Show Print, has been announced. Purchaser is The Liverpool Daily Post and Echo, Ltd., of Liverpool, England. The show print plant will continue to operate under the direction of William King.



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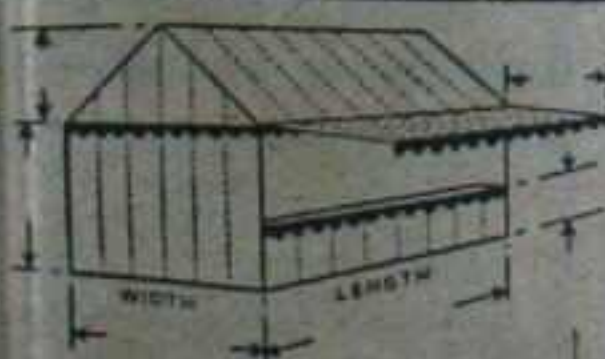
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WHAT ABOUT THE OKAPI?

Court Rules Bureau Can't Bar Giraffe Sales to Circuses

WASHINGTON—Decision by the U. S. Court of Appeals here apparently has upset the department of agriculture ruling which has restricted the importation of giraffes and other ruminants by circuses and other private operations.

The ruling raises the question of whether the Ringling-Barnum circus might now be able to get a release for its okapi, which has been held by the Brookfield Zoo, Chicago, since it developed that the government wouldn't let the circus take possession of it.

The immediate decision referred to giraffes purchased for Africa, USA, a tourist attraction at Boca

Raton, Fla., operated by Jack Pedersen. In that case, Pedersen had purchased two giraffes for his spot and the Bureau of Animal Husbandry ruled he could not take possession of them. This was in line with the bureau's ruling that only those zoos operated by governmental bodies and acceptable to the bureau could import such animals. It is the same ruling that has hit Ringling and other shows.

Court Okays Circuses

In the appeal, however, Judge John A. Danaher ruled that a private zoo or circus is just as eager
(Continued on page 72)

Francisco at White Plains; Has Kigordo, Tiebor, Hanel

WHITE PLAINS, N. Y.—The second of five weeks of bookings was played at the County Center by Don Francisco's Pan-American Circus to pretty good business here. Show caught was the opener on Friday night (21), which played to about 300 people in excellent weather in promoter Ed Ceccolini's first try with a night show.

Business built well over the

weekend, for the six-performance engagement. Francisco's unit had debuted the previous week in Paterson, N. J. Ahead were Shrine dates in Moncton, N. B., and Halifax, N. S., then the Syracuse Shrine date, April 7-13.

The show unfolds smoothly and is a one-ring presentation. Emphasis on center location for the finale, Les Kimris' aerial jet, forced spotting of the ring curb at one end of the arena, but this did not provide any awkwardness since the floor was kept clear of rigging which might have obstructed the view of patrons at the other end.

There were five high acts and the show did not use a web number. Three climactic acts were used, operating with Prince El Ki
(Continued on page 72)

Snow, Cold Hit Cleveland Show; Closes Strong

CLEVELAND—Cold weather marred the start of the Grotto Circus produced here by Orrin Davenport. The show people
(Continued on page 72)

G-F-M Gross Builds at San Juan Spot

SAN JUAN, P. R.—The Gaby-Fofo-Miliki Circus of Cuba wound up a two-week under-canvas date here on Saturday (1), and left for other island cities including Arecibo, Mayaguez and Ponce.

One-ring, European presentation comprises two tents, one for the
(Continued on page 72)

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 Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 10-25.
 Siebrand Bros. Comb.: Phoenix, Ariz., 7-16.
 Starlight: Clemson College, S. C.
 Strates, James E.: Homestead, Fla.; Fort Lauderdale 17-22.

Circus Routes

Davenport, Orrin: Dayton, O., 20-29; Columbus April 7-12.
 Hamid-Morton: Wichita, Kan., 10-15.
 Polack Bros.: Chicago, Ill., March 10-15; Erie, Pa., 20-22; Indianapolis, Ind., 27-30.

Ice Shows

Holiday on Ice of 1958: Birmingham, Ala., 11-18; Montgomery 19-23; Miami, Fla., 24-30.
 Ice Capades, 17th Edition: Bangor, Me., 11-16; Winston-Salem, N. C., 18-23; Evansville, Ind., 25-30.



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Ice Capades, 18th Edition: Detroit, Mich., 10-16; St. Louis, Mo., 17-23; Omaha, Neb., 25-30.
 Shipstads & Johnson's Ice Follies: Cleveland, O., 10-16.

Miscellaneous

Greene, Dr. Morton, Hypnotist: Sayre, Pa., 10; Columbus, O., 12; Painesville 15; Allegan, Mich., 17.
 Kara-Kum Mystery Show: Brewton, Ala., 10; Atmore 11; Florala 12; DeFuniak Springs 13; Marianna, Fla., 14; Port St. Joe 15.
 Marcelle Marceau: (Gary) San Francisco.
 Meier, Josef, Black Hills Passion Play: Lake Wales, Fla., March 10-April 6.
 O'Day, Marie, Palace Car: Medora, Ind., 14-15; Bedford 17-18; Paoli 19; English 20; Salem 21-22; Petersburg 28-29.
 Two-Ton Baker: (Gilded Cage) Rockford, Ill., 10-18.

Legitimate Shows

Auntie Mame, with Constance Bennett: (Hartman) Columbus, O.
 Back to Methuselah, with Tyrone Power and Faye Emerson: (Playhouse) Wilmington, Del., 13-15.
 Cat on Hot Tin Roof, with Victor Jory: (Pabst) Milwaukee.
 Diary of Anne Frank: (Community) Hershey, Pa., 10-12; (Auditorium) Rochester, N. Y., 14-15.
 Happiest Millionaire, with Walter Pidgeon: (Nixon) Pittsburgh.
 Jane Eyre, with John Emery: (Walnut) Philadelphia.
 Long Day's Journey Into Night: (Locust) Philadelphia.
 Love Me Little: (Wilbur) Boston.
 Middle of the Night, with Edward G. Robinson: (Curran) San Francisco.
 Most Happy Fella: (Blackstone) Chicago.
 My Fair Lady: (Shubert) Chicago.
 No Time for Sergeants: (Forrest) Philadelphia.
 Nude With Violin, with Noel Coward: (Huntington Hartford) Los Angeles.
 Say Darling: (Shubert) Philadelphia.
 Visit to a Small Planet, with Cyril Ritchard: (Ford's) Baltimore.

Pat Anthony Hurt in Act

KANSAS CITY, Mo.—Animal trainer Pat Anthony was severely clawed about the arm at the afternoon show here Friday (7). He completed the act and collapsed outside the arena, then was rushed to a hospital.

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Wash. Elks Plan Record Beach Party

WASHINGTON — Arrangements have just been completed for what will probably be the largest beach party ever held in the U. S. The grand lodge convention committee of the Elks and Sea Gull Beach have made arrangements to accommodate 20,000 people at a full day's outing and dance during the Elks' convention here this summer.

Sea Gull's new and enlarged facilities are not expected to be overtaxed by the crowd. New dance floor, believed to be the largest in the U. S., will hold approximately 16,000 people. Contracts call for at least 50 per cent completion by May, and it is hoped that the full floor will be completed before the summer is out. Sea Gull's parking lot will be able to take care of 5,000 cars. A new and improved shaded picnic area will easily accommodate about 7,000 people.

A complete amusement park—with kiddie rides included—will be available. Sea Gull plans to contract for 14 major rides.

The dance floor will also double as a skating rink. The Beach expects to attract top talent. Fats Domino and Little Richard have appeared at Sea Gull in the past.

Homestead, Fla., Kicks Off Second Annual Fair Run

HOMESTEAD, Fla. — The second annual South Florida State Fair opened its 1-day run here Thursday (6) with expectations of topping last year's 300,000 plus attendance.

Featured attractions are the network TV show, "The Big Payoff", which will feature Bess Meyerson and Bob Page and will originate from the fairgrounds March 10 thru 14. In front of the grandstand was a line-up of acts including the Cuneo mixed animal act, Paramount Bears, Lash LaRue, Rex Rossi, Josephine Beronini and Ala Ming.

James E. Strates Shows provides the midway attractions.

Selinsgrove, Pa., Sets Fair Program

SELINSGROVE, Pa. — The Selinsgrove Fair has lined up most of its attractions for this year, officials announced last week.

The Joie Chitwood thrill show will be in front of the grandstand on two evenings and a western show will occupy two other nights. Free acts booked will include the Aerial Earls, Wiregard Family, Mandarins and the Three Tuckers. Reithoffer Rides will be on the midway and plans are to book into upwards of 10 independent shows.

Sherbrooke Fair Inks Beam Revue

SHERBROOKE, Que. — The Great Eastern Exhibition here has booked the Ward Beam "It's Wonderful" revue for the August 24-28 fair.

Beam will use the John Loneragan dancing girls in four production numbers, with other acts to be named.

SHAUNAVON, Sask.—F. A. E. Ward was elected president of the Shaunavon Agricultural Society. Jack Hughes and William Meyer are vice-presidents and Mrs. K. Howell secretary-treasurer.

THE FINAL CURTAIN

BLOWERS—Roy (Shorty), 68, since 1907 connected with the fair business in Spartanburg, S. C., and since 1946 with Piedmont Interstate Fair there, March 1 at his home in Spartanburg. He was well known to many show people. Survived by his widow, son and two daughters. Services March 2 and burial in Greenlawn Memorial Gardens, Spartanburg.

FLEMING—Johanna Kamm, 85, wife of Jim Fleming, veteran circus trouper and who for more than a half a century presented her trained bird act, billed as Jo Kamm's Bird Circus, with circuses and in night clubs, at Rest View Home, Cincinnati, March 5, after a long illness. She toured for nine years on the Doc Ogden Side Show with the old Ben Wallace Circus, and later trouped with her husband on the Yankee Robinson, John Robinson and Rhoda Royal circuses. Before their retirement from the road 15 years ago, her husband had the privilege car on the Ringling-Barnum show for five years. Requiem High Mass was sung at St. Martin's Church, Cheviot, O., March 8, with interment in St. Joseph Cemetery, Cincinnati.

FORGIE—Francis H., 91, of Houghton, Sask., recently. He helped organize the Monet Agricultural Society, served on the board of directors and was president for several years. Survived by two sons.

GOODMAN — Rose (Mother Moran), blues singer, and comedienne, at New Orleans, February 19. Surviving are her husband, William (Sparkplug) Goodman, and a sister. Burial at New Orleans.

GREINER—Louis W., 66, former amusement park operator, at Toledo, Monday March 3. He had had interests in Luna Pier Amusement Park in Michigan, Indian Lake Park at Russells Point, O., Trianon Ballroom in Toledo, and outdoor operas at the Toledo Zoo.

HARRELD—Mary Ann (Suzy), 42, at Marion, Ind., February 14. She had been with Cole Bros. Circus 1936-1939. Surviving is her husband, Harry Harreld, who was secretary, treasurer or auditor with Hagenbeck-Wallace, Sells Floto, Gentry, Cole Bros. and Robbins Bros. At the time of her death she was an office secretary in Marion.

KERR—William Remy (Doc), 70, veteran pitcher, February 26 in Spartanburg, S. C. (Details in Pipes column.)

KILCORE—Bess M., sister of the late Fred M. Kilgore, former circus advance agent and tent rep owner, March 2 in a Cape Girardeau, Mo., hospital. Survived by a sister and a brother, William. Services March 5 and burial in Memorial Park Cemetery, Cape Girardeau.

KNAPP—William H., 81, father George A. Knapp, Cincinnati, organist with the Cetlin & Wilson Shows, and Earl G. Knapp, concessionaire of Port Robinson, Ont., February 14 in Dundas, Ont. He was born in Listowell, Ont. Services February 18 in Kitchener, Ont., with burial in Mount Hope Cemetery there.

LOVIER—Forest R., 54, longtime musician, recently in Winter Haven, Fla. He was a member of the Greater Tampa Showmen's Association. Survivors include his widow, Frances; a daughter, Loretta; one son, Richard, and two sisters.

MEINCH—Harry, 53, veteran Coney Island amusement operator and partner in Meinch & Feltman, shooting gallery suppliers, in New York March 3. (Details in Parks section.)

PARKER—Clarence (Penny), 65, a clown, Long Beach, Calif. after a heart attack at the conclusion of his act February 28. Since he was 11, he had toured with small and large circuses. Of late years, he performed with an animal act at sponsored events. He was credited with raising \$5,000 a year for the Elks Club Cerebral Palsy Fund. Survived by his widow, Viola. Burial at Paramount, Calif.

PUTNAM—A. L. (Archie), 72, for 37 years secretary-manager of the Northern Wisconsin District Fair, in Chippewa Falls, Wis., March 5. (For details, see story in General Outdoor section.)

SCATTERDAY—Richard O., 62, national advertising manager for the Kelly-Miller circus, at Chicago, Friday, February 28. Burial at Pontiac, Ill. (Details in Circus Section.)

IN LOVING MEMORY



RAY STECK

Passed away March 11, 1948
 HAZEL, DWAYNE & BEVERLY STECK

IN LOVING MEMORY

of My Dear Wife

GLORIA JONES

professionally known
PRINCESS ZULIEKA

who passed away March 11, 1955.
 Sadly missed. We loved you dearly.

BILL JONES
 Louise and Doris Davidson,
 June Curry, Maffy Clark.

In Loving Memory

of our dear Son and Brother

GEO. W. HARTLEY JR.

Who passed away March 13, 1946

Sadly missed by

MOTHER, FATHER & SISTER IRENE

In Loving Memory

JOHNNY WALL

Passed away
 March 11, 1957.
 Gone but not forgotten.

Wife, GLADYS

Children—KATHLEEN,
 CLAIRE and JOHNNY, JR.

In Memory

of My Beloved Wife

AGNES MAE WHITE

who passed away in
 Santa Monica, Calif., March 10, 1948.
 "You'll Always Be in My Heart."
 From Your Dear Husband,
 HARRY B. WHITE.

Regina Okays 484G Exhibit-Rink Bldg.

REGINA, Sask.—An expenditure of close to \$500,000 for an exhibit building with curling rink facilities has been approved by directors of the Regina Exhibition

Association. It is hoped to have the structure ready for the summer fair.

Original plans were for a \$370,000 building but all of the five bids received were considerably higher. After making some changes, directors settled for a contract of \$394,798. Architects' fees and the outlay for an artificial ice plant and curling rocks will bring the total cost to \$484,798.

The structure, to be known as the Saskatchewan Building, will house government exhibits and the women's department during the summer fairs and in winter it will have 12 sheets of curling ice.

The fireproof building, 90 by 100 feet, will be on the site of the old Industrial Building, which was torn down last fall. Construction will be of lightweight concrete blocks, with a steel clad roof supported by steel framing. There will be no floor to ceiling pillars.

SPOTLESS

B. C. Expects Bright, Clean Trade Event

VANCOUVER, B. C. — Vancouver's International Trade Fair, which opens May 1 at Exhibition Park, will probably be the brightest and cleanest ever staged in Canada.

The brightness will come from elaborate nightly firework displays, courtesy of the government of Japan. And new anti-litter equipment to keep the fairgrounds clean will be tested by Urban Nelson, of the Vancouver health department. "If we can keep a crowded exhibition tidy with this new equipment we can do it anywhere," said Nelson.

Out at the PNE grounds a young New Zealander with a reputation for producing spectacular exhibitions has his foot pressed hard on the accelerator of British Columbia's first trade fair. The hand on the steering wheel and the foot on the gas pedal belong to Bruce W. Jamitt, one-time newspaper reporter, war-time flyer and publicist and native city of Auckland.

One of his plans for the 10-day fair are 1,000-foot pylons, every exhibit set in a pool of light. The city's \$60,000 centennial decorations will be massed at the fair, later used to decorate the downtown area.

The B. C. Trade Fair now has 75 per cent of its space taken by exhibitors from hundreds of countries.

Bay City, Tex., To Use Big Top

BAY CITY, Tex.—The 14th annual Matagorda County Fair and Livestock Exposition to be held March 13-15 will go under the "big top" this year. Directors of the fair have made arrangements for a 90 by 120 foot tent that will cover the display area and provide adequate seating arrangement for buyers at the auction.

CALGARY INKS MOUNTIES, BAND

CALGARY, Alta.—A 40-piece band of the Royal Canadian Mounted Police will play at the Calgary Exhibition and Stampede in July. The band will lead the opening parade and play daily for the RCMP musical ride, to be presented in front of the grandstand. With the band and the ride, more than 80 Mounties will be participating in the Calgary show.

Topsfield, Mass., Elects Means, Maps Projects

TOPSFIELD, Mass.—Augustus G. Means, member of Governor's council, was elected president of the Topsfield Fair for the second year at the annual meeting of the Essex Agricultural Society. All other officers also were re-elected.

Secretary-Treasurer Paul A. Corson reported that the fair had achieved the highest attendance in its history in 1957—just over the 170,000 mark. The grandstand show, Danny White's Aquarama, for the second year proved attractive enough to fill the stand nightly and show a good profit. Greyhound racing also produced its largest handle—\$1,036,000.

A number of new projects are already under way for the 1958 fair scheduled for August 31-September 6. These include an addition to the Flower Building, purchase of transformers and turnstiles for all gates.

Corson said the grandstand contract will be given out in April. Radio Station WEEI's "Beantown Matinee," a success last year, has been signed for 1958. The racing commission has granted the license for six nights of greyhound racing—September 1-6.

Corson also reported that 90 per cent of indoor and outdoor commercial space was sold as of March 1.

Davenport, Ia., Reduces Staff To 5 Officers

DAVENPORT, Ia.—The Mississippi Valley Fair has cut down on the number of its officers from nine to five to streamline operations. Frank Gordon has been named as new president.

Other officers include Howard Bedding and Ralph F. Keppy, vice-presidents; Harvey Hoffman, secretary, and Herbert Bolte, treasurer.

Work is already under way on the grounds, with building and grandstand repairs on the schedule.

ENROLLMENT SPURT FOR BILLBOARD W'KSHOP

Nine Southern States to Be Repped At Three-Day Birmingham Course

BIRMINGHAM—Fair officials from nine Southern fair States already have indicated that they will attend and participate in the workshop on fair management for Southern fairs to be held Thursday thru Saturday, March 20-22, here at the Alabama State Fair under the sponsorship of The Billboard, in co-operation with the Alabama State Fair.

Deadline for enrolling in the three-day clinic is 5 p.m. Friday, March 14. A week before the deadline the enrollment was running ahead of expectations and the final week for enrolling was expected to lift the total well above original expectations.

States represented in the early registration are Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Virginia.

J. S. Dorton, manager of the North Carolina State Fair, Raleigh, and former president of the Inter-

national Association of Fairs, was among the early enrollees.

Others who sent word that they would attend and participate included J. A. Mitchell, general manager of the State Fair of Virginia, Richmond; Clyde E. Byrd, secretary-manager of the Arkansas Livestock Show, Little Rock; N. S. Hand, manager of the Mississippi State Fair, Jackson; Joe Monsour, manager of the Louisiana State Fair, Shreveport; G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis, and J. C. Huskisson, manager of the Florida State Fair, Tampa, were among the early registrants.

Only the fact that the Kentucky State Fair, Louisville, will be the site of the N.C.A.A. Basketball finals on two of the three days of the workshop will hold down the number from the Kentucky State Fair, Louisville, L. (Doc) Cassidy, the fair's special events-publicity chief, however, will be on hand, as will at least one other staff member.

A large number of the major fairs will be represented by several members of their staffs. Bill Wynne, Memphis manager, for instance, advised that he will attend in company with Glenn Pinkston, the fair's director of exhibits, and Jerry Foley of Early Maxwell Associates, which handles the fair's publicity and promotion.

The workshop is open to officials of fairs of all sizes and many small and medium sized fairs will be represented. No fee of any kind will be charged.

Thru the generosity of the Alabama State Fair, free luncheon will be provided all those who participate on each of the three days. The Alabama State Fair also will provide special free bus service to and from the fairgrounds each day.

The program for the first day of the workshop — Thursday, March 20—will consist of an afternoon session. The second day will have a full day's schedule and the final day—Saturday, March 22, will have a forenoon session.

Discussion groups will deal with problems of fair management of particular interest to fair officials of the South. Discussion leaders will be Southern fair men, regarded as outstanding in various phases of fair management and operations.

Subjects to be dealt with include the following: Exhibits—commercial, educational; attractions for grandstands, buildings, grounds; special events; promotion, publicity and advertising; special events; prices, passes, gate admissions; premium awards, methods of awarding them; youth participation; showmanship on the grounds; shifting with the changes in the economy.

John Leahy Will Speak At Workshop

BIRMINGHAM — John W. Leahy, the Connecticut Yankee, humorist of the fair business, and highly successful owner-operator of the Great Danbury (Conn.) State Fair, will be the only non-Southern speaker at the workshop on fair management for Southern fairs to be held March 20-22 at the Alabama State Fair here.

Fittingly, Leahy's subject will be "Operating a Fair for Fun and Profit," a subject on which he is an authority because of his own unique experiences at Danbury and his keen, delightful sense of humor. Leahy will speak Thursday, March 20, at a general session which will mark the opening of the three-day workshop.

Few fair managers travel as much each year as Leahy in quest of new ideas and features for their fairs. Within the past two months he visited the Florida State Fair, Tampa, and the New Orleans Mardi Gras. Shortly after his appearance here, he and Mrs. Leahy will sail for Europe where they will visit the Milan (Italy) Sample Fair and the Worlds' Fair at Brussels.

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Rockaway Increases Ride Ticket Prices

Most Ducats Going Up 5 Cents; Coaster Tab Reaches 40 Cents

NEW YORK—The 40-cent Roller Coaster price decided on by Rockaway's Playland, in a general ticket boost, may be the highest at any American park. Rerides will be 30 cents. Last season's prices were 35 and 25.

In announcing the increases, Vice-President Dick Geist said they are justified in the light of rising business costs. The Geist family had been studying the possibility for the last three years, he said. It is expected that there will be a loss in volume of riders, but an increase in revenue, he said.

Harry Meinch Of N. Y. Coney Passes at 53

NEW YORK—Harry Meinch, died at the age of 53 Monday (3) after spending a lifetime of activity in the amusement field at Coney Island. A former operator of old Luna Park, he had been the partner since 1941 of Charley Feltman in Meinch & Feltman, shooting gallery suppliers.

Meinch had also operated several rides thruout the years, such as the Bug and Auto rides. Chiefly involved in the operation of shooting galleries, the firm at one time had as many as nine working in the metropolitan area.

In recent years Meinch and Feltman devoted more time to manufacturing their pneumatic machine guns for sale, and either sold or leased many of their galleries. Last year they operated two, at Playland, Rye and Rockaway's Playland. Survivors are his widow, Mildred; daughters Nancy and June, and a brother, William C. Funeral was Thursday (6). The family resided at 4035 Bedford Avenue, Brooklyn.

ROLLER RUMBLINGS

Boston Ops Seek 1959 RSROA Nat'l Contests

WALTHAM, Mass. — Greater Boston's rising prominence as a roller-skating center has prompted some of the operators to try to find a way of bringing the American roller-skating championships to the city in 1959. Leader in the move is John Rando, owner of Wal-Lex Rollerway, who is a board member of the RSROA and president of the New England RSROA chapter.

Rando is sure he can do this if plans work out to interest the 7,500-seater Boston Arena in the project. He is now negotiating with the Arena for a portable floor, which would be necessary since the spot runs hockey games most of the period when the event would take place.

Wal-Lex last week hit a new high in its charity drives when 1,200 patrons showed up at a benefit for the polio drive. Champion skaters and Arthur Murray dancers gave exhibitions, and Rando expects to be able to hand over about \$2,000 to the fund. Last year he

In the kiddieland, the former 12-for-\$1 strip is being changed to 10-for-\$1, with individual rides pegged at 15 cents, up from 10. It was only three years ago that kiddie rides in the New York area went from 9 cents to 10 with the easing of the federal admissions tax.

Other new prices are: Dark ride, 30 cents; Skooter, 35, and Bubble Bounce, 35. They are a nickel higher than for the 1957 season, and the charges for rerides also went up a nickel. Playland uses a turnstile system, and on the dark ride the patron will drop a quarter into the machine and hand a 5-cent piece to the cashier. The Roundup price was left constant at 35 cents, altho the reride was upped from a quarter to 30.

Ponce de Leon Buyers Adding Park Features

DE LAND, Fla.—Rides and village attractions will be added to the layout at Ponce de Leon Springs, near here, as part of the program contemplated by new owners.

Jerry Collins, Randolph Calhoun, Frank McClosky and Walter Kernan, owners of the Clyde Beatty Circus, recently bought the property and have moved the circus winter quarters to the Springs.

The 51-acre location already has numerous funspot features. Among those to be added are Merry-Go-Round, Ferris Wheel, water ski show, permanent zoo, Indian village, snake farm, 50-unit motel and kiddie rides.

Already in operation are a trackless train for a tropical garden tour, old sugar mill, Indian burial mound, electric boat ride, large swim pool, bathhouse, cocktail lounge, snack bar and picnic area. Clyde Beatty's animals will be

at the park both during the winter and while the circus and many of the animals are on the road.

Fire Sweeps Ocean View; Razes Coaster

NORFOLK, Va. — Fire swept thru Ocean View Amusement Park, owned by Dr. Dudley Cooper, destroying or damaging a number of rides, concessions and other units recently.

The blaze leveled or damaged much of the park before it was brought under control.

According to reports, the blaze erupted in the east end of the park near the ballroom and in a matter of minutes destroyed the ballroom and most of the park concession nearby. High winds and water pressure troubles hampered the firemen in their battle.

It leveled the amusement center's big Roller Coaster, the picnic area and other units in the spacious waterfront.

New Picnic Section Enhances White City

WORCESTER, Mass. — A picnic department is being put to work by White City Park to service the park's new picnic area. Overlooking Lake Quinsigamond, the picnic area is being outfitted with barbecue pits and table seating for 1,500 persons. A sheltered area will accommodate another 300, Irwin Knohl says.

Also slated are some kiddie ride changes, and enlarging of the parking space from its present 2,000-car capacity.

Last year's work included installation of an 18-hole Arland minia-

Cypress Gardens Beats Frost

CYPRESS GARDENS, Fla.—Damage, which could have ruined the acres of sub-tropical flowers and plants in this Central Florida tourist attraction, was averted when Owner Dick Pope battled the below-freezing temperatures with 1,200 forced-draft heaters scattered over his grounds. As a result, less than 2 per cent of the foliage was lost.

The burners, which consume 7,500 to 10,000 gallons of oil a night, are not ordinary smudge pots. Their operation is based on a blanket-of-heat principle which functioned with success here.

Snow flurries here were turned into a publicity asset. Photographers of Aquamaid models in swim suits catching the falling flakes were sent to the national press. The prolonged cold wave hurt business here, but sunny skies have returned.

POOL, RINK GROUP READIES CONCLAVE

Participating Sports Convention Scheduled for Feasterville, Pa.

FEASTERVILLE, Pa. — Final plans for the fifth convention of Participating Sports Association of America have been completed, and the sessions will be at Somerton Springs here March 23-24.

Host will be Vernon D. Platt, president.

The convention will include round table discussions, gadget show and banquet and dance, Platt said.

Storin Writes Series On European Tour

AGAWAM, Mass.—Readers of The Springfield (Mass.) Morning Union were well informed on the doings of the recent pilgrimage to Lourdes. Harry Storin, publicity director at Riverside Park here, filed daily stories during the tour, which were featured in the paper over a two-week period.

Storin and his wife returned by plane from Paris February 21. After the Lourdes Centennial, they visited Nice, Monte Carlo, Monaco, Rome and Paris. The Springfield pilgrimage was headed by Bishop Christopher J. Weldon, head of the Springfield Diocese.

The association is made up of operators of swimming pools, beaches and rinks. Organization was inspired by their opposition to federal tax structure which requires commercial operators collect admission tax while permitting city-owned pools and rinks omit the tax.

Platt said the bill which PSAA has backed in Congress correct this inequity now has been passed by the House and is to be considered next by the Senate finance committee.

The convention will include exhibits of several firms which supply and equipment to pools, beaches and rinks.

Gartos Ready Coney Spot For 4th Year

NEW YORK—Several new kiddie rides will mark the beginning of the fourth season of Gartos brothers' operation at Wonderland Park, Coney Island.

Tony, Al and Joe Gartos, who have run various units on the island most of their lives, took over the spot after a combination of local business men bought the property. It is situated off Surf Avenue, behind the old Feltman restaurant-Carrousel building.

Improvements have been steady. In 1955, the brothers installed the Rod, National Train, Tilt-a-Whirl and Looper rides, a shooting gallery and game stalls. The following year saw the erection of a new tank for gasoline engine boats, plus two live donkey rides.

A Pretzel dark ride was added last year. The Gartos are now replacing some of their dated kiddie rides. In all, they have 16 rides in operation. Kiddie ride tickets are a dime, with a 15-for-1 combination ticket. Prices vary on the adult rides.

The old Merry-Go-Round will be undisturbed this year, as will Faber's arcade. But the old restaurant is to be refurbished. A Mail restaurant, branch of a major Eastern chain, is to be in operation. The old Feltman's, it is reported.

Gayer Putting Wild Mouse At New Pacific Ocean Park

LONG BEACH, Calif.—Archie Gayer will install a Wild Mouse ride under the name of Flying Fish at Pacific Ocean Park. He also is expanding his Palace of Wonders on the Long Beach Amusement Company's Nu-Pike.

The Mouse ride will be decorated to fit into the marine theme, which is being constructed jointly by the Los Angeles Turf Club and the Columbia Broadcasting System. Gayer will also install a pirate boat ride being specially made for him by Allen Hawes.

His Palace of Wonders has operated without closing here for 11

months, and Gayer still has 12 months to go on his present lease. He plans to book additional rides for the coming main season.

The line-up here includes Tom Moreno, sword swallower and manager; Bob Schoonover Jr., hump pin cushion; Lee Collins, Mr. Electra; Claude Chant, magician; Sandy Jordan, impalement; Earl Lou Spradley, blade box, and Mel Whittaker, two-headed baby. Norman Wolf is handling the front end, is in charge of talkers; Don Calhoun is head ticket taker and in charge of sound, with Tom Condon ticket taker.

(Continued on page 67)

ROLLER RUMBLINGS

Continued from page 66

ES who registered for the race showed up. Missing were the four-man delegation from Delsea Speed Club, Franklinville, N. J.; two from Fourth Avenue Speed Club, Louisville, and one from Merryland Speed Club, Glasgow, Del.

Rink Manager Jim Ferris was marathon manager and announcer. Starter was Victor J. Brown, founder and first president (1937) of the RSROA.

Denver's Newest Roller City, Sports Plastic Floor . . . DENVER—An almost completely dust-proof plastic floor is top attraction at Roller City, new Denver skating rink, which had its formal opening New Year's Day. Located in West Denver,

near suburban Lakewood, the rink incorporates several advancements new to the area such as a multi-speaker, high-fidelity music reproduction system which insures equal sound level thruout the 2,500-square-foot building; concession stands offering everything from soft drinks to pizza and complete dinners, and special facilities for children's instruction as well as for adult beginners.

The rink offers supervised skating from 7:30 to 10:30 nightly, plus a kiddies matinee from 1 to 4 daily.

Pipe Organ Going Into Milwaukee's Shorewood . . .

MILWAUKEE—A group of youths are installing in suburban Shorewood Skating Rink, the former Shorewood Theater, a 434-pipe organ which heretofore occupied a niche in the old Burleigh Theater, now a church. With \$50 earned last summer, William A. Klinger, 17, bought the organ, and when it was decided that the Klinger home was not big enough to accommodate the instrument, the youth obtained from Norman Walker, manager of the rink, permission to install the organ in the establishment. Klinger and friends are now at work installing the organ in a place where another organ had been located in the old Shorewood Theater. They have spent more than 10 weeks in dismantling the organ at the Burleigh, transporting it to the Shorewood and installing air ducts, etc., in the new site.

Parties, Contests Help Philadelphia Area Spots . . .

PHILADELPHIA—Skating parties and contests have kept attention focused on the sport here in recent weeks. A party for the benefit of retarded children was staged at the Frankfort rink, while at Skateland there was a party staged by a church. In suburban Warrington the Parent-Teachers Association of the elementary school will sponsor a March 17 party at the Warrington rink for adults and children.

Eight medals were won by members of the Moonlite Gardens Speed Club of suburban Jamison in recent competitions at Printz Roller-Way, Holly Oak, Del.

WILDWOOD, N. J.—A skating party was staged recently at Wildwood Roller Rink for the benefit of eighth grade students of Lower Township Consolidated School. Children and adults attended the affair and competed for prizes.

At nearby Margate the virtues of roller skating were extolled by Edmud Young, operator of Ventnor (N. J.) Roller Rink, at a meeting of the Margate Mothers' Association. Young narrated a film on roller skating after his talk.

RSROA Announces Member Additions . . .

DETROIT—Eleven operators representing seven rinks have been added recently to the membership roll of the Roller Skating Rink Operators of America, it was announced here by Robert D. Martin, RSROA secretary.

The operators and their rinks include Mr. and Mrs. Albert L. Steele, Diamond State Roller Rink,

New Theater At Houston Opens Rides

HOUSTON—More than 10 acres of the 36-acre Loew's Sharpstown Open-Air Theater, which opened here recently, have been set aside as a kiddieland.

It will feature a miniature railroad with 1,620 feet of track, a gasoline-driven locomotive, three passenger cars and one observation car.

During its route, the train passes thru an 80-foot tunnel containing the Elves Secret Diamond Mine, a group of mechanical gnomes laboring in a glittering cavern.

Along the perimeter of the train's route is a Fairy Tale Village featuring King Midas' Castle, Jack-and-the-Beanstalk, Old Lady in a Shoe, Humpty-Dumpty, the house of the Three Little Pigs, Little Red Schoolhouse, Judge Bean's Western Courthouse and a Dutch Windmill.

A 36-foot Merry-Go-Round accommodates 38 children. A children's zoo has a black bear, three honey bears, a cageful of monkeys and an assortment of domestic animals.

To the rear of the refreshment building is a playground area which offers animal slides, glider swings, regular swings, whirls and sand boxes.

Park Man Named To Detroit Group For Trade Fair

DETROIT—W. B. Browning, head of the company operating Bo-Lo Amusement Park, has been named to the board of the projected World Trade Fair, planned for Detroit in 1962. Another member of the board with show business background is William H. McGaughey, who headed up activity of the Automotive Golden Jubilee about 10 years ago, one of the biggest celebrations ever held here.

Felton, Del.; Mr. and Mrs. Albert H. Bates Sr. and J. R. Bates, Sunland Roller Rink, Miami; Earl Van Horn and H. C. Bickmeyer, Mineola (N. Y.) Roller Rink; Mr. and Mrs. Donald N. Lanz, Lanz's Rollerway, Deerfield, Mass.; Harold H. Cooper, Brockport (Ill.) Roller Rink, and Henry Scherer, Coliseum Roller Bowl, San Francisco, and Marin Skateland, San Rafael, Calif.

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NEW SHOW TENTS MADE TO ORDER

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20x30 Ft.	60x 60 Ft.
20x40 Ft.	60x 90 Ft.
30x50 Ft.	60x120 Ft.
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40x60 Ft.	60x210 Ft.
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OUR SECOND YEAR—AND GROWING

RIDES: Will lease or buy Merry-Go-Round, Tilt, Chairplane, Dodge M. KIDDIE RIDES not conflicting such as Boat Ride (tank), Auto, Whip. What have you?

CONCESSIONS
Want Bingo, Photo, Fish Pond, Dart, Salt Water Taffy, Ball Games, Novelty, Hi-Striker, String Cams, Arcade, Jewelry.

Attractive proposition for Portable Roller Rink and Miniature Golf Course. Can use Fun House, Mechanical City. Ideal for Wildlife Exhibit. Any new or unusual attractions.

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12 Big Eli, A-1 condition with Power Unit.

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Phil. Tob. Co.'s Jr. Roller Coaster—complete equipment includes—One Train of 4 cars, Reduction Unit, 25 HP Motor, Chain, Electric Controls, all steel and other misc. parts needed. Used only 1 season.

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1 new Kiddie Rides, used 9 weeks, all Hazards make. 3-Abreast Merry-Go-Round, 8-Car Roto Whip, 8-Boat Dry Ride. Now operating in front of Jordan Marsh Dept. Store. Contact

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WANT TO LEASE

Rides—Merry-Go-Round, Ferris Wheel, etc., on percentage basis for three years with an option of two years at THREE ARCH PARK, 2 miles west of Morris, Ill., on U. S. Route 6. Electricity and running water. Contact A. J. BLACK, 1234 Liberty St., Morris, Ill.

R-B SEEKS SALE OF BULLS, HORSES

Concello Retaining Menagerie Animals; Did North Offer to Sell Control?

SARASOTA, Fla. — Ringling-Barnum circus plans to sell some elephants and horses but will retain about 25 bulls, part of its horses and virtually all of the caged and lead menagerie animals.

This point was cleared up in a statement by General Manager Art Concello, who said further that the management plans to offer railroad cars and wagons for sale in the near future.

There was no indication that Ringling has sold any thing up until late last week. However, no spokesman for the show was available for comment Friday (7).

Sale Offer Made?

Meanwhile, show management and Andrew Rhubottom, attorney for Stuart Lancaster, differ on whether John Ringling North has made any indication he might sell control of the circus. The North side states that show stock is not for sale. Rhubottom has stated that North had mentioned to Lancaster the possibility of Lancaster's buying North's interest in the show. Apparently, however, nothing of this kind was afoot now.

In Concello's prepared statement of some days ago he said the circus is importing 15 European and two Mexican acts for the new edition, which opens late this month at Charlotte, N. C.

Meanwhile, Jerry Collins, owner of the Clyde Beatty Circus and buyer of the Edith Ringling mansion at the recent auction, also purchased \$25,000 worth of furnishings from the home and he offered to sell the mansion to the State of Florida to add to its museum facilities. It owns the John Ringling home nearby. Other uses for the mansion also were being investigated by Collins.

Collins also bought the snake and animal farm of Texas Jim Mitchell and said the farm's attractions would be moved to DeLand and the Collins-owned Ponce De Leon Springs. He also purchased the water skiing elephant of Baptiste Schreiber at Sunshine Springs. The elephant also was for his DeLand operation.

R-B Plans Side Show

NEW YORK — Ringling-Barnum circus again will have a side show for its New York and Boston dates. Nate Eagles will bring the show in again. After the stands in the two Gardens, he will transfer to the World of Mirth for the outdoor season.

Dick Scatterday Dies; Handled National Ads

CHICAGO—Richard O. (Dick) Scatterday, 62, died here Friday (28). He had a heart ailment for some time and died in his hotel room. He was national advertising representative for the Kelly-Miller circus.

Scatterday was widely recognized in the circus business for his connections with national advertisers, with whom he negotiated

(Continued on page 78)

Kelly-Miller Likely To Play West Coast

HUGO, Okla.—Al G. Kelly & Miller Bros. Circus is expected to invade West Coast territory for the first time this summer.

The show has been considering the big switch in direction for months and California territory recently was scouted by Co-Owner D. R. Miller and General Agent Art Miller. They now have returned to Hugo, and word is that the show will go West.

Previously, the circus has played the Great Plains and Middle West, going as far east as Ohio and as

far west as the Rocky Mountains.

Behind the plan to play California and other Western areas is the fact that the Clyde Beatty Circus has quit its long-term policy of playing the West Coast. The territory was largely vacant last season.

Also believed to be scheduled to go west is the Carson & Barnes Circus, an ally of the K-M show. Among indoor or grandstand shows playing California will be Polack Bros. Circus and Rudy Bros.' Circus.

BALLOTS NEXT WEEK

Hall of Fame to Accept Nominations for Awards

SARASOTA — A program to name outstanding circus people to a Hall of Fame is being launched by the Circus Hall of Fame, a tourist attraction and display of circus material here.

John L. Sullivan, of the Circus Hall of Fame, said that the plan calls for selection of one individual for a Hall of Fame citation and the naming of about 25 persons for Annual Achievement Awards in the circus field.

An official ballot for nominating both the Hall of Fame award and nominating for the Annual Achievement awards will appear in The Billboard next week, dated March 17. Other official ballots will be mailed direct to about 2,000 persons, including members of CFA, CHS, CMBOA. These will be mailed for delivery after this Saturday (15).

Ballots, including those published in The Billboard, may be cast by mailing them to the Circus Hall of Fame, Sarasota. Those postmarked by March 25 will be counted and by April 4 the results will be finalized.

An Awards Committee, made up of prominent circus fans throughout the country, will use the ballots in selecting the person who is to

be named to the Hall of Fame. To be eligible for the Hall of Fame award, one must be deceased or retired for a period of five years or more.

Sullivan said it was anticipated that the award would go to one of the all-time great names in circusdom, chosen from among performers, managers, department heads or others.

Annual Achievement awards also will be made by the Awards Committee. To be eligible for this, one must have been active in the circus field during 1957.

Awards for 1957 will be made in classes for circus operators, bandmasters, animal acts, equestrians, aerialists, ground acts, wire acts, clowns, versatile families, circus props, and writers of circus books or articles. Ballot to appear in next week's issue of The Billboard will list details of these classifications.

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General Delivery Florida City, Florida

4 PHONEMEN

Who can sell. Phones in, town carded, collectors hired. One month's work here. The next one is set now.
MANAGER
Room 202, Flint Bldg., Auburn, N. Y.
Phone: 3-3371 (Days), 3-7277—Ext. 144 (Nights)

Line-Up Given For Wirth at Long Island

NEW YORK—A partial list of acts for the Frank Wirth Circus show in West Hempstead, L. I., includes five animal acts and a flying return troupe. The show will be held in the new Island Gardens arena for a week beginning Friday, April 5.

Line-up so far consists of Prince El Kogordo's wild animals; Cole's elephants; Nelson's trained pigs; Ira Watkins' chimp and pony act; Sunny Moore's Roustabouts, dog act; Lacy Troupe, rolling globes; Great Galasso, one-finger; Flying Victors, flying return; Tokayers, teeterboard; (3) Albinis, aerial motorcycle; Two Marcos, double trapeze.

Jerry Bangs is producing clown, with Charley Frank, Slim Collins, Al Florenz, midgets Jeff and June Dewsbury, and others to be named. Mickey Sullivan will provide the band. Publicity is being handled by Joe Daly.

ADVANCE AGENT BILLPOSTER

For excursion Steamer Avalon. Must travel. No posting—Cards and Sound Track only. Must be able to drive light panel Chevrolet. Union scale—Bonus for full season. Must be sober and furnish excellent reference. Long season—Must start March 25. Contact
ERNST A. MEYER
Steamer Avalon, Inc.
329 E. Sixth St., Cincinnati 2, Ohio
Phone: Day—DUmbar 1-9210, Night—Wabash 1-8131.

2—PHONEMEN—2

Opening Benton Harbor, Monday, March 17 for high-rated sponsoring organization. Balance-UPC's circus deal. Steady work all season. No collect.
MEARL N. JOHNSON
Phone (office)—PL 4-0641
Evenings—PL 4-7731
Saginaw, Mich.

PHONEMEN

Boys, come on, this is it, lots of banners. The one you have been waiting for. Pay every night. Harold Frazer, Bob Reid, Paul Reynolds, Eddie Best, Bob Cruz, Bud Mahon, call.
Alpine 4-0481, 9 to 5 P.M., Wilmette, Ill.
W. G. PHILLIPS

6 PHONEMEN

UPC's and banners. Office now open. Phones in. Paid collectors.
PROMOTION MANAGER
Fireman's Association, 395 Yearling St., Columbus, Ohio. Phone BEImont 1-3873 days only.

3—PHONEMEN OR WOMEN—3

Tickets & Programs. 25% Commission. Year-Round work for sober, reliable people. Paid daily. No Collects. Call
RAY CORBIN
New Haven, Conn. West 4-5301.

WANTED

3 Kiddie Rides, Snake Show, Motor or other Grand Shows with own transportation and equipment. Contact Jack Mills, 2669 Euclid Heights Blvd., Cleveland Heights, Ohio.
ALSO WANT Sailmaker and Sign Painter to join at once. Aust. Bus Conductor, Candy Butchers, Riggers, Ticket Sellers, Seat Men, Working Men in all departments to join APRIL 1.
MILLS BROS.' CIRCUS
OPENS ON SATURDAY, APRIL 19, at Jefferson, Ashtabula County, Ohio.

WANTED CRISTIANI BROS.' CIRCUS

Seat Butchers and Stand Men who can drive trucks.
Pete Cristiani, Concession Manager
P. O. Box 105, Sarasota, Fla.
P.S.: Also Big Show Musicians contact Phil Doro, same address.

3 TELEPHONE MEN

No circus deal, straight advertising or UPC's. 25% commission, paid any time you want. Save money in future travel. No waiting for phone, steady work all year around. Circles welcome in preference to jumpy hot-shots. We have most of the answers, you know what we mean. Write or phone if seriously interested in tie-up with organization that can promise only clean money-making deals.
Old Dominion Public Relations
111A East Main St., Richmond, Va.
Phone: Milton 4-9259

2 PHONEMEN

Police deal. Collect and pay daily.
Open March 10.
Phone: Colina, Ohio, 4101

PHONEMEN CARDS—PHONES—COLLECTORS

Ready to go on English Deal.
Call AMherst 8-6223, Columbus, Ohio.
P.S.: Can also place couple with car.

PHONEMEN

Official labor, here is a repeat. Seventh annual tickets and advertising. A good opportunity in sunny Los Angeles.
DU 85085
ROY BARR

PHONEMEN WANTED (4)

Chamber of Commerce sponsor. Pay daily. No collect.
Clyde Beatty Circus
Phone: University 2-6430
Burlington, Vermont

ATTENTION SAM PRESTON KERSEY HARRY BARBER

Please call collect.
BOB
Milton 4-9350, Richmond, Va.
Have excellent proposition for you.

New Midway OK at Imperial Fair

IMPERIAL, Calif.—The separate operation of concessions and rides for the first time in California is said to have worked out well at the California Mid-Winter Fair where Cecchini & Levaggi bought the concessions space from the American Amusement Corporation, which supplied the rides for a nine-day fair which closed last night (9).

Cecchini, who personally handled the space sales for his company, said that "not over 50 concessions" were on the lot, including houses, novelties and hatters. In 1957, Pan American operated 65 stands.

While there were several single individually operated stands, most of them were by operators who had, with the exception of Cecchini & L., as many as seven. Cecchini had 11 stands and Joe Hill and Lloyd Hilligoss seven. Matt Matthews had two eating stands; Saul Breetor, 3; Roy Rai-

ney, 2; Vernon Howard, 2; and Al Lucceschi, 2. Sam Wexler had his eating stand; Sam and Phil Silver, games; Ray Leaf, Derby; Darwin Glenn, Roman targets, and Eddie Hall, 1 game. Cecchini said that with the exception of Penny Arcades—George Bryant and William Smith—duplication was kept at a minimum.

Pan American, which is headed by Jimmy Wood as president and with Bill Overly in charge, had 12 major and 6 kid rides. Shows included Pete Kortez' Side Show and Cal Lipes' snakes and pygmy horses.

Fred Horton debuted the season here with his new ride, Rock 'n' Roll. The unit combined undulation and double rotation motions and has a capacity of 16 adults or 28 children.

ADMITS AGE

K. C. Fems Celebrate 38th Year

KANSAS CITY, Mo. — The Ladies' Auxiliary of the Heart of America Showman's Club celebrated its 38th birthday here Friday (28) with a dinner in the roof garden of the Hotel Aladdin.

Despite inclement weather there was a good turnout for the event which featured a fried chicken dinner and a huge white cake with red and white trimming.

Ruth Gordon served as femsee for the evening and Mae Wilson read the history of the club. Babe Rogers, first vice-president, served as official hostess due to the illness of President Leola Campbell.

BEN WOLFE OPINES:

If They Spend in Store, They'll Spend on Midway

LANDRUM, S. C.—By looking over the receipts at his salvage merchandising store here, Ben Wolfe claims he can gauge pretty nearly how well equipped people are to spend money in his part of the South. Altho there are less than 2,000 residents, he notes, they

Outlook Good As Tinsley Readies Preem

Advance Sales Raise Hopes for Travelers Rest

GREENVILLE, S. C. — The Johnny T. Tinsley Shows will take to the road next month with new Anchor nylon tops and a color scheme of white, orange, red and blue. Tinsley said most work in winter quarters has been finished, and the ride unit will open April 12 in Travelers Rest.

The big unit will follow on April 19 in Greenville, then play Spartanburg, Columbia, Sumter, North Charleston and the Myrtle Beach (Continued on page 72)

Reithoffer Pacts Bloomsburg Fair

Seven Weeks of Church Dates Set In Shows' First N. Y. Appearance

NEW YORK — The Reithoffer Shows have retained the Bloomsburg (Pa.) Fair for their fall route, and have entered the church bazaar field in New York City.

Acquisition of seven weeks of church sponsorship is announced by Pat Reithoffer Jr., and general agent Al Crane. Opening church spot will be around April 17, it was said, and other still dates in and around New York City may be added shortly.

The Bloomsburg contract will result in the show's third consecutive appearance there under its own banner. In prior years the Pennsylvania-based outfit provided

rides for other carnivals having booked Bloomsburg.

Paving Planned

Involved in the contract is the paving of the U-shaped carnival midway, which is separate from the fair's independent space. A double entrance to the show area will be paved, as will a 16-foot-wide roadway. Also seeking the date were the Prell's Broadway, Strates, Vivona and Penn Premier organizations, Reithoffer said.

This will be the shows' initial venture into New York City. Crane and Reithoffer have been making the rounds together for the last three months. The show also has a major date pending in the metropolitan area, they said, and has been approached with an offer to show at a Latin American spot.

Acquisition of Bloomsburg leaves one other big fair contract pending in Pennsylvania. The Allentown Fair had not named its entertainment committees as of Friday (7).

WOM Sets Towers Late May Opening

RICHMOND, Va.—A late May opening is again in store for the World of Mirth Shows, it is announced. The railroader has been working on a promising spot for Decoration Day week, and a report should be forthcoming soon, possibly in another week. Manager Frank Bergen, who had been recuperating from surgery, went back into Richmond General Hospital last week for a minor operation.

Considerable work is scheduled for winter quarters, which will open in April. Included is conversion of more wagon wheels to pneumatic tires, and construction of light towers. The plan is to build

six units, Bud Sollenberger reported.

The show has ordered three new 150-kw. diesel generators, which are expected to be received in quarters in April. The 40 show cars will be painted in silver again, with red lettering. Wagons will retain their red color scheme, with lemon yellow wheels.

Sollenberger and Jim Bergen went to Winston-Salem, N. C., last weekend to complete arrangements for the appearance at this fall's Dixie Classic Fair. It was emphasized that Frank Bergen's condition would not prevent his traveling with the show as usual this year.

On the back end will be such units as Walter Wanous' Side Show, George Murray's Motor-drome, Ray Chambers' Monkey Speedway, Glass House and Torture Show, and Dave Wiles' Minstrel Show. Negotiations are being carried on for a revue and posing show. Charley Cooper has informed that he will join with his big Roller Coaster and two other major rides.

Gooding Buys Two Schiff Mouse Rides

COLUMBUS, O.—The Gooding Amusement Company has purchased two Wild Mouse rides from B. A. Schiff and Associates, with both devices scheduled to be delivered in time for the fair season. F. E. Gooding, president, made this announcement last week after a quickie trip to Miami where he closed with Schiff.

Gooding reported that Hal Eifort, veteran staffer injured in an auto crash last month, is on the mend and is expected back on the job in about two weeks.

Gooding Receives Helicopter Ride

COLUMBUS, O. — Gooding Amusement Company recently took delivery of a new Helicopter ride from Allan Herschell Company, Inc. The device, which has the drive unit mounted on a trailer, will be used on a portable basis.

Fla. Off for Vivona; Ink Leiperville

Cite Unemployment And Cold; New Main Gate on Hand

SUMTER, S. C.—The Amusements of America headed back to quarters here last week after a disappointing winter season in Florida. The Vivona midway bucked unemployment and ill-timed cold weather in the Miami area which cut deeply into anticipated attendance and earning.

The Mardi Gras promotion in Coulds, expected to be a bright spot of the winter season, drew bad weather. Coming on the heels of the tour the management had another setback in winter quarters when Dom Vivona was burned from the waist down in a flashback coming from a barrel fire. Also burned was Frank (Dago) Peternel.

Vivona will be in Toumey Hospital for a third week, and late reports are that a skin graft will not be necessary.

Leiperville, Pa., among the best (Continued on page 72)

Griggs, Reed To Take Out New Show

ATTALLA, Ala.—A new show that will carry the title Reed & Griggs Shows will be moved over the road this season by Charles Griggs and John Reed, both veteran outdoor showmen.

The organization will bow at the 75th anniversary celebration of Anniston, Ala., which opens May 1 for 10 days. Show will then play seven weeks in Alabama before moving into Ohio for final still dates. Fairs will be played in Kentucky, Tennessee, Alabama and Mississippi.

Show will carry five major and three kid rides, four shows, 25 concessions and light plants.

League Skeds Theater Party for April 19

CHICAGO — The Showmen's League of America will hold a theater party on April 19 at the new Cinerama production, "Search for Paradise" as the featured attraction, Bill Carsky, vice-president and chairman of the league, announced.

Negotiations last week between D. (Doc) Howe, manager of the Cinerama theater, the Palace, and Jack Duffield and immediate past-president Al Sweeney, resulted in the League's buying out the main floor for that evening. They will have a total of 828 seats to sell at \$5.50 each which include a buffet supper following the show in the League club-rooms.

Last year the theater party went off "Around the World in 80 Days" and the club netted close to \$1,000.

Sweeney reported that the party will be publicized thru window signs, radio, television and the newspapers.

Arizona Club Holds Final Social Event

PHOENIX, Ariz.—The Arizona Showmen's Club drew a big turnout for its annual going-away party last week.

Out-of-town members and guests included Fay Prosser, Los Angeles; Martha Rodgers, Boston; Carly and Peggy Favorite, Washington; M. Daniels, Pacific Coast Showmen's Association, Los Angeles, and Marie and Marie Krett, Vashington.

Door prizes went to Mrs. Gertrude Siebrand, Mrs. Marie Berko and C. E. Marsh. Fay Prosser took the house drawing and donated it to the refrigerator fund. The latter being headed up by Mrs. Raie and it is also planned to purchase a hi-fi set for the meeting room.

Zink Illness Holds Decision For Timonium

TIMONIUM, Md.—A decision on the midway occupant for this year's Maryland State Fair has again been deferred, this time for at least two weeks. It will take that long for a board meeting to be called.

John M. Heil, general manager, said the hold-up was caused by the recent illness of fair president John H. Zink due to a back condition. Heil has announced that an organized truck show, a departure from the usual independent operation, would be signed this year, and a couple of Eastern shows have been anxiously awaiting the decision.

comprise a pretty fair cross-section of the population.

Wolfe Amusement Company ought to do okay for itself if the prediction comes true this season, and so should other carnivals, "It's going to be okay," he reports.

Eleven fairs will be played this fall and the show will be beefed up with the purchase of three more rides. Wolfe is adding a Roll-o-Plane, Tilt-a-Whirl and Sky Fighter. For fairs there will be at least the 14 rides and five show units he controls, including twin Ferris Wheels. Bert Doyle, of Tampa, is to rejoin after Labor Day with a Ferris Wheel and four kiddie rides.

The show opens the latter part of April in Spartanburg, and its eastern shore still-date route includes four celebrations in Maryland. Fairs announced include Tasley, Weirwood and Martinsville, Va.; Windsor, N. C., and Bishopville, Chester, Florence Colored, and Greenville Colored, S. C.

Ernie Sylvester will return as general agent, with Johnny Lytle, ride superintendent; Sue Wolfe, treasurer, and Chuck Helms, diesel mechanic. Eight men are in winter quarters, Wolfe said, fixing up and painting the rolling stock in red and black. An idea is to adorn each truck with a wolf's head, and the inscription, "The Wolf That Doesn't Bite."

REED & GRIGGS

WANT FOR 7 CHOICE STILL DATES

OPENING SATURDAY, MARCH 15, PONTOTOC, MISS., FOLLOWED BY PILGRIMAGE CELEBRATION AND LIVE STOCK SHOW, COLUMBUS, MISS.; TUSCALOOSA, ALA.; SHEFFIELD, ALA. (DOWNTOWN); GUNTERSVILLE, ALA. (SPRING FISH DERBY ON LAKE FRONT); BESSEMER, ALA. (DOWNTOWN); THEN THE BIGGEST OF THEM ALL—ANNISTON, ALA., SOLDIERS PAYDAY AND 100-YEAR CENTENNIAL—10 BIG DAYS AND NIGHTS RIGHT DOWNTOWN.

CONCESSIONS: Cookhouse that caters to show people, Bingo, Popcorn and Diggers. Pitches of all kinds. Legitimate Merchandise Concessions only. (No gympies or flats.) SHOWS: Side Show (Hall & Leonard, Lise Del Mar, contact); Girl Show (must have 40-ft. front or more); no "Single O's"; Fun House and Grind Shows open.

RIDES: Scrambler, Rock-O-Plane, Roll-O-Plane. These are all good ride spots. Will book nice set of Kiddie Rides.

RISE HELP: First and Second Men for Merry-Go-Round, Wheel, Tilt-A-Whirl, Spiffire (must be licensed drivers). GRIND STORE AGENTS FOR OFFICE-OWNED CONCESSIONS.

Wire JOHN REED
307 Bynum St., Attalla, Ala.
(Phone: Jefferson 5-7311)

CHARLES GRIGGS
97 c/o Western Union, Springfield, Tenn.
or Phone: 931.

(No Collects)
P.S.: Domino Hardy and Ted Dian, call Charles Griggs. Jack Vinson and Norman Anderson, call John Reed.

HEART OF AMERICA SHOWS

LAST CALL 15 Fairs & CELEBRATIONS HERE ARE THE FAIR DATES: CELEBRATIONS

Wamego, Kans., Annual July 4th Celebration, July 2-5
American Legion Celebration, Kansas City, July 7-12
Lebanon, Kans., 60-Year Celebration, July 14-19
Downs, Kans., Celebration, July 21-24
Osceola, Nebr., Fair, July 28-30
Hoxie, Kans., Fair, July 31-August 1-2

All these Fairs and Celebrations are free gate. Our spring route includes 3 weeks in Kansas City, 2 weeks in downtown Omaha, Nebr., and 3 army paydays.

WANT TO BOOK

Rides: Set of 3 Kid Rides, Rolloplane, Rockplane, others not conflicting.
Shows: Grind Shows of all kinds. Girl Show with own equipment.
Concessions: Popcorn, Long Range, Short Range, Photos, Bear Pitch, Glass Pitch, Coke Bottle, Scales and Ape, Derby, Roman Target, Novelties.

All mail to TED CORY, 516 Fitzgerald, Kansas City, Kans. (Phone: Fairfax 1-9040)

BEAM'S ATTRACTIONS

A route of outstanding Celebrations and Fairs

CONCESSIONS: Can book all types Hanky Panks—especially want Long Range Gallery, Glass Pitch, Photos, Novelties and Custard. SHOWS: Have tops and fronts for any worth-while attraction. Shows with own equipment welcome.

HELP: First-class Mechanic with tools; experienced Foreman for Merry-Go-Round and Fly-o-Plane. Man to take over Kiddie Land. SECOND MEN for all Rides. Couple for FRENCH FRIES. CONCESSION AGENTS.

OUR ADVANCE SALE RIDE PROMOTION GUARANTEES CROWDS

All replies to

STEVE DECKER—BEAM'S ATTRACTIONS

WINDBER, PENNA. Tele 1402

WANT

GOLD MEDAL SHOWS

WANT

Opening March 31, Downtown Broadway Shopping Center, Knoxville, Tenn. 7 other shopping centers to follow; then 18 Fairs and Rodeos, two a week in Canada.

CONCESSIONS—good opening for Cookhouse, Glass Pitch, Photo Gallery, Break the Record, Pitch-Till-U-Win, Long Range, or any other Hanky Pank.

HELP—Can place Foreman for Tilt, Merry-Go-Round, Kiddie Rides. Winter quarters now open.

SHOWS—Good opening for family type Shows such as Monkey Show, Ape Show, Mechanical City, Glass House, Fun house.

Wire, Write or Phone

JOHN J. DENTON

Sevierville, Tenn. Phone: 3770

GRAND AMERICAN SHOWS

Opening Ottumwa, Iowa, May 1 thru 10; two Saturdays; Newton, Ft. Madison, Keokuk to follow—Iowa celebrations in June and July—Seven Iowa Fairs in August and September.

Want Shows, Arcade, Motordrome; have Top and Fronts for Side Show and Girl Show, would consider Dog & Pony. Want Concessions, Hanky Panks, Photo, Glass, Bear, Bird, Pitches, Jewelry, Age and Scales, Ball games, Hi-Striker, Spindles, Fish Pond, String game, Hoopla, Cork Gallery. Want Ride Help, Foreman and Second Man for 7 major and 3 Kiddie Rides, Canvas Man and Man for fronts. Truck Drivers, and Banner Man and Billposter. All People with us in past years contact me at Fairbank, Iowa.

L. O. WEAVER, Mgr.

We plan to open with 10 Rides, 8 Shows and 30 Concessions

GOLD BOND SHOWS

NOW CONTRACTING FOR 1958

OPENING MAY 10

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CONCESSIONS: Hanky Panks only. Photos, Age and Weight, Balloon Darts, Novelties, Duck or Fish Pond, Pitch-Till-U-Win, Ball Games, Dish Pitches, Slum Blower, Slum Roll Down. SHOWS: Can place several Shows that do not conflict. Want Operators for 5-in-1, Snake Show, Monkey, Glass and Fun House. RIDE HELP: Must drive. Report to Winterquarters May 3. No drunks. ELECTRICIAN: Have Light Plants, will break you in.

FOR SALE—Fun House, 50-ft. front. Organ, 125 Model Wurlitzer, built in trailer. 12 Counter Model Electro-Hoist Diggers, \$20.00 each.

All replies **MICKEY STARK, Mgr.**

P. O. BOX 228, MT. STERLING, ILL. PHONE: 6921. Winterquarters at Fairgrounds.

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CONCESSIONS CONCESSIONS CONCESSIONS

OPENING APRIL 24 AT EXCELSIOR SPRINGS, MISSOURI

Want Long and Short Range, Milk, Pank, Coke and Basket Ball Games. Can place Photos, Foul Lows, Age and Weight, Novelties, Dish, Lamp, Bird Pitches and other Hanky Panks. Can place Penny Arcade.

P. O. BOX 462, DANVILLE, KENTUCKY.

CLUB ACTIVITIES**Miami Showmen's Association**

Ladies' Auxiliary

President Rosita Dell was in the chair for the 182d meeting with six officers and 83 members present. Also on the platform were Ella Dodson and Kay Leisure, vice-presidents; Hilda Roman, recording secretary; Annalee Wilkins, corresponding secretary; Estelle Bell, treasurer; Francis Deemer, honorary presidents, and Marie Vivona, chaplain.

Reported on the sick list were Virginia Fineman, Mickey Sokobie, Joan Prell, Nancy Whiteside and Helen Stable.

Plans for the past-president's card party were announced with proceeds to go towards a home for aged and needy showfolk.

Marie Vivona and Annalee Wilkins headed for their show's winter quarters. Kathyeen Glosser left for Brussels, while President Dell and her husband left for a Nassau cruise.

National Showmen's Association

Ladies' Auxiliary

President Mildred Peterson presided over the February 26 business and social meeting.

Bess Hamid is out of the hospital and resting at her home in Hollywood, Fla. Elinore Renaldi's mother has been hospitalized, and Mary Pendrak has been released from the hospital. Elizabeth Solti writes that her husband, Dave, is in Mercy Hospital, Miami. Molly Rosenthal's sister is confined. Irma Bernard suffered a broken rib in a fall.

The Valentine card party was a success thanks to Margaret McKee and her committee. Eileen Weisman and her entertainment committee also helped. Making much of the profit possible was the basket of cheer donated as a prize by Anna Cook and won by Irving Pearlstone.

Next big event is the March 19 kiddie party, with the committee consisting of Dolly McCormick and all other past presidents, plus Lydia Nall and Molly Rosenthal. Cards have been received from Dorothy Goldberg and Midge Cohen, who are on a cruise.

The dark horse was brought in by Veronica Zucchi and taken by Mildred Peterson, who was also presented with an orchid by Molly Spitz. Veronica Zucchi's granddaughter, eight-year-old fourth-grader, is a baton twirling champion with several trophies to her credit. Fredi Coleman Sleicoff and family are vacationing in Puerto Rico.

Pacific Coast Showmen's Association

LOS ANGELES—A party for members will be held March 17, it was announced at the regular weekly meeting conducted by Arthur Andersen, first vice-president. On the rostrum with him were Joe (Red) Dauer and Matt Herman, both vice-presidents; H. D. (Bob) Matthews, secretary, and Orville N. Crafts and William Hobday, past presidents who were invited to the rostrum.

Silent prayers were offered for two departed brothers, Arthur Towner and William H. Clancy. C. F. Norris, L. R. Ingram, and Gordon Hodges were voted into the membership.

Acting-president Andersen said that the St. Patrick's Day party would be under the chairmanships of Dick Searce and Charles Walpert. It will be the last social function of the spring season.

Irving Seiff, Harry Baron, and Dan Dix were reported recovered from recent illnesses. Tom Condon suffered a broken leg when

hit by an automobile in Long Beach. M. M. Buckley continues to improve in Phoenix and Jack Beams is still confined to the San Carlos Trailer Court in Indio. J. Ed Brown was reported recovering from his recent illness.

The chair called upon Crafts, Hobday, Dix and Ernest Hoblitt for a few words on their recent activities.

Showmen's League of America

CHICAGO — President Jack Duffield wielded the gavel at the Thursday night (6) meeting. Also on the platform were Ed Sopenar, vice-president; Bernie Mendelson, treasurer; Hank Stelby, secretary, and two past-presidents, Fred H. Kressmann and Al Sweeney.

The membership was saddened by the sudden death of Archie Putnam, manager of the Chippewa Falls, Wis., Fair.

Al Sweeney announced the spring theater party would be held on April 19. The St. Patrick's Day party will be held March 15 in the clubrooms.

Personnel of Polack Bros.' Circus were hosted by League members at a clubroom party on Friday night (7).

Dolly Young Joins Briggs

TAMPA—Dolly Young will this season be with the Briggs Amusement Company, operated by A. R. Briggs, where she will double as concession manager and legal adjuster.

Show will play Ohio, Indiana and Kentucky this season, opening near Cincinnati the second Saturday in April.

MIDWAY CONFAB

Louie (Frenchy) Brown will work the pan game for Harry and Evelyn Currie at Rockaways' (N. Y.) Playland again this year. Brown, just returned from France, reports ride and game prices much higher now in Europe, with some rides pegged at 50 cents. Operating hours are much longer than in the U. S., nearly 20 hours daily, he says. . . . Nate Eagle will have his midgets on the World of Mirth following their appearance in New York and Boston with the Ringling circus.

Dominic Vivona, of Amusements of America, is in Toumey Hospital, Sumter, S. C., with third-degree burns suffered in an accident in winter quarters at the fairgrounds there. He was burned from the waist down when someone tossed a combustible fluid onto a fire, it is understood.

Forrest C. Swisher writes that he spent the winter at his home in Caney, Kan., under doctor's care for a back injury suffered the final week of the 1957 season with the Tivoli Shows. Swisher's condition is improved and he plans to open April 7 in Joplin, Mo., with his Scrambler, Coaster, four shows and 15 concessions on the Parada Shows. Winter quarters work in Caney is going forward under the direction of Larry Edwards and Frank Daniels.

Mrs. Josie Van Pelt, of Playtime Shows, was guest of honor at a surprise birthday party given recently by the Sylvia family at their house trailer in Tampa. Included among the guests were Homer Van Pelt, Pat DePalma, Robert H. Van Pelt, Eileen Sylvia, Mr. and Mrs. Ernest Sylvia, Mrs. Ida Sylvia, Dauny Sylvia and Cindy Sylvia.

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SNAKE SHOW FOR S.

Complete Show (except snakes), 2 ft. Tent, Wall, Banners, one year 70-ft. Steel Banner Line, beautiful Pillasters, Swishes, Wiring, Globes, Stakes, Ropes, Poles, Walk-Around Ticket Box. Same show that was a Royal American. Plenty of extras. Placement price \$5,000.00 cash. \$5 PRICE \$700.00. Can be seen and doored in you at Snap Wyatt's, Gibson outside Tampa, Fla. Reason for not am building all-steel building is attached. Contact CLIF WILSON, N.W. 93rd St., Miami 66, Fla. (Phone Plaza 9-6834). STILL HAVE LOCATIONS AT DALLAS AND MEMPHIS FAIRS.

JACK NORMAN

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For 1958 Season.

Top Girl Show Producer.

Emcee and Announcer.

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75 KV—1300-4000V

Good condition, \$250

Located on Palm Beach County

Fairgrounds.

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FORREST C. SWISHER

Wants Man and Wife for Concession Trailer and Diggers. Agency for Cat and Buckets, work for stock of Agents for Spindles, Cat Rack, Roll Ball, One Ball, Dice, Penny Pin People for four neatly framed G. Shows. Foreman and Second Men. Scrambler and Schiff Coaster. Open April 7, Joplin, Mo. All replies: BOX 124, Caney, Kan., till April 1 P.S. Jimmy Medford, Jack Nugent Warren, Tiger Martin, write.

FOR SALE

15-Tub Caterpillar and Dark Ride in piece, with or without transportation also Spiffire Ride with trailer. All in good shape, ready to operate.

CARNIVAL MANAGER

Phone 7329, Panchatoula, La., et

BOB MEYER

Ph.: Whitehall 4-9194, New Orleans.

SEARCHLIGHTS

Brand-new 60-inch Sperry and Searchlights, \$400.00. Brand-new 6 1/2 Kw. Generators, \$850.00. Searchlight Sets, Light and Generator, \$1,200.00. Some used equipment for sale. All carbon, complete heads and all parts.

J. PILE

825 Becker Road Glenview, Ill.

Glenview 4-1240

GALLERY FOR SALE

Long Range, A-1 condition, plenty of long range, mounted on 1948 truck, motor 1954, aluminum sides, plenty guns. Also 1956 Wells Cargo Trailer, ft. with side door, two back windows and vent, four-wheel drive six-ton capacity. Stored in Sarasota. Call next two years with Uncle Sam.

LESTER COLEGRUVE

8300 South Trail Sarasota, Fla.

Phone: R.I. 7-2941

FOR SALE

Modern Office Trailer mounted on Boy Fruehauf with three compartments. Will pay cash for Light Plant. Address:

H. WRIGHT

Box 599 Augusta, Ga.

Phone 33-190

WANTED TO BUY

FOR CASH

Schiff or Johnson Coaster Train and Flat Kiddie Rides and Pop Co. Trailer. Contact:

SMILEY'S AMUSEMENTS

2010 N.W. 24th Street Miami, Fla.

STRANGEST ATTRACTIONS

On earth, One

Child, we are at

Jungle Pygmy

many others.

Teller.

Take a Curiosity Show

2400 E. Van Ness

St. Phoenix, Ariz.

Troupers Get \$700 From Indio Party

INDIO, Calif.—Regular Associated Troupers raised over \$700 at a show-within-a-show held on the Frank W. Babcock midway of the recent Date Festival here.

Dave Friedenheim was chairman of the event with Steve Vaughn as co-chairman. Pete Sutton, general manager of the Babcock show, provided the tent and other conveniences. Refreshments were donated by Babcock, Ray Marrion, Jora Bagby, Julia Smith, Mary Lewey, Elmer Hanscom, Helen Lake, Jack Christensen, E. Hoblitt, George Kotarakos, George Plyman, Marshall Brown, Lill Schne, Chet Goddard, Bill Davis, Warren Melanus, Kenneth Payne and Vaughn.

Awards were donated by Ruth Davis, M. Shiller and Lloyd Hillips. June Sutton sold fez hats. Four new members were accepted. Richard and Joy Shoemaker, Theresa Thorp and Vernon Howard, while Pete and Marie Kortes and Roy and Betty Shepherd were re-elected. Among those attending were Ann and Alex Stewart, Ed and Peg Butler and M. H. and Maxine Ellison.

Lindles Prep Rides, Gear

BEARDSTOWN, Ill.—Mr. and Mrs. Jack Lindle, owners of the show bearing their name, are busy supervising work on rides, shows and equipment in preparation for the May 26 opener at the Beardstown (Ill.) Spring Fair.

Booking chores are about completed and the season will see the show moving thru Illinois, Missouri and Iowa. New fairs on the route will include three Illinois events at Ashville, Augusta and Henry in addition to the one at Coe Junction. New celebrations, all in Illinois, are at Vandalia, Braidwood, Laverly, Avon, Ashkum, LeRoy and Taylorville.

Repeat stands will be made at Illinois fairs and celebrations at Jora, Petersburg, Harvel, Diverson and Ashland. Repeats are also scheduled for Clarence, Mo., and West Point, Ia.

Show will carry nine rides, including a new Merry-Go-Round and Spitfire. Five new light towers have also been added since last season.

Frame Expands Beach Spot, Views Fairs

CRESCENT BEACH, S. C.—Harry Frame will likely take several major rides out on fair dates following the season's end for his Crescent Beach Amusement Park and Pavilion this fall. The veteran truck show operator will open here for his second season in a few weeks.

Frame has 14 rides at the beach spot, and is building a new Dodgem building. New cars have been received. In going into the shore operation he quit his customary Northeastern territory which included fairs in Pennsylvania and New York State.

The Scrambler and perhaps three other major rides will go on the road in the fall, Frame said. For the summer beach season he is trying to line up concessions to supplement the candy floss, and expand the game line-up from its seven-stand size of last year.

At the spot an air conditioned bingo managed by George Carr Sr., and Junior, a restaurant, snack bar, and the following rides: Tilt-a-Whirl, Scrambler, Roll-o-Plane, two No. 5 Ferris Wheels, Merry-Go-Round, Roll-o-Plane, Chair-plane, Sky Fighter, and Kiddie Tanks, Autos, Train, Airplanes, and Buggies.

Crescent Beach was spared by the storms of last year, which passed 25 miles away.

Midwest Fems Set March 22 Costume Party

MINNEAPOLIS — The Ladies' Auxiliary of the Midwest Showmen's Association will hold its first Frontier Day costume party on March 22, President Mickey Collins announced.

Costumes will be in the theme of the Old West with hostesses, in addition to President Collins, including Louise O'Neil, Barbara Hoff and Belle Signor. Preston and Blake Lambert and Kathy O'Neil will be in charge of entertainment.

Verna Winkley has been confined at home with the flu. Hazel Erickson is home after a two-week siege in the hospital.

O.C. BUCK SHOWS

OPENING APRIL 24

Playing a route of proven Still Dates and a route of outstanding Fairs starting July 29

Plattsburg, N. Y.; Gouverneur, N. Y.; Elmira, N. Y.; Malone, N. Y., and Bath, N. Y.—all New York State Fairs. Followed by the following Southern Fairs: Reidsville, N. C.; Rutherfordton, N. C.; Carthage, N. C.; Rocky Mount, N. C.; Union, S. C.; Greenville, N. C.; South Boston, Va., and Washington, N. C.

WANT: Ride Help for all major Rides including Scrambler, Round-Up, Helicopter, Scooter, Wheels, Tilt-A-Whirl, Merry-Go-Round, Whip, Octopus, Looper and others. Want Man who can drive Semis. Can place a Tower Man. Need Scenic Artist at once; Tex Martin, Harry R. Swartz, write.

WANT: Grind Shows or any worth-while money-getting attraction. Can place Wildlife. Drome Operator for new Drome; Larry Reynolds, wire. Gene Allen wants Working Acts for Side Show. Tattoo Bob, Lucky and Deloref, Margie and Sandy, contact at once.

Can also place a few Hanky Panks, Short Range and Derby or Greyhound Races. Ride Help, contact William Beldock, ride superintendent.

Address O. C. Buck Shows, Winter Quarters, Troy, N. Y.

PENN PREMIER SHOWS

*worlds * clearest * midway*

WANT

WANT

WANT

CONCESSIONS

Can place Photos, Custard, French Fries, Derby Racer, Short Range, Novelties, Fishpond, Pitches and any other legitimate Concessions. Ted Diaz, phone me; personal.

SHOWS

Can place Manager for Monkey Drome, one who understands the repairing of cars. Red, contact me. Capable Manager to handle large Minstrel Show who has and can handle performers and general help. Must have sound equipment and wardrobe. We have all the rest. Will book good Monkey Show, Animal Show, Wildlife, Fat Show or good Snake Show, or any other worth-while attractions not conflicting. Al Renton, answer. Also place good Girl Show Operator who can stand prosperity.

RIDES

Will book or buy Scrambler. Want to book Rockplane, Helicopter, Roundup or any Ride not conflicting.

HELP

Can place good, reliable Foremen and Second Men who drive semis. No men with cars wanted. Can place Wives as Ticket Sellers. Especially want Men for Wheels, Scooter, Hot Rods, Coaster, Octopus, Tilt and Kiddie Rides. Want to hear from Paul, Chuck, Blackie, Blue Eyes and others who have worked for me. Walter Roberts, write me.

This show will open on or about April 10 and close Armistice Day. We have 14 fairs contracted. Address all mail and wires to

LLOYD D. SERFASS, PENN PREMIER SHOWS

Henderson, N. C. Phone 4237. No collect calls accepted.



GLADSTONE EXPO SHOWS

Opening April 21 near Jackson, Miss.

Humboldt, Tenn., Strawberry Festival, May 5-10

14 FAIRS — 3 CELEBRATIONS — 2 ARMY PAYDAYS

Concessions—Hanky Panks of all kinds, Age and Scale, Hi-Striker, Ball Games, Fish Ponds, One Ball, Coke Bottle, Glass Pitch, Bear Pitch, Photos, Balloon Dart, Break Record, Custard, Ice Cream, Long Range and others that work in Missouri and Wisconsin.

Shows with own equipment. Big Snake, Girl, Side, Fun House, Glass, Mechanical, Illusion, Grind Shows, etc.

Ride Help—First and Second Men on all Rides, must drive and have license. No drunks. Can use wives on ticket boxes and office concessions.

Rides—Want Man with four or more Kiddie Rides, must be clean and capable of grossing serious money in good ride spots. Bill Butler wants Concession Help on Six Cal, Buckets, P.C. Tables, Bingo, Foot Long, Penny Pitch, Nickel Roll, Photos, Cork and others.

Contact FORREST O. POOLE, Box 1184, Jackson, Mississippi. Phone 6-8384

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT CAN PLACE WANT
For Travellers Rest, S. C. now; followed by Brevard, N. C. next week (first big show in 15 years); Greer, S. C. all downtown lot locations, followed by Inside Donaldson Air Force Base, Greenville, S. C.

RIDES—Coaster, Dark Ride, Train, Fun House. **SHOWS**—Wild Life, Mechanical, Monkey and Unicorn. Producer and help for New Orleans Minstrel Show (Willie Jades contact at once). **CONCESSIONS**—Sit down Grab or Cookhouse, Ball Games, Photos, Snapper contact, Hi-Striker, Long and Short Range Galleries, Arcade, Jewelry, Novelties, Bingo, Fish and Duck Ponds, Darts, Bear, Bird, Lamp and Penny Pitches, Age & Weight.

Don't Forget — This show plays six weeks in South Carolina under National sponsors starting with Greenville; then June 1 to September 1 at Surf Side Beach, Myrtle Beach, S. C.; followed with ten Fairs in Georgia. This will be a banner route.

All mail and wires, Travellers Rest, S. C. now; Brevard, N. C. next week.

JOHNNY T. TINSLEY, Owner-Gen. Mgr.

TED WOODWARD, Gen. Agt. & Asst. Mgr.

Permanent address: 1205 New Buncombe Rd., Greenville, S. C. Phone: Cedar 3-8177

BAKER UNITED SHOWS

Opening April 24, Princeton, Indiana—City Park—10 Days

CONCESSIONS—Can place clean, legitimate Concessions (no flats or gypsies), Custard, Pronto Pops, Root Beer, French Fries, Age & Scales, Jewelry, Novelties, Bird Pitch, Glass Pitch, Hoopla, Live Ducks, Gold Fish, Diggers, Hi-Striker, Penny Pitch, Cork Gallery, Duck Pond, Long & Short Range Galleries, Pitch-Till-You-Win Ball Games.

SHOWS—Can place Snake, Midget, Illusion, Ten-in-One, Glass House and Fun House.

RIDE HELP—Can place Foremen and Second Men for Wheel, Tilt and set of four Kid Rides. Must be sober, reliable and have license to drive Semis. (W. A. "Smitty" Smythe contact at once.)

Write, Wire or Phone (no collect calls)—P. O. Box 35, Terre Haute, Ind. Phone Lincoln 3620

SARASOTA COUNTY FAIR, SARASOTA, FLA., WEEK MARCH 17

FLORIDA'S LAST BIG WINTER EVENT

WANTED

WANTED

CONCESSIONS

Hanky Panks, Prize-Every-Time Games of all kinds, High-Striker, African Dip, Name-On-Hats, Ice-Cream-On-Stick, Custard, Long and Short Ranges, Bear and Lamp Pitches. Also Catering and Direct Sales, Pitchmen and Demonstrators, etc.

SHOWS

Will book one or two outstanding money-getting shows. Motardreme will get money here.

RIDES

Major Rides. Anything new and big.

All wires to M. G. STOKES, Secy., Eustis, Fla., all this week,

or phone C. C. GROSCURTH, Gen. Mgr., Blue Grass Shows

Tampa, Fla. REDWOOD 7-3867

CARNIVAL WANTED

Would like to contact good Carnival consisting of rides, etc. for

HANOVER FIREMEN'S JULY 4 & 5

HOMECOMING.

HARLAND KING
Box 224, Hanover, Ill.

VIRGINIA GREATER SHOWS

WINTER QUARTERS NOW OPEN

Ride Men who drive Semis come on in. Ditch come in. Opening Suffolk, Va., early in April. NOTE: Our ad last week should have read Winter Quarters now open instead of not open.

Wm. C. (Bill) Murray, P. O. Box 461, Suffolk, Virginia

Want for Long Island Island Manor Shows, Inc.
 Rides: Due to disappointment will book Merry-Go-Round.
 Concessions: Crab Joint, must be clean; Glass Pitch, Jewelry Pitch, Grind Stores not conflicting, one of a kind.
 Help: Foreman for Ferris Wheel; Help on Octopus, Coaster, Rolloplane, Chairplane and Kiddie Rides.
LAWRENCE TAMARGO
 227 Franklin St. Elmont, L. I., N. Y.

WANTED FOR C. & R. SHOWS
 Hanky Panks and Prize Every Time Games. Ex on Scale and Age. Come on, will place you, Rodeos, and uptown locations, then 10 weeks around Chicago. Minden, Louisiana, March 10 to 15. Wire
S. K. "SAMMY" CRADEN, Minden, La.
 P.S.: Red and Myrtle, where are you?

MOTOR STATE SHOWS
 Now booking for long season Close in late October
 Cookhouse, Long Range Gallery, Photos, Novelties, Hanks Panks, Two or three Kiddie Rides, Can place Help on Scrambles, Merry-Go-Round, Wheels, etc., etc. Must be sober, and drivers preferred. Want Couple to take charge of Photos, also Arcade and Animal Show. All replies:
J. J. FREDERICK
 2263 Newton, Detroit 11, Mich.
 Phone Trinity 3-2860

WILSON FAMOUS SHOWS
 Opening May 17
 Now booking Shows and Concessions for our 1958 season.
 Want Foremen and Second Men on all Rides. Want Handy Man to report by April 1. Address
RAY WILSON
 Astoria, Ill.

AMERICA'S FINEST SHOW POSTERS
 WRITE FOR 1958 DATE BOOK
CENTRAL Show Printing Co., Inc.
 MASON CITY, IOWA

CONCESSIONS WANTED
 Dusted Shrine Circus on Cincinnati Garden lot, April 4-13, Cincinnati, O. (Rides booked.) Write
H. REED
 P. O. Box 22, Newport, Ky.
 P.S.: For Sale—Short Range Shooting Gallery.

RIDES WANTED
 Merry-Go-Round and others preferred for 3-day Homecoming, July 4, 5, 6. Event of the Year in Northern Michigan. Write
CHAMBER OF COMMERCE
 Rogers City, Michigan

FOR SALE
 Thirty-two horse Spillman Merry-Go-Round complete with Calliope, Drums, etc. Also oblong metal Boat Ride with eight boats. Both for \$4,500.
S. E. SELF
 Somerton, Ariz.

ROGERS BROS.' SHOWS
 Want Shows with own equipment. Girl Show already booked. We have 20 Fairs, Celebrations and Centennials booked now and more pending. Will send list to interested people. Can use some Honky Panks. Will buy one major Ride. Have cash or will book Spiffire. Winterquarters open. Opening date will be announced later. All mail to Pelican Rapids, Minn.

CARNIVAL WANTED
GREENSBORO, N. C., IS GOING ALL OUT FOR BIG SESOQUICENTENNIAL CELEBRATION, MAY 2 THRU MAY 10.
 THREE GREAT PARADES; CONSTANT FESTIVITY.
 Want first-class, large Carnival; 15 to 20 Rides; complete with clean Concessions.
 Contact **LEO SPAETH**
 251 N. GREENE ST., GREENSBORO, N. C. Phone: Broadway 4-0121

STOCK TICKETS
 1 Roll \$ 1.50
 5 Rolls 7.50
 10 Rolls 12.50
 25 Rolls 31.25
 50 Rolls 62.50
 100 Rolls 125.00
 Rolls 3,500 EACH
 Double Coupons
 Double Prizes
 No C.O.D. Orders
 Size: Single Tkt., 1x2

Archie Putnam
 • Continued from page 59
 tionately regarded. He served in various offices in the International Association of Fairs and Exposition and was president of that organization in 1947. He also was active in behalf of the Wisconsin Association of Fairs and served as its president for one year.
 He was extremely active in local church, civic and charitable work. At the time of his death he was a trustee of Our Savior's Lutheran Church. He was past president of the Rotary Club.
 A 50-year member of Masonic Lodge No. 176 here, he was a member of many Masonic and Shrine organizations. He had served on the divan of Tripoli Shrine, Milwaukee, and was past president of the Chippewa Falls Shrine Club.
 As secretary - manager of the Northern Wisconsin District Fair, he was credited with developing that fair from a small event into one of the finest regional fairs in the country. Long-term planning, which he pushed, and plowing back of annual profits, also pushed by him, were responsible for the erection of a number of excellent buildings on the fairgrounds.
 A longtime member of the Showmen's League of America, Chicago, he was on its board of governors at his death.
 He is survived by his widow, Clara.
 Funeral services were held Saturday (8) at Our Savior's Lutheran Church, with burial in Forest Hills Cemetery here.

Mid-Winter Fair
 • Continued from page 59
 sion gate. The midget cars, made by Wahlborg Engineering Company, Torrance, Calif., did a brisk business at 50 cents per ride under the direction of Earl E. Atkinson, sufficient length but the gasoline-powered cars had trouble negotiating turns because of the area's narrow width.
 The bowling game was presented by American Trends Company, La Puente, Calif. A plastic ball, filled with water, was used. The size is one inch under the standard alley ball. The 25-cent play was applicable on the \$2.50 sale price. Balls were offered for prizes.
 A number of veterans were back on the independent midway this year. Among them were Hazel and Jack Christensen with popcorn, candied apples and floss; Pat Treanor & Son, novelties, and Ed Lang, Mom's Aid baby strollers and wheel chairs. Mrs. Mattie Stewart, wife of the fair's manager who suffered a leg injury shortly before the fair opened, visited the fair in one of Mom's Aid wheel chairs.
 Pan American Amusement Corporation played the midway with all concessions handled by Louis Cecchini of Cecchini & Levaggi, who bought the midway space outright.

Giraffe Sales
 • Continued from page 63
 to protect its investment in animals as is a zoo operated by a political body.
 The judge added that Congress has never indicated that this type of animal should be imported only by public zoos and that there is no regulation which gives the department of agriculture authority to prescribe what zoos may import and exhibit a ruminant. It was brought out that other requirements still must be met.
 There was no immediate indication from Ringling that it anticipates doing anything about its okapi, a member of the ruminant family and a rare exhibit. The show carries no menagerie now, but has surplus animals stabled at its Sarasota quarters. Unofficial opinion was that the court ruling would clear the way for Ringling to use the okapi or sell it to another show.
 The ruling also appeared to clear the way for additional shows to import giraffes. Among circuses, Ringling, Kelly-Miller and Cristiani Bros. already have giraffes, which breed in captivity. Among other circuses, only two or three are considered likely to buy major animals of this type. Numerous wild animal farms and show spots like Africa, USA, however, might be in the market.
 Meanwhile, Africa USA, lost one of the giraffes affected by the law suit. It died in quarantine.

Don Francisco
 • Continued from page 63
 gordo, lions, and closing the first half with five Hunt Bros. Circus elephants. Les Kimris wound up the show. Music was provided by George Cioce and an 11-piece Basile band. There were no printed programs.
 Running order of acts was: Prince El Kigordo, lions; Marcos, aerial; clown toothache gag; Honey Girl, acrobatic; clown firecracker gag; Roland Tiebor and seal; clown waterbucket gag; Nixon Sisters, aerial, winding up with six bubble machines; clown high jump gag; Angela Wilno, collies; Barbara Astry, rope jumping; elephants; intermission; Hanel, casting; Amazing Alexander, aerial and nose plunge; Great Barton, one finger; clown suitcase gag; Ranger Joe Phillips with Smokey, dressage and gun twirling; clown balloon chase; Tokayers, teeterboard, and Les Kimris. In clown alley with Bozo Ward were Slim Collins, Hal Haviland, Allen Buckey and Ray Sinclair.
 Irvin Kirby.

G-F-M Gross
 • Continued from page 63
 main show and another for Capt. Eddie Kuhn's animals, for which a 25-cent admission was charged during what otherwise would have been the intermission.
 Unit held eight good sight acts plus the comedy-singing turn of the three Aragon Brothers, Gaby, Fofa and Miliki. Acts are Los Placers, comedy cyclists; Las Eris, acrobatic; Felix Montalvo, slack wire; Beatrice Dante and Chimp Peanuts; Clarita Segnera, contortionist; Six Simphonettes, acrobatic, and Los Palustros, trapeze. Richardo Palmerola is emcee and Megret leads the 10-piece band. Rounding out the unit is a clown trio including Calleguito.
 Business at the opening was only fair, the date coming at the end of the baseball season and conflicting with the Latin American World Series. Business built to a strong wind-up, however. Following the tour, the show will return to Havana. This was the show's second Puerto Rican visit, the first being last year.

Outlook Good
 • Continued from page 69
 area. Ted Woodward, show secretary, will oversee the ride unit for several weeks until it joins the major show. Also on the staff are Skooter Bill Anderson, electrician, and Ben Chate, lot man.
 Several fair dates are pending, with five definitely set. Tinsley noted. They are Elberton, Lawrenceville, Newnan and Moultrie, all in Georgia and Easley, S. C.
 The outlook is particularly good for the show, which ought to go into fairs with 18 rides, 6 shows and about 40 concessions, Tinsley said. He said the still dates ought to be more profitable than usual, and cited the advance sale of 13,000 discount tickets for Travelers Rest. These are for dime rides from Monday thru Wednesday and are sold ahead of the date by the committee.

Ebbets Field
 • Continued from page 59
 Dodgers' lease with the stadium owners runs thru late 1959, the deal with EFP is for one season with an option for next year. The stadium seats 31,500.
 Harry Stevens, Inc., has the park's food and drink, but EFP reports it will lease out all concessions peculiar to the events promoted.
 Fass and Durk said publicly they will open with a Decoration Day promotion, then hold off until mid-June. In reality, it was learned, they will open earlier if a suitable presentation can be established. The doors are wide open. They have a straight percentage deal with the Dodgers and are discussing guarantee-plus-p.c. propositions with attraction and promotion people.

Cleveland Show
 • Continued from page 63
 moved with difficulty from Detroit in heavy snow and deep cold.
 A frozen switch made it impossible to move part of the elephants in time for the first show. Another part of the herd was in Cleveland but it was too cold to bring them out of the heated baggage car. The Klausen Bears also missed the first performance because of the cold.
 Attendance opened Monday (17) with 6,000 at night, despite the sub-zero weather. Tuesday brought 5,500 to the 8,000 seats of Public Auditorium, and that figure was duplicated Wednesday night. Thursday picked up to a near-full 7,000 and Friday (21) brought an SRO throng of 10,000. Meanwhile, the two matinees that were scheduled thru the week had 6,000 and 7,000 respectively.
 Final weekend crowds were very strong.

Stock Tickets
 1 Roll \$ 1.50
 5 Rolls 7.50
 10 Rolls 12.50
 25 Rolls 31.25
 50 Rolls 62.50
 100 Rolls 125.00
 Rolls 3,500 EACH
 Double Coupons
 Double Prizes
 No C.O.D. Orders
 Size: Single Tkt., 1x2

TICKETS
 of every description, Wheel tickets carried in Stock for immediate shipment.
THE TOLEDO TICKET CO.
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 "Allied Trade Union Label used"

Roll or Machine	Cash With Order Price	Double Coupon Price
2,500	6.00	7.50
4,000	7.50	9.00
6,000	10.50	12.50
10,000	15.00	18.00
30,000	45.00	55.00
100,000	150.00	180.00
500,000	750.00	900.00
1,000,000	1,500.00	1,800.00

Vivona in Fla.
 • Continued from page 69
 pre-fair dates the show has played, has been contracted again for 1958, it is reported. The show in Goulds put up its broad, new Fiberglas main gate built in Kissimmee, Fla., by Don Crown. It features indirect lighting and is topped by tall, stainless steel letters spelling out the show title.
Mid-April Openings
 Babe Vivona will open the bazaar unit in New Jersey about April 14, and John Vivona will take out the main show at the same time.
 Among personnel set for 1958 are Danny Dell, business manager; Don and Mary Crown and family with their concession; Jim Rapple, advance publicity, and Pete Hendricks, electrician. The Bill Cisms, Al Schmidts and Ralph Ryans will return with their stands, and Britt's Dark Ride and Roller Coaster are also booked.

Trucks for Sale
 1 34-ft. Drop Van Trailer, Front-end, especially ranked for Merry-Go-Round. Brand-new brakes, new rear carrier brackets, one new tire, others in good condition, in excellent shape throughout, padded. One of the cleanest and finest on the road today. Price \$1,950.00.
 1 1956 International Tractor, Model L180, new motor, less than 3,000 miles, new clutch, transmission overhauled, almost new tires. In excellent condition throughout, painted to match trailer, ready for trouble-free travel coast to coast, only \$900.00.
 1 half-ton International Metric Transformer Truck less transformer, in excellent condition throughout, good rubber, complete 100 AMP underwriter approved panel board. Will pass inspection anywhere. Ideal for small 4 or 5-ride show for only \$595.00.
 1 4x4 Tackel Booth, fluorescent lights, excellent condition, \$150.00.
PRICES CASH.
FUN SPOTS, INC.
 1661 Summit Road Cincinnati 37, Ohio

FOR SALE KIDDELAND, INC.
 3 new Kid Rides, used only 30 weeks, bought new April, 1957. Built by C. C. Keller Works, Red Antonio, Tex. Cost over \$15,000.00. Will sell complete with transportation, light towers, pipe fence, ticket boxes, music, \$10,000.00; including page-type Wheel, Bronco-Ride Merry-Go-Round, carries 18 adult size horses. Tube of Fun, built on Trailer. Pony Carts and Auto Cars. 3 Rides are built on Trailers. One Tractor and Semi Van, three Pick-Up Trucks. This is a steal. ALSO FOR SALE — 2-Section Gear for Merry-Go-Round, new, with piston; also 7-Section Gear; both new Set Telescopes for Allan Herschell Merry-Go-Round. Aluminum Pattern for Merry-Go-Round Bull Gear. Several used Wood Horses.
C. A. GOREE
 1420 Roosevelt St., Ft. Worth, Tex.
 (Phone) MA 4-0412

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 Offers Show People Bank Financing on MARATHON MOBILE HOMES manufactured by HAR-MAC, INC.
CANOLE Home Offices: Altoona, Pa., and 8861 N.W. 18th Ave., Miami, Fla.
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BINGO HELP
 WANT CAPABLE, SOBER COUNTERMEN AND CALLERS, FOR SEASON. POSSIBLE OPENING FOR EXPERIENCED MANAGER. WRITE:
BILL STACY
 P. O. Box 156, Ocean Springs, Miss.

WANTED WHEEL CONCESSIONER
 With own equipment for 22 weeks in Canada. Must work for stock during still dates. Free reign on most fairs.
 Box D-26, 2/e The Billboard
 2160 Patterson St., Cincinnati 32, Ohio

FOR SALE
 Used Side Show Top, 22 ft. wide, 130 ft. long, in four sections. O. Henry made. As large trimmed. Really looks good up. Can be used as 70, 100 or 130 ft. in fair condition. Will sell at a bargain. With good bags. Top only, \$200.00. With Casville, 30s. Will also sell any complete Show, with new tent, used six weeks.
J. T. HUTCHENS
 1286 Mill St., Casville, Mo.

SURPLUS RIDE AND SHOW EQUIPMENT FOR SALE
 12 Car Scooter Bldg., new June, 1957, highly portable. New steel floor over aluminum, all steel fence, stainless steel crastom, all aluminum overhead, canvas top, slim line lighting, perfect condition. No cars or transportation. Cost over \$14,000; price, \$8,500. Set up now for inspection; can deliver anywhere.
 1957 Super Roll-O-Plane; cannot be told from new. Instant start, fluorescent lighting. Hand winch for raising safe. Loads on 33 ft. semi without removing beams, \$8,500. Ride and Semi Trailer, \$4,250. Tractor optional.
 6 late model Downey Teleskopik Light Towers, complete with fluorescent, \$400 each.
 18 KW. AC 110-220 volt, Gasoline Light Plant, late model Loral engine. Modern in every way, \$500.
 Also Circus Seats and automatic Brake Driver, make offer.
 1 young performing female Elephants. Excellent act. Ring Curb, Props, Mowdah, Truck and Semi Van, \$12,500; or will lease to park for season. All above can be inspected at fairgrounds, Seguin, Texas.
 Reasonable terms to responsible persons.
CONTACT: DON FRANKLIN
 207 Carolwood San Antonio, Tex.
 (Phone) Diamond 2-7722

STOCK TICKETS
 1 Roll \$ 1.50
 5 Rolls 7.50
 10 Rolls 12.50
 25 Rolls 31.25
 50 Rolls 62.50
 100 Rolls 125.00
 Rolls 3,500 EACH
 Double Coupons
 Double Prizes
 No C.O.D. Orders
 Size: Single Tkt., 1x2

TICKETS
 of every description, Wheel tickets carried in Stock for immediate shipment.
THE TOLEDO TICKET CO.
 Toledo 12, Ohio
 "Allied Trade Union Label used"

Roll or Machine	Cash With Order Price	Double Coupon Price
2,500	6.00	7.50
4,000	7.50	9.00
6,000	10.50	12.50
10,000	15.00	18.00
30,000	45.00	55.00
100,000	150.00	180.00
500,000	750.00	900.00
1,000,000	1,500.00	1,800.00

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BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

MARCH 10, 1958

THE BILLBOARD

MERCHANDISE

73

HI-POWERED VALUE! LOWEST PRICES EVER OFFERED

6 x 35
BINOCULARS

A newly designed binocular. Light weight and compact with extra sturdy aluminum body, leather covered. Coated non-prismatic acromatic lenses with inter-supply adjustment. Central focusing and bright image reproduction for bird study, sightseeing, etc. 7-time magnification. 35mm. field. Genuine leather carrying case and shoulder strap. Wt. 1 pound.

\$6.75 each in lots of 6. Sample \$8.25 ea.

7 x 35 BINOCULAR

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CYCLE TURNS

Balloon Appeal Strong To Each Generation

By IRWIN KIRBY

It may be old hat for an adult to see someone punching a balloon connected to his wrist by a length of string. But to a child this is an enticingly new plaything. The same thing holds true for the popular head-within-a-head balloon, new to some but just a revival to the initiated.

What all this means is that items in the balloon trade attain heights of popularity in cycles. The punching bag item, for instance, was a hot item 10 years ago, and 10 years prior to then. The twin balloon is just a throwback to the old fishbowl.

Since the basic material in balloon making, natural rubber, remains unchanged over the years, manufacturers rely on gimmicks, pure and simple, to stimulate interest in certain items. Hence the wooden grip or decorative appearance of the punching bag, and the twin balloon's inflated head within a transparent bubble. Many years ago it was common to see the inner balloon painted with fish and underwater greenery. Now it has bulbous ears and looks like a mouse or bunny.

Prices Steady

Prices of materials have remained fairly level since World War II, but labor and other costs have increased to where manufacturers have either had to elevate retail prices or increase production considerably. The result has been a compromise of sorts. There are hundreds of items in almost as many sizes, in this business, but customer preference is not so much a natural thing as a controlled element. The manufacturer and merchandiser hold the strings. Look at the many gimmicks used to encourage sales.

Balloons sprayed with stars and snowflakes, balloons in assembly kits enabling straws to be affixed to create a Sputnik satellite replica, balloons packaged in a cardboard tube pump, balloons with inflatable noses and ears, balloons with squawkers that emit piercing sounds when air escapes, balloons illustrated with pictures and texts from the Bible, balloons with children's connect-the-dots puzzles. The list can go on and on. The last-named is packaged with a ball-point pen which does not puncture the rubber, and the Bible item is reportedly a popular one with religious supply houses and Bible schools. It uses stories from the Old Testament.

Uses of balloons are many. Filled with air, they are sold affixed to wood rods as children's novelties. They are clustered in retail stores to build traffic. Inflated with helium (when helium is available) they hang above any establishment as an advertising come-on. Even deflated, they have a value, since balloons imprinted with advertising messages are used widely as giveaways by stores, kiddielands, drive-in theaters and other installations. In former years they were retailed individually but polyethylene bags now seal in a quantity of units and are easy to stock and dispense. Chain stores and supermarkets have been moving forces in this packaging method.

Natural Rubber Best

The use of natural rubber remains unchallenged for the toy-type balloon and its advertising counterpart. Artificial rubber is available but does not have the desired qualities. During World War II, when natural rubber went to war with other vital materials, the balloon trade got by with Du Pont neoprene, but when restrictions on the supply of traditional material loosened up, rubber was put in use again.

The plastic was fairly successful as it was not too heavy, manufacturers say, but it had drawbacks in not deflating to anything near its original size, tending to wrinkle in packing boxes, and resisting attempts to infuse it with the garish coloration necessary to balloon popularity.

What the year holds in store for the consumer is difficult to say, because factories are reluctant to let any cats out of the bag. Since there is an acknowledged cycle in the balloon trade and nothing prevents others from getting on the bandwagon, manufacturers generally are close-mouthed about any surprises they have in store. But we can be assured this year's new item will be an old one reborn, embellished with a jet-aged gimmick. Whether it's a squawker or a punching bag, it will be aimed at a generation which hasn't seen it before.

PIPES FOR PITCHMEN

By BILL BAKER

"SINCE THE ONSET... of unseasonable weather I have been able to make only a few spots, mostly noon comeouts at shops," writes Harry R. Day from Greensboro, N. C. "They are still good, but it is hard to get permission to work. I ran into Sparks of sock note recently, but it was too cold

to hold a tip and he gave up for the day. Also met up with Heavy Forkner, who was doing so-so on sheet. Doug Finely, a j.c. is doing okay in this area with merchandise. He works clean and was born with what it takes to be a success in this business. Charlie (Continued on page 75)

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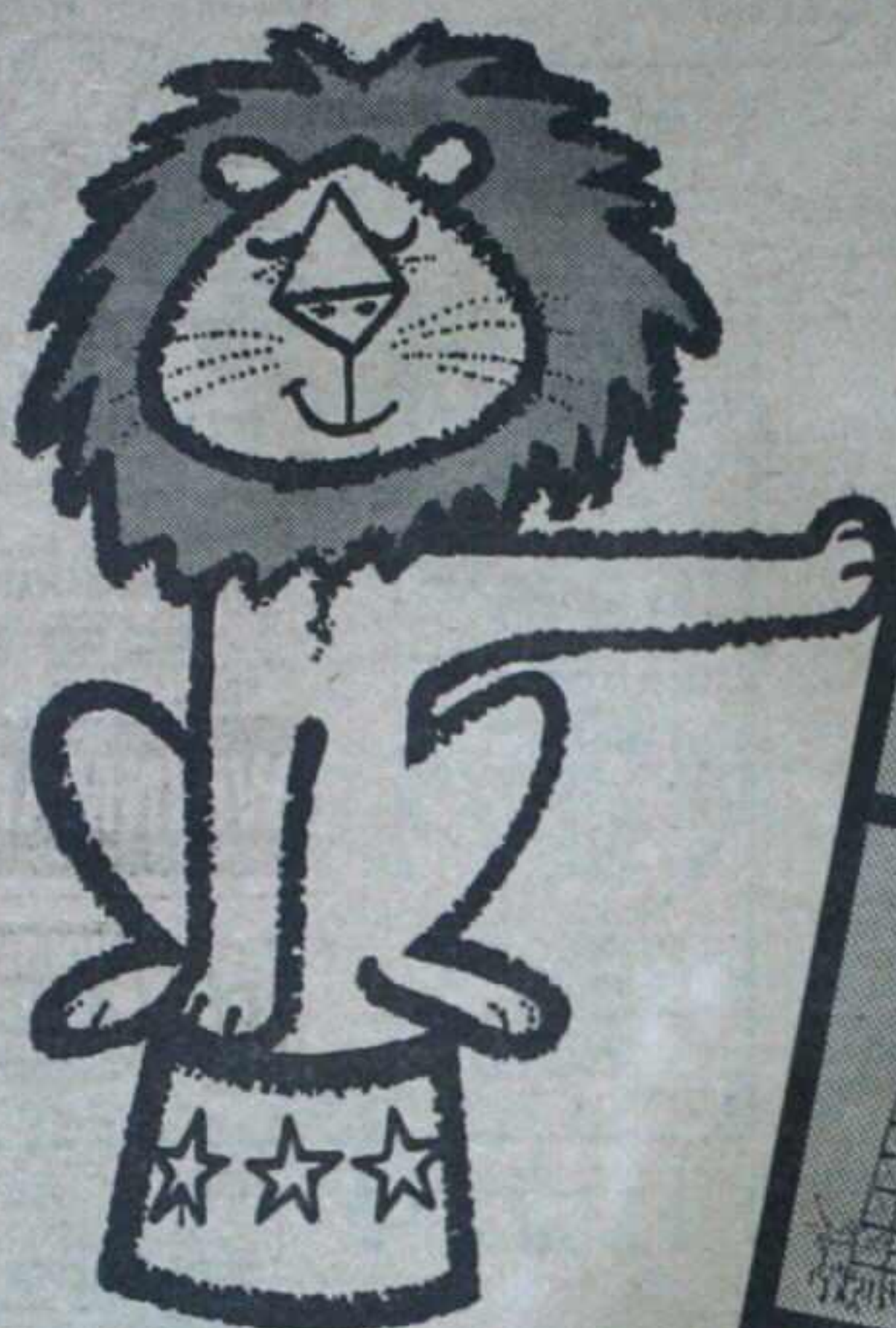
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--which will again be a Big, separate supplement devoted exclusively to all phases of the Outdoor Amusement Industry enclosed within an eye-catching 3-color enamel cover.



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THIS IS YOUR OPPORTUNITY TO GET A LION'S SHARE OF THE 1958 BUSINESS, BECAUSE . . .

MERCHANDISE, NOVELTY, SOUVENIR, GIFT and PITCH ITEMS will all be in tremendous demand this year by Concessioners, Pitchmen, Salesmen, Engravers, Demonstrators catering to the ever-growing throngs attending Outdoor events and places of amusement. Make sure every one of these buyers sees what you have to offer before he begins stocking up for the opening of the 1958 season.

**RESERVE SPACE IN THE
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The value packed Spring Special Issue and the Directory will combine more of everything than ever before . . . bigger, more complete, up-to-date lists and statistical data, more feature material, more distribution, more readership, **MORE FOR YOUR ADVERTISING DOLLAR!**

Just look over the enclosed "Flyer" giving a complete run-down on the many Lists and Features that will appear in the Outdoor Amusement Directory and the regular Spring Special Issue.



The greater amount of Editorial and Advertising that must be handled for this big Special Directory will force us to close forms earlier than usual, so

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Plaza 7-2800

Hollywood 28, Calif.
1520 N. Gower
Hollywood 9-5831

Chicago, Ill.
188 W. Randolph St.
Central 6-9818

Coming Events

Alabama
Birmingham—Birmingham Home Show, April 28-May 4. Arthur Gilbert, a/o Town House Hotel.

Arizona
Phoenix—Phoenix Rodeo, March 23.
Phoenix—Phoenix Rodeo, March 13-16.
Phoenix—World Championship Rodeo (Fairground), March 13-16. Jaycees.
Phoenix—Spring Horse Show, April 11-13.
Tucson—Tucson Rodeo, March 29-30.
Tucson—Southern Ariz. Intl. Livestock Show, March 28-30.

Arkansas
Fort Smith—Arkansas-Oklahoma Rodeo (Harper Stadium), May 26-31. Paul Laiture.

California
Bakersfield—Bakersfield Rodeo, May 24-25.
Clovis—Clovis Rodeo, April 26-27. Herman Smith.
Dixon—Dixon Rodeo, May 11.
Los Angeles—Do-It-Yourself Show (Pan Pacific Aud.), March 20-30. Ted Bentley.
Los Angeles—Sportsmen's Vacation, Boat & Travel Show (Pan-Pacific Aud.), April 10-20. H. Wener Buck.
Napa—Napa Valley Horse Show, May 4. E. N. Munk, P. O. Box 726.
Oakdale—Oakdale Rodeo, April 3.
Oakland—Calif. Spring Home & Garden Show, May 3-11. John J. Hennessy, Hotel Claremont, Berkeley.
Pomona—Pomona Rodeo, May 24-25.
Red Bluff—Red Bluff Rodeo, April 19-20. C. H. Hart.
Redding—Redding Rodeo, May 23-24.
Riverside—Riverside Rodeo, May 17-23.
San Francisco—Grand National Jr. Livestock Expo (Cow Palace), March 29-April 2. Nye Wilson.
San Bernardino—National Orange Show, April 16-20.
San Bernardino—San Bernardino Co. Sheriff's Rodeo, April 19-20. J. M. Hollaway.
San Jose—San Jose Rodeo, May 24-25.
Tulare—Tulare Rodeo, May 24-25.

Colorado
Denver—Sports, Boat & Travel Show (Denver U. Arena), May 7-11.

Connecticut
Hartford—Greater Hartford Fair (Armory), March 15-22.
New Haven—Connecticut Boat Show (Arena), March 20-23. Milton Cottler.

District of Columbia
Washington—National Capital Flower & Garden Show (Armory), March 6-12.

Florida
Clearwater—Clearwater Rodeo, March 20-22. Owen W. Allbritton.
Daytona Beach—Volusia Co. Home Show, March 15-19.
Homestead—South Fla. State Fair, March 6-16. Joseph Behoff, 905 Chamber of Commerce Bldg., Miami.
Lake Worth—Lake Worth Fiesta Del Sol, March 12-18.

Illinois
Chicago—Modern Living Expo. & Flower Show, March 22-30.
Kankakee—Kankakee Home Show, April 24-26. Bob Boyd, 946 Hawthorne Lane.
Peoria—Peoria Area Sports, Boat, Home & Vacation Show (Robertson Field House), March 25-30. Sidney J. Page.

Indiana
Elkhart—Elkhart Home Show, April 17-20. Dorothy Godfrey, 816 Leland Ave., South Bend.
Indianapolis—Indianapolis Sports Show (Fairgrounds Coliseum), March 7-16. Melvin T. Ross.
Indianapolis—Indianapolis Home Show, April 11-20.
South Bend—South Bend Home Show, March 19-23. Dorothy Godfrey, 816 Leland Ave.

Iowa
Des Moines—Iowa Sports & Vacation Show (Veterans Memorial Aud.), March 27-April 1. Des Moines Register & Tribune.
Ottumwa—Ottumwa-Missouri Outdoor America Show (Coliseum), March 21-23. John Underwood.
Sioux City—Siouxland Expo & Sports Show (Auditorium), April 18-20. Marc Cox.
Waterloo—Northeast Ia. Sports, Vacation & Travel Show (Hippodrome Aud.), March 13-16. Jaycees.

Kansas
Mayetta—Mayetta Rodeo, May 16-18.

Louisiana
New Orleans—New Orleans Boat, Sport & Vacation Show (Auditorium), April 23-27. Oliver J. Conner.
Shreveport—Holiday in Dixie Spring Festival, April 30-May 4. Abie C. Goldberg.
Shreveport—Shreveport Home Show, April 23-27. Edward Souza, 4454 Fairway.
Shreveport—Shreveport Rodeo, May 12-18. Joe Monsour.
Winfield—Spring Fair & Rodeo, March 31-April 5.

Maryland
Towson—Pimlico Yearling Show (Pimlico Race Course), May 11. Stewart Bear.

Massachusetts
Boston—New England Spring Flower Show, March 8-16.
Boston—New England Electrical Show (Mechanics Hall), April 23-25.
Boston—New England Flower Show (Mechanics Hall), May 9-16.

Michigan
Alma—Alma Better Homes Show, April 18-20. Jack Davis, Box 12, Bay City.
Bay City—Better Homes Show, March 14-18. Jack Davis, Box 12.
Detroit—Detroit Builders Show, March 8-16.
Detroit—Michigan Flower & Home Show, March 22-30.
Grand Rapids—Greater Mich. Home Show, March 10-16.
Grand Rapids—West Mich. Sports & Boat Show (Civic Aud.), March 24-29. J. D. Look.
Baginaw—Jaycees Better Homes Show (Fairgrounds), May 1-4. Thomas J. Woodcock, 1808 N. Michigan Ave.
West Branch—West Branch Better Homes Show, May 16-17. Jack Davis, Box 12, Bay City.

Minnesota
Minneapolis—Northwest Builders' Show, March 15-23.
Minneapolis—Northwest Boat, Sports & Travel Show (Aud.), April 4-12. F. W. Kahler.

Mississippi
Jackson—Jackson Home Show, May 14-18. Patrick J. O'Toole, Walthall Hotel.
Port Gibson—Stock Show, May 17-22.

Missouri
Gallatin—Davies Co. Jr. Lamb Show, May 31. George H. Schmitt.
Joplin—Joplin Home Show (Memorial Hall), April 6-27.

New Jersey
Atlantic City—Garden State Home Show (Convention Hall), April 9-12.

New Mexico
Española—Española Rodeo, May 17-18.

New York
Jamaica—Long Island Boat & Sportsmen's Show (Armory), March 8-16. Albert J. Chase.
New York—World Wide Travel Show (Coliseum), March 6-16.
New York—International Flower Show (Coliseum), March 9-15.
New York—International Auto Show (Coliseum), April 5-13.
New York—International Home Expo (Coliseum), April 19-27.
New York—Festival of Foods (Coliseum), April 23-27.
New York—U. S. World Trade Fair (Coliseum), May 7-17.
Rochester—Rochester Home Show, April 26-May 3.
Syracuse—Northeastern Sports Show, April 11-18. William C. Hartman.

North Carolina
Greensboro—Sequentennial, May 2-10. Leo Spaeth, 261 N. Greene St.

Ohio
Cincinnati—Home Show and Better Living Expo (Garden), April 19-27. Robert G. Sand.
Cleveland—American & Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 14-23. A. W. Newman.
Columbus—Columbus Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), March 23-30. Ben Cowall.
Dayton—Dayton Sports & Boat Show (Coliseum), April 10-13. Ward Collopy, 133 Warren St.
Dayton—Dayton Home Show, April 19-27.
Youngstown—Mahoning Valley Home Show, April 15-20.
Toledo—Toledo Home & Travel Show (Civic Aud.), March 8-16. Milt H. Harloff.
Toledo—Northwest Ohio Garden & Flower Show, March 25-30.

Oklahoma
Geymon—Geymon Rodeo, May 1-3.
Oklahoma City—Greater Okla. Home Show (Municipal Aud.), March 23-30. Sidney H. Davidoff.
Oklahoma City—Midwest Boat, Sports, Travel & Vacation Show Municipal Aud., March 9-16. Jack Wright.
Tulsa—Tulsa Rodeo, May 6-11.

Oregon
Gresham—Multnomah Co. Spring Garden Show (Fairgrounds), April 23-27. Duane Hennessy, Mgr.

Pennsylvania
Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 24-29. J. W. G. Alland.
Reading—Greater Reading Home & Building Show, March 22-29.
Tennessee
Knoxville—Tennessee Valley Sports Show (Chilhowee Park Expo Bldg.), April 5-13. Claude Fox.

Alberta
Edmonton—Edmonton Rodeo, April 28-May 3. A. J. Anderson.

Ontario
Toronto—Canadian National Sportsmen's Show (Coliseum), March 14-22. Loyal M. Kelly.
Toronto—National Home Show, April 4-12.

Quebec
Montreal—Montreal Sportsmen's Show (Show Mart Bldg.), March 21-30. Ted Glendening.
St. Paul—Land-O-Lakes Boat, Marine & Tackle Show (Auditorium), March 14-23.

Saskatchewan
Regina—Regina Sportsboat & Vacation Show (Exhibit Stadium), April 21-26.
Saskatoon—Interprovincial Bull Show & Sale, April 16-17.

Manitoba
Brandon—Manitoba Winter Fair, March 31-April 5. P. A. McPhail.

Nashville—Great Lakes of the South Outdoors Show (Fairgrounds Coliseum), March 11-16. Amos C. Evans.

Texas
Austin—Austin Livestock Show, March 10-11. Lynn M. Griffin.
Baird—Baird Rodeo, May 1-3.
Corpus Christi—Buccannan Days Celebration, April 9-12. Bob Pinke.
Dallas—Southwest Sports, Boat & Vacation Show, April 12-20. Dallas Morning News.
Dallas—Dallas Home Show, March 23-30. Grover Godfrey, 102 Walnut Hill Village.
El Paso—El Paso Flower Show (Coliseum), April 26-27. Council of Garden Clubs.
El Paso—Home Show (Coliseum), May 7-11.
Houston—Houston Boat, Sports & Vacation Show (Coliseum), March 15-22. Variety Club of Houston.
Lubbock—ABC Boys' Club Rodeo, March 19-22. W. L. Pittman.
Mercedes—Mercedes Rodeo, March 13-17.
Meceder—Rio Grande Valley Livestock Show & World's Champs. Rodeo, March 13-17. Col. H. B. Stein.
Shamrock—St. Patrick's Day Celebration, March 17. Bob Rosch.
San Antonio—San Antonio Home Show (Bexar Co. Coliseum), May 4-11. Irving Wayne.

Virginia
Richmond—Virginia Motor Boat & Sportsmen's Show (Arena), March 18-23. John E. Raine.
Winchester—Shenandoah Apple Blossom Festival, May 1-2. F. L. Largent Jr., Box 68.

Washington
Spokane—Spokane Sports Show (Coliseum), March 18-23. Tom O'Loughlin.
Tacoma—Tacoma Home Show, March 17-23. Patrick O'Toole, Winthrop Hotel.

Wisconsin
Milwaukee—Milwaukee Home Show, March 8-14.
Milwaukee—Milwaukee Bentineli Sports & Vacation Show and Greater Lakes Boat Show (Arena), March 22-30. Charles D. Collins.
Oconto Falls—Jaycee Celebration, May 28-June 1. L. J. Sngle.
Waukesha—Waukesha Dairy Show, March 17-23. W. D. Rogan.

Canada

Alberta
Edmonton—Edmonton Rodeo, April 28-May 3. A. J. Anderson.

Ontario
Toronto—Canadian National Sportsmen's Show (Coliseum), March 14-22. Loyal M. Kelly.
Toronto—National Home Show, April 4-12.

Quebec
Montreal—Montreal Sportsmen's Show (Show Mart Bldg.), March 21-30. Ted Glendening.
St. Paul—Land-O-Lakes Boat, Marine & Tackle Show (Auditorium), March 14-23.

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Saskatoon—Interprovincial Bull Show & Sale, April 16-17.

Manitoba
Brandon—Manitoba Winter Fair, March 31-April 5. P. A. McPhail.

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PIPES FOR PITCHMEN

Continued from page 73

(Doc) Hudson recently dropped me a letter from Atlanta. He is working a store there; not setting the world on fire, but getting his share. I have framed a new joint and am dickering for a spot at the beach this season. My friend, Cliff Horton, will be leaving New Jersey in a few week to join me here. Hope the boys thaw out soon and send in a few pipes, especially Thundercloud, Frank Kadot, Ethel Beam and Frank Curry.

MAE NOELL . . . of Noell's Ark Gorilla Show, headquartered in Florida, sends greetings from Havana, where she is vacationing. Mae said she is looking forward to her return to hubby Bob. The Noells were formerly in the med show business and in recent years had their gorilla show with Eastern carnivals.

"AFTER SEEING . . . a recent note about the scarcity of pipes I realized that it had been quite a while since I sent one in," said K. C. Cranston, writing from New Orleans. "After working the Midwest with novelties, I decided to try the New Orleans Mardi Gras. I did quite well with pennants and chameleons, but was surprised that I saw none of the oldtimers. What has happened to some of the old Midwesterners such as Irv (Herb) Smith? I missed Herb last year at the American Royal in Kansas

City, where there was plenty of room for a good mouse man. Also missing in New Orleans were Charlie (Red) Gray and Johnny Park. New Orleans is still wide open for vitamin men."

SID (KID) OSSER . . . writing from New York, reports that he is now a resident of the big town and operates out of it as a 40-miler. "Demonstrations in the New York area are pretty rough, particularly in the chain stores," he says. "and farmers' markets and sales are equally tough. Occasionally I work McCrory's, Passaic, N. J., with jewelry and other pitch items. If any of the oldtimers with whom I used to work med and soap get to New York I surely would like to see them. I'd also like to read pipes from Johnny Latham, the Reagan sisters, Indian Herman Keller and Jules Lasky."

DEATH CLAIMED . . . William Remy (Doc) Kerr, 70, veteran pitchman, February 26 in Spartanburg, S. C. Kerr broke into show business with carnivals, later switching to med shows. At one time he managed the Side Show on Ray Rogers' Wallace Bros.' Circus. In recent years he had been active in Spartanburg Moose Club officers. Survivors include W. R. Kerr Jr., and Fred Kerr, both of Elizabethton, Tenn., and George Kerr, Spartanburg. Services February 27 and burial in Greenlawn Memorial Gardens, Spartanburg.

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WHOLESALE CATALOG

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We Have IT! Mechanical DRINKING RABBIT

Pours and Drinks continuously
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In Bright Colors
Individually Boxed

ORDER NOW—SUPPLY LIMITED

\$36.00 Per Sample \$4.00
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Place your orders now for DRINKING BEAR. Next shipment approx. Feb. 17

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Delivery about June 1.
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We Carry a Complete Line

36" STUFFED DOLLS
Assorted Taffeta covered material—unbreakable faces.
Assorted popular faces—
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ABALONE, MOTHER OF PEARL; CORAL; Real Feathers; French Iris Feathers; Flower Clusters; Fruit Baskets; Carvings; Embroideries (Real Seahorses, Starfish, Mother of Pearl Flakes embedded in clear Lucite).

AGENTS WANTED - PART, FULL TIME OR by mail; 250% mark-up; for \$1 item needed in every home.

ASSORTED FILIGREE, PEARL AND Stoned Earrings, gross \$18; 3 dozen different samples, \$6.75 postpaid.

BILFOLDS - PLASTIC ALIGATOR OR lizard. Sensational price, \$14.40 per gross plus postage.

EARRINGS - ASSORTED STONED AND tumbled, \$6 per gross plus postage c.o.d. Gross into only.

EARRINGS, \$1 AND \$2 RETAIL. LATEST fashions, assorted styles. Sample dozen, \$4.50; 6 dozen or more, \$3.75 per dozen.

FAMOUS MFR. CLOSEOUTS Assorted Stoned Brooches \$1.75 dz. Stoned & Tumbled Earrings 1.75 dz.

HOSIERY - LOW PRICES: LADIES', MEN'S, Children's. Ladies' Nylon \$1 dozen up. Slightly imperfect Nylons packed cello bags \$3 dozen.

LARGE LISTING OF MANUFACTURERS IN JAPAN Who sell Transistor Radios for \$6.00, Portable Transistor Radios for \$10.50.

MERCHANDISE FOR THE AUCTION Trade. Power Saws, Electric Drills, Hand Tools, Drop Cards, Fishing Equipment, Deep Fryers, Electric Skillets, Household Items.

NEW 7 x 11" SIGNS - COMEDY, BELLI- gious, general - retail 50¢. Catalog free. 15 samples, \$1. Lowy, 812 Broadway, Dept. 972, New York 2.

JEWELRY CLOSEOUTS E1 - Tailored Earrings, Asst. Gr. \$18.00 E2 - Stone Earrings, Asst. Gr. \$1.00

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT! START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Products.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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Attract more attention and produce quicker and greater results thru the use of larger type and white space.

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FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

NEW VEST POCKET Transistor Radio

Only \$9.97 (F.O.B. in lots of 6) Sample Radio, \$12.50 ppd. American made! High Selectivity. Operates 1,000 hours on 3-10 1/2 batteries.

Regency Distributing Co. Box 3525-BC Minneapolis 3, Minn.

ROYAL JELLY CAPSULES. CLEAN UP BIG as full or spare time dealer. Outstanding profits.

SPRAY PERFUMES - \$10 RETAIL. LATEST fragrances: C-5, MS, WS, S, A. Sells on sight; Doz. or more, \$8 doz. Sample: \$1.

71,000 ADVERTISING NOVELTIES WHOLESALE Catalogs and 12 samples \$1. (Refunded plus postage if returned.) Adolphs Specialty, 904 S. 86th St., Philadelphia 43.

Animals, Birds, Pets

AVAILABLE FOR IMMEDIATE SHIPMENT Bengal Tigers, young Rhinos, adult male Pigmy Hippo, one pair adult Polar Bears.

ELEPHANT, AGE 8 YEARS, QUITE GEN- Uine; will lead, do a few tricks, \$2,750. Spruttled Follow Deer, \$250. Pr. Sika Deer, \$200.

CHIMPANZEE (TAME) BABIES - \$650 each and up. Cage animals, 65 to 25 pounds, \$400. Excellent specimens. F.O.B. New York.

MINIATURE CHIMP STUMPTAILS HAND- some, adults or young, \$75. Learn tricks hardy. Request price list. Monkeys, Bronco Birds, 149B Fort George, N. Y. 40, N. Y. Williams 2-1150.

EARLY SPRING CLEARANCE SALE - IN- dian female Elephant. Good for children's zoo, four and one-half ft., fully acclimated, one year in country. Sacrificed for quick sale, \$3,250.

OUTSTANDING MALE CHIMP 5 years old, perfect animal, no bad habits, any man can handle.

SPECIAL ON AFRICAN MONKEYS, AFRI- can Green Monkeys, Mona Monkeys, Footy Mangabey Monkeys. Special: \$40 each. F.O.B. New York.

WANTED - ONE SET MUSICAL SEAL Horns, new or used. Send complete information first letter. Box CNY-159, c/o Billboard, 1564 Broadway, New York 36.

WALLABY KANGAROO, 1 YR. OLD, \$380. Red Kangaroo, 2 yr. old, \$250. Male Guanaco, 6 months old, \$275.

Business Opportunities ABUNDAVITA MEANS BETTER LIVING - Bigger bank balances! Minimum investment required, \$100.

COIN FITCH GAMES - ALL ELECTRIC. New, Fascinating, Playlands, Carnival, Fairs, Concessions. Buy Direct From Factory and Save. Write, Free Details, Fairland, P. O. Box 531, North Bellmore, N. Y.

TALENT AT LIBERTY ADVERTISEMENTS

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.

RATE: 5c a word, minimum \$1. CASH WITH COPY.

EARN MONEY, NEW METHOD, NO SKILL.

Best complete Coin and Card Tricks outfit, \$1. Sinta, 22740 Rauch, East Detroit, Mich.

FASCINATION - BEAUTIFUL 50 TABLES and upholstered seats. Complete with all accessories.

GOLD! U. S. MINT PAYS \$35 AN OUNCE. Learn testing, buying, shipping. Complete course \$2 from Davis, Box 777, Phoenix, Arizona.

HANDMADE TROPICAL SHELL EARRINGS. Most impressive line you have ever been offered. Over 150 different designs.

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid.

HUNDREDS OF DOLLARS IN ONE NITE! You can make money like this. Promote "The Nickel-A-Dance" Party right there in your own hometown.

LEARN FASCINATING SIGN SYSTEM with course of 20 parts. Have own shop. Learn rapidly. Straley Lettering, 410 Western, Springfield, Ohio.

MUST SACRIFICE COMPLETELY equipped modern roller skating business. Located on Lake Erie.

ROLLER SKATING RINK - 51 x 140 TENT, portable. Completely equipped, reasonable. Sets up quickly.

SOUTH GEORGIA PACKAGE STORE, HOME and pony or cattle ranch. Grounds landscaped. Wonderful location.

COIN MACHINE Routes For Sale FOR SALE - SMALL MACHINE ROUTE. Thirty-five pieces doing approximately \$450 per week.

COIN MACHINES Wanted To Buy WANTED Wurlitzer 48 selections, AMF-EFG 80's and 120's.

COIN-OPERATED Equipment (Used) ANYTHING IN VENDING MACHINES - Every type machine made, new or used, under the market prices.

FOR SALE - DARK RIDE, EIGHT CARS. Train and Vending Machines. Must sacrifice. A. Marcus, 1521 Main St., Rahway, N. J.

FOR SALE - ROTO-WHIP, BOAT RIDE. Train and Vending Machines. Must sacrifice. A. Marcus, 1521 Main St., Rahway, N. J.

SHIPMAN DUPLEX STAMP MACHINES.

\$10; Triples, \$29.50 each; like new. Folders, direct factory prices. USP Co., 100 Grand, Waterbury 8, Conn.

TEN SKEE BALL ALLEYS, 9 FT. POKER- inos, Exhibit Postcard, Love Meters, Hockey, World Series, other Arcade games.

12 POKERINOS, EXHIBIT POST CARD with side lights, Ray Guns, Drop Picture Machines, Microscope, Liberator, 3-D Theatre.

CLOWN SUITS, GIRL SHOW, STRIP, BAL- ly costumes, Impersonator wigs, Rhinestones, Plumes, Cheap. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNion 3-9509.

CLOWN SUITS BIG FLASH! NEW, \$10. Fifteen minstrel Coats, new, \$30. Ivory Orchestra Coats, singlebreast, \$5. Genuine Oakkosh Trunk, \$60. Chorus Costumes, Stage Curtains Wallace, 2453 N. Halsted, Chicago.

ABOUT ALL MAKES OF POPPERS, CARA- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill.

MANLEY POPCORN MACHINE. PRAC- tically new, used 6 months, \$600 value, \$300. 1-4 deposit. Hunter, 311 North Locust, Pittsburg, Kans.

For Sale Secondhand Goods ART SHOOTING GALLERY - 6 RIFLES, 1 Machine Gun, complete, \$450 cash.

ROLLER SKATING RINK - PORTABLE tent and all equipment. Ready to set up. Write for complete information.

For Sale - Secondhand Show Property AUTO RIDE FOR SALE, ALLAN HER- schell make, 10 car, top, sidewall, over- haul, painted, \$650 cash.

BLEACHERS, GRANDSTANDS, STEEL. Slightly used. Also all new Wood Bleachers used just a few hours for the Eisenhower inauguration.

CHAIRS AND TABLES, CHAIRS, FOLDING. built for public use; used once; from \$2.35. Tables, pedestal type, folding legs, massive or plywood tops from \$18.95.

CONCESSIONS - COMPLETE PLANS: SHAL- low joint (23 games); 6-Way (11); Ball Rack (13); African Dip, \$5 each; Hi-Striker, \$3; 37 newer games, \$10; all \$30. Free catalog. Brill, Box 875, Peoria, Ill.

FOR SALE - CRIME SHOW, 60 FT. STEEL pipe banner line, stakes, light strings, switch box, amplifiers, seats, blow-ups and banners. Sell complete or separate.

FOR SALE - DARK RIDE, EIGHT CARS. Train and Vending Machines. Must sacrifice. A. Marcus, 1521 Main St., Rahway, N. J.

FOR SALE - ROTO-WHIP, BOAT RIDE. Train and Vending Machines. Must sacrifice. A. Marcus, 1521 Main St., Rahway, N. J.

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FOR SALE - ROTO-WHIP, BOAT RIDE. Train and Vending Machines. Must sacrifice. A. Marcus, 1521 Main St., Rahway, N. J.

FOR SALE - KING WATER BOATS AND Pony cart. 2 Thousand, Chas. Love, 1325 Vera St., New Orleans 18, La.

FOR SALE - BURLING BROS.' CIRCUS, \$4,000. Complete or will sell part. Don't answer unless you mean business.

FOR SALE - DIESEL-ELECTRIC PLANTS. Make us your headquarters for wholesale electrical supplies, light plants, repairs.

FOR SALE - SUPER-ROLO PLANE. NEW motor, good condition, \$2,500, ready to operate. Spill-Fire, bottom loader, complete, ready to fly.

KIDDIE FERRIS WHEEL \$650. CONSIDER Car or Boat Ride trade. Write Jack Lepach Jr., 727 Hill St., Dubuque, Iowa.

MERRY-MIXUP, 30 CHAIR, 30 FT. TOWER less power and lights. New drive \$1,500. R. H. Eyerly, 2741 N. River Rd., Salem, Ore.

TRAINS - ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details. \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass.

31 SCOOTER CARS

90 steel plates and spring bumpers, complete ride; 12 wooden seats for Eli Wheel; 10 Dark Ride Cars, good for Dark Ride or Donkey Ride.

Used Tents, Winter Inventory Sale 20 ft. x 40 ft. \$75.00 and up, Tops only 20 ft. x 40 ft. \$110.00 and up.

3 ABREAST ALLAN HERSHELL, ALL AC- cessories for operation with van, reasonable. Write only 11854 S. Morrice Rd., Morris, Mich.

1947 ELI #12 WHEEL - METAL SEATS, Star, Circle, Ticket Box and beautiful Front Entrance; Loaded on 1947 Nabors van trailer, \$4,500.

MUSICIANS FOR TRAVELING COMMERCIAL band. Steady salary, sleeper bus, no lusher, cut or no notice. Write Sammy Stevens, Cozad, Neb.

SEMI-NAME BAND HAS OPENING ON lead Trpt., Drums, Tenor, Baritone. Contact Orchestra Leader, Rt. #3, Box 166, Chester, Va.

MAGICAL APPARATUS NEW 152-PAGE ILLUSTRATED CATALOG - Mindreading, Mentalism, Spoons, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-Miniature Transistor Radiophones for mentalists.

MISCELLANEOUS ADVERTISE AND SELL IN 80 LEADING Mail Order Magazines - Just out! New directory listing names and addresses of publishers, advertising rates, circulation.

BINGO SUPPLIES OF ALL KINDS - BLOW- ers, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

"RUBBLING BOY" - THE FASTEST SELL- ing novelty we've had in over two years. Spicy item. A really spontaneous seller.

LIST OF 51 DIFFERENT HOBBY PUBLI- cations. Find out where. All the facts and figures. Yours for only 50¢ coin or stamps.

RUGS, RUGS MADE BY CHEROKEE INDIANS 24" x 48" HAND LOOMED, \$3.00 EACH ASS'D COLORS, BRAIDS 17" x 29" \$4.

HEIRLOOM RUG DISTRIBUTORS P. O. BOX 1305 "STA" "C" CANTON 8, OHIO Div. STAR SALES COMPANY

CLASSIFIED SECTION

NEW FOLIO—553 SOURCES OF UNUSUAL items, \$2. Complete satisfaction guaranteed. Burum, Centralia 11, Ill.

WANTED—35MM. SOUND MOTION PICTURE Films: full length feature prints, horror, mystery and science fictions. Write conditions, price, etc., to Kara-Kum the Magician, Box 949, Hollywood 28, Calif. mh10

10 ALL DIFFERENT MAIL ORDER MAGAZINES plus our 4 page list of unique, imported, fast-selling items, all for \$5. Emergency Trading Co., Pompton Plains 22, N. J.

Personals

WILL THE FOLLOWING MEN PLEASE phone this number collect, very urgent! John P. Black, Robert T. Vance and John Robert Viers. MUdock 6-3652, Tulsa, Cal.

Photo Supplies and Developing

HOTTEST PHOTO SENSATION IN YEARS. Intercontinental space photos available now. Write Stanley Attractions, 7240 Bescomont Ave., Cincinnati 20, Ohio.

NEARLY NEW DP PHOTO BOOTH COMPLETE. Best-full length. Neon sign, everything. Must sacrifice, \$650. Rev. J. A. Wilson, Erie, Kan.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 32, Ill. ch-721

Printing

ALWAYS FASTEST SERVICE—QUALITY 3-color posters! 14x22 Window Cards, \$8 hundred, 17x28 size, \$12.50 hundred. Tribune Press, Dept. 138, Earl Park, Ind. mh34

MIDWAY SPECIAL—200 BUSINESS CARDS, 200 8 1/2 x 11 Letterheads, 200 6 1/2 Envelopes, \$5.50 with order, postpaid. Ace, Box 282, Lyndhurst, N. J. mh24

OFFSET PRINTING—LETTERHEADS 8 1/2 x 11, 36,95-1,000; circulars, \$7.95-1,000. Business Cards, raised printed, \$3.50-1,000. Park Advertising, Box 46, Schenectady, N. Y. mh31

PRINTED ENVELOPES, 500 REGULAR 6 1/2 x 3 1/2; 500 large 7 1/2 x 4 1/2; up to four lines of copy. Hickman & Hickman, Coalgate, Okla.

UNION PRINTING, 1,000 ENVELOPES, white wove, 6 1/2 x 3 1/2; Letterheads, bond, 8 1/2 x 11, \$7.95; Envelopes, No. 10, \$8.35. Write. We print anything; send copy, \$2 with order. News Press, Mounds, Ill. mh10

200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$1.95, black or blue ink. Matta Press, 6465-B Cloria Ave., Fushing, Mich. mh17

200 (8 1/2 x 11) BOND LETTERHEADS AND 200 (6 1/2) Envelopes, both for \$3.95 postpaid. Taylor, 5103 43rd Ave., Hyattsville, Md. mh10

Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every business a prospect. Low prices for high quality. Appeals. Start with experience; men wanted! Full, part time; buy nothing. Sales kit furnished. Match Corp., Dept. D-181, Chicago 32, Ill. mh24

EARN EXTRA MONEY SELLING NEW suntan lotion in advertising match size folders. Free samples. Parkhurst Enterprises, Box 815-B, Dania, Fla.

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 22B, 207 North Michigan, Chicago 1, Ill. ch-my20

SAT-A-LITE SALESMEN

Wanted to sell Revolving Outdoor lights. Prospects have been contacted by mail. You set light down, light it up and collect. Very good commission. Must have car and be able to make deposit on demonstrator sputnik.

MIDWEST SALES CO.

3 Park Place Lubbock, Texas

Tattooing Supplies

A-1 TATTOOING MACHINES—WORLD'S finest, best outfit, complete with free instructions; all supplies; free catalogue. Owen Jensen, 126 West 83d St., Los Angeles 3, California. mh19

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zels, 728-A Leslie, Rockford, Ill. rd

Wanted To Buy

ILLUSIONS AND MAGIC IN GOOD CONDITION. Magician, Box 252, Kenova, W. Va.

SKATING RINK, PORTABLE OR PERMANENT. Preferably Florida. Neale Nesbit, 1078 Bradock Rd., Cumberland, Md.

Talent At Liberty

Bands and Orchestras

4 TO 8 PIECE COLORED BAND, SINGS, plays Rock & Roll and Jazz. Orchestra Leader, 8727 La Salle, Chicago, Ill. Normal 7-4151. ap7

Circuses and Carnivals

ALL AROUND SHOW PAINTER FOR SEASON. State your needs and top salary for qualified man. Jim O. Hearn, G. D., Kenner, La.

Miscellaneous

COUNTRY AND WESTERN D.J. OR TV Show or both. Experienced. Hank Torrance, P. O. Box 254, Hawthorne, Calif. mh17

GRAPHOLOGY—THE MARLBOROUGHS, world renowned handwriting analysis announce they are free to accept money making offers this season in amusement parks, carnival, clubs or hotels on percentage basis. Box C-287, c/o The Billboard, Cincinnati 22, Ohio.

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Diehl, Route 3, Staunton, Va. mh3

MAN WITH X-RAY VISION—AMAZING, unusual Free Act for auto, sports shows, will consider Agent who will promote. Contact Bode, Box C-288, c/o The Billboard, Cincinnati 22, Ohio. mh17

PROFESSOR WRIGHT AND HIS 5-Person Variety Stage Show of Magical Illusions, Dance and Vaudeville. Write Professor Wright, Casey, Ill. mh2

VIOLINIST DOING POP TUNES AND exotic act available April 1, occasional vocals. B. Scherer, 435 West Surf, Chicago, Illinois. mh34

VIOLINIST, TOP-NOTCH INTERNATIONAL night club experience, zyppr style, hot violin, classical and modern, wants job alone or with band; double on Bass. Charita Elkan, 3028 N. Racine Ave., Chicago, Ill.

Musicians

A-1 ORGANIST—NO INSTRUMENT, PIANO experienced all lines. Sober, reliable, union, references. Address Musician, c/o Country Courts, Waverlyville, Mo. PH. 3110. A-1 BINK ORGANIST AVAILABLE. THIRTEEN years' experience. Good style, beat. References. Locate anywhere, write Box C-284, c/o The Billboard, Cincinnati 22, Ohio. mh17

AVAILABLE—LEAD ALTO, TENOR, CLAR. Plenty experience all types bands; combos. Read or Jazz, shows, TV, cut or no notice. Arranges. Age 49, 447 S. Pittsburg, Tulsa, Okla. WE 9-1974. Available after March 5. mh10

AVAILABLE VIOLINIST, EXPERIENCED in all types of music, can read or fake. Also piano tuner-technician and Spanish Guitar instructor. Good appearance, reliable and sober. Will consider all offers. Box C-285, c/o The Billboard, Cincinnati 22, Ohio.

DRUMMER, DOUBLING VOCALS—SOLID beat, two or four, any style, 15 years' experience. Own transportation. Age 23, Union, Sober and reliable. Prefer location. Will travel if work is steady. Frank Bruno, 1739 Lee Court, Owensboro, Ky. Phone MU 4-7725. mh3

EXPERIENCED DRUMMER—JOIN immediate; location only considered; dance or show new equipment, plenty rhythm, reliable voice. Tom Wrean, 30 Chatham Rd., Asheville, N. C. mh10

GUITARIST—MODERN CHORDS, LEAD, vocals, solo and parts; ten years top trios, double bass. G. Erickson, Harmon Hotel, Minneapolis, Minn. ap

GUITARIST—COMBO AND LARGE BAND experience, Rhythm & solo. Write Musician, 378 Coburn Ave., Mobile, Ala.

MALE PIANO-VOICE, UNION, AGE 30, clean cut, prefer intimate lounges, Agents, answer. Will travel. Available May 1. Bob Bellows, Briny Breezes, Delray Beach, Fla. CH 6-7405. mh17

MUSICIAN: WOULD LIKE VOCAL WORK with renowned quartet or combo. Play drums, Vibes, solo, vocal, and have worked with group similar to Freshmen. For more information write Tommy Parker, Box 103, Natick, Mass. Will travel if interesting.

PIANO MAN—FOULED BOOKINGS caused ad—experience, show. Contact Pianist, 22 Garland St., Hot Springs, Ark.

TENOR, CLAR., FLUTE, SEMI-NAME experience, dependable, no one nights. Will consider only reliable offers. Box C-283, c/o The Billboard, Cincinnati 22, Ohio.

TENOR-CLARINET—TONE, READ, FAKE Jazz, play shows. Plenty experience, lead, any chair. Sober, dependable. Wire or write Guy Williams, 4016 1/2 N. Third St., Phoenix, Arizona. mh31

TENOR, ALTO, CLAR., FLUTE AVAILABLE March 7, location only. Les Dickson, 1128 S. 7th St., Springfield, Ill.

Parks and Fairs

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. mh10

CORBIN'S CALLIOPE, A FUNNY CLOWN with the world's greatest music. A must for all Parades, Centennials, Sales Events and Sport Shows. 318 E. South St., Baronsville, Okla.

HIGH DIVING EXTRAORDINARY, FEATURING FOX MOVIES and the New York press. Presented here and abroad. Results impressive. Capt. Mac Productions, 458 Lamplier Place, Warren, Ohio, N. E. Phone 45337. mh31

Letter List

Continued from page 78

James, Johnny; Jones Jr., Kay; Jones, Oscar; Jones, Ulysses; Joseph, Lugh; Joslin, S. D.; Joslin, Claude; Kane, Johnnie; Kasper, Paul V.; Kelly, Cleveland; Kendall, Lawrence; Kidd Bruce; Kilino, Robert; Kimble, Edie; King, Carol; King, Elmer; King Jr., Matthew; King, O. W. & Mrs. King, William; Kinsey, Willie; Kiser, G. B. & Mrs. King, Doris; Kmitlich, Roland; Knight, Herb; Knight, R. B.; Knitson, Lavere; Kortes, Mrs. Rita; Laenger, John B.; Lally, Barry; Lamont, Everett; Larkin, Chris; Larkins, Bernard; Larson, David L.; Larson, Victor G.; Laughlin, John; Lau, Penny; Lauther, Carl J.; Law, Claire M.; Lawling, Mercer; Lawrence, James; Lawrence, Joseph; Lawrence, Walter A.; Lee, Clarence; Leah, Rodrick; Lemons, Frank; Lemons, Herbert A.; Lemons, Ralph J.; Leonard, Louis; Lester, Noel; Levine, Moe (Carl Young Show); Lewis, R. L.; Lewis, Willie; Lindes Jr., George; Lindsey, Howard L.; Lister, V.; Livingston, Berry; Livingston, John & Lockhart, Orville; Lott, Joseph; Louis, Howard; Love, Imajah; Lower, Benjamin F.; Loyal, Alfonso; MacArthur, C. A.; MacDonald, Bob; MacLaughlin, Walter; MacAdams, James E.; MacAlamy, Mrs. E. (c/o C. Phillips); McBride (Buck Show); McClinton, R. E.; McCullom, Wilbur; McDaniel, E. J.; McGee, Charlie; McGinley, Haras; McGovern, Ray; McGraw, K. C.; McGee, Mrs. Mary Lou; McKee, Harold J.; McKnight, C. H.; McManus, Bob; McNeil, Ruth; McNeil, Luther G.; McNeil, Montague; McNeely, Alfred; Mack, LeRoy E.; Macklin, Dalphie; Madam Zada; Madras, Frank; Mahoney, Johnny; Malman, M.; Mangus, W. H.; Manson, James; Marley, Thieris; Marks, John; Marshall, Charles; Martin, James; Martin, Joseph; Martin, Walter; Mason, Edmond; Mason, Henry; Mathews, Henry; Mathis Jr., Willis; Mayse, Reed; Messner, William; Medlock, Carl; Memphis, Robert F.; Mercer, Johnnie; Mercer, Johnny G.; Merdick, Loyd; Merritt, Louis; Meyer Sr., Earl; Althens, Alexander; Miller, C. B.; Miles, John M.; Miller, Edgar; Miller, John; Miller, Thomas R.; Millman, William; Milliken, Elus V.; Minoo, Morris; Mitchell, Andrew; Mitchell, Harold; Mitchell, Marshall; Mitchell, Mike; Mitchell, Roy; Mitchell Jr., Stanley; Mitchell, Tom & Louie; Moaty, L. M.; Montgomery, Ted D.; Moor, Franck (Franck Moore); Moore, Bob; Moore, Booker L.; Moore, Edward; Moore Jr., Mitchell; Moore, Robert; Moore, Walter; Moore, William Roy; Moran, Jack; Morrison, V.; Morgan, Clayton; Morley, Herbert F.; Morrison, Clarence; Morris, Danner; Morris, Phillip; Morse, Thomas; Morton, James; Morton, Clarence M.; Morton, Harrison; Mosley, Lawrence; Murphy, K. C.; Muddon, Billy; Munroe, Mrs. Jack; Murrell, Billy; Murphy, Mrs. Elizabeth; Murphy, Robert; Murray, Melvin; Myers, Karl; Nabors, Mrs. Daisy; Nambu, Joseph; Newbrey, Mrs. Jerry; Newcomer, Lewis E. & Carole; Newsome, Paul; Nicholson, Henry; Sir, John H.; Nolan, Larry; Norris, Robert; Norton, Charles R.; Nugent, Jack; O'Connor, E.; O'Dea, Carl; Kirk Taylor, Dan; Taylor, Jesse; Taylor, Lawrence;

O'Neil, Jimmy & Mrs. O'Neil; Oron Jr., Willie; Okey, Jake; Olson, Clarence; Osborn, Jim & Jean; Osborn, Thomas D.; Osborn, Albert; Osborn, Robert; Osinski, Anthony; Osmundson, Osmund; Pace, Dan; Packer, Herman; Page, Lee; Parkinson, Bob; Pastorek, W. S.; Patterson, Jesse; Patterson, Leroy; Pawlon, Stephen; Payne, Martin; Peavy, Bearose; Turner, Peervide, Vaxaga; Penn, Leslie; Per, Howard L.; Perogy, Ernie; Perry, Robert; Perry, Roy; Petka, Albert & Mrs. Pharis, Arthur; Phillips, Goody; Phillip, Lincoln; Pike, W. Joe H.; Pinkard, Joe H.; Pinkerton, Tom; Plump, Leroy; Poille, Robert; Pollard, Henry; Pope, Ernest; Pope, James; Postell, Odell; Powell, Columbus; Price, George T.; Price, George & Mrs. Puckett, George; Purdie, Mrs. Ethel; Purvis, Mrs. Francis; Quibbins, Charlie; Quick, L. J.; Rabon Sr., Robert C.; Rammer, Earl D.; Ransley, Frank; Raspberry, Alex; Ratcliff, Joe; Ray, James H.; Reave, Kenneth; Reedy, Joe; Reeser, Clarence; Reegan, Delia; Reifford, Homer; Reynolds, Leander; Richard, Roosevelt; Richardson, Abe; Robbins, Curtis; Roberson, Richard; Roberson, Charles; Robinson, John; Robinson, Charlie; Robinson, Jessie; Robinson, Julius; Robinson, Ray; Roebuck, Eddie; Rogers, Eddie; Rojas, Mrs. Rosemary; Roiland, Kenneth; Ross, Gene; Row, Willie; Row, Willie; Rowland, William; Rowles, E.; Roy, Morris; Rucker, Ivey; Rubin, Harry; Rues, J. R.; Rumsower, A. T. (Tex); Russ, Calmille; Russell, Ophaine; Salern, Kathy; Sales, Art; Salisbury, Robert; Sams, Robert; Sanford, Charles; Scanne, Chicago; Schew, Phyllis H. (Phyllis); Scott, Lewis; Scraggins, P. O. f agadagay; Scribner, John; Scribner, Richard; Senders, Merton; Sebastian, Fred; Sebastian, Neal; Seebree, Earl; Seyfert, Richard; Shaffer, Jimmy; Shams, Marvin; Sheridan, Nore; Sheffield, Lamre (Lawrence); Sherrill, T. W.; Shirton, Shirley; Silver, Jon; Silvermaker, J.; Skinner, Raymond; Slatyer, William; Simon, Alexander; Sistrunk, Johnny; Slagle, Robert; Slawson, James W.; Smart, Walter; Smith, Arthur; Smith, Claude; Smith, Earl; Smith Jr., Frank; Smith, Fred; Smith, Hayworth; Smith, (Jewelry); Smith, Henry; Smith, Joe; Smith, John; Smith, Lidal; Smith, Sam; Smith, Virge; Smith, Will; Smithely, Paul; Snow, Alfred; Snyder, Whitely; Sorel, Joseph; Sorensen, Paul E.; Spaulin, F. E.; Spencer, Charles; Spenser, Edward; Spenser, Richard; Spenser, Bill; Spurgis, Robert K.; Spriggs, Norman; Spriffl, Robert; Stafford, Ralph; Starr, Hedy Jo; Stasin, Hubert; Stelo, Charles; Stephens (Stephenson); Stepien, Freddie; Stephens, Ted; Stierling, Robert; Stevens, Henry; Stevens, H. G. (Lucky); Stewart, J. P.; Stout, Slim; Streets, John; Summerlin, Edward; Summers, Ben; Sunday, Mrs. Libby; Sullivan, Brian; Sweatfoot, Louis; Swartz, Harry; Sweet, Charles; Swenson, Richard; Sweny, Cole; Swetford, Edna R.; Swar (Sward); Swart, Robert; Tally, Raymond; Tava, Ann; Tava, William; Tave, James; Taylor, Carl; Kirk Taylor, Dan; Taylor, Jesse; Taylor, Lawrence;

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Barker, Gerald; Barr, Kimba; Beppier, Kenneth; Bodine, Jean; Braswell, T. Sgt.; Clayton, Leon; Clair, I.; Demery, Peter; Du Paul, Armond; Du Pont, Bert; Earle, Beatrice; Elita, Buster; Fritz, Adolph; Gardner, Charles F.; Gahly, Tom & Joe; Giner, Charles; Goldie, Jack; Hart, Leslie; Jensen, Ken; Kauter, Frank (Red); Kotaraki, Joseph; Lewis, Cooney; Libman, Lenore; Mages, Pauline; Moran, Nathan; O'Gara, James; O'Brien, Darn; Perrot, Fred; Prosser, Lillian; Rarnolds, Lawrence; Roark, Mrs. Diana; Slater, Mr. (Hypnotist); Surtee, Arthur; Taylor, Charles; Vynna, John Joseph; Wall, Ewston; White, Walter E.; Yates, Dr. Robert;

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Allen, Wilbur H.; Atkinson, F. M.; Barker, Gerald; Beebe, Jennie; Bennett, Leon; Boush, Vince; Black, Joe; Blackwright, B. E.; Burton, June; Bybee, James H.; Campbell, Mrs. Mae; Clark, Jack; Cortes, Rita; Cox, Jackie; Coy, Walter B.; Craig, Walter; Duff, John & Sherry; Edwards, Mr. & Mrs. Johnnie; Eickhorst, Carl W.; Evans, Frank; Flen, Morris; Freedman, Henry; Galtis, Jimmie; Gold, Harry; Gonsalves, James J.; Gonsalves, Larry; Grubel, James; Hall, David D.; Harrison, Forrest; Harris, Pat; Henley, A. P.; Hughes, Tom; Jackson, Ben; Jarden, Jess; Kelley, Frank (Red); Kells, Pete; Kerner, Dorothy; Korney, Sam F.; Labou, Howard; LaVigne, Gates; Law, William H.; McDaniel, E. J.; Makymowicz, Mike; Marion, Bart; Matthews, Sport; Medlin, Mr. & Mrs. James; Mikael, Mike; Michaelson, B. J.; Miller, Paul H.; Miller, Thomas; Mitchell, G. L.; Morgan, Mrs. E.; Morrison, Tim M.; Murrey, Thomas J.; Nokes, Mrs. Hank; Norman, R.; Norris, William; Nugent, Jack; Quillman, Mr. & Mrs. Dale; Rader, Kenneth J.; Reed, Harold; Rogers, Guy Robert; Rojak, Mrs. Rosemary; Russell, Mr. & Mrs. Fred; Shirley, Leonard I.; Smith, Mrs. Madeline; Smith, Wm. A. (Tito); Sobolowski, Peter; Sorens, Thomas J.; Starnes, I. M.; Taylor, Pat; Tebor, Marjane; Touch, Mr. & Mrs. L.; Valentine, Henry; Vaulka, Frank; Warren, C. R. & Louise; Webster, Ross; Wertz, Michael; White, Mr. & Mrs. Worth; Whitman, L. W.; Whitman, Arvita;

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PROFILE OF THE WEEK

A Lifetime Helping Others

In many ways the life of Max Hurvich displays a deeply rooted sympathy for his fellow man. It is a trait and attitude that was acquired early in life, from parents who tried to give the world about them some of the happiness found in their own closely knit family life.

A boy, there was nevertheless in him an area of sensitivity to the hardship of so many others, and Hurvich was soon devoting much of his time to communal work. Later, at a youth convention, he met an attractive fellow worker. Her name was Rebecca Rosen. They fell in love and were married in 1925.

MAX HURVICH



... 27 years in vending

To their own three children the Hurvichs passed on the sense of well being that characterized their own outlook on life. Their children — Edith Marion, Razelle and Fred—could only have benefited from a parental love which was as rational as it was warm. Says Razelle simply, "No man ever carried more respect from his children."

Max Hurvich's fundamental concern for those about him eventually led him to responsible positions in various Jewish organizations in Birmingham, Ala., where he has lived almost all his life. Now a board member, he has served as president of the United Jewish Fund, Temple Beth El, the local Zionist organization and the Hebrew Free Loan Association. He is now vice-president of the South-eastern region of the Zionist Organization of America as well.

Hurvich was born in Boston, Mass., in 1901, but has spent all but a few months of his life in Birmingham. Fresh out of high school, he worked for an uncle in the candy business until it was liquidated in 1931. He and his brother, Harry, happened to notice an ad about peanut machines one day. They invested savings and set up a route, which became a family enterprise for both. As a matter of fact, the two brothers became so closely associated in everyone's mind that they were soon dubbed "The Gold Dust Twins," which has stuck with them 27 years.

Both families worked together in the evenings, cleaning machines, counting pennies and planning for the next day. (Continued on page 83)

City Bulk Vending Taxes and Licenses

Below is the second part of a four-part summary of annual licensing regulations imposed upon bulk vending by the 78 largest cities in the U. S.

Responses were received directly from the appropriate licensing authority of each city.

Only those fees and regulations which specifically apply to bulk-vending machines are included. General licensing fees and regulations which apply to any business in a city have been omitted.

Licensing regulations of the second 20 cities, in alphabetical order, are summarized below:

DES MOINES, Ia. — City license director reports that an ordinance covering all coin-operated machines has been asked for and will probably be put into effect at unspecified time.

KANSAS CITY, Kan. — License of \$20 required.

WICHITA, Kan. — Penny machines taxed \$1; 5-cent machines taxed \$5; 10-cent machines taxed \$7.50, and machines operated at more than 10 cents taxed \$10.

LOUISVILLE, Ky. — A \$15 license required of each operator.

BATON ROUGE, La. — A graduated license fee based upon gross sales is in effect. It is approximately 1/1,000 of gross sales.

NEW ORLEANS, La. — A mayoralty permit license of \$2.50 required of penny-machine operators, and a \$5 license required for vending machines operating with coins of a higher denomination. In addition, operator required to have an occupational license which is approximately 1/1,000 of gross sales.

SHREVEPORT, La. — Operators required to procure a license which is approximately 1/1,000 of gross sales.

BALTIMORE, Md. — No bulk-vending licensing regulations.

BOSTON, Mass. — Licensing fee covers Sunday sales of machines. All such machines are taxed \$6.

SPRINGFIELD, Mass. — Reply from director of license and tax division indicates that use of charms would place machine in (Continued on page 95)

Oak Has New Conversion Kit

CULVER CITY, Calif. — A 2-cent coin mechanism conversion kit has been developed for all Acorn machines and is being manufactured here by Oak Manufacturing Company, builders of the leading line, Sid Bloom, secretary of the firm, said.

The new mechanism can be interchanged with current ones without any machine alterations, Bloom declared. The 2-cent coin control will be standard on the new Acorn venders without any increase in price, he continued. Safety controls have always been one of the features of the Acorns.

THE CHANGING PATTERN

Impulse Buying, Family Shopping, Weekly Purchasing: All in Supers

Editor's note: This is the second of a two-part article on supermarket characteristics affecting bulk vending. Last week a need for caution in estimating the supermarket potential for bulk vending was stressed. This week pertinent supermarket and customer characteristics are detailed.

BULK BANTER

By FRANK SHIRAS

In Peoria, Ill., the large-scale layoffs at the Caterpillar plant hurt bulk operators, who have many machines on location... Harold Schaeff, Victor Vending, took one of his frequent trips to Michigan where he has a cottage... D. E. Strophmayr, Denver op, says there is a real need for better distributor service in his area. He claims that when new merchandise comes out he can get it two or three days more quickly ordering direct than he could if he ordered from distributors. He expresses the hope that NVMD distributes will pool operations so that a complete line of merchandise will be available in the city.

Everett Graff, Dallas distrib, de- (Continued on page 82)

Convention of NVA Gets Final Planning Friday

CHICAGO—Finalizing of plans for the National Vendors Association convention in Miami Beach, May 1-4, was slated to be held at the Graemere Hotel here Friday (14). Milton T. Raynor, general counsel of the association, announced last week.

Content of the business sessions, and planning of the general convention program and sponsored entertainment will be put in final form by members of the board of directors, said Raynor. The listing of exhibitors is to be held open for late comers, he added.

The accent on this year's convention—in both the business sessions and exhibits—will be on specific information for the operator. (Continued on page 95)

News in Brief

NAMA Holds First Section Meet in Atlanta...

First sectional conference of National Automatic Merchandising Association will be held in Atlanta, Ga., March 15, sponsored by Rowe Manufacturing Company, Inc. Held on a Saturday, as will all sectional conferences, registration opens at 8.30 a.m., and meeting will be called to order at 10. Speeches and discussions are as follows: Herb Beitel, NAMA legislative counsel, "What to Do About Unfair Tax Laws"; Herb Geiger, "Public Health—What It Means to Your Operation"; William S. Fishman, NAMA president, "Does Vending Pay?"; panel discussion, "A Look at Both Sides of

By FRANK SHIRAS

CHICAGO — Almost half the purchases made in a supermarket are done on impulse.

Supermarket shopping is becoming more a family affair than ever.

Three out of four buyers shop in supermarkets most of the time, and the majority of them do most of their shopping on one day, filling in on others.

Special displays play a very important role in supermarket sales.

These are some supermarket characteristics important to bulk vending, based on a 1957 study of

six supermarkets made by "Progressive Grocer" (grocer trade publication); a 1954 study by Du Pont of 5,338 shoppers, and a 1956 McCall's study of the shopping habits of 1,090 families.

Impulse Increase

Shoppers have gradually increased their impulse buying since the advent of supermarkets. More and more the super is becoming a kind of shopping list itself. According to the Du Pont survey, 48 per cent of supermarket purchases were impulse, 70.8 per cent pur-

(Continued on page 95)

Victor Intros New 25c Capsule Vender

Machine Has Special Viewing Wheel; Will Appeal to Adults, Says Schaeff

CHICAGO — A new quarter capsule machine, designed to appeal to adults as well as children, was announced last week by Victor Vending Corporation, Chicago.

The machine, called the "Triple Viewer," may also be used to dispense ball gum and charms for a nickel, said Harold Schaeff, president.

Special feature of the Triple Viewer, nick-named "TV," is a



Schaeff with triple viewer

unique vending wheel, visible behind a plastic window. The wheel holds the next three capsules to be vended, so that the person operating the machine can see what the next few items are, said Schaeff.

Much of the merchandise is designed to appeal to adults, he continued, and include such items as cigarette lighters, artificial flies for fishing, earrings, bracelets and puzzles. Schaeff believes that the Triple Viewer is best suited for supermarkets, bowling alleys, taverns, drugstores and restaurants.

Display Panel

An optional sectioned display panel for the different items contained in the vender may be inserted behind the front window of

the machine. The panel has compartments for 12 articles.

The capsules are sold ready filled (at the plant) exclusively to distributors. Operator price is \$24 per 200 capsules, said Schaeff. The capsules are sold ready filled in order

(Continued on page 90)

Calif. Layoffs Bring Rash of Bulk Inquiries

LOS ANGELES — Layoffs at local plants and the tightening of purse strings are increasing the number of inquiries about bulk vending at supply houses, causing operators to guard good spots more diligently, increase their efficiency and plan for route expansions.

Operators, however, are about equally divided on the expectation that the present economic situation, even if it worsens, will bring more operators into the field. According to Sid Bloom, co-partner in Operators Vending Supply Company, vending has never known a "depression." Bloom said that during the past few months his firm has shown an increase in mail and in-

(Continued on page 99)

Graham's Widow to Keep Distrib Firm

DALLAS — "I plan to operate the firm and hope to do the things my late husband had hoped for," said the wife of the late Gladstone Cameron (Don) Graham, who died recently.

The Don Graham & Company vending machine firm will continue to operate and stay within the family, she said, and she plans to continue building up the firm.

Her husband had been connected with the vending business here from 1941-'52 as an operator. That year he went into the distributing end under the business name of Master Sales.

He went back on the road as an operator in 1954 until six months ago, when he went back into business for himself under the name of Don Graham & Company. He was a 32d degree Mason.

the Coin," and Herb Geiger with Dick Howard, "Case Studies of a Full Feeding Installation." Conference will be followed by a cocktail reception.

Vend Sales Began Slipping Oct., Picked Up in Jan....

Vending sales began to fall off last mid-October and continued to slip thru December, an off month any year, but worse than usual in '57. Tho not a record-breaker, most manufacturers found January a good month, a recent survey by Vend magazine indicates. Biggest worry of many in vending is over-extension of credit. Too liberal terms on new equipment is felt (Continued on page 81)

JOBBER WANTED

With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS 3 SIZES. None finer quality—none lower in cost! We also manufacture vendors for candy, cookies, pens, stamps, perfumes.



OUR 26th YEAR!
SHIPMAN MFG. CO.
LOS ANGELES 23, CALIF.

Victor Intros

Continued from page 79

to insure against any possible use of inferior merchandise, he said. When used as a ball gum and charm machine, the vender dispenses five items, generally four balls of gum and a charm. The machine complies with the Internal Revenue Service ruling, since even if five charms were conceivably vended, their value would be equal to, but not more than their selling price.

The profit breakdown for one complete fill is as follows: 11½ pounds of gum at 30 cents per pound, \$3.45; 600 charms at a cent each, \$6. The machine grosses \$31.75, said Schaeff. Giving the lo-

cation a 20 per cent commission, the operator has a gross profit of \$15.95.

Schaeff said his firm has been working on the Triple Viewer for the past six months. It comes in two models, the console, selling for \$49.50, and a table model, at \$42.50. The console model is 55 inches high and 8 inches square, painted yellow and red. All viewing surfaces are made of plastic.

The Triple Viewer is suitable for use with the Victor Supermarket line of machines in multiple installations, said Schaeff. Prototypes were field tested in California, Illinois and Texas. The vender incorporates a completely new mechanism, concluded Schaeff.

Confectionery Sales Up

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$105,962,000 in December by Commerce Department. Amount is 10 per cent below November, 1957, but 10 per cent above the total for December, 1956. Poundage sales of bar goods were up 6 per cent and bulk goods up 3 per cent in 1957 over 1956.

Vacuum Plated KING SIZE MIX

Includes all our largest charms such as Best, Top Hat, Boxing Gloves, Light Sub. Cigarette Lighter, Heart, etc.

Lots of 1,000 \$4.25 M
Lots of 5,000 3.50 M

H. B. HUTCHINSON, JR.
2085 N. Decatur Road, N.E.
Atlanta, Ga.

Cigarette Production Up

Cigarettes manufactured in December of last year totaled 29,023,703,709, an increase of 2.99 per cent over the same month a year earlier, according to Treasury Department. Production during 1957 increased 4.27 per cent over the previous year.

SPECIALS

- 10 9-Column Keeney Electric Cigarette Machines and
- 6 8-Column Electros \$55.00 ea.
- 10 9-Column Nationals \$130.00 ea.

H. Z. VENDING & SALES CO.

1203 Douglas St., Omaha, Neb.
Phone: Atlantic 1121

INSIST ON **STAR BRITE BALL GUM**

Save Money!

IF YOU ARE PRICE CONSCIOUS and QUALITY MINDED

"STARBRITE" is made for YOU
210-170-140 BALL GUM
ALSO CRAMER'S
7/8" "KING" SOLID BALL

ASK your distributor to stock Cramer's "Star-Brite" for you!

CRAMER GUM CO. INC.
150 Orleans Street
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2¢ SCALE Doubles Your Profits

Greatest Money Making Scale on the Market

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 300% profit
Wins Customers for Locations
Two machines in one—weights, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

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Send more details Send scale
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ADDRESS _____
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GIVE TO DAMON RUNYON CANCER FUND

MAN... IT'S OUT OF THIS WORLD!

The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most ... for profits.

Write, Wire, Phone Immediately

STANDARD SPECIALTY CO.
1235 84th Avenue Oakland, California

Victor's TV Vendor

FEATURING THE SENSATIONAL

"WHEEL of FORTUNE"

- TV Counter Model \$42.50
- 200 Assorted V-1 Capsules for 25¢ Vending (with purchase of TV Vendor) 20.00
- TV Console Model \$49.50

(Same Capsule Deal as Above)
Terms: 25% Deposit; Balance C.O.D.

CHAMPION NUT & CHOCOLATE CO.
1194 Tremont St. Boston 20, Mass.

TRIPLE VIEWER



VICTOR'S TV VENDOR

Featuring the Sensational "WHEEL OF FORTUNE" WITH THE TRIPLE VIEWER

All operators who place this greatest of all money-makers on location . . . with the TRIPLE VIEWER WHEEL . . . which displays the next 3 portions of merchandise to be vended, will find it their WHEEL OF FORTUNE.

Furthermore, you have our assurance we will, at all times, carry a large, assorted stock of attractive, intriguing and high-quality merchandise for our TV vendors.

TV CONSOLE MODEL \$49.50	TV COUNTER MODEL \$42.50	TV COUNTER OR CONSOLE for VENDING BALL GUM and CHARMS @ 5¢ Takes in \$31.75
200 Assorted V-1 Filled Capsules for 25¢ Vending (with purchase of TV Vendor) 20.00	200 Assorted V-1 Filled Capsules for 25¢ Vending 20.00	Holds 11½ lbs. of Gum 3.45
Price \$69.50	Price \$62.50	Cost of 600 Charms 6.00
Takes in \$50.00	Takes in \$50.00	Pay Location 20% 6.33
Refills for Same (200 filled capsules) \$24.00		Your Gross \$31.75
		Less 15.00
		Your Profit \$15.95

SECTIONED DISPLAY FOR DISPLAYING YOUR CAPSULE MDSE., 60¢ Ea. SEE YOUR NEAREST VICTOR DISTRIBUTOR AT ONCE!

VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue Chicago 39, Illinois
Manufacturers of the World Famous Line of TOPPER Vendors



Good Turnout for Calif. Showing of Corsair '30'

BEVERLY HILLS, Calif.—The Corsair "30," Continental Vending Machine Corporation's new 30-column electric cigarette vender, was shown here in a well attended two-day show last month (20-21) in the Wedgwood Room of the Beverly Hilton Hotel. George Gans, Western sales representative, said that an invitation had been extended to all operators in the area and that the showing was well attended. He was assisted by Vic Petitti, staff field service representative, who makes his headquarters in Los Angeles.

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Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- ROWE PRESIDENT CIGARETTE, 10-col., 25c & 30c comb. . . \$110.00
- ROWE CRUSADER CIGARETTE, 10-col., 25c & 30c comb. . . 125.00
- STONER 8-COLUMN CANDY, 160 cap., postwar changer. 175.00
- STONER 8-COLUMN CANDY, postwar, 5-10-20 . . . 165.00
- NATIONAL CANDY, 9-column . . . 90.00
- ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. . . 85.00
- EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c . . 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
TRiangle 5-1857

SPECIALS!

- 5 Col. U-Need-A-Pak Cigarette Machine . . \$35.00
- 7 Col. Du Grenier . . . 40.00
- 8 Col. Rowe . . . 45.00
- 930 Nationals, 25c or 30c, Kings or Regulars 90.00
- Model 9M Nationals, Kings or Regulars, 25c, 30c, or both . . 150.00

Every machine reconditioned, refinished and guaranteed good as new.

T. O. THOMAS CO.
1572 JEFFERSON
PADUCAH, KENTUCKY
Vending Machines Since 1927

News in Brief

Continued from page 79

to sway many operators into an investment against common sense.

Canned Food Vend Problem Caused by Price Hikes . . .

Growth of canned-food vending has startled many in industry. Vend magazine survey continues. However, recent round of wholesale price increases in portion packs raises again question of ultimate practicality of food vending in cans. Most operators have not raised vend prices to keep up with higher costs, but are cutting down on free services and recon-

sidering commissions. Canned vending has had most remarkable success in heavy industry where majority of customers are men.

Continental Reports \$21 Million in First Year . . .

A \$21 million gross reported by Continental Industries in its first full fiscal year, with reported net just above \$500,000. Located in Westbury, L. I., firm derives most profits from cigarette vender operation and sales, with most revenue coming from operating. Continental has just begun full-line vending production, but claims it sold most cigarette machines in industry the previous fiscal year. During 1957 main plant at Westbury was doubled in size.



Northwestern BRINGS PROFIT BACK TO PENNY VENDING WITH THE NEW SENSATIONAL MODEL 49

2 PENNY VENDER
EARNINGS 100% OVER PRESENT VENDERS

Write, wire or phone for details
BIRMINGHAM VENDING CO.
540 Second Ave., No., Birmingham 4, Ala.
Phone: FAirfax 4-7526

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

SENSATIONAL NEW, LOW COST

BEV-O-BAR

MULTI-SELECTION DISPENSER

Makes HOT BEVERAGE Vending Practical and PROFITABLE Anywhere!

At last! An extremely rugged hot drink vender, with publicly approved "Mix Your Own" method, has been developed, engineered and extensively tested by experienced operators to meet the needs of all operators! Now, a nominal investment gives you a steady, profitable Bev-O-Bar income from any location, and enables you to expand your operation to locations formerly unworkable with ordinary, more costly equipment!

Look at the potential! Actual location performance proves: Bev-O-Bar's better-than-average profit per sale pays off handsomely on as few as twenty to thirty 10c vends a day! Thus, even "small" locations make valuable contributions to your earnings! Gas stations, retail stores, workshops and factories, small town bus and RR stations, airports, waiting rooms, hospitals, offices, taverns . . . wherever there are people, Bev-O-Bar does business—pays for itself in months, not years!

COFFEE

CHOCOLATE

SOUP

Customer Mixes His Own!

Bev-O-Bar uses nationally advertised, consumer accepted dry mixes. Each mix packed in special, uniform-size vending sleeve. Simplifies loading—easier and easier to stock and handle. Positive action, individually coin-controlled columns deliver mixes to tray. Automatically controlled self-service hot water at constant 170. Accommodates any selection variety without mechanical changeover.

Price only **\$345** F.O.B. St. Paul

CONVENIENT FINANCING PLAN

if desired. Pay only 1/3 down, balance in 24 months out of earnings!

COMPACT ATTRACTIVE STYLING

. . . 21" wide, 15" deep, 58" high. Requires less than 2 1/2 sq. ft. floor space. Cabinet beautifully finished in gleaming enamel with colorful promotion design.

EASY TO INSTALL

. . . Just make a simple water connection and plug into 110-115 V. AC outlet.

LOWER OPERATING COST!

• Simplified, trouble-free mechanism • Fewest service calls • Holds 200 individual servings • No sanitation problems • No spoilage • No mixing inside machine.

LOCATE IT—FORGET IT and PROFIT!

GET STARTED NOW!
See Your Nearest Distributor

Or Write Direct for Information

A Product of
MERIT INDUSTRIES, Inc.
2227 UNIVERSITY AVENUE, ST. PAUL 4, MINNESOTA
Midway 6-7901
and
9 S. CLINTON STREET, CHICAGO 6, ILLINOIS
Spring 4-5514



- MAYFLOWER DISTRIBUTING CO.** 2227 University Ave. St. Paul 4, Minnesota Midway 6-7901
- PASTER DISTRIBUTING CO.** 3401 W. Fond du Lac, Milwaukee, Wisconsin Hittop 4-5425
- BADGER SALES CO.** 2251 W. Pico Blvd., Los Angeles, California Dunkirk 7-2243
- TARAN DISTRIBUTING CO.** 3401 N. W. 36th St., Miami, Florida Newton 5-2531
- 90 Riverside Ave., Jacksonville, Florida Elgin 6-1331

DISTRIBUTORS! MANY DESIRABLE TERRITORIES OPEN! WRITE AT ONCE FOR DETAILS.



\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND
BASE, CAST IRON POR-
CELAIN ENAMELED, FOR
OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by
WATLING
Manufacturing Company
 4650 W. Fulton St. Chicago 44, Ill.
 Est. 1939—Telephone: Columbus 1-2772
 Cable Address: WATLINGITE, Chicago

VACUUM PLATED SKULL RING



WITH STONE EYES
 Lots of 1,000 \$18.00 M
 Lots of 5,000 15.00 M

WITHOUT STONE EYES
 Lots of 1,000 \$10.00 M
 Lots of 5,000 8.00 M

BERNARD K. BITTERMAN
 4709 E. 27th Kansas City, Mo.

MARBLES
 The season will soon be here! Order now before the rush.
AGATE—GLASS ASSORTED COLORS

Barrel of 50,000, size 9/16 . \$45.00
 Barrel of 40,000, size 5/8 . 35.00
 Keg of 21,000, size 9/16 . 21.00
 Keg of 17,000, size 5/8 . 19.00

Shipment made at once F.O.B. factory. Freight or truck.
FULL CASH WITH ORDER.

ZORRO RINGS
 Vacuum Plated—Free Labels.
 per 1,000
\$23.50 Postpaid
 Cash in on Walt Disney's T. V. Program

ROY TORR
Lansdowne, Pa.
 Giving friendly service & liberal financing since 1910
GIVE TO DAMON RUNYON CANCER FUND

BULK BANTER

Continued from page 79

tailed the reasons why National Vending Machine Distributors, Inc., is working at a program for the exchange of credit information among distributors in the association. Graff reports that there is a small minority of operators who quickly pay up initial bills to a distributor until they obtain credit extension. Then, says Graff, these few in the business let their debt hang, and begin doing business with another distributor, or a manufacturer, neither of whom generally know anything about him. One of the purposes of NVMD, says Graff, is to clean up this ragged edge of bulk vending.

Just as do operators in the U. S., Frank Blase, Sault Ste. Marie, Ont., finds that charms must be changed quite often and the quality maintained at a uniformly high level if an operator is to realize the profit potential of a ball gum and charm operation. . . . George Eppy returned from his Caribbean cruise in time to attend the Fifth Annual Anniversary Dinner of the New York Bulk Vendors' Association. . . . Roger Folz, of Folz Vending, reports that the firm has expanded its plant in Oceanside, L. I., N. Y. . . . Bob Guggenheim and family are vacationing at Lake Placid, N.Y.

Hula dancing was staged at the opening of Dallas Love Air Field for Richard Rollins, vice-president of Cramer Gum Company, Inc., and first passenger to deplane at new \$8 million terminal. Said Rollins, it was the most exciting landing he ever had. He travels by air thruout the 48 States, Canada and Mexico as well. W. M. Cramer, president of the firm, Bollins, and Sterling Douglas, executive, will be at the National Vendors' Association convention in Miami Beach, May 1-4.

Carl Hill, Detroit op, makes a practice of studying patronage at locations to determine best type of gum to use. He often uses several types, typically in a bowling alley. Small ball gum mixed with

charms along with Century ball gum is for children, while Chicle Treat works well with adults. . . . Vending Nut Company had a write-up not too long ago in Fort Worth Press. Article carried accompanying picture of firm's interior, showing manager Odie

WESTERN RING SERIES



Terrific variety of ten exciting western rings that kids will collect and treasure. Fast selling assortment that will keep your machines hot. Brilliantly vacuum plated gold and silver. Remember, if it's WESTERN . . . it sells and sells!

\$8.00 per M
 Labels available at your distributor or:

Paul a. Price co. inc.
 1 Leonard St., N.Y. 13, N.Y. CHRONIC 7-5114

Ball and VENDING GUMS
Direct LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-178 & 210 ct. . . . 37¢ lb.
 Chicle Ball Gum, 130 ct. . . . 35¢ lb.
 Clara-Vend Ball Gum . . . 40¢ lb.
 Clara-Vend Chicks, 320 ct. . . 40¢ lb.
 Chicle Chicks, 320 & 320 ct. . 36¢ lb.
 Bubble Chicks, 320 & 320 ct. . 37¢ lb.
 Tab (short sticks), 100 ct. . . 34¢ box
 5-Stick Gum, 100 packs . . . \$1.99

F.O.B. Factory 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
 34 YEARS OF MANUFACTURING EXPERIENCE
 4th & Mt. Pleasant • Newark 4, N. J.

Chappell and owner M. W. Newson. A run-down of firm's distributing operation in Texas, Oklahoma and Arkansas was given in story

VICTOR'S PROVEN MONEY-MAKER GOLF GAME and BALL GUM VENDOR



7" wide
 15" long
\$24.50 EA.
FAST PLAY—BIG PROFITS

WRITE FOR FREE 32-PAGE CATALOG

1/2 DEPOSIT ON ALL ORDERS
PARKWAY MACHINE CORPORATION
 715 ENSOR ST., BALTIMORE 2, MD.

ADVANCE SANITARY VENDOR
 The Finest for Vending Flat-Pack Products



Here is a durable, reliable, sanitary vendor . . . with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/2" by 2" by 3 1/2" . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For Details and Prices Write, Wire, Phone Today.
J. SCHOENBACH
 Factory Distributor of Advance Vending Machines
 1445 Bedford Ave., Brooklyn 25, N. Y.
 President 2-3900

WE HAVE OAK'S "PREMIERE"



R. R. WHITEHEAD DISTRIBUTORS
 1075 Woodland Ave., S. E. Atlanta, Georgia

oak Manufacturing Co., Inc.

Announces

NEW . . . 2c COIN MECHANISM
 (PATENT APPLIED FOR FEB. 1958)

- AVAILABLE FOR IMMEDIATE DELIVERY
- FITS ALL ACORNS IN THE FIELD
- EASILY INSTALLED

West Coast Factory Sales Office
 Operators Vending Machine Supply
 1023 So. Grand Avenue
 Los Angeles, Calif.

Contact your DISTRIBUTOR or East and Midwest Factory Sales Office
 M. J. ABELSON, Phone AT 16478
 2033 Fifth Avenue, Pittsburgh, Pa.

OAK MANUFACTURING CO., INC., 11411 Knightbridge Ave., Culver City, Calif.

Get IMMEDIATE delivery of these KEENEY Venders:

- 300-cup combination Hot Coffee/Chocolate
- 500-cup combination Hot Coffee/Chocolate
- Snack Vender
- "Riviera" Deluxe Electric Cigarette Vender

Write for New Circulars and Easy Payment Plans
J. H. KEENEY & CO., INC.
 2600 W. 50th St. Chicago 32, Ill.

THE NEW CAPSULE PERFECT CAPSULE VENDING

Bounce it—Bump it—Throw it—Nothing happens



IT STAYS CLOSED!

\$4.50 per M in 100,000 lots.

5,000 and up . . . \$5.50 per M

No waste, no breakage, no losses, no open capsules

EPPEY
 91-15 144th PL., JAMAICA, N. Y.

Northwestern BRINGS PROFIT BACK TO PENNY VENDING WITH THE NEW SENSATIONAL MODEL 49 2 PENNY VENDER



Increases Earnings 100%
Complete Line of Vending Machine Parts and Supplies

Write, wire or phone for details
KING & COMPANY
 2700 W. LAKE STREET CHICAGO 12, ILL.
 Phone: KE 3-3302

ATTRACTIVE SILVER Friendship Rings
 Boys and girls buy together!

- Adjustable
- or
- Solid

Two delicate filigree designs in the adjustable ring . . . Two different designs in the solid ring.

Low priced at
\$6.00 per M
\$5.00 5 M or more

Send 35¢ for Sample Kit of Charms

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



The PENNY KING Company
 2538 Mission St., Pittsburgh 3, Penna.
 World's Largest Selection of Miniature Charms

Write for Information on our 150-page program.

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



Victor's TV Vender

Featuring the Sensational

"WHEEL of FORTUNE"

TV Counter Model \$42.50
 200 Assorted V-1 Capsules for 25¢ Vending
 (with purchase of TV Vender) 20.00
TOTAL \$62.50

TV Console Model \$49.50
 (Same Capsule Deal as Above)

Terms: 25% Deposit, Balance C.O.D.

Graff Vending Supply Company

2817 W. Davis Dallas, Texas
 Phone: Whitehall 8-7117

Max Hurvich

Continued from page 79

fore long another uncle agreed to let them use space in the back of his restaurant. More confident now, the brothers began buying different kinds of vending machines. Then they rented a small store, where they promptly got into distribution. Eventually the store proved too small, and in 1950 they moved in their present quarters, where they now distribute a full line of coin-operated equipment.

The son-in-law of Hurvich, Albert Toronto, who is the husband of Razelle, has been working at Birmingham Vending Company for the past three years. Says Max, despite that fact that Albert spent many years in a different business, he soon learned the ins and outs at Birmingham Vending and is now invaluable.

Hurvich is on the board of both the National Vendors' Association and Music Operators of America. He has met innumerable operators on many trips with his wife thru the South. He reports the operator as one of the most satisfied of small businessmen, and a man who is respected in his community.

New ideas are the life blood of the vending industry, thinks Hurvich. He sees conditions as continually changing in many subtle ways. Operators, unaware of these changes and the need for adaptation, soon find themselves counting fewer coins at the end of each day, he says.

The many friends of Max Hurvich and his brother are happy to see Birmingham Vending Company rounding out 27 years serving the industry. The infectious optimism and basic sense of humor of Max have over the years given the dimension of humanity to his business dealings.

Deliveries of sugar for U. S. consumption during January totaled 575,000 short tons, raw value (preliminary), according to Agriculture Department. Deliveries were down 10,000 tons from January, 1957.



Northwestern BRINGS PROFIT BACK TO PENNY VENDING WITH THE NEW SENSATIONAL MODEL 49

2 PENNY VENDER

LETS OPERATORS INCREASE EARNINGS 100% OVER PRESENT VENDERS
 Write, wire or phone for details

R. R. WHITEHEAD, Distributors

1075 WOODLAND AVE., S. E. ATLANTA, GEORGIA
 Phone: Market 7-3336



Northwestern BRINGS PROFIT BACK TO PENNY VENDING WITH THE NEW SENSATIONAL MODEL 49

2 PENNY VENDER

LETS OPERATORS INCREASE EARNINGS 100% OVER PRESENT VENDERS
 Write, wire or phone for details

NOVELTY PEANUT CO.

1409 SOUTH ERVAY DALLAS, TEX.
 Phone: Riverside 7-2843



Victor's TV Vender

Featuring the Sensational

"WHEEL of FORTUNE"

TV Counter Model \$42.50
 200 Assorted V-1 Capsules for 25¢ Vending
 (with purchase of TV Vender) 20.00
TOTAL \$62.50

TV Console Model \$49.50
 (Same Capsule Deal as Above)

Terms: 25% Deposit, Balance C.O.D.

Standard Specialty Company

1028 44th Avenue Oakland 1, Calif.

IMPORTANT MEMO TO MEMBERS OF THE NATIONAL VENDORS ASSOCIATION

AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY

Your Annual Convention is supported wholeheartedly by The Billboard . . . the only trade publication bringing you complete weekly editorial coverage of your industry. Weekly coverage which includes:

NEW TRENDS • TRADE NEWS • BULK BANTER • SUCCESS STORIES OF OPERATORS & DISTRIBUTORS • SERVICING PROCEDURES PENDING LEGISLATION • FINANCING AND TAXES • LATEST N.V.A. NEWS

PLUS! . . . all the other things you must know to properly conduct your own business. Advertise your product(s) in the media which will bring you the greatest return for your advertiser dollar. . . THE BILLBOARD! Weekly The Billboard carries the advertisements of manufacturers, distributors, jobbers and suppliers of vending machines, scales and supplies of every description . . . these advertisements are in turn read by Bulk Vending Operators who buy the lions share of your products.

COIN MACHINE DISTRIBUTORS during 1957 spent 78.2% of their trade paper advertising dollars in THE BILLBOARD. Doesn't this seem to prove that THE BILLBOARD does bring results for advertisers?

The NVA Convention will be held in Miami Beach—May 1-2-3-4.

THE BILLBOARD'S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 28!!!

ADVERTISING DEADLINE APRIL 23!!!

You Can Promote YOUR Convention by using hard-selling advertising copy on your products in The Billboard's N.V.A. Convention Issue . . . which will be distributed free to all who attend the Convention at Miami Beach.

You Can Promote YOUR Convention by using advertising in The Billboard's issue prior to the Convention . . . by having your ad copy offer complete information about your National Convention . . . and encourage your operators' attendance at the Convention!

In 1958 the members of the N.V.A. have the best opportunity they have ever had to promote their Association and increase their membership. The increase will come . . . only by each and every member becoming Convention conscious . . . and by advertising in The Billboard . . . cause your operator customers in turn to become Convention Conscious!

WHY WAIT? . . . PLAN NOW to have your products and services displayed in the magazine that reaches both your potential and old customers . . . THE BILLBOARD. Advertise in our special N.V.A. Convention issue as well as preceding issues! Tell the Operator "that the N.V.A. Convention of '58 promises to be the greatest and most important in its history!"

Complete information and advertising rates can be obtained from The Billboard office nearest you. Place your reservation for advertising space today!

THE BILLBOARD PUBLISHING CO.

CHICAGO 1, ILL.
 188 W. Randolph St.
 CE 6-9818
 Jack Sloan Dick Wilson
 Dick Ford

NEW YORK 36, N. Y.
 1536 Broadway
 PLaza 7-2800
 Murray Dorf

HOLLYWOOD 28, CALIF.
 1520 North Gower
 Hollywood 9-5831
 George Kelley

ST. LOUIS 1, MO.
 390 Arcade Bldg.
 CHestnut 1-0443
 Frank Joerling

Cleveland Coin Machine Exchange, Inc.

Northwestern Corp. Distributors
 2029 Prospect Ave. Cleveland, Ohio
 Te. 1-6715
 Write for prices.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢ \$14.50
 N.W. Deluxe 1¢ & 5¢ Comb. 12.00
 N.W. 33 1¢ Perc. 7.95
 N.W. Model 23, 1¢ Perc. Con-
 verted for 100 ct. B.G. 4.30
 Silver King 1¢ B.G. or Mds. 5.00
 A&T Guns 30.00
 Acorn, 1¢ or 5¢ 9.50

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack \$.85
 Pistachio Nuts, Jumbo Queen47
 Pistachio Nuts, Large Tulip44
 Pistachio Nuts, Vendor's Mix35
 Pistachio Nuts, Sheik41
 Cashew Whole44
 Cashew Butts58
 Peanuts, Jumbo42
 Spanish37
 Mixed Nuts37
 Tasty-Lets, 500 ct. 32
 Rainbow Peanuts 32
 Boston Baked Beans 32
 Jelly Beans 38
 Licorice Gems 38
 Leaflets, 450 ct. 40
 M & M, 550 ct. 50
 Hershey's 47

Rain-Blo Gum, 48 ct. \$.38
 Rain-Blo Ball Gum, 140 ct., 170 ct.,
 250 ct.30
 Rain-Blo Ball Gum, 100 ct.32
 200 lb. minimum, prepaid on all
 Rain-Blo Ball Gum.
 Adams Gum, all flavors, 100 ct.45
 Wristley's Gum, all flavors, 100 ct.45
 Beech-Nut, 100 ct.45
 Hershey's Chocolate, 200 ct. 1.40
 Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
 1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices.. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
 225 W. 36th St., New York 18, N. Y.
 LOngacre 4-6467

TRIPLE YOUR PROFIT WITH Northwestern 2 PENNY VENDER

That's right, Mr. Operator, you can triple your profit with a Northwestern 2 PENNY VENDER . . . and still give a more satisfying portion to the customer.

Don't take our word for it. See for yourself just what this 2 penny vending means to you. . . It's here to stay, so why not get in now while thousands of top peanut-hungry locations are yours for the asking.

See your Northwestern Distributor or wire, write, or phone for complete details.



THE NORTHWESTERN CORPORATION

2382 E. ARMSTRONG ST., MORRIS, ILLINOIS

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

Union Racket Investigators Issue New Flood of Subpoenas

Senate Rackets Committee and State's Attorney's Office Subpoena Nine More

By NICK BIRO

CHICAGO — The wholesale probe of racketeer muscling in the Chicago juke box and amusement game industry will continue to dominate the local scene this week.

Both the Senate labor rackets committee and the County Grand Jury issued a new flood of subpoenas as officials sought to trace suspected ties between labor rackets, political payoffs and Chicago syndicate chiefs.

Six subpoenas were issued by the County grand jury — three more by the Senate committee.

Witnesses

Scheduled to appear in front of the county investigating body, Tuesday (1) are:

- **Michael Dale**—Head of Commercial Phonograph Survey, 10 North Franklin, investigating arm of Recorded Music Service Association, local music operator group.
- **Earl Kies**—President of Recorded Music Service Association, and manager of Apex Amusement Company, large juke box and cigarette vending machine operating company, owned by syndicate slot boss Eddie Vogel.

- **Milton T. Raynor**—Prominent Chicago attorney who formerly represented the Chicago Independent Amusement Association, local games group. Raynor resigned his post after CIAA voted to affiliate with Local 134 of the electrical workers' union, which is bossed by Michael (Umbrella Mike) Boyle and business agent Tom (Juke Box) Smith.

- **Tom Smith**—Business agent of Local 134, with which both CIAA and RMSA have contracts. Smith reportedly comes under the thumb of Joseph (Joey) Glimco, local syndicate lieutenant, long linked with union muscling activities, most recently in connection with strong-arm tactics toward juke box operators.

- **Gertrude Ross**—Former secretary of CIAA, now residing at 520 West Belmont Avenue.

- **Ruben Menken**—Former partner in various legitimate enterprises of Hyman (Red) Lerner, syndicate slot figure. Senate Rackets Committee investigators recently established that Lerner and Thomas Waterfall, executive secretary of CIAA are one and the same person. Menken resides at 163 East Ontario also the address of CIAA offices.

Senate Action

The County Grand Jury subpoenas came on the heels of writs issued by the Senate Rackets Committee for three top syndicate figures last week. The three are:

- **Paul Ricca**, facing deportation proceedings and income tax prosecution; **Murray (The Camel) Humphreys**, long linked with labor rackets; and **Marshall Caifano**, syndicate

lieutenant formerly active in Nevada and the only one of the trio actually served.

Earlier, subpoenas were served by the Senate committee on Joseph P. (Joey) Glimco and Tom (Juke Box) Smith. A subpoena was also issued but not served to Tony Accardo, allegedly tabbed king-pin in Chicago syndicate operations.

Dismiss Suit To Dissolve 'Hood' Route

Court Action Vs. Wortman Owned Operation Bogs

ST. LOUIS—A suit seeking to dissolve the hoodlum dominated Plaza Amusement Company, pinball and juke box firm operated by Frank (Buster) Wortman, was dismissed last week in Circuit Court.

The suit was filed February 13 by Attorney General J. M. Dalton, after Governor James T. Blair an-

(Continued on page 97)

Senate investigators also learned that at least one meeting had taken place recently between the Glimco-Accardo-Smith triumvirate in the offices of Glimco's Automatic Phonograph Distributing Company.

Counterfeit Disks

The committee also discovered that Anthony V. Champagne, attorney for the Chicago Restaurant Association during negotiations in 1954 with the Hotel and Restaurant Employees Union, hired a syndicate hoodlum and bookmaker, Sam (Butch) English, 41, of Cicero, as a "labor advisor." English was reportedly paid \$1,600 by Champagne from January to July, 1954. Sam is the brother of Charles English, recently linked with a counterfeit record operation in Chicago, along with Charles Hilger, who reputedly masterminded the operation (see The Billboard, February 17, 24 and March 3). English is currently free on bond, charged by police with possession of counterfeit records.

Currently the entire coin machine investigation is in a state of turmoil. Besides the County Grand Jury and Senate Labor Rackets Committee, investigations are also being conducted by Chicago police, and the Chicago Crime Commission.

Several of the witnesses are vir-

(Continued on page 97)

N. Y. Court Enjoins Local 19; Picketing, Harassing Barred

Judge Terms Local 19 Paper Union; Calls FSWU Official Perjurer

By AARON STERNFIELD

NEW YORK — Justice Arthur Markewich, sitting in New York Supreme Court, has permanently enjoined the officers and members of Local 19, Cigarette and Coin Vending Machine Employees, affiliated with the Federated Service Workers Union, from interfering with juke boxes serviced by Local 1690, Retail Clerks International Association, AFL-CIO.

Plaintiffs in the action were the Music Operators of New York and the following MONY members: Majestic Operating Company; Boro Automatic Music Corporation; Lincoln Service; Philip Raisen, Banner Music; Morton Lynn, Ocean Automatic Music, and the H. & M. Music Corporation.

Among the defendants were Charles Scala, John J. Amalfitano, John Gallo, Joseph Gallo, Larry Gallo, Norman J. Clark, Jack Lichtenstein, Charles Warner, Frank

Lombardi and 14 John Does, Richard Roes and Harold Roes.

Out of Picture

Justice Markewich's ruling virtually eliminates Local 19 from the coin machine field here. Currently, the only active unions in the Gotham coin machine field are Local 1690, which has a collective bargaining agreement with MONY, and Local 266, International Brotherhood of Teamsters, which is negotiating for a collective bargaining agreement with the Associated Amusement Machine Operators of New York.

In handing down his decision, Justice Markewich blasted Local 19 as "nothing but a paper organization; that it is not a labor union in any sense of the word." He added that some of the testimony "would be extremely laughable, if it weren't so serious."

Justice Markewich scored the testimony of Saul Javors, secretary-treasurer of the Federated Service Workers Union, parent body of Local 19.

Perjury Charge

"This man Javors," he said, "is lucky that I wasn't disposed to sit as a magistrate and hold him for perjury, because if I ever heard more flagrant lies than the ones he told about how a meeting took place on October 21, 1957, and then maybe how it didn't take place that way; that there was another kind of meeting at another place, and that minutes were kept, and different people were present, then I have never heard perjury in my life."

EDITORIAL

Do You Give a Damn?

Investigations into racketeer control of the juke box business are being stepped up.

Five separate investigations are now in progress. The Senate Rackets Committee, the Chicago State's Attorney's office, the U. S. Attorney's office in Chicago, the Chicago police department and the Chicago Crime Commission—all are conducting investigations.

U. S. and County grand juries are holding hearings.

The Senate Rackets Committee is broadening its investigation on a nation-wide scale (The Billboard, March 3). Indiana is currently being checked, along with a number of cities. (See separate story.)

Investigators will turn up a great fund of information about the connections between organized crime and union racketeers in controlling the operating and distributing business for protection money they can bleed out of operators.

In Chicago, as in other cities, there are connections between the operations of associations and racket unions which reveal that even some so-called legitimate operators are involved. Some may well be getting a piece of the pie that the racketeers are slicing up.

Do you give a damn?

This is a question we ask every legitimate operator in the country. Each has a stake in the outcome of the present investigations, just as they will in all the investigations which are sure to follow these, just as they have had in all the investigations which have preceded these.

Legitimate operators throughout the country are—in all likelihood—boiling mad at what is being revealed. They will get even madder as the evidence of union racketeer connections with not only crime syndicates but some so-called legitimate traders is unraveled.

Headlines screaming racket at the juke box and amusement game industry today are mild to what we are convinced will come shortly once the Senate Rackets Committee begins hearings.

No one who has had a hand in the rackets, whether they are on the inside or the outside, will be spared.

To the extent that these headlines hurt legitimate operators (and they will), every thoughtful person in the industry will deeply regret.

But they shall regret even more having to continue to conduct their businesses with the spectre of racketeers and hoodlums and their followers forcing legitimate businessmen to

(Continued on page 86)

S. D. Group Plans Meet April 13-14

MOBRIDGE, S. D.—A meeting of the South Dakota Phonograph Operators' Association has been set for April 13-14, at Huron, S. D. Program for the two-day meet will be announced shortly.

It will be the first get-together for the group since their meeting in January at Brookings, which featured the election of a new officer slate.

Scott Missing

Missing from the scene in April will be Harold Scott, long-time secretary of the group, who resigned

(Continued on page 86)

25 MOA Exhibitors Confirmed to Date

5 U. S. Juke Mfrs., Including Seeburg, Signed to Show at May 6-8 Convention

OAKLAND—A total of 25 exhibitors have to date confirmed reservations for space at the forthcoming Music Operators of America convention to be held at Chicago's Morrison Hotel, May 6, 7 and 8.

In the number are the five U. S. juke box manufacturers, including Seeburg, absent from last year's showings.

The early Seeburg confirmation ended much speculation in trade circles of whether the firm would enter this year's MOA showing. A Seeburg spokesman, however, indicated that there was nothing unusual about the move. He said last year's decision was strictly an internal matter and had nothing

to do with the firm's relation to MOA. This year's confirmation was strictly routine, he added.

MOA president George A. Miller indicated that "many more reservations had been made by manufacturers, but that the above 25 figures indicated only those who had made confirmation with checks."

Last year's total of exhibitors was near the 70 mark, and Miller predicted this year's figure would surpass it, "according to the rate we're receiving inquiries and reservations."

Miller stated the entire ballroom and the major part of the Constitution Room of the Morrison had been reserved for exhibitors, and

(Continued on page 86)

WHAT DO YOU KNOW ABOUT THE CHI RACKETS?

The Billboard wants anything you know that might be helpful to the current investigations into hoodlum activities in the Chicago juke box and amusement game businesses. Give us your information by registered mail or in person. You can feel free to do so since The Billboard WILL NEVER REVEAL THE SOURCES OF ITS INFORMATION UNDER ANY CIRCUMSTANCES. However, if you wish to remain completely anonymous, you need not sign your letter. All information which could be helpful to investigators will either be turned over to them, published in full in The Billboard, or both. Write or phone: Bob Dietmeier, The Billboard, 188 W. Randolph Street, Chicago 1, Central 6-9818.



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400 Attend Annual Conn. Coin Banquet

HARTFORD, Conn. — Nearly 400 members of the coin machine industry and leading Hartford municipal dignitaries gathered at the Capitol Ballroom of the Statler here Thursday night (27) for the first annual banquet show of the Music Operators of Connecticut.

Mayor James Kinsella addressed the gathering and thanked it for selecting Hartford as the dinner site. Councilman Thomas Corrigan extended the official greetings of the Hartford City Council.

The organization was founded in 1948, this affair marks the first time it has sponsored a dinner-dance.

Short Talk

Following a cocktail hour and steak dinner, President Jim Tolisano delivered a short talk and Counsel Emilio Daddario acted as toastmaster.

The entertainment was emceed by Lou Menshall, with the following recording artists appearing: Lou Monte, RCA Victor; Tommy Leonetti, Vik; Don Rondo, Jubilee; Carol Hughes, Roulette, and The Playmates, Roulette.

Buddy Basch was stage manager, and Al Jarvis and ork backed the artists and provided dance music.

Operator Reps

Representing operator associations were Anthony Joseph of the Rhode Island operators; Ralph Ridgeway of the Western Massachusetts Music Guild; Dave Baker of the Massachusetts Music Operators' Association, and John Fitzpatrick of the Bridgeport Coin Machine Operators' Association.

Largest operator association delegation was from the Westchester Music Guild. It included Carl Pavesi, Malcolm Wein, Lou Tarablia, Seymour Pollak, Max Klein and Pete Rozzano.

Tom Greco represented the New York State Coin Machine Associa-

tion, and Jack Wilson represented the New York State Music Guild.

Other distinguished guests included Art Garvey, Bally Manufacturing Company; Jack Gordon, J. P. Seeburg Corporation; Art Daddis, AMI; Lee Jenkins, Continental Industries; Barney Sugarman, Runyon Sales; Abe Green, Runyon Sales; Irv Kempner, Runyon Sales; Bob Jones, Redd Distributors; Dave Lowy and Al Blendow, Capitol Projectors; Irv Holzman, Simon Sales; Sandy Moore, Gabe Forman and Hank Walton, all of Sandy Moore Distributors; Meyer Parkoff, Atlantic-New York; Ed Martell, National Shuffleboard, and Irving Margold, Trimount Distributing.

Officers of the Connecticut group are Jim Tolisano, president; Paul Rechtsbafer, vice-president; Glen Klopfenstein, secretary; Jon Colucci, treasurer, and Tony Wilkas, sergeant at arms.

On the board of directors are Jim Tolisano, Abe Fish, Frank Marks, Tony DeGutis, Joe Daniels, Marty Rosa, Jerry Lambert, Pat Montana and Isadore Resnick.

Ben Gordon is business manager, and Emilio Daddario is counsel.

S. D. Group

• *Continued from page 84*

his post. Scott, no longer connected with the operating business, stepped down in favor of an active operator. He has long been considered by many as one of the chief driving forces behind the association, and will be missed by the membership.

Also missing from the slate of officers will be past president Gordon Stout. Stout, however, stays on as a director of the group.

New officers are Norman Gefke, Sioux Falls, president; Earl Porter, Mitchell, secretary-treasurer; Elmer J. Cummings, Brookings, vice-presi-

UMO Plans Survey for Detroit Stops

DETROIT — The decision to survey all locations in the metropolitan area was approved at the March meeting of the United Music Operators of Michigan (UMO).

A field representative will be engaged to make the survey, updating the results of a survey made several years ago by the group. It will include an inventory of all music equipment in the area, covering type of music machines on location and names of owners, providing a convenient ready-reference file.

"One important objective of this survey is to help the operator balance up his equipment to make money," said Roy Small, conciliator of the UMO. "Some locations are entitled to have better equipment than they now have and should be upgraded. Others may have more expensive equipment than is justified by the potential."

The UMO meeting also discussed their recent action, as reported in The Billboard, in opposition to the ASCAP bill in Congress. Acknowledgement of the association's strong opposition to the bill was received from Senators Charles E. Potter and Patrick McNamara of Michigan.

dent, and directors: J. Trucano, Deadwood; Gordon Stout, Pierre; Ralph Harvey, Mitchell, and Herman Warn, Salem.

Several new members were recently added to the association roles. They include: Bob Fisher, Centerville; Bob McConkey, Sioux Falls; J. F. Ramsay, Duluth; Bruce Windhurst, Aberdeen; Floyd E. Carlin, Sioux Falls, and Gopher Distributing Company, St. Paul (associate).

The association roles, including members and associates, now number 40.

EDITORIAL

Paper Labor Unions

Webster's Dictionary defines a labor union as "a voluntary association of wage earners organized to further or maintain their rights and interests thru collective bargaining with the employer, especially for improving wages, hours and conditions of employment."

Legal definitions of unions may vary slightly from this in the various States, but, by and large, they agree that a labor union exists to represent workers and to improve their lot thru collective bargaining.

The term "paper union" has become established in the American vocabulary during the last decade or so. A "paper union" is one which has few if any members, and which is controlled by a person or persons not a part of the industry which the union supposedly represents.

Paper unions are generally formed for one purpose—to swell the bankrolls of the organizers. Honest management and the legitimate labor union are the natural foes of these enterprises, which use trade unionism merely as a mask.

Last week, in New York Supreme Court, a paper union was told that it had no place in the music machine industry. Justice Arthur Markewich phrased it this way:

"Nobody has worked harder in the interests of unionism than I have, and this is a perversion in the name of a movement which has done so much for the people over the years, and lifted them so. It is really disgraceful."

A more complete account of Justice Markewich's remarks appears elsewhere in this section. The facts leading to the decision have been covered in previous issues of The Billboard.

Briefly, the testimony showed that a small group of individuals decided to organize a union for juke box servicemen, despite the fact that a recognized union existed and that this union had a collective bargaining agreement with juke box operators.

The new union proceeded to picket locations serviced by the existing union, and in many cases temporarily forced the existing operators from their locations.

Fortunately, the operators whose locations were picketed refused to knuckle down, and, thru their association, sought legal recourse to ban the picketing. The court has upheld their stand.

The place of legitimate unions in the music machine industry may be a matter of honest debate among operators. But there is general agreement that the paper union has no place in the industry.

Do You Give a Damn

• *Continued from page 82*

pay them protection money for allowing them to remain in business.

Legitimate operators in the juke box and the amusement game businesses have no reason to be ashamed of their businesses because of racketeers who invade it. Almost any business has its share.

Neither should they be ashamed that union racketeers and hoodlums have such a powerful hold on the business in some areas that they effectively control it.

Finally, they need not be ashamed if they are helpless to do anything about it by themselves.

But they can be profoundly ashamed if, when investigations are launched, they refuse to help in any way they can.

In Chicago, for example, there are operators who could supply valuable information. They have an unparalleled opportunity to furnish it anonymously to The Billboard.

The Billboard, ignoring the advice of its counsel, the Chicago law firm of Winston, Strawn, Smith and Patterson, has for the last few weeks urged trade people to turn over to it what they know (see box).

The Billboard has done this knowing that some of its staff people could be held in contempt of court, or even in contempt of the Senate, for refusing to reveal sources of information.

It is possible a Billboard staff man could serve a jail sentence as result of contempt proceedings.

The Billboard is willing to take that risk in order to do what it can to aid in the investigations by providing investigators with information.

We fully understand that those with information would not want to have their names mentioned publicly. They have the chance to avoid this completely in giving their information to The Billboard.

In the case of Chicago, as in any city or place where racketeers are seeking control, or have already gained control, each operator, distributor and manufacturer must decide for himself now—once and for all—whether he gives a damn. That's the first step he must take in deciding whether he will crawl on his belly—and pay for it—or do everything he can to break the stranglehold of organized crime in his business.

Legitimate businessmen in both the juke box and games businesses are the ones who suffer most both from the racketeers and the headlines they create.

You pay in money and in publicity.

Do you give a damn?

MOA Exhibitors

• *Continued from page 84*

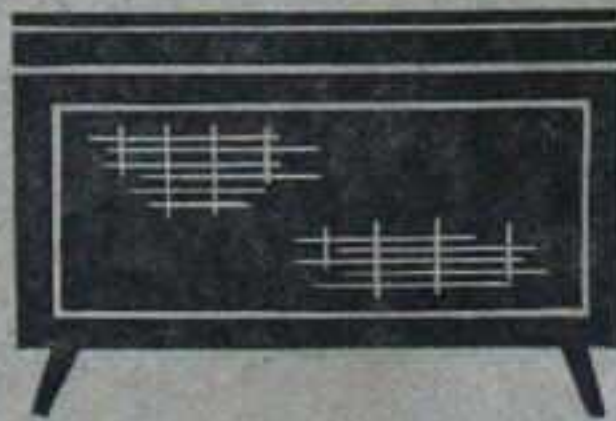
that MOA had arranged to enlarge the exhibit floor if necessary to accommodate all who wished to take part.

Besides juke box manufacturers, the confirmed list of exhibitors in-

clude: National Rejectors, Et Records, Columbia Records, M-G-M Records, Dot Records, Decca Records, RCA Victor Records, Capitol Records, Rex Productions, Big Records, B.M.I., Valley Sales, National Vendors, Auto Photo Company, Capitol Projectors, Bally Manufacturing Company, Edolite Products, Irving Company, and The Billboard.



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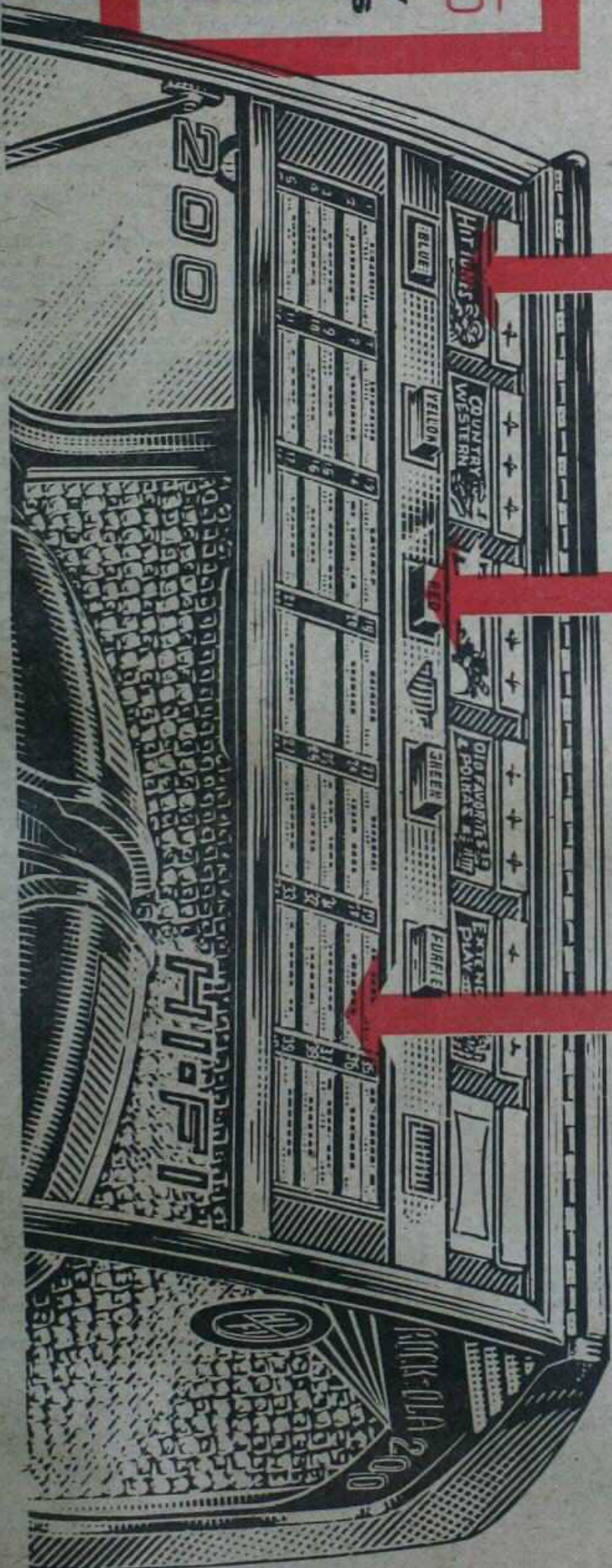
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Coinmen You Know

New York

By AARON STERNFIELD

Two victims of the recent blizzards which struck the area are Bob Charles, vice-president of the New York State Coin Machine Association, and Stretch Hanofee, the organization's business manager. The pair were in Syracuse signing up new members when the blizzard struck. They were snowbound for nearly three days.

George Holtzman, Brooklyn juke box operator, is still in the hospital. However the cast was removed from his leg last week and he was able to take his first steps in nearly three months. Ralph Lewis was in the Lebanon Hospital with a heart condition. Lou Boorstein, Leslie Distributors, is off for Las Vegas and the West Coast. On the way home he will visit the Disk Jockey Festival in Kansas City.

A substantial coin machine contingent has returned from Florida. Recent arrivals include Barney Sugarman, Al Miniaci and Al Bodkin. Harry Rosen was back, but is now taking his second Miami siesta. . . . Joe Connors, Queens operator, is out of the Flower Hospital after a lung operation. . . . Also out of the hospital are Red Zirpoli and Al Bloom, Speedway Vending.

Delores Brown, secretary at the Music Operators of New York, is having her portrait painted by Fremo Neal, noted artist. . . . Charles and Nick Tsunis, Charles and Nick Vending, have bought Bill Gentile, Vendonaire, and George Bernstein, Lasco Amusement.

Detroit

By HAL REVES

Empire Coin Machine Exchange is retaining its quarters in the northwest section on Fenkell Avenue and will expand after Fabiano

Distributing Company, which formerly shared quarters with this firm, moves to new salesrooms down the street. The Empire firm, headed by Gil Kitt, is under the management of Jack Burns. . . . Al Thoeke, of United Manufacturing Company, who came in town as a trouble shooter for Empire Coin, became ill upon arrival from Chicago and has been at Harper Hospital for treatment.

John C. Westerdale, head of Shuffleboard Secretarial Service, is back in town after a series of trips on the road in connection with shuffleboard activities, getting set for the second half of the season in Detroit's well-organized league play. His office secretary, Maryan Szlock, was on the sick list this week with the flu.

Fred Chlopan, executive secretary of the Detroit Shuffleboard Association, has invited the members and their wives for an annual social get-together in the large recreation room of his home in the northwest section on February 6 in place of the usual formal business meeting held downtown. . . . Robert K. Veitch, Veitch Factory Catering Company, is installing a battery of fresh-brewed coffee, cold drink, milk and candy units in historic Greenfield Village, in time for the opening of the famed Sports Car Show on February 7.

Loomis W. Simmons and George Havrinche, who have operated a diversified route for about four years, have switched their coffee and soft drink operations into a subsidiary to be known as Three Way Vending, with Harry P. Parsons Jr., who has been working for them for about a year as a partner in Three Way.

Irving Ackerman, attorney in active contact with coin machine doings as well as a former association official and one-time part owner of a distributing company,

reports local operators and distributors alike very pessimistic over prospects for the coming months. . . . The name of Cigarette Vending Service Company has been registered by Theodore Monolidis, Detroit attorney, as an "assumed name." It is not planned to become an active company at the present time, but the name is reserved for possible future use.

Bob Calderwood, genial secretary-treasurer of the Detroit Shuffleboard Association, enlivened the annual social meeting of the association at the home of Fred Chlopan by announcing his engagement to Jean Fitzhugh, who was his guest for the evening.

Latest recruit to the ranks of feminine operators is Ann (Joseph) Kobel, who is forming the Presto Vending Company in the west side suburb of Dearborn. She plans to assume active management of the operation personally, expanding into diversified vending. . . . Roy Small, conciliator of the United Music Operators, vacationed at Palm Springs, Fla., phoned Adele Storm, office secretary for the association, to report no sunshine, no Florida tan.

Sam Willens, operator of the Willens Music Systems, has bought out the Sly Music Company, operated by William Sly, and is incorporating it into his own operation. . . . Maurice J. Feldman, owner of the Central Coin Machine Exchange, is back at his desk but still battling what was probably the flu.

Los Angeles

By SAM ABBOTT

The many friends of Tex Nowka, San Bernardino music operator, will regret to learn that he suffered serious injuries in a recent automobile accident. . . . Bill Black, Bakersfield, was in the city shopping for music and games equipment. . . . Lucille Laymon, Paul A. Laymon, Inc., observed a birth-

DITCHBURN ORGANISATION

A meeting of the Board of Directors of Ditchburn Equipment Limited held on January 14th, 1958 it was proposed, seconded and unanimously resolved that Mr. GEORGE A. MILLER, National President and Managing Director of Music Operators of America Incorporated, be and is hereby elected an Honorary Member of the Ditchburn Organisation in recognition of his outstanding services to the Automatic Phonograph Industry.

It is further resolved that this resolution be suitably inscribed and delivered to Mr. George A. Miller with compliments, thanks and good wishes of every member of the Ditchburn Organisation.

Signed on behalf of the Board.
G. Norman Ditchburn
Chairman and Managing Director

A PLAQUE PRESENTED TO GEORGE A. MILLER, Music Operators of America president by the Ditchburn Organization, London, England, manufacturers and operators of phonographs. G. Norman Ditchburn, firm head spoke at last year's MOA conclave and is scheduled to return for this year's convention. Said Miller: "I think this is a wonderful tribute to the music operators here in America, as well as myself, and especially to our national organization."

day recently with a party that took her and several friends on a tour of the town. . . . Al Martinez in town from Santa Maria.

Badger Sales Company is moving its shop from West Ninth Street to the headquarters on West Pico. The building has been changed around with partitions ripped out and others installed to accommodate the staff of mechanics.

E. F. Stanton & Son, vending sales and service representative and operator of a complete re-finishing plant, is moving to 2734 West Pico Boulevard from its location on West Washington Boulevard. . . . R. F. Jones Company, San Francisco, has moved to 240 Shotwell Street. . . . William Russell, who entered the juke box field here about three years ago, is a former newspaperman. . . . Dick Nordin took time off from his Los Angeles activities to visit the jobbers and distributors along West Pico. . . . Charles Koski, Long Beach, in town to shop for his route.

Fred Williams, North Long Beach operator, flew his own private plane 8,000 miles and visited Cuba, Florida and Texas. . . . The Oscar Holzhausers in the city from their headquarters in Tehachapi. . . . Lou Leonard, father of Jack Leonard, Badger Sales Company parts department, has returned east following his annual California visit. While here he attended several of the outdoor show functions.

Milwaukee

By BENN OLLMAN

Joe Hoffman, Hoffman Record Shop, disk one-stopper here and in Kenosha, is reported spending some time undergoing a check-up at the Mayo Institute in Rochester, Minn. . . . Two operators who stopped in to get a close look at the new Wurlitzer were Michael Basile, Kemo Novelty, and Dave Jakubowski, both local coinmen. . . . According to Doug Opitz, his


Avenue Arcade receipts have slipped in recent months. Factory layoffs have hurt Arcade traffic, he claims.

Sam Cooper, Paster Distributing Company front office boss, claims he has a big surprise up his sleeve. Won't unveil it to the operator trade till sometime near the end of the month. . . . Herman Paster is spending some weeks on business in sunny California. . . . Absent from his post at Radio Doctors the end of last month because of flu was the head man, Laz Glassman.


"Factory layoffs around here have cut deeply into our vending takes," notes Nick Novasic, County Venders. . . . Several committees have been appointed for the Ninth Annual Badger Candy Club Fall Candy Carnival. Dick Wall in charge of entertainment; Joe Ritt is in charge of lining up a location and Stan Kaczmerczak heads up the Baseball Game Committee.

Sam Cooper, Paster Distributing Company branch boss, set February 23-24 for the trade showing of the new Model "1" AML. . . . Vending takes have taken noticeable dives in recent months, according to Nick Novasic, County Venders. . . . John Contney, Records Unlimited, reports that the growing indie label distributing firm is moving to a new location on 3d and Walnut streets. . . . Lieberman, Twin Cities disk and coin equipment distributor, has taken over the local Mercury Records branch.

Operators in town for the February 10 luncheon meeting of the Wisconsin Music Merchants included the C. S. Pierces, Brookhead; Ben Ludewig, Oshkosh; Cliff Bookmeier, Roger Bookmeier, Norman Boettcher, Al Durand and Harry Daul, all of Green Bay; Russ Dougherty, Wisconsin Rapids; Joe Roberts, West Bend; Dewey Wright, Waunakee; Paul Jacobs, Stevens Point, and



Homes changed silhouettes



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GO MODERN BUY WURLITZER

secretary, Ed Dowe, Beaver Dam.

Jerome Jacomet, Sam Hastings, Doug Opitz were the local contingent that showed up for the Music Merchants' meeting. Harry Jacobs Jr., Woody Johnson and George Klamm also attended, along with Bert Davidson, Chicago, divisional manager for the Wurlitzer factory. Sam Hastings just got back from Florida in time to make the meeting.

Harold Shonts, formerly operator of a string of music and game notes in the Monroe territory, is now on the staff of Durand Sales, Green Bay coin firm. Ben Ludeg, Oshkosh music operator, is making his 22d year in the business. . . . One-stopper Joe Hoffman grieving the loss of his father, who was buried last week following Joe's return from the Mayo Clinic.

Little Rock, Ark.

By ELTON WHISENHUNT

Little Rock operators report business conditions back to normal since the integration trouble in Central High School last fall. Many tourists are coming thru headed for Hot Springs, helping business, too. Among those reporting back-to-normal business were C. W. Holmes, Western Sales Company; C. E. Craig, Arcade Amusement Company; Dutch Yancey, Arkansas Music Company, and Harold Dunaway and Cecil Hill, partners in Twin City Amusement Company.

George Sammons, president of Sammons-Pennington Company, Memphis, Seeburg distributor for the Mid-South, was seen on a trip thru Arkansas recently. . . . J. W. Singleton, Singleton Amusement Company, Marked Tree, reports heavy rains recently

have hurt his business. . . . Eddy Boyce, Boyce Amusement Company at Bald Knob, is in the middle of a big strawberry producing area, and is getting his route in shape for an expected big crop this April.

George Heard recently sold out his Heard Amusement Company for a reported \$50,000. Buyer was Robert Fortune, beer distributor at Newport. Name of the route was changed to Newport Amusement Company. Heard is in the music business in Memphis now. . . . A. M. Deeter, Deeter Music Company, Conway, also owns a motel for diversification. He reports the motel business is good this time of year, doesn't have answer to where all the tourists are coming from in wintertime. . . . Walter Dunaway, Dunaway Music Company at Conway, developed a lake near the town, is selling lots on it. . . . Paul Hurst, Hurst Music Company, Atkins, also owns lake-front property and is developing it.

Arlie Turner, owner of Turner Music Company, Harrison, reports the winter season with no tourists has resulted in bad business for him. If he were not on dime play, he said, he could not have kept his business together. . . . C. O. Temple, Hope Novelty Company, Hope, was seen out horseback riding despite the sub-freezing weather.

George Sammons visited several music and game factories in Chicago and came away impressed with the 1958 Seeburg phonograph. . . . He also met with Bill DeSelm, United Manufacturing Company, and Sam Lewis, Williams Manufacturing Company. He also saw Al Lafferty and Sid Bloom, Walter E. Heller Company, which finances Sammons' sales.

Boston

By CAMERON DEWAR

Jerry Flatto, Boston Record Distributors, expects to be a father soon. . . . A bit later on, Mark Shaevel, of Mattapan, is due for an addition to his family. Mark has just moved to Brockton, where he has bought himself a new ranch-type home. As well as music and some games, he still runs his 24-hour a day and night service for other operators who want to relax on weekends.

Ben Ross, Grayben Vending Corporation, celebrating five years in his present set-up. To mark the anniversary, Ben has bought himself a 26-foot Royal Sports Fisherman cabin cruiser, which he keeps at the Metropolitan Yacht Club in Braintree, where he lives. Operator friends can be sure of some sailing this summer, Ben says.

Cyrus L. Jacobs, Interstate Music Company, should be all set for a good year. Shortly he will get his sound equipment trucks and loudspeakers in condition for the battle of the politicians. Marshall Caras, Trimount Automatic Sales Corporation, took his wife for a trip to New York now that the new baby can be left for a short time. They had a nice dinner, went to a Broadway play and found themselves marooned for two days by the big snowstorm.

John Lazar, Lazar Music Company, of Manchester, N. H., and head of the New Hampshire Music Operators' Association, in town pricing music machines. He says the association has accomplished great things and now has the strength to tackle the bigger problems. . . . David J. Baker, Melo-Tone Vending Company, beat the big storm by a whisker on a trip to New York.



RAYMOND ERFLE, center, vice-president of the Broad Street Trust Company, has been elected chairman of the Philadelphia Allied Jewish Appeal, Coin Machine Division. Cochairmen are, left to right, Joe Silverman, president of the Philadelphia Amusement Machine Association; Martin Savar; Dave Rosen and Joe Ash.

Baker, president of the Music Operators' Association of Massachusetts, is in great demand these days as a speaker before operator groups. He has announced that the next meeting of MOAM will be in the nature of a social affair at Steuben's Restaurant, Boston, when the ladies will join in the festivities. . . . C. F. Hesselton, who works with Bill Arrison in Chester, Vt., was in town this week and attracting quite a bit of attention with a luxuriant beard.

Adolph Dugas, Royal Music Company, Webster, was one of the lucky prize winners at the Trimount showing of the new Seeburg in the Hotel Staller. . . . Jim Magee, Magee Music Company, Lynn, won the first prize, a record changer. . . . Bob Jones, sales chief at Redd Distributing

Company, said, with everyone snowed in, things were at a standstill except for telephone orders.

Edward Ravreby, Associated Amusements, Inc., finds business on the upswing. . . . Sales representative Kenneth Danielson, of Rock-Ola's Chicago office, paid a visit this week and met many of the local operators. Sales chief Dick Mandell sees business picking up after a swing around the Connecticut territory. . . . Louis Blatt enthusiastic about the reception afforded the new AMI phonographs.

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ATTRACTIVE COLORS

WRITE FOR DETAILS

Senate Probes Racket Influence in Indiana

INDIANAPOLIS — Alleged criminal infiltration and gangster influence in the Indiana juke box business is being explored by an investigator for the Senate rackets committee, it was learned from reliable sources, last week.

How far, if at all, the tentacles of the Chicago crime syndicate had reached into Hoosier territory was the principal question for which the committee probe reportedly sought an answer.

Charges of racketeer intrusion and pressure had emanated in recent months from a union of juke box repairmen in northern Indiana. With a change of organization leadership, the protest had subsided completely.

Protests Die

At the time, voices, now apparently silenced, were raised in accusation of Indiana tieups with Chicago racketeers. The name most prominently mentioned in the alleged bi-state alliance was that of Joseph (Joey) Glimco, Chicago crime syndicate figure.

Announced plans for picketing establishments where machines had been installed under alleged pressure methods apparently had been abandoned by the northern Indiana union.

A struggle for the control of the juke box and amusement device distributorship in this section of the State flared into violence three years ago with the bombing of a tavern in Hammond.

Police were of the opinion that the act was a demonstration of warning staged for the benefit of Herman (Hymie) Goot, a principal distributor of amusement equipment in the area, who also owns the Reitz Tavern, the target of the explosion.

Bomb

Wrapped in a paper sack, the bomb—made of black powder—was set off under an overhead street light. The blast tore out the front door of the tavern. None of the tenants on the second floor of the building were injured.

Goot's business, according to information reaching the authorities, had been accelerated thru the distribution of juke boxes with 120 selections. He was "grabbing off" top restaurant and tavern locations, according to competitive complaints.

Allegations of "pressure" and "protection" were published at the time of the incident. Goot admitted that he had refused to join an "association of amusement distributors" when approached for that purpose.

No Warning

Nevertheless, Goot expressed amazement over the bombing. He claimed that he received no warning.

"I didn't think I had an enemy," he insisted. "I've always tried to run a legitimate business. And I'm not the biggest distributor. There are others much larger."

Goot has since joined the association.

Jeff Parish Ops Postpone Organization

NEW ORLEANS—Operators in Jefferson Parish, west of New Orleans, have temporarily postponed plans to organize a local trade association.

A drive to form a local trade group has been spark-plugged by Ed Huflein, Huey Distributing Company, but Huflein states the move has been "temporarily tabled."

Jefferson Parish, which has nearly tripled in population during the last five years, now lists more than 25 active operators in phonographs, games and vending, according to Huflein. The growth along with operators expressing a "need to form a group more closely related to the problems of the suburban operator," prompted the recent efforts.

INFLATION . . .

Hub Tally Up, So Are Salaries

BOSTON—It looks as tho the high fees paid by operators of juke boxes in the City of Boston are beginning to pay off. Unfortunately it isn't anyone in the music industry who's benefiting. It's the three commissioners and the executive secretary of the Boston Licensing Board.

Even Mayor John B. Hynes was surprised to find that the House of Representatives passed a bill this week to give the four officials \$1,500 pay raises. It seems that the City Greeter, who also is a representative, had sponsored the bill believing it had the mayor's approval.

The move to increase the salaries for the board's top echelon would give Chairman Clarence R. Elam \$10,500 and Commissioners Timothy F. Tobin, Joseph W. Fitzgerald and Executive Secretary Joel L. Miller, \$10,000.

The Hub Licensing Board is the child of the Massachusetts Legis-

lature, according to the statute and can grant pay raises to the commissioners without the consent of the mayor or City Council. The city merely pays the bills and hasn't got a voice in the election of the members of the board. The governor makes the appointments. The mayor also discovered that the boys had received a \$1,000 pay hike two years ago.

Miller joined the mayor in expressing surprise over the contemplated \$1,500 in his pay envelope. "None of us on the board asked for a raise, but we're certainly grateful," he said. He also pointed out that an estimated \$1.7 million would be collected in fees this year. Miller said he had had to give up his law practice to attend to the duties on the board and considered himself as deserving of the latest raise.

He pointed out that the business of granting licenses for juke boxes, pinball machines, restaurants, etc., used to be a part-time job but that it is now a full-time job with the increase in the various licenses. Juke box operators would certainly agree that there has been an increase. The fee for operating a juke box on a seven-day basis in the city is \$150. The Music Operator's Association of Massachusetts is presently contesting the fees.

Local 19 Enjoined by Court

• Continued from page 84

existence, and going out and getting six or seven personal friends for the purpose of forming a labor union, this business of treating a labor union as if it is a small business, like a confectionery store, or a newsstand, is completely disgusting," he added.

Judge Markewich termed Local 19's attempt to gain a foothold in the juke box industry, using the labor movement for this end, as "a perversion of the name of a movement which has done so much for the people over the years, and lifted them so."

He said that the picketing by Local 19 served to interfere with the contract existing between the juke box servicemen as members of Local 1690, and their employers. He added that such interference

is not a legitimate objective of a labor union and that it is a potential source of harm to the plaintiffs.

Regarding other items of relief sought by the plaintiffs, Justice Markewich made the following statement:

"With respect to the other items of relief, I may be persuaded otherwise, because I don't know actually whether it has been proven that those are things to be feared.

"Let's see what they are. I have no proof of any intimidation or threats, or admonition or inducement or direction with respect to a location owner, except in the one isolated instance where Mr. Vogel testified, and I don't know whether I would be justified, on the basis of that, in finding that any such acts took place in such a manner as would require an injunction in order to prevent its happening.

"In the event of the happening of any such thing, I think there are ample remedies which are the laws of our State, including the penal law, which can be invoked.

"... In short, the element of conspiracy which was originally a part of this case has not been proven."

No Damages

He added that no testimony was produced which would justify the award of damages.

The defendants were enjoined from "interfering, directly or indirectly, with the business of the plaintiff association, from picketing in front of, or in the immediate vicinity of, the premises of the location owners, or customers of members of the plaintiff association, or of members of the plaintiff association, and from creating a false impression that a labor dispute exists between members of the plaintiff association and their employees."

In the final day of the trial (28), defense witnesses pointed out that the signs carried by the pickets said nothing about a labor dispute, but merely stated that the juke box on the location was not serviced by Local 19.

To this Justice Markewich replied that the machines in question were "not serviced by the Senate of the United States," but that the pickets were not carrying signs to that effect.

Attorneys for the plaintiffs were Samuel Mazansky and Joseph A. Godman. David M. Markowitz represented the defendant.

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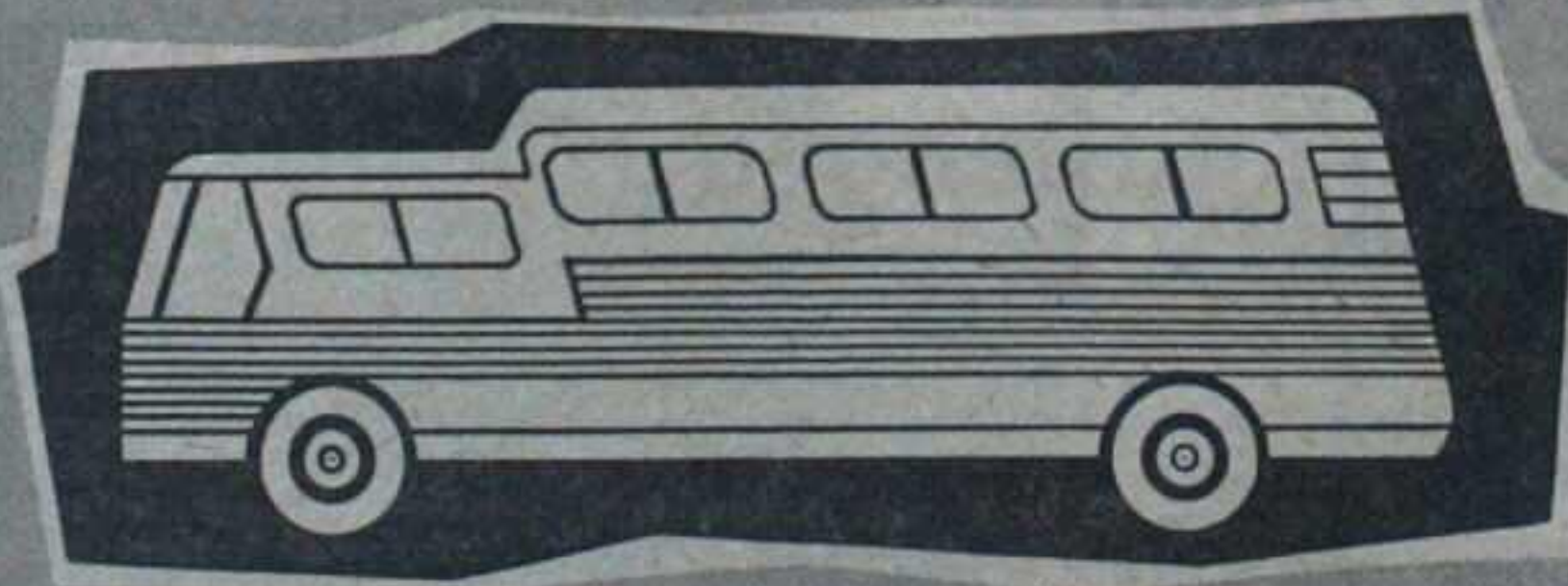
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EDITORIAL

CIAA and Local 134

Sam Greenberg, president of the Chicago Independent Amusement Association, spent just seven minutes in a County Grand Jury hearing last week. It strongly suggests he invoked the Fifth Amendment.

Greenberg told The Billboard last week that he even regards the damage to games in the city by two ex-convicts hired by CIAA's Local 134, as "hearsay." And he characterized the entire investigation as "a big stink over nothing" (see story elsewhere on this page).

By his actions both before a grand jury hearing and his comments to The Billboard, Greenberg raises serious suspicion about his conduct with CIAA and 134.

There is no reason why Greenberg would not want to tell what he knows in at least general terms publicly if he were not seriously involved. In fact, a man with nothing to hide would be eager to have his story before officials and the industry.

But his comment that machine damage is "hearsay," for example, shows that he is not responsible—at the very least.

We strongly urge CIAA to strip Greenberg of his office.

We further recommend that CIAA get a satisfactory explanation of Greenberg's conduct or expell him from membership in the association.

He refuses to comment on Hyman (Red) Lerner, henchman for Eddie Vogel, the local crime syndicate's slot machine boss, and CIAA's executive director.

He refuses to admit that machines were damaged or that the ex-convicts responsible were hired by the association's Local 134.

He obviously refuses to tell the grand jury what he knows. He hopes that everything will just go away.

Do CIAA's membership need any more reasons for finding Greenberg unfit to serve as president, and very likely even be permitted to belong to the association?

To date, Greenberg is the only officer of the association who has been publicly identified. We believe that serious questions may exist about other officers of the association.

We believe they all have considerable explaining to do.

Finally, we believe that legitimate members of the association may well wish to disband CIAA altogether or at least get a completely new slate of officers.

We believe that Chicago game operators should have an association. And for that matter, we feel the same about the juke box operators.

But whether either CIAA or the Recorded Music Service Association, the local music operator's group, is run on a legitimate basis, is seriously open to question.

There is strong indication that not only Local 134, but CIAA and RMSA as well, are rotten. They appear to exist as a gray train for union racketeers, the crime syndicate, hoodlums and very possibly, some officers of the associations.

Legitimate operators pay.

Neither the game nor the juke box operators relish the publicity or the blood money they must pay. Does this mean they will promptly disband both associations and oust 134?

Probably not—at least not on the basis of what has been presented thus far. The Lormar record squeeze was a slightly new twist, but the rest is all old hat to the juke box operators.

If they do not, it will only be because they feel they are better off paying protection money and minding their own business—which they are then allowed to keep—rather than fight.

We can understand this point of view. We can sympathize with it. But we do not agree with it.

We hope that once and for all operators will realize that it is cheaper to fight. Specific suggestions that we recommended earlier such as getting good counsel, keeping The Billboard informed on a regular, anonymous basis of any racketeer location jumping or muscling, and most important in the banding together of all legitimate operators into a legitimate association, would work.

And it would work far better than playing patsy to the syndicate and its allies.

Greenberg Denies All, Calls Probe "Stink Over Nothing"

CIAA Head: Mach. Damage "Hearsay"; No Comment on Lerner; Hits Publicity

By BOB DIETMEIER

CHICAGO — Sam Greenberg, president of the Chicago Independent Amusement Association, called the racket investigations into CIAA a "big stink over nothing."

Greenberg told The Billboard Friday (7) that bad publicity resulting from the current investigations is hurting Chicago game operators "more than anything."

Greenberg declared: "There have been no crimes committed,

nobody was killed or hurt, and there were no laws broken."

Investigators keep "looking and looking and they still haven't found anything," he said.

Greenberg even denied as fact the damage of amusement games. Asked to comment on the damage of games in the city by acid, he said it was all just "hearsay."

When it was pointed out to him that The Billboard knew as absolute fact that many machines had been damaged, Greenberg simply said, "Well if you know it, you know it."

"The sooner everything quiets down, the better off we'll all be," he said. "Everything will be all right once the publicity dies down."

It'll all blow over in a little while."

The Billboard learned last week that Alex Ross and James Rini, the two hoodlums and ex-convicts with records of arrests for murder, burglary, counterfeiting and robbery, were hired by CIAA's Local 134 as "union inspectors." (Local 134, The International Brotherhood of Electrical Workers, a racket union, has as head of its juke box division, Tom (Juke Box Smitty) Smith, a business agent).

Greenberg emphatically denied they were. He said that he didn't know who they are. Ross had used CIAA business cards in making his calls on locations. (Investigators are still searching for Rini. Ross is at liberty on bond on a charge of malicious mischief, having been arrested by State's Attorney's police February 13.)

Investigators are also still searching. (Continued on page 96)

Genco Ships Fun-Fair Five-Ball

Game Features 'Magic Mirror' Backglass Design

CHICAGO—Fun-Fair, a new single-player five-ball pin featuring a "magic mirror" score glass spotted behind the regular backglass for an added dimension of depth, is being shipped to distributors this week by Genco Manufacturing.

Fourteen lighted numbers on the backglass mirror, which correspond to roll-overs and ball bumpers on the playfield, flash off one at a time as playfield contacts are hit.

The "magic mirror" numbers are brightly decorated with figures (Continued on page 100)

Leagues Build Play on Beer Town Bowlers

MILWAUKEE — "Sweeper" leagues are responsible for the current success being racked up in a few locations using big bowling games, operated by Harry Cisler. "We have only three of these leagues going at present," says Harry Cisler, "and the spots running them are doing very well. These big bowling games, however, are not doing nearly as well for us at locations where no competitive leagues are in operation."

League setup, patterned closely (Continued on page 100)

Ops Pool Up To Find Pins For Home Use

ST. LOUIS—An unprecedented demand here for old pin games for home use has a dozen operating firms here busy pooling their talents to find and sell such games.

"Home use of amusement machines, of course, is nothing new," said Sidney Morris, J. S. Morris & Sons Novelty Company. "Now, however, it appears that any game which can be put back into reasonable working condition is in demand from homeowners."

"In almost all of the new homes built in the St. Louis area there is a basement rathskeller with space for a bar, TV set and other entertainment facilities. Five-ball pin games are usually the first item which the average homeowner (Continued on page 98)

WHAT DO YOU KNOW ABOUT THE CHI RACKETS?

The Billboard wants anything you know that might be helpful to the current investigations into hoodlum activities in the Chicago juke box and amusement game businesses. Give us your information by registered mail or in person. You can feel free to do so since The Billboard WILL NEVER REVEAL THE SOURCES OF ITS INFORMATION UNDER ANY CIRCUMSTANCES. However, if you wish to remain completely anonymous, you need not sign your letter. All information which could be helpful to investigators will either be turned over to them, published in full in The Billboard, or both. Write or phone: Bob Dietmeier, The Billboard, 188 W. Randolph Street, Chicago 1, CEntral 6-9818.

No Policy Changes at Bally: Wrenn

CHICAGO — "Operations and policy of Bally Manufacturing Company will not be affected by the death of Ray Moloney," A. J. Wrenn, Bally executive vice-president emphasized in a statement to the industry last week.

"The death of our beloved president," Wrenn said, "is a loss that we all feel deeply in our hearts. We have assured our employees, however, and wish to assure our distributor and operator friends that the basic policy of Bally will not change."

"Keenly conscious of the obligation that Ray Moloney felt toward the industry, the entire Bally organization is going forward with all the energy we have. The many new items that were in engineering at the time of his death are being pushed rapidly toward production."

"Announcement of these items will soon demonstrate that Bally is carrying on the spirit of leadership that Ray Moloney always demanded of his fellow workers."

AAMONY Slate Challenged By 4 Insurgent Operators

Group Seeks Restraining Order; Charge Nominations Were Barred

NEW YORK — An insurgent group within the Associated Amusement Machine Operators of New York Tuesday (4) filed an action to show cause against the local coin associations.

The group seeks to restrain the association from holding its scheduled election on March 13 and also seeks to set aside the results of the nominations meeting of February 13.

Plaintiffs are Ray Knoss, Arrow Music; Charles Morrell, Local Music; Irv Fenichel, Janel Music, and Jack Gavarin, Modern Music.

Defendants are AAMONY and the following individuals: Sanford Warner, Irving Holzman, Louis Rosenberg, Dave Lowy, Morris Wurtzel, Al Koondel, Michael Giannuzzi, Theodore Faith, Phil Scharf, Harry Schilderaut, Herbert Jacob, Harold Prager, Julius Pinetas, Rubin Antonoff and Eugene Jacob.

The case is scheduled to be heard Monday (10) in Part III of New York Supreme Court. The action to show cause was signed by Justice Joseph A. Cavagan.

Briefly, the plaintiffs charge that non-qualified voters participated in

the nominations, and that after the slate placed in nomination by the board was presented, no additional nominations were allowed.

The plaintiffs seek another nominating session a month in advance of elections, and they ask that the books of the association be opened to show who are the members in good standing.

According to the plaintiffs, AAMONY has 125 members in good standing, about 45 of whom participated in the nominations. In an affidavit, Ray Knoss said that (Continued on page 96)

Williams Ships Soccer Kick-Off Five-Ball Game

CHICAGO—Soccer Kick-Off, a new two-player five-ball pin game, was shipped to distributors last week by Williams Manufacturing Company.

Players advance red and blue goals, which flash on the backglass, as they hit roll-overs and bumpers on the playfield.

The game has "jet" ball bumpers, button-operated ball flippers, ball kickers and other standard five-ball game features.

It is equipped with twin coin chutes.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS—Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of March 3, 1958)

MUSIC MACHINES

AMI	High	Low	Mean Avg.
Model C-40	\$ 95.00	\$ 95.00	\$ 95.00
Model D-80 (51)			
40 sel., 78 RPM	299.00	95.00	225.00
Model E-40 (53)			
40 sel., 78 RPM	195.00	195.00	195.00
Model E-120 (53)			
120 sel., 45 RPM	495.00	150.00	350.00
Model F-80 (54)			
80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54)			
120 sel., 45 RPM	565.00	120.00	525.00

ROCK-OLA	High	Low	Mean Avg.
120 Comet	\$435.00	\$435.00	\$435.00
1428 (48) 20 sel., 78 RPM	75.00	30.00	75.00
1432 (50-51) 50 sel., 78 RPM	95.00	95.00	95.00
1432 Rocket	100.00	95.00	95.00
1434 (50-51) 50 sel., 78 RPM	145.00	95.00	149.00
1434 Fireball	139.00	139.00	139.00
1434 Rocket	139.00	139.00	139.00
1436 A-153) 120 sel., 45 RPM	229.00	229.00	229.00
1438 (54) 120 sel., 45 RPM	395.00	300.00	375.00
1442 (54) 50 sel., 45 RPM	395.00	395.00	395.00
1446 Hi-Fi, 120 sel., 45 RPM	525.00	525.00	525.00
Hi-Fi (55)	189.00	189.00	189.00

SEEBURG	High	Low	Mean Avg.
HM-100-Hideaway (9/49)	\$189.00	\$189.00	\$189.00
M-100-A (9/49)			
100 sel., 78 RPM	275.00	69.00	145.00
M-100-B (10/50)			
100 sel., 45 RPM	400.00	300.00	375.00
M-100-C (5/52)			
100 sel., 45 RPM	525.00	400.00	475.00
HF-100-G (9/53)			
100 sel., 45 RPM	595.00	595.00	595.00
HF-100-R	695.00	459.00	665.00
100-W (9/53)	575.00	550.00	550.00
M-110-C	595.00	525.00	595.00

WURLITZER	High	Low	Mean Avg.
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	59.00	49.00	49.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	89.00	89.00	89.00
1250 (50) 48 sel., 45 or 78 RPM	99.00	54.00	99.00
1400 (51) 48 sel., 45 or 78 RPM	175.00	149.00	155.00
1450 (51) 48 sel., 45 or 78 RPM	175.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix	180.00	100.00	150.00
1550 (52) 104 sel., 45-78 RPM Mix	150.00	110.00	110.00
1550-A (53) 104 sel., 45-78 RPM Mix	225.00	145.00	175.00
1600 (53) 48 sel., 45 or 78 RPM	239.00	239.00	239.00
1600-A (54) 48 sel., 45 or 78 RPM	239.00	239.00	239.00
1650 (53) 48 sel., 45 RPM	345.00	239.00	275.00
1650A (54) 48 sel., 45 RPM	325.00	239.00	239.00
1700 (54) 104 sel., 45 RPM	595.00	445.00	495.00
1800 (2/55) (WI)	675.00	500.00	595.00

PINBALL GAMES

BALLY	High	Low	Mean Avg.
Atlantic City (5/52)	\$ 55.00	\$ 55.00	\$ 55.00
Beach Beauty (1/55)	195.00	95.00	175.00
Beach Club (2/53)	65.00	37.00	45.00
Beauty (11/52)	65.00	40.00	60.00
Big Time (1/55)	145.00	65.00	125.00
Bright Lights (5/51)	45.00	45.00	45.00
Bright Spot (11/51)	145.00	45.00	45.00
Broadway (12/55)	270.00	160.00	195.00
Coney Island (9/52)	45.00	45.00	45.00
Dude Ranch (9/51)	60.00	45.00	55.00
Frolic (10/52)	45.00	45.00	45.00
Gayety (3/55)	85.00	60.00	75.00
Gaytime (6/55)	125.00	75.00	115.00
Hi-Fi (6/54)	75.00	55.00	65.00
Ice Frolics (1/54)	65.00	50.00	65.00

	High	Low	Mean Avg.
Miami Beach (9/55)	\$210.00	\$110.00	\$125.00
Nite Club (3/56)	275.00	185.00	225.00
Palm Beach (7/52)	85.00	40.00	40.00
Palm Springs (11/52)	65.00	45.00	60.00
Spot Lite (11/52)	45.00	45.00	45.00
Surf Club (3/54)	60.00	50.00	50.00
Variety (9/54)	85.00	65.00	85.00
Yacht Club (6/53)	55.00	30.00	30.00

CHICAGO COIN

Basket Ball Champ (10/49)	\$195.00	\$125.00	\$195.00
Tahiti (10/49)	75.00	75.00	75.00

EVANS

Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00
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GENCO

Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00
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GOTTLIEB

Arabian Knights (11/53)	\$100.00	\$100.00	\$100.00
Auto Race (9/56)	245.00	175.00	235.00
Basketball (10/49)	200.00	200.00	200.00
Chinatown (10/52)	50.00	50.00	50.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	225.00	195.00	215.00
College Daze (8/49)	135.00	135.00	135.00
Coronation (11/52)	45.00	45.00	45.00
Crossroads (5/52)	65.00	65.00	65.00
Cyclone (4/51)	25.00	25.00	25.00
Deisy Mae (7/54)	125.00	115.00	115.00
Derby Day (4/56)	200.00	145.00	185.00
Diamond Lull (12/54)	125.00	95.00	115.00
Dragonette (6/54)	165.00	115.00	150.00
Duette (3/55)	175.00	45.00	165.00
Flying High (2/53)	65.00	65.00	65.00
Four Belles (10/54)	125.00	120.00	120.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	165.00	115.00	150.00
Gold Star (8/54)	150.00	125.00	125.00
Grand Slam (4/53)	60.00	50.00	60.00
Green Pastures (11/54)	75.00	75.00	75.00
Guys & Dolls (5/53)	65.00	65.00	65.00
Gypsy Queen (2/55)	150.00	125.00	150.00
Happy Days (7/52)	65.00	65.00	65.00
Harbor Lites (2/56)	175.00	165.00	175.00
Hawaiian Beauty (5/54)	125.00	110.00	125.00
Hit 'n' Run (3/52)	45.00	45.00	45.00
Jockey Club (4/54)	125.00	110.00	110.00
Jubilee (5/55)	275.00	275.00	275.00
Jumbo (10/54)	235.00	235.00	235.00
Lady Luck (9/54)	145.00	110.00	125.00
Lovely Lucy (2/54)	95.00	95.00	95.00
Marathon (10/55)	255.00	225.00	225.00
Marble Queen (6/53)	55.00	55.00	55.00
Mystic Marvel (3/54)	125.00	120.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	85.00	85.00	85.00
Poker Face (8/53)	75.00	75.00	75.00
Quarett (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	65.00	65.00	65.00
Quinette (3/53)	75.00	75.00	75.00
Rose Bowl (10/51)	50.00	50.00	50.00
Score Board (3/56)	245.00	195.00	195.00
Sea-Belles (8/56)	295.00	265.00	275.00
Shindig (9/53)	100.00	90.00	100.00
Skill Pool (8/52)	50.00	50.00	50.00
Sluggin' Champ (4/55)	165.00	125.00	165.00
Sluggin' Champ Deluxe (4/55)	175.00	115.00	165.00
Southern Belle (6/55)	150.00	145.00	145.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	160.00	135.00	150.00
Sweet Add-A-Line (7/55)	155.00	155.00	155.00
Toreador (6/56)	265.00	255.00	255.00
Tournament (8/55)	210.00	210.00	210.00
Twin Bill (11/55)	145.00	135.00	135.00
Wild West (8/51)	250.00	250.00	250.00
Wishing Well (9/55)	155.00	115.00	150.00

UNITED

ABC (2/52)	\$545.00	\$545.00	\$545.00
Cobana (3/53)	45.00	45.00	45.00
Caravan (1/56)	165.00	95.00	125.00
Circus (8/52)	395.00	25.00	325.00
Havana (2/54)	80.00	80.00	80.00
Hawaii (6/54)	120.00	120.00	120.00
Manhattan (4/55)	95.00	55.00	75.00
Mexico (3/54)	45.00	45.00	45.00
Nevada (8/54)	55.00	35.00	45.00
Pixie (9/55)	175.00	70.00	85.00
Rio (11/53)	65.00	25.00	55.00
Singapore (10/54)	65.00	55.00	65.00
Stardust (4/56)	155.00	100.00	125.00
Starlet (11/55)	175.00	85.00	125.00
Triple Play (8/55)	115.00	65.00	85.00

Tropicana (1/55)	\$ 75.00	\$ 75.00	\$ 75.00
Tropics (7/55)	85.00	35.00	50.00

WILLIAMS

Army & Navy (10/55)	\$ 35.00	\$ 35.00	\$ 35.00
Big Ben (9/54)	55.00	55.00	55.00
C.O.D. (9/53)	75.00	75.00	75.00
Colors (11/54)	75.00	75.00	75.00
Dealer '21' (2/54)	55.00	55.00	55.00
Deluxe Baseball	125.00	45.00	85.00
Disk Jockey (11/52)	40.00	40.00	40.00
Eight Ball (11/52)	35.00	35.00	35.00
Fairway (6/53)	59.00	50.00	59.00
Grand Champion (8/53)	60.00	60.00	60.00
Gun Club (11/53)	40.00	40.00	40.00
Hayburner (6/51)	75.00	75.00	75.00
Hong Kong (10/52)	55.00	55.00	55.00
Jalopy (8/51)	40.00	40.00	40.00
King of Swat	225.00	225.00	225.00
Lazy Q (2/54)	35.00	35.00	35.00
Lu Lu (12/54)	75.00	55.00	55.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (1/54)	50.00	50.00	50.00
Peter Pan (4/55)	145.00	95.00	135.00
Quarterback (10/49)	85.00	85.00	85.00
Race the Clock (1/55)	190.00	85.00	190.00
Rainbow 5 Ball (11/48)	255.00	125.00	245.00
Regatta (10/55)	145.00	110.00	125.00
Scream (4/54)	75.00	75.00	75.00
Silver Skates (2/53)	50.00	50.00	50.00
Singapore (10/54)	75.00	59.00	59.00
Sky Way (9/54)	65.00	65.00	65.00
Spark Plug (10/51)	30.00	30.00	30.00
Spitfire (2/55)	110.00	75.00	110.00
Star Pool (10/54)	95.00	95.00	95.00
Struggle Buggy (12/53)	55.00	55.00	55.00
Sluggfest (3/52)	45.00	45.00	45.00
Twenty Grand (12/52)	50.00	50.00	50.00

	High	Low	Mean Avg.
Hollywood (CC) (5/55)	\$195.00	\$175.00	\$175.00
Imperial (U) (9/53)	95.00	60.00	85.00
Leader Shuffle Alley (U) (11/53)	195.00	125.00	165.00
League Bowler (U) (1/54)	250.00	95.00	165.00
League Bowler Deluxe (U) (4/54)	195.00	100.00	145.00
Lightning (U) (2/55)	155.00	145.00	150.00
Lightning Deluxe (U) (2/55)	295.00	275.00	275.00
Magic (B) (12/54)	155.00	155.00	155.00
Mars (U) (1/55)	295.00	225.00	275.00
Mars Deluxe (U)	395.00	185.00	245.00
Match Bowl-A-Ball (CC) (8/52)	70.00	45.00	45.00
Match Pool (Ge) (2/54)	60.00	60.00	60.00
Mercury (U) (12/54)	145.00	145.00	145.00
Mystic Bowler (B) (12/54)	355.00	325.00	355.00
Mercury Deluxe 11th Frame (U)	295.00	235.00	245.00
Name Bowler (CC) (1/54)	50.00	50.00	50.00
Official (U) (5/52)	85.00	60.00	75.00
Olympic (U) (8/54)	135.00	70.00	75.00
Original	95.00	50.00	70.00
Pacemaker (K) (9/53)	149.50	50.00	85.00
Palisade (K)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54)	125.00	125.00	125.00
Rocket (B) (8/54)	95.00	95.00	95.00
Royal (U) (8/54)	190.00	75.00	110.00
Score-A-Line (CC) (9/55)	225.00	225.00	225.00
Shuffle Alley Deluxe 6 Player (U) (10/51)	85.00	30.00	60.00
Shuffle Alley 6 Player (K)	85.00	45.00	55.00
Shuffle Alley 10 Player (K)	95.00	50.00	60.00
Shuffle Alley 11th Frame	335.00	150.00	195.00
Shuffle Alley Deluxe 11th Frame (U)	325.00	175.00	255.00
Shuffle Pool (Ge) (11/53)	75.00	50.00	50.00
Six Player (CC)	50.00	45.00	45.00
Six Player Deluxe (K)	65.00	40.00	45.00
Six Player Deluxe (U)	65.00	40.00	45.00
Six Player 10th Frame (U)	75.00	55.00	70.00
Speedlane Bowler (K)	275.00	275.00	275.00
Speedy (U) (8/54)	135.00	135.00	135.00
Star, 5 Player (U) (7/52)	95.00	34.50	45.00
Star, 10th Frame (U) (9/52)	110.00	29.50	60.00
Starlite (CC) (5/54)	125.00	125.00	125.00
Super Bonus Deluxe (U)	425.00	345.00	275.00
Super Frame (CC) (5/54)	295.00	95.00	165.00
Super Hatch Bowler (CC) (10/52)	75.00	50.00	55.00
Super Six (U) (3/52)	100.00	29.50	75.00
Targette (U)	100.00	100.00	100.00
Targette Deluxe (U) (8/54)	320.00	95.00	195.00
Team Bowler (U) (1/54)	95.00	95.00	95.00
Team Bowler (K) (10/52)	75.00	49.50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC)	95.00	40.00	60.00
Thunderbolt (CC)	210.00	175.00	210.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC)	175.00	175.00	175.00
Venus Deluxe (U) (3/55)	350.00	225.00	275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Venus Bowler	150.00	150.00	150.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ex—Excess; Es—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

	High	Low	Mean Avg.
AA Gun (K) ('48)	\$ 99.50	\$ 99.50	\$ 99.50
ABT Challenger (5/46)	30.00	25.00	25.00
Advance Shockers	22.50	22.50	22.50
Air Football	225.00	195.00	225.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) ('48)	125.00	125.00	125.00
All Star Baseball (W)	195.00	100.00	175.00
Anti Aircraft	99.50	99.50	99.50
Atomic Bombers (M)	125.00	100.00	125.00
Auto Photo (AP)	2295.00	1595.00	1795.00
Balloonamat (Capitol P) (1/55)	295.00	295.00	295.00
Baseball (Sc)	79.50	79.50	79.50
Baseball, 2 Player (G)	175.00	125.00	145.00
Basketball (G)	195.00	195.00	195.00
Basketball (CC)	195.00	125.00	125.00
Basketball Champ (CC)	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48)	150.00	95.00	95.00
Bat-A-Score Sr. (Ev) (8/48)	95.00	95.00	95.00
Bert Lane Merry-Go-Round	275.00	275.00	275.00
Big Broncho (1/51)	325.00	325.00	325.00
Big Inning (B) ('47)	125.00	125.00	125.00
Big League Baseball (W) (3/51)	145.00	125.00	125.00
Big League Baseball (W) (2/54)	145.00	145.00	145.00
Big Top (G) (6/54)	295.00	235.00	250.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55)	195.00	195.00	195.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vender (Ex)	50.00	45.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54)	150.00	145.00	145.00
Champion Baseball (G)	195.00	175.00	175.00
Champion Hockey ('46)	100.00	100.00	100.00
Coon Gun (S)	145.00	85.00	85.00
Coon Hunt (S) (2/54)	155.00	145.00	150.00
Dale Gun (Ex)	85.00	60.00	65.00
Defender (B) ('40)	150.00	125.00	125.00
Derby 4 Player (CC) (3/52)	125.00	125.00	125.00
Drivemobile (M) (7/54)	150.00	150.00	150.00
500-Shooting Gallery (Ex) (3/55)	120.00	100.00	110.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	95.00	49.00	95.00
Football (M)	275.00	275.00	275.00
Goalie (CC) (1/46)	225.00	95.00	95.00
Gun Patrol (Ex) (5/51)	150.00	62.00	95.00
Gypsy Fortune Teller	10.00	10.00	10.00
Harvard Metal Typer	125.00	125.00	125.00
Heavy Hitter (B)	65.00	50.00	65.00
Hi-Ball (Ex) (2/38)	95.00	75.00	75.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	95.00	95.00	95.00
Jet (B)	110.00	110.00	110.00
Jet Fighter (W) (10/54)	225.00	100.00	150.00
Jet Gun (Ex) (12/51)	75.00	75.00	75.00
Jumping Jack (G) (11/52)	85.00	35.00	75.00
Jungle Gun (U) (7/54)	325.00	325.00	325.00
Kicker & Catchers	52.50	52.50	52.50
K O Fighter	395.00	345.00	350.00
Life League (W) (2/54)	75.00	75.00	75.00
Lord's Prayer (M) (6/56)	390.00	390.00	390.00

	High	Low	Mean Avg.
Lovemeter (Ex)	\$ 25.00	\$ 25.00	\$ 25.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Mercury Counter Gripper	25.00	25.00	25.00
Midget Movies (CC)	195.00	75.00	125.00
Midget Skee-ball (CC)	125.00	125.00	125.00
Mill Scales	65.00	35.00	50.00
Panoram (Mills)	395.00	395.00	395.00
Pennant Baseball (W)	100.00	100.00	100.00
Periscope (CC)	100.00	95.00	95.00
Photomatic (M) (1/50)	350.00	250.00	350.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (1/49)	75.00	75.00	75.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	195.00	125.00	195.00
Polar Hunt (W)	395.00	325.00	345.00
Pop Up	20.00	20.00	20.00
Quarterbacks (G) (9/55)	195.00	55.00	155.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	175.00	150.00	150.00
Round the World Trainer (CC) (10/53)	375.00	325.00	325.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	365.00	224.00	313.00
Set Shot Basketball (Munves) (6/52)	295.00	225.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	125.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	195.00	95.00	195.00
Silver Bullets (Ex) (11/49)	195.00	75.00	125.00
Silver Gloves (M)	175.00	145.00	175.00
Six Shooter (Ex)	75.00	75.00	75.00
S K Crip Vue	30.00	20.00	20.00
Skee Ball (W) (8/36)	245.00	245.00	245.00
Sky Fighter (M) (9/53)	125.00	125.00	125.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	210.00	195.00	195.00
Smiley (Pioneer) (8/46)	525.00	495.00	495.00
Space Gun (Ex)	125.00	85.00	95.00
Space Ranger (Deco)	275.00	275.00	275.00
Space Ship	275.00	275.00	275.00
Speed Boat (B) (7/53)	325.00	275.00	325.00
Sportland (Ex) (11/51)	150.00	140.00	140.00
Sportsman (K) (11/54)	140.00	140.00	140.00
Standard Metal Typer F.S.	275.00	275.00	275.00
Star Series (W) (4/49)	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54)	120.00	110.00	120.00
Steeple Chase	395.00	395.00	395.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	125.00	125.00	125.00
Super Jet (CC) (4/53)	175.00	175.00	175.00
Super Jet (CC) (8/53)	295.00	295.00	295.00
Super Pennant (W)	175.00	145.00	175.00
Super Slugger (U) (7/55)	215.00	215.00	215.00
Telequiz (T) (1/40)	95.00	95.00	95.00
Ten Strike (E) (46)	85.00	75.00	85.00
3-D Theater (M) (12/53)	150.00	150.00	150.00
Three-of-a-Kind	20.00	18.00	18.00
Three Way Gripper (Gb)	25.00	25.00	25.00
Treasure Cove (Ex) (6/55)	225.00	225.00	225.00
Trigger Horse (E) (7/53)	395.00	395.00	395.00
Undersea Raider (2/46)	125.00	120.00	125.00
Voice-O-Graph (M) (4/46)	325.00	245.00	325.00
Wild West (G) (2/55)	250.00	250.00	250.00
Wizard Sc	20.00	19.50	19.50
Wizard Whiz	25.00	18.00	20.00
World Series (W) (4/51)	50.00	50.00	50.00
Zingo (1/51) (U)	65.00	65.00	65.00

COINMEN YOU KNOW

Minneapolis

By MAURICE BERNSTEIN
Jim Christensen has left Automatic Games Supply Company,

St. Paul, to start his own retail record business. . . . Bill White has been placed in charge of the newly remodeled parts department of the Sandler Distributing Company,

WANTED TO BUY QUANTITY KEENEY ARCADE POOLS

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Minneapolis. . . Sandler Company has also added a new secretary, Lillian Hamburger, to its staff.

Local coinmen were saddened to hear of the death of former Minneapolis operator, Isadore Truppman, in Miami. . . . Bob Bretz, Lieberman Music Company, is an expectant granddad. It'll be his eighth. . . . The wife of Twin City Novelty Company serviceman, Allen Jones, will present him with a baby in early April.

Memphis

Douglas Highfill, popular owner of Rainbow Amusement Company, seen at the courthouse buying license stamps for his juke boxes. . . . Jack Campe Jr., traveling partner in a phonograph distributorship, grounded by the ice and snow last week. He usually travels the Midsouth territory, didn't get to for a couple of weeks because of the weather. . . . Parker Henderson, Southern Amusement Company, looking forward to the PGA golf tournament here in May.

Russ Carlyle, the band leader in town recently, renewed an old friendship with Drew Canale, Canale Amusement Company. . . . Joe Cuoghi, partner in Poplar Tunes Record Shop, reports one of his Hi label records is catching on. . . . Robert Goad, president of Game Sales, Inc.,

reports the new gun and manikin type bowling game is doing well in Midsouth.

Teno Hankins and Raymond Mullins, Bond Amusement Company, Jackson, Tenn., were in town recently and report a thriving business. . . . George Sammons, Sammons-Pennington Company, is feeling fine over the recent showing of the new 1958 Seeburgs recently. Business following it was good and

brisk, he reports. . . . Edward H. Newell, Ormatt Amusement Company, was recently at the annual Boy Scout meeting. . . . Clarence A. Camp, Southern Amusement Company, reports flying a plane is a big time saver and beats driving on the highway.

Allen Dixon, S & M Sales Company, reports business all right despite sagging economic
(Continued on page 94)

Executive Secretary

National Coin Machine Distributors' Association, an organization of factory-authorized distributors, with a present membership of 57, was organized in 1948. Due to the untimely death of Al Schlesinger, we need a capable, full-time executive director. Must live in Chicago and have experience and ability to manage national organization. Apply by mail with full details to: NCMDA, 30 North La Salle Street, Suite 829, Chicago.

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Show Time	375	Big Time	95	Gayety	65
Key West	295	Surf Club	55	Broadway	175
Big Show	255	Variety	70	Beach Beauty	145

UNITED

Playtime	\$295	Nevada	\$ 55	Monaco	\$215
Stardust	145	Rio	35	Mexico	55
Starlet	115	Tropicana	65	Pixie	90
Caravan	120	Tropics	35	Havana	45
Manhattan	75	Hawaii	45	Singapore	55
Triple Play	85	South Sea	185	Tahiti	35

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SEEBURG MUSIC

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V-200	\$595
R	595
100-B	350

AMI MUSIC

H-200 (New)	Write-Call
C-200	\$595
C-120	545
F-120	495

ROCK-OLA MUSIC

1448	\$550
1446	450
1438	325

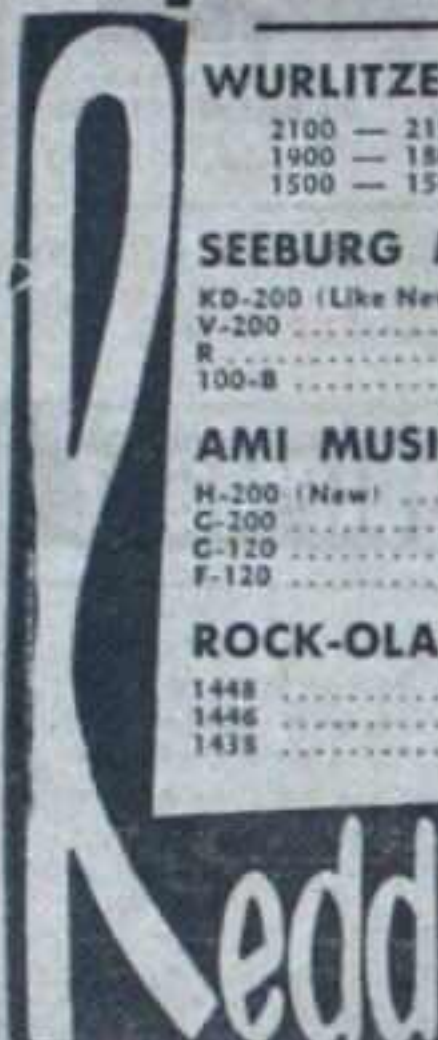
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COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

- March 10—Tri-County Juke Box Operators' Association, monthly meeting, Elum Music Offices, Massillon, O.
- March 11—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield.
- March 11—California Music Merchants' Association, Los Angeles division, monthly meeting, association headquarters, Los Angeles.
- March 11—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati, O.
- March 11—California Music Merchants' Association, monthly meeting, Fresno Hotel, Fresno, Calif.
- March 12—Retail Amusement Association of Canton, O., monthly meeting, 1011 Traction Building, Cincinnati, O.
- March 12—California Music Merchants' Association, monthly meeting of Bakersfield division, Bakersfield Inn, Highway 99, Bakersfield, Calif.
- March 13—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- March 17—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- March 19—New York State Operators Guild, monthly meeting, Palatine Hotel, Newburgh, N. Y.
- March 19—Automatic Equipment & Owners Association of Indiana, monthly meeting, Gary, Ind.
- March 19—Eastern Pennsylvania Amusement Machine Association, General DeKalb Inn, Norristown, Pa.
- March 25—Music Operators of New York, Inc., quarterly meeting, 250 W. 57th St., New York City.
- March 25—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- March 29—California Automatic Vendors Association, Venetian Room, Ambassador Hotel, Los Angeles. Cocktails, 6-7; dinner, 7-8.
- March 31—Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Peoria, Ill.

Local 1690 Charges Unfair Labor Tactics

NEW YORK—Local 1690, Retail Clerks International Association, AFL-CIO, has filed an unfair labor charge against the Associated Amusement Machine Operators of New York. Local 1690 covers the juke box employee field. AAMONY is a game operator group.

The informal hearing, originally scheduled for Thursday (6) at the State Labor Board, has been postponed for seven days.

The complaint charges that AAMONY, since January 27, has refused to bargain with Local 1690, which the union claims represents the majority of the local servicemen in the coin machine industry.

No Permission

It further charges that, since February 10, AAMONY has interfered with the rights of service employees by entering into negotiations with another union without the permission of the employees.

The Association is currently negotiating with Local 266, International Brotherhood of Teamsters, for a collective bargaining agreement.

According to Drew Calland, Local 1690 officer, Teddy Blatt, AAMONY counsel, has agreed to refrain from signing with Local 266 until the informal hearing is held.

The complaint was served by Al Carpentier, RCIA business agent. The charges are under Section 704 of Article 706 of the State Labor Relations Act.

AAMONY DENIES NOMINATIONS IRREGULARITIES

NEW YORK—An official of the Associated Amusement Machine Operators of New York denied any irregularities in the recent AAMONY nomination meeting as alleged in the action to show cause sought by four local operators (see separate story).

The spokesman said that the membership voted 37-2 to close nominations after the proposed slate had been named, and had voted by the same margin to approve the slate.

He added that no ineligible members participated in the nomination votes, and that no one walked out of the meeting. The action to show cause charges that both these actions occurred. The case will be heard in New York Supreme Court Monday (10).

COINMEN YOU KNOW

Continued from page 93

conditions. Robert Adams, Record Sales Corporation, seen at the Auditorium recently when Montavani and his orchestra played, for whom Record Sales distributes London records. . . . Charles Kalin, Tri-State Amusement Company, reports his EP's with old standards are doing fine at the locations for which he picked them.

Hartford, Conn.

By ALLEN M. WIDEM

MOC (Music Operators of Connecticut) has moved headquarters' offices from the Lincoln Building to the Capitol National Bank Building, 190 Trumbull Street, also in downtown Hartford. Bert Gordon, ex-New Britain, Conn., is resident manager.

Ralph Colucci, Seaboard Distributors Corporation, got word from an old friend, and heretofore frequent Hartford visitor, Dick Linke, of formation of a personal management concern, known as Richard Linke, Personal Management, in New York, to supervise schedule of Andy Griffith and other artists. Linke previously visited here in promotional interests of Capitol Records and subsequently toured the trade for Columbia Records.

Miami

By PAUL DANIEL

At the PAL fund-raising party held at Chuck's Rustic Lounge, the Sugermans, Senator Albert Bolkin and his wife, Viking expert head Howard Greenberg and his wife, the "Lucky" Skulnicks, the Harry Barons and Ruth Mickelson were in attendance. . . . Vacationing in the area were Manny Ehrenfeld, of Newark, N. J., and Harry Siskind, with his better half from New York. . . . The Music Makers have increased their property holdings by purchasing additional footage on Southwest Eighth Avenue. The addition will house more space for display and warehouse.

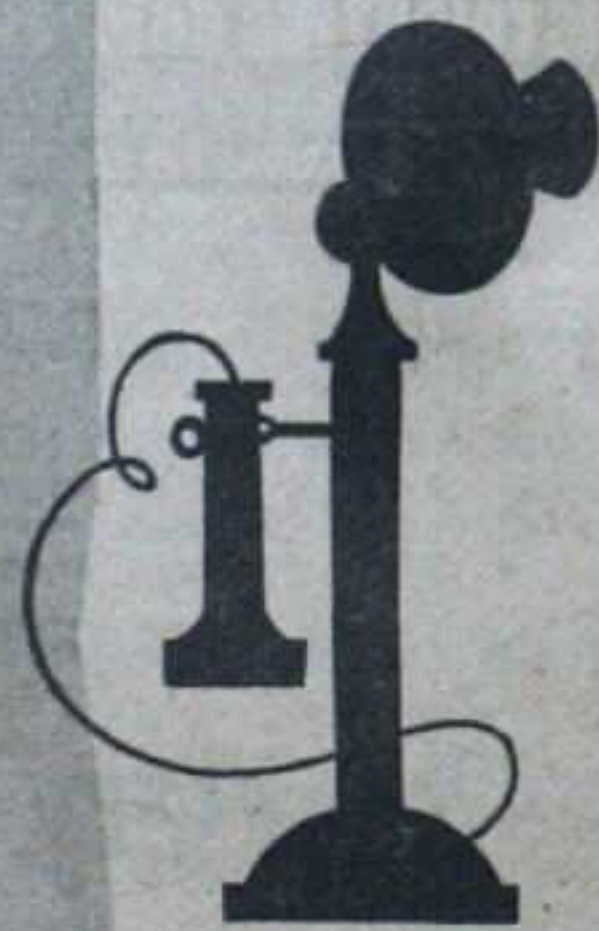
Willie Blatt has been appointed business manager for the Cigarette Machine Association. . . . Al Miller is back after a siege with the flu. . . . Eli Ross returned to his chores at Ross Distributors after a visit to Hot Springs. . . . Sam Marino says that the last time he was mentioned, his name was spelled incorrectly. Sorry.

The coin industry was lauded by public officials at a special fund-raising party which honored local disk jockey Jerry Wisner and the Radio Station WQAM. The Police Athletic League increased its funds by \$500 thru this event, promoted by the AMOA at the opening night of Chuck's Rustic Lounge. . . . President of the PBA, Everett Kay, addressed the members and their guests, lauding the efforts of Willie Blatt and the AMOA for being the sole supporters of the PAL movement.

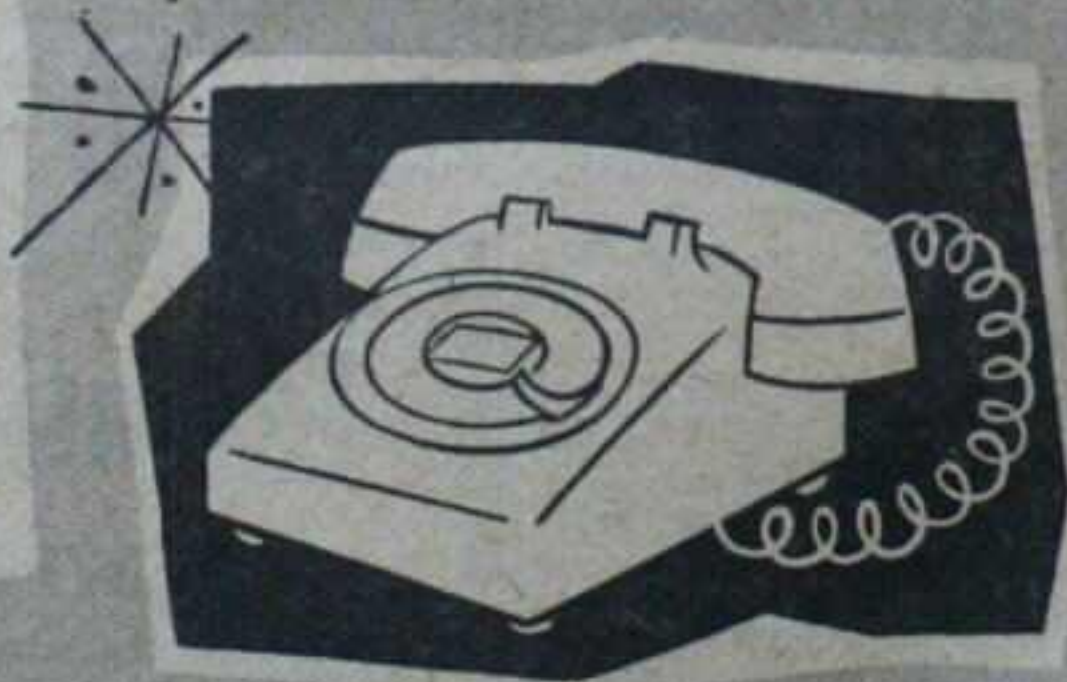
Biloxi, Miss.

By BOB LATIMER

Frank Corso, whose Frank Corso Vending Company operates phonographs, pin games and vending machines throughout the Mississippi Gulf Coast area, spent late January ill in bed at home. . . . Rosson Gravel, bulk operator with headquarters in Ocean Springs, Miss., has added 24 new charm vendors to his routes on the Gulf beaches here. . . . A real "early bird" where phonograph service is concerned is George Morrison, partner in Morrison Amusement (Continued on page 99)



Telephones changed silhouettes



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Pins Vanish From Toledo

TOLEDO—Most of the city's once multitudinous flock of pinballs have vanished from town. Operators had been given 72 hours—a boost from 48 hours—to get their machines off locations, out of storerooms and away from the city confines.

The action followed passage by the City Council of a new, tough anti-pinball ordinance which bars ownership, possession exhibition and use of the machines.

Since no court order was sought to restrain the city from interfering with pinball operations pending an expected appeal to the U. S. Supreme Court, operators had no choice but to comply fully with the ordinance.

Await Petition

At press time, no petition had yet been filed in the U. S. Supreme Court. Such petition would have to be filed by mid-April for possible U. S. high court review. Both the Toledo and Columbus pinball ordinances are expected to be petitioned to the U. S. court, following the Ohio Supreme Court decision last January 15, which upheld the Columbus ordinance, and in effect, the Toledo code.

Taxes, Licenses

category of a gambling device and make it liable for confiscation. No other bulk-vending licensing regulations.

DETROIT, Mich. — No bulk-vending licensing regulations.

FLINT, Mich. — Location pays a \$5 license.

GRAND RAPIDS, Mich.—Operator of penny machines procures \$25 license; operator of 5-cent machines or higher procures \$50 license. If operator has both types of venders the maximum license fee is \$50.

MINNEAPOLIS, Minn. — Licensing fees imposed upon machines operating at 5 cents or more. Fee is \$34 for first two machines and 10 cents for each additional machine. Operator must also procure \$11 license for place at which edible merchandise is stored and machines serviced.

ST. PAUL, Minn. — Penny machines exempt from taxation. Operators of machines vending at greater than cent required to procure \$30 license and pay 25 cents for each machine. A \$6 foodstuff license is also required of each location before a vender of edibles may be installed.

KANSAS CITY, Mo. — Operators taxed \$1 per \$1,000 of gross receipts.

ST. LOUIS, Mo. — Each penny machine taxed 25 cents; all other machines taxed \$1.

OMAHA, Neb. — Law applying to coin-operated machines undergoing revision.

JERSEY CITY, N. J. — Operator taxed a flat \$1 on each machine.

NEWARK, N. J. — No bulk-vending licensing regulations.

Family Buying

Of every 100 shoppers 50 are women, 31 are men, and 19 children, according to the "Progressive Grocer" study. Shopping is not as dominated by the housewife as it once was, and the trend is expected to continue. Shopping is gradually becoming a kind of family outing, often done early in the evening, when the husband returns from work. Bulk operators should be cognizant of this broadness of their market. Another factor revealed by the grocer publication's study was that only 1 cent out of every dollar spent in a supermarket came from unaccompanied children.

The McCalls study showed that 75.8 per cent of buyers shop in supermarkets most of the time, while 14.9 per cent shop in them some of the time, and only 8.3 per cent seldom or never. Thus, even tho there are many times the number of small stores compared to supermarkets, (see previous issue of The Billboard) the latter is heavily favored. Most of the shopping is done once a week, at which time the purchaser spends around 20-25 minutes in the supermarket. Tho the bulk operator can only expect to make a maximum one sale per week per individual, he nevertheless has close to half an hour during which a machine may be operated.

RECONDITIONED BARGAINS!

5 BALLS	SEEBURG M-100-A
Southern Belle \$130.00	Fairway \$ 39.50
Diamond Lili 125.00	Rag Map 49.50
Gold Star 125.00	Flying Saucers 49.50
Jockey Club 110.00	Stop & Go 49.50

GAMES

Exhibit Ringer Ball \$ 75.00	Keeney Bowlette .. \$245.00
Cross Cross Targetta 100.00	Keeney National .. 175.00
Genco Match Pool .. 40.00	Keeney Speedlane .. 185.00
Genco Shuffle Pool .. 50.00	Century 145.00
Genco Shift Ball .. 145.00	United Imperial .. 85.00
C.C. Bowling Team .. 245.00	United Team Bowler 95.00
	United Super Flash 125.00

POOL TABLES

4 Pocket Pools \$175.00
Jumbo Pools 95.00
Bumper Pools 75.00

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CHICAGO, ILLINOIS
JUNiper 8-1014

Changing Pattern: To Supers

• Continued from page 79

chases were store decisions, while only 10.4 per cent of shoppers had completely written out shopping lists.

This is very important to bulk vending, which relies almost entirely upon impulse buying (except in the case of children, who often go expressly to the corner store for a ball of gum). Someone who makes out a shopping list before going to the store is less inclined to buy "extras" than one who doesn't. Thus any increase in impulse buying in general is favorable to bulk vending.

Profit from point-of-sale merchandising and batteries of venders (that would function as special displays).

The question of service vs. profits in making a sales pitch to a supermarket may well not be an either/or problem. Probably, it would pay to play up both. According to the grocer study, each week one out of every 25 shoppers comes into a supermarket for the first time. The supers of course want these people to come back, and thus the service and attractiveness of the store are very important. A clean, attractive bulk machine would likely be demanded.

On the other hand, as the supermarkets have spread out and devoted more and more space to customer conveniences, sales per square foot have gradually decreased. In the "Progressive Grocer" report, sales per square foot of selling area in the six stores studied was \$3.09 per week, leaving a gross profit per square foot of 60 cents. Net profit is of course far less, and undoubtedly a bulk machine at 25 per cent commission would earn a supermarket more money than the norm.

Special Displays

Special displays are very important in supermarket psychology. The "Progressive Grocer" report revealed that a special display increased unit sales an average of 450 per cent. A breakdown on special displays by type of merchandise showed that candy sales during the 12-week study shot up an astounding 3,453 per cent by use of special displays as compared to standard merchandising. The suggestion here is plainly that bulk vending in supermarkets would

NVA Convention

• Continued from page 79

said Baynor. For example, successful operations in both independent and chain supermarkets will be detailed, he said. What the supermarket expects and wants from bulk vending will also be explored, Baynor continued.

In the exhibits themselves, the accent on practicality will be found in a complete display of parts for equipment exhibited. Operators will have the opportunity to make experimental repairs of equipment, said Baynor. In this way, NVA hopes to increase an operator's familiarity with all types of equipment.

The convention itself will be held in the Deauville Hotel, an ultra-modern structure recently constructed in Miami Beach. Baynor said several operators had stopped at the Deauville, while going thru Miami Beach, and had found the hotel ideal for a convention as well as sumptuous in its furnishings.

Invitations for the meeting this Friday went out to all on the board of directors, but at press time it was not known who would attend. Meeting is scheduled for 11 a.m., with lunch and further discussions following.

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KEY WEST 350.00	GAY TIME 100.00
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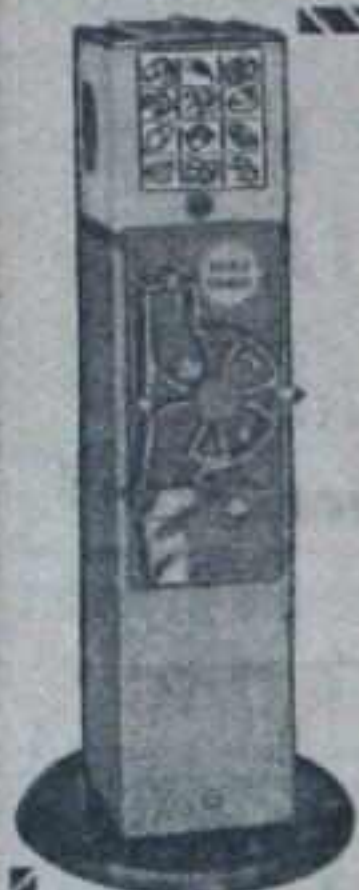
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- TV Console Model \$49.50
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AAMONY Slate Challenged

Continued from page 91

these 45 members were joined at the meeting by 10 or 15 members of the United Coin Machine Operators' Association at the invitation of Sanford Warner, AAMONY president.

UCMONY is an operator association which was organized early this year. Officers of UCMONY and AAMONY recently announced that the two groups would merge. The slate nominated at the February 13 meeting consisted of members of both groups. The slate is regarded as a compromise move to join the two groups, with the AAMONY title the surviving one.

According to Knoss' affidavit, President Warner told Joe Hirsch, a game operator, that nominations from the floor would be open.

But later on in the meeting, continued Knoss, Teddy Blatt, AAMONY attorney, said that no nominations would be accepted and that the slate recommended by the board (the result of an agreement between the officers of both groups) would be the only slate accepted.

Blatt explained that unless this slate were accepted, the merger was off, Knoss charged. Later on, said Knoss, Warner refused to accept additional nominations.

The affidavit added that only five officers and six directors were nominated. Hirsch challenged these nominations on the ground that the constitution provides for six officers and nine directors. He added that this number could be changed only by amending the bylaws.

UCMONY members voted, and in protest, some 20 or 25 AAMONY members walked out, the affidavit continued. According to Knoss, non-qualified persons were allowed to vote so that the officers could "force themselves on their designees as the officers and directors of the defendant association."

The meeting was held on February 13, the letter notifying AAMONY members of the

UCMONY merger was dated February 14, the affidavit charges.

Knoss cited the New York Manual on Corporation Law which provides that no merger is valid unless two-thirds of the memberships of the corporations involved vote for the merger. He added that no evidence of these votes has been presented.

Commenting on the action, Knoss said that the plaintiffs are interested in assuring that "democratic processes prevail in the nomination and election of AAMONY officers."

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STAR DUST	115.00
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UNITED 14-FT. 2-PIECE BOWLER	455.00

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WILLIAMS CIRCUS WAGON	\$145.00
WILLIAMS 1957 BASEBALL	365.00
GENCO RIFLE GALLERY	115.00
GENCO SWEET 21, Like New	245.00

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x	Exhibit Sea Skate	225.00
x	Bally Boat	175.00
x	Meftear P.T. Boat	175.00
x	Bally Space Ship	150.00
x	Exhibit Space Patrol	100.00
x	Super Jet	175.00
x	Swirl Rocket	150.00
x	Flying Saucer	150.00
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Pitch 'Em	125.00
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Muffs, "K. O." Champ, NEW	225.00
Rock-Ola World Series	110.00
Exhibit "500" Gun	225.00
Exhibit Sportland	175.00
Auto, Silver Gloves	230.00
Rocket	295.00
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ChiCoin Goalie	110.00
Harvard Metal Typewriter (Reconditioned)	345.00
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Greenberg Denies

Continued from page 91

ing for Hyman Lamer, executive director of CIAA, and long-time lieutenant of Eddie Vogel, crime syndicate's slot machine boss, and head of Apex Amusement Company.

Greenberg said that he has "no comment at all" to make about Lamer.

Asked by The Billboard if he didn't think he owed CIAA members and the industry a full explanation of the racket charges into CIAA and 134, Greenberg replied that CIAA would be holding a meeting soon. Presumably members would be given his explanation at this meeting.

Mrs. Hyman Lamer invoked the Fifth Amendment when questioned late last month by the Senate Rackets Committee about her husband's activities with CIAA.

She invoked the Fifth Amendment when she was asked if she knew Eddie Vogel, Tom (Juke Box Smitty) Smith, business agent of 134.

Greenberg reportedly also invoked the Fifth Amendment when he appeared before the County Grand Jury last week. Greenberg declined any comment.

Greenberg did say that operators want the association, as revealed by the vote of confidence they gave it at their last meeting.

Asked what operators feel about 134, Greenberg said he doesn't know how they feel about that. "The bad publicity is hurting us more than anything. The less said about it the better," he said.

He said that "we are afraid" the bad publicity may encourage the city to ban all games. He added, "Nobody wants that."

"QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN"

VENDORS	SPECIAL VENDORS	ARCADE EQUIPMENT
Cigarette	50 Model T M Cole, 5 sales, drink . . . \$425.00	Auto Foto, Model 9 \$1,295.00
12 brand new, 6 slightly used, Electro, 12 col. Sweepstyle, Ex. \$175.00	10 Fedem, 4 selec.	Auto Foto, Model 11 \$2,295.00
35 Keeney Electric, 9 col. Ex. 95.00	Hof Food, canned 195.00	Bally All Stars Write
Eastern, 22 col., new 220.00	33 American, 5 col. reffrig. sandwich 295.00	Boomerang 100.00
Mercury, 11 col., 300 175.00	6 Mills Fresh Brew Coffee, orig. cost \$2,350; special . . . 695.00	Big Inning 125.00
Mercury, 9 col. 150.00	12 Shipman 3 Col. Foto Film, orig. cost \$295; special 125.00	Ex. Pop Gun Write
National 920 110.00		Ex. Silver Buffet . . . 195.00
National 998 125.00		Genco Gun Club . . . Write
Lehigh, 12 col. 200.00		Genco Maharams . . . 495.00
Lehigh, 8 col. 55.00		Heavy Hitter 65.00
Lehigh, 10 col. 125.00		Undersea Raider . . . 125.00
6 POCKET POOL TABLES, Like New \$185.00		Midget Movies 125.00
CANDY & MISC.		Champion Hockey . . . 100.00
Mills, 5 col. \$45.00		Basketball Champ . . . 195.00
U-Select 25.00		Four Player Derby . . . 125.00
Vandall, 8 col. 95.00		Goalie 95.00
DuGrenier, 8 col., new Write		Twin Hockey 225.00
National, 9 col. 95.00		Steam Shovel 195.00
Ship, 2 col. Gum, 18.00		Bat-A-Score 95.00
N.W. 2 col. Ball 74.50		Dale Gun 65.00
Stamp 35.00		Ex. Silver Buffet . . . 125.00
U.S., 1 col. 29.50		Ex. Vitalize 75.00
Ship, 3 col. Stamp 35.00		Hi-Fly B. Ball 225.00
Klones 30.00		Keeney Air Raider . . . 125.00
Harmon Comb 17.95		Lite-A-League 75.00
Harmon Koles 25.00		Cap. Penograms . . . 295.00
Harmon General 35.00		Drive Mobile 150.00
Frigid Fruit 240.00		Flying Saucer 95.00
4 col. Film Vendors . . . 175.00		Photomatic 250.00
Andico Coffee, cup . . . 225.00		Silver Gloves 175.00
Coleasa Coffee, cup . . . 225.00		Voicegraph 225.00
Keeney Coffee, cup . . . 295.00		Drive Yourself 925.00
Spacarb 3 flavor 325.00		Rock 'n' Roll 95.00
		Pitcher & Batter . . . 195.00
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MICKEY ANDERSON'S GRAND OPENING PARTY was enjoyed by over 250 people, meeting at the distributor's showrooms in Erie, Pa. Among those attending, left to right, were: Art Garvey, Bally Manufacturing Company; Mickey Anderson, president of the distributing firm; Bill O'Donnell, Bally; Mrs. Mickey Anderson; Paul Calamari, Bally; Milt Marmer, Marmer Distributing Company, Cincinnati; and Eugene Wojack, City Coin Machine Service, Pittsburgh.

Dismiss Action Vs. 'Hoods'

Continued from page 84

nounced a broad inquiry into the operation of Plaza, and its affiliate, W-R Cigarette Company.

The suit was filed on the technical grounds that Plaza did not have a registered agent residing in Missouri. Ted Wortman, brother of Frank Wortman, and a resident of Illinois was listed as agent, but State law requires that such a

corporation should have a Missouri resident as registered agent.

However, at a scheduled hearing on February 27, it was shown that Ann L. Barrett, bookkeeper and vice-president of Plaza, was designated registered agent in a statement sent to the Secretary of State at Jefferson City. A copy of the statement was introduced after Miss Barrett testified she is a life-time resident of Missouri and lives in St. Louis County.

Statutes

The statutes provide that if after filing of a suit a firm appoints a proper registered agent and pays the court costs, the suit shall be dismissed.

A spokesman from the Attorney General's office told The Billboard that no further action would be taken against Plaza, "...at least along the previous lines." He did not rule out investigation of the firm's activities along other lines.

Plaza and its affiliate, W-R Cigarette Company, have long been under fire, most recently in connection with alleged location bumping of cigarette stops by W-R. The link is based on the fact that Plaza holds the controlling stock in a company known as Rite-Way Cigarette Sales Company.

Rite-Way

Rite-Way was incorporated last December 1, with Ted Wortman as one of the organizers. Shortly after, an application was made by Rite-Way to the State, to be permitted to do business under the fictitious name of W-R Cigarette Company. The letter accompany-

ing the application stated that the assets of W-R had been conveyed to Rite-Way.

Propose Bills

Along this line, two bills were proposed last week to the Legislature by Governor Blair, to deal with so called business firms controlled by "hoodlums."

One would bar concerns from doing business under fictitious names and the other would prohibit them from operating under any name other than that on file in the Secretary of State's office.

The legislative changes, Governor Blair said, would "let the public know who is running these companies."

Prior to Rite-Way's acquisition of W-R, the firm had been owned by Alderman A. Barney Mueller. Before that, W-R had been owned by Robert L. Brown, lawyer and parliamentarian of the Board of Aldermen, who was shot to death in gangland style on January 24, 1956. His slaying is unsolved.

City Owned

W-R or Rite-Way, has a virtual monopoly on placing cigarette vending machines on city premises, mostly with no commissions paid. However the situation existed prior to the acquisition of the firm by the Wortmans.

Most recently, W-R has been under fire from the local press, with extensive investigation being done by the St. Louis Globe-Democrat on the firm's reported "moving in" on other cigarette vending locations.

The Attorney General's office, when queried by The Billboard on this point, would make no comment other than that they were aware of the charges, and were investigating the matter. The spokesman could not comment at this point on what if any action would be taken. However, indications were that the Wortman operations were continuing to be closely observed by authorities.

Besides Plaza Amusement Company and the Rite-Way Cigarette Company (now operating as W-R), the Wortmans also control the E & W Finance Company, residing at the same address as Plaza—1912 Washington Avenue.

Union Racket

Continued from page 84

tually parading from one investigating body to another.

County investigators have even subpoenaed the bank records of CIAA, RMSA and Commercial Phonograph Survey in an effort to get to the bottom of racketeering infiltration.

Both the Senate committee and the County Grand Jury gave every indication that the probe was anything near finished. Senate committee counsel Robert Kennedy has announced the probe would get to the bottom of what was described as gang influence in labor affairs.

Edmond Power, assistant chief investigator of the State's Attorney's office, when queried by The Billboard, indicated that additional subpoenas would be served shortly.

FOR SALE

Good clean Binges—Starlet, \$65.00; Tropics, \$25.00; Tropicans, \$30.00; Rio, \$20.00; Variety, \$25.00; Beauty, \$25.00; Hi-Fi, \$25.00; Frolics, \$25.00; Dude Ranch, \$25.00; Big Time, \$75.00; Gaytime, \$75.00; Hunter, \$250.00; Genco Quarterback, \$100.00; Official Skill Ball, \$100.00; United Royal, \$50.00; Caravan & Mermaid Pin Ball, \$25.00 each. Send 1/2 deposit. FRANK GUERRINI, 1211 West 4th St., Lewistown, Pa.

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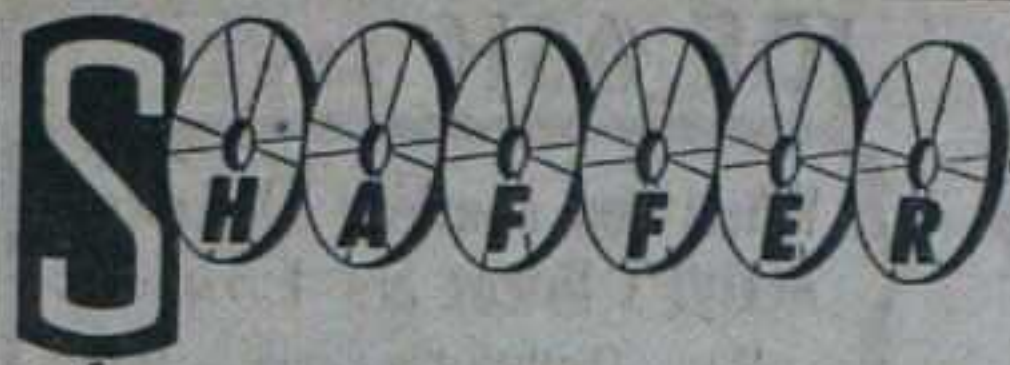
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OVER 200 45 RPM PHONO SPECIALS

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V-200,
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ROCK-OLA

1454 \$595.00
1448 475.00
1438 295.00
1434 149.50
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Luxurious modern design in traditional mahogany finish . . . welcome in all locations—accepted by all players—an sight! Valley Quality protects your investment!

Formica rail protectors • Gold-trimmed pockets • Valley's exclusive Easy-Count Score • Exclusive built-in Viewer, with sturdy plexiglas, provides indisputable record of balls played, speeds play. Cheat-proof—burglar-proof. Choice of composition wood or slate beds . . . "Double Dime" or 25c Chute.

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Hub Bowlers 65% In Shuffle Models

Long Bowlers Also Strong; Ops Expect To Use More and More Compact Units

This is the second in a series of articles on bowling game operations throught the country.

By CAMERON DEWAR

BOSTON—Shuffle bowlers still hold down about 85 per cent of bowling game locations here, while the long ball bowlers account for most of the remainder.

The smaller and newer "manikin" and "gun" type bowlers are not yet abundant here, but operators say they will acquire these newer types as soon as locations warrant them and when the necessary financial arrangements can be worked out.

Al York, of Ambrose & York, in Brockton, has mostly the shuffle type, but does well with the long bowlers where there is sufficient space. "The location owner is very apt to balk at the size of the long bowler when he is approached on it," says Al. "But once introduced, he usually becomes enthusiastic, and results in most cases are excellent.

City Space Tight

Space in the city of Boston appears to be limited in most locations and the long bowler is not as popular as in the outlying areas. Out of town, operators who have managed to promote bowling leagues with the co-operation of the location owner find results very satisfactory. Cafes, taverns and an occasional variety stores with enough room are the top spots in this field.

Phil Parenner, of Cambridge, has about 80 per cent of his games in shuffle bowlers and finds them satisfactory. He is also highly interested in the "manikin" type and plans to put as many in as he can afford and find spots for. While he does have some long bowlers, he is also up against the problem of space in most of his locations.

Bob Jones, sales manager of Redd Distributing Company in Allston, is enthusiastic about all types of bowlers and tries to push the "gun" type where he sees an operator can use it to advantage. He has found that play is apt to hold up longer if the spot has the space for the long bowler. He feels that there is a big attraction for the long bowler since it most closely approximates authentic bowling with the same kind of scoring.

Good, But Bulky

Most of the operators questioned had no objections to the long bowler and tried to promote them with locations as much as possible. The biggest drawback was, of course, their bulk. Some also felt

that there was too much of an investment in having many long bowlers.

Many were enthusiastic about the "gun" type bowler and those who had them are happy with them. Most others are gradually going over to them as soon as conditions will allow in spots which are not suitable for the long bowler.

A few operators said they were quite satisfied with the shuffle bowler and reported that the pool tables were still holding up in their areas. They said, however, that the next thing they would go to would be manikins.

H. C. Brelie, Coin Parts Mfr., Dies

MILWAUKEE — Henry C. Brelie, 78, founder and president of Brelie Manufacturing Company, coin machine parts producers here, died February 25.

During the late 1940's, the firm started making gears for juke boxes, pinballs and electrical computers. When pinballs boomed after World War II, the firm greatly increased its business in small gear manufacturing.

Survivors are a sister, Mrs. Marie Cross, Milwaukee, and a brother, John, Belfair, Wash. Burial was at Valhalla Cemetery, Milwaukee.

Ops Pool Up

Continued from page 91

wants as soon as he begins fixing up the rathskeller, and consequently there is a profitable market for games which have gone out of popularity on location.

Since early 1957, the major amusement machine operating firms in the Missouri metropolis have made it a point to telephone each other in search of games requested by name, brand or type.

"When a homeowner calls in at any of the firms concerned, he can be reasonably sure of getting the machine he wants even if the first operator doesn't have it on hand," Morris indicated. Telephoning around from one firm to another, we can usually locate the machine requested, and get it by trade or from storage.

"The important thing, we have found, is to keep the public pleased with such equipment, since in many cases, selling obsolete machines in this way for home entertainment means a considerable chunk of additional profit from that original machine.

14' UNITED BOWLING ALLEYS \$425.00	
ALLEYS	
Genco 2 Pl. SKILL BALL	\$195.00
Genco 6 Pl. SKILL BALL	225.00
Chl. Coin 6 Pl. SKI BOWL	225.00
Chl. Coin TRIPLE STRIKE S. A.	175.00
Chl. Coin SCORE A LINE S. A.	225.00
Chl. Coin STARLITE S. A.	125.00
United CAPITOL S. A.	225.00
PINS	
Gottlieb SEA BELLES	\$265
Gottlieb REGISTER	195
Gottlieb GLADIATOR	250.00
Gottlieb MARATHON	225.00
Gottlieb SLUGGIN CHAMP	165.00
Gottlieb LADY LUCK	145.00
BINGOS	
SHOW TIME	\$895.00
KEY WEST	375.00
BIG SHOW	225.00
BROADWAY	215.00
MIAMI BEACH	125.00
BIG TIME	125.00
CAYTIME	110.00
CAYETY	85.00

Coin Machine Exchange
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All Machines Guaranteed Fully Reconditioned

-BALLY-

CAYETY	\$ 75
VARIETY	85
MIAMI BEACH	115
BROADWAY	175
NITE CLUB	195
BIG SHOW	285
KEY WEST	325

-UNITED-

TROPICS	\$ 85
PIXIE	95
STARLETS	125

-WILLIAMS-

STARDUST	\$185
CARAVAN	135

-GAMES, INC.-

SKET SHOOT	\$395
SUPER HUNTER	485
DOUBLE SHOT	Write

-BALLY-

10c. 3 for 25c	
MAGIC BOWLER	\$145
10c. 3 for 25c	
GOLD MEDAL BOWLER	165
CONGRESS BOWLER	285
DeLuxe CONGRESS BOWLER	295

MANY OTHER BINGOS AND BOWLERS IN STOCK
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SHUFFLE GAMES

Un. REGULATION	\$317	Wms. ROLL-A-BALL	\$195
Bally CONGRESS	315	Genco SKILL BALL	145
Bally A.S.C.	295	Bally JET	110
C.C. CHAMPIONSHIP	310	Bally MAGIC	155

BINGO GAMES

SHOW TIME	\$425	REACH BEAUTY	\$135
KEY WEST	325	MIAMI BEACH	115
BIG SHOW	285	GAYTIME	110
DOUBLE HEADER	195	BIG TIME	110
PARADE	195	GAYETY	65
NITE CLUB	185	VARIETY	65
BROADWAY	175	HI-FI	55
BRAZIL	210	SURF CLUB	55
SOUTH SEAS	175	ICE FROLICS	55
MONACO	210	PALM SPRINGS	50
STARDUST	145	FROLICS	45
STARLET	115	YACHT CLUB	45
PIXIES	75	SPOTLITE	45
SINGAPORE	65	ATLANTIC CITY	45

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WILL PAY HIGHEST CASH PRICES

NEW GAMES

Bally MISS AMERICA	
C.C. ROCKET SHUFFLE	
Qui. CRISS CROSS	
United BONUS BOWLING ALLEY	
Bally DLX ALL-STAR BOWLER	
Genco GUN CLUB	
Wms. TEN PINS	
Games' DOUBLE SHOT	

SPECIAL!

Seeburg HF-100C	\$575
Seeburg V-200	645
ABSOLUTELY LIKE NEW	

Multiple Player 5-BALLS

CONTINENTAL CAFE	\$325
REGISTER	310
FAIRLADY	295
SEA BELLES	275
TREADOR	255
TOURNAMENT	195
MARATHON	210
QUETTE	175
BALLS-A-POPPIN	165
GLADIATOR	235

ARCADE

Un. PIRATE GUN	\$325
Wms. POLAR HUNT	225
Wms. SAFARI	195
United CARNIVAL	145
Wms. CRANE	95
C.C. BASKETBALL CHAMP	95
SEEBURG COON HUNT	95

All Reconditioned Equipment In Stock—Prompt Shipment!

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Tax Returns

Continued from page 3
an increase of \$1,439,000 from a year earlier.
Levy on musical instruments yielded \$3,913,000, up \$463,000 from the final quarter of 1956. Coin-operated amusement devices added \$372,000 to the coffer, an increase of \$37,000 over the final period a year earlier. Excise on coin-operated gaming devices increased \$91,000 to a total of \$683,000 for the final quarter of 1957.

Excises collected on theater and concert admissions dropped \$9,974,000 to a total of \$16,031,000. This is due to lowering of the admissions tax. Admissions to cabarets and roof gardens netted Uncle Sam only \$11,102,000 during the final quarter of 1957—A drop of \$107,000 from the same time a year earlier.

ATTENTION, MICHIGAN OPERATORS

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**BALLY MISS AMERICA
BALLY ALL-STAR DELUXE BOWLER
BALLY SUPER BOWLER
BALLY STRIKE-BOWLER**
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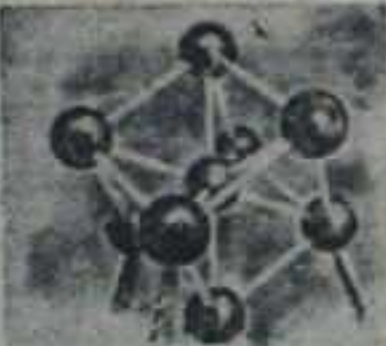
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WANT! Bally Bowlers ABC BOWLING LANES Bally Shuffle Alleys United Shuffle Alleys

BE SURE TO VISIT OUR ARCADES at the 1958 BRUSSELS WORLD'S FAIR Opening Date April 17th!



International Scott Crosse Company SCOTT CROSSE COMPANY 1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

ATLAS SLASHES PRICES!

MUSIC

Table listing music items like Wurlitzer 1800, Seeburg 100-B, etc., with prices.

GAMES

Bally ALL STAR DELUXE BOWLER Bally STRIKE BOWLER Chicoin ROCKET, SHUFFLE Williams TEN STRIKE and TEN PIN Keeney CIGARET VENDER Genco GUN CLUB

45 RPM CONVERSION FOR M-100A \$69.50

45 RPM CONVERSIONS for Other Models from \$13.75

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- BALLY STRIKE BOWLING LANES—ALL STAR BOWLERS—SUPER BOWLERS
BALLY TARGET ROLL—MISS AMERICA
BALLY CIRCUS, THE BIKE, THE CHAMPION, MODEL T and TOONERVILLE TROLLEY
ROCK-OLA PHONOS—50-120-200 SELECTION

SPECIAL BINGO GAMES

Table listing special bingo games like Sun Valley, Showtime, Beauty, etc., with prices.

CALDERON DISTRIBUTING, INC. 433 N. Alabama St. Phone: MErose 4-8468 Indianapolis, Indiana

67,000 ACTIVE BUYERS The Billboard Classified columns each week

COINMEN YOU KNOW

Continued from page 94. Company. Operating more than 100 phonographs with his brother, Morrison hits the route before 7 a.m. daily, first servicing nine machines on the big Keesler Air Force Base nearby.

Washington By DELORES NEWCOMB

Hirsh de La Vriez is busy making plans for his European trip, slated for the middle of April. Roger Squitiero, treasurer of Hirsh Coin, says business is good, despite a slowdown caused by heavy snow and cold weather.

James Bowen, manager of the local Kwik Kafe outlet, reports rather proudly that the recent heavy snowstorm did not seriously hamper deliveries or servicing of machines. Bowen says business is a little slower than it was at the same time a year ago.

Funland Arcade continues to pull in its share of customers. Herbert Brown says that recent cold weather has hurt just a little, and business is showing signs of growing stronger soon.

Calif. Layoff

Continued from page 79. inquiries on "How can I get into the vending machine field?"

At Acme Vending Machine Company, Lew and Bob Feldman are having the same spurt in inquiries. Said Bob Feldman, "There is more interest in routes as a part or full time business."

Seven out of eight operator-members of Western Vending Machine Operators' Association plan to expand their routes. Leo W. Weiner, WVMOA president, is already increasing the size of his operation.

Among the operators who will expand are Harry G. McKinney Jr., in Newport Beach; Joe Arguelles, in Newport Beach; Joe Seal Beach; William Hall, Costa Mesa; Jack Bension, this city; Martin B. Ulrich Jr., Pasadena and R. L. Stein, this city.

United's New BONUS BOWLING ALLEY

Exclusive Distributor for United in Illinois and Michigan

5 BALLS

Table listing 5 balls machines like Gottlieb Continental Cafe, Williams Surf Rider, etc., with prices.

UN. Royal Bowling Alley Genco Gun Club Williams Ten Strike Bally Deluxe All Star Bowler

ARCADE

Table listing arcade machines like Horoscope, Drive Ur Self, Genco Circus Rifle, etc., with prices.

PHONOGRAPHS UNITED UPA-100

Table listing Seeburg and Wurlitzer phonographs with prices.

BINGOS

Table listing bingo machines like Bally Miss America, Double Header, etc., with prices.

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Chicoin 6 Pl. Ski Bowl... \$189.50 Genco 6 Pl. Skill Ball... Wms. 6 Pl. Roll-a-Ball...

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NEW! True SOCCER ACTION! Williams SOCCER KICK-OFF



for NOVELTY play! Certified Location Tests Insure HIGH EARNINGS and Steady Repeat Play!

All Williams 5-Ball Games Equipped with National Slug Rejector Chutes

SEE SOCCER KICK-OFF at Your Williams Distributor Today!

CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST., CHICAGO 24, ILL.

"FIRST" IN QUALITY!

"FIRST" IN VALUE!

BOWLING GAMES

United 14' BOWL'G ALLEY \$475
Bally 14' BOWLING LANE... 475
C.C. 14' BOWLING LEAGUE... 495
C.C. 16' CLASSIC BOWLER Write

SKI BOWLS

C.C. & PLAYER, 11' \$195
C.C. DE LUXE & PLAYER, 11' 278
C.C. DE LUXE & PLAYER, 14' 295

SHUFFLES

CHICAGO COIN:
SCORE-A-LINE \$245
HOLLYWOOD 225
ARROW 215
HOLIDAY 215
THUNDERBOLT 210
FLASH 175

BALLY
CONGRESS \$275
MAGIC 145

UNITED
VOGUE (Targette) \$195

POOL GAMES

VALLEY'S NEW 1958 MODEL 6-POCKET POOL TABLES

FINEST EVER MADE!
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A Brand New Model
KAYE'S "COMPETITOR" 6-POCKET POOL

Also Big Selection of "FIRST"-Conditioned POOL GAMES

Chicago Coin's NEW **ROCKET SHUFFLE**

with the Action-Packed SATELLITE ROCKET THEME!



ARCADE

Genco MOTORAMA Write
Ex. POP GUN CIRCUS Write
Genco CIRCUS GUN \$210
United PIRATE GUN 250
Genco STATE FAIR 235
Genco BIG TOP 235
Genco DAVY CROCKETT 235
C.C. TWIN HOCKEY 220
Genco RIFLE GALLERY 160
Evans SUPER BOMBER 145
C.C. STEAM SHOVEL 130
Keeney CROSS COUNTRY 135
Cap. MIDGET MOVIES 85
Wms. QUARTERBACK 85
SKILL GOLF 50

5-BALLS

GOTTLIEB
REGISTER, 4 PL. \$310
ACE HIGH 275
SEA BELLES, 2 PL. 275
SCOREBOARD, 4 PL. 225
GLADIATOR 245
DERBY DAY 185
HARBOR LIGHTS 175
EASY ACES 185
TOURNAMENT, 3 PL. 225
WISHING WELL 145
SLUGGING CHAMP 145
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POKER FACE 105
SHINDIG 110
QUEEN OF HEARTS 75
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WILLIAMS
SAND WAGON, 4 PL. \$295
THREE DRUCES 145
RACE THE CLOCK 145
SMOKE SIGNAL 145
COLORS 135
SPITFIRE 115
BIG BEN 115
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BALLY
CIRCUS \$340
BALLS-A-POPPIN' 310

CHICAGO COIN
BLONDIE \$140

IMPORTERS!
WRITE FOR OUR BIG NEW CATALOG
... 56 PAGES
FREE!

Leaguers Build

Continued from page 91

after full scale, regular maple alley bowling, calls for each player to pay a small entry fee which is used to help defray costs of prizes for the high scorers. Complete control of the loops is left in the hands of the location owners. "We let them run the leagues. They like it better that way. We do, too, because the players can't come to us with any complaints that may arise," according to Cisler.

A survey of league play experience, he adds, reveals that best results from tournament action follow when the rules include a proviso that each player must bowl his entire schedule of games. If those who do not complete their share of games are kept off the prize list, interest is more apt to remain high thruout the tournament, says Harry Cisler.

Genco Ships

Continued from page 91

of ducks and rabbits, as is the exterior of the cabinet.

Players earn replays by "knocking out" all 14 of the lighted numbers, and landing balls in special-when-lighted ball holes.

Other playfield combinations enable player to "knock out" two backglass numbers at a time.

Button-operated ball flippers shoot balls back up the playfield, and bumpers and kickers at times cause balls to make a full circuit of the playfield.

Fun-Fair's backglass is decorated in the scheme of a shooting gallery and carnival atmosphere. The game has a single match feature, and is set for dime play, with dime and three-for-quarter available. It has an improved steel door on a solid hinge. Score of over nine million can be made.

NATIONAL RECONDITIONED SPECIALS!

Multiple Player 5-BALLS

CONTINENTAL CAFE	\$318
FLAGSHIP	300
REGISTER	295
FAIRLADY	285
SEA BELLES	275
TREADOR	205
GLADIATOR	205
MARATHON	185
TOURNAMENT	185
RACE-THE-CLOCK	145

Single Player 5-BALLS

CLASSY BOWLER	\$225
HARBOR LIGHTS	175
DERBY DAY	175
WISHING WELL	175
EASY ACES	175
SOUTHERN BELLE	175
SWEET ADD-A-LINE	175
Del. SLUGGIN' CHAMP	160
Reg. SLUGGIN' CHAMP	150
GYPSY QUEEN	150
MYSTIC MARVEL	110

ARCADE EQUIPMENT

STATE FAIR	\$275
WILD WEST	250

HOW DELIVERING
**NEW GOTTLIEB
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WANTED
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NEW All Steel
Lite-Box
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CRISS CROSS

Attracts More Play! Top Profits!

Location tests prove Criss Cross attracts more play because it appeals to more players. An array of new scoring features offers player appeal that results in continued High Profit for the Operator.

- Making Matching Colored Rollovers or Roto-Targets Lights 5 Corresponding Pop Bumpers
- Lighting 3 Bumpers in a Diagonal Line Scores Special
- Lighting 4 Corner Bumpers Makes Holes Score Specials
- Lighting All 5 Bumpers allows All Roto-Targets and Bottom Rollovers to Score Specials
- 4 Places to Spin Roto-Targets
- 2 Cyclonic Kickers and Super-Powered Flippers
- High Score to 7 Million
- Match Feature

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as American as Baseball and Hot Dogs!

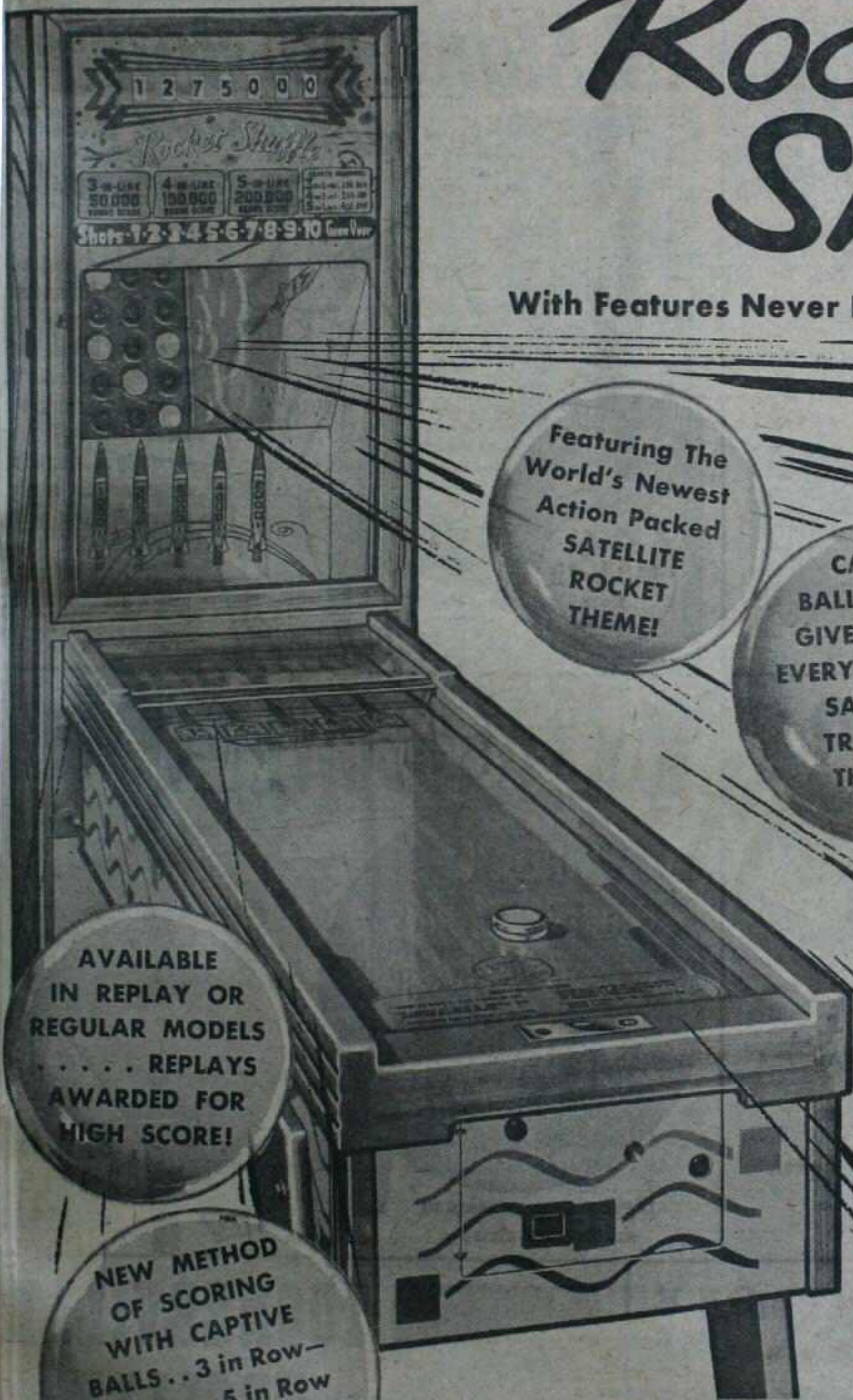
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Rocket Shuffle

With Features Never Before In A Shuffle Type Game!



Featuring The
World's Newest
Action Packed
SATELLITE
ROCKET
THEME!

THE NEWEST
SHUFFLE TYPE
HIGH SCORE
GAME . . .
TOP SCORE
9,900,000

CAPTIVE
BALL ACTION
GIVES PLAYER
EVERY THRILL OF
SATELLITES
TRAVELING
THROUGH
SPACE!

UNUSUAL
AND NEW 3
DIMENSION MIRROR
EFFECT . . . GAME IS
ONLY 7'7" YET
GIVES THE
APPEARANCE OF
A GAME 11'11"

AVAILABLE
IN REPLAY OR
REGULAR MODELS
. . . . REPLAYS
AWARDED FOR
HIGH SCORE!

NEW METHOD
OF SCORING
WITH CAPTIVE
BALLS . . 3 in Row—
4 in Row—5 in Row—
DIAGONALS
SCORE
DOUBLE!

PLAYER
DETERMINES
WHEN AND IF HE
WANTS TO ACCEPT IN
LINE BONUS SCORE
OR CONTINUE TO
PLAY FOR A HIGHER
BONUS SCORE!

10 SHOTS PER GAME . . . STRAIGHT 10c PLAY

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Get Double Value with **Bally**[®] TOP EARNING POWER TOP RESALE PRICES

GAMES AND KIDDIE-RIDES

Strike-Bowler

No switch-rollovers on alley! Ball actually hits pins to score by Official Bowling Rules!
 Result is biggest ball-bowling profits.
 Available in 4 popular lengths—
 11 ft., 14 ft., 18 ft., 22 ft.



New
 extra-profit coin-chutes
2 games 25¢
1 GAME 15¢
player not forced to buy 2 games, but gets bargain when he does.
 ALSO AVAILABLE WITH DIME & GAME CROSS

Free
 TOURNAMENT
 PROMOTION KIT
 WITH EACH GAME

1 TO 6 CAN PLAY

All-Star DE LUXE Bowler

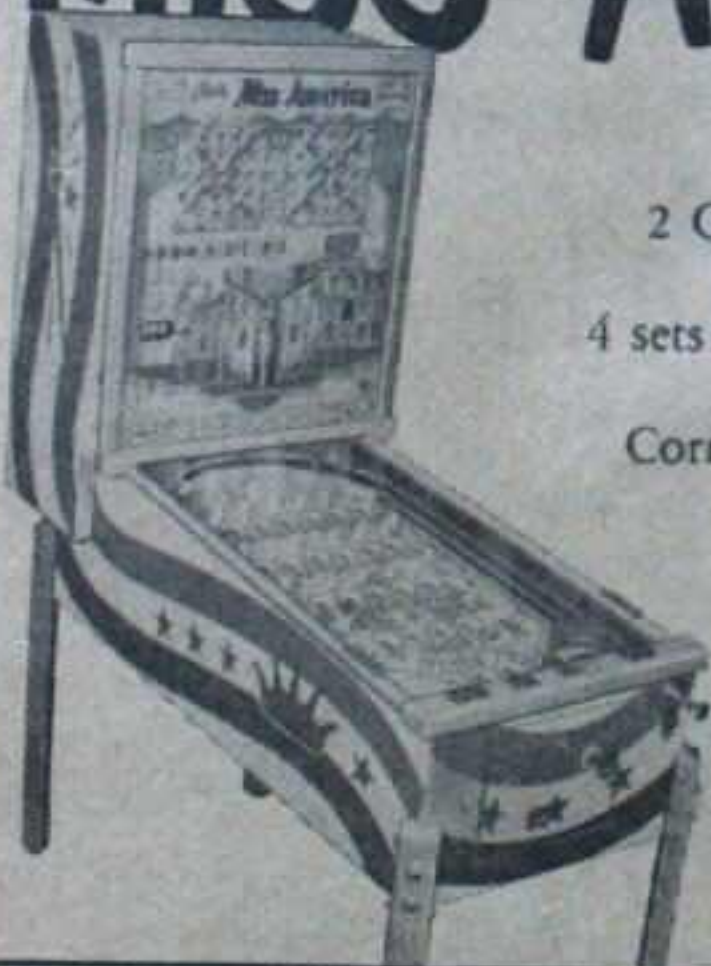
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NOW trigger-action bowling is more fun than ever, earns more money than ever. New instant-loading ball-gun eliminates delay. Average game rolled twice as fast as formerly... doubling dimes-per-hour earning power. Get your share, get ALL-STAR DELUXE BOWLER and the match-model, SUPER-BOWLER, busy for you now!

Only
 5½ ft. by 2 ft.
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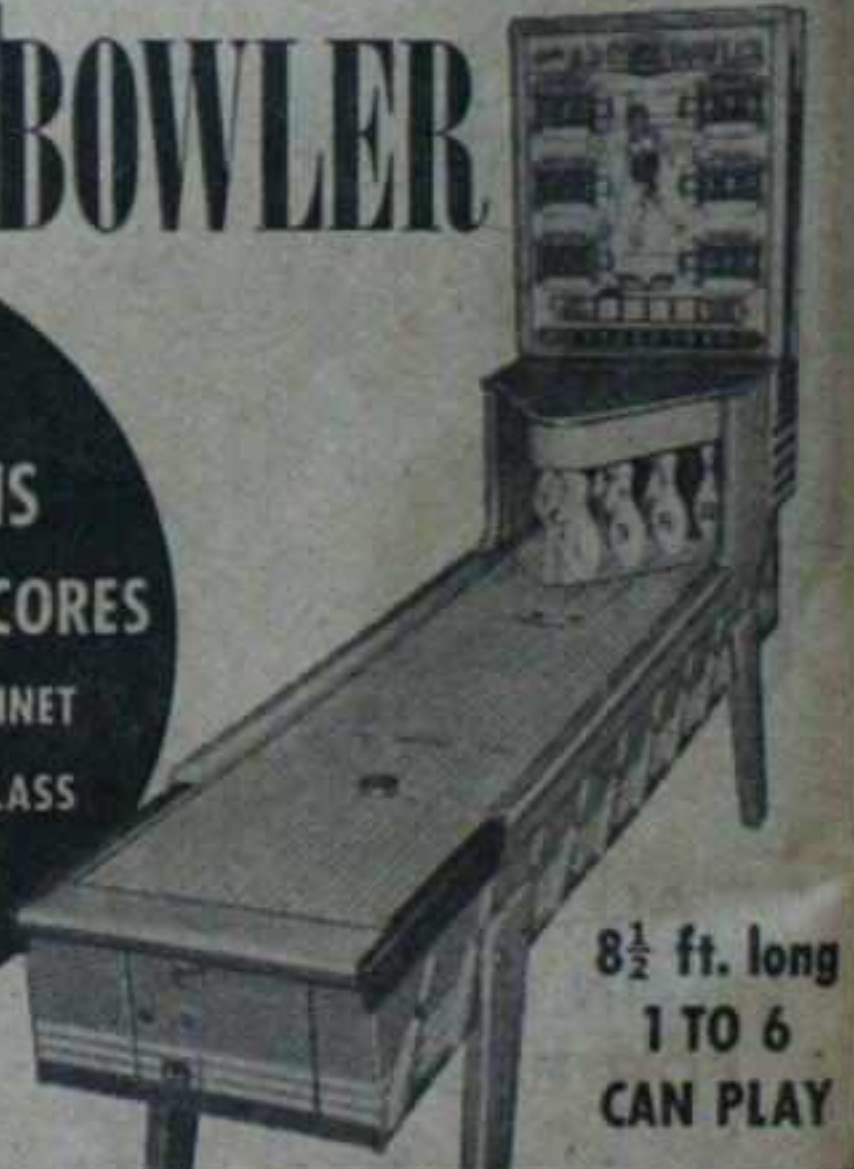
MISS AMERICA



2 Cards . . . 10 Magic Lines . . .
 4 sets of Advancing Scores . . .
 Corner Scores . . . Extra Balls
 . . . 2 Extra Time Rollovers
 . . . all add up to
 profit-packed play-appeal.

ABC SUPER DELUXE BOWLER

SUPER-SIZE PUCK
SUPER-SIZE PINS
OFFICIAL BOWLING SCORES
 DE LUXE CLUB-STYLED CABINET
 BOWLING BEAUTY BACKGLASS
 LIGHT-UP TOTALIZERS
 SPEEDY PIN-SET



Biggest money-maker in shuffle-puck class!

8½ ft. long
 1 TO 6
 CAN PLAY



TARGET-ROLL

Fastest competitive-play money-maker ever built! High-score plus new Match-Target feature gets continuous repeat play.
 See TARGET-ROLL . . . and see!



TOONERVILLE TROLLEY

\$50 to \$100 a week in only 2 ft. by 3 ft. space! That's the TOONERVILLE TROLLEY story in a nutshell. Other famous Bally Kiddie-Rides—BALLY BIKE, MODEL T, THE CHAMPION Ballyhorse—are equally fast money-makers. Write for literature.

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NEW

STAR



Regulation

SHUFFLE-ALLEY



New Different Streamlined Cabinet

BIG JUMBO DURABLE PINS

**AUTOMATIC REGULATION
BOWLING SCORING**

1 to 6 Can Play

ALL MECHANISM
IN BACK-BOX
FOR EASY SERVICE

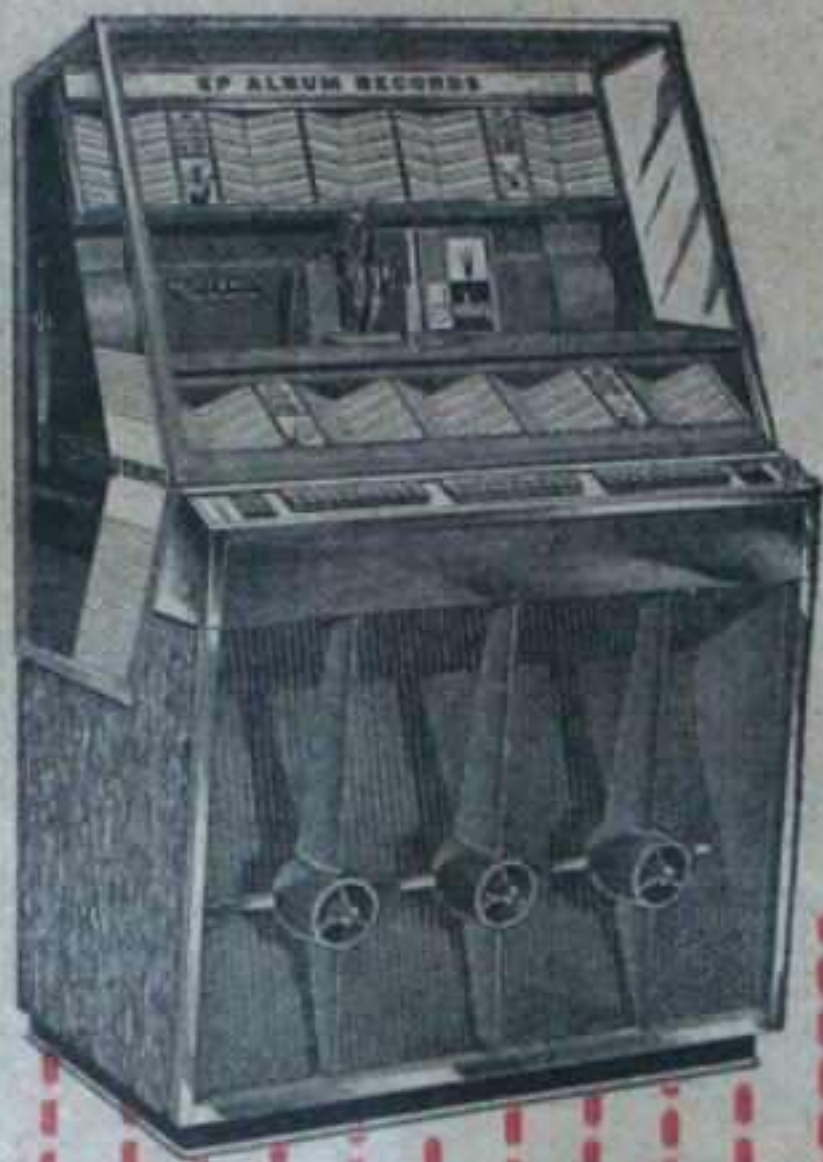
SIZE:
8½ FT. LONG
2½ FT. WIDE

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

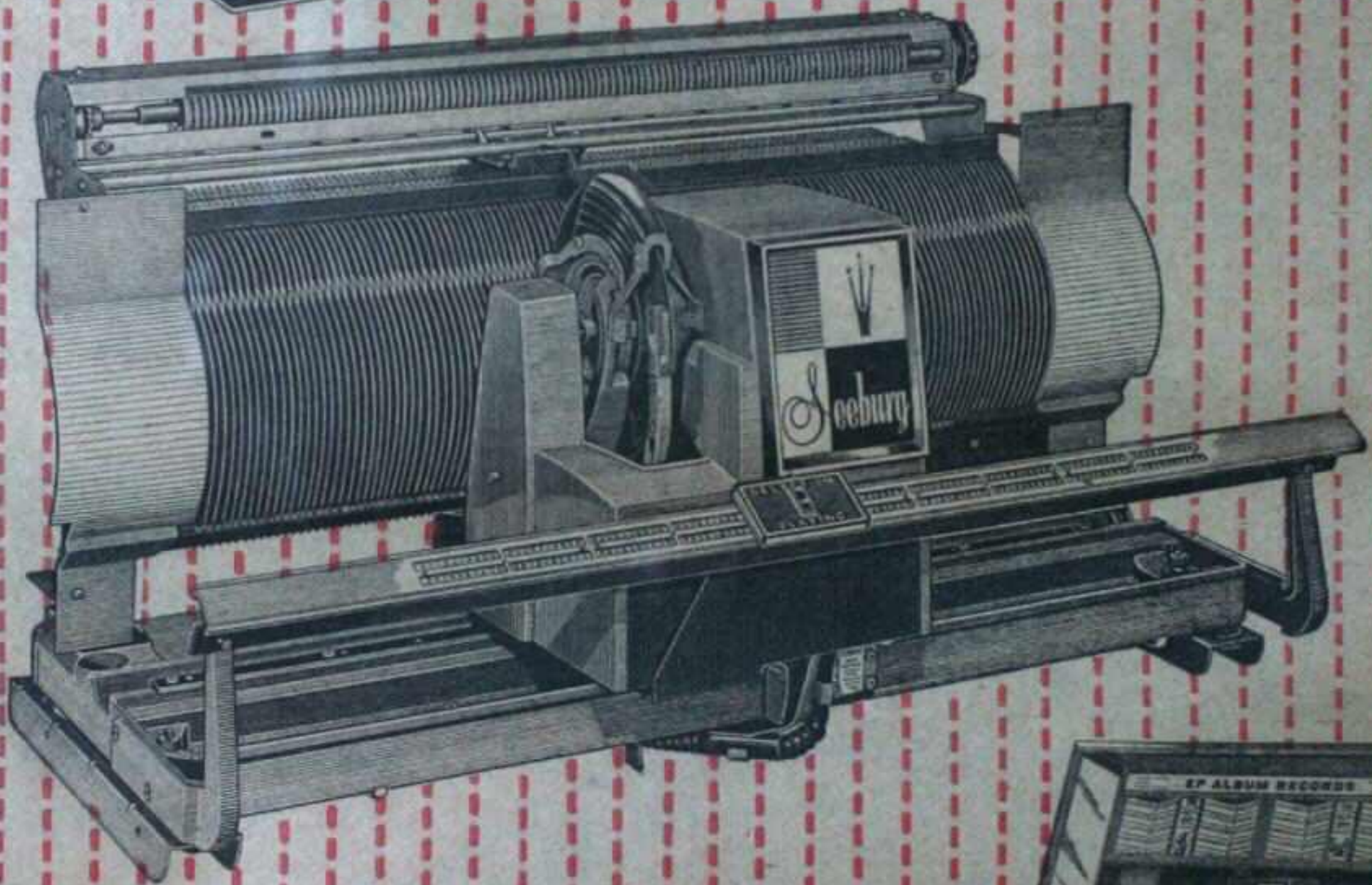
PILFER-PROOFED
IN-A-DRAWER
CASH BOX

EQUIPPED WITH
NATIONAL
SLUG REJECTOR

SEE YOUR DISTRIBUTOR



The **SEEBURG** "201"



**ONLY SEEBURG HAS THE
STRAIGHT-IN-LINE**



SELECT-O-MATIC MECHANISM

The most efficient, trouble-free mechanism ever built into a coin-operated phonograph. With its exclusive design, records never completely leave their individual storage compartments, even when playing. The lightweight, spring-tension pickup exerts minimum pressure to increase both record and stylus life. Front-end accessibility simplifies and speeds record changing. Magnified "record playing" indicator moves with carriage.



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"161"

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