## NVA CONVENTION ISSUE

## See U. S. Pavilion Top Fair Feature

## International Exhibits to Be Hit of Brussel's Show; U. S.-Soviet Rivalry

By HERB DOTTEN
BRUSSELS - Which features the Boussels World's Fair bere will be the most outstanding for tion?
Based on observation during the early davs of the fair, here are the outstanding features and how they
will be rated closing day, October 19:
First, the Pavilions (and the participating countries with the U. S. Pavilion (and its exhibits faking top honors) Second, the Atomium, the fair striking symbol, a spectacle by day Third Happy Belown: Third, "Happy Belgium," the tunu of the centur
Fourth. the entertainment and
Even at this point, with at least five of the national pavilions still unfinished, the buildings comprise hit of the show. And, there is ample reason to believe that the opening of additional pavilions and the finishing off and beefing-up of present exhibits will add greatly to their total sock effect should be centered in the buildings of the U. S. and Russia. The compelitive struggle for No. 1 position among exhibiting nations is lost to nose of the fairgoers.
since the formal opening, both comimtries have added to their ex-
hibits. Women's apparel and huge displavs of food stuffs were added by the Russians. And, the Americans have added some exhibits. In plamed for the opening but there e delays.
sessing the terit of the individnal exhibits. Certainly, the American whir make some changes. Some of -principally some of the static olie-are lacking

There is ample time. Actually the fair will only begin to hit its
stride, attendance-wise, Iune I stride, the vacation season starts in

Besides the exhibits within the Pavilion the U. S. has some nota-

Don
Don't Overlook SECTION
ble things going for it. Chief among these is Cirearama, the 360-degree motion picture developed by the Walt Disney Studios in Hollywood.
The color film. which runs 19
the U . S . and is all-powerful in its
impact.
Too,
U. S.'s "Unfinished Business." exhibit which, in humility and candor, depicts some of the fobs that such areas as slom clearance and racial problems.
The Russians probably will change their exhibits less than the U. S. and, at present, the most compelling exhibit in the Soviet pavilion is a model of Sputnik
one concededly certain to draw and hold crowds. But, the heavy machinery, the heroic statues and
the king-sized murals which give the Russian pavilion a grim air are certain to remain.
The Siec in Two Colors
The 334 -feet high Atominm, the pavlions (and their exlifibits) will get a heavy play, Prices at balls which comprise the symbol
bertand are high. Space moreover, in the restaurant and in the bar, situated in still another ball. is limited, so that patronage in both will not there will be many who pay the equivalent of 60 cents to reach the top of the Atominm. And, there will be many more who will be struck by the appearance of the symbol. At night, the five balls,
'REQUIEM' WAX STIRS FRENCH NATIONAL PRIDE
PARIS - Newspapers all
over France last week devoted whole pages and Page One headlines to a disk event of significance, the Westminster etehing of the massive Berlioz
"Requiem" at Les Invalides. Not only was it the first r cording of the 100 -minute work but the first time the French Government has allowed a firm to use a national monument for private profit The chapel, which houses Na poleon's tomb, was the scene of the Requiem's premiere in 1837.
work uncut and as originally scored, using an orchestra 170. four brass bands and chorus of 130, with Hermam Scherchen, a Berlioz expert conducting. To be released in a few months, the album required five days, 41 mikes. It will be issued three ways, aural LP.
The date is one of many here and in Vienna for the label. but to the French Press pride. Crowids stood outside the Invalides all day. Scherchen used first desk men from every major group in the Opera ork. The waxing cost Westminster an e s 1 im mated $\$ 25.000$, one of the largest amounts ever spent on a single album. The Paris newspapers put the figure even higher. Napoleonic general: the Re quiem is seldom performed because of its huge staff requirements, and then usually only with reductions: bence much of the local excitement.

# Rack Routes Cue \$75 Million Sales Counter Peak 

Estimate Jobbers 1958 Retail Take at Quarter Industry Gross

By RALPH FREAS
and TOM NOONAN
$\qquad$ re expected to supply supermarare expected to supply supermar kets, syndicate stores and other outlets with phonograph records million dollar value at check-out counters this year. This represents counters this year. This represents a conservatively estimated 20 to 25 dustry gross thru retail outlets Last vear, an estimated 12 to per cent of the total retail dis business was done via the rack route. This share of market is viewed as somewhat more that healthy because supermarket rack werent considered an importan factor in the business as little

Mushroom Growth There are several imporant re sons for the fast growth of rackjobber operations. First, the population has been steadily shitting from urba beenters to sub beyond. This population shift has been accompanied by the spring up of one-stop supermarket shop ping areas. And, while the popu lation is sufficient to support su an area, it is not great enough to support a record-music specialty
$\qquad$
Second, the disks point-of-salethe food supermarket-is one that families must visit at least once a
week. Weekly customer calls in week. Weekly customer calls supermarkets and superettes are
ported to exceed $300,000,000$,

## NEWS OF THE WEEK

[^0]Chain Store Record Discounting
Spreads As Competition Grows.
Chain store record discount operations continue to grow across the country, with the Kresgo and Kress chains starting to meet competition Grand Union food chain in the East will
increase ssitem from four to 20 stores. Page 3
depratments and features

more than the total population of
the United States. Never before have records had this kind of ex-posure-a fact which is not lost on mutacturers.
Third, the efficiency of the rack obbers has been responsible for their own rapid growth. The jobinto the record business with strong experience in other product lines experience il other product liaty aids, toys, ete.). Furthermore, the andividual jobber has a lot at stake. individual jobber has a lot at stake.
Records lave become an important Records lhave become an important
part of hisome, amounting to one-third or more of his total busihess.
Other reasons for rapid growth are the favorable terms of business extended by the distributors and manufacturers, the general upsurge in interest in recorded home entertainment, plus the national advertising and promotion being done by the record industry as a whole. for the new lighs reached by the dustry last year

Potential Upgrad
The potential for this type of disk merchandising is as strong or stronger than any other. Home building in the Urited States during 1957 reached about a million starts. Everything that can be done as a stimulus to the economy. The building industry expects to exceed the level reached in 1957

(Continued on page 16)

## Supermarket

Showcasings
NEW YORK-The stpermarket, of all things, may soon promotional whoopdedoo surrounding new disk artists, according to a number of rack jobber soutrces here
Visists by artists, from album longhatirs to rock and rollers high on the singles charts, at giant supermarkets where disk racks have been installed are figured to be "phenomenal" hypos on record sales-plus sharp increases in com to breakfast food
The disk promotions are actually approaching the level of small-scale roadshows when it comes to promotions held in the newest super-supermarkets in the suburban shopping centers.

# Senators Get Clashing Views On Juke Royalty Exemption 

## Juke Ops, Tavern Men Fight Change

WASHINGTON-Hearings on the O'Mahoney bill to end the juke performance royalty exemption in the Federal Copyright Act veered suddenly into a discussion of revenue and distribution methods of licensing organizations, as they affect the songwriters supplying hit tumes on the juke boses. Strong criticism of the bill it self, from both legal and practical standpoints, put its fate in considerable boubt. The bill's author, Senator OMahoney (D., Wyo.),
chairman of the Judiciary Subcommittee oit Patents, Trademarks and Copyris:ats, asked opponent witnesses to draft what they consid-
ered "a fair measure," including ceilings on performance royalty fees from juke operators, should legislation prove feasible.
Dark horse witness for the juke operators was Perry Alexander, songwriter-publisher, who claimed that dealings with the American
Society of Composers, Authors and Society of Composers, Authors and
Publishers had left him "penniless." His testimony was given close attention by o mahoney
when the songwriter claimed that both licensing organizations, ASCAP and Broadeast Music, Inc.,

## Tops Records Merges With Hi-Fi Maker

HOLLYWOOD - Tops Rec ords and Precision Radiation In struments, Inc., have concluded merger here, with label topper Car Doshay named president of
the new company. PRI is a manuf
PRI is a manufacturer of electronic instruments, and numbers Radio Craftsmen, manufacturer of high-fidelity equipment, as one of its divisions. Other officers named include Sam Dickerman, vicepresident, secretary and treasurer, and Leslie Norman, vice-president.
Doshay declared that the Doshay declared that the joint marketing of phonograph records ing of executive and sales staffs of the two companies, will result in increased sales volume for both di visions. Tops, now to be a division plant facilities here totaling 100 , 000 square feet.

## SWISS HAD A WORD FOR JUKE WASHINGTON -- Where did the term "juke" come from? MOA president George Miller was asked during the <br> ASCAP Goes <br> To Bat for <br> Royalty Pay

 course of last week's hearings by a Senate Copyright Subcommittee on the OMahoney juke exemption bill."The word came originally from Switzerland, and means 'sweet music'," Miller told the committee, adding, "I believe that's the origin.
ASCAP onlookers at the hearing were heard to say that a bit of performance royalty would make it a good deal
sweeter to them. meetat to them
had served him badly in perform-
Merry-Go-Round
Alexander was one of the last nesses appearing against the O'Manoney Bill to end juke performance royalty exemption last week (24). On Wednesday (23), some 20 proponents of the bill were hustled thru the OMahoney turn-
(Continued on page 73)
WASHINGTON - A colorful array of American Society of Composers, Authors \& Publishers celebrities streamed into the Subcommittee hearings copyright Subcommittee hearings to ask the Senators for performance royalty
from the juke boxes last week. from the juke boxes
(See separate story.)
ASCAP's venerated Otto Har bach, Mrs. Helen Sousa Abert daughter of the march king, and jimmy McHugh told the commit tee a songwriters' copyright is al too short-and is frequently out lived in a life span, throwing the music into public domain. For this from "every possible source" they told the Senators.
Songwriters and publishers Bonnie Bourne, ("Bye, Bye, Blnes") Richard Adler ("Hernando's Hideaway"); Songwriters Protective Association President Burton Lane Old Devil Moon"); John D
(Continued on page 75 )

## 'Music Man' Gets $\$ 1.98$ LP Guarantee

NEDV YORK - Frank Music,
the Frank Loesser music publishthe Frank Loesser music publish-
to $\$ 35.000$ in front as against gua
anteed sales.
Implications of the Frank Mus ing firm, has come up with an unprecedented concept in the granting of recording licenses to lowpriced LP labels for tunes from the smash hit musical "The Music Man." The pubbery has okayed a rate for tunes from "The Music
Man" for a number of low-priced LP labels, as long as the label guaranteed a specified number of sales and paid advance royalties on the guaranteed amount.
What this amounts to is that Frank Music has okayed a rate of $11 / 2$ cents on songs from "The Husic Man when released in a the $\$ 1.49$ and $\$ 1.98$ labels. Fer the $\$ 1.49$ and $\$ 1.98$ labels. For anteed sales of from 15,000 to $75,000 \mathrm{LP}$ records and 15,000 to cash in front. The diskery has concluded these arrangements with three low-priced labels, with a gotiations have brought or will bring to Frank Music from $\$ 25,000$

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of "Say Darling," with special orof "Say Darling," with special or-
chestrations by Sid Raymond. On stage, the show's only accompaniment is twin pianos. Gigi in Jazz which group also includes albums

MERC TO PATENT STEREO 'BEEP'

Records la week said it wa applying for a patent to protect its method of providing an identifying beep between tumes on its stereo tape. It will called the method a "Sonic Selector.'

The beep, intended as an aid to finding the start of any selection, is audible only when the tape is reeling at high speed, either backward or forward. At regular speed, the audible range.
The company corrected its announcement made last week that each tune would have a different number of beeps. A single sound, a spokesman the desired selectivity.

## Epic Has Big Quarter on Wings of Hits

## NEW YORK - Epic Recor

 had one of its biggest quarte ever in the first quarter of 1958 according to Bill Nielsen, general manager of the diskery. Over thesame period in 1957 there was same period in 1957 there was a
100 per cent increase in album business and a 200 per cent increase in single sales, Nielsen aver-
The increase was helped by hits by five of the label's artists, in-
cluding Roy Hamilton and Sal cluding Roy Hamilton and Sal Mineo. The pop album jump was
helped much by the sales of the helped much by the sales of the
three Lester Lanin albums, especially his latest, "Lester Lanin Goes to College."
In addition to healthy sales the
diskery appointed Bob King as district sales manager for the Epic-
Okeh label. King, formerly with Capitol Records, will be
charge of the Midwest area.
Ad Award to Col Phono
NEW YORK - The Columbia Records phonograph division's advertisment titled Listening in Depth, which ran in the Septem-
ber issue of Life Magazine, was awarded citation as the "best magazine ad of the year" by the Art Directors Club of New York. The ad featured Columbia's highest price phonograph,
super high fidelity model.

## Show Sets Feature RCA May Product

 NELV YORK_-RCA Victor has by Don Gibson and Jim and John, slated an extensive May package the Twinsrelease, highlighted by several de
release, highlighted by several de। Red Seal Highlights include the huxe show sets, pop and Red Seal Morton Could ork performing the albums and Save-on-Records spe- ballets, "Billy the Kid" and "Rocials of the month. A number of deo," by Copland; Gary Graffman regular and conversion Camden
sets, educational albums and stereo sets, educational albums and stereo
tape pop and classical releases tape pop and classica
round out the program.
In the special release category, a new $\$ 4.98$ Perry Como set,
"Saturday Night with Mr. C." heads the list. Also in the special
Implications of the Frank Mus rrangements with the low-pricer Design and others are intriguing. The diskery wanted the guaranteed o reasons First it felt that the ow-price label would work harde on the record in order to meet the guarantee. Second, it felt this gave out a score of "The Music Man and that no label could vell about someone else getting the first But it also gives a new tool to show score publishers who want to put their scores on a great number of disks. It guarantees a certain highest price phonograph, a $\$ 2,000$ (Continued on page 11) super high fidelity model.
 Outdoor-Mdse. Latschs, Director
Music-Radio-TV ... Robert Kendal, Chicago
Coin Machine Musioor-Mds
Cosin Madio-
Music-Wester

Circulation Department
Dot Signs Up New Talent, Buys Master
NEW YORK--Five new additions to the label and a purchased master dominated the scene at Dot Records this week. The master, a side called "Jennie Lee" by Jan and Arnie, was produced on the Coast by Marty Melcher for his Arwin label. At this writing, the disk wil be distributed on Arwin thru regu lar Dot distribution chamnels
The label has also signed Patty McCormack, 13 -year-old star of a past Broadway hit, "The Bad Seed," and of the upcoming flick "Kathy-O." She has already cut the pic's title tune for the label and will record additional sides in Hol The this week.
The Clark Sisters, known as the (Continucd on page 11)

## Swap Offer By Riverside

NEWV YORK-Riverside Recpromotion campaign. The buy in centive plan, which will continue thru May 17, allows dealers to trade any five $\$ 3.98$ LP's, regardless of the label, for five Riverside albums with each purchase of any The promotion is also being waged separately with Riverside's subsid Jabel, Judson.

## Billboard

Founded
Publisher
Roger S. Littleford Jr
William D. Littleford
ditors



Save-On-Records selections include "In a Cuban Garden,
(Continucd on page 6)

APRIL 28, 1958
THE BILLBOARD

## Deb-TonesWin Westinghouse Talent Hunt

NEW YORK--The Deb-Tones, trio of young thrushes from Fort the Westinghouse Broadeasting Company's Talent Search. Group won an RCA Victor recording contract and "will appear with Patti
Page on "The Big Record" over
The contest was carried out by The contest was carried out by Boston; KDKA, Pittsburgh; KYW, Cleveland; KEX, Portland, Ore., jays attached to each of the forejays attached to each of the fore-
going stations conducted eliminagoing stations conducted elimg its local winner to participate in the
finals which were held Friday (18) at the Hotel New Yorker.

Deb-Tones were sponsored by deejay Mary Hunter, of WOWO. The Interludes, group which won
the WBZ, Boston, competition, impressed the judges greatly and will also be recorded by Ictor.
Croup was sponsored by station's John Bassett
Others in the finals were the Three Teens, sponsored by Barney Keep, KEX, Portland; The ShadKiv. sponsored by Wes Hopkins, tons. sponsored b , $\mathrm{Pittsburgh}$. .
Judges for the finals includes songwriter Jules Styne; Steve Sholes, Victor's a\&r singles chief;
Hugo Winterhalter, Victor musical director, and editors of The Billdirector, and editors of The
board, Variety and Cash Box.

## Register Asks 'Consistency' On Copyright

WASHbNGTON -- Hearings
on the O'Mahoner Bill to end juke royalty exemption closed here last week (25) with a strong plea by
Coprright Office Register Arthur lisher for consistency in copyright protection of performance rights, with no exceptions.
Wio.), of the Senate Judiciary Subcommittee on patents and copyment for the fine spirit of coopment for the tine spirit of coop-
eration" and the patience and skill" shown by both sides in "this controverisal matter.
to Thursday's (24) testimony by to Thurscay's ${ }^{(24)}$ testimony by ande1 Perry against the licensing groups, was turned down by
ASCAP
counsel Herman Finkel-

## Dave Miller Lists 20 Stereo Disks at $\$ 2.98$

NEW YORK--Dave Miller will ${ }_{\mid}$Somerset line for many months. bring out 20 stereo disks on his
new label, Stereo Fidelity Records, on May 20. These disks, which will all be non-compatible, true
stereo records, will retail for $\$ 2.98$ stereo records, will retail for $\$ 2.98$
each. They will be released on Stereo Fidelity thru Miller International Records, of which Dave
Miller is the head. Miller is the head.
Of the first 20 records, six will
feature the " 101 Strings." The feature the " 101 Strings." The
pachage will also have an unusual pachage will also have an unusual
feature, it will be a three-dimensional package, with the pictures and lettering raised. The firm calls it a true stereo package. Dis-
tribution is now being set for the tribution is
new label.
Miller has been cutting his recordings, which have been released on the Somerset low-priced
LP label, on stereo tape for the past two years. Bel Canto Records

Somerset line for many months. delity do not affect Bel Canto's tape arrangement with Dave Mill
er's label. Bel Canto will release er's label. Bel Canto will release
stereo tapes of the Stereo Fidelity recordings on disk.
Miller will market his stereo disks manufacturers as well as thru his regular distributors. For all future recording, he has set up a stereo
editing laboratory in Hamburg, Germany, which will be run by Germany, which will be run by
Dr. Erich Beurman, former musical director of Amerika Haus in Hamburg.
Miller will go to Hamburg in June to supervise future work. Ac cording to Miller, in addition to
the 20 stereo disks to be released in May, Stereo Fidelity will release
80 more stereo LP's during 80 more stereo LP's during 1958
making a total of 100 for the year
(Continued on page 11) monaural, which may give Mercury
'MYSTERY' PLUG FOR CAP DISK

HOLLYWOOD -- Capitol Records embarks on a "mystery artist" contest this week
via a mammoth disk jockey promotion designed to promote interest
out shortly
Label issu
Label issued a promotion single to d.j.'s thruout the nation with label copy reading
"Guess Who Is Taking the A "Guess Who Is Taking the A
Train," and "Guess Who's Train," and "Guess Who's
Doing the Walter Winchell Rhumba." Idea is to attract listener attention to a wellknown maestro making his
debut in a completely new debut in a completely new
sound, latter on the upcoming sound, latter on the "upcoming
May album release, "Lush and May album release, "Lush and
Latin."

## M-G-M to Issue Low-Price Line

NEW YORK - M-G-M Ree ords will join the low-priced LP an initial release of 25 packages in the new Lion Records line.
Initial material will be strictly vault items, including selections from the numerous sound tracks in the prexy Arnold Maxin, there will be no new recording for at least the first year.
On another front at M-G-M, i was announced that the label will make available a three-pocket EP version of the "Gigi" sound-track
album. There will also be two single-pocket EP versions (Volumes
I and II) of the David Rose version I and II) of the David
of the "Gigi" score.

## Mercury Sets Opera Series; 'Medea' Due

## CHICAGO -- On the eve of available in mono only

 <br> <br> best selling operatic packages} <br> <br> best selling operatic packages} releasing its first major operaticentry, Maria Callas in "Medea," Mercury Records last week com mitted itself to a large-scale oper atic program over the next five years.
The company contracted with $\mathbf{G}$ Recordi and Company, Milan ductions over the period, to feature top-name European talent, orchestras and halls. All the recording will be made in stereo as well a monaural, which may give Mercury

Deal also provides that the
Recordi firm becomes exclusive Mere distributor in Italy, working thru the manufacturing and promotion machinery of Walter Guerther
\& Company. Recordi is a large \& Company. Recordi is a large publishing house, holding rights to leading operas.
Mere Prexy Irving B. Green said that his firm would provide the engineering talent and equipmen
for the recordings, sending ove the company's mobile recordin nigue of a single Telefunken mike will be used.
Pact was set by Green and Wilma Cozart, veep for classics, on behalf of Mercury, and Dr. Eu-
gene Clausetti, prexy; Guido Val carenphi, general director, and Nanni Recordi, a director, for the Italian firm.
"Medea," with Callas and the Tullio Serafin, which will unde counted as the first of the 10 pro ductions, is due for release June 1

## Decca Gets <br> 'Maracaibo'

NEW YORK - Decca Records
will release the sound track of the new Paramount flick, "Maracaibo. The pic stars Cornell Wilde, Jean Wallace and Abbe Lane.
The original score was composed by Laurindo Almeida. The theme song, "Maracaibo Moon," is sung in the fim by Miss Wallace. Decc

3-Mo. Score: 20 Labels Share Top 25 Singles; 9 Share LP's

Capitol Grabs Lion's Share For Albums

NEW YoRK--The top 25 best

 among nine labels, according to The Billboard's continuing
study of retail sales. Capitol had the largest number with Il out had the top 25. Columbia followed with five. Decca, Dot and RCA
Victor had two each. Imperial, London, Audio Fidelity and Kapp Eleven of the top LP's were by male vocalists; sound track al-
bums account for six; three were bums account for six; three were original cast albums of Broadway
or TV shows. Instrumental mood
or jazz packages complete the list.
were "My Fair Lady," Columbia Original cast; "Ricky" by Ricky Nelson, Imperial;" "Around the Track; "Come Fly With Me" by
Frank Sinatra on Capitol; "Warm" by Johnny Mathis on Columbia; (Continued on page 11)

## Col Records Aims Vender At Market

NEW YORK--Columbia Reeords will introduce and distribute for 45 automatic vending machine for 45 r.p.m. phonograph records this summer. The machine, developed in collaboration with Holley "Dial-A-Dise." It will vend 10 dif-"Dial-A-Disc." It will vend 10 dif-
ferent 45 r.p.m. singles records. The ferent 45 r.p.m. singles records. The
unit will have inventory space for unit will have inventory space for bination of coins up to $\$ 1.25$ and bination of coins up to $\$ 1.25$ and
will automatically refund coins of up to 24 cents.
Columbia Records will display the machine this week at the annual T. M. A. Toiletries Merchandising Association Convention in Miami Beach which starts April 30. The diskery will be the national distributor for the machine and will market it thru their company owned and independent distribu-

## The company feels that the ma-

 chine, which is about five feet high and two feet wide, can be used high traffic locations. It is pilferage proof, according to the firm The price of the machine will be$\$ 595$, F.O.B. Merchantville, N. J.

Coral Signs
Bergman Ork
NEW YORK-EEddie Bergman and his Hotel Statler-Hilton ork,
society musicians, have been signed society musicians, have been signed viously was associated with the Glenn Miller, Benny Goodman and Fred Waring orks and was at one time assistant concert master of the Philadelphia Philharmonic.

Jonathan Winters, one-time deejay who is getting raves as one of the top new comedians, has also by Coral. Winters' first release, available immediately, is "Take Me to Your Leader" b-w "Nee Nee Na

# Laws Vs. Disk Pirating Could Work-But With Whose Teeth? 

WASHINCTON Piating

WASHINGTON--Pirating rec-
ords could be penalized under Fedords could be penalized under Fed-
eral Copyright statute if present eral Copyright statute if present
law is revised to cover performing awd is revised to cover perrorming rights. The possibility still has a large question mark, due to strong objections by author and user groups to lodging
additional copyright in recordings and recorded performances.
The complications involved in setting up copyright legislation to protect records, and to curtail the large scale record piracy which has become a problem in the industry, are outlined in a recent study by Barbara Ringer, assistant chief
of the Examining
Copyright Office.
The Ringer paper, "The Unauthorized Duplication of Sound Recordings," is the fifth in a series
prohibiting piracy of records. Only one city law, in Los Angeles, ex-
pressly penalizes both pirating repressly penalizes both pirating recorder and the vendor who know-
ingly sells the records, Miss Ringer ingly sells
points out.
Library of Congress in connection A body of "common law" based with a general revision of the copyright law. The Copyright Office study has been in progress for close to three years in preparation for an
overhaul of the 1909 Copyright Act.
The Ringer study refers solely to duplication of a recording by mechanical means. It does not consider imitations of style, however
slavish, for style is not subject A court decisions has established an increasing trend to penalize record piracy, but not on the basis of coppright infringement. Compara-
tively recent cases, like the 1956 Capitol Records vs. Mercury Rec-
tecent Capis have enjoined the re-recording
ords, hat on the basis of unfair competition, slavish, for style is not subject to copyright. The study does not go beyond the commercial field to rather than trying to swi
tricky currents of copyright.
Several decisions have touched

## Cincy Dance

 Ops Revive Promosh IdeaCINCINNATI-Local ballroo Monday (21) for a luncheon meeting at the Cincinnati Zoo to map plans for their second season of free pally owned Ault Park to promote interest in dancing in the area. Monday night free dances will begin June 16 and run for six successive Mondays, with Local 1,

AFM; The Cincinnati Post, Station WLW sponsoring the promotion. The Post offers weekly prizes via the circled-photo gimmick, with the winners getting ducats orith night of free dancing at the park's Moonlight Garden or dinner at the Zoo an
Station WLW will again do a 45 minute remote from the Ault Park (Continued on page 13)

## Toreodor Ups Tag to $\$ 3.98$

## - Toreodor Rec

 ords, subsidiary label released by price to $\$ 3.98$ per LP. Former price of the line was $\$ 2.98$. Price ease was announced this week of the Montilla line.The Toreodor line consists mainly of Latin American and international type material with its major sale abroad in Spain, France and South America. The Montilla label, which retails at $\$ 4.98$, will remain at the same price.

## ROBOT DEEJAY

## GOOD FOR 8 HRS

> HOLLYWOOD - A fully automatic radio station operation, designed to deliver eight hours of taped programming, will be introduced by Muzak at the upcoming NAB convention this week by Charles C. Cowley, president of the firm. New device is called the Muzak "Radiomatic Programming System," and provides a daily tape recorded music show plus basic equipment for unattended "complete controlled broadcast." Music for the service has been specially programmed for contemporary audiences according to a Muzak spokesman, in coutrast to the background music the firm now supplies for commercial establishments. Each Radiomatic unit delivers eight hours of taped music and pre-recorded announcements; news, weather and time breaks are injected aecording to pre-set arrangements.
consider clandestine or private recordings of broadcast performances. It does of broadcast performances. One school of thought believes ths. It does take up broadcaster dupi- recording antomatically destroys cation of its own live performances this common-law protection. But for delayed broadcast or archives recent court decisions have tended use, which would normally be ex- to affirm that "public performance
cluded from penalty under a re- does not constitute a publication," cording from penalty under a rePresent federal make no provision for copyright of notes.
records or recorded performances. The historical background There are no State laws directly
(Continued on page 12

## Petrillo Bid Denied, AFM Unrest Grows

## Boren, Studios' Negotiator, Defers Talks

 'Until NLRB Rules' on Unions' DisputeBy JOEL FRIEDMAN
HOLLYWOOD - With AFM
President James C. Petrillo now President James C. Petrillo now
officially denied a resumption of negotiations with the struck motion picture producers, the internal
strife among Coast musicians has strife among Coast musicians has
become more acute. In view of the upcoming expiration of the AFM pacts with the recording and TV
film industry on January 31, 1959 the situation takes on vastly more important character, one that
have national implications.
Correspondence between Pe trillo and Charles Boren, negotiator for the Motion Picture Producers Association, reveals that the AFM topper requested a meeting "at the earnest possible time to seek a
negotiated settlement of the strike in a manner satisfactory to both parties. Boren early last week
notified Petrillo that it "would be inappropriate to negotiate with re spect to employees involved pend-
ification by the Musicians' Guild of America.
Boren's answer prompted Herman Kenin, IEB member here to declare. "it would appear that the (Continued on page 13) that the station was "veering away 10 tunes as fill-ins.
 youth."
"IVNEW's program policy has lways been to play the best and broadest range of popular music,"
Jaeger declared. "Art Ford's most $\left|\begin{array}{ll}\text { Jaeger declared. "Art Ford's most } \\ \text { recent } & \text { recommendation on pro- }\end{array}\right|$

## COMING NEXT WEEK

The Billboard's 1958
MOA CONVENTION

## Dated May 5



## Are you going to Chicago?

The Billboard's Service Center at the MOA Convention wiin be in operation to serve you. Your wife, secretary,
clients and friends can reach youn at ANdover $3-048$ the number of our serice-center, right on the

NEW LABEL, BUT NO NAME YET
any other name may be no problem, but a new record company amid hundreds already existing is no daisy of an assignment, Paul Wexler and Jonie Taps, who are heading the still-nameless platter offshoot of Columbia Pictures, are finding out.
200 exe examined at least 200 possible titles," admits Wexler.

Vexler describes the "perfect" name he needs
"It should symbolize some kind of picture. It should be legally clear. It should have strong memory value, and be easy to say
"It should not have more than two syllables, and should not be a series of initials or numbers. It shouldn't begin with a vowel. And it shonld definitely, not be 'Columbia Records:
Bell Launches Low-Priced Line of LP's

## NEW YORK -- Bell Records,

 low-priced pop label, is jumpinginto the low-priced LP field. Next into the low-priced LP field. Next
week the diskery, a subsidiary of Little Golden Records, headed by Arthur Shimkin, and E. Massler,
will issue 10 LP 's to retail at $\$ 1.98$. will issue 10 LP's to retail at $\$ 1.98$.
The LP's. which are all part of a series, will be titled "Songs That Sold a Million Records," Vol. II, etc.
The LP's will each contain 10 tunes, making 100 tunes in the 10 LP set. The sides are culled from material previonsly released on the Bell label on 45 r.p.m. disks, which were all covers of current hits. Tunes range from "Star Dust" to Don't Be Cruel." Artists include
(Continued on page 1.3)

## WNEW REPLIES TO FORD ON CHOICE OF POP FARE

NEW YORK _ "We feel com- |gramming ideas to fulfill this aim pelled to set the record straight," on the Make Believe Ballroom was said WNEW veepee John B. Jaeger to take from the 'popularity lists' this week in reply to charges by the top 10 single records, the top
"This narrow musical concept
repeated day after day, week after
week, month after month during the same time periods could hardly be called proper programming for (Continued on page 13

Distributed at the
Music Operators of America Convention at the Morrison Hotel, Chicago, May 6-7.8.

## ISSUE

## And delivering the convention in print with dozens of special features and reference material important to the nation's 7500 juke box operators and the entire music-record industry.

## Masters Pour At 20th-Fox, Six Purchased

NEW YORK-The current rush trade in buying masters has caught up with 20th Century-Foxs new record subsidiary. According to Henry Onorati, head of the new 64 masters in the past four week and has signed deals on six.

Two of these are already going in the first batch of singles from the new label, the latest being the Royal Jacks with "Big Ring" and "I'm in Love Again.
The master offerings are coming from all directions, Onorati reports, with the main sources being "puhlishers, small labels, artist managers, various overseas companies."
Onorati, meanwhile, is off to what he describes as "a strong start" with his first platter, which features a new artist signed by the label, Eddie Moore.
Part of the steam pressure on Moore's first platter has been generated by 19-year-old Eddie him-
self. A Georgia cat with few self. A Georgia cat with few
qualms about plugging his wax quaims about plugging his trax
efforts, he started the press ball rolling by phoning the governors of Georgia, Alabama and Texas to let them know that he, a son of the Old South, was up in Yankeeland (tig

## Sign Marilyn For 'Can Can'

NEW YORK-After originally fem lead in a cinemusical for the tion of Cole Porter's "Can Can," 0th Century-Fox has changed its mind on the question of French vs. American sexiness and igned Marilyn Mess and has film's star, with production due to oll later this year.
Her co-star will be Manrice Chevalier, wholl appear as a Paris udge with an eye for Montmartre's dancing girls.
"Can Can" will mark MM's return to the studio where she scored her first major successes. No deals have been made yet on an "original cast" sound track album.

## Columbia Adds Studio Space <br> NEW YORK - Columbia Rec-

 ords has taken a five-year lease on additional recording facilities in the American Legion a rental of Acoustical qualities of the hall are reported to be far superior to most studio space in Hollywood cert halls. Diskery conducted a series of tests over several months and most recently finished recording Dr. Bruno Walter there. Label held open sessions on the recording Old Man and the Sca" there list week.
## 'Vertigo' Gets Merc Promo

## HOLLYWOOD - Mis score

 from the Alfred Hitchcock production, "Vertigo," will receive a saturation campaign shortly, with Mercury Records acquiring soundtrack rights to the film following an agreement with Paramount.Label will release an album and two singles from the film, latter
by Muir Mathieson from the track by Muir Mathieson from the track and by singer Billy Eckstine.
Film is to be released in June and stars James Stewart and Kim

## 'Splitsville' Plagues Music Publishers; Too Many Cut-Ins

## By BOB ROLONTZ

 NEW YORK - A problem is pix. The problem can be summed div:. The problem can be summed "polits ville." In classier parlance, splitsville means the process splitswite meabs the publisher splits a new copyright, a third or a half as the case may be. with an a.\&r. man, a record company publishing firm. jockey or even a distributor.
## Dot's Bailey Set to Review O'seas Pacts

HOLLYWOOD -- Dot Records will review its foreign distribution agreements shortly with Jim Bailey and director of administration and finance, leaving here for New York this week for meetings with the tirm's comesel, Harold Orentein.
All existing pacts between Dot and its foreign licensees will be insolved in a series of meetings to be hetd in England and the Continent nest month. Most of the firm: averseas pacts expire early
Baile: leaves for London April 30 (i) theet with British Decca Prexy F.. R. (Ted) Lewis. Latter firm hanches Dot product in the British sume European markets. Meetings with J. F. Lockwood, EMI, Ltd.; execntives of Pye-Nixa Company: and with the Phillips Company, for Cibhmbia Records, have also been lined up. Other stops are planned in Amsterclam. Paris, Rome, Frankfort. Milan and Athens.
Dut hopes to establish a policy of releasing records on its own Rusilty rates. product output, advertising and promotion policies and potential market studies will be discussed during Bailey's junket.

## Ziggy to Form A Big Band

HOLLYWOOD--Seeing indica fions that bands are coming back maestro Zingy Elman left here last week to take up the cudgels and
form a new orchestra.
orm $a$ new orchestra
Elman acknowledged that plans for him to take over the old Tommy Dorsey orchestra were temporarily halted. tho negotiations have not been shelved. In either event, Elman will have a new band again
shotly, his own or as leader of the Dorrey oggregation.
Sevaral recording company pacts
are prevently being mulled said are presently being mulled, said
Elman, tho hie's not made any deElman, tho hes not made any de-
civina is vet. Elman expects to civioh as vet. Etman expects to
huse the band organized and on the rasd this summer, and will discuss plans for a tour of Israel while

## Capitol Sales Brass at MOA

rli contingent to the upcoming Music Operators of America show in Chicago will consist of MerChandisinu Director Bud Fraser, S.l.- Director Mike Maitland,
CRIC S.les Veep Max Callison, (RD)C S.les Veep Max Callison,
Estern promotion chief Joe Mathew: and Midwest District Sales Manser Coorge Cerken.
Labed will also be represented by antertainers Ceorge Shearing
atad Dokota Staton at the show.

## The splitting of copyrights is not or payola since a copyright-assu

 new problem. But the extent to ing it becomes a hit-retains a valu hich it has grown and prospered for many years. When foreign intil it has become almost de rig- earnings are added to the domestic it shows no signs of abatingNo one is sure where or how the
practice started. but one of the
points of origin was with record to publishers never were allergic compan-owned music publishing when it came to getting their soug firms, some of which would de- expused. Years ago they would mand a piece of a copyright in re- wine and dine stars like Al Jolson turn for making the song. Altho to have their songs performed in
violently resisted at the start, this vaudeville houses, and later on violently resisted at re sart, this is auderille howe a resistance waned. Today it is dio songsters became their forord
common for many to ask for a cats. Bandleaders felt their benign common for many to ask for a eats. Bandleaders felt their benign piece of the publishing.

Another Source
Another point of origin was with some a.\&r. men, who waxed tunes some a.ar. men, who waxed tmes lishers generally gave away pul from their own publishing firms rangements, or presents, or paid for along with tunes from outside pub- an evening out, or a trip to Florida. lishers. Once they found that pub- They usually retained the copybers would split copyrights with right intact. surrendering it only them. these a.dr. men paid less due to a fight over renewal rights attention to their own firms and or expiration of the copyright. more to the possibility of acquirPubs Fight Back
felt part of a copyright that they elt had a chance to make it. Some artists and their artists managers were quick to latch on top rock and roll artists who rarely cut a tume from an ontside pubisher unless they or their publishing representative secures a piece of the song for their publishing els
$\qquad$ According to many publishers ome deejus are insitent in their own labels, or will resis manding a piece of a coperight in rights by those who make or cturn for plugs.
ss of splitsville illuspose records, is a moot point. If rates the import of they do not resist, they will conIt is more valuable than a present lem of Splitsville

## DISTRIBUTOR NEWS

Earl Glicken, top salesman at All State Distributing Compan! in Chicago lists "Indian Love Call" by Ernie Freeman among the top new "Marcia" by the Prodigals on Chack Berry on Chess is also perking. Roulette effort. "When the Bovs Talk About the Girls," is going well "The Things I Love" by the Fidelities is moving strongly. On Atlantic. "Hang Up My Rock and Roll Shoes" by Chuck Willis and "I Had a Dream" by Ray Charles are big, "Everybody Rock" by Jimmy McCracklin on Checker looks promising. "Midnighter," the new Champs' platter on Challenge, has gotten a strong initial reaction Glicken said. "Soda Pop" by the Moonglows on Chess looks good. Top LP's are "The Best of Muddy Waters" and "One Dozen Berries" by Chuck Berry on Chess. The firm will move to new headquarters in the near future. The new address will be 1450 South Michigat Avenu

Herb Sandel of Sandel Company in Minneapolis names "I'm
Sorry I Made You Cry" by Connie Francis on M-C.M as his Sorry I Made You Cry" by Connie Francis on M-C.M as his number one disk. "When the Boys Talk About the Cirls" by Valerie Carr is also hot. "Rocket and Stroll Room" by Mickey and Sylvia on Vik is going well. Roger Williams' Kapp waxing of "Arrivederci, Roma" is still building. Jimmy Rodgers (Roulette) appears to have a two-sided smash with "Secretly" b-w "Make Me a Miracle." Other promising new disks are "Long-Legged Ladies of Labrador" by Morty Craft on M-G-M and "How Will I Know My Love" by Annette on Disneyland. Hottest albums are the M-G-M original casts of "Gigi" and "Hansel and Gretel."
Merle Schmeider, S \& S Distributing Company in Detroit states that his number one platter is "I'm Sorry I Made You Cry" by Connie Francis. "Zorro" by Henry Calvin on Mickey Mouse has beet a strong
item. "Hit the Road" by Cius Jenkins on Flash is a hit disk at $S \& S$. limmy. Witherspoon's Rip recording on Flash is a liit disk at S \& S. Jimmy Witherspoon's Rip recording of "Endless Sleep" is starting. Dick Weiss has been added as the firm's new promotion man.

At Davis Sales Company, Denver, Bill Davis reports that their operation has been split into two sections. Half of his sales force of six covers London and Dot. The other half concentrates on Mercury and ABC-Paramount. Hottest platter at the moment is "Hand Jive" by the Betty Smith Group on London. "Padre" by Sarah Vaughan on Mercury is doing well. "Too Young to Love by Damign on Chancellor could be a sleeper. Mid nighter" by the Champs looks like another "Tequila." "The High Sign by the Diamonds is strong. Davis has a big local hit in Terry Miller's "Too Lonesome to Cry" on Arwyn. "All I Have to Do Is Dream" by the Everly Brothers is blazing. Other hot newer disks are "Straight Skirts" by Gene Summers on Jan and "One Summer Night" by the Dandeleers on Amp-3.
Jll Johuny Halonkx. Alpla Distributing Company, New. York, puts All I Have to Do is Dream" by the Everly Brothers mi Cactuce a the head of his best iellers. Close behind are "You Excite Me" by
(Continued on pase 14)

But today some publishers are Bhting back. The fact that so cord business (The Billboard, thol their due to their desire to their ir coprrights. By starttheir own tmes on their own records, publishers do not have to else their copurights with amone

Whether more publisher will ist

## RECORD SAl| IN RETAIL STORES

## Sune-November. Bast The Biltoard-vyc sehoot of Retaiting Rased on Continug National study of Retail Record Sal

Total unit record sales. for the first time in eight weeks. haw pushed their way above par. Sales are, therefore, 6 per cent above the average weekly sales for the
period June thri November of $195 \%$
The
The $33^{1} 3-12^{\prime \prime}$ and is singles dropped slightly, but both 4.5 singles and 45 EP unit sales increased. Both increases are the
biggest jumps in over a month

## TOTAL UNIT RECORD SALES <br> 100 Squals AvERAGE WESALC <br>  <br> 



## 



atd while $333^{1} 3-12^{\prime \prime}$ is actually off 11 per cent as compared to the previous period, which was hyped off to its lesel prior to the holding rush.
priced allume lime in the forestores is undoubtedly, responsible for some of the LP increswo. thereby cutting into the gross dotlar volume.


## 33V/ $8=12^{2}$ UNII SALES


-

## MASTER CONTROL

broadcast trends and trifles
By BOB BERNSTEIN

## THE MAN FROM UTAH

Networks are the worst offenders in the battle against centralization, thinks Maurice Abravanel, the gifted and controversial conductor. "The American tradition has always been decentralization of power in government, but what about the arts? Is there no talent worth paying outside of New York and Los Angeles?
Wide Wide World' because they wanted my musicians for nothing while everyone on the New York end was getting regular pay."

For 11 years, Abravanel has been music director of the Utah Symphony, reversing on his own the usual conducting career Lake City. There he has built an annual schedule of 65 con Lerts with an orchestra of 80 and a spring-summer season of opera, ballet and musical comedy. "It replenished me, after years of New York, to find people who perform every phase as if their lives depended on it, People who love what they're doing rather than the money they make doing it," explains the colorful maestro. He's tired of financial appeals from major city of 200,000 , is the smallest town in the country housing a symphony ork, If we can do it, with average audiences of 4,000 per event, why can't the so-called centers of culture?

Singed to Westminster Records because "they care as much for us as for their big-name groups," Abravanel laments the practice of many major labels in etching orks without proper rehearsal and then failing to promote the albums. "Why should I return to New York, which offers the nation the poorest example of management and Americanism casts, feature 33 pr cent American-written works. As the commercia says, nobody else can make that statement."

Abravanel and the Utah Symphony, having waxed a Gersh$\cdots$ rvele. will record eight major symphonic works for Westminster in December. As for TV, he's happy to report it hasn't mate the inroads in Utah that have hurt music in other States. "It's time the veepees brought a little air time to the grass
instead of bringing the grass roots yardstick to all their programming."

## SNOW AND STATIC

Guild Films was the first film syndicator aired at the Brussel World's Fair via European rep R. Gould Morrison and George Michael star of "The Michaels in Africa." .. Simmons Associates has opened
station rep offices in L. A. and San Francisco. . . . Dick Pack, programming veepee of Westinghouse Broadcasting, has been named chairman of the TV Radio Summer Workshop at New York University. NBC-TV has issued a new discount plan, with year-round advertisers
saving on combined daytime-nighttime buys. . . Retail sales during saving on combined daytime-nighttime buys. ... Retail sales during
the summer quarter are higher than the average for the other three, says H-R Television's new booklet "Summertime, When the Sellin' Is Easy." A mere 2 per cent of families is away from home during any given summer week. says H-R, so why not buy as many spots as you do in the winter?

## WHEELING AND DEALING <br> <br> TAIENT TIDINGS

 <br> <br> TAIENT TIDINGS}
## THE DOTTED LINE

The U. S. will soon see its first singing, dancing and playing troupe from Pakistan, managed by Khalid Rana of Lahore. Moiseyev Dance Company will add four Madison Square Garden performances to its U. S. tour June 20-22, in the wake of current SRO Metopera stand.... Sarah Vaughan is the first female jazz star to be booked into the Brussels Fair. The same week she visits Rainier and Grace for "a three-day concert in Monaco," whatever that is. Jerry Lewis playing the Palladium in London. ... Triboro Stadium, Randall's Island, N. Y., launches its 10th season of outdoor opera June 27 with "Aida" under the direction of Alfredo Salmaggi.
"The best time in TV is right after Perry Como on Saturday night," says Bob Hope. "Following him is like bounding skyward from a trampolin." In the current Satevepost, Hope cautions novie moguls: "Wishing isn't going to make the public more interested in Rock Hudson than Como, if it's too much trouble or too expensive to get to see Rock."
Don Goodman will make extensive deejay tours to promote her first Coral album.... Dave Tebet has been upped by NBC-TV to general program executive, handling special shows as well as talent and casting.... Ira Bernstein joins the legit department of William
Morris Agency.... The Ballet de Paris exits Broadway June 23 for Morris Agency.... The Ballet de Paris exits Broadway Ju
Pittsburgh, followed by San Francisco July 7, L. A. July 14.

## CINEMATTERS

Tex Ritter recording title song of "Snowfire" for Capitol. . Jarry Wayne just toured 20 Northwest cities to promote the new Rank film "As Long as They're Happy," in which he stars. ... Leo Pillot has resigned as exploitation manager for
Rank Film Distributors. He used to be Sid Caesar's manager, ... Nitery thrush Conie Stevens will star in "The Party Crashers" for Paramount. . . . Popular Library gave its first "Gold Page Award" to "Lillian Reth for $4,000,000$ copies sold of "IIl Cry

## ROADCAST BULLETINS

James Fagas succeeds the late David Broekman as conductor and composer of NBC's Wide Wide World."... Jack Douglas, chief writer Jonathan Winters takes over May 5-17.... John Henry Faulk starts a ongs a.m. strip on WDAl, K. Y., devoting his premiere to priso season via Steve Allen's May 18 stanza.
'BETTER FORMULA' FOR SOUND TRACKS URGED

NEW YOK-The need for a more workable formula" in obaining musical sound tracks for filmed dramatic shows was voiced ere last week by Robert Stevens, one of the few TV directors who fimed and live production
Stevens admitted that the " ll brary music tapes generally used
in filmed shows he works on, such as the shows he works on, such picion" series and the half-hour "Alfred Hitchcock Presents," are "generally adequate-but not much more." A general improvement in mosic in filmed drama was out of reach as long as the 5 per cent
formula for AFM funds was in formula for AFM funds was in effect, he added.
By contrast, he cited the close iniegration of music and drama he has achieved in "U. S. Steel Hour and other live shows, where music
was composed to fit the specific was composed to

Music should never be used as dramatic crutch, says Stevens. Some of the poorest TV dramas are the result of trying to make an individual scene more interesting by underlining it with heavy music and unn
Altho he's primarily a director of suspense dramas, Stevens biggest unfulfilled ambition, not surprisingly, is to direct a musical. "I want to do a major TV spectacular or Broadway show built
around the music of the $1920^{\prime}$ 's,"

## Olds Shifts <br> Patti Show to ABC in Fall

NEW YORK-Oldsmobite wil bring its Patti Page show to ABC TV in the fall, CBS failing to proThe music stanza joins $A B C$ period The music stanza joins ABC in the Tuesday $10-10: 30$ p.m. slot, begin-
ning September 30 , with exact ning September
title undecided. The web's protitle undecided. The webs pro-
gramining up to $10 \mathrm{p} . \mathrm{m}$. is strictly gramining up to 10 p.m. is strictyy
action-adventure, with "Cheyenne" action-adventure, with "Sugarfoo" alternating at Wyat Earp returning 8:30, "Rifle M
Texan" at 9:30.
Texan at 9:30.
Automotive sponsors and musicals seem to be a steady romance, at least at ABC, where Chevrolet
has renewed Pat Boone and Plyhas renewed Pat Boone and Ply-
mouth and Dodge will be back with Lawrence Welk. The web last week also set the new Donna Reed comedy series for Fridays, 8-8:30 p.m., and "Rough Riders," for P. Lorillard, in the Wednesday :30-10 berth.
Eastman Kodak has requested an "Ozzie and Harriet" move back from 9 to $8: 30$, now that the emphasis on the two sons, actor David and singer Ricky Nelson, is drawing a large teen-age audience. If
Bristol-Myers agrees, "Ozzie" will Bristol-Myers agrees, "Ozzie" will
switeh places with "Tombstone Territory" in ABC's Wednesday

## ABC Billings

Up 36\% for First Quarter
billings increased 36 per cent over bilings increased 36 per cent over
the corresponding 1957 period, chief contributor to the net operating profit of $\$ 1,854,000$ racked up by its parent company, AB
the first quarter of 1958 .
The first quarter of 1958.
The theater division just disposed of six marginal properties, bring it more in line with costs to bring it more in line with present prexy Leonard Goldenson. Ampar Records wasn't mentioned.
project, with Ray Bolger, that would have been a musical adaptation of the life of Mayor Jimmy
Walker. Everybody thought I was nuts."

## ORIGINAL!

Tune Is Old,
But Not to TV 'Jury'
For readers of "The Billboard who may have missed the photo finish on the music publishing case featured in last week's issue and airing on CBS-TV's "The Verdict "Harold Massey," the plaintiff who was suing a fictitious publisher for $\$ 3,000$ in royalties, won the decision. The jurors in the unrehearsed courtroom daytimer substantiated his claim that "My Lost and Lonely Heart" was an origina musical composition.
Not mentioned on the show however, was an interesting fact:
The tune was actually a comman, onetime staffer for The Billboard, now with Television Age. He celiberately used themes from "Aloha," "The Road to Mandalay," "Swanee River," and "The Bohemian Girl.
Probably no one was more sur-
prised at the verdict than Richman.

## 'WILLIAM TELL' RIDES AGAIN

NEW YORK - An odd musical situation in which the
obvious theme music for a TV obvious theme music for a TV film series has already been done to death on a competing stanza is shaping up for Na tional Telefilm Associates.
NTA has just signed a coproduction and distribution
deal with a British vidfilm outfit, Incorporated Television Programme Company, Ltd., for "The Adventures of William Tell." Pilot for the series was made nearl
Switzerland.

In planning music for the series, Ralph Smart, the producer, is staying as far away as possible from the score of the Rossini opera, identified for some two decades with another muscular do-gooder, "The Lone Ranger." Best way out of the fix, tradesters have suggested, is to use nothing themes in "William Tell."

## Petty, Not Deutsch, Managing Holley

Last week in The Billboard, pub-
lisher Murray Deutsch was noted os Murray Deutsch was noted Buddy Helly, Coral recording artist. This is ineorrect. Norman Petty should have been listed as Holly's personal manager.

## Feature RCA May Product

## - Continad toon maxa

 'Swan Lake'" by Tchaikovsky, per- ber, performed by the Boston Sym-
formed by the Koyal Opera House phony under Charles Munch; and formed by the Royal Opera House
Ork. Pop releases are headed by the special $\$ 4.98$ "The Desert Song"
edition, featuring Kathy Barr and edition, featuring Kathy Barr and
Giorgio Tozzi, followed by sets by Giorgio Tozzi, followed by sets by
Martha Carson, the Bud Powell Trio, the Regimental Band, Pipe "Frankie and Tommy," featuring "Frankie and Tommy," featuring
old Tommy Dorsey sides with Frank Sinatra in the vocal spotlight; Torroba with the Pasodoble
Band of Madrid, Ronnie Gilbert Dorothy Olsen, Orquesta Aragon Carlos Montoya and his flamenco guitar, the Alley Singers, Tedd Smith, Jimmie Driftwood and the Johnny Vadnal and Louis Bashell Orks.
Hig
Highlight Camden set is titled The Lighter Side of Lauritz Melchoir." Others are by Domenico Savino and Ork; the Hill Bowen
Ork, Al Goodman and His Ork, and a set called "The Biggest Hits of '58, Volume $1 . "$ Camden conversions include Nat Brandwynne's "Dancing at the Waldorf'; "In Ork, and "Music for a Perfect Da by the Domenico Savino Ork.

$$
\begin{aligned}
& \text { History of Music }
\end{aligned}
$$

Educational releases comprise 1 (Ancient and Oriental Music)," and Volume VII of the same series (The Symphonic Outlook, 1745-
1790 ). To.
Tape releases are highlighted by both a classical and popular stereo sampler for dealers, and seven pop and two classical tapes. Pop tape packages comprise "Dance Break
with Luis Arcaraz and Ork; Bob scobey's Frisco Jazz Band in "Beween 18th and 19th on Any Street; "Frankie Carle and His
Beautiful Dolls;" the Three Suns with "The Things I Love in Hi Fi;" Have a Wonderful Weekend," with Mitchell Ayres and His Ork; Selections From The Desert
Song'," by the Lehman Engel Ork; and "Music for Dining," by the Velachrino Ork
Classical tapes include a reading of the "Medea's Meditation and
"Excerpts from "The Sleeping Beauty, by Tchaikovsky, perormed by Pierre Monteux and the

## Challenge in Bid for Share of LP Melon

DALLAS $=$ Challenege Records, producer of the hit single, Tequilla" by the Champs, is now tablished in the LP market, according to Johnny Thompson general manager
Highlight of the drive will be the early release of the label's first soundtrack package, that of
the UI picture "Tonch of Evil"" the UI picture "Touch of Evil," Leigh and Orson Welles. Joseph Gershenson conducts the UI ork in the track scoring by Henry

## DO-IT-YOURSELF

 ON 'NO. 1 SONG'
## NEW YORK--Stan Early

 and Dave Barry, two graduates of Amateur Hour, asked each other how they could nation As a they penned a lyric called "No. 1 Song," Sy Mann added notes, producer Lew Graham rewrote and the four graduates of"Amateur Hour" have a ballad published by Graham Music, with promises by Sammy Davis Jr. and Tony Martin to

Early and Barry are ready f it clicks with two followups, "Son of No. 1 Song" and effort gets premiered May 3 on NBC-TV, on "Amateur
Hour," naturally.

## MOTION PICTURE

## 'Age' Rock ' $\mathbf{n}$ ' Rolled Rice Paddy

"This Angry Age," a lavishly mounted co-production by Italy's Dino de Laurentiis and Hollywood's Columbia Pictures, has some of the most unusual musical and visual juxtapositions likely to be seen on U. S. screens this season.
From a story standpoint, the Irwin Shaw-Rene Clement script is a sort of free-handed blend of "Look Homeward; Angel" and "The Rains Came," with Jo Van Fleet effectively cast as a strongwilled widow trying to keep her
son and daughter. Anthony Perkins and Silvana Mangano, from deserting the rice plantation she's built behind a protecting-but un-seaworthy-wall she's built in the jungled coastlands of Indo-China. The offbeat music background grows out of the fact that brother and sister are big rock and roll fans, jungle setting notwithstanding. A number of E . S.-styled songs-"Ya Ya Ya." by Alry West; "Uh - Huh!", a crawl - tempo rocker: "Only Your," with the Four
Riders, and a vocal by Tony

Perkins on "One Kiss Away From Heaven" tossed in during a nightclub scene in Saigon-are spotted
thru the picture, with repeats. The result is sometimes a rich nd strange blend such as a se-
ries of shots of towering Buddhas ries of shots of towering Buddhas and golden Oriental temples played against the gutsy rhythms and triplet figures of all-out r.\&rr. on the sound track, or Silvana and Tony dancing "The Crawl" in a ungle bungalow that looks like a deserted set for "The Beachomber."
Singles on the tunes are due from Dot Records and Liberty Records, with other waxings in the works.

Charles Sinclair.

## NIGHT CLUB

## Jane Powell Scores at Plaza

Saao Powelt at the Persian Room.
Plasa
Hotel. New York. April 21.
Stunning film star Jane Powell, Capitol and Verve recording artist, has an equally stunning aet. Starting things off with a rhythmic belt of "It's a Most Unusual Day." Miss Powell breezes thru a captivating series of tunes that Includes standards, original tunes, songs from Broadway shows and
numbers that she introduced in Tilms. Ted Straeter's ork condacted by the artist's pianist Dick Freber was a bit too loud at first, but things were soon brought under control.
The highpoint of her act are
Glitter and Be Cay", Leonard "Glitter and Be Cay," Leonard Bernstein's witty jewel song from "Candide" and a torchy rendition delivery of the theme from "Invitation" without words was

## NETWORK TV

Newcomer \& Vet Lift Clark Show

Three new singles artists, all with records running for them,
debuted on the Dick Clark Show debuted on the Dick Clark Show Saturday night (19), and one artist who has been around a few years got a chance to show off
his vocal and guitar stylings. The new acts were David Seville, also
known in the trade as Ross Bag. dasarian, the Aquatones, and Pat Shannon. The young old-timer was Carl Perkins.
It's lucky that hoth Bagdasarian and Perkins were on the show for neither Shannon nor the Aquatones added much sparkle. Shannon, a young, pleasant appearing lad, sang his Decea waxing of The Aquatones, three boys and a

## NIGHT CLUB

## Left Bank Bill Sparks Solid Talent

Two very talented groups, the Salle Quartet are currently holding forth at the comfortable Left s.ank

The John La Salle Quartet, three guys and a gal, are an exciting group with tastefully modern pop-jazz arrangements. In addinumbers, each member of the group also plays an instrument. Arline Corwin, who has a winaing war with a song, doubles on
piano on her solo numbers. Hugh Martin, bassist, shines on trumpet the group, and the leader is hear on piano and bass.
Their program is made up mostly of standards, but includes several smart, new songs. Numbers include "Out of This World," Long Has This Been Gois On" and "Yesterdays." Highlights of the act is an a cappella rendition of "Spring Is Here.
lovely. She also charmed with "Brazil," "It Isn't Civilized to Beat a Woman," a cute calypso mel-
ody, "Baubles, Bangles and ody, "Baubles, Bangles and
Beads" and two numbers from her films-"Too Late Now" and "Coin" Courtin'."
Jack Constanza, a talented lad on bongos, lends effective and exciting support for Miss Powell's up-tempo numbers.
The singer's act was staged by choreographer Gower Champion. however, her dance numbers were
limited to two brief flings during limited to two brief flings during
waltz songs. It's principally her waltz songs. It's principally
lovely soprano that attracts.

Howard Cook.
girl, handled the song. "You,"
their burgeoning hit on Fargo, their burgeoning hit on Fargo,
with some dispatch, but they, with some dispatch, but they, too, could have projected more Bagdasarian to pick up the show and they both did. Perkins sang "Pink Pedal Pushers" well but he really came thru with spirit when he sang his big Sun Records' hit "Blue Suede Shoes." Ross Bagdasarian sold solidly with his current big smash "Witch Doctor." He looked and acted like pro and the show could have used more like him and Perkins.

Bob Rolontz.

The Hiram Bell Trio is sparked by pianist. Charlie Bateman Bateman has a fleet, concise style that is disciplined, but inventive His approach calls to mind the styles of Billy Taylor and Dave take on both their ballads and up-tempo tunes, which include "Day By Day," "How High the Moon, Lover Come Back to "Warsaw Concerto" that spot lights Bateman. They also presen a clever gag arrangement of "Bye Bye, Blackbird" in ricky-tick style Bye, Blackbird in ricky-tick style group and the leader plays bass. Howard Cook.

## REVIEWED IN BRIEF

Sophie Tucker
"The old Cal Still Cets Around" was more than Sophie Tucker's opener at Ben Maksik's Town and Country April 21. It was the theme of her three-week stint at one of the largest niteries in the business. She had 1,500 fans in the palm of her hand, mixing nostalgia and new material about A-bombs. missiles, etc. In gold lame toreador pants, she had them roaring at her calypso song and dance, and after 50 minutes went off to a standing ovation that lasted and lasted Ted Shapiro lent his usual solid support. Others on the bill: Billy Fields, very capable club singer Amin Brothers, Acrobatic act fancy icing by the Buster Bernell dancers, and Ned Harvey's band backing the entire show.

As the arms of the windmill in CBS-TV's idea of " 2 little Dutch
village" began to turn over in DuPont's colorcast. Victor Herbert in his grave may well have joined the act. The April 19 production by Fred Coe and Del Mann, with a rewrite of Herbert by Robert Alan Aurtlur, showed that vintange schmaltz and watered-down topical gags just won't mix, even when the stirring is done by such veterans as Donald O'Connor, Elaine Stritch and Edward Andrews.
(Sinclair)

## Kathy Linden

One of the freshest, most ap pealing talents in a good spell Sullivan show (CBS) April 20 She performed her hit Felsted disk "Billy" in sweet, simple, sincere style, showing an at-homecere style, showing an at-homeness in the medium that should
win her added exposures. Other win her added exposures. Other Blaine and David Wayne in attractive readings of tunes from
their legit musical "Say, Darling" Freddie Bell and the Bellboys comic instrumental act: Hungarian tenor Miklos Cafni, and the Naval Academy Clee Club.
(Grevatt)

## Menotti Double Bill

The N. Y. City Opera revived The Medium" and "Old Maid and the Thief" to fine effect, with Evan Whallon making an auspicious debut as conductor. Claramae Turner returned to the for-
mer and proved a aain that she mer and proved again that she canile Marc Scott debuted with great success as the mute Toby. The latter work, a natural for disking since it was conceived for radio, was a bit overstaged but proved good fun. Ruth Kobart and John Reardon triumphed in the leads, with Beverly Moody
fine as a gossipy neighor. It's ideal programming (long used by civic groups and colleges) and deserves to be a permanent double bill in the repertoire.
(Bernstein)

# The Schnozzle Again Coacetic at Copa <br> By REN GREVATT 


#### Abstract

Jimmy Durante and his substantial entourage are helping make things look bright for this grandaddy location on the club circuit, things look bright for this grandaddy location on the club circuit, lately rumored to be close to a close-down on live talent. Durante lately rumored to be close to a close-down on live talent. Durante romps thru a gagged up "Evervwhere You Co." as an opener. romps thru a gagged up "Everywhere You Co." as an opener. followed by his typical corny but highly appreciated funny lines. followed by his typical corny but highly appreciated funny lines. Then he decides that "Everybody is wandering around the joint," and forthwith, with the band at his heels, he wanders thru the tables himself. This fractures the customers and sets the tone of movement for the entire seg.

Then comes Durante's new, young sidekick. a husky, pleasant looking Iad named Sonny King who works over "Inka Dinka Doo" with his boss to a fare thee well. Then, seated at the small piano on the floor, Durante introduces his "latest Decca recording." titled "I Love You, I Do," which he and King perform with great gusto.

There's a great deal of clowning with King, the line girls and three of the plumpest chicks in these parts, the Borden Twins and Sally Davis. Inside gags about proprietor Jules Podell abound. Eddie Jackson adds to the, whooping and hollering effect with "Bill Bailey," and his usual fancy strutting. In all. it's a scene of pandemonium, with the only remaining desire of the ringsider that there be a little more of Durante and a little less of the sidekicks. Mike Durso band cuts a good show with plenty of well rehearsed tomfoolery with the Durante forces.

As the sub-feature. Fraternity Records' Cathy Carr registers ildyy with a group of tumes including "Hello Young Lovers," mildly with a group of tunes including "Hello Young Lovers," "I'm Beginning to See the Light," and a special bit based on "Please Don't Talk About Me When I'm Cone." Tho she's had several strong disk hits, Miss Carr appears to need schooling on floor work, particularly pacing, which her acts lacks badly.

\section*{Happy Debut for Yardbird Schweik at City Center <br> By CHARLES SINCLAIR}


The Good Soldier Sctaweik Lewis Allan. Orchestration
Two-set opera composed by Robert Kurka. Libretto. Ler
completed by Hershey Kay. Based on nowel hy Jarostar Hasek. Presented by New completed by Hershey Kay. Based on novel hy Jarostar Hasek. Presented by New
York City Opera Company, staged by Carmen Capalbo. Conductor, Julius Rudel. ere. New liok City Center, April 23.

Chaplinesque satire is about the last thing any opera-goer has a right to expect on the musical stage, but "The Cood Soldier
Schweik," opera by the late Robert Kurka and Lewis Allan staged Schweik, opera by the late Robert Kurka and Lewis Allan staged
by Carmen Capalb, is precisely that. It is rollicking fun-with by Carmen Capalb,
plenty of ironic bite.
plenty of ironic bite.
Not vet scheduled for album waxing (altho several major labels are reported "very interested" according to its publishers, Weintraub Music), the new American work is likely to develop as an operatic repertory staple here and in Europe.

Kurka's score is definitely on the side of edgy tautness, rather than flowing lyricism. It is, however, highly intriguing to the ear, filled with staceato rhythms, ironic turns of musical phrasing, and unexpected quintets, trios and choruses. Orchestration is tailored on lean lines, using only 16 instruments-and no strings.

As the moon-faced, well-meaning Schweik, a sort of MittelEuropean ancestor of Private Hargrove, Norman Kelley kept the bright pace of the satire rolling smoothly, while handling the tricky vocal line. with ease. David Atkinson, as the handsome,
polished Lt. Lukash who wins Schweik as his orderly in a card game with the chaplain, was a first-rate, firm-voiced straight man for Schweik's comic bungling. Other gems were registered by Emile Renan, as an army surgeon who believes an enema is the sure cure for malingering; Helen Baisley, as a comedy wife discovered by her husband in Lukash's flat, and George Irving, as narrator-interlocutor of the opera. Staging was ingeniously simple,
making much use of slide-projected comic sketches and vintage making mu
film clips.

## Pedantry No Sauce for Jazz Educational TV Dish <br> By BOB ROLONTZ

$\frac{\text { NBC-TV. } 6.6: 30 \text { p.m.t., EsT, April } 23 \text { (Caught again). }}{\text { The NBC educational jazz appreciation program, "The Subject }}$ Is Jazz" is now in its fifth week. It has passed the area of introduc-
tions to tions to jazz, etc., and is now giving out with a chronological
history of the art On the fourth show it covered New Orleans history of the art. On the fourth show it cov
; next week sed and serious, "The Subject Is Jazz" is a comendable effort to make a greater audience aware of one of our country's most exciting native art forms. On this New Orleans seg. Wilbur De Paris, along with his brother Sidney and his regular group that performs at Jimmy Ryan's in New York nightly, with he program's regular jazzmen, and with Billy Taylor, on piano, showed off the New Orleans beat, harmony and solo work pleasantly. They started out with marches and hymns and then swung into the fount of all jazz, the swinging two beat New Orleans style.

These musical portions of the show were enjoyable. But the speaking parts of the program were dull, and occasionally not historically correct. Perliaps it is almost inherent that a classroom approach to jazz, or any other type of music, for that matter must
be somewhat pedantic, and yet it would seem that a study of jazz should somehow contain in it some of the spirit and life of the jazz itself.
For the lay viewer, it would appear that the history of jazz should be as accurate, as possible. On the show caught neither
Wilbur De Paris, nor Seldes ever clearly explained the difference between New Orleans and Disieland music, nor why the former is mainstream jazz and the latter isn't.

BALANCED PROGRAMMING


NEW SOUND IN NEW YORK: Ted Cott and Ray Nelson, of National Telefilm Associates, discuss music plans for new
'Different' Pattern Is Air Leadership Spark

By Charles Sinclair

"Historically, the survival pattern of radio today has been that the station thats different stays out front. At first, this has been followed so widely that radio often sounds like Muzak with commercials, particularly in the larger markets. You have to be different in a new way today, and we think we ve found it," moving Radio and WATY in the Jew York area, the country's most competitive air market

The new concept that Cott and Ray Nelson. NTA exec who'll be chief executive of the radio station soon to be retitled WNTA, are about to spring on listeners, advertisers and the music industry is summed up by Cott as "chaperoned radio. In its own way, it is as novel as the
Cott once helped launch at WNEW

We intend to build our program structure areund people as much as around music, savs Cott. It is significant that very little new radio talent is being developed today. We intend to become a sort of radio department store, offering a wide variety of features as well as a strong line-up of program personalities. We intend to do the kind of things in radio that people will talk about, that will give them a real reason for tuning in."

## Lifts Curtain

Altho some of IIXTA's program operations are still under urity wraps. Cott lifted the curtain on a few:
"One of the things we re talking about is an all-day show on Sundays, where the entire day is programmed around a special central theme. It might, for instance, be an all-day salute to Rodgers and Hammerstein, featuring the songs, the shows and the personalities with whom they have been associated. Or it might be an all-day event built around Crosby or Sinatra, or around an organization like ASCAP or RCA Victor.
"Another project we're talking about is language lessons, trade. This is not going to be as dry-as-dust grammar studies, but is going to be designed to give Americans traveling abroad a handy tourist vocabular: WVTA will have both an anther on thinking is the stereo field. WNTA will have both an AM and FM radio chamnel, so two-
channel stereo is controlled only br program supply. In the channel stereo is controlled only by program supply. In the
future, we may start moving in the field of FM multiplex steren, future. we mav start moving in thie fiel
altho that's still in the blueprint stage.
"Then there's the question of interviews. People are fascinated by personalities, but too much of the interviewing in radio today is surface quickies. We intend to go in for depth interviewing of colorful people.
"Radio," concludes Cott, "has to climb out of the realn of being an appliance or a gadget in the car.

## Whole World Eager Horn Sought in For U.S. Hits: Green Payola Tax Rap

## By BERNIE ASBELL

CHICAGO - The most striking impression that Irving B. Green, Mercury prexy, collected at Mercs
international convention in Paris, intermational convention in Paris,
he satid, is that other countries will he said, is that other countries will American hits; they want them in
" "The wo hip. Not hip. Not only are the language so are the time barriers.
"Im not talking only about England and France. I mean places like Johannesburg, South Africa.
Our affiliate in Melbourne. AusOur affinate in
tralia, Lewis Smith, of Radio Corporation, Ltd., told me he can't
Jock Miller Buys Indie Radio Station

## CHICACO - How Mille

 kingpin deejay heard daily on the CBS network via his sponsoredWrigley (ium seg and frequently over WIND, Chicago, segs. plus
regular TV at W WBQ . Chicago, has started the wheels rolling toward ownership of several radio stations.
viller Miller concluded purchase this
week of WFOX, Milwankee $250-$ watt indie. Station airs on a sun-rise-to-sinset basis. Approval of
the purchase is before the FCC: and their okay will probably take three to five weeks. Station was
purchased for an mindisclosed amount from John Clark, of Busi-
ness Vamagement ness Management, Inc
Miller said that negotiating for svereal other station purchases. Miller joins at select circle of radio and TV music per-
sonalities, including Bill O'Comnor, local free-lancer; Russ Malloy, San Franciseo radio and TV deejay,
and a few others who have gone ship.
sctive

## Mindy, Guy Join Overseas Push

wait more than a week after a hit breaks here before he has to get to work on it. The world news

services, the magazines and their services, the magazines and their
own music trade press spread the news in a hurry. They watch the American hit charts as closely as we do. If we don't service our
affiliates fast, thev're in an embarrassing position.' Green, a frequent travele he never has been made so aware on a previous trip of how the world is shrinking in music business
$\qquad$ of American, too, that the impact greater than he has ever seen it before. Our established talent
been names are the most popular names
thrnont Europe, such as the Plat ters. Elvis Presley and Pat Boone Furthermore, the home - grown names in Earope are establishing themselves with American material and imitations of Americam styles. Album art is clearly patterned after skillfully executed. In France, he said, retail stores are alive with browser boxes and self-service racks, emulating the most successful shops here.
One major difference in the Enropean record picture is that sin gles don't amount to much and are getting less important every day. In contrast to the Stateside market. the EP is now the big
low-price item. Fans there are hit-conscious as American fans Green said. but when they buy a hit they want three extra tunes instead of one and would rather pay the ext

PHILADELPHIA--Bob Horn has been indicted by a federal has been indicted by a federal grand jury on charges of income as returned Friday indictment was returned Friday (18) a war-
rant has been issued for the arrest of Horn, reportedly now residing Houston, Texas. According to Harold K. Wood, U. S. Attomey here, the charges 19.54 and 1055 ames for 1953 , "9bout $\$ 9.500$ " 195.5 amounting to about $\$ 9.500$.
"This was based on at least
$\$ 30,000$ of W, W,000 of meome not reported. Wood said. The income in gues-保 was in the form of payments, payola as they say in the music here ins, from record distributors here in Philadelphia made to Horn for playing certain records on his progams.
number called in witnesses from a number of distributors and subpoenaed their records. The investigation showed that stubs noted payments made to Horn, altho the cunal checks were made ont to cash." Distributors included Stuart F. Lonchein Compamy: Edward S. Barsky Distributors, Gotham Record Corporation. David Rosen, Inc., Universal Record Distributors and Marnel, Inc.
Wood refused to dem that the action against Horn could lead to other similar actions in the area. It was pointed out that in checking distributors books. vidence of other payments to jocks might have been turned up. Wood added that if Horn decided to plead guilty, the case could be held in Texas, but if "not guilty" was the plea,
Horm would have to return Horn would have to return for a
jury trial in Philadelplia "probably in July
"Rest assured," Wood said. "we will find him. because we move fast in cases like this."

## Touring RER Shows Meet Gate Trouble

## By REN GREVATT vantage of both. With two com <br> h two com-

NEW YORK - A combination of factors, highlighted by a lack of peting shows, the asking price for ready cash on the part of the pay-
ing customer, has hit the pop and ing customer, has hit the pop and oing the same business as on precious shows, the profit would be
NEW YORK-A mumber of ad-
ditional disk acts have been added to the roster of Uncle Sam's talent headed for overseas scene, highlighted by the departure for EngCarson and Guy Mitchell. Later in May, temis star Altheat Cibson, Who has ent an album of vocals
for Dot. will also head for London to engage in a number of court her thrushing side.
Miss Carson, who was a hit in London a year ago without benctit of a previous disk click, will do two
top TV shows, including her own Mindy Carson show, and will don. Mitchell will do TV und madon. Nitches will do If and ma-
jor theaters in England and will orrr the Continent
Visits abroad by Eydie Gorme and Stere canrence and Connie Francis are numored. The disk of
cis, already a hit here. has turned up close to the top of British
trade charts trade charts.
Jack Green, reepee of the Wil-
lard Alexander bookine office is in lard Alexander booking office, is in London negotiating for visits later
this vear by such acts as Sal Uineo; the Cotton Clib revae, with Cab Calloway; the Birdland All-Stars He is working on return engageBasie Band under Ray McKinley
ness. For three units currently on the road the picture is dismal, with even those closest to the scene
content to say "we're breaking
$\qquad$
One spokesman for the Irving Feld "Biggest Show of Stars" tour, queried on the prospects for the
total trip-based on the first three total trip-based on the first three
weeks of business-said Yon could flip a coin." The Alan Freed tonr, however, was described as "not losing yet. and maybe a few dollars in front." A third show, the "Rhythm and Blues Cavalcade of " 58 ," which started well in Atlanta, has been staggering in the Midwest and
was to be pulled off the road Tas to be pulled off the road
Sumday (27).
Many reasons are advanced for the sharp downtum in grosses for his year's edition of the touring packages.
"Don't kid yourself, there's a lot of hardship todlay," said one tradeter, "Unemployment is scrions and mamy have been hit. The enterthe first to suffer. The kids are the primary market for these shows. and in tough times their allowances

## for sho fast."

It was also advanced that the element of competition between only for prime locations but for at-
cut. Further, many areas cabmot take two such shows within a week or so. One of them or both hate to suffer.
Commenting on the idea of dieejay tours, another spokesman reflected that if he were a disk jockey "out in one of those smaller eit-
ies, "I'll be damned if I would help any traveling jock from the big city promote his show. Even if he peting with me to begin with, if he mig a hot tour with my help, he might get a good network slot. Despite these comme
Despite these comments, and the obviously delicate condition of the personal appearance market. plans are going ahead for the Dick Clark eight-week tour. Milt Shaw of
Shaw Artists said the tour will open in Ebbets Field, Brooklinn, open in Ebbets Field, Brooklyn,
\fay 30 and 31 at $\$ 12.500$ per Nay 30 and 31 at $\$ 12.500$ per
night against a $50-50$ split. Shave said final talent line-up will not be hie Francis and 14 -vear-old British nie Francis and 14-vear-old British
disker Laurie London are Jikely ntries
The
The Rhythm and Blues Cavleade unit, booked by Universal Attractions, was set to cool for a
 mad on he whot that will have picked up by then," will have picked
said a spokesman.

Polish Cat Digs Jazz -It Rocks Iron Curtain
\EW YORK--Herman Lubin-|some Savoy jazz records he will in kv: head of Savoy and Regent turn send Herman some classical Records. carries on an extensive records made in Poland featuring correspondence with record buvers works of Chopin, or performances rom all over the world. The other by Paderewsi. dy he received a letter from a Herman Polish books, or painting Polish jazz cat who had heard one or anything else for exchange of Herman's Savoy disks and who He conclndes: "For jazz music ing it the most. Here are some there is no 'Iron Curtain,' and this trom his letter:
am a stadent at music school and I study the music of Bach, Chopin, Liszt, Rachmaninoff and Creig. but the only, greatest way of my life is jazz. I became interested in jazz about six years ago but at that time there was jazz liscrimination here. One day, while plaving piano alone in my class rocm, tanght mesel How High the Moon." One of my professors came in, heard me and I was ex-
pelled from school the next dav by pelled from school the next dav by the school director. But Im still in
love with jazz. ove with jazz. t\%\% has come to our country as ree music of a free people. Now we can play and hear jazz nusic,
as much as we wish.
The lad (who slall be anony mons) then goes on to state that het is a devoted fan of such cool cats as Bud Powell. Thelonious Monk, Erroll Garner, Dizzie Gillespie and Charlie Parker, and that he leads a small combo. But, he explatins, his group is unable to play like their idols because they can't buy any jazz LP's in their city and the only way they hear any jazz is via radio. Their repertoire is also weak, says the Polish cat. since they haven't learned the chord changes to such standards as "Tenderly." "Yesterdays," Foggy Day," "Lover, Come Back to Me." etc.
The youth finally comes to the point and asks Lubinsky to ship some of his Savoy Records to him in Poland. But not gratis, mind yout. Altho he has no dollars, he
sass if Lubinsky will send him

## Storyville to Cape in July

BOSTOX -- Ceorge Wein, impresario of Storyville here and of the Newport Jazz Festival, has annonnced lie will move his jazz nitery to Harwich, Mass., this summer. He will close the spot at the Copley Square Hotel and open Storyville Cape Cod June 28
This is the old Robin Hood Inn. The same policy will obtain as at he Boston spot. George Shearing is first on the schedule. Dave Brubeck will come in for two weeks July 6, followed by Errol Garner Julv 21.

Tom Lehrer and the Four Freshmen are booked for the month of Angust. Altho not the first jazz atz. policy on the Cape. LeRoy Parkins will play again this sumner at the Southward Inn at Orleans.

MUSIC PUBLISHERS
epresentation in San Francisco.
GRANADA MUSIC CO.

music makes the people of all the world brothers. Jaz\% is independent of the political ideas of any nation and the jazzmen of the world make one great family
Lubinsky is sending the Polish ca+ a lot of Savoy Records-without asking any records in exchange.

## Mulligan and Winding Form New Combos

## NEW YORK-There was action

 on the jazz front last week when Gerry Mulligan started rehearsals with his new group, and Kai Winding, who is planning a European tour, finally got his personnel all straightened out. The new Mulligan crew will consist of Mulligan on baritone sax, Art Farmer on trumpet, Henry Grimes on bass and Dave Bailey on drums. Group is set for some TV work and then will play a string of club dates.Personnel of the Kai Winding septet will consist of Kai, Bill Main, Ola Hansen and Tommy piano: Gerry Tomlinson on drums and Eddie De Haas on bass. Bell is an English cat and De Haas is from Holland.

## Jimmie Rodgers <br> Cele Called Off

MERIDIAN. Miss. -- The annual Jimmie Rodgers' Day Celebration, held in Meridian late in May the last five years, will not be held this year, according to word from Ernest Tubb ho, with annual event.
Tubb said the decision to call off the Rodgers Day celebration off the Rodgers Day celebration came after a recent meeting here of himself, Hank Snow, Mrs. Jimmie Rodgers and other members of the Jimmie Rodgers Memorial was advanced for calling off the event.
However, Tubb says it is planned to revive the Rodgers celebration in 1959. provided Meridian city fathers and civic organizations pledge their co-operation and support.
Tubb and Snow plan to do a benefit show May 26 for the Jimmie Rodgers Memorial Foundation. They urge other c.ctl. performers to do likewise, stating that the Foundation is in need of more funds to complete the limmie Rodgers Country Music Hall of Fame.

Mrs. Haven Gillespie Dies In Hollywood
holltwood--Mrs. Corinne Gillespie, 67, wife of the wellknown songwriter, Haven Gillespie, died of a heart attack April 21 while visiting at the home of a son, Lamont Gillespie, here.
Haven Gillespic is the writer of such hits as "Santa Claus Is Coming to Town, Tou Go to My Head," "I'm in Love With You, Honer," "Drifting Along With the Breeze," "Lucky Old Sun," and others. The Gillespies lived in Las Vegas sis years, moving to the West Coast two years ago.
Body was cremated and the ashes shipped to Fort Mitchell. Ky., for interment in Highland Ceme-
tery.

## PANEL POSER:

What do you think of the "Top $40^{\prime \prime}$ record formula in radio and TV deejay programming?


Mitzi Gaynor, cinemusical and recording star: "I'm due to make a record album for Verve this summer, and I love the music business. But a station's obligation is to its audience, not the record companies' customers. When a station programs only the Top 40 hits, it is catering strictly to record companies via teen-agers, who apparently are the largest record-buying group. Teen-agers, however aren't necessarily the largest tune-in group, and there's a whole audience that goes to movie and stage musicals that's ignored by Top 40 . As a listener, I can say only that the station that programs primarily in this fashion is the station I will not dial."

Bob Landers, deejay, WNEW, New York: "There are many reasons why I'm glad to be at WNEW. One of the biggest is that I don't have to think about Top 40. My personal feelings go right along with those of the station on this subject. There never was, and never will be, a time when there are only 40 records worth hearing. Every day dozens of worthwhile records come out, and it's my feeling that a deejay is here to play them. Lists are valuable as a reference, and for watching trends, but not as the basis for a format."


Raymond E. Nelson, president-elect, WNTA, Newark, N. J.: "There's nothing exclusive about Top 40 records. As the basis for a station's programming, they are 'me-too' music. Records, as such, have no personality. It's our feeling that we should have varied, balanced programming, presided over by strong live personalities. We intend to spread our appeal over a wide radio audience so that the sponsor who buys a saturation campaign with us reaches many different groups and types. Otherwise, it's a concentration on teen-agers, who aren't a big market. I have a teen-aged daughter. Her buying power is all of $\$ 3$ a week."

Chuck Blore, program director, KWFB, Hollywood: "Actually, this is a two-part question. What do I think of Top 40 music? Not much at the moment, but the Top 40 are constantly changing. I may be completely entranced by them in six weeks. They are, however, an essential and basic part of modern programming, and must be treated with great respect. As far as Top 40 format is concerned, the secret is in constant attention to the smallest production detail, the bright, happy sound of the deejays as they present the Top 40. I think it's the most demanding, back-breaking radio there is, and I love every demanding second of it."


Nat Hentoff, co-host (with Gunther Schuller) of "The Scope of Jazz," WBAI-FM, New York: "The Top 40 system is one of several reasons why there's been such a vigorous resturgence of independent FM radio. The converting of large sections of AM radio into mindless juke boses is not only a pitiful surrender to the compulsive conformity that is turning much of our mass media into pools of bland ness, but it's also a rediculous rejection of that adult part of a station's audience that represents real buying power. My musical criterion is simple. I ask-'Does the music have durable interest?"

## VOX JOX

GIMMICK FOR JOCKS: Tom session thru final store copy I use get a fairly free hand in the dis Edwards, WERE, Cleveland writes: "My Best gimmick to catch and hold the adult audience is my practice of playing one song hit of the 1950's on each half-hour segment of my show. You can't beat the hits." Edwards' slide show which has been going over big at hops, has been requested for duplication by 14 deejays in the U. S. and one in Canada.

SPRING FLING: WPEO, Peoria, took on a fresh sound March 21 with a "spring cleaning" motif reflected in new singing station breaks, new themes for deejays and a contest to identify three sounds of spring. The station plus $\$ 5$ added each day they plus $\$ 5$ added eac

DO IT YOURSELF: Frank Bell, WOAI San Antonio, writes "I am building a storyboard on play in area record shops and at my hops. Board traces disk from
session thru final store copy. I use
pictures, actual tapes, masters, ace lates. Bottom of board has info on my show. Total cost: $\$ 15,5$ hour of time, seven blisters." A new for deejay promotion

ANECDOTE FEATURE: Guy Cherney, KCBS, San Guy Cherney, KCBS, San
Francisco, is having great sucFrancisco, is having great suc-
cess with his daily feature "The Story Behind the Record," in which he spins a disk (new or recent) and relates an amusing or warm tale that happened behind the scenes in connection with it. Only trouble is, needing six stories a
week has made Guy cry for week has made Guy cry for
help from publishers, record help from pubishers, reco

NORTH CAROLINA: Bill Sanders, WTOB, Winston-Salem, hopes record companies will "mull the situation with regard to deejays leases to jocks. Often when stations are on so-called 'service' lists, the albums of air quality never get to
get a fairly free hand in the distribs' stock rooms." Speaking of re
leases, there's a new one in the leases, there's a new one in the
Sanders family, a girl named Michele Lea, born April 10, their first.

LET'S GET PERSONAL:
"Why don't personalities with regular record shows give listeners some personal information once in a while?" writes a Titusville, Pa., housewife people and suffer plain old people and suffer plain old
curiosity about what their curiosity about what their homes and families are like,
what their hobbies are, what what their hobbies are, what
kind of food or movies they prefer. Seems to me disk prefer. Seems to me disk
jockeys used to talk more about themselves than they do about themselves than they, do
nowadays. It's less homey."

TOP 40 FRENZY: Bob Furry, VAR, Phoenix, A ons and deejays alike are getting hemselves into a frenzy oyer this top 40 business. I think Martin Block, Barry Kaye and Bill Randle Continued on page 41

## ON THE BEAT

RHYTHM \& BLUES - ROCK \& ROLL


#### Abstract

Like there's been an awful lot o talk lately about the fact that the chicks aren't making it these days. Well, the truth is that they are, at least a lot more than they had been for a long spell so it seems appropriate at this time to try to find out what all this jazz about chicks is about. If they are making it now in any abundance, and who is to deny that they are snapping back, why is it so?

When the chicks were cold as Kelsey's toupee on a chill night, some of the smart fellows had a ready answer. They would say: "It's easy enough to explain. Don't you know that most of the buyers of these single records are chicks themselves? And what they like to buy is that lowdown, driving, primitive sound on a record. But they don't like to associate that sound with one of their own sex. In a way, they would be vicariously lowering themselves to that wild quality they like so much about the records. So


#### Abstract

what happens? They boycott the girl singers and they go for the Jerry Lee Lewises and


The first murmuring of a come back for chicks (this species were strictly chicks, not thrushes) were those records which featured the male singer in the lead spot, with a chorus of wild, far-out sounding fems in the background. In other words, according to Paul Ackerman, Billboard music editor and a keen student of this social phenomenon, "the chicks were coming back in a subordinate role. In their own way, they were lend ing a hormonal hypo to the record business with those wild, uninhibited and sometimes almost degenerate sounds. It came to be a that crazy as soon as you heard behind the male singer, you just had to figure the record for a hit

The chick sounds were, of course, not limited necessarily to groups. In some cases, it
vocally nodding in agreement with the cat. An impressive record of this type was called "I'm Grown," by Lightnin' Slim on Execello. The vigorous young cat was commenting on the fact that he was near grown up and ready to make some young girl jump make some young girl jump
and shout. A low, soft, out-of-the-woods type fem voice simply answered: "You sure have ply answered: Yu sure have
baby, you made me jump and shout, honey." In the pop
world, Andy Williams had a hit last year on Cadence with "Int last year on Cadence with "I Like Your Kind of Love." Mere, another delicious chick's
voice kept up a constant anvoice kept up a constant an-
swer: "Uh huh, baby that's good!"
From these beginnings last year after a considerable dry spell, the chicks were making it, as we said, in a subordinate or subservient role, which some agreed was the right place for chicks after all. But then, it was not long till they stepped one notch higher and be-
(Continued on page 44

## FOLK TALENT \& TUNES

## Around the Horn

Jimmy Martin and the Sunny Mountain Boys have a new one on On the Ocean of Diamonds. $\because$ On the strength of his showing "King for a Day" and "5-Cent Kandy," Or a Day" and "F-Cent Candy, Orville Couch will have his next release on the Mercury oll effort. Release is slated for May 7 , with one side penned by Mim Shell, and Couch collaborating on the second side with Eddie Mcon the second side with Eddie Mc-
Duff. . . Jimmy Isle's waxing of You and Johnny Isle s waxing of lette, shows signs of spilling over into the pop field. Deejays may obtain a sample copy by writing to Kenny Marlow, publisher of the Kenny Marlow, publisher of the
tune, at $420-\mathrm{A}$ Broadway, Nashville.
"Hoosier Hayride," which recently concluded its season of Saturday night presenta Wayne Theater, Fort Wayne Ind., is now devoting Saturday nights to working Indian towns under sponsorship of lo-
cal organizations. Unit played Topeka, Ind., April 19, and May 10 finds it at the Armory, Huntington, Ind. Part of the show is aired via WGL, Fort Wayne. . . . Glen (Trout) Glenne has resumed his Army duties at Fort Ord, Calif., after a 13 -day leave spent in the Los Angeles sector. His initial release on the Era label is titled "Everybody's Movin'". He cut another session during his leave, with release due in two weeks. . . Faron Young was last Saturday's (26) oung on "Louisiana Hayride," Shreveport. Bob Luman, recently signed by Capitol Records, flew in from California to appear on the same show.

Lefty Frizzell and Freddie Hart, regulars on "County America" over KABC-TV, Los Angeles, have been set to double for several weeks on the "Town Hall Party" TV-er on Stebbins, of Americana Corporation, Woodland Hills, Calif. Lefty
and Freddie will soon begin a 10 day tour of the Pacific Northwest along with Hershel Clothier and the Oklahoma Travelers. Frizzell's newest on the Columbia label is "Silence" b.w. "Torch in My Heart." ... Jim Reeves, currently plaving West Coast stands, concludes his present tour at Rapid City, S. D., May 6. He visited on the Larry Finlay show on KTLA TV, Los Angeles, and "Country America" on KABC-TV, that city, last Saturday (26), and Monday (28) will guest on the Lawrence Welk network TV show from the Coast. Jim's manager, Herb Shucher, accompanies him on the current jaunt.

Nat Nigberg, producer of Country America," beamed by KABC-TV, Los Angeles, each Saturday from $7-8$ p.m., is mapping plans to celebrate May 3 with a layout headlining Rex Allen. . . . John Stephenson's Cowtown Records,
(Continued on page 45)

## MUSIC AS WRITTEN

## NEW STEM WRITING BLOOD

As an indication that the older name writers no longer have the Broadway musical scene locked up, the following writers, mos of them relatively young men or women, are engaged in writing either music or lyrics for musicals for the fall season; Moos Charlop and Norman Gimbel, Carolyn Leigh, Kenward Elmslie, Marvin Fisher, Bob Allen and Al Stillman, Stephen Sondheim, David Rogers, Eaton McGoon Jr., Edward Eliscu and Sol Kaplan, and Bob Merrill and Dick Adler.

## CASTLE BEDDED BY HEART ATTACK

Lee Castle, trumpet playing leader of the Jimmy Dorsey orchestra, since the death of Jimmy, is hospitalized in Muncie, Ind., since Saturday (19) with a heart attack. Band, booked by Music Corporation of America, is playing out its
regular dance sked without interruption. MCA is lining up regular dance sked without interruption. MCA is lining up another name instrumentalist to substitute for Castle.

## New York

Sammy Fain and Paul Francis Webster, have been commissioned to write the score for the flick "Mardi Gras." Picture Records Houston-based Gary Crosby and Tommy Sands....Cu Goldner's Gone record label nationally. Jimmy Duncan, penned "My Special Angel" last year, is the a. \&r. man for the outfit.... Carlton Records has signed thrush Lynn Evans.... Jo Stafford and Paul Weston will appear on the CBS-TV show "Oasis" on April 26th with warbler Jimmie Rodgers.... Peter De Rose Memorial Week will be commemorated starting April 23 , in honor of the great writer of "Deep Purple" and dozens of other hits.

New York City's Guggenheim Memorial Concerts will present the Goldman Band in a series of 50 concerts in Central Park and at Prospect Park, Brooklyn Starting in June.... Wilbur De Paris will appear at the Stratford Shakespearean Festival at Stratford Ont. on August 9.... Thor Johnson received the Laurel Leaf Award from the American Composers Alliance for service to contemporary music last week.

The Philadelphia Orchestra will feature "Crededum" a new American work penned by William Schumann, head of Julliard Music School, on the orks Enropean trek starting May 12... Arwin Records has signed warbler Terry Miller. ... Latest song penned by Edmund J. Simmons of Pittsburgh is titled "Smilin Along."

A NEW LABEL, Palmer Records has been organized in Pittsburgh. . . . Joe Carlton heads for the Coast next week to do some recording. He will spend a day after his L. A weekend at the M.O.A. Convention in Chicago. . . . Eydie Gorme will be at the Palmer House in Chicago starting May 8. . . . Steve Lawrence will be the Latin Casino in Philadelphia May 5 thru May 10.... Darrell Glenn has been signed by NRCO Records. . . . The Stadium Concert Open in New York City on June 23 at Lewisohn Stadium.
. . Red Ingle is now playing the Beacon Club in Denver.
Loren Becker, sales manager of Grand Award Records, became the father of a girl, Lauren, last Friday (I8). ... Joe Napoli' Jatest jazz show with June Christy, Bud Shank, Bob Cooper and the Claude Williamson Trio, which has played in Germany; Italy and many other European countries, will play Africa next month in such cities as Cape Town, Johannesburg and Durban. ... Erse Hockey will be on the Dick Clark ABC-TV "American Bandstand" show on May 3. . . Jack Archer, head of Archer Associates is recovering from a slight heart attack at the Dobbs Ferry Hospital in New York.

Songwriter Dale Siegenthaler of Morris, Okla., has eplaced Marijohn Wilkin in the operation of Earl Barto Music in Springfield, Mo., the Red Foley music firm Tina Louise has been signed to record for United Artists Records. . . . Writer-manager Benny Burleigh, who handles thrush Annie Alford, has started Eagle Records. First release will feature Sy Palmer, warbler who was a four-weeks-in-a-row winner of the Apollo Theater, New York amateur show last month. . . Johnny Mathis will open a he Copa, New York, on May 8.... The Shirelles star at Charlie Applewhite will be at the Casino Royal in Washing Charlie Applewhite will be at the
ton for a week starting April 27

In our story last week about publishers who were in the record business we inadvertently left out the name of Jack Gold, who was one of the first of the "bright young men" who started a number of hits, but has turned the Four Esquires into name talent who come up with a potential hit with each release.

## Hollywood

Disk jockey Earl McDaniel has joined Station KDAY following his KLAS resignation. . . . Harry Kaye has been named to helm the promotion chores for Hart Distributors. .. Singer Ken Miller tarted his initial tour April 18 with a date in his home town, Springfield, O. Miller will also appear at the upcoming MOA show in Chicago. . . . Show Brothers, Robin Records, are reported receiving good response to their recording of "Hand Jive" on the group's current swing thru Oklahoma and Texas.

Al Bennett has officially taken over his new post at Liberty Records following distributor sales treks in the East and South. Sydney Yallen, recently director of operations at KFWB, has joined Bentley Productions as a vice-president. . .. Dick Pierce, a.\&r. staffer for RCA Victor here, has signed singer-composer Ernie Felice. . . . Joe Lubin has inked a personal management pact with Jan Perry and Arnie Ginsberg, young rock and roll team known as Jan and Arnie. Duo's first etching was released this week on Arwin Records. Songs are "Jennie Lee" and "Gotta

## Capitol Grabs a Lion's Share

- Continued from page 3
"Pat's Great Hits" by Pat Boone afonte Sings of the Caribbean" on on Dot; "Hymns" by Tennessee Er- RCA Victor; "Loving You" by Elvis nie Ford on Capitol; "The King Presley, RCA Victor; "Annie Get and I." Capitol sound track; "The Your Gun" Capitol original TV cast Music Man." Capitol original cast; and "Pajama Game" Columbia "Oklahoma!" Capitol sound track; original cast.
"Film Encores" by Mantovani on London; "Dukes of Dixieland, Vol. 3 " on Audio Fidelity; "The Eddy Duchin Story," Decea sound track; "Songs of the Fabulous Fifties" by Roger Williams, Kapp; "Spirituals by Tennessee Ernie, Capitol; Wonderful, Wonderful" by Johnny Mathis on Capitol; "'S Marvelous" by Ray Conniff on Columbia; "Love Is the Thing" by Nat King Cole on Capitol; "April Love," Dot sound track; "A Swingin Affair
by Frank Sinatra on Capitol; "Bel-


## Whole World

- Continued from page 8
they like," Green said, "whereas here if a hit was blank on the back, half the fans would never know the difference.

Another attribute of the European market, enviable to American tradesters, is that hits last longer A Platters' EP containing "Only You" has been on the top-selling charts for more than a year and is still No. 3. So far, it has sold 300, 000 copies, a bonanza, incidentally, for the publishers of the three othe tunes enjoying a free ride. Green said the probable reason for such long life of hits is that Europe has only a few radio stations, each of them highly influential. Therefore, a hit record gets good expos
but can't be played to death. Europeans, Green concluded have been made wary by American talk about a recession. But so far, the recession has not made the trans-Atlantic crossing. Business, he said with a puzzled but happy shrug, is terrific over there.

## ARRIVEDERCI, ROMA

RECORDED BY
Roger Williams ......Kapp
Mario Lanza . . .RCA Vicior
Vic Damone . . . .Columbia

PUBLISHED BY
REG CONNELLY MUSIC, INC.
1650 Broadway, New York 19, N.Y.


To the Top Agaln . . .

- WHO'S SORRY NOW CONNIE FRANCIS on MGM
- l'M GETTIN' SENTIMENTAL OVER YOU NELSON RIDDLE on Capitol - BILLY

KATHY LINDEN on Felated

- ONE MORNING IN MAY

JOSE MELIS on Seeco
MILLS MUSIC, INC.

SCAP was freely talked about by ASAP onlookers as being that of cently member who had request for $\$ 2,000$ relief money, and who had threatened to go before the O'Mahoney committee if his request was turned down. A ings as a spectator, told The Billboard the Alexander request had been refused.
Copyright register Fisher asked the OMahoney group to consider only the author's basic right for performance money, and put out a bill eliminating the juke exemption from the U. S. Copyright Act. This would also mean consistency with international copyright, said Fisher, and "make the U. S. look better in the eyes of the world" as protecting creative and cultural endeavor, without exception.

## 'Music Man

## - Continued from page 2

number of sales, something that could be of great value to show publishers when negotiating with a major diskery about a new score It gives the low-priced labels a chance to get firm crack, or early thus strenthening their sosition thus strengty in the position as an entily in the disk business. And, of course, for the publisher it means money in the bank no matter how the album set make
out. out.
For the low-priced label it shows that they can offer guaranteed sales to artists, whioh will help them in the future if they want to sign name talent and must hand out a guarantee. And last, but not least, it means the spreading of show scores to supermarkets, drug stores, and other places where lowprice disks are sold.

## Dot Signs Up

- Continued from page 2

Sentimentalists with an earlier edition of the Tommy Dorsey band have cut an album of tunes from the swing era. Also upcoming on albums for the label are Herb Shriner and Buddy Hackett.

The platter, plus the Key Men a modern harmony vocal quartet, also just pacted, both came over to Dot from Coral.

## ...and showing for a big hit!




## GINOEGINA




The High Sign
The Diamonds
(BMI) Mereary 71291

## The Cash Box TOP 60

-High Sign

\#ME. 71291 DIAMONDS

High
SIGN

THE

DIAMONDS
Smash Follow-up to "The Stroll"

## Law Against Disk Pirating

## - Continued from page

attempts to grant U. S. copyright |hundreds of thousands of records, to recordings shows that as the who might have to pay a license importance of radio fee to the owner of the record publishing and recording industries copyright as well as to the origina grew, there was a proportionate author.
increase in pressure to secure copy- Sargoy feels there is no doubt right in soimd records," by per- that contributions by performers formers and recorders, with cor- and recorders entitle them to a responding protest by authors and users.
Self-interest considerations even split performers and manufactursplit performers and manufactur- roll as to an unknown rock ' $n$ ers as each fought for protection an unknown or of a Toscanini to for themselves." the Ringer study a sound track, contain their respec points out. Author-publisher groups tive interpretive rendition which told Congress the new copyright can transcend the basic work." extension would be unfair to them. Broadcast and juke box interests fought the "additional payments and licenses." Movie interests cattiously favored "limited protection" for recorded performances.
Where would the new sound recording copyright stand in relation to the present statute's "compulRinger says it is highly umlikely that the compulsory licensing wonk extend to the secondary copyright

Compulsory Licensing
This brings lue and cry from author-publisher groups. They claim that failure to bring record copyright under compulsory icens-
ing would penalize the composer, who can get only 2 cents a record, while the performer can "bargain
freely for his services," freely for his services." Also, they
claim the recorder could record a claim the recorder could record a
song without permission of the author, but under secondary copyright, the manufacturer could prohibit re-recordings, a right denied
the original author.
On the other hand, record manufacturers say that making copyright of a record subject to compulsory license would be unjust to the performer by putting a ceiling on what he could receive. Authors receive royalties "from many sources," in addition to sale of recordings of their music, but performers and record companies get revenue ont of their recordings "solely thri the sale of records." they point out.
A prime question in record copyright is whether it should belong to the performer or to the manufacturer of the record. Miss Ringer suggests a compromise in having both performer (or multiple performers) and manufacturers work before applying for the record copyright, should the latter become part of U. S. Copyright law.
Experts Comment

Experts Comment
Comment by four copyright experts from the panel which has Library of Cougress studies proLide more questions but few provide more questions
swers on this issue.
Herman Finkelstein, counsel for the American Society of Composobjection" to a law prohibiting objection pirace but is prot sure it record piracy, but is not sure it He notes a little touchily that "w This question of ownership of secondary copyright omits the idea that the author of the work might be one anthor of the work might be one
of the beneficiaries."
the American Sargoy, chairman of the American Bar Associations
Committee on Ceneral Revision of the Copvright Law, and representative of East Coast movie producers' association, savs "the guts of the problem" concerns whether we are "ready" in thís day and age to recognize that a recording is a "writing" within the constitutional meaning now given for copyrightmeaning now given for copyright-
able materials. He believes we able
are.
However, the copyright expert pointedly refrains from recommending the recording copyright, himself. He feels that many aspects need exploring first. He asks what effect the new copyright would have on the public interest. How would it affect the operators of juke boxes," and broadeasters using

Ralph S. Brown, Yale University copyright expert, switched an earlier point of view to decide that the issue of record piracy should go in with the larger question of " $n$ ighboring rights" under international consideration Also, he decided the performer Also, he decided the performer, should have the copyright.
Harry Henn, associate professor of law at Cornell, and author of an earlier study, "Compulsory Licens1957), says "No" to October 14, racy protection in present revion of copyright law. He feels cout case-law development is pront ing in the right diretis proceed lieves we need drrection, and beevidence to statutes.

Protection Against Piracy
In final summing up, Miss Ringer suggests that some consistent mrotection against piracy moder federal copyright law appears necessary, beyond the often conflicting dividual court decisions. The latter may tend eventually to give more protection to uncopyrightable work under the unfair-competition rulings, than to the qualified copvrighted work, she believes.
In foreign copyright, the British Commonwealth accords copyright to recordings, and the record copyright is exempt from compnlsory licensing. Newest provisions in British copyright law require the marking of the record label to indicate name of maker, vear of pubication, and country of first pubication, for copyright purposes, Performers are given protection umder a separate statute, not part of the copyright law.
Eight countries, including Denmark. Hungary, Mexico. Poland, Switzerland, treat recordings as a form of "arrangement" and give them secondary copsright. In rightable, since they are originally "writings."

## STOP, BABY <br> the four preps Capitol

true to you
GENE VINCENT Capitol
BOURNE, INC.-ABC MUSIC
$\qquad$

## 3 GREAT RECORDS

## CAREFUL, CAREFUL

 EIIEEN RODGERS ColumbiaCHERIE, I LOVE YOU PAT BOONE

MUSIC PUBLISHERS HOLDING CORPORATION

## James C. Petrillo Bid Denied

## - Continued from page 4

ble for a delay in negotiations and prolonging the strike."
The week's developments differed little than the past 10 weeks since the strike at the studios was called. A meeting of Local 47 today (28) will determine the suspension status of those AFM members dropped on charges of "dual minionism. One of the issues at stake will be that affecting several officers of the Musicians Club who were among the suspended. The club holds title to the Local 47 property and bank accounts, and accordingly, the Security-First National Bank last week filed suit in Superior Court to determine who is entitled to make withdrawals. Bank declared it has an account with the Musicians' Club with a balance
of $\$ 29,700$. With several officers of $\$ 29,700$. With several officers
of the club suspended. Local 47 execs hands have been tied since no expenditures can be made

Cecil Read was asked last week to give a full accounting of the moneys raised during the past two years for the Musicians Defense Fund, latter set up to prosecute the legal actions against the AFM and the Music Performance Trust Find. Attorney Nathan L. Schoichet notified Read that he was
representing a group of musicians representing a group of manted an accounting or else and wanted an accounting or else instiuted to enforce such an ac counting in behalf of my clients." Read Silent
Read refused to divulge the names of the contributors or the amounts collected by the Defense Fund on the gromms that such in formation "could be used harmfuilf against the contributors who could be threatened with disciplinary action by the Federa tlon." and which conld be used to Injure or impair the lawsuits. Read further declared that "not one cent
of Musicians' Defense Fund money has been used or ever will be use for any expenses" of the MCA.

Recording of film scores in Vienna and in Mexico has ostensibly been stopped according to AFM spokesmen, with Hardie Radcliffe of the British Musicians Union reporting that all Vienna or chestras have been instructed by their union officials to refuse serv ice to the major Hollywood studios and Juan Osario, of the Sindicato Nutional de Trabajadores de Mu sica, similarly alleging that all studio work sonth of the border ha been stopped.
A eritical situation affecting the AFM pact with the disk business and the union's agreement with TV film producers could result if the MGA seeks certification among these employers when existing pacts expire. While there is no aftirmative indication of MGAs plans in this direction, a number of MGA supporters are known to be cognizant of the havoc they could spread in these industrie by merely asking for an election as the exclusive bargaining unit. An impasse siminar to that which exists in the current result, and would threaten would result, and would threaten the employment of thousands
A spokesman for the NLRB he
A spokesman for the NLRB here
opined that there is nothing in the regulations that would prevent the AFM from initiating negotiations in these industries at this time, in advance of the contract expiration
Climbing Fast!
IJUST
FOOLINN"I FOOLIN ${ }^{\prime \prime}$ EDDIE HOWARD On MERCURY JACKIE CARBONE on STAR-X
Sietr Mres 503
MIL \& PAMPE SOHGS. INC
dates. It's the opinion in some quarters that this might be looked upon as unfair labor practice, tho its pointed out that all unions attempt to ratity new agreements
in advance of their expiration.

Cincy Dance Ops

- Continued from page 4
pavilion each Monday night, 10:151. with the station's Bill Albert ollowing with his nightly platter show and interviews from the bandstand. Local dance studios are co-operating by offering free dance lessons to beginners. The promotion's slogan, "Let's Co Dancing," is directed to the whole family and is designed to promote dancing to live music specifically.
Host at the Monday luncheon was Charles Beal, local concessionaire and operator of the Topper operates the dance pavilion at Ault operates the dance pavilion at Ault
Park. In attendance were Gene Fry, president of Local 1. AFM, who president of Local Ched as chairman; Charles Bauer
ser manager of Music Hall, and his manager of Music Hall, and his
assistant, Carl Roos; Jack Heusser, manager of the Cincinnati Zoo; Edward L. Schott and Ralph Wachs of Coney Island Amusement Park; Frank Hanshaw, Johnny Bennett and Al Alweil, of General Artists Corportation; Stan Dahlman and Dave Wilson, of The Cincinnati Post; Chester Herman and Gene Dalev, of Station WLIV. Cincinnati, and Bill Sachs, of The Billboard.


## Bell Launches

- Continued from page 4
such names as Sy Olivers ork, Cal Calloway, Larry Clinton, etc., and singers Helen Forrest and Bob Eberle.
Bell LP's will be distributed thru regular distributors, rack jobbers chains etc. The $\$ 1.98$ list price will not be marked on any of the LP's which will be pre-bagged, but will state " $\$ 3.98$ Value" instead. Dealers then, according to Shimkin, can sell them at whatever price they choose, down to $\$ 1.98$. However the wholesale price to distributors, dealers, racks, etc.. will be the dealers, racks, etc. will
There will be more low-priced Bell LP's after this release. The next release will be a personality series featuring 10 sides by the same ork or singer. That release will be issued sometime in the summer. These records too will be culled from sides previously issued on Bell 45 r.p.m. disks. Later the firm may cut material especially for their LP's.


## WNEW. Replies

- Continued from page 4
be embarrassed to present such a musical menu.
We have alwavs been cognizant feen-age tastes but cannot beleve that these tastes alone should dictate a program concept to the of musical wealth. We will play of musical wealth. Ne mile play it rock and roll, ballad, Broadway it rock and roll, ballad, Broadway
musical, motion picture scores, musical, motion picture scores you."
Jaegar also spoke of the "tre mendous response congratulating us on the change which placed Believe Ballroom. To Art Ford we Believe Ballroom. To Art Ford wh wish our best ha position. It ras recalled by the station just 10 months ago the station and erry which had lasted for a num ship which had ber of years. At the " hed closely to the top hits format, and Ford was seen as bringing new Ford was seen as bringing new
diversilication of material to the


## MACH' SCHNELL ZU DEM GROSSTEN SCHLAGER!

## Dast ist grossartig von KÜSTE ZU KÜSTE.

Alle einsteigen in Die Kleine Bimmelbahn


## Marianne Vasel ${ }_{\text {wo }}$ Erich Storz

MERCURY \# EINUNDSIEBZIGTAUSENDZWEIHUNDERT SECHSUNDACHTZIGX45



The smash hit version of the big love song from the Warner Brothers' film 'Marjorie Morningstar." With the picture breaking nationally, get set to sell a million plus!
cm DON'T LEAVE ME NOW
$47 / 20-7167$
with Hugo Winterhalter's Orchestra and Chorus
RCAVICTOR

## DISTRIBUTOR NEWS

- Continued from page 5

Frankie Avalon on Chancellor and "Johnny B. Goode" by Chuck Berry "I Wonder Why" by Dionne and the Belmonts on Lowery is starting to click. "A Kiss Is a Kiss" by the Rockin' Chairs on Recorte is getting action. "Drifting and Dreaming" by Teddy Tyle on Golden Crest is action. "Drifting and Dreaming" by Teddy Tyle on Golden Crest is
moving well. "Indian Love Call" by Ernie Freeman and "Zorro" by moving well. "Indian Love Call" by Ernie Freeman and "Zorro by
the Chordettes on Cadence are strong. Chuck Berry's LP, "One Dozen the Chordettes on Cadence are strong, Chuck Berry's LP, "O
Berries" has broken out. Halonka describes business as "soft."

DISTRIBUTOR DOINGS: Art Goodwin, General Manager of National Record Distributors in Atlanta, writes that National is now distributing the Cadence line. The area covered by $\mathrm{Na}-$ is now tional includes Georgia, Alabama and Eas 18 lines. Wer addition of Cadence the distrib now has 18 , has changed disBlaine, Jay-Gee Record Company, Inc. mahor, has charged distributors for Jand Buf The new distributors in the respective Indianapor ary Sales Corporation, Seabord Distributors, Hoosier Record Distributors and Harmony Distributors.

DENVER: Dick Phillips, manager of B. K. Sweeny Company, has created an expanded sales promotion campaign for Columbia records. Phillips feels that the inauguration of an "automatic shipment" plan assures each dealer increased sale of new releases as soon as they are available. Under the plan, dealers may designate the number of records that he wants. If these do not move, he is allowed to return the full shipment for full credit.

Ed Barsky reports that "I'm Sorry I Made You Cry" by Connie Francis on M-G-M is the hottest platter at Edward S. Barsky, Inc., in Philadelphia. He moved over 6,000 last week and has reordered 8,000 more. "Witch Doctor" by David Seville on Liberty continues to blaze. He's already gone thru $\mathbf{8 0 , 0 0 0}$. "You Mean Everything to Me" by the Slades on Liberty is also going well. Strongest album is "Ella Fitzgerald Sings the Duke Ellington Songbook" on Verve. The Golden Records kiddie line is strong.
territorial tips: "Johnny B. Goode" by Chuck Berry is registering strongly in Tennessee, Pennsylvania, New Mexico, Iowa Kansas, California, Michigan, Arkansas, Oklahoma, Ohio, Missouri and New York. ... "Teacher, Teacher" by Johnny Mathis on Columbia is hopping in New York, New Jersey, Iowa, Missouri and Ohio. . . 'I Met Him on a Sunday" by the Shirelles on Decca is strongest in Colorado, North Dakota. New York and Wisconsin. "Big Man" by the Four Preps is starting in Jowa, North Carolina and California.

NOTES IN THE MAIL: Ralph E. Woodward, manager of the record department at Sidles Company in Omaha, writes that several RCA Victor releases are jumping. In the lead are "Wear My Ring Around Your Neck" by Elvis Presley and "Kewpie Doll" by Perry Como. "Stroll Me" by Kay Starr "Boppin" in a Sack" by the Lane Brothers and "Teen Hop" by Henry Bussee Jr. are also moving. . . . Bob Heller, Chips Distributing Company, Philadelphia, feels that 20th Fox has a winner with its first release, "Big Ring" and "I'm in Love Again by the Royal Jacks. . . . Harry Kaye, newly appointed promotion head of Hart Distributors in Los Angeles, writes that Cherie I Love You" b-w "Sugar Moon" by Pat Boone on Dot is their No. 1 disk. "Hot Spell" by Margaret Whiting and "Pia Kuka Ung Cung by Doles Dickens (also on Dot) are perking. . . Max Melton has been appointed branch manager of Decca's St. Louis operation. He was formerly manager of the Peoria, III., office. Ken Schlosser, formerly a salesman, replaces him in Peoria.

## 'At Hop' First; 3 for ABC-Para.

- Continued from page 3

Moon" by Billy Vaughn (No. 4) Silhouettes, Jerry Lee Lewis, Billy and Pat Boone's "A Wonderful Vaughn, Perry Como, the McGuire Time Up There" (No. 14). Coral Sisters, Pat Boone, the Diamonds, scored with "Sugartime" by the Sam Cooke, the Crescendos, JimMcGuire Sisters (No. 6) and "Peggy Sue" by Buddy Holly (No. 11).

The other labels had one record each. In order of sales strength these are: "Get a Job" by the Silhouettes on Ember; "Stood Up" by houettes on Ember; Stood Up by Stroll" by The Diamonds on Mercury; "Oh, Julie" by the Crescencury; "Oh, Julie by the Crescen-
dos on Nasco; "Great Balls of Fire" by Jerry Lee Lewis on Sun; "Sweet Little Sixteen" by Chuck Berry on Little Sixteen by Chuck Berry on
Chess; "Tequila" by the Champs Chess; "Tequila by the Champs by the Four Preps on Capitol; "La by the Four Preps on Capitol; La
Dee Dah" by Billy \& Lillie on Dee Dah" by Billy \& Lillie on
Swan; "Kisses Sweeters Than Swan; "Kisses Sweeters Than
Wine" by Jimmie Rodgers on RouWine" by Jimmie Rodgers on Rou-
lette; "Oh, Boy!" by the Crickets lette; "Oh, Boy!" by the Crickets
on Brunswick; "Raunchy" by Bill on Brunswick; Raunchy by Bill
Iustis on Phillips International; "Justis on Phillips International; Dede Dinah" by Frankie Avalon
on Chancellor; "Don't Let Go" by on Chancellor; "Don't Let Go by
Roy Hamilton on Epic; "Lollipop" by the Chordettes on Cadence and "Maybe" by the Chantels on End.

> Top Vocalists

Best selling artists on singles during the first 12 weeks of the year were (in order of sales strength) Danny and the Juniors, Elvis Presley, Rickey Nelson, the
mie Rodgers, Buddy Holly, Chuck ets, the Champs, the Four Preps Frank Sinatra, Billy \& Lillie, Bil Justis, Frankie Avalon, Roy Hamilton and Johnny Mathis.
Thirteen of the best selling artists are male vocalists. Ten duos or larger groups are included, and two of the artists lead instrumental combos or orks.
ABC-Paramount. RCA Victor Capitol, Dot and Coral are represented by two artists each. Fifteen other labels had one artist among the top 25 .

## REWARD

For secretaries who want to reach their bosses at the MOA Convention in Chicago, May 6-8. Call ANdover 3-0482, the number of The Billboard's Service Center.


Use the NEW Voice of Music Stereo Tape Library to sell the sensational 'Celeste' table model tape recorder. It plays BOTH Stacked AND Staggered stereo tapes, records and plays back monaurally in flawless high fidelity. Blonde or mahogany. Model 750, just $\$ 275$ List*. (Black or brass legs optional).

The NEW Voice of Music Stereo Tape Library

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- Heartstrings. A romantic collection of ballads beautifully played for dancers and dreamers by Henri Brande \& his Strings.
- Surprise Symphony. Haydn's Symphony No. 94 in $G$ played by the Mannheim National Symphony Orchestra conducted by Herbert Albert.
- Solidly SAM. Jazz at its best and Stereo at its most thrilling by Sam Donohue and his crew.

Tie-in V-M's matching StereoVoice amplifier-speaker. Same speakers, same styling, same finish as the 'Celeste' tape recorder ! Sell BOTH as a COMPLETE HOME STEREO SYSTEM. Model 165, Just $\$ 85$ List*. (Legs optional).

* sightily higher is tho Wost,

GET SET NOW FOR SELLOUT STEREO BUSINESS. CALL YOUR V-M DISTRIBUTOR FOR ALL DETAILS TODAY!

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V-M COR:2 BENTON HARBOR, MICHIGAN

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## THE BILLBOARD'S WEEKLY

## Record \& Equipment Merchandising News \& Sales Tips

## Rack Route Sales Bulge in 1958

\author{

- Coutinued from page 1
}
ance of the trend toward suburban and exurban living. The merchandising established to satisfy the demands of consumers in outlying areas will continue. At present there are about 150 rack jobbers or "service merchandisers" in the field. This number may be expected to increase. And, certainly, many of those who do not already carry records may be expected to do so in the near future.

Jobbers Answers
What is the average jobber like? How does he operate? To answer these and other questions, The Billboard surveyed a large group of them. This is what was learned
All of the jobbers who answered the survey reported that they have more than 100 racks on location. Each rack is serviced on the average of once a week and many are serviced more often than once a week.
How much merchandise does the average rack carry? Fortyseven per cent of them carry an inventory ranging from $\$ 200$ to $\$ 300$. Twenty-nine and a half per cent fell in the $\$ 300$ to $\$ 500$ category and the remaining 23.6 per cent were evenly divided between the $\$ 100$ to $\$ 200$ and the over $\$ 500$ categories.

The rack operators do not attract customers with cut prices Only 6 per cent of the rack operations sell at less than the manufacturers' suggested list prices. All operators reported that they bag and price the disks before putting them on their racks.

Variety Stock
A variety of merchandise is carried on the racks. The breakdown between various classes of disks is, on the average, as follows: 45 r.p.m. singles ( 32 per cent), LP's at $\$ 3.98$ list ( 26 per per cent), LP's at $\$ 1.98$ list (18 per cent) and kiddie records (8 per cent).
In addition, a surprising number carry reord than 90 per of of the jobbers reported per cent of the jobbers reported that they This is what they carry (listed in order of frequency on the survey order of frequency on the survey 2-cleaning cloths; 3 - peedles. 4 -cleaning cloths; $3-$ needles; 4record carrying cases; 5-adaptors; and brushes. 7 -anti-static sprays
Slightly
Slightly more than 70 per cent reported carrying needles. It must be pointed out, however, that the needles fall into two categories. They are either the three-speed compromise types with osmium pensive kiddie spikes for inexpensive kiddie phonos. In both priced (the osmiums at under a
dollar and the kiddie needles at 50 cents a packet)

It has been reported that one rack jobber in the Midwest is experimenting with sapphiretipled replacement needles for the two most popular cartridge types. It is safe to say, however, that the consumer who eares about the condition of his records will have to go to a record specialty shop for some time to come in order to get the needle of his choice.
In order to sell a record, it has to be on the racks when the customer wants it. Like the traditional record dealer, the rack jobber has to choose from the heavy volume of new releases and try to guess when a record is beginning to sell in his market, when it has reached its peak and when it's "dead."
The jobber does enjoy one special advantage. Unlike the traditional dealer, he isn't penalized for his mistakes. Still, if he doesn't keep the rack stocked with a very high percentage of merchandise that moves, he runs the risk of having the rack tossed out of the location.

To minimize his risk, the jobber uses all the techniques that the traditional dealer has been using for so long. He studies the best selling charts. He checks local deejays plays and consults the best seller lists distributed by local radio stations. And, like the dealer, he tries to weigh the distributor's appraisal of the individual records.
In the LP field, in which movement of records on and off the best selling charts is slower, the jobber also uses all of the above aids. But, in addition, he keeps charts of his own and watches sales movement carefully. His mistakes are much less frequent as a consequence.

Promotion Values
One of the more surprising fact turned up by the survey is that the jobber has a strong sense of promotion values. It's surprising in view of the fact that he has a built-in traffic factor.

Some rackers sponsor top tune radio shows. Others, in fopt most use spot radio extensively. Some even use TV. One told The Billboard that he produces his own Top 30 list. Window streamers special divider cards, browsers featuring specially priced merchandise figure in the average rack jobber's exploitation of record merchandise.
'Dump' Deals
The one concession that the rack jobber makes to merchandise "n a "deal" is if he can use it on a "dump" in the supermarket-that
(Continued on page 17)


ABOVE: Morris Hyman, president of Almor, Inc., holds a singles rack designed by his firm for use by servicemen. Divider cards identify records in rack.


ABOVE: This nimbled-fingered AImor employee is stapling corners of singles' sleeves as a safeguard against heff. She can staple approximately 100 sleeves a minute


ABOVE: This Almor rack is the most ABOVE: This Almor rack is the most recent of five design changes. LP's
line each side. EP's are in center below and singles are in center above.

BELOW: Bagging, stapling and pricing of records for all of Almor's racks requires only part-time attention from a few employees. When not working on records, these girls work on housewares or toys.

JOBBER TELLS ALL
How to Rack Up Super Disk Sales

- Almor, Inc., sets sales sights on small towns
- Depth over variety
rack-jobbing secret

By RALPH FREAS
AMSTERDAM, N. Y.--Up to three years ago, Almor, Inc., had never sold a phonograph record. Today the firm is instrumental in moving $\$ 1,250,000$ worth of disks (at retail) in the upper New York State area.
Almor, Inc., is a rack jobber or, as they prefer to be called, a "service merchandiser." In addition to records, they handle toietries and beauty aids, toys and housewares. The firm is just beginning to move into stationery and school supplies, but records re a vitally important part of their operatiton. They account for one-third of Almor's total business.

How Come?
How did Almor build their record business so fast? How do they keep it growing? What problems o they face? What routine do hey follow to service their cusomers? To get the answers to these and other questions, The Billboard cross-examined Almor's president, Morris Hyman.

Hyman's cluttered desk stands in an unpretentious ground-floor office of a warehouse on Amsterdam's Leonard Street. From this vantage point, he controls activities in his own and two branch offices. The three offices (Amsterdam, N. Y., Syracuse, and Burlington, Vt.) form a triangle with three approximately equal sides of about 125 miles each. Within that triangle, 12 men in station wagons hustle from one supermarket to another, servicing more than 500 record racks.

Depth Vs. Variety
Each rack displays from $\$ 250$ to $\$ 300$ worth of disks. The proportion by speeds and sizes breaks down as follows: 15 pop singles to a depth of six, 40 to 50 EP 's, and 40 to 50 LP's.
"We don't buy variety but we "O buy in depth," says Hyman. On a pop single, we'll buy roughly 5,000 . Well buy about 700 of an LP and the same on an EP." With that $\$ 250$ to $\$ 300$ worth of records, Hyman pointed out, the average rack will do from $\$ 75$ to $\$ 100$ a week and turn over its inventory about 17 times a year. By comparison, the average rec-ord-music store considers a four
or five-time turnover of its wide variety inventory very good.
A list of the locations of Almor's racks reads like a directory of small towns (Cherry Valley, Tupper Lake, Grand Gorge, Keesville, Northville).
The average town has from 1,000 to 2,000 population, not enough to support a music or record specialty shop. Multiplied, these small towns represent a sizable market.
Many of these locations are supermarkets. The average family in the area will visit the location at least once and often two or more times a week. Other locations are department stores and syndicated stores (such as 5 and 10 's and PX's). Almor estimates that 90 per cent of their customers are regulars and the other 10 per cent are floaters who may shop in one outlet one week and in another the next.

Takes Over Problems
The firm has had consistent success in taking over record departments in stores that didn't want to be bothered with disk department problems. Hyman points proudly to a store of the Sears, Roebuck type that did $\$ 25,000$ annually in records and did not make money. That same store, now serviced by Almor is doing $\$ 35,000$ annually, is making plenty of money, and does it in one-third of the former space.
"In taking over a store like that," Hyman says, "we give the customer only 25 per cent of the selection they used to have but at the same time, we satisfy 90 per cent of the demand."

## Ant-Pilferage Assists

Almor is deeply concerned about pifferage. This may seem somewhat paradoxical since the firm is in the same position as a distributor with regard to theft. Records stolen represent losses to the rack location rather than AImor. Still, the firm has to be concerned because if a rack doesn't create income for the location, it will be thrown out.
Pilferage is the store's problem. If customers are going to steal steaks, cosmetics or what have you, the store will have to take remedial action.
"Altho it is the store's problem," says Hyman, "we will do what we can to help them."
To this end, Almor staples the sleeve on every single. This prevents removal of the disk and the customer cannot stuff two records in one sleeve. Almor also used to

price all albums with stickers. The customers soon learned that they could remove a $\$ 4.98$ sticker and replace it with a sticker from a $\$ 3.93$ album. The clerk at checkout would never know the difference. To circumsent this dodge, Almor now packages all albums in a pre-printed poly sleeve.

Upholds List Prices
Hyman also noted that all merchandise is sold at full nationally advertised list price.
"Record specialty stores should love us," he says. "We're the best competition in the world for them because we hold price.

Point-of-View Selling
But the biggest problem Almor has, according to Hyman, is gettive the distributors and mann facturers to see the rack jobber's point of view.

It's amazing that these big manifacturers understand so little about our way of doing business. Ours is completely different from the misical or record specialty Itore. It I were a manufacturer, food or drug industry who has Food or drug industry who has had experience in supermarket merchandising. Maybe the guy only sold soap before, but he knows more about our problems than someone who has been in the record
20 years."

To Each His Own
of the 12 servie men employed bv. Alinor, five operate out of the Amsterdam branch, five out of Syractse and tivo ont of Burlington, Yt. They handle only records. Otten these servicemen will run into other Almor servicemen who handle tors and honsewares in the same supermarket. Why docsn't one service
mur line?
"The way we do it, it's more efficient." explains Hyman. "We foumd that a serviceman handling all lines serviced fewer outlets per day: Our record men, for instance, can handle nine accounts a day. But a drug and toiletries serviceman can work only four accoments a day. We had to split them up. Believe me, this is the only way to do it."

## Competition?

Almor has run into competition from all unexpected source but it doesn't worrs them too much. The competition has come from small manufacturers who have sold ta supermarket chains directly. This merchandise will not go on Almor's racks. Instead, it is placed on dumps-or special browsers-thruout the super. In every case, it is specially-priced merchandise.

The supermarkets have been tuck with thousands of dollars worth of this merchandise," Hyman points out. "They can't move

BELOW: Kiddie records are placed on bottom of rack in easy reach of moppet trade. Because of family naturs of super traftic, kid disk sales | are |
| :--- |
| gros. |


it because the public doesu't want it because the public doesu't want
it at any price. Once a stupermarket management has had an experience like this, they value our service more. That brings to mind another point. Deals are out. We display only what sells. We're not interested in deals from manufac turers. No matter how good the deal is, it means little or nothing to us.

Browsers No Good
What kind of racks are best? According to Almor, browsers are no good. They can only show one allum cover. Thru experimenting, they have developed a rack that will show 15 facings of albums. This is the fifth different design ther have used and is the most efficient. But they are not married efficient. But they are not married to this rack. If someone can show them a better way to do it, they jump at a new design.
Like other supermarket merchandise aimed at the kiddie market (candies, books, toys, ete.) children's records are displayed on the bottom of the rack where the small fry can easily see them.
"When the children's record business was dying, we revived it," says Hyman. "Five per cent of our over-all business is in children's records, and it may go higher. We consider them a must because most of our customers are families."

Like any record dealer, Morris Hyman, as well as his associates, brother Al, secretary and treasurer of the firm, and Al Vilar, sales manager of the record division, arefully study the best-selling charts, check what local deejays are plasing, and listen carefully Thev hiave to. Almor sas asman. They have to. Almor has a lot at
stake in the record business and stake in the record business and
they are working every minute of they are working every minute of
every week to protect their inevery we
vestment

## Rack Routes

## - Continued from page 16

is, a special location apart from his regularly serviced rack. Whether or not he is able to place such a dump is dependent on sev: eral factors: how good a deal it is, how much the supermark management will charge him to put the dump in and how good a salesman his serviceman is. Some jobbers offer bonuses to servicemen for every dump they can place.

Here to Stay
Expansion is no problem for the rack operator. He is already set up to handle any new business that comes his way, and he is always seeking out new locations. Without question, racks are here to stay and rack operations will grow substantially in the near future. The predictions for the coming year, mentioned earlier hére, are conservative, if anything.


ABOVE: Size of Wambach's retail store gives small indication of Wax Works' annual volume. Most of Pete Wambach's business is on more than 250 racks scattered thruout Pennsylvania. Below, left: Pete Wambach points to spot on map of Pennsylvania and shows his general manager. Endo Corsetti, a good ocation for still another Wambach rack. Below,
right: An important job in the Wax Werks eperati:m management of the retail store. This is in tha capable hands of June Carson, seen hare examining have to worry about the retail operation. Wambach can devote more time to expanding hiz rack businest.


## Pennsy Disk Dealer Racks Up Sales in 41 Counties

- Harrisburg's Pete Wambach is a retailer with a rack operation
- He currently sells 10 times more on racks than in his retail outlet

HARRISBURG, Pa. -- One of the busiest little record outlets in the whole of Pennsvlvania is Wambach's Wax Works here in the state capitol. The size of the store belies its annual gross for one important reason. Pete Wambach, in addition to being a retailer, one-stop and disk jockey, is an aggressive, hard-punching rack jobber.

Recent Gains
Pete Wambach's crew services more than 250 racks thruout rural Pennsylvania. They have pushed his total billing from $\$ 105,000$ in 1956 to $\$ 338,000$ in 1957 . Wambach's estimate for this year is
$\$ 750,000$. $\$ 750,000$.
It is interesting to compare the business trend on his racks with that of his retail store. While his rack business in $195 \%$ more than tripled, his retail sales went up 21 per cent. Looking at it another way, his gross sales in his retai operation represented one-fittl of
the total billing on the racks. In the total billing on the racks. In the first quarter of 1958 , his retail sales have gone up 25 per cent but at the same time, the retail gross sales now represent
one-tenth of the total billing on the racks.
Most of the Wambach rack
are in syndicate stores such as Kresge's, McCrory's and Murphy's. Other outlets include general and grocery stores, excluding the big supermarket chains. Wambach's hasn't been able to place racks in the big super chains; they're sewed up by bigger operators.

Small Unit Sales
Interestingly, the Wambach racks in syndicate stores account for about $\$ 50$ in sales weekly, on the average. This compares with the average gross on supermarket racks of about $\$ 100$.
His racks differ from the super type in another respect. They are counter browsers rather than standup displays. And. white the inventory on each rack embraces all types of disks, it doesn't ex ceed $\$ 200$. This compares to an average of $\$ 350$ carried on supermarket racks.
So far, Wambach keeps three full-time servicemen busy, working out of his Harrisburg store. In addition, he recently opened vania in Johnstown. One man handles that operation.

How He Services
Many of the Wambach racks
are scrviced by mail. Every week he sends an inventory card to tha owner of the location. It's a jumbs post card, ruled on the back with a place for marking in the entico three speed inventory. A new order for the location is then mado up, taking into consideration such things as best seller charts, local deejays plays, etc. This is not the only service given the rack, however. Regular calls are also mado by the servicemen.

## For the Future

Wambach's racks are placed, for the most part, in towns of less than 1,000 population. There aro plenty of towns of this size in the State and Pete Wambach hopes to hit them all sooner or latec This seems ambitious but it isn't This seems ambitious but it isn as far-fetched as it may seem. O the States 48 counties, 41
Savs Pete Wambach, "Id be i Savs Pete Wambach, "Id be ia
a bad fix if I waited for the busia bad fix if I waited for the business I do to come in to me. It would never happen. I have to go out and get it. The only aternar business and Im not another business, and I'm not about to do that.

## THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide 



## SAVE MONEY <br> ORDER YOUR BILIBOARD SUBSCRIPTION TODAY <br> 

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Plecse enter my subscription to the sillboard for one full year ( 52 isises). I enclose $\$ 15$ payment (soves $\$ 3.20$ on alaglo copy rates).
$\square$ payment enclosed

Occupation or titia
Compony
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## - Review Spotlight on


#### Abstract

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.
## Classical Album

BERNSTEIN: TROUBLE IN TAHITI (1-12")Beverly Wolff, David Atkinson, Various Artists \& The M-G-M Ork. (Winograd). M-G-M E 364 Latest disk contribution by multi-faceted composer welds musical comedy idiom to opera for interesting results. Some marital tensions in suburbia are illuminated with wry insight. Comments by "Greek Chorus" in guise of radio vocal trio are especially amusing, Live producductions of the work plus composer's constant exposure as conductor, TV personality, performer and stage writer promise lively sales.

## Speciol Merit Jazz Album

PAUL CHAMBERS QUINTET (1-12") - Blue Note 1564
Chambers grows on bass with each new effort In this set he fronts a group of hard bop jazz men that spotlights D. Byrd, trumpet; C. Jordan, tenor sax; T. Flanagan, piano and E. Jones, drums. "Minor Run Down" gives the artist full opportunity to display his talent. It's a set that should click with the modern jazz buff. Other numbers include "Softly as the Morning Sunrise" and "The Hand of Love," a Chambers original.

## New Jazi Tolent Allum

HERE COMES LOUIS SMITH (1-12") - Louis Smith, Trumpet-Blue Note 1584
Smith is one of the freshest newcomers on frumpet in some time. He has imagination tone, and versatility. His ballads are handled as well as the rhythm numbers. He is excel lently paced by a rhytbm section including A. Taylor, drums; Duke Jordan and including A. Taylor, drums; Duke Jordan and T. Flana gan, piano and D. Watkins, bass. B. La Funke is heard on alto. With exposure this could step

## Specialty Album

GREAT RUSSIAN FOLK DANCES (1-12")Moiseyev Russian Folk Ballet Company \& Ord (Galperine) \& Hungarian States Folk Ensemble (Gabớ). Epic LC 3459
With the Moiseyev Folk Ballet receiving ecstatic reviews and sell-out public reception at the start of its American tour, this vigorous sampling of its musical forces should do very well. Orchestra gives vital but polished versions of
folk dances and manages to communicate feeling of energy that animates dancers. Lively ing of energy that animates dancers. Lively
sound. Flip side is interesting, but milder, Colsound. Flip side is interesting, but milder, Col-
lection of Hungarian folk music performed by lection of Hungarian folk music perf
choir, orohestra, dancers and solists.

## Children's Album

ALI BABA AND THE 40 THIEVES 40Bing Crosby. Golden A298:20
The super,relaxed approach of Crosby seems to work out very well as he takes on the guise of story teller. The story is a natural for the kiddie market and the music bits by Mary Rodgers with lyrics by Sammy Cahn become an appealing part of the story. Back cover tells the story with attractive drawings fo kiddies. A worthwhile production that can sel at the $\$ 2.98$ tag.
Low - Price Children's Album
CAPTAIN KANGAROO (1-12") - Bob Keeshan Golden A198:25
With its strong link to the successful kiddie daytime TV series, "Captain Kangaroo," this (Continued on page 42)

- Allom Cover of the Week -


Marjorie morningstar, rca victer loc 1044. at tractive shot of the flick stars will apark buys. The eye
catching cover photo makes a potent display them.

## - Most Played by Jockeys

## FOR SURVEY WEEK ENDING APRIL 19

Albums are ranked in order of the greatest number
of playz on disk jockey radio shows thruout the country of plays on disk jockey radio shows thruout the country.
Results are based on The Biiboard's weekly survey
ameng the nation's disk lockeys.

1. COME FLY WITH ME

Frank Sinatra..........
Capitol W 920
2. MUSIC MAN

Original Cast
FIC
...Capitol WAO 990
3. SOUTH PACIFIC

Sound Track. . . . . . . . . . . Victor LOC 1032
4. LESTER LANIN AT THE TIFFANY BALL
Lester Lanin. . . . . . . . . . . . . . . Epic LN 3010
5. EYDIE GORME VAMPS THE

ROARING TWENTIES
Eydie Gorme. ...ABC-Paramount ABC 218
6. WARM

Johnny Mathis. . . . . . . . Columbia CL 1078
7. ELVIS' GOLDEN RECORDS

Elvis Presley. . . . . . . . . . . . Victor LPM 1707
8. THE LATE LATE SHOW Dakota Staton. .............
9. GOODNIGHT, DEAR LORD Johnny Mathis. . . . . . . Columbia CL 1119
10. FABULOUS JIMMY DORSEY

Jimmy Dorsey Ork. . . . . . Fraternity F 1008


FOR SURVEY WEEK ENDING APRIL 19 sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date hown above. Sample design, sample size, and all methods used in this cootinuing study of retail record and control of the School of Retailing of New York University.

1. JAILHOUSE ROCK

Elvis Presley ....... RCA Victor EPA 4114
ELVIS Elvis Presley . . . . . . . . RCA Victor EPA 992
3. RICKY

Ricky Nelson . . . . ........Imperial EP 153
SPirituals
Tennessee Ernie Ford . . Capitol EAP 1-818
. HEARTBREAK HOTEL
Elvis Presley ......RCA Victor EPA 821
6. THE SEVEN HILLS OF ROME

Mario Lanza ......RCA Victor EPA 4222
7. JOHNNY MATHIS
8. HYMNS

COME FLY WITH ME .. Capitol EAP 1-758
Frank FLY WITH ME
Frank Sinatra ......... Capitol EAP 1-920
ROGER WILLIAMS


# RIVERSIDE and JUDSON Records' Dynamic Plan to Increase LP Sales TODAY! 

A remarkable opportunity for alert record dealers to unload unsaleable stock now cluttering shelves by swapping for fastselling albums on two of America's finest independent labels.

> THE RIVERSIDE PLAN:
> for 10, swap for 5. Swap five 12" LPs (listing at \$3. 15 LPs you buy-pay label for five $\$ 4.9812^{\prime \prime}$ Riverside albums... with the purchase of each 10 additional LPs from the extensive Riverside catalo the purchase of each 10

THE JUDSON PLAN: roo cod 15 te ver by- oen too
10 , swap for 5 . A separate plan, but it works exacly the same way: swap five
$12^{\prime \prime}$ LPs (listing at $\$ 3.98$ or more) of any other label for five $12^{\prime \prime}$ Judson albums
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## F둘 <br> NEW FROM MAY'S MONTHLY BUDGET SPECIAL!





One of the most tuneful and joyous of all operettas; a recent TV spectacular! Brightly showcased here by a top cast, with AL GOODMAN's Orchestra. High Fidelity sound and sales-smart packaging in fall color make this a natural for long profits. Feature the Monthly Budget Special! CAL-437.

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NOW! ENJOY LUSH AND MELLOW mood music recordings, all with 4 -color covers, all polyethylene bagged, all pre-priced!

from" 'Mo. Pretend, Song derbar, eight other songs. , eight other songs.


Donkey Serenade. SweetYoarts, Giannina Mia, Will CAL-357.

## - Reviews and Ratings of New Popular Albums

## EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHI-Sure-Fite MerchandiseTop Demand
$\star \star \star \star$-Very Strong Sales Po. fential - Essential Inventory

POPULAR
mariorie morningestab
Sound Track ( $1-12^{\prime \prime}$ ) RCA
1044 1044 An unusbally proqrammatic backuround Afax Sieiner. Strains from "A Very Precious Love" are wilized thruout. track. Pic openings thould spark iniertrack. Pic openings should spark inier-
est. Surong appeal to the movie-koer

## POPULAR $\star \star \star$

SKTTCH HENDERSON
ON THE BANDSTAND
( $1-12^{\prime \prime}$ ) RCA Victor LPM 1579 Another pleasant, casy-poing collection
of Henderson's mood tiems, featuring the maestro's piano, backed by a lush mood ork with " beat. Tunes include
"Its Delovely," "My Blue Heaven." "The Continemal," played very much for the non-Lindying terp set. Good
cover of the bewiskered piano man can help move copies.

ANYONE CAN CH
Xavier Cuzat
Epic LN 3398 Newest in Epic's dance series will please
any cha cha chap or chick. The Cugat touch goes well on "Mi Trencito"
(iMy Choo Choo) and others Joe Loco ork occupies flip side with Latin versions of "Idu," "Kalamazoo," etc.

Listev and relan
Ellan Fitzeerlad A Go
$\left(1-12^{\prime \prime}\right)$
Decea DL 8697 A wroup of a697
A zroup of carlier sides recoupled in fine voice and the arrangements by Gordon Jenkins. tho dominated by strings us compared to the more jarz
inspired backings for Miss Fitertides inspired backings for Miss Fitzerald's
more recent efforts, are nevertheless more recent efforts, sie nevertheless
emooh and well-recorded. Altractive cover sets the tone for the mood offerSnys like "Black Coffee." "Lover's
Gold," etc. Can sell and il's worth Gold," etc. Can sell and it's worth
jock spins too.

LOU MONTE SINGS FOR YOU
Orhs (1-12")-RCA Victor LPY Reisman Monte, currently on the bent selling singles charss. will attract pood business
with this package. Petfornces case the chanter's bi-lingual style (Italian-American). Leadoff tune is his current hit, "Lazy Mary" and others include "Just Say I Love Her," "Italian Huckle Buck," elk. Bright arrangemens
by Hugo Winterhalitet and Joe Reisman

## IGHT AND DAY

Joel Herron Piano
minster WP 6079 tunes are full of taste and wite Porter than having an overbearing lush quality.
the accent is on subtlety of rhythm and color. "Bexin the Beguinc," "Night and Day," If Get a Kica Our of You are typical material. Class pop wax, with a
displayable cover.

## MAN ALIVE:

## Frankie Vaugha

(1-12") Eple LN 3453
Stateside LP dehut
for the British film and variety sta
vaughan has some touches of the legit
with actually a few of the vocal
mannerisms of Russ Colombo. There vocal syylings of "Do Do Do," "You're Driving Me Crazs," etc, and the chanter gets excelient ork support by Wally
Stott and band. Fine cover shot of the Stott and band. Fine cover shot of the
star is a yood introduction. With pushing, this can be sold.

## POPULAR $\star \star$

A holiday in hi-ft
Kermit Leslie Ork (1-12") Eple LN 3452 A varied set of well-orked instrumentals.
The ulbum is a sort of musical trip sround the world. It's a sood change
of pace programming set for jocks. ound puaiogy is excelent. Competition
Sound on this lype of album is heavy, but move with expossure: Numbers inctude and "Rainy Altermyon."

IN THE STIII OF THE NIGHT
8077 Gon Jenkins Ork (1-12"), Decen DL ${ }^{8077}$
This is a collecition of surntat met formed with a Latin accent by Jerikins and a fairly large scale moed ork. Nunes include "In the Still of the Romance," etc. Can catch yout" "My in the mood market, despite the foct that the waxinks are not nek.
MOONLIGHT MADNESS
Daniel De Cario Ork (1-12") Decen DL
A set of lush instrumenitis remamicaily presented by the European erkser. Numbers include popular Amertican and international standards. Good proqrimb-
ming set for jocks. Competifion of thit type of package is heavy.
THE FABULOUS FINGERS
OF IRVING FIELDS
$\left(1-12^{\prime \prime}\right)$ Fiesta FLP 1228
Fields. well-known to class herei srols, does 10 Latin sides here. Performanices constitute very flashy kejhozrd werk, with a precise. brilliamt iechnicme. in-
cluded are "Mi Miserlou," "Jkicusit," "Por Que." etc. Fields wothe with a trio. Good dance packape.
PRESENTING JOE MAIZE (1-12") Decea DL. 8590
Happy, bright and sparking is this
album of well known standarde by Joe album of well known standartis by foe Maive and His Cordsmen. Joe Maive,
leader of the group, is featured on the console steet quitar. and he piat, it with style. Group's fans will be inier-
ested in this set ested in this set.

POPULAR EP $\star \star \star \star$
here come the suns
The Three Suns (1-F.) RCA Victer EFA 4186
The Three Suns continue their rerutaments in this bright EP riatiet arrainea smooth ballad treaiment to "Harbor Lights," a driving rock settiny ob ${ }^{c}$ Charles Albertine oripinal calied "The Mextage," a cote workout with wy
instruments on "Kands Kizon ${ }^{\text {a }}$ had a pleasantly thythmical reading of "Smeke Rings." Liner notes ate portionarily

TEEN-AGERS DANCE
With Leroy Kithland Ork (1-EF) RCA Anoter 4273 PA Dance" series, which has slready featured Billy Mure. The Twins. eic. In this atractively covered entry. Bohby
Brooker vocalizes rocking beat on "We know." "Limie Gir1," "You'd Bener Move." srd "True, True Feeling." Could develer strenkly

## RHYTHM \& BLUES $\star \star \star \star$

Late wime John (1-12")-King sad Little Willie's most feverish sides ate
here, Including the titie tre, whit here, including the titie ture, whinh. of
course, was a big Around the World," "Imm Stiching With You Baby." etc. Lovers of genie will

## RHYTHM \& BLUES

OSTIC ROCKS
King 571
ESTIC SHOWCASE
Earl Bostic ( $1 \cdot 12^{\prime \prime}$ ) King 383
This pair of plate This pair of platters some ©N ihe gutsy roar of Bostic's alto hern on he reworks practically, all of the fumovie instrumental "swing". hits of the jete 1930's and early $1940{ }^{\circ} \mathrm{s}$. A sireng eniry for the duo including "و20 Speciat," "Two o oclock Jump," "Woodchopper's Ball," "Back Bay Shuffle," "No Nam, Jive and others. As utwa; Butici a real powerhouse alfair. A pwol heok

## COUNTRY \& WESTERN $\star \star \star$

## Doa Rene stals

Don Reno \& Red Smilley a the Tebietere
(Continued on page 22)

## a great New label



## with a hit on their | $\left.\right|^{\text {str }}$ nelease




## Reviews and Ratings of

 New Popular Allbums- Continued from page 20 Dealers and buyers who want authentic Thete are square dance tunes, blues, etc, all with the true sound. Tunes
include "Tennessee Cutup Breakdown." include "Tennessee Cutup Breakdown."
"Crazy Finger Blues," "Mack's Hoe"Crazy "Finger Blues," "M


## SACRED $\star \star \star$

FAVORITE SACRED SONGS arious Artists (1-12") King 556 A iot for the money-for buyers of Copas. Bailes Brothers, Milton Estes,
Swance River Boys, Shannon Grayon, Brother Claude Ely, Delmore Brothers, Mac Odell, Grandpa Jones and Wayne
Rance. Tunes include "From the Manger to the Cross," "I Like the Old
Time Way," "The Lord Will Mahe a Way Somehow." "The Lord Will Mahe

## LATIN AMERICAN $\star \star \star$

## CARIBERI

 Felix1226 rings and reeds into southrions hy pop literature. More for dancing than Cover shot is lovely.
LATIN MAGIC
Armando Valdespl Ork (1-12") Fiesta
FIP 1227 A pleasant, but fairly routine collection
of Latin-American tunes in different of Latin-American tunes in different
tempos showcased by of the tunes turn out to be standards like "Martha" reworked for the cha-cha trade, Nice item for the dance busers.

SPIRITUAL $\star \star \star$
GrEAT DAY:
The Choir of the Metropolitan Spiritual
Church of Christ, Kansas Cty, Mo. Payne). (1-12") Eple LN 3454 Joyous, infectiously moving perform-
ances of spirituals by well-trained choir Group is capable of finely shaded effects as in "Come in the Room."
without ever losing their compelling beat. Selections also include "Great Day," "Nobody Knows the Trouble I've
Seen," "Heaven So High."

SPOKEN WORD $\star \star \star$
RICHARD RODGERS \& OSCAR HAMMERSTEIN ${ }^{11}$ IN CONVERSATION (2-12") M-G-M E 2EA RP
"Recorded Portsaits" of ace songwriting eam deftiy characterize them as warm,
interesting human beings. Producerinterviewer Michaelis has mastered the ormula for drawing out effective selfortraits from celebrities (Bruno Walter, intervieus gives cass, yet penctrating
kceess to faxinating theater figures.

## NIERNATIONAL $\star \star \star$

With Cone ble skies of CAPRI His Ensemba De Marco \& Bela Babai \& "Ciribiribin." "Santa Lucia." street scings and lecent movie hits, sung by a
charming lric soprano in the Kathryn Grayson tradition. Babai, a WaldorfAstoria fixture, lends lush support. SABICAS-VOL. III

Here is one of the best flamenco kuitariss, whose virtuosity and authenic ssle have resisted vulgarization. He
brings inventivencss, intensity and brilliant technical skill, to his interpreta-
lontencel tions. Recording of guitar has striking

10s Mo
-12") Period RL. 1928
istic progranenco guitarist in character-
ecorded sound. Montoya works his way thru various traditional forms,
nometimes quoting snatches of melodies from other sources. always with dramatic effect. Handclapping, siamping,
accent his own bravura effors,

## INTERNATIONAL $\star \star$

 flamenco carnival. $\begin{array}{lll}\text { E1 Nino } & \text { De Alicante, Guitar: Mario } \\ \text { Alvarez, } & \text { Dancer; Enrique }\end{array}$ Singer; Anita Rumos, Castanets ( $1-12^{\prime \prime}$ ) Period RL 1927flamenco setting with
dancer and castanets (Continued on page 42)

## - Reviews and Ratings of New Jazz Albums

## JAZI $\boldsymbol{*}$ 大甘 SONNY ROLLINs plays <br>  Ensemble (1-12") Period SPL 1204 Sonny Rollins of the outstanding tenor men in the councry bas led to this release featuring Rollins on some new sides with his own quintet and a group of sides waxed with the Thad Jones ensemble back in 1956 and early 1957. Actually the sides which he is featured with the Jones ensemble are more exciting than the newer sides as Rollins was playing with more spirit then than later. Best sides more spirit then than later. Best sides mmong the originals are "Lust for 1 ife" and "I Got It Thad, and That Ain't , and the ballad mediey of stand-

THE SWINGIN' SEASONS
Burns Ork (1-12") M-G.M Feather-Ralph Collection -consists of jazz interpretations of the four seasons. Side one
finds Dick Hyman finds Dick Hyman and some virile
petformances on "Early Autumn," "Summer Sequence," ete., with thythm help from Don Lamond and Eddie Safranski. Folio side is devoted to
"Winter parts, one for each of Sunta's reinder maginative jazz tone poems done for anorn, flute, group, which features French group of more conventional introng a Interesting sounds well played, tho the cover doesn't do much for the set
STITTS BITS
Sonny Stitt, Tenor
( $1-12^{\prime \prime}$ ) Prestige 7133
All of the tunes are re-issues except Avalon." Stitt is equally facile on both including either K. Drew, D. Jordan or T. Potter, bass and A. Bright or W. Landers support the artist. His
classics, "Jeepers Creepers" classics, "Jeepers Creepers" and
"Nevertheless" sound as fresh as ever. His fans will find this an attractive set.
the big sound
Gene Ammons All Stars ( $1-12^{\circ}$ ) Prestige
$\mathbf{7 1 3 2}$ The "Big Sound" it certainly is when
Gene Antmons sounds off on tenor, and he gets a real chance to do so on
J. Richardson on flute. P. Quinichette
on tenor, P. Adams on bary and J. Colonane on alto, (his first recording on sito to date. It's a blowin' session
and one that will interest followers of the genre. Tunes include originals and "Clicek to Cheek, of Irving Berlin's

ThDDY'S BEST
The Buddy Coll

## The Buaddy DTL 245

 Valentine" them all but "Funny yalentine and does them proud onflute. ciarinet and allo and tenor sax "Blue Sands," running $8: 40$, is standout. Al Viola, Rutiar; G. Wilson. trumpet; E. Palmer, drums, and W. Middlebrook, out, Modernists will like this,
BUCK MEETS RUBY
Buck Cluyton's Band \& Mel Powell
Sentet. $\left(1-12^{\prime \prime}\right)$ Vanguard Viss Septet. (1-12") Vanguard
Half of the tunes in this new 12 -incher were originally released on a 10 -inch piatter titiled "Buck Meets Ruby," The ndditional sides feature the Mel Powell
Sepiet with Buck Clayton. This is good set for the traditional jazz crowd.
EDDIE CONDON IS UPTOWN Now Eddie Condon \& His Boys (1-12") M-G-M 3681
How a very high class cat with an rounded up his, regular crew. plus a suest soster that includes Bud Freman,
(Continued on page 42)

## personal

We don't know where you'll be May 6.8, but if you're at the MOA Convention in Chicago you can pick up your messages at The Billboard's Service Center on the convention floor. Telephone: ANdover 3.0482
\#

|  | Enlarged, unte fouched photo of - supplier's día mond stylus. Notethe poor polith. |
| :---: | :---: |
|  | Enlarged, unre. touched photo of a hand-polished, mirror-smooth RECOTON dio mond stylus. |
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#### Abstract

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Orchestra
SF-2600

Around The World In 80 Days Cinema Sound Stage Orchestra

## SF. 2800

| Honeymoon in South America Rio Carnival Orchestra | Honeymoon In Manhattan The New World Theatre Orchestra |
| :---: | :---: |
| SF-1900 |  |
| Johann Strauss Waltzes | SF-3000 |
| The Danube Strings |  |
| SF-2000 | Let's Dance To Hits Of The 30's \& 40's |
| Honeymoon In Paris Paris Theatre Orchestra | The New World Theatre Orchestra |
| SF-2500 | SF-3100 |

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| Pajama Game \& Silk Stockings The New World Theatre Orchestra | Safari <br> Trans World Symphony Orchestra |
| :---: | :---: |
| SF-3300 | SF-5500 |
| Gay Nineties Waltzes | Blues |
| The Gaslight Orchestra | 101 Strings Orchestra SF-5800 |
| SF-3400 | Depression |
| "101" Strings | Hollywood Sound Stage Chorus |
| In A Night In The Tropics | SF-6300 |
| "101" Strings Play SF-4400 | Bridal Bouquet 101 Strings Orchestra |
| "101" Strings Play | SF-6400 |
| Hit Songs From Pai | Hi Fi Band Concert |
| SF-5000 | Pride of the 48 |
| Tchaikovsky's 1812 Overture | SF-6500 |
| Nord Deutches Symphony Orchestra | South Pacific and Music Man Hollywood Sound Stage Chorus |
| SF-5100 | SF-77 |

These albums will retail for $\$ 2.98$ each with standard discounts prevailing. We cordially solicit any inquiries, exchange of technical or sales information from our competitors, suppliers or parts and component manufacturers. Sample pressings will be submitted at no charge upon receiving your request on proper letterheads.

We feel that with the advent of stereodiscs the record industry and its allied fields are faced with an exciting and challenging opportunity to give the public a wonderful new world of sound. Only our individual quality standards will advance or retard its progress. We will all gain in pride and profit if this opportunity is met with a sense of responsibility at all levels in the industry.

# Honor roll of hits 

TRADE MARK REG.

## THE NATION'S TOP TUNES for surver week onding April 19



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

# SEEAND HEAR* <br> The KIMGSTON TRIO 

Sing both sides of their new introductory Capitol recording


## $\because 1$



Record No. 3970


## FOR

SURVEY WEEK
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 ENDING of New York Universily.


| This | Lat <br> we | weeks |
| :---: | :---: | :---: |
| 18. KEWPIE DOLL (ASCAP)- |  |  |
| Perry Como . . . . . . . . . . |  | 2 |
| Dance Only with Me (ASCAP)-Vic 7202 |  |  |
| Banana Split (BMI)-Coral 61924 |  |  |
| 20. LaZY Mary (ASCAP)-Lou Monte . Angelique (ASCAP)-Vic 7160 |  | 7 |
| BREATHLESS (BMI)- |  |  |
| Jerry Lee Lewis ....... | . 20 | 8 |
| Down the Line (BMI)-Sun 288 |  |  |
| 22. SWEET LITTLE SIXTEEN (BMI)- |  |  |
| Chuck Berry |  | 11 |
| Reelin' and Rocking (BM1)-Chess 1683 |  |  |
| 23. CHANSON D'AMOUR (ASCAP)- |  |  |
| Art and Dotty Todd . ........... |  | 2 |
| Along the Trail With You (ASCAP)-Era 1064 |  |  |
| 24. MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" (ASCAP)- |  |  |
|  |  |  |
| 25. SAIL ALONG SILVERY MOON (ASCAP)Billy Vaughn |  |  |
| RAUNCHY (BMI)-Dot 15661 |  |  |
| 26. TWENTY-SIX MILES (BMI)- |  |  |
| Four Preps <br> It's You (ASCAP)-Cap 3845 |  |  |
| 27. DON'T (BMI)-Elvis Presley ........... $22 \quad 14$ I BEG OF YOU (BMI)- lictor 7150 |  |  |
| 28. LOOKING BACK (BMI)- |  |  |
| DO I LIKE IT (BMI)-C.Cap 3939 |  |  |
|  |  |  |
| 29. ARE YOU SINCERE? (BMI)- |  |  |
| Andy Williams (onight (BMi)-C........................ 23 |  |  |
| 30. THE LITTLE BLUE MAN (BMI)- |  |  |
| Betty Johnson <br>  |  |  |
| 31. FOR YOUR LOVE (BMI)- |  |  |
| $\underset{\text { Over and Over Again (BMi)-Cap } 3926}{\text { Ed }} 48$ |  |  |
| 32. THE WALK (BMI)- |  |  |
| Iimmy McCracklin ................... 26 |  |  |
|  |  |  |
| BIG RIVER (BMI)-Sun 283 |  |  |
| 34. DINNER WITH DRAC (BMI)- |  |  |
| John Zacherle ${ }_{\text {Pars }}$ and 2-Cameo $130 \ldots$ | 44 | 7 |

## THIS WEEK'S BEST BUYS

Special telephone reports and/or chart action indicate these recent
celeases have either broken out in one or more key areas or have leaped
releases have either broken out in one or more key areas or have leaped onto the charts and bave excellent potential for placing among the Top 30
of The Billboard's Best Selling Pop Singles in Stores chart. Action sides are listed in capitol letters.
YOU (Instant, BMI)-The Aquatones-Fargo 1001 She's the One for Me (Instant, BM!)
SICK AND TIRED (Travis, BMI)
NO, NO (Travis, BMI)-Fats Domino-Imperial 5515 A previous Billboard Spotlight pick.
THE HIGH SIGN (Vivo, BMI)-The Diamonds-Mercury 71291 Chick-Lets (Vivo, BMI)
A previous Billboard Spotlight pick.
SUGAR MOON (Gallatin, BMI)
CHERIE, I LOVE YOU (Harms, ASCAP)-Pat Boone-Dot 15750 A previous Billboard Spotlight pick.

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.


All the Time RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING APRIL is
The information ziven in this chart is based on actual sales to cus-
tomers in z scientific sample of the nation's retail record outtets romers in $x$ scientific tample of the nations retail record outlets
during the week ending on the date shown above. Sample design, sample size and all melhods used in this continuing satump of retail record
zales are $u$ under the sirect and continuing supervision and control sales are under the direct and continuing supervision and control of
the School of Retailing of New York University.

## Johnny Mathis

(ASCAP) Columbia 41152
Arrivederci, Roma . . . . . . . . . . . . . . Roger Williams
(ASCAP) Kapp 210
Dizzy Miss Lizzie
. . . . . . . . . . . . . . . . . Larry Williams (BMI) Specialty 626
The High Sign
.The Diamonds
(BMI) Mercury 71291
Johnny B. Goode
.Chuck Berry (BMI) Chess 1691

## \& NETN Pretty^Profit Makers for Spring...



Recorded in "New
High

Orthophonic"
Fidelity

Fik
records -


## DIAHANN

CARROLL
LX 1131
Great song stylist swings through, I May Be Wrong, You're an Old Smoothie. 10 others.

## GALE <br> ROBBINS

## LX 1128

Sensuous styling, and great selection of tunes featured in this set. What Is This Thing Called Love, Golden Earrings 10 others.

LIZABETH SCOTT

LX 1130
Husky voiced actress brings
new style to great standards.
He's Funny That Way,
Willow Weep for Me, 10 others.


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# Most Played by Jockeys 

## FOR SURVEY WEEK ENDING APRIL 19

SIDES are ranked in order of the greatest number of plays on disk Jockey radio thows thruout the country. Results are based on The Billboard's weekly survey
among the nation's disk fockeys. The reverse side of each record is also listed.

2. TWILIGHT TIME (BMI)-Platters. $\qquad$ 34 Out of My Mind (BMI)-Mer 71289
3. WEAR MY RING AROUND YOUR NECK (BMI)Elvis Presley. . . . . . . . . . . . . . . .
Doncha' Think It's Time (BMI)-Vic 7240
4. WITCH DOCTOR (ASCAP)-David Seville . 103 Don't Whistle at Me, Baby (ASCAP)-Liberty 55132
5. ARE YOU SINCERE? (BMI)-Andy Williams. . . . . 510 Be Mine Tonight (BMI)-Cadence 1340
6. WHO'S SORRY NOW (ASCAP)-Connie Francis. ... 6 You Were Only Fooling (ASCAP)-M-G-M 12588
7. LOLLIPOP (BMI)-Chordettes.

Baby, Come-A Back-A (ASCAP)-Cadence 1345
8. TEQUILA (BMI)-The Champs. Train to Nowhere (BMI)-Challenge 1016
9. ALL I HAVE TO DO IS DREAM (BMI)-

Everly Brothers. . . . . .
10. A WONDERFUL TIME UP THERE (BMI)-

Pat Boone. .......................
11. CATCH A FALLING STAR (ASCAP)-Perry Como. . 916 Magic Moments (ASCAP)-Vic 7128
12. KEWPIE DOLL (ASCAP)-Perry Como. . . . . . . . . . . 152 Dance Only With Me (ASCAP)-Vic 7202
13. BILLY (ASCAP)-Kathy Linden.

If I Could Hold You in My Arms (ASCAP)-Felsted 8510
14. OH, LONESOME ME (BMI)-Don Gibson. . . . . . . . . 14 4 I Can't Stop Loving You (BMI)-Vic 7133
15. RETURN TO ME (ASCAP)-Dean Martin. ......... 13 4 Forgetting You (ASCAP)-Cap 3894
16. CHANSON D'AMOUR (ASCAP)-

Art and Dotty Todd. . . . . . . . . . . . .
17. BOOK OF LOVE (BMI)-Monotones.................. - 2 You Never Loved Me (BMI)-Argo 5290
18. SWEET LITTLE SIXTEEN (BMI)-Chuck Berry . . . . 239 Rectin' and Rocking (BMI)-Chess 1683
19. THERE'S ONLY ONE OF YOU (ASCAP)-
$\underset{\text { Blue Tatoo (ASCAP)-Col } 41136}{\text { Four }}$
20. BELIEVE WHAT YOU SAY (BMI)-Ricky Nelson. . - $\quad 1$ My Bucket's Got a Hole in It (ASCAP)-Imperial 5503
21. SUGARTIME (BMI)-McGuire Sisters. . . . . . . . . . . . 11 17 Banana Split (BMI)-Coral 61924
22. IT'S TOO SOON TO KNOW (ASCAP)-Pat Boone. . 1610 A Wonderful Time Up There (BMI)-Dot 15690
23. SAIL ALONG SILVERY MOON (ASCAP)-

Billy Vaughn........
24. TWENTY-SIX MILES (BMI)-Four Preps. . . . . . . . . 1214 It: You (ASCAP)-Cap 3845
25. CHANSON D'AMOUR (ASCAP)-Fontane Sisters. . . - 1 Cocoanut Grove (ASCAP)-Dot 15736

## Debbie (that"Tammy"Gal) is back...




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An MGM Record Album from the NBC Spectacular
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THE FERRERS ROSEMARY \& JOSE'
CLOONEY \& FERRER

Sing Songs from the Broadway Musical Comedy
OH CAPTAIN! E3687


Territorial Best Sellers
for survey week ending april is
The intormation given in this chart is based en actual nies to customers in a scientific sample of the nit on the date shown above. Sampie design, enampie
tine and all methods used in this coninuing atidy Nize and all methods used in this continuing etucy
of retail record sales are under the direct mid conof retail record sales are under the direct and COn-
linuing supervision and control of the Scheol of Retailing of New York University.
top recordd listed alphabetically by territorifs

## - BOSTOY

II 1 Have to Do Is Dream
Eelleve What You Say.
Beleve What You Sas. Ricky Neisen, Imp.
Don't You Just Know it. Huey Smith, A
He's Got the Whole World in His Hands
Luurie London, Cap.
Return to Me, Dean Martin. Cap.
Twilight Time, Platters, Me
ook of Leve
CHICAGO
Dook of Love. Monoiones. Argo
He's Got the Whole World In His Hands
Lanrie London, Cap.
Layy Mary, Lou Monte, Vic.
Tequila, Champs, Chal,
Twilizht Time, Platters. Mer.
Witch Doctor, David Seville, Lib.
All I Have to Do Is Drean
Everly Brothers, Cdc. Belleve What You Say, Ricky Neison, Chanson D'Amour Lewik, sun Art and Dotty Todd, Era He's Got the Whole World in His Hand Laurie London, Cap. Return to Me. Dean Martin, C Twenty-Six Milles, Four Preps, Cap. all i Hare EAST TEXAS Everly Brothers, Cdc
$\qquad$ Everly Brothers, Cdc. He's Got the Whole World in His Hands Luurie London, Cap. Ricky Nelson, Ampole in it Sail Along. Silvery Moon, Billy Vaughn, Dot

March From the River Kwal and 'Colesel
Bogey," Mitch Miller, Col
Yen
Who's Sorry Now, Connic Francis. M-G-M You Are My Destiny, Paul Anhx, ABC-Fera. - NORTHERN OHIO All I Have to Do Is Dream
He's Got the Whole Werld in His Hancis Laurie London, Cap, Whole in H/Betieve What You Say, Ricky Nelsen, 1 mof .
Skinny Yill Haley and His Comets Daci
Bill Haley and His Comets. Dec.
To Be Loved, Jackie Wilson. Bik.
To Be Lored, Jackie Whison,
Twilight Time, Platters, Met.
Wear My Ring Around Your Seelk
Elvis Presley. Vic
Witch Doctor, David Seville. 1ie, Pat Boone, Dot
Book of Love, Monotones. Aryc
Book of Love, Monotones. ArgC
He's Got the Whole World in His Husde Laurie London, Cap. Lonesome Me. Don Gibsen, Vic. Oh, Lonesome Me. Don
Tequlla, Champs, Chat,
Twillght Time, Platters, Mer. Twillght Time, Platters, Mer,
Wear My Ring Around Your Neck Elvis Presley. Vic.
Witch Doctor, David Sctille, 1 ib. A Wonderful Time U'p There $\xrightarrow{ }$ PHILADELPHIA Hook of Love, Monotones. Arge
Dinner With Drac, Jehn Zacher, Game Don't, Elvis Presley, Vic.
He's Got the Whole World in His Hacde He's Got the Whole Wor Laurie London, Cap.
Lollipop, Chordettes, Cdc
Little willie John, King
Tequilla, Champs, Chal.

## ALL TITLES ARE LISTED IN ALPHABETICAL ORDER




LOC 1045


LPM1696



LOC 1041


LPM 1507


LM 2197


LOP 1004


LPM 1629


LPM 1635


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LPM 1490


LPM 1606


LPM 1631


LM 2190

## Bustsi: Wide Opew!

 cilitily lifily. :TRY THE IMPOSSIBLE $1 / \|_{1}^{1}$

Top 100 Sides
FOR SURVEY WEEK ENDING APRIL is

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. WITCH DOctor, David Seville, Liberty $\qquad$
2. Twilight time, Platers, Mercury
3. HE'S GOT THE WHOLE WORLD IN HIS HANDS,

Laurie London, Capitol
8. TEQUILA, Champs, Challenge
6. BOOK OF LOVE, Monotones, Argo
7. ALL 1 HAVE TO DO IS DREAM, Everly Brothers, Cadence
8. Lollipop, Chordettes, Cadence
8. LOLLIPOP, Chordettes, Cadence ...........
9. OH, LONESOME ME, Don Gibson, Victor
10. WHO's sorry now, Connie Francis, M-G-M
11. A wonderful time Up there, Pat Boone, Do
13. BMLLY, Kathy Linden, Felsted
32. BHLLY, Kathy Linden, Felsted ......................
13. BELIEVE WHAT YOU SAY, Ricky Nelson, Impe
14. DONT YOU JUST KNOW IT, Huey Smith, Ace.
14. DONT YOU JUST KNOW II, Huey Smith, Ace ..
15. CATCH A FALLING SIAR, Perty Como,
16. RETURN TO ME, Dean Martin, Capitol
16. RETURN TO ME, Dean Martin, Capit
17. KEWPIE DOLL, Perry Como, Vietor
17. KEWPIE DOLL, Perry Como, Victor
3R. SUGARTIME, McGuire Sisters, Coral
18. SUGARTIME, McGuire Sisters, Cor
19. LAZY MARY, Lou Monte, Victor
20. MY BUCKET'S GOT A HOLE IN IT, Ricky Nelson, Jmperial .......... 21
21. breathless, Jerry Lee Lewis, Sun
22. SWEET LITTLE SIXTEEN, Chuck Berry, Chess
23. Chanson d'amour, Art and Dotiy Todd, Era
24. March from the river kwai and "Colonel bogey,"
8. Min Miler, Columbia
25. TWENTY-SIX miles, Four Preps, Capitol
26. SAIL ALONG SILVERY MOON, Billy Vaughn, Dot
27. ARE YOU Sincere? Andy Williams, Cadence
28, Looking back, Nat King Cole, Capitol
28. LOOKING BACK, Nat King Cole, Capitol
29. THE LITTLE BLLE MAN, Betty Johnson, Allantic
29. FOR YOUR LOVE, Ed Townsend, Capitol
31. IT'S TOO SOON TO KNOW, Pat Boone, Dot
32. DON'T, Perry Como, Victor
33. SHORT SHORTS, Royal Tcens, ABC-Paramoun
34. THE WALK, Jimmy McCracklin, Checker
35. DINNER WITH DRAC, John Zacherie, Cameo
36. TO BE LOVED, Jacklie Wilson, Brunswick
36. LET THE BELLS KEEP RINGING, Paul Anka, ABC-Paramount
38. ballad of a teenage queen, Johnny Cash, Sun
38. CRAZY LOVE, Paul Anka, ABC-Paramount
40. GOOD GOLLY, MISS MOLLY, Little Richard, Specialty
41. MAYBE, BABY, Crickets, Brunswick
42. SKINNY MINNIE, Bill Haley and His Comets, Decca
42. every night, Chantels, End
44. WE BELONG TOGETHER, Robert and Johnny, Old Town
44. WISHING FOR YOUR LOVE, Voxpoppers, Mercury
46. TALK to me, talk to me, Littie Willie John, King ................. 36
47. ROCK AND ROLL IS HERE TO STAY,
48. OH, JULE, Crescendos, ABC-Paramount ...............
48. OH, JULIE, Crescendos, Nasco, THERE'S ONLY ONE OF YOU, Four Lads, Columbia
so. I MET HIM ON SUNDAYY, Shirilles, Decca ...
51. YOU EXCITE ME, Frankie Avalon, Chancellor
51. You EXCITE ME, Frankie Avalon, Chancellor ${ }^{\text {5i. }}$..................................
51. NOW AND FOR ALWAYS, George Hamilton
53. MAGIC MOMENTS, Perry Como, Victor ....
53. MAGIC MOMENIS, Perry Como, Victor
53. DONCHA' THINK IT'S TIME, Elvis Presiey, Victor
55. ARRIVEDERCCI ROMA, Roger Williams, Kapp
56. OH-OH, NM FALLING IN LOVE AGAIN, Jimm
56. OH-OH, PM FALLING IN LOVE AGAIN, Jimmie Rodgers, Roulette
56. TUMBLING TUMBLEWEEDS, Billy Vaughn, Do
56. JUST MARRIED, Marty Robbins, Columbia
6. HEEEN SIGN, Diamonds. Mercury
61. WITCHCRAFT, Frank Sinatra, Ca
62. GET A JOB, Silhouettes, Ember
62. SO TOUGH, Casuals, Back Seat
62. SO TOUGH, Casuals, Back Seat ....
64. LONELY ISLAND, Sam Cooke, Keen
65. CLICK CLACK, Dickey Doo and the Don'ts, Swan
65. THE STROLL, Diamonds, Mercury
67. JOHNNY B. GOODE, Chuck Berry, Chess
69. HE'S GOT THE WHOLE WORLD IN HIS HANDS,

Mahalia Jackson, Columbia ….......................
69. TEACHER'S PET, Doris Day, Columbia
69. DIZZY MISS LIZZIE, Larry Williams, Specialty
73. DEDE DINAH, Frankie Avalon, Chancellor
75. SING, BOX, SING, Tommy Sands, Capito
75. DON'T LET GO, Roy Hamilton, Epic ..
77. ROCK AND ROLL RHAPSODY, Four Aces, Decca
77. 5TOOD UP, Ricky Nelson, Imperial
17. TEQUILA, Eddic Platt, ABC-Paramount

1. RUMBLE, Link Wray. Cadence

A VERY PRECIOUS LOVE, Ames Brothers, Victor
I CAN'T STOP LOVING YOU, Don Gibson, Victo
HANG UP MY ROCK AND ROLL SHOES, Chick wills, Okeh
COME TO ME, Johnny Mathis, Columbia
FLIP, FLOP AND BOP, Floyd Cramer, Victor
MAYBE, Chantels, End
DANCING WITH MY SHADOW, Four Voices, Columbia
7. BELONGING TO SOMEONE, Pati Page, Mercury
87. LETS BE LOVERS, Playmates, Roulette.
94. bluebird's over the mountain, Erzel Hickey, Epic
94. SMOKE GETS IN YOUR EYES, Richard Barrett, M-G-M
94. YES, MY DARLING, Fats Domino, Imperial
94. APRIL LOVE, Pat Boone, Dot 1 Dol
94. THE STORY OF MY LIFE, Marty Rob
94. COLlege man, bill Justis, Phillips International

## Dot's Fastest Breaking

## Million Seller

The op/G/N/ Y of 1958!


## - Best Selling Sheet Music in U. S.



NOW ON THE NU-CLEAR LABEL «poily LAMAR
 really "rollv" $h$ eut like youve nereer hremd
before on ber brand sew releace. Hear ber
sing

SUGAR BLUES
I'M A GOOD GAL
Nu Clater No .1183
*JOEY ROGERS
The buzzing King Bee buzzes a real honey with

BUMBLE BEE
c/w
Who Can Explain It Then?
Nu-Clear No. 1179


101

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

## This Week

1. HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell) $\square$
2. SUGARTIME (Nor-Va-Jak)
$\qquad$
3. TWLIGHT TIME (Porgie) $\qquad$
4. WHO'S SORRY NOW? (Mills) $\qquad$
$\qquad$
rk)
$\square$
5. CHANSON D'AMOUR (Meadowlark)
6. Catch a falling star (Fisher) $\qquad$
7. SAIL ALONG SILVERY MOON (Joy)
8. the little blue man (Trinity)
9. RETURN TO ME (Southern)
......
10. TEQUILA (Jat)

ROMA (Hill and Ran
13. ALL THE WAY (Barton)
13. KEWPIE DOLL (Leeds)
$\qquad$
........................... $11^{11^{2}}$
13. KEWPIE DOLL (Leeds)
15. ARE YOU SINCERE? (Cedarwood) . 10

## - Best Selling Sheet Music in Britain

(For week ending April 19
A cabled report from the Music Publishers' Association, Lid., London.
Lisi is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.
Magic Moments-Chappell (Chappell) $\underset{\text { (Planetary) }}{\text { Oh-Oh }}$
Swinging Shepherd Blues-Sherwin (Bennell)
May Never Pass This Way AgainMay Never Pa
Chappell (Oval)
April Love-Robbins (Feist)
Catch a Falling Star-Feldman (Marvin) Sugartime-Southern (Nor-Va-Jak) To Be Loved-Duchess (Pearl)
The Story of My Life-Sterling (Famous) The Story of My Life-Sterling (Famous)
Mandy (he Pansy)-World Wide (Duchess) Nairobi-Leeds (Favorite)

Raunch-Chalienge (Jat)
Raunchy-Aberbach (Hi-Lo)
Whole Lotta Woman-Sheldon (Geronimo) Love Me Forever-Kassner (Greta) All the Way-Barton (Maraville) Forgoten Dreams-Mills (Mills) Why Don't They Understand-Henderson (Hollis)
Lollipop-A Maybe Baby-Southern (Nor-Va-Jak

## - Best Selling Pop Records in Britain

## SURE HITI

BOPPIN' IN A shack
,
LANE BROTHERS
(a42 RCAMICTOR (2)

## Billboard

SEOOID TAPE OUMRIERIY data May 1 B

## For weak ending April 19)

This Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication,
Printed thru the courtesy of the "New Musical Express" Britain's Foremost Musical Publication MAGIC MOMEN WOMAN-Marvin Rainwater (M-G-M)
WHINGIN' SHEPHERD BLUES-Ted Heath (Decca)
3. SWINGIN' SHEPHERD BLUES-Ted Heath (Decca) .
4. TEQUILA-The Champs (Liondon) ...............................
5. A WONDERFUL TIME UP THERE-Pat Boone (London)
5. WAIROBI-Tomny Steele (Decca) ..............
8. NT'S TOO SOON TO KNOW-Pat Boone (London)
8. M'S TOO SOON TO KNOW-Prat Bo...
11. BREATHLESS-Jerry Lee Lewis (London)
12. DONT-Elvis Presley (RCA) ....
13. LOLLIPOP-Chordettes (London)
14. MANDY-Eddie Calvert (Columbia)
15. TO BE LOVED-Malcolm Vaughan (HMV) ( ${ }^{\text {16. }}$ CATCH A FALLING STAR-Perry Como
17. APRIL LOVE-Pat Boone (London)
18. OH-OH, I'M FALLING IN LOVE AGAIN-Jimmie Rodgers (Columbia)
19. WHY DONT IVI

- Tunes With Greatest Radio-TV Audience



## Television

All I Have to Do Is Dream (R)-Aculf
Another Time
Famous-ASCAP
Billy (R)-Mills-ASCAP
ASCAP
Gigi (R) (F)-Chappell-ASCAP
Happiness (R)-Conley-BMI He's Got the Whole World in His Hands
(R)-Chappell-ASCAP Its a Bore (R) (F)-Chappell-ASCAP
Johnny B. Goode (R)-Ar-AMI Kewpie Doll (R)-Leeds-ASCAP Lock Up Your Heart (R)-Wildcat-BMI Lollipop (R)-Marks-BMI Nee $\mathrm{Nee} \mathrm{Na} \mathrm{Na} \mathrm{Na} \mathrm{Na} \mathrm{Nu} \mathrm{Nu}(\mathrm{R})$-Deane
$\&$ Doo-ASCAP Parisians (R) (F)-Chappell-ASCAP Return to Me (R)-Southern-ASCAP Say Darling (R) (M)-Stratford-ASCAP Seventy-Six Trombones (R) (M)-FrankASCAP
Sky Symphony (R)-Young-ASCAP Something's Always Happening on the River
$(R)(M)-S t r a f f o r d-A S C A P$ Sugar Moon (R)-Gallatin-BMI
Thank Heaven for Little Girls (R)-Chap-pell-ASCAP
There's No Piane in This House (R)-World
Vienna Bongo (R)-Compton-ASCAP
Wear My Ring Around Your Neck (R)-
Rush-Presley-BMI
Witch Doctor (R)-Monarch-ASCAP You (R)-Instant-BMI

CHERRY
King 5131
THE CHANTERS
MY MY DARLIMG I NEED YOUR TENDERNESS Deluxe 6162 JOHNNIE PATE LITILE PIXIE

## five octocici wistie

 Federal 12327
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## FraNkIE LIMON



## - Review Spotlight on . . .

## POP RECORDS


#### Abstract

THE CHAMPS. . . .Challenge 59007 EL RANCHO (Marks, BMI) MIDNIGHTER. $\qquad$ . (Golden West, BMI) The crew has two likely smash instrumental follow-ups to their current hit "Tequila" with either of these wild sides. "Rock" is a rousing version of the Latinish standard. "Midnighter" is a solid, swingy side that spotlights a honking tenor. Strong potential in all marts.


GEORGE HAMILTON, IV. ...ABC-Paramount 9924. .I KNOW WHERE I'M GOIN' Gil, BMI)
WHO'S TAKING YOU TO THE PROM?. $\qquad$ (Kahk, BMI) Hamilton has two strong entries with these appealing sides. Top side is an expanded version of the old English folk song. Flip Prom," is a rockaballad, warmly sung by the artist. Excellen ork backing by Don Costa helps.

THE ROYAL TEENS....ABC-Paramount 9918.
.. BIG NAME BUTTON (Budd \& Labell, ASCAP)

## SHAM ROCK.

 (Armiratich, BMI) The group appears to be headed for another hit. "Button" is a cute side that tells about the huge buttons that are the current teen fad. "Sham Rock" is more along the lines of "Short Shorts." Either can go all the way. Also an r.\&b. threat.JAN \& ARNIE. . . . Arwin 108.
.JENNIE LEE (Daywin, BMI)
The duo gives the old Civil War ballad an exciting fling. It's done in novelty fashion and could easily click with the kids. The disk will be distributed thru Dot. Flip, "Gotta Getta Date," is a medium-beater (Daywin, BMI).

BILLY WARD \& HIS DOMINOES. . . . Liberty 55136.................... (Daywin, BMI)
Another frantic version of the Civil War ballad that is currently making the rounds by Jan \& Arnie. It has the money sound, and could take off. Flip is a revival of "Music, Maestro, Please." (Bourne, ASCAP)

EYDIE GORME. . . ABC-Paramount 9925.
YOU NEED HANDS (Leeds, ASCAP)
This is probably Miss Gorme's strongest single to date. She belts the tune with solid '20's-type ork backing and a male chorus assist. Audience applause sounds add excitement. Flip is a Neapolitan lullaby-"Dormi, Dormi, Dormi." (Paramount, ASCAP)

## POP DISK JOCKEY PROGRAMMING

| TONY BENNETT | ...Columbia 41172........ NOW I LAY ME DOWN TO SLEEP <br> (Morris, ASCAP) |
| :---: | :---: |
|  | YOUNG AND WARM AND WONDERFUL.... (Frank, ASCAP) |
|  | Top side is a lovely new Cy Coleman and Carolyn Leigh ballad that is given a beautiful rendition by the artist. Flip, "Young and Warm and Wonderful," is an equally lovely song that is warbled with sincerity. Very spinable wax. |
| SONNY CURTIS | ..Dot 15754 .WRONG AGAIN <br> (Vision, BMI) |
|  | LaUghing stock. ..................... (Peer, Intl., BMI) |
|  | Curtis impresses strongly on "Wrong," a weeper-ballad, that is handed a fine performance. "Laughing Stock," a teen-slanted rhythm tune, is also presented to good effect. His first effort could be a winner. |

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.

## - Reviews of New Pop Records



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## ROY HAMLITON

## crazy feelw

## b/w

In a Dream
Epic 5.9268


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EG 7202 and EG 7203

## - Reviews of New Pop Records

| - Continued from page 38 |  |
| :---: | :---: |
| box wax. (Norbay, BMI) Hey! Eula.... 75 <br> Listenable new tune that has also keen cut by Marty Wilson's crew on Decca in sold well here by the Austin combe. Beth sides could get action. (Fein, ASCAP) | PHIL MEDLEY ORK |
|  | MERCURY 7...................... 6 |
|  |  |
|  | receives a strong interpretation by the |
|  | Medley crew. it features guitar, |
|  | moaning horn and a solid beat. Could |
|  | get coins. (Prime, Ba |
|  | apjack.... 73 |
| EDMUNDO ROS <br> Tipi Tipi Tipso ........................ 76 | Another isienabie ine crew. It |
| Tipl Tlpi Tipso .76 $\qquad$ IONDON 1799-Very appealing ditty | could get some fuke, coins, but flip |
| fenturing a first-rate vocal by the erkster and some neat sounds behind him by the band. Side has a chance if expesed. (Miller, ASCAP) | builds more. (Prime, BMI) |
|  |  |
|  | MARTY WILSON \& THE STRATOLITES |
|  | Po-Go .............................. 76 |
| Kammahad.... 75 <br> Atiractive instrumental effort by Edmundo Ros and his combo that thould receive a lot of attention from the defjays. (Robhins, ASCAP) | Decea 30644-A driving instrumental |
|  | effort featuring a combe, Hammon |
|  |  |
|  | sounds in the backing is seld well |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

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Trudy Williame en lesd, kierd nicely
on this listenable minot peope? blues on this listenable min
offort. (Llmax, BMI) offort.
Danny....
"Danee
Dannyer with me, Danny, this to the
"Dannee dance" lant dance" sing the girit on this intriguing new effort. Piessant side.
(Limax, BMI)

THE STROLL KINGS
Have You Erer Benn Lonely .........74
CORAL 61989-A fairly quict type CORAL $61989-A$ fairy
tnstrumentat version of the standard vet to as instrumental sounds. Fair chances. (Shapiro-Bernstein, ASCAP)
III Always Be In Love Wifh You....73 IIt Always Be In Love Whit You ....73
Another standard, et to the same
general type pattern. Coupling could general type pattern, Coupling cond
win some juke action.
IShapiromernsteln, ASCAP)
min
GENE Maltals
$\underset{\substack{\text { GENE Makint } \\ \text { LEGAKin } \\ \text { REGAL }}}{\text { G }}$
REGAL 7502-A blues, chanted with Backing drives, and hus a funky sound. (Desert Palms \& Trinity,
The Bus
The Bug.... 73
A driving blues. Iyric has some ner-
elly quality: arrankement moves ripht elly quatity; arrangement meves ripht
alonq, with funky puilars. (Desert
Palms \& Trinty, BM1) My Secret Imppiration
EPIC 9269 - Slow rock kets a nice side by the group for bright resshs. Could get
nen, BMI)
The Brush Off.
Rumba receives checrful reading by
lead and group. but flip appears stronger. (Sequence, ASCAP)
TEDDY PHILLIPS ORK

melody is played warmly by the Phil-
lips ork with altos featured on lead.
Side
may get attention if exposed. (Windy
City, ASCAP)
My Memorles....73
On this side a girls, qroup. with a sad, heart-break tune with much echo on voice. It has a sound. (Windy
City, ASCAP) DICK CURLESS

You Never Miss the Water.......... 7
EVENT 4274-A precty c.dw.based tune gets a poppish rendition by Cur-
less. If exposed, this could catch on. Soft guitar ba
(United ASCAP)
Nine Pound Hammer
Depe-voiced vocal on a spriphtly,
folk-flavored tune. The bridpre has folk-flavored tune. The bridge has a buyers. (American, BMI)
KENNY KOLE
Who $\ldots$ KLIK 820 -.........................75 75

## THE SOLITAIRES

| OLD TOWN 1049-The Solitaites come thry with a kood performance of a rockaballad, with the lead singer making like Sam Cooke. Okay wax. (Maureen, BM1) <br> Nin More Sorrows,... 73 <br> He's found his girl. sings the iead. as the boys back him up with sounds over a solid back seat. Listenable |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## GOGI GRANT How Do <br> How Do We Know we're ha Love... RCA VICTOR

 RCA VICTOR 7215-Very prentyballad is warbled with clase, Lush ork backing accompanies. Alkn fine
jockey fare.
(Granmore, ASCAP) My Secres Praver....73
Quality vocal by the thrush on a pretty ballad taken at a medium-beat helpo makes this a good jockey item. (Alamo, ASCAP)

## AY HARTLEY Chanson D'Amour

Chanson DA Amour ....................
RCA VICTOR RCA VICTOR 7228 -The tune
pretty big for Art and Dotiy Tod
and the Fontane Sisters. This is late
for top coin, but the listenable side
can still get some action. (Meadow
lart ascap)
Beautiful Love 70
A huuntink instrumental waliz that
spotlighis lovely piane with spotighis lovely piano with puitar and lush ork support. Jocks can the
to this. (Movietone, ASCAP)
 ley consists of "I Don' Want io set
the World on Fire.". Nive Got a
Lovely Bunch of Cocranuis" and "Cruising Down the River," all in mediom tempo. CCherio, RMI; nelly. ASCAP)
Zippy Mediey.... 73
On this side, the tempe is sliphtly faster and the tunes include "Zip-A-
Dee Doo-Dah." "When Paw Was
Courtin" Maw" and "Lera-Belle Courtin Maw" and "Lora-Belle
Lee." Fans of the cat will like. Joy,

JOEY ROGERS

the playboy
Double Talk
Martinioue helly -Fas novely is sold with spirit by the
stoup on this their debut waxing for the new label. It's in the reck and
roll tratition and could set some toll tradition and conu
action. (Mazgie, Byil)
Over the Wechend, 70
The boys come thru with a listenable
reading of a new reckaballad about
a love that is founderiny
jealoury, (Tee Pee, ASCAP)
BERNIE FARLY
Rock Doll
M-G-M
groove, and performic is in the teen billy. Arrangement of the strings is
a good one-with a Scottish-flavored fizure. (Cranford, BMII)
Anothet blues done in 1ppic
billy sigle (Cramford, BMi)
FRED NORMAN \& THE ABNORMALS
Crazy Shert'nin ......................... Crazy Short'nin
CARLTON 458 -A crayy, mixed-up Trating, bated on the traditional
"Shortunin" Bread." Sise hat a rock and roll beat in a blucky fachion.
Fairly big sound by the kroup. Thenes, BMII, 6
Meflum tempo effort with voices
used simply in a chant, witheot lytics.
Moderate prospects Moder
RMI)
THE HONEY DREAMERS
My First, My Last, My Oniy Leve..... 73 CAPRICE 0057-Rockaballad wih froms grangement gels nice reading
frompt isight. iSurrey, from gro
ASCAP)
Sequola Love Song.... ©s
Indian mambo is treated to recanl Indian mambo is treated to recant
Big Band eta.
Group it mellow. Big Band ${ }^{\text {ETA. }}$ (Surrey, ASCAP)

THE SPANIELS
Great Googley Moo ................73
VEE-JAY 278-A VEE-JAY 278 -A lot happens in this
focker, with the driving lezd pacing focker, with the driving lezd pucing
sood group. Noveliy tifie tnd st-
rangement should appeal. Goeé pictpects. (Tollie, 䢸)

## ina. ... 68

rocker. Limited potential, Tellis, BMI)
WHLLE RODRIGUEZ Y SU GREPO On the Docks
RCA VICTO
RCA VICIOR 7422-The Rodripuez and roll effor solid reading of a rock strumental. It has a chance fer seme Whe coin if exposed, Irik-Troias, Willie's Blues
Haunting blues effor, with a thate lead, is played in neat. inimate style
by the ork. Good compliment for by the ork, Good comp
the flip. (Harvard, BMI!
JACK haskell
Humpry for love .................... 2
roll. item is well handled ty sirker
 could catch on. (Surrey, ASCAP)
The Night of the Senior Prom 71 Siroll with teen-ake bric apreal is with fine support from the Heriey Dreamers, (Surrey, AsCAP)

OFY GIA
Pumphin
KLIK sios-Peppy invirumental wi.
an tinteresting dance thythm, if
puhhed, this mikht purhed, this mipht catch en. Honk-
ing tener is featured. , wall, BYy) Tortilla tener is featured. (Wall, Hwil)
The side has a sirnng "Tequiti"
flavor. It's a well done inkirumental
that can do business, (Wall. BMI)
that
BIRD ROLIINS

dity receives a spirited reading tiom
Rollins helped by a chorus and
combo (Sana, BMi)
You Are My Anpel ....76
Bird Rollins bows on the label with
a pleasant rockaballad, helped by a
vocal chorus and combe. Nice viek. (ocal chorus
(Sanga, BMI)
WINK MARTINDALE
Alk Love Broke Loose
DOT 15728 -Interesting tilit turns
out to be a medium-paced recking effort by the jockey-turned-chanier.
Plenty of rockaballad qualiy in the backing but the singer is a hit
the tame side. (Roserell, BMi) Don't Suppose (...70 70
This starts with a slow ergan irare and breaks into another mecium
rhythm oppus of doubthl) commertial
vatue. Flip has more interet. (Fallow, BMI)

DIANE FORTUNE
House of Cards................72
MCI 1005 -Thruwh gives nice Tet-
(Continued on page 42 )
"DO YOU WANT TO DANCE?"
BOBBY FREEMAN
Josie 835
JUBILEE RECORDS
1721 Broadway
N. Y. C.

- The Original
"WHO'S TO KNOW"

WENDELL TRACEY
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Chess Producing corp.
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Chicago, Illinois
All Phones: CAlumet 5 -2770

## RECORDS WHOLESALE

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## ATTENTION, STUDENTS

"RING DANG DOO tING A LING" tw "ANGELA" plus the BELL HOPS equals HIT RECORD
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Another "Sillowettes"
"RAGS TO RICHES"

## The Rays

Cameo 133

anomiti dany coockit "ZORRO" the chordeties Cadence $\$ 1349$

## VOX JOX

- Continued from page 10
and others have the right idea; they realize there's a tremendous audience to be had among adults and older teen-agers who don't care about the top 40. Dick Clark and top 40 stations are good com petition and I feel well benefi rom it in ideas for promotion, pro gramming and gimmicks. But I've found that flexibility is best and


## YESTERYEAR'S TOPS-

The nation's top tunes on records
as reparted in the sillboard

## APRIL 24, 1948

1. Now Is the Hour
2. Manana
3. I'm Looking Over a Four Leaf Clover
4. Beg Your Pardon
5. Beg Your
6. Baby Face
7. Sabre Dance
8. Toolie Oolie Doolie (The

Yodel Polka)
8. You Can't Be True, Dear 9. The Dickey-Bird Song
10. But Beautiful 10. But Beautiful

APRIL 25, 1953

1. Doggie in the Window 2. I Believe
2. Till I Waltz Again With You
3. Your Cheatin' Heart
4. Tell Me a Story
5. April in Portugal
6. Song From Moulin Rouge 10. Tell Me You're Mine
personally, staying away from the raucous tunes on my morning show is proving very effective. Why try shove something down listeners
throats that stations themelve throats that stations themselves cant stomach? Top 40 creates excitement in many markets but it's up good ratings."

> THIS ' N ' THAT: Dick French, veteran deejay at WLis, Lansing, Mich., moves this week to WWJ, Detroit. Hell probably open an office there for Blue Chip Records, a Lansing diskery for which he's a.\&r. man...., Trendex says Gene Feehan's "Adventures in Modern Music," a jazz platter session, is the No. 1 how at Wrevsity the ordh Y Unversity outer in ew Yeies is a livear old, the series is using live guests. fered by WSAI, Cincinnati has been won by the Richard has been won by the Richard
Allens, who named the 10 Allens, who named the 1im
most popular songs of all time most popular songs of all time
in comparison with choices in comparison with choices
voted by the station's jocks. voted by the station's jocks
Contest drew 3,000 entries.

KAKC jockeys began the month
KAKC jockeys began the month
with two promotions which drew much attention. On April Fool's Day, they announced wrong titles Day, they announced wrong titles
for all records played. Calls swamped the switchboard all day long. Then the station awarded 8800 in prizes for an Easter Sun day egg hunt in Tulsa. ... WDRC Hartord, Conn., is supplying a list of garages and gas stations in the
area on its new all-night show. Announcer Dick Fay reminds lis Announcer Dick Fay reminds lis-
teners regularly of the motorists teners r
service.

A drive to raise funds for a living memorial to W. C. Handy is being spearheaded by KMOX and the Variety Club of St. Louis. The Handy tribute: free eyeglasses to needy St. Louis children..... City, Kan, ran an hour-long City, Kan., ran an hour-long bandleader was named Capibandieader was named Capi"Dream Dancing" ai bum
jumped to No. 1 in the area as a result.
CONGRATULATIONS: Station KMCO, Conroe, Tex., marks its seventh anniversary this month with several contests and an open house. . . KDKA spinner Jim Wil their fifth wife Mary welcome their fifth child, Erin Eileen, Apri 4, in Pittsburgh. . . Sidney Mark WHAT jazz jockey, and Loretta Katz, WIP staff girl are headed down a Philadelphia aisle.

PARTING OF THE WAYS: Joe Flood, deejayemsee, and KTLN, Denver, have agreed to disagree after 10 years, as a result of programming changes. His newest contract calling for $\$ 32$,000 a year, Flood is the last of the big jocks in this market who have fallen by the wayside via top tunes programming. Ray Perkins, KIMN maffer for 11 years, suffered staffer for 11 years, suffered the same fate last fall. Ed cott walked out of KMYR when they banned housewife chatter, old standards and general patter. Denver's FM utet, put pils it riple" aud rive by the says, has been driven by the poor aste in music selection, of its classical fare.

CLOSE WITH A HYMN: Dick Biondi tells us he closes each show with a hymn by Elvis, Pat or some other big name, to great reaction. His WHOT, Youngstown, O. stanza makes a regular appeal to the kids to "stop for a minute and think about their lives and if they are getting a full measure of happiness." Biondi also reports many who think jockeys are ruining teenagers now say they find him "human."



## A spontaneous tribute

 to the late greatChuck Willis
WHAT AM I LIVING FOR
ATLANTIC \#1179
HOT NEW EP
THE LITTLE
BLUE MAN
Betty Johnson
EP 611

## now breaking

 in all marketsATLANTIC
RECORDING CORPORATION
157 W. 57 ST., NEW YORK 19,N.Y.

## Strong Initial Reaction! <br> TILL THE END OF THE DANCE <br> b/w MY PRETTY bABY <br> \% THE PLAIDS <br> NASCO 6011 <br> NASHBORO RECORD <br> © $\mathbf{C}$, IINC. <br> nashville, tennessee <br> CHappel 2-2215

IN THE NATION'S CAPTIOL


## For: Dealers Operators

Single 45's Phone
WHOLESALE

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SARG
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SMART
SPIN
SPIN .....
STEPHEN
STYLE.
SUMMIT
SUMMIT
UNITED ARTISTS
VEEJAY
totals

## - Review Spotlight on Albums

- Continued from page 18
collection of folk tunes and novelties featuring Bob Keeshan has video pre-selling in its favor, as well as a bouncy, rhythmical approach to favorites like "Shell Be Coming Round the Row Your Boat." Keeshan is ably backed by Mitch Miller and the Sandpipers group. Cover has charm and plenty of color values, and the whole thing is a nice value at $\$ 1.98$.


## Sound

SOUND ADVENTURE (1-12")-Manhattan Per-

## - Reviews and Ratings of New Popular Albums

- Continued from page 22

are classic. Set
notes and lyrics.


## FOLK $\star \star \star$



## S. C. HANDV blues

 Sung by Katherine Handy Lewis with FG 3540A package for collectors of blues and folk material. Vocalist. dauphter of the
late "Father of the Blues," brings an late "Father of the Blues," brings an unusual quality to these performances, and a rare understanding. Piano a
companiment and solos by James Johnson, one of the early giants of jazz piano, are outstanding. Adding to the attractions is a very knowledgeable
of notes by Charles Edward Smith.

## HILDREN'S $\star \star * *$

HAVIN' A PARTY
Hoang
198118 Carmichael ( $1-12$ ") Golden 198:18

This set is obviously aimed primarily the kiddie market, on the basis of the
front and back cover art alone, $y$ Carmichaei's lazy appeat on a brace of his own tunes, can get thru to adults
as well. Simple orkings back the vocal as well. Simple orkings back the vocal
renditions of "Small Fry," "Lazy $\begin{array}{lll}\text { renditions } \\ \text { Bones," } & \text { of "Smo "Small } & \text { Fry," "Lazy } \\ \text { Sleepy } \\ \text { People" and }\end{array}$ finally a cute invitation to sleep for the youngsters, backed by the melody of "Stardust." A nice presentation thruo



## - Continued from page 22

 some free-swinging Chicapo-type sounds.
Tunes include originals by band mem-
 like "St. Louis Blues," Eddie's old
style, straight guitar work providet an style, straight guitar work provide an
unobtrusive but firm jhytum buck unobtrus
ground.

## Jall *ᄎ

MOODY BLUES
Sonny Thompson Piano a Ork (1-12")


## tommy FLanagan oversea

Tommy Flanagan Trio ( $1-12^{\prime \prime}$ ) Prestige
This recording featuring pianist Tommy Flanagan, was made when he was in Europe touring with the J. J. Johnson
combo in 1957, by Metronorre Records In addition to Flanagan, two othe also heard on this disk, Wiber Litlle
on bass and Elvin Jones on drams, Flanagan gets a chance on this IP to show of some attractive cool piano
work, in the tradition of Bud Powell,
but with but with touches of both Hank Jone
and Barry Harris. Tunes inctude otiglhals and jazz standards iise Billy Stray-

TRIPLE EXPOSURE

## cussion Ensemble; Paul Price, Director-Perlod

 SPL 743Altho many hi-fi fanciers are getting a bit blase about percussion workouts, this session of five numbers by the Manhattan Percussion Ensemble will still tickle eardrums nicely. The whole percussion family, from temple blocks to four pedal tympani get a real shakeout, and the sound hounds will love the sharp transients and odd rhythms. Best track is Lou Harrison's "Song of Quiztlcoatl," which has a moody tongle feeling. Girlie art on the cover is cute, but probably unnecessary.

## - Reviews of New Pop Records

- Continued from page 40

Could earn coin in e.\&w. markets as
well as tome pop. (Desert Palms,
BMI
Set Me F
Up-tempo item gets a rhythm treatment from chick and fem group for so-so resuita. (Desert Palms, BM) polly lamar
Bugar Blaes $\begin{aligned} & \text { NU-CLEAR } 1183 \text {-The well-known }\end{aligned}$ standard is sung in warm, old-fashooned blues style by the thrush, playing triplets. Jockeys may spin It, (Pickwick, ASCAP) Tms Good Gal. Thrush handles this old-fashioned
biues pleasantly, but she biues pleasantly, but the sounds a
bit tired here. Traditionalists will enfoy both sides. (Felst, ASCAP)
PRESTON FOSTER
The Salty Sallor
CAPITOL 3064
CAPITOL 3964-Sea chanty receives A good try from the movie actor
bui he doesn't have the voice for it The band and chorus give him fine support. (Gulbert, ASCAP)

## Pretorka $\ldots . .70$ Folkish marchin

Folkish marching song is sung in and corus production behind him is first-rate. (GIlbert, ASCAP)
mLly hogan
1 Do't Want Notbing But Your Love. . 7 version by Hogan with a ricketytick piano filling in the middle spots. Far off earthy chicks support the effort. Gimmicky sounds
some plays. (Grille, BMI),

## shane It Over Sputaik .... 6

A rockabilly rendition of a confusing bit of material that ties up "me and my baby" with the flight of the
sputniks. Crazy chick chorus sounds fill in the spots. Hogan gives it a lot of effort. (Grille, BMI)

OB waddel
Dark Spot $\ldots \ldots \ldots . . . . . . . . . . . . . . . .7$
DECCA $30626-$ Bouncy rockabilly efDECCA 30626 - Bouncy rockabilly ef-
fort by Waddell with "doo-wah-doowhi" backing by choral group. All about the cat who wants o get his
sal sway from the crowd. sal sway from the crowd. Fair
chances. (Desert Palms \& Trinity, (1sMin' $\ldots .68$
He wants to take the gal fishing
down by the sca. Group down by the sea. Group vocal in the iskist, Potential would seem limited.
(Desert Palms
ERRY KAYE
 side in the rockabilly groove. Mateyial gets a good ride by the chanter
with an interesting down-to-earth backing. Spins possible here. (Windy City, ASCAP)
Trust in Me Lose Your
An echey rockabilly blues. Side has
a good sound and beat but a good sound and beat but there's
litite to make it stand out over the littie to make it stand out over the
pack. (Windy Clity, ASCAP)
OSH NOLAND
Sall Along Sllvery Moon ............7
CONCEPT 900-Pleasant dreamy CONCEPT 900 -Pleasant $\begin{gathered}\text { dreamy } \\ \text { quaiity. Catches a mood. } \\ \text { Neatures }\end{gathered}$
Noland's guitar. (Santly Joy, ASCAP) Ballad chanted adequately by Bob The following records, also reviewed
by The Billboard music staff, were rated 70 or less:

GEORGE HARWELL Pilgrim of Lov Man Drowning-Ditto 113 Me Not/Rock Meeting-Nine Rock 100
LENNIE LA COUR WITH AL PETERS
 You've Got the Wrong Number/On the (Continued on page 45)
A Sure Fire Hit That Will Rock From Coast To Coast
"BABY WHAT AM I GONNA DO" "Say Yoú Love Me" SMOKEY ARMEN and the SCHOONERS
D.J.'s Write for your reee copr.
DISTRUTORS: CHOICE TERR TORIES STILL OPEN.
PEEK-A-BOO RECORD 13 Highiand Avoo RECORDS THE BIG 2.SIDED MIII Betty Smith HAND JIVE BEWITCHED 1787
CNDON
bilboard picks
FATS DOMINO SICK AND TIRED No, No

## T. <br> Imperial Recards



Chanks Thompon, Plano; Lees Enstins

 While back. Consolidated into two 12-
inch LP's they should have a stronger
eppeal than ever.

OW PRICE.JAII $\star \star \star$
Arne Domnerus \& His Group ( $1-12^{\prime \prime}$ DA Camden CAL 417
Domnerus displays his talented way
with alto of Side 1 to a provocative septet on Side 2. "Frenesi," "Blue Moon" and 51.98 tag a lure. Recorded in Sweden


## AHA LABEL

I SEND MY LOVE LOVE ME NOW
 american hapmony artist


## C\&W Best Sellers in Stores

RECORDS are ranked in order of their current national selling tmporiance is etail level, as determined by The Billboard's weckly survey of dealers thruout the tion with a hish volume of sales in thythm and blues records. When significh action is reported on both sides of a record, points are case, both sides are listed in bold type, the leading side Week Week on top.

1. OH, LONESOME ME (BMI)-Don Gibson week Char

## ICANT STOP

BALLAD OF A TEENAGE QUEEN (BMI)BIG RIVER (BMI)-Sun 283
3. STAIRWAY OF LOVE (ASCAP)-Marty Robbins. $2 \quad 14$ 34
UST MARRIED (BMD)-Col 41143
WEAR MY RING AROUND YOUR NECK (BMI)Elvis Presley
time BMi)-vic 7240
5. BREATHLESS (BMI)-Jerry Lee Lewis
6. DON'T (BMI)-Elvis Presley

I BEG OF YOU (BMI)-Vic 7150
IT'S ALL YOUR FAULT (BMI) (BMI)-Ray Price.... 6
I CAN'T STOP LOVING YOU)-Col 41105
SHES NO ANGEL (BMI)-Dec 30.551
9. ALL I HAVE TO DO IS DREAM (BMI)Everly Brothers.....
10. BELIEVE WHAT YOU SAY (BMI)-Ricky Nelson MY BUCKET'S GOT A HOLE IN IT (ASCAP)Imperial 5503
11. YOUR NAME IS BEAUTIFUL (ASCAP)Carl Smith
12. STOP THE WORLD (BMI)-Johmmie and Jack...... 11 8
13. JUST A LITTLE LONESOME (BMI)Bobby Helms. ........ios
. 16
14. GEISHA GIRL (BMI)-Hank Locklin.............. 1436
15. THE STORY OF MY LIFE (ASCAP)Marty Robbins.
16. OH-OH, ГM FALLING IN LOVE AGAIN (ASCAP)-Jimmie Rodgers. ...........
17. SEND ME THE PILLOW YOU DREAM ON (BMI)-Hank Locklin. .........................
18. THIS LITTLE GIRL OF MINE (BMI) Everlv Brothers.

1342
$15 \quad 12$
19. PINK PEDAL PUSHERS (BMI)-Carl Perkins...... 204
20. WHOLE LOTTA WOMAN (BMI)-


## - Most Played C\&W by Jockeys

| $\begin{aligned} & \text { This } \\ & \text { week } \end{aligned}$ |  | $\begin{aligned} & \text { L.ast } \\ & \text { Week } \end{aligned}$ | on |
| :---: | :---: | :---: | :---: |
|  | OH, LONESOME ME-Don Gibson. Vic $7133-$ BMI | . 1 | 11 |
|  | BALLAD OF A TEENAGE QUEEN-Johnny Cash. | 2 | 15 |
|  | JUST MARRIED-Marty Robbins | . 8 | 4 |
|  | CURTAIN IN THE WINDOW-Ray Price.... |  | 9 |
|  | CAN'T STOP LOVING YOU-Kitty Wells. . Dec 30551-BMI | . 6 | 9 |
|  | SEND ME THE PILLOW YOU DREAM ONHank Locklin. Vic 724-BMI |  | 5 |
|  | BIG RIVER-Johnny Cash................ |  | 12 |
|  | STAIRWAY OF LOVE-Marty Robbins Col 41143-ASCAP |  | 1 |
|  | YOUR NAME IS BEAUTIFUL-Carl Smith. Col $41092-$ ASCAP | 7 | 9 |
|  | 1 CAN'T STOP LOVING YOU-Don Gibson. Vic 7133-BMI |  |  |
|  | ONCE MORE-Roy Acuff. |  | 4 |
|  | WHAT MAKES A MAN WANDER-Jimmie Skinner |  | 2 |
|  | HOUSE OF GLASS-Ernest Tubb. Dee 30549-BMI |  |  |
|  | OVERNIGHT-Jim Reeves. |  | 2 |
|  | IT'S A LITTLE MORE LIKE HEAVEN- <br> Hank Locklin. |  | 1 |
|  | WHISPERING RAIN-Hank Snow |  | 1 |

## C\&W Territorial

## Best Sellers

for survey week ending april 19
City-by-city listings are based on late reports, secured rrom top country an
western dealers and fuke box operator in each of the markets listed.

## Birmingham

## 1. Wear My Ring Around Your Neck

2. Stairmay of Love, Marty Robbins, Co 3. Send Me the Pillow You Dream On Hank Locklin, Vic.
3. Just Married, Marty Robbins, Cot. 5. Breathless, Jerty Lee Lewis, Sun

## Dallas-Fort Worth

1. Oh Lonesome Me, Don Gibson, Vic.
2. Stairway of Love, Marty R

Johnny Cash, Sun
4. Is It Wrons? Warner Mack, Dec. 5. 1 Can' Stop Loving You
Kitty Wells, Dec
6. Khes No Angel, Kitty Wells, Dec.
7. Breathess, Jerry Lee Lewis, Sun 8. Stop the Worrd. Johnnic and Jack 9. All I Have to Do Is Dream 10. Eocriy Brothers. Cdc. Elvis Prestey. Vic.

## Houston

1. Oh Lonesome Me, Don Gibson, Vic.
2. Eximo Pie, George Jones, Mer. 3. What Makes a Man Wander? 4. Wear My Ring Around Your Neck Elvis Prectey. Vic. 5. Curtaln in the Windon, Ray Price, Col 6. Color of the Blues, George Jones, Mer

## Memphis

## 2. Stairnay of Love. Marty

 I Can't Stop Loving YouDon Gibson Vis
. Oh Lonesomie Me, Don Gibson, Vic . Send Me the Pillon You Dream On
5. What Makes a Man Wander?

Jimmie Skinner. Me Everly Brothers, Cde.

## Nashville

1. Oh Lonesome Me, Don Gibson, Vic. S. Stairmay of Love, Marty Johnny Cash, Sun
2. All I Have Io Do
verly Have tho Do is Dream
Everly Brothers. Cdc.
3. Curtain in the Wlanow, Ray Price, Cot万. 1 Can't Stop Loving You Kity Wells. Dec.
4. Just Marricd, Marty Robbins, Col. Send Me the Pillow You Dream O
5. Breathess, Jerry L.

## New Orleans

1. Oh Lonesome Me, Don Gibson, Vic. . Ballad of a Teemase Oueen
2. Breathless, Jerry Lee Lewis, Sun
 5. Wear My Ring Around Your Neeck 6. Your Name is siceautifal

Carr Smith. Col.
7. Geisha Girit, Hank Locklin, Vic. 8. Stop the World, Johnnie and Jack, V . Send Me the Plllow You Dream On Hank Locklin, Vic.
10. Curraln In the Win

## St. Louis

1. On Lonesome Me, Don Gibson, Vic.
2. Wear My Ring Around Your Neck

Elvis Prestey, Vic.
3. Believe What You Say
4. Ricky Nelson, Imp. Leatises, Jerry Lee Lew, Sun
5. All I Have to Do Is Dream

Everly Brothers, Cac.
6. Batlad of a Teenage Queen

## - This Week's C\&W Best Buys

NO SELECTIONS THIS WEEK

## - Review Spotlight on . . . C\&W RECORDS

HANK SNOW
I'm Hurting All Over (Snow, BMI)
Big Wheels (Warden, BMI)-RCA Victor 7233-The great c.\&w. artist is in winning form on both sides. "Hurting" is a weeper that is sung against an attractive choral background. "Wheels," a train blues, is also belted solidly. Strong appeal to c.\&w. buyers.

## C\&W TALENT

Sonny curtis
Wrong Again (Vision, BMI)
Laughing Stock (Peer Intl., BMI)-Dot 15754
See review in Pop Spotlight section.

## Reviews of New C\&W Records



Breaking wide Open Pop and C\&W JOHNNY CASH
ballad of a
teenage ouen

I WON'T BE HOME TONIGHT FREDDIE HART COL \#41144

WEWTERN UNION
TELEGRAM

LDA54 me po rax atlanta on 443 mee apr 2L 2958
BILL LOWERY LOWERY MUSIC CO MAIL PO BOX 9687 ATLA
HONESTLY BELIEVE LEFTY FRIZZELL'S COLUMBIA RECORDING OF
"silence" will create everything but "silence". already
started a big nolse after numerous plays on wake-atlanta's
number one husic and news station
gene blatne program director wake 608p

- This Week's R\&B Best Buys

NO SELECTIONS THIS WEEK

## - Review Spotlight on . . . R\&B RECORDS

THE CHAMPS

EI Rancho Rock (Marks, BMI)
Midnighter (Golden West, BMI)-Challenge 59007
THE ROYAL TEENS
Big Name Button (Budd \& Labell, ASCAP
Sham Rock (Admiration, BMI)-ABC-Paramount 9918
JAN \& ARNIE
Jennie Lee (Daywin, BMI)-Arwin 108
See reviews in Pop Spotlight section.

## ON THE BEAT

## - Continued from page 10

gan to hit all by themselves, re taining, however, the high hor
monal quotient with which they had come to be identified.

The Shepherd Sisters with their wild rendition of Alone," had much to do with setting this trend. But others who followed with a very similar type of styling included the Playmates, the Playthings, the Chantels and the Shirrelles, to mention but a few.

But then a strange thing hap pened. It was as tho a giant hand descended on the record scene and all the earthy charm of the chicks who seemed to screen out from the woods and the swamps, and put pop stamp on the shole business. If there is a trend toward refine ment in today's pop music scene perhaps its because of the current
hits contributed by thrushes with (Continued on page 45)

## - Reviews of New R\&B Records

| men hughes <br> Come On .......................... SPECIALTY 630-Ben Hughes secross the lyrics to this solid r and blues effort, supported by exciting work by the combo. could break thru. (Venice-For вMI) <br> fack.... 74 <br> Good reading of a novelity item has also been issued on label. Lad shows up better flip side. (Falrway, BMI) |
| :---: |
| EOB GADDY <br> Wee, Woe is Me OLD TOWN 1050-Outstanding jing of a down home blues by Gaddy as he tells of his tr with whiskey and women. We get many records like this any |
| YF7NATV |

THE SPANIELS
Vee Jay 278
VEE JAY-FALCON RECORD CORP
2129 S. Michigan Avenve Chicago 16, Illinois All Phones: CAlumet 5-614

## spade Flush: TONY SPADE LIFE IS A MYSTERY WHAT'S GWY GNE ON? Gack Beat sos BAck BEAT RECORDS 2809 Erastus, Houston, Tex.

## 3 Great Hits! <br> Big Maybelle <br> "BLUES, EARLY, EARIY" <br> The Jive Bombers "JUST AROUND THE CORNER" <br> The 3 Playmates "(DO-00 DO.00) I DREAMED" <br> B1007

## R\&B Territorial Best Sellers

for survey. Week ending april 19 Listings are based on late sales re-
ports secured via Western Union messenger service from top thythm and blues dealers and foke box operators in the markets listed

## Atlanta

 1. To Be Loved. Jackie Wiikon, B2. Whthe Dotor, Dasid Scille, Lib. 3. Trillzht Time, Platuers. Mer. Lib. 4. Looklng Back, Nat King Cole, Cos
3. Dont You Just Know it
Hit 6. Hacy Smith, Ace $\begin{aligned} & \text { Ace } \\ & \text { Hang Up Mock and Roll shoes }\end{aligned}$ Chuck willt All
4. Whave Falth, Gene Allison,

Chuck Willis, Atl.
9. All 1 Have to Do 1s Drean Everly Brothers, Cdc. Believe What You Say
Ricky Neison, Imp.

## Charlotfe

## . Twillibt Time, Platers, Mer

Teegulla, Champs, Cha
He's Got the Whole World th His
Hands, Laurie L.ondon, Cap.

Huey Smith, Ace
7. Looking Back, Nat King Cole, Cap

Everly Bro to Do is Dream
9. To Be Lored. Jackie Wilson. Brik

## Chicago

1. Twilight Time, Platters, Mer.
2. Wheh Doctor, David Sevile. Iib.
3. 2. Book of Lore, Monotenes, Argo.
1. Hes Got the Whole Worid th 4. Hes Got the Whole War Hand, Laurie Lndor, Cap. 5. All I Have to Do is D
2. Everly Brothers, Cdc.
3. Little willic John, King
4. Tequila, Champs, Chal.

- Don't Yoa Just

9. Looking Back, Nat Kink Coie. Cwo 20. Weer My Ring A

## Cincinnati

1. What Am 1 Livine For?
2. Chat Am Whilis, Alt.
3. Talk to Me, Talk to Me 2. Taik to Me, Talk to Me L. Little Willie John, King
4. Twilight Time, Platiers, Mer. 5. Crays Feeling, Roy Hamilion, Epic

## Detroit

1. Witch Doctor, David Seville, Lib. 2. Twilight Time, Platters, Mer. Hasds, Laurie London, Cap.
2. Looking Baek, Nat King Cole, Cap. 5. Book of Love, Monotones, Argo 5. Book of Love, Monotone

Connie Fra
8. Johnny $\mathbf{B}$ Goode, Chuck Berry, Chs.
9. Believe What You Sas
9. Believe What You Say
Ricky Nelson, Imp.

Ricky Nelson, Imp.
10. Esery Night, Chantels, End

## Los Angeles

1. Twilight Time, Platens, Mer.
2. Witch Doctor, David Sr
3. He's Got the Whole world in His Hands, Laurie L.ondon, Can.
4. Looking Back, Nat King Cole, Cap. 6. Loollipop, Chordettes. C.
5. Maybe, Chantels, End

## New Orleans

1. Tequila, Champs. Chat. 2. Laoking Back, Nat King Iitlie Willie John, Kink
2. Have Falth, Gene Allison, vs
3. Sweet Little Sisteen, Chuck Berry, Chs 6. To Be Loved, Jackie Wilson, Brk.,
4. Witteh Doctor, Daviu Seville. Lib. 8. He's Got the Whole world In His Mands, Laurie London. Cap. 9. Lollipop, Chordeites. Cdc.
5. Been So Long, Pastels, Ark

## New York

1. Teqill, Champs, Chat
2. Twiltght Mime, Platters, Mer.

Hands, Laurie London, Cia.
4. Witch Doetor, Divid Se: ille, Lib.
5. Book of Love, Monotones, Atro
6. Beieve What You Say

Lolltpop, Chordeties, Cde
8. For Your Love, Ed Townsend, Cap.
9. Sweet Little Sisteen, Chuck Berty, Chs. 0. All I Have to Do Is

## Philadelphia

1. Looking Rack, Nat Kin
2. Tequila, Champs, Chat.

## - R\&B Best Sellers in Stores

FOR SURVEY WEEK ENDING APRIL 19
RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Bubboards weekiy survey of dealert thruout the
nation with a high volume of sales in fhythm and blues records. When significant action is reported on both sides of a record, points are
Thin case, both sides are listed in bold type, the leading side Week on lop.

| Last | $\begin{array}{c}\text { Weeks } \\ \text { on } \\ \text { on }\end{array}$ |
| :---: | :---: |
| Week |  |

1. TWILIGHT TIME (BMI)-Platters. . . . . . . . . . . . . . 2 3
2. WITCH DOCTOR (ASCAP)-David Seville. ........ 88
3. TEQUILA (BMI)-The Champs...................... I 9
4. HE'S GOT THE WHOLE WORLD IN HIS
$\qquad$
. BOOK OF LOVE (BMI)-Monotones. . . . . . . . . . . . . . 5
LOOKING BACK (BMI)-Nat King Cole........... . 15
DON'T YOU JUST KNOW IT? (BMI)-Huey Smith. .
75
5. SWEET LITFLE SIXTEEN (BMI)-Chuck Berry. . . . 4 (Beelin' and Rocking (BMI)-Chess 10
6. LOLLIPOP (BMI)-Chordettes. .
7. BELIEVE WHAT YOU SAY (BMI)-Ricky Nelson... 9 MY BUCKET'S GOT A HOLE IN IT (ASCAP)Imperial 5503
8. ALL I HAVE TO DO IS DREAM (BMI)Everly Brothers.
9. TALK TO ME, TALK TO ME (BMI)Little Willie John.
10. TO BE LOVED (BMI)-Jackie Wilson. . . . . . . . . . . . . 12
11. WEAR MY RING AROUND YOUR NECK (BMI) -

Elvis Preslev. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 18
15. WHO'S SORRY NOW? (ASCAP)-Connie Francis. . . 10
16. BREATHLESS (BMI)-Jerry Lee Lewis. . . . . . . . . . . . 13
17. THE WALK (BMI)-Jimmy McCracklin. . . . . . . . . . . 16
18. FOR YOUR LOVE (BMI)-Ed Townsend. . . . . . . . . - 1
19. TEQUILA (BMI)-Eddie Platt.
20. HAVE FAITH (BMI)-Gene Allison

## - Most Played R\&B by Jockeys

 FOR SURVEY WEEK ENDING APRIL 19SIDES are tanked in order of the greatest number of plays on disk jockey tadio
shows thruout the country according to The Billboard's weekly surrey of top disk jockey shows in all key markets.
This
Week


1. TEQUILA-The Champs. . . . . . . . . . . . . . . . . . . . . . . . . 1 8
2. SWEET LITTLE SIXTEEN-Chuck Berty........ 2 . 10
3. BOOK OF LOVE-Monotones. . . . . . . . . . . . . . . . . . . . 3 2
4. MAYBE BABY-Crickets. . . . . . . . . . . . . . . . . . . . . . . 8 8
5. WITCH DOCTOR-David Seville. . . . . . . . . . . . . . . . 13 2
6. LOOKING BACK-Nat King Cole. . . . . . . . . . . . . . . . 6
7. TALK TO ME, TALK TO ME-Little Willie John. . . - 1
8. BELIEVE WHAT YOU SAY-Ricky Nelson. ........ 6
9. LOLLIPOP-Chordettes . . . . . . . . . . . . . . . . . . . . . - 4
10. WISHING FOR YOUR LOVE-Voxpoppers. . . . . . . - 2
11. WEAR MY RING AROUND YOUR NECKElvis Presley

1
12. TVILIGHT TIME-Platters. . . . . . . . . . . . . . . . . . . . . 10 2
13. DONT YOU JUST KNOW IT?-Huey Smith. . . . . . . 11
14. BREATHLESS-Jerry Lee Lewis. . . . . . . . . . . . . . . . . 5
15. HÂVE FAITH-Gene Allison. . . . . . . . . . . . . . . . . . . . . 12

| Book of Love, Monotones, | Don't You Just Know |
| :---: | :---: |
| 4. Twilight Time, Platters, Mer. | Huey Smith, Ace |
| 5. Witeh Doctor, David Seville, Lib. | 8. Talk to Me, Talk to Me |
| For Your Love, Ed Townsend, Cap. | Little Willie John, King |
| 7. Talk to Me, Talk to Me | 9. Witch Doctor, David Seville, |
| 1 Ititle Willie John, King | 10. Tequlla, Champs, Chal. |
|  |  |
| 9. All I Have to Do is Dretam | hington, |
| Everly Brothers, Cde. | 1. Lookin |
| 10. To Re Loved, Jackie Wilson, Brk. | 1. Look Back, Na |
| St. | 3. Wear My Ring Around Yo |
|  | 4. Wlvis Presley, Doetor, David Seville, |
| 1. Looking Rack, Nat King Cole, | My Bueket's Got |
| 2. Twilight Time, Platte | Ricky Ne |
| 3. To Be Loved, Jackie Wilson, Brk. | 6. Book of Lore, Monotones, Argo |
| 4. He's Got the Whole World in His Hands | 7. Maybe, Chantels, End |
| Laurie London, Cap. | 8. Sweet Little Sixteen, Chuik |
| All i Have to Do Is Dream | 9. Who's Sorry Non? |
| Everiy Brothers. Cdc. | Connie Francis, M-G-M |
| Dinner With Drac, John Zacherie, Cam. | 10. The Walk, Jimmy McCrackin, Che. |

## Reviews of New Pop Records



## Sacred

MACKWOOD BROTHERS OLARTET


by the great gospel singer, supporied by an
BMI)
BMI) This tune, from the M-G-M film,
"The Student Prince," is also sung with moving appeal by George Shea again helped by the orchesira and
chorus. Both sides will appeal to chorus. Both sides will appeal
his many fans. (Harms, ASCAP)

## Spiritual

PROF. harold boggs
Because He's Mine $\ldots . . . . . . . . . . . .78$
NASHBORO $618-$ Prof. Bogzs hanNASHBORO 618-Prof. Bogzs han-
dies the vocal lead in distinguished des the vocal chorus joining in on
fashion, with chen
the the impassioned clim
wax. (Exeellorec, BMI) Yes, There's One ....75 ligious feeling into this performance, paniment, sounding far off. Very ef fective. (Excellorec, BMI)

## ANCINE REESE

Fo You Know Jesus
FRANZ SCHUBERT 446-Fine spit itual style reading of a new gospe ported by organ and piano. Good effort. (Schubert. BMI)
1 Love Him
A slow, story type of spiritual effort receives another powerful vocal from
the thrush, again suported by the same duo. Appealing wax. (Schubert, BMI)
SUPREME ANGELS
Jesus Let Me sleep
NASHBORO 619 -The lead singer
is joined by an impassioned chorus
in the rendering of this fine spiritual,
which is in the nature
(Excelloree, BM1)
Another impassioned performance rapid in rhythm, with an insisten

JEWEL GOSPEL TRIO Ease My Troublin' Mind item, with excliting thything gospel the girls' exititng thythm backing Gains in excitement as it goes along. The spirit is
cellorec, BMI

## Reviews and Ratings of New Classical Albums

## classical

## 

ORCH
Bram De wide, Clarinet; Hubert BarWahser, Flute: Phia Berghout, Harp; Con certgebouw Orch. of Amster
Beinum) (1-12") Eple LC 3456
 staple item. "Clarinet Concerto" has
received numerous diskings, "Flute and Harp Concerto" relatively few, but com-
bination is especially strong. Solo performances are clear, well-controlled and fluent; orchestral accompaniment and

## classical **

MoZART: SERENADE NO. 1: DIVERTI MENTO NO. $\mathbf{2}^{2}{ }^{\left(1-12^{\prime \prime}\right)-M-G-M}$ Orch.
(Winograd). M-M E 3637
Charming early works by Mozart make up cording are somewhat wanting in finesse cording are somewhat wanting in finesse
but atractive combination and relatively
scarce competition are in lis favor, BEETHOVEN: SONATAS NOS. 6 \& 9
FOR VIOLIN \& PIANO (1-12")-Arthur Grumlaux, Vlolin \& Clara Hashil, Piano Epic LC 3458 Well-trained artists complete their Bee-
thoven Sonata series with this release. Per
 Sonata No. 9' ("Kreutzer") must contend

WAGNER: SIEGFRIED IDYLL; MAHLER
ADAGIETTO; SCHOENBERG: VERADAGIETTO; SCHOENBERG: VER-
KLAERTE NACHT (1-12") M-G-M Orch (Winograd). M-G-M E 3630 Here is a well integrated program that
will surely attract many will surely attract many lovers of late
German romantic music. The Wagner work has been duplicated often and the Schoen-
berg opus has been successfully tecorded berg opus has been successfully recorded
several times, but the strongest appeal could several times, but the strongest appeal could
lie in Maller's "Adagietto" (from his Fifth Symphony). This affecting movement has been a long-time favorite but not available
separately for some time. Programming separately for some time. Programmin could outweigh rather pedestrian reading

KODALY: SUMMER EVENING; ROZSA HUNGARIAN SERENADE ( $\mathrm{t}-12^{2 \prime \prime}$ ) $-\overline{\text { M-G-M Orch. (Winograd). M-G-M E } 3631} \mathbf{~}$ M-G-M Orch. (Winograd). M-G-M E 363
Two works steeped in Two works steeped in Hungarian folk
music, but translated into broader musical erms. Kodaly work is more moody, emo
ional; Rozsa is closer to classic forms. N strikingly original works, but ple
tening. Recording is fairly good.

PALL WITTGENSTEIN PLAYS MUSIC FOR THE LE'T HAND ( $1-12^{\prime \prime}$ )-Period SPL 742
One-armed pianist's, major endeavor here 1939. Rounding out program are Brahms' arrangement of Bach "Chaconne"; and
Schubert-Liszt and Reger pieces. Artist re-Schubert-Liszt and Reger pieces. Artist re-
tains remarkabie skill and shows interpre tative power in Ravel work but primary
interest lies in novefty rather than in interest lies in
musical values.

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## FOLK TALENT \& TUNES

- Continued from page 10

Avery, Tex., has a new 45 EP release cut by Harry Peppel and His Shenandoah Valley and Hangers. Tommy Donahue Rangers. Tommy Donakue handes of the ditties, "One Night's Love" and "Oh, My Aching Head," with Dick Doir doing "the warbling on a pair titled "Thermostat Baby" and "Old-Fashioned Waltz. A card to Stephenson, at box sample.

Too Late ....73
This side has a swinging quality, but
This side has a swinging quality, but.
doesn't match the flip in excitement. (Excellorec, BMI)
BROOKLYN ALL STAR SINGERS
A Prayer for Today ................. ${ }^{3}$
PEACOCK 1782 -Hymn really moves
in this energetic side by swinging
In esplers, tho their sound is re-
goned. Can do business in its market.
fined. Can do
(Lion, BMI)
Careless Soul ....72
Anthem with a Western touch gets
Anthem with a western touch gets
sincere reading from lead Hardie.
Clifton, with good group backing. Clifton. with good group backing
(Llon, BMI) (Llon, BMI)
BROTHER HENRY EDWARDS Mighty Sweet to Know
ROCKET $122357-$ A slow, and fairly dedicated reading by the chanter.
with enthusiastic back-up from the with enthusiastic back-up from the
sisters and other brothers. Spins possible in the specific market. (Grille, BMI)
Didn't
Didn't It Rain $\ldots .70$
A traditional styled spiritual of no A rratitional consequee gets a fairly spir-
greed reading by the Brother. Fair led reading by the B
wax only. (Grille, BMI)

## Jazz

SoNny rollins
You Stepped Out of a Dream ........ 83
BLUE NOTE 1687-An up-tempo run of the pretty standard that feature the great tenor star to advantage.
Jazz buffs will go for this. (Feist, ASCAP)
Why Don't
Medium-beat jazz sound on a swin in' ture. Flip appears stronger.
(Groore, BMI)

## JMMY SMITH

All Day Long, Parts $1 \not \& 2$
BLUE NOTE 1676-A medium-beat, funky blues that showcases Lou Don-
aldson on alto, Kenny Burrell on guitar and Art Blakey on drums. Flip belongs to organist Smith. It can
move with jazz buyers. (Prestige, BM)

## HANK MOBLEY

BLUE NOTE 1684-The tenot artist presents a groovy set on one of his of top-notch, hard bop musicians. Strong lure for jazz clientele. (Groove,
BMM) BMI)
Base on
Base on Balls.... 79
Another Mobley tune expertly played. This is a medium-beat blues that
spotlights ${ }^{\text {D }}$ Dous Watkins on bass. Also good for jazz markets. (Groove, BMI)
hmad jamal trio
But Not for Me
ARGO 5294 -Jamal's treatment of
the Gershwin standard is in the Gershwin standard is in a re-
laxed, finger-snappin' groove. Choice laxed, finger-snappin groove, Choice
for jazz buyers. (New World, ASCAP) for juzz buyers. Nowe. Music, Mosle...78
A swingin, instrumental tr
A swingin, instrumental treatment of
an old Teresa Brewer click an old Teresa Brewer click. Audience
sounds can be heard, In sounds can be heard. In jazz markets,
this can go well. (Cromwell, ASCAP) ou donaldson
Herman's Mambo
BLUE NOTE $1681-\mathrm{A} . . . . . . . . . .88$
side too, if plugged. Good tone by Donaldson here. (Groove, BMI)
Grits and Gravy
Grits and Gravy ...77 atto. Good potential for Jazz trade. ( BMI)

## UPP KLEBER ORK

World's Fuir Polka ..................
DANA 3278 -Song idea ties in with the Brussels fair. Orchestral perform-
ance, with chorus chanting, makes ance, with chorus chanting,
a flavorful side. (Zodiac, BM1) Welcome Polka .... 73 Ork and chorus catch a happy mood
with this bright-sounding polka. Zodiac, BMI)
GENE WISNIEWSKI ORK
Thumbs Up $\ldots$.......................... DANA
polka wax for the fans. Well-recorded. poika wax
(Dana, BMI)
Glass Mountain Glass Mountain .... 66
This side is an Oberek. Okay, the not as engaging as the flip. (Dana,
BMI)

El Rader and Joe (Cannonball) Lewis have launched Countrified Music Promotions at 2252 Wheeler Street, Cincinnati 19, O., for the handling of country music and talent. The firm (BMI) is publishing Nelson Young's first starday release, "Sunrise" and "So Easy to Fall in Love With Iou. Deejays fany's mailing list are invited to fany's mailing list are invited to
write in. . . Joe Poovey plans to write in. . .. Joe Poovey plans to push his first Eagle Records release, which bowed April 24 , via
personal appearances on "Louisipersonal appearances on "Louisi-
ana Hayride," Shreveport; "Teenana Hayride," Shreveport; "Teen-
Age Bownbeat on WBAP-TV, Fort Age Bownbeat on WBAP-TV, Fort Worth, and "Cowtown Hoedown," in the latter city. Platter "couples Move Around and Careful Baby. Poovey is under the man-
agement of Jim Shell who, it is rumored, may soon take over the promotion on the Eagle label which is aimed at the teen-age
trade. trade.

Mac Wiseman's latest on the Dot label pairs "When the Work's All Done This Fall" with "Put Me in Your Pocket."

Pa., is reported scouting for a country music park in the area to house his jamboree unit comprising Tommy Mayresky, Cowboy Howard Vokes, Jim son, Pete Spuck, Smiley and Kitty and Summey Lee Hendricks, head each Saturday over WNCC, Barnesboro, Pa., and WCPA, Clearfield, Pa.
Tex Dentor. has launched a weekly show-and-dance policy in Barstow, Calif., and has Eddie Dean set for an early date. Tex he show-and-dance session. Meanwhile, he continues his record spinning on KWTC, Barstow, and reminds that he's always looking for wax to spin. . . . Lee Ross and Bobby Bare, who operate the Rolling Hills Dance in Riverside, Calif., have booked Carl Perkins for May 7, with Bob Wills and Johnny Cash set to follow in shortly thereafter.

Johnny Moseby and Joanie Shields, of the team of Johnny and
Joanie, heard on the Challenge Joanie, heard on the Challenge
label, were slated to be married in Hollywood Sunday (27).

## ON THE BEAT

- Continued from page 44


## today's type of record, they are

 thrushes not chicks.Today we have hit records by the Chordettes, Connie Francis, Kathy Linden, the McGuire Sisters, Betty Johnson, by Dotty Todd of the Art and Dotty Todd duo, by the Chantels and the Royal Teens. Only the Chantels and the Royal Teens, both of whom at the tail end of the charts, retain any semblance of that untamed earthiness which has such appeal to the lovers of the true idiom.
Coming back to the origina point made about the teen-age gir buyers of singles, its easy to ex plain the success of the other disks
They have appealing melodies but they are also tame, not wild. They lack the primitive drive. By this lack the primitive drive. By se
token, the high school fem se coken, the high schoot accept them and still get thei can accept them and still get their
more basic kicks from Presley Berry, Lewis, Little Richard, Jackie Berry, Leevis, Little Richard, Jackie
Wilson, etc., all of whom are also on the current charts. Like in life itself, the ladies have found their itself, the la ines
own niche of equality. But there own niche of equality. But, who
are probably some around, are probably some anound, ocasional long for at least an och of subservience. "The an-
touch touch of subservience. Yalue and
swering chicks have, a val charm all their own," they tell us. To which we add: "You sure do, baby!"

Jerry Lee Lewis' newest disk on Sum is the provocaSchool Confidential," from the M-G-M "teen-age drama" film of the same name. Pic, set for June release, stars Lewis himself, plus Mamie Van Doren, Ray Anthony, Jackie Coogan, Charles Chaplin Jr., Diane Jergens, John Drew BarryJergens, John Drew Barry-
more, Jan Sterling and Russ Tamblyn. . . . Tony Spade's Tamblyn. disk of "Life Is a Backbeat, disk of the radio
Mystery, has hit the listings according to Dave Rolnick, Eastern promotion chief for the label. On the
reportedly getting good reaction in various areas on Tel
Me Why," and "Dance, Girl, Me Why
Dance."

It's happened! Arrow Records has formed a subsidiary, Bow Rec ords. The label has signed Buzz Clifford, the Encores, Rabbit and Geno and Ginny Angel. On Arrow, latest talent acquisition is Gloria DeMarco, one-fifth of the De Marco Sisters act. Initial sides are Rockin" the Rag" and "I Forgive."

Orville Couch, whose initial platters were on Starday, has been
moved up to the parent firm, Mermoved up to the parent firm,
cury, for his newest release. Larry Wheeler, 21 -year-old Houston lad, has been signed by Glory Records. First sides are "Cry Woman, Cry," and "You Can't Lose लe."

Bill Haley, who with his Comets is now touring Latin America, is engaged in other pursuits there besides performing on stage. According


Monday through Friday Afternoons and Saturday Evenings

nordic Rani

## SHAW ARTISTS corr.

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# COAST TO COAST TOUR 

## Opening

# ABETS FIELD 

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MAY 30th and 31st

# SHAW ARTISTS CORP. 

CHICAGO

# OUTDOOR 

## BRUSSELS NOTES:

# Opportunist Foiled In Popcorn Coup 

By HERB DOTTEN
BRUSSELS-One joker, figurIng he would cash in heavily on the Brussels' World's Fair, registered the name "popcorn" in Belgium before the fair opened. But the move didn't pay off. There was nothing to cut into; no one decided to sell popcorn, a food item without which no fair in the U. S. is a fair And, thus, there was no court test over whether "popcorn" isn't in the public domain.

There are no giveaways in the Russian pavilion. Quite the contrary, the Russians are the only ones who charge a fee which sold at the entrance to their building.

One of the biggest hits of the U. S. exhibits is a battery of six voting machines, in at the suggestion of President Eisenhower. Fair patrons are given the opportunity favorite movie star, the city they would most like to visit, etc., a they lined up for the chance.

Probably the largest single gathering of newsmen was on hand for he press preview. No fewer than ,400 were seated in the fair's grand auditorium and heard trans-languages-of greetings languages-of greetings and an-
nouncements by the fair managenounc.

The day of Uncle George, the colored man, supervising toilet operations in return for tips is long practice is common here, only with practice is common here, only with man, sits in each comfort station, whether such facility is for men or whether such facility is for men or
women. It is a jarring note. Even women. It is a jarring note. Even
more jarring, as at the Brussels

## Polack Bros.

 Eastern Dates Win BusinessAKRON -- Eastern swing by Polack Bros. Circus brought good business generally, and Indianap-14-year experience with the show

The start at Akron was slow, but there were signs it might pick up Canton, O.; Albany, N. Y., and En business.

At Indianapolis the promotion was handled by the Shrine, which also adds acts for the stand. Monte
Blue and Jerry the Giraffe assisted Blue and Jerry the Girafte assisted on publicity in advance there. Sam
Ward handled the general press chores.
Ward also worked press at the other cities and will have it at Oakland, Sacramento and San Francisco, Calif. Then he will resume his promotional activities, with the Reno date as a starter
Al Perry worked Erie and re turned to his home at Lansing. Henry Barret handled Canton and
Akron and will work Salt Lake. City. Bill Kay had Albany and is in Boise, Idaho. Mickey Blue is in Oakland. Jimmy Rison has Sacramento. George Westerman is in San Francisco, and Jim O'Donnell
has Twin Falls, Idaho.
airport, is to see such a woman not only sitting but leisurely eating her unch in the john.
The French pavilion, still incomplete, is a striking structure. Originally, it* was to be a one-point suspension building. But, some one
goofed in making the test boring goofed in making the test borings. chang the structure has been three - from a one-point to a The switch will hold up completion of the building for several weeks.
From an architectural-engineer ing standpoint, one of the highsion by cables. At least five of the buildings are thus suspended, and this, architects maintain, should spread the usage of cable suspensions thruout the world.

Those in charge of the U. S. heater productions at the fair are particularly grateful to Harry Belaonte The Americans are acutely short of money for theater presen-
tations and Harry, aware of this tations and Harry, aware of this
and because of his desire to help the cause, pruned his usual personal appearance price for a three-day appearance in September. The tab for the six-day May appearance of Benny Goodman and his ork, in-
cidentally, will be picked up by cidentally, will be picke
Westinghouse Electric.

The U.S. was hard-pressed for money from start to finish. Up until barely two weeks before the lair opened, assurance was stil
lacking that the $\$ 500,000$ needed to pay for guides in the U. S. pavilion would be available. Only the aid of some States, cities and a few U. S. companies provided that U. S. college boys and girls, drawn from the various States, plus 40 guides. This nge youngles the pavilion to be open from early morning to
Russians close their pavilion each night from 6 to 8:30.

An unexpected tax of 5 per cent on imported materials and labor levied by Belgium after the U.S. had closed for its participation took funds available for the U. S. showfing at the fair

One of the most striking buildngs on the grounds is the pavilion of the Holy See. The church is ittra, modern and so designed that
it can be knocked down easily and moved elsewhere. Exhibits in ad jacent buildings contain some

## BRUSSELS FAIR PAVILIONS TOP GALAXY OF FEATURES <br> Atomium Termed as Spectacular; Village, Attractions Rated High

## - Continued from page 1

transformed into glittering golden balls-
scene.
"Happy Belgium," rated to place third in popularity, covers 12 aćres, has a low admission charge, and offers 175 houses, including 50 cafes, 6 restaurants, 10 snack bars and 6 bars. Sponsored by the
brewers association of Belgium, the area is essentially one to drink and eat in. Prices compared to the restaurants in the various national pavilions, are low.

## Natl. Orange Show Hit by Hot Weather

## 100-Degree Heat Holds Gate to 241,259; <br> Attendance Falls Off Final Five Days

SAN BERNARDINO, Calif.Setting the 1958 dates for the 43 d National Orange Show, which closed its annual 11-day run here Sunday (20), from mid-March to
April to avoid cold weather and April to avoid cold weather and
rain reacted in the opposite direcrain reacted in the opposite direc-
tion. Hot clear weather with the temperatures around 100 degrees struck during the last five days of the event and held attendance at
241,259 , down 29,591 from last year.
Attendance thru Tuesday (15) sixth day, was 137,466 , which was 5,217 ahead of the same period last year. From the seventh day
on thru the finish, attendance dropped daily, Rodeo featuring the Sheriff's Posse on Saturday and Sunday afternoon may have pulled but not sufficiently to keep the
turnstiles abreast of 1957 . On the

## Bay City,Tex.,

To Build Coliseum
At Fairgrounds
BAY CITY, Tex., -- A new
343,900 coliseum with 36,400 square feet of space and a seating capacity of more than 3,000 will be constructed prior to the 1959 Mataconstructed prior to the 1959 Mata-
gorda County Fair and Livestock gorda County Fair and Livestoc
Exposition here.
Contract for the building was signed by the fair association with Metallic Company of Houston, T. J. Poole, fair official announced. The coliseum will be a 160 foot by 240 foot building. It will be constructed on a lot adjacent to the presen ) fair livestock barn.

## CRISTIANI IN COLUMBUS, MILWAUKEE, DAVENPORT

AMERICUS, Ga.- Cristiani Bros. Circus has revealed advance baukee. Which will take it to Mikey cities as well as the two major dates announced earlier, Chicago and Philadelphia.
General Agent Paul Cristiani said the show will play Milwaukee using the fairgrounds lot, for the Jaycees, July 14-15. The show
has scheduled Columbus, 0 ., for has scheduled Columbus, $\mathbf{O}$., for
June $14-15$, under fire department auspices.

Davenport, Ia., has been booked Inder Shrine auspices for July 19 20 , using the same river-front lot hat the Royal American Shows use At Reading, Pa., the show plays June 7-8 under Sertoma Club auspices. Cristiani said the show will be at the Shillington Shopping
Center lot and that the first performance has been sold out as a package. Advance sale for the date is around $\$ 18,000$, he reported.

## closing day last year, attendance

 vas about 55,000 with the Mouske endance was less than half that figure.
## Feature Cowboy

G. Walter Glass, serving his first ear as manager, arranged an entertainment program with a different television star, mainly WestFrom Wednesday thru closing these included Scott (Jim Bowie) Forbes, John (Broken Arrow) LupBromfield, Lassie, and Leo Carrillo and Eddie Dean.
New features included the Mexican Hacienda, which featured merchandise, food and a free stage show, and Mother Goose Farm, display of barnyard animals and Fowl in a nursery rhyme setting.
Hacienda was operated by local Hacienda was operated by local
people including Manuel Quebedo, Mario Porras and Sal Munoz with Danny Landeros, who has a Mexican language show on Radio Sta tion KRNO, emseeing.
Mother's Farm was presented by
Ken Baker and William Overly, Ken Baker and William Overly.
Altho the 60 by 90 -foot top was wedged between two large exhibi tents, the attraction did good busi-
ness at 25 cents for adults and a ness at 25 cents for adults and a
dime for children. Twenty-three exhibits were used, each telling story from Mother Goose Nursery Rhymes. Displays were around the Sugar Plum Tree, decorated and redecorated after kids stripped it
with candy canes and lollipops. Waters Off
"Dancing Waters" fared badly because of the new location. It was moved from the spot west of the cial Industrial Buildin

an oriental dancer, an accordion player, or a singer. Food, too, is varied. To the natives of Brussels, this will be a spot they will return to again and again thruout the sixmonths of the fair.
The organized entertainment features, such as in the auditoriums or theaters on the grounds, and the midway face much competition from the foregoing. Moreover, in the case of the auditoria or on-thegrounds theaters, their capacity is limited.
The U. S. theater, to illustrate, seats only 1,150 . No matter how big the attraction, it will be impossible to leave any great impression because most attractions set for the theater will be in for only a few The best that Harry Belafonte, for instance, can do in a two-a-day,
three-day stint is to play to 6,900 three-day stint is to play to 6,900 (Continued on page 64)

## Hamid-Morton

Tabs Increase At Harishburg
HARRISBURG, Pa. - HamidMorton Circus said Thursday (17) that its Shrine stand here was runAdded attractions were Popeye Added argeant Preston of the Yukon. Matinees included turnaways and the night business was up substantially, it was reported by sales indicated capacity business for the Friday and Saturday shows. Publicity here was good. George A. Hamid signed Thursday with the S
ments.

## Red Lunsford

 Opening New R-Bar-L ShowGREENCASTLE, Ind.--A new how, R-Bar-L Rodeo and Wild West, owned by circus and Wild West veteran Red Lunsford, was opening here last week. Spencer, Ind., was the second town.
Show plays ball parks and grandtands under auspices and with advance sales. There are eight showtrucks and trailers. About 50 head of stock are carried.

## It is expected to play fairs later

 his summer.Staff includes Lunsford, ownermanager; Dick Lunsford, general agent and business manager, Alene sontana, treasurer; George Alten, sions; Al Williams; press; Lou Schroeder, transport; Roy Richards assistant arena director; Jiggs Johnson, announcer; William Fite, chief of cowboys; Junior Harkins, chute; Luene Lunsford, cookhouse; Mary Harkins, programs, and Dick Webb, electrician.
Show plays Marengo, Ind., May




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[^1]ADD RIDES:

## Dillon Hypos Promotion At Steel Area Spots

EAST LIVERPOOL, O.-Dick |churches and other sponsors on cer Dillon, veteran outdoor showman tain days, with the auspices to get who operates permanent amuse- a big percentage, while Dillon gets ment spots in both Youngstown, concession rental and a small perO., and Sharon, Pa., is going all centage.
out this year promotion-wise to All organizations booking with combat the economic set-back evi- Dillon are required to sell advance dent in those two steel mill towns. books of 10 tickets at $\$ 1$ each One of his new wrinkles will The sponsors share in the advance be the operation of games con- sale, but receive nothing from boxcessions at the two spots, which office sales.
are primarily Kiddielands in com-
bination with miniature golf new Allan Hecently purchased two bination with miniature golf new Allan Herschell rides, a 36 courses. The games will be offered foot Merry-Go-Round which will

Georgia Assn.
Skeds May 19 Fair School

MACON, Ga. - The Georgia Association of Agricultural Fairs will hold its third annual short course on fair management May Eatonton, Ga. Joe F. Pruett, secre tary, announced.
The first business session gets urder way at a noon luncheon on at a noon luncheon. Registration is $\$ 10$ per person which includes both luncheons, a Monday night banquet, room for the night and breakfast on Tuesday.
Topics to be discussed will include livestock, poultry, exhibit parking, educational exhibits, passparking, educational exhibits, pass-
es, carnivals, contracts, routing, premium catalogs, advertising, prize money, State exhibits, federal exhibits, ground layouts, flower shows, art displays and manpower problems.
Pruett reported that the Friday (18) workshop, conducted by the Coastal Empire Fair, Savannah, Represented were fairs in aripants. Augusta, Brunswick Min Atanta, ville, Savannah Swainsor, ReidsGreenwood, S. C.

## 1,000 PIECES

## Mineola Fair

 Plans Giant Band ConcertWESTBURY, N. Y.--The Min eola Fair will feature a 1,000 -man band at its revived run to be held at Roosevelt Raceway, September
6-14, J. Alfred Valentine fair president Alfred Valentine, fair president, announced.
Leading high school bands will be assembled from Nassau and
Suffolk schools and will give two concerts during the run, two separate groups of 1,000 performing at The race track site, much larger than previous plants, will open up many new avenues for
according to Valentine.

## SHOW TENTS

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## ARENAS \& AUDITORIUMS

## Auto Dates, Anniversary Testimony, Icer and Sound

## By TOM PARKINSON

ATOMOBILE manufacturers are reported to be rearranging their schedules for releasing new models this fall. It is possible that this will entail new timing for dealer showings that are booked at many auditoriums and arenas thruout the country. While last year the models came out in October and November The Wall Street Journal now predicts most new models will be ou by mid-September, with Buick due as early as
scheduled six weeks earlier than it was last year

Memphis Auditorium is both the place one crowd of several
Mempix weeks eariier than in weal thousand stood in line to get government food doles and the place where other throngs combined to set a new record for "Holiday on Ice." "Holiday" advance staffers viewed the Memphis situation ahead of their date and decided on a thorogoing campaign. They were Paul Dempsey, Jim Rilev, Bill Ferguson and Bud Mulcare And their score included a 30 per cent increase in mail orders, counter advance sale of 25 per cent more than a year earlier, and the biggest opening night crowd in six years.
nATHAN PODOLOFF, of the New Haven Arena and IAAM's new buildings committee, was the final witness in the Chicago court action between the proposed new exposition hall and those who oppose it. Podoloff testified that in his opinion the exhibition hall authority had estimated its exhibition revenue too high. He stated that the estimated list of 37 industrial shows, three consumer shows and one other show would require more days than are available in a year. Among other points he made were these: 00,000 square feet of exhibit space with which to compete for the 100,000 square feet of exhibit space with which to compete for the 80 to 100 large and small but choice shows. Podoloff knows of no exhibit facility which now profits by more than "several hundred thousand dollars" a year, and the half of the buildings that make any profit usually make less than $\$ 100,000$. Revenue for the
proposed exhibit hall would be $\$ 1,200,000$ against expenses of proposed exhibit hall would
$\$ 1,100,000$, Podoloff estimated.

DUANE C. PETERSON, formerly manager of KRNT Theater at Des Moines and later with a Chicago booking office, now is on the staff of the proposed building. The staff is headed by Edward J. Lee, general manager

Lubbock (Texas) Auditorium celebrated its second anniversary with "No Time for Sergeants" setting a new high record wit $\$ 16,000$ grossed in two performances, and the adjacent Coliseum scored a new high with an auto show.
ray scheuering, manager of the Nerv Orleans Municipal Auditorium, accomplished what had heretofore been considered impossible. The building can be partitioned at the center, but sound factor prevented using both sides simultaneously for many types of factor prevented using both sides simuitaneously for many types of
events. Now, however, New Orleans had "Damn Yankees" on one side and a crowd of 5.000 cheering boxing fans on the other. Present soundproofing did not change plans for installing a new sound-proof curtain, but it does. forecast how usage of the building can be increased with the new equipment.
Les McClure Tosses 15,000 to Aid Hat Into the Ring ROSEVILLE, Calif.--Les IV McClure, 31, secretary-manager of date for trustee of the cify school district here. He will oppose the incumbent
vacancy.
McClure is a craduate of the University of California and has lived here for three jears, since resigning as manager of the 41st Agricultural District Fair in Cres cent City. A director of the loca Rotary, he is a member of the Roseville-Lincoln Camp Fire Girl
Council and the Tahoe Area Boy Council and the
Scout Council.

Colorado '59 Centennial
DENVER-An estimated 15, 000 Coloradoans will serve a volunteers in the "Rush for the Rockies" centennial celebration in 1959, according to Gov. Steven L

## . MeNichols.

Every phase of economic, inustrial, social, educational, agr cultural and athletic activities authority in his respective field, the governor said
Latest appointment is Gale Ay deloot, president of the Denver
and Rio Grande Western Railroad and Rio Grande Western Railroad who was named to head the indus-
trial committee. Warren Monfort, trial committee. Warren Monfort, hvestock leader, rean Beshoar, Lill supervise all pub iner here, licity and promo

Fifteen committee heads are already moving with major plans or the coming year-long event, will have hundreds of special wom will have hundreds of special women's activities, athletic events, entertainment to help bolster the celetertainme
bration."
C. A. (Bot) Schafnit, former repertoire performer, is a patient in the Tampa Tuberculosis Hospital troupers with whom he was formerly associated.

## New! But Old

 in AppealAllan Herschell's revolutionary new steel Merry-Go-Round is durable and fast to erect. Less skilled help is required becouse the chain and sprocket drive is self-aligning. The center pole is easily and safely raised by two men with the new hand winch and sieel pole. An electric brake automatically stops the ride in one revolution. Fluid drive, timer and tools are standard. M-G-R's come in five sizes, all with aluminum jumping horses gayly painted by AH artisans.

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## Circus Routes

Adams Bros.: Watertown, Wis., 28; Janesville 29; Crystal Lake, III. Aurora 3.
Beatty, Clyde: Palisade, N. J., $28-$ May 4; Morristown 5; Allentown, Pa., 6; Reading 7; Lancaster 8; York 9; Lewistown 10 Johnstown 12.
Carson \& Barnes: Ely, Nev., 30. istiani Bros.: Kingsport, Tenn. 28; Elizabethton 29; Bristol, Va. $30 ;$ Big Stone Gap May 1; Richlands 2; Welch, W. Va., 3; Bluefield 5; Princeton 6; Roanoke, (showing Beckley en route), 9 ; (showing Beckley en route), ${ }^{9}$;
Charleston 10-11; Weston 12 . Davenport, Orrin: Winnipeg Man May 3-10.
Famous Cole: Llano, Tex., 28; Ma son 29; Brady 30; Winters May 1; Roscoe 2; Roby 3. Gray, Gil: Hastings, Neb., 28-May 1: McCook 2-3; Yankton, S. D., 5-6; Huron 7; Aberdeen 8-10; Lincoln. Neb., 19-17.
Hagen Bros.: Columbia, Mo., 2 Hagid-Morton: Washington, D. C. 29-May 6.
Harold Bros.: Mobile, Ala., 28-30. Hunt Bros.: La Plata, Md., May 5; Clen Bernie 6; Laurel 7; Landover Hills 8; Rocksville 9; Westminster 10.
Kelly-Miller: Bonham, Tex., 28; McKinney 29; Weatherford 30 ; Cleburne May 1; Stephenville 2; Brownwood 3.
Mills Bros.: Lorain, O., 28; Huron 29; Clyde 30. Maumee ; Huron 29; Clyde 30; Maumee May 1 Monroe, Mich., 2; Dearborn
Ecorse Twp., 5 ; Ypsilanti 6 ; Ecorse 7 pp.;
Warren 7; Flint 8; Saginaw 9 ; Roval Oak 10.
Polack Bros.: Spokane, Wash., May 2-4: Tacoma 9-11; Oakland, Calif., 14-18.
Bar L Rodeo \& Wild West: Marengo, Ind., May 1-4. Ringling Bros. and Barnum \& Bailey: New York 28-30.
St. Louis Police: 28 -May 4.

## Legitimate Shows

Auntie Mame, with Constance Bennett: (Pabst) Milwaukee, Wis. 28-May 3; (Lyceum) Minneapolis, Minn., 5-10.
Auntie Mame, with Sylvia Sydney (Masonic Temple) Scranton, Pa 28; (Community) Hershey 29 May 3.
Diary of Amme Frank: (Wilber) 28 May 10; (Bushnell Aud.) Hart ford, Conn., 12-13.
Long Day's Journey Into Night (Ceary) San Francisco 28-May 3 .
Most Happy Fella: (Curran) San Francisco, Calif., 28-May 24.

## Miscellaneous

Brunk's Comedians: Boise City, Okla., May 5-17.
Burke's Wild Cargo: 28-May 3
Marcel Mareau: (Shubert) Detroit 28-May 3.
Moiseyev Dance Co.: (Met Opera House) New York, 28-May 3; (Forum) Montreal, Que., 5-8; Maple Leaf Gardens) Toronto, Ont., $9-10 ;$ (Masonic Temple)
Detroit $12-14$. Detroit 12-14.
Morris, Philip, Music Show: San Francisco, Calif., 28.
Watts' Motion Picture Shows: Carlisle, Tenn., 28; Fort Henry 29 ; Mulberry Hill 30; Bear Spring, May 1; Indian Mound 2; Lafayette, Ky., 3.

## Ice Shows

Holiday on Ice of 1958: Mexico, ,
Ice Capades, 17th
Angeles, Calif., 29.
ce Capades, 18th Edition: Los An-
geles, Calif., $30-$ May 25.

## THE FINAL CURTAIN

BUCKLEY-George $\mathbf{A}$.
72 , president of the Brockton (Mass.) Fair from 1945-1957, April 16 in Brockton. A native of Brockton and a graduate of Brown University and Harvard Medical School, he had practiced medicine in Brockton since 1911. He was former president and chief of surgery at the Brockton Hospital. Survivors include his widow. Mary, and a son, David.
COLE-Bert,
91, circus banner man and announcer for many years, at Tottenville, N. Y., Monday (April 21). (Details in circus section.)

CONVIS-Mrs. George
76, former president of the women's congress of the Hillsdale (Mich.) Fair, April 19 in Hillsdale. Her husband has been on the fair board for many years and served five terms as Hillsdale's mayor.
CURTIS-David L.
81, who had been with shows since he was 16, at Belleville, Kan.. April 4. He was in vaude minstrels, med shows and circuses. For 21 years he had his
own show. The last 10 years he trouped with Dailey Bros. Cirrouped with Dailey Bros. Circus. He retired several years ago. Survivors are his widow,
Millie, and a son, Ray, both of Millie, and a son, Ray, both of
Belleville. Belleville.
DANSTAEDT-Capt. John J. 91. April 20 in a Detroit Hospital following injuries suffered in a fall. He was captain of ships sailing from Detroit to Bob'Lo Island Amusement Park for many years and was master of the S.S. Columbia from 1902 until his retirement in 1946. A son, Arthur, survives. Burial was in Elmwood Cemetery, Detroit.
GAWLE-Anna
73, mother of Walter P. Gawle, midway electrician, recently in Webster, Mass. Mrs. Gawle was born in Poland but lived in Webster the past 58 years. Survivors, in addition to Walter include her husband, Peter; four daughters, Mrs. Mary Kasierski, Mrs. Julia Lilla, Mrs. Rose Sur dek and Mrs. Sophia Montpetit; and eight sons, Joseph, Alphonse, Paul, John, Frank, Henry and Joseph's Cemetery, Webster. HORTON-Mildred M.
47, dancer who performed on midways as M'lle Zola, March 31 in Jackson, Mich. During her years in the business she was on Rubin \& Cherry, Endy Bros., Johnny J. Jones and Bantly Allclude her husband Survivors include her husband, Lewis, girl ence Claton, outdoor showman, and three sisters, Bertha Donelly Mabel Ford and Cora Trungali. UBLER-Col. Robert L 83, father of George Hubler, circus performer and concession operator, at his Dayton, O., home Sunday (April 20). The
senior Hubler had financial interests in several circuses operated by his son. He also was acquainted with numerous troupers. He was active in the army and reserves from 1902 to border and in World War I. He was an executive of the Ohmer Fare Register Co. and its sucas vice-president of the Rockwell Manufacturing Company, Surviving are his daughter, Mrs Sarah Anne Escher, and Hrse sons, John, George and Robert Jr.

- Mickey
, veteran back-end showman, tal. Mansion, who has resided
in Gibsonton, Fla., for the past 20 years, was a member of the Greater Tampa Showmen's Association and the Miami Showmen's Association. Survivors include his brother, Charles, and a half brother, William Schultz.

MILLER-William H.,
known in outdoor show business as Sailor White, March 29 in Greenville, S. C. He was a veteran of World War I and is survived by his widow, Lilly White, girl show worker who also works in the night club-vaudeville field. Military services April 1 with burial in Woodlawn Memorial Park, Greenville.
RICHARDS-Wayne,
48, former manager of the Side Show on Cavalcade of Amusements, April 10 in Mobile, Ala.
(Details in Carnival department.)

## STEEN-George,

54 , long-time outdoor showman known as Whispering George, recently in Houston. He had been in the carnival business
since he was 16 . His widow, since he was 16. His widow,
Nadine, El Paso, Tex., survives.
VARD-Blonda A.
58 , veteran rodeo and circus man, April 22 at St. Elizabeth Hospital, Appleton, Wis., following a heart attack. In the past he had trouped with the Christy Bros., , Honest Bill's, Orange Bros., Elmer Jones, Carson \& Barnes and Adams Bros. circuses. He quit rodeo work in 1948 to become a wild animal trainer and had just arrived at winter quarters of the Adams how in Appleton when stricken. Survived by a brother, four sisters and other relatives, including Marie, Dick and Frances Loter, of the Carson \& Barnes Circus. Services April 24 with burial in Riverside Cemetery, Appleton

## MARRIAGES

KELLEY-STEVENSON-
Bernard Kelley, son of Harry B. Kelley, veteran secretary of the Hillsdale (Mich.) Fair, and Caro Stevenson, April 22 in Cold
water, Mich water, Mich.

## BIRTHS

## STAPLETON-

A girl to Mr. and Mrs. Charles H. Stapleton recently in Detroit. Father is owner of Funfair Shows.

In Loving Memory OF MY

## DEAR HUSBAND

"SPARKY"
Who Passed Away
April 30, 1952
EVIE BELEW

## IN MEMORY

OF OUR GOOD FRIEND
SPARKY BELEW
Who Passed Away
April 30, 1952

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## APRIL 28, 1958 <br> Bob-Lo Adds National Trains, Imports Antique Band Organ

Communications to 188 W . Randolph St., Chicago 1, III.

DETROIT-Opening date of $\mid$ at the park under the direction of May 30 for Bob-Lo Park on Bois Harold E. Gorry, park manager. Blanc Island was confirmed by The major installation will be W. B. (Bill) Browning, general a two and one-half mile 24 -inch manager. Major improvements and gauge track layout for a railway relocation of attractions as well as $\begin{aligned} & \text { going around the island, equipped } \\ & \text { with two trains from National }\end{aligned}$ a continuing program of annual refurbishing are being completed

## ATLANTIC

BEACH, N. C.

## WANTED

WANTED Have location suitable for several Rides the heart of the Beach. Can place four (4) Rides, must be junk.

Contact THE PAVILION WARD BALLOU, Prop.

Atlontic Beach, N. C.
IMITATED NEVER DUPICCAED HOLMES COOK MINIATURE GOLF $\mathbf{t} 0$.


ROCK-O.PLANE CONCESSION<br>WANTED AT ONCE 100\% LOCATION<br>FREEMAN \& SHORE<br>160 Blvd., Revere Beach, Mass.

A HOLMES MINIATURE GOLF COURSE Adds prestige to your location and makes
more money for you. Each Holmes Cook more money for you. Each Holmes Cook
Custom-Buit Course can handie up to
ano persons per hour. HOLMES COOR MINIATURE GOLF CO.

## Early Weeks Free Gate At Conn. Park

## NEW LONDON, Conn.

 Ocean Beach Park board, super vising the city-owned-and-operated park, has tabled a request by Shirley Brickman and Guido Secchi aroli to operate pony rides this sea spn.The park will open officially on Sunday, May 25, with evening admission and parking charges not to go into effect until June 21. Until then, free parking and ad mission will be permitted after 5 p.m. daily.

## Regina Funspot

 Closes, Moves To Calgary ZooREGINA, Sask. - Kiddieland, an outdoor amusement center for children, is quitting Regina for the
St. George's Island zoo at Calgary, St. Ge
Alta.

It has been operated by John, William and Andrew Macovichuk on a 10 -acre site tw
Regina since 1954.
Regina since 1954.
The move is under way and a May 24 opening in Calgary is planned.
Calgary city council Monday (17) gave the Calgary Zoologica Society permission to turn oper ation of its rides over to the Macovichuks. The present rides may be replaced but there must
be no expansion of the area used be no expansion of the area used
for this form of entertainment, for this form of
The emphasized.
The society began negotiations with the Macovichuks several weeks ago because most of the money earned by the society-operated rides, many of which are obsolete, was going back into repairs.
The Macovichuks plan to junk some of the rides and install
$\$ 110,000$ worth of equipment $\$ 110,000$ worth of equipment. They also hope to start a ride project in Calgary's Bowness Park. Last fall the Macovichuks indicated they would like to move Kiddieland to a site within the Regina city limits. When residents near the proposed location complained, city council decided such a move could not be permitted. Had the move been approved, the operators planned to spend up to $\$ 225,000$ over several years developing the new site.
Kiddieland was the only attraction of its kind in Western Canada and its popularity had been grow ing each season. Its minia ture train, with a half-mile track was reported to be the biggest in Canada. A Ferris wheel and live ponies were added in 1957.

## Plan New Rink

COLUMBIA, S. C.-The Carolina Skating Rink has been grant ed a city building permit to erect a skating rink at 4609 Jackson Boule vard. It will cost $\$ 2,500$.
Rink News On Page 64

## DARK RIDE

of the Palace Amusement Park Asbury Park, N. J. are made THRILLING with STROBLITE GLOWING COLORS AND BLACKLIGHT - Write for information
Dept. B-5

## Funtown Orders First Sun Valley Bob in U. S.

SEASIDE PARK, N. J.-Fun- type to be installed in the East. town USA here, now in its second Park will operate with 16 major year, is adding major rides and rides and 16 kiddie rides, plus other attractions, including Sun other attractions. It is set to open Valley Bob, the first North Ameri- on May 30 with an additional can installation of this ride. The unit is known in Europe as
the Cortina Bob and was featured the Cortina Bob and was featured
at the Oktoberfest at Munich. Eric Wedemeyer is importing the ride for Funtown. Edward F. Groffie, partner in Funtown, said the ride will be used with the same color and light that mark the European installations.
Funtown is also adding Crazy
Cups and a six-unit Panther ride both from Phix-unit Panther ride, a Helicopter from Allan Herschell; 14 new midget racer Hot Rods from Pretezel Amusement Rides; a new Mirror Maze, and a new air P.E.P. Inc., one of the first of this pier.


## "\$800 IN 8 HOURS"

That's what Robert R. Kissel, of the Kissel Brothers Amse at one date in Ohio wih the Allan Herschell Roller Coasier. Ho says

The 1 drawing power and capacity of this unit. The Roller Coaster is tops with me for profit making, portability and ease of maintenance."

Another good Allan Herschell customer, Eddie Wagner, Reynolds Pork, Winston Salem, North Corolina, says this about our Roller Coaster:

pleaser, as well as cord and crowd equipment. We aing a well-built piece

Order yours now. Cars are comfortable
for adults and children. Get-oway from
platform is quick and smooth. Track is engineered for fast set-up and knock-
down. There are profits aplenty for you

in this ride.

MERRY-CO-ROUND - MINIATURE TRAINS - BOATS - AUTO - PORTABLE ROLLER COASTER \& SKY FICHTER - TANK \& HORSE AND BUCGY • JOLLY 18-CAR CAT - RECORD PLAYER - RECORDS - TAPES - RIDE TIMERS CANVAS

## ALLAN HERSCHELL

## COMPA Y Y ime

"World's largest manufacfurer of amusement rides* montm tomawamba, HEw vonex

## TWO SENSATIONS

MONORAIL, latest type, steel-tube construction, $50 \times 15$, second season in operation, for sale in Hamburg at very attractive price.
RACE TRACK FOR GASOLINE ENGINE DRIVEN CARS - unique in Europe, In Homburg at very ottractive price Inspection by agreement. Please write to
KARL BORNHAUSER
areifenkiaustr. "
FRANKFURT/MAIN, GERMANY

# Waco Cancels Run; Two Set for 1959 

## Schedule Spring, Fall Events Next Year; Both to Have Carnival, Separate Programs

WACO, Tex.-The Heart 0 Texas Fair has canceled its 1958 un which normally takes place show, special events, antique auto late in September or in early Oe show, junior high school football tober, Leon B. Dollens Jr., general exhibits, commercial show, wild life tober, Leon B. Dollens Jr., general exhibits, agricultural exhibits, junhowever, two major events will be operated, he said
The 1959 fair will be divided Into two major components, a April 30 May 3 and fall fes of April 30-May 3, and a fall fesshow to be held in October.
"The board of directors has de The board of directors has decided to rearrange the schedule for our fair, giving it a new look with the idea in mind to create more Interest and participation from our Central Texas citizens," Dol-
lens said. ens said.
"It is the opinion of all concerned that we can have more of
a variety of events which could a variety of events which could not be secured in one big show and we can secure a broader interest which will encourage larger attendance," he added.
Midway at Both
Midway at Both

A carnival will be featured at both events. Tentative attractions at the spring event will include a a rodeo with a name attraction; Dairy Day, pet show, flower show, ceramics show, rabbit show; sports show, including boats and fishing equipment; military show, May Day celebration, special events, junior dairy and grass judging contest and midget races.

Tentatively scheduled for the

## WANT SMALL CARNIVAL



show, junior livestock and grass judging contests, women's departshow or ice show.

## RECORD CUT

Kansas State

## To Feature

## Theme Song

HUTCHINSON, Kan. - The Kansas State Fair has a theme song, a tuneful new march written by
Paul Yoder especially Paul Yoder especially for the fair Titled "The State Fair March," the composition will be introduced as a highlight of the 1958 fair. Full band arrangements are being sent sas, those that played at the 195 air.
First recording of the march, ut by the University of Wichit band, has been presented Gov George Docking by Everett Erhart president of the fair board.
Director James Kerr has been invited to bring his Wichita U. band of 110 pieces to Hutchinson for the formal dedication of the march during fair week. The march will be published and sold na tionally.

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## Address.

City......

FIREMEN WILL LEAD PARADE

PITTSBURGH - Firemen will lead the annual parade in front of the grandstand at this year's Allegheny County Fair.
Ross E. Blodgett, county fire chief, last week disclosed that he had to quell a rebellion at the 1957 fair when the fire fighters followed the livestock.
"The line of march looked like a barnyard," is the way one fireman put it.

## Budget Cuf

## Pares Program

## At Defroit

DETROIT - The Michigan State Fair has pared its attraction program as the result of a $\$ 60,00$ budget cut made by the Legislature, Donald L. Swanson, genera manager, announced last week. To be eliminated is a projected three-day, teen-age show that was to feature recording artists and was
to be shown during the middle to be shown during the middle
three days of the run. Other fea three days of the run. Other features may also be cut or trimmed at least.
At a recent meeting of the State Fair Commission, Harold Zorlen was re-elected chairman and Mrs. Helen Berthelot was named vicechairman. Mrs. Berthelot was believed to be the first woman to hold office on the commission in it 109-year history.
Swanson was recently elected the first mayor of the newly incorporated City of Southfield, which adThis marks' Swanson's first bid fort This marks' Swanson's first bid for elective office. His predecessor as Michigan's secretary of state.

## CCE Completes <br> Grandstand Show Schedule

ottawa--The Central Can ada Exhibition has wrapped up it grandstand plans for this year, Jack Clarke, general manager, an-
nounced last week.
Featured night grandstand show, August $25-30$, will be a GAC Hamid revue headed by the Four Lads. In addition, a different Canadian TV performer will head up each night's offering.
For opening Friday and Saturday afternoon, a Rin Tin Tin show has been booked thru GAC-Hamid. A rock ' $n$ ' roll show will be featured on those two nights.
The fair's curling season closed recently and stock car races wil begin April 30. The Junior Board of Trade had a successful hom
show in the Coliseum recently.

## Georgia State

 Names RobertsMACON, Ga.-C. W. Rober has been elected president of the Macon Area Development Com mission and the Georgia State Fair Association, both affiliates of the Macon Chamber of Commerce.
Other new officers of the fair

## CARTERON REPORT

## Shifting Population Affects U. S. Fairs

BIRMINGHAM--Shifting pop-/pared with 28 per cent in 1923.
ulation, improvement in rural living conditions and an industrial upsurge are all factors affecting the present and future of fairs, particularly in the South.
These points were brought ou in a report, titled "Shifting, With Changes in the Economy, premanager of the Southeastern Fair at the recent workshop for South ern fair managers conducted by The Billboard and the Alabama State Fair.
The report was designed to furnish information to fair executives, and the only conclusion svanced ectives." Lists 14 Points
Carteron listed the following ooints as significant:

1. In the South fairs are recog nized as agricultural events. Live-
stock shows and agriculture halls dominate our publicity and adverising.
2. Fair objectives: (a) Show windows for community and State; (b) (c) provide pride in accomplishments (c) provide medium for competition; ; (d) furnish good, clean, wholesome entertainment; (e) act as edu ational vehicles.
3. Some 13.3 per cent of our population lived on the farm in 1956, according to the Bureau of Censils. Southeastern States los years.
4. Department of Commerce ur farmow that 53 per cent o as compared to 3 per celt in 1956 farms having tolevision in 1950 .
5. Some $4,782,416$ farms wer producing food and fiber for Amer ican homes in 1955, according to the agricultural census. About two-
thirds of these farms were classified as "come farms were classi6. As commercial firms." of According to the 1955 census of agriculture, the average farm
contained 242 acres, reflecting consolidation rather than abandonment.
6. A total of 55,000 share cropfarm have disappeared from our culture Research Service estimated that in 1954 only 24.4 per cent of larm operators were tenants. 8. Bureau of Census reported piped running water in 1954 . 9. Some 97 per cent of our farms ment of Agriculture, the Depart year.
7. Some 26 per cent of farm wives are in the labor forces, ac cording to the Department of Agriculture. Thirty-five per cent of the female population over 14 years of
age is now in the Southeast region age is now in
labor force.
8. Sixty per cent of the food consumed. by farm people is bought, according to the U. S. De-
partment of Agriculture, as com-
association
association are Roland Neel, first
vice-president; Max Marsh second vice-president; Max Marsh, second
vice-president, and Douglas Fea-vice-president, and Douglas Fea-
gin, secretary-treasurer.
Directors of the association renamed for one-year terms were C. O. McAfee Sr., Ellsworth Hall
r., Cubbedge Snow Sr, and C. W Farmer. Arno Tagge was electe new director of the association The fair each fall is operated by the Georgia State Fair Association working thru its agent, the Ex-

## 12. The South leads all other

 sections of the United States in the percentage of married females working or available for jobs and who are also living with their hus-bands. bands.
13. Some 71 per cent of Southern households have TV compared with 53 per cent in 1955.
14. Postwar business progress in the Southeast exceeds advances in the nation in many lines, reports the U. S. Department of Com-

Savannah, Ga., Workshop Pulls Good Turnout

SAVANNAH, Ga.-The Coastal Empire Fair's workshop for sponsoring Exchange Club members and visiting First District fairmen, was attended Friday (18) by Doug Strohbein of Savannah, president of the State association; Bill Benon, workshop chairman and a State group director, and Joe Pruett, State association secretary.
The $\$ 2.75$ cost covered dinner at $6: 15$ p.m., following registration and refreshments. Manger Hotel was the site.
Program included a welcome to Savannah by D. R. Coleman; discussion of the Rock Eagle short course in May, by Strohbein; "Fairs in a Changing Economy," by E. Lee Carteron, of Atlanta; "Place of Service in Ceorgia Fairs" by Byron Dyer, extension agent; discussion groups on management ing publicity schools in fairs and ivestock and community exhibits summary of the evening's achievements, and group secretary's report.

## Reading, Pa.,

Names Giles,
Morris, Schuler
READING, Pa.--John S. Giles, Reading florist and civic leader was re-elected to his 25th term as president of Reading Fair Company at the annual election.

Two new officers were elected and three others were returned to office. W. Arthur Morris was named secretary to replace Charles W. Swoyer, retired, and George W. Schuler was elected third vice-president to succed Harry J. Schad, de-

## ceased.

Re-elected were Charles H . Hershner, first vice-president; Jacob H. Mays, second vice-president, and Albert L. Swoyer, treasurer.
Reading Fair Company owns the fairgrounds property. The fair is operated by the Agricultural and Horticultural Association of Berks County.

## ELEPHANT TRAINER

 Robert (Smoker) JonesMrman ofeizinn

## 2-PHONEMEN-2

## ED HAVERSTICK

ह. 3rd
He 9-1909. No collects.

## PHONEMEN <br> Official labor, here ts a repeat. Seventh annual tickets and advertising. A good DU 86085 <br> ROY BELL

## CAN USE 3 PHONEMEN

10th Annual Labor Day Edittion Labor',
Annual Disectory (AFF-Co) \&uyers' ADVERTISING MANAGER 101 E. APVERTISING MANAGERY, (rear), Kanas City, Mo. No collect calla.

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Top sponsor, strong deal, Advance
ticketsi programe Pay dial. immediate
collections. NO DRUNKS. Towne ready



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Ohio County Judges and Law Enforce-
ment Officers Assn. No collect calls. c. carboll webster


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## 4-PHONEMEN-4

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## PHONEMEN

Con ploce two in Columbus. Also sober; if not, don't call.
AMherst 8-0509, Columbus, Ohio.

SAVE MORE MONEY-
MAKE MORE MONEY subseribe to the Billoand Tookir!

## TURNAWAY MARKS MILLS OPENING

## JEFFERSON, O. - Biggest had done no advertising or public

 opening day's attendance in the ity work. 19-year history of Mills Bros. ${ }^{2}$ Mills now has seven seat trucks Circus was recorded Saturday There are seven sleepers in the (19). The afternoon show was total of about 25 trucks, several of strawed with 4,500 people in the them new. Independent observers top. another 1,500 were turned said the fleet looks better this yea away. At night there were nearly than in the past.1,900 people.
More, the show had more than Mills, co-owners; Chack and Jake 700 guests at its opening day's press and announcer; banquet here. Included fans; many Ohio officials including Boeuf, band; Peggy Baker, chore mayors, congressmen and State sen- ography; Rita Sagraves, wardrobe. ators; and 65 representatives of TV, radio and newspapers. A second caterer had to be hired when the
reservations exceeded the number reservations exceeded the num Charles Schuler, assistant Jack Mills and head of the publicity department, said the big attendance at the show was credited to the heavy publicity accorded the
show by newspapers in Cleveland, Jefferson, Ashtabula and Conneaut, 0.

At Hubbard, O., (22) the show had two half houses. The auspices

## UNDER THE MARQUEE

Gordon C. Askins writes from Bothell, Wash., that Sello Bros, Circus has canceled its date there because of stiff county require-
ments. . . . Dave (Bozo) Garick, clown, is recovering from an operation at Denver. . . . Milt and Viola Herriott recently celebrated their
30th wedding anniversary at Sioux 30th wedding anniversary at Sioux City, Ia. They were married in
the center ring of Schell Bros.' Cirthe center ring of Schell Bros.' Circus. Their son, John, was married a few years ago in the center ring
of the Fort Worth Shrine Circus. of the Fort Worth Shrine Circus.

Bill Hall reports from Willow Grove, Pa., that the CFA tent in
the Greater Delaware Valley gave the Greater Delaware Valley gave a circus night for kids at a Luth-
eran orphanage near Collegeville, eran orphanage near Collegeville,
Pa., and William (Pop) Barrett gave part of the program.
R. M. Harvey continues his series of recollections about circus (Continued on page 59)

## Bert Cole, 91, HW Announcer, Ad Man, Dies

TOTTENVILLE, N.Y.-Albert H. (Bert) Cole, widely known as
a circus bannerman and announcer a circus bannerman and announcer
until his retiremen. in 1929, died Monday (21). He was 91 years

## old.

Cole was the son of George S. Cole, who spent 58 years in cir cus business. He was born at Kenosha, Wis., in 1869, and was taken as an infant to the Adam Forepaugh Circus by his parents. In 1871 they were with Nixon's
Amphitheater in Chicago and the next year with the Great Chicazo Show. From 1873 to 1877, Cole was with the Montgomery Queen Circus, then for two years with Anderson \& Co. Circus.
Still with his father, Cole was on Burr Robbins and Hilliard \& DeMott circuses. In 1882 the tamily had Cole Circus. The nex year he was with Hilliard \& Main Circus. Cole continued with Frank A. Robbins Circus for two years and then Walter L. Main Ciscus for five years.
For 1893, Cole was with the Cole wagon circus, which was operated by John H. Sparks. The next year it was Cole \& Lock-
wood and in 1895 Cole's father owned it again. After another
(Continued on page 58)

## Adams Opens Season; Staff, Acts Detailed

APPLETON, Wis. - Adams Staff includes W. A. Griffith, Bros.' Circus opened its first full co-owner and Appleton office manseason Friday (25) at the fair- ager; Evelyn Griftit, and general Wrounds armory in show is operated by Bill manager; Dolores Griffith, office Griffith, and it began last winter manager; Jim Stroud and Vera with a route that included a num- Himes, contracting agents; Bozo with a route that included a num-
ber of Christmas bookings. ber of Christmas bookings 14 days cooncession manager, with Marijo Griffith said the first 14 days concession manager, with three butchwill be indoors. First outdoor dat, ers; George Bell, circus diner; will be May 9 at Richmond, Ind,, ers; George Bell, circus diner; using ball parks and similar loca- fried, drums; George Bell, trumpet; tions for the summer season. Henry Thompson, Side Show;

## WANTED

Phoneman, Contracting Agent, who can
ghet Auspices, for Western Show in bail set Ausplees, for Western Show in bal
parks, stadiums, auditorlums. No col lect calls. Start now.

ED HILER

## SAM BLUESTEN <br> Can une Agents for Molidgy in Dixie Celebration, April 30-May 4, in Shrove-s port, La., ond Rodeo, May 13-18, Foir-

$\begin{array}{r}\text { Henry } \begin{array}{c}\text { Thompson, } \\ \text { (Continued on page 58) }\end{array} \\ \hline\end{array}$

## emmett Kelly FOR CHICAGO

CHICAGO - Clown Emmett Kelly has been contracted to appear with the Cristiani Bros.' Circus for its Chicago engagement at mid-summer. few days prior to the engagement and then appear in the circus for the 17-day run. ———

## ATTENTION <br> Agents-Bookers-Parks

## HAWTHORN WILD ANIMAL FANTASY

World's Most Unusual Assortment of Wild Animals; 8 Leopards, 8 Wolfdogs, Black Panther, Zebra-All Together in One Cage and Presented by a Beautiful Blond Girl - and -

KOA - only performing Baby African Elephant - Featured in the unbelievable ONE-FOOT STAND.
Both acts have open time in June, July and after Nov. 1. Fair season is booked with Barnes-Carruthers No. 1 Revue. $\overline{\overline{-}}$
PARAMOUNT BEARS - five bears in an amazing routine. Featuring Zero, only motorcycle riding POLAR BEAR. Available after June 1 릉
Special Deal on all Three Acts and beautiful Menagerie for Amusement Parks in June, July, 1958.
$\overline{\overline{\text { Pertisement on Pa }}}$
See Large Display Advertisement on Page 62, April 21 issue of The Billboard.

Contact: JOHN CUNEO JR., Hawthorn-Melody Farms Libertyville, Illinois

ARE YOU A . . TELEPHONE SALESMAN can be arranged if you
NEED 5 SALESMEN

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## WANTED FOR AUSTRALIAN SEASON

TOP LINE ACTS TO APPEAR ON THE WORLD'S BICCEST SHOWBOAT Apply now to
SYDNEY SHOWBOAT PTY. LIMITED.


WANT PHONEMEN
To work all summer in East for Shrino, Grette, Polico, Firemen. All goed firstclass auspices.
Also need Supervisers. Write giving
WARD BEAM ASSOCIATES, IMC.
Rast Divn.
Goshen, N. Y
TOP PHONEMEN For The Bigsest...
CRISTIAN BROS. BROS Milwaukee, Wis.
Junior Chamber of Comer Sell Banners inspices. Mammoth Street Parade and Tent and UPC
$\$ 30,000$ IN TAPS Office ready Monday, May 5 STANLEY PAUL

## WANT PHONEMEN

co-operating. Contact JA 2-0575, Hartford, Conn TR 8-2160, Milford, Conn.

PHONEMEN \& MANAGERS

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TWO PROMOTERS
Will fill out our personnel for balance of year. No hold-bocks. Good ouspices, year-round work, evenings, or Oliver $\mathbf{4 - 3 4 2 9}$ or Oliver 4.6642 day

> Gmonal promporar Mamper
> TOMMY SCOTT SHOWS

WANT PHONEMEN
Raiph Owens and Cal Townsend, get in touch.
RED LARKIN
$\Longrightarrow$

WANTED


2 PHONE SALESMEN 2

D. D. McBRIDE
D. D. Mene 3.0380, Lexingtors $\mathbf{K y}$

## CARNIVALS

# Lash Larue Signed For Olson Midway 

Will Join at Illinois State Fair<br>\section*{Paul Olson Recuperates From Surgery}

RIITERA BEACH, Fla.--Olson midway this season will be the Shows has signed the Lash Larue end attraction an an added back end attraction and the unit will join August 8 at the thinois State
Fair after playing the Western Canadian A circuit of fairs with Royal American Shows, Paul Olson, co-owner and general manager, announced here.
Olson is convalescing at his home here following major surgery back in top shape and would was here May 5 for Hot Spripg leave here May 5 for Hot Springs winte quarters. En route to the winte base, he will stop off at the Ala the Kentucky State Fair, Louisville Olson disclosed that Larue wil bring his complete Western show to the Olson midway including exh bition and trick riding, trick roping sharpshooting and animals. In ad-
dition to Springfield, Ill., Larue will play fairs at Des Moines, Ia. Louisville, Ky;; Chattanooga
Tenn.: Tupelo, Miss.; Birmina Tenn.; Tupelo, Miss.; Birminghan and Montgomery, Ala., and Beaumont, Tex.

## Coleman Sets

## E. Hartiord

 Still DateMIDDLETOWN, Conn_-Cole man Bros.' Shows recently lined up one of the more promising still dates of the spring with the aequisition of six days in East Hartford, Conn
Owner Dick Coleman said the will play May 5-10 for the South Windsor-East Hartford American Legion on Route 5.
The area is relatively untouched by carnivals and ought to produce a good week. Coleman's crew had equipment ready for its season's Some 8 to 10 shows will be on the unit, plus 15 rides and 40 conchanged from last year.

## Troupers Net

## $\$ 500$ at Fete

LOS ANGELES - Regular Associated Troupers cleared apSpring Show-Within-A-Sh secon on the Frank W. Babcock United Shows midway at the Nationa April 15, Helen Smith, Troupers treasurer, announced.
Arrangements for the function were made by Steve Vaughn, comSutton, Babcock show' M. (Pete co-chairman. Emily Bailey was in charge of the turkey dinner, which was served to nearly 300 . Servin Sunshine Jackson, were Peg Butler, Sunshine Jackson, Fay Curran, Eve Ann Stewart, Elsie Kennedy, Art Thompson, Doc Rechinard, Harold ton Mabelle Allton, Ed Butler, Fillie Palmateer.
Ed Kennedy was in charge of
efreshments with tickets being sold
new double-double Skywheel, built
and owned by Elmer Velare. The
ide, which has four wheels, will ide, which has four wheels, wil

Norma Norman Schlossberg, partne the show, is supervising work in winter quarters where a new front gate is being built plus two new avish fronts for the posing and Show.
Show recently purchased Scrambler which it is operating at the kiddie park at the Alabama
State Fairgrounds in Birmingham.

## SLA Theater Party Pulls Crowd of 500

CHICAGO - Close to 500 and Hadji Delgarian led in ticke turned out for the second amnual theater party of the Showmen's League of America here Saturday night (19)
High point of the evening was the showing of the new Cineram motion picture, "Search for Para dise," at the Palace Theater
The 500 then adjourned to the League clubhouse for a party, including a buffet supper.
Bill Carsky, first vice-president was chairman of the party, assisted by the other officers, including Jack Duffield, president; Ed Sope nar, vice-president; Hank Shelby treasurer, who served as official hosts.
Pat DeCarlo, Lefty Ohren, Sam Solomon and Noble Case operated the bars, while Fred H. Kressmann and Mendelson were cashiers. The Zemater Sr., Max Brantman, Sid sisted and Harold Barrows, as

## Rose City Set <br> For Opening

SIKESTON, Mo.-Most of the work has been completed at the winter quarters of Rose City Rides
here and the staff has been completed, H. L. (Dutch) Schrader A full crew, announced.
 Darling, has painted all the rides
except the Ferris Wheel, which except the Ferris Wheel, which
will be completed soon. The theme is blue and red on a white background. The Jenny has a new side wall and the organ has been overhauled. A
Staff, in addition to Schrade includes Mrs. Martica Schrader office; Joe Gavin Sr., Rolloplane; Joe Gaven Jr., Ferris Wheel; Dar ling and Harry Harris, Merry-GoRound; Traveler Hines and Sonny Praul, Octopus; Claude Praul, ki John Rogenbuck, concession, and John Rogenbuck, concession man
ager.
Amo Bottles F the concessionaires a Bottles Edmond, mug joint; Pop
and Lillian Justin, Alfred Brown and Lillin Jistin, Alred Brovn
nd
Ray Hickman, Show will play and Ray Hickman. Show will play
Missouri dates exclusively except lissouri dites exclussi
or one
Ilinois stand.

OSWEGO, N. Y. - After five ears of inactivity, Ontario Amuse ments will be revived this year by
Harold E. Morley and Robert H. Harold E. Morley and Robert H
Wilder. Morley is Wilder. Morley is listed as agent
and general manager, while Wilder is ride superintendent and assist Show mang.
Show will open May 15 at Ful ton, N. Y., and reports it has dozen celebrations
partment auspices.
The organization's three major and seven kid rides have been over auled, and plans are being made ine-up.
les. Eddie Levinson was in
harge of tickets. The buffet linct and served by Mrs. Jack Duffield Mrs. Al Sweeney, Mrs. Bill Carsky, Mrs. Jack Kiviet, Mrs. Sam J
Levy Sr., Catherine Lunch, Viola Levy Sr., Catherine Lynch, Viol
Parker, Margaret Dante and June (Levy) Kurlander.
Among the out-of-towners were and Mr. and Mrs. Bill Masterson, all from Milwaukee.

## BIG TURNOUT:

## Groscurth Hosts 350 At Tampa Barbecue

TAMPA--C. C. (Specks) Gros-
urth, owner of Blue Grass Shows and president of the Greater Tamp Showmen's Association hosted 350 club members and guests at a season-end barbecue held here last week at his Tampa Bay home.
Barbecued chicken, ribs and Italian sausage were served. A three-piece band provided music all day and the Ski Bees, water ski troupe, provided entertainment
in the form of a two-hour show. Guests included Mr. and Mrs Tommy Tompkins, Ray Seeley, Mrs. Forest Feeley, Sylvia Bennett, Mr. and Mrs. Tom DePolis, Johnny and Becy DePolis, Mr. and Mrs.
Shannon Fortune. Mr. and Mr. Shannon Fortune, Mr. and Mrs.
James Densans, Mr. and Mrs. Earl James Densans, Mr. and Mrs. Earr
Maddox, Mr. and Mrs. Wh. Shulman, Curtis McKinstry, Mario ZacKandy Bright, Jeannette Brown, Berni Miller, Marguerite Wilson, Hilly Korhn, Vernon Korhn, A. I
Billy Lane, Herman Bornberry, Jack Reader, Ralph Cadwell, Gary Charlie McManus, Johnny Laub, Mr. and Mrs. Russell Groscurth. Rusty and Randy Groscurth. Butch Netterfield, Mr. and Mrs. James Cyrs, George Jackson, Bern ber, Jack Kaplan, Bob, J. N. Bar or, Jack Kaplan, Bob Sugar, Mr and Mrs. Jack, Young, jimmie and
Candy Young, Mr. and Mrs. Bob Candy Young, Mr. and Mrs. Bob
Van Jeter, Tom Adams, Mr. and Mila Granado, Mr. and Mrs Secead, Lila Granado, Mr. and Mrs. Rene
Zacchinni and son, Mr. and Mrs. Zacchinni and son, Mr. and Mrs N. M., where business was reported The sh
The show was organized during he winter by A. O. Obado 4 and E. J. McDaniels and carries 15 rdes, several shov's and 30 concessions. Show has a phone crew
out ahead under Eddie Lynch who working merchant tie-ups with ride tickets. Route will include

## DAVE ENDY PACTS MD. STATE FAIR

Former R.R. Show Owner Contracts

For Fence-to-Fence Timonium Deal

\author{
TIMONIUM, Md.--The Mary- Va.; Louisburg, N. C.; Cherokee

} and State Fair has awarded its Indian Fair. and the Camden, midway contract to David B. Endy S. C., annual Shows, John M. Heil, fair's gen- $\begin{aligned} & \text { Endy said he is figuring on play- } \\ & \text { eral manager, announced. Fair } \\ & \text { ing } 10 \text { weeks of fairs this year He }\end{aligned}$ opens August 29 for nine days. now operates 20 weeks at Fun The contract between Heil and | Fair and 20 weeks during the win- |
| :--- | :--- | Endy calls for fence-to-fence op- ter at Florida special events and eration. The show will handle all celebrations. rides, shows, concessions and exhibits. The fair management will operate the gates, racing and any

grandstand features that might be grandsta
Endy, former railroad show own er, now operates Fun Fair, an
amusement spot in Alexandria, Va. amusement spot in Alexandria, Va.
Most of the 14 rides he has in Alexandria will be moved to Ti-
monium for the fair. Endy also has show fronts and other mobile show equipment and anything ad-
ditional will be booked. Ben Weiss will have the bingo at the fair here Other fairs reported by Endy
include the Junior Chamber of include the Junior Chamber of
Conmerce Fair, Newport News,

Bob Lohmar Home After Tampa Attack
MORTON, Ill.--Robert (Bob) Lohmar, general agent of Royal American Shows, was reported suffering a thrombosis in Tampa The veteran agent was moved here ed he was expected to come around okay following a rest.

## PCSA Adopts

 Summer Sked
## On Meetings

LOS ANGELES -- Summer chedule for meetings and clubooms of the Pacific Coast Show eek Association was started last session.
Meetings will be held the second and fourth Monday of each month with the next on April 28. Clubrooms will be open from noon until 6 p.m., daily, Monday thru Saturday, Al Flint, executive secetary, said.
Arthur Andersen, first vice-president, has been acting president during the past several meetings. immy Lantz, president, is on the road with the Crafts Shows. George DiGhionno, Roy Barrett, William Patterson, and Frank Plat- ship.
Approximately $\$ 200$ was reported raised for M. M. Buckley at the Mesa (Ariz.) Fair. A concession stand there was operated by Hunter Farmer, with O. N. Crafts and Lantz donating the space

## Tampa Club

Last Meeting
Draws 86
TAMPA--The Greater Tampa Showmen's Association held its last regular meeting of the season
here last week with 86 present.

## Preside

President C. C. (Specks) Groscurth was on hand for the finale along with Earl Maddox, Richard Gilsdorf, Vernon Korhn and Harry Julius.
Reported on the sick list were Gabriel Novak, Dave Wise and George Reinhardt. A total of 967 and the blood bank stands at 537 pints.

## Obadol, McDaniels Open New Wonderland Expo <br> TULAROSA, N. M.-Wonder-|Texas, New Mexico, Colorado,

 and Exposition Shows trucked Kansas and Oklahoma here last week after a 15-day Obadol will not travel with the opening stand in Alamogordo, show as he is managing his ElPaso, Tex., amusement spot. Rex.
King, movie cowboy stuntman was King, movie cowboy stuntman was used as the free act at Alamogordo. A new wagon front is being built or the featured back-end show, "Things on Strings." This will feature Miss Nicoli Knight and her
marionettes and Tom Murray and marionettes and Tom Murray and
his five French poodles. A special
(Continued on page 58)
(Continued on page 58)

## Babcock Down 10\% At Orange Show

SAN BERNARDINO, Calif.- 1240.259 as against 270,850 in Low per-capita spending, loss in 1957. ttendance, and a new show loca- C\&L a semi-portable concession tion combined at the National line-up with 300 feet of 20 -foot Orange Show to cause more than a booths. While 12 stands were 10 per cent gross revenue loss for shallow, the operators had approxi10 per cent gross revenue loss for $\begin{aligned} & \text { shallow, the operators had approxi- } \\ & \text { the Frank W. Babcock United } \\ & \text { mately } 240 \text { running feet of storage. }\end{aligned}$ Shows which plaved the 11-day $\begin{aligned} & \text { the } \\ & \text { Stands were flashed with pastel }\end{aligned}$ Shows which plaved the 11-day $\begin{aligned} & \text { Stands were flashed ending Sunday (20) with } 40 \\ & \text { colors and slim line light tubing. }\end{aligned}$ per cent more equipment than was The contractees used 38 stands per cent more equipment than was
Concession.
Concession space for the event was handled for the first time in the main by Cecchini \& Levaggi, Sun Valley, Calif., games opera-
tors. Louis Cecchini said that busitors. Louis Cecchini said that busi days but dropped on Sunday, the days but dropped on Sunday, the family day. C\&L sold approximately 1,800 feet with the Babcock
shows being allotted 700 in its shows be

Use 56 Ricies
Babcock shows used 56 major and kid rides in the kid land and major midway, the latter 1,450 feet long and on the east side of the grounds, almost opposite the
used the past several vears.
Attendance at the event totaled

## BEST WISHES

Garman Gets Big Send-Off At Home Base
EXCELSIOR SPRINGS, Mo.Ken Garman's Sunset Amusement Company kicked off its season here Thursday (24) with the usual big Thursday (24) with the usual big
send-off by the newspaper and send-off by the newspaper
merchants at its winter base. merchants at its winter base.
The show, in its 29 th year, marked its 19th bow at Excelsior Springs last week. As in past Springs last week. As The Daily Standard not only years, The Daily front-paged the opening but had two full pages of ads from various merchants, wishing the show well.
The show opened under American Legion auspices and debuted its new Merry Mixer, purchased from Gabrick Manufacturing Company during the winter. The Merry-
Go-Round, damaged en route to winter quarters last fall, has been completely rebuilt.

Following the nine-day stand here, Garman will move to Chillicothe, Mo.

## Ohio Show Club

 Skeds RoundupCOLUMBUS; O.--The Greater Ohio Showmens Association wil hold a round-up October 6 at the Lancaster, O., fair, it was announced at the last trustee meet-
ing of the season here last week. ing of the season here last week. Meetings
mber
High point of the round-up will be the awarding of a portable television set. Present at the final
meeting were Mrs. Nellie DeBell, secretary-treasurer, and four trustees, Mrs. F. C. Cook, Dominic Albanese, William Hoyle and Eugene MacDonald. Also on hand
were Mrs. MacDonald and Homer were Mrs.
Deanwester.
It was announced that John Enright has recovered from surgery and will head up the Gooding unit for its opening here in Columbus. Mr . and Mrs. Gabe Sterling reported the addition of a son. C. J. Loper was reported confined in Grant Hospital here.
with concessionaires Sid Leaf, Al Lucchesi, Del Veccio, Bill Vasquez and Nick Davido operating stands. Cecchini said the stands will be moved to the Southern California Exposition in Del Mar, where C\&L as the contract for the concessions Babcock used 54 light towers and five searchlights. Shows included Pete Kortes, Side Show, Arthur's Gorilla and Lloyd Hilli-goss-Joe Blash pygmy horses and snakes. Tom Hughes had the crime car.
Kiddieland was under the manrecently of Martin E. Arthur, recently joined the show. One of
the features here was the Freeway Cars, three-wheel midgets, operaCars, by Harrald Harper with Si Otis ted by Harrald Harper with Si Otis in charge. Harper, who is the sales representative for the manufacturer said that business exceeded expectations., Fred Horton booked his Rock ' $n$ ' Roll tub ride in the area. Steve Vaughn debuted his new derby-Midway Race Track-during the run. It was made by Vaughn and his brother, Bob. F. M. (Pete) Sutton, Babcock's
manager, unveiled a new office wagon here. It is a 35 -foot semi finished with walnut paneling and ncluding restroom and shower. Alex Freedman had the show's novelties under the management of Morry Levy. Dolores Goldstein operated the monogrammed hat stand in the absence of Donna Freedman, who was unable to
attend because of her husband's Freedm
attend
illness.

Visitors included Joe Glacy and Bob Downie, both past president of the Pacific Coast Showmen' Association.

## Garden State Sets Staff, Front-Enders

$\underset{\text { HARMONY, N. J.- Garden }}{\text { State Shows last week listed its }}$ State Shows last week listed its staff and concessionaires for the season which opens at the VFWV
street celebration in McAdoo, Pa. R. H. Miner is owner while R. H. Miner Jr., is manager. Other staffers are Lou Hall, concession manager; Matt Douglas, mail and agent for The Billboard; Matthew (Hip) Roberts, billposter; Paul Henthorne, electrician, and Jake Johnson, ride superintendent.
Rides and ride personnel are: Dick I. Johnson Archie Brotzman; Whip, Matthew Roberts; Bomber, Iim Throne, and ponies, Archie Jim Throne, and ponies, Archie Brotzman Sr. Col. Lew Alter will
have the Side Show, Human Ape have the Side Show, Human Ape
and Two-Headed Baby. Concessionaires will Include Clint Anderson, popcorn and apduck pond and pitch devil's alley, Scitts Concessions, milk bottles, over 10, baseball, balloons, penny bear pitch; Lou Hall, novelties and balloon darts; office, French fries; Lee Rhodes, floss; Herb Mace, glass pitch and nickel roll; Johnny Caruso, milk bottles, cat rack, stack wheel, buckets, clothes-
pins and chipboard; George Kapins and chipboard; George Kaminski, cork gallery. Bingo
operated by the sponsors.


Traction Co. Lot in Heart of Downtown Scranton, Pa., May 5-10 bIG adVance sale fre gate

| SHOWS | Capable llusion show opera: | CONCESSIONS |  | Custard, Photos, Jeweiry Derby Racers, Six Cats, Ball Wheel and one Crind Store |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |
| RIDES | Can place Round-Up, Rock-0 Plane and Pretzel | HELP |  |  |

Show now playing Pringle, Pa.. thru May 2. All replies to

## MORRIS HANNUM

Serling Hotet, Wilkes-Barre, Pa., this week; Casey Hotel, Scranton, Pa,, next week, May 5-10.

## PENH PREMIERSHOWS

3 OF the most outsianding spors in the east, with more to follow. greensboro, n. c., sesoulcentemwal OPEENGG WEDEEDAY FOR 10 BIG DAYS THROUGH MAY 10; FOLIOWED BY SUFFOLK, VA., SESOUICERTEMHIL We hold exclusive rights, including street soles.
CONCESSIONS: Can place Age, Scale, Photos, Custard and all legitimate Concessions. Good opportunity for experienced Jam Man. Contact Mrs. Wiley at once.
SHOWS: Can place Monkey Show, Wild Life, Life Show, Mechanical Show or any Shows not conflicting. Can place Manager for Monkey Motordrome. One who can keep the cars in repair and stand prosperity. Carl Thompson, answer. Good proposition for Motordrome Manager. We have all equipment. Joe Lowery, Art Spencer, contact.
These are big, bona fide Celebrations.
RIDES: Can place Scrambler, Flyoplane, Rockoplane or any major Ride not conflicting. Address all mail or LLOYD D. SERFASS, OWNER, or HARRY (BUSTER) WESTBROOK, MGR., PENN PREMIER SHOWS, GREENSBORO, N. C.

## WALLACE BROS. SHOWS

LAST CALL!! OPENING MEMPHIS COTTON CARNIVAL, MAY 9

## CONCESSIONS



## CAN PLACE PHOTOS

EATS
Want Popcorr, Condy Apples, Snew, Flos, Foot Longs, Fiench Fries, Crab and lce Creem.
SHOWS
Place Fun House. Geek Show, Minstrel, Fat Show, Drome, Monkey Show, Mechanical Show
Foremen and Second Men en Tilt, Scrambler, Merry-Co-Round, Ferris Wheel, Rock-O-Plane,
Little Dipper, Chairplane, Spitfire, Kid Rides. HELP

## BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Want for Opening May 12, 1958, Fredericksburg, Va. WANT

WANT
WANT
CONCESSIONS: Cook House, Age \& Scale, Long \& Short Range Galleries, Ball Games, Dart, Duck Ponds, Palmistry, Glass-Lamp-Bear Pitches.
RIDES: Scrambler, Helicopter, Live Pony Ride, Dark Ride or any ride not conflicting.
SHOWS: Glass House, Fun House.
HELP: Foreman and Second Men on all rides; semi drivers preferred. Vernon Johnson. Tex, Ward, Jack Dempsey get in touch. Want first class Carpenter and Show Builder. Want Mechanic with Tools for Fleet of International Trucks. Painter $G$ Artist. All Answer;

SAM PRELL WINTERQUARTERS, c/o FAIRGROUNDS, GOLDSBORO, N. C. TELEPHONE 5809

## LAST CALL!

Opening in Spring City, Tenn., May 2.
Want
Want Hanky Panks of all kinds, Diggers
and Bingo. Girl Show or any worth
and while Shows. Wil book Oetopus, Thit,
Chaiplane. Ride Help on All R1des.
Jimmie Bulitusley Jimmpiane. Blingsley, come on. Bob Smant:
Wood Wants Agent. Sam Houser wants
Agents. Buddie Broden wants Asents. EImer Reili, Owner \& Mgr. Eimer Reid, Owner at Mgr,
Buddie Broden, Bus. Mgr, Buddie Broden, Bus, Mgr,
Wire Western Union, Spring city, Tonn.
w PERFORMING MONKEYS OF ALL SPECIES, APES AND BABOOHS.
A ESPECLALIY TRICYCLE RIDER. SPECIFY SPECIES AND TRICKS OR
N ROUTINES. (No Oullaws.)

E Hecot, blackitaced derterent.
D (bendable). Cage Men, Meopers who (Phone, Write or Wire:


Dipsy Doodle—Buckef Swing Ride-Merry-Go-Round FOR SALE
A bert lane product KIDDIE KARNIVAL
$1 / 2$ Original Price

- '55 Chev. 3/4-Ton Tractor.
- 110-Volt Kohler Portable Generator for Rides \& Lights.
- Sound System Complete-for Music \& Public Address.


## JAMES W. PERKINS, SR.

P. O. Box 298

Nashville, Tennessee

## WORLD OF PIEASURE SHOWS

GRAND OPENING-8 MIE ROAD AND SOUTHFIELD, DETROIT, MICHIGAN MAY 12 THRU 25.

All Concessions contracted, ploase confirm and sive footage.

ROD LINK or BUD DAVIS
Imperial Hotel

## WILSON FAMOUS SHOWS

"Illinois' Cleanest Midway"


## PAGE COMBINED SHOW

Now Booking for Skyland Exposition, Asheville, N. C., May 5.10. Over thirty thousand front gate fickets already sold. This will be an outstanding event.

 a car, so the other way

## JIMMIE CHANOS SHOWS

Legitimate Concessions of all kinds, Photo Gailery, Balt Cames, Hoopla, Class
Pitch, Parakeet Pitch, Long Renge Gallery and String Game. Want Shows with own outfits. Verg smail percentage. Want 10 -in-1, Monkey


JIMMIE CHANOS, Muncie, Ind.

## PEPPERS ALL STATES SHOWS WANTED <br> CONCESSIONS <br> WANTED <br> ONE OF A KIND-HOOP-LA, PITCH-TILL-YOU-WIN. CORK GALLERY, WANALE AND AEE, BUMPER. STIINC CAME, BASKETBALL, LONG RANCE CALERY, SLUM BLOWER, COKE BOHTLES ALOWER, COKE BOTTLES. ACES FOR OFFICE OWNE CONCESSIONS PAN CAME, ONE BALL, BALL CAME. BEAR PITCH, PENNY PIT Join on wire: PEPPERS ALL STATE SHOWS,

## BEAM'S ATTRACTIONS

## 

 for an Mlusion Show. HELP: Capable Ride Help who have Girl Hevue. Operatorwill be placed. Use and can drive


## PARADA SHOWS

Want Merry Go-Round Foreman, who knows Little Beauty machline. Best pay in
country. Want Help for Wheel, scramber and air other Rides. Concessions. open
house



## MIDWAY CONFAB

Best men at the recent wedding
in Brooklyn of Al Howard, secre-tary-business manager of the I. T. Shows, and Camille Paleski, nonpro, were State Sen. Jeremiah Bloom and Henry J. Mulhern, ad
ministrative director of the Stat ministrative director of the State
Youth Commission. A reception Youth Commission. A receptown
was held in Ben Maksik's Town and Country Club. Couple will put off a honeymoon until after the outdoor season. Howard has been
with the show 20 years. His wife is a registered nurse.
Sherri Lane writes that she opened with Dick Hilburn's Side Show on Amusements of America Friday (18) at Staunton,
Mrs. Donald Chisholm,
Mrs. Donald Chisholm, who was
severely injured in the same auto crash in which her husband wa killed, is still in a coma in Munici-
pal Hospital, Tampa. Chisholm was a concessionaire with Joe Star Amusements, Hill's Greater, Alam Exposition, Tinsley, Mighty Shees ley and Cavalcade of Amusements.
Jim Omohundra, West Coast food concessionaire, had thres
stands at the National Orang Show. Working the No. 1 stand were Bill McManus and Vern
Bryan; No. 2, June Beames, Tony Bryan; No. 2, June Beames, Tony
Campiano and Bill Warren, and No. 3, Bob and Ruth Nichols. .
Harold Haston worked with Ed Harod Haston worked with Ed
Lang the Mom's Aid Lang handing the Mom's and
strollers and wheel chairs at the San Bernardino event.... Jack Antinori had a jewelry stand on the Babcock midway and Kenneth Payne had similar items in the
Mexican Hacienda. Payne will Mexican Hacienda. Payne will
join Norman Schue to operate the Derby on William Meyer's Gold Coast Shows, which will play
Northern California.

Janet Ames, 4 -year-old daughter of Eddie Ames, Girl Show operato

## League Holds Final Meeting

CHICAGO-Over 70 member turned out for the final membership meeting of the Showmen's League of America here Thursday night (24). Next meeting is tentatively scheduled for the first Thursday in October.
President Jack Duffield was in the chair assisted by Bill Carsky and Ed Sopenar, vice-presidents Bernie Mendelson, treasurer, and
Hank Shelly Hank Shelby, secretary. Past presi-
dents on hand were Ned Torti, dents on hand were Ned To
Lefty Ohren and Al Sweeney. Lefty Ohren and Al Sweeney.
Carsky, who was chairman the April' 19 theater party, reported it a financial success and said it should net the club in the neigh ways and means chairman, kicked woff the Cadillac award drive and
of off the Cadillac award drive and
received pledges for 300 tickets. Bob Lohmar was reported on the sick list, resting at his Morton, IIl.
home and Lou Keller is in Michael home and Lou Keller
Reese Hospital here.
John Bowman
parks association, attended of the parks association, attended hi: first
meeting. Tom Sharkey and Andy meeting. Tom Sharkey and Andy Kasin back from Florida. Dick
Ware is also back in the Windy Wate is adso back in the Windy
City. Hadji Delgarian served chicken and rice.
Secretary Shelby announced that a board of governors meeting
would be held in the near future woul beard members would be
and notified of the exact date.

## FOR SALE

tunch, Traller, 20 completely, equpped,
factory
fexeny
built

E. L. JENKINS
and concessionaire, last season with the Page Shows, is in Jackson Memorial Hospital, Miami, for an unsuffer heart operation. Janet has since birth. She underwent a pre liminary operation last week, and tion week undergoes a major oper eight hours, during which time she weart be kept alive by an artificial operation are 60 per cent in her favor, her dad reports.
Envin Kujawa, formerly with the Snapp and Dyer shows, re-
cently purchased a new Ferris cently purchased a new Ferris
Wheel and it, along with a couple of kid rides and three concessions will be operated in the East by his
uncle. Kujawa, who has been ail ing the past couple of years, is still remaining off the road at Route 1 ,
Box 245, Deerfield, Wis., and would like to get mail
Earl Walsh, operator of Match stick City, reports his Florida tour profit angle. He is currently mapping plans to put his exhibit into potted semi-trailers which will be spotted end to end and give pa
trons a 60 -foot showing. Wals then plans to take it out for one and two-day showings at special events, celebrations and at schools. Meanwhile he is touring thru
Allie Blue Foltz celebrated his 0th birthday recently with a party at the home of his sister, Lena Conway, in Cleveland. Among hose in attendance were Mr. and
Mrs. Pat Hardy and daughter, and Mr. and Mrs. Bill Curl, of Curl's Amusement Company. Miss Conway is a concessionaire at Euclid
Beach Park, Cleveland. Allie returned to his home in Covington Ky , last week after spending sev-
eral days with the Briggs Amusement Company in Miamisburg, $\mathbf{O}$
Talker Peter Garey, formerly with the Cetlin \& Wilson and World of Mirth shows, visited the Bernardino (Calif.) Orange Show with actor-producer Jose Ferrer who is planning a carnival musical
for Broadway for Broadway
U.S. concessionaires working at the Brussels World's Fair include Sidney Daniels, Jack Taylor of the Glosser, Marie Corry and Anne

## King Opens

## In Colorado

DERBY, Colo. - King Bros. Shows moved here last week after April 21 Show is carrying seve rides and 11 concessions.
This year's route will be much the same as last year, according to joe L. King, manager. Big early
season dates will be Pagosa season dates will be Pagosa
Springs, Colo., July 4 celebration and the Leadville, Colo., burro aces.
Personnel includes Tex and Jannett Marti, Merry - Go - Round; Payton, electrician; Jesse Leek, kid rides, plus Norie Duncan, Jack
Adams, John Darr and Billy Rog-
On the front end are Mr. and Mrs. Ed Plunkett, 2; Kate and Alfred Moser, 3; Tinny Davis, kid
ride and glass pitch; Mr. and Mrs. Ralph Chambers, photos; Harry Wilson, 1; Shorgram, shooting gallery, and Clyde Jones, 2.
King recently returned
show after a quick trip to St. Louis to pick up several trucks he pur-


NEED 2 WHEEL FOREMEN MERRY.GO-ROUND FOREMEN HELICOPTER FOREMAM
Second Men for all Rides. Top wages to
good help. Second Men start at $\$ 40.00$ per week, Semi Drivers siven preference.
A. J. SUNNY AMUSEMENTS

This week, 57h o Woodiand; nat 55th $\%$ Huss, Cleveland, Ohio.
Phone: WAshington 1-4679.

## CHUCK MAGID

## can place



The cornhucker MAGID
The Cornhusker Hotel, Litcoin, N. B.,
from Jrd thru 1 ith of Mav.
P.S.: GEORGE: HARr,
tmmediately

## MAN \& WIFE


L. T. (SHORTY) MINSON



## MARY Than you MARY STEPHENS

 new BuIck RIVIERA purchase. Money With Johnny JOHNY CANOLEWIIL SPOHSOR CARNVIVAL
JOHV Q. TIDWELE
Miami, okiahoma

## SPIFIRE RIDE

 PEARL M. TRIMPER


## CONCESSIONS

 WANTEDMAY 5-10 Alliance, OHIO
Can place Hanky Panks and Direct
Sales of all kinds.

MAY 5-10
IRONTON, OHIO
Also some Direct Sales.

MAY 7-10
MARYSVILLE, OHIO, JAYCEES FESTIVAL
On the Streets
Can place Hanky Panks of all kinds.

MAY 26-31
MARTINS FERRY, OHIO
Can place Hanky Panks and Direct
Sales of all kinds.

## GOODING <br> AMUSEMENT CO., INC

1300 norton avenue
Phone Ax minster $9-1193$
COLUMBUS 8, OHIO

## CONCESSIONS WANTED

MAY 12-17
WELCH, WEST VA. CENTENNAI CELEBRATION

Can place all Hanky Panks, also a few Direct Sales.
WRITE AT ONCE

GOODING
AMUSEMENT CO., INC
1300 NORTON AVE.
hone AXminster $9-1193$
COLUMBUS 8, OHIO

## O. C. BUCK SHOWS <br> WANT

Foreman for Twin Ferris Wheel. Must be sober and reliable, must drive semi. Major Rides.
For Sale-Fly-o-Plane, Looper, Allan prised at $\$ 3,000$ each.
©. C. BUCK
Troy, N. Y.

## WANTED

Ride Superintendent and Ride Semi Drivers Kidierd. Mechanical City. DICK DILLON KIDDIE CITY, U. S. A., Boardman Plaza, Youngstown, Ohio Phone between 11 and 12 P.M..,
Thompson Hotel, East Liverpool, Ohio.


WaNTED TO BUY ADULT ALLAN HERSCHE
MERRY-CO-ROUND BROWN'S BEACH Saratoga Springs, Now York
Phone: $1892-\mathrm{W}-2$

## Dies in Mobile

MOBILE, Ala.-Wayne Richards, 48, former manager of the Side Show on the Cavalcade of Amusements, died here Thursday (10) after a long illness.

Richards had spent most of his life in the business but was forced to retire five years ago due to a lung illness. He leaves his wife, two step-daughters and two daughwas in Pine Crest Cemetery here.

## Carl Byers Gets OK Biz

LAKE CHARLES, La.--Business for Byers Bros.' Shows since it opened here in early April has been above expectations, Carl By ers, manager, announced Show, which will leave here
Monday (28), had a line-up that included 15 rides, 5 shows and over 40 concessions. New this year Jumps and a kiddie Ferris Wheel

## Dudley Bows At Tex. Spot

WICHITA FALLS, Tex.--D S. Dudley Shows bowed here Mon day (28) after moving to this town Show carried 14 rides, 4 show and 30 concessions for the opener here. Ernest Wade returned recently from Chicago with a new

## Dixie Preems At Commerce

COMMERCE, Okla-Clifford Davis moved his Dixie Amusements here this week for its Wednesday (30) season opener.

Show moved here from Bentonville, Ark., winter quarters where the six rides and 15 concessions were whipped into shape for the season. Show will be expanded for fairs, which begin in August, Davis fairs,
said.

## CLUB ACTIVITIES

National Showmen's Association Ladies' Auxiliary
NEW YORK - President Mildred Peterson presided over the April 9 meeting, when it was decided to again sponsor the summer camp vocations of underprivileged children. Dolly McCormick's committee will take care of the arrangements.
Helen Rothstein, Catherine Anderson and Ann Peterson were wecomed back after their Florida vacations. Dolly McCormick reported on the recent kiddies' party, which was a financial success.
Queenie Van Vliet said that her report of Mary Pendrake's giving birth to another child was correct, except that the infant is a girl, not a boy. Sylvia Stern was hostess for the evening in place of Elizabeth O'Keefe.
Cele Foreman is still in the Long Beach Hospital, it was announced. Advance dues for 1959 have been Molly Rosenthal, Sylvia Stern and Ann Lager.
Donations were received during candle-lighting ceremony from Ann Rosenberg, Catherine Anderson, Molly Rosenthal, Flora King, Mae Moly Rosenthall Mra King, Mcorm.
McKee and Dolly Mchick.

## TENNESSEE VALLEY SHOWS

## OFFERING A CONTINUOUS ROUTE OF PAYROLL TOWNS WHERE THERE IS NO RECESSION

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|  | Johnson City, Tenn., April 28-May 3. |  |

P.S.-Sorry, the mines are working only 2 days a week in West Virginia, so we are going to play lota around Louisville, KY.

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May 5-10, Asheville, N. C. Expected attendance, 100,000. Can place on independent midway: Novelties, Ice Cream, Eats and Drinks, Cames
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 April place Octopus or any major Rude not connifeting. Wil be on iot on and arter
Wa., May 12 thru 17. All address: <br> \title{
Groscurth Host to 350
} <br> \title{
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}

- Continued from page 54

Wenzik, Manuel Garcia, Mr. and $\mid$ Mr. and Mrs. Roy Varnier, Ben Mrs. Russell Harweicke, Mrs. Gibson, Mr. and Mrs. William Monica Baress, Tony Rocca, T. G. Perrot, Mr. and Mrs. R. NetterRoca, Harry Witt, Mr. and Mrs. field, Mr. and Mrs. Bob Venner, Russell Caughey, Isis Caughey, Ed Mr. and Mrs. Paul Ecenia, Mr. Slavin, Mr. and Mrs. Billy Siegrist and Mrs. Robert Florio, Bobby and family, Mr. and Mrs. Ray and family
Ray Oakes Jr., Veronica Oakes, Mr. and Mrs. Ervin Skie, Mr. and Mrs. Sonny Howard, Sam Aldrich, May Wigley, Vickie Armstrong, Walter Karnn, Larry Selvagger Amy Winkler, Arthur Winkler, Bob Winkler, Mr. and Mrs. Buck Fort-
ner, June Hagerman, Edgar ner, June Hagerman,
Rhodes, Jake Hagerman, Ruth Maust, Harold Oehler, Lydia Zacchinni, Lita Waldez and family,
Esther Felke, Mr. and D. L. Carroll and family, Mary and Laura Lee Cain, Mr. and Mrs. Johnny Manzat, Henry Polk, Mrs. Elsie Williamson, Alice Johnson, Ed Strussburg, Mr. and Mrs. Leo
Carroll, Mr. and Mrs. Eddie Carroll, Mr. and Mrs. J. Eddie
Yeager, Mr. and Mrs. C. J. Sedlmayr Jr., Patsy Sedlmayr, Mike Sedlmayr, C. G. Sedlmayr III. Mr. and Mrs. J. E. Padgett, Mr and Mrs. G. J. Napier, Harry (Irish) Gaughn, Mr. and Mrs. H. Howorth, Carl Holzaple, Mr. and
Mrs. Frank Daniel, Mr. and Mrs. C. J. Rosi, Mr. and Mrs. Troy Scruggs and family, Sammy Fillingham, Mr. and Mrs. Jack Wright Jr., Mr. and Mrs. Bob Todd, W. D. Bush, Mr. and Mrs. C. J. Sedlmayr Sr., Stella Kerns, Hattie brooks, Mr. and Mrs. Bob Black-

Carnival Routes

## - Continued from page 50

New England Am. Co.: Ludlow
Mass., May 1-10; Athol 12-17. Portland 5-10. Page Comb.: Asheville, N. C. Parada: Rogers, Ark.; Harrison Penn Premier:
29-May 10
Peppers All States: Crestview, Fla. laytime Am. Co.: Wakefield Mass.; Nashua, N. H., 4-10.
owelson Am. Co.: Barberton, Powelson Am. CO.
Navarre 5-10.
Reithoffer (Green): Essington, Pa. Reithoffer (Green): Essington, Pa
Rohr's Modern Midway: Momence III., 29-May 4; Washington B-10 Rose City Rides: Sikeston, Mo.; Rose $\begin{aligned} & \text { City } \\ & \text { Fronfelt } 5-10 \text {. }\end{aligned}$.
Fiebrand Bros.' Comb.: Fry, Ariz. Siebrand B
$28-30$.
Strates, James E.: Wilmington, Del. May 4.
May 4.
Sunset Am. Co.: Excelsior Springs, Sunset Am. Co.: Excelsio.
Mo.; Chillicothe 5-10.
Tatham Bros.' Comb.: Kincaid, Ill.; Girard 5-10.
Tennessee Valley: Johnson City,
Tenn.
Thomas, Art B., No. 1: Fremont,
Neb.; Lincoln 5-12; Hastings 14-19.
Thomas Joyland: Princeton, W. Va Tidwell, T. J.: Lampasas, Tex., 28 Tinsley, Johnny T.: Spartanburg, S. C. Anderson 5-10

20th Century: Tyler, Tex.; Dalla 20th Cen
$5-11$.
United Expo.: White Haven. Tenn Virginia Greater: Crisfield, Md Delmar, Del., 5-10.
Volunteer: Morganfield, Ky.; Cen Volunteer: Morg
tral City $5-10$.
tral City 5-10.
West Coast, No. 2: (Fair) Los Banos, Calif.
Wos, Calif. Co.: Spartanburg, S. C. Gastonia 5-10.
Wonderland Expo:

## Orange Show <br> - Continued from page 47

where it had been for three years to a location near an entrance at the Administration Building in the southwest portion of the grounds. Carnival lot was moved from the
northwest corner of the lot to the east side where it was approximately 1,500 feet long. Main pedestrian entrance was south of
the lot. Frank W. Babcock United the lot. Frank W. Babcock United
Shows had the rides and some Shows had the rides and some concession space.
The old carnival lot was filled with the Recreational and Sport mans tent. Removal of the show, however, removed some of the flash from the area.
Theme of the exposition was "Frontier Fantasies," accounting for the presentation of the Western stars. The stage show in Swing Auditorium, along with the stars, was booked by Russ Stapleton of Franchon \& Marco, Hollywood. Line-up for the three-segmented
shows included Rudells, Sons of shows included Rudells, Sons of
Morrocco, Bobby Winters, Bob Morrocco, Bobby Winters, Bob
Douglas, Molly Bee, Dorothy DorDouglas, Molly Bee, Dorothy Dor-'
ben Dancers, Homer Garretts Why-Knot Twirlers, Arlene Wells, Jerry Rosen and orchestra, Eris, Dedrich's Ponies and Dogs, Carlyles, Viennas, Kayletta, Jungle-
land eiephants, 3 Ds , Canistrellis, land eiephants, 3 Ds, Canistrellis, Freddy Morgan, and LeGarde Twins.
Ed Lang had his strollers and wheel chair service on the fair midway with Harrald Harper handling the lost child car. Pat Treanor, represented by his son, Raymond, Lee Garland, George Charbonneau, Flora Warren McMenus, Jim Omohundra and Dave Barham
were among the food concessionwere
aires.

## Publicity was handled by Bob

 Maxwell assisted by Harry Weisberger. Los Angeles dailies gave good coverage to the show with good coverage to the show withthe local Sun and Telegram papers
covering the activities around the

## Post-Easter

 Slump Hits Jersey DatePALISADE, N. J. - Busines for the combined Clyde Beatty and Hamid-Morton shows held good thru Easter week but has taken a
dive since then. Weekend busines dive since then. Weekend business
continues satisfactory and the show continues satisfactory and the show
expects to come out of its Palisade expects to come out of its Palisade
Amusement Park date in good financial shape.
Sunday (6) was a washout, and ain looked iminent on the following Saturday (12). But a full house turned out for the $1: 30$ matinee, and the two later shows also did vell.
Night business since Easter week has been a fizzle, it is understood Matinees are running from halfhouses on up despite the resumpion of school sessions.
Hope is high for concession in come from crowds provided thru sellouts of performances to the Bergen Mall shopping center, Schleginger's department store, the West New York Chamber of Commerce
and others, including churches.

## Tampa Auxiliary

Holds Last Meet
TAMPA--The Ladies' Auxiliary of the Greater Tampa Showmen Association held its last meeting
of the season here Wednesday 16)

Officers present included President Olive Sprague; Mary Wenzik, first vice-president; Bertie PerOwens, treasurer, and Grace Fill ingham, secretary.
Many members of the Clover Garden Club attended the State rederation of Garden Clubs here Elsie Owens and Maxine Cyr. Jean Davis an
ternates.

## St. Louis Fem Club

Holds Last Meeting
ST. LOUIS, - The Missouri
Show Women's Club held its final business meeting of the season here Thursday (3).
Present were Marguerite Lohmar, president; Gertrude Donnelly, treasurer; Leonora Gdynia Behren, secretary; Florence Creely sergeant at arms, and Elsie Wear first vice-president.
Plans for fall were discussed. Reported on the sick list were Betty Hutcheson, Catherine Oliver and Peggy Crimm. Helen Germain and awards.

## Bert Cole

- Continued from page 53
year with the Main show, Cole went to John Robinson Circus,
where he first sold banners in where

1898. 

Cole and his father had the
banners on the Robinson show until Bert was fired at mid-season in 1901. He went to the Great Wallace Show and stayed with
the Wallace and Hagenbeck-Walthe Wallace and Hagenbeck-Wal-
lace show for 28 years. Some times he was with other shows, including Sparks, during winter
In 1907 he first got $\$ 100$ for an elephant ad. In this period he Burke's wife spent winters in Billie Burke' Tango Shoes with a top bannerman and liked to limit his sales to banks and auto dealers. From 1907 to 1929, Cole also was the announcer on HW.
Surviving is a niece at Totten-

## Obadol, McDaniels

- Continued from page 54
line of paper is being ordered for he show.
Staff, in addition to McDaniels, who is general manager, includes Mrs. E. J. McDaniels, secretarytreasurer; Lynch, general representative; Bruce Cole, manager of
office concessions; Robert Meyer, ride superintendent. Ride foremen ride superintendent. Ride foremen;
are: Ferris Wheel, Bob Taylor; Merry-Go-Round, Gene Vaughn; Octopus, Wayne Brandenburg;
Rolloplane, Don Wells; Flying Rolloplane, Don Wells; Flying
Scooter, Earl Garner; Chairplane, Scooter, Earl Garner; Chairplane,
Dale Sharkey; Tubs-O-Fun and Coaster, Harry Weber; Kiddieland, including Whip, Street Car, Boats, Jeeps, Train, Airplanes and Mix-up, Concess by Bud Mever.
Concessionaires include Mrs. Joo Boatwright, jewelry; Joe Boat-
wright, short range gallery; Bruce wright, short range gallery; Bruce
Cole, razzle; Dutch Kleiderlein and oey Gillette, buckets; Marvin Woods and Willie Archer, bear hoop-la; Carolyn Littlefield, pushup coke; Jack Littlefield, pin store;
Art Fave, one ball; Ai Bigacres one ball and ball; Al Bigacres, Green, blower; Stan Reed and ohnny Stephens, coke ring; Jean Meyer, scales and age; Tom Murray, popcorn and floss; Frank and
Lois Rooney, diggers and set spindles; Humpy Taylor, watch-la; Imogine Lynch and E. Lynch, rolldown.


## Adams Opens

- Continued from page 53

Larry Carlton, painter, and 12 phone crews.

## Frisco, Ward, Townsend

Scheduled performance follows:
Jenda Smaha, equestrian director; spec; Mary Lou Carlton, single traps; Blonda Ward, Patti Couls, dogs, Eddie and Bet Frisco, Billy Griffm, clowns; Ward, monkeys; the Barcardies, tumbling; Wenester and Priscilla Townsend, juggling; clowns and elephant; Tex and Arkie Carlton with Flora Lou, and Arkie Cariton with Fiora Lour dy car. Intermission.

Subsequent acts include webs, ponies, clowns, Skating Carltons; Blonda Ward, bear act; ladders;
Jordan Brothers, trampoline; baby lephant trained by Jenda Simaha, nd closing production number.
Show will use a circus-style front-end on its ball park dates,
with concessions, Side Show and with concessions, Side Show and other features working there. There are four show-owned trucks. One
which brought the show's new elewhich brought the show's new elephant overturned en route and got
publicity which has resulted in crowds at quarters. Also The Milwaukee Journal carried a feature about the young elephant.The Green Bay TV station is to cover
departure of the show from quardeparture
ters here.

## Troupers Net

- Contimued from page 54
by Babe Miller, June Sutton, Zoo Wick, Maxine Ellison, and Billie Backman. Awards were made to Jack Archer, Clifford Barber, Mora len, Frank Tera, Robert Helms Al (Moxie) Miller, Jack Kearny, Don Colvin, Ellis Hendry, Pete Sutton, and Art Thompson.

Show people attending included Pete and Marie Kortex, Katherine and Abe Goldstein, Joe Mead, Ed and Ed Brown, Al Flint, Berta and Ed Harris, Joe and Edna len, Steve Freedman, Morry Levy, Kitty Dolin, Grace and Charlie Goss, E. Warry Wallace, Kenneth Payne,
gis, HarClarence and Flo Grimme, Cecil Cutler, Louis Cecchini, Helen Vaughn, Ceorge Plyman, Elmer
and Estelle Hanscom, George and Etta Kotarakas, Art Goodrow, Tom Hughes, E. Lorman, H. E. Ewart, Hughes, E. Lorman, H. E. Ewart,
Maggie Griebler, and Bobbie Korte

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## WANT STRIPPERS

RITA CORTEZ
e/o Penn Promier shows

## VOLUNTEER SHOWS



## UNDER THE MARQUEE

## - Continued from page 53

life. Latest to appear in The Perry cently their home at Wilkesboro (Ia.) Chief is about James A. N. C., was destroyed by fire. Their Bailey. Harvey writes that he has not been out much this winter.
Jack and Gladys Smukler, the Original Michigan Rubes, and their son, Dwight, are clowning a series of shows for charity groups in the Detroit area. . Sar about Osar Mann, old feature about Oscar Mann, old-time min strel man, and his wife. It also had
an article about Texas Jim Mitchell closing up his attraction there as the last of it was moved to Ponce de Leon Springs. Texas Jim presented the Ringling Museum of the American Circus with an antique
Ringling cage wagon which he owned.
Lou Hayek, Toledo, Ia., writes that he entertained a group of school classes with a program made up of his extensive sound mories of older circuses.

Fred Landrus will be with the Hall and Leonard Side Show again this season, opening in lume with

At Canton, Pa, Saturday (19) Casper Weis celebrated a birthday He is a midget who was with Barnum \& Bailey five years and also played many other engagements in show business before turning to the trade of watchmaking. He now is past 80 but declines to give the
exact age. Mrs. Weis and he observed their 51 st wedding anniver sary recently. Whem with the cir-
cus and other shows, she was billed cus and other sh
as Queen Mab.

Jimmie Drew, owner of the James H. Drew Shows, reports hi newly restored antique band organ is proving a great attraction. I played at the opening of a supermarket and several newspaper and
broadcasting breaks resulted. Drew broadcasting breaks resinted. Drew
also reports he recently sold his also reports he recently sold his
circus parade equipment to the circus parade equipment to the
Shelburne Museum in Vermont The wagons had been with King Bros.' Circus.
Dowell M. Singer, Decatur. Ind reports he is progressing with his calliope instrument and wagon building projects. . . . Spencer Stine, of Seat Pleasant. Md., re ports that it is Kelly-Morris billed at Alexandria, Va., May 2, and Benson Bros. billed
Heights, Md., May 5.

From Omaha, Floyd Henton tells CFA's Howard and Agnes Hanse and John and Marie Graf gave a party for some personnel of the Omaha Shrine Circus. Among the guests were Frayce Kuhn, Coron Family, the Bozo Harrells, the Oriols, the Aereo-Stylites, Bett and Benny Fox, the Symphonettes. Shriner Ed Fricker and Frank and Caroline Jershin as well as the Hentons.
Neil Schaffner, rep show opera tor, was the subject of a program
in the series, "This Is Your Life, in the series, "This Is Your Life,"
recently.
Tommy Comstock, calliope play er, is ill at his home on Vander cook Drive in Jackso. Mich., and

Rex and Kitty Ronstrom are joining Bee Garsey with Polack Bros Circus at Lawton. Okla. At their home in Galva, Ill, a recent gues
was CFA Bob Parkinson, Cam bridge, III.
The Joe Haworths, ahead of the Cristiani Circus, were notified re

## ROGER EVERETT

J. F. KINKAID

Box 1286

Misocole, Mon

mementoes of early circus yeas were lost, Mrs. Haworth writes. At Silver Springs, Md., they were
presented with a plaque honoring presented with a plaque honoring them for service to the Boys' Club
of Silver Springs. Thev also were of Silver Springs. They also were
given honorary membership in auxgiven honorary memb.
iliaries of the club.
Claire and Tony Conway report that the Circus Model Builders Association has designated Dr. Wil hiam Mann, Dr. J. Y. Henderson and Prof. George Keller as honorary members.
Visitors at the opening of the Cristiani Circus included W. J. Bailey, of the Macon, Ga., Shrine
Circus; Red Dingler, former troup Circus; Red Dingler, former trouper; Johnny L. Keef, owner of the
Capitol City Shows; Paul M. Conwa, Macon ercus allos, and mumerous people from Sarasota and elsewhere. Earlier a Sarasoti paper carried an article about the Circus, among them Chief Sugar Brown.
Spotted at the opening performace of the Clyde Beatty Circus are Antoinette Concello, Ed Kelly and party; Bill Montague, of the
CFA; Don Hayman, Romie Lewis, CFA; Don Hayman, Rommie Lewis,
Al Dobritch, Hal Sands, Tom Parker and immigration attorney Stephen Spiegel.
Frank Higgins is in Veterans Hospital, Wood, Wis., and would enjoy having mail from circus Billy He is active in CFA. looking for shows to make the Cali fornia territory this season. . . Al Al Avalon reports he is going with son. He clowned the Wirth date on Long Island.

Reg MacFarland, Louisburg C., fan, caught the Ringling ine Pike, sword swallower is with the Ringling Side Show in New York and will play Riverview Park, Chicago, for the season. James sall is working at Huberts Mn return to that famous old museum in October. Among her visitors at Madison Square Garden were John Chapman, drama critic for The ews, and his wife.

Mrs. M. F. Pattemore, of Los Angeles, is the former Marth Barnes Circus, reports George Morris, of Gainesville, Tex.
In New York for the Ringling opening were the David Friedmans, Dick Slayton, Stuart Lancaster and Andrew Rhubottom, Tom Parker and his family, Antoinette Concello, Ora Parks, Lorne Russell, Charles Basile, Buck Reager and Shakey Legs Murphy.
Possum Red was at the Beatty Show's opening. ... Scott and Evy
Yong Hall have been in Philat Yong IIall have been in Philadelphia with Apex Attractions. a
movie mit playing drive-in theamovie Evy's father, founder of the Yong Troupe, was in New York ited with Stanley Wathon, veteran booker, about their European days. Phil and Esther Cheney Hall have
another Apex film unit in Springanother Apex film unit in Spring-
field, Mass.
John Cuneo has had his animal
acts at the Cincinnati and Omaha Shrine shows and currently is in
the St. Louis Police Circus. Coming up for him is a date at Austin, Tex., with Harold Bros.' Circus, then some time in Texas with Hubert Castle. The Cuneo act ritch and New Orleans for Harry Batt's amusement park. Then Batt's amusement park.
comes the Barnes fair route.

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Foremen and Second Men on ell major Rides, Man for Towers and Man for wire or come at once. Show opens of Owensbero, Ky., Thursday, May 1. c. c. groscurth, Gen. Mgr., groscurih combined circus and carnival, Owensboro, Kentucky, now.

## WONDERLAND ExPOSTIION SHOWS



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majority of cheaper jewelry items have been made in Providence, and the combined industrialization of Western Germany and Japan hasn't been able to put a dent in Little Rhody's quality or volume.

Time was when families gathered in their apartments to turn
(Continued on page 64 )


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CORK GUM CORKS,
500 in bag.
BASERAUS DOTe..... $\$ 1.25$ $\begin{array}{lll}\text { BASEBALLS. Dozen .... } & 2.00 \\ 10 \mathrm{GR} \text {. SLUM for ..... } & 8.50\end{array}$ 10 GR. DART BALLOOMS

> for

| ... | 8.50 |
| ---: | ---: |

10 GR. JAP LELS for.. 15.00
NEW SPRING CATALOG JUST
OFF PRESSI COPY SENT W
ORDER ON REQUEST
F.O.B. Terre Haute - Postaga
Extra. Send $25 \%$ Oeposit With
C. 0.0 Orders.

## LEVIN BROTHERS

,umatiantions

## PORTABLE <br> 18.95

 RADIOSSAMPLE $\$ 2.00$ EXTRA POSTPAID
SUPERHETERODYNE CIL
(Lots SUPERHETERODYNE CIRCUIT FOR
DISTANCE: Tunes 535 to 1605 KIITocycles.
6 Trander

 ${ }^{\text {I Penlight Batteries for hours of listen- }}$
Dis Dlesure. SHIPPED PARCEL POST
DERET FROM TOKYO! No CO.D.
SEND BANK DRAFT OR MO.




# THE MARKET PLACE FOR BUYERS and SELLERS 

## Acts, Songs, Parodies

 $\bar{A}$ "RICHAND RARE"-OVER 1,000 ALLT NEW

Agents and Distributors ATTENTION, SOUVENIR AND NOVELTY
 BHLLFOLDS - PLASTIC, ALLIGATOR OR
Hzard. Sensational price, $\$ 10.80$ per groan
 DECALCOMANIA TRANSFERS NOW or
fered in
small quantites; quick dellivery;

 EARRINGS - ASSORTED STONED AND
tailiored, 86 per grose plus postage. .o.d.

"EASY TO MAKE" SHAMPOO POWDER



GENUINE ALLGATOR BAGS, SMALL

HOSIERY-LOW PRICES; LADIES', MEN'S
Chldren's. Lataes' Nylons, si dozen up

 | Co. (AMS-1741), 1258 Market St., $\begin{array}{c}\text { Chath } \\ \text { nooga, Tenn. } \\ \text { myl }\end{array}$ |
| :--- |

 MEN: BEFORE YOU BUY THAT DIAMOND
engagement ring, road 'Secrets of the Dlamond, Expert,", Free eataloz, B-42,
Hototedes, 28 Belmont Ave., Paterson
New Jersey.

## NATIONALLY

## ADVERTISED MEN'S

 $\mathbf{2 5 \%}$ deposit, balance c.O.D. NATIONAL DISTRIBUTING CO. 1751 W . Flagler 5 t. Mlaml 45 , Fla, NEW POPULAR LURES SELLING PAST TO Twelth Northeast, Atianti, Gna
RETRACTABLE BALL PENS - HGGES
 BELL ROYAL JELLY HONEY THE wON
 stringless gyros, over 400 PERCENT



## REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum $\$ 4$. CASH WITH COPY.

## TALENT AT LIBERTY ADVERTISEMENTS

Set in usual want-ad style, one paragraph, no display. First line in 5pt. caps, balance in regular 5 pt. upper and lower case. RATE: 5 c a word, minimum $\$ 1$. CASH WITH COPY. IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25 c to cover cost of handling replies.

## DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space.
Type up to 14 pt . permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more. RATE: $\$ 1$ per agate line, $\$ 14$ inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO



$$
\begin{gathered}
\text { Coin-Operated } \\
\text { Equipment } \\
\text { (Used) }
\end{gathered}
$$









## Coin Machine

Help Wanted




| Coin Machines Wanted To Buy |
| :---: |
|  |
| Costumes, Uniforms, Wardrobes |
| BRDAL GOWNS, 18.14 KT . CoLD WED <br>  (hermana, brouja 2i, N. X. |


Coin Machine Routes For Sale

$\overline{W A N T E D-20}$ St













 Mintiavir Trati nidgs pois site-
 MUST sit Phoven Arp ctrovs




 mond Bul, Ge.

Rallofor track, 73 pieces, mounted













## 

## Help Wanted

$\overline{\text { country.wertzi Music Nis }}$








 Warde. Tred oikefe.


Instructions, Books, Cartoons




## Magical Apparatus





## CLASSIFIEDSECTIDN

| Miscellaneous |
| :---: |
|  <br>  |
| DO-INYOURSELF - PAINT YOUR OWN nigns with easy to use letter patterns Free circular upan request. Ansel Rahn, I16 George St, Mt. Prospect, IIt. |
|  |
|  |
| 100 HI potency boyal jeley so mg. Celester, P. |
| Motion Picture Films and Accessories |
|  <br>  |
| usical Instruments, Accessories |
|  |
| Personals |
| nfroration Rroussted As To prss <br>  |
|  |
| Photo Supplies and Developing |



## HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

2. Check the heading under which you want your ad placed:

Actes, Songs, Parodies
Agents and Distributor
$\square$ Business Opportunities
Coin Machines
Coin Machine Equipment (used)
Coin Machine Opportunities
Coin Machine Routes for Sale
Coin Machines Wanted to Buy
Costumes, Uniforms, Wardrob Supplies
Formulas
For Sale-Secondhand Goods
$\square$ For Sale-Secondhand Show Property
$\square$ Help Wanted Instructions, Books, Cartoons Magical Apparatus Miscellaneous Musical instruments, Accessories Personals
Photo Supplies and Developing Printing Salesmen Wanted Scenery, Banners Tattooing Supplies
Wanted to Buy

Talent At Liberty Headings

- Agents and Managers

Bands and Orchestras
$\square$ Circus and Carnivals
$\square$ Dramatic Artists
$\square$ M. P. Operators
$\square$ Musicians
$\square$ Parks and Fairs
$\square$ Vaudeville Artists
$\square$ Vocalists.
3. Indicate below the type of ad you wish:
$\square$ REGULAR CLASSIFIED AD-20c a word. Minimum $\$ 4$
$\square$ DISPLAY CLASSIFIED AD-\$1 per agate line. One inch $\$ 14$
$\square$ AT LIBERTY AD-5c a word. Minimum \$1
Classified and At Liberty ads must be paid for in advance.
The Billboord, 2160 Patterson St., Cincinnati 22, Ohio
Please insert the above ed in............................................... issue.

| NAME | I enclose |
| :--- | :--- |
| ADDRESS | remittance of |
| CITY M STATE | 4 |

GOOD USED KIDDIE RIDES, 1 OR 2 YEARS
old. F. Weldner, Armor Rd., Hamburg. New York.
 USED ELECTRIC HORSE DERBX, ${ }^{20.24}$ piaces. Must be in
fondition Cath 1557
Paul, Minn. MI $8-680$.
WANTED FOR VAUDEVILLE ACT. PLATES

for spinning on a table, also on canes. K | Aurth, 3637 N. 21 st St., Philadelphit, Pa. |
| :--- |
| WANTED TO BUY - MERRX-GO-ROUND | adult, also Kiddte RIden. Must be In Rood

ocondition D. Van Billiard, Oaks, Pa. Glen
dale 2-4561. condit.
dale $2-4561$.


| Talent At Liberty |
| :---: |
| Agents and Manager |
| personal manager available foh (Count "on. Western, ete.) Must be non-booxer. capable, $100 \%$ co-operative, with eye toward ment pact (50-50 on net). Write fully. Robert Adams, 59 West North, Chicago 10, mi. my |
| Bands and Orchestra |
|  |
| 4 TO 6 PIECE COLORED BAND, SINGS. <br>  |
| $7 \begin{aligned} & \text { TO } 10 \text { PIECE COLLEGE ORCHESTRA } \\ & \text { Iooking for summer resort } \\ & \text { ensasement. }\end{aligned}$ Commencial, tazt, and rock en rout Went Dalvin Boone, 4508 48th St., Lubbock. |
| Circuses and Carnivals |
| AT LIBERTY-BANDLEADER FOR CIRCUS. Anythlng $A$ consideredid due to show not Forid. ap28 |
| AT LIBERTY-SHow PAINTER; LETTERS, <br>  |
| AVAILABLE FOR SEASON AS ANNEX ATtraction or Girl Show excotic. Write, wire: Penny C. Law, Box 577 , Panama City, Fia. |
| PUNCH \& JUDY \& MAGIC FOR SIDF <br>  |
|  |




## Parks and Fairs

AERIAL CLOUD SWING WORKED WITR:
 Arizona. For open tme contact: Wm
Roders, Box 52 , East Orwell, $\begin{aligned} & \text { O. }\end{aligned}$ myd AN ouTsTANDDNG DISPLAX OF TRICR
and Dancing Dogs, also Novelty Jugitinf
Act Baranek's, Box 1496, East St. Lould 1 IIL BALLOON ASCENSIONS, PARACHUTI Jumping for parkza, fatrs, celebretiona.
Claude
apolis 21 , Ind.

HIGH FIRE DIVE, RESULTS IMPRESSIVE
Smallest diving tank in the world; fir

NOTCCE - EASTERN AGGETSS, PROMOT ers, Contractors: Bud Whitney, rodeo and
prodacing clown; and his mule MoGnt
 consider seaso
Monte, Calif.
OUTSTANDING PLATFORM TRAPEEE
Act. Available for all types of outdoor
 PR MAN - FAIR AND RECREATION EX

 RAYS CIRCUS REVUE SIX PONIES,





Vaudeville Artists
FEMALE IMPERSONATOR-NIGHT CLUB
bookings. Dancer, charaeter, exotie. PPe


## Letter List





## ROLLER RUMBLINGS

## Det. Coffee, Cake Club

 Lure to Older SegmentDETROIT - The Coffee and The typical club session follows Cake Club is a recognized institution that is bringing older skaters, a wider community interest in skating and increased hours of utilization to the Roller Skating Arena about two and a half years, it now older skaters, who look upon it as on essential and steady part of their recreational program.
The club meets on Friday mornoclock. Admission is $\$ 1$ for members and $\$ 1.25$ for guests. It is designed primarily for the group - up to age 70 , in fact, among the members-but typically the age group starts with mothers of about 35 years of age. This is thus a
group for mature people interested group for mature people interested
in skating, rather than the young in skating, rather than the young adults group. Sometimes mothers
bring their pre-school children with bring their pre-school children wit them to the sessions.
tendance is around 30 .
tendance is around 30 .
Some of the skaters were never $\begin{aligned} & \text { Some of the skaters were never } \\ & \text { on rollers before in their lives, }\end{aligned}$ while others have been away from
kating for many years. Instruction skating for many years. Instruction
is given, including the intricacies of skate dances, such as the waltz and tango. The objective is to give them moderately advanced work which they can enjoy socially, not cham-
pionship type skating. Recorded pionship type skating. Recorded Three professionals, Jim Carroll, the new rink manager; Gail Locke and Bill Pate give the instructions. The men are outnumbered by the women about five to one as a rule, but both sexes enjoy the get-together, which offers diversion and social aspects as well as the opportunity of advancing in the art of roller skating. The ratio of instructors to skaters allows personal at tention to each one.
A substantial number of the club members have developed into regular patrons of the arena, coming enjoy what they have learned in the Friday morning sessions.

RINKCOTE


## Muskogon, Michigan



> SKATIIG RINK TENTS $42 \times 102 \quad$ IN STOCK $53 \times 122$ AT ALL TIMES

NEW SHOW TENTS
MADE TO ORDER
CAMPBELL TENT \& AWNING CO.


Porto-Bilt
TENT COVERED RINKS



The typical club session follows
a basic instructional pattern. The
katers warm up at first, working skaters warm up at first, working on particular steps in dances, etc.
They then go thru complete dance routines which are first taught and then skated. Finally they have At noon, when the session
over, the group goes to the restau-
ant area and is served coffee and rant area and is served coffee and
cake-provided without charge by cake-provided without charge by opportunity for a real gabfest, and the skaters take advantage of it. Usually they leave about 1 or $1: 30$ practice skating during the afternoon.
The skaters include a number of older people who have been advised by their doctors to skate for wherapeutic reasons. There is one woman, aged 60, who comes reg-
ularly, often with her husband, a ormer ski champion who also

## STILL GOING STRONG:

- Continued from page 60 enable them to outstrip their former earning power. ring. spend for a novelty ring years
fortable niche in the business. thing product. downtown store c
of rings on exhibit.
skates. Another regular member is team and a mixed relay team.


## Imports Don't Faze

Providence Ring Makers
out hand-made rings for the carnival and resort trade. But in modern times, with mechanization and the establishment of factories, the little little businesses have almost gone by the boards. There is still some working in the big shops where good piecework and flat hourly wages

Western Germany has made some cheaper jewelry, but not rings, sending some rings in. The German product is anodized aluminum and has a pretty, attractive birthstone. It is priced lower than Providence's cheapest, which is a 29 -cent retailer, and therefore pretty good which is not as glittering or sturdily built as the American birthstone

Copper Models New
Also new this year is the copper modernistic novelty ring. The shanks are bought separately, and fitted with various decorations such as the muses, hearts, musie notes and other items. It is a $\delta 1$ retailer, a standard which is more popular now than ever before. While prices of raw materials have soared since before World War II, so have the
public's tastes and spending power. While a half-dollar was a lot to publics tastes and spending power. While a half-dollar was a lot to
spend for a novelty ring years ago, the dollar ring has carved a com-

Stones in the low-price jewelry line are varied, ranging from artificial ones created from silicates, to actual mined stones. There are half-tints, dendelles, chaton rhinestones, spinelles, zircons and others A popular one is the baroda, a French metal-capped stone. Cultured pearls are also available in sterling and gold-filled rings retailing from
$\$ 1$ upward.

The cheapest rings are stamped of brass or are cast of slush, a term describing lead. As the price goes upward, so does the quality o the ring, with the top brackets-still cheap in comparison with actual quality rings-being made of sterling silver and gold filled. In many
cases where there is a stone in the ring, it is put there either by pasting cases where there so stone in the ring, it is put there either by pasting
it into a hollow which is stamped into the shank, or assembled in a separate setting which is smedged or compressed onto the shank.

## Stand-Bys Dependable

Higher priced numbers have their stones burnished or set in. There are a number of stand-by rings and still others which appear particularly popular this season. Stand-bys include novelty numbers cast in such shapes as the snake, skull and bones, saddle and other Western motifs. Popular this year are the signet rings with large imitation star sapphire, set in sterling and gold-filled, and replicas of wedding and engagament rings, sold in large amounts and worn as the real

Cheaper birthstone rings are sold carded and trayed for display purposes, and are bought in tremendous quantities by the syndicates
(chain stores). Higher priced numbers are sold in bulk but there is ample supply of inexpensive trays of foam rubber or velvet layers on wood or cardboard frames with which to enhance counter displays.

Cost of rings has crept slowly upward as have prices of virtually every product since World War II. Old-timers recall wholesaling numbers mounting French marcasite stones for $\$ 4.50$ a dozen in the 1930's. This number runs around $\$ 9.50$ now. Adjustable rings have also spiraled to $\$ 7-\$ 10$ a gross. But, recalling a previous reference, the market has become much larger over the years, partly due to increased power of the public and partly to a much more varied and improved

Prewar days did not see many metal (brass and lead) rings, but an emphasis on sterling and gold-filled. Now, there are hundreds of numbers available in a variety of finishes, all inducements to the public to part with spending money. The result is that no midway, shore or
downtown store can claim to be complete without a wide selection to exercise, (2) it is a social opportunity, enabling them to meet people; (3) for married women it away from the routine of housework one morning a week, (4) the club makes parents more interested skating by their youngesters, and (5) often the club skaters turn out regular rink patrons.

Mammoth Gardens to
eld Full Team
DENVER-Mammoth Gardens here will send a full team of contral meet in Des Moines in CenCoaches Jack and Irene Boyer are busy getting the team in shape. Headed by National Champion Headed by National will also include Doris and Richard Chiodini, along with two senior dance teams,
a doctor's wife, and there are a number of businessmen and women. Some are the parents of
children who regularly skate at the childre
rink.

Advantages of the club were summarized by Betty Emanuel, public relations director of the
arena, as follows: (1) It provides a place and a time for the oldsters


| MAIL ON HAND AT |
| :---: |
| ST. LOUIS OFFICE |
| 390 Arcade BIdg. |
| St. Louis 1, Mo. |

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway


## MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph 5 t.



## Brussels Pavilion Spectacular

## Continued from page 47

pared to the fair's potential draw $30,000,000$ to $50,000,000$
Even in the fair's more commo-
dious auditorium on national days
dious auditorium on national days only relatively small crowds can be played to because of the short
duration of such holidays and the duration of such holidays and the
limited seating capacity of the building.

## Midway Appeal

Some foreign countries, notably Russia, are to present some of ters and auditoriums But theathe engagements will be short and the ergacity limited. And thus, again there is little lillihod, thus, strong impact on the total number of people drawn to Brussels be cause of the fair.
In the amusement zone, the major show attractions are Cinehas not been seen before in Belgium and can be expected to get considerable patronage from Belgians but it has been presented elsewhere in Europe and, of
course, in the U. S., so it should course, in the U.
Palladium is the name given to e structure which houses a com bination water show, produced by the American Sam Snyder, and a stage show. It is a new 3,000 capacity theater with a regulation swimming pool and moveable stage. The show operates with $\$ 2$ top and a 40 -cent standing room price. The plan is to change the stage talent every two weeks, except during the summer, when plan is aned to switch weekly, This hess from people who live in o within driving distance of Brussels.

Full-Scaled Coaster
Both Cinerama and the Palladium operate under the banner of midway concessions privileges.

Other shows in the area are a
Hawaiian Village and Hawaiian Village and a Cafe Viennese, which offers light opera.
There are two dozen major rides, There are two dozen major rides,
including a new full-scaled roller ncluding a new full-scaled roller
coaster, built by John Collins, Blackpool, England, amusement park operator, in the midway zone. Of the rides, only one is unknown
in the $U$. $S$. It is called the in the U. S. It is called the
Typhoon and was built and is operated here by a German, F. Crossman.

By Belgian standards, the midway is large and impressive . . . so garner heavy patronage from the natives. But, barring any unforeseen incident or incidents, it will not have anywhere near the impact upon the total attendance as the midway did at the New York or Chicago World's Fairs.

## Brussels Notes <br> - Continued tom page 47

which are damning indictments of war and persecution.

A do-it-yourself exhibit with tremendous impact upon crowds in the U.S. parilion is a mechanical mand, used to handle radioactive material. Hard to come by, the Laboratory, Chicago. Fair patrons jump at the chance offered to operate the hand, invariably before many keenly interested spectators.

[^2]
# How to Parry Spot Owner's Arguments <br> \section*{lke Bucked by New Mail Hike New Mail Hike Plan Proposal 

 Plan Proposal}

CHICAGO - Knowing how to answer typical location owner objections to bulk machines is one of the most important ingredients in a
sales pitch, said Jack Nelson, Logan sales pitch, said Jack Nelson, Logan
Distributing Company, last week

## NVA to Have 20 Exhibitors

CHICAGO--Two more exhibitors will display their wares at the National Vendors Association convention, bringing the total to 20 tary, last week.

They are M. J. Abelson Company, Pittsburgh, and Ohio Gum ny, Pittsburgh, Comy, Cleveland. B are manufacturers of charms. to four and a half hours the first three days of the convention, and from one oclock onwards on the fourth and final day. (See Directory, this page.)

The NVA convention will be held at the Deauville Hotel

## PROFILE OF THE WEEK

## NVA's Keynote Speaker

Irving M. Axelrod has had more than a decade of experience with bulk vending operations in supermarkets on the managerial level. Now the vice-president of the large J. Weingarten, Inc., supermarket chain of 29 stores in Houston and surrounding areas, he recalls authorizing bulk operators to put their machines on location about 15 years ago.

Axelrod first became associated with the Weingarten concern 26 years ago, upon graduation from Rice Institute. A

IRIING M. AXELROD

born in 1908 and thereafter moved to Houston, where he attended the Central High School. He married his wife, Rose, in Houston, and the Axelrod's have a daughter, Renee, who is 24 years old.
Axelrod is active in more civic organizations than he can conveniently name. He serves as vice-president of the Lighthouse for the Blind, is a board member of the Texas Children's Hospital and the Houston Retail Merchants' Association, and is a life member of the Houston Fat. Stock Show. He is also a trustee of the Temple Beth Israel, and is an active cam-
paigner in various charipaigner in various
table organizations.
table organizations.
In a typical Weingarten supermarket averaging $\$ 2.6$ million annually in sales, bulk machines are concentrated in the front of the stores along with various other types of venders and rides for children. This integration of equipment isn't a potential money earner for Weingarten-it has been turning in handsome profits for years. States Axelrod, "Our share of the total revenue from these concessions in all our stores amounts to a good deal more than the net profit of the average store in our chain."

So convinced is Axelrod of the effectiveness of these installations that he has authored two articles for food distribution trade magazines. One, appearing in the May, 1953, issue of "Chain Store Age" was titled, "Big Profits From Small Change." The other was published in the trade magazine "Super Market Merchandising", in August, 1957, under the title "Front Ends Yield Pay Dirt."

Of the over-all operation in the Weingarten chain, Axelrod wrote in the first article: "The coin boxes are emptied in the presence of the store manager, and a ticket is made out in duplicate showing in the amount taken is left with the manager and shows the amount of money collected by the operator. The store sends the tickets in with its regular weekly bills. At the main office, a charge is set up as the company's record. When the operators send in the stores' shares once a month, it is credited to this account. A check is provided, of course, thru the collection slips sent in from each store weekly.

Very often a location owner will say that he doesn't have enough mission offered isn't high enough. Sometimes the owner says he doesn't want children hanging around the store, or will point to
To parry such objections, Nelson
To instructs operators to first look over the location as quickly and carefully as possible before starting the sales pitch. If the operator
spots another machine vending the spots another machine vending the
same type of merchandise that he same type of merchandise that he
plans to vend, he is advised to leave the location immediately Nelson also instructs operators to find at least three places in the tore where the vender can be put. The third thing the operator should determine, says Nelson, is whether the location sills penny candy over the counter.

Start 'At Ease'
In starting the sales presentation, elson recommends something like the following: "I bet five sales omething and Jm to sell you
(Continued on page 81)

WASHINGTON -- Proposal to raise postage on first class letters from 3 to 4 cents won the approval of House and Senate conferees last
week (23). Measure substitutes a week (23). Measure substitutes a straight 4-cent rate for the adminisration's proposal of 5 -cents for out
of town letters and 4 cents on othe of town letters and 4 cents on other
letters. Air mail will cost 8 cents Thters. Air mail will cost 8 cents The proposal, if signed into law will be easier on postage stamp earlier. Earlier measures, which planned to raise local letters to 4 cents and out of town to 5 cents, vould have made it necessary for customers to buy more stamps than actually needed.
For example, a customer would have been able to buy 4 cents worth of stamps for a nickel for local letters. If, however, the letter were for out of town delivery at
the 5 -cent rate, the customer would have to buy more stamps if the vending machine operator were to ealize a profit.
Now that the rate for all first class letters has been set at 4 cents, the customer can bury enough stamps for a nickel and still conWith air mail set at 8 cents however, many customers may balk at the 2 -cent premium.

Probability is strong that the bill may be vetoed. President Eisenhower reportedly is not happy over a provision in the bill to raise postal employee salaries.

## BULK BANTER

## By FRANK SHIRAS

Expectations are that this year' National Vendors Association convention down in Miami Beach will promises to be much higher than promises to be much higher than a previous conventions. Jane Mason vance registration as well as daily phone talks with bulk operator phone talks with buk operato of a large turn-out.

There will be 20 exhibitors
There will be 20 exhibitors at the confab, altho a couple more
may come in at the last minute. Almost all of the exhibitors are manufacturers of bulk vending products. Nolicit exhibitors whom tempt to solicit exhibitors whom
the association feels would not rethe association feels would not re-
ceive operator response at the ceive operator response at the
(Continued on page 70 )

## Paul Price Takes Advantage of National Fads

NEW YORK--Paul A. Price, local charm manufacturer, is gear fads. Price feels that items backed by mass national advertising have machines.
machines. Price charm is a Luck Diamond Horseshoe Ring, wit the horseshoe sitting atop the set ting. The vacuum-plated ring is available with or without rubies Price feels that the current inhelp make the ring popular with the younger set.
Previously, Price has produced Mambo Morrocas rings, all tied in with national fads.

## NVA CONVENTION

## DIRECTORY OF BUSINES

Sessions and Exhibitors
The eighth annual National Vendors Association convention will be held at the Deanville Hotel, Miami Beach, Fla., May 14. Those attending the convention may register Thursday, May 1, from 1 p.m. -9 p.m.; Friday, from 8 a.m. -9 p.m., and Saturday, from $8 \mathrm{a} . \mathrm{m} .-6 \mathrm{p} . \mathrm{m}$. There is no registration fee.

## BUSINESS SESSIONS

Thursday, May 1
$3: 00 \mathrm{p} . \mathrm{m}$. to $\quad \begin{aligned} & 2: 00 \\ & 7: 30 \\ & \mathrm{p} . \mathrm{m} .- \text { Board } \\ & \text { of Directors meeting. }\end{aligned}$
3:00 p.m. to $: 30$ p.m.-Exhibits open. tality rooms.
Friday, May 2
9:00 a.m. to 10:00 a.m.-NVA sponsored breakfast.
10:00 a.m. to 10:10 a.m.-Welcoming address by NVA President Leonard Quinn.
10:10 a.m. to $10: 20 \mathrm{a} . \mathrm{m}$.-Address by convention co-chairmen, Paul Crisman and Rolfe Lobell.
10:20 a.m. to 11:00 a.m.-"Progress Thru Unity," Milton T. Raynor, NVA counsel.
11:00 a.m. to 11:20 a.m.-"Merchandising Tips to Increase Your Volume," Bertram Fraga.
11:20 a.m. to 12:00 noon-"Chain Stores Are Ready-Are You?" Irving Axelrod, vice-president of J. Weingarten, Inc.

12:00 noon to $12: 30$ p.m-"NVA Group Insurance Benefits and Savings," Ira Lipshutz.
2:00 p.m.-Nominating committee meeting
7:30 p.m.-Exhibits open.
:30 p.m.-Open House in exhibitors' hospitality rooms.
Saturday, May 3
9:00 $\mathrm{k} . \mathrm{m}$. to 10:00 a.m.-Manufacturer sponsored breakfast. 10:00 a.m. to 10:20 a.m.-"Live With Your Competitor," Leon10:20 a.m. to 10:40 a.m.-"Selling by Telling," Rolfe Lobell. 10:40 a.m. to 11:00 a.m.-"Deamon Operator"," a one-act farce. 11:00 a.m. to 11:20 a.m.-"Extra Profits Are Knocking," Roger Folz nominating committee officers.
3:00 p.m. to $\quad$ 7:00 p.m.-Exhibits open. Inc., buffet dimeer. By invitation only.
Sunday, May 4
1:00 p.m.-Exhibits open

## EXHIBITORS

M. J. Abelson Company, Pitts- Joseph Lipshutz Insurance. Comburgh pany, Chicago Atlas Manufacturing Company, Oak Manufacturing Company, CulCleveland

Ohio Gum Supply Company, Calex Manufacturing Cumpany,
Amityville, N. Y. $\begin{aligned} & \text { Cleveland } \\ & \text { Penny King Company, Pittsburgh } \\ & \text { Plasti }\end{aligned}$ Cramer Gum Company, East Boston, Mass. Penny King Company, Pittsburgh
Plastic Processes, Inc, Freeport, Samuel Eppy \& Company, Long Popcorn, Inc., Denver Island, N. Y. Company, Long Albert Fischer Company, Newport,
Ky $\begin{gathered}\text { Green Duck Company; Chicago }\end{gathered}$ Panl A. Price Company, Inc,, New York City VendPite Charms, Brillion, Wis. Karl Guggenheim, Ine Vew Jork Victory, Chicago Leaf Brands, Inc., Chicago $\mid$ cago

## IRS Rules $\$ 10$ Tax Applies <br> To lc 'Amusement' Venders

WASHINGTON - Internal Rev- of gum does not fall thru the basenue Service ruled last week that ket, it rolls back onto the spring. a penny-operated vending machine The operator may, without operated amusement devices if the the ball of gum falls thru the penny machine has amusement basket. Thus, a ball of gum is eatures.
In answer to a request for advice ways dispensed if the purchaser from industry, IRS held that a machine "which for a penny always dispenses a ball of chewing gum, but which effects delivery thereof only alter the operator manipulates the ball of gum thru a simulated basketball basket," is a
coin - operated amusement device under section 4462 of the 1954 Internal Revenue Code.
According to IRS, when the oper
penny into the device, "a ball of
chewing gum drops into view insid the machine and rolls onto a spring rastened to a lever located on the outside of the machine." Then movement of the lever activates the spring which tosses the ball of gum into the air.
If the ball of gum falls thrn the simulated basketball basket inside
the machine it rolls out of the machine into a cup. If the ball
lips the ball often enough.
The Service held that since the machine in question "has incorporated therein the amusement feature" described, the machine is a coin-operated amusement device and is taxable at the $\$ 10$ rate on such devices.

## NVA Fete to Have <br> New Oak Venders

CULVER CITY, Calif,--The new L'il Leaguer and bulk vender, products of Oak Manufacturing Company here, will be shown at the National Vendors Association convention in Miami Beach, May 1-4, with Sid H. Bloom, Oaks secretary, and his wife, Ethel, repreenting the firm.
Bloom will be on hand to greet
(Continued on page 68 )

## CIGARETIE MACHINES

## FOR SALE

Esiler Elitric, 8 col 53500 Eastren lietrict 8 col. 550.00 DU GRENER, 9 col....... 560.00 ROWE, 6 and 8 col....... 520.00
corsalrs.
......... 522500
mational, 13 col. .... $\$ 225.00$
STRAIFORD VENDIMG CO.
504 Clinion Ave., Mewark 8, N. J. Blgelow 3-5665

Rowe Speaker Sees Vending Potential in Drive-Ins
Concession buildings, play areas for children and other planned areas were specified as having
greatest drive-in vending potential greatest drive-in vending potential in speech by Rowe Manufacturing Company vice-president Charles H . Brinkmann. In talk to drive-in theater operators Brinkmann said hot sandwich and hot meal venders will probably be located in concession buildings in near future. Candy machines he mentioned as ideal for play areas, and cigarette venders as suitable for other planned areas. Even an outdoor grocery store was spoken of as a group that vending machines ar deal way of complementing and sometimes replacing services of fered customers by drive-ins.
Vending Health Code Team In 2 Midwest Schools
Scientists at Michigan State and Indiana Universities comprise team that inspects new vending ma chines to be sure they meet code established last year by United States Public Health Service. Said Dr. Frank Peabody, of Michigan, The industry is aware of the possibility that food could spoil in these machines and cause sickness. It has taken many measures to pre-


Every child will want this attraetlive

 "Western" tad that"s se seeping the the the
country. Get your machines In Hine nid
matre money with the Lucky Diamond
Horseshoe 510.00 . wimb SIE䟩

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SPRAYON INSTANT
LETS OPERATORS REPAINT VENDING

PAINT Manpou MACHINES, AMUSEMENT GAMES, STANDS, ETC., RIGHT ON THE SPOT.

## No brush, fuss or muas sacorool bomb principle.

Aver mither of quick-dring lasquen and enamelis.
by the case for even greator savings.

| AMELS |  |  |  | LACQUERS |  |  |  |
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| color |  |  |  |  |  |  |  |
| chrome aluminum |  | \$1.40 | 1512.89 | dull aluminu |  |  |  |
| BRITE gold | 116 | 1.40 | 12.69 | FLAT Black |  |  | 3 |
| COPPER PLA | 16 | 1.40 | 12.09 | Gloss Black |  | 1.40 | , |
| medium gra | 116 | 1.40 | 12.89 | gloss White |  | 1.40 | 9 |
| Pink | 112 | 1.20 | 11.45 | gray primer |  | 1.40 | 9 |
| babr BL | 12 | 1.20 | 11.45 | tan |  |  | / |
| A Gre | 12 | 1.20 | 11.45 | navr sl |  | 1.20 | 11.45 |
| chartreu | 12 | 1.20 | 11.45 | Fire reo |  | 1.20 | 11.45 |
| ORY | 12 | 1.20 | 11.45 | forest creen | 112 | 1.20 | 11.45 |
| chio | 112 | 1.20 | 11.45 | gren metallic | 12 | 1.40 | 12.09 |
| maroin | 112 | 1.20 | 11.45 | grey metall |  |  | 12.09 |
| dark blue | 112 | 1.20 | 11.45 | ve metallic |  |  | 9 |
| Vellow | 116 | 1.40 | 12.0 |  |  |  |  |
| MEADOOW GREEN BRIGHT RED | 116 | 1.40 1.40 | 12.89 12.98 | ING |  |  |  |
| orangil | 112 | 1.20 | 11.45 |  |  |  |  |
| Grein | 112 | 1.20 | 1.14 | 2700 W. Lake | , H | Caco | ILL. |

LUCKY DIAMOND HORSESHOE RING!

## News in Brief

the establishment of our testing program. . . There appears to b little danger that food vending ma-
chines are potential sources of chines are potential sources of dis-
ease." Vending machines that heat or cool foods are of particular inter est to the testing team, since spoil
age problem is relatively acute.
Tie-In of Vending With
afety at Conference
Array of vending machines at gineering Conference was
o point up connection of vendin with safety. In opinion of H. F Bailey, local distributor, coffee is a ery important aid to safety in keeping workers in plants awake Council. "If you words of Safety Council, If you have to take one tho numerous coffee machines were tho numerous coffee machines were
on display at conference, hot choclate, milk and other beverage m chines were also present. Hot food vending machines and do-it-your-
self sandwich machine fallowing self sandwich machine (allowing
individual selection) were also repindividual
resented.
Net Earnings of ARC Fel
From 1956 \$1.6 Million
ABC Vending Corporation reported net earnings dropped to $\$ 1,450,000$ from the 1956 figure of $\$ 1,632,172$ ( $\$ 1.62$ a share).
Drop occurred in spite of increase Drop occurred in spite of increase
in total operating revenues to $\$ 56$ in total operating revenues to $\$ 56$ million in 1957 over previous year's figure of \$54,054,539. According to chairman of firm's board, Charles L. O'Reilly, acquisition in October of Confection Cabinet Corporation and a mates involved unusually heavy non-recurring charges. O'Reilly's estimate for 958 's gross operating revenues exdi IBC 10 . Con in titling $A B C$ to operate in entire Lees Coliseum have been signed, geles Coliseum have
according to O'Reilly.

Miscellaneous News From
Around the Country

- Dividend of 15 cents per share declared by Vendo Company March 10, 1958, on common stock of record March 12, 1958 . . . New service manager of Automatic dence, R. I., is Floyd P. Marsden dence, fy field Electric, New Bedford Mas


## N. Y. Charm Mfrs. Plan NVA Party

NEW YORK - The four New York charm manufacturers, Bob and Sam Eppy, are holding a t the Deauville Hotel Miami Beach, Fla., Wednesday (4)
Operators at the National Ven dors Association and their families or the events of the manufacturer will include big-name talent.

## New Oak Vender

 - Continued from page 65Oak's distributors and customer and also answer questions regarding the Oak 2 -cent mechanism which, he said, is a new approach in that price range of vending. The unit, which fits any of Oak's venders, requires that two pennies be inserted at the same time, with a sale being made on one turn of the handle.

| Mabere mal |
| :---: |
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as New Jersey sales manager of United Cabinet Corporation, Pottsville, Pa., recently announced Roy J. Sund elected as a vice-president of American Can Company He was formerly executive vice president of Marathon Corporation efore its merger with Canco in 1957. . . . Flick Reedy Corporation Melrose Park, Ill., has contributed $\$ 1,100$ so far as scholarship fund for priests at Quigley Preparatory
Seminary. Money comes from profits of vending machines in firm plant.

Peanut Stocks Lower
Supply of peanuts in off-farm positions at the end of February otaled 879 million pounds of ing to Agriculture Department Stock is 8 per cent below that hel month earlier, and 12 per cent below holdings a year ago.


## GUMS

SAME FINE FLAVORS, CENTERS and COATING Direct LOW Factory Prices

 F.O.B. Factory 150 Lb . Lots AMERICAN CHEWING PRODUCTS 34 YEARS OF MANUFACTURING 4th G Mt. Pleasant - Newark 4, N. J.

THE KEY to Big Profit is
2 PENNY VENDING


Cet the sensational Northwestern 2 Penny Vender, the key th
those big profits for you.
Don't walt, don't lose those sales. Be,
in on the ground floor. Order today, put a few of these machines on location,
Sut your Noortheester Diatributor or
THE NORTHWESTERN CORPORATION
2484 I. Armstrong St., Morris, Illinois



## ROLLER SKATES

|  <br> ALBERT FISCHER AND CO. <br> 2320 Joyce Avenue, Newport, Ky. |
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AIBERT FISCHER AND CO.

## NVA Effort in Past Yr. Directed At Solution of Assn. Problems

# CHICAGO-Internal reorgani- course, be worked over as they are $\mid$ vending. The problem will be 

ation has characterized the Naonal Vendors' Association in th ear since its last convention. Caustic criticism of its $195^{\circ}$ hicago convention and interna tor level initially sparked an inniry into NVA policies t
ndured thru the months. From the very beginning, conention planning was reorganized order to give this year's eighth nual convention in Miami Beach give operators practical informaon on new developments in the ulk vending industry. Main peeches will center on chain and installation operation, the multi vels higher than a cent. Traditional than a cent
this year is a look to the future. thoroly worked over in open disthis year is a look to the future. cussion. Insurance that NVA offers The Miami Beach convention in- its members has always been tends to arm operators with specific basic benefit that has drawn and
information that can be used as held membership. The Board a guide in making what may well Directors will hammer out a broad be a gradual transition of bulk er insurance policy at the conven more complex vending operations. ship for a vote.

Desirous of a well-romded con-
Desirous of a well-romded conention, the NVA Convention and taxation sanitation standards Committee has also inchided the most basic reasons for NVA's speeches and discussion of bulk existence. An individual operator vending as it exists today. The is relatively helpless when a penny vender is still king in the ernmental body charges that bulk bulk industry. Accordingly, there machines are in principle unsani vill be talks on the optimum meth- tary. He is often helpless when ods and procedures best adopted taxation body asserts that bulk main order to turn in a profit in
face of a spiraling inflation.

The wimner ball may or may not chines are extremely lucrative and should carry a high tax. The pro1 testing wice of a lone operato (Continued on page 71)

## Out of 7 Distribs Claim the Nickel Capsule Is on Decline

Editor's Note: This is the first in a two-part article on the present status of the nickel capsule in bulk vending. This week the outlook of leading distributors thruout the country is presented. Next week the capsule situation in a single city will be detailed along with a spot check of a small group of operators.

By FRANK SHIRAS
CHICAGO--Five out of seven eading distributors in the U.S. elieve that the 5 -cent capsule is n the decline. The consensus of pinion is that apathetic operators round the country put inferior uerchandise in the capsules, and n so doing have lost
hat was once promising Not a single one of the seven istributors believes that the ickel capsule is itself too small or profitable vending. Four distributors believe that high point in capsule vending vas reached some time ago, and hat the popularity of the nickel apsule has dropped off steadily ince that time.
These opinions came to light
in a spot check made by The Billboard of seven widely separated distributors around the country. Said Russ Thomas, Vendor Distributing Company. Memphis, Tenn., the capsule business has fallen off 50 per cent from its peak two years ago. "The manufacturers are not to blame," Thomas said. "It is the operator's poor selection because of pricethey don't buy quality charms. They want to get by as cheap as they can and you cannot fool the public."
"Nickel vending is definitely on the decline," said Everett Graff, Dallas distributor. "I have noticed, however, that there has been an increase in this business where it has been properly handled. But the over-all picture is one of a downward trend." Added Graff, "The man who puts quality merchandise in the 5 -cent machine feels his margin of profit is a little too thin. The man who is using cheaper merchandise is riding for a fall." Bernard Bitterman and Bert Fraga were the only two distributors who felt operators were not using inferior charms.

Moe Mandell, Northwestern Sales \& Service, New York City, is one who feels that the size of the charm used is too small and is responsible for much of the drop in sales He believes the reasons a small charm is used are two-fold: Charms themselves cost too much, and the commissions that the operator pays on a cap-
(Continued on page 69

## NVA Convention Section

Featuring

## A Special Report On Bulk Vending

## NVA REPRESENTS ALL LEVELS OF BULK VENDING

By MILTON T. RAYNOR
Counsel, National Vendors' Association
Just as every well-operated business requires the taking of inventory once a year, we should do the same with National Vendors' inventory once a year, we should do the same with National Vendors'
Association, keeping in mind at all times the organization's over-all Association, keeping in mind at alt times the orga
relationship and duty to the industry it represents.

Ours is a comparatively small industry. With
Ourship and duty the ind
approximately 20 manufacturers and 30 distributors, it, we have


RAYNOR seems to kow exactly how while no one seems to know exactly how many opera-
tors there are. The interests of tied very closely together, since what happens to anyone has a strong potential effect on all of the others.
The close affiliation of interests of all within the industry became crystal-clear with the birth and development of NVA.
It soon became obvious and fundamental that no dangerous issue or problem could be segregated and called, an operator's suan. or a distributor's problem, or much overlapping, too much interlocking and too much intertwining of mutual interests.

The All Are Involved
against operators in tha against operators in Louisiana cannot be isolated or localized. On the contrary, if not overcome and solved, it directly affects manu-
facturers, distributors and operators thrnout the country facturers, distributors and operators truruout the country. The haz-
ards resulting from a tax drive by a District Diructor of Internal
(Continued on page 72)

## A 3,100-Machine Mail Order Bulk Operation That Works

Editor's note: This is the first of a two-part article on a mail order bulk operation. This week the mechanics of the business are detailed while next week the history of the firm and the personalities who have developed it will be presented.
By IRINA M. REBERSAK
CLEVELAND - Ridge Gun Corporation is primarily a mai order operation of approximately
3.100 bulk venders, 70 per cent of 3,100 bulk venders, 70 per cent o which are located in six chains, extending as far West as
and as far South as Florida.
The mechanics of the busines are essentially simple. Bulk mer chandise is sold to the location at a mark-up, which constitues Ridge Gum's profit. Each location has a key to venders on location and keeps all cash. The location real-
izes approximately. a 40 per cent izes approximately a 40 per cent
gross profit in vending the mer-
chandise at the standard penny and down on the profit picture. In nickel levels, said Joseph Rades, addition, the form letter stipulates acting in an advisory capacity to that all machines and safety-type his son and daughter, who re- floor stands are provided at no cently acquired the business. cost to the customer.

Triple Stands
The standard Ridge Gum installation is a triple stand vending 80 -cent gum, 210 -count ball gum and charms, and 5 -cent capsules. The ball gnm and charm maof vended mom $\$ 16$ to $\$ 19$ worth oldended merchandise, which is Rades the location at $\$ 9$, said in 25-pound per pore case. The capsules come in 500 count boxes at $\$ 16$ per bow All merchandise is sold freight prepaid. Terms are 30 days net. Locations are solicited thru mailing lists obtained from various chain drug, dime, variety, department and grocery stores. A form stores, giving a complete break-

The letter also states that the machines may be put on a twoweek trial, at the end of which lume the equipment may be returned, freight collect, if the customer is not satisfied. Altho triple units are encouraged, the location has its choice of single, double or tre instanlations. Machines are, hat only Ridge Gim merehandiso that only Ridge ay be used.

## Internal Check

Altho there is no positive way of knowing whether a location venda only Ridge merchandise, Rades claims that the firm has an internal check based upon average emptying intervals of its venders on a itself service route that the firm (Continued on page 70)

In calculating net profit, do you make a dollar estimate of your own time? Yes No $\square$, $\square$, inchines away from the location? Do you usuall
3. Do you leave post cards and/or your phone number at locations so that you may be contacted immediately in the event that so that you may be contacted immediately in the e
machines unexpectedly break down? Yes No
4. Do vou maintain several test locations at which you try out new merchandise? Yes No $\square$
ardized, clean clothing when B. He rou

Have ou made an attempt to investigate supermarket and multiple installation vending? Yes $\square$ No locations with when requested? Yes $\square$ No $\square$ and 8. Do you keep in contact with other bulk vending operators in Are you aware of the services that National Vendors' Association offers? Yes $\square$ No $\square$ en thoroly clean inside and out? Yes $\square$ No $\square$ material on your machines? (Continued on page 71)

## 

 H HIT MTIWA MAIL ORDER BULK ROUTE COMPRISED OF 3,100 MACHINES is headquartered in building pictured dren of Joseph Rades, who acts in advisory capacity.

# The Multiple Installation 

By FRANK SHIRAS

Multiple - vending installations of two distinct types are proving profitable to enterprising bulk operators thruout the U. S.
One type is commonly the two, three, and sometimes four machine installation that is often put in high-traffic corner and drugstores.
The other type of multiple vending unit is comprised of large batteries of bulk machines, usually located in supermarkets.

Altho the large company emploving routemen is apt to mix these two types of multiple vending, the independent operator seems to concentrate upon one or the other. The big firm has enough capital and manpower to make it feasible to spread out over a very large area, adapting the type of vending to the requirements of the location.

Faced with Choice
But the independent operator appears faced with a choice. If he wants to have big installations, he must do considerable traveling and usually cant be bothered with one-machine stops. On the other hand, in a compact route there just aren't enough big hightraffic locations in which to put many large batteries of machines. As a consequence, the operator seeks out the better spots on his restricted route in which to install small multiple units.
An exponent of the large multiple - vending installation is David Yurmark, Mark Vending Company, Clifton, N. J., who uses them in all his locations, he reports. (See picture.) He says that the spread of his route is so great that a profit couldn't be made if he tried to put single-unit installations in low-traffic spots located along the route.

To make his type of operation profitable, he must generally select locations that will support an installation of 10 machines, altho he will put as few as four units in a location when it is conveniently located. Yurmark reports that last week he was to install an installaof 54 machines in the second largest discount store in the East.
Yurmark generally puts in the same amount of 1 -cent and 5 -cent machines, the latter set on the bottom tier of the stand. The penny machines usually gross 50 per cent more than the 5 -cent venders, and he pays commissions ranging from 20 to $331 / 3$ per cent. In stores having 18 machines or more he finds it necessary to service them every 10 days, altho each month. He reports ball gum and charms are the best sellers in his multiple installations.

Single Units Eliminated
One-machine stops were discontinued by Yurmark two and a continued by Yurmark two and a that the supermarket and big disthat the supermarket and big disable long-range objective in bulk able long-range objective in bulk
vending. He claims that this type vending. He claims that this type of venaing has proved so profiable for both him and the location planned stores to parse room for
multiple installation at the blueprint stage.
Leo King, Lombard, Ill., is an example of the operator who restricts himself to the small multiple installation. (See picture.) On a 700 -machine route, he has 30 unique multiple installations that are located in high-traffic corner and drugstores. Taking a tandard revolving unit of four machines made by a manufacturer, he simply set' a tab-gum machine on top. securing it to the revolving unit with heavy gauge wire.

Varies Fills Seasonally King varies the fills with the seasons. At present jelly beans and gum are selling best in Chicago, he finds. and in a typical installation he has two jelly bean machines, one of Spanish peanuts, and one 210 ball gum and charm machine. King reports that the units are serviced every one and one-half weeks and that the gross ake varies from $\$ 20$ per month to as high as $\$ 70$ per month in exceptionally good locations.
In looking for good locations for these multiple units, King restricts himself to small stores with high traffic in children. Keeping a close watch on seasonal variation, he doubles up on his peanut machines in the winter and on the num units in the hot months King reports that he first began ing reports that he first began five years aro when they first became available from manurac became available from manufacturers.

The Folz Program
Folz Yending Company, Long Island, N. Y., is an extremely
from two to six other machines are mounted with it, Folz reports. But most of the volume picked up on jumbo ball and capsule vender is plus business. The fact that the other units bring down the permachine average is nothing but a bookeeping statistic, in Folz' eyes. He is more interested in profit after commissions, service cost and machine amortization.

Alan Bitterman, son of the Kansas City, Mo., distributor, reports that three quarters of the 550 machine route which he operates is comprised of multiple installa tions. Five unique Bitterman bat teries are made up of 13 machines and are located in supermarkets in the Kansas City area. (See picture.) A cautious businessman Bitterman reports that he will only put one of these batteries in a supermarket if the store grosses more than $\$ 1$ million annually.
Bitterman states that this 13 unit battery must gross $\$ 50$ a month in order to be profitable. Like Folz. Bitterman finds that these machines gross around $\$ 3$ a month. Altho the peanut machine only holds around $\$ 4.50$ worth of merchandise, it nets Bitterman nore per month than the ball gum-baseball unit holding $\$ 20$ in merchandise. The reason for this is that the peanut machine is generally completely empty when the battery is serviced at 25 -day intervals, whereas the baseball unit is only partially empty.

Biggest Money Makers
Aside from the peanut machine 210 count ball gum and charms jelly beans, and 100 -count ball gum are the biggest money


SPECIAL BATTERY: This type of 13 -machine multiple installation is used in five supermarkets by Alan Brafita profitable.
earners, says Bitterman. Tab gum moves the slowest in these 13 -un installations. The typical battery is composed of the peanut machine, a capsule vender, a jelly bean unit, two tab-gum machines a rocket charm vender, the basketball-gum unit, a combina tion post card-ball gum machine two ball gum-charm machines two century ball gum venders, and one unit vending Chicle Treat gum. (See picture.)

The battery is serviced by one man and requires approximately 40 minutes, according to Bitter man. He estimates that a single unit alone requires five minutes to service, which means a saving of 25 minutes by comparison. Bitter man works out of a converted Volkswagen bus in servicing the route. He adds that one of the biggest advantages of the five supermarkets in which he has his 13 -machine batteries is that the are open from 9 to 9 every day of the week.

Four-Unit Consoles
An eight-machine installation broken down into two four-unit consoles is used by Joe Arguelles, Seal Beach, Calif., independent operator. (See picture of consoles in front of store.) Using a wide variety of merchandise, he makes a practice of rotating the fills from one on-location machine to another. He reports that merely putting merchandise in different machines increases the take.
Approximately 85 per cent of Arguelles machines operate at cent, and he generally installs three penny machines and one nickel vender on a single console He reports that the eight machine installation grosses around $\$ 8$ week. A point in favor of multiple installations is that Arguelles.can generally contract to give a 20 per cent commission. With the petal receipts from commissions much higher on a multiple unit as against a single macle unit a agation is apt to settle for the per cent rate.

Advertising Employed
Arguelles' utilizes the console units for advertising as well. (See picture.) This is a very simple and practical way of establishing valuable good will with the tion and simultaneously a method of getting tacit of getting tacit approval of the bulk machines. Psychologically, people are apt to think that if the bulk machines are good enough to carry store advertising they are prorder-line merchandisers that happen to be olerated by the locatio
Carl Hill, Detroit, is an independent operator who sets up hree and four machine installations in a wide variety of locations fectionaries, grocery stores, conectionaries, bowling alleys, vari ety stores, and gas stations. Like Leo King, Hill follows the rule of putting his batteries in spots with
high traffic in younger people.
Hill will often use two machines vending the same type of merchandise in a small battery of machines. This is often done when a particular item moves very fast. Another reason is peculiar to
(Continued on page 69)


#### Abstract

Multiple bulk vending began with the two and three-unit installation. It continues to be profitable in both supermarkets and the smaller, high-traffic corner store. Now a growing number of enterprising operators are learning how to operate big batteries of machines in the larger supermarkets. The story on these two pages details the experience of a number of varied operators thruout the U.S.


## The Multiple Installation

- Continued from pase 68

Jis ronte. It is spread out to the extent that Hill would waste an unnsual amount of time making special trips to locations in which machmes suddent break down. Rather than lose all sales for an Indeterminate period of time, the second machine is employed as a
way of keeping per location reveगue at a maximum.

Time spent servicing machines is so important to Hill that he will install four machines where there used to be two even if the gross take goes up only 50 per cent as compared to the double mit revenue. Says Hill succinctJy, doubling the number of machines means "you double up on your mileage.

Small Batteries
Ilill is an example of the operafor who is specializing in smallfor who is specializing in smail-
battery multiple installations as a baflery multiple installations as a
main source of greater profits. However, he does operate an eipht-mint installation at the Momnt-Clemens skating arena ontside of Detroit. The machines are lined up in a row on top of a glass case displaving skating apparel. The display case is conveniently located near the enfrance and a short distance from the rink's concession stand.

The battery is made up of two ball gum-charm machines and six single vendors- -8 ball gum. combination ball gum-card, capsules, Chicle Treat. rings, and a ball gum-basketball unit. An interestjug comparison with Bitterman's experience is Hills report that the es the most sales. Ball gum and charms
battery.


This eight-machine installation is regularly serviced once a month. Hill's estimates of servicing requirements afford another interesting comparison to Bitterman's report. Whereas Bitterman says that it ordinarily takes five minutes to service a machine. Hill pegs it at 10 minutes. Whereas he former finds that he services 13 machines in 40 minutes, the latter spends close to an hour servicing 8 machines. Perhaps some of the servicing that Bitterman does in the shop Hill performs on location.
distributor who utilizes a multiple installation as a source of steady information that can be passed on to operators is A. W. Vilson, Phoenix, Ariz. He has a battery of machines located on the sidewalk in front of a Phoenix hardware store (see picture) in which new merchandise, machine and ideas are continnously tested. Invented Stand
Wilson has developed a pressed metal steel stand, mounted on casters, which accommodates four machines. The stand opens at the back and is used to store merchandise, while the casters allow the whole unit to be easily rolled into the store at night. (See picure.) Wilson contimously experiments with such ideas as charm display posters, tiny bulbs that burn inside the globes, new products that hit the market, and allweather enclosures for outdoor machines. As an example, he may find that the small bulb stimulates sales of a particular new product. Such information is im-mediatel- passed on to operators.


## Nickel Capsule

- Contimued from puge 67
sule machine are too high. On the whole, concludes Mandell, operators have not been able to continue making a profit high enongh to encourage others to enter capsule vending.

In Close Agreement
Panl Crisman. King \& Company, Chicago, is in close agreement with Mandell. He sats one of the maior reasms the nickel capsule has not been successful in his area is that children soon foum out that they conld get the same charm for a pemy. He estimates the capsule has fallen off 75 per cent in his area.
Crisman also cites the time spent loading the capsinle as a cost that cuts deeply into profits. He agrees with Mandell that there simply isn't enough profit in nickel capsule vending. Dime c.apsule rending is the answer, says Crisman, but it hasn't gone oler.
Bert Fraga. Standard Specialty Company, Oakland, Calif., is one of the two distributors reporting the nickel capsule going very well in his area. He says further that some operators have witched to dime capsule vending and find it increasing their dollar volume.
Jack Nelson. Logan Distributing Company. Chicago, is the sec ond distributor who feels that, if anthing. use of the nickel capsule is increasing in his area. He agrees that operators on the whole we apathetic and tend to use inferior merchandise in their machiens. but reports that he has been working very closely with operators and is begiming to get results.
Nelson claims that the capsule machine must almost always be located in a location where there is high traffic. Seldom, he says, will there be much play on a capsule machine in a corner store, except perhaps at the very beginhing. He feels that operators must also find some way to effectively display the contents of the capsules if thev expect to be success. ful. As a distributor, he savs he encourages operators to make use of display panels, posters and other gimmicks which he claims help sales.


LEFT: Leo King, Lombard, III
to staridard revelving units.

FAR LEFT: Three-machine unit is used by White Vending Compeny, Chicagc, in Walgreen shain.


TESTING STATION: A. W. Wilson, Phoenix, Ariz., distributor, utiizes this installation to gather information that is passed on to cperators. New meichants, machines and ideas are continuously tested at


SPECIALIZED OPERATION: Batteries of machines similar to this ore exclusively-used by David Yurmark, Clifton, N. .. With a route spread


FLANKINC STORE ENTRANCE: Two four-machine conscles e:e employed by joe Arguelics, Seal Eeach, Calif, to insure maximum ercts. Note that location uses senscle stands for advertising. Merchendice is rotated each time tatlory is setvised.

## JOBBERS

## WANTED

with qualified
soses organiza.
Hons to handio
LOW-PRICED
LINE OF
LINEICF
cIGARETTM
CIOARETTM,
VENDORS,
s sizes.
None finer
quality - none
lower in cost1
We also manu-
facture vendora facture ve
for
condy, cookies,
pens, stamps,
pents, stampi,
parfumes.
OVR 26h YEAR !
SHIPMAN MFG. CO.
LOS ANGELES 23, CALIF.

## While "Conventioning" acquaint yourself with tho NEW LIFE \& hospitalization group plan

FOR N.V.A. MEMBERS Visit Sylvan Lipshutz in our Exhibit Room.

## JOSEPH LIPSHUTZ CO.



39 5. La Salle Stroet Chicago 3, illinois Phone: Financial 6-3020

## 3,100-Unit Bulk Operation

## - Contand tom pese or

chain in Cleveland. If a re-order estimates that such an arrangement is not received within a reasonable assures the buyer an extra 8 pe is not received within a reasonable
length of time from one of the assures the
cent profit.
length of time from one of the sent as a reminder.
If there is no response, another form letter is sent requesting that the unit or units be returned Usually, said Rades, the delinquent location is merely failing to properly maintain the machine rather
than actually using other merchanthan
dise.
The customer gets complete parts service free of charge. To eliminate the possibility of further damage to his machines by inex perienced servicing, the location is instructed to return the unit for a new one, freight prepaid both ways. From time to time the unit are refinished the standard Ridge blue free of charge.

Centralized Chains
Ridge Gum prefers to deal with highly centralized chains that main tain their own books down to the last penny. After a short period of time such chains make a close estimate of what a machine should gross in sales over a given length of time. When a particular store begins falling behind, a letter of inquiry is generally sent to the store manager, said Rades. The reason chains are so meticulous is that the hundreds of bulk machines on location thruout the chain turn in a net profit far higher than any other type of goods sold, said Rades.
For big chains, such as Neisner and Daw Drug of Rochester, N. Y. a unique arrangement has proved successful. The Neisner account, for example, was so large that Rades suggested that merchandise be shipped directly to the centrally located Neisner warehouse. Neisner agreed when it realized the savings that could be made by including bulk-vending shipments with normal deliveries to their stores. Rades
ent profit.

## Downtown Store

Rades has not found the high traffic downtown store his mos profitable location, claiming that the predominant adult market does not give the gross sales of the neighborhood store or small community grocery. He states that the grocery in a small town is the best location. It is a place where people tend to congregate and pass the time of day, he says, and in such an atmosphere takes on a bulk machine are at a maximum.
Altho orders come in every day shipments are made twice a week by railway express and parcel post, land are made by company car All aspects of the business are han dled by three people, said Rades his son, Robert, 22 ; daughter Doreen Ann, 19, and one other salaried person.
Altho Doreen continues on in the same capacity with Ridge vum, Robert had previously de
voted his time to training on bulk route operated by himself in Cleveland. Formerly the RRR Gum Company (now combined with Ridge Gum), the machines in Cleveland are set up in the same ferent parts of the country. However, parts of the country. Howwith ball gum is prohibited in Cleveland, machines on location in he city substitute marb


## Bulk Banter

## - Continued from page 65

the past there have been more than 20 exhibitors, but this was only because a number of amuse ment games manufacturers showed their wares. Operator response was oo poor, said Raynor, that ever plain to a prospective exhibitor the ype of operator response he can expect.
Russ Thomas, Memphis distrib made a trip thru the Mid-South erritory last week calling on oper ators. He reported that the pleas ant spring weather made the trip most enjoyable after the dreary winter. . . Max Hurvich, Birming ham, Ala., distrib, visited Meye Parkoff, Atlantic, N. Y., last week Hurvich is en route to Europe and Israel. . . . Harold Probasco, Oak Manufacturing vice-president, and his bride of a month are in Belgium combining the postponed honeymoon with business.
Probasco is conferring with his irm's European distributor, Confi serie Brabo, in Antwerp. Later the Probascos will visit the World's Fair in Brussels, where he will study new ideas for bulk vending Upon leaving Belgium, they wil visit Germany, France, Switzer land and other sections of Europe returning to California around May 15... Condolence is extend ed to Stanley Marquis Oakland Calif., on the loss of his father.

## CIGARETTE MACHINE OPERATORS

Liquidating stock-brand newt Have only the following machines left. All manuaf
with national rejector-slug proof, miiror, capacity 288 packages, either king size or regular.

50 Green $G$ Crey 12 Column-30d
1 Green $G$ Grey 10 Column-Comb
12 Green $G$ Grey 10 Column-Comb. $254 G$ White 7 Column-Comb. $25 \& G 3$
12 Candy Machines (Perny Machines-Baseball Score Came) All carry now maching warranty. Make us an offer-FOB Minnespolis. Write SHERIOAN ENTERPRISES, 711 West Lake Street, 509 Calhoun Building

The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and interest the castomer. The machine provides a fun filled game while it vends ball gum. Adaptable to any seasonal game and also to present Oak equipment.

Contact your distributor or:
 The all-time favorite of the vending business. Vends all 1 c and 5 c bulk merchan dise, including beads. Guaranteed me chanically perfect - the one machin with virtually no depreciation. Today Acorn looks the same as the original.

## OAKS "400"

Capsule Vendor
Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vendor. Vends any denomination from 5c to 25 c .


## ZORRO © RINGS

 ARE HOT!See Guggenheim at the NVA Show


My Crampo has some new gimmicks up his sleve. Said
he'll take ${ }^{\text {em m to the show. }}$ he'll take 'em to the sho
Wait till you see them. they're the greatest! When you're down there at Miami
Beach, May 1-4, go see my Crampa. Grown-ups call him Bill Falk.

## PLASTIC PROCESSES INC.


ave Money!
See You in MIAMI! National Vendors' Ass'n SHOW
Let us show you QUALITY
to increase your sales! PRICED
to increase your profits! "STARBRITE" 210-170-140 BALL GUM

7/8" "KING" solle

CRAMER G(M)MCO.INC.

FOR SALE
populated Midwest cities. Contoct: B0X 926
/. THE BHIBOARD, 188 W, RANDOLPH, CHICAGO 1, HUNOIS.
 - Continued from page 67 rulings on bulk machines? Yes $\square$ No $\square$
sales talk? Yes $\square$ No $\square$ chines? Yes $\square$ No request? Yes $\square$ No $\square$ 17 you haven't tried in the past? Yes $\square \quad \square$
17. Do you carry spare mechanisms so that you
machine repairs on location? Yes $\square$ No $\square$
Yes $\square$ No Yes $\square$ No ㅁ vending? Yes $\square$ No $\square$ your operating methods and procedures.

FOR SALE

$$
\begin{aligned}
& \text { 150 Orieana Street } \\
& \text { East Boston } 28 \text { Massechusetts } \\
& \text { Mber of Notional Vendors' Assn. }
\end{aligned}
$$

9-M Mationals
30c operation. Single price- $\$ 65.00$. Lots of $10-\$ 60.00$.
Write, wire or phone
beacon cigaretie sales co.
3597 Ingleside Rood
Cleveland 22, Ohio

## VENDING MACHINE OPERATORS <br> If You Buy

BALI PENS
$\star \star \star \star \star \star \star \star$ * We Guarantee to $k$ * SAVE YOU MONEY $*$ \& on High Quality Pens $+x$ $\star \star \star \star \star \star \star$ VCheck our LOW-LOW PRICE-

- 24 hour service. We con ship you 150,000 Pens Per Doyt -quaitry that builds sales
Phone, Wire, Write right nowl


## NEW

Hallmark's Ball Pen VENDING MACHINE The greatest innovation in ball pen
Vending. Write for detaih.

## HALLMARK PEN Dept. E

305 East 140th Street New York 54, N. Y.
L_L_L Ot Notional Vendors' Assn

## Bulk Operators Check List

12. Are you thoroly familiar with Internal Revenue Service taxation
13. In getting new locations, have you worked out a systematic
14. Have you ever made an estimate of how much inflation has cut into per machine profits since you began operating bulk ma-
15. Do you always carry several extra machines while on the route in order to be able to immediately add a machine at a location's
16. Have you made attempts to operate in types of locations that
17. Do you pay commissions in folding money whenever possibe
18. If you are not a member of National Vendors' Association, can you give several clear and distinct reasons for not joiningi
19. When people watch you servicing a location, do you take the time to politely answer questions they may ask about bulk

If 18 of your answers to the above questions are YES you are an excellent operator. If 16 are YES you are a good operator. If 14 or fewer of your answers are YES you should carefully re-evaluate


## NOW IS ne mue to oroer <br> YOUR MODEL 14 AUTO-PHOTO STUDIOS <br> FOR THE COMING SEASON. <br> DO IT NOW to insure delivery by May 15th. <br> AUSO-PHOTO GO, Mc. <br> 1100 E , 33 ra Street: Los Angeles 11, Caili.

Be sure to visit BOOTH 31, MOA Convention, May 6-7-8

## VICTOR



## NVA Reps All Trade Levels

## - Continued toom pazs 67

Revenue, if unstopped, are not felt just in that particular district alone, but can easily spread from district to district thruout the country.
Nelting, recognizing these elementary facts, soon became the melting pot of the industry. It is the representative of all phases and segments of the busimess. Formed primarily as an operators association, all levels of distribution threw their support behind it because distributors and manufacturers, whereas the sickness of any operadistributors and manufacturers, wher
tors was a highly contagious disease.

One has but to look at the Board of Directors of NVA to see a complete crossect to find the mear seeking and striving to find the means and the methods to build a better and more secure industry for all

Source of Help
NVA has become the centralized lighthouse, the beacon of hope, for all within the industry. It is the research center, the fountainhead, the source from which all ask for information, relief and assistance-and get it! A distributor in Ceorgia, in Texas and in
Alabama (all within the last 60 days) requested information and Alabama (all within the last 60 days) requested information and help on industry matters, and then depended on the reliability and know-how of NVA to follow thru.

A manufacturer in New York was concerned about a serious issue in Boston and Revere, Mass,, and transferred the entire problem to NVA, safe in the knowledge it would be taken care of. Operators in the Middlewest and in the South recently called for assistance, with fear in their voices, but hopeful that help would
be forthcoming-and it was.
forthcoming-and it was.
This is pointed out not to solicit thanks or to take bows but simply to illustrate the point that the availability of NVA is accepted by all. What was done should be expected as a rontine job within the regular course of duty. The justification for our existence is
to help and service our members and the industry in general help and service our members and the industry in general.
Our success hinges on the alert reporting to us of issues and problems, since by meeting them quickly we can usually get results. To wait ean prove disastrous. This is a partnership that requires action from all parties. NVA needs you to obtain the facts. You need NVA for the knowledge it can apply to those facts. not incrased not increased considerably, the association was able to make many valuable contributions to the industry and its members. and with The pevnote to the future depends upen the unity and co-operation received from all within the industry. With unity our future is secure.

## Three More Fined

 In Philly SwindlePHILADELPHIA - Judge States District Court for the East ern District of Pennsylvania placed $\$ 100,000$ vending machine swindle on probation for two vears and fined them a total of $\$ 1.750$.
The others involved in the altotal of $\$ 34,200$ and placed on probation last February by Judge Allen K. Crim.
A condition of the probation was that restitution be made to the victims of the swindle within two years.
The three all pleaded guilty They are Stanley J. Elkan, Leonard Sloane and Stanford Rifkin.
Federal agents reported that, under the scheme, advertisements were placed in weekly papers beinviting investments of \$640 each. The ads were in the nature of "blue ky" inducements which promised investors that ther would get mapped out routes and 16 vending machines. The Federal agents claimed that all the investors go were the machines, worth $\$ 11.25$ each.
J. SCHOENBACH

For Victor Vending Corp.
Machines, Ports, Globes
Charms, Merchandise Supplies
IS LINCOLN PLACE BROOKIYN 16 N. N. Y. PResident 2.2900

NATIONAL Model 930
CIGARETTE VENDING MACHINES

Only $\$ 75.00$
T. O. THOMAS CO. 1572 JEFFERSON PADUCAH, KENTUCKY
Vending Machinas Since 1931


> Perpetily Recoworiow 0 )
> SILVER KING VENDORS ic or 5 C Bulk $\$ 8.50$ 10 madiness 75 veнонG machules

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 Nome

$\qquad$ Automatic
Merchandiser
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Machines.
Rake Coin Machine Exchange 600.A Sping Garden SL iladebpiaia 23. Pa. Lommard 32975

## VICTOR'S STAN STANDARD TOPPER

 $\begin{gathered}\text { It Ball } \\ \text { Gum Vendor }\end{gathered}$$\$ 13.25 \quad \$ 12.75$ each complete line of victor ProductsBIRMINGHAM VENDING $\mathbf{C O}$.
540 Second Ave., No., Birmingham 4, Ala. Phone: FAirfax 4-7526


# MUSIC MACHINES 

## Detroit, Buffalo Takes Off 15-30\%

## Motor City Ops Sweat Out Slump, Trim

 Juke Buys, Hold Disk Purchases Steady
## by hal reves

Fourth in a series. DETROIT--"Business? nt any! is the discouraging way ompany veteran usiness since the mechanical pi o days of 1921, summarizes Actually, coll Ale down ith perations that did $\$ 10$ o $\$ 12$ a week now down to $\$ 6$ o \$8, he said.
As with other operators, he finds he current slump really dates from
November and December, with a pasic long-range downward trend. He ascribes the drop to general memployment, nationally as well ontributing factor: "We can't africe we have to pay."
(Continued on page 80)

## 400 to Attend

Westchester Ops

## Annual Dinner

SCARSDALE, N. Y. -- A ca pacity crowd of 400 persons is ex-
pected to attend the seventh annual dinner of the Vestchester Operators Guild, to be held May 20 at Holiday Inn here.
Seymour Pollak, general chairman of the affair, announced that Jack Wakefield, popular night club
comic, will preside over the evecomic, will preside over the eve-
ning's entertainment, with dance music provided by Lester Lanin and his ork.
As in the past, entertainment will recording stars.
The committee for the affair includes Nat Bensky, entertainment; Carl Pavesi and Nathan Kadish, tickets; Jim Smith and Harold Rosenberg, souvenir journal; Max
Klein and Pete Rossano, seating; Lou Tartaglia, treasurer, and Malcolm Wein, emsee.
Seeburg Elects Siegel, Coleman
CHICAGO-Herbert J. Siege was elected chairman of the board
and Delbert W. Coleman president and Delbert W. Coleman president
of the Seeburg Corporation, which has succeeded Fort Pitt Industries, Inc. (The Billboard, April 21). Directors also elected Bruce
R.
Jagor, executive vice-president;
$C$ T. McKelvy, vice-president in charge of sales; Fleming Johnson, vice-president in charge of tion; M. W. Kenney, vice-president in charge of engineering; and W.B. of purchasing.
E. N. McCall was elected secretary and Louis Tose, newly elected director, was named treasurer.
Other officers are: William Clark, controller; Norman Peterson, assistant treasurer; Ralph M. Isack Herrick, assistant sales manager and R. E. Lindgren, sales manage


ED RATAJACK

## AMI 1st Qtr. Net Up; Name Ratajack Veep

GRAND RAPIDS, Mich.-Edward R. Ratajack, director of sales for AMI, Inc., was elected vicepresident in charge of sales at the here April 15.
At the meeting, officers and directors were re-elected, and a statement of first-quarter net earnings was presented.
S. J. Allie, secretary, was elected vice-president-secretary. Other officers and directors are:
J. W. Haddock, president and director; C. C. Woolridge, vicepresident and d. G. A. Deady, controller, and P. W. DeGroot, assistant secretary, all of Grand Rapids. Other directors named were F. J.

## Seeburg to Build Cigarette Venders; Buys Eastern's Unit

Machines Will Be Made at Chi Plant; Cash Purchase Price Not Disclosed

снicaco -- The Seburr Corporation entered the vecording to a company statemachine manufacturing business improved machines have been with the cash purchise of the designed by Seeburg engineers so Eastern Electric's cigarette machine line.
The purchase price was not disclosed, altho a company statement said the transaction was for cash. It included all patents, tools and
dies of Eastern's cigarette models. dies of Eastern's cigarette models.
Herbert J. Siegel, chairman, and Delbert W. Coleman, president, made the announcement Wednesday (23).
The machine will be manufacured at Seeburg's Chicago plant. Machines will be sold thru the firm's present juke box distributors. Altho Seeburg did not explain its decision to sell the cigarette machines thru its distributors, Messrs. Siegel and Coleman said that it means that local distributors will and thus service will be quickly available in any location.
They explained that the firm's entry into cigarette vending marks a first step in a diversification plan within the Seeburg structure ties and world-wide channels can be utilized more (Continued on page 75)
ment, the machines "have been
improved mechanically and re-
designed by Seeburg engineers so designed by Seeburg engimeers so product combining both the knowhow of Seeburg and the experience of Eastern Electric.
Seeburg bought Eastern Eleetric's cigarette line from Laurence who owned 100 per cent of the stock. Reiss said per cent of the plans at present for either Eastern's New Bedford, Mass., manufacturing plant or for the future manuacture of the firm's Lunch-O-Mat vending machine, a unit listing for $\$ 3,900$ that vends coffee, milk, hot and cold sandwiches, pastry and ruit juices.
cigarette machine line

## Record Crowd

Attends Runyon
Service School
NEW YORK-More than 70 operators attended the AMI service school conducted by Runyon Sales here Monday night (21). It was the largest turnout the local distributor has ever had for a service school.
In charge of the school was Monty West, factory service engineer. Also from the factory was Art Daddis, sales representative. Hosts were Barney Sugerman, Runyon president; Abe Green and Irv Kemper. Others from the local staff were Marty Dumoff, Artie Berk and Joe Buro. Morris Rood was in Trenton, N. J., on business and could not attend. Gene Daddis and Harold Levine represented Runyon's Newark, N. J., office. West answered questions on old and new AMI models and showed the operators servicing shortcuts. A partial list of operators attendincluded Walt Conrad, Dave Conrad, Bill McCarthy, Bob McCarthy, Murray Cohen, Eddie Cziecka, Nat Teller, Henry Getzoff, Sam Lerner Harold Kaufman, Nat Bensky, Elmer Rowe, John Di Manno, Lloyd Gunn, Sam Matty, Ed Cresenzo, Andy Panko, Sully Budinoff, Walter Shopouick, N. P. Franco, Sy Harber, Leo Rosenberg, Walter Corey and Jerry Basile.
Also Sheldon, Schultz, Irv Klenetsky, John La Rosa, Phil Schwartz, Marty Tobin, John Amato, John Abott, Mike Politika, Mike Mulqueen, Al Butler, Ken Lloyd, Walter Van Wie and Tony Note.

## Wis. Operators <br> Meet April 29

APPLETON, Wis.-The Wisconsin Music Merchants will meet at Alex's Chb here Arvil 29 at noon to discuss the Congressional copyright hearings.
Clint Pierce, Brodhead, operator who is head of the group and a member of the board of Music Operators of America, was schedlast week.

## Glimco Takes 5th 70 Times in 2 Hrs.

## Is Threatened With Prosecution for Contempt of Congress for Records

WASHINGTON - Joseph P (Ioey) Glimco bucked the Senate (24), (24), taking the Fifth Amendment a reported 70 times during a two hour hearing.
Glimeo, recently named president of Teamsters' Local 778 (Chicago taxicab drivers' union) and long a trustee of the local, balked at turning over complete union records of his local to the threatened and prosecution for contempt of Congress

In atition to his
In addition to his union activities -the subject of numerous investi-
gations over the years-Climco is affiliated with the Automatic Pho nograph Distributing Company, Among other distributing firm.
fused to answer a question put by committee counsel Robert F. Kennedy relating to his police record. Kennedy asked is he had been
arrested 36 times and convicted four times.
Glimeo al
whether he knew refused to tel with a number of people including Jake (Greasy Thumb) Guzik Mur ray (The Camel) Humphreys and Tony Accardo. Kennedy said he had been associ
eople and others.
Glimeo was called, according to Kennedy, in connection with the committee's investigation of the
misuse of union funds and union pension and welfare funds.
penision and welfare funds.
Kennedy said the committee was also interested in the infiltration by racketeers of unions and businesses.
He produced about 25 pounds of union records under subpoena, but refused to say if they were complete. He insisted on keeping
the records he presented in his the records he presented in his
own custody while the committee examined them.
Glimeo was given until Wednesday (30) to produce the complete
records on the local's pension and welfare funds.
Apparently, little if anything was asked Climco about his interests in the juke box business.

What's My Line?
At the outset, Glimco refused to tell his occupation. He declined to comment on a statement by Robert Kennedy, chief committee counsel, that he was a close associate of
members of the old Capone gang members of the old Capone gang
and other underworld figures in and othe
Chicago.
Chicago.
The Glimeo probe caught the fancy of newspapers around the
nation, many of which flared the nation, many of which flared the
story in front page headlines. The story in front page headlines. The
four Chicago dailies all carried four Chicago dailies all carried page-one banne
on the hearing.
Glimco said he didn't mind turning over the records to committee staffers, but that he did not want them to fall into the hands of "strangers," such as reporters.
Sen. John McClellan (D., Ark.) committee chairman, offered to se up a 24 -hour watch for Glimeo and said the union official could
si: in the committee office during Si: in the committee office during the day and sleep on a cot in the plans to stay the night after Mcplellan assured him the records would be kept under lock and key.
Kennedy said the records surrendered by Climco were far from rendered
complete.

UNUSUAL OPPORTUNITY
Export sales \& service representative for major manufacturer of mechanical and electronics products to travel Central American countries.

Knowledge of Spanish essential.
Engineering training or equivalent experience required.
Extensive travel; headquarters in New York State.
Submit resume of training, experience and personal background with letter.

Salary open.
Considerable advancement opportunity for right man. All replies will be held in strictest confidence.

Write Box \#927
THE BILLBOARD
188 W. Randolph

Wurlitzer Names Arsem Engineering, Research Manager
NORTH TONAWANDA, N. Y. -The Wurlitzer Company named neering and research at the firm's division here, Ray C. Haimbaugh, division here, Ray C. Haimbaugh; engineering research, announced. Arsem held the same title for cago, since 1955 until joining Wurcatoo,
itzer.

He was de velopment engi-
neer on the proximity fuse project at the of Standards in 1943 and 1944 In 1945 he Victor Division, rine radar sec rine $r$
tion,

## ARSEM

same capacity. He developed new techniques for high-accuracy radar riginal planning for the AN/CPS 10 radar system.
In 1949 Arsem jonned the Gen eral Electric Company Electronics Laboratory in Syracuse. He was re sponsible for the development and system evaluation of the Hermes missile guidance systems. From
1951 to 1953 , he headed the mag1951 to 1953, he headed the mag netic materials application section at GE. From 1953 to 1955 he was manager of adyanced product de velopment, GE's Electronics Laboatory.
At Stewart-Warner, Arsem directed the engineering staff in projects which included military communications, IFF equipment, automatic direction finders, radar altimeters and data processing sys tems. Commercial products included automatic sortation equipment, facsimile systems and craft electronics equipment.
Married, Arsem has three daugh ers and a son.

Wurlitzer Hosts
Ops at Eastern

## Service Schools

NORTH TONAWANDA, N. Y -H . W. Peteet, field service engihas been holding a series of operafor service schools in the Eastern erritory.
In the past few weeks Petee had training sessions for Sandy Moore Distributors Corporation at the Freeport and New York City,
N. Y., offices. These were followed N. Y., offices. These were followed
by a school for Music Distributing by a school fo
in Pittsburgh.
On April 1, Peteet conducted a school at Music Distributing Company, Philadelphia. The course included instruction on mechanism, sound system, coin slug rejector and registration and other features of the new Wurlitzer console line. Additional Wurlitzer schools are being planned for the weeks ahead at Charleston, W. Va., for Cruze
Distributing Company, and in Newark, N, Y, for Bilotta Enterprises, Inc.

## Capitol Projectors Sets MOA Exhibit

NEW YORK-Capitol Projecturer, will kiddie ride manacTest Pilot and new musical tapes for Peppy the Clown at the Music Operators of America convention in Chicago, May 6-8.
Manning the Capitol booth at and Leo Willens.


A JUKE BOX IS A STAR of a Bangor, Me., TV program. Jim Winters,
of "Club 58 ", a teen program of Bangor's Station, WABI-TV (1) emsea of "Club 58 ," a teen program of Bangor's Station, WABI-TV (1.),
is shown with Joseph Clazier, of Automatic Music Company, of that city, is shown with Joseph Clazier, of Automatic Music Company, of that city who has loaned the machine for use by the station on the program. High

## Stand. Financial Ops in Five

 Ark. Counties Look to DimeMEMPHIS--George Sammo president of Sammons-Penningt Company, phonograph distributo
in the Mid-South, prompted sprea of dime play in six Arkansas cou of dime play in six Arkansas co
ties last week in a meeting ties last week in a m
10 Arkansas operators.

The operators talked over t prospects of 100 per cent di play in the following counties: Francis, Lee, Woodruff, Phillip Cross and Crittenden.
Sammons said some dime pla had been in the counties, but was spotty, and hoped that the would all be 100 per cent soor
This could make Central and Eas ern Arkansas almost solid on dim play.
Sammons, in a talk to the grou prior to the decision, pointed the increase in operating costs 1958 compared to 1939 . Operato still on nickel play in 1958 had difficulty in seeing the great ference in their business.

Changing Costs
Sammons made these points: truck in 1939 could be bought $\$ 750$, now it costs $\$ 1,800$ in 1939 now it varies a gallo cents in States, but an average 42 to 34 cents; a mechanic in 193 drew $\$ 1750$ a week now a mum of $\$ 75$ week, often more. mum of s. week, often more. Records in 1939 cost 21 cent
wholesale, and now the operato wholesale, and now the operato
pays 60 cents for them, Sammon continued. The phone was $\$ 2.5$ continued. The phone was
in 1939 and now a business phon is $\$ 70$ to $\$ 80$ on the average Tires cost $\$ 5.50$ in the average 1939 and $\$ 1$ Tires cost $\$ 5.50$ in 1939
to $\$ 20$ each now, he said.
to $\$ 20$ each now, he said. chipped in and paid for a news paper ad, the same one Sammon paper been asking operators to us before making a conversion. Th ad shows a nickel dressed man, with hands and feet.

He is shaking hands with a smal nickel candy bar and says, "The may as well take me out of circu lation. You and I are all they go left since the juke boxes went to
dime." ad points out that the phonograph operators have beer the last to make the increase, lon (Continued on page 75

## GO <br> MODERN BUY WURLITZER

FOR SALE
2
1
1
Soebburg
Sels
R $@$ @
PATTON MUSIC CO.

## Coin Collections

- Continued from page 73
operators feel that their problems won't be solved until the employ ment situation returns to normal Dime Play
Meanwhile, the move toward dime play in juke boxes is helping out somewhat. The transition here has been slow but gradual, with an estimated 75 per cent of the Nev York machines on dime play

About 50 per cent of those machines still on 5 -cent play are old 78's which are about ready for the scrap heap. When these are replaced, the ci

## Seeburg Vender

- Continued from page 73
included three models, all electric-ally-operated. The Electro, a 22 column, 561-pack unit, vends regular and king-size cigarettes at 25 $30,40,45$ and 50 cents, and listed at $\$ 299.50$. The Electro-800, a 22 column, 800 -pack machine, vends at $25,30,35,40,45$ and 50 cents, and listed at $\$ 299.50$. The Stylist, a 520 -pack unit, listed for $\$ 255$

The Seeburg Corporation was formerly known as Fort Pitt Industries, Inc. (The Billboard, April 21), the latter a firm which bought the J. P. Seeburg Corporation for a reported $\$ 10$ million.
Now at your AMI distributor's!


Every element-styling, easy operation,
fast servicing, trouble-free maintenance - carefully designed to give mount the financest, most profitable juke box in the world. 1 Incorforated

## ASCAP Fights

- Continued from page 2

Reindeer") and others testified that the royalty they got from sale of records was small in comparison to that from performance.
ASCAP songwriter - publishers like Bonnie Bourne claimed they spent substantial sums promoting their songs but got "no exploitation" from juke play; Mrs. Bourne said her firm paid over $\$ 130,000$ plug their records in 1950 to ord royalty during that time.
Stuart Hamblen tossed some colorful testimony, as a cowvpuncher turned songwriter and publisher of "This Ole House," juke box favorite. He called the juke industry a "parasite" on the music world and said Congress hould amend its 1909 mistake and hould amend its 1909 mistake and emove the "performance royalty exemption. "Congress can't alway Herman Finkelstein Hersel "where, ASCAP torms over enacting lare always storms over enacting legislation to make users pay copyright owners. against juke exemption testimony arlier hexe exemption given at Congress Quing Librarian of kelstein told O'Mahoney he had never been able to sit down and talk terms with the juke operators, and the chairman promptly told him to "submit what you feel is a fair schedule, and this committee will pass it on to the operators." ASCAP would consider maxi mums like those proposed last year by the National Licensed Beverage Association, naming approximately $\$ 15$ annually for average juke operator, said Finkelstein. But, he added, "we are opposed in princi ple to a satutory fixed rate." SPA counsel John Schulman testified for the bill, saying that private property rights must

## Arkansas Ops

- Continued from page 74
after soft drinks, telephone, shoe shine, cigars, ice cream cones and many other items which have gone from a nickel to a dime since the end of World War II.
Title of Sammons' talk was


## Name Ratajack

## - Continued from page 73

Quinn, New York; J. S. Smith, Philadelphia, and H. E. Sweeney, Deroit.
Net earnings after federal income taxes (unaudited) for the first quarter were $\$ 66,138$, or 28 cents per share, compared with $\$ 65,918$, or 30 cents per share for the comparable period last year. "The lower per share figure this year reflects the 5 per cent stock dividend recently declared by the firm, according to a company statement.
At the meet, Haddock said that altho sales for the first quarter vere higher than for that period last year. heavy expenses attendproduct, the AMI washer, are reflected in the earnings figure." The new washing machine is currently being marketed in several major cities.
A company statement concl.ded: A company statement concl.ded: the recession might make inroads n domestic business, Mr. Haddock aid that the company's extensive development of export markets was proving a stabilizing factor."
served in music as elsewhere. Juke operators can't claim, after the past 10 years of Congressional hearings and argument, that they went into the business innocently sure that the exemption in the copyright act wan.
"How to Go to Dime Play to Be Successful." He has addressed several other operator
the past several years.
the past several years.
Sammons outtined
Sammons outlined in his talk how the change should be discussed with the location owner and how to explain it to the public so they will understand the neces-
sity for it.
Operators at the meeting were: M. L. Armstrong, Armstrong Music Co., Brinkley; Olan Jackson, Jackson Amusement Co., Brinkley; Edward Schubach. Schubach Music Co., Helena; Nathan Wheeless, Service Amusement Co., Jonesboro; Fred Swan, Swan Amusement Co., Forrest City; Mrs. Deloras Bokker, Bokker Amusement Co., Forrest City; Bill Poland, Poland Music Co., Forrest City; Wayne Cartiller and Lloyd Barber, B \& C Music Co., Forrest City, and N. E. Adams, Adams Amusement Co., Forrest City.

SAVE MORE MONEYMAKE MORE MONEY
Subscribe to the Billbourd toDAYI

## FOR SALE MUSIC MACHINE ACCESSORY

Secured by inventory, tools, dies and fixtures, and exclusive right to manufacture in a non-competitive field. $\$ \mathbf{5 0 , 0 0 0 . 0 0}$
Sales in excess of $\$ 65,000$ in 1957 with little promotion.
Investment includes parts for 1,000 units which will practically return investment.
If immediate purchase is If immediate purchase is
made, will include present $\$ 10,000$ order, of which $\$ 3,000$ has already been paid.

Wrife BOX \#925
c/o The Billboard
188 West Randolph St.
Chicago 1, Illinois

## SHEBURG OWNERS Moed

## 50c <br> EXTRA PLAY BONUS MEANS LARGER COLLECTIONS!

## THE ROYAL 50c UNIT AVAILABLE WIth National rejector and IMPROVED COIN SEPARATOR.

Tested-Thousands in Use!
Not a Kit-Install on location in minutes.
No Wiring, Soldering, Drilling.

## Now only 4 49 ${ }^{50}$

ROYAL MFG. CO.
1360 Howard Street


## AMUSEMENT MACHINES

76 THE BILLBOARD
Communications to 188 W. Randoiph St., Chicago 1. III
APRIL 28, 1958

## Colorado High Court Am. Shuflleb'd Supreme Court Gets Nixes Pin Seizures

## Rules Games Cannot Be Confiscated if

 Op Is Unaware of Over-Counter PayoffsDENIER - Colorado's Su- El Paso County. The High Court preme Court ruled Monday (21) opimion came following an appea that a pinbail machine not brongh wy a payoff device earlier decision in the El Paso oould not legally be seized and deowner of the machine ice if the aware it was being used with "over the counter" payoffs.
The ruling concerned 10 pinbal machines seized by the sheriff of

## New Distribs

To Specialize
In Arcade
DETROIT - Something new In the coin machine business-a in service for Arcades, particularly being opened on the road, month by the new Seway Coin Machine Company.
Showrooms are being established at 8534 West Vernor Highway, across the street. Seway will feaacross the street. Seway will feationing of equipment for Arcade operators.
Owner of the firm is Alvin R. Young. who has been in the coin machine business himself here for about nine years, operating a rout
of games. In addition, he has background for a thoro understand ing of the problems of the Arcade operator, including the need for cetting up the show. Young io setting up the show. Young is op Edgewater Amuy Arcades at bo Edgewater Amusement Park, De
troit, and Motor City Park, Dear born.

## N. Y. High Ct. Halts AAMONY On Elections

NEW YORK-The Associate Amusement Machine Operators of New York was enjoined by a Ne York State Supreme Court fro holding elections until a nomina tions meeting is held. The organiza tion had held nominations on Feb ruary 13, but four AAMONY members sought to have these nomina tions set aside, charging that the nominations were not held in ar cord with the group's constitution.
Supreme Court Justice Spector granted a temporary injunction to the four plaintiffs, Ray Knoss,
Charles Morrell, Irv Fenichel and Jack Gavarin.
The injunction provides for "restraining the holding of an election
until such time as the defendant until such time as the defendants
call a meeting for the nomination officers and directors, whic meeting shall be held within 10 to be settled therein.

In addition, the order shall pro vide that the records of the mem bership shall be available for in spection at the meeting to deter mime whether the candidates nomi standing as required by the in good tution." as required by the constiearier decision in the El Paso
County District Court of Judge John M. Meilke.
The sheriff, Earl L. Sullivan, had sought a court order in 1955 for permission to destroy 11 pinball the Colorado Springs area.
In the earlier suit, Judge Meilke held that only one of the machine owners actually knew that his machine was being used as a gambling device, and that only that
owner's machine could be destroyed.
The District Court acknowledged that all the machines were being used as gambling devices
and for gambling purposes by the operators of the varions places of (Continued on page 79)

## DOUBLE IN DIMES

 petitive coin games are currently once standard single-player games are now in the minoritynew models introduced.
New single players, in the past, have generally outnumbered twoplayer models at least two-to-one. But this year two-player-andBut this year two-player-andversed the figures.

## versed least ing new

currently on the market are two-
player or over. This does not in

## Trend to Two-Player, Competitive Games Is Here-Likely to Stay

CHICAGO--Two-player, com- clude the new pool game models the brand new types of games in

## layers or more

## Among the multi-player games ont exception,

## are the shuffle bowlers, which

 have featured six-player scoring for years; the new ball bowlers, which ollowed the scoring system of the cames, which now five-ball pin cames, which now are split about player new model introduFrom the Start
But the impact of the trend to
But the impact of the trend

## 13 Amusement Firms Slate MOA Exhibits

CHICAGO--Thirteen firms are scheduled to exhibit coin-operated amusement games and kiddie rides at the Music Operators of America Show here May 6-8 at the Morrison Hotel. More may be added be-
e convention time
About the same number of firms exhibited amusement pieces at las
A smaller variety of equipment pieces are expected this year than games were number of brand new last year's displays included new Arcade machines.

## State Officials

Order Chicago

## License Check

## CHICACO - Coin

 amusement games and juke boxeon location here and in Cook County are due to pass a further icensing test.
State officials last week ordere more diligent check on un Over the past on locations. Over the past several weeks, a
good number of local operators have been hauled into court for

## If there is any emphasis in this ear's exhibits, it may be in the

 kiddie ride field, where at least four firms are slated to show theirride lines. Among them. Capitol
Projector Corporation, ride lines. Among them. Capitol
Projector Corporation, the Tusko (Continued on page 84) highe quickly made up for (Continued on page 84) higher grosses.

## Witsen Arcades Operate At Brussels World Fair <br> \section*{PHILADELPHIA -- Abe Wit- terback, 13 pin games, 18}

 sen, president of InternationalScott Crosse, reports that his two and 1 Gramdma.
Also 2 Motoramas, Peppy the

Clown, Metal Typer, Auto Test, | arcades at the Brussels World's Clown, Metal Typer, Auto Test |
| :--- |
| Fair are in full operation, with 274 |
| Continued on page 84 | pieces on location and another 2.) on the

States.

Virtually every type of American game is on location, and several
new games are being shown for he first time in Europe
The largest Arcade-Groot Luna
park-has a new Rock-Ola juke ox, an Autophoto, Voice-O-Graph,
Midget Movies, 4 kiddie rides Midget Movies, 4 kiddie rides Bally Champion Horse, Police ike, Hot Rod and Toonerville

## Kaye to Exhibit Line at MOA

## NEW YORK -- Irvin" Kave

 local game manufacturer, will exhibit his new Hockey Came at the hibit his new Hockey Came at the
Music Operators of America Conention in Chicago, May 6-8.
Kave will also show his han Kaye will also, show his hand
ryer, Competitor and El Dorado dryer, Competitor and El Dorado
pool tables, and Melody Towers, a


Brief Filed for Toledo Operator Cites 'Two Important Constitutional Questions'

By DELORES NEWCOMB o., pinball ope

WASHINGTON - A second petition asking the U. S. Supreme Court to review the Ohio Supreme Court decision upholding a ban against pinballs in several Ohio cities has been filed here.
The brief, filed with the U. S available to the press last week (24) says the question of whether pin-balls can be outlawed simply because they could be used for gambling is an important one and and a substantial amount of prop-

The brief was filed on behalf of Toledo operator Don Feak by At torne- Dan H. McCullough, Toledo. It is similar to the ons filed
earlier this month for Ray Benjamin earlier this month for Ray Benjamin
and G. D. Ferguson, Columbus,

In the Toledo case, the City Council in April, 1956, declared it was "prejudicial to public morals and contrary to public welfare to
operate pinballs, and made it unoperate pinballs, and made en uin-
lawful to "own, possess, exhibit, operate or permit operation or ex-
hibition" of pinballs. Toledo operaors appealed in common pleas court of Lucas County, and a tria judge ruled ownership of the ma-
chines was not in violation of the chines was not in violation of the ordinance, since there was no evidence that the machines in ques-
tion had been used for gambling Toledo City took the case to the Appeals Court. The Appeals Court aversed the trial court, holding it chines had been used for gambling, since there was a possibility that machines could be adjusted so as o permit their use for gaming Operato
ors then filed an appeal
(Continued on page 82)
500 Players
Participate in

## Shuffle Tests

UNION CITY, N. J.-Nick Melone, of the American Shuffleboard Company here, reports that some 45 teams and 500 players participated in the recent American Shuffleboard Tournament in Seattle.
The tourney was held at the Kirkland Civic Center, with tho semi-finals on April 13 and tho finals Wednesday, (23) televised were used in the tournament.
The long-board tournament gets under way in Seattle May 2, with he finals on May 4 also scheduled to be televised. Some 27 teams
and 300 players are expected to and 300 players are expected to
participate in this tournament. Six participate in this tour
boards will be used.
Melone said that the Seattlo station plans to have regular weekly shuffleboard telecasts next season. He announced that Charles Miller, A\&M Distributors, Racine, Wis., and Pete Amon, Allied Vending, Youngstown. O., have been named as distributors.

## National Bows

New Shuffle

## Game at MOA

ORANGE, N. J.--The National Shuffleboard Company will bow its new Satel-lite 16-foot shuffleboard at the annual convention of the Music Operators of America, May 6-8 in Chicago.
Feature of the new game is a liming device which allows the operator to set play from 5 to 20 mally impossible to makes it virsully impossible to use the playing pires.

| (Continured on page 83) |
| :--- |

# 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.
(For 10-week period ending with issue of April 28, 1958)

## MUSIC MACHINES



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 ayerage indicates the price level at which most of the machines are advertised "hi. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" on "distressed" equipment.

|  | Hieh | Low | $\begin{gathered} \text { Meas } \\ A_{1} \mathrm{z} . \end{gathered}$ |
| :---: | :---: | :---: | :---: |
| Rio (11/53 | 55.00 | \$ 25.00 | \$ 35.00 |
| Singapore (10/54) | 65.00 | 25.00 | 55.00 |
| Stardust (14/56) | 150.00 | 90.00 | 135.00 |
| Starlet (11)/55) | 125.00 | 85.00 | 115.00 |
| Tahiti (8/53) | 35.00 | 35.00 | 35.00 |
| Triple Play $18 / 55$ | 85.00 | 55.00 | 85 |
| Tropicana 11/551 | 65.00 | 65.00 | 65.00 |
| Tropics 17/551 | 85.00 | 35.00 | 35.00 |
| WILLIAMS |  |  |  |
| Armv G Nave 1 | 3500 | \$ 35.00 | 35.00 |
| Bir Ben (9/54) | 115.00 | 115.00 |  |
| O. D $19 / 53$ | 8000 | 80.00 | 80.00 |
| Colors 111/541 |  | 110.00 | 00 |
| Daffy Dertv 18 | 75.00 | 75.00 |  |
| Dealer ' 21 ' 12 '5 | 55.00 | 55.00 | 55.00 |
| Deluxe Raseball | 12500 | 75.00 | 25.00 |
| Disk Iockey 111 | 40.00 | 4000 | 40.00 |
| Eirht Ball 11/521 | 35.00 | 35.00 | 35.00 |
| Four Corners 111, | 40.00 | 4000 | 40.00 |
| Fairwav (6/53) | 59 no | 50.00 | 59.00 |
| Grand Champion 18 | 60 no | 35.00 | 0.00 |
| Gun Club 111/53 | on $n$ n | 40.00 | 90.00 |
| Hayburner (6/51) | 5, 00 | 50.80 | 50.00 |
| Hong Kono $110: 5$ | 5500 | 55.00 | 00 |
| latopy 18/511 | 40 n | 40.00 | 40.00 |
| King of Swat | 17500 | 175.00 | 75.00 |
| Lazv O 12/541 | 35.00 | 35.00 | 35.00 |
| Lu Lu (1)-54) | 17500 | 750 | 00 |
| Niftv (12/50) | วn $n$ O | 200 |  |
| Nine Sicters 11 | 10 nn | 75.00 |  |
| Peter Pon $14 / 551$ | $145 . \mathrm{n}$ | 110.00 | 145.00 |
| Ouartarback $110 / 49$ | 8500 | 8500 | 85.00 |
| Race the Cinck $11 / 55$ | 190.00 | 5.00 | 155.00 |
| Raco-Moo 5 Ball $111 / 5$ | 49.00 | 49.00 | 49.00 |
| Rainhow 5 Ball $111 / 481$ | 245 nn | 12500 | 25.00 |
| Regatta (10/55) | $150.0 n$ | 110.00 | 145.00 |
| Screamo (4/5.4) | 75.00 | 75.00 | 75.00 |
| Sen lorkevs 111/511 | 27500 | 275.00 | 00 |
| Silver Skates 17/53) | 50.00 | 50.00 | 00 |
| Singanore (10/54) | 55.00 | 55.00 | 5.00 |
| Skv $\mathrm{W}_{\text {av }}$ (9/54) | 6500 | 65.00 | 00 |
| Soark Plup 110 | 30.00 | 30.00 | 00 |
| Spitfire (2/55) | 1350 | 7500 | 15.00 |
| Star Pool $110 / 5$ | 950 | 5 no |  |
| Struasle Birasin 1 | 55 no | 55.00 | 55.00 |
| Stuafest (3/52) | 45 no | 45.00 | 00 |
| Twentv Grand (17/52, | 5 ncm | ก. 0 |  |
| Times Snuare ( 4 :5 | 550 |  |  |
| Thunderbird (5/54) | 118 no | 11000 | 110.00 |
| ren neuces 18:551 | 165 nn | 150 On | 0 |
| Super Worid Seriec (14 | 60 no | 60.00 |  |
| nderland | 135.00 | 135.00 | 00 |
| SHUFFLE CAMES |  |  |  |
| Ace $B$-uler ' CC, $19 / 501$ <br> $\$ 29500 \quad \$ 95.00 \quad \$ 19500$ |  |  |  |
| Advanco Bowler |  |  |  |
| 15.531 | 135.00 | 135.00 |  |
| American Bank <br> (Amarican Shuffleboard) |  |  |  |
|  |  |  |  |
| (5/52, | 750.00 | 225.00 | 225.00 |
| Arrow (CC) | 27000 | 21500 |  |
| Banner (U) 18/54) | 15500 | 15500 | Co |
| Bikini (K) (6/54) | 19500 | 175.00 |  |
| Bonus Bowler (K) 13/5 | 190.00 | 5.00 |  |
| Bonus Score Bowler |  |  |  |
| (CC) (4/55) | 195 nn | 95 |  |
| Bowlette (G) 17.501 | 24500 | 245.00 | 00 |
| Broadwav. Allev (U) | 225.00 | 225.00 | 225.00 |
| Canital Deluxe Shuffle |  |  |  |
| Cames | 435.00 | 5 |  |
| Capitol (U) (6) | 235.00 | 195.00 | 225.00 |
| Carnival (K) (5/53) | 125.00 | 45. | 00 |
| Cascade (U) 12/53) | 7500 | 75.00 | 5.00 |
| Century (K) $16 / 54$ ) | 145.00 | 14500 | 145.00 |
| Champion (B) 15/54 | 300.00 | 25.00 | 195.00 |
| Chief (U) $111 / 531$ | 115.00 | 115.00 | 115.00 |
| Classic (U) 16/531 | 140.00 | 50.00 |  |
| Clipper (u) $15 / 55$ ) | 385.00 | 215.00 | 00 |
| Clipper Deluxe (U) (5/55) | 210.00 | 195.00 | 195.00 |
| Clover Shuffle (U) (1/53) | 125.00 | 3950 | 75.00 |
| Club (K) (4/53) |  |  |  |
| (11/54). | 25.00 | 120.00 |  |
| $(11 / 54)$ |  |  |  |
|  |  |  |  |
| $\mathrm{Criss}^{\text {Crosss }}$ (11/5) |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Criss-Cross Target Regular (CC) |  |  |  |
| Crown (CC) (4/53) |  | ${ }_{90.00}$ |  |
| Diamond (K) $15 / 531 . . .235 .00{ }^{\text {a }}$ |  |  |  |
| Domine (K) ${ }^{\text {( }}$ (5/53)Double Score (C) |  |  |  |
|  |  |  |  |
| Feature (CC) (7/54) | 275.00 | 125.00 | 185.00 |


|  | High | Low | Ava. |  |  | Mean |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Fifth Inning Deluxe (U) (6/55) |  |  |  | Tenth Frame Bowler (CC) . . \$ 95.00 <br> Thunderbolt (CC) ...... 250.00 | $\begin{array}{r} \$ 40.00 \\ 155.00 \end{array}$ | $\begin{array}{r} \$ 60.00 \\ 210.00 \end{array}$ |
|  | \$110.00 | \$110.00 | \$110.00 | Triple Score Bowler |  |  |
| Fireball (CC) (11/54) ${ }^{\text {a }}$. | 125.00 | 125.00 | 125.00 | (CC) (6/53) $\ldots \ldots . . . \begin{array}{r} \\ 65.00\end{array}$ | 65.00 | 65.00 |
| Flash (CC) (9/54) ... | 175.00 | 175.00 | 175.00 | Triple Strike Bowler (CC) 210.00 | 175.00 | 175.00 |
| 8 Player (CE) (9/51) | 85.00 | 50.00 | 50.00 | Venus Deluxe (U) (3/55) 350.00 | 225.00 | 275.00 |
| Gold Cup (CC) (7/53) | 155.00 | 75.00 | 115.00 | Victory Bowler (B) (5/54) 295.00 | 145.00 | 195.00 |
| Gold Medal (B) (3/55) | 185.00 | 175.00 | 175.00 | Vinus Bowler .......... 150.00 | 150.00 | 150.00 |
| Hi Speed Triple Score (CC) $(8 / 53) \ldots$ | 60.00 | 60.00 | 60.00 | ARCADE EQUIPMENT |  |  |
| Holiday Match Bowler $\text { (CC) } \quad(9 / 53)$ | 215.00 | 175.00 | 215.00 | Code: AP-Auto Photo; B-Bally; CC-Chicago Coin: Ev-Evans; Ex-Exhibit; G-Genco; Gb-Gottlieb; K-Keeney: M-Int'I |  |  |
| Hollywood (CC) (5) | 230.00 | 195.00 | 225.00 |  |  |  |
| Imperial (U) (9/53) | 85.00 | 60.00 | 85.00 | Mutoscope; R-Roovers; S-Seeburg: Sc-Scientific: Sh- |  |  |
| Leader Shuffle Alley <br> (U) $(11 / 53)$ | 195.00 | 125.00 | 165.00 | ting. |  |  |
| League Bowler (U) (1/54) | 250.00 | 95.00 | 165.00 | ABT Challenger (5/46) ...\$30.00 AA Gun (K) ('48) ....) 99.50 | $\begin{array}{r} \$ 25.00 \\ 99.50 \end{array}$ | $\$ 25.00$ 99.50 |
| League Bowler Delu |  |  |  | All Star Baseball (W) ..... 100.00 | 100.00 | 100.00 |
| (U) $14 / 54)$ | 195.00 | 100.00 | 145.00 | Atomic Bombers (M) .... 125.00 | 100.00 | 125.00 |
| Lightning (U) (2/55) | 145.00 |  |  | Auto Photo (AP) ..... 2295.00 | 1595.00 | 1695.00 |
| Lightning Deluxe <br> (U) $12 / 55$ ) | 295.00 | 275.00 | 275.00 | Anti Aircraft $\cdots \cdots \cdots \cdots 9.99 .50$ | 99.50 | 99.50 |
| Magic (B) 112 | 155.00 | 145.00 | 145.00 | Air Raider (K) ('48) .. 125.00 | 125.00 | 125.00 |
| Manhattan 10 Frame |  |  |  | Air Hockey ............ 175.00 | 95.00 | 175.00 |
| (United) | 85.00 | 85.00 | 85.00 | Air Footbali . . ........... 225.00 | 195.00 | 225.00 |
| Mars (U) (1/55) | 190.00 | 145.00 | 145.00 | Balloonamat Capitol P |  |  |
| Mars Deluxe (U) | 395.00 | 185.00 | 245.00 | (1/55) ............. 195.00 | 195.00 | 195.00 |
| Match Bowl-A-Ball |  |  |  | Baseball (Sc) .......... 95.00 | 95.00 | 95.00 |
| (CC) $(8 / 52)$ | 70.00 | 45.00 | 45.00 |  | 175.00 100.00 | 175.00 175.00 |
| Match Pool (Ge) (2/54) | 60 | 60.00 | 60.00 | Basketball (CC) . . . . . . . 175.00 | 175.00 | 175.00 |
| Mercury (U) (12/54) | 145.00 | 145.00 | 145.00 | Basketball Champ (CC) . 125.00 | 125.00 | 125.00 |
| Mystic Bowler (B) $(12 / 54)$ | 355.00 | 325.00 | 355.00 | Bat-A-Score, Sr. (Ev) |  |  |
| Mercury Deluxe 11th Frame (U) | 295.00 | 235.00 | 245.00 |  | 95.00 275.00 | 95.00 275.00 |
| Name Bowler (CC) |  |  |  | Big Broncho (1/51) .... 325.00 | 325.00 | 325.00 |
| (1/54) | 50.00 | 50.00 | 50.00 | Big Inning (B) (47) .... 125.00 | 125.00 | 125.00 |
| Official (U) $15 / 52$ ) | 85.00 | 60.00 | 75.00 | Big League Baseball |  |  |
| Olympic (U) (8/54) | 75.00 | 75.00 | 75.00 | Big League Baseball |  |  |
| Original ...... | 95.00 | 50.00 | 70.00 |  |  |  |
| Pacemaker (K) (9/53) | 85.00 | 149.50 | 50.00 |  | 175.00 | 145.00 |
| Palisade ( K ) | 55.00 | 55.00 | 55.00 | Big Top (C) Bingo (6) | 175.00 | 235.00 95.00 |
| Playtime Bowler (CC) $(10 / 54)$ | 175.00 | 175.00 | 175.00 |  | 300.00 | 325.00 |
| Rainbow Shuffle Alley <br> (U) $(8 / 54)$ | 125.00 | 125.00 | 125.00 | Broncho Horse (Ex)$(10 / 47)$ . $375.00 \quad 375.00 \quad 375.00$ |  |  |
| Rocket (B) $(8 / 54)$ | 95.00 | 95.00 | 95.00 | Card Vender (Ex) $\cdots$. . . 50.00 | 45.00 | 50.00 |
| Royal (U) (8/54) | 190.00 | 75.00 | 110.00 | Carnival Deluxe (U) . . . . . . 295.00 | 150.00 | 245.00 |
| Score-A-Line (CC) |  |  |  | Carnival Gun (U) (10/54) 165.00 | 100.00 | 145.00 |
| 硣 | 245.00 | 225.00 | 225.00 | Carousel ( Se ) (11/54) . 325.00 | 325.00 | 325.00 |
| Shuffle Alley Deluxe |  |  |  | Champion Baseball (G) .. 175.00 | 150.00 | 175.00 |
| Player (U) | 85.00 | 30.00 | 60.00 | Champion Hockey ('46) .. 100.00 | 100.00 | 100.00 |
| Shuffle Alley 6 |  |  |  | Coon Gun (S) . . . . . . . . 145.00 | 135,00 | 135.00 |
| Player (K) | 85.00 | 45.00 | 55.00 | Coon Hunt (\$) (2/54) .. 150.00 | 75.00 | 145.00 |
| Shuffle Alley 10 |  |  |  | Dale Cun (Ex) ........ 85.00 | $25.00^{\circ}$ | 65.00 |
| Player (K) | 95.00 | 50.00 | 60.00 | Defender (B) ('40) .... 150.00 | 125.00 | 125.00 |
| Shuffle Alley 11th Frame. | 33 | 150.00 | 195.00 | Derby, 4 Player (CC) |  |  |
| Shuffle Alley Deluxe |  |  |  | (3/52) ............. 125.00 | 125.00 | 125.00 |
| 11th Frame (U) | 325.00 | 175.00 | 255.00 | Drivemobile (M) 17/54) .. 158.00 | 150.00 | 150.00 |
| Shuffle Pool (Ge) ( $11 / 53$ ) | 75.00 | 50.00 | 50.00 | Jungle Cun (U) (7/54) , 135.00 | 135.00 | 135.00 |
| Six Player (CC) | 50.00 | 45.00 | 45.00 | Kicker G Catchers ...... 52.50 | 52.50 | 52.50 |
| Six Player Deluxe (K) | 65.00 | 40.00 | 45.00 | K O. Fighter . . . . . . . . . . 150.00 | 150.00 | 150.00 |
| Six Player Deluxe (U) | 65.00 | 40.00 | 45.00 | 500-Shooting Callery (Ex) 11000 |  |  |
| Six Player 10th Frame (U) | 75.00 | 55.00 | 70.00 | (3/55) ............ 110.00 | 100.00 | 100.00 |
| Speedlane Bowler (K) | 185.00 | 185.00 | 185.00 | Flash Hockey (Coinex) |  |  |
| Speedy (U) (8/54) | 135.00 | 135.00 | 135.00 |  | 75.00 | 99.50 |
| Star, 5 Player (U) (7/52) | 95.00 | 34.50 | 45.00 |  | 49.00 | 95.00 |
| Star, 10th Frame (U) |  |  |  | Football (M) (CC) | 175.00 | 175.00 |
| (9/52) | 75.00 | 75.00 | 75.00 | Goalee (CC) $(1 / 46) \ldots$ | 95.00 | 110.00 |
| Starlite (CC) (5/54) | 150.00 | 125.00 | 125.00 | Gun Patrol (Ex) $(5 / 51) \ldots$Gypsy Fortune Teller $\ldots$. | 95.00 | 95.00 |
| Super Bonus Deluxe (U) | 425.00 | 345.00 | 275.00 |  | 10.00 | 10.00 |
| Super Frame (CC) (5/54) | 125.00 | 95.00 | 95.00 |  | 195.00 | 195.00 |
| Super Match Bowler (CC) |  |  |  |  | 65.00 | 65.00 |
| (10/52) | 75.00 | 50.00 | 55.00 | $\begin{array}{lllll}\text { Hi-Ball (Ex) } & (2 / 38) & \ldots & 65.00 \\ \text { Hockey } & \text { (CC) } & \ldots . . . & . & \\ \text { He.00 }\end{array}$ | 65.00 | 65.00 |
| Super Six (U) (3/52) | 100.00 | 29.50 | 75.00 |  | 75.00 | 75.00 |
| $\begin{aligned} & \text { Targette (U) } \\ & \text { Targette Deluxe } \\ & \text { (U) } \end{aligned}$ | 125.00 | 95.00 | 95.00 | Home Run. 6 Player $\text { (CC) } 13 / 54 \text { ) } \ldots \ldots .995 .00$ | 95.00 | 95.00 |
| (8/54) | 320.00 | 95.00 | 195.00 | Jack Rabbit (Amusematic) |  |  |
| Team Bowler (U) $(1 / 54)$ | 95.00 | 95.00 | 95.00 | ('46) . . . . . . . . . . . . . 125.00 | 125.00 | 125.00 |
| Team Bowler (K) (10/52) | 75.00 | 49.50 | 50.00 | Jet (B) ................. 110.00 | 110.00 | 110.00 |
| Tenth Frame (K) | 75.00 | 35.00 | 60.00 | Jumping lack (C) $(11 / 52) \quad 85.00$ | 35.00 | 75.00 |

Thunderbolt (CC) ....... 250.00 $\begin{aligned} & \text { \$ } 155.000^{\$} \\ & \\ & 210.00\end{aligned}$ Triple Score Bowler

Tiple Strike …..... 65.00 $\begin{array}{lllll}\text { Venus Deluxe (U) ( } \mathbf{U} / 5 / 55 \text { ) } & 350.00 & 225.00 & 275.00\end{array}$ | Victory | Bowler (B) | $(5 / 54)$ | 295.00 | 145.00 | 195.00 |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Vinus Bowler | $\ldots$ | $\ldots$ | $\ldots .$. | 150.00 | 150.00 |

## ARCADE EQUIPMENT

|  | Hish | Low | Mean ATs. |
| :---: | :---: | :---: | :---: |
| Jet Gun (Ex) (12/51 | \$110.00 | \$ 75.00 | \$110.00 |
| Jet Fighter (W) (10/54) | 225.00 | 100.00 | 195.00 |
| Lite League (W) (2/54) | 125.00 | 75.00 | 125.00 |
| Lord's Prayer (M) (6/56) | 195.00 | 195.00 | 195.00 |
| 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 | 95.00 | 125.00 |
| $\begin{aligned} & \text { Midget Racer (B) } \\ & (11 / 56) \quad \ldots \end{aligned}$ | 250.00 | 250.00 | 250.00 |
| Midget Skeeball (CC) | 125.00 | 125.00 | 125.00 |
| Mills Scales | 65.00 | 35.00 | 50.00 |
| Panoram (Mills) | 395.00 | 295.00 | 325.00 |
| Pennant Baseball (W) | 100.00 | 100.00 | 100.00 |
| Periscope (CC) | 95.00 | 95.00 | 95.00 |
| Fhotomatic (M) (1/50) | 350.00 | 250.00 | 350.00 |
| Photomatic Deluxe (M) $12 / 36$ ) | 245.00 | 245.00 | 245.00 |
| Pistol (CC) (1/49) | 75.00 | 65.00 | 75.00 |
| Pistol Pete (CC) | 99.50 | 45.00 | 75.00 |
| Pistol Target Skill | 15.00 | 15.00 | 15.00 |
| Pitch'm \& Bat'm ( 5 ) | 195.00 | 190.00 | 195.00 |
| Polar Hunt (W) | 225.00 | 210.00 | 225.00 |
| Pop Up | 20.00 | 20.00 | 20.00 |
| Quarterbacks (C) 19/55) | 195.00 | 55.00 | 125.00 |
| Ranger ( K ) | 295.00 | 250.00 | 295.00 |
| Rapid Fire (B) | 125.00 | 110.00 | 110.00 |
| Rifle Callery (G) $16 / 54$ ) | 175.00 | 150.00 | 150.00 |
| Round the World Trainer (CC) ( $10 / 53$ ) | 345.00 | 345.00 | 00 |
| Royal Mustang Horse | 375.00 | 375.00 | 375.00 |
| Satari (W) (2/54) | 15.00 | 175.00 | 195.00 |
| Set Shot Basketball (Munves) $\quad(6 / 52)$ | 250.00 | 250.00 | 250.00 |
| 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 <br> (W) $(5 / 55)$ | 195.00 | 95.00 | 125.00 |
| Silver Bullets (Ex) $111 / 49$ ) | 195.00 | 95.00 | 125.00 |
| S K Grip Vue | 30.00 | 20.00 | 20.00 |
| Silver Cloves (M) | 175.00 | 145.00 | 175.00 |
| Six Shooter (Ex) | 95.00 | 75.00 | 95.00 |
| Skee Ball (W) 18/361 | 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 |
| Sky Gunner (CC) | 125.00 | 125.00 | 125.00 |
| Sky Rocket (C) 15/55) . | 210.00 | 195.00 | 210.00 |
| 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 .... | 150.00 | 125.00 | 125.00 |
| Speed Boat (B) (7/53) | 325.00 | 275.00 | 325.00 |
| Sportland (Ex) (11/51) | 150.00 | 150.00 | 150.00 |
| Sportsman (K) (11/54) | 195.00 | 150.00 | 150.00 |
| 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) | $120.00$ | 120.00 | 120.00 |
| Steeple Chase | 395.00 | 395.00 | 395.00 |
| Strike-A-Lite (ABT) | 195.00 | 195.00 | 195.00 |
| Submarine (K) (1/42) ${ }^{\circ}$ | 125.00 | 125.00 | 125.00 |
| Super Home Run (CC) $(3 / 54)$ | $125.00$ | 95.00 | 125.00 |
| Super let (CC) (4/53) | 175.00 | 175.00 | 175.00 |
| Super let (CC) (8/53) | 295.00 | 295.00 | 295.00 |
| Super Pennant (W) | 75.00 | 75.00 | 75.00 |
| Super Slugger (U) (7/55) | 275.00 | 275.00 | 275.00 |
| Telequiz (1/49) (T) .... | 95.00 | 50.00 | 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 ( Cb ) | 25.00 | 25.00 | 25.00 |
| Treasure Cove (Ex) (6/55) | 325.00 | 195.00 | 225.00 |
| Trigger Horse (E) 17/53) | 395.00 | 395.00 | 395.00 |
| Undersea Raider $12 / 461 \ldots$ | 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 |
| Wizzard Whiz | 25.00 | 18.00 | 20.00 |
| World Series (W) (4/51). | 60.00 | 50.00 | 50.00 |
| Zingo (1/51) (U) | 65.00 | 65.00 | 65.00 |



ONLY THE BILLBOARD -
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## State Officials

- Continued from page 76
lack of city licenses on some heir coin games, even for lack of ID cars on the machines. (Actually icenses to be exhibited on the machines, the ID cards are not by law required to be displayed on the machines.)
Seventy-two Slate sales tax in eas deputy tire by Andrew Fas to check on all the machines to determine if they should be State licensed.
State's Attorney Benjamin Ada mowski drew attention to un loss of city State and federal tax revenues, the previous week
The city ordinance requires li enses on all coin-operated ase ment devices, while the State lav pinballs jun ree specific typesoard or bowling devices. Juke The city law requires the oper or of the machine to buy the this obligation on the location this obligation on the location
owner.




## Attack O'Mahoney Copyright

okesmen including Ham- of industry money to songwit Coffen, including Ham- of industry money to songwriters and George Miller president does popularize music, according to Music Operators of America, performers and songwriters themO'Mahoney to consider the selves. 4. Costs and bookkeeping AP record of monopoly deal- involved in dealing with three li igs and the "vast" amounts of censing societies would leave fey oney-18 per cent of its revenue
available to ASCAP for any court
quent loss to songwriters, the pub-
lis, the location owners, and pub Traditional juke arguments for only juke outlet for their music O'Mahoney opened the hearing Operators are small businessmen rising expenses, making under saying briskly: "I hope the 000 a year, and would be and settle it very quickly." But the
2. Multiple record-buying tenor of the hearings underwent a
operators gives a fair share

## SaNDLER'S SPECIALS

Seeburg V-200's ...... $\$ 575.00$ AMI 6 200' Wurliter 2000's ...... 775.00 Wurlitier 1900's ...... 750.00 Wurliter 1800's Wurliter 1700's

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Write or phone for prices

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## Colorado Court

- Continued from page 76
owners had them placed and from where they were seized. But the court said the pinball machines had no payoff deviess; that the payoft was made by the operator of the place of business; that such machines were not gambling machines per se, and that only machines used for gambling "with the of the owners" could be ordered of the own
destroyed.
The State District Court held that the State attorneys had failed that the State attorneys had falled
to prove that the owners of the machines knew they were being used illegally.

The 10 machines will go back to their owners, the Modern Music Company, E \& M Music Company, Pikes Peak Music Company and the Independent Amusement Com-
pany. All are Colorado Springs pany.
firms.
nit him to membership. O'Maho ney seemed amazed: "Why wouldn't they let you in?" Said Alexander: "No reason was given, altho he was a professional songwriter when he asked admission. Alexander said he fared no beter as publisher member of BMI for even years, up to 1951 , when is whole return for those years "was only $\$ 20$ " in performance royalty. He later sued and got an $\$ 18,000$ settlement from BMI, he said.
As a publisher member to SCAP, when he was finally aditted, Alexander had great sucess with pop hit "Cry," Johnnie Rays big hit song. But performRe fees on it were only $\$ 5,000$, plus an equal "bonus amount," he and foreign rights brought his firm over $\$ 130,000$ on the song in 1952 The Columbia-Ray recording alone brought in $\$ 30,000$ in record roy alty on the one song, said Alexan
The songwriter asked O'Maho ney's committee to "look into the whole question of licensing organizations" before endangering hit songwriters' record royalty on juke boxes, favor a blanket licensing mount under a blanket licensing by the big organizations.

## Chaffetz's Question

Juke manufacturer spokesman Chaffetz also demanded of the committee: "Where are the ASCA publishers? Why do they hide behind a stream of ASCAP composers who come here pleading that "no previous committee" which had been given all the facts on the had been given all the facts on the "reported out a bill." A new angle was introduced by Dr. Douglas Moore, chairman music department of Columbia University, when he said jukes would
one day be playing serious svmone day be playing serious symphonic and even operatic selecGershwin and Leonard Bernstein had brought popular and serious music writing very close. Performance royalty on juke play would aid the serious composers, he felt, by indirection.
Hearing schedule for Friday (25) listed, among opponent witnesses Allen, MOA counsel Nicholas E. Allen, Airm of Armour Herrick Kneip of firm of Armour, Herrick, Kneipple and All defense here. Also for Friday, Albert S. Denver, presi Friday, Albert S. Denver, pres
dent of N. Y. Music Operators and several operators from acros the country.
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| :--- | :--- | :--- |
| Criss Cross Targette. 100.00 | Keeney National |} Genco Match Pool .. 60.00 Keenoy Speediane $\begin{array}{ll}\text { Genco Shuffle Pool. } 50.00 & \text { Century } \\ \text { Genco Skill Ball }\end{array}$ Genco Skill Ball .... 169.00 United Team C.c. Bowling Team.. 245.00 United

Seeburg M. M 100 A $\qquad$ 14 Ft . Bowlers



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## Detroit Grosses Off 15-30\%

 - Continued from page 73 poiting economic trends is ing base of the lon critical position. Mayor Miriani ad- vestment, less confusion for the mits an unemployment figure of customer in making the selection, 14.5 per cent. Some sources say and fewer "dead" records on the two out of 10 workers are unemployed, with real relief not expected before late fall or next year Difficult conditions in the auto industry are the biggest single factor in this dismal situation.Reports of juke box collection slumps range from 50 per cent up to a few firms with no drops or actual upturns. Richard V. OMea ra, manager of Music Systems, See-
burg distributor, estimates the av erage drop at around 15 per cent Symptomatic of conditions, he points to reports of 46,000 homes up for sale locally
Said O'Meara: "The progressive operator is taking care of the location that is taking care of him; that is, he is giving them equipment according to what it pays. This policy is paying off, because it enables the operator to keep the bread-and-butter stops.
A hopeful sign was an increase of abont 10 per cent for the St Patrick's Day weekend, noted Lin den F. Bush, of Bush Music Company, who reported general collec pany, down 15 to 18 per cent from a year ago. He said significantly a year "dime. play is holding up just that dime play is holding up just a little better."
Erwin B.
Erwin B. Moss, of Moss Music Company, who reported a 20 to 25 per cent drop, summarized reports from bar owners that their business has dropped 50 per cent. he found that this represented both fewer people in fepresented both ly taverns, and less spending by ly taverns, and less spending by those who do turn out. Bush noted city area, has spread to remote city area, has spread to remote suburbs, up to 50 miles. Restaurants are holding up much better than bars," Moss commented. An analysis that offers hope is suggested by Carl Angott, of An-
gott Distributing Company, Wurgott Distributing Company, Wur-
litzer distributor, who finds no really significant fresh recession The drop in collections started December, 1956, he said. Speaking as an operator, he said the
drop is about 20 per cent and drop is about 20 per cent and
staying at that level, with no drop recently
switching equ the situation by switching equipment on locations, Angott said. Probably some op
erators felt they couldn't afford erators felt they couldn't afford
it." There is no set pattern. "If
it you can improve a location, you put some new equipment in, and stuff" in other locations. "You can keep your drop at a minimum if keep your drop at a minimum if add new equipment, and switcl Incidene said
Incidentally. Angott feels that number are locations, tho fewer in number, are spending about as Fifty-cent play has been a hel something to meet the slump an gott says "If you're slump, Anmachine on 10 -cent play and vou give them nine for a half dollar there is an incentive that brings in play we wouldn't have at a dime
Decals are used to advertise 50 cent play on machines, and this, he notes, is almost the same as nickel play (an estimated 40 per cent of this firms units are on
dime play, the rest on nickel). He says that this step has probably increased play 15 per cent.
Locations generally are not asking for special concessions, accord ing to the consensus of report Angott notes, "If you keep your equipment up, they re satisfied.
He notes significantly that more He notes significanty that more here. There have been operators who have successfully switched

## Building good will, giving the

 best available record selection, and keeping in close touch with the customer to ascertain and meet his needs are the only positive steps have much value in fighting the slump.Sirocuse says that, with an estimated 80 per cent of local juke boxes no nickel play, there is no pressure to drop prices, but commission pressure is different. want more mones," tho bad they of intense local competition, "we are up so far now there is no more While there is no location demand for nickel play, there is distinct demand for dual pricing vith EP's, says O'Meara. The EP or two set-up operate at 15 cent operate at a dime in these locations He feels that the 50 -cent chute means virtually nothing here.
Civing good quality service is bout the only effective way to
Moss, who stresses that even merchandising posters cannot be suitmane placed on new models be
Bush places the accent on programming to meet the slump, not lso that, from his experience in lso operating a retail record store bargain prices are not the answer When times are a little tough, locations figure that if all the rec ords were new, they d take in more
money," he says, and tries to keep money," he says, and tries to keep
as many new records on as posas ma
New record purchases have been affected variously by the slump, as operators have often continued to give as good service as ever. Fig ures are spotty. In two of the largest one-stops. Music Systems reports record sales about even with last year. while Angott reports that in recent weeks some two-thirds of operators have started to cut costs by reducing purchases. This reduction is apparently among smaller or perhaps less firmly established operators
Every music operator queried in this survey indicated his own record purchases were holding up with no significant change, and Sirocuse
pointed out that this was an inescapable part of the overhead cost of doing business and providing proper service regardless of play.
The situation on new equipment sales is radically different and paraquestioned said that, reversing their position on records, they were slowposition on records, they were slowtho the effect in any individual case probably is not yet cumulatively heavy.
At the distributor level, however, the picture is very encourag mg, with reports of total machine be due to the entry of new opera tors into the busincss in some part But, some suggest this sepin paradox is more likely to be the result of differences in the the ritory picture, with up Siate sale in distinction to Detroit, reporte quite good
Thus Angott reports new ma
year ago, reflecting per cent over a and the appeal of new models.
At Music Systems, sales are rumning just slightly behind 1957 simply because last year showed startling 30.7 per eent increase over 1956 to set a new high. The rend here is to the larger multiselection models, with only a relaelections sold number of the 100 tually none being sold now.

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## How to Parry Arguments

- Continued from page 65
you something." If spoken in the There is one owner objection right way, Nelson claims that such that simply cannot be met, said an opener immediately puts the Nelson. Sometimes a relative of the location owner at ease and arouses location owner win when that is In filling out the sales pitch, the case. Velson advises operators velson advises operators to concen- to quictly put the demonstration trate on a bulk machine's advan- machine imder their arm and leave. tages: The location pays nothing; When he was operating a route customers serve themselves, and doring his student days, delson refrom the machine are all net profit. store owner who would permit a It is at this point, says Nelson, machine in competition with a relthat the location owner will typically state that it's a good idea but he just doesn't have room. Hivdifferent places where a bulk machine can conveniently be located, the operator quickly points them the operator quickly points them
out. If the store owner then objects that there is already a machine in the store, the operato should explain that he plash dise in fair competition, says Nel son. On Commissions

On Commissions
Vending Machine Strike Settled on Gotham Subways In dealing with the objection high enough, Nelson advises oper high enough, Nelson advises oper- On strike were 70 servicemen ators to point ont not ony that who fill the peamnt, chewing gum. that there is little else sold in the The new contract calls for pay store that will net the location a increases of $\$ 4$ a week for the 25 per cent profit. This argument first year and $\$ 2$ a week each for nsually convinces a location, said
Velson, expecially when the Aeson, espectally when the operwill turn in a profit from unused space.
One of the most difficult objections to parry is the owner's flat statement that he doesn't want kids hanging arotnd the storepenny candy being sold, he can point -out that a brk machine will eliminate a good deal of these over-the-connter sales. He can also
explain that chains and supermarkets have bulk machines, arguing that efficient chains wouldn' tol-
erate them if they were merely a erate then

Velson also advises operators to point out that, if anything, a bulk machine tends to keep children concentrated in one spot in the store. If the machine is located near the exit, so much the better, says Nelson, as ehildren wouldn't be as apt to wander around looking for something to spend their petinies on.

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## Second Pinball Petition

## - Continued from page 76

with the Ohio Supreme Court. of law guaranteed by the 14th That court dismissed the appeal Amendment in that it establishes a and overruled the alternate motion conclusive presumption that a pinof operators to certify the record, ball machine which can be used for
and denied a petition for rehearing. and denied a petition for rehearing. gambling purposes is in fact used The Ohio Supreme Court did not for such purposes. 2. Does the write an opinion.
Brief filed with the U.S. High Court last week for the operators says the action of the Ohio High machines without regard to the Court raises "two important consti- question of whether they are used tutional questions" -1 . Does the To- for gambling.
ledo ordinance violate due process
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Space Ranger Space Ship .... $\$ 250.00$
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Construction! " Beautiful Pa and Construction! Beautiful Plastic
Speckletone Lacquer Finith-Cold-color
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rate, Fast, No-stoop Cue Ball Retura rate, Fast, No-stoop Cue Eall Retura.

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position or Slate Top. Chaico of position or Slate Top. Chaico of "Double-
Dime" or 255 Chute. $74^{\prime+} \times 42^{\prime \prime} \times 33^{\prime \prime}$ sire.
See Your Distributor or Wri

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Barnival. . $\$ 300^{.00}$
NOTE: ALL BINGOS ARE IN WORKING CONDITION. ALL CABINETS HAVE BEEN CLEANED AND RAILS SCRAPED. GOOD SHAPEI WRITEI WIREI Phonet todayt


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| National Bows <br> Continued from page 76 | minutes or cut dewn to as little as 5 minutes. <br> The game is one-piece solid con- | run of from 750 to 1,000 a month scheduled. Price has not been set, but it will probably be between |
| :---: | :---: | :---: |
| in the center of the playing surfac as soon as play is over. The inser tion of the proper coin depresse the obstructions level with the playing surface, allowing the game to begin. <br> Dime Play <br> Units leaving the factory are se for 10 -cent play and a 15 -minute game. However, the coin mech anism can deliver two plays for dime, and the timing mechanism can be extended to as much as 20 | easier delivery and installation. Total weight, including electric scoreboard, is 450 pounds. <br> Playing surface is pressed wood, while the scoring surfaces at either end are on multi-colored plastic. To speed the scoring, the corners count for four points each. The previous models had top scores of three for an individual shot. The rail is black and gold. <br> Production is scheduled to get under way in early May, with a |  |

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Newest Thrill-Packed Adult Skill Game

Player actually drives miniature Truck across playfield with realistic Steering Wheel . . . pushes discs over rollovers and into slots to score. Exciting "Outer Space"
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See It at the M.O.A. Show BOOTHS 32 TO 43

United's New 3-Dimensional Shuffle Game

## SHOOTING

 STARA REAL 2-PLAYER GAME

Players Alternate Each Frame

UNITED MANUFACTURING COMPANY
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## MOA Exhibits

- Continued from page 78

Corporation, Bally Manufacturing Company, and Paul W: Hawkins Compans.
Pool games are to be shown by Valley Sales Company and Irving Kave Company, Inc.
Shuffleboards will be the prime exhibit of American Shuffleboard Company and National Shuffleboard Company.
Amusement games will be the attractions at the booths of United Manufacturing Company, Bally, Williams Mannfacturing Company, Chicago Coin Machine, and Ad-
vance Automatic Sales Company vance Auton
(distributors).
Auto-Photo Company will display their coin-operated photo machines.
Fewer new pieces of equipment are expected to be unveiled this year as compared to last.

## Witsen Arcades

- Continued from page 76

Candid Camera, Sidewalk Engineer. Ten Strike, Round-the-World Trainer, Four-Player Derby, Genco Champ Pitch 'Em and Bat 'Em, two Four Baggers, Coalie Air two Four Baggers, Coakie. Air Hockey. two Kings of Swat, C.rane, Set Shot Basketball
In addition, 25 new Williams and Bally games are en route from the United States, including the Bally Trophy: Bowler.
The Klein Lumapark has a new Rock-Ola. 6 Rotomint machines, 6 pin games, 6 gun games, a Crandma, Motorama, Peppy the Clown, Sidewalk Engineer and 67 diggers. Managing the Arcades is Armand Zimmernan, Witsen's Antwerp distributor.


WOW I
EVERY ONE A WINNER!
NEW-BALLY TROPHY BOWLER
NEW-BALLY SKILL POOL
NEW-BALLY NEW GUN
NEW-BALLY NEW BASEBALL
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| Perfect Machines <br> WILIAAMS PEPPY <br> 10195 CHI COIN STEAMSHOVEL. 135 GENCO CUN CLUB, New. Phone |
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## YOU Can Bank ON A (Bally. Game

##  <br> New streamlined easy-to-install cabinet. New quiet alley. New foul-light protects equipment from abusive play. New extra husky pins. 4-inch rubbet or hard ball. Popular $7-10$ pick-up. <br>  <br> 2-FOR-QUARTER

## All-Star DELUXEBowler

 Super-Boaler New instant-loading ball-gun doubles dimes-per-hour earning power. Get your share, get ALL-STAR DELUXE BOWLER with or without Free Play, and Match Model, SUPER-BOWLER.
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## MISS AMERICA <br> 2 Cards . . . 10 Magic Lines ... <br> 4 sets of Advancing Scores <br> Corner Scores . . . Extra Balls <br> ... 2 Extra Time Rollovers <br> . . all add up to profit-packed <br> play-appeal.

## TARGET-ROLL

Fastest comperitive. play money-maker ever built! High. score plus new Match-Target feature gets continuous repeat play. See TARGET-ROLL...

## SKILL-ROLL New Type Skill Game Compact Size and Low Price Permit Blanket Coverage

Player rolls coin along tricky tracks. 100 per cent skill; welcome in all territories. New look gets immediate attention on location. Fast action. Big earning power. Simple mechanism, minimum servicing. Very compact; requires only 15 in. by 26 in. floor space. Easily, quickly installed. Low-priced to permis blanket coverage of territory with minimum investment. Choice of nickel or penny play.
and see!





1
"MUSIC FOR EVERYONE"
Current releases on singles are programmed under appropiate classifications in the lower display panels. Show tunes, all-time favorItes, jazz and classics-avallable principally on EP albums-are programmed in the brilliantly illuminated upper display panel.

INCREASED EARNINGS
Because Seeburg Music Systems are equipped with DUAL PRICING the operator is compensated for the additional time re: quired to play EP album records (two tunes per side).



The 5 sesuan $161^{\prime}$


The $\sum$ esauana $2011^{\circ}$


[^0]:    Clashing Opinions on Juke Royalty Exemptions Aired Before Solons
    Both sides of the controversy surrounding pro posed juke pertormance royaties have lieen
    sounding off at lencth before the Judiciary Subcommittce headed by Senator O'Mahoney The juke operators have been pleading a slrinkling revenue picture and other problems with the ASCAP members plunking for songwriter share in every possible source of
    royiltics. The fireworks are still going on. royaltics. The fireworks are still going on. Pase 2
    "Music Man" Pulls Guarantees And Loot From $\$ 1.9 \mathrm{~S}$ Labels
    Frank Music Corporation, pubbisher of the score of the smast musical The Music Man has set a new pattern for show publishers with the garnering of guaranteed sales and loot in frowt from low-price LP lines who
    record tumes from the score. ........ Page 2

[^1]:    ANCHOR SUPPLY CO., INC. EVANSVILE,INDIANA

[^2]:    Surprisingly, tumbleweed dislayed in a box-like case, captured he imagination of visitors to the U. S. pavilion. The tumble weed o suggest strongly the broad expanses in the U.S.

