NVA CONVENTION ISSUE

Featuring

A Special Report on Bulk Vending

Begins on Page 67

PRICE:

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) APRIL 28, 1958 (HP)

See U. S. Pavilion Top Fair Feature

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

ble things going for it. Chief among

these is Circarama, the 360-degree

motion picture developed by the

Walt Disney Studios in Hollywood.

The color film, which runs 19 minutes, gives a capsuled view of

the U.S. and is all-powerful in its

U. S.'s "Unfinished Business." an

exhibit which, in humility and can-

dor, depicts some of the jobs that

remain to be done in the U.S. in

such areas as slum clearance and

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

Spec in Two Colors

figured to come out second best to

the paylions (and their exhibits)

will get a heavy play. Prices at

are high. Space, moreover, in the

restaurant and in the bar, situated

equivalent of 60 cents to reach the

The 334-feet high Atomium,

The Russians probably will

racial problems.

Too, there is the exhibit on the

By HERB DOTTEN

BRUSSELS -- Which features at the Brussels World's Fair here will be the most outstanding for the full run of the 186-day exposi-

Based on observation during the early days of the fair, here are the outstanding features and how they will be rated closing day, October

First, the Pavilions (and the exhibits in them) of the 40-odd participating countries, with the U. S. Pavilion (and its exhibits taking top honors).

Second, the Atomium, the fair's striking symbol, a spectacle by day, a far greater spectacle by night.

Third, "Happy Belgium," the re-created Belgium town of the turn of the century.

Fourth, the entertainment and

amusement attractions.

Even at this point, with at least certain to remain. 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 the restaurant in one of the five present exhibits will add greatly to balls which comprise the symbol their total sock effect.

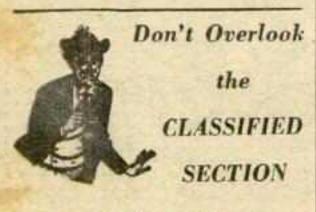
It is but natural that interest should be centered in the buildings in still another ball, is limited, so of the U. S. and Russia. The com- that patronage in both will not petitive struggle for No. 1 position bulk large in numbers. However, among exhibiting nations is lost to there will be many who pay the none of the fairgoers.

Since the formal opening, both top of the Atomium. And, there countries have added to their ex- will be many more who will be hibits. Women's apparel and huge struck by the appearance of the displays of food stuffs were added symbol. At night, the five balls, by the Russians. And, the Ameri- aluminum in the daytime, are cans have added some exhibits. In both instances, these exhibits were planned for the opening but there were delays.

Now, the two countries are assessing the merit of the individual exhibits. Certainly, the Americans will make some changes. Some of their exhibits are knockouts. Others -principally some of the static one-are lacking.

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

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



this issue

'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 etching of the massive Berlioz "Requiem" at Les Invalides. Not only was it the first recording of the 100-minute work but the first time the French Covernment has allowed a firm to use a national monument for private profit. The chapel, which houses Napoleon's tomb, was the scene of the Requiem's premiere in 1837.

Westminster waxed the work uncut and as originally scored, using an orchestra of 170, four brass bands and a chorus of 130, with Hermann 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, via tape, stereo disk and mon-

The date is one of many here and in Vienna for the label, but to the French Press it was an event of national pride. Crowds stood outside the Invalides all day. Scherchen used first desk men from every major group in the country, plus the entire Paris Opera ork. The waxing cost Westminster an estimated \$25,000, one of the largest amounts ever spent on a single album. The Paris newspapers put the figure even higher. Written to eulogize a beloved Napoleonic general, the Requiem is seldom performed because of its huge staff requirements, and then usually only with reductions; hence 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

NEW YORK - Rack-jobbers are expected to supply supermarkets, syndicate stores and other outlets with phonograph records that will have more than a \$75 jobbers has been responsible for million dollar value at check-out their own rapid growth. The jobcounters this year. This represents bers and their servicemen came a conservatively estimated 20 to 25 into the record business with strong per cent expected of total disk in- experience in other product lines dustry gross thru retail outlets.

per cent of the total retail disk route. This share of market is viewed as somewhat more than healthy because supermarket racks ness. weren't considered an important four years ago.

Mushroom Growth

been accompanied by the spring- industry last year. up of one-stop supermarket shopping areas. And, while the population is sufficient to support such an area, it is not great enough to support a record-music specialty

Second, the disks' point-of-salethe food supermarket-is one that families must visit at least once a week. Weekly customer calls in supermarkets and superettes are reported to exceed 300,000,000, or

more than the total population of the United States. Never before have records had this kind of exposure-a fact which is not lost on manufacturers.

Third, the efficiency of the rack (housewares, toiletries and beauty Last year, an estimated 12 to 15 aids, toys, etc.). Furthermore, the individual jobber has a lot at stake. business was done via the rack Records have become an important part of his income, amounting to one-third or more of his total busi-

Other reasons for rapid growth factor in the business as little as are the favorable terms of business extended by the distributors and manufacturers, the general upsurge There are several important rea- in interest in recorded home entersons for the fast growth of rack- tainment, plus the national adverjobber operations. First, the popu- tising and promotion being done by lation has been steadily shifting the record industry as a whole. from urban centers to suburbs and Some of these are the same reasons beyond. This population shift has for the new highs reached by the

Potential Upgrade

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.

This can only mean a continu-(Continued on page 16)

Supermarket Showcasings

NEW YORK-The supermarket, of all things, may soon emerge as a primary showcase for promotional whoopdedoo surrounding new disk artists, according to a number of rack jobber sources here.

Visists by artists, from album longhairs 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 the sale of everything from frozen corn 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.

NEWS OF THE WEEK

Clashing Opinions on Juke Royalty Exemptions Aired Before Solons . . .

(Continued on page 47)

Both sides of the controversy surrounding proposed juke performance royalties have been sounding off at length before the Judiciary Subcommittee headed by Senator O'Mahoney. The juke operators have been pleading a shrinking revenue picture and other problems. with the ASCAP members plunking for a songwriter share in every possible source of royalties. The fireworks are still going on.

"Music Man" Pulls Guarantees And Loot From \$1.98 Labels . . .

Frank Music Corporation, publisher of the score of the smash musical "The Music Man" has set a new pattern for show publishers with the garnering of guaranteed sales and loot in front from low-price LP lines who record times from the score. Page 2

Chain Store Record Discounting Spreads As Competition Grows . . .

Chain store record discount operations continue to grow across the country, with the Kresge and Kress chains starting to meet competition. Grand Union food chain, in the East will increase system from four to 20 stores. Page 3

DEPARTMENTS AND FEATURES

Amusement Games 76	Music Pop Charts-
Aud Arena 49	Album Buying Guide, 18
Carnival 54	Honor Roll of Hits 24
Circus 53	Best Seller Lists 26
Classified Ads	Tips on Coming Tops. 38
Cnin Machine 65	Outdoor 47
Fairs & Expositions 52	Parks & Pools 51
Final Curtain 50	Radio 2
Letter List 63	Reviews
Merchandise	Rinks 64
Music 2	Routes 50
Music Machines 73	TV-Music-Radio 2
	Vending Machines 65

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 tunes on the juke boxes.

Strong criticism of the bill itself, from both legal and practical standpoints, put its fate in considerable boubt. The bill's author, Senator O'Mahoney (D., Wyo.), chairman of the Judiciary Subcommittee on Patents, Trademarks and Copyrigats, asked opponent witnesses to draft what they considered "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 Publishers had left him "penniless." His testimony was given close attention by O'Mahoney when the songwriter claimed that both line ensing organizations of Music Man' Gets both licensing organizations, ASCAP and Broadcast Music, Inc.,

Tops Records Merges With Hi-Fi Maker

HOLLYWOOD -- Tops Records and Precision Radiation Instruments, Inc., have concluded a merger here, with label topper Carl Doshay named president of the new company.

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 joint marketing of phonograph records this these various labels have guarand hi-fi equipment, and the pool- anteed sales of from 15,000 to ing of executive and sales staffs of 75,000 LP records and have paid the two companies, will result in cash in front. The diskery has conincreased sales volume for both di- cluded these arrangements with visions. Tops, now to be a division three low-priced labels, with a of PRI, Inc., recently acquired new number more pending. These neplant facilities here totaling 100,- gotiations have brought or will 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 course of last week's hearings by a Senate Copyright Subcommittee on the O'Mahoney 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.

had served him badly in performance royalty.

Merry-Go-Round

Alexander was one of the last of a stream of over a dozen witnesses appearing against the O'Mahoney Bill to end juke performance royalty exemption last week (24). On Wednesday (23), some 20 proponents of the bill were hustled thru the O'Mahoney turn-(Continued on page 73)

\$1.98 LP Guarantee

the Frank Loesser music publish- anteed sales.

the guaranteed amount.

112 cents on songs from "The

Music Man" when released in a

complete album by a number of

the \$1.49 and \$1.98 labels. For

bring to Frank Music from \$25,000

NEW YORK -- Frank Music, to \$35,000 in front as against guar-

ing firm, has come up with an un- Implications of the Frank Music

precedented concept in the grant- arrangements with the low-priced

ing of recording licenses to low- labels such as Somerset, Waldorf,

priced LP labels for times from the Design and others are intriguing.

smash hit musical "The Music The diskery wanted the guaranteed

rate for tunes from "The Music two reasons. First, it felt that the

LP labels, as long as the label on the record in order to meet the

guaranteed a specified number of guarantee. Second, it felt this gave

ASCAP Goes To Bat for Royalty Pay

WASHINGTON - A colorful array of American Society of Composers, Authors & Publishers celebrities streamed into the O'Mahoney (D., Wyo.) copyright Subcommittee hearings to ask the Senators for performance royalty from the juke boxes last week. (See separate story.)

ASCAP's venerated Otto Harbach, Mrs. Helen Sousa Abert, daughter of the march king, and Jimmy McHugh told the committee a songwriters' copyright is all too short-and is frequently outlived in a life span, throwing the music into public domain. For this reason the writer needs royalty from "every possible source" they told the Senators.

Songwriters and publishers Bonnie Bourne, ("Bye, Bye, Blues"); Richard Adler ("Hernando's Hideaway"); Songwriters Protective Association President Burton Lane ("Old Devil Moon"); John D. Marks ("Rudolph the Red-Nosed (Continued on page 75)

MERC TO PATENT STEREO 'BEEP' CHICAGO -- Mercury

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

The beep, intended as an aid to finding the start of any sclection, is audible only when the tape is reeling at high speed, either backward or forward. At regular speed, the vibration is below the human 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 said, is sufficient to provide

Epic Has Big Quarter on

the desired selectivity.

had one of its biggest quarters centive plan, which will continue ever in the first quarter of 1958 thru May 17, allows dealers to according to Bill Nielsen, general trade any five \$3.98 LP's, regardmanager of the diskery. Over the less of the label, for five Riverside same period in 1957 there was a albums with each purchase of any 100 per cent increase in album 10 Riverside albums. business and a 200 per cent in- The promotion is also being crease in single sales, Nielsen aver- waged separately with Riverside's

by five of the label's artists, including Roy Hamilton and Sal Mineo. The pop album jump was 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 in charge of the Midwest area.

Ad Award to Man." The pubbery has okayed a sales and the money in front for Col Phono Man" for a number of low-priced low-price label would work harder

NEW YORK -- The Columbia sales and paid advance royalties on every label an even chance to put Records phonograph division's advertisment titled "Listening in What this amounts to is that and that no label could yell about Depth," which ran in the Septem-Frank Music has okayed a rate of someone else getting the first ber issue of Life Magazine, was awarded citation as the "best mag-But it also gives a new tool to azine ad of the year" by the Art show score publishers who want to Directors Club of New York.

put their scores on a great number | The ad featured Columbia's of disks. It guarantees a certain highest price phonograph, a \$2,000 (Continued on page 11) super high fidelity model.

Wings of Hits

The increase was helped by hits

Show Sets Feature RCA May Product

NEW YORK--RCA Victor has by Don Gibson and Jim and John, slated an extensive May package the Twins. release, highlighted by several de | Red Seal Highlights include the hixe show sets, pop and Red Seal Morton Gould 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 in a set called "Graffman Plays sets, educational albums and stereo Schumann"; Respighi's "Antique tape pop and classical releases Dances and Airs, Suites 1, 2 and 3" round out the program.

out a score of "The Music Man"

"Saturday Night with Mr. C." London Philharmonic, and works heads the list. Also in the special by Prokofieff and Barber, by class is the original cast \$4.98 set Charles Munch and the Boston of "Say Darling," with special or-chestrations by Sid Raymond, On club Selections stage, the show's only accompaniment is twin pianos. "Gigi in Jazz" clude "In a Cuban Garden," by is another of the special releases. Gonzalo Roig': Ork: "Chet Atking Printed by Cincinnati, Ohio, under act of March 3, 1879. Copyright 1958 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5 The Billboard International; Funspot, the monthly magazine of amusement management; High Fidelity, the magazine for music listeners, and Audiocraft, the magazine for the hi-fi hobbyist. is another of the special releases, Gonzalo Roig's Ork; "Chet Atkins Printed by WORLD COLOR PRIG. CO., St. Louis, Mo. which group also includes albums.

by Ferrara and the Rome Sym-In the special release category, phony Ork; Rachmaninoff's "Syma new \$4.98 Perry Como set, phony No. 2 in E Minor" by the "Saturday Night with Mr. C." London Philharmonic, and works

(Continued on page 6) vol. 70

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 will be distributed on Arwin thru regular Dot distribution channels.

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 Hollywood this week.

The Clark Sisters, known as the

(Continued on page 11)

Swap Offer By Riverside

NEW YORK--Riverside Records has launched a "Stock Swap" NEW YORK -- Epic Records promotion campaign. The buy in-

subsid label, Judson.

Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers Roger S. Littleford Jr. William D. Littleford

Editors

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

Managers and Divisions

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

John RossSecretary

Offices

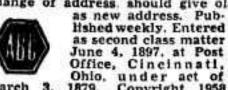
Cincinnati 22. 2160 Patterson St. L. W. Gatto Phone: DUnbar 1-6450 New York 36, 1564 Broadway W. D. Littleford Phone: PLaza 7-2800 Chicago 1, 188 W. Randolph St. Maynard L. Reuter Phone: CEntral 6-9818 Hollywood 28, 1520 North Gower Sam Abbott Phone: HOllywood 9-5831 St. Louis 1, 812 Olive St. Frank B. Joerling

Phone: CHestnut 1-0443 Washington 5, 1426 G St., N.W. News Bureau Phone: NAtional 8-4749

Advertising Managers C. J. Latscha, Director Outdoor-Mdse. . . . Robert Kendall, Chicago Music-Radio-TV . . . Dan Collins, New York Coin Machine Richard Ford, Chicago Music-Western ... Robert McCluskey, L. A.

Circulation Department

Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address should give old as well as new address. Published weekly France.



June 4, 1897, at Post Office, Cincinnati,

Occupation or Title_ Company.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year

(52 issues) at the rate of \$15 (a considerable saving

over single copy rates). Foreign rate \$15.

☐ Payment enclosed

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

Deb-Tones Win 'MYSTERY' PLUG Westinghouse Talent Hunt

NEW YORK--The Deb-Tones, trio of young thrushes from Fort Wayne, Ind., took top honors in the Westinghouse Broadcasting Company's Talent Search. Group won an RCA Victor recording contract and will appear with Patti Page on "The Big Record" over CBS-TV May 7.

The contest was carried out by five Westhinghouse stations-WBZ, Boston; KDKA, Pittsburgh; KYW, Cleveland; KEX, Portland, Ore., and WOWO, Fort Wayne, Deejays attached to each of the foregoing stations conducted eliminations, each station presenting 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 Victor. Croup was sponsored by station's John Bassett.

Others in the finals were the Three Teens, sponsored by Barney Keep, KEX, Portland; The Shadows, sponsored by Wes Hopkins, KYW, Cleveland, and The Phaetons, sponsored by Art Pallen, KDKA, 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 Billboard, Variety and Cash Box.

Register Asks 'Consistency' On Copyright

WASHINGTON — Hearings on the O'Mahoney Bill to end juke royalty exemption closed here last Fisher for consistency in copyright protection of performance rights, with no exceptions.

Chairman O'Mahoney (D. Wyo.), of the Senate Judiciary Subcommittee on patents and copyrights ended hearings with compliment for the "fine spirit of cooperation" and the "patience and skill shown by both sides in "this controverisal matter."

to Thursday's (24) testimony by ductions over the period, to feature dissident ASCAP songwriter Alex- top-name European talent, orchesander Perry against the licensing tras and halls. All the recordings groups, was turned down by will be made in stereo as well as ASCAP counsel Herman Finkel- monaural, which may give Mercury

FOR CAP DISK

HOLLYWOOD -- Capitol Records embarks on a "mystery artist" contest this week via a mammoth disk jockey promotion designed to promote interest in a new LP due out shortly.

Label issued a promotion single to d.j.'s thruout the nation with label copy reading "Guess Who Is Taking the A 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 sound, latter on the upcoming May album release, "Lush and Latin."

M-G-M to Issue Low-Price Line

NEW YORK --- M-C-M Records will join the low-priced LP sweepstakes next September with an initial release of 25 packages in the new Lion Records line. ord discount operations continue prexy Arnold Maxin, there will be ords wherever their competition is first year.

of the "Gigi" score.

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

'At Hop' First; Three Winners For ABC-Par.

By HOWARD COOK

NEW YORK-A recap of the top 25 best selling pop singles for two platters each. The RCA Victor the first 12 weeks of 1958 shows records were "Don't" by Elvis Pres-20 labels represented, according to ley (No. 2) and "Catch a Falling the continuing study of retail sales conducted by The Billboard under the superivision of New York Uni- Dot hits were "Sail Along Silvery versity's School of Retailing. These

are records which were released after November, 1957.

ABC-Paramount had three out of the top 25 with "At the Hop" by Danny and the Juniors (the No. I disk by a wide margin of sales), "Short Shorts" by the Royal Teens (No. 13) and "You Are My Destiny" by Paul Anka (number 18).

RCA Victor, Dot and Coral had Star" by Perry Como (No. 8). The

(Continued on page 14)

Kresge and Kress Join Discount Trend

By JUNE BUNDY

NEW YORK--Chain store rec-Initial material will be strictly vault to grow across the country. The numerous sound tracks in the to Woolworth, and the Kress chain \$2.77. M-G-M catalog, and, according to have both started discounting recstore chain here in the East is dis-

single-pocket EP versions (Volumes worth stores about a month ago. I and II) of the David Rose version | The Woolworths are charging as low as \$2.77 for a 12-inch \$3.98

market, Kresge price for a \$3.98 Nelson, Imperial; "Around the LP is usually \$2.98, but where World in 80 Days" Decca Sound items, including selections from the Kresge chain, second in size only necessary they are meeting the Track; "Come Fly With Me" by

lower in some localities. They have no new recording for at least the doing it. The Grand Union food cut the price of \$2.69 for a 12inch LP, and to \$3.69 for a \$4.98 On another front at M-G-M, it counting records in a big way at LP. They are selling single records was announced that the label will Centers, which will grow to 20 by at 77 cents. The Grand Union make available a three-pocket EP year's end.

The Kresge chain is meeting ing all \$3.98 LP's for \$2.97 and singles at 77 cents. They have specially singles at 77 cents. Grandway Savings Centers are sellcial sales at which time they sell LP disks for \$2.37 for a limited time period.

> Grand Union opened another new Grandway stores last week in Cortland, N. Y, and currently has two other stores under construction in Paramus, N. J., and Danbury, Conn. Stores now in operation are in Fairlawn, N. Y., Albany, Poughkeepsie, N. Y. In addition to records at a discount, these stores also sell tape machines and phono-

Discounting of records by the Deal also provides that the chains started with the Sears stores Recordi firm becomes exclusive about two months ago. Since Mere distributor in Italy, working they have begun discounting recatic program over the next five thru the manufacturing and promo- ords the chains have added much tion machinery of Walter Guerther more display space to their record & Company. Recordi is a large sections, using huge racks to show publishing house, holding rights to off the LP merchandise and often using front windows to advertise

Mercury Sets Opera week (25) with a strong plea by Copyright Office Register Arthur Pisher for consistency in copyright Series; 'Medea' Due

releasing its first major operatic available in mono only. entry, Maria Callas in "Medea," Mercury Records last week committed itself to a large-scale oper-

The company contracted with G. Recordi and Company, Milan, A chance to give oral rebuttal Italy, for the recording of 10 pro-(Continued on page 11) a major jump on some current

CHICAGO -- On the eve of best selling operatic packages graphs at discount.

leading operas.

Merc Prexy Irving B. Green said the new low price. that his firm would provide the engineering talent and equipment for the recordings, sending over Merc Prexy the company's mobile recording nique of a single Telefunken mike Irving Green truck-studio. Merc's standard techwill be used.

Pact was set by Green and Wilma Cozart, veep for classics, on behalf of Mercury, and Dr. Eugene Clausetti, prexy; Guido Valcarenphi, general director, and elected president of the Record In- \$595, F.O.B. Merchantville, N. J. Nanni Recordi, a director, for the dustry Association of America, Inc., Italian firm.

La Scala Milan Orchestra under B. Walker, retired M-G-M Records Tullio Serafin, which will be president, who was named honorcounted as the first of the 10 productions, is due for release June 1.

Decca Gets

NEW YORK -- Decca Records will release the sound track of the new Paramount flick, "Maracaibo." The pic stars Cornell Wilde, Jean

The original score was composed song, "Maracaibo Moon," is sung in the fim by Miss Wallace. Decca will release the tune as a single.

Heads RIAA

NEW YORK -- Mercury Records president Irving Green was at a meeting of the RIAA board "Medea," with Callas and the last week. Green succeeds Frank ary board chairman.

Harry Kruse, executive vicepresident of London Records, was re-elected senior vice-president; Arnold Maxin, M-G-M Records president, was named vice-president, and John Stevenson, president and treasurer.

John Griffin was re-elected executive secretary. RIAA board includes George Marek, RCA Victor vice-president and general manager; Goddard Lieberson, Columbia Records president; Glen Wallichs, Capitol Records president; of the top new comedians, has also Leonard Schneider, exec vice-president of Decca; Dave Kapp, Kapp Records president; Archie Bleyer, available immediately, is "Take Me Cadence Records chief, and Randy to Your Leader" b-w "Nee Nee Na Wood, Dot chief.

Capitol Grabs Lion's Share For Albums

NEW YORK--The top 25 best selling pop LP's for the first 12 weeks of the year are divided among nine labels, according to The Billboard's continuing study of retail sales. Capitol had the largest number with 11 out of the top 25. Columbia followed with five. Decca, Dot and RCA Victor had two each. Imperial, London, Audio Fidelity and Kapp had one.

Eleven of the top LP's were by male vocalists; sound track albums account for six; three were original cast albums of Broadway or TV shows. Instrumental mood or jazz packages complete the list.

In order of sales, the top albums LP, varying the discount according were "My Fair Lady," Columbia to the extent of price cutting in the Original cast; "Ricky" by Ricky Frank Sinatra on Capitol; "Warm" The Kress chain has gone even by Johnny Mathis on Columbia;

(Continued on page 11)

Col Records At Market

NEW YORK--Columbia Records will introduce and distribute a new automatic vending machine for 45 r.p.m. phonograph records this summer. The machine, developed in collaboration with Holley Associates of New Jersey, is called "Dial-A-Disc." It will vend 10 different 45 r.p.m. singles records. The unit will have inventory space for 200 records. It will take any combination 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 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 machine, which is about five feet high and two feet wide, can be used in record stores as well as other high traffic locations. It is pilferage proof, according to the firm. The price of the machine will be

Coral Signs Bergman Ork

NEW YORK--Eddie Bergman and his Hotel Statler-Hilton ork, society musicians, have been signed by Coral Records. Bergman previously 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 Na Na Na Nu Nu."

Dave Miller Lists 20 Stereo Disks at \$2.98

NEW YORK-Dave Miller will | Somerset line for many months. bring out 20 stereo disks on his The new stereo disks on Stereo Finew label, Stereo Fidelity Records, delity do not affect Bel Canto's on May 20. These disks, which tape arrangement with Dave Millwill all be non-compatible, true er's label. Bel Canto will release stereo records, will retail for \$2.98 stereo tapes of the Stereo Fidelity each. They will be released on recordings on disk. Stereo Fidelity thru Miller International Records, of which Dave Miller is the head.

Of the first 20 records, six will feature the "101 Strings." The package 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. Distribution is now being set for the new label.

has been releasing tapes of the making a total of 100 for the year.

Miller will market his stereo disks with tie-ins with stereo equipment 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 Dr. Erich Beurman, former musical director of Amerika Haus in Ham-

Miller will go to Hamburg in Miller has been cutting his re- June to supervise future work. Accordings, which have been re- cording to Miller, in addition to by Laurindo Almeida. The theme leased on the Somerset low-priced the 20 stereo disks to be released LP label, on stereo tape for the in May, Stereo Fidelity will release past two years. Bel Canto Records 80 more stereo LP's during 1958,

'Maracaibo'

Wallace and Abbe Lane.

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

ords could be penalized under Fed- Copyright Office. eral Copyright statute if present The Ringer paper, "The Unau- pressly penalizes both pirating relaw is revised to cover performing thorized Duplication of Sound Re- corder and the vendor who knowand recording rights. The possi- cordings," is the fifth in a series ingly sells the records, Miss Ringer bility still has a large question of copyright studies issued by the points out. mark, due to strong objections by Library of Congress in connection author and user groups to lodging with a general revision of the copy- on court decisions has established additional copyright in recordings right law. The Copyright Office an increasing trend to penalize recand recorded performances.

setting up copyright legislation to overhaul of the 1909 Copyright tively recent cases, like the 1956 protect records, and to curtail the Act. large scale record piracy which The Ringer study refers solely to ords, have enjoined the re-recording has become a problem in the indus- duplication of a recording by me- on the basis of unfair competition, try, are outlined in a recent study chanical means. It does not con- rather than trying to swim the by Barbara Ringer, assistant chief sider imitations of style, however tricky currents of copyright.

Cincy Dance **Ops** Revive Promosh Idea

CINCINNATI—Local ballroom operators and associates gathered Monday (21) for a luncheon meeting at the Cincinnati Zoo to map plans for their second season of free Monday night dances at municipally 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 for free dinners at Coney Island, with a night of free dancing at the park's Moonlight Garden or dinner at the zoo and free tickets to the Zoo Opera.

Station WLW will again do a 45minute remote from the Ault Park (Continued on page 13)

Toreodor Ups Tag to \$3.98

NEW YORK -- Toreodor Records, subsidiary label released by Montilla Records, has raised its price to \$3.98 per LP. Former price of the line was \$2.98. Price increase was announced this week by Harry Sultan, general manager 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 conven-tion 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 con-trolled broadcast." Music for the service has been specially programmed for contemporary audiences according to a Muzak spokesman, in contrast 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 according to pre-set arrangements.

study has been in progress for close ord piracy, but not on the basis of The complications involved in to three years in preparation for an copyright infringement. Compara-

> slavish, for style is not subject to copyright. The study does not on the big issue of whether federal go beyond the commercial field to common-law copyright for "unpubconsider clandestine or private re- lished" works remains in recordings. cordings of broadcast performances. One school of thought believes that It does take up broadcaster dupli- recording automatically destroys eation 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 copyright.

make no provision for copyright of notes. records or recorded performances. There are no State laws directly

By JOEL FRIEDMAN

President James C. Petrillo now

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 could

Correspondence between Pe-

trillo and Charles Boren, negotiator

for the Motion Picture Producers'

Association, reveals that the AFM

topper requested a meeting "at the

earliest possible time to seek a

negotiated settlement of the strike

in a manner satisfactory to both

notified Petrillo that it "would be

have national implications.

HOLLYWOOD -- With AFM of America.

Petrillo Bid Denied,

AFM Unrest Grows

Boren, Studios' Negotiator, Defers Talks

officially denied a resumption of man Kenin, IEB member here to

negotiations with the struck motion | declare, "it would appear that the

picture producers, the internal Guild thru their action is responsi-

'Until NLRB Rules' on Unions' Dispute

WASHINGTON-Pirating rec- of the Examining Division, in the prohibiting piracy of records. Only one city law, in Los Angeles, ex-

> A body of "common law" based Capitol Records vs. Mercury Rec-

Several decisions have touched even when the performance takes Present federal copyright laws place before millions, Miss Ringer

The historical background of (Continued on page 12)

NEW LABEL, BUT NO NAME YET ...

NEW YORK -- A rose by 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.

"We've examined at least 200 possible titles," admits Wexler.

As Wexler 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 should definitely not be 'Columbia Records'."

Low-Priced Line of LP's

NEW YORK -- Bell Records. low-priced pop label, is jumping 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. The LP's, which are all part of a series, will be titled "Songs That Sold a Million Records," Vol. I,

tunes, making 100 tunes in the 10 LP set. The sides are culled from material previously 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 13)

Bell Launches

The LP's will each contain 10

(Continued on page 13) WNEW REPLIES TO FORD ON CHOICE OF POP FARE

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 former WNEW disk jock Art Ford 10 album selections, and another that the station was "veering away 10 tunes as fill-ins. completely from the music of parties." Boren early last week youth."

tification by the Musicians' Guild

Boren's answer prompted Her-

inappropriate to negotiate with re- always been to play the best and the same time periods could hardly spect to employees involved pend- broadest range of popular music," be called proper programming for ing the determination by the Jaeger declared. "Art Ford's most WNEW. Management here would NLRB" of the petition for cer- recent recommendation on pro-

NEW YORK -- "We feel com- gramming ideas to fulfill this aim

"This narrow musical concept, repeated day after day, week after "WNEW's program policy has week, month after month during

... Distributed at the

Music Operators of

the Morrison Hotel,

Chicago, May 6-7-8.

America Convention at

(Continued on page 13)

COMING NEXT WEEK

The Billboard's 1958

MOA CONVENTION ISSUE

CD

Dated May 5



Are you going to Chicago?

The Billboard's Service Center at the MOA Convention will be in operation to serve you. Your wife, secretary, clients and friends can reach you at ANdover 3-0482 . . . the number of our service-center, right on the convention floor.

... 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-Fox's new record subsidiary. According to Henry Onorati, head of the new label, he's been offered a total of 64 masters in the past four weeks, 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 "publishers, 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 himself. A Georgia cat with few qualms about plugging his wax 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 cutting records.

Sign Marilyn For 'Can Can'

NEW YORK--After originally blueprinting Martine Carol for the fem lead in a cinemusical adaptation of Cole Porter's "Can Can," 20th Century-Fox has changed its mind on the question of French vs. American sexiness and has signed Marilyn Monroe as the film's star, with production due to roll later this year.

Her co-star will be Maurice Chevalier, who'll appear as a Paris judge 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

NEW YORK -- Columbia Records has taken a five-year lease on additional recording facilities in Hollywood, concluding a rental of the American Legion Hall there.

Acoustical qualities of the hall are reported to be far superior to most studio space in Hollywood and similar to that of the best concert 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 of the Dimitri Tiomkin score from "Old Man and the Sea" there last

'Vertigo' Gets Merc Promo

HOLLYWOOD -- Music 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 and by singer Billy Eckstine.

Film is to be released in June and stars James Stewart and Kim Novak.

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

By BOB ROLONTZ

NEW YORK -- A problem is plaguing music publishers these days. The problem can be summed up in one music business word-"splitsville." In classier parlance, it shows no signs of abating. splitsville means the process whereby 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. an artist, an artist manager, a disk 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. label's director of administration and finance, leaving here for New York this week for meetings with the firm's counsel, Harold Oren- felt had a chance to make it. stein.

All existing pacts between Dot and its foreign licensees will be involved in a series of meetings to be held in England and the Continent next month. Most of the firm's overseas pacts expire early next year.

Bailey leaves for London April 30 to meet with British Decca Prexy E. R. (Ted) Lewis. Latter firm handles Dot product in the British commonwealth countries and in some European markets. Meetings with J. F. Lockwood, EMI, Ltd. executives of Pye-Nixa Company. Mercury Records representatives, and with the Phillips Company, for Columbia Records, have also been lined up. Other stops are planned in Amsterdam, Paris, Rome, Frankfort, Milan and Athens.

Dot hopes to establish a policy label wherever possible abroad. Royalty 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 indications that bands are coming back. maestro Ziggy Elman left here last week to take up the cudgels and form a new orchestra.

Elman acknowledged that plans for him to take over the old Tommy Dorsey orchestra were temporarily halted, the negotiations have not been shelved. In either event, Elman will have a new band again shortly, his own or as leader of the Darsey aggregation.

Several recording company pacts are presently being mulled, said Elman, the he's not made any decision as yet. Elman expects to have the band organized and on the road this summer, and will discuss plans for a tour of Israel while in New York.

Capitol Sales Brass at MOA

HOLLYWOOD -- Capitol Records contingent to the upcoming Music Operators of America show in Chicago will consist of Merthandising Director Bud Fraser, Sales Director Mike Maitland, CRDC Sales Veep Max Callison, Eastern promotion chief Joe Mathews, and Midwest District Sales Manager George Gerken.

and Dakota Staton at the show.

No one is sure where or how the publishing of a tune can be. piece of the publishing.

Another Source

Another point of origin was with attention to their own firms and or expiration of the copyright. more to the possibility of acquiring part of a copyright that they

managers were quick to latch on record business (The Billboard, to the practice. There are some April 21) is due to their desire to top rock and roll artists who rarely control their copyrights. By startcut a time from an outside pub- ing their own times on their own lisher unless they or their publish- records, publishers do not have to ing representative secures a piece share their copyrights with anyone of the song for their publishing else.

return for plugs.

It is more valuable than a present lem of Splitsville.

The splitting of copyrights is not or payola since a copyright—assuma new problem. But the extent to ing it becomes a hit—retains a value which it has grown and prospered for many years. When foreign until it has become almost de rig- earnings are added to the domestic neur in the business, is new. And earnings of a top hit, it can be seen how valuable a piece of the

practice started, but one of the Publishers never were allergic points of origin was with record to spreading around the sugar company-owned music publishing when it came to getting their songs firms, some of which would de- exposed. 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 raresistance waned. Today it is dio songsters became their favored common for many to ask for a cats. Bandleaders felt their benign influence in the 30's and artists were their pets in the 40's.

But up until recent years pubsome a.&r. men, who waxed tunes lishers generally gave away arfrom their own publishing firms rangements, or presents, or paid for along with tunes from outside publan 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.&r. men paid less due to a fight over renewal rights

Pubs Fight Back But today some publishers are fighting back. The fact that so Some artists and their artists' many publishers are now in the

Whether more publishers will According to many publishers, start their own labels, or will resist some deejays are insistent in de- the encroachments upon their copymanding a piece of a copyright in rights by those who make or expose records, is a moot point. If The business of splitsville illus- they do not resist, they will contrates the importance of copyrights. time to be plagued with the prob-

The Billboard Weekly Index RECORD

June-November, 1957 Based on The Billboard-NYU School of Retailing Continuing National Study of Retail Record Sales



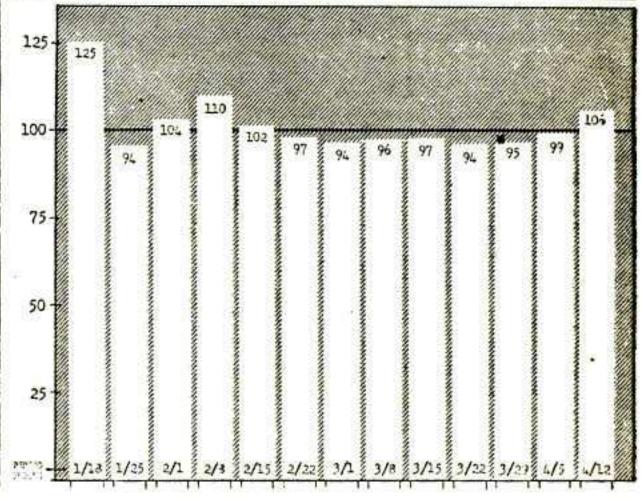
Total unit record sales, for the first time in eight-weeks, have pushed their way above par. Sales are, therefore, 6 per cent above the average weekly sales for the period June thru November of 1957.

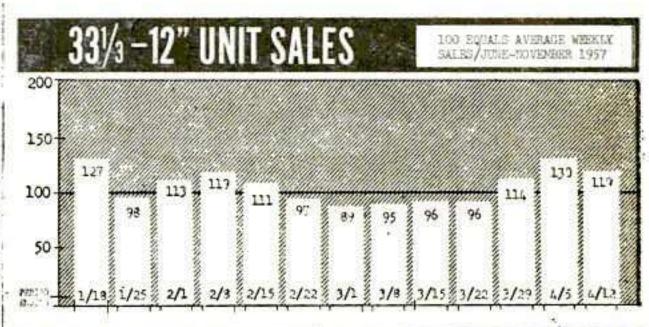
The 3315-12" and 78 singles dropped slightly, but both 45 singles and 45 EP unit sales increased. Both increases are the biggest jumps in over a month

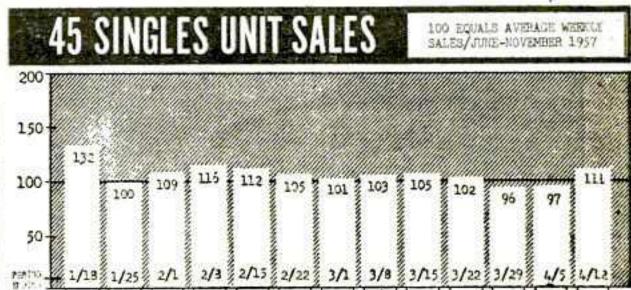
and while 3315-12" is actually off 11 per cent as compared to the previous period, which was hyped. by Easter sales, it did not drop off to its level prior to the holiday rush.

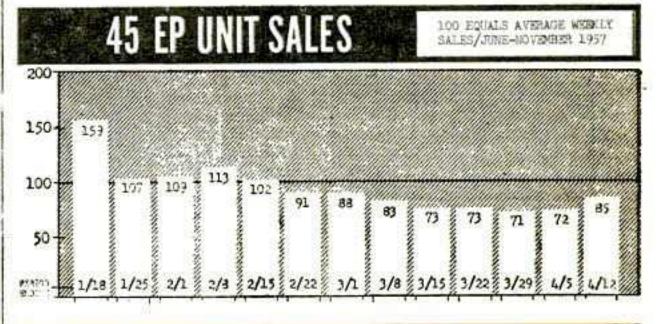
A recent increase in the lowpriced album lines in record stores is undoubtedly responsible for some of the LP increase, thereby cutting into the gross Jollar volume.

100 EQUALS AVERAGE WEEKLY DALES/JUNE-MOVEMBER 1957











DISTRIBUTOR NEWS

By HOWARD COOK

Earl Glicken, top salesman at All State Distributing Company in of releasing records on its own Chicago lists "Indian Love Call" by Ernie Freeman among the top new disks. "Johnny B. Goode" by Chuck Berry on Chess is also perking. "Marcia" by the Prodigals on Falcon is a territorial hit. Valerie Carr's Roulette effort, "When the Boys 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 Clinck 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 Michigan Avenue.

> Herb Sandel of Sandel Company in Minneapolis names "I'm Sorry I Made You Cry" by Connie Francis on M-G-M as his number one disk. "When the Boys Talk About the Girls" 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 Schneider, 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 been a strong item. "Hit the Road" by Gus Jenkins on Flash is a hit disk at S & S. Jimmy Witherspoon's Rip recording of "Endless Sleep" is starting. Schneider reported that the whole Disneyland line is moving well. 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 Damiano on Chancellor could be a sleeper. "Midnighter" 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.

Johnny Halonka, Alpha Distributing Company, New York, puts Label will also be represented "All I Have to Do Is Dream" by the Everly Brothers on Cadence at by entertainers George Shearing the head of his best sellers. Close behind are "You Excite Me" by

(Continued on page 14)

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?" he asks. "I turned down '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 by moving European concert platforms to the Metopera to Salt Lake City. There he has built an annual schedule of 65 concerts 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 concert societies and opera companies. "Salt Lake, a 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 in the arts?" he asks. "Our programs, including sponsored KSL broadcasts, feature 33 per cent American-written works. As the commercial says, nobody else can make that statement."

Abravanel and the Utah Symphony, having waxed a Gershwin cycle, will record eight major symphonic works for Westminster in December. As for TV, he's happy to report it hasn't made 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 Brussels World's Fair via European rep R. Gould Morrison and George Michael, Olds Shifts 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 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

TALENT 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. . . . The 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. . . Bon Soir, popular Greenwich Village boite, turns eight this week. . 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 movie 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 lineup. and casting.... Ira Bernstein joins the legit department of William Morris Agency.... The Ballet de Paris exits Broadway June 23 for 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 "I'll Cry Tomorrow."

BROADCAST BULLETINS

James Fagas succeeds the late David Broekman as conductor and composer of NBC's "Wide Wide World." . . . Jack Douglas, chief writer on the Paar show, bosts May 2 as Paar starts a month-long vacation. while ABN is reducing its costs to Song'," by the Lehman Engel Ork; Jonathan Winters takes over May 5-17.... John Henry Faulk starts a 12:30-5 a.m. strip on WBAI, N. Y., devoting his premiere to prison conditions" in radio, according to Melachrino Ork. songs. . . . Jazz singer Beverly Kenney hits video for the first time this prexy Leonard Goldenson. Amseason via Steve Allen's May 18 stanza.

BETTER FORMULA' FOR SOUND TRACKS URGED

one of the few TV directors who nuts." doubles back and forth between filmed and live production.

Stevens admitted that the "library" music tapes generally used in filmed shows he works on, such as the hour-long Hitchcock "Suspicion" series and the half-hour 'Alfred Hitchcock Presents," are generally adequate-but not much more." A general improvement in music in filmed drama was out of reach as long as the 5 per cent formula for AFM funds was in effect, he added.

has achieved in "U. S. Steel Hour" and other live shows, where music was composed to fit the specific mood of a drama.

"Music should never be used as a 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 unnecessary movement of the however, was an interesting fact: actors."

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's,"

Patti Show to ABC in Fall

NEW YORK-Oldsmobile will bring its Patti Page show to ABC-TV in the fall, CBS failing to provide an acceptable time period. The music stanza joins ABC in the Tuesday 10-10:30 p.m. slot, beginning September 30, with exact title undecided. The web's programming up to 10 p.m. is strictly action-adventure, with "Cheyenne" "Sugarfoot" alternating at 7:30, "Wyatt Earp" returning at 8:30, "Rifle Man" at 9 and "The Texan" at 9:30.

cals seem to be a steady romance, Carlos Montoya and his flamenco at least at ABC, where Chevrolet guitar, the Alley Singers, Tedd has renewed Pat Boone and Ply- Smith, Jimmie Driftwood and the mouth and Dodge will be back Johnny Vadnal and Louis Bashell with Lawrence Welk. The web last Orks. week also set the new Donna Reed 9:30-10 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 switch places with "Tombstone Territory" in ABC's Wednesday

ABC Billings Up 36% for First Quarter

NEW YORK--ABC-TV gross billings 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-PT, for the first quarter of 1958.

posed of six "marginal properties," "Selections From 'The Desert "bring it more in line with present and "Music for Dining," by the Par Records wasn't mentioned.

NEW YOK-The need for a he says. "I once even began a "more workable formula" in ob- project, with Ray Bolger, that taining musical sound tracks for would have been a musical adaptafilmed dramatic shows was voiced tion of the life of Mayor Jimmy here last week by Robert Stevens, Walker. Everybody thought I was

'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 By contrast, he cited the close featured in last week's issue and integration of music and drama he airing on CBS-TV's "The Verdict Is Yours," this was the outcome.

"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 original musical composition.

Not mentioned on the show,

The tune was actually a composite put together by Dan Richman, onetime staffer for The Billboard, now with Television Age. He deliberately used themes from "Aloha," "The Road to Mandalay," "Swanee River," and "The Bohemian Girl."

Probably no one was more surprised at the verdict than Richman. personal manager.

'WILLIAM TELL' RIDES AGAIN .

NEW YORK -- An odd musical situation in which the obvious theme music for a TV film series has already been done to death on a competing stanza is shaping up for National 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 nearly a year ago in 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 but Western background themes in "William Tell."

Petty, Not Deutsch, Managing Holley

Last week in The Billboard, publisher Murray Deutsch was noted as being the personal manager of Buddy Holly, Coral recording artist. This is incorrect. Norman Petty should have been listed as Holly's

Feature RCA May Product

Continued from page 2

at Home," and "Excerpts From | Dance of Vengeance," by Bar-

special \$4.98 "The Desert Song" edition, featuring Kathy Barr and London Symphony Ork. Giorgio Tozzi, followed by sets by Martha Carson, the Bud Powell Trio, the Regimental Band, Pipes and Drums of the Black Watch; "Frankie and Tommy," featuring old Tommy Dorsey sides with Frank Sinatra in the vocal spotlight; Torroba with the Pasodoble Band of Madrid, Ronnie Gilbert, Automotive sponsors and musi- Dorothy Olsen, Orquesta Aragon,

Highlight Camden set is titled comedy series for Fridays, 8-8:30 | "The Lighter Side of Lauritz Mel-Ork, Al Goodman and His Ork, and a set called "The Biggest Hits Love Again" with Henri Rene's Ork, and "Music for a Perfect Day" by the Domenico Savino Ork.

History of Music Educational releases comprise History of Music in Sound, Vol. (Ancient and Oriental Music), and Volume VII of the same series (The Symphonic Outlook, 1745-1790).

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 "Between 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," The theater division just dis- with Mitchell Ayres and His Ork;

> Classical tapes include a reading of the "Medea's Meditation and

Swan Lake'," by Tchaikovsky, per- ber, performed by the Boston Symformed by the Royal Opera House phony under Charles Munch; and Pop releases are headed by the Beauty," by Tchaikovsky, performed 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 engaged in a drive to become established in the LP market, according to Johnny Thompson general manager.

Highlight of the drive will be p.m., and "Rough Riders," for choir." Others are by Domenico the early release of the label's P. Lorillard, in the Wednesday Savino and Ork; the Hill Bowen first soundtrack package, that of the UI picture "Touch of Evil," which stars Charlton Heston, Janet of '58, Volume 1." Camden con- Leigh and Orson Welles. Joseph versions include Nat Brandwynne's Gershenson conducts the UI ork in Dancing at the Waldorf; "In the track scoring by Henry Mancini.

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 write the No. 1 song of the nation. As a gag, 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 wax it.

Early and Barry are ready if it clicks with two followups, "Son of No. 1 Song" and "No. 2 Song." The original effort gets premiered May 3 on NBC-TV, on "Amateur Hour," naturally.

MOTION PICTURE

'Age' Rock '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 unseaworthy—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 U. S.-styled songs—"Ya Ya Ya." by Alvy West; "Uh - Huh!," a crawl - tempo rocker; "Only You," 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 series of shots of towering Buddhas and golden Oriental temples played against the gutsy rhythms and triplet figures of all-out r.&r. on the sound track, or Silvana and Tony dancing "The Crawl" in a jungle bungalow that looks like a deserted set for "The Beachcomber."

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

Jane Powell at the Persian Room, Plaza Hotel, New York, April 21.

Stunning film star Jane Powell, Capitol and Verve recording artist, has an equally stunning act. 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 films.

Ted Straeter's ork conducted 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 Bernstein's witty jewel song from "Candide" and a torchy rendition of "St. Louis Blues." Her sultry delivery of the theme from "Invitation" without words was

lovely. She also charmed with "Brazil," "It Isn't Civilized to Beat a Woman," a cute calypso melody, "Baubles, Bangles and Beads" and two numbers from her films—"Too Late Now" and "Goin' 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 waltz songs. It's principally her lovely soprano that attracts.

Howard Cook.

NETWORK TV

Newcomer & Vet Lift Clark Show

Dick Clark Show. ABC-TV, 7:30-8 p.m., EST, April 19 (Caught again).

Three new singles artists, all with records running for them, 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 Bagdasarian, the Aquatones, and Pat Shannon. The young old-timer was Carl Perkins.

It's lucky that both Bagdasarian and Perkins were on the show for neither Shannon nor the Aquatones added much sparkle. Shannon, a young, pleasant appearing lad, sang his Decca waxing of "Maybelle" with little projection. The Aquatones, three boys and a

girl, handled the song, "You," their burgeoning hit on Fargo, with some dispatch, but they, too, could have projected more.

It remained for Perkins and 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 a pro and the show could have used more like him and Perkins.

Bob Rolontz.

NIGHT CLUB

Left Bank Bill Sparks Solid Talent

Two very talented groups, the Hiram Bell Trio and the John La Salle Quartet are currently holding forth at the comfortable Left Bank.

The John La Salle Quartet, three guys and a gal, are an exciting group with tastefully modern pop-jazz arrangements. In addition to providing listenable vocal numbers, each member of the group also plays an instrument. Arline Corwin, who has a winning way with a song, doubles on

piano on her solo numbers. Hugh Martin, bassist, shines on trumpet too. Bill Smith is drummer for the group, and the leader is heard on piano and bass.

Their program is made up mostly of standards, but includes several smart, new songs. Numbers include "Out of This World," "I'll Never Smile Again," "How Long Has This Been Goig On" and "Yesterdays." Highlights of the act is an a cappella rendition of "Spring Is Here."

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 Brubeck. The group is easy to take on both their ballads and "Day By Day," "How High the Moon," "Lover Come Back to Me" and a straight reading of "Warsaw Concerto" that spotlights Bateman. They also present a clever gag arrangement of "Bye Bye, Blackbird" in ricky-tick style. Ray Mosea is drummer for the group and the leader plays bass. Howard Cook.

The Hiram Bell Trio is sparked

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.

(Noonan)

The Red Mill

As the arms of the windmill in CBS-TV's idea of "a little Dutch

village" began to turn over in DuPont's coloreast. 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 Aurthur, 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 appealing talents in a good spell, Kathy Linden, bowed on the Ed Sullivan show (CBS) April 20. She performed her hit Felsted disk "Billy" in sweet, simple, sincere style, showing an at-homeness in the medium that should win her added exposures. Other features of the telecast: Vivian 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 Gafni, and the Naval Academy Glee Club.

(Crevatt)

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 former and proved again that she can't be topped in the title role, while 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 neighbor. It's ideal programming (long used by civic groups and colleges) and deserves to be a permanent double bill in the repertoire.

e. (Bernstein)

The Schnozzle Again Coacetic at Copa

By REN GREVATT

Jimmy Durante and company, Cathy Carr, Copacabana, New York, Tuesday (22).

Jimmy Durante and his substantial entourage are helping make things look bright for this grandaddy location on the club circuit, lately rumored to be close to a close-down on live talent. Durante romps thru a gagged up "Everywhere You Go," as an opener, 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 lad 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

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 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 Gone." Tho she's had several strong disk hits, Miss Carr appears to need schooling on floor work, particularly pacing, which her acts lacks badly.

Happy Debut for Yardbird Schweik at City Center

World premiere, New York City Center, April 23.

By CHARLES SINCLAIR

The Good Soldier Schweik

Two-act opera composed by Robert Kurka. Libretto, Lewis Allan. Orchestration completed by Hershey Kay. Based on novel by Jaroslav Hasek. Presented by New York City Opera Company, staged by Carmen Capalbo. Conductor, Julius Rudel.

Chaplinesque satire is about the last thing any opera-goer has a right to expect on the musical stage, but "The Good Soldier Schweik," opera by the late Robert Kurka and Lewis Allan staged by Carmen Capalb, is precisely that. It is rollicking fun—with plenty of ironic bite.

Not yet 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 staccato 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 Mittel-European ancestor of Private Hargrove, Norman Kelley kept the bright pace of the satire rolling smoothly, while handling the tricky vocal line with ease. Dayid 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 film clips.

Pedantry No Sauce for Jazz Educational TV Dish

By BOB ROLONTZ

NBC-TV, 6-6:30 p.m., EST, April 23 (Caught again).

The NBC educational jazz appreciation program, "The Subject Is Jazz" is now in its fifth week. It has passed the area of introductions to jazz, etc., and is now giving out with a chronological history of the art. On the fourth show it covered New Orleans jazz; next week's show will cover the swing era.

High minded and serious, "The Subject Is Jazz" is a commendable 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 the 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. Perhaps 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 Dixieland 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 WNTA.

'Different' Pattern Is Air Leadership Spark

By CHARLES SINCLAIR

"Historically, the survival pattern of radio today has been that the station that's 'different' stays out front. At first, this was primarily the music-and-news station, but today this formula 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," says Ted Cott, v.-p. of National Telefilm Associates, the fastmoving concern that is in the process of taking over WAAT Radio and WATV in the New 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 music-and-news formula Cott once helped launch at WNEW.

"We intend to build our program structure around people as much as around music," says 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 WNTA's program operations are still under

security 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, possibly geared with a musical slant and aimed at the tourist 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 vocabulary,

"Still another aspect of our thinking is the stereo field. WNTA will have both an AM and FM radio channel, so twochannel stereo is controlled only by program supply. In the future, we may start moving in the field of FM multiplex stereo, 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 realm of being an appliance or a gadget in the car."

Whole World Eager Horn Sought in For U.S. Hits: Green

By BERNIE ASBELL

"The world," Green observed, "is hip. Not only are the language barriers in the music business gone, abroad on company business, said so are the time barriers.

like Johannesburg. South Africa. terms. Our affiliate in Melbourne, Aus-

Jock Miller Buys Indie Radio Station

CHICAGO -- Howard Miller, kingpin deejay heard daily on the CBS network via his sponsored Wrigley Gum seg and frequently over WIND, Chicago, segs, plus regular TV at WNBQ, Chicago, has started the wheels rolling toward ownership of several radio stations.

Miller concluded purchase this week of WFOX, Milwankee 250watt indie. Station airs on a sunrise-to-sunset basis. Approval of the purchase is before the FCC and their okay will probably take three to five weeks. Station was purchased for an undisclosed amount from John Clark, of Business Management, Inc.

Miller said that he is actively negotiating for svereal other station purchases. Miller joins a select circle of radio and TV music personalities, including Bill O'Connor, local free-lancer; Russ Malloy, San Francisco radio and TV deejay, and a few others who have gone actively into radio station owner-. ship.

Mindy, Guy Join Overseas Push

land within two weeks of Mindy even" or "we may see a few bucks. Carson and Guy Mitchell, Later One spokesman for the Irving her thrushing side.

London a year ago without benefit, in front." A third show, the "Rhyof a previous disk click, will do two thm and Blues Cavalcade of '58,' top TV shows, including her own which started well in Atlanta, has Mindy Carson show, and will been staggering in the Midwest and likely do a night club stint in Lon- was to be pulled off the road don. Mitchell will do TV and ma- Sunday (27). jor theaters in England and will tour the Continent.

Visits abroad by Eydie Gorme and Steve Lawrence and Connie Francis are rumored. The disk of "Who's Sorry Now," by Miss Francis, already a hit here, has turned

trade charts. Jack Green, veepee of the Willard Alexander booking office, is in London negotiating for visits later this year by such acts as Sal Mineo; the Cotton Club revue, with Cab Calloway; the Birdland All-Stars fast." and "An Evening at Storyville." and Charlie Gracie.

wait more than a week after a hit CHICAGO -- The most striking breaks here before he has to get impression that Irving B. Green, to work on it. The world news Mercury prexy, collected at Merc's services, the magazines and their international convention in Paris, own music trade press spread the he said, is that other countries will news in a hurry. They watch the no longer wait two months for American hit charts as closely as American hits; they want them in we do. If we don't service our affiliates fast, they're in an embarrassing position."

Green, a frequent traveler he never has been made so aware "I'm not talking only about Eng- on a previous trip of how the world land and France. I mean places is shrinking in music business

He reported, too, that the impact tralia, Lewis Smith, of Radio Cor- of American popular music is poration, Ltd., told me he can't greater than he has ever seen it before. Our established talent names are the most popular names thruout Europe, such as the Platters, Elvis Preslev and Pat Boone. Furthermore, the home - grown names in Europe are establishing themselves with American material and imitations of American styles. Album art is clearly patterned after American package styles and is 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 European record picture is that singles 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 as hit-conscious as American fans, Green said, but when they buy a hit they want three extra times instead of one and would rather pay the extra coin for an EP to get Horn would have to return for a

"They seem to be more valueconscious and have greater interest

Payola Tax Rap

PHILADELPHIA -- Bob Hern, former disk jockey of WFIL here, has been indicted by a federal grand jury on charges of income tax evasion. Since the indictment was returned Friday (18) a warrant has been issued for the arrest of Horn, reportedly now residing in Houston, Texas.

According to Harold K. Wood, U. S. Attorney here, the charges against Horn cover taxes for 1953, 1954 and 1955 amounting to

"about \$9,500."

"This was based on at least \$30,000 of income not reported." Wood said. "The income in question was in the form of payments, or payola as they say in the music business, from record distributors here in Philadelphia made to Horn for playing certain records on his

"We called in witnesses from a number of distributors and subpoenaed their records. The investigation showed that stubs noted payments made to Horn, altho the actual checks were made out to cash." Distributors included Stuart F. Lonchein Company, Edward S. Barsky Distributors, Gotham Record Corporation, David Rosen, Inc., Universal Record Distributors and Marnel, Inc.

Wood refused to deny that the action against Horn could lead to other similar actions in the area. It was pointed out that in checking distributors' books. evidence 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, jury trial in Philadelphia "prob-

ably in July."

"Rest assured," Wood said, "we in the additional work of an artist will find him, because we move (Continued on page 11) fast in cases like this."

Touring R&R Shows Meet Gate Trouble

By REN GREVATT

of factors, highlighted by a lack of ready eash on the part of the paying customer, has hit the pop and NEW YORK--A number of ad- rock and roll package show busiditional disk acts have been added ness. For three units currently on to the roster of Uncle Sam's talent the road the picture is dismal, with headed for overseas scene, high- even those closest to the scene or so. One of them or both have lighted by the departure for Eng- content to say "we're breaking

in May, tennis star Althea Gibson. Feld "Biggest Show of Stars" tour, who has cut an album of vocals queried on the prospects for the for Dot, will also head for London total trip-based on the first three to engage in a number of court weeks of business-said "You could tourneys in addition to debuting flip a coin." The Alan Freed tour, however, was described as "not los-Miss Carson, who was a hit in ing yet, and maybe a few dollars

> Many reasons are advanced for the sharp downturn in grosses for this year's edition of the touring

packages.

of hardship today," said one tradeup close to the top of British ster. "Unemployment is scrious and many have been hit. The entertainment part of the pocketbook is nie Francis and 14-year-old British the first to suffer. The kids are the disker Laurie London are likely primary market for these shows, entries, and in tough times their allowances

tractions, has worked to the disad- said a spokesman.

vantage of both. With two com-NEW YORK -- A combination peting shows, the asking price for talent naturally went up. So, even doing the same business as on previous shows, the profit would be cut. Further, many areas cannot take two such shows within a week to suffer.

> Commenting on the idea of deejay tours, another spokesman reflected that if he were a disk jockey out in one of those smaller cities, "I'll be damned if I would help any traveling jock from the big city promote his show. Even if he weren't on a network show competing with me to begin with, if he has a hot tour with my help, he might get a good network slot. What's in that for me?"

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, Brooklyn, "Don't kid yourself, there's a lot May 30 and 31 at \$12,500 per night against a 50-50 split. Shaw said final talent line-up will not be announced for several weeks. Con-

The Rhythm and Blues Cavfor shows and dates gets cut out aleade unit, booked by Universal Attractions, was set to cool for a It was also advanced that the couple of weeks and re-form for He is working on return engage- element of competition between another three-week try in the ments in Britain for the Count Irving Feld and Alan Freed, not middle of May. "We hope things Basie Band under Ray McKinley only for prime locations but for at- will have picked up by then,"

Polish Cat Digs Jazz -It Rocks Iron Curtain

sky, head of Savoy and Regent turn send Herman some classical Records, carries on an extensive records made in Poland featuring correspondence with record buyers works of Chopin, or performances from all over the world. The other by Paderewski. Or he will send day he received a letter from a Herman Polish books, or paintings, Polish jazz cat who had heard one or anything else for exchange. of Herman's Savoy disks and who dug it the most. Here are some there is no 'Iron Curtain,' and this extracts from his letter:

"I am a student at music school . . . and I study the music of ent of the political ideas of any Bach, Chopin, Liszt, Rachmaninoff nation and the jazzmen of the and Greig, but the only, greatest world make one great family." way of my life is jazz. I became interested in jazz about six years ago but at that time there was jazz discrimination here. One day, while playing piano alone in my class room. I taught myself "How High the Moon." One of my professors came in, heard me and I was expelled from school the next day by the school director. But I'm still in love with jazz.

"Now, for the past two years jazz has come to our country as a free music of a free people. Now we can play and hear jazz music, Gerry Mulligan started rehearsals as much as we wish."

The lad (who shall be anonymous) then goes on to state that tour, finally got his personnel he is a devoted fan of such cool all straightened out. The new cats as Bud Powell, Thelonious Monk, Erroll Garner, Dizzie Gillespie and Charlie Parker, and that Farmer on trumpet, Henry Crimes he leads a small combo. But, he explains, his group is unable to Group is set for some TV work and play like their idols because they then will play a string of club can't buy any jazz LP's in their dates. 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," "A Foggy Day," "Lover, Come Back to Me." etc.

The youth finally comes to the point and asks Lubinsky to ship some of his Savov Records to him in Poland. But not gratis, mind you. Altho he has no dollars, he says if Lubinsky will send him

Storyville to Cape in July

BOSTON -- George Wein, impresario of Storyville here and of the Newport Jazz Festival, has announced he 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 the Boston spot. George Shearing is first on the schedule. Dave Brubeck will come in for two weeks July 6, followed by Errol Carner July 21.

Tom Lehrer and the Four Freshmen are booked for the month of August. Altho not the first jazz club, this will be the first name jazz policy on the Cape. LeRoy Parkins will play again this summer at the Southward Inn at Orleans.

MUSIC PUBLISHERS

Representation in San Francisco. Group basis, low cost.

GRANADA MUSIC CO. 150 Powell St., San Francisco 2, Calif.

Don't Give Me an Elephant for Christmas §

PACHYDERM PUBLICATIONS 1674 Broadway, Sulte 607, N. Y. 19

...for dealers ...for manufacturers IN THE BILLBOARD

NEW YORK--Herman Lubin- some Savoy jazz records he will in

He concludes: "For jazz music music makes the people of all the world brothers. Jazz is independ-

Lubinsky is sending the Polish cat 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 with his new group, and Kai Winding, who is planning a European Mulligan crew will consist of Mulligan on baritone sax, Art on bass and Dave Bailey on drums.

Personnel of the Kai Winding septet will consist of Kai, Bill Elton, Ola Hansen and Tommy Main on trombone; Ronny Bell on piano: Gerry Tomlinson on drums and Eddie De Haas on bass. Bell is an English cat and De Haas is from Holland.

Jimmie Rodgers Cele Called Off

MERIDIAN, Miss. -- The annual Iimmie 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 who, with Hank Snow, was the founder of the annual event.

Tubb said the decision to call 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 and Health Foundation. No reason was advanced for calling off the

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 sup-

Tubb and Snow plan to do a benefit show May 26 for the Jimmie Rodgers Memorial Foundation. They urge other c.&w. performers to do likewise, stating that the Foundation is in need of more funds to complete the Jimmie Rodgers Country Music Hall of Fame.

Mrs. Haven Gillespie Dies In Hollywood

HOLLYWOOD-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 Cillespie, here.

Haven Gillespic is the writer of such hits as "Santa Claus Is Coming to Town," "You Go to My Head," "I'm in Love With You, Honey," "Drifting Along With the Breeze," "Lucky Old Sun," and others. The Gillespies lived in Las Vegas six years, moving to the West Coast two years ago.

Body was cremated and the ashes shipped to Fort Mitchell, Ky., IN FULL COLOR EVERY MONTH (for interment in Highland CemeA symposium directed at better music programming in radio & TV

AFTER-HOURS SESSION

PANEL POSER:

What do you think of the "Top 40" record formula in radio and TV deejay programming?

Fourth Guest Panel of a Series



Mitzi Caynor, 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."

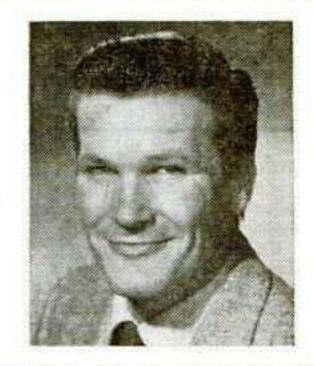
Bob Landers, deejay, WNEW, New York: "There are many reasons why I'm glad to be at WNEW. ... One of the biggest is that I don't have to think about Top 40. My personal feelings go right along with those of the station on this subject. There never was, and never will be, a time when there are only 40 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."





www.americanradiohistory.com

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 resurgence of independent FM radio. The converting of large sections of AM radio into mindless juke boxes is not only a pitiful surrender to the compulsive conformity that is turning much of our mass media into pools of blandness, 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

-By JUNE BUNDY-

Edwards, WERE, Cleveland, pictures, actual tapes, masters, acepractice of playing one song hit of of time, seven blisters." A new the 1950's on each half-hour seg- for deejay promotion! ment 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 offered \$50 for each sound plus \$5 added each day they weren't identified.

Bell, WOAI, San Antonio, writes: pushing albums and stimulate re-"I am building a storyboard on leases to jocks. Often when stations themselves into a frenzy over this 'How a Record Is Made' for dis- are on so-called 'service' lists, the top 40 business. I think Martin play in area record shops and at albums of air quality never get to Block, Barry Kaye and Bill Randle my hops. Board traces disk from the actual jocks. Thank goodness I

GIMMICK FOR JOCKS: Tom session thru final store copy. I use get a fairly free hand in the diswrites: "My Best gimmick to catch tates. Bottom of board has info on leases, there's a new one in the and hold the adult audience is my my show. Total cost: \$15, 5 hours Sanders family, a girl named

> ANECDOTE FEATURE: Guy Cherney, KCBS, San Francisco, is having great success 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 help from publishers, record companies and press agents.

NORTH CAROLINA: Bill Sanders, WTOB, Winston-Salem, hopes record companies will "mull DO IT YOURSELF: Frank the situation with regard to deejays KVAR, Phoenix, Ariz., writes: "Sta-

tribs' stock rooms." Speaking of re-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. We get interested in them as people and suffer plain old curiosity about what their homes and families are like, what their hobbies are, what kind of food or movies they prefer. Seems to me disk jockeys used to talk more about themselves than they do nowadays. It's less homey."

TOP 40 FRENZY: Bob Furry, tions and deejays alike are getting (Continued on page 41)

ON THE BEAT

RHYTHM & BLUES - ROCK & ROLL

By REN GREVATT .

Like there's been an awful lot of 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 those records which featured the 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

what happens? They boycott the girl singers and they go for the Jerry Lee Lewises and the cats of his ilk."

The first murmuring of a comeback for chicks (this species were strictly chicks, not thrushes) were 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 lending a hormonal hypo to the record business with those wild, uninhibited and sometimes almost degenerate sounds. It came to be a fact that, as soon as you heard that crazy chick chorus chime in 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 was the soulful distaff voice,

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 and shout. A low, soft, out-ofthe-woods type fem voice simply answered: "You sure have baby, you made me jump and shout, honey." In the pop world, Andy Williams had a hit last year on Cadence with "I Like Your Kind of Love." Here, another delicious chick's voice kept up a constant answer: "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

By BILL SACHS

Around the Horn

Jimmy Martin and the Sunny Mountain Boys have a new one on Decca titled "Ocean of Diamonds." ... On the strength of his showing on his two Starday Record releases, "King for a Day" and "5-Cent Candy," Orville Couch will have his next release on the Mercury label. It will mark his first rock 'n' roll effort. Release is slated for May 7, with one side penned by Jim Shell, and Couch collaborating on the second side with Eddie Mc-Duff. . . . Jimmy Isle's waxing of "You and Johnny Smith," on Roulette, shows signs of spilling over into the pop field. Deejays may obtain a sample copy by writing to Kenny Marlow, publisher of the tune, at 420-A Broadway, Nashville.

"Hoosier Hayride," which recently concluded its season of Saturday night presentations from the stage of the Wayne Theater, Fort Wayne, Ind., is now devoting Saturday nights to working Indiana 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) Glenn 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) guest 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 the Coast. Deal was set by Steve Stebbins, of Americana Corporation, Woodland Hills, Calif. Lefty

and Freddie will soon begin a 10day 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 playing 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 the show's first anniversary May 3 with a layout headlining Rex Allen. . . . John Stephenson's Cowtown Records,

(Continued on page 45)

MUSIC AS WRITTEN

By BOB ROLONTZ -

NEW STEM WRITING BLOOD

As an indication that the older name writers no longer have the Broadway musical scene locked up, the following writers, most of them relatively young men or women, are engaged in writing either music or lyrics for musicals for the fall season; Moose 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 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 will star Par Boone, Gary Crosby and Tommy Sands.... Cue Records. Houston-based label, is now being distributed by George Goldner's Gone record label nationally. Jimmy Duncan, who 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 ork's European 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 Concerts 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 (18).... Joe Napoli's latest 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. . . . Ersel 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 replaced Marijohn Wilkin in the operation of Earl Barton 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 fourweeks-in-a-row winner of the Apollo Theater, New York, amateur show last month. . . . Johnny Mathis will open at the Copa, New York, on May 8. . . . The Shirelles star at the Howard Theater in Washington starting April 25...: Charlie Applewhite will be at the Casino Royal in Washington 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 record label. Gold's Paris Records has not only come up with 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 started 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 Get a Date."

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 east. "Film Encores" by Mantovani on London; "Dukes of Dixieland, Vol. album artists during this period 3" on Audio Fidelity; "The Eddy (excluding large sound track and Duchin Story," Decca sound track; original casts) shows male vocalists "Songs of the Fabulous Fifties" by Roger Williams, Kapp; "Spirituals" by Tennessee Ernie, Capitol; nessee Ernie Ford, Pat Boone, "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 by the above artists. Six are on the

Another attribute of the Euro- labels have one each. pean market, enviable to American tradesters, is that hits last longer. A Platters' EP containing "Only You" has been on the top-selling . Continued from page 3 charts for more than a year and is still No. 3. So far, it has sold 300,- stein in favor of a written rebuttunes enjoying a free ride. Green of an impressive testimony in favor said the probable reason for such of protection for performance roylong life of hits is that Europe has alty by Arthur Fisher. only a few radio stations, each of However, the Alexander testithem highly influential. Therefore, mony was freely talked about by a hit record gets good exposure, ASCAP onlookers as being that of but can't be played to death.

have been made wary by American | quest for \$2,000 relief money, and talk about a recession. But so far, who had threatened to go before the recession has not made the the O'Mahoney committee if his trans-Atlantic crossing. Business, he request was turned down." A said with a puzzled but happy board member, present at the hearshrug, is terrific over there.

ARRIVEDERCI, ROMA

RECORDED BY

Roger Williams Kapp Mario Lanza . . . RCA Victor Vic Damone Columbia

PUBLISHED BY

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

ram the 20th Century Fox CinemaScope Production THE LONG HOT SUMMER

LEO FEIST, INC.

- To the Top Again . . . WHO'S SORRY NOW
- CONNIE FRANCIS on MGM · I'M GETTIN' SENTIMENTAL OVER YOU
 - **NELSON RIDDLE on Capital**
- BILLY
- KATHY LINDEN on Felsted ONE MORNING IN MAY JOSE MELIS on Seeco MILLS MUSIC, INC.

The tabulations for best selling substantially in the lead. Best selling artists were Frank Sinatra, Ten-Johnny Mathis, Ricky Nelson, Roger Williams, Nat King Cole, Mantovani, Jackie Gleason, Harry Belafonte, Lawrence Welk, Perry Como, Dukes of Dixieland, Ray Conniff, Elvis Presley, Mario Lanza, Pat Boone and Shirley Jones, Erroll Garner, Doris Day, Dakota Staton, Fred Waring, Charleston City All Stars, Eddy Duchin, Lester Lanin and Julie London.

Thirteen labels are represented back, half the fans would never Capitol roster. Victor and Colum-know the difference." Capitol roster. Victor and Colum-bia have four. Dot nas two. Other

'Consistency'

000 copies, a bonanza, incidentally, tal. Finkelstein did not want to for the publishers of the three other introduce the matter on the heels

a dissident member "who had re-Europeans, Green concluded, cently been turned down in a reings as a spectator, told The Billboard the Alexander request had been refused.

Copyright register Fisher asked the O'Mahoney 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 first crack, or early crack at any top Broadway show, thus strengthening their position as an entity in the disk business. And, of course, for the publisher, it means money in the bank no matter how the album set makes

For the low-priced label it shows that they can offer guaranteed sales to artists, which 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, drugstores, 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!





MERCURY 71283





MERCURY 71291

Law Against Disk Pirating

· Continued from page 4

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 in the music fee to the owner of the record publishing and recording industries copyright as well as to the original grew, there was a proportionate author. increase in pressure to secure copyformers and recorders, with corresponding protest by authors and users.

split performers and manufactur- roll number, or of a Toscanini to ers as each fought for "protection an unknown composer, as fixed in for themselves," the Ringer study a sound track, contain their respecpoints 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 cautiously favored "limited protection" for recorded performances.

Where would the new sound recording copyright stand in relation to the present statute's "compulsory licensing" provision? Miss rather than the manufacturer, Ringer says it is highly unlikely should have the copyright. that the compulsory licensing would extend to the secondary copyright.

Compulsory Licensing

author-publisher groups. claim that failure to bring record racy protection in present revision copyright under compulsory licens- of copyright law. He feels court ing would penalize the composer, case-law development is proceedwho can get only 2 cents a record, ing in the right direction, and bewhile the performer can "bargain lieves we need a larger body of freely for his services." Also, they evidence to background any new claim the recorder could record a statutes. 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 out of their recordings "solely thru 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 out a covenant between themselves before applying for the record copyright, should the latter become part of U. S. Copyright law.

Experts Comment

Comment by four copyright experts from the panel which has been asked to give opinions on the Library of Congress studies, provide more questions but few answers on this issue.

Herman Finkelstein, counsel for the American Society of Composers, Authors & Publishers, sees "no objection" to a law prohibiting record piracy, but is not sure it should be part of federal copyright. He notes a little touchily that, "This question of ownership of secondary copyright omits the idea that the author of the work might be one of the beneficiaries."

Edward A. Sargoy, chairman of the American Bar Association's Committee on General Revision of the Copyright Law, and representative of East Coast movie producers' association, says "the guts of the problem" concerns whether we are "ready" in this day and age to recognize that a recording is a "writing" within the constitutional meaning now given for copyrightable materials. He believes we 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 some "three quarters of a million juke boxes," and broadcasters using

Sargoy feels there is no doubt right in sound records," by per- that contributions by performers and recorders entitle them to a measure of creative authorship. "The artistic creation of an Elvis Self-interest considerations even Presley to an unknown rock 'n'

Whose Copyright?

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 "neighboring rights," now under international consideration. Also, he decided the performer,

Harry Henn, associate professor of law at Cornell, and author of an earlier study, "Compulsory Licens-This brings hue and cry from ing" (The Billboard, October 14, They 1957), says "No" to including pi-

Protection Against Piracy

In final summing up, Miss Ringer suggests that some consistent protection against piracy under federal copyright law appears necessary, beyond the often conflicting maze of common law based on individual court decisions. The latter may tend eventually to give more protection to uncopyrightable work under the unfair-competition rulings, than to the qualified copyrighted work, she believes.

In foreign copyright, the British Commonwealth accords copyright to recordings, and the record copyright is exempt from compulsory licensing. Newest provisions in British copyright law require the marking of the record label to indicate name of maker, year of publication, and country of first publication, for copyright purposes. Performers are given protection under a separate statute, not part of the copyright law.

Eight countries, including Denmark, Hungary, Mexico. Poland, Switzerland, treat recordings as aform of "arrangement" and give them secondary copyright. In U. S. law, arrangements are copyrightable, since they are originally "writings."

> STOP, BABY THE FOUR PREPS Capitol

TRUE TO YOU GENE VINCENT Capitol

BOURNE, INC .- ABC MUSIC New York 19 136 West 52 St.

3 GREAT RECORDS

CAREFUL, CAREFUL EILEEN RODGERS Columbia CHERIE, I LOVE YOU

PAT BOONE Dot TIPTOE THRU THE TULIPS RUSS HAMILTON

MUSIC PUBLISHERS HOLDING CORPORATION

James C. Petrillo Bid Denied

Continued from page 4

prolonging the strike."

Local 48 Meet fered little than the past 10 weeks tempt to ratify new agreements far since the strike at the studios was in advance of their expiration. called. A meeting of Local 47 today (28) will determine the suspension status of those AFM members dropped on charges of "dual . Continued from page 4 unionism." 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 is directed to the whole family and the Musicians' Club with a balance 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 Park. In attendance were Gene Fry, years for the Musicians' Defense president of Local 1, AFM, who Fund, latter set up to prosecute the legal actions against the AFM manager of Music Hall, and his and the Music Performance Trust Fund. Attorney Nathan L. Schoichet notified Read that he was representing a group of musicians and wanted an accounting or else appropriate proceedings will be institued to enforce such an accounting 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 grounds that such information "could be used harmfully against the contributors who could be threatened with disciplinary action by the Federation." and which could 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 used for any expenses" of the MGA.

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 orchestras have been instructed by their union officials to refuse service to the major Hollywood studios, and Juan Osario, of the Sindicato National de Trabajadores de Musica, similarly alleging that all studio work south of the border has been stopped.

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 affirmative indication of MGA's plans in this direction, a number of MGA supporters are known to be cognizant of the havoc they could spread in these industries by merely asking for an election as the exclusive bargaining unit. An impasse similar to that which exists in the current film strike would result, and would threaten the employment of thousands of musicians across the country.

opined that there is nothing in the the best of all popular music, be regulations that would prevent the it rock and roll, ballad, Broadway AFM from initiating negotiations in musical, motion picture scores, these industries at this time, in advance of the contract expiration you."

PITTITITITITITITITITITITITITI Climbing Fast! "JUST FOOLIN'" EDDIE HOWARD on MERCURY JACKIE CARBONE on STAR-X

Biernat & Dietz Music Publications Sole Selling Rights to MILL & RANGE SONGS, INC.

ble for a delay in negotiations and dates. It's the opinion in some quarters that this might be looked upon as unfair labor practice, tho The week's developments dif- it's pointed out that all unions at-

Cincy Dance Ops

pavilion each Monday night, 10:15-11, with the station's Bill Albert following with his nightly platter show and interviews from the WLW mobile unit adjoining the bandstand. Local dance studios are co-operating by offering free dance lessons to beginners. The promo-tion's slogan, "Let's Go Dancing." is designed to promote dancing to live music specifically.

Host at the Monday luncheon was Charles Beal, local concessionaire and operator of the Topper Ballroom in Music Hall. He also operates the dance pavilion at Ault served as chairman; Charles Bauer, assistant, Carl Roos; Jack Heusser, manager of the Cincinnati Zoo; Edward L. Schott and Ralph Wachs, of Conev 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 Daley, of Station WLW, Cincinnati, and Bill Sachs, of The Billboard.

Bell Launches

Continued from page 4

such names as Sv Oliver's ork, Cab 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 same as for a \$1.98 LP.

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 A critical situation affecting 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.

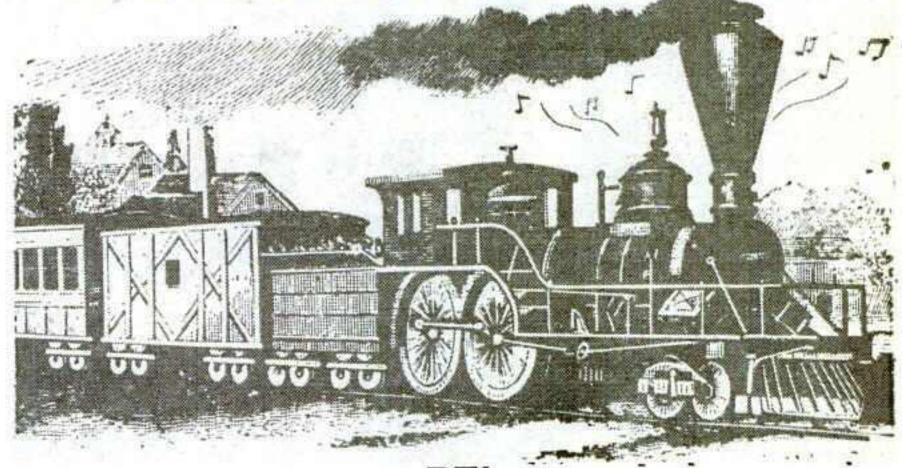
"We have always been cognizant of teen-age tastes but cannot believe that these tastes alone should dictate a program concept to the exclusion of America's broad range A spokesman for the NLRB here of musical wealth. We will play Latin-American tunes or what have

> Jaegar also spoke of the "tremendous response congratulating us on the change which placed William B. Williams on the Make Believe Ballroom. To Art Ford we wish our best in his new position."

> It was recalled by tradesters that just 10 months ago the station and Jerry Marshall broke off a relationship which had lasted for a number of years. At the time, Marshall on the "Ballroom" had hewed closely to the top hits format, and Ford was seen as bringing new diversification of material to the

MACH' SCHNELL ZU DEM GRÖSSTEN SCHLAGER!

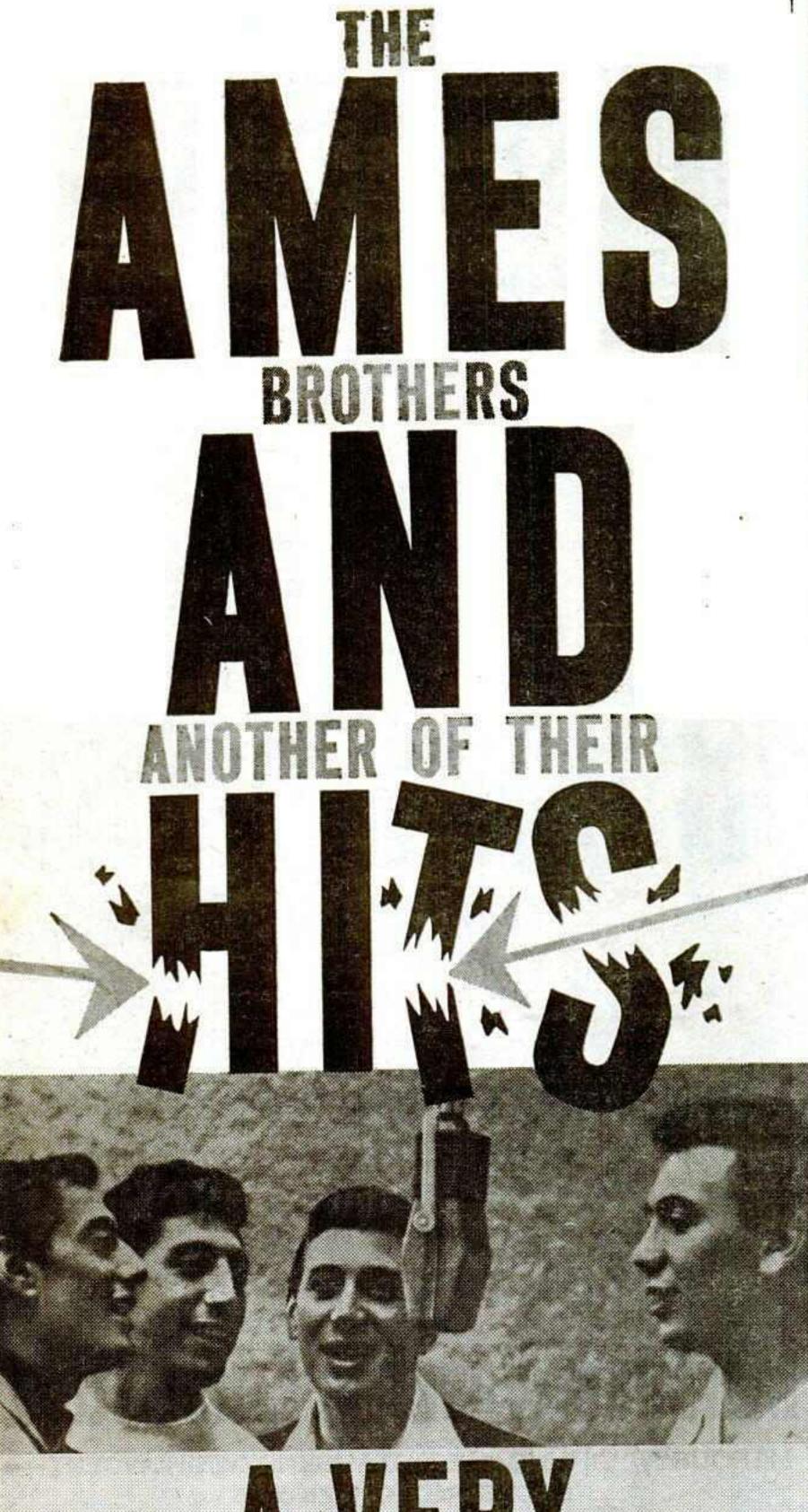
Dast ist grossartig von KÜSTE ZU KÜSTE. Alle einsteigen in



Marianne Vasel UND Erich Storz

MERCURY # EINUNDSIEBZIGTAUSENDZWEIHUNDERT ---SECHSUNDACHTZIGX45

STRAIGHT TRADE TALK! LATCH ON TO THE BIG HIT! It's tremendous from COAST TO COAST. Get aboard The LITTLE TRAIN by Marianne Vasel and Erich Storz MERCURY #71286X45



PREGIOUS

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!

IN'T LEAVE ME NOW 47/20-7167

with Hugo Winterhalter's Orchestra and Chorus





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 moving well. "Indian Love Call" by Ernie Freeman and "Zorro" by the Chordettes on Cadence are strong. Chuck Berry's LP, "One Dozen 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 National includes Georgia, Alabama and East Tennessee. With the addition of Cadence the distrib now has 18 lines. . . . Jerry Blaine, Jay-Gee Record Company, Inc. mahoff, has changed distributors for Jubilee and Josie in Pittsburgh, Hartford, Conn., Indianapolis and Buffalo. The new distributors in the respective cities are Remley 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 80,000. "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 Iowa, 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, Ill., office. Ken Schlosser, formerly a salesman, replaces him in Peoria.

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

Continued from page 3

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, Jim-McGuire Sisters (No. 6) and mie Rodgers, Buddy Holly, Chuck "Peggy Sue" by Buddy Holly (No. Berry, the Royal Teens, the Crick-

The other labels had one record each. In order of sales strength these are: "Get a Job" by the Sil- ton and Johnny Mathis. houettes on Ember; "Stood Up" by Ricky Nelson on Imperial; "The ists are male vocalists. Ten duos Stroll" by The Diamonds on Mercury; "Oh, Julie" by the Crescendos on Nasco; "Great Balls of Fire" by Jerry Lee Lewis on Sun; "Sweet Little Sixteen" by Chuck Berry on Chess; "Tequila" by the Champs on Challenge; "Twenty-Six Miles" by the Four Preps on Capitol; "La Dee Dah" by Billy & Lillie on Swan; "Kisses Sweeters Than Wine" by Jimmie Rodgers on Roulette; "Oh, Boy!" by the Crickets on Brunswick; "Raunchy" by Bill Justis on Phillips International; "Dede Dinah" by Frankie Avalon 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,

Moon" by Billy Vaughn (No. 4) | Silhouettes, Jerry Lee Lewis, Billy ets, the Champs, the Four Preps, Frank Sinatra, Billy & Lillie, Bill Justis, Frankie Avalon, Roy Hamil-

Thirteen of the best selling artor 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.

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

- MOONLIT MOODS. Best-selling Lenny Herman and "the Mightiest Little Band in the Land" play Paper Moon, Moonlight Cocktails, etc.
- 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.

88 MINUTES OF MELODY . SELECTIONS FOR EVERY MUSICAL TASTE

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).

*Sightly higher in the West.

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



V-M CORPORATION

BENTON HARBOR, MICHIGAN

V-M Consumer Advertising Appears in The Saturday Evening Post, Holiday, Time, Sports Illustrated, Parade, American Weekly, Family Weekly, McCall's, The New Yorker, Seventeen, Ebony and other best-read publications. Tie-in and cash-in!

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Rack Route Sales Bulge in 1958

Continued 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 cent), 45 r.p.m. extended play (20 per cent), LP's at \$1.98 list (18 per cent) and kiddie records (8 per cent).

In addition, a surprising number carry record accessories of some kind. More than 90 per cent of the jobbers reported that they carry accessories of some type. This is what they carry (listed in order of frequency on the survey questionnaires): 1—record racks; 2—cleaning cloths; 3—needles; 4—record carrying cases; 5—adaptors; 6—inserts; 7—anti-static sprays and brushes.

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 tips or the steel "spikes" for inexpensive kiddie phonos. In both cases, needles are carded and 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 sapphire-tipled replacement needles for the two most popular cartridge types. It is safe to say, however, that the consumer who cares 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 fact most, use spot radio extensively. Some even use TV. One told The Bill-board 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

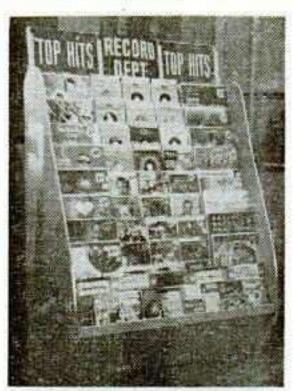
The one concession that the rack jobber makes to merchandise on a "deal" is if he can use it on a "dump" in the supermarket—that (Continued on page 17)



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 Almor employee is stapling corners of singles' sleeves as a safeguard against theft. She can staple approximately 100 sleeves a minute.



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 toiletries and beauty aids, toys and housewares. The firm is just beginning to move into stationery and school supplies, but records are a vitally important part of their operation. 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 do they face? What routine do they follow to service their customers? 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 do buy in depth," says Hyman. "On a pop single, we'll buy roughly 5,000. We'll 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 record-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."

Anti-Pilferage Assists

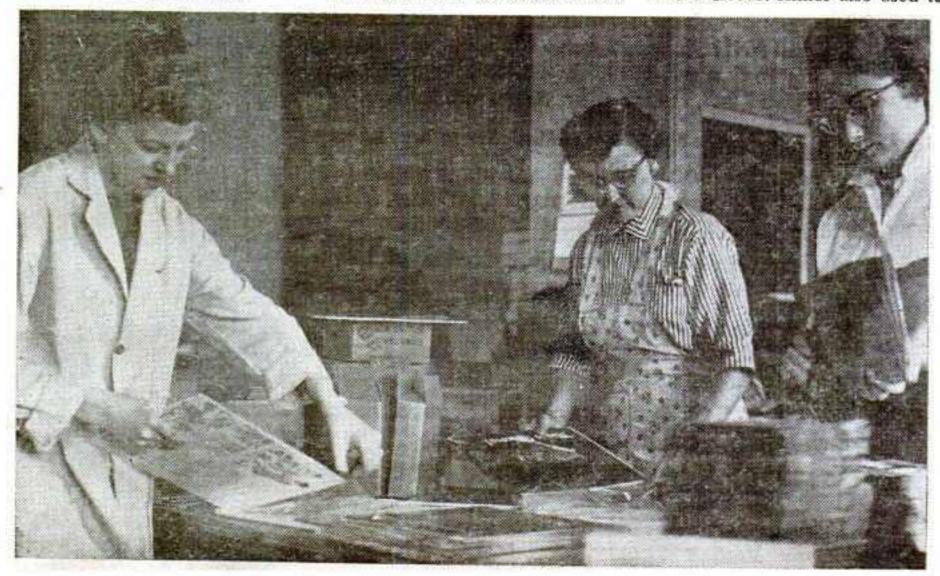
Almor is deeply concerned about pilferage. This may seem somewhat paradoxical since the firm is in the same position as a distributor with regard to theft. Records stolen represent losses to the rack location rather than Almor. Still, the firm has to be concerned because if a rack doesn't create income 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



THE PARTY NAMED IN COLUMN

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 \$3.98 album. The clerk at check-out would never know the difference. To circumvent 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 getting the distributors and manufacturers to see the rack jobber's point of view.

"It's amazing that these big manufacturers understand so little about our way of doing business. Ours is completely different from the musical or record specialty store. If I were a manufacturer, I would hire someone from the 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 business for the past 20 years."

To Each His Own

Of the 12 servicemen employed by Almor, five operate out of the Amsterdam branch, five out of Syracuse and two out of Burlington, Vt. They handle only records. Often these servicemen will run into other Almor servicemen who handle toys and housewares in the same supermarket. Why doesn't one serviceman handle all the Almor line?

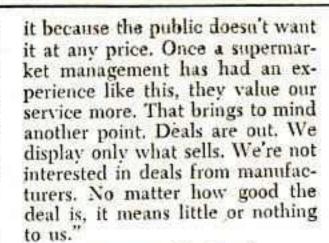
The way we do it, it's more efficient," explains Hyman. "We found that a serviceman handling all lines serviced fewer outlets per day. Our record men, for instance, can handle nine accounts a day. But a drug and toiletries serviceman can work only four accounts a day. We had to split them up. Believe me, this is the only way to do it."

Competition?

Almor has run into competition from an unexpected source but it doesn't worry them too much. The competition has come from small manufacturers who have sold to 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 stuck 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 mature of super traffic, kid disk sales are healthy percentage of Almor's gross.



Browsers No Good

What kind of racks are best? According to Almor, browsers are no good. They can only show one album cover. Thru experimenting, they have developed a rack that will show 15 facings of albums. This is the fifth different design they have used and is the most 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, etc.), 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, carefully study the best-selling charts, check what local deejays are playing, and listen carefully to every distributor and salesman. They have to. Almor has a lot at stake in the record business and they are working every minute of every week to protect their investment.

Rack Routes

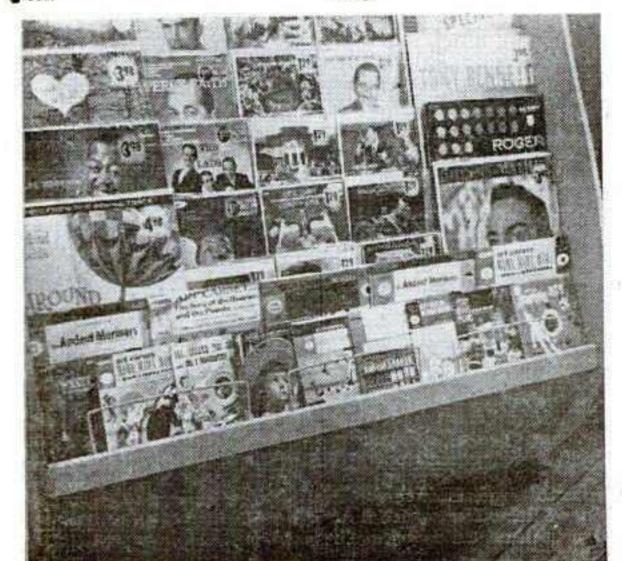
Continued from page 16

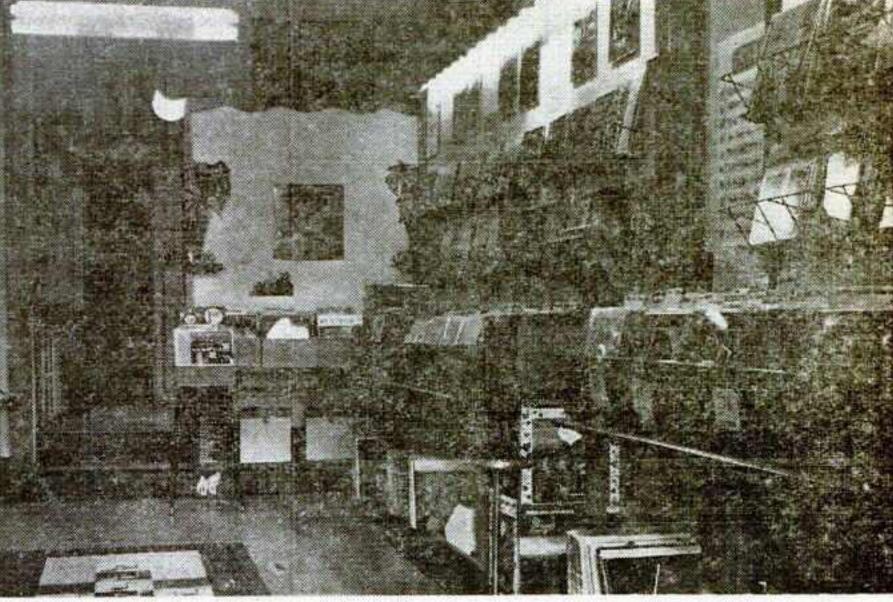
is, a special location apart from his regularly serviced rack. Whether or not he is able to place such a dump is dependent on several factors: how good a deal it is, how much the supermark management will charge him to put the dump in and how good a salesman his serviceman is. Some jobbers offer bonuses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

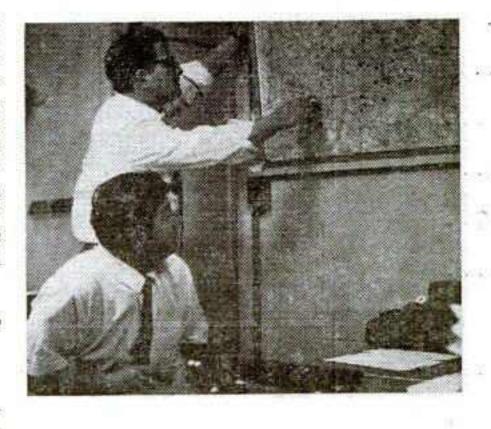
Without question, racks are here to stay and rack operations will grow substantially in the near future. The predictions for the coming year, mentioned earlier here, are conservative, if anything.





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 location for still another Wambach rack. Below,

right: An important job in the Wax Works operation is management of the retail store. This is in the capable hands of June Carson, seen here examining a phono that has been returned. Because he doesn't have to worry about the retail operation. Wambach can devote more time to expanding his rack business.





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 Pennsylvania 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.

It is interesting to compare the business trend on his racks with that of his retail store. While his rack business in 1957 more than tripled, his retail sales went up 21 per cent. Looking at it another way, his gross sales in his retail operation represented one-fifth of 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 only one-tenth of the total billing on the racks.

Most of the Wambach racks

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 supertype in another respect. They are counter browsers rather than standup displays. And, while the inventory on each rack embraces all types of disks, it doesn't exceed \$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 a branch further west in Pennsylvania in Johnstown. One man handles that operation.

How He Services Many of the Wambach racks

he sends an inventory card to the owner of the location. It's a jumbo post card, ruled on the back with a place for marking in the entire three speed inventory. A new order for the location is then made 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 made by the servicemen.

For the Future

Wambach's racks are placed, for the most part, in towns of less than 1,000 population. There are plenty of towns of this size in the State and Pete Wambach hopes to hit them all sooner or later. This seems ambitious but it isn't as far-fetched as it may seem. Of the State's 48 counties, Wambach's men already cover 41.

Says Pete Wambach, "Id be in a 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 alternative would be to go into another business and I'm not about to do that."

AUDITION
a new selling force

...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING APRIL 19

Weeks

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 Letailing of New York University.

This Week	Last Week	Chart
1. The Music Man	. 1	10
2. Johnny's Greatest Hits Johnny Mathis, Columbia CL 1133	2	3
3. Elvis' Golden Records	. 9	2
4. South Pacific Sound Track, RCA Victor LOC 1032	5	5
5. Come Fly With Me		13
6. Till	1702	5
7. Around the World in 80 Days Sound Track, Decca DL 9046		57
8. The King and I		94
9. My Fair Lady		108
10. South Pacific	. 8	213
Johnny Mathis, Columbia CL 1078		19
12. The Late, Late Show	. 16	9
13. Pat's Great Hits Pat Boone, Dot DLP 3071	. 10	28
14. Hymns	. 12	70
15. Oklahoma! Sound Track, Capitol SAO 595	. 13	137
16. Songs of the Fabulous Fifties Roger Williams, Kapp KXL 5000		48
17. Sail Along Silvery Moon	. 23	2
18. The Seven Hills of Rome	. 14	7
19. Carousel		57
20. Swingin' on Broadway	• —	1
21. Muted Jazz Jonah Jones, Capitol T 839	. 24	6
22 Dream Along With Me	•	9
23. Pal Joey	. —	24
24. This Is Sinatra, Vol. 2	• '	1
25. April Love	. 21	12

SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY



The	Billboard,	2160	Patterson	St.,	Cincinnati	22,	Ohio
	and the second second second				and the same and the		

Please enter m	y subscription	to The	Billboard	for	one	full	year	(52	issues).
I enclose \$15 p	cayment (saves	\$3.20	on single						878
20.77	paymen!	enclos	ed		ып	me			54

Company_____Address_____

_ Zone____ State_

• Review Spotlight on . . .

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

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 productuctions of the work plus composer's constant exposure as conductor, TV personality, performer and stage writer promise lively sales.

Special 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 Jazz Talent Album

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 excellently paced by a rhythm section including A. Taylor, drums; Duke Jordan and T. Flanagan, piano and D. Watkins, bass. B. La Funke is heard on alto. With exposure this could step out. Standout set is "Tribute to Brownie."

Specialty Album

GREAT RUSSIAN FOLK DANCES (1-12")— Moiseyev Russian Folk Ballet Company & Ork (Galperine) & Hungarian States Folk Ensemble (Gabor). 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 sound. Flip side is interesting, but milder, Collection of Hungarian folk music performed by choir, orchestra, dancers and solists.

Children's Album

ALI BABA AND THE 40 THIEVES 40-Bing 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 for kiddies. A worthwhile production that can sell 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)

- Album Cover of the Week -



MARJORIE MORNINGSTAR, RCA Victor LOC 1044. Attractive shot of the flick stars will spark buys. The eyecatching cover photo makes a potent display item.

Most Played by Jockeys

FOR SURVEY WEEK ENDING APRIL 19

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

1. COME FLY WITH ME

Frank Sinatra......Capitol W 920

2. MUSIC MAN

Original Cast......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 I

Elvis Presley...........Victor LPM 1707

9. GOODNIGHT, DEAR LORD
Johnny Mathis......Columbia CL 1119

Jimmy Dorsey Ork.....Fraternity F 1008

STORE RECORDED SALES

Best Selling Pop EP's

FOR SURVEY WEEK ENDING APRIL 19

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

1. JAILHOUSE ROCK

Elvis PresleyRCA Victor EPA 4114

2. ELVIS
Elvis PresleyRCA Victor EPA 992

Ricky NelsonImperial EP 153

4. SPIRITUALS

3. RICKY

Tennessee Ernie Ford . . Capitol EAP 1-818
5. HEARTBREAK HOTEL
Elvis Presley RCA Victor EPA 821

6. THE SEVEN HILLS OF ROME

Mario LanzaRCA Victor EPA 4222
7. JOHNNY MATHIS

8. HYMNS
Tennessee Fruie Ford Comital FAR 1 750

9. COME FLY WITH ME

Frank Sinatra Capitol EAP 1-920

10. 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.

ERSIDE PLAN: For each 15 LPs you buy-pay for 10, swap for 5. Swap five 12" LPs (listing at \$3.98 or more) of any other label for five \$4.98 12" Riverside albums... with the purchase of each 10 additional LPs from the extensive Riverside catalog.

THE JUDSON PLAN: For each 15 LPs you buy-pay for 10, swap for 5. A separate plan, but it works exactly the same way: swap five 12" LPs (listing at \$3.98 or more) of any other label for five 12" Judson albums ... with the purchase of each 10 additional LPs from the popular Judson catalog.

These labels feature brilliantly-recorded, superbly-packaged albums by such outstanding talent as: Cyril Ritchard, Thelonious Monk, Chauncey Gray, Eleanor Roosevelt, Stanley Holloway, Gerry Mulligan, Oscar Brand, Henry Morgan, Louis Armstrong, Bob Gibson, Lenny Herman, Alec Templeton, Sonny Rollins, Martyn Green and many others; plus Riverside's sensational HI-FI Sports Car Series.

In short: Put fast-moving Riverside and Judson albums on your shelves. For each 15 LPs on either label, pay for 10 at regular dealer price and swap 'dead' other-label stock for the other five.

STOCK-SWAP replaces stale LP inventory with fresh, fast-selling merchandise at GREATER DEALER PROFIT!

STOCK-SWAP is in effect NOW, ends May 17th. Contact your distributor TODAY.

ARC Distributors 40 Selden Ave. Detroit, Michigon

B. G. Record Sarvice 337 N.W. Sieth Ave. Portland, Oregon

BENART Distributors 327 Frankfort Ave. Cleveland, Ohio

CALIFORNIA Record Distributors (for all of California) 3009 West Pico Blvd. Los Angeles, California

Calmar Distributors 408 N.W. Seventh St. Oklahoma City, Okla. Crown Distributors 600 15th 5t Denver, Colo.

Dumont Record Distributors 1280 Tremont St. Boston, Mass.

East Coast Distributors 633 Liberty Ave. Pittsburgh, Pa.

Essex Record Distributors 10 Fenwick St. Newark, N. I.

F & F Enterprises 2704 Freedom Drive Charlotte, N. C.

Frontier Dist. Co. 7042 Highway 80 E. El Paso, Texas

Frumkin Sales 2007 S. Michigan Ava. Chicago, III.

Ideal Record Prod. 549 W. 52 St. New York, N. Y.

Jather Distributors 21 E. Hennepin Minneapolis, Minn.

Losco Dist. 17 S. 21 St. Philadelphia, Pa.

Pan American Distributors 3401 N.W. 36th St. Migmi, Flo

Roberts Record Distributors 1722 Washington St. Louis, Mo.

Schwartz Bros. 901 Girard St N.E. Washington, D. C.

Loonard Smith, Inc. 30 N. 3rd St. Albany, N. Y.

Southland Distributors 441 Edgewood Ave. S.E. Atlanta, Ga.

Tracy-Mitchell, Inc. 506-520 Seventh St Buffalo, N. Y.

A & I Distributors (RIVERSIDE ONLY) 1000 Broadway Cincinnati, Ohio

Eastern Record Distributors (RIVERSIDE ONLY) 26 Clark St. E. Hartford, Conn.

Hit Record Distributors (JUDSON ONLY) 1043 Central Ave. Cincinnati, Ohio

Leslie Distributors (JUDSON ONLY) 377 Winsor St. Hartford, Conn.

RIVERSIDE & JUDSON RECORDS

553 WEST 51st ST. NEW YORK 19, N. Y.



PROFIT PICKS OF THE MONTH! $^{\$}1^{98}$ for each 12" Long Play album



All the tunes from the great new Lerner-Loewe movie! Sparkling instrumentals in an enchanting "New Orthophonic" recording. CAL-436.



The popular movie & opera star presents a collection of lighter songs that's full of real zest and fun. CAL-424.



Lush mood music with a Latin American accent. A wonderful "New Orthophonic" Recording, CAL-429.



Sugartime, Seventy-Six Trombones, All the Way. Lichtensteiner Polka, plus 8 more by top artists! CAL-431.

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



Sweet and Lovely, La vie en rose, It's Only a Paper Moon, Linger Awhile, eight others. CAL-301.



Intermezzo, Pretend, Song from "Moulin Rouge," Wunderbar, eight other songs.



Donkey Serenade, Sweethearts, Giannina Mia, Will You Remember, eight others. CAL-357.

order from your distributor today!



Manufacturer's nationally advertised prices shown ... optional with dealer.

Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise— Top Demand

*** Very Strong Sales Potential — Essential Inventory

** - Good Potential - Will Sell ** - Moderate Potential - Salable Qualities

★—For dealers who stock all merchandise.

POPULAR ***

MARJORIE MORNINGSTAR Sound Track (1-12") RCA Victor LOC

An unusually programmatic background score by top-flight Hollywood composer Max Steiner. Strains from "A Very Precious Love" are utilized thruout, Gene Kelly warbles the theme on one track. Pic openings should spark interest. Strong appeal to the movie-goer.

POPULAR ***

SKITCH HENDERSON ON THE BANDSTAND (1-12") RCA Victor LPM 1579

Another pleasant, easy-going collection of Henderson's mood items, featuring the maestro's piano, backed by a lush mood ork with a beat, Tunes include "li's Delovely," "My Blue Heaven,"
"The Continental," played very much for the non-Lindying terp set. Good cover of the bewiskered piano man can help move copies.

ANYONE CAN CHA CHA Navier Cogat & Joe Loco Orks (1-12") Epic LN 3338

Newest in Epic's dance series will please any cha cha chap or chick. The Cugat touch goes well on "Mi Trencito" ((My Choo Choo) and others, while Joe Loco ork occupies flip side with Latin versions of "Ida," "Kalamazoo,"

LISTEN AND RELAX Ella Fitzgerlad & Gordon Jenkins Ork (1-12") Decca DL 8697

A group of earlier sides recoupled makes for nice listening. The thrush is in fine voice and the arrangements by Gordon Jenkins, tho dominated by strings as compared to the more jazz inspired backings for Miss Fitzgerald's more recent efforts, are nevertheless emooth and well-recorded. Attractive cover sets the tone for the mood offerings like "Black Coffee," "Lover's Gold," etc. Can sell and it's worth jock spins too.

LOU MONTE SINGS FOR YOU With Hugo Winterhalter & Joe Reisman Orks (1-12")-RCA Victor LPM 1651

Monte, currently on the best selling singles charts, will attract good business with this package. Performances showcase the chanter's bi-linqual style (Italian-American). Leadoff tone is his current hit, "Lazy Mary" and others include "Just Say I Love Her," "Italian Huckle Buck." etc. Bright arrangements by Hugo Winterhalter and Joe Reisman,

NIGHT AND DAY Joel Herron Piano and Ork (1-12") Westminster WP 6079

These arrangements of great Cole Porter tunes are full of taste and wit. Rather than having an overbearing lush quality, the accent is on subtlety of rhythm and FEVER color, "Begin the Beguine," "Night and Day," "I Get a Kick Out of You" are typical material. Class pop wax, with a displayable cover.

MAN ALIVE! Frankie Vaughan With Wally Stott Ork (1-12") Epic LN 3453

Stateside LP debut is an impressive one for the British film and variety star. Vaughan has some touches of the legit singer and some of the crooning school, with actually a few of the vocal mannerisms of Russ Colombo. There's a lot of life and enthusiasm to these vocal stylings of "Do Do Do," "You're Driving Me Crazy," etc. and the chanter gets excellent ork support by Wally Stott and band. Fine cover shot of the star is a good introduction, With pushing, this can be sold.

POPULAR **

A HOLIDAY IN HI-FI

Kermit Leslie Ork (1-12") Epic LN 3452 A varied set of well-orked instrumentals. The album is a sort of musical trip around the world. It's a good change of pace programming set for jocks. Sound quality is excellent, Competition COUNTRY & WESTERN ** on this type of album is heavy, but added appeal of sound will help this INSTRUMENTALS move with exposure. Numbers include "Bermuda Holiday," "Jungle Flower" and "Rainy Afternoon."

IN THE STILL OF THE NIGHT Gordon Jenkins Ork (1-12") Deces DL

This is a collection of standards performed with a Latin accent by Jenkins and a fairly large scale mood ork, Tunes include "In the Still of the Night," "I Concentrate on You," "My Romance," etc. Can catch some action in the mood market, despite the fact that the waxings are not new.

MOONLIGHT MADNESS Daniel De Carlo Ork (1-12") Deces DL

A set of lush instrumentals remantically presented by the European orkster. Numbers include popular American and international standards. Good programming set for jocks. Competition on this type of package is heavy.

THE FABULOUS FINGERS OF IRVING FIELDS (1-12") Fiesta FLP 1228

Fields, well-known to class here; spets, does 10 Latin sides here. Performances constitute very flashy keyboard work, with a precise, brilliant technique, included are "Mi Miserlou," "Jaiousie," "Por Que," etc. Fields worke with a trio. Good dance package,

PRESENTING JOE MAIZE AND HIS CORDSMEN (1-12") Decca DL 8590

Happy, bright and sparkling is this album of well known standards by Joe Maize and His Cordsmen. Joe Maize, leader of the group, is featured on the console steel guitar, and he plays it with style. Group's fans will be interested in this set.

POPULAR EP ***

HERE COME THE SUNS The Three Suns (1-EP) RCA Victor EPA

The Three Suns continue their reputation for ingenious small-combe arrangements in this bright EP platter, giving a smooth ballad treatment to "Harbor Lights," a driving rock setting to a Charles Albertine original called "The Message," a cute workout with try instruments on "Kandy Kazoo," and a pleasantly rhythmical reading of "Smoke Rings." Liner notes are particularly good.

TEEN-AGERS DANCE TO BOBBY BROOKES

With Leroy Kirkland Ork (1-FP) RCA Victor EPA 4273

Another in RCA Victor's "Teen-agers Dance" series, which has already featured Billy Mure, The Twins, etc. In this attractively covered entry. Bobby Brookes vocalizes with a nice, firm, rocking beat on "We Know." "Little Girl," "You'd Better Move," and "True, True Feeling." Could develop strongly and rates action on the deepsy circuit.

RHYTHM & BLUES ***

Little Willie John (1-12")-King 564 Little Willie's most feverish sides are here, including the title tune, which of course, was a big single. Also "All Around the World," "I'm Sticking With You Baby." etc. Lovers of genie will find it an exciting package.

RHYTHM & BLUES ***

BOSTIC ROCKS Earl Bostic (1-12") King 571

BOSTIC SHOWCASE Earl Bostic (1-12") King 583

> This pair of platters come on like nostalgic piledrivers, spearheaded by the gutsy roar of Bostic's alto horn as he reworks practically all of the famous instrumental "swing" hits of the late 1930's and early 1940's. A strong entry for the over-30 crowd, with its line-up for the duo including "920 Special," "Two o'Clock Jump," "Woodchopper's Ball," "Back Bay Shuffle," "No Name Jive" and others. As usual, Bostic's beat is rock-solid and the percussion is a real powerhouse affair. A good hook for deejays in reaching adult listeners.

Don Reno & Red Smiley & the Tennessee Cutups (1-12") King 552

(Continued on page 22)

a great New Dabel



with a hit on their strelease



CERRY CRANGELA

singing

SUNBEAM RECORD No. 102

DISTRIBUTORS: A few Available territories open - WRITE - WIRE - PHONE

SUNBEAM RECORDS, INC.

Director of A&R: Arnold Goland • National Sales Manager: Neil Galligan • National Promotion: Bernie Lawrence

225 W. 57th ST. (PLaza 7-8387) NEW YORK, N. Y.

Sunbeam Records, Inc.

THANKS . . . To all the RECORD

COMPANIES who expressed the desire to purchase the master of our initial

recording efforts. It was like a "SUN

BEAM" breaking through the clouds, to

know you agree with us, that we have

a HITI

NEW · BEST SELLING!



BURLESQUE HUMOR—REDD FOXX	49
BUDDY'S BEST-BUDDY COLLETTE	45
THE COOL, COOL PENGUINS	42
EXPLORING THE FUTURE—CURTIS COUNCE QUINTET	47
ORDER NOW III	

DOOTO RECORD CORPORATION

9512 S. Central Avenue

Los Angeles, California

CLIMBING FAST! 47/20-7207

RCAVICTOR



Reviews and Ratings of New Popular Albums

Continued from page 20

Dealers and buyers who want authentic | SPOKEN WORD *** country instrumentals have it here, There are square dance tunes, blues, etc., all with the true sound, Tunes include "Tennessee Cutup Breakdown," "Crazy Finger Blues," "Mack's Hoedown," "Gumberland Gap."

SACRED ***

FAVORITE SACRED SONGS

Various Artists (1-12") King 556 A lot for the money-for buyers of sacred material. Artists include Cowboy

Copas, Bailes Brothers, Milton Estes, Swanee River Boys, Shannon Grayson, 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 Make a Way Somehow,"

LATIN AMERICAN ***

CARIBERIA

Felix Guerrero Ork (1-12") Fiesta FLP

Ten breathless, refined excursions by strings and reeds into South American pop literature. More for dancing than listening. Cover shot is lovely.

LATIN MAGIC Armando Valdespi Ork (1-12") Fiesta

A pleasant, but fairly routine collection of Latin-American tunes in different dance tempos are showcased by Armando Valdespi and his ork. A few of the tunes turn out to be standards like "Martha" reworked for the cha-cha trade. Nice item for the dance buyers.

SPIRITUAL ***

GREAT DAY!

The Choir of the Metropolitan Spiritual Church of Christ, Kansas City, Mo. (Payne). (1-12") Epic 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."

RICHARD RODGERS & OSCAR HAM-MERSTEIN II IN CONVERSATION WITH ARNOLD MICHAELIS (2-12") M-G-M E 2E4 RP

"Recorded Portraits" of ace songwriting team deftly characterize them as warm, interesting human beings. Producerinterviewer Michaelis has mastered the formula for drawing out effective selfportraits from celebrities (Bruno Walter, Eleanor Roosevelt, etc.). Present pair of interviews gives easy, yet penetrating access to fascinating theater figures.

INTERNATIONAL ***

UNDER THE BLUE SKIES OF CAPRI With Concetta De Marco & Bela Babai & His Ensemble (1-12") Period RL 1925

"Ciribiribin," "Santa Lucia," street songs and recent movie hits, sung by a charming lyric soprano in the Kathryn Grayson tradition. Babai, a Waldorf-Astoria fixture, lends lush support.

SABICAS-VOL. III (1-12") Elektra 145

> Here is one of the best flamenco guitarists, whose virtuosity and authentic style have resisted vulgarization. He brings inventiveness, intensity and brilliant technical skill to his interpretations. Recording of guitar has striking presence.

CARLOS MONTOYA

(1-12") Period RL 1928 Veteran flamenco guitarist in characteristic program, receives benefit of lively recorded sound. Montoya works his way thru various traditional forms, sometimes quoting snatches of melodies from other sources, always with dramatic effect. Handclapping, stamping, accent his own bravura efforts,

INTERNATIONAL *

FLAMENCO CARNIVAL

El Nino De Alicante, Guitar: Mario Alvarez, Dancer; Enrique Montoya, Singer: Anita Ramos, Castanets (1-12") Period RL 1927

A complete flamenco setting with guitar, singer, dancer and castanets (Continued on page 42)

Reviews and Ratings of New Jazz Albums

JAZZ ★★★

SONNY ROLLINS PLAYS

Sonny Rollins Quintet & Thad Jones Ensemble (1-12") Period SPL 1204

Sonny Rollins' growing acclaim as one of the outstanding tenor men in the country has 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 on 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 among the originals are "Lust for I ife" and "I Got It Thad, and That Ain't Bad," and the ballad medley of standards. Rollins' fans should be interested.

THE SWINGIN' SEASONS Dick Hyman Trio; Leonard Feather-Ralph Burns Ork (1-12") M-G-M E 3613

Collection - consists of jazz interpretations of the four seasons. Side one finds Dick Hyman and some virile performances on "Early Autumn," "Summer Sequence," etc., with rhythm help from Don Lamond and Eddie Safranski. Folio side is devoted to "Winter Sequence," a suite in eight parts, one for each of Santa's reindeer. Imaginative jazz tone poems done for an 11-man group, which features French horn, flute, piccolo and cello among a group of more conventional instruments. Interesting sounds well played, tho the cover doesn't do much for the set.

STITT'S BITS Sonny Stitt, Tenor Sax & Various Artists

(1-12") Prestige 7133

All of the tunes are re-issues except "Avalon." Stitt is equally facile on both tenor and alto. Various rhythm sections including either K. Drew, D. Jordan or J. Mance on piano; G. Wright or T. Potter, bass and A. Blakey or W. Landers support the artist. His classics, "Jeepers Creepers" "Nevertheless" sound as fresh as ever, His fans will find this an attractive set.

THE BIG SOUND

Gene Ammons All Stars (1-12") Prestige

The "Big Sound" it certainly is when Gene Ammons sounds off on tenor, and he gets a real chance to do so on this new hard bop LP, including

J. Richardson on flute. P. Quinichette on tenor, P. Adams on bary and J. Coltrane on alto, this first recording on alto to date). It's a blowin' session and one that will interest followers of the genre. Tunes include originals and a driving version of Irving Berlin's "Cheek to Cheek."

BUDDY'S BEST

The Buddy Collette Quintet (1-12") Dotto DTL 245

Collette wrote them all but "Funny Valentine" and does them proud on flute, ciarinet and alto and tenor sax. "Blue Sands," running 8:40, is standout. Al Viola, guitar; G. Wilson, trumpet; E. Palmer, drums, and W. Middlebrook, bass, score singly. Oriental strain thruout. Modernists will like this,

BUCK MEETS RUBY Buck Clayton's Band & Mel Powell Septet. (1-12") Vanguard VRS 8517

Half of the tunes in this new 12-incher were originally released on a 10-inch platter titled "Buck Meets Ruby." The additional sides feature the Mel Powell Septet with Buck Clayton, This is a good set for the traditional jazz crowd.

EDDIE CONDON IS UPTOWN NOW Eddie Condon & His Boys (1-12") M-G-M

Now a very high class cat with an uptown night club, guitarist Condon has rounded up his regular crew, plus a guest roster that includes Bud Freeman,

(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, unretouched photo of a supplier's diamond stylus. Note the poor polish.



Enlarged, unretouched photo of a hand-polished, mirror - smooth RECOTON diomond stylus.

BEWARE OF MISLEADING ADVERTISING

A supplier's advertising states that their diamond styli are "perfect for your phonographs."

THIS IS NOT TRUE! The supplier's styli are generally badly formed and roughly chiselled, as the above unre-

touched photo proves.

RECOTON diamond styli are hand-polished, mirror-smooth to assure customer satisfaction. good will and higher profit. And-remember that NOBODY SELLS FOR LESS!

Insist on RECOTON.

Recoton CORPORATION 52:35 Barnett Ave., Long Island City 4, N. Y. In Canada Quality Records, Ltd., Toronto.

PEERLESS ALBUM CO.

Since 1919 The leading manufacturer of

JACKETS

Related services include: PLATE MAKING & PRINTING IN EVERY PROCESS

QUALITY WORKMANSHIP from the most modern jacket

plant in the world

DAY AND NIGHT SHIFTS assure you of on-time delivery

AWARD WINNING DE LUXE PACKAGES



STerling 9-0555

A CLASSIC

MUSICAL



DISNEYLAND RECORDS BURBANK, CALIFORNIA

Album of the Week

59 West 60th Street New York 23, N. Y. JUdson 6-3620

Looking toward the undreamed of horizons of Our Industry

MILLER INTERNATIONAL COMPANY

takes pride in announcing

A NEW WORLD OF SOUND IN



100 MAGNIFICENT STEREODISC RELEASES IN 1958

INITIAL RELEASE OF THE FOLLOWING 20 ALBUMS ON MAY 20th IN THE MOST REVOLUTIONARY PACKAGING EVER USED IN THE RECORD INDUSTRY

Complete Minstrel Show

Hollywood Sound Stage Chorus

SF-1600

Rhapsody In Blue

Hamburg Philharmonic Orchestra

SF-1800

Honeymoon in South America

Rio Carnival Orchestra

SF-1900

Johann Strauss Waltzes
The Danube Strings

SF-2000

Honeymoon In Paris
Paris Theatre Orchestra

SF-2500

Scheherazade

North Germany Symphony Orchestra

SF-2600

Around The World In 80 Days

Cinema Sound Stage Orchestra

SF-2800

Honeymoon In Manhattan

The New World Theatre
Orchestra

SF-3000

Let's Dance To Hits Of The 30's & 40's

The New World Theatre
Orchestra

SF-3100

Pajama Game & Silk Stockings The New World Theatre

Orchestra

SF-3300

SF-5000

SF-5100

Gay Nineties Waltzes
The Gaslight Orchestra

SF-3400

"101" Strings In A Night In The Tropics

SF-4400

"101" Strings Play

Hit Songs From Pal Joey

Tchaikovsky's 1812 Overture

Nord Deutches Symphony

Orchestra

Safari

Trans World Symphony Orchestra

SF-5500

Blues 101 Strings Orchestra

ings Orchestra SF-5800

Depression Hollywood Sound Stage Charus

SF-6300

Bridal Bouquet 101 Strings Orchestra

SF-6400

Hi Fi Band Concert Pride of the 48

SF-6500

South Pacific and Music Man Hollywood Sound Stage Chorus

SF-77

THIS INITIAL RELEASE of twenty 12" long playing stereodiscs represents the first of 100 exciting stereophonic albums for 1958 to be released on Stereo-Fidelity.

This is pure stereo—the result of thirty months of music arranging and binaural engineering experiments to insure a revolutionary audio experience to the listener. These are programs covering a mass market appeal in every category of music.

We do not claim these records to be compatible (at our quality standard) on the conventional monaural phonograph—they are stereodiscs of the largest attainable degree of perfection.

With cognizance of the critical quality standards required, the records will be manufactured from the finest materials known today in the field of compression moulding.

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.

*T.M. Registered 1958 by

MILLER INTERNATIONAL CO., Swarthmore Industrial Center, Swarthmore, Penna.

HONOR ROLL OF H1T5

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending April 19

Week This		Last	Weeks on Chart	This Week		Last Week	Weeks on Chart
1.	He's Got the Whole World in His Hands By Linden-Henry—Published by Chappell (ASCAP) BEST SELLING RECORD: Laurie London, Cap 3891. RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Jo March, Kapp 215; Barba McNail, Coral 61972.	04894	5	6.	Lollipop By J. Dickson-B. Ross-Published by Marks (BMI) BEST SELLING RECORD: Chordettes, Cadence 1345. RECORD AVAILABLE: Ronald and Ruby, Vic 7174.	4	7
2.	Twilight Time By B. Ram, M. Nevins, A. Nevins, A. Dunn—Published by Porgie Music (BMI) BEST SELLING RECORD: Platters, Mercury 71289. RECORDS AVAILABLE: Les Brown, Col 50002; Dick Contino, Mercury 70911; John Maddox, Dot 15062; Three Suns, Vic 447-0026.	3	3	7.	Who's Sorry Now By Snyder-Calmar-Ruby—Published by Mills (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12588.	5	9
3.	Witch Doctor By R. Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55132, RECORDS AVAILABLE: Ted Heath, London 1762; Howard Ramsey All State Contemporary 359.	8	2	8.	All I Have to Do Is Dream By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1348.	_	1
4.	Wear My Ring Around Your Neck By Bert Carroll-Russell Moody—Published by Rush & Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7240.	21	2	9.	Sugartime By Charlie Phillips-Odis Echols—Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlie Phillips, Coral 61908.	7	16
5.	Tequila By Chuck Rio-Published by Jat Music (BMI) BEST SELLING RECORDS: Champs, Challenge 1016; Eddie Platt, ABC-Paramote 9899. RECORD AVAILABLE: Stan Kenton, Cap 3928.	2	9	10.	Are You Sincere? By W. Walker—Published by Cedarwood (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1340.	9	10
-		Se	econ	id Te	n ————————————————————————————————————		
11.	Catch a Falling Star By Paul Vance-Lee Pockris—Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.	6	14	16.	Return to Me By Carmen Lombardo & Danny Minno—Published by Southern Music (ASCAP) BEST SELLING RECORD: Dean Martin, Cap 3894. RECORDS AVAILABLE: Ernie Freeman, Imperial 5419; Guy Lombardo, Cap 38	15 54.	3
12.	Book of Love By Warren Davis-George Malone-Charles Patrick—Published by Arc-Keel (BMI) BEST SELLING RECORD: Monatones, Argo 5290.	13	4	17.	Chanson D'Amour By W. Shanklin—Published by Meadowlark (ASCAP) BEST SELLING RECORD: Art and Dotty Todd, Era 1064. RECORDS AVAILABLE: Fontane Sisters, Dot 15736; Ray Hartley, Vic 7228.	tutte (1
13.	Kewpie Doll By Sid Tepper-Roy C. Bennett—Published by Leeds (ASCAP) BEST SELLING RECORD: Perry Como, Victor 7202. RECORD AVAILABLE: Jim Lowe, Doll 15693.	-	1	18.	Oh, Lonesome Me By Don Gibson—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Don Gilbson, Vic 7133. RECORDS AVAILABLE: Swallows, Federal 12319; Jackie Walker, Imperial 5490.	17	3
14.	A Wonderful Time Up There By Abernathy—Published by Fowler (BMI) BEST SELLING RECORD: Pat Boone, Dot 15690.	10	8	19.	Sail Along Silvery Moon By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP) BEST SELLING RECORD: Billy Vaughn, Dot 15661. RECORD AVAILABLE: Karen Chandler and Her Jacks, Decca 30537; Josh Noland, Concept 900.	New York	15
15.	Billy By Goodwin-Kendis-Paley—Published by Mills (ASCAP) BEST SELLING RECORD: Kathy Linden, Felsted 8516.	11	4	20.	Believe What You Say By J. Burnette & B. Burnette—Published by Reeve (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5503.	23	3
		- 7	hire	l Ter	1		
21.	Twenty-Six Miles By Glenn Larsen-Bruce Belland—Published by Beechwood (BMI) RECORD AVAILABLE: Four Preps, Cap 3845.	14	12	27.	Breathless By O. Blackwell—Published by Homefolks, Obie (BMI) RECORD AVAILABLE: Jerry Lee Lewis, Sun 288.	27	7
22.	The Little Blue Man By Ebb-Klein—Published by Trinity (BMI) RECORD AVAILABLE: Betty Johnson, Atlantic 1169.	16	5	28.	March From the River Kwai and "Colonel Bogey" By M. Arnold-K. J. Alford—Published by Columbia Pictures-Boosey & Hawkes, Inc.	26	6
23.	Sweet Little Sixteen By Chuck Berry—Published by Ark Music (BMI) RECORD AVAILABLE: Chuck Berry, Chess 1683,	19	9		(ASCAP) RECORDS AVAILABLE: Carlson's Raiders, Cap F 3857; Mitch Miller, Col 41066; Art Mooney, M-G-M 12590; Edmundo Ros, London 1779; David Terry, RCA Victor 7153.		
24.	Lazy Mary By Pagolo Citorello & Lou Monte—Published by Shapiro-Bernstein (ASCAP) RECORD AVAILABLE: Lou Monte, Vic 7160.	20	5	29.	Arrivederci Roma By Garinei-Giovannini Sigmund-Rascel—Published by Connelly (ASCAP) RECORDS AVAILABLE: Frank Chacksfield, London 1797; Joni James, M-G-M 12639; Mario Lanza, Vic 7164; Roger Williams, Kapp 210.	-	1
25.	Don't You Just Know It By Smith & Vincent—Published by Ace Publishing (BMI) RECORDS AVAILABLE: Huey Smith, Ace 545; Titans, Specialty 625.	22	4	29.	For Your Love By Ed Townsend—Published by Beechwood (BMI)	(-	1
26.	My Bucket's Got a Hole in It By Clarence Williams—Published by Pickwick (ASCAP) RECORDS AVAILABLE: Louis Armstrong, Decca 27194; Sonny Burgess, Sun 28 Ricky Nelson, Imperial 5503; Hank Williams, M-G-M 12635.	25	4	29.	RECORD AVAILABLE: Ed Townsend, Cap 3926. Looking Back By Otis-Benton-Hendricks—Published by Eden-Sweco (BMI) RECORD AVAILABLE: Nat King Cole, Cap 3939.		1

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

SEE AND HEAR*

The KINGSTON TRIO

Sing both sides of their new introductory Capitol recording

3 JOLLY COACHMEN

Record No. 3970



Weeks

Chart

2

8

3

16



BEST SELLING POP SINGLES

IN STORES

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

FOR SURVEY WEEK ENDING APRIL 19, 1958

This Week	Last on Week Chart	This Week	TARRET CONT.	This Last Week Week
1. WITCH DOCTOR (ASCAP)— David Seville	5 3	18. KEWPIE DOLL (ASCAP)— Perry Como	35 2	35. TO BE LOVED (BMI)-Jackie Wilson 32 Come Back to Me (BMI)-Brunswick 55052
2. WEAR MY RING AROUND YO (BMI)-Elvis Presley DONCHA' THINK IT'S TIME	UR NECK 9 2	19. SUGARTIME (BMI)-McGuire Sist Banana Split (BMI)-Coral 61924		66. GOOD GOLLY, MISS MOLLY (BMI)— Little Richard
Vic 7240 3. TWILIGHT TIME (BMI)—Platt	20 VAV	20. LAZY MARY (ASCAP)—Lou Monte	e 12 7	37. MAYBE BABY (BMI)—Crickets 25 Tell Me How (BMI)—Brunswick 55053
Out of My Mind (BMI)—Mer 71289 4. HE'S GOT THE WHOLE WOR HIS HANDS (ASCAP)—	Wildelia Ma	21. BREATHLESS (BMI)— Jerry Lee Lewis Down the Line (BMI)—Sun 288	20 8	Bill Haley & His Comets
Laurie London	*//	22. SWEET LITTLE SIXTEEN (BMI) Chuck Berry	15 11	39. EVERY NIGHT (BMI)—Chantels 46 Whoever You Are (BMI)—End 1050
6. BOOK OF LOVE (BMI)—Monot You Never Loved Me (BMI)—Argo 52	ones 7 5	23. CHANSON D'AMOUR (ASCAP)- Art and Dotty Todd	40 2	10. WE BELONG TOGETHER— Robert and Johnny
7. BELIEVE WHAT YOU SAY (B) Ricky Nelson	MI)— 4 4	24. MARCH FROM THE RIVER KW "COLONEL BOGEY" (ASCAP)- Mitch Miller	AI AND	11. WISHING FOR YOUR LOVE (BMI)— Voxpoppers
Imperial 5503 8. A WONDERFUL TIME UP TH	ERE	Hey, Little Baby (BMI)—Col 41066 25. SAIL ALONG SILVERY MOON	(ASCAP)—	42. TALK TO ME, TALK TO ME (BMI)— Little Willie John
(BMI)—Pat Boone	SCAP)—	Billy Vaughn	1 3	43. ROCK AND ROLL IS HERE TO STAY (BMI)-Danny & the Juniors 24
9. ALL I HAVE TO DO IS DREAD Everly Brothers		Four Preps		School Boy Romance (BMI)—ABC-Paramount 9888 44. OH, JULIE (BMI)—Crescendos
10. LOLLIPOP (BMI)—Chordettes . Baby Come-A Back-A (ASCAP)—Ca	8 7	27. DON'T (BMI)-Elvis Presley I BEG OF YOU (BMI)-Victor 71 28. LOOKING BACK (BMI)-	50	45. THERE'S ONLY ONE OF YOU (ASCAP)—Four Lads
Don Gibson		Nat King Cole	Community of the State of the S	46. JUST MARRIED (BMI)— Marty Robbins
12. CATCH A FALLING STAR (AS Perry Como	1014	29. ARE YOU SINCERE? (BMI)— Andy Williams Be Mine Tonight (BMI)—Cadence 1340	23 11	STAIRWAY OF LOVE (ASCAP)—Col 41143 47. TUMBLING TUMBLEWEEDS (ASCAP)—
13. WHO'S SORRY NOW (ASCAP)- Connie Francis You Were Only Fooling (ASCAP)-M	- 11 9	30. THE LITTLE BLUE MAN (BMI Betty Johnson)— , 27 9	Billy Vaughn
14. BILLY (ASCAP)—Kathy Linden If I Could Hold You in My Arms (/ Felsted 8510	16 6	31. FOR YOUR LOVE (BMI)— Ed Townsend		Sam Cooke
15. DON'T YOU JUST KNOW IT (Huey Smith	BMI)— 14 5	32. THE WALK (BMI)- Jimmy McCracklin I'm to Blame (BMI)-Checker 885	26 9	49. I MET HIM ON A SUNDAY (BMI)— Shirellos I Want You to Be My Boy Friend (BMI)—Dec 30588
16. LET THE BELLS KEEP RING (BMI)—Paul Anka	42 2	33. BALLAD OF A TEENAGE QUEI (BMI)-Johnny Cash		50. YOU EXCITE ME (ASCAP)— Frankie Avalon — Darlin' (ASCAP)—Channcellor 1016
17. RETURN TO ME (ASCAP)— Dean Martin Forgetting You (ASCAP)—Cap 3984	28 3	34. DINNER WITH DRAC (BMI)— John Zacherle Parts 1 and 2—Cameo 130	44 7	50. NOW AND FOR ALWAYS (ASCAP)— George Hamilton IV

THIS WEEK'S BEST BUYS

Special telephone reports and/or chart action indicate these recent releases have either broken out in one or more key areas or have leaped onto the charts and have 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, BMI)

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.



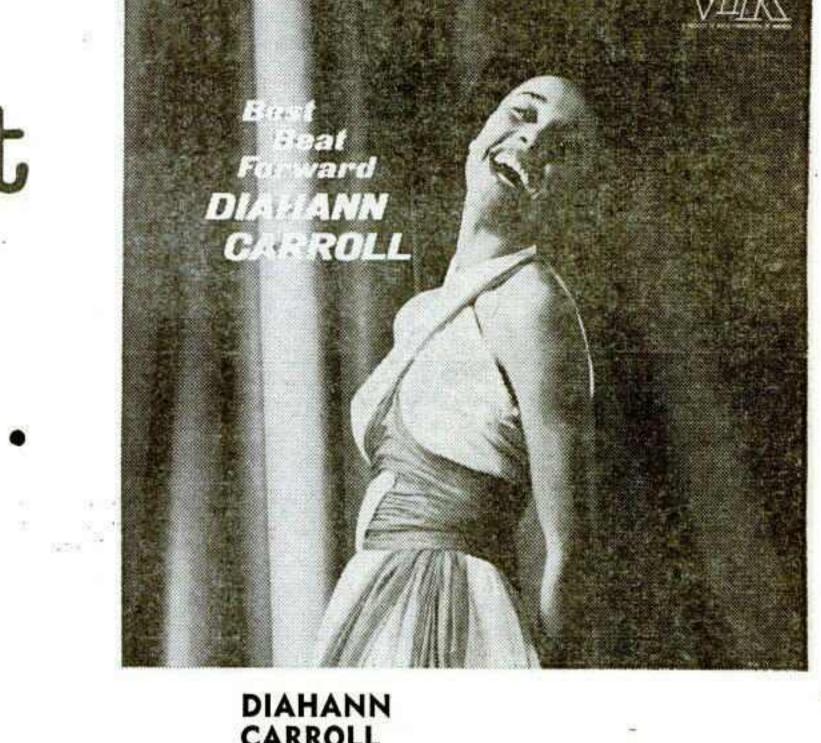
RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING APRIL 19

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

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

Pretty/Profit Makers for Spring...



CARROLL

LX 1131

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

GALE ROBBINS

LX 1128

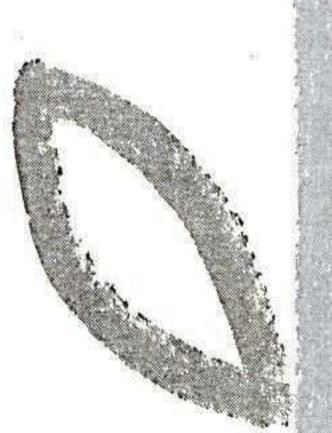
Sensuous styling, and great selection of tunes featured in this set. What Is This Thing Called Love, Golden Earrings, 10 others.

LIZABETH SCOTT

LX 1130

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

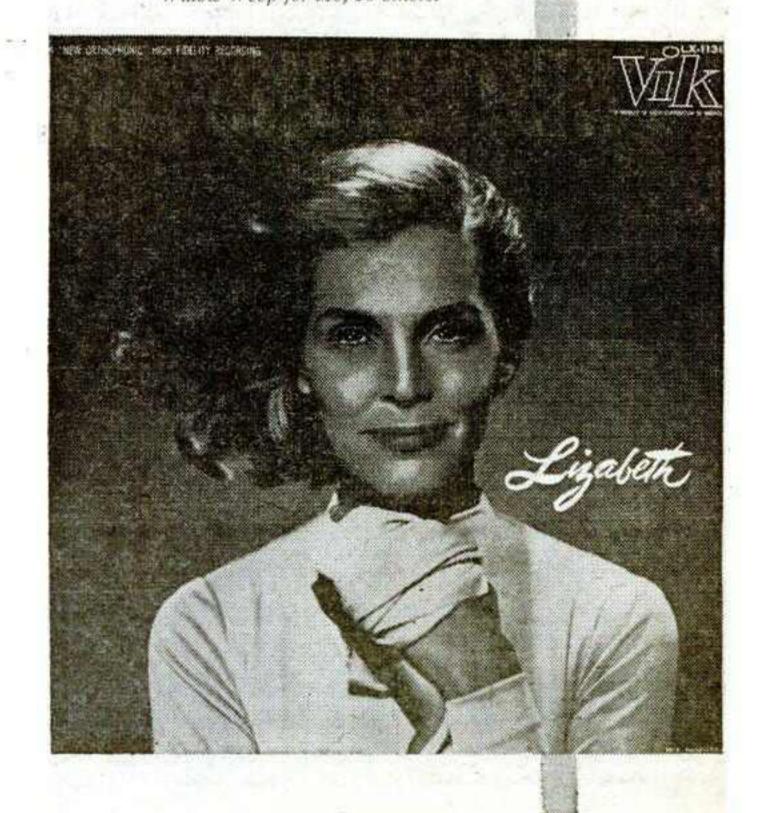




Recorded in "New High

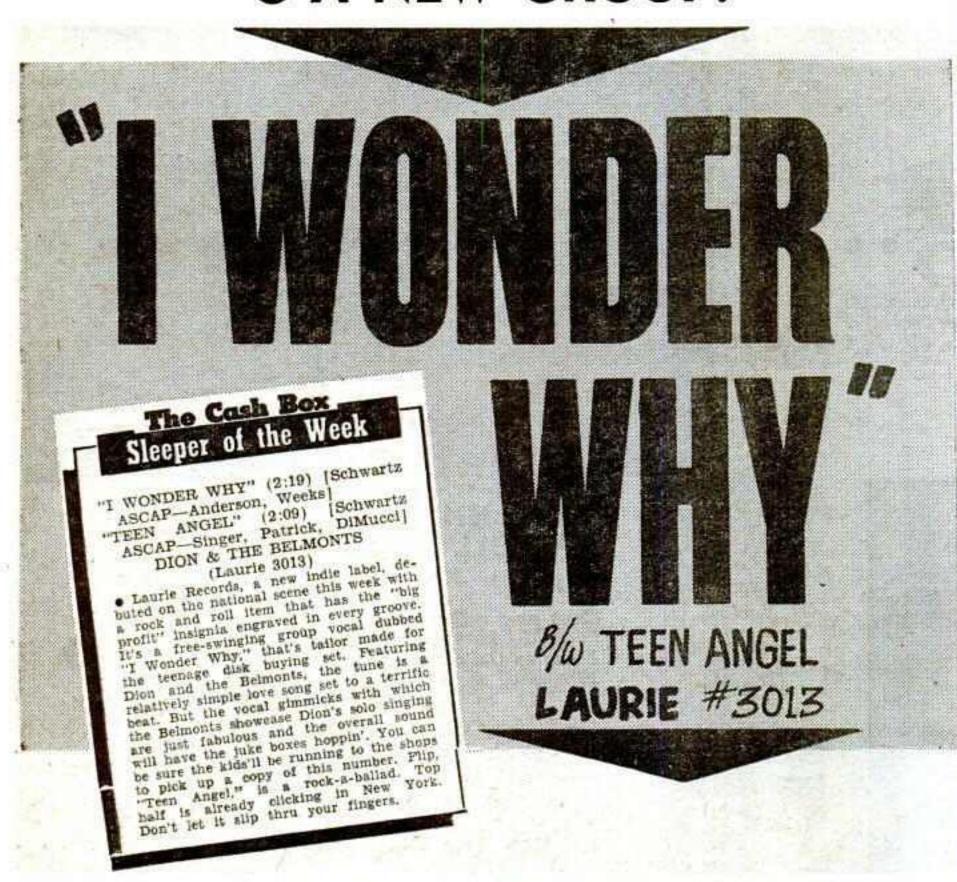
Orthophonic" Fidelity





TRIPLETS born on Broadway Most Played

- O A NEW HIT!
- A NEW LABEL!
- **A NEW GROUP!**



DEEJAYS, WRITE FOR YOUR FREE COPIES DEALERS-ORDER FROM THESE DISTRIBUTORS TODAY

LEONARD SMITH, INC. Albany, New York

MARNEL OF MARYLAND, INC.

Baltimore, Maryland

MUSIC SUPPLIERS OF N. E. Boston, Massachusetts

SCAN DISTRIBUTING CO.

Buffalo, New York
F&F ENTERPRISES

Charlotte, North Carolina

GARMISA DIST. CORP.
Chicago, Illinois

HIT RECORD DISTRIB. CO.

STERLING MUSIC DISTRIB., INC.
Cleveland, Ohio

CENTURY DISTRIBS., INC.
Dallas, Texas

ARC DISTRIB. CO. Detroit, Michigan

EASTERN DISTRIBS.

E. Hartford, Connecticut
CENTURY DISTRIBS., INC.

Houston, Texas

PACIFIC RECORD DISTRIBUTORS

Los Angeles, California
MERCURY RECORD DISTRIBS.

MERCURY RECORD DISTRIBS.

Miami, Florida

ESSEX DISTRIBUTORS

Newark, New Jersey

RECORD SALES, INC.
New Orleans, Louisiana

ALPHA DISTRIB. CO. New York, New York

ASTOR RECORDS, INC.

Pittsburgh, Pennsylvania
UNIVERSAL RECORD DISTRIB. CO.

Philadelphia, Pennsylvania

ERIC DISTRIBUTORS

ROBERTS RECORD DISTRIB. CO.

Miami, Florida St. Louis, Missouri

1674 BROADWAY • SUITE 504 • NEW YORK, N. Y. • CI 7-5198

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 shows through the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week		Last Week	Weeks on Chart
1.	HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London Handed Down (ASCAP)—Cap 3891	. 1	6
۷.	TWILIGHT TIME (BMI)—Platters Out of My Mind (BMI)—Mer 71289	. 3	4
3.	WEAR MY RING AROUND YOUR NECK (BMI)— Elvis Presley		1
4.	WITCH DOCTOR (ASCAP)—David Seville Don't Whistle at Me, Baby (ASCAP)—Liberty 55132	, 10	3
5.	ARE YOU SINCERE? (BMI)—Andy Williams Be Mine Tonight (BMI)—Cadence 1340	. 5	10
6.	WHO'S SORRY NOW (ASCAP)—Connie Francis You Were Only Fooling (ASCAP)—M-G-M 12588	. 6	8
7.	LOLLIPOP (BMI)—Chordettes	. 4	8
8.	TEQUILA (BMI)—The Champs	. 2	8
9.	ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers		1
10.	A WONDERFUL TIME UP THERE (BMI)— Pat Boone	. 7	9
11.	CATCH A FALLING STAR (ASCAP)—Perry Como. Magic Moments (ASCAP)—Vic 7128	. 9	16
12.	KEWPIE DOLL (ASCAP)—Perry Como Dance Only With Me (ASCAP)—Vic 7202	. 15	2
13.	BILLY (ASCAP)—Kathy Linden	. 8	4
14.	OH, LONESOME ME (BMI)-Don Gibson I Can't Stop Loving You (BMI)-Vic 7133	. 14	4
15.	RETURN TO ME (ASCAP)—Dean Martin Forgetting You (ASCAP)—Cap 3894	. 13	4
16.	CHANSON D'AMOUR (ASCAP)— Art and Dotty Todd	. 20	2
17.	BOOK OF LOVE (BMI)-Monotones You Never Loved Me (BMI)-Argo 5290		2
18.	SWEET LITTLE SIXTEEN (BMI)-Chuck Berry Reclin' and Rocking (BMI)-Chess 1683	. 23	9
19.	THERE'S ONLY ONE OF YOU (ASCAP)— Four Lads	. 17	4
20.	BELIEVE WHAT YOU SAY (BMI)-Ricky Nelson My Bucket's Got a Hole in It (ASCAP)-Imperial 5503		1
21.	SUGARTIME (BMI)—McGuire Sisters Banana Split (BMI)—Coral 61924	. 11	17
22.	IT'S TOO SOON TO KNOW (ASCAP)-Pat Boone. A Wonderful Time Up There (BMI)-Dot 15690	. 16	10
23.	SAIL ALONG SILVERY MOON (ASCAP)— Billy Vaughn	. 24	14
24.	TWENTY-SIX MILES (BMI)-Four Preps It's You (ASCAP)-Cap 3845	. 12	14
	CHANSON D'AMOUR (ASCAR) Fantana Sistema		

25. CHANSON D'AMOUR (ASCAP)-Fontane Sisters... -

Cocoanut Grove (ASCAP)-Dot 15736



CORAL

to match those sensational "TAMMY" sales!

Hear!

DEBBIE REYNOLDS

sing

Her New Smash

(just as she does in the film!)



ALEXIS SMITH MARY ASTOR

ESTELLE WINWOOD Directed by

BLAKE EDWARDS Based on the Play "FOR LOVE OR MONEY" written by F. HUGH HERBERT and produced on stage by BARNARD STRAUS Produced by ROSS HUNTER

CINEMASCOPE & Entitue COLOR

CORAL 9-61986



Executive offices moved to 1540 Broadway, New York, N. Y., JU 2-2000

and His Orchestra

and Chorus

Picked by

K12648

on 45 & 78 rpm



and His Orchestra and Chorus

(From the Broadway musical "Say, Darling") K12649 on 45 & 78 rpm



HOLMES Orchestra

BASIN STREET BLUES

K12650

Special Album Releases



An MGM Record Album from the NBC Spectacular

RED BUTTONS BARBARA COOK

HANSEL and GRETEL

also Starring RUDY VALLEE . STUBBY KAYE . PAULA E3690



THE FERRERS

ROSEMARY CLOONEY FERRER

Sing Songs from the Broadway **Musical Comedy**

OH CAPTAIN!

E3687



Territorial Best Sellers

FOR SURVEY WEEK ENDING AFRIL 19

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

All I Have to Do Is Dream Everly Brothers, Ddc. Belleve What You Say, Ricky Nelson, Imp. Catch a Falling Star, Perry Como, Vic. Don't You Just Know It. Huey Smith, Ace He's Got the Whole World in His Hands Laurie London, Cap.

Lazy Mary, Lou Monte, Vic. Return to Me, Dean Martin, Cap. Twilight Time, Platters, Mer.

- CHICAGO

Book of Love, Monotones, Argo Don't You Just Know It, Huey Smith, Ace He's Got the Whole World in His Hands Laurie London, Cap. Lazy Mary, Lou Monte, Vic. Lollipop, Chordettes, Cdc. Tequila, Champs, Chal, Twilight Time, Platters, Mer. Witch Doctor, David Seville, Lib.

DETROIT

All I Have to Do Is Dream Everly Brothers, Cdc. Belleve What You Say, Ricky Nelson, Imp. Breathless, Jerry Lee Lewis, Sun Chanson D'Amour

Art and Dotty Todd, Era He's Got the Whole World in His Hands Laurie London, Cap. Lazy Mary, Lou Monte, Vic. Return to Me. Dean Martin, Cap. Twenty-Six Miles, Four Preps, Cap.

- EAST TEXAS

All I Have to Do Is Dream Everly Brothers, Cdc. All the Way, Frank Sinatra, Cap. He's Got the Whole World in His Hands Lollipop, Chordettes, Cdc. Laurie London, Cap. My Bucket's Got a Whole in It Ricky Nelson, Imp. Sail Along Silvery Moon, Billy Vaughn, Dot Witch Doctor, David Seville, Lib.

March From the River Kwal and 'Colonel Bogey," Mitch Miller, Col. Who's Sorry Now, Connie Francis. M-G-M You Are My Destiny, Paul Anka, ABC-Para,

NORTHERN OHIO

All I Have to Do Is Dream Everly Brothers, Cdc. He's Got the Whole World in His Hands

Laurie London, Cap. My Bucket's Got a Whole in h/Believe What You Say, Ricky Nelson, Imp. Skinny Minnle.

Bill Haley and His Comets. Dec. To Be Loved, Jackie Wilson, Brk. Twilight Time, Platters, Mer. Wear My Ring Around Your Neck Elvis Presley, Vic. Witch Doctor, David Seville, Lib. A Wonderful Time Up There

Pat Boone, Dot NORTHWEST

Book of Love, Monotones, Argo He's Got the Whole World in His Hand Laurie London, Cap. Oh, Lonesome Me, Don Gibson, Vic. Tequila, Champs, Chai, Twillight Time, Platters, Mer. Wear My Ring Around Your Neck Elvis Presley, Vic. Witch Doctor, David Seville, Lib. A Wonderful Time Up There Pat Boone, Dot

- PHILADELPHIA

Book of Love, Monotones, Argo Dinner With Drac, John Zacherie, Cam. Don't, Elvis Presley, Vic. He's Got the Whole World in His Hands Laurie London, Cap. Talk to Me, Talk to Me Little Willie John, King Tequila, Champs, Chal.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

Tequila, Champs, Chal. Twilight Time, Platters, Mer. Wear My Ring Around Your Neck Elvis Presley, Vic.

FLORIDA -

Believe What You Say, Ricky Nelson, Imp. Billy, Kathy Linden, Fel. Book of Love, Monotones, Argo High Sign, Diamonds, Mer. Lollipop, Chordettes, Cdc. Twilight Time, Platters, Mer. Wear My Ring Around Your Neck/Doncha' Think It's Time, Elvis Presley, Vic. A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot

- LOS ANGELES -

Book of Love, Monotones, Argo Brenthless, Jerry Lee Lewis, Sun He's Got the Whole World in His Hands Laurie London, Cap. Tequila, Champs, Chal. Twilight Time, Platters, Mer. We Belong Together Robert & Johnny, Old Town Wear My Ring Around Your Neck Elvis Presley, Vic. Witch Doctor, David Seville, Lib.

NEW YORK AND NEWARK

Book of Love, Monotones, Argo Catch a Falling Star/Magle Moments Perry Como, Vic. For Your Love, Ed Townsend, Cap. Lazy Mary, Lou Monte, Vic. Rock and Roll Is Here to Stay Danny and the Juniors, ABC-Para. Tequila, Champs, Chal, Twilight Time, Platters, Mer. Witch Doctor, David Seville, Lib.

NORTHERN NEW YORK STATE -

Arrivaderci Roma, Roger Williams, Kapp He's Got the Whole World in His Hands Rock and Roll Is Here to Stay Laurie London, ABC-Para. The Little Blue Man, Betty Johnson, Atl. Lollipop, Chordettes, Cdc. Lonely Island, Sam Cooke, Keen

-ST. LOUIS AND KANSAS CITY-He's Got the Whole World in His Hands

Laurie London, Cap. Kewpie Doll, Perry Como. Vic. Oh, Lonesome Me, Don Gibson, Vic. Return to Me, Dean Martin, Car. Tequila, Champs, Chal. To Be Loved, Jackie Wilson, Brk. Twillight Time, Platters, Mer. Who's Sorry Now, Connie Francis, M-G-M

— SAN FRANCISCO AND OAKLAND —

Book of Love, Monotones, Argo Dede Dinah, Frankie Avalon, Chance, Jailhouse Rock, Elvis Presley, Vic. Lazy Mary, Lou Monte, Vic. Lollipop, Chordettes. Cdc. Tequila, Champs, Chal. Twilight Time, Platters, Mer. Witch Doctor, David Seville, Lib.

- SOUTHERN OHIO

Believe What You Say, Ricky Nelson, Jusp. Now and for Always George Hamilton IV, ABC-Fata, Sall Along Silvery Moon/Raunchy Billy Vaughn, Dot Tequila, Champs, Chal, To Be Loved, Jackie Wilson, Brk. Twilight Time, Platters, Mer. Wear My Ring Around Your Neck Elvis Presley, Vic. A Wonderful Time Up There Pat Boone, Dot

WASHINGTON AND BALTIMORE -

Believe What You Say/My Bucket's Got & Hole in It, Ricky Nelson, Imp. Book of Love, Monotones, Argo Doncha' Think It's Time/Wear My Wing Around Your Neck, Elvis Presley, Vic. He's Got the Whole World in His Hands, Laurie London, Cap. Return to Me, Dean Martin, Cap.

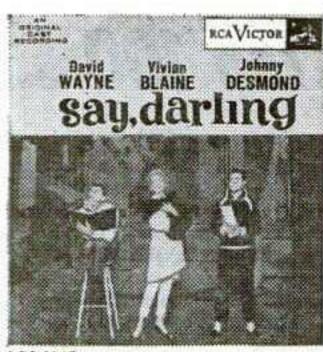
Danny and the Juniors, ABC-Para. Twilight Time, Platters, Mer. Who's Sorry Now, Connie Francis, M.G.M. Witch Doctor, David Seville, Lib.

MONEY-SAVING SUBSCRIPTION ORDER

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

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

Payment enclosed.		☐ Bitt me	877
Name		-	
Occupation or THIe			
Company			
Address			
City	7one	State	



Carlos Montoya and His Flamenco Guitar

RCAVICTOR

RCA VICTOR

LOC 1045

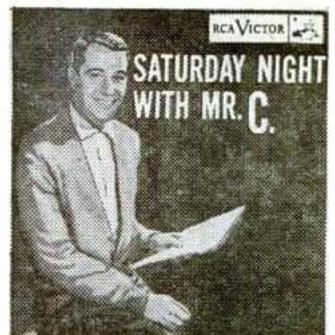
LPM 1610

SHORTY ROGERS AND HIS GIANTS

LPM 1696



LOC 1041



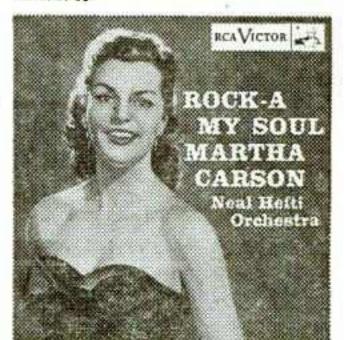
LOP 1004



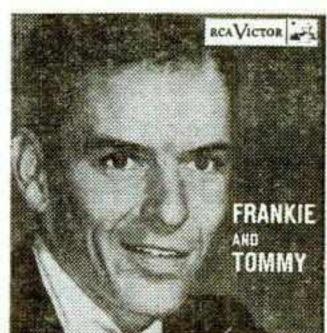
LPM 1716



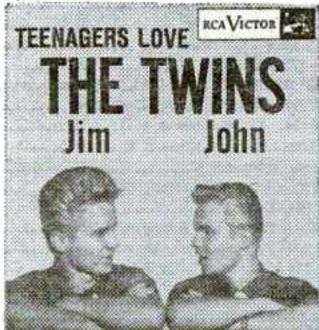
MONEY MAKERS FOR MAY ON



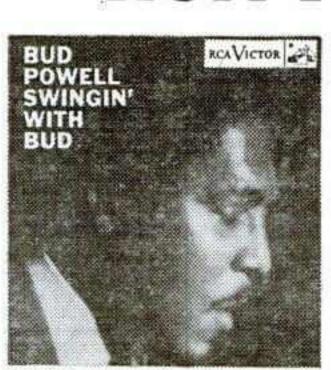
LPM 1490



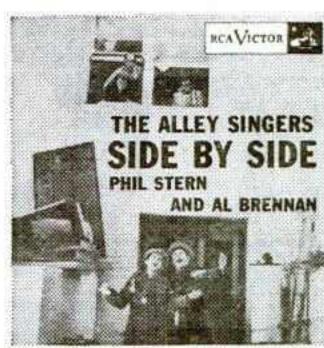
LPM 1569



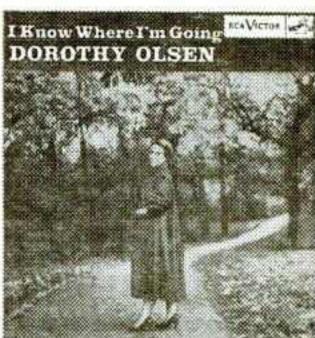
LPM 1708



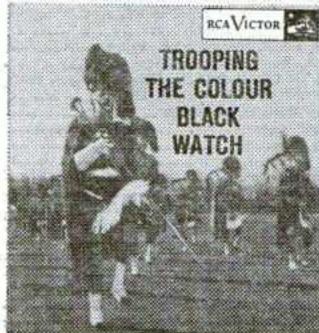
LPM 1507



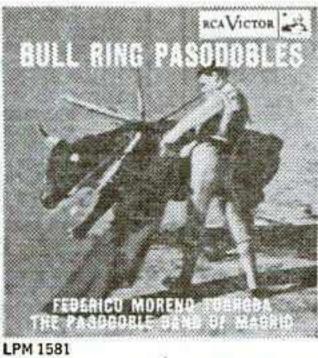
LPM 1629



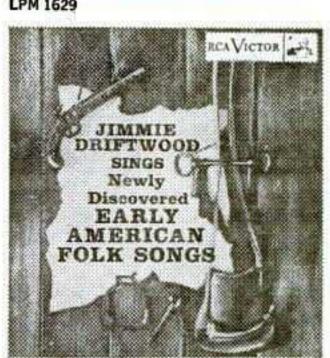
LPM 1606



LPM 1527



LM 2197



LPM 1635



LPM 1631



PROKOFIEFF PIANO CONCERTO No. 2 BCAVICTOR **BOSTON SYMPHONY** CHARLES MUNCH NICOLE HENRIOT BANGER MEDEA'S MEDITATION AND DANCE OF VERSEANCE

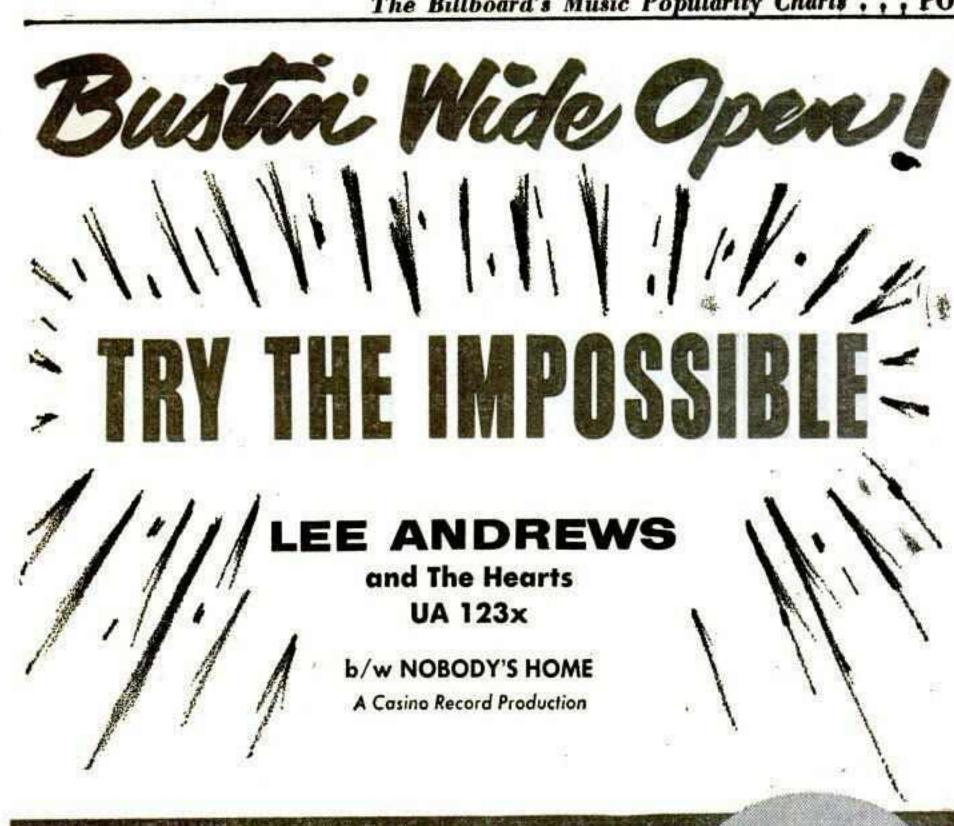


REAVICTOR Graffman ^{plays} Schumann

Watch for these NBC-TV shows, in Color and black and white: THE PERRY COMO SHOW, THE EDDIE FISHER SHOW, THE GEORGE GOBEL SHOW, THE PRICE IS RIGHT, and TIC TAC DOUGH. They're all sponsored by



Last Week





THE ORIGINAL

SUGAR LUMP

FRANK VERNA

and the Playboys—UA 124x

b/w GOLLY GOSH OH GEE

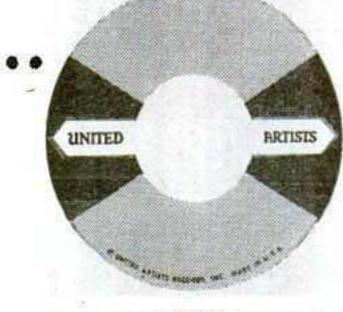
A Martinique Record Production



THE FOUR J's

UA 125×

b/w BE NICE, DON'T FIGHT



UNITED

PRIISTS

KISSIN' AT THE DRIVE-IN

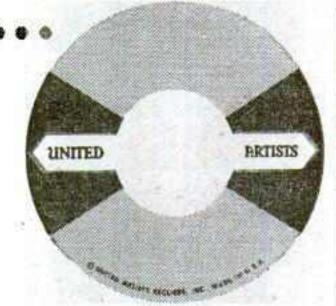
THE ORIGINAL

SAMMY GOWANS

UA 114x

b/w ROCKIN' BY MYSELF

Produced by Jack Lewis



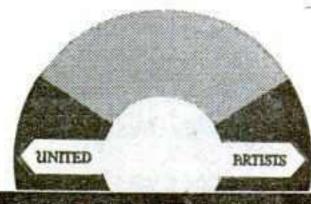
SHAKE UP THE DANCE

CHUCK WILEY

UA 113×

b/w TEAR IT UP

A Spangle Records Production



UNITED

UNITED ARTHSTS RECORD CORPORATION



Song, Artist, Label

Top 100 Sides

FOR SURVEY WEEK ENDING APRIL 19

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.

1. WITCH DOCTOR, David Seville, Liberty	
2. TWILIGHT TIME, Platters, Mercury	
3. HE'S GOT THE WHOLE WORLD IN HIS HANDS.	
Laurie London, Capitol	2
4. WEAR MY RING AROUND YOUR NECK, Elvis Presley, Victor	
5. TEQUILA, Champs, Challenge	
6. BOOK OF LOVE, Monotones, Argo	
7. ALL I HAVE TO DO IS DREAM, Everly Brothers, 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, Dot	
THE CONTRACT OF STATE	
12. BILLY, Kathy Linden, Felsted	
13. BELIEVE WHAT YOU SAY, Ricky Nelson, Imperial	
14. DON'T YOU JUST KNOW IT, Huey Smith, Ace	
15. CATCH A FALLING STAR, Perry Como, Victor	
16. RETURN TO ME, Dean Martin, Capitol	
17. KEWPIE DOLL, Perry Como, Victor	
18. SUGARTIME, McGuire Sisters, Coral	
19. LAZY MARY, Lou Monte, Victor	
20. MY BUCKET'S GOT A HOLE IN IT, Ricky Nelson, Imperial	
21. BREATHLESS, Jerry Lee Lewis, Sun	
22. SWEET LITTLE SIXTEEN, Chuck Berry, Chess	
23. CHANSON D'AMOUR, Art and Dotty Todd, Era	39
24. MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY,"	
Mitch Miller, 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	
29. THE LITTLE BLUE MAN, Betty Johnson, Atlantic	
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 Teens, ABC-Paramount	
34. THE WALK, Jimmy McCracklin, Checker	
35. DINNER WITH DRAC, John Zacherle, 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. 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, Little Willie John, King	
47. ROCK AND ROLL IS HERE TO STAY,	
Danny and the Juniors, ABC-Paramount	25
49. THERE'S ONLY ONE OF YOU, Four Lads, Columbia	
50. 1 MET HIM ON SUNDAY, Shirelles, Decca	67
51. YOU EXCITE ME, Frankie Avalon, Chancellor	51
53. MAGIC MOMENTS, Perry Como, Victor	69
53. DONCHA' THINK IT'S TIME, Elvis Presley, Victor	74
55. ARRIVEDERCCI ROMA, Roger Williams, Kapp	
56. OH-OH, PM FALLING IN LOVE AGAIN, Jimmie Rodgers, Roulette 56. TUMBLING TUMBLEWEEDS, Billy Vaughn, Dot	
56. JUST MARRIED, Marty Robbins, Columbia	
59. BEEN SO LONG, Pastels. Argo	60
60. HIGH SIGN, Diamonds, Mercury	46
61. WITCHCRAFT, Frank Sinatra, Capitol	41
62. SO TOUGH, Casuals, Back Seat	63
64. LONELY ISLAND, Sam Cooke, Keen	49
65. CLICK CLACK, Dickey Doo and the Don'ts, Swan	
67. JOHNNY B. GOODE, Chuck Berry, Chess	_
67. ALL THE TIME, Johnny Mathis, Columbia	84
69. HE'S GOT THE WHOLE WORLD IN HIS HANDS, Mahalia Jackson, Columbia	4
69. YOU ARE MY DESTINY, Paul Anka, ABC-Paramount	55
69, TEACHER'S PET, Doris Day, Columbia	. 81
69. DIZZY MISS LIZZIE, Larry Williams, Specialty	87
73. DEDE DINAH, Frankie Avalon, Chancellor	57
75. SING, BOY, SING, Tommy Sands, Capitol	66
75. DON'T LET GO, Roy Hamilton, Epic	69
77. ROCK AND ROLL RHAPSODY, Four Aces, Decca	69
77. STOOD UP, Ricky Nelson, Imperial	
77. TEQUILA, Eddie Platt, ABC-Paramount	77
81. RUMBLE, Link Wray, Cadence	
81. A VERY PRECIOUS LOVE, Ames Brothers, Victor	60
81. I CAN'T STOP LOVING YOU, Don Gibson, Victor	-
85. HANG UP MY ROCK AND ROLL SHOES, Chick Willis, Okeh	
85. COME TO ME, Johnny Mathis, Columbia	
87. YOU. Aquatones, Fargo	-
87. MAYBE, Chantels, End	
87. DANCING WITH MY SHADOW, Four Voices, Columbia	
87. LET'S BE LOVERS, Playmates, Roulette	97
87. I BEG OF YOU, Elvis Presley, Victor	
94. SMOKE GETS IN YOUR EYES, Richard Barrett, M-G-M	
94. YES, MY DARLING, Fats Domino, Imperial	.63
94. APRIL LOVE, Pat Boone, Dot	83
94. THE STORY OF MY LIFE, Marty Robbins, Columbia	. 60
94. COLLEGE MAN, Bill Justis, Phillips International	200

THE ORIGINA



Million Seller of 1958!

HE ORIGINAL!

THE ORIGINAL!

b/w GOTTA GETTA DATE

JAN and ARNIE

#108 Arwin

Distributed Exclusively by

RECORDS, Inc. · Sunset and Vine · Hollywood, Calif · Phone HO 2-3141 THE NATION'S BEST SELLING RECORDS

THE ORIGINAL!



NOW ON THE **NU-CLEAR LABEL**

The Blues Singing Judge

She captured America's heart on the \$64,000 Question. Blues is her middle name and she really "rolls" it out like you've never heard before on her brand new release. Hear her

SUGAR BLUES

I'M A GOOD GAL

Nu-Clear No. 1181

≯JOEY ROGERS

The buzzing King Bee buzzes a real honey with

BUMBLE BEE

c/w

Who Can Explain It Then?

Nu-Clear No. 1179

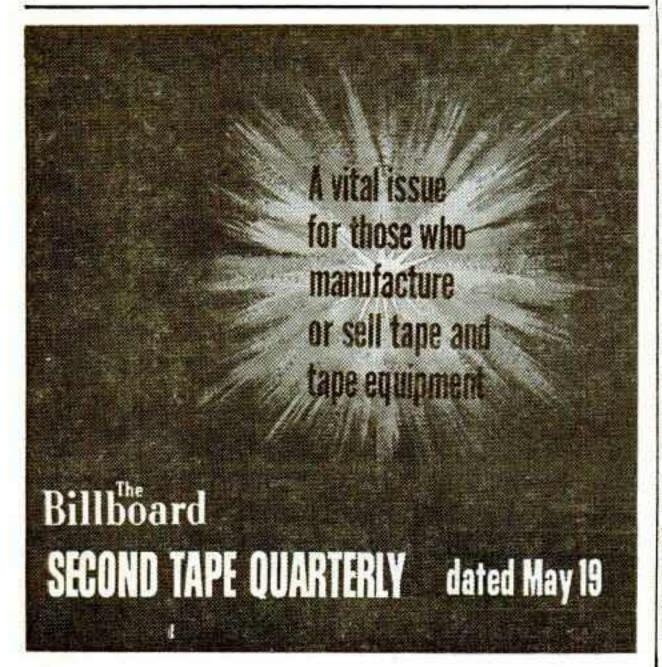




with NU-CLEAR RECORDS

Gua; anteed Sales - Order From NU-CLEAR MUSIC CO. P. O. Box 1281, Columbus, Ga.

SURE HIT! BOPPIN' 47/20-7220 LANE BROTHERS RCAVICTOR



Best Selling Sheet Music in U. S.

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

This Week		Last Week	Weeks on Chart
1.	HE'S GOT THE WHOLE WORLD IN HIS	72	200
	HANDS (Chappell)	. 2	5
2.	SUGARTIME (Nor-Va-Jak)		17
3.	TWILIGHT TIME (Porgie)	. 12	2
4.	WHO'S SORRY NOW? (Mills)	. 5	7
5.	LOLLIPOP (Marks)	. 4	6
	CHANSON D'AMOUR (Meadowlark)		1
	CATCH A FALLING STAR (Fisher)		13
8.	SAIL ALONG SILVERY MOON (Joy)	. 6	16
	THE LITTLE BLUE MAN (Trinity)		5
	RETURN TO ME (Southern)	17122	2
	ARRIVEDERCI ROMA (Hill and Range)		4
	TEQUILA (Jat)		5
	ALL THE WAY (Barton)		24
3-5-31 (5.5)	KEWPIE DOLL (Leeds)	279 400	2
	ARE YOU SINCERE? (Cedarwood)		8

Best Selling Sheet Music in Britain

(For week ending April 19

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

Magic Moments-Chappell (Chappell) Swinging Shepherd Blues-Sherwin (Bennell) I May Never Pass This Way Again-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) Mandy (the Pansy)-World Wide (Duchess) Nairobi-Leeds (Favorite) -

Oh-Oh I'm Falling in Love Again-Sterling (Planetary) Tequila—Challenge (Jat) Raunchy-Aberbach (Hi-Lo) Whole Lotta Woman-Sheldon (Geronimo) Love Me Forever-Kassner (Greta) All the Way-Barton (Maraville) Forgotten Dreams-Mills (Mills) Why Don't They Understand-Henderson (Hollis)

Lollipop-Anglo-Pic (Marks) Maybe Baby-Southern (Nor-Va-Jak

Best Selling Pop Records in Britain

(For week ending April 19)

This Week	Printed thru the courtesy of Britain's Foremost		Last Week
This	Printed thru the courtesy of	the "New Musical Express"	Last
Week	Britain's Foremost N	Musical Publication.	Week
1. MAGI	C MOMENTS—Perry Como (RCA	()	1
2. WHOI	E LOTTA WOMAN-Marvin Rain	nwater (M-G-M)	2
	GIN' SHEPHERD BLUES-Ted H		
	ILA-The Champs (London)		
	NDERFUL TIME UP THERE-P		
	S SORRY NOW-Connie Francis		
	OBI-Tommy Steele (Decca)		
	OO SOON TO KNOW-Pat Boone		
	BE BABY-Crickets (Coral)		
10. LA D	EE DAH-Jackie Dennis (Decca)		
	THLESS-Jerry Lee Lewis (Londo		
	F-Elvis Presley (RCA)		
	POP-Chordettes (London)		
	OY-Eddie Calvert (Columbia)		
	E LOVED-Malcolm Vaughan (HN		
16. CATC	H A FALLING STAR-Perry Cor	mo (RCA)	16
17. APRII	LOVE-Pat Boone (London)	(RCA)	
18. OH-O	H, I'M FALLING IN LOVE AGA	IN-Limmie Rodeers (Columbia	1
19. WHY	DON'T THEY UNDERSTAND-O	George Hamilton IV (HMV)	., 10
	ILA—Ted Heath (Decca)	decige riammon Iv (riviv)	

Tunes With Greatest Radio-TV Audience

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

Radio

A Very Precious Love (R) (F) - Witmark All I Have to Do Is Dream (R)-Acuff-

Another Time Another Place (R)-Famous

-ASCAP Billy (R)-Mills-ASCAP

Catch a Falling Star (R)-Marvin-ASCAP Catch a Falling Star (R)-Marvin-ASCAP Chanson D'Amour (R) - Meadowlark -

Cherie I Love You (R)-Harms-ASCAP For Your Love (R)-Beechwood-BMI Gigi (R) (F)-Chappell-ASCAP He's Got the Whole World in His Hands

(R)—Famous—ASCAP Hotspell (R)—Famous—ASCAP How Are You Fixed for Love (R)-Tamarisk-ASCAP

I've Got Bells on My Heart (R)-Southern

Kewpie Doll (R)-Leeds-ASCAP Let the Bells Keep Ringing (R)-Spanka-BMI

Lollipop (R)-Marks-BMI Long Hot Summer (R) (F)-Feist-ASCAP Make Me a Miracle (R)-Planetary-ASCAP Oh Lonesome Me (R)-Acuff-Rose-BMI Return to Me (R)-Southern-ASCAP Seventy-Six Trombones (R) (M)-Frank-ASCAP

Tequila (R)—Jat—BMI There's Only One of You (R)-Korwin -ASCAP These Worldly Wonders (R)-Brenner-BMI

Torrero (R)-Leeds-ASCAP Twilight Time (R)-Porgie-BMI Who's Sorry Now (R)-Mills-ASCAP Witch Doctor (R)-Monarch-ASCAP Witchcraft (R)-Morris-ASCAP You Are My Lucky Star (R)-Robbins- You (R)-Instant-BMI

Television

Rose-BMI A Wonderful Time Up There (R)-Fowler Another Time Another Place (R) (F)-

Famous-ASCAP Believe What You Say (R)-Reeve-BMI Billy (R)-Mills-ASCAP

Chanson D'Amour (R) - Meadowlark -ASCAP

Gigi (R) (F)-Chappell-ASCAP Happiness (R)-Conley-BMI He's Got the Whole World in His Hands (R)—Chappell—ASCAP It's a Bore (R) (F)-Chappell-ASCAP

Johnny B. Goode (R)-Arc-BMI Kewpie Doll (R)-Leeds-ASCAP Lock Up Your Heart (R)-Wildcat-BMI Lollipop (R)-Marks-BMI Nee Nee Na Na Na Na Nu Nu (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)-Frank-ASCAP

Sky Symphony (R)-Young-ASCAP Something's Always Happening on the River (R) (M)-Stratford-ASCAP Sugar Moon (R)-Gallatin-BMI Tequila (R)-Jat-BMI Thank Heaven for Little Girls (R)-Chap-

There's No Piano in This House (R)-World -ASCAP Vienna Bongo (R)-Compton-ASCAP Wear My Ring Around Your Neck (R)-

pell—ASCAP

Rush-Presley-BMI Witch Doctor (R)-Monarch-ASCAP

You Excite Me (R)-Debmar-ASCAP

BEST SELLERS!

LITTLE WILLIE JOHN ME, King 5108

BILL DOGGETT BLUES FOR HANDY HOW COULD YOU King 5130

> BOO-DA-BA **PIMENTO** King 5125

JOHNNIE PATE MUSKEETA PRETTY ONE Federal 12325

THE "5" ROYALES DEDICATED TO THE ONE I LOVE King 5098

> EARL BOSTIC BACK BEAT King 5127

NEW RELEASES!!

THE "5" ROYALES THE FEELING IS REAL DO THE CHA CHA CHERRY King 5131

THE CHANTERS MY MY DARLING

I NEED YOUR **TENDERNESS** Deluxe 6162

JOHNNIE PATE

LITTLE PIXIE FIVE O'CLOCK WHISTLE Federal 12327



Another Hit From JIMMY McCRACKLIN "EVERYBODY ROCK"

"GET TOUGH"

Checker 893

CHESS PRODUCING CORP. 2120 S. Michigan Ave.

Chicago, Illinois All Phones: CAlumet 5-2770

GIVE TO DAMON RUNYON CANCER FUND



CHALLENGE

www.americanradiohistory.com



these

WEEK

SURVEY

5 S

ENDING

1958

APRIL 19,

amming Weekly Juke Box Progr **Billboard**

Guide

OPERATORS BEST BUYS BEST

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

I Love You Dot 15750 YUS TZ38

One for Mc Fargo 1001 One for She's the AQUATONES

DOMINO FATS BEST BUY

DIAMONDS

THE

YU8 T238

Imperial 5515

Chick-Lots Mercury 71291

records are the ones released last week that are In the opinion of Billboard staff reviewers most likely to be future juke box hits. ZES SES OPER BEST RELE

Challenge 59007 THE CHAMPS

MOINIGO

HOINIGO

HOINI40 GEORGE HAMILTON IV

Who's Taking You to the Prom ABC-Paramount 992

HOINID

ABC-Paramount 9918 Sham Rock ROYAL TEENS Big Name

HOINIGO

HANK SNOW

HOINIGO

RCA Victor 7233

BILLY

Music, Maestro, Please Liberty 55136 # HIS DOMINOES
Jennie MOINIGO

9

A LITTLE LONESOME LOVE MY LADY Records of

CURTAIN IN THE WINDOW IT'S ALL YOUR FAULT RAY PRICE *

M-G-M 12588

YOU WERE ONLY FOOLING

Capitol 3891

Atlantic 1169

* BETTY JOHNSON *

present the second of the second second second

CONNIE FRANCIS WHO'S SORRY HOW

HE'S GOT THE WHOLE WORLD IN HIS HANDS

•

9

* LAURIE LONDON *

YUS TZ38

JUST MARRIED STAIRWAY OF LOVE

Era 1064

ALONG THE TRAIL WITH YOU

TIH W3M

* PERRY COMO *

TIH WAN

* THE PLATTERS *

TWILIGHT TIME

OUT OF MY MIND

Mercury 71289

KEWPIE DOLL

RCA Victor 7202

CHANSON D'AMOUR

COLOR OF THE BLUES GEORGE JONES

W3M

Cadence 1345

RCA Victor 7150

Challenge 1016

TRAIN TO NOWHERE

* THE CHAMPS *

TEOUILA

CATCH A FALLING STAR

* PERRY COMO *

MAGIC MOMENTS

* ELVIS PRESLEY *

2

* CHORDETTES *
BABY, COME-A BACK-A

10110

WEAR MY RING AROUND YOUR NECK

JACOUELINE S MEW HIT

RCA Victor 7240

Capitol 3939

RCA Victor 7128

NAT KING COLE *

LOOKING BACK

DONCHA' THINK IT'S TIME

* ELVIS PRESLEY

ALL I HAVE TO DO IS DREAM * EVERLY BROTHERS *

CLAUDETTE

TIH W3K

1683

REELIN' AND ROCKING

Argo 5290

YOU NEVER LOVED ME

BOOK OF LOVE MONATONES

* CHUCK BERRY *

SWEET LITTLE SIXTEBN

CAN'T STOP LOVING YOU SHE'S NO ANGEL

Y 풊

Records eliminated if duplicated in Pop List. COME BACK TO ME TO BE LOVED

Capitol 3984

Cadence 1340

Ace 545

ANDY WILLIAMS *

ARE YOU SINCERE

DON'T YOU JUST KNOW IT

* HUEY SMITH *

4 = (April 12 + 14

BE MINE TOMIGHT

FORGETTING YOU

RETURN TO NE

MY BUCKET'S GOT A HOLE IN IT

* RICKY NELSON *

* PAUL ANKA *
CRAZY LOVE
ABC Paramount 9907

HEW HIT

* DON GIBSON *

OH, LONESOME NE

RCA Victor 7133

LET THE BELLS KEEP RINGING

WILLIE JOHN * ME, TALK TO M

Imperial 5503

* ED TOWNSEND * FOR YOUR LOVE

MEM

Liberty 55132

Columbia 41066

* MITCH MILLER *

Argo 5287

JERRY LEE LEWIS

BREATHLESS

DOWN THE LINE

* MITCH

* DAVID SEVILLE *
DON'T WHISTLE AT ME, BABY

WITCH DOCTOR

MARCH FROM THE RIVER KWAI AND

"COLONEL BOGEY"

HAYE FAITH NEW HIT

Corol 61924

* THE McGUIRE SISTERS *

SUGARTIME

BANANA SPLIT

RCA Victor 7160

ANGELIQUE

LAZY MARY

SAIL ALONG SILVERY MOON

* BILLY VAUGHN *

& AROUND 3

TIH W3M

Felsted 8410

IF I COULD HOLD YOU IN MY ARMS

A WONDERFUL TIME UP THERE

Capitol 3825

★FOUR PREPS ★
IT'S YOU

IWENTY-SIX MILES

* * *

* PAT BOONE *

TT'S TOO SOOM TO KNOW

BE IN THE CHIPS WITH TWO BIG WINNERS!

WALERIE CARR



"WHEN THE BOYS
TALK ABOUT
THE GIRLS"

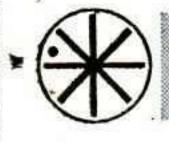
. / ..

"PADRE"

R-4066

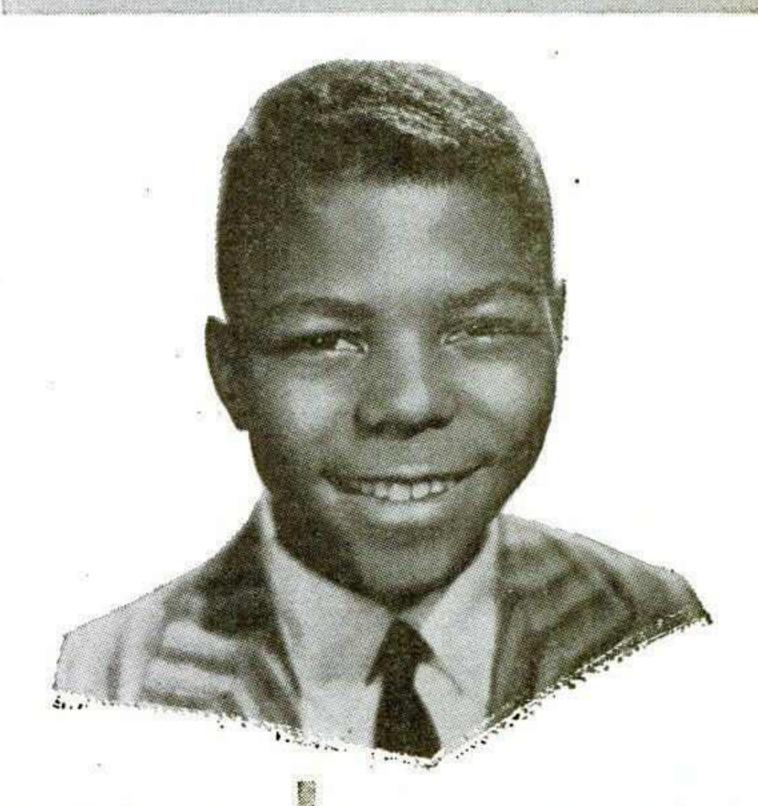
your best bet . . .

buy



ROULETTE

FRANKL LYMON



'MAMA
DON'T
ALLOW
IT''

"PORTABLE
ON MY
SHOULDER"

R-4068

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

Review Spotlight on . . .

POP RECORDS

THE CHAMPS....Challenge 59007......EL RANCHO (Marks, BMI)

MIDNIGHTER.....(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?.....(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. Excellent 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.

(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.............JENNIE LEE (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 (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.

(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

DON AND HIS ROSES

Since You Went Away to School 82 DOT 15755-Strong message in this material is directed right at the teenage clique and lead singer gives it a fine, lonesome feeling. Ballad effort could break out for the new group. (Nor-Va-Jak, BMI)

Right Now!....75 An uptempo instrumental gets a good, bright performance, but the message is on the other side. (Nor-Va-Jak, BMI)

THE DARTS

DOT 15752-Here's a bright, rhythmic novelty with a touch of the New Orleans beat. New group gives it a happy, persuasive feel that could very easily break out, Watch it, (Twinkle)

Sweet Little Baby 73 Another novelty, this time in a chacha tempo. Fair enough effort but the flip is definitely the side. (Westside, BMI)

RUFF AND REDDY

Henry Goes to the Moon (Parts 1 & 2)..81 CAVALIER 876-A cute item somewhat on the order of the "Flying Saucer" platters. It utilizes bits from past and current hit sides in telling the narrative of a cat who goes to the moon. This could catch on. (Clockus, BMI)

GINO & GINA

Pretty Baby80 MERCURY 71283-A clever duet arrangement of a tune in the teen groove-yet fresh in concept. Performance swings right along. Solid wax here. (Figure, BMI)

Love's a Carousel....79 Unusual material. Song has a haunting charm. Jocks will find it brings a fresh sound to programming. Watch it. (Figure, BMI)

GERRY GRANAHAN

SUNBEAM 102-The former member of Dickey Doo & the Don'ts has a potent entry in this rocking novelty. It can step out. (Sunbeam, BMI)

Girl of My Dreams 78 Attractive warbling stint on the oldie dressed up as a rockaballad can attract, but flip appears top side. (Mills, ASCAP)

KIP TYLYER Ooh Yeah Baby80

CHALLENGE 59008-This is a driving side with Tyler on the lead and unbilled but very compelling chick answering from the background. Strong was that can go. (Jat, BMI) Jungle Hop....78

A cute novelty has a touch of the Bo Diddley style here. Material is reminiscent of "Stranded in the Jungle." Rates spins but flip appears to have an edge. (Golden West, BMI)

THE JOHNNY OTIS SHOW

Willie and the Hand Jive80 CAPITOL 3966-Otis and company gives this funky blues a driving rendition in a Bo Diddley styling. It's solid stuff, and another approach to the growing Stateside interest in the British-originated hand dance. Will get plays aplenty. (El Dorado, BMI)

Ring-A-Ling....78 Another salable side. It's a zingy rocker with another good vocal effort by Otis. Can pull spins on its own. (El Dorado, BMI)

THE VOXPOPPERS

A Love to Last a Lifetime80 POPLAR 107-A possible follow-up to the group's current action side, "Wishing for Your Love." It's a nice ballad with a good lead performance which can generate action. Should be watched. (Goday, BMI) Come Back Little Girl 75

A driving blues gets an exuberant reading by the group. This side, too, comes in for some movement. (Chelwood, BMI)

SAL MINEO

EPIC 9271-A pretty rockaballad is sold in warm fashion by Mineo, helped neatly by the ork. Side has the sound and appeal that could interest the kids. (Wemar, BMI)

A Couple of Crazy Klds....77 This swinging novelty receives a bright reading from the chanter aided and abetted by a girl thrush. Both sides are strong. (Conley, BMI)

DAMIANO

CHANCELLOR 1017-A new lad, Damiano, bows on the label with a strong reading of a listenable ballad, His style is similar to Johnny Mathis, but he can belt, too. Watch him, he could happen. (Debmar, ASCAP)

Hello, My Love....76 On this side, the lad again comes thru with a soft, sweet reading of a pretty ballad. The flip appears stronger, however. (Rambed-Bumar-

ack, BMI)

BROOK BENTON Because You Love Me79 VIK 0325-Vik's fine singer, Brook Benton, turns in a first-rate reading of a warm new ballad that makes a good followup to his "Million Miles From Nowhere." Watch this one, it has a chance. (Eden, BMI)

Crinoline Skirt....73 On this side the lad comes thru with a spirited rendition of a bouncy new tune, selling it nicely. Flip is the stronger side. (Flip & Skip, BMI)

THE SHEPPARD SISTERS

MERCURY 71306 - A novelty, in stroll tempo, with a bluesy quality in the instrumentation. Arrangement includes a triplet figure and good Watch it. (Sequence, honking. ASCAP)

A Boy and a Girl 73 Rhythm side with that teen character, Lyric has some novelty value too. (Fifth Avenue, BMI)

MICKEY & SYLVIA

VIK 0234-Mickey and Sylvia return to wax with a warm, listenable reading of an attractive new ballad, featuring the pairs fine chanting and their first-rate guitar work. Could get loot. (Miller, ASCAP)

Rock and Roll Room....76 On this side the duo turn their talents to a stroll item that they handle well. But the flip appears to be a mite stronger. (Ben-Ghazi, BMI)

EDDIE FISHER

Karl Waits for Me78 RCA VICTOR 7230-Eddie Fisher belts out the lyrics to this earcatching song from the flick "Windjammer." Side has a chance for action, especially where flick is playing. (Montclare, BMI)

Pick a Partner 75 Bright swinger is sung with spirit by Fisher, backed with a beat by the ork. Flip is more potent, (Rush,

THE ROCK-A-FELLAS

ABC-PARAMOUNT 9923-The lads have a strong piece of material here and they make good use of it. Introis wild and the boys sell the driving tune with gusto. Side could get action. (Milford, ASCAP)

Don't Torment Me....75 The Rock-A-Fellas (dig that name) sell this driving rocker in Jerry Lee Lewis-Buddy Holly Hiccuppy style, Cute but flip is more potent. This platter was just purchased from Devere Records. (Devere, BMI)

LARRY HOVIS

CAPITOL 3961-A poignant song, touched with country feeling, arranged with a simple and very effective pop backing. Hovis does a fine job with the vocal. (Longhorn, BMI)

Helplessly Hopelessly 74 A tasteful rock and roller, with Hovis' vocal backed by chorus and whistling. Relaxed quality. (Genson, BMI)

THE ROYAL JACKS

20th-FOX - A swinging, driving item sung in bright fashion by the boys, comprises this initial release for the label. Can get spins. (Delstone, BMI)

The Big Ring 70 A so-so novelty gets a fair reading by the group, but flip would appear to be the choice here. (Delstone, BMI)

MORTY CRAFT ORK & CHORUS Long Legged Ladies of Labrador.....77

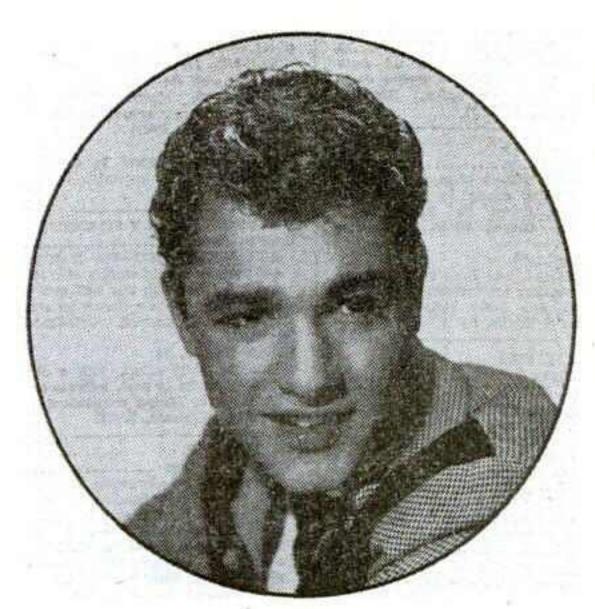
M-G-M 12648-Here's a record that bears watching. It's an attractive new entry, and it receives a listenable reading by a male vocal group, over tingly ork support. Should grab spins. (Planetary, ASCAP)

It's Melody Time....74 Lush, listenable instrumental effort is played well by the Kraft crew, featuring strings and an organ. (Fifth Avenue, BMI)

MERCURY 71305-A driving effort with a cute riff is sold with spirit by the Sil Austin combo featuring tenor, guitar, organ and drums. Fine

(Continued on page 40)

the most powerful release in Epic's history!



As Introduced last night on the Ed Sullivan show!

SAL MINEO A COUPLE OF CRAZY KIDS

b/w Seven Steps to Love Epic 5-9271

The "greaf voice" discovery of the year!

JIMMY BREEDLOVE THIS TOO SHALL PASS AWAY

Could This Be Love Epic 5-9270

The second consecutive hit for Roy!

ROY HAMILTON (RAZY FEELIN'

b/w In a Dream Epic 5-9268

A summer-style hitl

& THE REDHEADS MY SECRET INSPIRATION

b/w The Brush Off Epic 5-9269

The newest addition to the Lester Lanin landslide of best-selling albumsi

LESTER LANIN GOES TO COLLEGE

LN 3474 Also available on Extended Play EG 7202 and EG 7203







the pick of the hits are on..

EPIC-OKEH a product of CBS

"EPIC," "OKEH" Marcas Reg. "CBS" T.M.



Reviews of New Pop Records

Continued from page 38

box wax. (Norbay, BMI)

Hey! Eula 75 Listenable new tune that has also reen cut by Marty Wilson's crew on Decca is sold well here by the Austin combo. Both sides could get action. (Felst, ASCAP)

EDMUNDO ROS

LONDON 1799-Very appealing ditty featuring a first-rate vocal by the -orkster and some neat sounds behind him by the band. Side has a chance if expesed. (Miller, ASCAP) Fannabad....75

Attractive instrumental effort by Edmundo Ros and his combo that should receive a lot of attention from the decjays. (Robbins, ASCAP)

PHIL MEDLEY ORK

MERCURY 71304-Attractive instrumental in the "Slow Walk" tradition receives a strong interpretation by the Medley crew. It features guitar, moaning horn and a solid beat. Could get coins. (Prime, BMI)

Flapjack 73 Another listenable instrumental item is sold neatly by the crew. It too could get some juke coins, but flip builds more. (Prime, BMI)

MARTY WILSON & THE STRATOLITES

Po-Go76 Decca 30644-A driving instrumental effort featuring a combo, Hammond organ and a vocal group singing sounds in the backing is sold well

ONE-STOP RECORD SERVICE

Announces the Opening of their

KANSAS CITY OFFICE

709 E. 31st Street

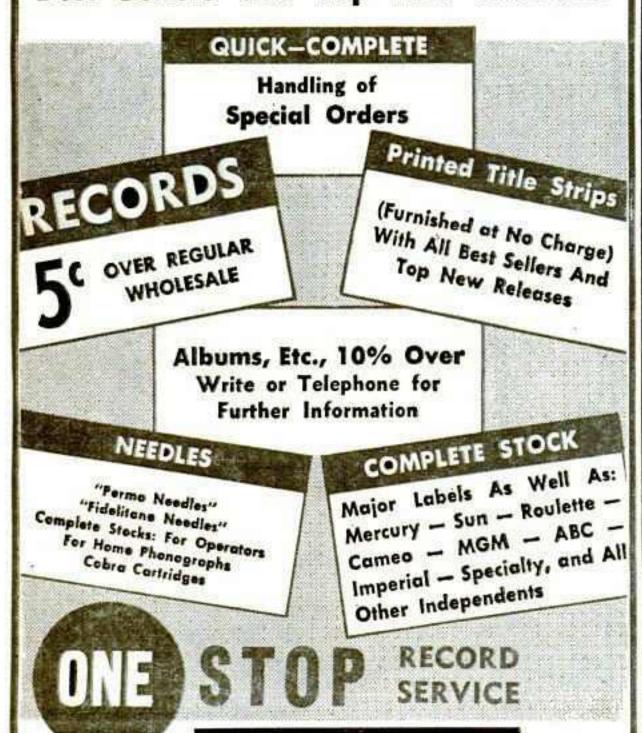
Attention— OPERATORS and RETAILERS thruout the West and Southwest

Our Kansas City office is now set up to render the same fine service that has given our St. Louis office recognition as the most outstanding One Stop operation in the nation.

24 HOUR DELIVERY

to most points and with rare exceptions

COMPLETE FILL ON Best Sellers and Top New Releases



709 E. 31st

Phone VAlentine 1-4899

KANSAS CITY, MO.

2626 OLIVE

Phone JEfferson 5-4172

ST. LOUIS 3, MO.

by the Wilson crew. Has a chance for coins. (Lark, BMI)

Hey! Eula 73 Marty Wilson and his ork come thru with an interesting instrumental built on a listenable riff. May get spins. (Felst, ASCAP)

THE PLAYMATES

ROULETTE 4072-A fair enough, medium tempo ballad, handled neatly by the group. Could garner some spins. (Kahl) BMI)

Can't You Get It Thru Your Head 72 A pleasant novelty on this side gets a happy reading. Fair chances. (H & L, BMI)

LEROY HOLMES ORK

M-G-M 12650-A big-band reading of the classic, with fiddles, etc., yet retaining some of the traditional flavor. Contrasting violins and trumpet parts make for interesting wax. Ornate quality may spur action. (Mayfair, ASCAP)

Rock-a-Bye Baby 73 Instrumental with a bouncy beat, and a relaxed feeling. Singing violins give it an occasionally lush quality contrasting with the rhythm. (Paramount, ASCAP)

SOMETHIN' SMITH & THE REDHEADS THE SOLITAIRES EPIC 9269-Slow rocker gets a nice ride by the group for bright results. Could get action if exposed. (Tannen, BMI)

The Brush Off 73 Rumba receives cheerful reading by lead and group, but flip appears stronger. (Sequence, ASCAP)

TEDDY PHILLIPS ORK

LIMELIGHT 3004-Pretty, haunting melody is played warmly by the Phillips ork with altos featured on lead, Side has a beat and a sound and may get attention if exposed. (Windy City, ASCAP)

My Memorles....73 On this side a girls' group, with a celestial sound, is featured singing a sad, heart-break tune with much echo on voice. It has a sound. (Windy City, ASCAP)

DICK CURLESS

You Never Miss the Water 75 RAY HARTLEY EVENT 4274-A pretty c.&w.-based tune gets a poppish rendition by Curless. If exposed, this could catch on. Soft guitar backing is excellent. (United, ASCAP)

Nine Pound Hammer 73 Deep-voiced vocal on a sprightly, folk-flavored tune. The bridge has a narrative. Good for c.&w. and folk buyers. (American, BMI)

KENNY KOLE

KLIK 8205-In the calypso tradition is this new effort, sung well by Kole over good backing by the Huskies. Side, if exposed, has a chance. It is eminently danceable. (Wall, BMI) Sorry....72

Kenny Kole and the Huskies handle this sad rockaballad pleasantly, tho the flip has more imagination. Group has a sound. (Wall, BMI)

FRANK VERNA

UNITED ARTISTS 124-Slow rocker sung neatly by Verna and the Playboys in bright arrangement. Side has a chance. (Maggie, BMI) Golly Gosh Oh Gee 72

Chanter carries this rocker alone for good results, but flip has more to offer the market. (Hennessy, BMI)

ART MOONEY ORK Something's Always Happening

M-G-M 12649-Ork gives marching band sound to this patter tune from "Say, Darling" for good results, Rates jockey spins. (Stratford, ASCAP)

A breath of operetta, this waltz gets listenable group rendition. Could be a fad in Hollywood via title and lyric. (Diana, ASCAP)

THE JUNIOR MISSES

RENDEZVOUS 101-Rocker has that money sound with little girl lead voice sounding great for the teenage market. Good prospects for this danceable side. (Lizann, BMI)

You Dream Too Much....70 The lead sounds four years old on this ballad, with group blending in the backing. Young thrush has a cute sound. (Lizann, BMI)

SCREAMIN' JAY HAWKINS

OKEH 7101-One of the dafflest, most frantic and wildest sides ever on record. It is a song from the swamps about wine made from alligator meat. Jay screams all the way. For some of his followers, (Quintet,

There's another crazy novelty on this side, also loaded with jungle sounds and the shouting, cryin' of Screamin' Jay Hawkins, For special locations, (Carney, BMI)

SIX TEENS WITH TRUDY WILLIAMS Love's Funny That Way74 FLIP 333-The girls voices', with

www.americanradiohistory.com

Trudy Williams on lead, blend nicely on this listenable minor peepel blues effort. (Limax, BMI)

Donny 73 "Dance with me, Danny, this is the last dance" sing the girls on this in-

triguing new effort. Pleasant side. (Limax, BMI)

Have You Ever Benn Lonely74 CORAL 61989-A fairly quiet type instrumental version of the standard set to a stroll rhythm. Side employs voices as instrumental sounds. Fair chances. (Shapiro-Bernstein, ASCAP)

I'll Always Be in Love With You 73 Another standard, set to the same general type pattern. Coupling could win some juke action. (Shapiro-Bernstein, ASCAP)

GENE MALTAIS

Lovemakin'74 REGAL 7502-A blues, chanted with a swinging quality by the vocalist. Backing drives, and has a funky sound. (Desert Palms & Trinity, BMI)

The Bug 73 A driving blues, Lyric has some novelty quality; arrangement moves right along, with funky guitars, (Desert Palms & Trinity, BM1)

Walkin' and Talkin'......74 OLD TOWN 1049-The Solitaires come thru with a good performance of a rockaballad, with the lead singer making like Sam Cooke. Okay wax, (Maureen, BMI)

No More Sorrows 73 He's found his girl, sings the lead, as the boys back him up with sounds over a solid back seat. Listenable sides. (Maureen, BMI)

GOGI GRANT

How Do We Know We're in Love 74 RCA VICTOR 7215-Very prenty ballad is warbled with class. Lush ork backing accompanies. Also fine jockey fare. (Granmore, ASCAP) My Secret Prayer 73

Quality vocal by the thrush on a pretty ballad taken at a medium-beat shuffling pace. Good ork backing helps makes this a good jockey item. (Alamo, ASCAP)

Chanson D'Amour74 RCA VICTOR 7228-The tune is pretty big for Art and Dotty Todd and the Fontane Sisters. This is late for top coin, but the listenable side can still get some action, (Meadowlark, ASCAP)

Beautiful Love 70 A haunting instrumental waltz that spotlights lovely piano with guitar and lush ork support. Jocks can take to this, (Movietone, ASCAP)

CRAZY OTTO

Bouncy Medley73 DECCA 30608-Good juke wax medlev consists of "I Don't Want to Set the World on Fire," "I've Got a Lovely Bunch of Cocoanuts" and "Cruising Down the River," all in medium tempo. (Cherio, BMI; Warock, ASCAP: Campbell & Connelly, ASCAP)

Zippy Medley 73 On this side, the tempo is slightly faster and the tunes include "Zip-A-Dee Doo-Dah." "When Paw Was Courtin' Maw" and "Lora-Belle Lee." Fans of the cat will like. tJoy,

JOEY ROGERS

NU-CLEAR 1180-Joey Ropers sings this rockaballad with feeling backed neatly by the combo and chorus. Listenable side that could get some spins, (Margol, BMI)

Bumble Bee 73 Rogers sings this novelty ditty well too, again with good help from the vocal group and ork. With the right material the singer could make it. (Narwood, BMI)

THE PLAYBOYS

MARTINIQUE 101-Fast tempo novelty is sold with spirit by the group on this their debut waxing for the new label. It's in the rock and roll tradition and could get some action. (Maggie, BMI) Over the Weekend 70

The boys come thru with a listenable reading of a new rockaballad about a love that is foundering due to jealousy. (Tee Pee, ASCAP)

BERNIE FARLY Rock Doll73

M-G-M 12640-Lyric is in the teen groove, and performance is rockabilly. Arrangement of the strings is a good one-with a Scottish-flavored figure. (Cranford, BMI)

Your Kisses Kill Me 69 Another blues done in typical rockabilly style (Cranford, BMI)

There's Something Wrong With You...70 FRED NORMAN & THE ABNORMALS

CARLTON 458-A crazy, mixed-up reading, based on the traditional "Shortinin' Bread." Side has a rock and roll beat in a bluesy fashion, Fairly big sound by the group. (Jones, BMI)

The Chant ... 68 Medium tempo effort with voices used simply in a chant, without lyrics. Moderate prospects only. Gones,

THE HONEY DREAMERS My First, My Last, My Only Love 72 CAPRICE 0057-Rockaballad with

(Surrey, ASCAP)

strong arrangement gets nice reading from group. Bright side. (Surrey, ASCAP) Sequola Love Song ... 68 Indian mambo is treated to recall

Big Band era. Group it mellow.

THE SPANIELS Great Googley Moo73

VEE-JAY 278-A lot happens in this rocker, with the driving lead pacing good group. Novelty title and arrangement should appeal. Good prospects. (Tollie, BMI)

Tina....68 Some teenage appeal in this slow rocker. Limited potential, Tollie,

WILLIE RODRIGUEZ Y SU GRUPO

RCA VICTOR 7422-The Rodriguez. ork turns in a solid reading of a rock and roll effort with this wild new instrumental. It has a chance for some juke coin if exposed. (Iris-Trojan, BMI)

Willie's Blues 71

Haunting blues effort, with a finte lead, is played in neat, intimate style by the ork. Good compliment for the flip. (Harvard, BMI)

JACK HASKELL

CAPRICE 0056-Bouncing tock and roll item is well handled by singer and group. Lyric's novelty element could catch on. (Surrey, ASCAP)

The Night of the Senior Prom. ... 71 Stroll with teen-age lyric appeal is given velvety delivery by Haskell, with fine support from the Honey Dreamers, (Surrey, ASCAP)

JOEY GIAM & THE NOBLEMEN KLIK 8105-Peppy instrumental with an interesting dance rhythm, If pushed, this might catch on, Honk-

ing tenor is featured, (Wall, BMI) Tortilla71 The side has a strong "Tequila" flavor, It's a well done instrumental that can do business, (Wall, BMI)

BIRD ROLLINS

VANGUARD 35003 - Up-tempo ditty receives a spirited reading from Rollins helped by a chorus and combo. (Sanga, BMI)

You Are My Angel 76 Bird Rollins bows on the label with a pleasant rockaballad, helped by a vocal chorus and combo. Nice gide.

(Sanga, BMI) WINK MARTINDALE

DOT 15728-Interesting title turns out to be a medium-paced rocking effort by the jockey-turned-chapter, Plenty of rockaballad quality to the backing but the singer is a bit on the tame side. (Roosevelt, BMI)

I Don't Suppose70 This starts with a slow organ irare and breaks into another medium rhythm opus of doubtful commercial value. Flip has more interest, (Fallow, BMI)

DIANE FORTUNE

House of Cards72 MCI 1005-Thrush gives nice feeling to this country-flavored ballad.

(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 Argo 5296

CHESS PRODUCING CORP. 2120 South Michigan Ave.

Chicago, Illinois All Phones: CAlumet 5-2770

RECORDS WHOLESALE

1-STOP SERVICE!

for Operators, Dealers and Rack Jobbers ALL LABELS

1-Day Service • Free Title Strips

45's ...

Most EP's...80c 78's...60 & 71e LP's

C.O.D., or check with order, plus postage

REDISCO

1221 West North Avenue Baltimore 17, Maryland MAdison 3-1518

ATTENTION, STUDENTS

RING DANG DOO TING A LING"

b/w

"ANGELA"

plus

the BELL HOPS

equals

HIT RECORD

DISTRIBUTORS: Territories Open DISTRIBUTORS, D.J.'s, WRITE, WIRE FOR COPIES.

BARB RECORDS

116 East 19th St., New York 3, N. Y.

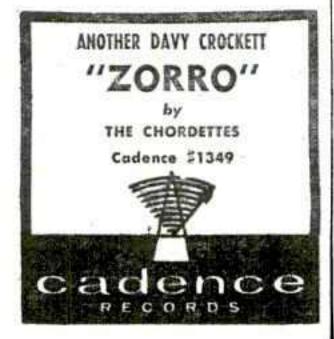
Morty Wax Mational Promotion



Another "Silhouettes"

"RAGS TO RICHES"

The Rays Cameo 133



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 competition and I feel we'll benefit from it in ideas for promotion, programming and gimmicks. But I've found that flexibility is best and

YESTERYEAR'S TOPS-

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

APRIL 24, 1948

- 1. Now Is the Hour
- Manana
- 3. I'm Looking Over a Four Leaf Clover
- 4. Beg Your Pardon
- 5. Baby Face
- 6. Sabre Dance
- 7. Toolie Oolie Doolie (The Yodel Polka)
- 8. You Can't Be True, Dear
- 9. The Dickey-Bird Song
- 10. But Beautiful

APRIL 25, 1953

- 1. Doggie in the Window
- 2. I Believe
- 3. Pretent
- 4. Till I Waltz Again With You
- 5. Your Cheatin' Heart
- 6. Tell Me a Story
- 7. Seven Lonely Days
- 8. April in Portugal
- 9. 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 themselves can't stomach? Top 40 creates excitement in many markets but it's not the only way to build or keep up good ratings."

THIS 'N' THAT: Dick French, veteran deejay at WLIS, Lansing, Mich., moves this week to WWJ, Detroit. He'll 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 show at WFUV-TV, the Fordham University outlet in New York. Now a year old, the series is using live guests. ... A trip to New York offered by WSAI, Cincinnati, has been won by the Richard Allens, who named the 10 most popular songs of all time in comparison with choices voted by the station's jocks. Contest drew 3,000 entries.

KAKC jockeys began the month with two promotions which drew much attention. On April Fool's Day, they announced wrong titles. for all records played. Calls swamped the switchboard all day long. Then the station awarded \$800 in prizes for an Easter Sunday egg hunt in Tulsa. . . . WDRC, Hartford, Conn., is supplying a list of garages and gas stations in the area on its new all-night show. Announcer Dick Fay reminds listeners regularly of the motorists'

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.... Don Mills, KGNO, Dodge City, Kan., ran an hour-long Ray Anthony show when the bandleader was named Capitol Artist of the Month. Ray's "Dream Dancing" album TOTALS 56 7 12

jumped to No. 1 in the area as a result.

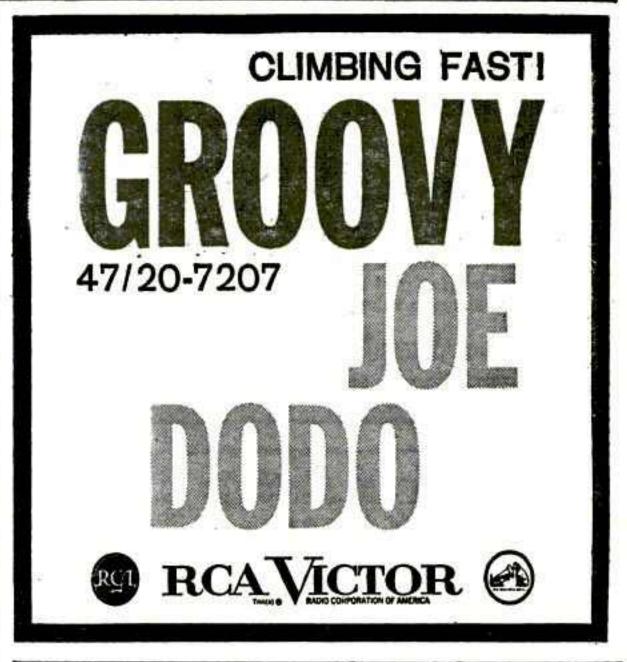
CONGRATULATIONS: Station KMCO, Conroe, Tex., marks its seventh anniversary this month with several contests and an open house. . . . KDKA spinner Jim Williams and wife Mary welcomed their fifth child, Erin Eileen, April 4, in Pittsburgh. . . . Sidney Mark, WHAT jazz jockey, and Loretta Katz, WIP staff 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 staffer for 11 years, suffered the same fate last fall. Ed Scott walked out of KMYR when they banned housewife chatter, old standards and general patter. Denver's FM outlet, KFML, points to its tripled audience which it says, has "been driven by the poor taste in music selection of other stations in the area" to 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."

Number of Releases This Week

Label	The second secon	R&B	
ABC-PARAMOUNT	1		
BLUE-CHIP			
BROADWAY			
CADENCE	1		
CAPITOL			
CAPRICE			
CARLTON			
CAVALIER			
CLASS			
CONCEPT			
DECCA			
DITTO			
DOT			
DUKE			
EAGLE			
ЕКО	1.10		
EPIC	1		••••
EVENT	1		
GOLDBAND		3	
JEN-D	1		
KLIK	2		
KLIX			
LIMELIGHT			
LOVE	1 .		
MARK			
MARTINIQUE			
M. C. I			
MERCURY			
METEOR	500		
M-G-M		–	
NINE ROCK	1 .		
NU-CLEAR			
OLD TOWN		1	
REGAL		=	
RENDEZVOUS	1 .		
ROCKET		7	
SARG	ALCOHOL: NAME OF TAXABLE PARTY.	1	
SPIN		::: =	
STEPHENY			
STYLE	1 .	–	
SUMMIT		—	
UNITED ARTISTS		::: =	
VEE-JAY		::: =	
VENA	1 .	–	
ZEST		–	
TOTALE		-	



A spontaneous tribute to the late great

Chuck Willis WHAT AM I LIVING FOR

ATLANTIC #1179

HOT NEW EP

THE LITTLE **BLUE MAN**

> **Betty Johnson EP 611**

now breaking in all markets

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

Strong Initial Reaction!

TILL THE END OF THE DANCE

by THE PLAIDS NASCO 6011

NASHBORO RECORD

NASHVILLE, TENNESSEE

CHappel 2-2215



GET ON THE HIT PARADE!

Visit Our New Studio! MASTER RECORDINGS

"THE BEST IN DEMOS" New York 19, N. Y. Circle 5-9538 A "STABLE" OF THE BEST ARTISTS TO PRODUCE THE MOST

COMMERCIAL DEMONSTRATION RECORD

VOICE AND PIANO, \$18.50. ORGAN-VOICE-PIANO, \$25.00. VOICE-PIANO-BASS DRUMS, \$37.50. ALSO OTHER

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 "She'll Be Coming Round the Mountain," "Waltzing Matilda," "Row, Row, 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-

cussion Ensemble; Paul Price, Director-Period

Altho 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 fourpedal 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 Quiztleoatl," which has a moody, jungle feeling. Girlie art on the cover is cute, but probably unnecessary.

Reviews and Ratings of New Popular Albums

Continued from page 22

combining for exciting effect. Program encompasses varied moods from sorrowful complaint to fiery dance. Recording is excellent, making the most of crisp guitar sounds, heel stamping, etc.

INTERNATIONAL

ITALIAN DANCES Giovanni Vicari Ork & Various Artists (1-12") Dana 8001

SONGS OF NAPLES Joe Masiello, Tenor; Giovanni Vicari, Mandolin, Guitar & Banjo; Nicholas Aversano Ork & Various Artists (1-12") Dana DLP 8000

ITALY

Enzo Dimola, Tenor; Giovanni Vicari & Nick Aversano Orks & Various Artists (1-12") Dana 8002

FOLK ***

CAT-IRON (1-12") Folkways FA 2389

> this release featuring Cat Iron, a blues singer with deep roots, from Natchez, Miss. On this set Cat Iron, accompanying himself on guitar, plays a group of traditional blues and hymns, with the feeling, intensity and sincerity of such blues singers as Leadbelly, Big Bill Broonzey et al. Some of the tunes like "Don't Your House Look Lonesome" are well known, others a bit more obscure. His version of "Jimmy Bell" and "Got a Gal in Farriday"

are classic. Set has a fine booklet of notes and lyrics.

FOLK ***

W. C. HANDY BLUES

Sung by Katherine Handy Lewis With James P. Johnson, Piano (1-12") Folkways FG 3540

A package for collectors of blues and folk material. Vocalist, daughter of the late "Father of the Blues," brings an unusual quality to these performances, and a rare understanding. Piano accompaniment and solos by James P. Johnson, one of the early giants of jazz piano, are outstanding. Adding to the attractions is a very knowledgeable set of notes by Charles Edward Smith.

HAVIN' A PARTY Hoagy Carmichael (1-12") Golden A 198:18

This set is obviously aimed primarily at the kiddle market, on the basis of the front and back cover art alone, yet Carmichael's lazy appeal on a brace of his own tunes, can get thru to adults as well. Simple orkings back the vocal renditions of "Small Fry," "Lazy Bones," "Two Sleepy People" and finally a cute invitation to sleep for the youngsters, backed by the melody of "Stardust." A nice presentation thruout that should do good, long-pull business.

LOW PRICE-

JACK B. NIMBLE

Bing Crosby (1-12") Golden A 198:23

An engrossing fable, interlaced with delightful songs, is narrated by Crosby with warmth and charm. Mixed chorus and ork shine. Flip features suite based on the tunes; moppets won't enjoy it but parents may. The first side is worth the price, however.

GOLDEN TREASURY OF POPULAR SONGS

The Sandplpers & Mitch Miller Ork (1-12") Golden A 198:24

A nice group of 18 rollicking pop songs, some fairly recent, are presented here in bright, simplified vocal and ork arrangements by Mitch Miller for moppet record collectors. Tunes range from old novelties like "Good Ship Lollipop" and "Mairzy Doats" to pop successes of a few seasons back, like "Doggie in the Window," or "Hey, Mr. Banjo." Attractively packaged, and priced at \$1.98 for the budget trade.

BIBLE SONGS

(1-12") Golden A 198:19

Narrative of Samson, Noah, Moses, BOB WADDELL Daniel and other Old Testament heroes get warm treatment from composer Terry Gilkyson and chorus, Quotes from spirituals and folk classic are incorporated delightfully. Adults will enjoy as much as youngsters.

Reviews and Ratings of New Jazz Albums

Continued from page 22

Billy Butterfield and Dick Cary, for some free-swinging Chicago-type sounds. Tunes include originals by band members (like "Albatross") and standards like "St. Louis Blues," Eddie's oldstyle, straight guitar work provides an unobtrusive but firm rhythm back-

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

King 568 This is a good buy for those who dig

the blues. Thompson has an authoritative sound on the form. He can create just about any mood with his attractive piano technique. Low-down ork backing helps effectively. Numbers include "Long Gone," "Mellow Blues" and "Sunshine Blues." This can do biz.

TOMMY FLANAGAN OVERSEAS Tommy Flanagan Trio (1-12") Prestige

This recording featuring pianist Tommy Flanagan, was made when he was in Europe touring with the J. J. Johnson combo in 1957, by Metronome Records, In addition to Flanagan, two other members of the then Jay Jay Group are also heard on this disk, Wilber Little on bass and Elvin Jones on drums, Flanagan gets a chance on this IP to show off some attractive cool plano work, in the tradition of Bud Powell, but with touches of both Hank Jones and Barry Harris. Tunes include originals and jazz standards like Billy Strayhorn's "Chelsea Bridge."

TRIPLE EXPOSURE Hal McKusick Quintet (1-12") Prestige

7135 Hal McKusic, one of the better reed men in today's modern jazz field, gets a chance to show off on this new release on three instruments, alto, tenor, and clarinet. He handles his chores nicely and the album is very listenable cool jazz. His assistants on this platter are Eddie Costa on piano, Billy Byers on trombone, Paul Chambers on bass and Charlie Persip on drums. Tunes are

THE VIC DICKENSON

originals.

Vic Dickenson, Trombone; Edmond Hall, Jordan, Gultar; Walter Page, Bass; Sir

Reviews of New Pop Records

• Continued from page 40

Could earn coin in e.&w. markets as well as some pop. (Desert Palms, BMI)

Bet Me Free 70

Up-tempo item gets a rhythm treatment from chick and fem group for so-so resuits. (Desert Palms, BMI)

POLLY LAMAR

NU-CLEAR 1183-The well-known standard is sung in warm, old-fashioned blues style by the thrush, backed by a combo and a pianist playing triplets. Jockeys may spin it. (Pickwick, ASCAP)

I'm s Good Gal70 Thrush handles this old-fashioned blues pleasantly, but she sounds a bit tired here. Traditionalists will enjoy both sides. (Felst, ASCAP)

PRESTON FOSTER

CAPITOL 3964-Sea chanty receives a good try from the movie actor

but he doesn't have the voice for it. The band and chorus give him fine support. (Gilbert, ASCAP) Pretoria70

Folkish marching song is sung in so-so fashion by Foster, but the band and corus production behind him is first-rate, (Gilbert, ASCAP)

BILLY HOGAN

1 Don't Want Nothing But Your Love. .71 VENA 101-A countrified rockabilly version by Hogan with a ricketytick piano filling in the middle spots. Far off earthy chicks support the effort. Gimmicky sounds could get some plays. (Grille, BMI) Shake It Over Sputnik 69

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)

Dark Spot71 DECCA 30626-Bouncy rockabilly effort by Waddell with "doo-wah-doowah" backing by choral group. All about the cat who wants to get his gal away from the crowd. Fair chances. (Desert Palms & Trinity, BMI) Fishin' 68

He wants to take the gal fishing down by the sea. Group vocal in the backing adds to the rock instrumental assist. Potential would seem limited. (Desert Palms & Trinity, BMI)

JERRY KAYE

STEPHENY 1820-A good swinging side in the rockabilly groove. Material gets a good ride by the chanter with an interesting down-to-earth backing. Spins possible here. (Windy City, ASCAP)

How Could You Lose Your Trust in Me68

An echey rockabilly blues. Side has a good sound and beat but there's little to make it stand out over the pack. (Windy City, ASCAP)

JOSH NOLAND

Sail Along Silvery Moon71 CONCEPT 900-Pleasant dreamy quality, Catches a mood. Features Noland's guitar. (Santly Joy, ASCAP) Tender and Precious60 Ballad chanted adequately by Bob

Montgomery. (Gaylord, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

MONA BAPTISTE: The Greatest Adventure of All/Be Good to Me—Decca 30565
THE BUSH LEAGUERS: Home Sweet
Home of the Braves/Vacation Time—
Stepheny 1825 Stepheny 1825

SAVINA CATTIVA: How Come You Do Me/A Thousand Dreams Ago-Love 5001 DANNY DE CARLO: Funny What Love Can Do/If My Heart Could Only Talk-

Style 621 THE DOBBINAIRES: Rock/Just Another Way-Jen-D 0231

REED HARPER & THE NOTES: I Miss You So/Sweetheart of the Prom-Smart

Charles Thompson, Piano; Les Erskine, Drums (1-12") Vanguard VRS 8520-1 These two LP's were originally released by the label on four 10-inch LP's a while back. Consolidated into two 12inch LP's they should have a stronger

appeal than ever. LOW PRICE-JAZZ ***

SWEDISH MODERN JAZZ Arne Domnerus & His Group (1-12") RCA Camden CAL 417

Domnerus displays his talented way with alto sax, augmenting the quartet of Side 1 to a provocative septet on Side 2. "Frenesi," "Blue Moon" and "Gone With the Wind" stand out, with \$1.98 tag a lure. Recorded in Sweden, sound is excellent.

GEORGE HARWELL: Pilgrim of Love/ Man Drowning-Ditto 113 JOHNNY KING: Forsake Me Not/Rock Meeting-Nine Rock 100

LENNIE LA COUR WITH AL PETERSI Judy/Pirate Queen-Spin 2004 LENNIE LA COUR WITH AL PETERSI You've Got the Wrong Number/On the Ches-A-Peake, and O-Hi-O-Meteor 2002

(Continued on page 45) A Sure Fire Hit That Will Rock

From Coast To Coast

BABY WHAT AM GONNA DO" 'SAY YOU LOVE ME"

SMOKEY ARMEN and the SCHOONERS D.J.'s: Write for your free copy. DISTRIBUTORS: CHOICE TERRI-TORIES STILL OPEN. PEEK-A-BOO RECORDS 13 Highland Ave. Newark, N. Jer. ESsex 4-5303

THE BIG 2-SIDED HIT!

Betty Smith

HAND JIVE b/w

1787

BEWITCHED







It's Showing Action! JOE HAMMOND'S

> 'KISS ME MY LOVE'' **BG-1102**

NEW DISTRIBUTORS: HIGH CITY DISTRIBUTORS Atlanta, Ga.

MUSIC CRAFT DISTRIBUTORS Honolulu, Hawaii

SUPERIOR RECORD SALES New York City RONNEX RECORDS Antwerp, Belgium



JOBBERS -AHA LABEL

Instrumental and Vocal American Harmony Artist

SEND MY LOVE

LOVE ME NOW

45's, Orch. and Sheet Music, 45¢-50¢-30¢-30¢; 10,000-100,000 let. Order now.

AMERICAN HARMONY ARTIST

Omaha 1, Nebraska P. O. Box 415 East & West Coast Pressing Co.'s Full Piano Copy Welcome.

SURE HIT! BOPPIN'IN SACK 47/20-7220 LANE BROTHERS RCAVICTOR



THE MUSIC BOX

1301 W. 79th St., Chicago 20, Ill. All Phones: ABerdeen 4-3600 THE LARGEST SELECTION OF 45's-EP's-LP's FOR IMMEDIATE DELIVERY ORDER SHIPPED SAME DAY RECEIVED



We have every record accessory needles—polyethylene sleeves, green stock record rack cloths, begs, etc. FOR IMMEDIATE SHIPMENT at whole-

For the newest and best in singles and LP's ask to be put on our nation-wide mailing list. Distributors for: FREEDMAN ART CRAFT FIXTURES (Write for illustrated catalogue.)



SHOWCASE VOLS, 1 & 2

Clarinet; Ruby Braff, Trumpet; Steve

C&W 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 Billboard's weekly survey of dealers thruout the nation with a high volume of sales in rhythm and blues records. When significant

action is reported on both sides of a record, p combined to determine position on the chart. It case, both sides are listed in bold type, the leasurement on top.	n such a ding side Last	Weeks on Chart
 OH, LONESOME ME (BMI)-Don Gibson. I CAN'T STOP LOVING YOU (BMI)-Vic. BALLAD OF A TEENAGE QUEEN (BM.) 	7133	10
Johnny Cash		14
3. STAIRWAY OF LOVE (ASCAP)—Marty Ro JUST MARRIED (BMI)—Col 41143		4
4. WEAR MY RING AROUND YOUR NECK Elvis Presley		2
5. BREATHLESS (BMI)—Jerry Lee Lewis Down the Line (BMI)—Sun 288		7
6. DON'T (BMI)—Elvis Presley I BEG OF YOU (BMI)—Vic 7150		13
 CURTAIN IN THE WINDOW (BMI)—Ray IT'S ALL YOUR FAULT (BMI)—Col 41105 		
 I CAN'T STOP LOVING YOU (BMI)—Kitty SHE'S NO ANGEL (BMI)—Dec 30551 		7
9. ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers		1
10. BELIEVE WHAT YOU SAY (BMI)—Ricky MY BUCKET'S GOT A HOLE IN IT (ASC Imperial 5503	Nelson – (AP)–	2
11. YOUR NAME IS BEAUTIFUL (ASCAP)— Carl Smith.		7
You're So Easy to Love (BMI)—Col 41092 12. STOP THE WORLD (BMI)—Johnnie and J		. 8
13. JUST A LITTLE LONESOME (BMI)-		
Bobby Helms		
14. GEISHA GIRL (BMI)-Hank Locklin	14	36
15. THE STORY OF MY LIFE (ASCAP)— Marty Robbins		23
(ASCAP)—Jimmie Rodgers The Long Hot Summer (ASCAP)—Roulette 4045		9
17. SEND ME THE PILLOW YOU DREAM (BMI)-Hank Locklin	13	3
18. THIS LITTLE GIRL OF MINE (BMI)— Everly Brothers	13	5 12
19. PINK PEDAL PUSHERS (BMI)—Carl Per Jive After Five (BMI)—Col 41131		
20. WHOLE LOTTA WOMAN (BMI)— Marvin Rainwater. Baby, Don't Go (BMI)—M-G-M 12609	15	7 3

Most Played C&W by Jockeys

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's

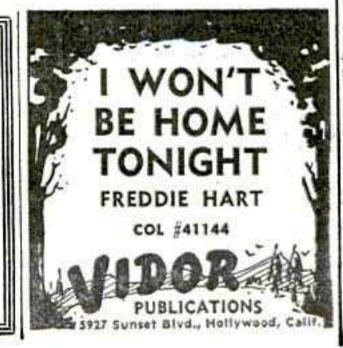
This Week		Last Week	Weeks on Chart
1.	OH, LONESOME ME-Don Gibson	. 1	11
2.	BALLAD OF A TEENAGE QUEEN-Johnny Cash.	. 2	15
3.	JUST MARRIED-Marty Robbins	. 8	4
4.	CURTAIN IN THE WINDOW-Ray Price	. 4	9
5.	1 CAN'T STOP LOVING YOU-Kitty Wells	. 6	9
6.	SEND ME THE PILLOW YOU DREAM ON— Hank Locklin	. 14	5
7.	BIG RIVER-Johnny Cash	. 3	12
8.	STAIRWAY OF LOVE-Marty Robbins		. 1
9.	YOUR NAME IS BEAUTIFUL-Carl Smith	. 7	9
10.	1 CAN'T STOP LOVING YOU-Don Gibson		- 1
11.	ONCE MORE-Roy Acuff		- 4
12.	WHAT MAKES A MAN WANDER-Jimmie Skinner		- 2
13.	HOUSE OF GLASS-Ernest Tubb		- 1
14.	OVERNIGHT-Jim Reeves	. 10	2
15.	IT'S A LITTLE MORE LIKE HEAVEN— Hank Locklin	ere t	- 1
15.	WHISPERING RAIN-Hank Snow	•	- 1

Breaking Wide Open Pop and C&W

JOHNNY CASH

TEENAGE

BIG RIVER Sun #283



C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING APRIL 19

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Wear My Ring Around Your Neck Elvis Presley, Vic.
- 2. Stairway of Love, Marty Robbins, Col. 3. Send Me the Pillow You Dream On Hank Locklin, Vic.
- 4. Just Married, Marty Robbins, Col. 5. Breathless, Jerry Lee Lewis, Sun

Dallas-Fort Worth

- 1. Oh Lonesome Me, Don Gibson, Vic. 2. Stairway of Love, Marty Robbins, Col. 3. Ballad of a Teenage Queen
- Johnny Cash, Sun 4. Is It Wrong? Warner Mack, Dec. 5. I Can't Stop Loving You
- Kitty Wells, Dec.
- 6. She's No Angel, Kitty Wells, Dec. 7. Breathless, Jerry Lee Lewis, Sun
- 8. Stop the World, Johnnie and Jack, Vic. 9. All I Have to Do Is Dream
- Everly Brothers, Cdc. 10. Don't, Elvis Presley, Vic.

- 1. Oh Lonesome Me. Don Gibson, Vic.
- 2. Eskimo Pie, George Jones, Mer. 3. What Makes a Man Wander?
- Jimmie Skinner, Mer.
- 4. Wear My Ring Around Your Neck Elvis Presley, Vic.
- 5. Curtain in the Window, Ray Price, Col. 6. Color of the Blues, George Jones, Mer. 7. Stairway of Love, Marty Robbins, Col.

Memphis

- 1. Stairway of Love, Marty Robbins, Col. 2. I Can't Stop Loving You Don Gibson, Vic.
- 3. Oh Lonesome Me, Don Gibson, Vic. 4. Send Me the Pillow You Dream On Hank Locklin, Vic.
- 5. What Makes a Man Wander?

Everly Brothers, Cdc.

Jimmie Skinner, Mer. 6. All I Have to Do Is Dream

Nashville

- 1. Oh Lonesome Me, Don Gibson, Vic. 2. Stairway of Love, Marty Robbins, Col.
- 3. Ballad of a Teenage Queen Johnny Cash, Sun
- 4. All I Have to Do Is Dream Everly Brothers, Cdc.
- 5. Curtain in the Window, Ray Price, Col.
- 6. Stop the World, Johnnie and Jack, Vic. 7. I Can't Stop Loving You Kitty Wells, Dec.
- 8. Just Married, Marty Robbins, Col.
- 9. Send Me the Pillow You Dream On Hank Locklin, Vic.
- 10. Breathless, Jerry Lee Lewis, Sun

New Orleans

- 1. Oh Lonesome Me, Don Gibson, Vic. 2. Ballad of a Teenage Queen
- Johnny Cash, Sun 3. Breathless, Jerry Lee Lewis, Sun
- 4. I Beg of You, Elvis Presley, Vic. 5. Wear My Ring Around Your Neck
- Elvis Presley, Vic. 6. Your Name Is Beautiful
- Carl Smith, Col.
- 7. Geisha Girl, Hank Locklin, Vic. 8. Stop the World, Johnnie and Jack, Vic.
- 9. Send Me the Pillow You Dream On
- Hank Locklin, Vic. 10. Curtain in the Window, Ray Price, Col.

St. Louis

- 1. Oh Lonesome Me, Don Gibson, Vic. 2. Wear My Ring Around Your Neck
- Elvis Presley, Vic.
- 3. Believe What You Say Ricky Nelson, Imp.
- 4. Breathless, Jerry Lee Lewis, Sun
- 5. All I Have to Do Is Dream Everly Brothers, Cdc,
- 6. Ballad of a Teenage Queen
- Johnny Cash, Sun

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

the artist. He has a nice sound on

the c.&w.-flavored medium-beater. It can do some business in both pop

and c.&w. marts. (Cedarwood, BMI)

A country blues with traditional

c.&w. backing. Flip offers more.

The following records, also reviewed

by The Billboard music staff, were rated

BOB & THE ROCKBILLIES: Your Kind

of Love/Baby Why Did You Have to

DOUG FRANKLIN: Would You/My Heart

EDDIE GAINES: Try This Heart for

DICK LINDSEY: Gotta Be Yes or No/Two

WARREN WAYNE: The Beautiful Texas

Waltz/Cactus Kid's Talkin' Blues-Eko

Hickory 1073

If It's Country Music

It's Bound To Be Good!

The Grand Old Harmony Standard

CHAS. NEWMAN PUBS.

328 McCarty Dr., Bev. Hills, Calif.

Size/Be-Bop Battlin' Ball-Summit 101

Belongs to You-Rocket 5493

Teen Age Hearts-Mark 4056

Track Down Baby68

(Grille, BMI)

Go?-Blue-Chip 011

70 or less:

GLENN DOUGLAS

- DECCA 30602-Douglas creates quite a mood with this philosophical weeper. Excellent in its category. (Copar, BMD
- You Sure Look Lonesome75 Chanter gives sincere reading to this country ballad for pleasant results. Action possible. (Forrest, BMI)

AL URBAN

- SARG 158-Singer gives sincere reading to bluesy, bouncing tune with a good old sound. Side could go if exposed. (CHS, BMI)
- Won't Tell You Her Name 75 Rockabilly features good lead guitar work by Hal Harris, with solid vocal by Urban. (CHS, BMI)

HAWKSHAW HAWKINS

- RCA VICTOR 7222-A hand-clapping Latin type rhythm tune, cleffed by Don Gibson, gets a bright reading by the chanter. Has a revival quality. Good reading that can win territorial action. (Acuff-Rose, BMI) I Don't Apologize75
- A pleasant touch by Hawkins on this confessional rural ballad with a guilt feeling. Good reading and solid traditional material that can get spins in the hill sectors, (Walley, BMI)

THE HALF BROTHERS

- MERCURY 71299-The boys are sincere on this rockaballad for listenable results. Could bring some coin in pop market if exposed. (Dee, BMI) My Foolish Fling 70
- Gimmicky treatment of bright tune proves fair entry. (Dee, BMI)

CHUCK DAVIS

- Teaser73 TILT 1101-Rock and roller of a typical rhythm pattern, including conventional triplets, but lyric has some novelty value. Side has some good bluesy feeling. (Lebill & King Pin, BMI)
- This side, a curious effort, just doesn't make it. (King Pin, BMI)

BILL FLAGG

- M-G-M 12637-Prison lament gets
- nice up-tempo treatment from singer and combo. (Acuff-Rose, BMI) I Will Always Love You 70 Hill ballad delivered pleasantly by
- lead, with good choir backing. (Tetra, BMI) TOM JAMES

Hey, Baby71 KLIX 001-Pleasant disk debut by

a new selling force ...for dealers ...for manufacturers IN FULL COLOR EVERY MONTH IN THE BILLBOARD

> DL at lay Lener NL-Night Lanet



LDASH MB PD FAX ATLANTA OA \$43PME APR 2L L958 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 NOISE AFTER NUMEROUS PLAYS ON WAKE-ATLANTA'S NUMBER ONE MUSIC AND NEWS STATION GENE BLAINE PROGRAM DIRECTOR WAKE 608

FOR SURVEY WEEK ENDING APRIL 19

This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . . **R&B RECORDS**

THE CHAMPS

El 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, retaining, however, the high hormonal 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 happened. It was as tho a giant hand descended on the record scene and in one bold stroke cleared away all the earthy charm of the chicks who seemed to screen out from the woods and the swamps, and put a pop stamp on the shole business. If there is a trend toward refinement in today's pop music scene, perhaps it's because of the current hits contributed by thrushes with

(Continued on page 45)

Reviews of New R&B Records

Come On80 SPECIALTY 630-Ben Hughes socks across the lyrics to this solid rhythm and blues effort, supported by some exciting work by the combo. This could break thru. (Venice-Fore-Site, BMI)

Sack 74 Good reading of a novelty item that has also been issued on another label. Lad shows up better on the flip side. (Falrway, BMI)

BOB GADDY

OLD TOWN 1050-Outstanding reading of a down home blues by Bob Gaddy as he tells of his troubles with whiskey and women. We don't get many records like this any more

THE SPANIELS

Vee Jay 278

VEE JAY-FALCON RECORD CORP. 2129 S. Michigan Avenue Chicago 16, Illinois All Phones: CAlumet 5-6141

Spade Flush!

TONY SPADE singing

LIFE IS A MYSTERY

WHAT'S GWYNE ON?

Back Beat 505

BACK BEAT RECORDS 2809 Erastus, Houston, Tex.

3 Great Hits! Big Maybelle

"BLUES, EARLY, EARLY" = 1536 The live Bombers "JUST AROUND THE CORNER"

#1535 The 3 Playmates "(DO-00 DO-00) I DREAMED"



and Southern blues fans should grab it. (Maureen, BMI)

Rip and Run76 Another listenable side by Gaddy, this time on an up-tempo blues effort. Gaddy should appeal to the customers who buy Little Walter, etc. (Maureen, BMI)

LITTLE JUNIOR PARKER

DUKE 184-Combo really swings on this train blues, with sincere vocal by Parker. Fair prospects. (Llon, BMI)

Sitting and Thinking75 Blues gets fine arrangement and strong vocal from chanter. Some coin possible in pop market. (Lion,

TERRY AND JERRY

CLASS 226-Rhumba blues, Interesting performance, with sound of flute added to a primitive, haunting instrumentation. The lads chant it effectively, (Recordo, BMI)

People Are Doing It Every Day 72 A rockaballad with conventional triplet figure. The lads sing out well in this pop-styled effort. (Recordo,

GENE TERRY

GOLDBAND 1066-Meaningful warbling by the cat on a rockaballad. Good r.&b. side with pop action possible. (Lion, BMI) Cindy Lou73

Medium-beat blues tribute to a chick who cheats. This could go well in Southern marts. (Golden State, BMI)

CLARENCE GARLOW

GOLDBAND 1065-This is a blues with a Creole flavor. It's an interesting side for jocks. If plugged, it might start something. (Aladdin, BMI) Sound the Bell73

Garlow has a funky sound on this medium-beat blues. Gutbucket backing helps. (Golden States, BMI)

CECIL MOORE

Walkin' Fever72 SARG 150-Rocker with blues flavor gets an energetic reading from singer and a solid beat. (CHS, BMI) (I Lost My) Little Baby 70

More brings a traditional sound to his own rhythm tune for so-so results. (CHS. BMI)

LILLIAN OFFITT

Can't Go On71 EXCELLO 2139-Thrush gives this weeper a pleasant, simple treatment that has some appeal. Not her strongest effort, however, tExcellorec, BMI)

Darlin' Please Don't Change 68 Fair reading of a so-so tune, Leaves little impression. (Excellorec, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

LITTLE RAY CAMBELL: Why, Why, Why/I'm All Alone-Goldband 1064

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING APRIL 19

Listings are based on late sales reports secured via Western Union messenger service from top thythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. To Be Loved, Jackie Wilson, Brk. 2. Witch Doctor, David Seville, Lib. 3. Twilight Time, Platters, Mer. 4. Looking Back, Nat King Cole, Cap. 5. Don't You Just Know It Huey Smith, Ace 6. Hang Up My Rock and Roll Shoes Chuck Willis, Atl. 7. Have Falth, Gene Allison, VJ 8. What Am I Living For? Chuck Willis, Atl. 9. All I Have to Do Is Dream Everly Brothers, Cdc.

Charlotte

10. Believe What You Say

Ricky Nelson, Imp.

1. Twilight Time, Platters, Mer. 2. Tegulla, Champs, Chal. 3. He's Got the Whole World in His Hands, Laurie London, Cap. 4. Book of Love, Monotones, Argo 5. Which Doctor, David Seville, Lib. 6. Don't You Just Know 11? Huey Smith, Ace 7. Looking Back, Nat King Cole, Cap. 8. All I Have to Do Is Dream Everly Brothers, Cdc. 9. To Be Loved, Jackie Wilson, Brk. 10. Short Shorts, Royal Teens, ABC-Para.

Chicago

1. Twilight Time, Platters, Mer. 2. Witch Doctor, David Seville, Lib. 3. Book of Love, Monotones, Argo 4. He's Got the Whole World in His Hands, Laurie Ludon, Cap. 5. All I Have to Do Is Dream Everly Brothers, Cdc. 6. Talk to Me, Talk to Me Little Willie John, King 7. Tequila, Champs, Chal. 8. Don't You Just Know It? Huey Smith, Ace 9. Looking Back, Nat King Cole, Cap. 10. Wear My Ring Around Your Neck Elvis Presley, Vic.

Cincinnati

1. What Am I Living For? Chuck Willis, Atl. 2. Talk to Me, Talk to Me Little Willie John, King 3. Twilight Time, Platters, Mer. 4. Have Faith, Gene Alfison, VJ 5. Crazy Feeling, Roy Hamilton, Epic

Detroit

1. Witch Doctor, David Seville, Lib. 2. Twilight Time, Platters, Mer. 3. He's Got the Whole World in His Hands, Laurie London, Cap. 4. Looking Back, Nat King Cole, Cap. 5. Book of Love, Monotones, Argo 6. Tequila, Champs, Chal. 7. Who's Sorry Now? Connie Francis, M-G-M 8. Johnny B Goode, Chuck Berry, Chs. 9. Believe What You Say Ricky Nelson, Imp. 10. Every Night, Chantels, End

Los Angeles

1. Twilight Time, Platters, Mer. 2. Witch Doctor, David Seville, Lib. 3. Tequila, Champs, Chal. 4. He's Got the Whole World in His Hands, Laurie London, Cap. 5. Book of Love, Monotones, Argo 6. Looking Back, Nat King Cole, Cap. 9. Lollipop, Chordettes, Cdc. 10. Maybe, Chantels, End

New Orleans

1. Tequila, Champs, Chal. 2. Looking Back, Nat King Cole, Cap. 3. Talk to Me, Talk to Me Little Willie John, King 4. Have Faith, Gene Allison, VJ 5. Sweet Little Sixteen, Chuck Berry, Chs. 6. To Be Loved, Jackie Wilson, Brk. 7. Witch Doctor, David Seville, Lib. 8. He's Got the Whole World in His Hands, Laurie London, Cap. 9. Lollipop, Chordettes, Cdc. 10. Been So Long, Pastels, Argo

New York

1. Tegila, Champs. Chal. 2. Twillight Time, Platters. Mer. 3. He's Got the Whole World in His Hands, Laurie London, Cap. 4. Witch Doctor, David Seville, Lib. 5. Book of Love, Monotones, Argo . 6. Believe What You Say Ricky Nelson, Imp. 7. Lollipop, Chordettes, Cdc. 8. For Your Love, Ed Townsend, Cap.

Philadelphia

9. Sweet Little Sixteen, Chuck Berry, Chs.

10. All I Have to Do Is Dream

Everly Brothers, Cdc.

1. Looking Back, Nat King Cole, Cap. 2. Tequila, Champs, Chal.

• R&B Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the

nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a This Last on case, both sides are listed in bold type, the leading side Week Chart Week 1. TWILIGHT TIME (BMI)—Platters..... Out of My Mind (BMI)-Mercury 71289 2. WITCH DOCTOR (ASCAP)—David Seville...... Don't Whistle At Me, Baby (ASCAP)-Liberty 55132 3. TEOUILA (BMI)-The Champs...... 1 Train to Nowhere (BMI)-Challenge 1016 4. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)-Laurie London..... Handed Down (ASCAP)-Cap 3891 5. BOOK OF LOVE (BMI)-Monotones..... You Never Loved Me (BMI)-Argo 5290 6. LOOKING BACK (BMI)-Nat King Cole...... 15 Do I Like It (BMI)-Cap 3939 DON'T YOU JUST KNOW IT? (BMI)—Huey Smith.. 7 High Blood Pressure (BMI)-Ace 545 8. SWEET LITTLE SIXTEEN (BMI)-Chuck Berry.... Reelin' and Rocking (BMI)-Chess 1683 9. LOLLIPOP (BMI)-Chordettes..... Baby, Come-A Back-A (ASCAP)-Cadence 1345 10. BELIEVE WHAT YOU SAY (BMI)-Ricky Nelson... MY BUCKET'S GOT A HOLE IN IT (ASCAP)-Imperial 5503 11. ALL I HAVE TO DO IS DREAM (BMI)-Everly Brothers.... -Claudette (BMI)-Cadence 1348 12. TALK TO ME, TALK TO ME (BMI)-Spasm (BMI)-King 5108 14. WEAR MY RING AROUND YOUR NECK (BMI)-Doncha' Think It's Time (ASCAP)-Vic 7240 15. WHO'S SORRY NOW? (ASCAP)-Connie Francis... 10 You Were Only Fooling (ASCAP)-M-G-M 12588 Down the Line (BMI)-Sun 288 17. THE WALK (BMI)-Jimmy McCracklin...... 16 I'm to Blame (BMI)-Checker 885 18. FOR YOUR LOVE (BMI)-Ed Townsend..... -Over and Over Again (BMI)-Cap 3926 19. TEQUILA (BMI)-Eddie Platt.....

Most Played R&B by Jockeys

20. HAVE FAITH (BMI)-Gene Allison.....

Popcorn (BMI)-ABC-Paramount 9899

My Heart Remembers (BMI)-Vee Jay 273

FOR SURVEY WEEK ENDING APRIL 19

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throut the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. Weeks This Week

Wee	<u>k</u>	Week	Chart
1.	TEQUILA-The Champs	. 1	8
2.	SWEET LITTLE SIXTEEN-Chuck Berry	. 2	10
3.	BOOK OF LOVE-Monotones	. 3	2
4.	MAYBE BABY-Crickets	. 8	6
5.	WITCH DOCTOR-David Seville	. 13	2
6.	LOOKING BACK-Nat King Cole	. 6	2
7.	TALK TO ME, TALK TO ME-Little Willie John	. =	1
8.	BELIEVE WHAT YOU SAY-Ricky Nelson	. 6	2
9.	LOLLIPOP-Chordettes	• ==	4
10.	WISHING FOR YOUR LOVE—Voxpoppers Mercury 71282—BMI		2
11.	WEAR MY RING AROUND YOUR NECK— Elvis Presley		1
12.	TWILIGHT TIME-Platters	. 10	2
13.	DON'T YOU JUST KNOW IT?-Huey Smith	. 11	4
14.	BREATHLESS-Jerry Lee Lewis	. 5	7
15.	HAVE FAITH-Gene Allison	. 12	2

3. Book of Love, Monotones, Argo 4. Twilight Time, Platters, Mer.

5. Witch Doctor, David Seville, Lib. 6. For Your Love, Ed Townsend, Cap. 7. Talk to Me, Talk to Me Little-Willie John, King

8. What Am I Living For? Chuck Willis, Atl. 9. Atl I Have to Do Is Dretam

Everly Brothers, Cdc. 10. To Be Loved, Jackie Wilson, Brk.

St. Louis

1. Looking Back, Nat King Cole, Cap. 2. Twilight Time, Platters, Mer. 3. To Be Loved, Jackie Wilson, Brk.

Everly Brothers, Cdc.

4. He's Got the Whole World in His Hands Laurie London, Cap. f. All I Have to Do Is Dream

6. Dinner With Drue, John Zacherle, Cam.

7. Don't You Just Know It? Huey Smith, Ace 8. Talk to Me, Talk to Me Little Willie John, King 9. Witch Doctor, David Seville, Lib.

10. Tequila, Champs, Chal.

Washington, D. C.

1. Lookin Back, Nat King Cole, Cap. 2. Tequila, Champs, Chal. 3. Wear My Ring Around Your Neck

Elvis Presley, Vic. 4. Witch Doctor, David Seville, Lib. 5. My Bucket's Got a Hole in It

Ricky Nelson, Imp. 6. Book of Love, Monotones, Argo 7. Maybe, Chantels, End

Sweet Little Sixteen, Chuck Berry, Chs. 9. Who's Sorry Now? Connie Francis, M-G-M

10. The Walk, Jimmy McCracklin, Che.

Reviews of New Pop Records

Continued from page 42

CHARLES LINTON: I'm Disillusioned/ Sweet Suburban Sue-Broadway 102 THE MARK VL: I Do Declare/Cleo-Zest

THE MERRI-MEN & LEE TALBOY: What's It All About/Gradually-Blue-

SY PALMER: The Bluest Blues of All/ Can't Cha Tell-Eagle 1006

BILL SNYDER ORK: Diamond Dust/It's Time to Say Aloha-Decca 38041

Sacred

BLACKWOOD BROTHERS QUARTET

God Made a Way78 RCA VICTOR 7223-Simple guitar, piano and bass, backing accompanies this fine rendition by the well-known group. Fans will go for the bright reading. Can move in its market. Bass hits some very, very warm tones. (Gospel, BMI)

Inside Your Heart 77 Satisfying hymnal type harmonies done in highly dedicated fashion by the Blackwood boys. Good coupling for the fans, (Gospel, BMI)

WILMA LEE & STONEY COOPER Walking My Lord Up Calvary Hill .. 78 HICKORY 1078-This sacred per-

formance has the true country touch; an affecting performance, and it picks up interest as it goes along. (Acuff-Rose, BMI) WILMA LEE

He Taught Them How 76 This religious song is chanted by Wilma Lee to a lilting beat, with

vocal group chiming in for choruses. Makes bright wax. (Acuff-Rose, BMI) THE SPROLES QUARTET When the Heavens Looked

TREPUR 1003-The quartet chants this sacred piece in relaxed, dignified style, maintaining interest right thru.

Since the Love-Waves Reached My Soul 69

This one has the same religious quality, but the recording quality is not as good as flip.

Religious

GEORGE BEVERLY SHEA

You're Not Alone80 RCA VICTOR 7224-Attractive religious tune is sung with sincerety

by the great gospel singer, supported by an orchestra and chorus. (Trinity, BMI)

I'll Walk With God78

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

PROF. HAROLD BOGGS

NASHBORO 618-Prof. Boggs handles the vocal lead in distinguished fashion, with chorus joining in on the impassioned climaxes. Strong wax. (Excellorec, BMI)

Yes, There's One 75 Prof. Boggs gets a world of religious feeling into this performance, done with very quiet piano accompaniment, sounding far off. Very effective. (Excellorec, BMI)

FRANCINE REESE

FRANZ SCHUBERT 446-Fine spiritual style reading of a new gospel effort by thrush Francine Reese, supported by organ and piano. Good effort. (Schubert. BMI)

I Love Him 77 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 sleep77 NASHBORO 619-The lead singer is joined by an impassioned chorus in the rendering of this fine spiritual, which is in the nature of a prayer. (Excellorec, BMI)

Run to the Rock75 Another impassioned performance, rapid in rhythm, with an insistent rhythm. (Excellorec, BMI)

JEWEL GOSPEL TRIO

Ease My Troublin' Mind76 NASHBORO 617-A rousing gospel item, with exciting rhythm backing the girls' high-pitched vocal lead. Gains in excitement as it goes along. The spirit is really on the trio. (Excellorec, BMI)

Reviews and Ratings of New Classical Albums

CLASSICAL ***

MOZART: CONCERTO FOR CLARIENT & ORCH

Bram De Wilde, Clarinet; Hubert Bar-Wahser, Flute: Phia Berghout, Harp; Concertgebouw Orch. of Amsterdam (Van Beinum) (1-12") Epic LC 3456

This disk has the makings of a reliable staple item. "Clarinet Concerto" has received numerous diskings, "Flute and Harp Concerto" relatively few, but combination is especially strong. Solo performances are clear, well-controlled and fluent; orchestral accompaniment and quality of sound are fine.

CLASSICAL **

MOZART: SERENADE NO. 1: DIVERTI-MENTO NO. 2 (1-12")-M-G-M Orch. (Winograd). M-G-M E 3637

Charming early works by Mozart make up delightful program. Performances and recording are somewhat wanting in finesse, but attractive combination and relatively scarce competition are in its favor.

BEETHOVEN: SONATAS NOS. 6 & 9 FOR VIOLIN & PIANO (1-12")-Arthur Epic LC 3458

thoven Sonata series with this release. Per- Schubert-Liszt and Reger pieces. Artist reformances are poised, yet vigorous, with tains remarkable skill and shows interpre-Haskil's work particularly noteworthy, tative power in Ravel work but primary "Sonata No. 9' ("Kreutzer") must contend interest lies in novelty rather than in with strong opposition that will limit sales. musical values.

WAGNER: SIEGFRIED IDYLL:MAHLER: ADAGIETTO; 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 lovers of late German romantic music. The Wagner work has been duplicated often and the Schoenberg opus has been successfully recorded several times, but the strongest appeal could lie in Mahler's "Adagietto" (from his Fifth Symphony). This affecting movement has been a long-time favorite but not available separately for some time. Programming could outweigh rather pedestrian reading

KODALY: SUMMER EVENING; ROZSA: HUNGARIAN SERENADE (1-12") -M-G-M Orch. (Winograd). M-G-M E 3631 Two works steeped in Hungarian folk

music, but translated into broader musical terms. Kodaly work is more moody, emotional; Rozsa is closer to classic forms. Not strikingly original works, but pleasant listening. Recording is fairly good.

PAUL WITTGENSTEIN PLAYS MUSIC FOR THE LET HAND (1-12")-Period

One-armed pianist's major endeavor here Grumtaux, Violin & Clara Haskil, Plano is Ravel "Concerto," written for him in 1939, Rounding out program are Brahms' Well-trained artists complete their Bee- arrangement of Bach "Chaconne"; and

MONEY-SAVING SUBSCRIPTION ORDER

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

☐ Bill me	886
94	
ZoneState	
	Zone State

FOLK TALENT & TUNES

Continued from page 10

Avery, Tex., has a new 45 EP release cut by Harry Peppel and His Shenandoah Valley Rangers. Tommy Donahue handles the vocal chores on two of the ditties, "One Night's Love" and "Oh, My Aching Head," with Dick Dorn doing the warbling on a pair titled "Thermostat Baby" and "Old-Fashioned Waltz." A card to Stephenson, at Box 192. Avery, will fetch you a sample.

Too Late 73

This side has a swinging quality, but doesn't match the flip in excitement. (Excellorec, BMI)

BROOKLYN ALL STAR SINGERS

PEACOCK 1782-Hymn really moves in this energetic side by swinging gospelers, tho their sound is refined. Can do business in its market. (Lion, BMI)

Careless Soul72 Anthem with a Western touch gets sincere reading from lead Hardie Clifton, with good group backing. (Lion, BMI)

BROTHER HENRY EDWARDS Mighty Sweet to Know72

ROCKET 122357-A slow, and fairly dedicated reading by the chanter, with enthusiastic back-up from the sisters and other brothers. Spins possible in the specific market. (Grille, BMI)

Didn't It Rain70

A traditional styled spiritual of no great consequence gets a fairly spirited reading by the Brother. Fair wax only. (Grille, BMI)

SONNY ROLLINS

You Stepped Out of a Dream83 BLUE NOTE 1687-An up-tempo run of the pretty standard that features the great tenor star to advantage. Jazz buffs will go for this. (Feist, ASCAP)

Why Don't I 75 Medium-beat jazz sound on a swingin' tune. Flip appears stronger. (Groove, BMI)

JIMMY SMITH

BLUE NOTE 1676-A medium-beat, funky blues that showcases Lou Donaldson on alto, Kenny Burrell on guitar and Art Blakey on drums, Flip belongs to organist Smith. It can move with jazz buyers. (Prestige,

HANK MOBLEY

Stella-Wise BLUE NOTE 1684-The tenor artist presents a groovy set on one of his originals, with support from a group of top-notch, hard bop musicians. Strong lure for jazz clientele. (Groove, BMI)

Base on Balls 79

Another Mobley tune expertly played. This is a medium-beat blues that spotlights Doug Watkins on bass. Also good for jazz markets. (Groove,

HMAD JAMAL TRIO

But Not for Me80 ARGO 5294-Jamal's treatment of the Gershwin standard is in a relaxed, finger-snappin' groove, Choice for jazz buyers. (New World, ASCAP) Music, Music, Music78

A swingin, instrumental treatment of an old Teresa Brewer click. Audience sounds can be heard. In jazz markets, this can go well. (Cromwell, ASCAP)

LOU DONALDSON Herman's Mambo

BLUE NOTE 1681-A danceable side that can click in pop marts, too, if plugged. Good tone by Donaldson here. (Groove, BMI) Grits and Gravy77

A slow blues, featuring Donaldson on alto. Good potential for jazz trade. (Groove, BMI)

JUPP KLEBER ORK

DANA 3278-Song idea ties in with the Brussels fair. Orchestral performance, with chorus chanting, makes a flavorful side. (Zodiac, BMI) Welcome Polka73

Ork and chorus catch a happy mood with this bright-sounding polka. (Zodiac, BMI)

GENE WISNIEWSKI ORK

Thumbs Up72 DANA 3270-Lively instrumental polka wax for the fans. Well-recorded. (Dana, BMI)

Glass Mountain66 This side is an Oberek, Okay, tho 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 You." Deejays who wish to be put on the comrany's mailing list are invited to write in. . . . Joe Poovey plans to push his first Eagle Records release, which bowed April 24, via personal appearances on "Louisiana Hayride," Shreveport; "Teen-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 management 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.

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

Pa., is reported scouting for a country music park in the area to house his jamboree unit comprising Tommy Mayresky, Cowboy Howard Vokes, Jim Hall, Carrie Moore, Dale Carson, 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 does an hour's radio show during the 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 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 original point made about the teen-age girl buyers of singles, it's easy to explain the success of the other disks. They have appealing melodies but they are also tame, not wild. They lack the primitive drive. By this token, the high school fem set can accept them and still get their more basic kicks from Presley, Berry, Lewis, Little Richard, Jackie Wilson, etc., all of whom are also on the current charts. Like in life itself, the ladies have found their own niche of equality. But there are probably some around, who long for at least an occasional touch of subservience. "The answering chicks have a value and charm all their own," they tell us. To which we add: "You sure do, baby!"

Jerry Lee Lewis' newest disk on Sun is the provocatively-titled tune, "II i g h School 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 Barrymore, Jan Sterling and Russ Tamblyn. . . . Tony Spade's Backbeat disk of "Life Is a Mystery," has hit the radio listings according to Dave Rolnick, Eastern promotion chief for the label. On the same label, the Rob Roys are reportedly getting good reaction in various areas on "Tell Me Why," and "Dance, Girl, Dance."

It's happened! Arrow Records has formed a subsidiary, Bow Records. 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, Mercury, 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

Bill Haley, who with his Comets is now touring Latin America, is engaged in other pursuits there besides performing on stage. According to a press release from Arthur Pine Associates, Haley, "who is also partner with Jim Ferguson in an art gallery in Booth Corners, Pa., will visit with several South American art dealers during his personal appearance tour of that country in an attempt to purchase several valuable masterpieces for his collection."

HOTEL

NEW YORK CITY

REAL Theatrical Discounts for SHOW PEOPLE and MUSICIANS. LIVE in the Brightest, Newest, Biggest

Rooms in Times Square! Singles, Doubles and Suites. Private Bath, Shower, TV and 24-hour answering service. By the Day, Week or Month.

OFFICE AND STUDIO SPACE AT SURPRISING LOW RATES

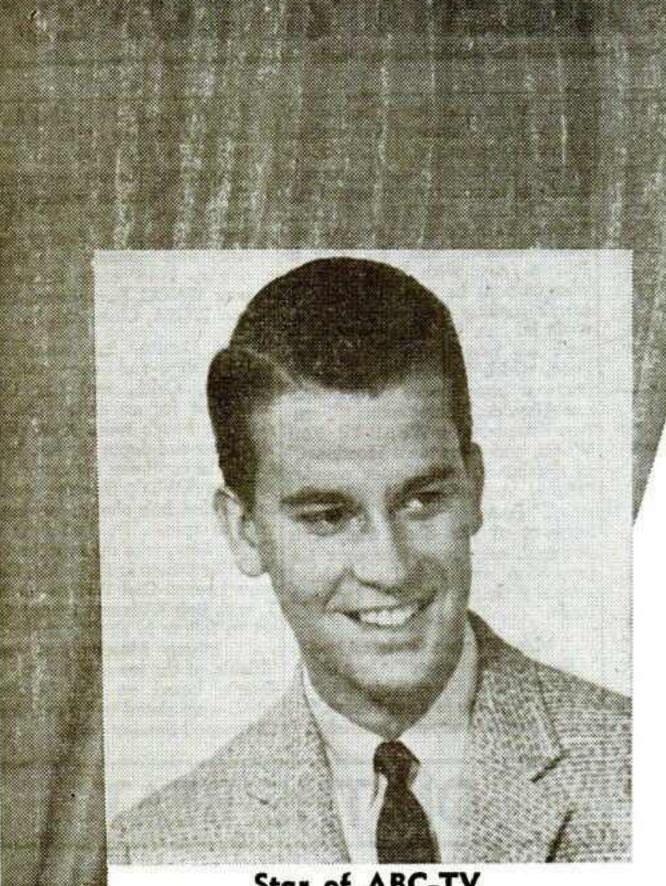
Home of the Famous SPINDLETOP Circle 6-5252

CLOWN COSTUMES & ACCESSORIES

Circulars Free DANCE & CLOWN COSTUMES For all other occasions get in touch with THE COSTUMER



MUSIC



Star of ABC-TV

Monday through Friday Afternoons
and Saturday Evenings

Len Miller Eddie & Davis

SHAW ARTISTS CORP.

announces the exclusive booking of

the

DICK GLARK CARAMAN

featuring many of the

NATION'S TOP RECORDING STARS

COAST TO COAST TOUR

Opening

EBBETS FIELD

New York City

MAY 30th and 31st



SHAW ARTISTS CORP.

CHICAGO

NEW YORK 565 Fifth Ave., OXford 7-7744

HOLLYWOOD

There's no business like SHAW business

BRUSSELS NOTES:

APRIL 28, 1958

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, the structure has been 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 for a brochure on their exhibit, which is 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 to vote on such things as their favorite movie star, the city they would most like to visit, etc., and they lined up for the chance.

Probably the largest single gathering of newsmen was on hand for the press preview. No fewer than 1.400 were seated in the fair's grand auditorium and heard translations—a la United Nations in four languages-of greetings and announcements by the fair manage-

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

Polack Bros. **Eastern Dates** Win Business

AKRON -- Eastern swing by Polack Bros. Circus brought good business generally, and Indianapolis turned in the best year of its 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 Erie, Pa., all were reported strong on business.

At Indianapolis the promotion was handled by the Shrine, which also adds acts for the stand. Monte Blue and Jerry the Giraffe assisted on publicity in advance there. Sam Ward handled the general press

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 returned 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 has scheduled Columbus, O., for has Twin Falls, Idaho.

airport, is to see such a woman not only sitting but leisurely eating her lunch 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 borings. changed from a one-point to a three - point suspension building. The switch will hold up completion of the building for several weeks.

From an architectural-engineering standpoint, one of the highlights of the exposition is suspension 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. theater productions at the fair are particularly grateful to Harry Belafonte The Americans are acutely short of money for theater presentations and Harry, aware of this Westinghouse Electric.

The U.S. was hard-pressed for money from start to finish. Up until barely two weeks before the fair opened, assurance was still 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 assurance. The U.S. is using 199 U. S. college boys and girls, drawn from the various States, plus 40 local college age youngsters as guides. This number enables the pavilion to be open from early morning to 11 p.m. Oddly, the 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 a \$435,000 bite out of the limited funds available for the U.S. showing at the fair.

One of the most striking buildof the Holy See. The church is ultra, modern and so designed that moved elsewhere. Exhibits in ad-

(Continued on page 64) fair livestock barn.

BRUSSELS FAIR PAVILIONS TOP GALAXY OF FEATURES

Atomium Termed as Spectacular; Village, Attractions Rated High

Continued from page 1

transformed into glittering golden |

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

and 6 bars. Sponsored by the turn of the century attire. brewers association of Belgium, the In the many establishments midway face much competition area is essentially one to drink and within the re-created town can be eat in. Prices compared to the found entertainment of various the case of the auditoria or on-therestaurants in the various national kinds-nothing big, just enough to pavilions, are low.

There is an abundance of color an oriental dancer, an accordion balls-and these then dominate the in "Happy Belgium," with its cob- player, or a singer. Food, too, is bled-stoned streets, old Roman varied. To the natives of Brussels, "Happy Belgium," rated to place tower, hump-backed bridge and its this will be a spot they will return third in popularity, covers 12 acres, Grand Plaza. Such things as snails, to again and again thruout the sixhas a low admission charge, and fish, crabs, and crepe suzettes, all months of the fair. offers 175 houses, including 50 reasonably priced are sold on the cafes, 6 restaurants, 10 snack bars streets by vendors garbed in the features, such as in the auditoriums

lend color. Some, for instance, offer

The organized entertainment or theaters on the grounds, and the from the foregoing. Moreover, in grounds theaters, their capacity is

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 upon the vast majority of fairgoers 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 people-a drop in the bucket com-(Continued on page 64)

Natl. Orange Show Hit by Hot Weather

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

SAN BERNARDINO, Calif. -- | closing day last year, attendance and because of his desire to help Setting the 1958 dates for the 43d was about 55,000 with the Mouskethe cause, pruned his usual person- National Orange Show, which keteers as a feature. This year, atal appearance price for a three-day closed its annual 11-day run here tendance was less than half that appearance in September. The tab Sunday (20), from mid-March to figure. for the six-day May appearance of April to avoid cold weather and Benny Goodman and his ork, in- rain reacted in the opposite directemperatures around 100 degrees struck during the last five days of the event and held attendance at 241,259, down 29,591 from last

> 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 \$43,900 coliseum with 36,400 square feet of space and a seating capacity of more than 3,000 will be constructed prior to the 1959 Matagorda County Fair and Livestock Exposition here.

Contract for the building was ings on the grounds is the pavilion signed by the fair association with Metallic Company of Houston, T. J. Poole, fair official announced. The it can be knocked down easily and coliseum will be a 160 foot by 240 foot building. It will be constructed jacent buildings contain some on a lot adjacent to the present

Feature Cowboys

G. Walter Glass, serving his first cidentally, will be picked up by tion. Hot clear weather with the year as manager, arranged an entertainment program with a different television star, mainly Western headliners, appearing daily. From Wednesday thru closing these included Scott (Jim Bowie) Forbes, John (Broken Arrow) Lupton, John (Sheriff of Cochise) Bromfield, 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, a display of barnyard animals and fowl in a nursery rhyme setting. 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 Station KRNO, emseeing.

Mother's Farm was presented by Ken Baker and William Overly. Altho the 60 by 90-foot top was wedged between two large exhibit tents, the attraction did good business at 25 cents for adults and a dime for children. Twenty-three exhibits were used, each telling a story from Mother Goose Nursery Rhymes. Displays were around the show, R-Bar-L Rodeo and Wild 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 Commercial Industrial Building (Continued on page 58)

Wherever You Are . . . You'll Find Many of Your Needs in the

Hamid-Morton Tabs Increase At Harrisburg

HARRISBURG, Pa. -- Hamid-Morton Circus said Thursday (17) that its Shrine stand here was running 12 per cent ahead of last year. Added attractions were Popeye and Sergeant Preston of the Yukon.

Matinees included turnaways and the night business was up substantially, it was reported by Charles Basile, director. Advance sales indicated capacity business for the Friday and Saturday shows. Publicity here was good. George A. Hamid signed Thursday with the Shrine for future engage-

Red Lunsford **Opening New** R-Bar-L Show

GREENCASTLE, Ind.—A new 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 grandstands under auspices and with advance sales. There are eight showowned trucks plus act-owned trucks and trailers. About 50 head of stock are carried.

It is expected to play fairs later this summer.

Staff includes Lunsford, ownermanager; Dick Lunsford, general agent and business manager; Rene Montana, treasurer; George Allen, secretary; Betty Lunsford, concessions; Al Williams; press; Lou Schroeder, transport; Roy Richards assistant arena director; Jiggs Johnson, announcer; William Fite, chief of cowboys; Junior Harkins, chute; Irene Lunsford, cookhouse; Mary Harkins, programs; Lucky Murphy, stock; John Rulss, maintenance, and Dick Webb, electrician.

Show plays Marengo, Ind., May

SECTION this issue

CRISTIANI IN COLUMBUS, MILWAUKEE, DAVENPORT

AMERICUS, Ga. -- Cristiani Bros.' Circus has revealed advance bookings which will take it to Milwaukee; Columbus, O., and other key cities as well as the two major dates announced earlier, Chicago and Philadelphia.

using the fairgrounds lot, for the Jaycees, July 14-15. The show auspices.

Davenport, Ia., has been booked under Shrine auspices for July 19-20, using the same river-front lot that the Royal American Shows use.

At Reading, Pa., the show plays June 7-8 under Sertoma Club aus-General Agent Paul Cristiani pices. Cristiani said the show will said the show will play Milwaukee, be at the Shillington Shopping Center lot and that the first performance has been sold out as a San Francisco, and Jim O'Donnell June 14-15, under fire department package. Advance sale for the date is around \$18,000, he reported.



SMITH & SMITH, Inc.

SPRINGVILLE, NEW YORK

Features for 1958 Beautiful Fluorescent

Lighting

New Center

Light Column



Features for 1958

Colorful New Plastic Signs **Fiberglas** Car Tops

For Literature and Particulars, Write, Wire or Phone

P. O. Box 306 Phone: 4-6362 SELLNER MFG. (O.

Faribault, Minnesota

TRAINS 5 models with capacities from 14 children to 240 adults Write for FREE details MINIATURE TRAIN DIV. ALLAN HERSCHELL CO. North Tonowando, N. Y.

High Quality KIDDIE RIDES

ROTO WHIP-KIDDIE WHIP-SPEED BOATS-PONY CARTS-GALLOPING HORSE CARROUSEL—FIRE ENGINES

Illustrated Circulars Free W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y. ESTABLISHED 1888

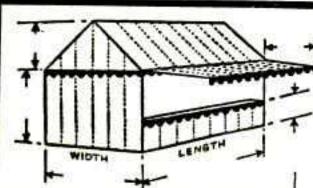


FOR KID APPEAL HANDCAR RIDE PROVEN ITS FIELD also OTTAWAY STEAM TRAINS

UNITED STATES TENT

AND AWNING CO. Established 1870. Over 86 Years of Specialized Experience. MAIN OFFICE & FACTORY: SARASOTA, FLORIDA

Circus - Carnival - Concession - Any Size - Any Type THE LOWEST PRICE CONSISTENT WITH QUALITY SID T. JESSOP GEO. W. JOHNSON 1230 N. EAST AVENUE PHONE: RINGLING 6-6316



Largest Manufacturer of Tents in the East

Powers Tents are made from best quality 12.63 oz. Vivatex treated army duck reinforced at all points of strain. All corners are reinforced with leather.
Shipment within 5 days after receipt of order. Phone: Saratoga 7-3500.

POWERS & CO.

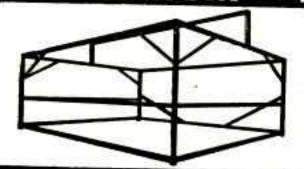
5929 Woodland Ave. Philadelphia 43, Pa

Measure your frame. Fill in dimensions ween arrows and send for quotation.

AMERICA'S FINEST

 CONCESSION TOPS SHOW TENTS RIDE CANVAS BANNERS

BERNIE MENDELSON 4862 N. CLARK ST. Phone: Ardmore 1-1300 CHICAGO 40, ILL. Field Representative: G. C. "MITCH" MITCHELL



NOW - EVEN BETTER!

With redesigned hinged legs for easy erection. 112"x2" tubing. Slip-fit assembly. Rigid braces. Light weight and attractive gable or hip roof style up to 16', with specially designed canvas, all

Write Anchor or phone Evansville-Harrison 5-81000

CO., INC.

EVANSVILLE, INDIANA

ADD RIDES:

Dillon Hypos Promotion At Steel Area Spots

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 per-O., and Sharon, Pa., is going all centage. out this year promotion-wise to combat the economic set-back evi- Dillon are required to sell advance dent in those two steel mill towns.

One of his new wrinkles will be the operation of games concessions at the two spots, which office sales. are primarily Kiddielands in combination with miniature golf courses. The games will be offered

Georgia Assn.

Skeds May 19

will hold its third annual short

course on fair management May

The first business session gets under way at a noon luncheon on

the 19th and winds up the next day

at a noon luncheon. Registration is \$10 per person which includes both

luncheons, a Monday night ban-

quet, room for the night and

buildings, commercial exhibits,

parking, educational exhibits, pass-

es, carnivals, contracts, routing,

premium catalogs, advertising,

prize money, State exhibits, federal

exhibits, ground layouts, flower

shows, art displays and manpower

Pruett reported that the Friday

(18) workshop, conducted by the

Coastal Empire Fair, Savannah,

drew a total of 61 participants.

Represented were fairs in Atlanta,

Augusta, Brunswick, Macon, Reids-

ville, Savannah, Swainsboro and

Mineola Fair

Plans Giant

Band Concert

eola Fair will feature a 1,000-man

Suffolk schools and will give two concerts during the run, two sepa-

rate groups of 1,000 performing at

The race track site, much larger

than previous plants, will open up

many new avenues for the fair,

HARRY SOMMERVILLE

516-518 East 18th St.

Kansas City 6, Missouri

Phone: Harrison 3026

president, announced.

according to Valentine.

Topics to be discussed will in-

Fair School

tary, announced.

breakfast on Tuesday.

problems.

Greenwood, S. C.

1,000 PIECES

EAST LIVERPOOL, O .- Dick | churches and other sponsors on cer-

All organizations booking with books of 10 tickets at \$1 each. The sponsors share in the advance sale, but receive nothing from box-

Dillon recently purchased two new Allan Herschell rides, a 36foot Merry-Go-Round which will operate at Youngstown, and a Helicopter for the Sharon park.

Denny Dorman will again manage the Youngstown spot with Charles Barber in charge at Sharon. Edward Kay, manager of Dillon's Mechanical City, finished his winter tour at the Syracuse Sports Show and will now help with the promotion before heading out again later in the season.

Both kid spots will open May

1, Dillon announced.

MACON, Ga. — The Georgia Association of Agricultural Fairs Sun Sets Route 19-20 at Rock Eagle Park near Eatonton, Ga., Joe F. Pruett, secre-For Sam Snyder 'Water Follies'

SPRINGFIELD, O .- The Gus Sun Agency here, exclusive fair booker for Sam Snyder's "Water Follies," has set the show as grandclude livestock, poultry, exhibit stand attraction for Western Idaho State Fair, Boise; Tri-State Fair, Amarillo, Tex.; Panhandle South Plains Fair, Lubbock, Tex., and Pacific National Exhibition, Vancouver, B. C., according to Bob Shaw, Sun general manager. The show is currently at the World's Fair in Brussels.

Gus Sun Jr., agency vice-president, is currently in Kingston, Jamaica, B. W. I., to arrange South American bookings. He returns to Springfield in mid-May, at which time Shaw goes to Florida for some

special events.

Cisco Opens At New Orleans

NEW ORLEANS - Duncan (Cisco Kid) Renaldo opened his summer season here Thursday (24) as a feature of the horse show.

Other dates on his itinerary include spring appearances in Mem-phis, Indianapolis, Pittsburgh, St. Louis, Oklahoma City and Spring-WESTBURY, N. Y .- The Min- field, Mass.

Early in June he will return to band at its revived run to be held Hollywood for picture commitat Roosevelt Raceway, September ments. He will play thru the Cal-6-14, J. Alfred Valentine, fair gary Stampede, the Snake River Stampede, Ogden, Utah, as well Leading high school bands will as dates at Cheyenne, Wyo., and be assembled from Nassau and Booneville, N. Y.

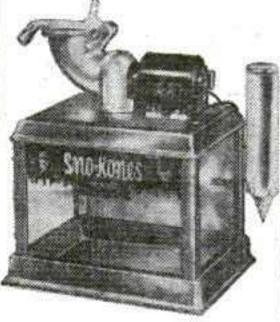
ORANGE SHOW PREXY ROBBED

SAN BERNARDINO, Calif. --Local burglars seem to pick on presidents of the National Orange Show-and just when the event is in progress.

When E. L. (Blink) Morgan was president in 1953, his insurance office was robbed.

During the 43d annual show, which closed Sunday (20), the contracting offices of the president, William Wilson were entered. Loss included a typewriter, camera-and 50 Orange Show tickets.

EXTRA SNO-KONE PROFITS Go SNO-KONE all the way! **SNO-KONETTE**



Finest Shaver Value on the marketthe only one to buy. Write for details on this and the rest of the Gold Medal Sno-Kone Line-Up. Guaran-teed to make more sales and profit.

GOLD MEDAL PRODUCTS

315 E. Third St., Cincinnati 2, Ohio Write now for 1958 catalog of SNOW-FLOSS-APPLES POPCORN

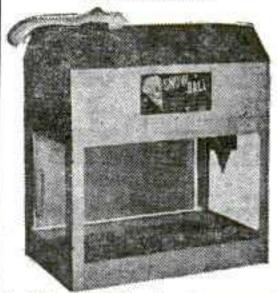
Our New "Perfection"



spinnerhead, volt meter, heater rheostat, lightweight, all aluminum. No vibration, rubber mounted motor. You will be glad you decided on the PERFECTION. Free parts with each machine. Write today for full

ELECTRIC CANDY FLOSS MACHINE CO. P. O. Box 478-303 Eighth Ave., 5. Nashville, Tenn.

Ice Shaver



A Style and Size for Every Need Write for full particulars

CLAWSON MACHINE CO., INC. P. O. Box 5 Flagtown, N. J.

ANY SIZE . ANY STYLE **CANVAS OR NYLON**

Fastest Shipment • Lowest Prices

Hoosier Tents Indianapolis, Indiana Phone MElrose 2-945

Direct from the door of our Factory to You. "The Nation's Finest Fireworks" at Rock-Bottom Prices. Catalogue now ready for the asking. Write, Wire or Call ILLINOIS FIREWORKS CO., Inc. P. O. Box 792, Danville, III. Phone 1716



ROUND-UP

WORLD'S MOST UNIQUE RIDE

FRANK HRUBETZ & CO.

Solem, Ore. 2880 S. 25th St.

Phone: EM 3-7417

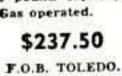


1958 Jumping Carousels in 3 standard sizes - kiddie, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order. Also KIDDIE RIDES: Ferris Wheels, Airplane Ride, Water Boat Ride.

THEEL MFG. CO. Phone: MU 2-4351 Leavenworth, Kansas

NEW! 1-Pound Capacity "Concesco" Gas Popcorn Machine!

Sells more popcorn because customers know it is fresh as they see continuous popping. Guaranteed 1-pound capacity. Gas operated.



CONCESSION SUPPLY CO. 3916 Secor GR. 4-2408 Toledo 13. Ohio

.....

MINIM WIN AT GIN HINNE

The only book of its kind ever offered to the public.

- Advice and Discussion of: · Interesting Leaners.
- Safe discards. Rules of Gin When to knock
- or go for gin.
- . Speed of play.
- · Arrangement
- Partnership gin. Hollywood Gin This book is not sold in stores. For your postpaid copy send \$3.00 to MITCHELL PUBLICATIONS

Rummy

. Basic Gin

Rummy

Rummy

· Oklahoma Gin

Department B 2559 W. 21st St. Chicago 8, Illinois Fillimmunimmunimm | Scout Council.

ARENAS & AUDITORIUMS

Auto Dates, Anniversary Testimony, Icer and Sound

By TOM PARKINSON

UTOMOBILE manufacturers are reported to be rearranging A 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 out by mid-September, with Buick due as early as July and Chrysler scheduled six weeks earlier than it was last year.

Memphis Auditorium is both the place one crowd of several 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 Riley, 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:

About 16 localities have both adequate hotels and at least 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 \$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 with \$16,000 grossed in two performances, and the adjacent Coliseum scored a new high with an auto show.

RAY SCHEUERING, manager of the New 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 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 W. McClure, 31, secretary-manager of the Placer County Fair, is a candidate for trustee of the city school district here. He will oppose the incumbent for the lone board incumbent for the lone board vacancy.

McClure is a graduate of the University of California and has lived here for three years, since resigning as manager of the 41st Agricultural District Fair in Crescent City. A director of the local Rotary, he is a member of the Roseville-Lincoln Camp Fire Girls Council and the Tahoe Area Boy

Colorado '59

DENVER--An estimated 15,-000 Coloradoans will serve as volunteers in the "Rush for the Rockies" centennial celebration in 1959, according to Gov. Steven L. R. McNichols.

Every phase of economic, industrial, social, educational, agricultural and athletic activities in the State will be headed by an authority in his respective field, the governor said.

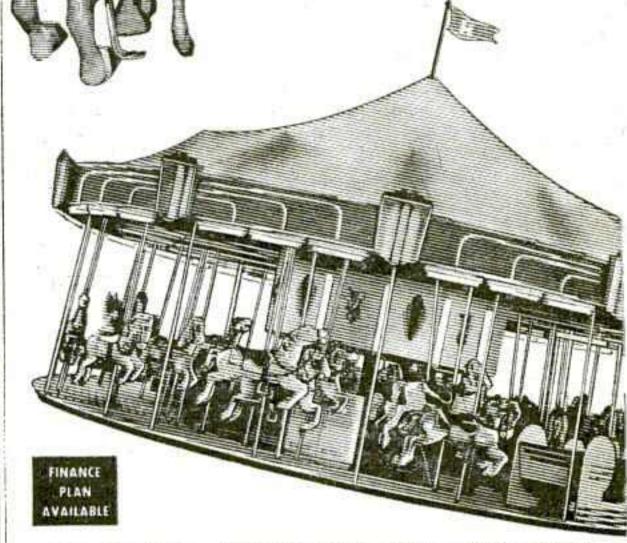
Latest appointment is Gale Aydeloot, president of the Denver and Rio Grande Western Railroad. who was named to head the industrial committee. Warren Monfort, livestock leader, will be in charge of agricultural activities, while Barron Beshoar, Life and Time bureau chief here, will supervise all publicity and promotion for the Statewide celebration.

"Fifteen committee heads are already moving with major plans for the coming year-long event," Governor McNichols said, "and we will have hundreds of special women's activities, athletic events, theatrical attractions and other entertainment to help bolster the celebration."

C. A. (Bot) Schafnit, former repertoire performer, is a patient in the Tampa Tuberculosis Hospital and would like to receive mail from troupers with whom he was formerly associated.



Allan Herschell's revolutionary new steel Merry-Go-Round is durable and fast to erect. Less skilled help is required because the chain and sprocket drive is self-align-Ing. The center pole is easily and safely raised by two men with the new hand winch and steel 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.



ROLLER COASTER . SKY FIGHTER . TANK . HORSE AND BUGGY . JOLLY CATERPILLAR . HELICOPTER . ROADWAY RIDE . RODEO . TWISTER . 18-CAR CAT . RECORD PLAYER . RECORDS . TAPES . RIDE TIMERS

HERSCHELL

"World's largest manufacturer of amusement rides" PHONE: LUDLOW 4306 104 OLIVER ST.

NORTH TONAWANDA, NEW YORK

NEW MODERN AMUSEMENT EQUIPMENT



KIDDIE RIDES ADULT RIDES MINIATURE TRAINS ROLLER COASTERS FERRIS WHEELS MERRY-GO-ROUNDS SHOOTING GALLERIES FUN HOUSES

Write today for complete satalog 30 USED RIDES ON HAND

KING AMUSEMENT CO., INC. MT. CLEMENS, MICHIGAN PHONE: HO 3-1562 P. O. BOX 308



SNO-KONES-CANDY FLOSS-APPLES-POPCORN

If you have not received our new complete Equipment and Supply Catalog, write for it now. Make sure you like up with GOLD MEDAL 100% for bigger profits in 1958. It's the World's finest SNO-KONE, FLOSS, APPLE POPCORN & COOKHOUSE line. You can get the GOLD MEDAL line from leading Concession Jobbers. Write for one

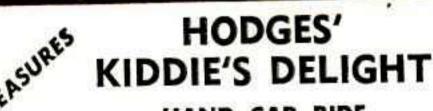
GOLD MEDAL PRODUCTS COMPANY

314 E. THIRD STREET

CINCINNATI 1, CHIO



AMUSEMENT RIDES COMPANY A Division of Corpenter-Hetzler Company ANgelus 1-2173 Los Angeles, Calif. 5327 Sheila Street



HAND CAR RIDE

The ride that is proven on your own grounds before purchase. How Can You Lose?

Any ride is only worth what it nets YOU.

HODGES AMUSEMENT AND MFG. CO. 1415 W. Pruitt Street Phone MElrose 1-1527 Indianapolis 23, Indiana Carnival Routes

Baker United: Princeton, Ind.;

Beam's Attractions: Amelia, Va.;

Belle City: (N. 2d & W. Capitol

Briggs Am. Co.: Marengo, Ind.,

Buck, O. C.: Schenectady, N. Y.

Burke, Harry: (Fair) Lutcher, La.

Byers Bros.: Lake Charles, La., 28-

Crafts Expo.: Parker, Ariz., 30-

Dixie Am. Co.: Commerce, Okla.

Dickson United: (No. Dixie Dr.)

Drago, No. 1: Kokomo, Ind.; El-

Drew, James H.: Marmet, W. Va.;

Dudley, D. S.: Wichita Falls, Tex.

Golden Horseshoe: Chicago

Gooding Am. Co., No. 1: Chilli-

Gooding Am. Co., No. 2: Ports-

Gooding Am. Co., No. 3: Farrell,

Gooding Am. Co., No. 7: Colum-

Grand American: Ottumwa, Ia.

Hale's Shows of Tomorrow: Kan-

Hannum, Morris: Pringle (Wilkes-

Heart of America: Manhattan,

Holiday Am. Co.: Kansas City,

Hugo Novelty Expo.: Leavenworth,

Inland Empire: Payette, Idaho;

Lagasse Am. Co., No. 1: Lawrence,

Lagasse Am. Co., No. 3: Milton,

Midway of Mirth: Mound City, Ill.

Monarch Expo.: Granite City, Ill.;

- INSURANCE 7

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLI? 15

(Continued on page 58)

Manning, Ross: Traenor, Pa.

Kan., 28-May 7; Omaha, Neb.,

sas City, Mo., 28-May 11.

Barre), Pa.; Scranton 5-10.

Green Tree: Hazard, Ky.

Mo., 28-May 5.

Baker, Ore., 6-10.

Mercury: Eldon, Mo.

Moberly, Mo., 5-10.

Kan.

Groscurth: Owensboro, Ky.

Heights, Ill., 28-29; Pierre, S. D.,

Georgia Am. Co.: Cornelia, Ga.

29; Lafayette May 1-10.

Capell Bros.: Sierra Vista, Ariz.

Chanos, Jimmie: Muncie, Ind.

Continental: Kingston, N. Y.

Bee's Old Reliable: Harlan, Ky.

Sts.) Milwaukee, Wis.,

Shoals 5-10.

May 7.

May 4.

Dayton, O.

wood 5-10.

St. Albans 5-10.

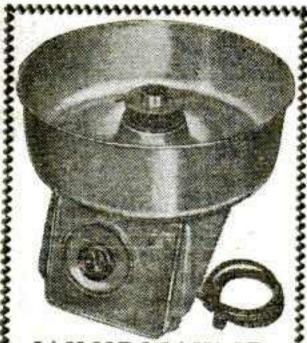
G. & B.: Belpre, O.

30-May 3.

28-May 4.

Kenbridge 5-10.

Big City: Decatur, Ca.



WHIRLWIND Candy Floss Machine

Here's the machine that pays for itself by extra profit it makes for you. Top Production, Vibration-less, Dependable, Trouble-free Operation, Long Life, Easy to Run. Outsells other makes two to one.

PRICE \$275.00

Get details now. Line up all your Snow, Floss, Popcorn, Apple and Grab equipment and supplies from Gold Medal Products 316 E. Third St. Cincinnati 2, Ohio



follow the eader

Lenz Bandwagon - Join the thousands of Showmen who insure with an Agency that offers only the Best

"The Showman's Insurance Man" 1492 Fourth St., North St. Petersburg, Fla. Phones: 5-3121-7-5914

steel, 20" drop frame closed Vans with vacuum brakes. Perfect for Merry-Go-Round and allied equipment. Priced from

\$1,075

BROWN TRAILERS Factory, Sales & Service 900 West 55th St., Chicago 38, III. Phone: REliance 5-6300

For the Amusement Industry

SAM SOLOMON

"The Showfolk's Insurance Man" 5017 N. Sheridan Road, Chicago, Illinois Phone: LOngbeach 1-5555 or 5576

Shooting Galleries

And supplies for Eastern and Western Type Calleries. Write for new catalog.

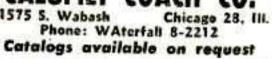
H. W. TERPENING 137-139 Marine St. Ocean Park, Calif.



GIVE TO DAMON RUNYON CANCER FUND

Place Your Orders Now For Spring Delivery CONCESSION TRAILERS OF ALL TYPES STATE YOUR NEEDS







ADVERTISING IN THE BILLBOARD SINCE 1994 ROLL or FOLDED CASH WITH ORDER PRICES ---10M \$15.80 - ADDITIONAL 10M's SAME ORDER, \$2.80 Above prices for any wording, change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

STOCK TICKETS EACH ADDITIONAL ROLL SAME

WELDON, WILLIAMS & LICK

FORT SMITH, ARKANSAS

Circus Routes

American Beauty: Boone Terre, Adams Bros.: Watertown, Wis., 28; Janesville 29; Crystal Lake, Ill. Amusements of America: Ann-30; Sterling May 1; Ottawa 2; apolis, Md.; Crum-Lynne, Pa., 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. Cristiani Bros.: Kingsport, Tenn. 28; Elizabethton 29; Bristol, Va. 30; Big Stone Cap May 1; Richlands 2; Welch, W. Va., 3; Bluefield 5; Princeton 6; Roanoke, Va., 7-8; Mabscott, W. Va. (showing Beckley en route), 9:

Charleston 10-11; Weston 12. Davenport, Orrin: Winnipeg Man., May 3-10. Famous Cole: Llano, Tex., 28; Ma-

1; Roscoe 2; Roby 3. Cray, Gil: Hastings, Neb., 28-May 1: McCook 2-3; Yankton, S. D., 5-6; Huron 7; Aberdeen 8-10; Lincoln, Neb., 12-17.

Hagen Bros.: Columbia, Mo., 29. Hamid-Morton: Washington, D. C., 29-May 6.

Harold Bros.: Mobile, Ala., 28-30. Hunt Bros.: La Plata, Md., May 5; Glen 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 May 1; Monroe, Mich., 2; Dearborn 3; Ecorse Twp., 5; Ypsilanti 6; Warren 7; Flint 8; Saginaw 9; Royal Oak 10.

Polack Bros.: Spokane, Wash., May 2-4: Tacoma 9-11; Oakland, Calif., 14-18.

R 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) Minne-King Bros.: Derby, Colo., May apolis, Minn., 5-10.

Auntie Mame, with Sylvia Sydney: (Masonic Temple) Scranton, Pa., 28; (Community) Hershey 29-May 3.

Diary of Anne Frank: (Wilber) 28-May 10; (Bushnell Aud.) Hartford, 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 HUBLER-Col. Robert L.,

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.

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, D. F., May 1.

Ice Capades, 17th Edition: Los MANSION-Mickey Angeles, Calif., 29.

THE FINAL CURTAIN

BUCKLEY-George 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 son 29; Brady 30; Winters May

76, former president of the women's congress of the Hillsdale (Mich.) Fair, April 19 in Her husband has Hillsdale. 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. Circus. He retired several years ago. Survivors are his widow, Millie, and a son, Ray, both of 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 Surdek and Mrs. Sophia Montpetit; and eight sons, Joseph, Alphonse, Paul, John, Frank, Henry and Peter Jr. Burial was in St. Joseph's Cemetery, Webster.

HORTON-Mildred M.

47, dancer who performed on midways as M'lle Zola, March STAPLETON-31 in Jackson, Mich. During her years in the business she was on Rubin & Cherry, Endy Bros., Johnny J. Jones and Bantly All-American shows. Survivors include her husband, Lewis, girl show operator; a brother, Clarence Claton, outdoor showman, and three sisters, Bertha Donelly, Mabel Ford and Cora Trungali.

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 1953, serving at the Mexican border and in World War I. He was an executive of the Ohmer Fare Register Co. and its successors until he retired in 1954 as vice-president of the Rockwell Manufacturing Company, Surviving are his daughter, Mrs. Sarah Anne Escher, and three sons, John, George and Robert Ir.

59, veteran back-end showman, Ice Capades, 18th Edition: Los An-geles, Calif., 30-May 25.

April 17 in a Troy, N.Y., hospi-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, Nadine, El Paso, Tex., survives.

WARD-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 show 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 Carol Stevenson, April 22 in Coldwater, Mich.

BIRTHS

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

Who Passed Away April 30, 1952

EVIE BELEW

IN MEMORY

OF OUR GOOD FRIEND

Who Passed Away April 30, 1952

GERTRUDI and WHITEY

Bob-Lo Adds National Trains, Imports Antique Band Organ

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 gauge track layout for a railway At Conn. Park relocation of attractions as well as going around the island, equipped a continuing program of annual with two trains from National refurbishing are being completed Amusement Devices, together with

ATLANTIC BEACH, N. C.

Have location suitable for several Rides in the heart of the Beach. Can place four (4) Rides, must be major Rides. Must be up to date, no junk.

Contact THE PAVILION

WARD BALLOU, Prop. Atlantic Beach, N. C.

IMITATED — NEVER DUPLICATED

HOLMES COOK MINIATURE GOLF CO. 583 10th Ave., New York 36, N. Y. **BRyant 9-0576**

ROCK-O-PLANE CONCESSION

WANTED AT ONCE 100% LOCATION

FREEMAN & SHORE 160 Blvd., Revere Beach, Mass.

PRESTIGE AND PROFITS

A HOLMES MINIATURE GOLF COURSE Adds prestige to your location and makes more money for you. Each Holmes Cook Custom-Built Course can handle up to

200 persons per hour. HOLMES COOK MINIATURE GOLF CO. New York, N. Y. 883 10th Avenue

DOESN'T COST-

IT PAYS

WHEREVER FOLKS GATHER FOR

FUN AND RELAXATION YOU

COLLECT "DIVIDENDS"

EVERY DAY, YEAR AFTER

FOR A "BLUE CHIP"

INVESTMENT, BUY

SKEE-BALL

SOLD ONLY BY

130 E. DUVAL STREET

YEAR.

DETROIT-Opening date of at the park under the direction of

control by a block signal system. Formal completion of the work will be marked by a public celebration of the laying of a golden spike.

Another new attraction will be son. a 200-year-old band organ, imported from Germany by Eric Wedemeyer, which will be operated as a part of the free entertainment for park visitors.

The Kiddieland is being moved into a more shaded area near the Merry-Go-Round, with some rearrangement of other rides and provision of extra park space along the river front.

San Antonio Opens With Color Contest

Park, operated by Jimmie Johnson, children, is quitting Regina for the has opened for the season. In con- St. George's Island zoo at Calgary, junction with the opening a novel Alta. contest was conducted. A series of pictures appeared in the local William and Andrew Macovichuk dailies and children as well as on a 10-acre site two miles from adults were invited to enter. En- Regina since 1954. trants were to color the cartoon pertained to rides or attractions planned. Playland has.

for a full year to all rides at Society permission to turn oper-Playland. They gave 100 free ride ation of its rides over to the coupon books to the other winners. Macovichuks. The present rides Awards were divided into two age may be replaced but there must groups, children under 12 years be no expansion of the area used and persons of 12 and over.

Early Weeks Free Gate

NEW LONDON, Conn. Ocean Beach Park board, supervising the city-owned-and-operated park, has tabled a request by Shirley Brickman and Guido Secchiaroli to operate pony rides this sea-

The park will open officially or Sunday, May 25, with evening admission and parking charges not to go into effect until June 21 Until then, free parking and admission will be permitted after 5 p.m. daily.

Regina Funspot Closes, Moves To Calgary Zoo

REGINA, Sask. - Kiddieland, SAN ANTONIO -- Playland an outdoor amusement center for

It has been operated by John,

The move is under way and a type subjects. The various pictures May 24 opening in Calgary is

Calgary city council Monday First prize was two free passes (17) gave the Calgary Zoological for this form of entertainment, council 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 re-

> some of the rides and install \$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 growing each season. Its miniature 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 granted a city building permit to erect a skating rink at 4609 Jackson Boulevard. It will cost \$2,500.

Rink News On Page 64

DARK RIDES

at the Palace Amusement Park Asbury Park, N. J.

are made THRILLING with STROBLITE

GLOWING COLORS AND BLACKLIGHT

Write for information

Funtown Orders First Sun Valley Bob in U. S.

can installation of this ride.

The unit is known in Europe as pier. 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 Philadelphia Toboggan; a Helicopter from Allan Herschell; 14 new midget racer Hot Rods from Pretezel Amusement Rides; a new Mirror Maze, and a new air rifle long range shooting gallery by P.E.P. Inc., one of the first of this

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 40,000 square feet of space on its

WANT ARCADE MECHANIC

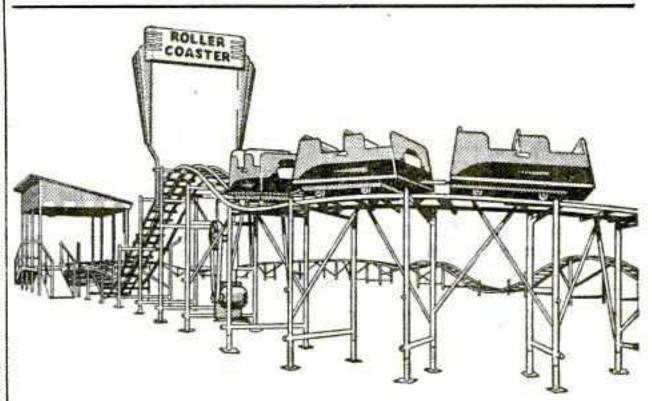
Must have experience. Contact

IDLEWILD PARK Ligonier, Pa.

No. 5 Wheel, Skyfighter and 3 Flat Rides. Will lease or book into park or on responsible carnival with good route.

LAWRENCE SHOWS

1700 W. Main Phone 3-1888



"\$800 IN 8 HOURS"

That's what Robert R. Kissel, of the Kissel Brothers Amusement Co., Cincinnati, Ohio, grossed at one date in Ohio with the Allan Herschell Roller Coaster. He says:

"While this amount is not at all unusual, it does indicate the tremendous drawing power and capacity of this unit. The Roller Coaster is tops with me for The Macovichuks plan to junk profit making, portability and ease of maintenance."

> Another good Allan Herschell customer, Eddie Wagner, Reynolds Park, Winston-Salem, North Carolina, says this about our Roller Coaster:



"A good drawing card and crowd pleaser, as well as being a well-built piece of equipment. We are very happy with the receipts of the past season."

Order yours now. Cars are comfortable for adults and children. Get-away from platform is quick and smooth. Track is engineered for fast set-up and knockdown. There are profits aplenty for you in this ride.

MERRY-GO-ROUND . MINIATURE TRAINS . BOATS . AUTO . PORTABLE ROLLER COASTER . SKY FIGHTER . TANK . HORSE AND BUGGY . JOLLY CATERPILLAR . HELICOPTER . ROADWAY RIDE . RODEO . TWISTER . 18-CAR CAT . RECORD PLAYER . RECORDS . TAPES . RIDE TIMERS . CANVAS

ALLAN HERSCHELL

"World's largest manufacturer of amusement rides" NORTH TONAWANDA, NEW YORK

SENSATIONS

MONORAIL, latest type, steel-tube construction, 50x15, second season in operation, for sale in Hamburg at very attractive price.

RACE TRACK FOR GASOLINE ENGINE DRIVEN CARS - unique in Europe, double 8, undercrossing and overhead structures, wonderful Illumination, for sale in Hamburg at very attractive price. Inspection by agreement. Please write to

KARL BORNHAUSER

GREIFENKLAUSTR. 11

FRANKFURT/MAIN, GERMANY

Roll \$ 1.50 Rolls 4.50 Rolls 8.25 Rolls 18.73 Rolls 24.00 100 Rolls 44.0 Rolls 2,000 EACH Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2 !

STOCK TICKETS

2604 Highland Ave.

PHILADELPHIA TOBOGGAN CO.

Serving the Amusement Industry Since 1904

WANTED

Rides and Concessions for

LAKEVIEW PARK, Conneaut, Ohio

Contact LOUIS COAST, Mgr.

REG. U. S. PAT. OFF.

of every description. Wheel tickets carried in Stock for immediate ship-

THE TOLEDO TICKET CO. "Allied Trades Union Label

Cash With Order Price SPECIAL PRINTED 8.70 DO 10,000 30,000 1,000,000 133.00 3.

New Castle, Pa.

PHILADELPHIA 44, PA.

14 Ft.

Long,

30 In.

Wide

PITTSBURGH -- Firemen

Waco Cancels Run; Two Set for 1959

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

Texas Fair has canceled its 1958 show, special events, antique auto run which normally takes place show, junior high school football late in September or in early Oc- games, commercial show, wild life tober, Leon B. Dollens Jr., general exhibits, agricultural exhibits, junmanager, announced. Next year, for livestock show, open livestock however, two major events will be show, junior livestock and grass operated, he said.

into two major components, a show or ice show. spring festival with tentative dates of April 30-May 3, and a fall festival or agricultural and livestock show to be held in October.

"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," Dollens said.

"It is the opinion of all concerned that we can have more of a variety of events which could not be secured in one big show and we can secure a broader in-

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 sas, those that played at the 1957 show, including boats and fishing fair. equipment; military show, May Day celebration, special events, junior dairy and grass judging contest and midget races.

Tentatively scheduled for the

WANT SMALL CARNIVAL

For Annual 4-H Colored Fair, Louisville, Mississippi. We shall be happy to accept either of the following dates: September 8-13, September 15-20, September 22-27.

P. O. Box 254 Louisville, Mississippl Phone 1125

WACO, Tex .-- The Heart o' October event will be an auto judging contests, women's depart-The 1959 fair will be divided ment, midget races and a horse

RECORD CUT

Kansas State To Feature Theme Song

HUTCHINSON, Kan. -- The terest which will encourage larger Kansas State Fair has a theme song, attendance," he added.

Kansas State Fair has a theme song, a tuneful new march written by a tuneful new march written by

Titled "The State Fair March," the composition will be introduced as a highlight of the 1958 fair. Full band arrangements are being sent to 138 high school bands in Kan-

First recording of the march cut by the University of Wichita 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-

will lead the annual parade in front of the grandstand at this year's Allegheny County Ross E. Blodgett, county

FIREMEN WILL

LEAD PARADE

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 Cut Pares Program At Detroit

DETROIT - The Michigan State Fair has pared its attraction program as the result of a \$60,000 budget cut made by the Legislature, Donald L. Swanson, general manager, announced last week.

To be eliminated is a projected three-day, teen-age show that was to feature recording artists and was Paul Yoder especially for the fair. to be shown during the middle three days of the run. Other features may also be cut or trimmed

> 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 Census. Southeastern States lost 109-year history.

Swanson was recently elected the first mayor of the newly incorporated City of Southfield, which adjoins Detroit on the Northwest. This marks' Swanson's first bid for elective office. His predecessor as fair manager, James Hare, is now Michigan's secretary of state.

CCE Completes Grandstand Show Schedule

OTTAWA-The Central Canada Exhibition has wrapped up its grandstand plans for this year, Jack Clarke, general manager, announced 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 will begin April 30. The Junior Board of Trade had a successful home show in the Coliseum recently.

Georgia State Names Roberts

MACON, Ga.--C. W. Roberts has been elected president of the Macon Area Development Commission and the Georgia State 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 out in a report, titled "Shifting With Changes in the Economy," presented by E. Lee Carteron, general manager of the Southeastern Fair, at the recent workshop for Southern fair managers conducted here by The Billboard and the Alabama State Fair.

The report was designed to furnish information to fair executives, and the only conclusion advanced by Carteron was to "rethink obiectives."

Lists 14 Points

Carteron listed the following points as significant:

1. In the South fairs are recognized as agricultural events. Livestock shows and agriculture halls dominate our publicity and adver-

2. Fair objectives: (a) Show windows for community and State; (b) stimulate pride in accomplishments; (c) provide medium for competition; (d) furnish good, clean, wholesome entertainment; (e) act as educational vehicles.

population lived on the farm in 1956, according to the Bureau of hold office on the commission in its 166,936 farms in the past five years.

4. Department of Commerce studies show that 53 per cent of our farms had television in 1956 as compared to 3 per cent of the farms having television in 1950.

5. Some 4,782,416 farms were producing food and fiber for American homes in 1955, according to the agricultural census. About twothirds of these farms were classified as "commercial firms."

6. According to the 1955 census of agriculture, the average farm contained 242 acres, reflecting consolidation rather than abandon-

7. A total of 55,000 share croppers have disappeared from our farm scene since 1950. The Agriculture Research Service estimated that in 1954 only 24.4 per cent of our farm operators were tenants.

8. Bureau of Census reported that 59 per cent of our farms had piped running water in 1954.

9. Some 97 per cent of our farms are family operated, the Department of Agriculture reported this

10. Some 26 per cent of farm wives are in the labor forces, according to the Department of Agri culture. Thirty-five per cent of the female population over 14 years of age is now in the Southeast region labor force.

11. Sixty per cent of the food consumed by farm people is bought, according to the U.S. Department of Agriculture, as com-

association are Roland Neel, first vice-president; Max Marsh, second vice-president, and Douglas Feagin, secretary-treasurer.

Directors of the association renamed for one-year terms were C. O. McAfee Sr., Ellsworth Hall Jr., Cubbedge Snow Sr., and C. W. Farmer. Arno Tagge was elected a new director of the association.

The fair each fall is operated by

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-

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 Ben-3. Some 13.3 per cent of our ton, 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 the University of Georgia Extension Service in Georgia Fairs," by Byron Dyer, extension agent; discussion groups on management, advertising publicity, schools in fairs, and livestock and community exhibits; summary of the evening's achievements, and group secretary's re-

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, deceased.

Re-elected were Charles H. Hershner, first vice-president; Jacob H. Mays, second vice-president, and Albert L. Swoyer, treas-

Reading Fair Company owns the fairgrounds property. The fair is Association, both affiliates of the Macon Chamber of Commerce.

Other new officers of the fair Change Club Fair Association.

Other new officers of the fair Change Club Fair Association.

Other new officers of the fair Change Club Fair Association.

Operated by the Agricultural and Horticultural Association of Berks County.

Copyrighted material

WE HAVE THE BEST INSURANCE MARKET IN THE WORLD FOR GROUNDS LIABILITY, FOR COUNTY & STATE FAIRS

N. PERRY LUSTER NATIONAL RACING AFFILIATES, INC.

5558 SOUTH EVERETT AVE., JACKSON TOWERS

CHICAGO 37, ILLINOIS

PHONE: MIDWAY 3-1900

FAIR..

MANAGERS AND SECRETARIES Concessionaires COMMITTEE CHAIRMEN

and others interested in the Fair and Celebration Fields . . .

NEED AND READ THE BILLBOARD EVERY WEEK! HOW ABOUT YOU?



The Billboard, 2160 Patterson St., Cincinnati 22, O. Yes Please send me The Billboard for one year (Foreign rate, one year, \$15)

City.....State.......Zone....State.....

ELEPHANT TRAINER AT LIBERTY Robert (Smoker) Jones

Experienced, sober and reliable. Contact (Phone: GEneva 6-3832) No Collects.

2—PHONEMEN—Z

K. of C. Repeat taps. Book, tickets. Pay daily.

ED HAVERSTICK

Newport, Kentucky 24 E. 3rd He 9-1909. No collects.

PHONEMEN

Official labor, here is a repeat. Seventh annual tickets and advertising. A good opportunity in sunny Los Angeles. DU 86085

ROY BELL

CAN USE 3 PHONEMEN

10th Annual Labor Day Edition Labor's Annual Directory (AFL-CIO) & Buyers' Guide. If you can sell labor, apply ADVERTISING MANAGER 10) E. Armour (rear), Kansas City, Mo. Phone: WEstport 1-4555

2 PHONE GIRLS

No collect calls.

Do not apply unless you are a skilled professional. UPC tickets on circus promotion. Strongest possible sponsor. 3 months' work in Chicago vicinity. If you qualify, wire name and phone num-ber (collect) to GEORGE BLACKWELL, Congress Hotel, Chicago, Illinois.

WANT PROMOTION PHONEMEN Top sponsors, strong deal, Advance tickets, programs. Pay daily, immediate collections. NO DRUNKS. Towns ready to go. No time to write; wire or phone CHESTERFIELD PRODUCTIONS 217 W. 4th St., RKO Bldg.

Ph. Franklin 4-1259

(No Collects)

PHONEMEN

Ohio County Judges and Law Enforcement Officers Assn. No collect calls

C. CARROLL WEBSTER 2540 Woodman Dr. Dayton 20, Ohio AX 9-6674

One Promoter, two Phone Men who can stay sober and produce. Could use one Booking Agent inside show year round. Phone: 6817 days; evening 4943; no collects, please.

BILL WATSON Pecatelle, Idahe

PHONEMEN

UPC's and CIRCUS BANNERS. Paid collectors. Office opens May 1. Repeat Lions Club date. Call person to person

JON F. SHAFER Rochester, N. Y. Hillside 5-4940 No collects.

2 PHONEMEN

No drunks, no collects.

HOWARD ERMEL

WEstmore 2-1080 Hammond, Ind.

CRISTIANI BROS.' CIRCUS

Needs three (3) Biliposters. Contact

ELMER KAUFFMAN as per route

PHONEMEN

Can place two in Columbus. Also couple with car. Must be reliable and sober; if not, don't call.

AMherst 8-0509, Columbus, Ohio.

SAVE MORE MONEY-MAKE MORE MONEY

Subscribe to The Billboard TODAY!

TURNAWAY MARKS MILLS OPENING

opening day's attendance in the ity work. 19 - year history of Mills Bros. (19). The afternoon show was total of about 25 trucks, several of strawed with 4,500 people in the them new. Independent observers away. At night there were nearly than in the past. 1,900 people.

700 guests at its opening day's banquet here. Included were circus equestrian director; Frenchy Lefans; many Ohio officials including mayors, congressmen and State senators; and 65 representatives of TV, radio and newspapers. A second caterer had to be hired when the reservations exceeded the number the first caterer could handle.

Charles Schuler, assistant to 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,

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 requirements. . . . Dave (Bozo) Garick, clown, is recovering from an opera- Show. From 1873 to 1877, Cole tion at Denver. . . . Milt and Viola Herriott recently celebrated their 30th wedding anniversary at Sioux City, Ia. They were married in the 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.

Bill Hall reports from Willow Grove, Pa., that the CFA tent in the Greater Delaware Valley gave a circus night for kids at a Lutheran 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)

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

Mills now has seven seat trucks. Circus was recorded Saturday There are seven sleepers in the top. another 1,500 were turned said the fleet looks better this year

Staff includes Jack and Jake More, the show had more than Mills, co-owners; Charles Schuler, press and announcer; John Schmitz Boeuf, band; Peggy Baker, choreography; Rita Sagraves, wardrobe.

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

TOTTENVILLE, N.Y.—Albert H. (Bert) Cole, widely known as 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 circus 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 Chicago 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 family had Cole Circus. The next year he was with Hilliard & Main Circus. Cole continued with Frank A. Robbins Circus for two years and then Walter L. Main Circus 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 & Lockwood and in 1895 Cole's father owned it again. After another

(Continued on page 58)

Adams Opens Season; Staff, Acts Detailed

APPLETON, Wis. -- Adams Bros.' Circus opened its first full co-owner and Appleton office manseason Friday (25) at the fair-Griffith, and it began last winter with a route that included a number of Christmas bookings.

and thereafter the show will be using ball parks and similar locations for the summer season.

WANTED

Phoneman, Contracting Agent, who can set Auspices, for Western Show in ball parks, stadiums, auditoriums. No collect calls. Start now.

> ED HILER Sun City, Fla.

SAM BLUESTEIN

Can use Agents for Holiday in Dixie Celebration, April 30-May 4, in Shreveport, La., and Rodeo, May 13-18, Fairgrounds, Shreveport, La.

Staff includes W. A. Griffith, ager; Evelyn Griffith, assistant, Bill grounds armory in Manitowoc, Griffith, co-owner and general Wis. The show is operated by Bill manager; Dolores Griffith, office manager; Jim Stroud and Vera Himes, contracting agents; Bozo Cooper, press agent; Bob Couls, Griffith said the first 14 days concession manager, with Marijo will be indoors. First outdoor date and Patti Couls and three butchwill be May 9 at Richmond, Ind., ers; George Bell, circus diner; Marie Loter, organist; George Gottfried, drums; George Bell, trumpet; Henry Thompson, Side Show;

(Continued on page 58)

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. Kelly will be in Chicago for a few days prior to the engagement and then appear in the circus for the 17-day run.

ATTENTION 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

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.

PARAMOUNT BEARS - five bears in an amazing routine. Featuring Zero, only motorcycle riding POLAR BEAR. Available after June 1.

Special Deal on all Three Acts and beautiful Menagerie for Amusement Parks in June, July, 1958.

See Large Display Advertisement on Page 62, April 21 issue of The Billboard.

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

Don't call unless qualified! Pleasant working conditions, air conditioned effices. Immediate draw can be arranged if you are producing.

NEED 5 SALESMEN Exclusive franchise—first time offered in St. Louis. If you are a producer you can make \$119.50 to \$208.75 per week.

(R. H. KRAMME, CHICK HAPRIS, JOE VANSANT, CONTACT)

Apply B. J. McGUIRE Suite 601, 708 Olive St., St. Louis, Mo. (Phones: CHestnut 1-6626 or CHestnut 1-4654.)

TOP LINE ACTS TO APPEAR ON THE WORLD'S BICCEST SHOWBOAT.

SYDNEY SHOWBOAT PTY. LIMITED. Ne. 2 JETTY, CIRCULAR QUAY, SYDNEY, AUSTRALIA

POPULAR SHRINE CIRCUS WILD ANIMAL ACT FOR SALE

18 well-trained Lions, ages from 3 to 7 years old. ALL OR ANY PART, including cages, trucks. MALE AND FEMALES, all routined, trained, ACT COMPLETE, READY TO GO—CAN BE MIXED WITH BEARS, TIGERS, etc. Part of this act can be seen by interesting parties on Shrine Circus dates—May 5 to 11, Atlanta, Ga. Guaranteed best quality—animals trained to sit up, roll over, wire walking, fire hoop, door bounce. BEST OF STOCK, will work for anyone and a good job of it. Information given to reliable people only. For terms write (don't phone or wire). Act will be ready for delivery immediately. Address:

JACK CAPASTRANA, c/o P. O. Box 193, Kingfisher, Oklahoma.

This act now presented by Internationally known Animal Trainer, DICK CLEMENS.

To work all summer in East for Shrine, Grette, Police, Firemen. All good firstclass auspices.

Also need Supervisors. Write giving full particulars and references to

WARD BEAM ASSOCIATES, INC.

Rast Divn.

Goshen, N. Y.

For The Biggest ... CRISTIANI BROS. CIRCUS Milwaukee, Wis.

Junior Chamber of Commerce auspices. Sell Banners in Mammoth Street Parade and Tent and UPC's. \$30,000 IN TAPS Office ready Monday, May 5.

STANLEY PAUL 757 N. Water St. Milwaukee, Wis. Tel.: BRoadway 1-6404

WANT PHONEMEN

Everything ready to go. All agencies co-operating. Contact JA 2-0575, Hartford, Conn.

TR 8-2160, Milford, Conn.

PHONEMEN & MANAGERS

Wanted for Johnny Cash Show (Sun Recording Star). County deal, Retarded Children's Society Fund; two police deals to follow. Jim Creelman, Bill Fru, Ray Linaird, contact.

DICK BOYER Waukegan, III. Cherry 4-0560

TWO PROMOTERS

Will fill out our personnel for

balance of year. No hold-backs.

Good auspices, year-round work,

full time. Phones: Woodley 6-6400

evenings, or Oliver 4-3429 or Oliver

JACK KELLY

General Promotion Manager

TOMMY SCOTT

SHOWS

Washington, D. C.

P.S.: Duke, get in touch with me.

WANT PHONEMEN

Ralph Owens and Cal Townsend,

get in touch.

RED LARKIN

Pulaski, Va.

4-6642 days.

Pulaski Hotel

PROMOTIONAL DIRECTORS who can and will follow instructions.

Must be reliable and ready to start work NOW. Wire or phone JACK MILLS, MILLS BROS. CIRCUS As per route in Billboard.

PHONE SALESMEN

Good auspices, repeat deal, plenty of taps. Pay daily on delivered business. Several deals to follow. If you can work 6 hours a day and stay sober, call

D. D. McBRIDE

Phone 3-0380, Lexington Ky.

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

Lash Larue Signed For Olson Midway

Will Join at Illinois State Fair; Paul Olson Recuperates From Surgery

Shows has signed the Lash Larue new double-double Skywheel, built Western show as an added back- and owned by Elmer Velare. The end attraction and the unit will ride, which has four wheels, will Harold E. Morley and Robert H. join August 8 at the Illinois State join at the Chippewa Falls, Wis., Wilder. Morley is listed as agent Fair after playing the Western fair. Canadian A circuit of fairs with Royal American Shows, Paul Ol- with Olson and Maurice Ohren in ant manager. son, co-owner and general man- the show, is supervising work at ager, announced here.

on March 17, but reported he was girl shows. back in top shape and would leave quarters. En route to the winter the kiddie park at the Alabama to add a Kiddie Train to the base, he will stop off at the Ala- State Fairgrounds in Birmingham. line-up. bama State Fair, Birmingham, and the Kentucky State Fair, Louisville.

bring his complete Western show to the Olson midway including exhibition and trick riding, trick roping, sharpshooting and animals. In addition to Springfield, Ill., Larue will play fairs at Des Moines, Ia.; Louisville, Ky.; Chattanooga, Tenn.; Tupelo, Miss.; Birmingham and Montgomery, Ala., and Beau-turned out for the second annual sales. Eddie Levinson was in mont, Tex.

Also to be featured on the Olson

Coleman Sets Hartford Still Date

MIDDLETOWN, Conn.—Coleman Bros.' Shows recently lined up Jack Duffield, president; Ed Sopeone of the more promising still dates nar, vice-president; Hank Shelby, of the spring with the acquisition secretary, and Bernie Mendelson. of six days in East Hartford, Conn. treasurer, who served as official Owner Dick Coleman said the show hosts. will play May 5-10 for the South Windsor-East Hartford American Solomon and Noble Case operated

by carnivals and ought to produce house committee, including Charles a good week. Coleman's crew had Zemater Sr., Max Brantman, Sid equipment ready for its season's Erber and Harold Barrows, aspremiere this week on his lot here. sisted in arrangements. Petey Pivor

Some 8 to 10 shows will be on the unit, plus 15 rides and 40 concessions. The fair route is unchanged from last year.

Troupers Net \$500 at Fete

Associated Troupers cleared ap- owner-manager, announced. proximately \$500 at its second A full crew, supervised by Cy treasurer, announced.

were made by Steve Vaughn, com- has been added. mittee chairman, and F. M. (Pete) Staff, in addition to Schrader, Sutton, Babcock show's manager, includes Mrs. Martica Schrader, co-chairman. Emily Bailey was in office; Joe Gavin Sr., Rolloplane; charge of the turkey dinner, which Joe Caven Jr., Ferris Wheel; Darwas served to nearly 300. Serving ling and Harry Harris, Merry-Goon the committee were Peg Butler, Round; Traveler Hines and Sonny Sunshine Jackson, Fay Curran, Eve Praul, Octopus; Claude Praul, kid Scott, Jetta Clancy, Lucille King, rides; Charles Copen, Mixup, and Ann Stewart, Elsie Kennedy, Art John Rogenbuck, concession man-Thompson, Doc Rechinard, Harold ager. Hunting, Larry Nathan, C. H. All-

Fillie Palmateer.

RIVIERA BEACH, Fla. -- Olson midway this season will be the

winter quarters where a new front Olson is convalescing at his gate is being built plus two new, dozen celebrations under fire dehome here following major surgery lavish fronts for the posing and partment auspices.

Morley, Wilder **Revive Show** After 5 Years

OSWEGO, N. Y. -- After five years of inactivity, Ontario Amusements will be revived this year by and general manager, while Wilder Norman Schlossberg, partner is ride superintendent and assist-

> Show will open May 15 at Fulton, N. Y., and reports it has a

The organization's three major Show recently purchased a and seven kid rides have been over-

Olson disclosed that Larue will ring his complete Western show to see Olson midway including exhi-Pulls Crowd of 500

theater party of the Showmen's charge of tickets. League of America here Saturday night (19).

High point of the evening was the showing of the new Cinerama motion picture, "Search for Paradise," at the Palace Theater.

cluding a buffet supper.

Bill Carsky, first vice-president, was chairman of the party, assisted by the other officers, including

Pat DeCarlo, Lefty Ohren, Sam the bars, while Fred H. Kressmann The area is relatively untouched and Mendelson were cashiers. The

Rose City Set For Opening

work has been completed at the winter quarters of Rose City Rides here and the staff has been com-

Spring Show-Within-A-Show held Darling, has painted all the rides on the Frank W. Babcock United except the Ferris Wheel, which Shows midway at the National will be completed soon. The theme Orange Show in San Bernardino, is blue and red on a white back-April 15, Helen Smith, Troupers' ground. The Jenny has a new side wall and the organ has been Arrangements for the function overhauled. A new popcorn trailer

CHICAGO -- Close to 500 and Hadji Delgarian led in ticket

The buffet lunch was prepared and served by Mrs. Jack Duffield, Mrs. Al Sweeney, Mrs. Bill Car-(Levy) Kurlander.

all from Milwaukee.

BIG TURNOUT:

DAVE ENDY PACTS MD. STATE FAIR

Former R.R. Show Owner Contracts For Fence-to-Fence Timonium Deal

TIMONIUM, Md.-The Mary- | Va.; Louisburg, N. C.; Cherokee midway contract to David B. Endy S. C., annual. Shows, John M. Heil, fair's gen-

Endy calls for fence-to-fence operation. The show will handle all rides, shows, concessions and exhibits. The fair management will operate the gates, racing and any grandstand features that might be booked.

Endy, former railroad show ownhere May 5 for Hot Springs winter Scrambler which it is operating at hauled, and plans are being made er, now operates Fun Fair, an amusement spot in Alexandria, Va. Most of the 14 rides he has in Alexandria will be moved to Timonium for the fair. Endy also has show fronts and other mobile show equipment and anything additional will be booked. Ben Weiss will have the bingo at the fair here.

Other fairs reported by Endy include the Junior Chamber of Commerce Fair, Newport News,

Bob Lohmar Home After Tampa Attack

MORTON, Ill.--Robert (Bob) retary, said. sky, Mrs. Jack Kwiet, Mrs. Sam J. Lohmar, general agent of Royal Levy Sr., Catherine Lynch, Viola American Shows, was reported dent, has been acting president Parker, Margaret Dante and June resting well at his home here after during the past several meetings. Among the out-of-towners were The veteran agent was moved here road with the Crafts Shows. The 500 then adjourned to the Mr. and Mrs. Ned Torti and family, last week and Mrs. Lohmar report- George DiGhionno, Roy Barrett, League clubhouse for a party, in- and Mr. and Mrs. Bill Masterson, ed he was expected to come around William Patterson, and Frank Platokay following a rest.

Jack Galluppo, Victoria Anders,

Josephine Zacchini, Mr. and Mrs.

H. Barkoot, Howard Piercy, Mr.

and Mrs. M. Lemesh, Mr. and

Mrs. Eddie Hunter, Mr. and Mrs.

Also Mr. and Mrs. Harry Julius,

Boots Schaffer, Fred Bockelman.

Mr. and Mrs. Johnny Jones Jr. and

family, Mr. and Mrs. Bob Edwards,

Hasson, Evelyn Long, James P.

land State Fair has awarded its Indian Fair, and the Camden,

Endy said he is figuring on playeral manager, announced. Fair ing 10 weeks of fairs this year. He opens August 29 for nine days, now operates 20 weeks at Fun The contract between Heil and Fair and 20 weeks during the winter at Florida special events and celebrations.

PCSA Adopts Summer Sked On Meetings

LOS ANGELES -- Summer schedule for meetings and clubrooms of the Pacific Coast Showmen's Association was started last week following the regular weekly

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 sec-

Arthur Andersen, first vice-presisuffering a thrombosis in Tampa. Jimmy Lantz, president, is on the

ten were voted into the member-

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. Buckley is ill in Phoenix.

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 members present.

President C. C. (Specks) Groscurth was on hand for the finale along with Earl Maddox, Richard Gilsdorf, Vernon Korhn and Harry

Reported on the sick list were Mrs. Forest Feeley, Sylvia Bennett, and Mrs. William Litchliter, Mr. Gabriel Novak, Dave Wise and Mr. and Mrs. Tom DePolis, Johnny and Mrs. R. J. Hogeland, Mr. and George Reinhardt. A total of 967 and Becy DePolis, Mr. and Mrs. Mrs. D. P. Seavards, Joan Frazier, paid-up members were reported Shannon Fortune, Mr. and Mrs. Roger Frazier, Mr. and Mrs. Ernie and the blood bank stands at 537 (Continued on page 58) pints.

Obadol, McDaniels Open New Wonderland Expo

land Exposition Shows trucked Kansas and Oklahoma. here last week after a 15-day Butch Netterfield, Mr. and Mrs. opening stand in Alamogordo, James Cyrs, George Jackson, Berni N. M., where business was reported Paso, Tex., amusement spot. Rex.

The show was organized during Morris Stokes, M. R. Levy, Mr. ride tickets. Route will include

TULAROSA, N. M .-- Wonder- Texas, New Mexico, Colorado,

Obadol will not travel with the show as he is managing his El King, movie cowboy stuntman was used as the free act at Alamogordo.

A new wagon front is being built "Things on Strings." This will feature Miss Nicoli Knight and her marionettes and Tom Murray and

(Continued on page 58)

SIKESTON, Mo .-- Most of the LOS ANGELES -- Regular pleted, H. L. (Dutch) Schrader,

ton, Mabelle Allton, Ed Butler, and Bottles Edmond, mug joint; Pop Van Jeter, Tom Adams, Mr. and rides, several shows and 30 conand Lillian Justin, Alfred Brown Mrs. Joe Sciortino, May Halstead, cessions. Show has a phone crew Ed Kennedy was in charge of and Ray Hickman. Show will play Lila Granado, Mr. and Mrs. Rene out ahead under Eddie Lynch who refreshments with tickets being sold Missouri dates exclusively except Zacchinni and son, Mr. and Mrs. is working merchant tie-ups with his five French poodles. A special (Continued on page 58) for one Illinois stand.

Groscurth Hosts 350 At Tampa Barbecue and Mrs. Bill Clain, John Baswell, TAMPA--C. C. (Specks) Gros-Mr. and Mrs. O. J. Weiss and family, Mae Boswell, Mr. and Mrs.

curth, 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 Mr. and Mrs. Joe Mikloiche, Bob in the form of a two-hour show.

Guests included Mr. and Mrs. Lears, Bill Stophel, Maury Brod, Julius. Tommy Tompkins, Ray Seeley, Alice Savelen, Frank Benesch, Mr. James Densans, Mr. and Mrs. Earl Maddox, Mr. and Mrs. W. Shulman, Curtis McKinstry, Mario Zacchini, Charles Cohen, J. Hamilton, Kandy Bright, Jeannette Brown, Berni Miller, Marguerite Wilson, Harvey Wilson, George Leonard, Billy Korhn, Vernon Korhn, A. L. Lane, Herman Bornberry, Jack Reader, Ralph Cadwell, Gary Waldo, F. J. Barrett, Joe Pearl, Charlie McManus, Johnny Laub, Mr. and Mrs. Russell Groscurth.

Rusty and Randy Groscurth, Jackson, Bill Thompson, J. N. Barber, Jack Kaplan, Bob Sugar, Mr. and Mrs. Jack Young, Jimmie and the winter by A. O. Obadoł and Among the concessionaires are Candy Young, Mr. and Mrs. Bob E. J. McDaniels and carries 15 for the featured back-end show,

Babcock Down 10% At Orange Show

Low per-capita spending, loss in 1957. attendance, and a new show locaused in 1957.

Concession space for the event was handled for the first time in the main by Cecchini & Levaggi, Sun Valley, Calif., games operators. Louis Cecchini said that business was good on the two Saturdays but dropped on Sunday, the family day. C&L sold approximately 1,800 feet with the Babcock contract.

Use 56 Rices

Babcock shows used 56 major major midway, the latter 1,450 feet | car. long and on the east side of the used the past several years.

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 Morry Levy. Dolores Goldstein send-off by the newspaper and merchants at its winter base.

its 19th bow at Excelsion Springs last week. As in past years, The Daily Standard not only 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 Roundup

Ohio Showmen's Association will Johnson, ride superintendent. hold a round-up October 6 at the Lancaster, O., fair, it was an-Merry-Go-Round, M. Douglas, nounced at the last trustee meet-Dick Baranowski; Ferris Wheel, ing of the season here last week. J. Johnson, Archie Brotzman; Meetings will be resumed in No- Whip, Matthew Roberts; Bomber, vember.

be the awarding of a portable have the Side Show, Human Ape television set. Present at the final and Two-Headed Baby. meeting were Mrs. Nellie DeBell, secretary-treasurer, and four trus- Clint Anderson, popcorn and aptees, Mrs. F. C. Cook, Dominic ples; Roland Marshall, devil's alley, Albanese, William Hoyle and Eu- duck pond and pitch-till-you-win; gene MacDonald. Also on hand Scitts Concessions, milk bottles, were Mrs. MacDonald and Homer over 10, baseball, balloons, penny Dearwester.

right has recovered from surgery fries; Lee Rhodes, floss; Herb and will head up the Gooding unit Mace, glass pitch and nickel roll; for its opening here in Columbus. Johnny Caruso, milk bottles, cat Mr. and Mrs. Gabe Sterling re- rack, stack wheel, buckets, clothesported the addition of a son. C. J. pins and chipboard; George Ka-Loper was reported confined in minski, cork gallery. Bingo will be Grant Hospital here.

SAN BERNARDINO, Calif.-1240.259 as against 270,850 in

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 approxithe Frank W. Babcock United mately 240 running feet of storage. Shows which played the 11-day Stands were flashed with pastel event ending Sunday (20) with 40 colors and slim line light tubing. per cent more equipment than was The contractees used 38 stands with concessionaires Sid Leaf, Al

> and Nick Davido operating stands. Cecchini said the stands will be moved to the Southern California Exposition in Del Mar, where C&L has the contract for the concessions.

> Lucchesi, Del Vecchio, John Mar-

kettelo, Robert Osage, Bill Vasquez

Babcock used 54 light towers and five searchlights. Shows inshows being allotted 700 in its cluded Pete Kortes, Side Show, Harry Seber's Cover Cirls, Martin Arthur's Gorilla and Lloyd Hilligoss-Joe Blash pygmy horses and and kid rides in the kid land and snakes. Tom Hughes had the crime

Kiddieland was under the mangrounds, almost opposite the spot agement of Martin E. Arthur, who recently joined the show. One of the features here was the Freeway Cars, three-wheel midgets, operated 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.

> Derby Bows 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 including restroom and shower.

Alex Freedman had the show's novelties under the management of operated the monogrammed hat stand in the absence of Donna The show, in its 29th year, marked Freedman, who was unable to attend because of her husband's illness.

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

Garden State Sets Staff, Front-Enders

HARMONY, N. J. - Garden State Shows last week listed its staff and concessionaires for the season which opens at the VFW 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 COLUMBUS, O .-- The Greater Henthorne, electrician, and Jake

Rides and ride personnel are: Jim Throne, and ponies, Archie High point of the round-up will Brotzman Sr. Col. Lew Alter will

Concessionaires will include bear pitch; Lou Hall, novelties It was announced that John En- and balloon darts; office, French operated by the sponsors.

Hannum Show Morris the Great Eastern Show

Traction Co. Lot in Heart of Downtown Scranton, Pa., May 5-10

BIG ADVANCE SALE

FREE GATE

SHOWS

RIDES

Capable Illusion Show Opera-tor with inside equipment. We will furnish rest, including brand-new 60-ft. top. Want Man with Monkeys for complete, new Monkey Show. Can place one Girl Show and any good Crind Shows with own equipment.

> Can place Round-Up, Rock-o-Plane and Pretzel.

CONCESSIONS

Custard, Photos, Jewelry. Derby Racers, Six Cats, Ball Games, Short Range, one Wheel and one Grind Store.

HELP

Capable Ride Help for Octopus and Chairplane and other Ride Help. Prefer drivers.

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

MORRIS HANNUM

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

DENN PREMIERSHOWS

3 OF THE MOST OUTSTANDING SPOTS IN THE EAST, WITH MORE TO FOLLOW. GREENSBORD, N. C., SESQUI-CENTENNIAL OPENING WEDNESDAY FOR 10 BIG DAYS THROUGH MAY 10; FOLLOWED BY SUFFOLK, VA., SESQUI-CENTENNIAL

We hold exclusive rights, including street sales.

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 wires to

LLOYD D. SERFASS, OWNER, OF HARRY (BUSTER) WESTBROOK, MGR., PENN PREMIER SHOWS, GREENSBORO, N. C.

WALLACE BROS. SHOWS

LAST CALL!! OPENING MEMPHIS COTTON CARNIVAL, MAY 9

CONCESSIONS

Want Coke Bottles, Long Range, Short Range, Blower, Cork Gallery, Bumper, Fish Pond, Pitch-Till-You-Win, Hoop-La, Scales, Age, Bear Pitch, Bird Pitch, Basket Ball, Ball Games, Six Cats, Buckets, Jewelry, Name on Hats, Picture Frame, Swinger, Pan Game, Cigarette Block, Penny Pitch, Balloon Darts, all Hanky Panks.

CAN PLACE PHOTOS

EATS

Want Popcorn, Candy Apples, Snow, Floss, Foot Longs, French Fries, Grab and Ice Cream.

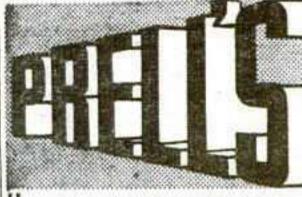
SHOWS

Place Fun House, Geek Show, Minstrel, Fat Show, Drome, Monkey Show, Mechanical Show and any Donation Shows.

HELP

Foremen and Second Men on Tilt, Scrambler, Merry-Go-Round, Ferris Wheel, Rock-O-Plane, Little Dipper, Chairplane, Spitfire, Kid Rides.

All replies E. E. FARROW, Box 1184 (Phone: 3-7644), Jackson, Miss.



50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

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

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 & Artist. All Answer;

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

LAST CALL!

Opening in Spring City, Tenn., May 2. Want Hanky Panks of all kinds, Diggers and Bingo. Girl Show or any worthwhile Shows. Will book Octopus, Tilt,
Chairplane. Ride Help on all Rides.
Jimmie Billingsley, come on. Bob Smallwood wants Agents. Sam Houser wants
Agents. Buddie Broden wants Agents.
All reply to

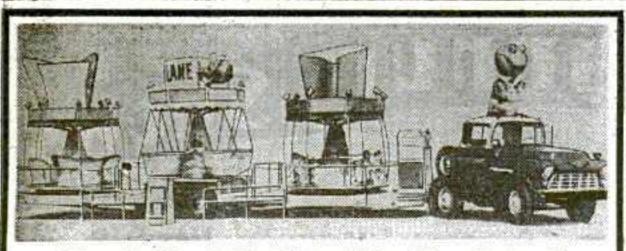
Elmer Reid, Owner & Mgr. Ruddie Broden, Bus. Mgr. Wire Western Union, Spring City, Tenn. PERFORMING MONKEYS OF ALL SPECIES, APES AND BABOONS.

ESPECIALLY TRICYCLE RIDER. SPECIFY SPECIES AND TRICKS OR

ROUTINES. (No Outlaws.)

Guinea Baboon, Golden and Mandrill. 2 extra large Chimps for display, male and female preferred. Must be cheap for cash. Not too old to breed, blackfaced preferred. Help in all departments — especially Talkers, Grinders, Ticket Sellers

(bondable). Cage Men, Keepers who know what feeding is all about.
Phone, Write or Wire:



Dipsy Doodle—Bucket 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 PLEASURE SHOWS

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

(Lot Will Be Laid Out May 10)

All Concessions contracted, please confirm and give footage. Will book Shows of merit. (Harry Crimmins and Mac, come on.) CONTACT:

ROD LINK or BUD DAVIS

Imperial Hotel

(Phone: Temple 2-7000)

Detroit, Mich.

WILSON FAMOUS SHOWS

"Illinois' Cleanest Midway

Opening Saturday, May 17, In Canton, Illinois; then a proven route of Fairs and Celebrations; all in Illinois.

WANT

chasers. All help be here by May 12.

Ride Help - Foreman for No. 5 Wheel; Shows that cater to the whole family. Second Men for Flying Scooter, Wheel, Concessions - Pop Corn, Cork Gallery, Merry-Go-Round, Scrambler, Spitfire, Oc. Roman Target, Novelties, Basket Ball, topus, Coaster and Kid Rides. All must be Long & Short Range, Hoop-La, Hi-Striker, licensed drivers. No cars, no drunks, no Bowling Atley, Pitches. All must work for stock.

Address: ASTORIA, ILL., UNTIL MAY 15.

PAGE COMBINED SHOW

Now Booking for Skyland Exposition, Asheville, N. C., May 5-10. Over thirty thousand front gate tickets already sold. This will be an outstanding event.

CONCESSIONS: Long and Short Range Gallery, Photos, Age and Scales, Novelties, Hats, Glass, Bird and Bear Pitches, all Stock Concessions and Hanky Panks. Custard

open. Bingo for all season.
SHOWS: Motor and Monkey Drome, Mechanical City, Life and Crime Show.
RIDES: Scrambler, Scooter, Round-Up, Train, Live Pony or any Kid Rides not conflicting. Capable Ride Help that have license and drive on all rides. If you have a car, go the other way.

P.S.: Want Show Mechanic to join on wire.

JIMMIE CHANOS SHOWS

Legitimate Concessions of all kinds. Photo Gallery, Ball Cames, Hoopla, Glass Pitch, Parakeet Pitch, Long Range Gallery and String Game.

Want Shows with own outfits, Very small percentage. Want 10-in-1, Monkey Show, Funhouse or any other Shows.

Ride Help who drive semis. No drunks or chasers, this is no place for you. This Show has 12 office-owned Rides. No gate. All replies:

JIMMIE CHANOS, Muncie, Ind.

PEPPERS ALL STATES SHOWS

WANTED

CONCESSIONS

ONE OF A KIND-HOOP-LA, PITCH-TILL-YOU-WIN, CORK GALLERY, SCALES AND AGE, BUMPER, STRING GAME, BASKETBALL, LONG RANGE GALLERY, SLUM BLOWER, COKE BOTTLES.

AGENTS FOR OFFICE OWNED CONCESSIONS PAN GAME, ONE BALL, BALL GAME, BEAR PITCH, PENNY PITCH AND GLASS

PITCH GAME.

Join on wire: PEPPERS ALL STATE SHOWS, Crestview, Fla., April 28-May 3.

BEAM'S ATTRACTIONS

CONCESSIONS: Book Hanky Panks, Glass Pitch, Novelties, Custard, Striker and Ball Games. SHOWS: Have tops for all types Shows. Use Girl Revue. Operator for an Illusion Show. HELP: Capable Ride Help who have license and can drive will be placed. Use Concession Agents. Contact

STEVE DECKER, FAIRGROUNDS, AMELIA, VA., THIS WEEK; Kenbridge, Va. next week. Telephone 153F30 (no collect calls).

PARADA SHOWS

Want Merry-Go-Round Foreman who knows Little Beauty machine. Best pay in country. Want Help for Wheel, Scrambler and all other Rides. Concessions, open house; come on. Want Agents for 6-Cats and Buckets. Want Truck Drivers, Ticket Sellers, Billposter and Man for Sound Truck. Also Show People for 5 office-owned Shows. Rogers, Ark., this week; Harrison, Ark., next week. Entire season all fairs and celebrations. Contact

H. C. SWISHER, as per above route

MIDWAY CONFAB

pro, were State Sen. Jeremiah suffered with an enlarged heart since birth. She underwent a preministrative director of the State Youth Commission. A reception this week undergoes a major operation. Janet has write for prices. Still the best. One Ball Bottle Game with or without stands. Six-Cats, three various styles. Punks for Punk Racks, two various styles. Punks for Punk Racks, two various styles. Pitch-Till-You-Win—we build the frame is a registered nurse.

Sherri Lane writes that she opened with Dick Hilburn's Side Show on Amusements of America Friday (18) at Staunton, Va.... Mrs. Donald Chisholm, who was severely injured in the same auto crash in which her husband was killed, is still in a coma in Municipal Hospital, Tampa. Chisholm was a concessionaire with Joe Star Amusements, Hill's Greater, Alamo Exposition, Tinsley, Mighty Sheesley and Cavalcade of Amusements.

Jim Omohundra, West Coast food concessionaire, had three stands at the National Orange Show. Working the No. 1 stand were Bill McManus and Vern Bryan; No. 2, June Beames, Tony Campiano and Bill Warren, and No. 3, Bob and Ruth Nichols... Harold Haston worked with Ed Lang handling the Mom's Aid 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 join Norman Schue to operate the Derby on William Meyer's Gold Northern California.

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

League Holds **Final Meeting**

CHICAGO-Over 70 members 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 Shelby, secretary. Past presidents on hand were Ned Torti, Lefty Ohren and Al Sweeney.

Carsky, who was chairman of the April 19 theater party, reported it a financial success and said it should net the club in the neighborhood of \$1,000. Al Sweeney, ways and means chairman, kicked off the Cadillac award drive and received pledges for 300 tickets.

Bob Lohmar was reported on the sick list, resting at his Morton, Ill., home and Lou Keller is in Michael Reese Hospital here.

parks association, attended hir first meeting. Tom Sharkey and Andy races. Kasin back from Florida. Dick Ware is also back in the Windy chicken and rice.

would be held in the near future and board members would be notified of the exact date.

FOR SALE

Lunch Trailer, completely equipped, factory built, 20 ft., electric brakes, opens 3 sides, storage or sleeping quarters one end; International 114-Ton Van; both ready to go.

E. L. JENKINS 2621 W. Main St. Richmond, Va.

Best men at the recent wedding and concessionaire, last season with in Brooklyn of Al Howard, secretary-business manager of the I. T. Shows, and Camille Paleski, non-usual heart operation. Janet has was held in Ben Maksik's Town ation that will take from six to Penny Pitch Board—still the tops on and Country Club. Couple will put off a honeymoon until after the outdoor season. Howard has been outdoor says the results of the outdoor season. Howard has been outdoor says the results of the outdoor season. Howard has been outdoor says the results of the outdoor season. with the show 20 years. His wife operation are 60 per cent in her sputnick-underhand, close-up ball game, underhand pitch. favor, her dad reports.

> Erwin Kujawa, formerly with the Snapp and Dyer shows, recently purchased a new Ferris our price is always in line with our 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 ailing 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 Matchstick City, reports his Florida tour was an okay venture from the profit angle. He is currently mapping plans to put his exhibit into two semi-trailers which will be spotted end to end and give patrons a 60-foot showing. Walsh then plans to take it out for one and two-day showings at special events, celebrations and at schools. Meanwhile he is touring thru Georgia, Alabama and Mississippi.

Allie Blue Foltz celebrated his 50th birthday recently with a party at the home of his sister, Lena Conway, in Cleveland. Among those in attendance were Mr. and Mrs. Pat Hardy and daughter, and Mr. and Mrs. Bill Curl, of Curl's Coast Shows, which will play Amusement Company. Miss Conway is a concessionaire at Euclid Beach Park, Cleveland. Allie returned to his home in Covington, Ky., last week after spending several days with the Briggs Amusement Company in Miamisburg, O.

> Talker Peter Garey, formerly with the Cetlin & Wilson and World of Mirth shows, visited the Babcock midway at the San Bernardino (Calif.) Orange Show with actor-producer Jose Ferrer, who is planning a carnival musical for Broadway.

U. S. concessionaires working at the Brussels World's Fair include Mr. and Mrs. Max (Hats) Sonn, Sidney Daniels, Jack Taylor of the Catlin & Wilson Shows, Kitty Glosser, Marie Corry, and Anne

King Opens In Colorado

DERBY, Colo. -- King Bros. Shows moved here last week after its opener at Derby, Colo., on April 21. Show is carrying seven 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 John Bowman, secretary of the Springs, Colo., July 4 celebration and the Leadville, Colo., burro

Personnel includes Tex and Jannett Marti, Merry - Go - Round; City. Hadji Delgarian served Lawrence Cross, Octopus; George Payton, electrician; Jesse Leek, kid Secretary Shelby announced rides, plus Norie Duncan, Jack that a board of governors meeting 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 to the show after a quick trip to St. Louis to pick up several trucks he purchased there.

CONCESSIONAIRES

NOTE

Both parks and carnivals are having a terrific gross on our new pull-up big head Gaucho Punk Back. Flashiest ball

Gammalines-new ball game. Very fascinating-ring the bell twice and you Our new Hi-Strikers will be ready soon complete aluminum frame. In all sizes. Write for prices.

Devil's Bowling Alleys-new or secondhand-wooden balls or rubber balls. Let us know your needs. The size of our factory gives us access to your immediate needs.

RAY OAKES & SONS P.O. BOX 4344 · TAMPA, FLORIDA

Phones: Day—Redwood 6-9774 Night—Redwood 6-5467

NEED 2 WHEEL FOREMEN MERRY-GO-ROUND FOREMEN HELICOPTER FOREMAN

Second Men for all Rides. Top wages to good help. Second Men start at \$40.00 per week. Semi Drivers given preference. We need only sober, reliable help. We don't stand for any drinking.

A. J. SUNNY AMUSEMENTS

This week, 57th & Woodland; next week, 55th & Huss, Cleveland, Ohio. Phone: WAshington 1-4679.

CHUCK MAGID

CAN PLACE

P. C. Dealers, Count Store Men and Peek Store Agents. Bill Stevens and his brother or any other Agents who have worked for me in the past, contact. Have 15 bona fide fairs and sport days in Western Canada and five days in Alaska. Call

CHUCK MAGID

The Cornhusker Hotel, Lincoln, N. B., from 3rd thru 11th of May. P.S.: GEORGE HARR, get in touch

immediately. Important!

MAN & WIFE

To take charge of Grab Trailer. Also want Agents for One Ball and Crazy Ball. Have 38 good spots north, then Southern Fairs.

L. T. (SHORTY) HINSON c/o Midwest Showman's Assn. 916 Hennepin Ave. Minneapolis, Minn. Phone: FE 3-9528. No collects.

Ferris Wheel and Merry-Go-Round for Church Bazaars and Firemen's Celebrations Solid booking until September. Start first week in May. Also want major Rides for permanent park. Will be only major Rides in park. Write or phone HARRY KLEIN, 1421 Mary Drive, Johnstown, Pa. Phone: 35-1986.

Thank you MARY STEPHENS Concessionaire, Prell Shows, for your

new BUICK RIVIERA purchase. "Save Money With Johnny" JOHNNY CANOLE Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

WILL SPONSOR CARNIVAL

July and August open. Write

JOHN Q. TIDWELL Oltawa County Red Cross Miami, Oklahoma (Before May 16 or after June 3)

SPITFIRE RIDE

In A-1 condition. Priced for quick sale. I will not refuse any reasonable offer. Ride can be seen at Ocean City, Md.

PEARL M. TRIMPER Ocean City, Maryland



STRANGEST ATTRACTIONS On earth. Devil's Child, Wolf Boy, Jungle Pygmies; many others. Free Folder. Tate's Curiosity Shop

3858 E. Van Buren Phoenix, Ariz.

CONCESSIONS WANTED

MAY 5-10 **ALLIANCE, OHIO**

Can place Hanky Panks and Direct Sales of all kinds.

> MAY 5-10 IRONTON, OHIO

Can place Hanky Panks of all kinds. 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.

> WRITE AT ONCE GOODING AMUSEMENT CO., INC.

1300 NORTON AVENUE Phone AXminster 9-1193 COLUMBUS 8, OHIO

CONCESSIONS WANTED

MAY 12-17

WELCH, WEST VA. CENTENNIAL CELEBRATION

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

GOODING

AMUSEMENT CO., INC. 1300 NORTON AVE. Phone AXminster 9-1193 COLUMBUS 8, OHIO

O. C. BUCK SHOWS

WANT

Foreman for Twin Ferris Wheel. Must be sober and reliable, must drive semi. Also Second Man who can drive for Major Rides.

For Sale—Fly-o-Plane, Looper, Allan Herschell Dipper. Also Silver Streak, priced at \$3,000 each.

O. C. BUCK Troy, N. Y.

WANTED

Ride Superintendent and Ride Men for permanent Kiddieland.

Also 2 Semi Drivers for road with 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.

UNITED **EXPOSITION SHOWS**

Want few more Agents for officeowned Hanky Pank Concessions, Want Man for Shetland Pony Drill, one who knows how. (No drunks.) Want Ride Help who drive and will stay sober. Address:

C. A. VERNON, Mgr. Now playing White Haven Shopping Center, White Haven, Tenn. (Located near Memphis.) ********

WANTED TO BUY

ADULT ALLAN HERSCHELL MERRY-CO-ROUND

BROWN'S BEACH

Saratoga Springs, New York

Wayne Richards 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 daughters from a former marriage. Burial was 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 Byers, 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 are a Rock-o-Plane, Over-the-Jumps and a kiddie Ferris Wheel.

Dudley Bows At Tex. Spot

WICHITA FALLS, Tex.—D. S. Dudley Shows bowed here Monday (28) after moving to this town from its Mankin, Tex., winter base

Show carried 14 rides, 4 shows and 30 concessions for the opener here. Ernest Wade returned recently from Chicago with a new Calumet Coach trailer.

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

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 arrange-

Helen Rothstein, Catherine Anderson and Ann Peterson were welcomed back after their Florida vacations. Dolly McCormick reported on the recent kiddies' party, which was a financial success.

Oueenie 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 received from Florence Van Raalte, Molly Rosenthal, Sylvia Stern and Ann Lager.

Donations were received during candle-lighting ceremony from Ann Rosenberg, Catherine Anderson, Helen Rothstein, Ann Peterson, Molly Rosenthal, Flora King, Mae McKee and Dolly McCormick.

TENNESSEE VALLEY SHOWS

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

Will book Live Pony Ride, no other kid rides. Want to book Octopus, Tilt, Coaster. Want family-type Grind Shows. No junk shows, No Girl Shows, we have our own. Want Concession Operator for inside Girl Show. Will book Bingo, Diggers, Age and Scales, Lamp or Bear Pitch, Ball Game, Swinger, Nail Store, Cat Rack, P.C. of all kinds, one Mitt Camp. All Hanky Panks open. Will book Wheel if you have Hanky Panks. Can place Agents for Grind Stores that can take orders, Picture Frame, Buckets, Swinger, Gunner for Picture Frame. (Mr. Topps, call.)

TED MEADOWS

General Manager

A. C. HILL Concession Manager

CHARLIE GRIGGS

Business Manager

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 lots around Louisville, Kv.

WANT

WANT

WANT

HELLDORADO DAYS, LAS VEGAS, NEVADA

MAY 15-18 INCLUSIVE

CONCESSIONS

Legitimate Only.

SHOWS of Merit.

\$7.50 per foot

EXPERIENCED ROAD-TRUCK MECHANIC. Must have own tools and transportation.

Contact: FRANK W. BABCOCK UNITED SHOWS

Baltimore Hotel, 501 South Los Angeles St.

Los Angeles, Calif. Phone: TRinity 5941

Amusements of America I

Wants for two gigantic weeks, Lieper-ville (Chester), Pa., May 5 to May 17. Proven to be one of the Most Outstanding Spring Dates in the East.

Want Hanky Panks of all kinds. Shows: Wildlife, Motordrome or any good Grind Show with own equipment. George Price, contact immediately, Very important.

J. VIVONNA

Annapolis, Md., this week; Crum Lynne, Pa., next week.

WANT MERRY-GO-ROUND

Will purchase or put in on percentage.

PLAYLAND PARK South Bend, Indiana

Phone: AT 9-8659

AGENTS—AGENTS BILL McCOY

Can place Alibi and Hanky Pank Agents. Opening April 25 with Motor State Shows, 14 Mile & Rochester Rds., Clawson, Mich. Come on-will place you.

MERRIAM'S MIDWAY SHOWS

Opening Boone, Iowa, May 12. Can place a few more Concessions. Moving on the Fair Grounds May 11.

ALVA MERRIAM Ogden, lowa

CARROLL'S GREATER SHOWS

WANT HELP: Foremen for Ferris Wheel and Round-Up. Need Second Men on all Rides Must have chauffeur's license and drive. Top wages and bonus. Conces-sions: Hanky Panks of all kind. Eddie Coy has Distortion Mirrors for sale. Contact CHAS. CARROLL, 10754 Central Ave., N.E., Minneapolis, Minn.

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and particulars in first letter.

OPENING COSHOCTON, OHIO, MAY 5

CONCESSIONS: Floss, Candy Apples, Popcorn, Novelties, Age and Scales, Arcade, Glass Pitch, Ball Games, Custard, Shooting Gallery, lewelry, Stock Stores, No grift.

SHOWS: Will book any good Grind or Bally Shows that cater to ladies

HELP: Ride Men for Tilt, Looper, Can also place good Scenic Artist.

POWELSON AMUSEMENTS

Box 125

Phone 1088M

Coshocton, Ohio

LAST CALL_SKYLAND EXPOSITION_LAST CALL May 5-10, Asheville, N. C. Expected attendance, 100,000.

Can place on independent midway: Novelties, Ice Cream, Eats and Drinks, Games of all kinds, American Mitt Camp. Popcorn, Candy Apples and Cotton Candy have been sold. Wire or phone:

11 HAYWOOD STREET

D. F. HYDE, General Chairman

ASHEVILLE, N. C. Phone: Alpine 3-2653

AVAILABLE FOR LEASE June 1-September 1, 22 acres land located on Hiway 12, in the heart of vacationland,

suitable for kiddieland, amusement park, etc. Write, wire

JOSEPH CUSTER

BOX 236, WISCONSIN DELLS, WISCONSIN. For reference contact Big Joe Manufacturing Company or Farmers & Merchants Bank at Wisconsin Dells.

GREEN TREE SHOWS

CONCESSIONS: Popcorn and all legitimate Merchandise Concessions. SHOWS: Wildlife or any family-type show.

BILL HUNTER WANTS Roll Down and Pin Store Agents. What happened, Sisk? Johnny Bently and Wheeler Brownie, come on.

WANT SIX CAT. Bingo and Scale Agents. HAZARD, KY., UNTIL MAY 3.

GEM CITY SHOWS

Want for Pensacola, Fla., opening Thurs., May 1, Warrington Rd. & Navy Blvd., main highway to all Bases. 2 big Paydays. 6 big Paydays to follow, and then our Fairs start July 1, Griggsville, Ill., Western Illinois Fair.

Want Concessions of all types including Age & Scales. (No racket or gypsles.) Shows: Any kind of worth-while Attraction, including Girl Show (Hedy Jo. get in touch). Ride Help on all Rides, including Foremen for Merry-Go-Round and Tilt. Also want Mechanic. All must drive and have licenses.

All Replies: THOMAS D. HICKEY, Gen. Man., c/o Western Union, or DON GRECO, Bus. Agent, HEmlock 3-9636; SAM GRECO, Con. Mgr., c/o San Carlos Hotel. (All

GARDEN STATE SHOWS

McAdoo, Pa., 8 Days, May 3 thru 10, including SUNDAY; V.F.W. Street Celebration. Want Addem Darts, Jewelry. On account of disappointment want Sitdown Grab, Coke Bottles. Can place Fish Pond, Long and Short Range. WHAT HAVE YOU? Will place Octopus or any major Ride not conflicting. Will be on lot on and after April 28. Weatherly, Pa., May 12 thru 17. All address:

R. H. Miner, Garden State Shows, McAdoo, Pennsylvania

21 M 2003 X

Groscurth Host to 350

Continued from page 54

Monica Baress, Tony Rocca, T. G. Perrot, Mr. and Mrs. R. Netter-Oakes, Richard Gilsdorf, E. Israel sell, Mr. and Mrs. Ed Walters. and family.

Mr. and Mrs. Ervin Skie, Mr. and and Mrs. Paul Sprague, Mr. and Mrs. Sonny Howard, Sam Aldrich, Mrs. Joe Brown, Joe Adams, Dave May Wigley, Vickie Armstrong, Roberts, Mike Adams, Peggie Walter Karhn, Larry Selvagger, Adams, Mr. and Mrs. S. E. Fil-Amy Winkler, Arthur Winkler, Bob lingham, Charles Miles, Jimmy Winkler, Mr. and Mrs. Buck Fort- Annin, Marvel Wilson, Carl W ner, June Hagerman, Edgar Wilson, George Lewis, Mrs. Dave Rhodes, Jake Hagerman, Ruth Roberts, Mr. and Mrs. Art Sulli-Maust, Harold Oehler, Lydia van, Mr. and Mrs. George Shanes Zacchinni, Lita Waldez and family, and family, Mr. and Mrs. Charlie Esther Felke, Mr. and D. L. Car- Gregory, Harry Rubin, Mr. and roll and family, Mary and Laura Mrs. J. D. Latture, Police Chief Lee Cain, Mr. and Mrs. Johnny and Mrs. Even Jenkins, Mr. and Manzat, Henry Polk, Mrs. Elsie Mrs. R. Wick, Leon Miller, Beuna Williamson, Alice Johnson, Ed Miller, Gussie Livingston, Jean Strussburg, Mr. and Mrs. Leo Davis, Phil LeMay. Carroll, Mr. and Mrs. Eddie Yeager, Mr. and Mrs. C. J. Sedl- Rodgers, Dr. and Mrs. H. H. mayr Jr., Patsy Sedlmayr, Mike Seiler, Mr. and Mrs. Harold Sedlmayr, C. G. Sedlmayr III.

Mrs. Frank Daniel, Mr. and Mrs. Mrs. Robert Mashburn, Mrs. W. C. J. Rosi, Mr. and Mrs. Troy Curran, Mr. and Mrs. Matt Herlingham, Mr. and Mrs. Jack Wright Mr. and Mrs. Clay Houston, Mrs. Jr., Mr. and Mrs. Bob Todd, W. D. Rosalie Siegrist, Donna Siegrist, Bush, Mr. and Mrs. C. J. Sedl- Mr. and Mrs. Jimmy Harrison, mayr Sr., Stella Kerns, Hattie Susan Hall, D. Kellison, Bradford ford, Dr. and Mrs. Joseph Robie, Nancy Hall and Jimmy Minardi.

Wenzik, Manuel Garcia, Mr. and Mr. and Mrs. Roy Varnier, Ben Mrs. Russell Harweicke, Mrs. Gibson, Mr. and Mrs. William Rocca, 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 Florio, Mr. and Mrs. George Grim-

Ruth Petrantis, Mr. and Mrs. Ray Oakes Jr., Veronica Oakes, Sam Delaney, Arthur Bitters, Mr.

> Evie Belew, Alice Linders, Betty Brocies and family, Mr. and Mrs.

JOHNNY REED JOHNNY REED, Phone Jefferson 87311, Attalia, Ala.

BAKER UNITED SHOWS

Jewelry, Coke Bottles, Short Range or any clean, legitimate Concession. No flats

Princeton, Ind., this week; Shoals, Ind., May 5-10

WANTED

Concessions of all kinds for

PATAGONIA HOMECOMING

Sharon, Pa., June 23-28.

Contact

WILLIAM R. DODDS

Fowler, Ohio D. #1

OPENING MAY 2 BALD KNOB, ARK., STRAWBERRY FIESTA

Want Agents for Swinging Ball, Buckets, Count Store and Skillo (Bob and Little

Mac, come on). H. M. (BOOTS) BOOTH Bald Knob, Ark.

"IT'S RECEDING" **OPENING HERE, FRIDAY, MAY 2** Want sober, reliable Ride Men, Hanky Pank Agents, clean Concessions, Cook-house, Photos, 5r Pitches, Shows with own outfits. Wire or phone 2178—no

DYER'S GREATER SHOWS

(We are hiring a hundred.)

MO-ARK SHOWS

Want for season-Hanky Panks only, of all kinds, especially Popcorn, Snow and Floss. Those joining now given special consideration. Opening in or near Mountain Grove; booked solid through Labor Day. We have no Concessions booked as of now. Chuck (Pop) Wilson, come on. Ride Help, contact. BUD GARNER, Mgr., Box 102, Mountain Grove, Mo. Phone 521, 2:00 to 5:00 P.M., Monday through Wednesday. (No collects, no gypsies.)

CONCESSIONS WANTED

ANNUAL STREET CELEBRATION Stockton, Illinois, July 17-18-19. Sponsored by Lions Club. FRANK C. NIEMEYER, Secy. Phone: Main 3

Mr. and Mrs. J. E. Padgett, Mr. Wally Cobb, Vera Pollett, Mrs. and Mrs. G. J. Napier, Harry Ella Stophel, H. Davenport, Char-(Irish) Gaughn, Mr. and Mrs. H. les Gross, Rosa Bloodgood, Grace Howorth, Carl Holzaple, Mr. and Gepphart, Jean Porter, Mr. and Scruggs and family, Sammy Fil- man, Mr. and Mrs. Chet Fowler, Brooks, Mr. and Mrs. Bob Black- Lane, Floyd Hall, Beth Hall,

Opening Portland, Tenn., Strawberry Festival, May 5. Want Hanky Panks of all kinds. Operator for Funhouse, Geek Show and Monkey Wonderland Expo.: Las Cruces, Owens, treasurer, and Grace Fill-Ride Help-Foreman for Coaster, top salary and bonus, must drive. Agents for Grind Stores and P.C.

W. E. (SHOTGUN) PAGE, Phone 921, Springfield, Tenn.

CONCESSIONS WANTED TO JOIN AT ONCE or gypsies.

Shows: Can place any Show except Girl Show. All replies

ERNIE ALLEN

NEW ENGLAND AMUSEMENTS WANTS Opening May 1, Ludlow, Mass.

CONCESSIONS: Photos, Pitches, Hankles, Long or Short Range, Pitch Till You Win.

Novelties, Hi-Striker. Only one of a kind. Call or wire

HARRY J. KAHN 60 Parkside St. Springfield, Mass. Republic 6-0237

FOR SALE

The new, fabulous Sea-Monster Exhibit Mounted on 35' van-truck, fully equipped to handle large crowds. Ready to roll and make your fortune. Price \$20,000. Half cash, balance terms.

MILT BERK

202 N.W. 22nd Ave. Miami, Fla.

FOR SALE

Herschell-Spillman Speedway Ride, com-plete with cars, canvas, lights, etc. Portable for road use. Ride complete,

NORWOOD AMUSEMENT PARK

2025 E. Main St. Columbus 5, Ohlo

JOE (PENNY) DaGASTA

BUDDY TAYLOR

Contact MILTON

3 GAME CONCESSIONS 1 NOVELTY STAND **OPEN**

Apply QUATMAN San Juan Resort, Russells Point, Ohio

Carnival Routes

· Continued from page 50

New England Am. Co.: Ludlow, Mass., May 1-10; Athol 12-17. Page Bros., No. 1: Nashville, Tenn.;

Portland 5-10. Page Comb.: Asheville, N. C. Parada: Rogers, Ark.; Harrison

5-10. Penn Premier: Greensboro, N. C.,

29-May 10. Peppers All States: Crestview, Fla

Playtime Am. Co.: Wakefield Mass.; Nashua, N. H., 4-10. Powelson Am. Co.: Barberton, O.

Navarre 5-10. Reithoffer (Green): Essington, Pa Rohr's Modern Midway: Momence, Ill., 29-May 4; Washington 6-10.

Rose City Rides: Sikeston, Mo.; Fronfelt 5-10.

Siebrand Bros.' Comb.: Fry, Ariz. 28-30. Strates, James E.: Wilmington, Del

Sugar State: La Rose, La., 28-Sunset Am. Co.: Excelsior Springs

Mo.; Chillicothe 5-10. Tatham Bros.' Comb.: Kincaid, Ill.

Girard 5-10. Tennessee Valley: Johnson City,

Thomas, Art B., No. 1: Fremont Neb.; Lincoln 5-12; Hastings 14-19.

Thomas Joyland: Princeton, W. Va Tidwell, T. J.: Lampasas, Tex., 28-May 10.

Tinsley, Johnny T.: Spartanburg, S. C.; Anderson 5-10. 20th Century: Tyler, Tex.; Dallas Holds Last Meet 5-11.

United Expo.: White Haven, Tenn. Virginia Greater: Crisfield, Md.; Delmar, Del., 5-10.

Volunteer: Morganfield, Ky.; Central City 5-10. West Coast, No. 2: (Fair) Los Ban-

os, Calif. Wolfe Am. Co.: Spartanburg, S. C.; Gastonia 5-10.

N. M., May 2-11.

Orange Show

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 Shows had the rides and some concession space.

The old carnival lot was filled with the Recreational and Sportmans 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 Morrocco, Bobby Winters, Bob Douglas, Molly Bee, Dorothy Dorben Dancers, Homer Garrett's Why-Knot Twirlers, Arlene Wells, Jerry Rosen and orchestra, Eris, Dedrich's Ponies and Dogs, Carlyles, Viennas, Kayletta, Jungleland elephants, 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 Wallace and Hagenbeck-Walthe lost child car. Pat Treanor, represented by his son, Raymond, had the novelties for the 35th year. Lee Garland, George Charbonneau, Flora Warren McMenus, Jim Omohundra and Dave Barham were among the food concessionaires.

Maxwell assisted by Harry Weisberger. Los Angeles dailies gave his sales to banks and auto dealers. good coverage to the show with From 1907 to 1929, Cole also was the local Sun and Telegram papers | the announcer on HW.

Post-Easter Slump Hits **Jersey Date**

PALISADE, N. J. -- Business for the combined Clyde Beatty and Hamid-Morton shows held good thru Easter week but has taken a dive since then. Weekend business continues satisfactory and the show expects to come out of its Palisades Amusement Park date in good financial shape.

Sunday (6) was a washout, and rain looked iminent on the following Saturday (12). But a full house is managed by Bud Meyer. turned out for the 1:30 matinee, and the two later shows also did

Night business since Easter week has been a fizzle, it is understood. Matinees are running from halfhouses on up despite the resumption of school sessions.

Hope is high for concession income 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

TAMPA—The Ladies' Auxiliary of the Greater Tampa Showmen's Association held its last meeting

Officers present included President Olive Sprague; Mary Wenzik, first vice-president; Bertie Perrot, third vice-president; Elsie ingham, secretary.

Many members of the Clover Garden Club attended the State Federation of Garden Clubs here April 17-19. Official delegates were Elsie Owens and Maxine Cyr. Jean Davis and Olive Sprague were al-

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 social secretary; Virginia von 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 Verna Schantz took the door awards.

Bert Cole

• Continued from page 53

year with the Main show, Cole went to John Robinson Circus, where he first sold banners in 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 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 "Tango Shoes" with a Publicity was handled by Bob vaude act. He was considered the top bannerman and liked to limit

ville.

Obadol, McDaniels

Continued from page 54

the show.

line of paper is being ordered for

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 are: Ferris Wheel, Bob Taylor; Merry-Co-Round, Gene Vaughn; Octopus, Wayne Brandenburg; Rolloplane, Don Wells; Flying 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,

Concessionaires include Mrs. Joe Boatwright, jewelry; Joe Boatwright, short range gallery; Bruce Cole, razzle; Dutch Kleiderlein and Joey Gillette, buckets; Marvin Woods and Willie Archer, bear hoop-la; Carolyn Littlefield, pushup coke; Jack Littlefield, pin store; Art Faye, one ball; Al Bigacres, one ball and cork gallery; Bob Green, blower; Stan Reed and Johnny 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

of the season here Wednesday 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, wire; Wenester Townsend, wire; Billy Grifftn, clowns; Ward, monkeys; the Barcardies, tumbling; Wenester and Priscilla Townsend, juggling; clowns and elephant; Tex and Arkie Carlton with Flora Lou, Western acts; Eddie Frisco, come-

dy car. Intermission. Subsequent acts include webs, ponies, clowns, Skating Carltons; Blonda Ward, bear act; ladders; Jordan Brothers, trampoline; baby elephant trained by Jenda Smaha,

and closing production number. Show will use a circus-style front-end on its ball park dates, with concessions, Side Show and other features working there. There are four show-owned trucks. One which 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 quarters here.

Troupers Net

Continued from page 54

by Babe Miller, June Sutton, Zoe Wick, Maxine Ellison, and Billie Backman. Awards were made to Jack Archer, Clifford Barber, Mora Bagby, June Beames, Frances Billen, 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 Mabel Brown, Al Flint, Berta and Ed Harris, Joe and Edna Dauer, Lucille Dolman, Steve Billen, Steve Freedman, Morry Levy. Kitty Dolin, Grace and Charlie and his wife spent winters in Billie Goss, E. W. Anderson, Zack Hargis, Harry Wallace, Kenneth Payne, Clarence and Flo Grimme, Cecil Cutler, Louis Cecchini, Helen Vaughn, George Plyman, Elmer and Estelle Hanscom, George and Etta Kotarakas, Art Goodrow, Tom covering the activities around the Surviving is a niece at Totten- Hughes, E. Lorman, H. E. Ewart, Maggie Griebler, and Bobbie Korte

FOR SALE GOOD USED RIDES

Gas or Electric Engine Trains with coaches, dandies, \$950 es.; A. H.-Spillman De Luxe Kiddie Auto Racer, 16 cars, 2 abreast, top and side wall, flashy, \$1,650; A. H. Auto Ride, 8 cars, electric motor, \$850; Roto Whirl Kiddie Ride, \$1,050; Super De Luxe Roll-o-Plane, 3 phase motors, for park, A-1, \$3,000 Parker closed cage Kiddle Ferris Wheel with safety doors, sear drive, electric motor, also handle, adults, \$1,850; American Hot Rods, gas drive-yourself speed-sters, as is, \$300 es; also banked Speedway, 36x65, \$2,000; Light Plant, 35 K.V.A. Westinghouse, 110-220 volt, on truck, \$2,250. Large German Organ, over \$500 worth of cardboard endless play music, 10 ft. wide, 8½ high, 3½ deep, \$1,000.

FRED ALLEN 1400 Brewerton Rd., Syracuse 11, N. Y. Phone: GL 4-3000

Deggeller

Excellent rides and the finest ride help in the business.

A few choice dates still open. Need one more clean show.

General Delivery, Toledo, O.

VENDITTO **BROS. SHOWS**

Opening May 3. Providence, R. I. WANT

Bingo, Cookhouse, Custard, Short and Long Range, Class and Bear Pitches, Novelties, Balloon Darts, Hoop-La, Age, Scales or any legitimate Concessions; one of each kind. Contact

JOHN VENDITTO

75 Tiffany St. Frevidence, R. 1 Tel.: Elmhurst 1-1050

Due to disappointment want an Electrician capable of handling large show using transformers chip. be sober, dependable and drive transformer wagon, Alsc want a Merry-Go-Round, and Kiddle Ride Foreman, All replies

JOHN PORTEMONT JOHNNY'S UNITED SHOWS Cantt, Alabama

PLASTER

Buy plaster where it is made. Many as you want and the kind you want, 25 & 15 at shop. Plenty on hand. Also two nice Kid Rides for sale; can be seen in operation.

PHIL SERRANO, Owner 9861 New Hammond Hwy. Baton Rouge, La. Phone: WAlnut 1-5504

UNCLE JOE'S AMUSEMENTS

Want Agents for Photos. Balloon Darts, One-Ball, Hit & Miss, Cats, Jewelry, Bingo. Will book any Concessions that do not conflict. Want to book Merry-Go-Round or Octopus or both. Need Ride Help; no drunks, please. Blackie and Grace Heglar, report. Address all letters to BOX 2337, apply 610 Oak St., Abilene, Tex.

WANTED

For Buckets, Hanky Panks. Also Bear Pitch Help, Ball Boys and Men to up and down Concessions. No drunks or habits. No collect wires. Wire or write

JAMES ELY

Care Blue Grass Shows, opening Owensboro, Ky., May 1.

LARGE 20 RIDE CARNIVAL AVAILABLE

For one week in July in Southern Illinois. Write:

BOX 428, c/e The Billboard St. Lauis. Mo. 190 Arcade Bldg.

WANT STRIPPERS

Good workers, \$100.00 plus. Two Girl Shows Terry James and Sandy, answer,

RITA CORTEZ

c/o Penn Premier Shows Greensboro, N. C., April 29-May 10.

VOLUNTEER SHOWS

Morganfield, Ky., April 28-May 3; Central City, May 8-10. Book Hanky Panks of all kinds. Want Agents for all Concessions. Will book Grind Shows, Monkey Show and Geek

Contact C. R. LEONARD.

UNDER THE MARQUEE

Continued from page 53

Chief is about James A. 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. . . . Sarasota (Fla.) Herald-Tribune carried a feature about Oscar Mann, old-time minstrel man, and his wife. It also had 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 movies of older circuses.

Fred Landrus will be with the Hall and Leonard Side Show again this season, opening in June with the World of Pleasure Shows.

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 51st wedding anniversary recently. When with the circus and other shows, she was billed as Queen Mab.

Jimmie Drew, owner of the James H. Drew Shows, reports his newly restored antique band organ is proving a great attraction. It Avalon reports he is going with played at the opening of a supermarket and several newspaper and son. He clowned the Wirth date broadcasting breaks resulted. Drew also reports he recently sold his circus parade equipment to the Shelburne Museum in Vermont. The wagons had been with King Bros.' Circus.

reports he is progressing with his Chicago, for the season. James callione instrument and wagon Ball is working at Hubert's Mubuilding projects. . . Spencer seum in her absence. She plans to Stine, of Seat Pleasant. Md., re- return to that famous old museum Heights, Md., May 5.

From Omaha, Floyd Henton tells CFA's Howard and Agnes Hansen and John and Marie Graf gave a party for some personnel of the Omaha Shrine Circus. Among the guests were Franklin and Astrid, Dieter Tasso, Joyce Kuhn, Corona Family, the Bozo Harrells, the Oriols, the Aereo-Stylites, Betty and Benny Fox, the Symphonettes, Shriner Ed Fricker and Frank and Caroline Jershin as well as the Hentons.

Neil Schaffner, rep show operator, was the subject of a program in the series, "This Is Your Life," recently.

Tommy Comstock, calliope player, is ill at his home on Vandercook Drive in Jackson. Mich., and would enjoy hearing from friends.

Rex and Kitty Ronstrom are joining Bee Garsey with Polack Bros. Circus at Lawton, Okla. At their home in Galva, Ill., a recent guest was CFA Bob Parkinson, Cambridge, Ill.

The Joe Haworths, ahead of the Cristiani Circus, were notified re-

Please contact J. F. KINKAID

life. Latest to appear in The Perry | cently their home at Wilkesboro, N. C., was destroyed by fire. Their mementoes of early circus years were lost, Mrs. Haworth writes. At Silver Springs, Md., they were presented with a plaque honoring them for service to the Boys' Club of Silver Springs. They also were given honorary membership in auxiliaries of the club.

Claire and Tony Conway report that the Circus Model Builders' an article about Texas Jim Mitchell | Association has designated Dr. William Mann, Dr. J. Y. Henderson and Prof. George Keller as honorary members.

> Visitors at the opening of the Cristiani Circus included W. I. Bailey, of the Macon, Ga., Shrine Circus: Red Dingler, former trouper; Johnny L. Keef, owner of the Capitol City Shows; Paul M. Conaway, Macon circus attorney, and numerous people from Sarasota and elsewhere. Earlier a Sarasota paper carried an article about the Indians who are with the Cristiani Circus, among them Chief Sugar Brown.

> Spotted at the opening performance of the Clyde Beatty Circus were Antoinette Concello, Ed Kelly and party; Bill Montague, of the CFA; Don Hayman, Ronnie 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 friends. He is active in CFA.

Billy Hoffman writes that he is looking for shows to make the California territory this season. . . . Al Hunt Bros.' Circus again this seaon Long Island.

Reg MacFarland, Louisburg, N. C., fan, caught the Ringling show at Charlotte, N. C. . . . Estelline Pike, sword swallower, is with the Ringling Side Show in New Dowell M. Singer, Decatur, Ind., York and will play Riverview Park, ports that it is Kelly-Morris billed in October. Among her visitors at at Alexandria, Va., May 2, and Madison Square Garden were John Benson Bros. billed at District Chapman, drama critic for The News, and his wife.

> Mrs. M. F. Pattemore, of Los Angeles, is the former Martha Florine, trainer with the Al G. 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 Philadelphia with Apex Attractions. a movie unit playing drive-in theaters. Evy's father, founder of the Yong Troupe, was in New York for the Ringling opening and visited with Stanley Wathon, veteran booker, about their European days. Phil and Esther Cheney Hall have another Apex film unit in Springfield, Mass.

Iohn 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 acts will play Des Moiens for Al Dobritch and New Orleans for Harry Missoule, Mont. Batt's amusement park. Then comes the Barnes fair route.

CAN PLACE

CAN PLACE

Ride Formen for Merry-Go-Round, Tilt-z-Whirl, Octopus, Kiddie Rides,

Can place a few more Hanky Panks for downtown shopping centers.

Call or wire

JOHN J. DENTON Phone: Pleasure Ridge 71421 Alamo Plaza Motel

Louisville, Ky.

OPENING DOWNTOWN NORTH KANSAS CITY, MO., MAY 9; WITH OTHER CHOICE DATES TO FOLLOW.

HELP: Can place Foremen for Tilt, Octopus and Spitfire. Second Men on all Rides. Must drive semis.

CONCESSIONS: Want legitimate Concessions, SHOWS: Will book any Show Hi Striker, Bear Pitch, Balloon Darts, Age and except Girl Show or Athletic. Weight, Grab, Foot Longs, any others not Especially want Fun House. conflicting.

(No Cypsies and No Racket) Write or Phone: P. O. BOX 354 (Phone: Keystone 9-2424), Plattsburg, Missouri.

GOLDEN HORSESHOE SHOWS

Booking new for balance of season in Western States. Can use worth-while Hanky Panks.

Also Grind Shows with own equipment. Have 40 ft. Front for Girl Show for right Want Ride Help on all Rides (Bob Baker, contact at once). Can use Foreman for Round-Up, salary \$75.00 a week; you get your money. Can use for balance of season-Penny Arcade. Would be new in West.

(Forty milers and drunks, don't waste my time, can't use you, stay where you are.) Can use one more Flat Ride, Caterpillar or Whip. All Western spots. Chicago Heights, Ill., until April 29; then Pierre, So. Dakota; then Wyoming spots-Sheridan, Casper, Rock Springs, Laramie, Thermopolis. Fourth of July at Wyoming's biggest Celebration.

Contact: JOE MOORE, Sheridan Hotel, Chicago Heights, III., thru April 29 (No collect calls, please); then Pierre, So. Dakota.

Good transportation necessary to keep up with this show-we move!

WANTED FOR

Located on the Gulf of Mexico, & miles from the Pensacola Bay Bridge in the heart of the tourist area.

MAJOR RIDES KIDDIE RIDES FOOD

FREE ACTS PORTABLE ROLLER COASTER EXPLOITATION MAN

CONCESSIONS

NOVELTIES Picnics and outings already booked-33 well-shaded acres-free xoo Beautiful white sand beach. Contact:

D. BAECHER—PHYLA ENTERPRISES, INC.

806 NEW WARRINGTON RD.

PENSACOLA, FLA.

WANT HELP ALL DEPARTMENTS AT ONCE

Foremen and Second Men on all major Rides, Man for Towers and Man for Marquee. Want Operator for Funhause, Talker for Chimpanzee Show. All wire or come at once. Show opens at Owensboro, Ky., Thursday, May 1.

C. C. GROSCURTH, Gen. Mgr., GROSCURTH COMBINED CIRCUS AND CARNIVAL, Owensboro, Kentucky, now.

WONDERLAND EXPOSITION SHOWS

Las Cruces, N. M.—Cinco De Mayo Celebration and Catholic Church Fiesta combined— Downtown Location—10 Big Days and Nights, May 2 thru 11. Can place Concessions of all kinds, have only a few on Show now, only one of a kind carried. Bingo open. Will book Shows of all kinds.

Will book shows of all kinds.
Will book any Ride not conflicting.
Need Agents for Grind Stores, Hanky Panks, Alibi Stores.
Can place Foremen and Help on all Rides. Also Ticket Sellers and useful Carnival Help. Need A-1 Builder with knowledge of show fronts.
Address: E. J. McDANIEL, Gen. Mgr. EDDIE LYNCH, Gen. Rep.
La Linda Courts, Tularosa, N. M., until April 29.
P.S.: Will hold space for those wishing to join Monday.

A. R. BRIGGS SHOWS

Want Hanky Panks, Grind Shows, Help on Rides. Will book any non-conflicting Ride. Gil Butler's Help, report to Hamilton Co. Fairgrounds. Geo., Chuck, Phil and Greek, come on; all others, contact.

A. R. BRIGGS

Marengo, Ind., May 1-4; then per route.

SUNSET AMUSEMENT CO.

CONCESSIONS

Age Novelties Foot Longs

Hanky Panks

Geek Athletic

Second Men for Rock-o-Plane and Caterpillar. Also Man for Monkey

Front Gate. Must drive semis and be sober. Can place Side Show Acts. Also Agents for Buckets and Six Cats.
ADDRESS: Excelsior Springs, Mo., this week; Chillicothe, Mo., next.

COLEMAN BROS.' SHOWS WANT SHOWS-5-in-1 or Snake Show, Monkey Show or any other good Show having its own equipment. Will buy or book a Fun House. HAVE FOR SALE-Show Office Wagon on semi-trailer for \$600. This is a two-room unit with grilled front check-in and back entrance.

All replies to: DICK COLEMAN, COLEMAN BROS.' SHOWS

P. O. Box 886, Middletown, Conn.

www.americanradiohistory.com

WEINMAN

WATCH

MERCHANDISE, ETC.

60

THE BILLBOARD

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

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

APRIL 28, 1958

YOU CAN'T MAKE REAL MONEY UNLESS YOU TRY-

Look at These Hot Selling Items and Then Order-ISSUE NO. 1 PLUS

loop. 3 compartments, one with zipper.

container, acid-core solder, rosin-core

solder, steel wool for cleaning, all inst.

lows. Non-allergic, dustless, moth-proof, sanitary, mildew-proof. Covered

watch, expansion band, necklace, ear-

(Continual mover if sold at \$3.00.) \$2.00 ea., lot of 6. Sample \$3.00.

76. Lenk Liquefied Petroleum Torch Kit An ideal value: Torch, king-size fuel

(A fabulous seller at \$4.00.) \$2.50 ea., lot of 3. Sample \$3.00.

77. 2 Deluxe Acrylic Fiber Sleeping Pil-

with fancy material. \$7.95 value.

(Excellent at \$4.00.) \$2.50 set, lot of 3. Sample \$3.50.

78. Ladies' Watch Set: Swiss-movement

(Fast, fast \$10 seller.) \$6.00 ea., lot of 3. Sample \$7.00.

Heavenly Blanket, rayon-orion-nylon blend. Double-bed size. 5-year guar-antee against moth damage. Sanitized

\$6.00 ea., lot of 3. Sample \$7.50.

thermostat control. \$37 value. (Fast seller at \$15.) \$9.00 ea., lot of 3. Sample \$11.00.

81. Oneida 50-Pc. Silver Plate Service for 8,

value \$69.95. (Fast seller at \$20.) \$11.50 ea., lot of 3. Sample \$13.00.

82. Melamine 43-pc. Dinnerware Service

83. 2-pc. Men's Luggage Set 24" 2-Suiter,

84. Louis "Princess Eileen" 17-Jewel Watch

\$20.00 ea., lot of 3. Sample \$22.00.

good mover at \$30.00.)

case. \$189.50 value.

for lasting freshness (adv. in Life). Gift-packaged. Pastel shades. \$25 value.

Giant Table Range & Automatic Elec-

tric Griddle. Completely submersible

General 180-inch surface griddle with

in wood anti-tarnish chest. Guaranteed

for 8. Most wanted patterns, \$39.95 value. (Very good seller at \$15.00.) \$12.50 ea., lot of 3. Sample \$15.00.

21" companion. Nested for easy storage. Waterproof, dustproof. Value \$59.95. (Hot seller at \$25 set.) \$15.00 set, lot of 3. Sample \$17.00.

Set. Nationally advertised \$64.75 value;

watch, with white gold case encrusted

with rhinestones; brilliant matching necklace & earrings. In elegant heart-

shaped velvet-lined box. (Consistently

bobbin. Built-in darner, built-in light,

switch regulator, automatic bobbin-winder. Embroiders. Complete with

all attachments and deluxe carrying

rings in jewelry box.

Outside snaps.

61. Ball Pen Refills to fit PaperMate, 75. Truckers' Wallet in genuine cowhide Windsor, all standard pens. \$3 value. with long brass chain and leather belt (Sell fast at \$1 doz.)
75¢ doz., lot of 12. Sample doz. \$1.00.

62. 6-foot American-made All-Metal Steel Measuring tape. Sell loads at 50¢. (\$1.00 value.)

35; ea., lot of 12. Sample 584. 63. All-Purpose Plastic Utility Cloth, non inflammable, water & paint proof, 9x12' seamless. Flexible, transparent,

re-usable. (Fast \$1 seller.) 60¢ ea., lot of 12. Sample \$1.00. 64. Bronze-Finish Bank in popular horse shape. All metal. Greatest seller of

its type at (\$1.00). 60¢ ea., lot of 12. Sample \$1.00. 65. 2-Pc. Sheffield Stainless Carving Set: large serrated carving knife, matching

fork, pearlized handles. (Great seller at \$1.) 75c ea., lot of 12. Sample \$1.00. 66. Ladies' Pearl & Hankle Set. 3 asst. embroidered hankies together with single strand pearl necklace.

(Very fast seller at \$1.00.) 60¢ ea., lot of 12. Sample \$1.00. 67. Manicure Set. Genuine leather zipper-case holds 6 manicuring tools. Red, green, tan, brown. (Fast \$1 seller.)

75¢ ea., lot of 12. Sample \$1.00. 68. 4-Blade Knife, American-made. Knife blade, can opener, fork, spoon; in gift box. \$2 value. (Very fast volume at \$1.) 75¢ ea., lot of 12. Sample \$1.00.

69. Heavy Chain Charm Bracelet. 15 expensive copies of movable charms, in gorgeous box. \$5 value. (Tops at \$1.) 75¢ ea., lot of 12. Sample \$1.00.

70. Waterman Pen & Secretary-Wallet Set. Fabulous package; attractive & useful secretary-wallet with alphabetical index & Waterman ball pen. \$10 value. (Winner at \$2.00.) \$1.00 ea., lot of 6. Sample \$1.50.

71. Home Owners' Painting Kit-1", 2", 3" pure bristle paint brushes. A regular \$4.95 value. (Hot if sold for \$1.50.) \$1.00 ea., lot of 6. Sample \$1.50.

72. Ladies' 100% Orlon Sweaters. Unbelievable value in attractive pkg. Choice of beige, white, pink, blue. Med. or lg. (A tremendous seller at \$2.) \$1.50 ea., lot of 6. Sample \$2.00.

73. Vaughn Automatic Can Opener, wall type, handsome red & white. Removes | 85. #200 Revere Square Head Sewing Ma-from stationary base for cleaning. | chine. Full size heavy duty, with round from stationary base for cleaning. (Fast seller at \$2.50.) \$1.50 ea., lot of 6. Sample \$2.00.

74. Parker "Pardners." Parker Jotter Pen and Liquid-Lead Pencil attractively packaged in plastic case. (Seil at \$2.50.) \$2.25 set, lot of 6. Sample \$2.50.

\$43.00 ea., lot of 3. Sample \$48.00. Don't overprice your merchandise. SER SUGGESTED PRICES IN PARENTHESIS.

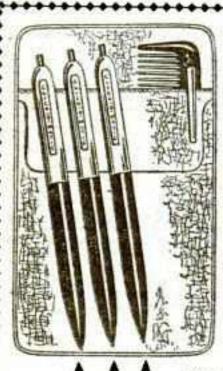
Do not ask for catalog—order from above list. SAVE THIS PRICE LIST.

WATCH FOR ADD'L NEW ITEMS. Be sure and visit our modern showrooms.

25% Deposit, Balance C.O.D., F.O.B. Chicago.

DIVISION SALES, Dept. BB-4 3341 ROOSEVELT ROAD, CHICAGO 24, ILLINOIS

Phone: LA 2-7177



A New Winner With Payone **NEW TOP ACTION**

with Transparent Refills. Tells when empty.

5 PC. PEN SET

Blue Top writes Blue Green Top writes Green Red Top writes Red The Case and Comb Are of the Best Quality

Choice of Red. Green or Blue Inks

BLUE GREEN RED

for sample

Newspaper Mats Send \$1.00 25% deposit, bal. C.O.D., F.O.B. Waverly, Mass.

Orders shipped same day BOX 26, WAVERLEY, MASS. Tel. IV 4-5659

OPENING SPECIALS

3 Dox. 30" Bears & Free Hand Truck	
Large China Figurines, 7" High. Gross.	00.18
Slim Jim Balloons (Tilly). Gross	21.00
10 Gross Asserted Penny Pellers	6.00
10 Gross Assorted Penny Balloons	9.00
Aluminum Pendants, 20" Chain—Special	6.00
Above prices good only with conv of this ad New autological	TOTAL VICTOR

bove prices good only with copy of this ad. New catalog now ready-please state your business.

B. PALMER SALES COMPANY

304 SOUTH MAIN STREET, MEMPHIS 3, TENNESSEE PHONE: JA 7-6813

FOAM PLASTIC IRONING BOARD PADS

54"x143%"x5/32". 251/2¢ each; minimum order 500, \$127.90,; f.o.b. Los Angeles. 25% deposit with order, balance C.O.D. Blue, yellow, aqua, pink and white available.

WILSHIRE FOAM PRODUCTS, INC.

1216 S. LaBrea Avenue, Los Angeles 19, California.

WEbster 6-8194.

STILL GOING STRONG:

Imports Don't Faze Providence Ring Makers

By IRWIN KIRBY

Providence, bastion of the American volume-priced jewelry industry, has a flutter of foreign competition this year from foreign ring products, but the inroads made thus far are scarcely cause for concern up in Rhode Island. For generation upon generation, the overwhelming 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)



FISHING SPECIALS!

ROD

Large Deluxe Casting Rod. Top Quality. Grip Handle. Seat-Tite Reel Holder.

VALUE-\$5.95

REEL

Cork Arbor. Adjustable! 100-Yard Capacity. Level Wind. Smooth Running

Gears! VALUE—\$4.00

lows Stowing in Space 5"x18". Expert Mesh! Doz. \$9.00; Sample \$1.00 Doz. \$21.60; Sample \$2.00 Doz. \$9.00; Sample \$1.00

25% deposit, balance C.O.D., f.o.b. Chicago WRITE IN FOR OUR SENSATIONAL MONEY-MAKING OFFER TODAY! DAMEN-LAWRENCE SALES, INC.

4727 N. DAMEN AVENUE

LINE

18-Lb. Test Dupont Nyloni

Extra Strong 100-Yard Line

VALUE—\$4.00

CHICAGO 25, ILLINOIS

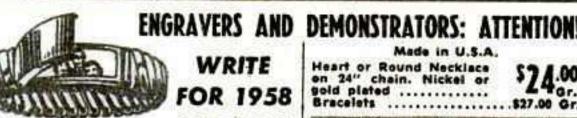
Doz. \$9.00: Sample \$1.00

NET

Strong Alloy Aluminum,

Light But Sturdy. Special

"Take-Down" Feature Al-



Expansion Photo Idents from

Soys', Girls', Men's, Ladies' Expansion I'dents from \$4.00 dox.

Largest assortment of Plated Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Include postage with prepaid

CATALOG



Made in U.S.A.

Bracelets\$27.00 Gr.

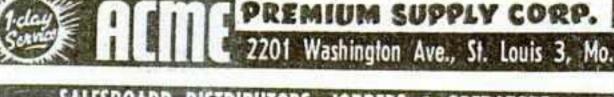
Heart or Round Necklace on 24" chain. Nickel or gold plated

McBRIDE JEWELRY CO., 1261 BROADWAY at 31st ST., N. Y. 1, N. Y.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum. Special Bingo Merchandise.

Catalog Now Ready-Write for Copy Today IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.



SALESBOARD DISTRIBUTORS, JOBBERS & OPERATORS LOWEST PRICES-WRITE FOR PRICE LIST & CATALOG Manufacturers Of America's Finest Salesboards

PEERLESS PRODUCTS, INC. AN INDEPENDENT MFG.

433 PLYMOUTH CT.

Phone: HArrison 7-2971

CHICAGO 5, ILL.

JEWELRY WORKERS-PITCHMEN-DEMONSTRATORS! HOTTEST ITEM SINCE NE THE

MINIATURE CAMERA!

SAMPLE \$3.50 VIA AIRMAIL No batteries-no electricity. Complete with Antenna and Earphone. Don't miss the boat on this terrific import item. Rush Cartified Check or M.O. today! Sorry, no C.O.D.'s at this low price. Values! BENRUSI STYLES GRUENI WALTHAM Guaranteed like NEW! Men's and Ladies All famous makes! Complete with expan-

....SPECIAL

(Sample, \$9.95)

10 Men's Watches New style Elgin, Waltham, Benrus, Gruen. Complete with expan-sion band. Rebuilt and guaranteed like new. (Sample \$8.95.)

sion band! Recondi-

tioned — Guaranteed

like NEW!

Standard Brand

Bulova, Elgin, Benruswith expansion bandst New style cases - rebuilt and guaranteed like new. In lots of 3 or more. (Sample, \$10.95)



SPECIALS

CORK GUN CORKS.

500 in bag \$ 1.25 BASEBALLS. Dozen 2.00 10 GR. SLUM for 10 GR. DART BALLOOMS

for 8.50 10 GR. JAP LEIS for .. 15.00

NEW SPRING CATALOG JUST OFF PRESSI COPY SENT WITH ORDER ON REQUEST

F.O.B. Terre Haute - Postage Extra. Send 25% Deposit With C.O.D. Orders.

Established 1886

TERRE HAUTE, INDIANA

ALL TRANSISTOR

PORTABLE RADIOS SAMPLE \$2.00 EXTRA (Lots of Six)

SUPERHETERODYNE CIRCUIT FOR DISTANCE! Tunes 535 to 1605 Kilocycles. 6 Transistors plus Diode Detector. Volume control and self-contained Antenna. No external connections necessary. Uses 4 Penlight Batteries for hours of listen-ing pleasure. SHIPPED PARCEL POST DIRECT FROM TOKYO! No C.O.D.'s. SEND BANK DRAFT OR MONEY ORDER TO RALSTON ENTERPRISES

1335 La Salle Ave. Minneapolis 3, Minn.

SPECIAL INTRODUCTORY OFFER-SEND ONLY \$1 for 2 Sample Ties Make MONEY SELLING TIES Buy Direct From Manufacturer Sell outstanding line of Regular, Square End, Reversible, Round Bottom Tie Kerchief & Pin Set, Bows, Knitted Ties. New Spring Styles. Money Back Guarantee. We Pay Postage. Write to-day for FREE CATALOG. PHILIP'S NECKWEAR, 20 W. 22nd St., Dept. 355, New York 10, N. Y.

> ALL-WEATHER Plastic Pennants

Durable-Tough-48 assorted colors-18-inch Plastic Pen-

nants sewed on a tough, heavy tape, 100 ft long. ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

Colorful Decorations of All Kinds.

Write for Free Catalog.

& A NOVELTY CO. Cincinnati 36, Ohio

* # S # 19/1 *

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE

APRIL 28, 1958

THE BILLBOARD

MERCHANDISE

61

NORELCO SHAVERS

LADY NORELCO AND SPORTSMAN'S (Battery Operated) ELECTRIC SHAVERS WHILE THEY LAST, \$13.98 Each. Plus 50¢ for Postage and Handling. Retail Value \$24.95.



We Have IT! Mechanical Drinking Bear

Pours and Drinks continuously. Battery Operated.

In Bright Colors. Individually Boxed.

ORDER NOW-SUPPLY LIMITED Doz.

Sample Postpaid \$4.00

Place your orders now for DRINKING RABBIT. NEW BUBBLE BLOWING MONKEY Delivery about June 1.



Like Mother's Mink

This imitation Mink Stole for little girls has already taken off like wild fire. This is made of an exclusive type plush which looks like mink, full length, nicely shaped, fully taffeta lined, brown or Silver, packaged in pliofilm bag.
PRICED RIGHT FOR YOU TO UNLOAD
A MILLION.

F.O.B. East, \$17.00 per dozen. F.O.B. Kansas City, \$17.00 per dozen. F.O.B. Milwaukee, \$19.00 per dozen. Write for free 1958 catalog. Ready for mailing about May 1. State your business. F.O.B. Milwaukee. 25% deposit, balance C.O.D. to non-rated firms.

Wisconsin Deluxe Co. 1902 N. Third St. Milwaukee 12, Wis.

ALY THE GATOR

Aly is a Genuine Alligator Stuffed

and Preserved. Aly is so unusual he

attracts attention everywhere. Over

500,000 sold to date. A natural for

ORDER TODAY!

Write for Catalog Sheets on other Alligator Novelties.

PAN-COAST BAGS, INC.

Free Wholesale Catalog

CONTAINING

Expansion & Photo Idents

Heart & Disc Pendants

Aluminum Chain Idents &

Rings Pins Pearls

Closeouts, Etc.

SEND FOR YOUR COPY TODAY

Please state your business.

All Phones: Franklin 2-2567

WATCH SPECIALISTS

FOR 68 YEARS

Unbeatable Charm Bracelet Watch, \$7.50.

RESULT SALES | Dept. B1

SBO FIFTH AVE., NEW YORK 36, N. Y.

.....\$.75 each

...... .90 each

..... 1.25 each

..... 2.00 each

Miami, Florida

226 5. Wells St.

Chicago 6, III.

any Carnival or Fair.

In 100 lots:

30 N.E. 17th St.

21 inch

27" Cotton Stuffed w/plushtrim,\$15.50 dz. 33" Taffeta

bagged \$9.60 dz. 42" Taffeta \$9.60 dz. Baby Doll... \$5.00 dz. 17" Laxy

Animals \$9.00 gr. No extra charge for Samples. 36 Pcs. \$19.85 F.O.B.

(1/2 doz. each of Plush plus 1 doz. Chenille Animals.) DRINKING BEARS Spot Ship \$36 dz.

1/3 Dep., Bal. C.O.D. If not rated. FREE: 3-color Catalog of 600 items.
Full Line of Plush, Low End & Slum.
REPRESENTATION WANTED

TOY MFG. COMPANY 536 Broadway, N. Y. C. WA 5-3234 ·····

– 1c BEST SHOE SHINE – The "MIRACLE" of Miracles PERMA-SHINE MIRACLE SHOE SHINE

buffing. DRIES INSTANTLY WITH A HIGH GLOSS IN 5 SECONDS FOR THE BEST SHOESHINE OF YOUR LIFE, and what a shine for a long time. Can be used for all colored leather. It lasts and lasts and lasts.

In handy spray glant cans that retails up to \$1.49 each. GROSS CANS, \$69.00

Write for new 1957-1958 catalog-1,001 great bargains. Send 25% deposit or full payment. Terms: F.O.B. New York.

889 BROADWAY, New York 3, N. Y

A BUY



ONE PIECE PLASTIC HANDLE

Glass Rod Shaft . Approx. 5 ft. . Multi-color space wrap . Authentic fish guides . Regulation tip . Packed 50 to master carton . No less sold. 25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

BROS. 1020 W. Randolph Chicago, III.

32" PLUSH BEAR Asstd. Colors... \$20.00

32" SUPER BEAR

Painted Nose Asstd. Colors

24" Standing French Poodle.\$24.00 dz. 38" Taffeta Clown 12.00 dz. 14" SITTING CLOTH TIGER\$14.40 dz.

F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.

TEE JAY TOYS, INC.



SOUTH BEND 17, INDIANA



KEEP LONGER, SELL FASTER!

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids, Write for details.



LAVENDER SACHET BASKETS

Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10

lbs. \$8.50. PRICES

GLASS



FISHING SEASON IS JUST AROUND THE CORNER

Doz. lots \$0.50

Solid Fibre Glass Rod. Stainless Steel Guides ind Tiptop Two - Tone Windings, Dura-Plastic Removable Handle, Positive Reel Lock, Collet-Type Nose Piece.

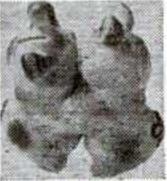
(1 dz. minimum order)

10" BEAR—Plastic Bag.... 26" BEAR (Approx.) \$21.60 doz. ALL PLUSH Asserted Colors. One dozen

minimum erder. FLYING BIRDS.....

SWORDS (Mefal)..... 25% dep. with order, M.O. or cert. check. Bal. C.O.D., F.O.B. Chicago. Open Sundays: 8:30 to 3:00. 01958 Catalog available about MAY 1.

BELL SALES CO. 1107 SO. HALSTED ST. Chicago 7, III.



NEW! HIS-HERS CERAMIC PIGGY BANKS

They Kiss 'n' Hugt Appealing, color-

new Piggy Bank idea in years! Terrific sales impact! 7" high, 31/2" wide. Order

\$13.20 Dz. Pr. \$12.00 Dz. Pr. Lots of 2 Dr. 6 Dz. or more 1/4 Dep., Bal. C.O.D., F.O.B. Factory. Via truck only. Write for Literature and Bargain

Catalog. BERKELEY MFG. CO. 2723 Archer Chicago 8

WORLD'S SMALLEST LITER

SMALLER THAN A POSTAGE STAMP All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on



\$2.75 \$30.00 Gr. Plus shipping charges. Min. 3 dozen. Key Chains available, \$1.50 per gr extra. No Federal Excise Tax. Free catalog.

STERLING JEWELERS 1975 East Main St. Columbus, Ohio

Ideal for Engravers. State Your Business

TERRIFIC BIG VOLUME ITEM for PITCHMEN — DEMONSTRATORS — DEALERS



Removes fat from hot soup automatically. SELLS ON SIGHT, no kitchen should be without one.

NO MORE MUSSY SPOON SKIMMING. EVERY COOK AND CALORIE-CON-SCIOUS HOUSEWIFE WILL BUY "FAT-AWAY.

PACKAGED IN CLEAR PLASTIC BAG-MADE OF EASY-TO-CLEAN ALUMINUM WITH NYLON HANDLE.

70c each in doz. lots 60c each in gross lots

We Manufacture All Kinds of Pennants—Send for List

SPECIAL: LARGE 12"x30" "COUNTY FAIR" PENNANTS, ASST. COLORS, \$16.80 per 100.

16" BEACHCOMBER CALYPSO HAT, \$1.75 per dox.
Larger quantities, \$16.80 per gross.
IMMEDIATE DELIVERY.

JAPANESE PENNANT CANES, ASST. COLORS, \$1.75 per 100. Larger quantities, \$16.60 per 1,000.

25% dep. with all orders \$25 and over—cash with all others. All prices F.O.B. Chicago. DEALERS, WRITE FOR NEW 1958 PARTY FAVOR CATALOG.

JOBBER INQUIRIES INVITED

RODIN NOVELTY CO.

3217 NO. CLARK STREET All Phones: Bittersweet 8-6225

CHICAGO, ILL.

BIG SELLER!



Wafer-thin Model.

 New type Gold Plated Mesh Adjustable Band. . Tie Clasp and Cuff Links with Black or White Imitation Onyx with White Stone Center.

Comes in Black Metal Leatherette Covered Case with White Satin Lining.

Only in lots of six or more EACH Sample \$6.00

Terms: 25% cash with order, balance C.O.D.

843 W. MADISON STREET CHICAGO 7, ILLINOIS

PRICE LIST READY

Send for Your Copy at Once

. . . Greatest Line Ever Assembled

PLUSH TOYS and DOLLS

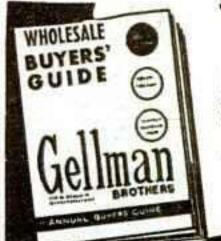
Superb Values **NEWS ITEMS When They Are New**

If you have not dealt with us in the past, ask those who have

BERNY NOVELTY CO.

114 West 14th Street Phone: Algonquin 5-8290

New York 11, N. Y.



SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG

IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENIUNE MONEY SAVING GUIDE FOR

Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesman, Distributors, etc. Our 35-year record of Honest and Depend-

able Service is your guarantee of Quality Merchandise at lowest wholesale prices. J. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

Sensational Profits!

Copy of a Ring FLASH! \$3.50

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

Gross

PROVIDENCE RING COMPANY

YOU CAN'T BEAT

FOR MERCHANDISE

Limited Quantity. Choice Assertment. All Plush. 4 Leg—23"x17" LEOPARD or TIGER

34x14 Lying Down LEOPARD

TERMS: 25% DEPOSIT WITH ORDER, BALANCE C.O.D.

SEND for Your Copy Today.

84-PAGE CATALOG AVAILABLE

Chicago 7, III. 1014 S. Halsted St.

In Business in Chicago for \$7 Years.

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Parodies

AGAIN AVAILABLE - "COMEDY NOTEbook," a complete comedy collection for any entertainer, \$3. Show-Bir Comedy Serv-ice (Dept. B-8), 625 Avenue "V," Brooklyn 23, New York.

"RICH AND RARE"—OVER 1,000 ALL-NEW classified gags and replies. Spicy! Only \$1. Edmund Orrin, 2682 Filbert, San Francisco 23, Calif. 197

Agents and Distributors

ATTENTION, SOUVENIR AND NOVELTY Shops—Pep up sales with original fast-selling, high-profit line. Free samples and catalog. Box 73, Bogota, N. J. ch-my26

BILLFOLDS — PLASTIC ALLIGATOR OR lizard. Sensational price, \$10.80 per gross plus postage. COD. Gross lots only. New England Jewelry, 124 Empire St., Providence, R. I. ap28

DECALCOMANIA TRANSFERS NOW OFfered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted, also make money with our line of automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 10, Massachusetts.

EARRINGS — ASSORTED STONED AND tailored, \$6 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I.

"EASY TO MAKE" SHAMPOO POWDER formula, \$1 plus generous sample. M. M. Dees, 820 Candelaria N. W., Albuquerque,

FAMOUS MFR. CLOSEOUTS
Assorted Stoned Brooches\$1.75 d
Stoned & Tailored Earrings 1.75 d
Pierced Earrings on Display 1.25 d
Charm Brigalete cost
Charm Bracelets, asst 1.50 d
Eng. Lord's Prayer Neck., boxed 3.00 d
Aurora Borealis Stoned Cross, boxed 4.00 d
Stoned Heart Miracle, boxed 4.50 d
Crucifix Cross, boxed 3.00 d
Children's Jewelry, boxed, asst 2.95 d
Asst. Tie Slide, carded 1.00 d
Tie & Cufflink Set, asst 3.50 d
Pearl Necklace (domestics) 1.45 d
Neek & Farmings cost hours 700 s 000 d
Neck & Earrings, asst., boxed 7.20 & 9.00 d
Cufflinks, carded, asst 1.95 d
Necklaces, asst 1.50 d
Boxed Rosaries, asst. colors 2.00 d
Engraving Charm Bracelets 2.00 d
Asst. Earrings, carded 6.50 d
Send for descriptive literature on other te
rific values on jewelry of all descriptions
20% deposit with order, balance C.O.I
SAMUEL SILVERMAN & CO., INC.
1820 Westmineter St.
1820 Westminster St. Providence, R.

GENUINE ALLIGATOR BAGS, SMALL, \$4.50; medium, \$5.50; large, \$6.95. Wallets, \$1.50; stuffed Alligators, 21", 80¢; 26", \$1.10; dressed, \$1.40. Samples 50¢ extra, no C.O.D. Widesales, 736 N.E. 1st Ave., Miami, Fla.

HOSIERY-LOW PRICES; LADIES', MEN'S, Children's. Ladies' Nylons, \$1 dozen up. Slightly imperfect Nylons, packed cello bags, \$3 dozen. Prompt shipment and satis-faction guaranteed. S. F. Pollard Hoslery Co. (AMS-1741), 1258 Market St., Chatta-

HUMOROUS COMIC CARDS-SEND \$1 FOR two sample sets, plus wholesale list. Write. Ace Enterprises, Box 262, Lyndhurst,

MEN: BEFORE YOU BUY THAT DIAMOND engagement ring, read "Secrets of the Diamond Expert." Free catalog. B-42. Hofstede's, 928 Belmont Ave., Paterson 2,

NATIONALLY ADVERTISED MEN'S

Watch Sets with matching Tie Bar and Cuff Links, Pen & Pencil, retails \$49.95—your cost, \$4.75 each.

25% deposit, balance C.O.D. NATIONAL DISTRIBUTING CO. 1751 W. Flagler St. Miami 45, Fla.

NEW POPULAR LURES SELLING FAST TO dealers. Repeat profits. Uneek Co., 51 Twelfth Northeast, Atlanta, Ga.

RETRACTABLE BALL PENS — HIGHEST quality, top action, \$1—12; \$9.40—144; all postpaid. Marvin Lipkin, 709 Flatbush Ave., Brooklyn 25, N. Y.

BELL ROYAL JELLY HONEY, THE WON-der food of Queen Bee Health Food Sup-plement. Details free. Nature's Products, 370 Beach, West Haven, Conn. (DBB.)

STRINGLESS GYROS, OVER 400 PERCENT profit. Terrific demonstrator, \$1 seller. Only \$32.50 gross. Kenneth Webber Indus-tries, 5540 Melrose, Los Angeles, Calif. my5

JEWFLRY-CLOSEOUTS

E1-Tailored Earrings, Asst. Gr. .. \$18.00 E2—Stone Earrings, Asst. Gr. ... 21.00 E5—Stone E/Rings, Etc., Asst. Gr. 12.00 T3—Asst. Tie Sets, Bxd. Dz. ... 4.50 O1—Odd Lot Necks & Braces, Gr. 15.00 620—Snapshot Camera, Bxd. Da. . . 16.20
W1—Men's 6-Piece Watch Set . . . 5.50
W2—Ladies' 5-Piece Watch Set . . . 6.00
WP—Gent's W.P. & Ex. Bd. Watch 6.00 R3—Gent's Stone Rings, Asst. Dz. R102—Pearl Rosaries, Bxd. Dz. R164—Religious Medalllons, Bxd. Dz. 6.00 460—Stone Necks & Ears, Bxd. Dz. 7.50 B2-Boutiques, Boxed, Asst. Dz. . 3.00 2256-3-Piece Pearl Set, Bxd. Dz. . 7.20 L-2-Ronson-Type Lighter, Dz. Cd. 4.50 G10M-M or W Sunglasses, Bxd. Dz. 7.20 20% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

(S)

BE INDEPENDENT START YOUR OWN BUSINESS . .

stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Pro-tectors. Samples of either 50¢ with your name, address and Social Security number.
Catalog free.

GENERAL PRODUCTS Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 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: 5c 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 25c 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 21 60 PATTERSON ST., CINCINNATI 22, OHIO

sale Catalogs and 12 samples, \$1. (Refunded plus postage if returned.) Adelphia Specialty, 904 S. 58th St., Philadelphia 43.

Overcoats, 65c; Mackinaws, 35c; Shoes, 12½c; Ladies' Coats, 30c; Dresses, 15c. Enormous profits; catalog free. Nathan Portnoy Associates, 2109 AF Roosevelt Rd., Chicago, 8.

Animals, Birds, Pets

A-1 SEALIONS, LEOPARD SEALS Trained, raw, reasonably priced, guaran-teed; trainer-trapper. Snow's Sealaquarium, 20 years' experience, 287 Jefferson, San Francisco, Calif.

ALWAYS REMEMBER I GIVE BETTER quality and faster service. Two big boxes of Snakes for \$25. Snake Farm, Laplace, Louisiana.

ANNOUNCING A NEW SOURCE WITH years of experience filling your requirements for Snakes, Animals and Birds. King's Snake Farm, Box 912, Almeda, Tex.

ARRIVING MAY - REGAL PYTHONS world's largest, twenty feet and over: special prices before boat docks. Fixed Dens. Write, wire King's Snake Farm, Box

ASSORTED HARMLESS SNAKE DENS, 12 Ibs., \$8.55; Cottonmouths, 12 lbs., \$7.95. Phone 2-3891 after 6:30 P.M. Bayou Snake Farm, Route 1, Box 342, Houma, La.

BABY ELEPHANT AND OTHER ANIMALS wanted for Children's Zoo, July, Chicago area. Advise cost. Box #923, The Billboard, 186 W. Randolph, Chicago 1, Ill. ch

CHIMPANZEE BABIES, TAME, PERFECT \$550; African Monkeys, all types, from \$45; tame Jaguar, 7 months, \$390; 4-month Jaguar, \$300; Ocelots from \$85; tame 7-mo. Puma, \$225; female Lion Cub, \$100; South American Monkeys from \$15; hundreds more. Write Miami Rare Bird Farm, Ken-dall, Fla

FOR SALE — BEARS, MONKEYS, ALLIgators, Dingos, Wild Cats, in stock, (ready to go. Tote Em In Zoo, Rt. 2, Box 368, Wilmington N. C. Wilmington, N. C.

GIANT RETICULATED PYTHONS AND Boa Constrictors. Write for prices. Jack Adam, Box 881, Mesa, Ariz. All self feeders.

MINIATURE CHIMP STUMPTAILS, HANDtame young Baboons, African-American Monkeys. Request pricelist. Bronson Birds, 149B Fortgeorge, New York 40, N. Y.

ORGAN GRINDER MONKEY AND GOOD Italian Organ ready to work, \$300. Lysle Anders, Box 402, Jacksonville Beach, Fla.

RATTLESNAKES. COPPERHEADS, MOC-casins, Boas, yellow and blue Bulls, Coach Whips, all North and South American Reptiles. Our central location gives you faster, healthier, cheaper deliveries. Bill Allen, Fredericktown, Mo.

SALE OR TRADE-FREAKS FOR ATOMIC Exhibit. Alive, Eyeless Chicken; Twolegged Coon; preserved Two-Headed Pig; Cat, two bodies, 1 head; 2-Tail Lizard, 3-Legged Hen and others. Will seil or trade for Chimp. Tote Em In Zoo, Rt. 2, Box 368, Wilmington, N. C.

SEVERAL OUTSTANDING TRICK DOGS, some dancers, with wardrobe; one broke to work with clowns. Box 1498, East St.

WANTED-20 SHETLAND MARES. STATE price, size, etc., in reply. Arlie Huff, New London, Mo. Ph. 160W11.

WILL SELL 2 LIONS, 5 MONTHS OLD, tame as kittens, Broke to lead; male and female; wonderful pets; come and get them. Both for \$175. Wild Animal Farm, Richmond Hill, Ga. (Route 17, 23 miles south of Savannah.)

Business Opportunities

COIN PITCH GAMES - ALL ELECTRIC.

71,000 ADVERTISING NOVELTIES, WHOLE- | FOR RENT - SNACK BAR, FULLY equipped. Wonderful opportunity for go-getter. Write Muskego Beach Amusement Park, P. O. Box 2652; Milwaukee 14, Wis.

> ment Center. Permanent Manager with investment. Salary plus percentage. Bob Schneider, 618 Prospect, Oakland, Calif. MAKE MONEY FAST WITH GRAPHOLOGY

> HAVE GOOD SITE FOR KIDDIE AMUSE-

charts. Dime brings analysis and special Offer; instructions, 25¢. Ben Kandel, 1518-B Mesquite, Corpus Christi, Tex. my5

PORTABLE ROLLER RINK-40'x80', COM-plete new tent, floor, sound system, skate counter, 100 pairs Chicago skates, wiring, maple sectional floor, etc., \$3,500. Bertram Orr, Rt. 1, Rockvale, Tenn. Phone CR 4-4019.

SUPPLY SOURCES, DISTRIBUTORS! GET the "Original" Blue-Book Directory of manufacturers, jobbers, wholesalers. Lists over 7,000 suppliers who can supply most anything up to 100% dealer discounts. The nationally accepted guide by wholesale buyers. Free details. Associated Wholesalers Service, Box 52-BB, Burlington, Iowa.

Coin-Operated Equipment (Used)

ANYTHING IN VENDING MACHINES— Every type machine made, new or used; under the market rices. Established 31 years. Mack H. Postel, 2952B Milwaukee Ave., Chicago, Ili. ap28

FOR SALE-4 DODGEM BULLPEN GAMES or will lease to responsible party. Cost new, \$840 ea.; used 2 seasons. Will sell at \$400 ea. or \$1500 lot King-Pin Equipment Company, 826 Mills, Kalamazoo, Mich. my5

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each; like new. Folders, direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. my5

3 PHIL. SKEEBALL ALLEYS, \$385; 1 COM plete 6-Gun A.B.T. Shooting Gallery, \$575; without Compressor, \$475. Want to buy Shuffle Alleys and Bowlers, Cleveland Coin Machine Exchange, Inc., 2029 Prospect, Cleveland, Ohio, To 1-6715.

23 POKERINO TABLES, SCIENTIFIC, clean formica tops, priced for quick sale, \$25 each. Call, write Todds Express, Wildwood, N. J.

Coin Machine Help Wanted

COIN MACHINE MECHANIC - EXPERI enced music, amusement machines. State age, experience, salary; Atlantic City area. Box C-319, c/o The Billboard, Cincinnati 22,

Coin Machine Routes For Sale

60 LATE MODEL PHONOGRAPHS—ALL 45 RPM, in Eastern North Carolina, located in and around Greenville. Price, \$32,000. York Amusement Co., Box 324, Pinetops, N. C. ap28

Coin Machines Wanted To Buy

WANTED - COIN-OPERATED PIANOS band organs, old Arcade equipment, etc. Ed. Zellwsky, 11 Jordan Ave., San Francisco.

Costumes, Uniforms, Wardrobes

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAmel Corn equipment, Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill.

SOFT CREAM FREEZERS AT SACRIFICE

11 Sweden Freezers, #L-169D3, 4-qt. Purchased new 1954 @ \$900. Sell F.O.B. San Antonio \$550 ea., or best offer one or all.

BERNTON 1926 Woodward Bldg., Washington 5, D. C. REPUBLIC 7-3028

For Sale Secondhand Goods

trapeze, portable rigging, spotlight, 36 foot singletrap rigging aluminum with guywires. Snyder, 6121 S.W. 40 St., West Hollywood, Fla. SALE - TRAMPOLINE, DOUBLE

MOBILE HOME SITES - BEAUTIFUL Clearwater Bay 'x80'; utilities; dockage restricted, \$1,500 up Write: Port O'Palms, O. Box 25, Indian Rocks Beach, Fla. Own your own.

For Sale-Secondhand Show Property

A.B.T. COMPLETE AIROMATIC AIR GALlery, mounted upon a trailer, any car can tow it Full set of targets; guns 6 model R; 7 old guns, working condition; about 5 old guns for parts only; enough tubes loaded to take in about \$700; good compresser, \$800. Cash, no checks. Grover Kortonic, 4353 Warner Rd., Cleveland 5, O.

A COMPLETE STAGE SHOW WITH TRANSportation. Write for description. G. W. Gaines, 439 Josephine Ave., Columbus 4, O.

ANTIQUE MERRY-GO-ROUND, \$950, 28 stationary animals, 2 charlots. Needs some repair. If interested write J. J. Sibley, Whittemore, Mich.

ARCADE FOR SALE—OVER 30 MACHINES 40x60 Top, 60' Panel Front, ready to go. For information send stamped addressed envelope or call Midway 2-3286. H. R. Snowball, R. #1, Box 211, Naples, Fla.

AUTO PHOTO STUDIOS MODEL 9-REAL money-maker. Completely reconditioned; guaranteed perfect, \$1,600. Auto Photo Distributors, 1209 Bouglas, Omaha, Neb. my12

BUILD KIDDIE RIDES FROM TESTED plans: Auto, Airplane, \$100 Chairplane, Carrousel, Little Pet, Swan Swings, \$5 each. Free 72-page catalog. Brill, Box 875, Peoria,

BUNTING, FLAGS, DECORATIONS —
About two hundred pieces, all sizes. Good color, most up only once. Thirty centers three by three. Make me offer. W. B. Stout, Harriman, Tenn.

FOR SALE-4 AUTOMATIC BASEBALL Pitching Machines, like new original cost, 8950. Sell for 8200. Easy to repair & operate. F. J. Wright, Mystic Valley Parkway, Medford 55, Mass. ap28

FOR SALE CHEAP—1956 SPEEDLINER AND 30 ft. Tandem Trailer equipped to haul. Hurry. Box 212, Fullerton, Neb.

FOR SALE-FLYING SCOOTER, NOW IN operation, good shape, loads on one semi. Terms to responsible party. Fred Nolan, Route 2, South Zanesville, O.

FOR SALE-HAMMOND ORGAN, LESLIE Speaker, Electronic Celeste, Organ model C2, cash, \$1,950. Harold Wolfe, RD #3, Box 110, Geneva, N. Y. ap28

FOR SALE - KIDDIE KARNIVAL WITH Dipsy Doodle, Bucket Swing Ride, Merry-Go-Round at ½ original price! A Bert Lane product, includes '55 Chev. ¼ Ton Tractor, 110-volt Kohler Portable Generator New, Fascinating, Playlands, Carnivals.
Fairs, Concessions. Buy Direct From Factory and Save. Write, Free Details. Fairland, P. O. Box 531, North Bellmore, N. Y. my12

BRIDAL GOWNS. \$18. 14 KT. GOLD WEDfor rides and lights, Sound System complete for music and public address. Write: mentalists. Brochure, prices on request. James W. Perkins Sr., P. O. Box 298, Nash-Ville, Tenn.

Tractor, 110-voit Kohler Portable Generator for rides and lights, Sound System complete for music and public address. Write: mentalists. Brochure, prices on request. Mermaid, Brooklyn 24, N. Y. ap28

Ville, Tenn.

FOR SALE — KING WATER BOATS AND Pony Carts, 2 Thousand. Chas. Love, 1525 Verna St., New Orleans 19, La.

FOR SALE - MANGELS KIDDLE FERRIS Wheel; cages need repairs, \$600. Pinto Kiddle Ocean Wave, \$300; priced to move. Bingham's Kiddle Rides, Ocean City, N. J.

FOR SALE — 32 FOOT, TWO ABREAST Merry-Go-Round. Perfect shape, priced right. Write V. E. Slater, 60 E. 2d South, Springville, Utah.

KIDDIE CHAIR-O-PLANE, SEATS 12, GOOD shape; ideal for Kiddleland, \$250. Mike Di Como, 657 So. 10th St., Newark 3, N. J. Bigelow 2-8219.

KING BOAT RIDE, 5 FIBERGLAS BOATS, \$800; King Pony Cart Ride, \$1,200. 522 Colonial Rd., West Palm Beach, Fla. ap28

MERRY-GO-ROUND HORSES, SIZE 36" high, 55" long. Center Horses, up and down type. Good condition, reasonable. National, 4241 Sansom, Philadelphia, Pa.

MINIATURE TRAIN RIDES FOR SALE— Steam or Diesel locomotives. Real bar-gains. For full particulars write: B. Kurch, Route One, Jackson, Mo. MUST SELL PROVEN ATTRACTIONS -Girl in Fishbowl; Giant Ventriloquist operating "Human Dummy"; Robot Artist Cartoonist. Herrschaft, 1947 Broadway, New York, N. Y.

NEW & USED STAGE LIGHTING EQUIP-ment — Spotlights Floodlights, Lamps, Gelatine, Dimmers, many special items. Prices low. Send for free catalog. Harry Little Stage Lighting Co., P. O. Box 13211, Dallas, Texas.

NEW, WONDERFUL - FOR MONKEY Show, Circus or Carnival, Pictorial Monkey Paper, big sheets, 42"x56". Will sell cuts and about 1,500 sheets. Price, \$150; sample, \$1. Will buy small Circus Wagons, 6' long or over. Ernie Cline Mackey, Richmond Hill, Ga.

PORTABLE GRANDSTAND PLATFORMS for chairs. Excellent condition. Will set up if desired. Mrs. Helen Coronati, Park Ridge, N. J. ap28

RAILROAD TRACK, 75 PIECES, MOUNTED on steel ties, 15' sections, portable or permanent, 24" gauge. Murray, Blanding Rd., Rehoboth, Mass.

SHORT RANGE GALLERY ON TRAILER-1 rifles, targets, ammunition, premiums, ready to go, \$325. Eissner, Box 182, Clear Spring, Maryland. SHORT RANGE SHOOTING GALLERY,

8x16, ready to go, three 22 caliber rifles, \$350 take everything. Write 940 S.W. 40th Ave., Ft. Lauderdale, Fla. SIX BASEBALL PITCHING MACHINES FOR

Driving Range. Worth at least \$5,000. Best cash offer or trade. W. Caldwell, 135 Fairfield Ave., W. Caldwell, N. J. my19 TRAINS — ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. my26

3 KIDDIE ROCKET RIDES, 3 KIDDIE Chairplanes, 2 Jr. Kiddle Ferris Wheels. No junk. Thomas Felasco, 419 East Lutton St., New Castle, Pa. Phone: OLiver 47242.

6 POKERINOS, GOOD CONDITION; HOROscope Machine, \$75; 3 Exhibit Post Card, fluorescent lights on side, \$35 each; Liberator, \$35; Periscope, \$35; Mutoscopes, \$35 each; Drop Picture Machines, \$25 each; ABC Game, \$35; 3-D Movies, \$175; Midget Movies, \$100; other Arcade Equipment. Write Meyer Wolf, 539 Boardwalk, Atlantic City, N. J.

1947 FORD PANEL TRUCK, 22-FOOT CONcession Trailer, complete with 2 Games and Merchandise. Bud Conrad, 1315 Campbell, Burlington, Iowa.

Help Wanted

COUNTRY-WESTERN MUSICIANS-SALAry guaranteed 14-18 weeks. Need Fiddle, Steel, Lead and others. Must be union, sober, neat, reliable for for established Radio-Stage-TV Unit. Give phone, write or wire all. Box C-323, c/o The Billboard, Cincinnati 22, O. my5

GIRL BASS, PIANO & SAXOPHONE. IF you don't like jazz and do not know what swinging is, do not bother to answer. Box C-322, c/o The Billboard, Cincinnati 22, O.

KIDDIE PARK JUST OPENED ADJACENT big shopping center. Have Steam Train, Roller Coaster, Merry-Go-Round, Pump Car Ride, Need Live Ponies on concession. Write Wonderland Park, Box 382, Augusta, Ga.

LADY ORGANIST, HOTEL AND SUPPER Club; must play both dinner and dance, solo and combo. Write or wire: Music, Box 221, South Bend, Ind.

2 TATTOO ART STS-DRUNKS NEED NOT apply, Very good income. I have a large, beautiful flash. Super Arcade, 500 S. State, Chicago, Ill. Phone: darrison 7-2413 ap28

4 - PHONEMEN - 4 TICKETS, JUNIOR League Baseball, U.P.C.'s. Contact: Salt Lake City, Utah. IN 6-0644. Stanley Ed-wards, Ted O'Keefe.

60% PROFIT ON COSMETICS - FAMOUS nationally advertised Hollywood Cosmetics pay 60%! Make \$25 day up! Hire others. For free samples, details, write: Studio Girl, Glendale, Calif., Dept. 9184G.

Cartoons LEARN AUCTIONEERING - TERM SOON. World's largest school. Big free catalog.

Instructions, Books,

YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures. Send 10¢ for 32 page catalog. Balda Art Service, Oslikosh, Wisconsin. ap28

Reisch Auction School, Mason City 18, Iowa.

Magical Apparatus

NEW 152-PAGE ILLUSTRATED CATALOG→ Mindreading, Mentalism, Spooks, Hyp-notism, Horoscopes, Crystals, Handwriting, Sub-Miniature transistorized Radiophone for

CLASSIFIED SECTION

Miscellaneous

CHROMED HORIZONTAL 2 BAR RIGGING. Single ladder high act rigging (cheap); Costumes. Write for details. Gaskill's, 500 Garl, Burlington, Wash.

DO-IT-YOURSELF - PAINT YOUR OWN signs with easy to use letter patterns. Free circular upon request. Ansel Rahn, 116 George St., Mt. Prospect, III.

WANT TO LEASE - 10 KIDDIE RIDES, Carousel, Boat Ride, Train, etc., on per-centage basis for 3 yrs. Water and elec-tricity available. Phillip Kootman, 21 Landsdowne Road, South River, N. J. CL 7-5256.

YOUR NAME IN HEADLINES ON STANDard newspaper page, 3 different, \$1. Not over 36 letters each. Headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Hartford, Conn. ap28

100 HI POTENCY ROYAL JELLY 50 MG. Capsules less than \$10. Send \$1 for source. Celester, P. O. Box 954, Indianapolis, Ind.

Motion Picture Films and Accessories

SAVE 50%! GUARANTEED FRESH COLOR B&W movie film! 8mm., 16mm. Free catalog! Esso-E, 47th, Holly, Kansas City 12,

Musical Instruments, Accessories

ATTENTION, GUITAR PLAYERS! DO YOU have trouble transposing chords? Play in the key which fits your voice range. Camill's Chord Progression Chart will enable you to transpose chords and change the key at a glance. Have more fun and improve your playing Send \$1 to CAHILL'S, Dept. BB P. O. Box #993, Denver, 1, Colo. my5

Personals

INFORMATION REQUESTED AS TO PRESent address Kenneth W. Howard, formerly with Kraft Shows. Box C-324, c/o The Bill-board, Cincinnati 22, O.

USE OUR PERMANENT ADDRESS. YOUR mail forwarded daily, \$3 monthly. Phone service: Sunday's classifieds, \$1, Heyl, 6209 Carter, Baltimore 14, Md.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER Developers, Frames, everything for direct positive photography Write for our low prices. PDQ Camera Co., 1546 W. Cortex, Chicago 22, Ill.

COTTON CANDY FLOSS MACHINE WITH or without concession frame up. State all in first letter. Walton, P. O. Box 279, Danville, Ill.

Printing

A-1 TESTED SHORT RANGE TARGETS \$6 per 1,000. One-day service. Free sam-ples. Fine Arts Press, 1016 Donald, Peoris,

ALWAYS FASTEST SERVICE - QUALITY nonbending 3-color posters! 14 x 22 window cards, copy limit 50 words, \$8. hundred; 17 x 26 size, \$12.50 hundred. Day-glo bumper sticker strips, size 4 x 15, copy printed in black, \$13 hundred. Tribune Press, Dept. 258, Earl Park, Ind.

MIDWAY SPECIAL—200 BUSINESS CARDS, 200 8½x11 Letterheads, 200 6¾ Envelopes, \$5.50 with order, postpaid. Ace, Box 262, Lyndhurst, N. J.

NEW SHORT RANGE TARGETS, \$6 PER thousand; samples on request. Admiral Printing Co., 420 E. Baltimore St., Baltimore, Maryland.

WE'RE NUTS-5 Color Stock 14 x 22 CARDS, dated, \$5 hundred. We print everything needed in Show Business faster and cheaper. National Show Printers, Toccoa, Ga. my19

200 81/2x11 LETTERHEADS AND 200 6% Envelopes, \$3.95, black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich.

Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS-10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every business a prospect. Low prices for high quality Repeats Start with experience; men, women; full, part-time; buy nothing; sales kit furnished. Match Corp., Dept. D-187. Chicago 32, Ill

ADV. SALESMAN TO SELL, COLLECT FOR official state VFW paper. North Caro-lina. The VFW Leader, High Point, N. C. Phone 3212.

GOLD MINE OF 600 MONEY MAKERS. Free copy Specialty Salesman Magazine, Desk 22B. 307 North Michigan, Chicago 1.

\$300 FIRST WEEK OR MONEY BACK-AD Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10.

Wanted To Buy

ANIMAL HEADS AND ANIMAL COSTUMES for Amateur Children's Circus, also Grotesque Heads (papier mache). George Meyers, Boys' Athletic League, 51 E. 42nd St., New York 17, N. Y.

CORK GALLERY OR ANY OTHER HANKY Pank. State type and condition. W. Kle-mann, 735 South 22nd St., Milwaukee, Wis.

COTTON CANDY FLOSS MACHINE WITH

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

1. Type or print your copy in this space:

2. Check the heading under w Acts, Songs, Parodies Agents and Distributors Animals, Birds, Pets Business Opportunities Coin Machines Coin Machine Equipment (used) Coin Machine Opportunities Coin Machine Routes for Sale Coin Machines Wanted to Buy Costumes, Uniforms, Wardrobes Food and Drink Concession Supplies Formulas For Sale—Secondhand Goods	hich you want your ad placed: For Sale—Secondhand Show Property Help Wanted Instructions, Books, Cartoons Magical Apparatus Miscellaneous Musical Instruments, Accessories Partners Wanted Personals Photo Supplies and Developing Printing Salesmen Wanted Scenery, Banners Tattooing Supplies Wanted to Buy
Talent At Lib	erty Headings
☐ Agents and Managers ☐ Bands and Orchestras ☐ Circus and Carnivals ☐ Dramatic Artists ☐ Miscellaneous	☐ M. P. Operators ☐ Musicians ☐ Parks and Fairs ☐ Vaudeville Artists ☐ Vocalists
3. Indicate below the type of	ad you wish:
☐ REGULAR CLASSIFIED AD—20 ☐ DISPLAY CLASSIFIED AD—\$1 ☐ AT LIBERTY AD—5c a word. N Classified and At Liberty ads must be	per agate line. One inch \$14 (14 agate lines to inch) Minimum \$1 be paid for in advance.
The Billboard, 2160 Patterson St., Cincin	
Please insert the above ad in	
NAME	I enclose
ADDRESS	remittance of

GOOD USED KIDDIE RIDES, 1 OR 2 YEARS old. F. Weidner, Armor Rd., Hamburg. New York.

STEAM LOCOMOTIVE, PARK SIZE. ALSO Cars and Rails. Description and price in first letter. Harry Britton, Route 3, Urbana Ohio.

USED ELECTRIC HORSE DERBY, 20-24 places. Must be in excellent operating condition. Cash. 1587 Stanford Ave., St Paul, Minn. MI 8-4680.

WANTED FOR VAUDEVILLE ACT. PLATES for spinning on a table, also on canes. K. Austin, 3637 N. 21st St., Philadelphia, Pa.

WANTED TO BUY - MERRY-GO-ROUND adult; also Kiddie Rides. Must be in good condition. D. Van Billiard, Oaks, Pa. Glendale 2-4561.

WANTED TO BUY-TRAINED DOGS, THE younger the better. Send full details. Box A-199, Billboard, 1520 N. Gower, Holly. wood 28, Calif.

Talent At Liberty

Agents and Managers

PERSONAL MANAGER AVAILABLE FOR "one" top notch Star, Act, Band, etc. (Country-Western, etc.) Must be non-boozer. capable, 100% co-operative, with eye toward "big time." Permanent-exclusive management pact (50-50 on net). Write fully. Robert Adams, 59 West North, Chicago 10, Ill. my5

Bands and Orchestras

COUNTRY BAND — SHORT MOUNTAIN Boys and Girls. Open for dates in Pa., Md., parks, fairs, carnivals, Al Shade, RD 1, Millersburg, Pa. ap28

4 TO 6 PIECE COLORED BAND, SINGS plays Rock & Roll and Jazz. Jump Jackson, 5727 La Salle, Chicago, Ill. Normal 7-4151.

7 TO 10 PIECE COLLEGE ORCHESTRA looking for summer resort engagement. Commercial, jazz, and rock & roll. Write Dalvin Boone, 4508 48th St., Lubbock, Tex.

Circuses and Carnivals

AT LIBERTY-BANDLEADER FOR CIRCUS. Anything considered; due to show not going out A. Lee Hinckley, Box 818 Apopka. Florida.

AT LIBERTY-SHOW PAINTER; LETTERS, Scrolls, Decorator: some pictures. Trucks and Rides a specialty. A. Lee Hinckley. Box 818, Apopka, Fla.

AVAILABLE FOR SEASON AS ANNEX AT-traction or Girl Show exotic. Write, wire: Penny C. Law, Box 577, Panama City, Fla.

PUNCH & JUDY & MAGIC FOR SIDE how. Sober, capable. Ben Bernard, 2897 W. 8th St., Brooklyn 24, N. Y.

WORK WANTED BY CARPENTER. EXPErience, circus, carnival, motel, winter quarter building. Must be year around. If you can't pay, don't answer; that is the reason for this ad. Can give references. Box C-321, e/o The Billboard, Cincinnati 22,

Miscellaneous

ACTOR, WRITER, EXECUTIVE, GOOD voice, appearance, educated, adaptable. Chicago area. Peterson, 3542 Carroll. Chicago, Ill.

DIGGER MacTAVISH, AUSTRALIAN ROdeo Clown, wants good deal for 1958. It's new. Have truck and trailer, little mule, props, gags, etc. Coast to coast. Rodeo Clown Productions, 12360 Fineview, El Monte, Calif.

ERLO THE CLOWN AVAILABLE FOR ALL types Outdoor Events, Promotions, Grand Openings, Fairs. Beautiful wardrobe. Prefer this area but will travel for good deal. For further info contact: Erlo, 5643 W Dakin St. Chicago 34, Ill.

Horses, or a Clown wants a job as Banuer Carrier Telephone 3924, after 3 p.m. Conneautville, Pa. HYPNOTIST - FOR STAGE, PRIVATE

GROOMER WANTS JOB WITH RUNNING

parties and lecture demonstrations For information write Neige F Diehl Route 3. Staunton Va

PALMIST DESIRES WORK — VERY catchy, enchanting, exotic, gypsy-like. Work gir' show; also do half and half. Free to travel Rose Davis, Avella, Pa. Phone

PROFESSOR WRIGHT AND HIS 5-PERSON Variety Stage Show of Magical Illusions. Dance and Vaudeville Write Professor Wright, Casey, Ill.

PSYCHOLOGIST, DEMONSTRATOR AND Lecturer on the power of hypnosis over coming anxieties, habits and limitations. Donald Davis, Ps.D., 1228 33d St., Zion, III.

RECORDING STARS INTERESTED IN RECord Hop appearances in Buffalo area for expenses. Send available dates, recordings and info. N. Barrancotto, Box 383, Lockport, New York.

SADDLEMAKER, LEATHER WORKER wants summer spot. Have complete shop equipment. Any place U. S. D. W. Smith, 1015½ No Ardmore, Los Angeles, Calif.

VARIETY - LEGITIMATE COMBO CABAret Theater. Comedy, Musical, Dramatic Acts. Colored singers, dancers, exotics, top comedians. 21/2-hour review or single units. Universal Actors, 4534 Woodlawn, Chicago,

TOUNG, MARRIED, FAMILY MAN thoroughly familiar with popular music, especially jazz; also Vocalists, Orchestras, Sidemen, Record Labels looking for start in music or recording field. Very neat and best references. Write Gerald Camnitzer, 1435 West Rosemont, Chicago 26, Ill.

Musicians

ALL-GIRL QUARTET MAY 5TH - ALL types music. Good wardrobe, good dance music, fine entertainment. Leader, 7226 Stanton, Lincoln, Nebr.

AT LIBERTY - ALTO AND TENOR SAX doubling Clarinet. Good reader; transpose at sight on all; fine tone; fake anything. Paul Donnelly, Box 284, Albert Lea, Minn.

AT LIBERTY - HAMMOND ORGANIST. Sweet style music, Hotels & Lounges. Prefer Solo, go anywhere, prefer agent. Alice Carney, McAllister Hotel, Miami, Fla. my 12

AT LIBERTY-TRUMPET MAN. CUT OR no noitice; read or fake, age 27; available June 4, will travel. Write Musician, 1802 West Main St., Dothan, Ala.

AVAILABLE JUNE 1 - 4-PIECE COMBO Trumpet, Piano, Sax, Drums, Guitar, Out standing group for resort or night club location. Union; honest and dependable; olay all styles; swing, rock and roll, jazz, blues. Cut shows, dinner music. Will consider all offers. Currently working Midwest. Write: Combo, 217 Masonic Temple, Zanesmy 12 ville, Ohio,

DISABLED VETERAN EVANGELIST REligious Musician and Singers. Guitarist, Mandolin and Accordion. Would like re-cording company to put records on market. Also someone to sponsor us on TV or radio while we travel 48 states in ministry work. Write to Everett Sasnett, P. O. Box 34, Englewood, Colo.

GUITARIST, BASSIST, VOCALS. MALE, 35, white. Read, fake, flashy solos. Seminame experience. Society, commercial, jazz. Consider all offers. Mr. Cleo Scroggins, c. o Gen. Delivery, Wadena, Minn.

ORGANIST, JUNE 1-LABOR DAY. PRE-fer resort east of Mississioni, Have instru-ment. Married, sober, reliable, union. Write: Box C-326, c/o Billboard, Cincinnati 22, O.

PIANIST - LIGHT CLASSICS, COMMERcial, read, fake, show experience, solo combo. Top references. Member 802-47 Double Accordion. Desires summer location. David Chody, Chimes Hotel, Kansas City Missouri.

STRING BASS DESIRES LOCATION IN organized Combo or Band. Play two and four beat concert, Latin, Dixie, shows, double vocals. Excellent references, car. All replies considered. Write, wire or call Gene Allen, 520 Pine, Waterloo, Iowa. Phone: Ad 4-8383. my5

TENOR, BARITONE, ALTO SAX; CLARInet, Bass Clarinet, Flute; available immediately, name experience: read, transpose, lead Tenor, etc. Single: location or will travel. Alex Horky Jr., 3495 West 98th St., Apt. 5, Cleveland 2. O. Phone: OLympic

TENOR, CLARINET, FLUTE, READ ALL styles, jazz, name experience. Will consider anything; money important. Don Stewart, 811 North College, Bloomington,

TRUMPET - NAME EXPERIENCE: LEAD, Jazz, Modern or Dixie, Ballad. Combo or big; Latin and Montunas; authentic. Play any book satisfactorily or no notice required; age 36. Danny Little, Locals 802-10, 1456 Pleasant Ave., Wellsburg, W. Va. Phone: REpublic 4-4851.

TRUMPET-WIDE EXPERIENCE: PREFER location. Will consider other work. Cut or no notice. Milton Abramson, Rice Lake, Wis. Phone 391.

Parks and Fairs

AERIAL CLOUD SWING WORKED WITH-out safety devices. Balancing, Revolving Ladder and Baby Chimp Acts. Fully equipped for any engagement. Now playing Arizona. For open time contact: Wm. Rodgers, Box 52, East Orwell, O. mys

AN OUTSTANDING DISPLAY OF TRICK and Dancing Dogs, also Novelty Juggling Act. Baranek's, Box 1496, East St. Louis, Ill.

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

HIGH FIRE DIVE, RESULTS IMPRESSIVE. Smallest diving tank in the world; fire and spears. Mac Productions, 456 Lamphier Pl., Warren, Ohio.

NOTICE - EASTERN AGENTS, PROMOTers, Contractors: Bud Whitney, rodeo and producing clown, and his mule McGinty available after May 15; America's only all around clown. I clown all occasions. A very flashy unit: flashy trans. No time to dicker; consider season deal. 12360 Fineview, El Monte, Calif.

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Indiana. Telephone: Eastbrook 3312.

PR MAN - FAIR AND RECREATION EXperience. Now employed but seeking spot in south or west. Extensive successful PR and writing experience. Can set up own department or work with others. Energetic? You bet! Excellent references prove all claims. College honor grad, 27, married. Welcome complete investigation. Send for resume and photo to: Box C-325, The Billboard, Cincinnati 22, O.

RAYS CIRCUS REVUE - SIX PONIES, Dogs, Monkeys, Bozo Clown with Tini-mite the Mule Magnolia, Ohio, Route No. 1. Phone UNion 62010.

THREE COMEDY ACTS - ONE OR ALL. Juggling-Balancing, Breakaway Bicycle, Ventriloquist Act. Gabby, Post Office Box 74 Fort Wayne, Ind.

TOAD THE CLOWN-DECORATION DAY or week open for parks, stroller, also stage act. 1301 Anneliza St., Pekin, III. Phone 69503.

Vaudeville Artists

FEMALE IMPERSONATOR-NIGHT CLUB bookings. Dancer, character, exotic. Pic-tures on request. Keni Marlo, 716 North Irving Boulevard, Hollywood 38, Calif.

etter list FRIIGI FIDI

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati. New York, Chicago or St. Louis. To be listed in following week's Issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Cook, Charles

Cooke, Filchie Cooper, Miss Billie Cooper, Frank

Cory, Barney (bear pitch)

Lee

Courtland, Leona

Golden, John C.

Goldman, Mrs. Ray Goldis, Melvin Lefty Gray, Carol Gray, Clifford H.

Sales

Davis, John M.

Mullen, Frank 2 license plates, 70e postage due

Ackley. James Adams, John

Adams, Steve Albert, Eimer Albert, Elmer
Allen, Roy (Specs)
Anderson, Bud
(Bud Anderson Cooper, Lushy
Circus)
Corpland Jr., Harry
Corley (Shooting
Codlery)

Anthony Milo Archer, Louis Donald Art Sales Arthur, Bob Asher, Charles

Devis, John M.
Dei Grosso, Daniel
Dean, Al (Stewart
Cookhouse; Rex
Bros.' Circus)
Dearduff, Roy H.
Devine, Alice P.
Duchene, Lewis P. Atkins, Carl Bacon, Tom Baldwin, Andrew R. Banks, Blaine

Barber, L. J.

Barnes, Tomie C.

Bean, Jesse & Mrs.

Beck, Bob

Beck, Bob

Barber, L. J.

Dedrick, Ted

Devine, Alice P.

Duchene, Lewis P.

Ellis, Jeanette

Established Florida Bengor, Nick Benson, H. E. Besaw, John Robert Ferenzi, Jean

Besaw, John Beverage, Hai Black, Woodrow & Fink, Harry Fisher, Bob Fontaine, Joan Bluestein, Morris Fox, Cariene Fox, Cariene Fox, James L. Boring, George
Boude, Mrs. C. T.
Braz, Jerome A.
Brady, or Brody, Pete Gallagher, Joyce

(Hollywood Thrill Gamble, Ray Brady, L. P. Gibson, Cliff (Tex)
(United States Glass, Roy P.
Shows) Glover, William

Brill, Tony Brody, Ermail B. Broeffle, H. J. Brooks, Arthur Broome, Yvonne Bruckner or Brueckner. Charles Green. Ralph Greenlin, Mrs. Jean

Buchanau, Tom Burchett, Claude Burridge, Frank Bustwick, Edward Butler, William Griggs, Mrs. Nancy Groffo, Ruby Grosse, Joseph Gulf Breeze Trailer Calwell, George Campi, John Cane, Dorothy Gutnik, Ken or Linda Canter, Kenneth Carlisle, Russ Carpenter, Walter Carr, Mrs. L. Hackett, Edward Hackhom, Earnest Hanlon, Pat Hardman, Dolores Carter, Dave & Mrs. Hardman, Dolores Cassidy, James Harris, James W. (glass pitch king) Harris, Ray

Carter, Zeno
Cavalerra, Patricia
Church, Chris
Clark, Curiy & Hartman,
Hazelwood, Mrs. H.
Hazen, Bennie
Hemingway, Dora
Henberger, Michael
E.
Grabo Henderson, Grabo Clements, Bob Hill, Mrs. Marie Cohen, Frank (Humpy) Hinderer, Luella my5 Collins, Mrs. Dale

Hinderer, Mrs. Ruth Pannebaker, David
Hollenbeck, Virginia
Hopper, Buck
Houston, Lee
Howard, John L.
Howard, J.
Howard, H.
Howard, J.
Howard, J.
Howard, J.
Howard, J.
Howard, J.
Howa Pearson, Carl Pease, Billy V. Percen, Mable & Bill

Phillips, Goody Phillips, Harry

Phillipson, G. Pierce, Austin (Doc) Pierce, George Hubert

Pike, W. D.
Pinkieton, Earl
Pisarsky, Edward
Poole, Kenneth
Puckett, George
Purdin, De Wife
Reed, James
Reid, Eimer
Reid, Eria & William
Reynolds, Hoyt R.
Reynolds, Larry
(motordrome)
Rhodes, D. E.

Harris

Hunter, Joy (Huntre) Perkins, Alonso Irolli, Vincent F. Jack, William E.
Johnson, D. R.
Johnson, Mike
Jones, Doc
Joslin, Claude
Joyce, Mrs. C. R. King, Catherine R. King, Dottie

King, John & Ethel
Kiser, G. B.
Kofron, Jack G.
Kominer, Marvin L.
Kreuger, Ann or
Bill

La Foliette Sr.,
Charles W.
Lackey, Haskell
Lane, Joe Gilbert
Lavell, Frank K.
Lawrence, F.
Lawrence, John
LeRoy, Buddy
Lewis, Richard A.
Lilly, George W.
Lines, Rev. W. J.
Lott, Walter & Mrs.
Loveless, Kenneth
Wilbur
Lowe, George D.
Mac Evoy, Bill
McGinnis, Cleaburn
& Gladys
McGowan, Frankie
M

McGrath, Thomas F. & Mrs.

McSpadden, John R. McSpadden, John R. McSpadden, Myrtle
Mack, LeRoy E. Malfer Amuse. Co. Mannux, Thomas March, Curly Marshall Sr., Walter G. Martain, Fred Masters, Eddie Maynerd, Sally & Jimmy Meksell, Mike Metcaif Jr., William Smooks, Shirley Snowhall, H. R. Spain, F. E. Star, Hedy Jo Stein, Jack Stevans, William & Stevans, W

Metzger, Bert Meyers, James C. Miles, Davie Miles, Kenneth Miller, F. W. & Jahala

Miller, William
Mitchell, Pat (Big)
Mitchell, Red
Moisson, Charles
Monroe, George or
Bonnie
Thomas, Heavy
Timberiake, Bill Moore, Don & Mrs. Moran, Robt. Lee

Morrow, Lawrence Mulvey, John B. Murphy, Charles Murphy, C. H. Murtha, Philip Myers, James C. Nicholas, Ephrem Nippo, Wm. N. O'Dare, Lynn O'Dare, 15 mi Oddi, Joseph Osborne, Mrs. Anna Osborne, Walker Owens, Theodore L. Palestine, Cynthia (Pallesen?)

Palmatier, G.

2000

Vogt, Robert (Louisiana State Palmer, Joseph Vitale Wash, Wett

(Continued on page 64)

Stavens, H. G. (Lucky)

Stevenson, Miller Stout, Slim Tarey, Peter Terry, Henry Carroll

Thomas, Heavy
Timberiake. Billie
Tobell, Allen
Tolley, Virgil
Tower, Tom
Tracy. Lee
Turner, Albert
Vaidez, Mercedes
Van Buren, Jack X.
Van Crist, Ray B.
Van, Chief
Redfeather

Vernon, Michael L. Vinson, James W. Vivona, Morris & Mrs.

Redfeather

ROLLER RUMBLINGS

GENERAL OUTDOOR

Det. Coffee, Cake Club Lure to Older Segment

DETROIT -- The Coffee and Cake Club is a recognized institu- a basic instructional pattern. The tion that is bringing older skaters, skaters warm up at first, working a wider community interest in skating and increased hours of utilization to the Roller Skating Arena Club here. Running consistently for then skated. Finally they have about two and a half years, it now has a steady following, chiefly of older skaters, who look upon it as over, the group goes to the restauan essential and steady part of their | rant area and is served coffee and recreational program.

The club meets on Friday mornings every week from 10 to 12 o'clock. Admission is \$1 for members and \$1.25 for guests. It is Usually they leave about I or 1:30 designed primarily for the group p.m., tho they may also remain to that the trade tends to call oldsters practice skating during the after--up to age 70, in fact, among the noon. members-but typically the age group starts with mothers of about of older people who have been ad- busy getting the team in shape. 35 years of age. This is thus a vised by their doctors to skate for Headed by National Champion group for mature people interested therapeutic reasons. There is one Carol Roe, the team will also inin skating, rather than the young adults group. Sometimes mothers bring their pre-school children with former ski champion who also two novice dance teams, a relay them to the sessions. Average attendance is around 30.

Some of the skaters were never on rollers before in their lives, while others have been away from 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 championship type skating. Recorded organ music is used for the sessions.

Three professionals, Jim Carroll, the new rink manager; Gail Locke and Bill Pate give the instructions. The men are outnumbered by the 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 attention to each one.

A substantial number of the club members have developed into reg- ring. ular patrons of the arena, coming around evenings to practice and enjoy what they have learned in the Friday morning sessions.

RINK-

The surfacer with traction to preserve new roller skating floors and add life to old floors. Immediate delivery from

CURVECREST, INC.

Muskegon, Michigan (Home office) Write for names of distributors In your area.

SKATING RINK TENTS

42 x 102 53 x 122

IN STOCK AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO. 100 Central Ave.

MAKE REAL MONEY WITH Porto-Bilt TENT COVERED RINKS

Write W. T. SHACKELFORD Box 425, Smyrna, Ga. Phone: HE 5-5978 Phone 8-2183, Marietta, Ga.

ROLLER RINK

One of the largest and finest in Central Michigan. Completely equipped — Ice Cream Bar in connection. Doing excellent business. A money maker — easy

EARL J. FROST(Broker Crystal, Michigan

The typical club session follows on particular steps in dances, etc. They then go thru complete dance routines which are first taught and teaching and practice on figures.

At noon, when the session is cake-provided without charge by the management. This provides the opportunity for a real gabfest, and Mammoth Gardens to the skaters take advantage of it.

woman, aged 65, who comes reg- clude Doris and Richard Chiodini, ularly, often with her husband, a along with two senior dance teams, skates. Another regular member is team and a mixed relay team.

a doctor's wife, and there are a number of businessmen and women. Some are the parents of children who regularly skate at the

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 to exercise, (2) it is a social opportunity, enabling them to meet people; (3) for married women it provides an opportunity to get away from the routine of housework one morning a week, (4) the club makes parents more interested in skating and encourages regular skating by their youngsters, and (5) often the club skaters turn out in the evening to skate with the regular rink patrons.

Field Full Team . . .

DENVER---Mammoth Gardens here will send a full team of contestants to the RSROA North Central meet in Des Moines in June. The skaters include a number Coaches Jack and Irene Boyer are

STILL GOING STRONG:

Imports Don't Faze Providence Ring Makers

Continued from page 60

out hand-made rings for the carnival and resort trade. But in modern times, with mechanization and the establishment of factories, the little family businesses have almost gone by the boards. There is still some little amount of homework, but many of the family workers are now women about five to one as a rule, working in the big shops where good piecework and flat hourly wages enable them to outstrip their former earning power.

Western Germany has made some cheaper jewelry, but not rings, which are beginning to show on the wholesale market. Japan also is 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 for a giveaway item. But the cheapness also shows in its appearance, 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, music notes and other items. It is a \$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 spend for a novelty ring years ago, the dollar ring has carved a comfortable niche in the business.

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 the engagements will be short and pearls are also available in sterling and gold-filled rings retailing from the capacity limited. And, thus, \$1 upward.

The cheapest rings are stamped of brass or are cast of slush, a strong impact on the total number term describing lead. As the price goes upward, so does the quality of the ring, with the top brackets-still cheap in comparison with actual cause of the fair. 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 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 thing.

Cheaper birthstone rings are sold carded and trayed for display the American Sam Snyder, and a purposes, and are bought in tremendous quantities by the syndicates stage show. It is a new 3,000-(chain stores). Higher priced numbers are sold in bulk but there is capacity theater with a regulation ample supply of inexpensive trays of foam rubber or velvet layers on swimming pool and moveable wood or cardboard frames with which to enhance counter displays. stage. The show operates with a

Cost of rings has crept slowly upward as have prices of virtually \$2 top and a 40-cent standing every product since World War II. Old-timers recall wholesaling num- room price. The plan is to change bers mounting French marcasite stones for \$4.50 a dozen in the 1930's. the stage talent every two weeks, This number runs around \$9.50 now. Adjustable rings have also except during the summer, when spiraled to \$7-\$10 a gross. But, recalling a previous reference, the it is planned to switch weekly. This market has become much larger over the years, partly due to increased plan is an open bid for repeat busipower of the public and partly to a much more varied and improved ness from people who live in or

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 dium operate under the banner of besides being eye-catching, served downtown store can claim to be complete without a wide selection Schera S. A., holders of all the to suggest strongly the broad of rings on exhibit.

Letter List

Continued from page 63

White, Cracker White, Oscar White, Rod Wilder, Rod
Wilder, Dan
Williams, Dewey
Williams, Joseph
Williams, Robert
Wilson, Bobby Lee
Wilson, Ted & Mrs.
Wilt, C. K.

Withgrington, Robert Wooldridge, John W. Wriglesworth, Allen York, Claude Younger, Roger & Mrs. York, Claude Zamichowski, John

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway

New York 36, N. Y.

Allen, Ambrose Austin, Lola Barth, Carl Barr, Kimba Blank, H. Blease, Cole Booth, Ray Brandt, Violet Brown, David Cocilias, Juan Cannon, Harry Connelly, John DeFee, Lois Denning, Thomas

Deninson, Gary
Dickson, Jerry
Dillon, Jack
Donavon, Joseph,
Esq. DuPuif, Armand Forrest, Russell Geroasi, Mrs. R. Geroast, Rosita Reverdy

Geiger, Robert Golden, Sam I. Gould, Michael Jacob, 1st Lt. Hanlon, Pat Hayward, Aurora Heath, Harold Hebron, James Hishsoff, Ben

Jackson, Dixle
Kurtz, Maurice
Leithead, Barry T.
Livingston, Edna
Lorraine, Blanche
McCarthy, James
McLean, Jean
McLean, John E.
Malone, Virginia
(Kelle)

(Kelley)
Manteaux, Maria
Main, Don
Martinelli, Peter
Massucci, Richard
Mau, Fiorence
Maverson Sam Mayerson, Sam Minton Jr., Leo Mohema, Clasa, Inc. Mugler, Lucille Pamphilon, Walter

Patnode, Howard G. Proper, Capt. Russell Ryan, Flo Stein, Henry Stern, Estelle G. Stocklon, Lou Stutz, Jim
Thayer, Edwin
Thompson, James H.
Vintaloro, Michel
Weinberg, David
Wilcox, Ramon

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, III.

Burroughs, Jack Campi, John Campi, Sis Carter, J. Crawford, Shaun Dixon, Donald Gooslin, Douglas

McDonald, Evle Reld Madison, Mr. & Mrs. Metzger, Burt Moran, Evelyn Rand, Marvy Rison, Cleo Schrias, Bob

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Averill, Wm. G. Barker, Mrs. Billie Brown, Bernice Brown, Hal Bryant, Oliver H. Burto, Leon H. Butterfield, Louis C. Caldwell, Edward Cavness, John P.
Church, Curtis
Clements, Miss Jean
Conners, Bertha
Cooke, Mrs. Sonya
Cooper, Frank
(Moon) Crowe, W. J. Cuvellier, George Richard

Devreaux, Paul Diaper, Wm. N. Donovan, James Dover, Joseph Faynetti, Miss Inez Ferguson. Reginald Fisher, Hal Foley, Betty Fornier, Frances Gagne, Jack Gladieux, William

Gospodarski, Larry P Gray, Alfred L. Greb. Harry Grutel, Jack Gulliford, L. Hall, Mr. & Mrs.

Hallock, W. A. Harmon, Wm. Roy Harrell, Earl D. Hemmested, Arlene Hemphill, Robert E. Horton, William Hunter, James W. Jackson, Harry H. Jurden, Regina M. Karr, Kitty

Leanard, Robert Lorenz, Alfred Luck, W. J.

McInturff, Shirley

Parcel Post

Canipe, Mrs. Flora, Cuveliler, George 23c Richard, 70¢

McWilliams, E. C. (Mac) Marco, Walter Marion, Burt Hickman Marion, Burt
Mattison, Walter
Meksell, Mike
H. Metzger, Burton
Louis C. Montells, James T.
Moreno, Geraldine
Samuel Morris, Redmond
Muncy, Mrs. Faye
Norbey, Bob
iss Jean Neil, James & V.
Noakes, Mrs. Hank Neil. James & V.
Noakes, Mrs. Hank
Noell, D. C.
Oats, Bill
Osborn, Mrs. Paul
Paddison, Roger B.
Patterson, Mr. &
Mrs. Jack Gaskill
Pearl, Walter J.
Peonia, Red
Prevost, Donald F.
Reed, Harold Reed, Harold Robbins, Paul Romero, Mrs.
Katherine
Romero, Ricky John
Rowe, Mr. & Mrs.
Jack

Ruff, Max R. Sackson, George S. Saveland, Clarence

L. Scheaffer, Bill
Seabolt, James
Shanley, J. H. (Jack)
Siegrist, Helen
Silva, Wm.
Edward
A. Smith, Juanita
Spencer, Donald Jack
Stanton, Mrs.
D. Richard
Arlene Starr, Hedy Jo Starr, Hedy Jo Sternberg, Mr. & Mrs. Erve Taylor, Pat Teter, Mervin Alexander

Thomas, Heavy VanDusen, Chester Kelly, E. H.
LaBreche, Charles A.
LaGrou, Howard
Lauther, Mr. & Mrs.
William Wilson, Harvey T.
William Leagon, Eldon
Leagon, Eldon
Leagon, Eldon
Worthington
Worthington Worthington. Kenneth Wright, F. L.

Brussels Pavilion Spectacular

Continued from page 47

pared to the fair's potential draw of 30,000,000 to 50,000,000.

Even in the fair's more commodious auditorium on national days only relatively small crowds can be played to because of the short duration of such holidays and the limited seating capacity of the building.

Midway Appeal

Some foreign countries, notably Russia, are to present some of their attractions downtown in theaters and auditoriums. But, again again there is little liklihood of any of people drawn to Brussels be-

In the amusement zone, the major show attractions are Cinerama and the Palladium. Cinerama has 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 not be a standout.

Palladium is the name given to the structure which houses a combination water show, produced by within driving distance of Brussels.

Full-Scaled Coaster

midway concessions privileges. expanses in the U.S.

Other shows in the area are a Hawaiian Village and a Cafe Viennese, which offers light opera.

There are two dozen major rides, including 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 Typhoon and was built and is operated here by a German, F. Gross-

By Belgian standards, the midway is large and impressive . . . so large and impressive that it should 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

Continued from page 47

which are damning indictments of war and persecution.

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

Surprisingly, tumbleweed displayed in a box-like case, captured the imagination of visitors to the Both Cinerama and the Palla- U. S. pavilion. The tumble weed

VENDING MACHINES

JACK NELSON TELLS:

How to Parry Spot Owner's Arguments Plan Proposal

NVA to Have 20 Exhibitors

CHICAGO-Two more exhibitors will display their wares at the National Vendors' Association convention, bringing the total to 20, said Jane Mason, convention secretary, last week.

They are M. J. Abelson Company, Pittsburgh, and Ohio Gum Supply Company, Cleveland. Both are manufacturers of charms.

Exhibiting rooms will be open up to four and a half hours the first three days of the convention, and from one o'clock onwards on the fourth and final day. (See Directory, this page.)

Miami Beach, Fla., May 1-4.

PROFILE OF THE WEEK

on location about 15 years ago.

IRVING M. AXELROD

. authorized bulk machines

our chain."

Yield Pay Dirt.

NVA's Keynote Speaker

ence with bulk vending operations in supermarkets on the man-

agerial 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

cern 26 years ago, upon graduation from Rice Institute. A

Irving M. Axelrod has had more than a decade of experi-

Axelrod first became associated with the Weingarten con-

CHICAGO -- Knowing how to | Very often a location owner will answer typical location owner ob- say that he doesn't have enough jections to bulk machines is one of room in his store and that the comthe most important ingredients in a mission offered isn't high enough. sales pitch, said Jack Nelson, Logan Sometimes the owner says he around the store, or will point to another bulk machine on location.

> To parry such objections, Nelson instructs operators to first look over the location as quickly and Nelson also instructs operators to actually needed. find at least three places in the the counter.

Start 'At Ease'

In starting the sales presentation, Nelson recommends something like the following: "I bet five sales-The NVA convention will be men came in today to sell you held at the Deauville Hotel in something, and I'm trying to give (Continued on page 81)

native New Yorker, he was

born in 1908 and there-

after 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,

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 chari-

supermarket averaging \$2.6

In a typical Weingarten

table organizations.

Axelrod is active in more

who is 24 years old.

lke Bucked by New Mail Hike

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 Distributing Company, last week. doesn't want children hanging straight 4-cent rate for the administration's proposal of 5-cents for out of town letters and 4 cents on other letters. Air mail will cost 8 cents.

The proposal, if signed into law, will be easier on postage stamp carefully as possible before start- venders than legislation suggested ing the sales pitch. If the operator earlier. Earlier measures, which spots another machine vending the planned to raise local letters to 4 same type of merchandise that he cents and out of town to 5 cents, plans to vend, he is advised to would have made it necessary for leave the location immediately. customers to buy more stamps than

For example, a customer would store where the vender can be put. have been able to buy 4 cents The third thing the operator should worth of stamps for a nickel for lodetermine, says Nelson, is whether cal letters. If, however, the letter the location salls penny candy over 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 realize a profit.

Now that the rate for all first class letters has been set at 4 cents, the customer can buy enough stamps for a nickel and still contribute to the operator's profit. With 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's National Vendors Association convention down in Miami Beach will be the best ever held. Attendance promises to be much higher than at previous conventions. Jane Mason, convention secretary, says that advance registration as well as daily phone talks with bulk operators around the country are indicative of a large turn-out.

There will be 20 exhibitors Almost all of the exhibitors are products. NVA has made no attempt to solicit exhibitors whom

Paul Price Takes Advantage of National Fads

NEW YORK--Paul A. Price, local charm manufacturer, is gearing his firm's output to television fads. Price feels that items backed by mass national advertising have better chances in bulk vending machines.

Latest Price charm is a Lucky Diamond Horseshoe Ring, with the horseshoe sitting atop the setting. The vacuum-plated ring is available with or without rubies.

Price feels that the current interest in television Westerns will "movement of the lever activates the National Vendors Association the younger set.

Robin Hood, Sputnik, Satellite and simulated basketball basket inside senting the firm. Mambo Morrocas rings, all tied in the machine it rolls out of the with national fads.

NVA CONVENTION

DIRECTORY OF BUSINESS

Sessions and Exhibitors The eighth annual National Vendors Association convention

will be held at the Deauville 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 a.m.-6 p.m. There is no registration fee.

> BUSINESS SESSIONS Thursday, May 1

2:00 p.m.-Board of Directors meeting.

3:00 p.m. to 7:30 p.m.-Exhibits open. 7:30 p.m.-Open House in exhibitors' hospitality 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 a.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

 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. 3:00 p.m. to 7:30 p.m.-Exhibits open.

7:30 p.m.-Open House in exhibitors' hospitality rooms.

Saturday, May 3

9:00 a.m. to 10:00 a.m.-Manufacturer sponsored breakfast. 10:00 a.m. to 10:20 a.m.-"Live With Your Competitor," Leonard Quinn.

10:20 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

11:20 a.m. to 12:00 noon-Report of nominating committee and election and installation of

3:00 p.m. to 7:00 p.m.-Exhibits open. 7:30 p.m.-Leaf Brands, Inc., buffet dinner.

By invitation only. Sunday, May 4 1:00 p.m.-Exhibits open.

EXHIBITORS

burgh

Atlas Manufacturing Company, Cleveland

The Billboard Publishing Company Calex Manufacturing Company, Amityville, N. Y.

Cramer Gum Company, East Boston, Mass.

Island, N. Y. Albert Fischer Company, Newport,

Green Duck Company, Chicago Leaf Brands, Inc., Chicago

M. J. Abelson Company, Pitts- Joseph Lipshutz Insurance. Company, Chicago Oak Manufacturing Company, Cul-

> ver City, Calif. Ohio Gum Supply Company, Cleveland

Penny King Company, Pittsburgh Plastic Processes, Inc., Freeport,

Popcorn, Inc., Denver Samuel Eppy & Company, Long Paul A. Price Company, Inc., New York City

Ringmaster Charms, Brillion, Wis. Vend-Rite Manufacturing Company, Chicago

Karl Guggenheim, Inc., New York Victor Vending Corporation, Chicago

at the confab, altho a couple more may come in at the last minute. IRS Rules \$10 Tax Applies manufacturers of bulk vending To 1c 'Amusement' Venders

features.

In answer to a request for advice flips the ball often enough. from industry, IRS held that a machine "which for a penny alsimulated basketball basket," is a such devices. coin - operated amusement device under section 4462 of the 1954 Internal Revenue Code.

According to IRS, when the operator of such a machine inserts a penny into the device, "a ball of chewing gum drops into view inside of gum into the air.

machine into a cup. If the ball

WASHINGTON - Internal Rev- of gum does not fall thru the basthe association feels would not re- enue Service ruled last week that ket, it rolls back onto the spring. ceive operator response at the a penny-operated vending machine The operator may, without convention, said Milt Raynor. In is subject to the \$10 tax on coin- additional cost, repeat the toss until (Continued on page 70) operated amusement devices if the the ball of gum falls thru the penny machine has amusement basket. Thus, a ball of gum is always dispensed if the purchaser

> The Service held that since the machine in question "has incorporways dispenses a ball of chewing ated therein the amusement gum, but which effects delivery feature" described, the machine is thereof only after the operator a coin-operated amusement device manipulates the ball of gum thru a and is taxable at the \$10 rate on

NVA Fete to Have **New Oak Venders**

CULVER CITY, Calif.--The the machine and rolls onto a spring new L'il Leaguer and bulk vender, fastened to a lever located on the products of Oak Manufacturing outside of the machine." Then, Company here, will be shown at help make the ring popular with the spring which tosses the ball convention in Miami Beach, May 1-4, with Sid H. Bloom, Oak's sec-Previously, Price has produced . If the ball of gum falls thru the retary, and his wife, Ethel, repre-

> Bloom will be on hand to greet (Continued on page 68)

> > Copyrighted malerial

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."

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

lations 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

So convinced is Axelrod of the effectiveness of these instal-

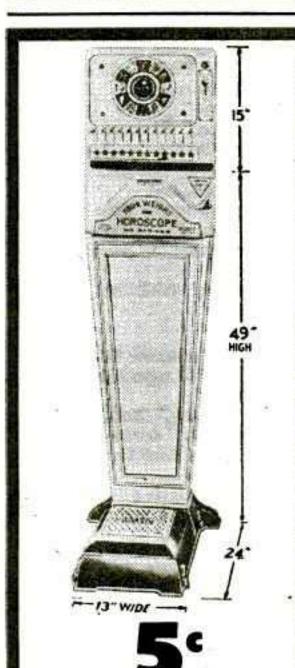
CIGARETTE MACHINES FOR SALE

VENDING MACHINES

EASTERN ELECTRIC, 8 col. \$35.00 25¢ operation only..... EASTERN ELECTRIC, 8 col. \$50.00 all coin operation...... DU GRENIER, 9 col...... \$60.00 ROWE, 6 and 8 col......\$20.00 CORSAIRS...... \$225.00 NATIONAL, 13 col. \$225.00

STRATFORD VENDING CO. 504 Clinton Ave., Newark 8, N. J. Bigelow 3-5665

F.O.B. Newark, N. J.



HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00 DOWN

BALANCE \$10.00 PER MONTH

4650 W. Fulton St., Chicago 44, Ill.

Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

DARK BLUE

BRIGHT RED

MEADOW GREEN

YELLOW

ORANGE

GREEN

News in Brief

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 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 real possibility. Brinkmann told group that vending machines are ideal 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 machines 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 prevent such an occurrence, including



and brilliantly vacuum plated! Just in time to cash in on the profitable "Western" fad that's sweeping the country. Get your machines in line and make money with the Lucky Diamond

SEE THIS LUCKY DIAMOND HORSESHOE RING AND MANY, MANY OTHER NEW ITEMS ON DISPLAY IN OUR BOOTH AT THE N.V.A. SHOW:

Labels available at your distributor or:



SPRAYON INSTANT

LETS OPERATORS REPAINT VENDING MACHINES, AMUSEMENT GAMES, STANDS, ETC., RIGHT ON THE SPOT.

No brush, fuse or muss-just shake and spray. Freon propelled

serosol bomb principle.

Available in a full range of quick-drying lacquers and enamels.

12 |

1 16

1.20

1.40

1.40

16 1.40 12.89

1 12 | 1.20 | 11.45

Place your order today and cut repainting costs immediately. Order

by the case for even greater savings.					-		100	
ENA	MEL	.5	200	LACG	UE	RS	10	
Color	Can Size	Single Can	Only Per Dz.	Color	Can	Single Can	Cases Only Per Dz.	
CHROME ALUMINUM	1 16	\$1.40	\$12.89	DULL ALUMINUM	12	\$1,20	1 \$11.45	
BRITE GOLD	1 16	1.40	12.89	FLAT BLACK	1 16 1	1.40	1 12.89	0
COPPER PLATE	1 16 1	1.40	12.89	GLOSS BLACK	1 16	1.40	1 12.89	,
MEDIUM GRAY	1 16	1.40	12.89	GLOSS WHITE	1 16 1	1.40	1 12.89	,
PINK	1 12	1.20	111.45	GRAY PRIMER	1 16 1	1.40	12.89	,
BABY BLUE	1 12 1	1.20	11.45	TAN	1 12	1.20	1 - 11.45	
EA GREEN	1 12	1.20	1 11.45	NAVY BLUE	1 12 1	1.20	1 11.45	Ô
CHARTREUSE	1 12	1.20	11.45	FIRE RED	1 12	1.20	1 11.45	
VORY	1 12 1	1.20	11.45	FOREST GREEN	1 12	1.20	1 11.45	
DRCHID	1 12 1	1.20	11.45	GREEN METALLIC	1 12	1.40	12.89	51
MAROON	1 12 1	1.20	11.45	GREY METALLIC	1 12	1.40	12.89	

11.45

12.89

12.89

KING & COMPANY 12 1.20 11.45 2700 W. LAKE ST., CHICAGO 12, ILL.

BLUE METALLIC | 12 | 1.40 | 12.89

the establishment of our testing program. . . . There appears to be little danger that food vending machines are potential sources of disease." Vending machines that heat or cool foods are of particular interest to the testing team, since spoilage problem is relatively more acute.

Tie-In of Vending With Safety at Conference . . .

Array of vending machines at Western Pennsylvania Safety Engineering Conference was meant to point up connection of vending with safety. In opinion of H. F. Bailey, local distributor, coffee is a very important aid to safety in keeping workers in plants awake and alert. In words of Safety Council, "If you have to take one for the road, make it coffee." Altho numerous coffee machines were on display at conference, hot chocolate, milk and other beverage machines were also present. Hot food vending machines and do-it-yourself sandwich machine (allowing individual selection) were also represented.

Net Earnings of ARC Fell 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 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 affiliates involved unusually heavy non-recurring charges. O'Reilly's estimate for 1958's gross operating revenues exceeds \$70 million. Contract entitling ABC to operate in entire Loew's Theater chain and Los Angeles Coliseum have been signed, 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 Vending Machines, Inc., Providence, R. I., is Floyd P. Marsden, formerly field engineer for Eastern Electric, Inc., New Bedford, Mass.

N. Y. Charm Mfrs. Plan NVA Party

NEW YORK -- The four New York charm manufacturers, Bob Guggenheim, Bill Falk, Paul Price and Sam Eppy, are holding a pleasure before business" evening at the Deauville Hotel, Miami Beach, Fla., Wednesday (4).

Operators at the National Vendors' Association and their families will be guests of the manufacturers for the evening. The floor show will include big-name talent.

New Oak Vender

• Continued from page 65

Oak's distributors and customers 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.

WINNER BALL OPERATORS! SMALL RABBIT SIZE Asstd. Colors with Key Chain.

Other good prize items available, Buy from your Distributor. See us at N.V.A. Convention. M. J. ABELSON 2033 Fifth Ave. Pittsburgh 19, Pa. ATlantic 1-6478

Appointment of E. L. Barber 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 vicepresident of Marathon Corporation before 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's plant.

Peanut Stocks Lower

Supply of peanuts in off-farm positions at the end of February totaled 879 million pounds of equivalent farmers' stock, according to Agriculture Department. Stock is 8 per cent below that held a month earlier, and 12 per cent below holdings a year ago.



Prices Bubble Ball Gum, 140-170 & 150 Lb. Lots F.O.B. Factory

AMERICAN CHEWING PRODUCTS EXPERIENCE

4th & Mt. Pleasant . Newark 4, N. J.

THE KEY TO BIG PROFIT IS

PENNY VENDING

with Tothwestern



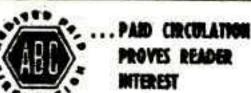
Get the sensational Northwestern 2 Penny Vender, the key that will unlock those big profits for you.

Don't wait, don't lose those sales. Be in on the ground floor. Order today, put a few of these machines on location, the profit is the proof.

See your Northwestern Distributor or wire, write or phone for complete details.

THE NORTHWESTERN CORPORATION

2484 E. Armstrong St., Morris, Illinois



WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY TRUS BUSINESS PAPER.

FOR SALE ACORNS

900, like new, to close estate. 1c-5c-\$8.75 ea.

F.O.B. Los Angeles. All or Part. Box A-207, c/o The Billboard 1520 N. Gower, Hollywood 28, Calif.

ROLLER SKATES

Wheels snap on and off

Plastic \$ 9.50 per M Plated 12.50 per M

Also other items

PLATED PRICES

PLASTIC PRICES

\$10.00 per M. Skull & Top Hat ... \$12.50 9.00 per M. Fish in Skillet 12.00 9.50 per M. Ice Skates ... Not Plated 8.50 per M. Helicopters 12.00 8.50 per M. Clown Rings ... Not Plated 12.50 per M. Dump Trucks 15.00 7.75 per M. Train 1/2 Engines 4.50 per M. Space Gun 4.50 per M. Train Engine Banjo 6.75 P-Shooters Not Plated 4.00 per M. P-Shooters Not Plated 5.00 per M. Lock 7.50 5.00 per M. Printing Set Alphabet 7.50 5.00 per M. Clothes Brush . Not Plated 4.00 per M. Coat Hanger ... 6.00 4.75 per M. Cowboy and Indian ... 6.75 11.50 per M. Watch With Moving Hands . Not Plated

Distributors . . . Write for Prices

ALBERT FISCHER AND CO.

2320 Joyce Avenue, Newport, Ky.

MANDELL GUARANTEED USED MACHINES

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack .. Pistachio Nuts, Jumbo Queen
Pistachio Nuts, Large Tulip
Pistachio Nuts, Vendor's Mix Peanuts, Jumbo Spanish
Mixed Nuts
Tabby-Lets, 520 ct.
Rainbew Peanuts
Boston Baked Beans
Jelly Beans Jelly Beans Licorice Gems Leaflets, 450 ct.

Rain-Blo Gum, 60 ct. Rain Blo Ball Gum, 140 ct., 170 ct., Rain Blo Ball Gum, 100 ct.

200 lb. minimum, prepaid on all

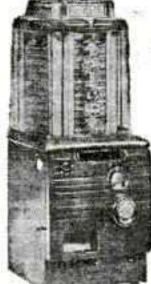
Rain Blo Ball Gum. Adams Gum, all flavors, 100 ct. ...

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

THERE ARE BIG PROFITS IN

GET YOUR SHARE WITH



PACKAGE **GUM VENDOR**

This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns ends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

MEMBER MACHINE DISTRIBUTORS, Inc.

SALES AND SERVICE CO

MOE MANDELL 440 W John St. New York 18 N. Y.

10ngacre 4 6467

PROGRESS FROM WITHIN

NVA Effort in Past Yr. Directed At Solution of Assn. Problems

ear since its last convention.

ndured thru the months.

le installation, and vending at face of a spiraling inflation. evels higher than a cent.

more complex vending operations, ship for a vote.

ention planning was reorganized vention, the NVA Convention and taxation policies are two of ulk vending industry. Main will be talks on the optimum meth- tary. He is often helpless when a peeches will center on chain and ods and procedures best adopted taxation body asserts that bulk mapermarket operation, the multi- in order to turn in a profit in the chines are extremely lucrative and

Traditional problems will, of constitute a real threat to bulk

CHICAGO—Internal reorgani- course, be worked over as they are vending. The problem will be ation has characterized the Na- in any convention, but the keynote thoroly worked over in open disonal Vendors' Association in the this year is a look to the future. cussion. Insurance that NVA offers The Miami Beach convention in- its members has always been a Caustic criticism of its 1957 tends to arm operators with specific basic benefit that has drawn and chicago convention and internal information that can be used as held membership. The Board of trife at the manufacturer-distrib- a guide in making what may well Directors will hammer out a broadtor level initially sparked an in- be a gradual transition of bulk er insurance policy at the convenuiry into NVA policies that has vending to bigger markets and tion and present it to the member-

From the very beginning, con- Desirous of a well-rounded con- Government sanitation standards order to give this year's eighth Committee has also included the most basic reasons for NVA's nnual convention in Miami Beach speeches and discussion of bulk existence. An individual operator central purpose. That purpose is vending as it exists today. The is relatively helpless when a govgive operators practical informa- penny vender is still king in the ernmental body charges that bulk on on new developments in the bulk industry. Accordingly, there machines are in principle unsanishould carry a high tax. The pro-The winner ball may or may not testing voice of a lone operator

(Continued on page 71)

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' Association, keeping in mind at all times the organization's over-all relationship and duty to the industry it represents.

Ours is a comparatively small industry. Within it, we have approximately 20 manufacturers and 30 distributors, while no one

seems to know exactly how many operators there are. The interests of all are 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 situation, or a distributor's problem, or a manufacturer's issue. There was too much overlapping, too much interlocking and too much intertwining of mutual interests.

All Are Involved

The attack of a Board of Health against operators in Louisiana cannot be isolated or localized. On the contrary, if not overcome and solved, it directly affects manufacturers, distributors and operators thruout the country. The hazards resulting from a tax drive by a District Director of Internal (Continued on page 72)

Moe Mandell, Northwestern Sales & Service, New York City, RAYNOR

5 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 nerchandise in the capsules, and n so doing have lost a market hat was once promising.

Not a single one of the seven listributors 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 Dis-

tributing 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.

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)

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 Gum Corporation is primarily a mail order operation of approximately and as far South as Florida.

The mechanics of the business are essentially simple. Bulk merchandise 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 gross profit in vending the mer- stores, giving a complete break-

chandise at the standard penny and | down on the profit picture. In nickel levels, said Joseph Rades, acting in an advisory capacity to his son and daughter, who recently acquired the business.

Triple Stands

extending as far West as Texas per case, and sells for \$12 per may be used. case. The capsules come in 500count boxes at \$16 per box. All Altho there is no positive way of merchandise is sold freight pre- knowing whether a location vends paid. Terms are 30 days net.

ing lists obtained from various check based upon average emptychain drug, dime, variety, depart- ing intervals of its venders on a keeps all cash. The location real- ment and grocery stores. A form 200-machine route that the firm izes approximately a 40 per cent letter is sent to the individual itself services in the Marshall Drug

addition, the form letter stipulates that all machines and safety-type floor stands are provided at no cost to the customer.

The letter also states that the The standard Ridge Gum in- machines may be put on a twostallation is a triple stand vending week trial, at the end of which 80-cent gum, 210-count ball gum time the equipment may be reand charms, and 5-cent capsules. turned, freight collect, if the cus-The ball gum and charm ma- tomer is not satisfied. Altho triple chine holds from \$16 to \$19 worth units are encouraged, the location of vended merchandise, which is has its choice of single, double or sold to the location at \$9, said triple installations. Machines are, 3,100 bulk venders, 70 per cent of Rades. The 80-count gum is packed of course, furnished on condition which are located in six chains, in 25-pound cases, 2,000 pieces that only Ridge Gum merchandise

Internal Check

only Ridge merchandise, Rades Locations are solicited thru mail- claims that the firm has an internal (Continued on page 70)

Copyrighted m

A MAIL ORDER BULK ROUTE COMPRISED OF 3,100 MACHINES is headquartered in building pictured above. Located in Cleveland, the business has recently been turned over to Robert and Doreen Ann Rades, children of Joseph Rades, who acts in advisory capacity.

Bulk Operator Check List

1. In calculating net profit, do you make a dollar estimate of your own time? Yes
No 2. Do you usually clean machines away from the location?

Yes 🗆 No 🖂 3. Do you leave post cards and/or your phone number at locations so that you may be contacted immediately in the event that

machines unexpectedly break down? Yes
No 4. Do you maintain several test locations at which you try out new merchandise? Yes □ No □

5. Do you wear some kind of standardized, clean clothing when on the route? Yes
No 6. Have you made an attempt to investigate supermarket and

multiple installation vending? Yes □ No □ 7. Do you carry rolls of coins that you can supply locations with when requested? Yes
No

8. Do you keep in contact with other bulk vending operators in

your area? Yes □ No □

9. Are you aware of the services that National Vendors' Association offers? Yes
No

10. Do you keep your machines thoroly clean inside and out? Yes □ No □

11. Do you use promotional material on your machines? Yes □ No □

(Continued on page 71)

The Multiple Installation

THE BILLBOARD

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 employing 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 can't be bothered with one-machine stops. On the other hand, in a compact route there just aren't enough big high-traffic 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 installation of 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 33½ per cent. In stores having 18 machines or more he finds it necessary to service them every 10 days, altho generally he services a stop once 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 half years ago, when he decided that the supermarket and big discount store was the most profitable long-range objective in bulk vending. He claims that this type of vending has proved so profitable for both him and the location that he can now persuade many planned stores to make room for a 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 standard 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 take 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 gum units in the hot months. King reports that he first began using multiple installations around five years ago, when they first became available from manufacturers.

The Folz Program

Folz Vending Company, Long Island, N. Y., is an extremely large bulk vending firm of more than 10,000 bulk machines. For the past 10 months the company has restricted new locations to those which could support a minimum of four machines, according to Harold Folz who with his brother, Roger, heads the firm. He reports that a combination of prevailing high commissions, increasing cost of vehicle maintenance, and labor costs made this new program necessary.

In the case of Folz, chain stores—sometimes involving a deal that opens up 100 new locations—are almost exclusively sought out. The company reports that over the past 10 months alone this policy of installing multiple installations in chain stores has added the revenue equivalent of the previous three years to the operation.

A typical battery will have two mixed ball gum-charm machines, a jumbo ball gum unit, a 5-cent capsule vender, and a nut and confection machine. As a rule of thumb, the ball gum-charm machine, accounting for a sixth of the machines on location, will bring in a third of the revenue.

Monthly Gross \$3

Folz estimates that a fair machine will gross around \$3 a month, while a four-machine battery will often take in \$8 a month, with the per-machine average down by a third. The big savings are made in labor costs. They are only slightly higher on four machines than on one, according to Folz.

Gross sales will slip slightly on a ball gum-charm machine when 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 costs 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 installations. Five unique Bitterman batteries 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 13unit 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 more 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

earners, says Bitterman. Tab gum moves the slowest in these 13-unit 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 combination 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 Bitterman. He estimates that a single unit alone requires five minutes to service, which means a saving of 25 minutes by comparison. Bitterman 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 they 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 a 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 a week. A point in favor of multiple installations is that Arguelles can generally contract to give a 20 per cent commission. With the total receipts from commissions much higher on a multiple unit as against a single machine, the location is apt to settle for the 20 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 location and simultaneously a method 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 reputable and not border-line merchandisers that happen to be tolerated by the location. Carl Hill, Detroit, is an inde-

pendent operator who sets up three and four machine installations in a wide variety of locations—soda bars, grocery stores, confectionaries, bowling alleys, variety 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)



SPECIAL BATTERY: This type of 13-machine multiple installation is used in five supermarkets by Alan Bitterman, son of the Kansas City, Mo., distributor. The installation must gross \$5 per month to be profitable.

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 page 68

his route. It is spread out to the extent that Hill would waste an unusual amount of time making special trips to locations in which machines suddenly break down. Bather than lose all sales for an indeterminate period of time, the second machine is employed as a way of keeping per location revenue 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 unit revenue. Says Hill succinctly, doubling the number of machines means "you double up on your mileage."

Small Batteries

Hill is an example of the operator who is specializing in small-battery multiple installations as a main source of greater profits. However, he does operate an eight-unit installation at the Mount-Clemens skating arena outside of Detroit. The machines are lined up in a row on top of a glass case displaying skating apparel. The display case is conveniently located near the entrance 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—7-8 ball gum, combination ball gum-card, capsules, Chicle Treat, rings, and a ball gum-basketball unit. An interesting comparison with Bitterman's experience is Hill's report that the ball gum-basketball vender grosses the most sales. Ball gum and charms take second place in Hill's 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 the 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.

A distributor who utilizes a multiple installation as a source of steady information that can be passed on to operators is A. W. Wilson, 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 continuously 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 picture.) Wilson continuously 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 immediately passed on to operators.



Continued from page 67

sule machine are too high. On the whole, concludes Mandell, operators have not been able to continue making a profit high enough to encourage others to enter capsule vending.

In Close Agreement

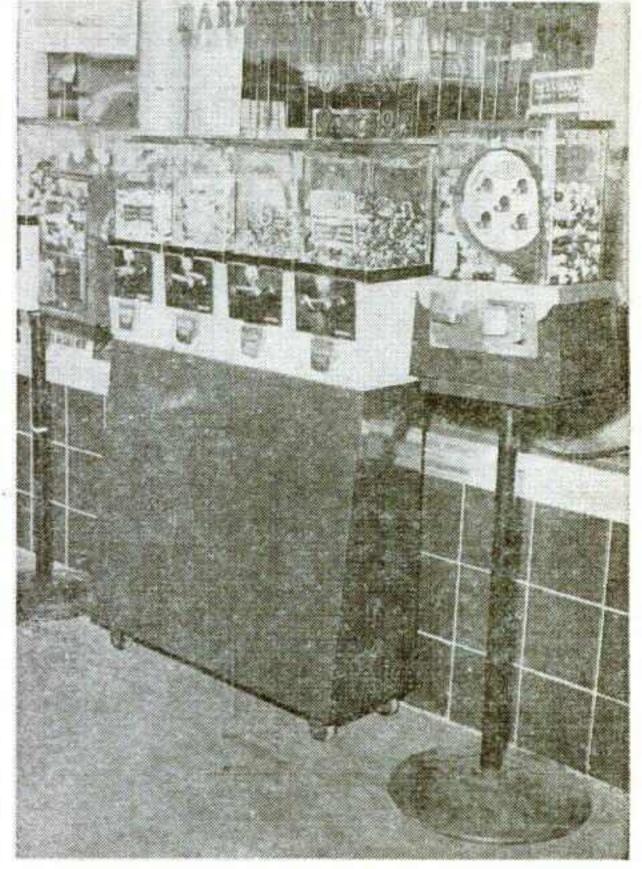
Paul Crisman, King & Company, Chicago, is in close agreement with Mandell. He says one of the major reasons the nickel capsule has not been successful in his area is that children soon found out that they could get the same charm for a penny. He estimates the capsule has fallen off 75 per cent in his area.

Crisman also cites the time spent loading the capsule as a cost that cuts deeply into profits. He agrees with Mandell that there simply isn't enough profit in nickel capsule vending. Dime capsule vending is the answer, says Crisman, but it hasn't gone over.

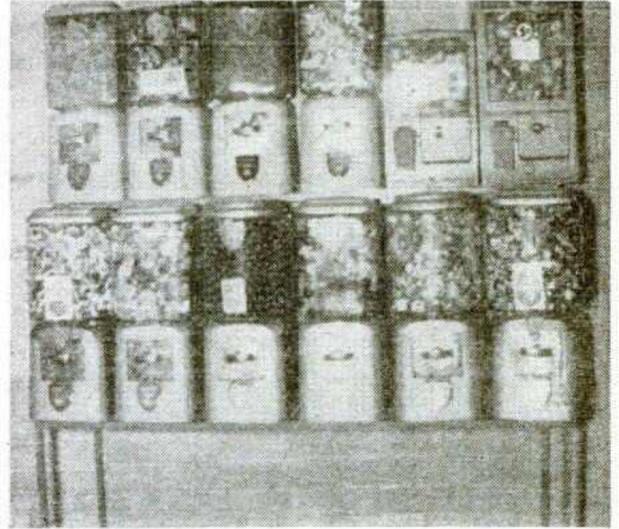
Bert Fraga, Standard Specialty Company, Oakland, Calif., is one of the two distributors reporting the nickel capsule going very well in his area. He says further that some operators have switched to dime capsule vending and find it increasing their dollar volume.

Jack Nelson. Logan Distributing Company, Chicago, is the second distributor who feels that, if anything, use of the nickel capsule is increasing in his area. He agrees that operators on the whole are apathetic and tend to use inferior merchandise in their machiens, but reports that he has been working very closely with operators and is beginning to get results.

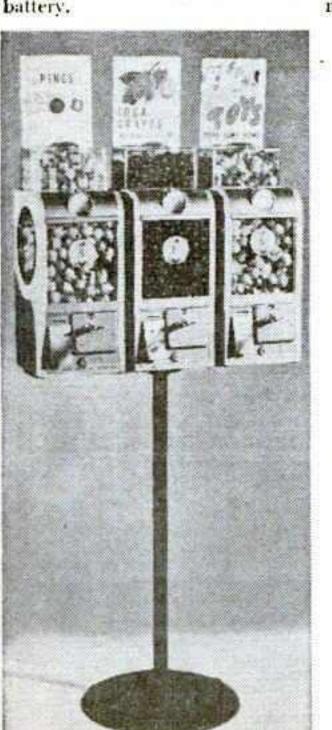
Nelson claims that the capsule machine must almost always be located in a location where there is high traffic. Seldom, he says, will there be much play on a capsule machine in a corner store, except perhaps at the very beginning. He feels that operators must also find some way to effectively display the contents of the capsules if they expect to be successful. As a distributor, he says he encourages operators to make use of display panels, posters and other gimmicks which he claims help sales.



TESTING STATION: A. W. Wilson, Phoenix, Ariz., distributor, utilizes this installation to gather information that is passed on to operators. New merchants, machines and ideas are continuously tested at the site.



SPECIALIZED OPERATION: Batteries of machines similar to this are exclusively used by David Yurmark, Clifton, N. J. With a route spread over a large area, he specializes in high-traffic supermarkets and discount







LEFT: Leo King, Lombard, III., simply attaches tab-gum venders to standard revolving units.

FAR LEFT: Three-machine unit is used by White Vending Company, Chicago, in Walgreen chain.



FLANKING STORE ENTRANCE: Two four-machine conscles are employed by Joe Arguelles, Seal Beach, Calif., to insure maximum gross. Note that location uses console stands for advertising. Merchandise is rotated each time battery is serviced.

JOBBERS WANTED

sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS, 3 SIZES. None finer



candy, cookies, pens, stamps, parfumes. OUR 26th YEAR

SHIPMAN MFG. CO. LOS ANGELES 23, CALIF. *********************

While "Conventioning" acquaint yourself with the NEW LIFE & HOSPITALIZATION

FOR N.V.A. MEMBERS Visit Sylvan Lipshutz in our Exhibit Room,

GROUP PLAN

Pick up your free gift!

JOSEPH LIPSHUTZ (O

N.V.A. Insurance Representatives

39 S. La Salle Street Chicago 3, Illinois Phone: Financial 6-3020

3,100-Unit Bulk Operation

Continued from page 67

NVA CONVENTION SECTION

length of time from one of the cent profit. mail-order locations, a form letter is 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 merchan-

The customer gets complete parts service free of charge. To eliminate the possibility of further damage to his machines by inexperienced servicing, the location is instructed to return the unit for a new one, freight prepaid both ways. From time to time the units are refinished the standard Ridge blue free of charge.

Centralized Chains Ridge Cum prefers to deal with

highly centralized chains that maintain 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

chain in Cleveland. If a re-order estimates that such an arrangement is not received within a reasonable assures the buyer an extra 8 per

Downtown Store

Rades has not found the hightraffic downtown store his most 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, while deliveries in and near Cleveland are made by company car. All aspects of the business are handled 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 Gum, Robert had previously devoted his time to training on a 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 way that Ridge Gum's are in different parts of the country. However, since the mixture of charms ed to Stanley Marquis, Oakland, with ball gum is prohibited in Calif., on the loss of his father. Cleveland, machines on location in the city substitute marbles for charms in these machines.

BISON PADLOCKS With Keys!

Time-tested favorite with operators. Stickers available. Buy from your distributor. See us at N.V.A. Convention.

M. J. ABELSON 2033 Fifth Ave. Pittsburgh 19, Pa. ATlantic 1-6478

Bulk Banter

Continued from page 65

the past there have been more than 20 exhibitors, but this was only because a number of amusement games manufacturers showed their wares. Operator response was so poor, said Raynor, that ever since NVA has taken pains to explain to a prospective exhibitor the type of operator response he can

Russ Thomas, Memphis distrib, made a trip thru the Mid-South territory last week calling on operators. He reported that the pleasant spring weather made the trip most enjoyable after the dreary winter. . . . Max Hurvich, Birmingham, Ala., distrib, visited Meyer 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 firm's European distributor, Confiserie 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 will visit Germany, France, Switzerland and other sections of Europe, returning to California around May 15. . . . Condolence is extend-

J. SCHOENBACH

Distributor For oak Manufacturing Co., Inc. 715 LINCOLN PLACE, BROOKLYN 16, N. Y PResident 2-2900 PHONE or WRITE FOR PRICES

MARBLES

AGATE-GLASS ASSORTED COLORS

Barrel of 50,000, size 9/16 .\$45.00 Barrel of 40,000, size 5/8 .. 35.00 Keg of 21,000, size 9/16 ... 21.00 Keg of 17,000, size 5/8 ... 19.00

Shipment made at once F.O.B. factory. Freight or truck.

STAMP FOLDERS

(PLAIN WHITE FOLDERS) EXPRESS COLLECT.

1¢ & 5¢ Combination COIN COUNTER One-Pieco Heavy Cast Aluminum

FULL CASH WITH ORDERS.

ROYATORR Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

GIVE TO DAMON RUNYON CANCER FUND

CIGARETTE MACHINE OPERATORS

Liquidating stock-brand new! Have only the following machines left. All manual with national rejector-slug proof, mirror, capacity 288 packages, either king size or regular.

50 Green & Crey 12 Column—30¢
1 Green & Crey 10 Column—Comb. 25¢ & 30¢
12 Black & White 7 Column—Comb. 25¢ & 30¢
12 Candy Machines (Penny Machines—Baseball Score Came)

All carry new machine warranty. Make us an offer-FOB Minneapolis, Write

SHERIDAN ENTERPRISES, 711 West Lake Street, 509 Calhoun Building Minneapolis 8, Minnesota.

... a sure bit!

introducing: Oak's

LI'L LEAGUER



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 customer. 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:

See our display at the National Association of **Bulk Vendors** Convention May 1 thru May 4 Deauville Hotel ami Beach, Florida

West Coast Factory Sales OPERATORS VENDING MACHINE SUPPLY 1023 South Grand Avenue Los Angeles, California

East and Midwest Factory Sales M. J. ABELSON Phone AT 16478 2033 Fifth Avenue Pittsburgh, Pa.

OAK MANUFACTURING CO. INC., 11411 Knightsbridge Ave., Culver City, Calif.

"PREMIERE"

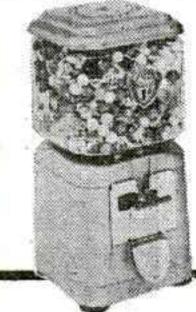
Ball Gum and Picture Card Vendor

Both for 1c. Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum. Same fool-proof coin mechanism proved best on the famous



Tab Cum Selector

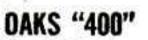
Vends all popular tab gum. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate. Conversion Head fits your present standard Acorn Vendor!



"ACORN"

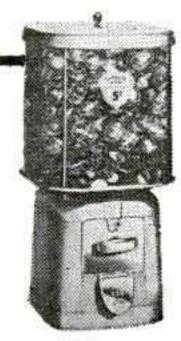
All Purpose Vendor

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise, including beads. Guaranteed mechanically perfect — the one machine with virtually no depreciation. Today's Acorn looks the same as the original.



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 25c.



ZORRO® RINGS

ARE HOT!

See Guggenheim at the NVA Show

© Walt Disney Productions

33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393



WISH SOME ONE WOULD TAKE ME!

My Grampa has some new gimmicks up his sleeve. Said he'll take 'em to the show. Wait till you see them . . . they're the greatest! When you're down there at Miami Beach, May 1-4, go see my Grampa. Grown-ups call him Bill Falk.

PLASTIC PROCESSES INC.



See You in MIAM!! National Vendors' Ass'n SHOW

Let us show you

to increase your sales!

PRICED

to increase your profits!

"STARBRITE" 210-170-140 BALL GUM

Ask your distributor to stock Cramer's "Star-Brite" for you!

150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

Bulk Operators Check List

Continued from page 67

12. Are you thoroly familiar with Internal Revenue Service taxation

rulings on bulk machines? Yes
No 13. In getting new locations, have you worked out a systematic sales talk? Yes D No D

14. Have you ever made an estimate of how much inflation has cut into per machine profits since you began operating bulk machines? Yes □ No □

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 request? Yes
No

16. Have you made attempts to operate in types of locations that you haven't tried in the past? Yes □ No □

17. Do you carry spare mechanisms so that you don't have to make

machine repairs on location? Yes
No 18. Do you pay commissions in folding money whenever possible?

Yes 🗆 No 🗆 19. If you are not a member of National Vendors' Association, can you give several clear and distinct reasons for not joining?

Yes □ No □ 20. When people watch you servicing a location, do you take the time to politely answer questions they may ask about bulk vending? Yes □ No □

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 your operating methods and procedures.

FOR SALE 9-M NATIONALS

30c operation.

Single price—\$65.00. Lots of 10-\$60.00.

Write, wire or phone

BEACON CIGARETTE SALES CO.

3597 Ingleside Road Cleveland 22, Ohio Phone: Wyoming 1-9449

VENDING MACHINE **OPERATORS**

If You Buy

BALL PENS

le Guarantee to 🖈 **←SAVE YOU MONEY→** n High Quality Pens *

CHECK OUR LOW-LOW PRICEbuy direct

24 HOUR SERVICE. We can ship YOU 150,000 Pens Per Day! QUALITY that BUILDS SALES

Phone, Wire, Write right now!

NEW

Hallmark's Ball Pen VENDING MACHINE

The greatest innovation in ball pen Vending. Write for details.

HALLMARK PEN Dept. B 305 East 140th Street New York 54, N. Y.

NVA Progress

Continued from page 67

cannot carry the weight of a national association representing him does.

Last year NVA was in a position to help operators as never before. In 1953, early in 1957, and late in the fall of that year NVA gathered together a folio of Internal Revenue Service decisions that spell out federal taxation policies toward the bulk vending industry down to the last detail.

The federal government has specified in which cases the ball gum and charm machine and the capsule vender is to be considered a bona fide vending machine, an amusement machine or a gambling device. This information was enormously helpful to NVA's counsel in settling taxation problems thruout the country immediately.

Late in 1956 NVA submitted two ball gum and charm (taken off location) to an independent laboratory for analysis. The report was that the bacteria count on ball gum attributable to its mixture with charms is negligible. During 1957 the results of this test were instrumental in settling sanitation problems whiich arose. (See Milton T. Raynor's article, this section, for some areas which gave trouble in the U. S. the past year.)

A big membership drive was not made over the past year and the ranks of NVA did not swell. It was a year during which the association concentrated upon re-working basic policies, applying its weight as a national organization to specific trouble spots, and making every effort towards staging a convention that would have a unified impact upon everyone attending.

N.V.A. SHOW Scoop!

NEW Feature Charms

- NEW!
 - ATLAS Master Machine "TOP LOADING"

Information Available on Our Finance

OUR BOOTH AT THE N. V. A. SHOW OR WRITE FOR DETAILS



SURE-LOCK, the perfect capsule. Outstanding Items. Send \$2.50 and receive 100 high quality, filled capsules. Contains our

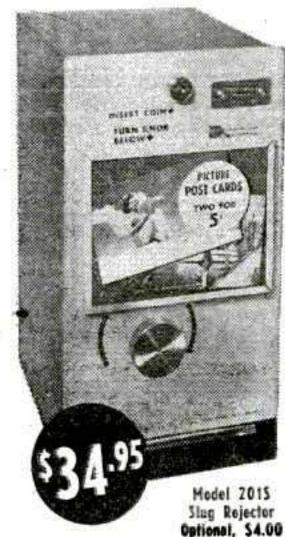
World's Largest Selection of Miniature Charms NATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES

2538 MISSION ST.



Vends Cards—postal, scenic, children's trading cards. Vends toys, Nice-Clean, Kwick Shine, etc.

 Vends any card!
 Toy grab bag vends variety of large size toys plus game card. • Vends any carded merchandisel Available with nickel, dime or quarter mechanisms!
 Can be loaded to dispense any number of items per vend. No adjustments necessary! • Adaptable for usual pedestal or counter display! • Ideal for routes!



Here's the hottest item in the field today? Calex's new Criss-Cross Vendor is building top profits for operators all over the country! It vends all types of cards-post cards, art cards, sport, fun and novelty cards! Sells an amazing variety of carded merchandise - toys, games, trading cards, soap, toilet items . . . literally hundreds of other items. IF YOU CAN PUT IT ON A CARD YOU CAN SELL IT WITH A CRISS-CROSS! Simple, trouble-free mechanism!

SELL IT WITH A ERISS-CROSS! SEE US AT THE MYA CONVENTION I

EALEX MANUFACTURING, INC.

251 Dixon Avenue Amityville, N. Y. Phone: MYrtle 1-9400

Mfrs. of the famous E-Z Tube Testers for route operators

GIVE TO DAMON RUNYON CANCER FUND

Profitable coin-operated scale routes. Locations concentrated in heavily populated Midwest cities. Contact: BOX 926

c/e THE BILLBOARD, 188 W. RANDOLPH, CHICAGO 1, ILLINOIS.

MAN ... IT'S OUT OF THIS WORLD! The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most . . . for profits. Write, Wire, Phone **Immediately** STANDARD SPECIALTY CO.

HEADQUARTERS

FOR ALL VENDING EQUIPMENT AND SUPPLIES

CANDY BULK VENDERS CHARMS BALL GUM PARTS STANDS CIGARETTE MACHINES MACHINES RECONDITIONED MACHINES CANDIES

LOWEST PRICES - FAST DELIVERY. WRITE FOR FREE PRICE LISTS.



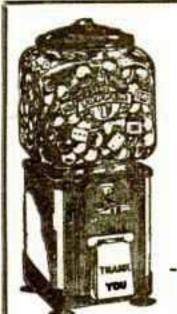
LOGAN SPECIAL

Reconditioned National 25c & 30c Cigarette Machines.

WANTED USED VENDING MACHINES, ALL TYPES. HIGHEST PRICES PAID. SEND YOUR LIST

Logan Distributing Co.

1850 W. DIVISION STREET CHICAGO 22, ILLINOIS PHONE: HUMBOLDT 6-4870



VICTOR Standard TOPPER 1c

NVA CONVENTION SECTION

BALL GUM VENDOR \$13.25

\$12.75 each 100 or more

peanuts and bulk candies. Victor's new TV Vendor in stock for immediate delivery.

Available for 1¢ and 5¢

TIME PAYMENTS AVAILABLE

Write us for lowest prices on Capsules, Charms, Ball Gum and all Vending Needs. Prompt shipment.

FREE

40 Page Catalog Write for your copy today.

BERNARD K. BITTERMAN

4711 East 27th St., Kansas City 27, Mo.

Still Going Strong! JIGGLE PICTURES

Can be used in bubble gum or capsule machines. 48 varieties. Sc. us at N.V.A. \$2.00 Convention. Buy from your O per M

M. J. ABELSON 2033 Fifth Avenue Pittsburgh, Pa. ATlantic 1-6478



Or write for samples.
Prices and nearest Distributors
to be sent after Convention.

RINGMASTER CHARMS BRILLION 3, WISCONSIN

GIVE TO DAMON RUNYON CANCER FUND

NVA Reps All Trade Levels

• Continued from page 67

Revenue, if unstopped, are not felt just in that particular district alone, but can easily spread from district to district thruout the

NVA, recognizing these elementary facts, soon became the melting pot of the industry. It is the representative of all phases and segments of the business. Formed primarily as an operators' association, all levels of distribution threw their support behind it because they were aware of the fact that healthy operators meant healthy distributors and manufacturers, whereas the sickness of any operators was a highly contagious disease.

One has but to look at the Board of Directors of NVA to see a complete cross-section of our entire industry in action, always 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 Georgia, in Texas and in 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.

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 routine job within the regular course of duty. The justification for our existence is to 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 can 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.

NVA has enjoyed a healthy year. Altho our membership has not increased considerably, the association was able to make many valuable contributions to the industry and its members, and with each passing year the value of these contributions will increase. The keynote to the future depends upon the unity and co-operation received from all within the industry. With unity our future is secure.

NOW IS THE TIME TO ORDER YOUR MODEL 14 AUTO-PHOTO STUDIOS FOR THE COMING SEASON... DO IT NOW to insure delivery by May 15th. AUTO-PHOTO CO., INC. 1100 E. 33rd Street, Los Angeles 11, Calif. • Telephone ADams 3-6247

Be sure to visit BOOTH 31, MOA Convention, May 6-7-8

VICTOR

P

E

E

W

E

R



25c Vendor Featuring The "TRIPLE VIEWER" YOUR

"WHEEL of FORTUNE"

Which displays the next 3 portions of merchandise to be vended. TV vends attractive . . . intriguing and high-quality merchandise at 25c per play . . . VICTOR'S new "V-1" capsules.

* * * *

JUKE & GAMES OPERATORS

Here is A Natural

To augment your dwindling receipts right in the locations where you are already established. Piece for piece . . . The TV VENDOR will provide you with greater profit . . . per \$ invested . . . than the equipment you are now operating.

Contact us at once for Special Prices on this LOW-INVESTMENT . . . HIGH-PROFIT opportunity. You will never regret it.

JOBBERS-Write us regarding some desirable territory still available.

VICTOR VENDING CORP.

5701-13 W. Grand Ave. Chicago 39, III.

Mirs. of the Famous Line of TOPPER Vendors

Three More Fined In Philly Swindle

PHILADELPHIA -- Judge Thomas C. Egan in the United States District Court for the Eastern District of Pennsylvania placed three more men involved in a \$100,000 vending machine swindle on probation for two years and fined them a total of \$1.750.

The others involved in the alleged criminal act had been fined a total of \$34,200 and placed on probation last February by Judge Allen K. Grim.

A condition of the probation was that restitution be made to the victims of the swindle within two

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 between April, 1955, and July, 1956, inviting investments of \$640 each. The ads were in the nature of "blue sky" inducements which promised investors that they would get mapped out routes and 16 vending machines. The Federal agents claimed that all the investors got were the machines, worth \$11.25

J. SCHOENBACH

For Victor Vending Corp. Machines, Parts, Globes Charms, Merchandise Supplies 715 LINCOLN PLACE, BROOKLYN 16, N. Y. PResident 2-2900 PHONE or WRITE FOR PRICES

NATIONAL Model 930

CIGARETTE VENDING MACHINES

Reconditioned and Guaranteed

Only \$75.00

T. O. THOMAS CO.

PADUCAH, KENTUCKY Vending Machines Since 1937

NEW CHARMS AND GIMMICKS

Will be on display at the

N.V.A: Convention May 1 to 4, 1958, Deauville Hotel, Miami Beach, Florida

Jamaica, N. Y.



VICTOR'S 25c CAPSULE CHARM VENDOR

Tried & Proven Profit Maker

Holds 200 of 11/2"x11/2" capsules

Write for Lowest Prices on our complete line of CHARMS
 BALL GUM CAPSULES
 MACHINES

Order Now From Victor's South-

1784 N. Decatur Road N.E.

Atlanta 7, Ga. Phone: DRake 7-4300

PERFECTLY RECONDITIONED! SILVER KING



VENDORS 1c or 5c Bulk

10 machines \$75.00

VENDING MACHINES

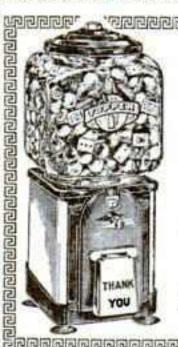
N.W. 49, 1¢ or 5¢ 12.50 Mills 6-Col. Tab Gum DuGrenier 6-Col. Tab Gum 14.57 Atlas 5¢ Machines Stamp Machines, 2 col. Victor's Jumbo B.G. Machine . . 8.50 Hot Nut 3-Col. Machine 19.50 Popcorn Sez" Machine 65.00 Card Machine, 5¢

Autoscope "Old Mill," B.G. & C. 20.09 1/1 Deposit, Bal. C.O.D. RAKE'S AUTOMATIC MERCHANDISER A Guide to Ef-

CATALOG, FREE! "Rake's Automatic Merchandiser'

ficient and Economical Operation of Operated

Rake Coin Machine Exchange 609-A Spring Garden St., Philadelphia 23. Pa. LOmbard 3-2676



VICTOR'S STANDARD TOPPER

tc Ball Gum Vendor

Complete Line of Victor Products Write or Phone

BIRMINGHAM VENDING CO.

540 Second Ave., No., Birmingham 4, Ala. Phone: FAirfax 4-7526

FACTORY RECONDITIONED and GUARANTEED by MILLS AUTOMATIC MERCHANDISE CO.

Don't be misled. Buy rebuilt, as only a Mills mechanic can rebuild them . . . using original factory parts.

ILLS Famous 107 TAB GUM VENDOR

We carry a complete stock of bulk merchandise charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending ma-chines (package, ball gum,

Only \$15.00 F.O.B. Factory

bulk), etc. Write for prices. American Chicle candy coated or tab type gum. Also Beech-Nut, Peppermint or Spearmint 3-C slab gum, 45c a box of 100 ct.

Order Today-Prompt Deliveries.



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

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? There sn't any!" is the discouraging way Anthony Sirocuse, of Circle Music Company, veteran of the music business since the mechanical pino days of 1921, summarizes resent operator reactions.

Actually, collections are down bout 30 per cent over a year go, with locations that did \$10 o \$12 a week now down to \$6 o \$8, he said.

He ascribes the drop to general ufacturing plants. memployment, nationally as well is locally, with a special industry price we have to pay."

Detroit, with its long history of from the South. (Continued on page 80)

400 to Attend **Annual Dinner**

SCARSDALE, N. Y. -- A capacity crowd of 400 persons is expected to attend the seventh anmual dinner of the Westchester 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 evening's entertainment, with dance music provided by Lester Lanin and his ork.

As in the past, entertainment will be provided by some of the nation's top recording stars.

The committee for the affair includes Nat Bensky, entertainment; Carl Pavesi and Nathan Kadish,

Rosenberg, souvenir journal; Max-ten statements. Klein and Pete Rossano, seating; Lou Tartaglia, treasurer, and Malcolm Wein, emsee.

Seeburg Elects Siegel, Coleman

CHICAGO-Herbert J. Siegel was elected chairman of the board 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 production; M. W. Kenney, vice-president in charge of engineering; and W.B. Metcalf, vice-president in charge of purchasing.

E. N. McCall was elected secretary and Louis Tose, newly elected were recently boosted to \$45, and which are the result of reduced director, was named treasurer.

Clark, controller; Norman Peterson, to spend in taverns. assistant treasurer; Ralph M. Isack-

By ED DOLIN

BUFFALO -- Recession times have hit Buffalo area juke box collections to the tune of a 15 to 30 per cent drop in revenue, according to local coinmen.

But they all agree: "We've had harder times than this."

Effects of the slump are spotty. Better locations, such as in the suburban white collar community of Williamsville, "have held up almost the same as always."

Locations in areas frequented by industrial workers have really suf-As with other operators, he finds fered. Coinmen link this directly he current slump really dates from to the fact that 10 per cent of the November and December, with a work force is unemployed. Layoffs pasic long-range downward trend. have been especially severe in man-

However, the most surprising development has occurred in some contributing factor: "We can't af- "lower-class" sections of the city, ord to buy the instruments at the notably on the central-east side,

> "For the first time in 20 years," one coinman said, "collections there have been hardly affected by a slump. In fact, some have gone up."

No specific location pressures were reported. But equipment is being moved around and sales promotions are under way. One operter-class music behind the juke box president and director; D. E. Heinto promote sales of albums.

they were waiting for better weather and an upturn in business conditions.



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 where many persons have moved firm's annual shareholder meeting firm's present juke box distributors. \$3,900 that vends coffee, milk, hot here April 15.

At the meeting, officers and directors were re-elected, and a statement of first-quarter net earnings was presented.

ficers and directors are:

J. W. Haddock, president and Other directors named were F. J.

(Continued on page 75) effectively."

Seeburg to Build Cigarette Venders; Buys Eastern's Unit

Machines Will Be Made at Chi Plant; Cash Purchase Price Not Disclosed

CHICAGO -- The Seeburg | According to a company state-

closed, altho a company statement of Eastern Electric." said the transaction was for cash. Seeburg bought Eastern Elec-It included all patents, tools and tric's cigarette line from Laurence

Delbert W. Coleman, president, stock. Reiss said that he has no made the announcement Wednes- plans at present for either Eastern's day (23).

tured at Seeburg's Chicago plant. facture of the firm's Lunch-O-Mat

decision to sell the cigarette ma- fruit juices. chines thru its distributors, Messrs. Siegel and Coleman said that it "means that local distributors will S. J. Allie, secretary, was elected carry a complete stock of parts, vice-president-secretary. Other officers and directors are:

Carry a complete stock of parts, and thus service will be quickly available in any location. available in any location."

They explained that the firm's ator is putting up displays of bet- director; C. C. Woolridge, vice- entry into cigarette vending marks "a first step in a diversification isch, treasurer; G. A. Deady, con- plan within the Seeburg structure In general, juke box men said troller, and P. W. DeGroot, assist- whereby Seeburg production faciliant secretary, all of Grand Rapids. ties and world-wide distribution channels can be utilized more

sible" bookkeeping and fees for

ASCAP Arguments

Traditional arguments from the

ASCAP proponents of the juke bill

were: 1. The juke industry is now

flourishing and should pay "some-

thing," for performance, like all

other users of music. 2. The 1909

exemption is outmoded and does

not apply to present juke situation.

music performed "publicly and for

profit," merely because of coin-op-

eration of the machine, is a "spe-

cial treatment" for one industry.

stein said juke operators need not

fear "runaway fees" in dealing with

ASCAP because of its consent de-

cree. Other ASCAP spokesmen

said jukes don't "make" hits, they

only use them after they are popu-

lar. Juke operators were said to

have more risks than songwriters.

BMI spokesman Sidney Kaye said

"consideration" would be given ops

in any dealings. He suggested giv-

ing them a "long period" after any

bill was passed to study all aspects

of bargaining.

ASCAP counsel Herman Finkel-

Corporation entered the vending ment, the machines "have been machine manufacturing business improved mechanically and rewith the cash purchase of the designed by Seeburg engineers so Eastern Electric's cigarette machine that they are in reality a new product combining both the know-The purchase price was not dis- how of Seeburg and the experience

dies of Eastern's cigarette models. Reiss, executive vice-president, Herbert J. Siegel, chairman, and who owned 100 per cent of the New Bedford, Mass., manufactur-The machine will be manufac- ing plant or for the future manu-Machines will be sold thru the vending machine, a unit listing for Altho Seeburg did not explain its and cold sandwiches, pastry and

Eastern's cigarette machine line (Continued on page 75)

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 3. The exemption of royalty on 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 Meet April 29

APPLETON, Wis .-- The Wisconsin Music Merchants will meet at Alex's Club here April 29 at noon to discuss the Congressional Juke spokesmen rejected all the copyright hearings.

Clint Pierce, Brodhead, operator ing, as they had resisted all of who is head of the group and a Chairman O'Mahoney's efforts, last member of the board of Music

Copyrighted materia

O'Mahoney Copyright Bill Suffers Strong Op Attack

Sharp Criticism of Measure on Legal, **Practical Grounds Leaves Fate in Doubt**

Continued from page 2

stile under a ruling that allowed tickets; Jim Smith and Harold testimony, plus submission of writ-

> The hearings, which ended Friday (25), marked the 11th time in as many Congresses that the of the juke situation. issue was threshed out on the Hill between juke box operators, manufacturers, hotel and tavern groups on one side, and the licensing societies, their members, spokesmen for Copyright office and State Department, on the other.

The dissident songwriters, who withall three groups, ASCAP, BMI each witness only five minutes oral provided new faces and new argu- and SESAC would mean "imposment in the traditional set-to between creators and users of music, the operators, they claimed. sided with juke operators in pleas to leave the licensing societies out

All opponents of the legislation asked that, if a bill had to be written, it provide for an extra penny or the two-cent-per side mechanical royalty on records or juke play rather than bring in the "Goliaths' of licensing organizations. Dealing

Coin Collections Pick Up Slightly in Gotham

NEW YORK -- Amusement, ly, the recession has put some mon game and juke box collections have ey in the operators' pockets. improved somewhat here during the last two weeks, but business is still trailing 1957 substantially.

Ironically, the recession and income taxes are probably responsi- share of this money winds up in ble for the upturn. Maximum the coin boxes. weekly unemployment benefits the extra \$5 means that the re- income, and higher unemployment Other officers are: William cipient may have a dollar or two checks, which are the fruits of a

Several tavern owners report basis for prosperity. sen, personnel manager; T. H. that more and more unemployment Despite the recent upturn, the Herrick, assistant sales manager; checks are being cashed at bars, state of the coin machine industry year, to get them together for con- Operators of America, was schedand R. E. Lindgren, sales manager The payments were increased be- here still is not good, and most ference on rates with the licensers. uled to testify in the hearings held of the Background Music Division. cause of the recession, so, indirect-

Tax Refunds

Also, quite a few checks for income tax refunds have been popping up in the bistros, and a fair

Of course, income tax refunds business recession, are hardly the

(Continued on page 75)

license organization counsels' coax-

(Continued on rage 79) last week.

MUSIC MACHINES

Is Threatened With Prosecution for Contempt of Congress for Records

WASHINGTON -- Joseph P. gations over the years-Glimco is (Joey) Glimco bucked the Senate affiliated with the Automatic Pho-Rackets Committee here last week nograph Distributing Company, a (24), taking the Fifth Amendment Chicago juke box distributing firm. a reported 70 times during a twohour hearing.

balked at turning over complete four times. union records of his local to the contempt of Congress.

In addition to his union activities -the subject of numerous investi-

50 120 200

SELECTION MODELS

BUCK OLA

FOR

EVERY LOCATION

oldest

78 RPM

60-71°

\$3.09

ONE-STOP

record service

DISTRIBUTOR·WHOLESALE

ALL LABELS

* Free title strip service * No extra charges

★ C.O.D. or check & postage with order

Prices subject to change without notice

SEEBURG DISTRIBUTORS

THE MUSICAL SALES CO.

MUSICAL SALES BLDG.

MARYLAND

BALTIMORE 1.

MOST

80°

NOTHING OVER .

Among other things, Glimco refused to answer a question put by Climco, recently named presi-dent of Teamsters' Local 778 nedy relating to his police record. (Chicago taxicab drivers' union), Kennedy asked if he had been and long a trustee of the local, arrested 36 times and convicted

Glimco also refused to tell committee and was therefore whether he knew or was associated threatened with prosecution for with a number of people including Jake (Greasy Thumb) Cuzik, Murray (The Camel) Humphreys and Tony Accardo. Kennedy said he had been associated with these people and others.

> Glimco was called, according to Kennedy, in connection with the same capacity. He developed new committee's investigation of the techniques for high-accuracy radar misuse of union funds and union range tracking and carried out pension and welfare funds.

Kennedy said the committee was 10 radar system. also interested in the infiltration by racketeers of unions and businesses.

of union records under subpoena, but refused to say if they were system evaluation of the Hermes complete. He insisted on keeping missile guidance systems. From the records he presented in his 1951 to 1953, he headed the magown custody while the committee netic materials application section examined them.

Glimco was given until Wednesday (30) to produce the complete records on the local's pension and ratory. welfare funds.

asked Glimco about his interests in projects which included military in 1957. This year's figure is the This could make Central and East 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 and other underworld figures in Chicago.

The Climco probe caught the fancy of newspapers around the nation, many of which flared the story in front page headlines. The four Chicago dailies all carried page-one banner headline stories 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 set up a 24-hour watch for Glimco, and said the union official could si' in the committee office during the day and sleep on a cot in the hall at night. Glimco gave up his plans to stay the night after Mc-Clellan assured him the records would be kept under lock and key.

Kennedy said the records surrendered by Climco were far from complete.

Wurlitzer Names Arsem Engineering, Research Manager

NORTH TONAWANDA, N. Y. -The Wurlitzer Company named A. Donald Arsem manager of engineering and research at the firm's division here, Ray C. Haimbaugh, North Tonawanda vice-president of engineering research, announced.

Arsem held the same title for Stewart-Warner Electronics, Chicago, since 1955 until joining Wur-



ARSEM

neer on the proximity fuse project at the U. S. Bureau of Standards in 1943 and 1944. In 1945 he joined the RCA Victor Division, ground and marine radar section, in the

He was development engi-

original planning for the AN/CPS-

In 1949 Arsem jonned the Ceneral Electric Company Electronics He produced about 25 pounds Laboratory in Syracuse. He was responsible for the development and at GE. From 1953 to 1955 he was manager of advanced product development, GE's Electronics Labo-

communications, IFF equipment, automatic direction finders, radar altimeters and data processing systems. Commercial products included automatic sortation equipment, facsimile systems and aircraft electronics equipment.

Married, Arsem has three daughters and a son.

Wurlitzer Hosts Ops at Eastern Service Schools

NORTH TONAWANDA, N. Y -H. W. Peteet, field service engineer of the Wurlitzer Company has been holding a series of operafor service schools in the Eastern territory.

In the past few weeks Peteet had training sessions for Sandy Moore Distributors Corporation at the Freeport and New York City, N. Y., offices. These were followed by a school for Music Distributing 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 Projectors, local kiddie ride manufacturer, will exhibit its Ferris Wheel, Test Pilot and new musical tapes for Peppy the Clown at the Music Operators of America convention

Manning the Capitol booth at the show will be Sam Goldsmith and Leo Willens.



A JUKE BOX IS A STAR of a Bangor, Me., TV program. Jim Winters, emsee 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, who has loaned the machine for use by the station on the program. High school students invited to the broadcasts dance to music via the juke box.

Stand. Financial Ops in Five **Head Predicts** Record Profits

NEW YORK --- President Theodore H. Silbert, of the Standard Financial Corporation, told the firm's stockholders that the company will earn more in 1958 than during any year in its history.

Speaking at the company's annual meeting at the Hotel Biltmore Tuesday (22), Silbert said that first quarter earnings this year were \$204,236, or 17 cents a share, had been in the counties, but At Stewart-Warner, Arsem di-Apparently, little if anything was rected the engineering staff in cents a share, for the same period would all be 100 per cent soon firm's highest first-quarter earnings ern Arkansas almost solid on dim in its history.

Standard is a diversified finance house specializing in the coin machine field. It recently entered the installment finance field. Principal 1958 compared to 1939. Operator office is in New York, with still on nickel play in 1958 had n branches in Philadelphia, Pittsburgh, Dallas and Elmira, N. Y. Last year it financed a volume of \$200,000,000.

Silbert attributes the projected record earnings to the heavy demands on our diversified financing services. This, coupled with the lower interest rates and availability of greater amounts of bank credit, is having a most favorable effect on our profits.

AMI SALES AIDS PEG 10 TOP JUKE TUNES

CRAND RAPIDS, Mich. --- AMI Inc. last week bowed two new "10 Top Tunes" cards designed for operator use on juke box locations as sales boosters.

Both types of cards have an attractive top band of color carrying the "Top 10" heading and space below for the operator to list the titles and letternumber combinations of the top tunes in the juke box.

Patrons can thus glance at the list and immediately select the numbers they wish to hear without scanning the complete title display on the machine.

One version of the cards is designed to be set up as a "tent card" for display on table, bar or counter. The second version is attachable to the front glass of the juke

FOR SALE

Very Clean. PATTON MUSIC CO.

1512 S. 5th St., Las Vegas, Nevada

Ark. Counties Look to Dime

MEMPHIS--George Sammon president of Sammons-Penningto Company, phonograph distribute in the Mid-South, prompted sprea of dime play in six Arkansas coun ties last week in a meeting with 10 Arkansas operators.

The operators talked over th prospects of 100 per cent dim play in the following counties: S Francis, Lee, Woodruff, Phillips Cross and Crittenden.

Sammons said some dime pla

Sammons, in a talk to the group prior to the decision, pointed ou the increase in operating costs i difficulty in seeing the great dil ference in their business.

Changing Costs

Sammons made these points: truck in 1939 could be bought fo \$750, now it costs \$1,800 to \$2,200; gas was 15 cents a galloi in 1939, now it varies by a few cents in States, but an average i 42 to 34 cents; a mechanic in 1939 drew \$17.50 a week, now a mini mum of \$75 week, often more.

Records in 1939 cost 21 cent wholesale, and now the operato pays 60 cents for them, Sammon continued. The phone was \$2.50 in 1939 and now a business phone is \$70 to \$80 on the average Tires cost \$5.50 in 1939 and \$19 to \$20 each now, he said.

The operators at Forrest City chipped in and paid for a news paper ad, the same one Sammon has been asking operators to use before making a conversion. The ad shows a nickel dressed like a man, with hands and feet.

He is shaking hands with a smal nickel candy bar and says, "They may as well take me out of circu lation. You and I are all they go left since the juke boxes went to a

The ad points out that the phonograph operators have been the last to make the increase, long (Continued on page 75,

GO *MODERN* BUY WURLITZER

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 Chicago 1, Illinois

Coin Collections

Continued from page 73

operators feel that their problems won't be solved until the employment situation returns to normal. Dime Play

Meanwhile, the move toward that from performance. 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 New York machines on dime play.

78's which are about ready for the scrap heap. When these are replaced, the city will be nearly all ord royalty during that time. on dime play.

Seeburg Vender Continued from page 73

included three models, all electrically-operated. The Electro, a 22column, 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 22column, 800-pack machine, vends

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.

at 25, 30, 35, 40, 45 and 50 cents,

and listed at \$299.50. The Stylist,

Now at your AMI distributor's!



Every element—styling, easy operation, fast servicing, trouble-free maintenance—carefully designed to give you the finest, most profitable juke box in the world.

Incorporated

1500 Union Ave., S. E. . Grand Rapids, Mich.

ASCAP Fights

Continued from page 2

Reindeer") and others testified that the royalty they got from sale of records was small in comparison to

ASCAP songwriter - publishers like Bonnie Bourne claimed they spent substantial sums promoting their songs but got "no exploita-About 50 per cent of those ma- tion" from juke play; Mrs. Bourne chines still on 5-cent play are old said her firm paid over \$130,000 to plug their records in 1950 to 1951, but got only \$46,000 in rec-

Stuart Hamblen tossed some colorful testimony, as a cowpuncher turned songwriter and publisher of "This Ole House," a juke box favorite. He called the juke industry a "parasite" on the music world and said Congress should amend its 1909 mistake and remove the performance royalty exemption. "Congress can't always see 50 years ahead," said he.

Herman Finkelstein, ASCAP counsel, said "There are always storms over enacting legislation to make users pay copyright owners." He quoted heavily from testimony against juke exemption given at earlier hearings by Librarian of Congress Quincy Mumford. (Finkelstein 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 maximums like those proposed last year by the National Licensed Beverage ple to a satutory fixed rate."

testified for the bill, saying that would protect them, said Schul-private property rights must be ob-

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.

How to Do It Title of Sammons' talk was

Name Ratajack

• Continued from page 73

Quinn, New York; J. S. Smith, Philadelphia, and H. E. Sweeney, De-

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. 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 were higher than for that period last year, "heavy expenses attendant on the introduction of a new product, the AMI washer, are reflected in the earnings figure." The new washing machine is currently being marketed in several major

A company statement concl. ded: "Noting that a continuance of the recession might make inroads on domestic business, Mr. Haddock said that the company's extensive development of export markets was proving a stabilizing factor."

Association, naming approximately served in music as elsewhere. Juke \$15 annually for average juke op- operators can't claim, after the past erator, said Finkelstein. But, he 10 years of Congressional hearings added, "we are opposed in princi- and argument, that they went into the business innocently sure that SPA counsel John Schulman the exemption in the copyright act

"How to Go to Dime Play to Be Successful." He has addressed several other operator groups in the past several years.

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 necessity 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

SAVE MORE MONEY-MAKE MORE MONEY

Subscribe to The Billboard TODAY!

FOR SALE MUSIC MACHINE **ACCESSORY**

Secured by inventory, tools, dies and fixtures, and exclusive right to manufacture in a non-competitive field. \$50,000.00

Sales in excess of \$65,000 in 1957 with little promo-

Investment includes parts for 1,000 units which will practically return investment.

lf immediate purchase is made, will include present \$10,000 order, of which \$3,000 has already been paid.

Write BOX #925 c/o The Billboard 188 West Randolph St. Chicago 1, Illinois

SEEBURG OWNERS

EXTRA PLAY BONUS MEANS LARGER COLLECTIONS!

THE ROYAL 50c UNIT AVAILABLE WITH NATIONAL REJECTOR And IMPROVED COIN SEPARATOR.

Tested—Thousands in Use!

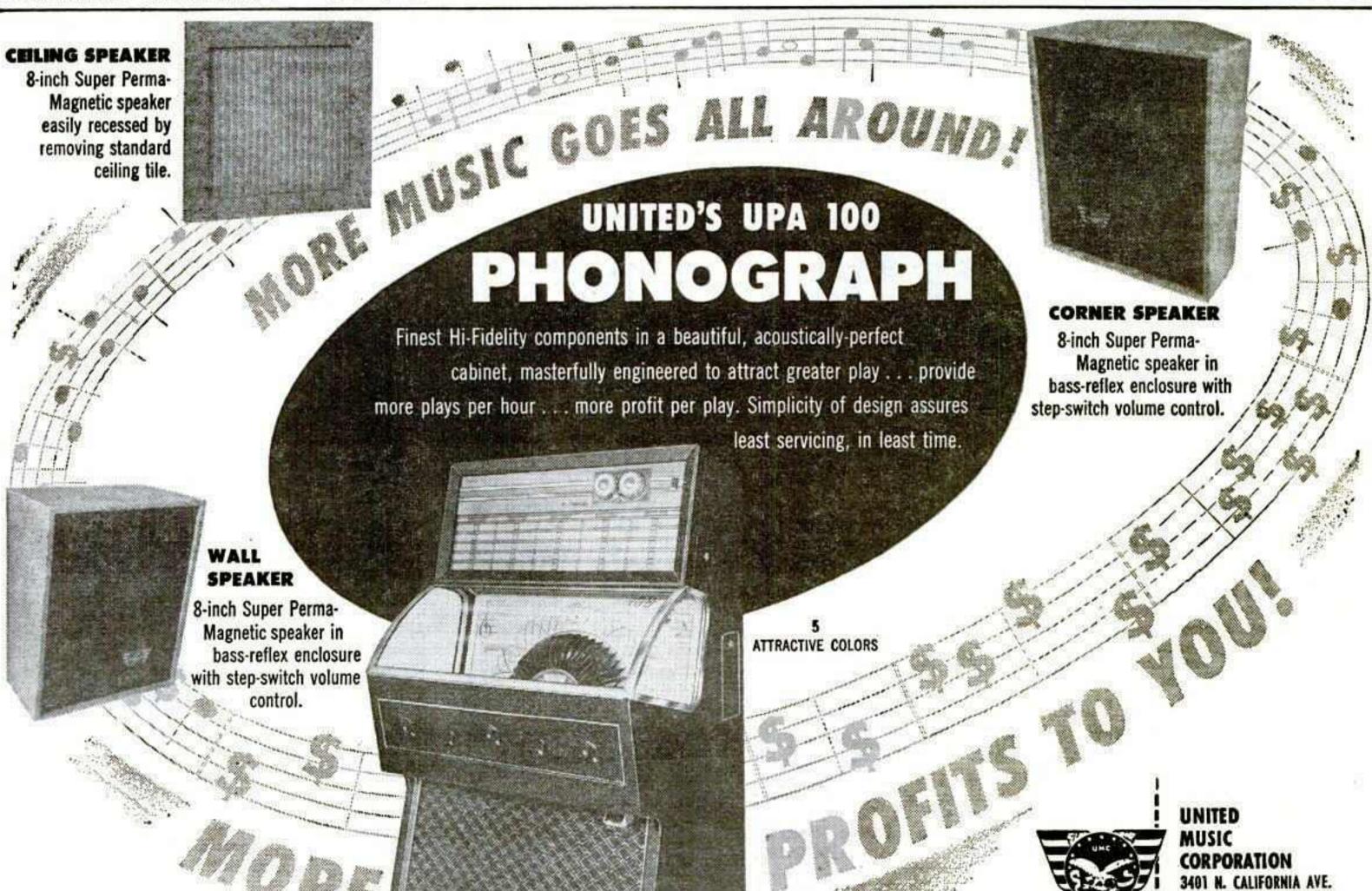
Not a Kit-Install on location in minutes. No Wiring, Soldering, Drilling.

Now only \$49.50

ROYAL MFG. CO.

1360 Howard Street San Francisco 3, California

CHICAGO 18, ILL.



Colorado High Court Am. Shuffleb'd Nixes Pin Seizures

Rules Games Cannot Be Confiscated if Op Is Unaware of Over-Counter Payoffs

stroyed as a gambling device if the John M. Meilke. owner of the machine was not aware it was being used with "over the counter" payoffs.

machines seized by the sheriff of

New Distribs To Specialize In Arcade

DETROIT -- Something new In the coin machine business-a distributing firm that will specialize in service for Arcades, particularly those traveling on the road, is being opened here in about a month by the new Seway Coin Machine Company.

Showrooms are being established at 8534 West Vernor Highway. and a shop at 8529 West Vernor, across the street. Seway will feature supply of parts and reconditioning of equipment for Areade 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 route of games. In addition, he has a background for a thoro understandoperator, including the need for close scheduling to meet dates for setting up the show. Young is operator of the Penny Arcades at both Edgewater Amusement Park, Detroit, and Motor City Park, Dear-

N. Y. High Ct. Halts AAMONY On Elections

NEW YORK-The Associated Amusement Machine Operators of fore convention time. New York was enjoined by a New York State Supreme Court from holding elections until a nominations meeting is held. The organization had held nominations on February 13, but four AAMONY members sought to have these nominations set aside, charging that the nominations were not held in arcord with the group's constitution.

Supreme Court Justice Spector granted a temporary injunction to the four plaintiffs, Ray Knoss, State Officials Charles Morrell, Irv Fenichel and

Jack Gavarin.

The injunction provides for "re-straining the holding of an election until such time as the defendants call a meeting for the nomination of officers and directors, which meeting shall be held within 10 days after settlement of the order on location here and in Cook the first time in Europe. to be settled therein.

"In addition, the order shall pro- licensing test. vide that the records of the memspection at the meeting to deter- licensed machines on locations.

DENVER -- Colorado's Su- El Paso County. The High Court preme Court ruled Monday (21) opinion came following an appeal that a pinball machine not brought by the sheriff from an equipped with a payoff device earlier decision in the El Paso could not legally be seized and de- County District Court of Judge

The sheriff, Earl L. Sullivan, had the Colorado Springs area.

bling device, and that only that has no pockets. owner's machine could be destroved.

and for gambling purposes by the May.

Ready on New **Pool-Type Unit**

UNION CITY, N. J. -- The American Shuffleboard Company will bow a new pool-type game at the annual convention of the Music Operators of America in Chicago, May 6-8. .

According to Paul Cusano, ASC sought a court order in 1955 for president, the game will be played permission to destroy 11 pinball with cue sticks and balls on a shuf-The ruling concerned 10 pinball machines which he had seized in fleboard surface. The game is nine feet long and 36 inches wide.

In the earlier suit, Judge Meilke | Cusano said that an electrified held that only one of the machine bumper will activiate the scoring, owners actually knew that his ma- with spot and bonus scoring as exchine was being used as a gam- tra features. The playing surface

Scoreboard is electric, with the game determined by score, not by The District Court acknowl- time. Cusano said that production edged that all the machines were is already under way, with de-

operators of the various places of He added that the piece will be do. It is similar to the one filed business in which the machine sold to operators and distributors earlier this month for Ray Benjamin (Continued on page 79) only and not to locations.

Supreme Court Gets Second Pin Petition

Brief Filed for Toledo Operator Cites 'Two Important Constitutional Questions'

By DELORES NEWCOMB

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. High Court April 7, and made 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 affects a large number of persons and a substantial amount of prop-

The brief was filed on behalf of being used as gambling devices liveries scheduled by the end of Toledo operator Don Feak by Attorney Dan H. McCullough, Toleand G. D. Ferguson, Columbus,

O., pinball operators. (The Billboard, April 14.)

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 unlawful to "own, possess, exhibit, operate or permit operation or exhibition" of pinballs. Toledo operators appealed in common pleas court of Lucas County, and a trial judge ruled ownership of the machines was not in violation of the ordinance, since there was no evidence that the machines in question had been used for gambling.

Toledo City took the case to the Appeals Court. The Appeals Court reversed the trial court, holding it was immaterial whether the machines had been used for gambling, since there was a possibility that machines could be adjusted so as to permit their use for gaming purposes.

Operators then filed an appeal (Continued on page 82)

DOUBLE IN DIMES

Trend to Two-Player, Competitive Games Is Here—Likely to Stay

so abundant on the market that the players or more. once standard single-player games Among the multi-player games player variety. are now in the minority in terms of are the shuffle bowlers, which Among them are the new short new models introduced.

versed the figures.

At least 15 new game models currently on the market are two-

CHICAGO -- Two-player, com- clude the new pool game models the brand new types of games inpetitive coin games are currently introduced, all of which are for two troduced this year. Almost with-

over models have practically re- 50-50 in single player and multi- players, exclusively. player new model introductions.

From the Start

year's exhibits, it may be in the

out exception, they are of the two-

have featured six-player scoring for bowlers, the "gun" bowlers and New single players, in the past, years; the new ball bowlers, which the "manikin" bowlers. Williams' have generally outnumbered two-followed the scoring system of the Ten Pins and Ten Strike models, ing of the problems of the Arcade player models at least two-to-one. shuffles; and the five-ball pin Bally's All-Star Bowler line; But this year two-player-and- games, which now are split about United's Midget Alley, all are two-

The still newer puck games introduced by Chicago Coin Ma-But the impact of the trend to chine (Two-Player Rocket Shufplayer or over. This does not in- multi-players is most apparent in fle), and United (Shooting Star), feature two-way competition.

introduced within the past month were used in the tournament. are two-players, with one player 'pitching," the other "batting." These include Williams' Shortstop, Keeney's League Leader.

Philosophy of the two-player trend is easy to understand. The boards will be used. games are played faster, more continuously, and tend to take in kiddie ride field, where at least the double dime, rather than the four firms are slated to show their single. The slightly higher cost ride lines. Among them, Capitol of a two-player model is thus Projector Corporation, the Tusko usually quickly made up for in (Continued on page 84) higher grosses.

Participate in Shuffle Tests

UNION CITY, N. J.-Nick Melone, of the American Shuffleboard Company here, reports that some 45 teams and 500 players particlpated in the recent American Shuffleboard Tournament in Seattle.

The tourney was held at the Kirkland Civic Center, with the semi-finals on April 13 and the finals Wednesday (23) televised All of the new baseball games over Station KTVW. Nine boards

The long-board tournament gets under way in Seattle May 2, with the finals on May 4 also scheduled Chicago Coin's Batter Up, and to be televised. Some 27 teams and 300 players are expected to participate in this tournament. Six

Melone said that the Seattle 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.

Witsen Arcades Operate At Brussels World Fair

PHILADELPHIA -- Abe Wit-terback, 13 pin games, 18 gun pieces on location and another 25 on their way from the United

CHICAGO -- Coin-operated game is on location, and several new games are being shown for

State officials last week ordered box, an Autophoto, Voice-O-Graph, vention in Chicago, May 6-8. bership shall be available for in- a "more diligent" check on un- 2 Midget Movies, 4 kiddie rides (Bally Champion Horse, Police dryer, Competitor and El Dorado mine whether the candidates nominated thereat are members in good number of local operators standing as required by the consti-(Continued on page 78) Bowlers, 4 baseball games, 1 Quar- 48B.

games and 1 Grandma.

Also 2 Motoramas, Peppy the Clown, Metal Typer, Auto Test, (Continued on page 84)

Kaye to Exhibit Line at MOA

NEW YORK -- Irving Kaye, local game manufacturer, will ex-The largest Arcade-Croot Luna- hibit his new Hockey Came at the park-has a new Rock-Ola juke Music Operators of America Con-

Kaye will also show his hand

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 timing device which allows the operator to set play from 5 to 20 minutes and which makes it virtually impossible to use the playing

(Continued on page 83)

13 Amusement Firms Slate MOA Exhibits If there is any emphasis in this

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-

About the same number of firms exhibited amusement pieces at last year's show, and at the 1956 show.

A smaller variety of equipment pieces are expected this year than last, when a number of brand new games were introduced. Many of last year's displays included new Arcade machines.

Order Chicago License Check

amusement games and juke boxes County are due to pass a further

sen, president of International Scott Crosse, reports that his two arcades at the Brussels World's Fair are in full operation, with 274

Virtually every type of American

Copyrighted material

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average. PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Mean

(For 10-week period ending with issue of April 28, 1958)

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" on "distressed" equipment.

MUSIC MACHIN	ES	14.342.612
High	Low	Mean Avg.
AMI Model C-40\$150.00	\$ 150.00	\$150.00
Model D-80 40 sel., 78 RPM		199.00
Model E-40 (53) 40 sel., 78 RPM	195.00	195.00
Model E-80 (53) 80 sel., 45 RPM	220.00	225.00
Model E-120 (53) 120 sel.,		345.00
45 RPM	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM		495.00
ROCK-OLA 20 Comet\$435.00	\$435.00	\$435.00
1432 (50-51) 50 sel., 78 RPM	149.00	149.00
1432 Rocket 95.00 1434 (50-51) 50 sel.,	95.00	95.00
78 RPM 149.00 1434 Fireball 139.00 1434 Rocket	139.00 139.00 149.00	145.00 139.00 149.00
1436 A- (53) 120 sel., 45 RPM 199.00	199.00	199.00
1438 (54) 120 sel., 45 RPM	-	345.00
45 RPM 395.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM	189.00	495.00 189.00
SEEBURG HM-100-Hideaway		
(9/49)	\$145.00	\$145.00
78 RPM	11903	135.00
45 RPM 395.00	-	375.00
M-100-C (5/52) 100 sel., 45 PPM	-	469.00
45 RPM 595.00	595.00	595.00
HF-100-R	495.00	645.00 550.00 595.00
WURLITZER .		
1015 (46) 24 sel., 78 RPM\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel., 79 RPM	35.00	35.00
1100 (47) 24 sel., 78 RPM 59.00	49.00	49.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM 89:00	89.00	89.00
1250 (50) 49 sel., 45 or 78 RPM 100.00	65.00	95.00
1400 (51) 48 sel., 45 oc 78 RPM 195.00	145.00	149.00
1450 (51) 48 sel., 45 or 78 RPM 175.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix 295.00	100.00	139.00
1550 (52) 104 sel., 45-78 RPM Mix , , 150.00	139.00	145.00
1550-A (53) 104 sel., 45-78 PPM Mix 295.00	145.00	145.00
1600 (53) 48 sel., 45 or 78 RPM 235.00	235.00	235.00
160°-A (54) 48 sel., 45 or 78 RPM 239.00	239.00	239.00
1650 (53) 48 sel., 45 or 78 RPM 345.00	239.00	345.00
1650A (54) 48 sel., 45 RPM	325.00	325.00
1700 (54) 104 sel., 45 RPM 550.00 1800 (2/55) (W) 675.00	2 00	495.00 565.00
PINBALL GAMI	ES	
BALLY Atlantic City (5/52)\$ 45.00	\$ 30.00	\$ 30.00
Beach Beauty (1/55) 175.00 Beach Club (2/53) 65.00	115.00 37.00	145.00 55.00
Beauty (11/52) 165.00 Big Time (1/55) 135.00	35.00 75.00	60.00 115.00
Bright Lights (5/51) 45.00 Bright Spot (11/51) 145.00		45.00 145.00
Broadway (12/55) 215.00 Coney Island (9/52) 45.00	150.00 45.00	175.00 45.00
Dude Ranch (9/51) 55.00 Frolic (10/52) 45.00	35.00 45.00	50.00 45.00
The state of the s	45.00	70.00

	High	Low	Avg.
Gaytime (6,55) Hi-Fi (6/54) Ice Frolics (1/54) Miami Beach (9/55) Nite Club (3/56) Palm Beach (7/52) Palm Springs (11/52) Spot Lite (1/52) Surf Club (3/54) Variety (9/54) Yacht Club (6/53)	65.00 65.00 210,00 245.00 85.00 65.00	\$ 75.00 50.00 90.00 175.00 30.00 45.00 25.00 50.00 65.00 30.00	\$110.00 55.00 120.00 185.00 40.00 50.00 65.00 75.00 35.00
CHICAGO COIN Basket Ball Champ (10/49) Home Run ' Tahiti (10/49)	\$195.00 95.00 75.00	\$ 75.00 95.00 75.00	\$125.00 95.00 75.00
Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00
GENCO Golden Nugget (2/53) Invader (3/54)	\$ 35.00	\$ 35.00 70.00	\$ 35.00 70.00
Auto Race (9/56) Basketball (10/49) Bowlette (2/50) Chinatown (10/52) Cinderella (3/48) Classy Bowier (7/56) College Daze (8/49) Coronation (11/52) Crossroads (5/52) Cyclone (4/51) Daisy Mae (7/54) Derby Day (4/56) Diamond Lill (12/54) Dragonette (6/54) Duette (3/55) Flying High (2/53) Four Belles (10/54) Four Stars (6/52) Frontiersman (11/55) Cold Star (8/54) Grand Slam (4/53) Green Pastures (1/54) Guys & Dolls (5/53) Gypsy Oueen (2/55) Happy Days (7/52) Harbor Lites (2/56) Hawaiian Beauty (5/54) Hit 'n' Run (3/52) Jockey Club (4/54) Jubilee (5/55) Jumbo (10/54) Marathon (10/55) Lady Luck (9/54) Hit 'n' Run (3/52) Jockey Club (4/54) Jubilee (5/55) Jumbo (10/54) Marathon (10/55) Lady Luck (9/54) Marathon (10/55) Lady Luck (9/54) Niagara (12/51) Pin Wheel (10/53) Poker Face (8/53) Quarette (2/52) Queen of Hearts (12/52) Rose Bowl (10/51) Score-Board (3/56) Sea-Belles (8/56) Shindig (9/53) Skill Pool (8/52) Sluggin' Champ (4/55)	235.00 175.00 245.00 25.00 125.00 25.00 125.00	175.00 135.00 45.00 75.00 65.00 165.00 150.00 125.00 100.00 125.00 65.00 125.00 125.00 145.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00 115.00	- 215.00 135.00 - 45.00 125.00 125.00 160.00 160.00 150.00 150.00 150.00 150.00 150.00 150.00 150.00 150.00 150.00 150.00 150.00 150.00 150.00 150.00 150.00 150.00 145.00 145.00
Sluggin' Champ Deluxe (4/55) Southern Belle (6/55) Spot Bowler (10/50) Stage Coach (11/54) Sweet Add-A-Line (7/55) Toreador (6/56) Tournament (8/55) Twin Bill (1/55) Wild West (8/51) Wishing Well (9/55)	30.00 190.00 175.00 275.00 225.00 145.00 250.00	135.00 135.00 30.00 125.00 125.00 200.00 175.00 135.00 250.00	175.00 175.00 30.00 160.00 175.00 235.00 185.00 145.00 250.00
UNITED Cabana (3/53) Caravan (1/56) Circus (8/52) Havana (2/54) Hawaii (6/54) Manhattan (4/55) Mexico (3/54) Nevada (8/54) Pixie (9/55)	145.00 395.00 45.00 45.00 85.00 55.00 75.00	\$ 45.00 90.00 60.00 25.00 25.00 50.00 25.00 25.00 70.00	\$ 45.00 135.00 340.00 45.00 45.00 45.00 45.00 45.00 75.00

	Samuel Control of the	High	Low	Avg.
	Rio (11/53)	65.00 150.00 125.00 35.00 85.00 65.00 85.00	\$ 25.00 25.00 90.00 85.00 35.00 55.00 65.00 35.00	\$ 35.00 55.00 135.00 115.00 35.00 85.00 65.00 35.00
	Army & Navy (10/55) S Big Ben (9/54) C O D (9/53) Colors (11/54) Daffy Derby (8/54) Dealer '21' (2/54) Deluxe Baseball Disk lockey (11/52) Eight Ball (1/52) Four Corners (11/52) Fairway (6/53) Grand Champion (8/53) Gun Club (11/53) Hayburner (6/51) Hong Kone (10/52) Ialopy (8/51) King of Swat Lazy O (2/54) Lu Lu (12/54) Nifty (12/50) Nine Sisters (1/54) Peter Pan (4/55) Ouarterback (10/49) Race the Clock (1/55) Rag-Mop 5 Ball (11/50) Rainbow 5 Ball (11/50) Rainbow 5 Ball (11/50) Rainbow 5 Ball (11/51) Silver Skates (2/53) Singapore (10/54) Sea Jorkeys (11/51) Silver Skates (2/53) Singapore (10/54) Sky Way (9/54) Spark Plue (10/54) Sky Way (9/54) Spark Plue (10/54) Struggle Buggle (12/53) Struggle Buggle (12/53) Struggle Buggle (12/53) Thunderbird (5/54) Three Deuces (8/55) Super World Series (4/51) Wonderland (5/55)	80.00	\$ 35.00 115.00 80.00 110.00 75.00 75.00 40.00 35.00 40.00 55.00 40.00 75.00 75.00 110.00 75.00 110.00 75.00 110.00 75.00 110.00 75.00 110.00 150.00 1	\$ 35.00 115.00 80.00 135.00 12
Ì	SHUFFLE Ace Bowler (CC)	CAME	S	
-	(9/50)	295 00	\$ 95.00	\$195.00
	Advance Bowler (CC) (5/53)	135.00	135.00	135.00
	(5/52) Arrow (CC) Banner (U) (8/54) Bikini (K) (6/54) Bonus Bowler (K) (3/54) Bonus Score Bowler	220.00 155.00 195.00	225.00 215.00 155.00 125.00 75.00	215.00 155.00 150.00
	Bowlette (G) (7/50) Broadway Alley (U)	195.00 245.00 225.00	245.00	
			39.50	195.00 75.00
1	C- 1 D.1 - (11)		120.00	120.00
	(11/54)		125.00	245.00
	(11/53)		75.00	100.00
	Deluxe (CC) (1/55) Criss-Cross Targette		110.00	110.00
	Regular (CC) (1/55) . Crown (CC) (4/53) Diamond (K) (5/53) Domino (K) (5/53)	90.00	100.00 90.00 100.00 50.00	175.00
	-Double Score (CC) (3/53)	95.00 2 75.00	49.50 125.00	75.00 185.00

STATES ENGINEERING THE PROPERTY OF THE STATE		Mean	High	Low	Avg.	Last of the same o	925	Mean
High	Low	Avg.	Tenth Frame Bowler (CC) \$ 95.00	\$ 40.00	Mean \$ 60.00	Jet Gun (Ex) (12/51)\$110.00	\$ 75.00	AVE.
Fifth Inning Deluxe (U) (6/55)\$110.00	\$110.00	\$110.00	Thunderbolt (CC) 250.00			Jet Fighter (W) (10/54), 225.00	100.00	\$110.00 195.00
5 Player (U) (1/51) 40.00	40.00	40.00	Triple Score Bowler (CC) (6/53) 65.00	65.00	65.00	Lite League (W) (2/54) 125.00	75.00	125.00
Fireball (CC) (11/54) 125.00 Flash (CC) (9/54) 175.00	125.00	125.00 175.00	Triple Strike Bowler (CC) 210.00	175.00	175.00	Lord's Prayer (M) (6/56) 195.00	195.00	195.00
8 Player (GE) (9/51) 85.00	50.00	50.00	Venus Deluxe (U) (3/55) 350.00	225.00 145.00	275.00 195.00	Lovemeter (Ex)	25.00 89.50	25.00 89.50
Gold Cup (CC) (7/53) 155.00 Gold Medal (B) (3/55) 185.00	75.00 175.00	115.00 175.00	Victory Bowler (B) (5/54) 295.00 Vinus Bowler 150.00	150.00	150.00	Mercury Counter Gripper . 25.00	25.00	25.00
Hi Speed Triple Score				Z ACCOUNTS		Midget Movies (CC) 195.00 Midget Racer (B)	95.00	125.00
(CC) (8/53) 60.00 Holiday Match Bowler	60.00	60.00	ARCADE EQUIPM	ENI		(11/56) 250.00	250.00 125.00	250.00
(CĆ) (9/53) 215.00	175.00	215.00	Code: AP-Auto Photo; B-Bally; CC-Ch Ex-Exhibit; G-Genco; Gb-Gottlie			Midget Skeeball (CC) 125.00 Mills Scales 65.00	35.00	125.00 50.00
Hollywood (CC) (5/55) 230.00 Imperial (U) (9/53) 85.00	60.00	85.00	Mutoscope; R—Roovers; S—Seebur Shipman; T—Telecoin; U—United;	g: Sc-Scien	ntific: Sh-	Panoram (Mills) 395.00 Pennant Baseball (W) 100.00	295.00 100.00	325.00 100.00
Leader Shuffle Alley	125.00	165.00	ling.	· · · · · · · · · · · · · · · · · · ·		Periscope (CC) 95.00	95.00	95.00
(U) (11/53) 195.00 League Bowler (U)		ALCOGRAPHICADA	ABT Challenger (5/46) \$ 30.00	\$ 25.00	\$ 25.00	Photomatic (M) (1/50) 350.00 Photomatic Deluxe (M)	250.00	350.00
(1/54)	95.00	165.00	AA Gun (K) ('48) 99.50	99.50	99.50	(2/36) 245.00	245.00	245.00
(U) (4/54) 195.00	100.00	145.00	All Star Baseball (W) 100.00 Atomic Bombers (M) 125.00	100.00	100.00 125.00	Pistol (CC) (1/49) 75.00 Pistol Pete (CC) 99.50	65.00 45.00	75.00 75.00
Lightning (U) (2/55) 145.00 Lightning Deluxe	145.00	145.00	Auto Photo (AP)2295.00	1595.00	1695.00	Pistol Target Skill 15.00	15.00	15.00
(U) (2/55) 295.00	275.00	275.00	Anti Aircraft	99.50 125.00	99.50 125.00	Pitch'm & Bat'm (S) 195.00 Polar Hunt (W) 225.00	190.00	195.00 225.00
Magic (B) (12/54) 155.00 Manhattan 10 Frame	145.00	145.00	Air Hockey 175.00	95.00	175.00	Pop Up 20.00	20.00	20.00
(United) 85.00	85.00	85.00	Air Football	195.00	225.00	Quarterbacks (G) (9/55) 195.00 Ranger (K) 295.00	55.00 250.00	125.00 295.00
Mars (U) (1/55) 190.00 Mars Deluxe (U) 395.00	145.00 185.00	145.00 245.00	(1/55) 195.00	195.00 95.00	195.00 95.00	Rapid Fire (B) 125.00	110.00	110.00 150.00
Match Bowl-A-Ball (CC) (8/52) 70.00	45.00	45.00	Baseball, 2 Player 175.00	175.00	175.00	Rifle Gallery (G) (6/54) 175.00 Round the World Trainer	150.00	\$200M05E86
Match Pool (Ge) (2/54) 60.00	60.00	60.00	Basketball (CC) 175.00	175.00	175.00 175.00	(CC) (10/53) 345.00 Royal Mustang Horse 375.00	345.00 375.00	345.00 375.00
Mercury (U) (12/54) 145.00	145.00	145.00	Basketball Champ (CC) 125.00	125.00	125.00	Safari (W) (2/54) 215.00	175.00	195.00
Mystic Bowler (B) (12/54) 355.00	325.00	355.00	Bat-A-Score (Ev) (8/48) 95.00 Bat-A-Score, Sr. (Ev)	95.00	95.00	Set Shot Basketball (Munves) (6/52) 250.00	250.00	250.00
Mercury Deluxe 11th Frame (U) 295.00	235.00	245.00	(8/48) 95.00	95.00	95.00	Shoe Brush Up 95.00	95.00	95.00
Name Bowler (CC)			Bert Lane Merry-Go-Round. 275.00 Big Broncho (1/51) 325.00	275.00 325.00	275.00 325.00	Shoot the Bear (S) 125.00 Shooting Gallery (Ex)	125.00	125.00
(1/54) 50.00	50.00	50.00	Big Inning (B) (47) 125.00	125.00	125.00	(6/54) 225.00	95.00	150.00
Official (U) (5/52) 85.00 Olympic (U) (8/54) 75.00	60.00 75.00	75.00 75.00	Big League Baseball (3/51) (W) 130.00	130.00	130.00	Sidewalk Engineer (W) (5/55) 195.00	95.00	125.00
Original 95.00	50.00	70.00	Big League Baseball (W) (2/54) 145.00	145.00	145.00	Silver Bullets (Ex) (11/49) 195.00 S K Grip Vue 30.00	95.00 20.00	125.00 20.00
Pacemaker (K) (9/53) 85.00 Palisade (K) 55.00	149.50 55.00	50.00 55.00	Big Top (C) (6/54) 295.00	175.00	235.00	Silver Gloves (M) 175.00	145.00	175.00
Playtime Bowler		SEESE	Bingo Roll 95.00 Bonus Deluxe (U) 350.00	95.00	95.00 32 5.00	Six Shooter (Ex) 95.00 Skee Ball (W) (8/36) 245.00	75.00 245.00	95.00 245.00
(CC) (10/54) 175.00 Rainbow Shuffle Alley	175.00	175.00	Bonus Gun (U) (1/55) 215.00	195.00	215.00	Sky Fighter (M) (9/53), 125.00	125.00	125.00
(U) (8/54) 125.00	125.00	125.00	Broncho Horse (Ex) (10/47)	375.00	375.00	Sky Gunner (G) (9/53) 125.00	125.00	125.00
Rocket (B) (8/54) 95.00 Royal (U) (8/54) 190.00	95.00 75.00	95.00 110.00	Card Vender (Ex) 50.00	45.00	50.00	Sky Gunner (CC) 125.00	125.00	125.00
Score-A-Line (CC)		2011/04/2020 2011/2012/2020	Carnival Deluxe (U) 295.00 Carnival Gun (U) (10/54) 165.00	150.00	245.00 145.00	Sky Rocket (G) (5/55) 210.00 Smiley (Pioneer) (8/46) .'525.00	195.00 495.00	210.00 495.00
(9/55)	225.00	225.00	Carousel (Se) (11/54) 325.00 Champion Baseball (G) 175.00	325.00 150.00	325.00 175.00	Space Gun (Ex) 125.00 Space Ranger (Deco) 275.00	85.00 275.00	95.00 275.00
Player (Ú) (10/51) 85.00	30.00	60.00	Champion Hockey ('46) 100.00	100.00	100.00	Space Ship 150.00	125.00	125.00
Shuffle Alley 6 Player (K) 85.00	45.00	55.00	Coon Gun (\$) 145.00 Coon Hunt (\$) (2/54) 150.00	135.00 75.00	135.00 145.00	Speed Boat (B) (7/53) . 325.00 Sportland (Ex) (11/51) . 150.00	275.00 150.00	325.00 150.00
Shuffle Alley 10	50.00	60.00	Dale Gun (Ex) 85.00	25.00	65.00	Sportsman (K) (11/54) . 195.00	150.00	150.00
Shuffle Alley 11th Frame. 335.00	150.00	195.00	Defender (B) ('40) 150.00 Derby, 4 Player (CC)	125.00	125.00	Standard Metal Typer, F.S. 275.00 Star Series (W) (4/49) 85.00	275.00 85.00	275.00 85.00
Shuffle Alley Deluxe 11th Frame (U) 325.00	175.00	255.00	(3/52)	125.00	125.00 150.00	Star Shooting Gallery (Ex)	14,100,000	
Shuffle Pool (Ge) (11/53) 75.00	50.00	50.00	Jungle Gun (U) (7/54) . 135.00	135.00	135.00	(9/54) 120.00 Steeple Chase 395.00	120.00 395.00	120.00 395.00
Six Player (CC) 50.00 Six Player Deluxe (K) 65.00	45.00 40.00	45.00 45.00	Kicker & Catchers 52.50 K O. Fighter 150.00	52.50 150.00	52.50 150.00	Strike-A-Lite (ABT) 195.00 Submarine (K) (1/42) 125.00	195.00 125.00	195.00
Six Player Deluxe (U) 65.00	40.00	45.00	500-Shooting Gallery (Ex)	88		Super Home Run (CC)		125.00
Six Player 10th Frame (U) . 75.00 Speedlane Bowler (K) 185.00	55.00 185.00	70.00 185.00	(3/55)	100.00	100.00	(3/54)	95.00 175.00	125.00 175.00
Speedy (U) (8/54) 135.00	135.00	135.00	(9/46) 99.50	75.00	99.50	Super Jet (CC) (8/53) . 295.00	295.00	295.00
Star, 5 Player (U) (7/52) 95.00 Star, 10th Frame (U)	34.50	45.00	Flying Saucer (M) (6/50) 150.00 Football (M)	49.00 175.00	95.00 175.00	Super Pennant (W) 75.00 Super Slugger (U) (7/55) 275.00	75.00 275.00	75.00 275.00
(9/52)	75.00 125.00	75.00 125.00	Goalee (CC) (1/46) 225.00	95.00	110.00	Telequiz (1/49) (T) 95.00	50.00	95.00
Super Bonus Deluxe (U) 425.00	345.00	275.00	Gun Patrol (Ex) (5/51) 95.00 Gypsy Fortune Teller 10.00	95.00 10.00	95.00 10.00	Ten Strike (E) (46) 85.00 3-D Theater (M) (12/53) 150.00	75.00 150.00	85.00 150.00
Super Frame (CC) (5/54) 125.00 Super Match Bowler (CC)	95.00	95.00	Harvard Metal Typer 195.00 Heavy Hitter (B) 65.00	195.00 65.00	195.00 65.00	Three-of-a-Kind 20.00	18.00 25.00	18.00
(10/52) 75.00	50.00	55.00	Hi-Ball (Ex) (2/38) 65.00	65.00	65.00	Treasure Cove (Ex) (6/55) 325.00	195.00	25.00 225.00
Super Six (U) (3/52) 100.00 Targette (U) 125.00	29.50 95.00	75.00 95.00	Hockey (CC) 75.00 Home Run, 6 Player	75.00	75.00	Trigger Horse (E) (7/53) 395.00 Undersea Raider (2/46) 125.00	395.00 120.00	395.00 125.00
Targette Deluxe (U)	SAMPOSSO	75655555	(CC) (3/54) 95.00	95.00	95.00	Voice-O-Graph (M) (4/46) 325.00	245.00	325.00
(8/54)	95.00 95.00	95.00	Jack Rabbit (Amusematic) ('46) 125.00	125.00	125.00	Wild West (G) (2/55) . 250.00 Wizzard Whiz 25.00	18.00	250.00
Team Bowler (K) (10/52) 75.00	49.50 35.00	50.00 60.00	Jet (B)	110.00 35.00	110.00 75.00	World Series (W) (4/51). 60.00	50.00	50.00
Tenth Frame (K) 75.00	-55.00	00.00	jumping jack to (11/32/ 05.00	35,00	75.00	Zingo (1/51) (U) 65.00	65.00	65.00
NEW YARD STATE OF STREET	THE SALES OF	THE RESERVE OF THE PARTY OF THE	ALCOHOLD IN THE STATE OF THE ST			TI AC CLACUEC DOL		

WANTED TO BUY Late Shuffle Alleys from Fireball Lightning and Rocket Up Sun Valleys Showtimes Key West and Big Show Bally Tournament Bowl-er, 12' or 14' HIGHEST PRICES PAID RIDES CC Super Jet\$175.00 CC Round the World Trainer 345.00 Ex. Space Scout CUNS Ge. Gun Club Write Ge. Circus Gun ...\$375.00 Ge. State Fair 275.00 Ge. Davy Crockett. 275.00

GUNS	ARCADES
Ge. Rifle Gallery \$150.00	Ge. Motorama \$485.00
Ex. Pop Gun 495.00	Ge. Space Age Write
CC Pistol 65.00	Grandma 295.00
Muto, Bangorama . 195.00	CC 4-Player Derby. 135.00
Un. Carnival Gun . 150.00	Standard Metal
Ex. Six Shooter 75.00	Typer Write
Dale Gun 50.00	Speedway Bomb-
2410 0011	sight 150.00
MUSIC	Tokyo Raider Drive
VENTON TO THE PROPERTY OF THE	Mobile 100.00
AMI H 200\$850.00	Pokerinos 95.00
AMI H 120 775.00	KO Champ 275.00
AMI G 200 625.00	Quiz Score 75.00
AMI G 120 595.00	Atomic Bomber 100.00
AMI G 80 575.00	Tele Quiz 75.00
Seeburg M 100R 625.00	Bat a Ball 75.00
Seeburg M 100A 125.00	Blow Ball 125.00
ADCADEC	Voice o Graph 250.00
ARCADES	Fun House Mirror, 25.00 Ge. Horoscope 495.00
Ge. Quarterback \$125.00	Ge. High Fly
Un. Derby Roll 125.00	Baseball 150.00
Wms. Crane 125.00	Sc. Pitchem &
Ge. Lucky 7 175.00	Batem 125.00
Ex. Foot Vibrator. 75.00	Super Pennant
Boomerang 75.00	Baseball 100.00
Spotlight 75.00	Bat a Score 95.00
Bingo Roll 85.00	Heavy Hitter \$0.00

COIN MACHINE EXCHANGE INC 2423 Payne Ave. Cleveland 14, Ohio SUperior 1-4600



ONLY THE BILLBOARD -

among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.

State Officials

• Continued from page 76

lack of city licenses on some of their coin games, even for lack of ID cars on the machines. (Actually licenses 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 inspectors were told by Andrew Fasseas, deputy director of revenue, to check on all the machines to determine if they should be Statelicensed.

State's Attorney Benjamin Adamowski drew attention to unlicensed games and the resultant loss of city, State and federal tax revenues, the previous week.

The city ordinance requires li-censes on all coin-operated amusement devices, while the State law specifies just three specific typespinballs, gun games and shuffleboard or bowling devices. Juke boxes do not require State licenses.

The city law requires the operator of the machine to buy the license, while the State law puts this obligation on the location owner.

ATLAS SLASHES PRICES!

MUSIC

SEEBUDG 100-C\$470 SEEBURG 100-B 395 SEEBURG 100-R 625 A.M.I. E-120 345

SEEBURG V-200—Modified \$695 Receiver

All phonographs reconditioned and refinished.

Chicoin ROCKET SHUFFLE Williams SHORTSTOP Bally TROPHY BOWLER, 14' Keeney CIGARETTE VENDER

Keeney LEAGUE LEADER Sensational Baseball Game! Player ACTUALLY HITS BALL!

GAMES

45 RPM CONVERSION FOR M-100A \$69.50

Exclusive Seeburg Distributors



of Service

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

Your ticket to RESULTSthe advertising columns of THE BILLBOARD!

Attack O'Mahoney Copyright

Continued from page 73

tigation.

Juke Arguments

naintaining the exemption were: with rising expenses, making under 4,000 a year, and would be riped out by additional royalty harges. 2. Multiple record-buying y juke operators gives a fair share

SANDLER'S

SPECIALS

Seeburg V-200's\$575.00

AMI G 200's 575.00

Wurlitzer 2000's 775.00

Wurlitzer 1900's 750.00

Wurlitzer 1800's 650.00

Wurlitzer 1700's 550.00

SANDLER

Distributing Company

405 Plymouth Avenue

Minneapolis, Minnesota

Phone: Jackson 9-9693

WANTED

Bingo

Mechanics!

STEADY WORK! GOOD

PAY! NO DRIFTERS!

GIVE QUALIFICATIONS

AND REFERENCE IN

Write to Box

920

THE BILLBOARD

188 W. RANDOLPH ST.

CHICAGO 1, ILLINOIS

YOUR FIRST LETTER.

ike spokesmen, including Ham- of industry money to songwriters on Chaffetz for the manufactur- in mechanical royalty. 3. Juke play and George Miller, president does popularize music, according to Music Operators of America, performers and songwriters themsked O'Mahoney to consider the selves. 4. Costs and bookkeeping SCAP record of monopoly deal- involved in dealing with three liand the "vast" amounts of censing societies would leave few noney-18 per cent of its revenue operators in business, with conseavailable to ASCAP for any court quent loss to songwriters, the public, the location owners, and publishers and songwriters who have Traditional juke arguments for only juke outlet for their music.

O'Mahoney opened the hearings Operators are small businessmen by saying briskly: "I hope the committee will settle this matter, and settle it very quickly." But the tenor of the hearings underwent a change as the bill was heavily criticized for putting no ceiling on amounts to be asked by licensing organizations. It was also scored and taverns open to infringement proceedings because of ambiguous wording that failed to "clearly identify the operator as solely responsible."

Hotel Opposition

Also, as presently worded, the bill could penalize music played on coin-operated radios and televisions in private rooms in hotels. American Hotel Association, noted that the bill said that any "rendition of a copyrighted musical composition by or upon a coin-operated machine shall be deemed to be a public performance for profit. . . .

O'Mahoney invited Merritt, Chaffetz and C. Leroy Jensen, spokesman for the National Licensed Beverage Association, to submit and to include a schedule of fees to be charged, ASCAP counsel

submit a schedule. Jensen did not bring up last year's suggestions by NLBA for a ceiling of \$15 a year on record machines holding 50 records or under \$20 for machine holding 50 to 100, and \$25 for those with 100 or more play. Jensen was reminded of it by committee staffer George Green, who assisted at the

hearings. Senator Dirksen (R., Ill.) member of the full committee, but not of the copyright subcommittee, asked each of the licensing groups to submit data on their revenues, distribution to songwriters, and general administrative procedures. Dirksen was present thruout the question of the licensing group counsels. He seemed well acquainted with juke operator prob-

iems. Subcommittee members, Olin Johnston (D., S. C.) and Alexander Wiley (R., Wis.), were unable to attend. Wiley sent a member of his staff to-cover.

'No Reason Given'

Juke operators went from defensive to offensive when songwriter Perry Alexander told O'Mahoney that record royalty was the only kind he could get for the years when ASCAP would not ad-

Colorado Court

owners had them placed and from where they were seized. But the

court said the pinball machines had

no payoff devices; that the payoff was made by the operator of the

place of business; that such ma-

chines were not gambling ma-

chines per se, and that only ma-

chines used for gambling "with the

actual and constructive knowledge

of the owners" could be ordered

The State District Court held

that the State attorneys had failed

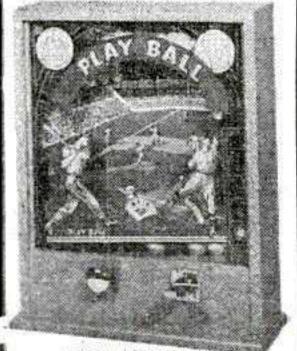
to prove that the owners of the

machines knew they were being

destroyed.

Continued from page 76

PLAY BALL



EAST ACTION 100% MECHANICAL TREMENDOUS SUSPENSE STEADY LONG LIFE * NO SERVICE REQUIRED

Write or phone for prices DIMENSIONS 181/4"x22"x61/2"

FRANK SWARTZ SALES CO. 515-A Fourth Ave., S.

Nashville 10, Tenn.

used illegally. The 10 machines will go back to their owners, the Modern Music Company, E & M Music Company, Pikes Peak Music Company and pany. All are Colorado Springs the Independent Amusement Comfirms.

mit him to membership. O'Mahoney seemed amazed: 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 better as publisher member of BMI for seven years, up to 1951, when his 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 admitted, Alexander had great success with pop hit "Cry," Johnnie Ray's big hit song. But performance fées on it were only \$5,000, plus an equal "bonus amount," he said. Sales of records, sheet music 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 royalty on the one song, said Alexan-

The songwriter asked O'Mahoney's committee to "look into the whole question of licensing organizations" before endangering hit songwriters' record royalty on juke boxes, in favor of an "uncertain" amount under a blanket licensing by the big organizations.

Chaffetz's Question

Juke manufacturer spokesman Chaffetz also demanded of the committee: "Where are the ASCAP publishers? Why do they hide behind a stream of ASCAP composers who come here pleading poverty?" He reminded O'Mahoney that "no previous committee" which had been given all the facts on the juke exemption situation had ever "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 symphonic and even operatic selections. Moore said composers like Gershwin 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, Washington attorney Nicholas E. Allen, MOA counsel and member of firm of Armour, Herrick, Kneipple and Allen, which is major domo for MOA defense here. Also for Friday, Albert S. Denver, president of N. Y. Music Operators, and several operators from across the country.

ADMEN of every kind ENDORSE THE BILLBOARD

as a top selling force

SPRING SPECIALS!

BINGOS! Yacht Club Dude Ranch Hi Fi Surf Club

Ice Frolics Palm Springs

ARCADE Genco HI Fly \$150.00 Genco Champion B.B. 175.00 Genco Motorama 395.00 Genco Rifle Gallery . 135.00

United Carnival Guns 140.00

Chi Coin Ski Bowl .. \$180.00 Keeney Bowlette ... \$245.00 Criss Cross Targette, 100.00 Keeney National 175.00 Keeney Speedlane .. 185.00 Genco Match Pool .. 60.00 Genco Shuffle Pool . 50.00 United Imperial 85.00 Genco Skill Ball 169.00 United Team Bowler 95.00 C.C. Bowling Team. . 245.00 United Super Flash . 125.00

Flicker Pool 125.00 CHICAGO MELINOIS **JUNIPER 8-1814**

6 Pocket Pools

Jumbo Pools 95.00

Bumper Pools 75.00



PUT A REAL PUNCH SIN YOUR OPERATING with HARD-HITTING EQUIPMENT from WORLD WIDE!

S-P-E-C-I-A-L!

UNITED 16' ROYAL BOWLING ALLEY \$725	
BALLY 14' STRIKE BOWLER 725	
UNITED 16' JUMBO BOWLING ALLEY 675	1
ALL LIKE NEW I IMMEDIATE SHIPMENT I	

5 BALL GAMES

JUALL	OMITTE	
STRAIGHT FLUSH \$295 SILVER 285 WORLD CHAMP 275 ROYAL FLUSH 255 ACE HIGH 235 RAINBOW 220 AUTO RACES 195	CLASSY BOWLER \$175 DERBY DAY 165 HARBOR LITES 155 FRONTIERSMAN 145 HAWAHAN BEAUTY 110 TWIN BILL 125 WMS. KINGS 225	
		•

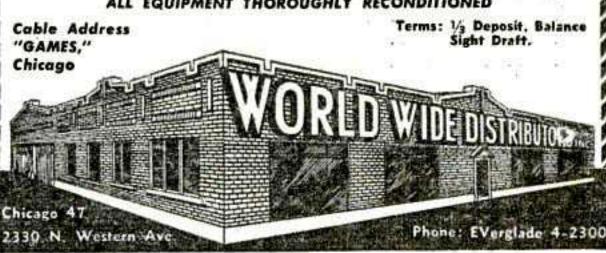
BINGO BARGAINS

Bally BROADWAY ... 155
Bally MIAMI BEACH ... 95
United MONACO ... 175
United STARDUST ... 125
United STARLET ... 95
United PIXIES ... 75 United PIXIES

ARCADE

Un. PIRATE GUN 295
Genco STATE FAIR 275
Wms. POLAR HUNT 210 Genco DAVEY CROCKETT . 265

ALL EQUIPMENT THOROUGHLY RECONDITIONED



GIVE TO DAMON RUNYON CANCER FUND

SUMMER SPOT INCOME BOOSTERS



Torms:

Va Deposit,

Required.

Davis

CABLE ADDRESS: "DAVDIS"

SEEBURG V200 Rebuilt w/VL Sel. Rec.\$795.00 HF100R 669.00 HF1006 569.00 M100C 469.00

M100A 189.00 3W1 Wallboxes, Chrome (100 Selections) 49.50

WORLD EXPORT WESTERN EXPORT DISTRIBUTING Exclusive Seeburg Distributors 738 Erie Blvd., East Syracuse B, N. Y., U.S.A.

Phone: GRanite 5-1631

WURLITZER

2150 (200 Selections) . . \$749.00 2000 (200 Selections) . . 649.00 1900 (104 Selections) . . 595.00 1800 549.00 1700 469.00 1650 239.00 1400 149.00 5205 (104 Sel. Wallbox) 27.50

AMI

G200 (like new)\$649.00

ROCK-OLA

1446 (120 Selections) . .\$495.00 1436 (45 rpm) 199.00 1434 (45 rpm) 139.00

STEP UP

COLLECTIONS



WITH THESE REBUILT PHONO SPECIALS

AMERICA'S Finest Used Phonograph



SEEBURG V-200

\$625.00 completely

V-200 With VL Receiver

Reconditioned—Refinished

\$695.00

SEEBURG

HETOOK	٠	٠	٠	٠	٠	٠	٠		٠	×	\$595.00
HF100G											
M100C			٠	٠	٠	٠		٠	٠		395.00
			7.	yo.		LC.					3

-		
•	881	
-		

				•	••	•			
H200								 . \$7	750.00
G200						٠		. 5	95.00
G120								. 4	195.00
The second control of									295.00

ROCK-OLA

1454						. \$	595.00
1438	Comet	•	•	٠			295.00

WURLITZER

Special

1800 (104 sel.)\$469.50 Seeburg 3W1 (100) Wall Box \$49.50

Write for Illustrated Catalog





849 North High Street Columbus 8, Ohio AXminster 4-4614 1889 Central Parkway

Cincinnati, Ohio MAin 1-6310 1327 N. Capitol Ave. Indianapolis, Indiana MElrose 4-3571

Detroit Grosses Off 15-30%

• Continued from page 73

two out of 10 workers are unem- unit. ployed, with real relief not ex-pected before late fall or next year. Building good will, giving the best available record selection, and in this dismal situation.

to a few firms with no drops or slump. actual upturns. Richard V. O'Meaburg distributor, estimates the av-Symptomatic of conditions, he mission pressure is different. points to reports of 46,000 homes "When business gets bad they up for sale locally.

tion that is taking care of him; that to give.' bread-and-butter stops."

Patrick's Day weekend, noted Lin- means virtually nothing here. den F. Bush, of Bush Music Com- | Giving good quality service is pany, who reported general collec- about the only effective way to tions down 15 to 18 per cent from meet the conditions, according to a year ago. He said significantly Moss, who stresses that even merthat "dime play is holding up just chandising posters cannot be suitas well as the nickel locations, or ably placed on new models bea little better.'

Erwin B. Moss, of Moss Music Bush places the accent on prothat the drop, which started in the sible. 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 Angott Distributing Company, Wurlitzer distributor, who finds no really significant fresh recession. The drop in collections started in December, 1956, he said. Speaking as an operator, he said the drop is about 20 per cent and staying at that level, with no drop recently.

"We meet the situation by switching equipment on locations," Angott said. "Probably some operators felt they couldn't afford it." There is no set pattern. "If you can improve a location, you put some new equipment in, and move down some of your later stuff in other locations. "You can keep your drop at a minimum if sales is radically different and parayop keep alert on your route, add new equipment, and switch questioned said that, reversing their around." he said.

much as ever.

or a quarter."

he notes, is almost the same as quite good. nickel play (an estimated 40 per Thus Angott reports new macent of this firm's units are on chine sales up 25 per cent over a dime play, the rest on nickel). He year ago, reflecting spring buying says that this step has probably and the appeal of new models. increased play 15 per cent.

ing to the consensus of reports, startling 30.7 per cent increase Angott notes, "If you keep your over 1956 to set a new high. The He notes significantly that more selection models, with only a rela-

pointing the way toward coming | back from 200 to 100 selection manational economic trends, is in a chines, because of the lower incritical 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

Difficult conditions in the auto in-keeping in close touch with the dustry are the biggest single factor customer to ascertain and meet his needs are the only positive steps Reports of juke box collection that Anthony Sirocuse believes slumps range from 50 per cent up have much value in fighting the

Sirocuse says that, with an estira, manager of Music Systems, See- mated 80 per cent of local juke boxes no nickel play, there is no erage drop at around 15 per cent. pressure to drop prices, but comwant more money," tho, as a result Said O'Meara: "The progressive of intense local competition, "we operator is taking care of the loca- are up so far now there is no more

is, he is giving them equipment While there is no location dethat is deserved by the location mand for nickel play, there is a according to what it pays. This distinct demand for dual pricing policy is paying off, because it with EP's, says O'Meara. The EP's enables the operator to keep the in this set-up operate at 15 cents or two for a quarter, while singles A hopeful sign was an increase operate at a dime in these locations. of about 10 per cent for the St. He feels that the 50-cent chute

cause of their design with a peak.

Company, who reported a 20 to gramming to meet the slump, not-25 per cent drop, summarized re- ing that, from his experience in ports from bar owners that their also operating a retail record store, business has dropped 50 per cent. bargain prices are not the answer. Like most music men interviewed, "When times are a little tough, he found that this represented both locations figure that if all the recfewer people in locations, especial- ords were new, they'd take in more ly taverns, and less spending by money," he says, and tries to keep those who do turn out. Bush noted as many new records on as pos-

> New record purchases have been affected variously by the slump, as operators have often continued to give as good service as ever. Figures are spotty. In two of the 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 doxical, however. All operators position on records, they were slow-Incidentally. Angott feels that ing off on buying new machines, customers in locations, tho fewer in tho the effect in any individual number, are spending about as case probably is not yet cumulatively heavy.

Fifty-cent play has been a help At the distributor level, howamong operators who have done ever, the picture is very encouragsomething to meet the slump, An- ing, with reports of total machine gott says. "If you're running a sales very satisfactory. This may machine on 10-cent play and you be due to the entry of new operagive them nine for a half dollar, tors into the business in some part. there is an incentive that brings in But, some suggest this seeming play we wouldn't have at a dime paradox is more likely to be the 1434 Rock-Ola 50 Sel., 45 R.P.M. 145.00 result of differences in the total ter-Decals are used to advertise 50- ritory picture, with up-State sales. cent play on machines, and this, in distinction to Detroit, reported

At Music Systems, sales are run-Locations generally are not ask- ning just slightly behind 1957, ing for special concessions, accord- simply because last year showed a equipment up, they're satisfied." trend here is to the larger multirecords does not seem the answer tively small number of the 100 here. There have been operators selections sold last year and virwho have successfully switched tually none being sold now.

SPECIALS!

NATIONAL RECONDITIONED 5-BALLS

MULTIPLE PLAYER

CONTINENTA															
FLAGSHIP															28:
REGISTER															
FAIRLADY															
SEA BELLES .							1	į		٥	1		4	Ī	245
TOREADOR															
MARATHON .															
TOURNAMEN	Ť	9	i	2	਼	Į		Ì	į	Ī	Ī	[ŀ		170

SINGLE PLAYER

ROYAL FLUSH
ACE HIGH 245
WORLD CHAMP 225
CLASSY BOWLER 210
HARBOR LITES 160
DERBY DAY 160
WISHING WELL 160
EASY ACES 160
SOUTHERN BELLE 160
SWEET ADD-A-LINE 160
SLUGGIN' CHAMP 135
GYPSY QUEEN 13!
MYSTIC MARVEL 95
MYSTIC MARVEL 95

ORDER TODAY!

NATIONAL

COIN MACHINE EXCHANGE

1411-13 Diversey, Chicago 14, Ill. BUckingham 1-8211

YOUR TICKET TO SALES RESULTS -THE ADVERTISING COLUMNS OF THE BILLBOARD!

We ONLY

Advertise What We Have in Stock

ALL MACHINES 100% CLEAN AND CHECKED

> Refund in 10 Days if Not Satisfied

SEEBURG	each
10 A's	575.00
ROCK-OLA	each
5 Fireballs 10 Comets 86 Painted Wall Boxes 50 Sel. 56 Chrome Wall Boxes 50 Sel.	335.00
WURLITZER -	each
10 1100's	

ACT QUICKLY—ORDER TODAY

225 40 Sel. Wall Boxes\$3.00

each

1/3 with order, balance C.O.D.

Send for Complete Lists

Exclusive AMI Dist. Ea. Pa.

855 M. BROAD STREET PHILADELPHIA, 23, PA PHONE: STEVENSON 2-2903



Rock-Ola

Distributor

AMI

DISTRIBUTING, INC.

BALLY ALL STAR BOWLERS . \$370.00 WILLIAMS 10 PINS WILLIAMS 10 STRIKES 370.00

ASK FOR BEN MACKIE OF HAROLD HOFFMAN 3726 Kessen Ave., Cincinnati, O., MOntana 1-5004

largest one-stops. Music Systems BINGO SPECIALS www.

CLEAN GAMES-READY FOR LOCATION

MIAMI BEACH \$120.00 ICE FROLICS\$55.00 VARIETY BEAUTY 75.00 GAYETY SURF CLUB 65.00 50.00 Immediate Delivery. 1/2 Deposit.

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SAMES (60)

7855 Stony Island Ave. Chicago BAyport 1-1616

NOW DELIVERING BALLY TROPHY BOWLER—ALL STAR BOWLER

- BALLY TARGET ROLL-MISS AMERICA-SKILL ROLL
- BALLY BIKE, THE CHAMPION, MODEL T and TOONERVILLE TROLLEY
- ROCK-OLA PHONOS—50-120-200 SELECTION

WRITE OR CALL FOR PRICES

* SPECIAL * * 1448 HI-Fi Rock-Ola, 120 Sel. . . \$525.00 | Sun Valley \$575.00 1446 Hi-Fi Rock-Ola, 120 Sel. . . 450.00 ChiCoin Ski Bowl 195.00 Like New A.B.C. Bally Bowling Lanes, 11 ft. 495.00 14 ft. 545.00 Keeney Bonus Bowler 90.00 All machines have been checked, cleaned and ready for location.

5 BALLS

1	Blondie	145.00
١	Balls-a-Poppin'	195.00
ĺ.	Bally Double Header	225.00
ì	Genco Showboat	Write
ï	Bally Circus	Write
	Bally Carnival	Write

BINGO GAMES

Showtime	425.00
Big Show	275.00
Night Club	225.00
Beauty	55.00
Gayety	75.00
Gaytime	115.00
Palm Beach	40.00
Variety	75.00
Miami Beach	115.00
Dude Ranch	45.00
Big Time	115.00
Surf Club	55.00

ARCADE

Bally Bull's Eye Kiddie Cun\$225.00

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: MElrose 4-8468 Indianapolis, Indiana

Copyrighted material

TOM LE MUNVES CORDO

Leading World Wide Distributor of Coin Operated Equipment.

IT'S NEVER TOO LATE TO ORDER ARCADE EQUIPMENT FROM MUNVES!

We always have a wide selection of all types of coin operated equipment, NEW and USED, for immediate delivery to your arcades.

CALL US TODAY!

Visit the Mike Munves Corp. Booth at the M.O.A. Show, Chicago, May 6, 7 and 8, for the latest innovations in coin-operated machines

EXPORT-ALL TYPES EQUIPMENT

CORPORATION BRyant 9-6677 Tenth Ave., New York 36, N. Y.

REMODELING SALE!

Shopped and Ready for Location

MUSIC WURLITZER

7	DESTE		15	æ	10			O.			•		œ,	•		•		100	
ř.	1800																		545.0
7	1900	12	1.7		-			15		м,				٠.					625.0
ĭ	2000				٠							٠		٠	*	+	٠		695.0
0000						S	1	E	E	E	3	U	1	R	(3			
Z	W2020211	Ċ.			20			_			23			-	o	0		200	

1700

100 Sel. Wall Boxes, Chrome \$ 40.00

8	Model C Hideaway	,,,,,,
	BINGOS	
ì	PIXIES\$	65.0
Į,	TROPICS	35.0

IKUFIC											22.0
YACHT	CLUB			+	*				+		35.0
	A	R	C	A	ı	D	ı	E			

GENCO RIFLE GALLERY	\$115.0
BALLY JET BOWLER	75.0
POOL TABLE	45.0
T.V. BOWLERS	645.0

14 down, balance C.O.D.

Exclusive Wurlitzer Distributor 1301 North Capital Avenue Indianapolis, Indiana Phone: MElrose 5 1593

How to Parry Arguments

Continued from page 65

you something." If spoken in the mild curiosity.

that the location owner will typi- ative's. cally state that it's a good idea but he just doesn't have room. Having determined beforehand three different places where a bulk machine can conveniently be located, Strike Settled on the operator quickly points them out. If the store owner then objects that there is already a machine in the store, the operator should explain that he plans to vend a different type of merchandise in fair competition, says Nel-

On Commissions

that a 25 per cent commission isn't day strike. high enough, Nelson advises operators to point out not only that who fill the peanut, chewing gum, commissions are all net profit but candy and facial tissue machines. that there is little else sold in the store that will net the location a 25 per cent profit. This argument usually convinces a location, said the next two years. An incentive Nelson, especially when the operator points out that his machine will turn in a profit from unused

One of the most difficult objections to parry is the owner's flat statement that he doesn't want kids hanging around the store. said Nelson. If the operator spotted penny candy being sold, he can point out that a buk machine will eliminate a good deal of these over-the-counter sales. He can also explain that chains and supermarkets have bulk machines, arguing that efficient chains wouldn't tolerate them if they were merely a

Nelson 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 children wouldn't be as apt to wander around looking for something to spend their pen-

PHONOGRAPHS

7 7 7	
Seeburg	V2005495.00
Seeburg	100 HFG 525.00
Seeburg	M 100 C. 450.00
Seeburg	M 100 BL 350.00
Seeburg	M 100 B. 325.00
Wurlitze	er 1700 495.00

Wurlitzer 1800 . 595.00

Better Tone at Less Cost! NEW COMCO HI-FI SPEAKERS

The Only True Low-Priced High Fidelity Speaker! Hi Fi Wall Model ,\$19.95 | Hi Fi Corner Model \$23.95

CoMco Extended Range SPEAKERS Wall. 511.95 . Corner 515.95 . Ceiling 511.95

COVEN MUSIC CORPORATION

3181 North Elston Avenue Chicago, III. Phone: IN 3-2210 Cable Address: COVENMUSIK--1/1 Deposit, Balance C.O.D.

Trimount's SPECIAL OF THE WEEK 10 WURLITZER 200's

Exceptionally clean, \$575 ea.

ATTENTION, ARCADE OWNERS:

8 Used PHILADELPHIA TOBOGGAN SKEE BALLS-Write!!

Exclusive Gottlieb, Williams and Seeburg Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT!

BOSTON 18, MASS. Tel. Liberty 2-9480

40 WALTHAM STREET

67,000 ACTIVE BUYERS read

The Billboard Classified columns each week

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 will have a machine in the store. When that is In filling out the sales pitch, the case. Nelson advises operators Nelson advises operators to concen- to quietly put the demonstration trate on a bulk machine's advan- machine under their arm and leave. tages: The location pays nothing; When he was operating a route customers serve themselves, and during his student days, Nelson recommissions the location derives ports that he never came across a from the machine are all net profit. store owner who would permit a It is at this point, says Nelson, machine in competition with a rel-

Vending Machine Gotham Subways

NEW YORK -- Servicing of vending machines in New York's subway system resumed last week as Local 816 of the International Brotherhood of Teamsters and the Interboro News Company signed a In dealing with the objection three-year contract, ending an 11-

On strike were 70 servicemen

The new contract calls for pay increases of \$4 a week for the first year and \$2 a week each for plan also calls for commissions to the servicemen.

The settlement was reached thru the efforts of Murray Geller of the State Mediation Board.

AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS AND EXPORTERS RIDES ARCADE EQUIPMENT ABT GUN RANGE ..\$475 K. O. FITER LITE A LEAGUE 725

BIG BRONCO \$350 ACE BOMBER 150 CHAMPION HORSE., 410 DONALD DUCK ... 275 AIR HOCKEY ALL STAR HOCKEY. 95 ELSIE EX. SMALL HORSE SPACE SHIP AUTO FOTO, Mod. 9 ATOMIC BOMBER .. PALOMINO HORSE BALLOON-O-MAT BALLY ALL STARS Write BALLY BULL'S-EYE. 225 SCIENTIFIC BOAT BANGORAMA 175 MISS AMERICA BASKETBALL 2 HORSE CAROUSEL 325 CHAMP CRUSADER HORSE. . 295 BATTING PRACTICE 95 DOPEY DUCK BEAR GUN MOON RIDE BOOMERANG ROUND THE WORLD BONUS GUN TRAINER WELLS FARGO 525 LANE'S HORSE 325 C.C. BANDBOX CADILLAC CAR 225 C.C. PISTOL TOONERVILLE TROLLEY 595 HOT ROD 485 DRIVE-IT-YOURSELF 410 FOOTBALL CIRCUS GUN FIRE ENGINE 435

COUNTER GAMES ADV. SHOCKERS . . \$19.50

BINKS WHIZ GAME 18.00

GOT. 3-WAY GRIPPER 35.00 KICKERS & CATCHERS 52.50 KICKER & CATCHER, Used. 20.00 MERC. GRIPPERS. 25.00 PEEK SHOW 25.00 PITCHEM 18.00 POP UP 18.00 SKILL JUMP 25.00 5KOOKY GUM 18.00 3 OF A KIND 20.00

LENGERS

CAPITOL PANORAMS 395 C.C. TWIN HOCKEY 225 CHAMPION HOCKEY 100 CHESTER POLLARD COON GUN DRIVE MOBILE DALE GUN EX. SILVER BULLET EX. VIBRATORS EX. VITALIZERS EVANS BATASCORE. FLYING SAUCER ... FOOTBALL FOOTBALL KICKER GENCO BINGOROLL GENCO GUN CLUB Write GENCO MOTORAMA, 495 GENCO QUARTER-GENCO RIFLE GALLERY 175 GENCO 2-PL BASKETBALL GOALEE HEAVY HITTER 65 GUN PATROL HOROSCOPE 110

SCALE ... METAL TYPERS, HARVARD . MIDGET SKEE BALL 125 PANORAMS 325 VIBRATORS PITCHEM & BATEM, 195 PUNCHING BAG 150 PHOTOMATIC 350 RECORDIO ROCK 'N' ROLL SOCCER SPOTLITE 65 SET SHOT 250 SIDEWALK SILVER GLOVES 175 SIX SHOOTER ... 95 SPORTSMAN GUN .. 195 SCI. BASKETBALL .. 95 SQUOITS TEAM HOCKEY TREASURE COVE ... 225 TUNGO UNDERSEA RAIDER. 125 UN. SUPER SLUGGER 275 VOICEGRAPH 325 WMS. CRANE 150 WMS. JET FITER ... 195 WMS. 6-PL. SKEE WMS. SUPER BASEBALL WMS. TEN STRIKE Write Write us for

MIDGET MOVIES ...

MERCURY ATHLETIC

SPECIALLY LOW PRICES ON MUSIC, BINGOS, 5 BALL PIN GAMES, SHUFFLE ALLEYS AND VEND-ING MACHINES.



GIVE TO DAMON RUNYON CANCER FUND

M.O.A. GUESTS

MEET YOUR FRIENDS AT

FIRST'S HOSPITALITY ROOM

at the MORRISON HOTEL

. . . and as your First order of business, visit FIRST for Chicago's greatest selection of New and FIRST-Conditioned Equipment. You'll enjoy your visit at the friendliest place in town!

Ex. POP GUN CIRCUS Write

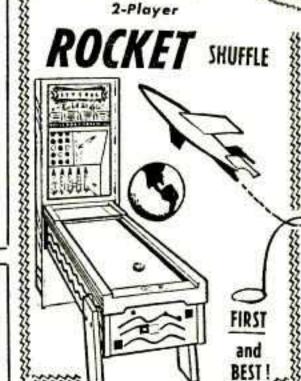
Genco MOTORAMA\$395 Genco CIRCUS GUN 375 Genco STATE FAIR 250 Genco DAVY CROCKETT ... 225 C.C. TWIN HOCKEY 220 Wms. SAFARI 215 Genco BASKETBALL 175 Un. CARNIVAL GUN 165 Genco RIFLE GALLERY 155 Evans SUPER BOMBER 145 Wms. CRANE 135 C.C. STEAM SHOVEL 135 United JUNGLE GUN 135 Cap. MIDGET MOVIES 125 C.C. BASKETBALL CHAMP 120

NEW GAMES Chicoin BATTER UP Chicoin ROCKET SHUFFLE

Genco SPACE AGE Genco GUN CLUB Genco FUNFAIR Genco GYPSY GRANDMA Gottlieb BRITE STAR Wms. TEN STRIKE Wms. KICK OFF Bally SKILL ROLL
Bally TARGET ROLL
Bally MISS AMERICA
VALLEY 6-POCKET POOL Kaye ELDORADO 6-POCKET Kaye COMPETITOR 6-POCKET Auto Bell PLAYBALL Keeney DELUXE BIG TENT United BONUS BOWLING ALLEY

BOWLING GAMES

United 14' BOWLING ALLEY \$475 Bally 14' BOWLING LANE .. 475 C.C. 14' BOWLING LEAGUE, 495 C.C. 6-Player SKI BOWL 175 C.C. 16' CLASSIC BOWLER Write



Chicago Coin's

CHICAGO COIN

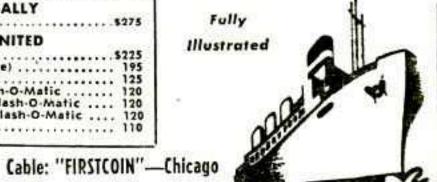
HOLLYWOOD 225 HOLIDAY 215
THUNDERBOLT 185
MIAMI SHUFFLE 55 BALLY CONGRESS \$275 UNITED

TARGETTE 125 ROYAL w/ Flash-O-Matic 120 OLYMPIC w/ Flash-O-Matic 120 CASCADE w/ Flash-O-Matic 120 POOL ALLEY 110

SEA BELLES, 2 Pl.\$275 SCOREBOARD, 4 Pl. 225 DERBY DAY 185 GYPSY QUEEN 185 WISHING WELL 165
SLUGGING CHAMP 165
QUEEN OF HEARTS 95 GUYS AND DOLLS 85 CROSS ROADS 75 CHINATOWN 75 WILLIAMS SMOKE SIGNAL 145 GUN CLUB 90 BALLY

CHICAGO COIN BLONDIE\$160

IMPORTERS! WRITE FOR FREE 56-PAGE CATALOG!

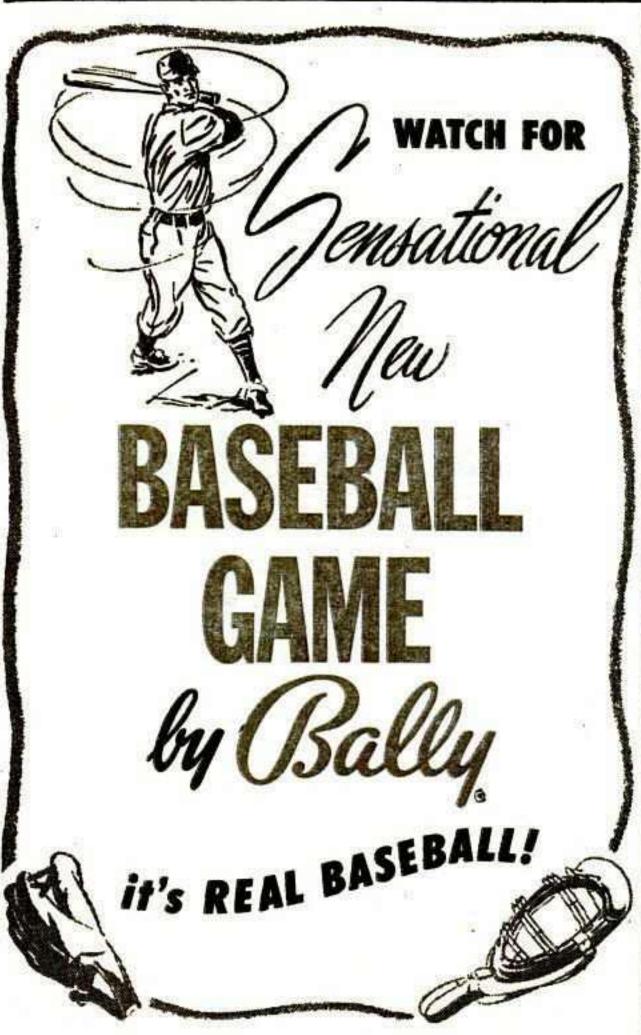




COIN MACHINE EXCHANGE, Inc.

Joe Kline & Wally Finke • Dickens 2-0500 1750 W. NORTH AVE

CHICAGO 22, ILLINOIS



Second Pinball Petition

Continued from page 76

with the Ohio Supreme Court. of law guaranteed by the 14th That court dismissed the appeal and overruled the alternate motion of operators to certify the record, and denied a petition for rehearing. The Ohio Supreme Court did not for such purposes. 2. Does the write an opinion.

Court last week for the operators says the action of the Ohio High Court raises "two important constitutional questions"-1. Does the Toledo ordinance violate due process

ABT CHALLENGER PISTOLS \$39.95 LATEST MODEL—LIKE NEW

CHILDREN'S RIDES!

by CAROUSEL!

Space Ranger Space Ship\$250.00

Circus Jet 100.00

Space Patrol Space Ship 150.00

Star Shooting Gallery 75.00

Sportland Shooting Gallery .. 110.00

Western Gun-Space Gun... 50.00

Auto Rides 200.00

Metal Typer (Standard) 225.00

Williams Crane 125.00 Big Bronco Hobby Horse Write

Pony Boy Hobby Horse Write

Operating Order - Parts Complete Also Available, Fully

Reconditioned.

Torms: F.O.B. Chicago, 25% Deposit, Balance C.O.D. or Sight Draft.

WANTED 1c MILLS TAB GUM

VENDOR-State Quantity and Price

CAROUSEL INDUSTRIES, INC.

2645 W. Lawrence Ave.

Chicago 25, Illinois

Phone UPtown 8-1369

Amendment in that it establishes a conclusive presumption that a pinball machine which can be used for gambling purposes is in fact used City of Toledo violate due process Brief filed with the U. S. High of law in prohibiting the use, ownership or exhibition of pinball machines without regard to the question of whether they are used for gambling.

> According to the brief, evidence in trial court showed an adjustment to permit free plays or gambling could not be made except by a skilled mechanic and would take a long time. Appeals Court held that any possibility that the machine could be adjusted so it could be used for gambling was sufficient. Attorneys for the operators claim that "Toledo recognized the fact that use and ownership of pinball machines could be made illegal only if they were used for gambling."

> Toledo, the brief maintains, attempted to establish that a pinball machine was subject to seizure as a gambling device by making a conclusive presumption that a machine which could be used for gambling would in fact be used for these purposes."

Attorneys for the operators contend that such a "conclusive presumption is unwarranted."

Brief further points out that the courts of several States are in conflict on this question.

The City of Toledo has 30 days to file an answer with the High U. S. Court. It will then take the Court about two weeks to decide whether or not to review.

At press time, the Court had not received replies from the Cities of Toledo and Columbus.

Ga. County Calls For Pins Ouster

PERRY, Ga. - A Houston County, Georgia, grand jury has called for revocation of pinball licenses within the county. Revocation will be up to the county's board of commissioners.

It has come to the attention of the grand jury, according to presentments, that "gambling is widespread in Houston County and in the incorporated limits of some of the towns and cities."

KIDDIE RIDES

Exhibit SPACE SHIPS\$350.00

MUSIC

PINS

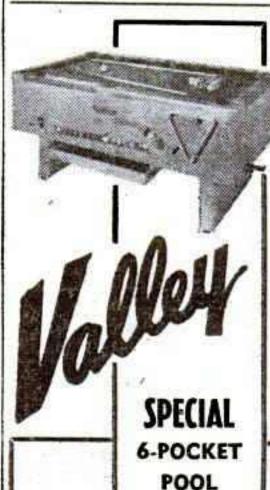
Gottlieb SCOREBOARD 195.00
Gottlieb SLUGGIN' CHAMP 165.00
Gottlieb LADY LUCK 145.00
Gottlieb SWEET ADD A LINE ... 175.00

ALLEYS

ChiCoin CLASSIC BOWLING ChiCoin BONUS SCORE, S.A. 195.00 ChiCoin ADVANCE BOWLER ... 95.00 United ROYAL BOWLING ALLEY 595.00
United -14' BOWLING ALLEY ... 450.00
United SUPER BONUS, S.A. ... 225.00
United MARS, S.A. ... 175.00

Coin Machine Exchange 858 No. High St. Columbus 8, OHIO

Tel: Axminster 4-3529



 "Cadillac Quality" Design and Construction!
 Beautiful Plastic Speckletone Lacquer Finish-Cold-color anodyzed aluminum rail protectors. Exclusive "Easy Count" Scorer, . Separate, Fast, No-Stoop Cue Ball Return. e Exclusive Valley Viewer-gives quick check on balls played - speeds play. Dime" or 25¢ Chute. 74"x42"x33" size.

See Your Distributor or Write

333 Morton St. Bay City, Mich.



Atlantic City 30.00 Dude Ranch. 50.00 UNITED Tropics\$35.00

Star 35.00

Circus 60.00

Manhattan. 80.00

\$25.00 Take Your Pick Havana Mexico

Hawaii

Nevada

Hi-Fi 50.00 Gaytime ... 90.00 Ice Frelics . 50.00 Miami Beach 105.00 THE SOONER YOU CALL THE SOONER YOU SAVE! Stardust to Go!

\$90.00

BALLY

Singapore

\$375.00 Circus ... \$250.00

Caravan

Pixie

Starlet

Carnival. . 5300.00

Copyrighted material

NOTE: ALL BINGOS ARE IN WORKING CONDITION. ALL CABINETS HAVE BEEN CLEANED AND RAILS SCRAPED. GOOD SHAPE! WRITE! WIRE! PHONE! TODAY! Rittenhouse 6-7712

Cable: INAMCOM

tional Scott Crosse Company

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

Rittenhouse 6-7712

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.



900000

Coming to M.O.A.? Don't Miss the EMPIRE Suite!

United SHOOTING STAR United MIDGET ALLEY United ROYAL B. A. United BONUS B. A. United 6 STARS B. A.

5 BALLS

GOTTLIEB

Shindig 100 Pinwheel 85

WILLIAMS

Surf Rider\$250 Arrowhead 250

Piccadilly 250 Hot Diggity 245

Cue Ball 225

Fun House 195 Three Deuces 165 Tim-Buc-Tu 165

Peter Pan 145

Regatta 145 Thunderbird 110

Deluxe Sluggin'

Bally SKILL ROLL Bally TROPHY BOWLER Wms. SHORTSTOP Wms. JUMBO Ten STRIKE

ARCADE

Bally Del ALL STAR Genco SPACE AGE Genco FUN FAIR Valley-Kaye-Golish 6 POCKET POOLS

PHONOGRAPHS UNITED UPA-100

Ten StrikeWrite	
All Star Bowler Write	
Motorama\$350	
Horoscope 495	KD206
Conce Circus Didle 375	V-200
Genco Circus Rifle 375	M100A
Round the World T 345	M100C
Gypsy Grandma 345	HF100G
Grandma 325	MF100R
Genco State Fair 260	M100B
Genco Big Top 225	
Malan - Count 040	MATERIAL PROPERTY

Voice-o-Graph 245 Star Stugger 245 Twin Hockey 225 Genco Sky Rocket ... 210 2-Pleyer Basketball ... 185 Quarterback 175 Exhibit Sportland ... 150 Coon Hunt 145 Silver Gloves 145 F-120 495 Shoot the Bear 125 Super Home Run ... 125 Exh. Shooting Gallery 100 Sidewalk Engineer .. 100

BINGOS

WANTED Late Bingos

BARGAIN SPECIALS!

Dale Gun 85 Comet 120 \$435

					6-P		
							149.50
	Ge	ne	00	6-1	Pla	701	t)
		5 k	111	B	111		169.50
					tay		
							169.50
ì							445.00

Telequiz 95

UN. 11' B.A. \$475.00 UN. Team B.A. 575.00 UN. Hi Score

ROCK-OLA

1/2 Deposit, Balance Sight Draft or C.O.D.

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL Phone: EVERGLADE 4-2600

DETROIT BRANCH-14344 Fenkell, Detroit, Mich. Tel.: BRoadway 3-2150

National Bows

· Continued from page 76

in the center of the playing surface as soon as play is over. The insertion of the proper coin depresses the obstructions level with the playing surface, allowing the game to begin.

Dime Play

anism can deliver two plays for a rail is black and gold. dime, and the timing mechanism | Production is scheduled to get

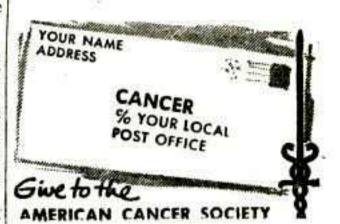
minutes or cut down to as little as run of from 750 to 1,000 a month 5 minutes.

struction, with folding legs for \$900 and \$1,000. easier delivery and installation. Total weight, including electric scoreboard, is 450 pounds.

Playing surface is pressed wood, while the scoring surfaces at either end are on multi-colored plastic. To speed the scoring, the corners Units leaving the factory are set count for four points each. The for 10-cent play and a 15-minute previous models had top scores game. However, the coin mech- of three for an individual shot. The

can be extended to as much as 20 under way in early May, with a

scheduled. Price has not been set, The game is one-piece solid con- but it will probably be between

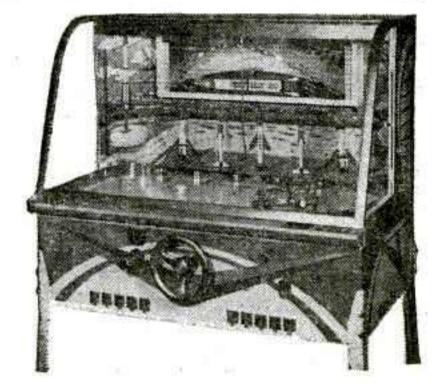


NEW AS TOMORROW! GENCO'S

SPACE

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" theme . . . adjustable single replay.



OTHER HIGH-SCORING **GENCO FAVORITES** "FUN FAIR"

Exciting 5-Ball Pin Ball Game "GUN CLUB" Moving Target Rifle Gallery



MANUFACTURING

Division of Chicago Dynamic Industries, Inc.



See It at the M.O.A. Show **BOOTHS 32 TO 43**

AMUSEMENT MACHINES

United's New **3-Dimensional** Shuffle Game

SHOOTING STAR

A REAL 2-PLAYER GAME

Players Alternate Each Frame

UNITED MANUFACTURING COMPANY

3401 North California Avenue Chicago 18, Illinois

MOA Exhibits

· Continued from page 78

Corporation, Bally Manufacturing Company, and Paul W. Hawkins Company.

Pool games are to be shown by Valley Sales Company and Irving Kaye 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 Manufacturing Company, Chicago Coin Machine, and Advance Automatic Sales Company (distributors).

Auto-Photo Company will display their coin-operated photo machines.

Fewer new pieces of equipment are expected to be unveiled this vear as compared to last.

Witsen Arcades

Continued from page 76

Candid Camera, Sidewalk Engineer. Ten Strike, Round-the-World Trainer, Four-Player Derby, Genco Basketball, Twin Hockey, K. O. Champ, Pitch 'Em and Bat 'Em, two Four Baggers, Goalie, Air Hockey, two Kings of Swat, Crane, Steam Shovel, Lord's Prayer and 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 Lunapark has a new Rock-Ola, 6 Rotomint machines, 6 pin games, 6 gun games, a Grandma, Motorama, Peppy the Clown, Sidewalk Engineer and 67 diggers.

Managing the Arcades is Armand Zimmerman, Witsen's Antwerp disJOE ASH says:



FOR

Your Late MODEL BALLY BINGOS!

WRITE . WIRE . PHONE TODAY FOR BEST DEAL! Exclusive Distributors for Wurlitzer, D. Gottlieb and Exhibit In So. Jersey, Del. and Penna. Cable Address: COMAC, Philadelphia, Penns.



AMUSEMENT MACHINES O

666 N. Broad St., Phila. 30, Pa. - Poplar 9-4495 You can ALWAYS depend ON ACTIVE ALL WAYS Write or wire for prices

EVERY ONE A WINNER!

NEW-BALLY TROPHY BOWLER

NEW-BALLY SKILL POOL

NEW-BALLY NEW GUN

NEW-BALLY NEW BASEBALL

NEW-CHI. COIN 2-Player Model ROCKET SHUFFLE

NEW-CHI. COIN BASEBALL

ARCADE

Perfect Machines WILLIAMS PEPPY\$195 CHI. COIN STEAMSHOVEL. 135 GENCO GUN CLUB, New Phone!

50 Clean Late Model GUNS EXHIBIT - UNITED - BALLY.

Call Collect!

WANTED

14 ft. & 11 ft. BOWLERS SHUFFLE ALLEYS KEY WEST SUN VALLEY SHOW TIME

We will ship NEW CARTONS PREPAID for easy packing.

DISTRIBUTING CO., WURLITZER BALLY CHI. COIN GENCO FISCHER



J. Umusement Pinballs

as American as Baseball and Hot Dogs! "3

- Hitting Roto-Star Lites All Roto-Targets for 10 Times Target Value
- Rollover Button Lites Pop-Bumpers and Cyclonic Kick for High Score
- Bottom Rollovers Score 100 Points When Lit
- 4 Places to Spin Roto-Targets
- New All Steel Lite-Box Door
- Double Number Match Feature
- 2 Super-Powered Flippers

See your distributor today!

Patiliel & Co. 1140-50 North Kostner Avenue . Chicago 51, III.

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

chicago coin's NEW ELECTRONIC MARVEL



chicago coin machine

outs per 10c game!

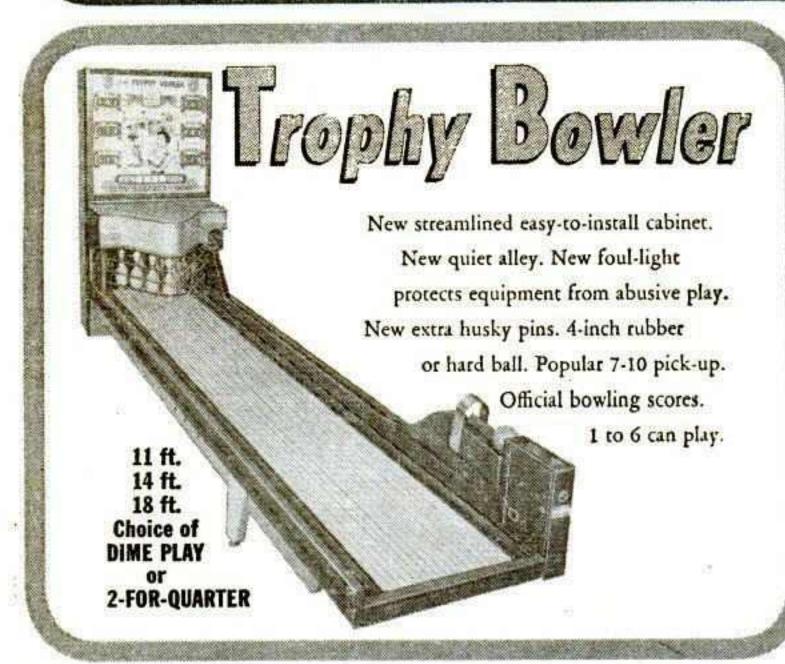
1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of Chicago Dynamic Industries, Inc.

Any Field!

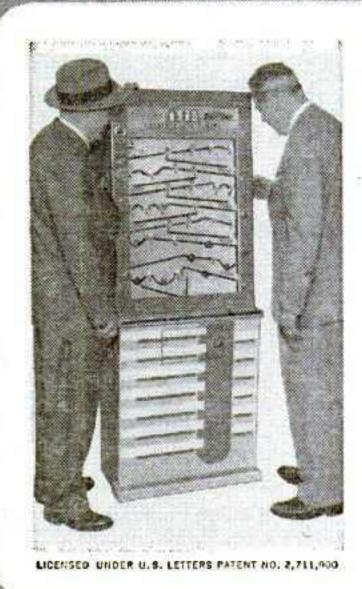


YOU CAN BANK ON A Bally GAME









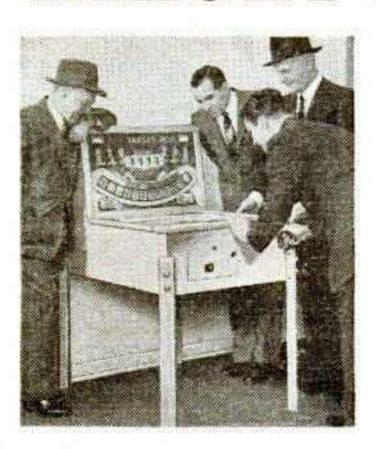
51/2 ft. by 2 ft.

New Type Skill Game Compact Size and Low Price Permit Blanket Coverage

Model

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 permit blanker coverage of territory with minimum investment. Choice of nickel or penny play.

TARGET-ROLL



Fastest competitiveplay money-maker ever built! Highscore plus new Match-Target feature gets continuous repeat play. See TARGET-ROLL ... and see!

RIDES FOR STEADY PROFITS YEAR AFTER YEAR BALLY HORSE TOONERVILLE TROLLEY Bally BIKE MODELT

SUPER-SIZE PUCK SUPER-SIZE PINS OFFICIAL BOWLING SCORES DE LUXE CLUB-STYLED CABINET BOWLING BEAUTY BACKGLASS LIGHT-UP TOTALIZERS SPEEDY PIN-SET 8½ ft. long Biggest money-maker in shuffle-puck class!

See your favorite distributor or write BALLY MANUFACTURING COMPANY . 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



AIDGET | PROFITS

United's Sensational New Two-Player

with Tantalizing Ball-Action

Completely New Ball Ejector

MUST BE RE-AIMED AFTER EACH SHOT MAKES EVERY PLAY REAL SKILL

> 6-INCH FLY-AWAY PINS 2-INCH

COMPOSITION BALL

6 FT. LONG

2 FT. WIDE

6 FT. HIGH

TO TOP OF BACK-BOX

SCORES EXACTLY LIKE OFFICIAL BOWLING

IDEAL FOR COMPETITIVE PLAY

DROP-CHUTE COIN MECHANISM

NATIONAL REJECTOR ON PULL-OUT DRAWER

FOR EASY SERVICING

MECHANISM IN BACK-BOX FOR EASY SERVICING

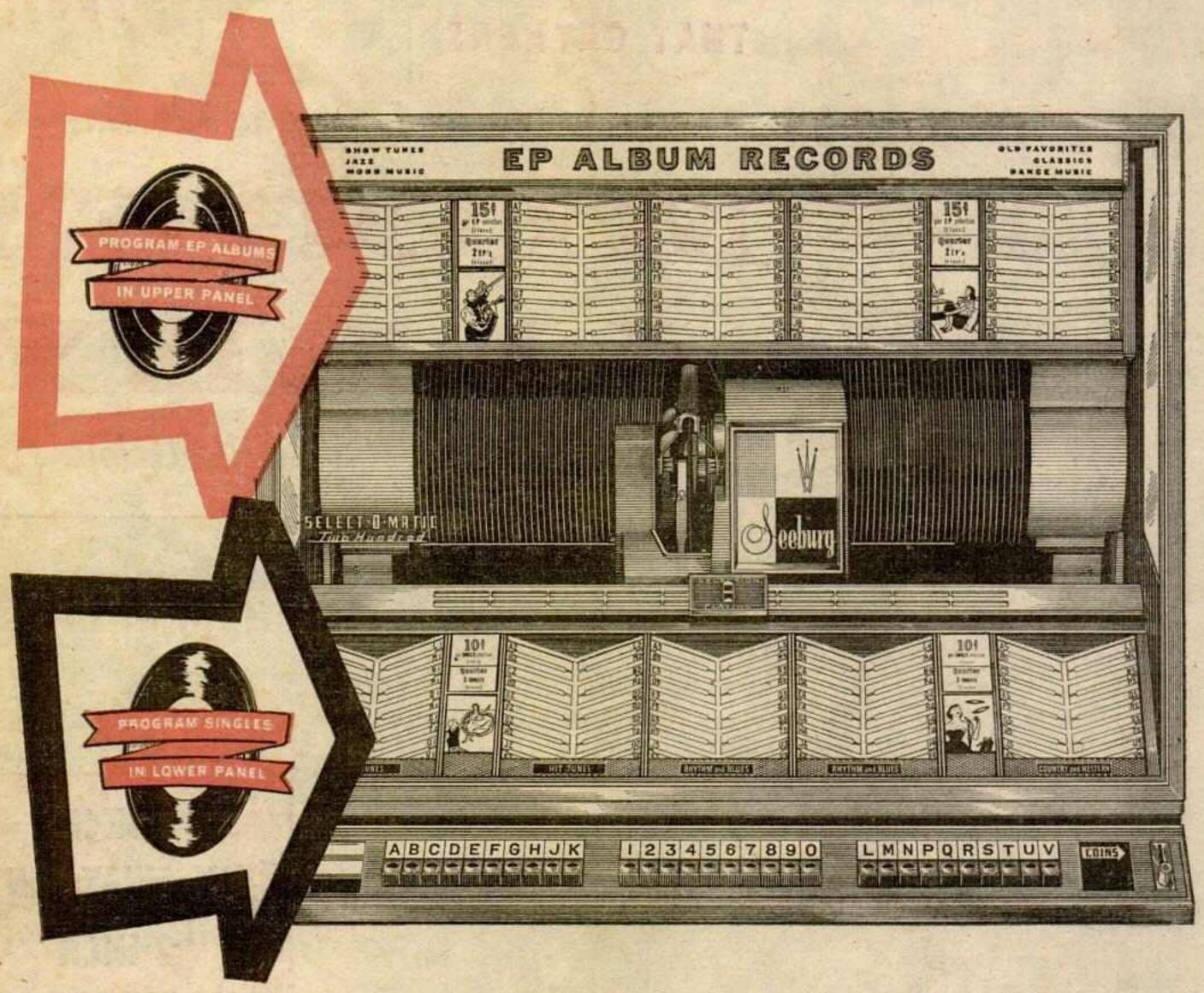
> ATTRACTIVE **NEW STYLE** CABINET



UNITED MANUFACTURING COMPANY 3401 H. CALIFORNIA AVENUE, CHICAGO 18, IIIINOIS

10

IT WILL PAY YOU TO SEE YOUR UNITED DISTRIBUTOR TODAY!



seeburg dual programming

offers TWO major advantages



"MUSIC FOR EVERYONE"

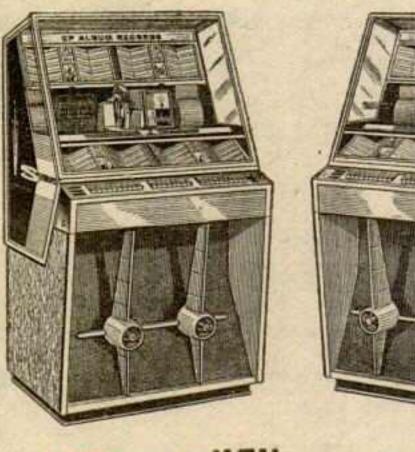
Current releases on singles are programmed under appropriate classifications in the lower display panels. Show tunes, all-time favorites, jazz and classics—available principally on EP albums—are programmed in the brilliantly illuminated upper display panel.



INCREASED EARNINGS

Because Seeburg Music Systems are equipped with DUAL PRICING the operator is compensated for the additional time required to play EP album records (two tunes per side).







The 55 EEGUNG '161'

The 5555000 '201'

America's Finest and Most Complete Music Systems