

All songs albums

ANNUAL MOA JUKE BOX SPECIAL

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 starts on page 15

The Billboard

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Stereo Singles? No Firm Policy, Disk Firms Say

Diskeries Play It By Ear Until Steady Stereo Demand Is Shown by Juke Ops

By REN GREVATT and JUNE BUNDY

NEW YORK — A considerable latitude of views is evident among record manufacturers as to the future of stereo in juke boxes. The breadth of the outlooks on the part of a number of companies is reflected in the amount of material of a stereo nature being made available to juke operators.

As early as last fall, at least one company, RCA Victor, came out with a number of stereo EP's, prior to the time that stereo boxes had even been announced. Toward the end of 1958, two other firms, M-G-M and Jubilee, both announced releases of stereo singles in modest quantities.

Stereo From LP's

Since that time, activity has been somewhat sporadic, with RCA Victor, M-G-M and Roulette showing the most interest in the infant medium. Reported considerably enthused over the prospects of juke stereo, Roulette, like Victor, has focused its attention on singles carrying stereo LP excerpts. The label has 10 available now, taken from albums by Jimmy Rodgers, Count Basie, Tyree Glenn, Joe Williams and others, with results reported as "very successful."

Diskers Must Think Stereo

NEW YORK—It's going to be difficult to come up with winning stereo singles until producers start thinking in terms of stereo, according to disk observers here. Right now, they say, monophonic product is the main consideration. If it happens to come out well in stereo, that's just an added advantage.

"It's like an American who goes to France for the first time," one exec remarked. "He may pick up a few French words but he's still thinking in terms of English and translating as he goes along. Once he learns to think in the new language without translating word for word, he can really get along. When disk people think stereo automatically, they'll have a good stereo product and they'll have the tracks to turn out a good monophonic record as well."

On the basis of this success, the label will introduce 10 more of a similar nature at the MOA Convention. Roulette is featuring a special incentive plan for distributors to obtain additional juke coverage. A spokesman for the label added that operators are now asking for stereo versions of singles that are definitely moving out. This requirement will be met, it was stated.

Victor has already made EP's available to operators from at least 30 different stereo LP's. This has been done on the theory that album fare constitutes the best stereo now on the market. With singles, the label will work into a policy of simultaneous stereo release of singles by name artists. The label has released Como's "Tomboy," and "Mandolins in the Moonlight," and will also release stereo versions of an upcoming single by Gogi Grant as well as the first single produced by Hugo and Luigi, which features Chico Holiday in "Young Ideas."

Victor exec. Ray Clark, pointed out that problems exist in coming up with stereo singles. "Not all singles just automatically are good stereo records," Clark said. "When you are going after a certain sound or gimmick quality in an effort to make a hit single, it may be entirely the wrong set."

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DOUGHNUTS FOR RUSSKYS; LID ON JAZZ, R.&R.

By MILDRED HALL

WASHINGTON — Ad lib performances by visiting jazz or rock and roll or country music talent may be the only way these particularly American aspects of musical talent get live viewing by Russians at the American National Exhibition in Moscow this summer.

The only performing arts in view will be along the lines of symphony and/or ballet, to balance with the Russian counterpart exhibiting in the New York Coliseum. Negotiations are now under way at State Department for these performances. American performances will have to be held at a downtown Moscow theater. An original plan for an outdoor theater at the U. S. Exhibition in Sokolniki Park was abandoned because of prospective rain-outs.

In an interview last week (2), Harold C. McClellan, director of the American National Exhibition in Moscow, said the exhibit was intended to "give a complete picture of American life, unbiased, without reference either to political, military or other controversial matters, and with no taint of propaganda." Among possible controversial matters, he mentioned "some aspects of rock and roll would not be suitable."

State Department spokesmen say they would have liked more live American talent, but that U. S. has to abide by agreements with the Soviet Ministry in this respect.

Continued on page 4

'58 Juke Singles Buys Bulge; EP's Only 3% of Total

Stereo, New Economy Key More Equipment Purchases Over 1959

By BOB DIETMEIER

CHICAGO—Juke box operators bought more 45 r.p.m. singles and fewer extended plays in 1958 than in any year for which estimates are available.

Whatever it may mean for EP's, it seems clear that it means an all-time high of 45 purchases by operators in one year.

With the virtual disappearance of the 78 market last year, less than 1 per cent of their total record buying consisted of 78's. Stereo disks, both singles and EP's in about equal number, show up in their 1958 record purchases.

Heavy concentration by juke box manufacturers on stereo equipment this year combined with increased availability of stereo record product, especially in pop singles featuring established artists, should make the stereo disk an important part of the average operator's record purchase in 1959.

Stereo and a return to a better economy are twin reasons why operators are expected to buy more new machines this year than they bought in 1958 or 1957. It appears likely that fewer new models were sold in the U. S. last year than in 1957.

Some operators increased new equipment purchases during the year to try to boost income; a larger group held buying on an even keel, apparently feeling that

the year did not justify purchase adjustments; a still larger group reduced new equipment buying in an effort to hold costs to a minimum.

200-Selector Leads

Six of 10 new equipment purchases during 1958 were 200-selection units; nearly three in 10 in the 100, 104 or 120 category; 160-selection units (a new-size entry for the year) grabbed off more than 10 per cent of the market; 40's or 50's settled for 2.4 per cent.

That, in brief, is the major outline of juke box operator buying of both records and machines last year, based on results of The Billboard's 1959 Juke Box Operator Poll, and an estimate of what may happen this year.

A number of developments of recent years, including two major related ones, growth of more big firms and diversification, are supported by poll evidence. One interesting new development, the emergence of large vending operators in the juke box field, is also indicated by an analysis of poll results.

For the second consecutive year, total record purchases by operators dipped slightly from the preceding year, with operators increasing their buying of 45 singles, according to the Poll.

Record Purchases Drop

Last year, the poll indicates operators bought a total of 46,

Continued on page 15

NEWS OF THE WEEK

New Plans for Record Stores: Dealer Clubs and Credit Cards . . .

Irving Stolar, sponsor of the Recordrama exposition to be staged in Chicago next fall, is planning a dealer record club, credit card plan for records and no equipment, and party plan selling ideas for dealers on a national basis. . . . Page 2

ASCAP's Jack Yellen Notes Changing Music Business . . .

Jack Yellen, chairman of ASCAP executive committee, calls for progressive thinking at Society's membership meeting. Observers see new music business era, sparked by upcoming Consent Decree and a changing scene. . . . Page 3

Four Firms Now Pushing Stereo Via Bonus Disks . . .

The pattern of stereo dollar sales, started by RCA Victor, and followed by Mercury and Jubilee, picked up another company this week when Carlton Records offered a stereo disk for

a penny for each stereo LP purchased at list. Dealers feel stereo dollar sales are helping business. . . . Page 3

Mitch Huddles With Lieber-Stoller Duo . . .

Mitch Miller has been talking with songwriting-a.&r. men Jerry Lieber and Mike Stoller and there was a possibility that the rock and roll duo might wax free-lance singles for Columbia in the near future. . . . Page 2

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More Juke Ops Vending Cigs

CHICAGO — More and more juke box operators are getting into cigarette vending, according to The Billboard's Annual Juke Box Operator Polls during the past three years.

The 1959 Poll indicates that nearly one out of three music operators were operating cigarette venders last year—the third consecutive year in which the percentage of juke box operators with cigarette units has increased.

According to the Polls, 20.9 per cent of music operators were in the cigarette vending field in 1956; 25 per cent in 1957, and 31 per cent last year.

Own Club Seen Dealers' Key To Block Disk Club, Racks

Recordrama Impresario Blueprints 3-Way Combat Plan for Outlets

By REN GREVATT

NEW YORK — A dealer record club, to be operated thru franchised stores across the nation, a plan for buying records and equipment thru dealers on a national credit card plan, and party-plan selling are three specific projects seen as the dealers' answer to record clubs and rack jobbers, in the view of Irving Stolar. Stolar is the organizer of a big public disk exposition to be staged next November at Chicago's Navy Pier, under the name, Recordrama (the Billboard, March 23). Each project will be closely tied in with the Recordrama venture.

Stolar, who was here this week discussing Recordrama participation with numerous record companies, has already blueprinted the dealer club plan, and received a favorable reaction from Chicago area retailers. Under the plan, Stolar's organization would franchise dealers for participation. The dealers would be furnished with all materials—booklets, brochures, mailing pieces, etc., necessary to carry on their own club operation. A possibility, according to Stolar,

is co-op buying from diskeries on behalf of the dealers in the club plan. This would enable dealers to get the benefit of quantity discounts now available to large chain and discounter buyers, which no dealer by himself could hope to obtain.

The plan would involve bonus disks and many special merchandising gimmicks. Two main advantages would be that all labels would be offered—not just one or a select few, and that customers would have to come into the store to get their records.

Credit Card Idea

Tied directly in with the club idea is the concept of the credit card. Credit cards could be used in buying merchandise offered by the dealers thru their clubs. Roughly, the plan would work as follows. The customer calls his dealer on the phone and orders the record or records for either himself or as a gift to someone else.

He gives his credit card number, which is keyed in such a way as to be readily identifiable as legitimate by the dealer. The

dealer sends the record out, makes out a slip and along with all other club sales slips for the month, sends it to the central accounting headquarters operated by the Stolar firm. The latter then sends a bill to the customer covering records purchased during the month at any franchised stores he has patronized. In turn, the Stolar operated group sends the receipts to the dealer minus a four per cent club service charge. Dealer payments would be made every 30 days.

Stolar pointed out several advantages of the credit card plan. First, it enables the customer with limited cash to buy more records and pay later. Second, buying can be done by phone. Third, the customer can use his credit card for gift giving. This ties in with Stolar's campaign to promote records as gift items with the slogan, "Say it better—with music." Gift envelopes are also in the works for dealer use, all of which will carry this slogan.

The party-plan selling idea, also (Continued on page 12)

JUST AN A.&R. MAN—NO EXEC

CHICAGO — Sid Nathan, president of King Records, has requested a correction of a story in last week's Billboard to straighten out certain semantical problems.

The story, on page 1, reported the arrest by the FBI of Ralph Bass on a charge of participating in a conspiracy to defraud by use of the mails. Bass was reported as an a.&r. exec of King Records.

Nathan wishes it known that Bass is not an employee of King Records, but of Federal Records which is a wholly-owned subsidiary of King. Furthermore, said Nathan, Bass is merely an a.&r. man, a term widely used in the industry for twenty years, "and anybody knows an a.&r. man is not an executive."

Merc Makes Shifts in Distrib Org

CHICAGO — Mercury Records' sales mogul, Morris S. Price, this week announced several changes in the label's distributive organization.

Esskay Distributors, Inc., of Phoenix, Ariz., was added to the sale network taking over a newly-established territory formerly serviced out of Los Angeles and Denver. Pete Sperekas is the outlet's mahoff.

Phil Picone, who recently left the post of Eastern regional overseer, is being replaced by Charles E. Fach Jr., formerly an LP regional man for RCA Victor in the South and Southwest.

Chet Woods, former Merc branch manager in Boston is taking (Continued on page 12)

ARMADA to Set Plans for June Meet

CHICAGO — Plans for the first national convention of the American Record Manufacturers and Distributors Association (ARMADA) will be finalized at a board of directors meeting Tuesday at 1 p.m. at the Morrison Hotel where the MOA convention will be in progress.

Ewart Abner of Vee Jay and Abner Records, pro tem president of ARMADA, said that 18 of the 25-man board expect to attend. The convention will take place June 8-9 at the Morrison.

Diamond Bows To Music City

HOLLYWOOD — After waging a two-year-long hold-out campaign, Abe Diamond (Diamond distributing) last week joined the Music City radio and in-store promotion plan. This gives Music City's Clyde Wallichs full representation of all the disk distrib in the area for the first time since the inception of his co-op plan.

Diamond purchased the \$200 per month or minimum package (Music City offers distrib in price of four packages, ranging in price from \$200 to \$800). For his \$200 monthly expenditure, Diamond will receive the following:

1. Approximately 18 (18 spots per month to run on radio stations KLAC, KFWB and FAC scheduled

(Continued on page 12)

Chamber Ork, Operas Head Red Seal Sets

NEW YORK — Victor's Red Seal album release for April will consist of chamber music, orchestral music and two operatic LP's. New releases will feature the Festival Quartet, Zinka Milanov, and (Continued on page 12)

Penman Buys Tops Interest

HOLLYWOOD — Tops Records (Precision Radiation Instruments, Inc) last week confirmed that Robert Blythe acquired a "substantial interest" in the firm. Blythe, it was learned, is now the second largest stockholder with Carl Doshay, its prexy, still retaining the largest share.

It was also learned that Sam Dickerman, veepee and co-founder (with Doshay) of the firm, sold his holding of approximately 1,000,000 shares to Doshay to retire from active participation in the company. Blythe, it is estimated, purchased approximately 300,000 shares. It is expected that Blythe will be elected a veepee by the firm's board.

Blythe is the former prexy of the B-B Pen Company and for the past 25 years has specialized in chain store merchandising. He will be in charge of the firm's sales and merchandising. This is his first venture in the disk biz. Blythe's entry into the firm is the culmination of six months of negotiations. At first, Blythe headed a syndicate which planned to buy out both Doshay and Dickerman. Syndicate dissolved when Doshay refused to sell.

Mitch Mulls Slot For Lieber-Stoller

R.&R. Kings to Make Free-Lance Singles for Col., If Talks Jell

By BOB ROLONTZ

NEW YORK — In what might possibly be called the most unexpected meeting of minds this year, Mitch Miller, Columbia a.&r. chief, is negotiating with the song-writing - record producing team of Jerry Lieber and Mike Stoller to turn out a number of single records for Columbia Records over the next 12 months. If the deal goes thru, the Lieber-Stoller team, it is understood, will have a free hand on all records they make, and will use their own material. They will possibly record their own talent and some of the talent on the label as well. The deal is not a contract arrangement, but a free-lance deal in which the pair will be considered outside producers, as they are now considered by Atlantic Records where they record many of their own artists as well as artists on the Atlantic and Atco labels.

Hottest R.&R. Team

What is remarkable about the Miller-Lieber-Stoller negotiations is the fact that whereas Miller has

long been known for his opposition to rock and roll, Lieber and Stoller have long been identified (much to their musical discomfort) as the hottest makers of rock and roll records in the business. As one observer put it: "Rock and roll started with Lieber and Stoller." As clefters, a.&r. men, and arrangers, Lieber and Stoller have come up with a remarkable pattern of hit songs and hit records over the past eight years, starting way back when they penned "Black Denim Trousers and Motorcycle Boots," up to their current smash hit "Charlie Brown." In between they wrote such hits as "Hound Dog," "Love Me," "Young Blood," "Searchin'," and "Yakety Yak." What is less known is the fact that they have also written many pop-type ballads, which have been (Continued on page 12)

RIAA Tabs 1958 Good Industry Year

NEW YORK — The record industry made a good showing in over-all disk sales during 1958. That's the belief of the Record Industry Association as expressed in their 7th Annual Report just released.

"Sales at manufacturers' billing prices remained close to the figures for 1957 of \$175,000,000, equivalent to about \$360,000,000 at retail prices," states the report.

The report points out that "nearly all American businesses suffered a recession during 1958" and accepted a "moderate to sharp decline in sales." But the record in-

dustry maintained volume and earnings that compare favorably with the peak year, 1957.

RIAA's current roster shows 65 members. This compares with 31 members when the association started in 1952. Some of the membership prospered to a point where the year's sales moved them to a higher membership classification. Twelve firms fall in this category.

It's worth noting that all seven record companies with motion picture affiliations are members of the Association.

The RIAA Report stresses sev- (Continued on page 12)

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Offices

Cincinnati 22, 2160 Patterson St.
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Advertising Managers

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Suzuki Disks To Get Big Victor Push

NEW YORK—RCA Victor is kicking off a big Pat Suzuki promotion, with a co-operating tie-in on the part of Studebaker on behalf of its "Lark" automobile, it was announced by Bill Alexander, Victor advertising, publicity and promotion chief.

Promotion drive will back up two of the vocalist's albums, "The Many Sides of Pat Suzuki" and her latest, "Pat Suzuki's Broadway '59." Studebaker is to distribute a gift 45 EP containing four selections from the album. These will go to customers who take a demonstration drive in the "Lark."

Diskery plans national mag advertising, a one-minute spot on the Steve Allen show April 12 and network radio spots on Monitor. Available for dealer use will be ad mats for monaural and stereo versions of the albums, a window display and other aids.

The automobile firm will also promote the 45 EP on TV spots (Continued on page 10)

Big Names for Cap's Stereo EP Salvo

HOLLYWOOD — Capitol Records will bring up its mightiest artist artillery when it fires its first salvo in the stereo EP field. To herald its initial two-channel EP release on April 13, Capitol will issue the following:

Nat King Cole ("You Made Me Love You," "I Must Be Dreaming," "Give Me Your Love" and "Madrid"), Frank Sinatra ("French Foreign Legion," "Mr. Success," "The Last Dance" and "Come Dance With Me"), Ray Anthony ("Peter Gunn," "Fallout," "Walkin' to Mother's" and "Dreamsville"), Kingston Trio ("Tijuana Jail," "Oh, Cindy," "Coplas," and "Tom Dooley"), and Peggy Lee ("Lover," "My Man," "Alright, Okay, You Win," and "I Like Men").

Atco Re-Inks The Coasters

NEW YORK — The Coasters, currently riding high with "Charlie Brown," have been signed to a seven year renewal pact by Atco Records. In their three years with the label they have come up with three million-selling disks, "Searchin'," "Yakety Yak," and "Charlie Brown." All three were written by Jerry Lieber and Mike Stoller.

"Yakety Yak" was released throughout the world, while "Charlie Brown" is just now being released in Britain, Canada, Australia and Japan. In Britain, it's reported, the BBC was offended by the line "Who's always throwing spitballs," in "Charlie Brown," so the substitute line, "Who's always headed for a fall," was inserted into the disk.

Epic Stereo Sampler \$2.98

NEW YORK—Epic Record is releasing a special \$2.98 Pop stereo Sampler this week. It will contain sides from many of the label's recent stereo albums, including tracks by Roy Hamilton, Somethin' Smith, Lester Lanin, the Merrill Staton Choir and others. And one band will contain speaker response checks that can be used by stereo phono owners to test their speaker equipment. In addition, the record sleeve will contain a four-page booklet, explaining the whys and wherefores of stereo recording and playback equipment.

WIDOWS NOT ON YELLEN'S LIST

NEW YORK — Jack Yellen's quietly dramatic speech at the ASCAP membership meeting was enlivened by a vein of rich comedy. He related that Mrs. Richard Whiting telephoned him to ask why he had not asked her to take a cut in royalties, as other important copyright owners were doing. Yellen stated he was not contacting widows. "You don't know what you're missing!" Mrs. Whiting answered. "I let her sing," said Yellen.

Gone-End Sets Full LP Line

NEW YORK — At the first national convention of Gone-End distributors held in New York this week Gone-End - Mardi Gras chief George Goldner introduced the label's first in-depth package line as well as package merchandise of the Jamie label, which is handled by Gone. There will be nine new Gone albums, and four new End LP's. The Jamie LP's total six and the Mardi Gras LP's, all on a Latin kick, total 18. Most of the End, Gone and Jamie sets are in stereo as well as monaural, and some of the Mardi Gras LP's are also available in stereo too. There will be EP's of most of the Gone, End and Jamie sets.

Most important of the new releases is the new Duane Eddy album on Jamie titled "Especially for You." There are Gone and End albums by the Chantels, the Flamingos, Irving Fields, and Little Anthony, and the Imperials. Jamie has an album by Connie Conway and another by Jack Melrose. The Mardi Gras sets feature (Continued on page 12)

Wallichs Buys 3d Disk Outlet in L. A. Area

HOLLYWOOD — Clyde Wallichs last week acquired the G. Schirmer store in downtown Los Angeles which he will convert into his third Music City operation in this area. Wallichs, who owns the Hollywood Music City at Sunset and Vine, opened his second store two years ago when he kicked-off the Lakewood Music City. Wallichs will take over the Schirmer store on June 1 with grand opening of Music City-Downtown scheduled for June 19.

As in the case of his Lakewood store, the new downtown location

ASCAP Meeting Cues New Era for Music Business

Yellen Calls for Progressive Thinking, Added Revenues

By PAUL ACKERMAN

NEW YORK — Despite the relatively quiet tenor of the speeches at the annual ASCAP membership meeting Monday (6), it was apparent that the Society—and the music business—was on threshold of a new era. This much was implicit in the remarks of Jack Yellen, who, without divulging any details of the imminent Consent Decree, stated that the future called for progressive thinking. Yellen noted that the early pioneer days were finished; that ASCAP must forsake the Code of the Frontiersman in order to be free of periodic investigations by the Department of Justice; that in addition to changes from within,

there would be those from without. This latter, he indicated, involved an educational job in order that the Federal government might become more aware of the nature of the song business—aware that songs are in no way similar to such products as automobiles, pieces of steel, etc.

"When that day comes," said Yellen, "we will be able to face the users and get more than a pittance." He urged the Society to seek more revenue—pointing out that if this were not done, individual members would receive increasingly thinner slices of the distribution pie. Currently \$28 million is divided among more than 5,000

members, and the membership is growing monthly.

The need for progressive thinking of the type outlined by Yellen has been troubling many publishers and writers, altho nobody phrased the over-all problem as succinctly as the chairman of ASCAP's executive committee. Individual publishers and writers, however, have indicated their concern over such matters as (1) The willingness of some copyright owners to vitiate the value of a total copyright by giving away gratis certain synchronization and mechanical rights, as in recent cases involving videotape; (2) Failure to negotiate an increase in broadcast rates—when the cost of virtually everything else in the country has risen. Certain of these problems, of course, do not concern ASCAP directly—as the matter of granting gratis videotape rights in order to (Continued on page 8)

Carlton 1c Stereo Real Sales Shocker

NEW YORK — Carlton Records this week inaugurated a nationwide "Stereo Penny Sale," which will enable a customer to purchase a Carlton stereo album for a penny for each one he purchases at the regular list of \$4.98. This is undoubtedly the most startling stereo money-saver made by any diskery to date, and Carlton expects it, by its shock effect, to have solid sales effect on his stereo line.

The Carlton stereo line now consists of 16 albums. These include sets by Jack Scott, the Vincent

Lopez ork, the Monte Kelly "Porgy and Bess" album, the Bob Florence ork, the Charlie Margulus ork, the Tony Scott-Jimmy Knepper jazz album, and others. Carlton will back up its "Stereo Penny Sale" with extensive store advertising over the next two weeks. The first ad broke last Sunday (5) in the New York Times, sponsored by Liberty Music Shops in New York. Other ads will be co-operatively sponsored by Carlton Records and Joske's in Houston, the Record Shop in New Orleans, Cullman's in San Francisco, the National Record Mart in Pittsburgh, Leo Mintz in Cleveland, Saddlers in Buffalo, and others.

Carlton made a special deal on its stereo new releases in early March, which was to run thru March 20. The firm later extended the deal to April 20. The deal on its entire stereo line is a straight one-for-one deal, one of the highest discounts offered by any label in recent months. Up until April 20, the label will offer one stereo package free to distributors for every stereo package bought and distributors can in turn make the same offer to the dealer.

Joe Carlton, head of the label, said that altho the "Stereo Penny Sale" will not make any profit for the label, if it accomplishes his intent—getting the line in the stores and in the hands of the consumer—it will be well worth the time and effort.

Merc Ships First \$1.29 Stereo EP's

CHICAGO — Mercury Records this week is shipping its first release of stereo EP's, retailing at \$1.29, which the label said is in response to a growing consumer demand for a low-price stereo fare.

The 12-package litter includes two items each by David Carroll and the Clebanoff Strings, as well as single packages by the orks of Dick Contino, Griff Williams, Richard Hayman, Carl Stevens, Bobby Christian, Buddy Morrow-Eddie Layton and Jerry Murad's Harmonicats.

Stress on instrumental material is to cater to the demand of stereo-equipped juke box ops.

Monitor Skeds 7 New Albums

NEW YORK — Monitor Records has skedded seven new albums for release. The LP's include Russian and Ukranian folk songs and a set of folk music of several Far Eastern countries.

Also included in the release are two albums by Emil Gilels, playing Beethoven's Piano Concertos Nos. 4 and 5, and an album of Sviatolav Richter devoted to Tchaikovsky and Prokofiev sonatas.

ASCAP LAUDS CUNNINGHAM

NEW YORK — ASCAP President Paul Cunningham, whose term of office expires April 30, received several standing ovations during the Society's membership meeting last week. One was at the conclusion of an encomium delivered by Jack Yellen—who stated Cunningham was the best ASCAP president in 20 years. Yellen pointed out that if the Society's income is increased thru revision of the juke box exemption, the man to thank is Cunningham.

Cunningham thanked the membership for their co-operation, stated the Society would grow if they stood behind it. He added: "When I leave I am not forsaking you." He will continue his efforts on the legislative level.

Dealers See Market Hype Via Special Stereo Sales

Four Firms Push Twin-Track LP's With Extra Bonus Disk Offers

NEW YORK — The pattern of stereo dollar sales, started last month by RCA Victor, followed shortly after by Mercury and last week by Jubilee Records, picked up another diskery this week when Carlton Records climbed on the bandwagon. In the case of Victor, Mercury and Jubilee Records, a customer can purchase a stereo record for \$1 for every stereo disk that he buys at the regular list price of \$5.98, (in the case of Victor and Mercury), or \$4.98 (in the case of Jubilee). However,

Carlton is offering a stereo disk for only one penny (see separate story) for every Carlton record purchased at \$4.98.

Altho it is too early to tell conclusively what the stereo sale months (March and April) will accomplish in toto, it can be stated that Victor, Mercury and Jubilee claim it is helping business. And a number of stores checked in both New York and Chicago say that the stereo sales are helping to bring more customers into the store. Possibly the thing that

pleases some of these dealers the most is that the stereo dollar sales give them a chance to offer something to their customers that they can't get thru record clubs.

Dealers seem generally to approve of the various stereo dollar sales now, altho when they were first announced a lot of them were skeptical. At the time Victor made known its plan some dealers felt the diskery was disturbing one area of the market—stereo—that until that time had not been affected (Continued on page 10)

CHI AFM 5-DAY WEEK RULE UNDER FIRE

CHICAGO—A 10-year-old regulation by AFM Local 10, limiting tootlers playing Chicago to a five-day week, is starting to show its first signs of cracking.

Nitery owners have chafed under the regulation, which exists in no other city, because they are pressed to recoup in five nights the same hefty talent tabs that ops in other cities have six or seven nights to recoup. But Local 10, home local of James C. Petrillo, has never given way to the bended-knee pleas of employers.

The new development, in fact, is not a relaxation by the union but a decision by the London House owners, Oscar and George Marienthal, to invoke an old union regulation seldom resorted to before. The old—and incidentally little known—regulation provides that a musical attraction can be booked as an "act," permitting seven-night play, provided an additional unit is booked as a house band for five nights plus a replacement unit for the remaining two. The Marienthals have signed the Carol Colema Trio and got it recognized by the union as a house band, with the Eddie Higgins Trio as off-night replacement. Armed with this recognition, the Marienthals then proceeded to sign the Teddy Wilson and Bobby Hackett units, the Martin Denny Group and others on six-night contracts, the first such pacts inked by a jazz house here in a decade. Some units, said Oscar Marienthal, will play seven nights.

One wrinkle of the regulation is that a contract for an "act" must specify the number of performances per night, instead of a grind policy of forty minutes on and twenty off each hour. Marienthal said his acts will play four or five shows on most nights, which is roughly

equivalent to a grind policy anyhow.

Marienthal pointed out that Chicago talent buyers, no matter how they work it, still are penalized by the local regulation. While his new move allows him to play an expensive attraction for six or seven nights, like competitive bidders in another city, he is still saddled with the burden of carrying a house band, at a nut of several hundred dollars per week, which hosts in other cities are not required to carry.

Another major jazz impresario, Frank Holzfeind, owner of the Blue Note, said the latent regulation permitting "acts" was complete news to him. While greeting the wrinkle with interest, he said a quick calculation left him feeling it was of no real help to the situation. Hiring of a house unit plus replacement would cost him close to \$900 for the dubious privilege of offering live music for a sixth night. He regarded this as a pure surcharge over the cost an op in any other city pays to do business and estimated that on a Monday or Tuesday he would not bring this amount back into the till. Holzfeind attributed the high mortality rate of jazz clubs in Chicago to the local regulation, inferring that local employment of musicians is being hurt by it.

Veejay-Abner Deb Pop LP's

CHICAGO—Vee Jay and Abner Records are debuting in the field of pop LP's with three pieces. Two on Abner will feature Jerry Butler and Dee Clark, while the Vee Jay number is Wade Flemons. The disks, now being recorded, will be in stereo and mono.

Victor Inks Pop Organist Quartet

NEW YORK — Herman Diaz, RCA Victor exec, stated this week that the label had pacted pop organist Marjorie Meinert and the vocal quartet the Skip Jacks, for album waxings by the label. LP's by these artists will be released shortly.

LID ON JAZZ, R.&R. IN U. S. MOSCOW PACKAGE

• Continued from page 1

Also, they feel that even a limited exchange, on a peaceful and co-operative basis, putting officially representative American talent in a Moscow theater constitutes a giant step forward.

McClellan said that altho no live American talent has been formally scheduled for the exhibition site itself, "mikes will be set up all over the place. If a visiting artist cares to perform, and we think he can do it within the framework of what this exhibition is trying to do—we'll invite him to go ahead."

Also missing from the picture of America "just as it is," will be the juke box, popcorn and vending machines. "There will be no juke boxes or popcorn machines. We do hope everyone visiting the fair will have a sample of American soft drink, and arrangements are being made." (Pepsi Cola will do the honors.)

Among the nearly 500 firms exhibiting, members of the Institute of Hi Fidelity Manufacturers will put on a stereo exhibit, but no record companies per se are planning recording exhibits or the making of records, McClellan said. Most of the music-on-records at the pa-

STEREO SELLS TAXI RIDES

TORONTO — Music has been adopted by more than 100 taxicabs here to attract customers. Instead of serenading their customers with AM hit parade tunes, the drivers are using stereophonic, dual speaker setups in their cars. Those using the gimmick say that business is better, tips are higher, and some passengers look for cabs with a music sign on their roofs.

Many of the customers stay in the cab to hear the end of a symphony, say the drivers, while one driver won himself a 120-mile trip from a customer because of his promise of music.

Verve Goes All Out on '99-er' Plan

HOLLYWOOD — Verve Records' entire catalog of more than 500 stereo and monaural packages is being made available to a short-term discount sales plan. Verve is launching its "monaural and stereo 99-er Sales Plan" April 6 to continue thru April 30. During that period, the purchaser will pay only 99 cents for any Verve LP of his choice for each Verve album bought at full price.

Verve lists its monaural LP's at \$4.98 and stereo packages at \$5.98. This plan differs from similar discount sales programs in that Verve is opening up its complete catalog to the 99-er sales push.

Lawrence New Sunbeam Exec

NEW YORK — Bernie Lawrence is the new national sales manager of Sunbeam Records, the Tommy Valando label. Sunbeam also added Jay Morganstern to the label as business manager and Guy Ward has been named West Coast representative.

On the artist level, Sunbeam pacted singer Robert Spencer and Ralph Bailey last week. They were formerly lead singers with the Cadillacs. Their first sides as a duo will be out next week.

HOT 100 ADDS 5 MORE

NEW YORK — There are five new sides on this week's Hot 100 chart. These are:

- 77. So Fine—The Fiestas, Old Town
- 83. Lovey Dovey—Clyde McPhatter, Atlantic
- 95. Only You—Frank Pourcel, Capitol
- 98. That's My Little Suzie—Ritchie Valens, Del Fi
- 100. I Never Felt Like This—Jack Scott, Carlton

'KANSAS CITY' KEEPS TRADE FEVER RISING

NEW YORK — For the second week in a row the tune "Kansas City" kept the singles business at fever peak. As of this week the two hottest of the five records out were on the Fury recording of the tune with Wilbert Harrison and the King Record with Hank Ballard. The Fury record is being bid for by a number of diskeries, including Liberty, Cameo and Dot, but so far Fury label chief Bobbie Robinson was not selling.

King Records chief Syd Nathan informed The Billboard this week that the original waxing of the "Kansas City" tune was first cut by Little Willie Littleford on the Federal label back in 1952 with the title "K. C. Lovin'." Tune was penned by Jerry Lieber and Mike Stoller, the cleffers who have written many hit tunes, and published by King Records. This record sold a bit in a few cities back in 1952 but never really broke out.

Nathan has sent a letter to all of the labels that have cut records of "Kansas City" stating that his firm is the publisher and that Lieber and Stoller should be credited as writers. Recordings of the tune include a Chess record with Rocky Olson, an End record with Rockin' Ronald and the Fury record. None of these labels had credited

Lois or Armo, the King Music firms with the tune (they credited Fire Music instead), nor did they credit Lieber and Stoller. In addition to the King record with Hank Ballard, Federal Records issued a new Little Willie Littleford version a while back. These last two credit Armo Music and Lieber and Stoller as writers.

There will be one more version of the song, according to Jerry Lieber. This will be by Little Richard and will be issued this week on the Specialty label. This recording of "Kansas City" was cut about three years ago by the singer for an album.

Teen Disk Hop For Charity

DETROIT — Over 6,300 teenagers were on hand to attend one of this city's largest record hops, staged at the Light Guard Armory Saturday, March 21. The event was hosted by local deejay Tom Clay of WJBK.

Among the artists furnishing live entertainment were Al Martino, the Impalas, the Royaltones, the Imperials and the Intruders. Another highlight of the hop was the crowning of "Miss Teen Queen" for the city of Detroit by Governor G. Mennen Williams. Miss Michigan was also in attendance.

Proceeds were turned over to the Detroit chapter of the National Foundation for Cystic Fibrosis Research. The dance was one of a monthly scheduled series, promoted and managed by National Teen Clubs, a dance promotional firm.

CRDC Ups Frank Page

HOLLYWOOD — Frank B. Page Jr., was named national promotional manager of classical products of Capitol Records Distributing Corporation, moving up from his former post as classical field rep. He will report to CRDC vicepres and National Sales Manager Max Callison. Duties include directing work of the classical field reps and handling classical artists and product promotion. He will replace Roger Hall who recently resigned.

Ralph E. Romann was named classical artist rep and will report to Page. Don Owens was appointed pop artists rep and will report to CRDC's national pop sales promotion manager Joe Mathews.

Hugo-Luigi's New Talent

NEW YORK — Hugo Peretti and Luigi Creator, free-lance Victor a.&r. men, affectionately known as Hugo and Luigi, have waxed another new group for their second Victor release. The new group is The Tradewinds, four high school boys from Newark, N. J. Their first record is called "Toni" and will be issued Thursday (9).

The first talent recorded by Hugo and Luigi under their Victor pact was Chico Holiday. This record "Young Ideas" was issued about a week ago. It is understood that the third record from the duo will also feature a new group. It will be out in a few weeks.

Big Reaction To UA Contest

NEW YORK — United Artist reports having received tremendous response to its national "Gazachstahagan Contest." Thousands of entries including letters, pictures, posters, special art work projects, etc., have flooded the diskery's office in recent weeks.

In order to consider each entry, UA will not announce the final winners until next week.

The contest, which was to identify a "Gazachstahagan," was open to all deejays and their listeners. First prize to the winning jockey and his listener is a week's free vacation in Nassau.

In a separate UA contest involving "Gazachstahagan," the Wild Cats hit recording, Nelson Verbit of Marnel Distributors in Philadelphia copped first place honors, an all-expense paid trip to the British Colonial Hotel in Nassau.

Vanguard Exec To Continent

NEW YORK — Seymour Solomon, director of Vanguard Records, will leave for Europe on April 22 for an eight-week European recording trip. Sessions will be held in London and in Vanguard's Vienna studios. Label will cut works by Khatchaturian, Kabalevsky, Dvorak, Mozart and Bach.

Mel Albert New Apollo Flack

NEW YORK — Mel Albert has been signed by Apollo Records to handle promotion and publicity for the label. Albert will establish a policy regarding the label's new set-up in both pop and spiritual fields.



**NOMINATED FOR BEST RHYTHM & BLUES
PERFORMANCE N.A.R.A.S. AWARD**

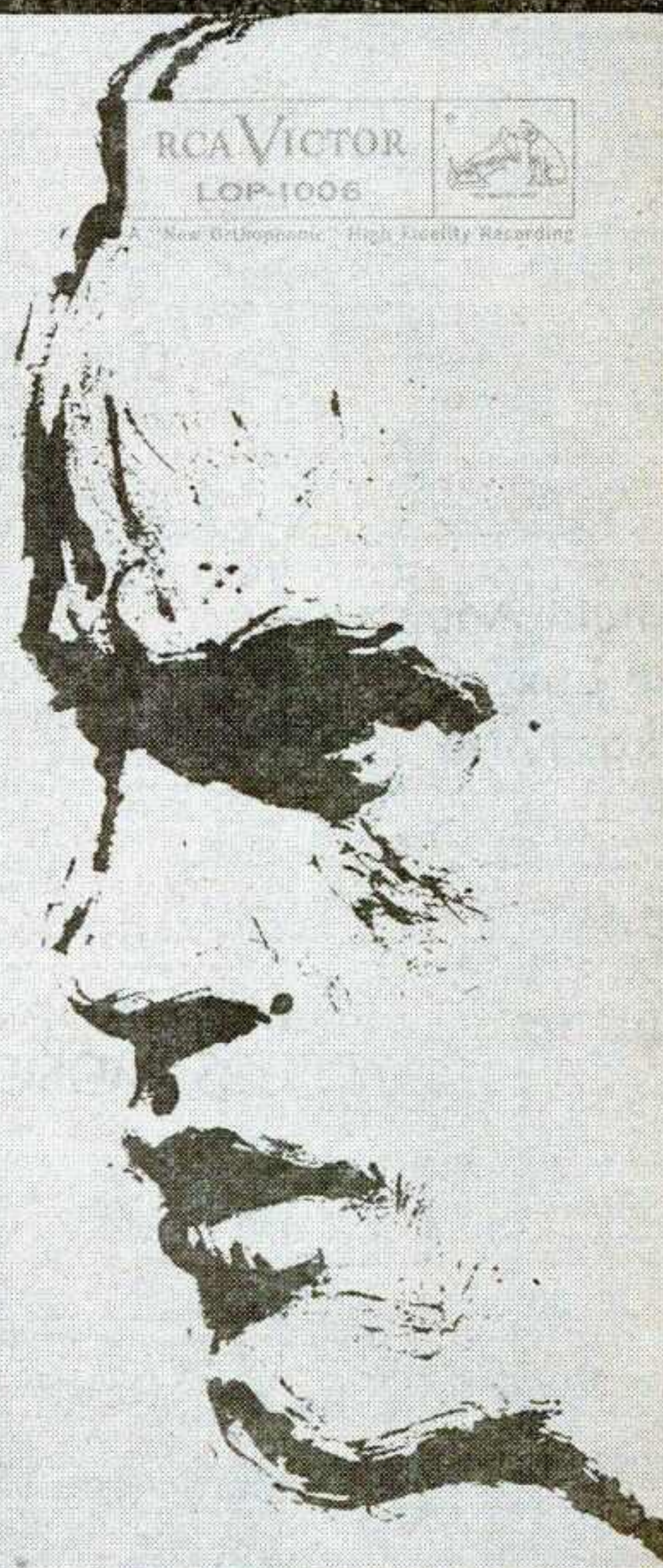
BELAFONTE SINGS THE BLUES

A Fool for You • Losing Hand
One for My Baby • In the Evenin' Mama
Hallelujah I Love Her So • The Way That I Feel
Cotton Fields • God Bless the Child
Mary Ann • Sinner's Prayer • Fare Thee Well

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VOX JOX

By JUNE BUNDY

GLOBAL JOCKS: U. S. deejays are spreading out these days on an international basis. Last week's mail brought letters from spinners in Alaska, Germany and Okinawa.

ALASKA: PRC Allan H. Simpson (Al Hart) writes: "I am a GI stationed at the U. S. Army's northernmost outpost, Fort Greely, Alaska. Having been a deejay with WCUE, Akron, in civilian life, upon entering the Army in March of 1958, I became a deejay for the troops at Fort Greely on AFRS station WXLL. Our station, tho small, has a good sound, serving over 2,000 troops and their families. But our big problem is records. The Armed Forces sends us some of the Top 10, but by the time they get here they have 'hit' in the states and then faded into obscurity. We have been pooling our resources for the purpose of buying the 'big' ones in Fairbanks, about 100 miles away, but this has become very expensive. . . . If the distributors would put us on their free copy list it would solve our problem, sell some platters and make a lot of GI's happy by bringing Fort Greely up to date musically."

GERMANY: From Germany, Bud Shurian, formerly with WARE and WAAB, Ware and Worcester, Mass., and more recently with American Forces Network, Munich, Germany, writes that he is now associated with the Ufaton-Verlag in Munich, and that his main purpose with Ufaton "is to find American songs for publication and distribution in Germany."

OKINAWA: Don Hofmann writes: "I left KAKE, Wichita, Kan., with whom I had been associated since 1951, to come over to Okinawa again. I was with AFRS here in the Army. My main job with KSBK—the only English language commercial station in this part of the world—is in the promotion field, but I also handle two daily record shows—one jazz and one pop. Okinawa is a fabulous, beautiful island with a sub-tropical climate, and a very large American population. There are four-laned highways, cinemascope theaters, big department stores; dark, smoke-filled night clubs and two major airports, as well as the white beaches, blue water, palm trees and beautiful dark-haired native girls. Sound like a ball? It really is. We love it here."

GAB BAG: Larry Monroe, KRIO, McAllen, Tex., writes: "I'm interested in cartooning and plan to start my own comic strip within the next year. I hope to create more interest in the music profession by centering my strip on the disk jockey. It will be a daily affair. Now what I need are comments and ideas from different jocks across the country."

Dick Biondi, WKBW, Buffalo, comments: "Maybe it's because we're beginning to mature a little more of late, but it seems that the rash of deejays quitting their jobs in protest of formula or lists programming is doing more to hurt rather than help the cause of bringing back the personality deejay. If deejays would use the talent they have to mold opinion and sell people, they would in due time get, in small stages, a little of the freedom that has been taken from them, without the boss or Madison Avenue boys realizing what has been done. . . . At this moment the greatest deejay is the one who can live within the formula or list and make it sound not only happy and interesting but as if he is producing and pulling the music all by himself. How many deejays are willing to accept this challenge?"

MUSIC AS WRITTEN

By BOB ROLONTZ

RUSSO PARTY FOR NEW SYMPHONY

Mrs. Elaine Lorillard threw a bash honoring composer Bill Russo last week for his second symphony "The Titans" which will be performed by the New York Philharmonic April 16, 17, 18 and 19. It will also be broadcast over CBS Radio on Saturday afternoon, April 18. Russo, of course, is the same Bill Russo of jazz fame, who created so many of the Stan Kenton Ork arrangements from 1950 to 1955. He has also penned two ballet works, many other jazz concert pieces and written many jazz articles as well as a text on jazz.

ALL IS FORGIVEN

No longer is this reporter barred from The Roundtable, the New York night club. Last week the writer of this column was invited to attend the Jimmy Rodgers cocktail party held on Tuesday night (31), at the club. It was a good party too.

SONNY ROLLINS JOINS BMI

Tenorman Sonny Rollins became a BMI writer last week. The young musician has penned a great number of modern jazz compositions including "Airegin," "St. Thomas," "Blue 7," "Way Out West," "Doxy," "Movin' Out," and the extended work "Freedom Suite," many of which are being performed frequently by jazz cats.

New York

Trude Adams opens at the Riviera in Las Vegas on April 13 for four weeks. . . . Tina Robin opens a three-month cafe tour starting this week at the Cork Club in Houston. . . . Jerry Jerome is visiting New York jocks to push his new Roc record of "Making Whoopee Cha Cha." . . . Lukas Foss will display his talents as a conductor, composer and pianist when he appears with the New York Philharmonic this week. His "Symphony of Chorales" will be premiered in New York. He will solo on a Mozart Piano Concerto and will conduct from the piano on a Handel Concerto. . . .

(Continued on page 8)

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



'Guess Who' Penned By Belvin's Wife

Jesse Belvin was born in Texarkana, Ark., December 15, 1933, but moved to Los Angeles with his family when he was five. He attended Jefferson H. S. and Compton Junior College in L. A.

Belvin's singing career began at the age of seven in a church choir directed by his mother. At 16 he joined Big Jay McNeely's Ork and made his first recording. In 1953, the artist enlisted in the U. S. Army and served at Ford Ord and in Germany. Following his stint in the service, he enjoyed several hit records both as a singer and songwriter. On the strength of "Goodnight My Love," he was brought East by deejay Alan Freed. "Earth Angel" earned him wide recognition.

Belvin's current RCA Victor single, "Guess Who," was written by his wife, Jo Ann. They have two children and a French poodle named Francoise.



Hit Comes to Johnson Via 'Come to Me'

Singer-composer-pianist, Marv Johnson, was born 20 years ago in Detroit. A four letter man at Cass Technical High School, he excelled in track and football. Upon graduation, he toured Michigan as lead singer with a group called the Serenaders.

One day, he was helping out in his friend's record shop, when he met Berry Gordy, an artist's manager. He asked Gordy for an audition, and Gordy found in the singer just what he was looking for. The rest is history recorded on The Billboard's Hot 100 via his "Come to Me" on the United Artists label.

Johnson's favorites range from Doris Day to Chris Connor and Sammy Davis.

YESTERYEAR'S TOPS—

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

APRIL 2, 1949

1. Cruising Down the River
2. Far Away Places
3. Red Roses for a Blue Lady
4. Galway Bay
5. Powder Your Face With Sunshine
6. Sunflower
7. Forever and Ever
8. Careless Hands
9. So Tired
10. I've Got My Love to Keep Me Warm

APRIL 3, 1954

1. Make Love to Me
2. Secret Love
3. Wanted
4. Cross Over the Bridge
5. I Get So Lonely
6. Young at Heart
7. Oh, Mein Papa (Oh, My Papa)
8. Answer Me, My Love
9. Changing Partners
10. From the Vine Came the Grape

DISTRIBUTOR NEWS

By HOWARD COOK

NEW YORK: Ralph Rackmil, branch manager of Coral Records, Inc., reports heavy action on the following disks: "That's Why" by Jackie Wilson on Brunswick, "It Doesn't Matter Anymore" by Buddy Holly on Coral and "Goodnight Irene" by Billy Williams on Coral. Strong sales continue on "Lonely Teardrops" by Jackie Wilson, "Heavenly Lover" by Teresa Brewer, "May You Always" by the McGuire Sisters and "Nola" by Billy Williams on Coral. Top LP's are "The Buddy Holly Story," "Lonely Teardrops" by Jackie Wilson, "Themes From Horror Movies" and "Hollywood Song Book" by Neil Hefti.

SHREVEPORT, La.: Stan Lewis of Stan's Record Shop sends word that his top platters are "It's Just a Matter of Time" by Brook Benton on Mercury, "Sea Cruise" by Franki Ford on Ace, "Yeah, Yeah" by Dale Hawkins on Checker, "Double Trouble" by Otis Rush on Cobra, "This Should Go on Forever" by Rod Bernard on Argo, "Lovey Dovey" by Clyde McPhatter, "Almost Crown" by Chuck Berry on Chess, "Be Ever Wonderful" by Ted Taylor on Duke and "Tell Him No" by Dean & Marc on Bullseye.

SAN FRANCISCO: Dick Field of Field Music Sales predicts that Jesse Johnson's recording of "So Loved Am I" on Symbol will be a hit. Sue Records also has a potential click with Billy & Ricky's "Mama, Papa, Please Please."

MEMPHIS: Mary Greenhill, director of publicity of Lee Records, writes that the label's latest release, "Is There a Way" by the Four Flickers is a local hit. There have been several offers to purchase the disk. National distributors for Lee are Record Associates, Westport, Co

PHILADELPHIA: Paul Knowles, manager of the RCA Victor Record division of Raymond Rosen & Company sends word that "I Go Ape" by Neil Sedaka is big. The artist was in Philadelphia last week attending record hops and plugging the platter. Lou Monte substituted for WIBC's Joe Niagara, taking over his program for one day while Niagara was on vacation. Monte's "Italian Cowboy" is beginning to move. Other hot RCA Victor singles are "I Need Your Love Tonight" by Elvis Presley, "Tomboy" by Perry Como and "Only Your Love" by the Ames Brothers. Hottest albums are "Peter Gunn" by Henry Mancini, the original cast of "Redhead" and "Musically Mad" by Bernie Green and His Madmen.

Ted Kellem of Marnel writes that Calico is hot with "Since I Don't Have You" by the Skyliners. Top Imperial disks are "Never Be Anyone Else But You" b-w "It's Late" by Ricky Nelson, "When the Saints Go Marching In" by Fats Domino and "Whistling Pixie" by Bernie Wayne. Specialty has a click with "The Haunted House" by Johnny Fuller. Laurie is excited about "A Teen-Ager's Love" by Dion & the Belmonts and Scott Garret's newest which is due this week. Epic's strongest platters are "I Need Your Lovin'" by Roy Hamilton, "Rawhide" by Link Wray and "I Got Plenty o' Nuttin'" by Fred Darian (Okeh).

Cameo's strongest new record is "Please Don't Be Mad" by Bobby Rydell. United Artists has hits with "Come to Me" by Marv Johnson and "I Wanna Be Loved By You" by Marilyn Monroe. Carlton is swinging with "Lonely for You" by Gary Stites and "I Never Felt Like This" by Jack Scott. Top Savoy disk is "Going to Need Someone" by Nappy Brown.

Bob Heller of Chips Distributors writes that Chips' hottest items are "The Happy Organ" by Dave (Baby) Cortez on Clock, "Goodbye Jimmy" by Kathy Linden on Felsted and "Almost Grown" by Chuck Berry on Chess. In albums Stereo Fidelity continues to sell "The Soul of Spain" by 101 Strings. Roulette is hot with Count Basie and Joe Williams' latest LP.

BALTIMORE: Bernie Block of Marnel of Maryland, Inc. writes that Epic has a winner with "I Need Your Lovin'" by Roy Hamilton. United Artists is smashing with "Come to Me" by Marv Johnson. "Since I Don't Have You" by the Skyliners on Calico is big. Ditto "I Never Felt Like This" by Gary Stites on Carlton, "Your First and Last Love" by Johnny Rivers on Dee Dee and "Carefree Wanderer" by Bill Parsons on Fraternity.

OAKLAND, Calif.: Bob Chatton sends word that the action disks at present are "Pajama Party" by Bobby Pedrick Jr. on Big Top, "Sherry" by the Valets on Jon, "Mathilda" by Cookie & His Cupcakes on Judd and "I Can't Get You Out of My Heart" by Al Martino on 20th Fox. New releases that have gotten strong initial reaction include "Side Saddle" by the John Buzon Trio on Liberty, "Golden Idol" by Jody Reynolds on Demon, "Two Brothers" by David Hill on Kapp, "Must Be Catchin'" by Julie London on Liberty and "Julia" by Johnny Dorelli on 20th Fox. Sure-fire chart contenders are "Bad Luck" by Sanford Clark on Jamie, "You're So Fine" by the Falcons on Unart, "Quiet Village" by Martin Denny on Liberty, "Lovey Dovey" by Clyde McPhatter on Atlantic, "Please Don't Say No" by Billy Ward on Liberty and "Memories Are Made of This" by Roger Williams on Kapp.

Bay Area visitors during the week were Bill Parsons, Eddie Roy of Imperial, who's plugging the Teddy Bears' "You Said Goodbye" and "Bumbershoot" by Phil Harvey and Stan Catron who's promoting "Crazy Dream" by Jimmy Stewart on Hanover.

ROULETTE RAMBLINGS: Roulette Records has changed to Scan Distributing Company in Buffalo, N. Y. The move was made last week while Joe Kolsky, executive vice-president for the label, was on a tour of distributors, dealers, operators, one-stops and deejays. The change is effective immediately.

CAPITOL RECORDS GRATEFULLY ACKNOWLEDGES THE ENTHUSIASTIC ACCLAIM OF THE NATIONAL ACADEMY OF RECORDING ARTS & SCIENCES FOR NOMINATIONS IN 26 OF THE 28 AWARD CATEGORIES FOR THE YEAR 1958

	LAURINDO ALMEIDA: Duets with a Spanish Guitar: "Best Engineered Record (Class.)"		DANNY KAYE: Mommy, Gimme a Drinka Water: "Best Recording for Children"		LOUIS PRIMA-KEELY SMITH: That Old Black Magic: "Best Performance by a Vocal Group or Chorus"
	RAY ANTHONY: Peter Gunn: "Best Performance by a Dance Band"		KING SISTERS: Imagination: "Best Performance by a Vocal Group or Chorus"		GEORGE SHEARING: Burnished Brass: "Best Performance by an Orchestra" "Best Jazz Performance Individual" "Best Jazz Performance Group"
	NAT "KING" COLE: Looking Back: "Best Rhythm & Blues Performance"		KINGSTON TRIO: Tom Dooley: "Best Performance by a Vocal Group or Chorus" "Best Country & Western Performance"		FRANK SINATRA: Come Fly With Me: "Album of the Year" "Best Vocal Performance Male" "Best Engineered Record (Other than Classical)" "Best Album Cover" with Billy May: "Best Arrangement" Only the Lonely: "Album of the Year" "Best Album Cover" Witchcraft: "Record of the Year" "Best Vocal Performance Male" "Best Engineered Record (Other than Classical)" with Nelson Riddle: Best Arrangement"
	FOUR FRESHMEN: Four Freshmen in Person: "Best Jazz Performance (Group)"		PEGGY LEE: Fever: "Record of the Year" "Best Vocal Performance Female" "Best Arrangement"		BILLY MAY: Billy May's Big Fat Brass: "Best Performance by an Orchestra" "Best Arrangement" "Best Engineered Record (Other than Classical)"
	STAN FREBERG: The Best of Stan Freberg Shows: "Best Comedy Performance" "Best Performance Documentary or Spoken Word" Green Christmas: "Best Comedy Performance" "Best Performance Documentary or Spoken Word"		NATHAN MILSTEIN: Beethoven Sonata #8 and #9: "Best Classical Performance - Instrumental (Other than Concerto-scale Accompaniment)"		KEELY SMITH: I Wish You Love: "Best Vocal Performance Female"
	MARCEL GRANDJANY: Music for the Harp: "Best Classical Performance - Instrumental (Other than Concerto-scale Accompaniment)"		MUSIC MAN: Orig. Broadway Cast Album: "Best Original Cast Album (Broadway or TV)"		SALLI TERRI: Duets for Spanish Guitar: "Best Classical Performance - Vocal Soloist (With or Without Orchestra)"
	HOLLYWOOD STRING QUARTET: Beethoven Quartet #13: "Best Classical Performance - Chamber Music"		LEONARD PENNARIO: Rachmaninoff: Rhapsody on a Theme by Paganini: "Best Classical Performance - Instrumental (With Concerto-scale Accompaniment)"		ROGER WAGNER CHORALE: Virtuoso: "Best Classical Performance - Operatic or Choral"
	JONAH JONES: Baubles, Bangles and Beads: "Best Performance by a Dance Band" "Best Jazz Performance Individual" "Best Jazz Performance Group" Jumpin' with Jonah: "Best Jazz Performance Individual"				

ASCAP Meet Cues New-Era

• Continued from page 3

secure increased performances — but they are all part of a general problem which many feel can be solved only by adopting a firm policy towards music users. "It is necessary," one observer stated, "that there be a continual striving to give music the stature it deserves." He added that this must be done not only thru legislation, as in a revision of the juke box exemption, but also thru actual precedent—"for when a right is given away for a period of time it begins to vanish."

One of the most colorful aspects of Yellen's talk was his recounting of an errand he undertook for President Paul Cunningham—that of sounding out top writers relative to a voluntary cut in their royalties of from \$25,000 to \$75,000 a year. This activity on the part of Yellen was apparently going on while ASCAP brass and attorneys were in negotiation with the Justice Department. "Did you ever ask a guy for \$75,000 to give to his competitors?" said Yellen. "It was easy. . . . Writers are wonderful guys. Yellen said Johnny Mercer was asked to give up a sum three times more than Yellen gets. Mercer agreed when told it was for the good of ASCAP."

Top Cleffers Kick In

It was indicated that top writers were relinquishing two million annually to members in the lower brackets. In addition to Mercer, those who agreed include Ira Gershwin, Harry Warren, Leo Robin, Harold Adamson, Sammy Cahn, Sammy Fain, Hoagy Carmichael, Ted Koehler, Andy Razaf, Paul Webster, Jay Livingston, Jimmy McHugh, Nacio Herb Brown, Mrs. Peter De Rose, Paul Weston, Ray Evans.

On Broadway and in the Brill Building, there was an awareness during the last few days that a new era was at hand. Some felt that much would depend upon the severity of the Consent Decree, particularly in the matter of the weighted vote. Some publishers who professed to be close to the Washington scene, stated there would be a modification in the weighted vote but that the big copyright owners would retain a voting edge enabling them to exercise a good measure of control. Others however, who on the basis of past performances are even closer to the Washington scene, stated that while the weighted vote would not be entirely eliminated, the changes would nevertheless be of such drastic nature as to ensure a changing board and more democratic operation.

"It's really like the end of the buffalo, or the passing of the dinosaurs," one publisher remarked. He noted that the board already seemed on the verge of taking on a new aspect. "Sol Bourne is gone, Jack Mills has been having serious

negotiations with a view towards sale of the catalog, and Herman Starr, at the end of December, 1961, assumes a consultant or advisory post with the Warners." Warner stockholders have been apprised of the latter development, altho there has been no concrete indication as to whether this will affect Starr's influential position on the ASCAP board.

In any event, the passage and ravages of time, and the upcoming Consent Decree, would seem to augur a future board of some flexibility which may well take a fresh approach to the problems posed by Jack Yellen.

Music men see the changing scene as not only affecting ASCAP, but also BMI. As more publishers and writers become successful, these people, it is argued, have a primary allegiance not to BMI or ASCAP, but to themselves. Certain top publishers, queried on this matter, have affirmed this point of view. In brief, they will align themselves with whatever organization will do them the most good. In order to hold important catalogs, therefore, both ASCAP and BMI will be in a competitive race to derive as much income as possible from broadcasters and other licensees.

The future, therefore, would appear to be a period of sharp competition, with an all-out effort to maintain copyright values — for only by so doing will licensing organizations solve the problem of increasing membership and the allied problem of keeping important members of catalogs within the fold. Broadcasters and other users, it is felt, must eventually feel these pressures to a greater extent than in the past.

Victor Push On Pop LP's

NEW YORK — A strong ad and promotion drive is being kicked off to support RCA Victor's current pop album releases. Product includes "The Ames Brothers Sing Famous Hits of Famous Quartets," "Cugat in Spain," Sid Ramin's "Love Is a Swingin' Word" and Billy Mure's "Supersonics in Flight" and George Beverly Shea's "The Love of God."

RCA Victor and French's Mustard have lined up a special campaign on the Ames Brothers' package, including national mags, TV and radio, displays, window contest, etc. Dance studios will be emphasized in the promotion behind the Cugat package, which will also get national mag treatment, point of sale and jockey promotion. The Ramin and Mure packages are also scheduled for full promotional treatment.

Wallichs' Third Disk Outlet

• Continued from page 3

store includes the basement and mezzanine which he will devote to a service department and phono instrument and TV equipment. In the phono field, Wallichs will use Magnavox as the main line as in his other locations.

Schirmer's will remain to operate a complete sheet music department as the only holdover of the former management. Sheet music departments at both the Hollywood and Lakewood stores are operated by Freeman Music.

Music City Downtown will stay open on a seven day per week schedule similar to its sister stores thus becoming the first major retail outlet to do business on Sundays in the Downtown Los Angeles shopping district. Unlike the Hollywood store which remains open until 2 a.m., the downtown branch will close at 6 p.m. nightly with

exception of Monday and Thursday when it will be open until 10 p.m. (These are the late nights for most of the major department stores in the downtown area.)

Wallichs' new Music City will fall heir to the extensive radio advertising used regularly by the existing Music City stores. Wallichs is currently buying more than 50 hours of radio time per week on nine stations in the area in addition to an extensive spot announcement campaign numbering approximately 1,000 spots per month.

After firmly establishing his third store, Wallichs plans to open three more in the Los Angeles area. These will be located in the West Covina, South Bay and San Fernando Valley areas. He told The Billboard he already holds land options in some of these sections for construction of future stores.

CAPAC Loses Juke Battle

TORONTO — A 10-year battle to tax "coin-operated devices"—juke boxes — has been lost by Composers, Authors and Publishers Association of Canada, Ltd. CAPAC lost its appeal to the Supreme Court of Canada in a suit against Siegel Distributing Company, Ltd. of Toronto, Wurlitzer distributors and partners in a Toronto restaurant, Superior Tea Room.

CAPAC charged an infringement of its copyright. The decision means CAPAC will lose an estimated \$150,000 a year additional income. H. E. Manning, counsel for CAPAC, said it was estimated juke boxes in Canada had an income of \$30,000,000.

The present suit was to decide whether a unit with its turntable in one room and loudspeakers in another room was a gramophone. The Supreme Court decided that a gramophone is still a gramophone whether or not it is all bunched in one cabinet in one room or whether its components are in separate rooms.

It was ruled in 1947 in the now-famous Vigneux case that a juke box was a gramophone and therefore exempt from payment of a license fee to the then Canadian Performing Rights Society. CAPAC sought to establish the principle that juke boxes were not gramophones. Under the Copyright Act of Canada, gramophones are exempt from paying performing rights fees. Canada and the United States are the only countries in the world that exempt the gramophone.

The statute stems back to the penny arcade, said Mr. Manning, when instruments producing music were exempted from paying performing rights fees.

The units are licensable in England and continental Europe.

The decision by the Supreme Court of Canada has no effect on electronic systems which provide recorded music by wire from a central location to such clients as offices, stores and plants. Such systems must pay performing rights fees.

No decision has been made on what the next move by CAPAC will be, a spokesman said.

"We are awaiting the full text of the judgment of the Supreme Court of Canada," he said.

Edwards Joins Joy A.&R. Staff

NEW YORK — Joy Records has added Sherman Edwards to its a.&r. staff. Edwards will be responsible for supervising recording dates, signing new artists and screening material for the label.

Edwards in the past year has been a free-lance arranger and performer. He will continue as music director for thrush Mindy Carson. His first assignment for Joy will be the supervision of the new Five Blobs (Bernie Nee) recording.

Death Claims Aberbach Pere

NEW YORK — Death last week claimed Adolf Aberbach, father of Jean and Julian Aberbach of Hill and Range and Alamo Music. The elder Aberbach was 80 years old. He died at his home in Hollywood on April 2. Funeral services were held at Riverside Memorial Chapel in New York on April 5.

ON THE BEAT

By REN GREVATT

Judd Phillips phoned us from Hattiesburg, Miss., this week to discuss the latest news of the rocking, piano-pounder, Jerry Lee Lewis. Following a series of ill-fated incidents last year, Lewis went into a kind of oblivion. But talent will not be downed, and according to Phillips, who now manages the chanter, Lewis is well on his way back. "I've been spotting him on a tour with a group of unknown acts to test his drawing power and he's been going real well," Phillips said, "and now we've really got some big plans afoot."

"Jerry leaves Lorain, O., on April 17 on the long trip to Australia, where he opens a six-day tour on the 20th. In Australia, he'll be working with Sammy Davis Jr. We hope to have him with Sammy Davis in Hawaii too. But beyond that, we've got other things going. After Australia he'll probably go into Manila and Tokyo and then back to the States. After that, we're planning to spot Jerry on a tour up the West Coast and from there he'll jump into Alaska. We figure he'll be one of the first rock and rollers to hit the 49th State.

The Jerry Lee Lewis family, by the way, now numbers three, with the arrival of newborn Steve Allen Lewis, a couple of weeks back. The baby was named after the famous TV personality because Allen gave Lewis one of his first important breaks in the TV world. Phillips is spotting Lewis with acts being featured on his Judd label, incidentally, which he figures is a move that will help everybody. Among the acts are Cooky and the Cupcakes, whose current disk is "Matilda."

Bobby Darin is moving into the class club field as a result of the excitement kicked up by his new LP, "Bobby Darin, That's All." Following a date with Perry Como on NBC-TV (18), Darin goes into Blinstrub's in Boston for a week (20), then moves to Harrah's Club, Lake Tahoe for two weeks and will do four weeks at the Sands, Las Vegas, in June. Darin's tour of Britain, originally projected for late this month, has been postponed due to the pressure of his Stateside commitments.

GAC-Feld, active for some time in the booking of small packages featuring a band and spotlighting rock talent, is moving into the jazz field. Leaving Friday (24) for a three-and-a-half-week trek will be Benny Goodman and his big band, Ahmad Jamal and his group, and thrush Dakota Staton. . . . Lou Ezzo of Twin Records in Brooklyn is touting the trade on "Sweet Little Babyface," by Steve Reo. . . . Backbeat will celebrate moving into its new Houston offices with its first sides produced by Jimmy Duncan and Larry Kane. Disk features Joe Hinton in "Pretty Little Mama," and "Will You." The record also introduces a new label design for the firm.

The new Quincy Jones band has its first release on Mercury, coupling "Tuxedo Junction," with "Syncopated Clock." Two sharp sides. . . . Erroll Garner is back in Manhattan, following his initial cross-country tour under the aegis of Sol Hurok. . . . Ersel Hickey of Epic appeared at the Scouting Spectacular in Charleston, W. Va., and will make the MOA scene in Chicago. . . . Gwen and Berry Gordy, cleffers of "Lonely Teardrops," have started Anna Records, out of Detroit.

Brook Benton has signed for three Ed Sullivan shows, Sunday (14), June 14 and September 27. Bobby Darin has been inked for four shots, May 31 and September 6, with the balance before the first of the year.

MUSIC AS WRITTEN

• Continued from page 6

The Grossinger Country Club in Grossinger, N. Y., is looking for a singer to replace Jim Dooley who has become social director of the Eldorado Club in New Rochelle, N. Y. Both Eddie Fisher and Robert Merrill were discovered at Grossinger's.

Milt Kamen opened at the Village Vanguard in New York last week. . . . Kaye Ballard is now at the Bon Soir in New York. . . . Ersel Hickey appeared in Charleston, W. Va., recently before 4,000 Boy Scouts, and 30,000 spectators of the Scouting Spectacular at the Civic Center.

The record of "Sherry" by the Valets on the Jon label, is happening according to Otis Pollard. . . . Della Reese will concertize at the Kaufman Concert Hall, New York on May 9. . . . Teddi King will represent Coral at the MOA in Chicago this week. . . . The Four Voices will be at the El Morocco, Montreal, starting this week. . . . Arnie Goland of Sunbeam Records hit the road this week to see jocks and distributors. . . . Monte Kay, United Artists general manager, signed Eileen Barton to a pact last week. . . . The first waxing by the Contels will be out on Lynn Radi's Larco label next week. . . . The Acousta-Sound Company of Seattle released its first pop single on the ASI label last week with Don Rogers and Tanner. ASI has been a Seattle distributor for the last two years. . . . Reg Owen is in the U. S. attending this week's MOA Convention in Chicago. . . . Eddie Salecto, formerly with the Selectones, has signed with personal manager Ben Cale to work as a single. . . . "Sing Little Birdie" a hit in England, is being published by Zodiac Music here. . . . Rayven Music has grabbed the publishing rights for the song "Sweetwater Bay" for most of the world. Tune is a hit in Australia.

ESQUIVEL

(ES-KEY-VEL)

NOMINATED

By the National Academy of Recording Arts and Sciences Awards committee for

BEST PERFORMANCE BY AN ORCHESTRA

(Other Worlds, Other Sounds—RCA Victor LPM/LSP 1753)

and

BEST ENGINEERED RECORD

(Other than Classical)

(Other Worlds, Other Sounds—RCA Victor LPM/LSP 1753)



*Thank you,
Academy members
for this outstanding
honor—*

Current Release:
A SMASH SINGLE—
"WHATCHAMACALLIT"
b/w
"I FEEL MERELY MARVELOUS"
RCA Victor 47-7462

2 New Albums Coming:
IN MAY—
Another big orchestra sound
"EXPLORING NEW SOUNDS"
IN SEPTEMBER—
Esquivel pulls strings in
"STRINGS AFLAME"

PERSONAL MANAGEMENT:
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DIRECTION:
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640 FIFTH AVENUE • NEW YORK 19, N. Y. • TELEPHONE CIRCLE 7-7543

Merc Re-Inks Platters for 3-Year Pact

NEW YORK — The Platters have re-signed with Mercury Records for another three years and Buck Ram, the group's personal manager, has finalized a deal whereby Mercury's domestic distributors will handle Antler Records. Platters' inking calls for another three years with the Chicago firm. Mercury distributors this week received two Antler releases, one by Earl Warren's sextet and the other by the Jewels.

The Platters and Ram return to Los Angeles April 8, after three weeks in Australia, where they did their first tour for Lee Gordon, the Aussie one-nite concert impresario. Gordon has inked a deal with Ram, whereby the Platters and Ram will work a once-per-year junket for Gordon, headlining their own show, for the next five years. Upon their return to California, the Platters will cut two songs for the sound track of the forthcoming MGM flicker "Girl's Town." One of the tunes will be "Wish It Were Me," written by Ram.

Personality Productions, of which Ram is president, has set an eight-week tour of Italy and perhaps France, for a rock 'n roll troupe, including the Fraternity Brothers, Johnny Olenn and the Blockbusters, Benny Joy and Big John Taylor and the Flares, plus several other acts, as yet unselected, starting in July. Tour will be handled by Davide Matalon, disk impresario who operates Italdisc, Milan waxery.

Tony Williams, lead singer with the Platters since its inception, also is set to cut his own Mercury Long Play album for fall release.

UA Makes Classical Disk Debut

NEW YORK — United Artists will enter the classical LP field this month with three releases by Leopold Stokowski conducting the Symphony of the Air. They are Khachaturian's "Symphony No. 2," Shostakovich's "Symphony No. 1" and Ernest Bloch's "Schelomo" and Paul Ben-Haim's "From Israel." The conductor will record a series of albums to be released over a five-year period.

The series will include several works with which the composer has had success during his career and new works, many of which will be recorded in new stereophonic techniques. Future recordings will be pre-produced in various parts of the world with various first-rate orchestras.

To date, the label has been almost exclusively active in pop and jazz fields. The new classical releases mark the beginning of plans to widen their catalog to include all areas of music.

ONLY 1 MAY LP ON ANGEL SKED

HOLLYWOOD — To give full attention to its May release, Angel will issue but one album. Its full spotlight will fall on the stereo version of Otto Klemperer's reading of the Beethoven Ninth Symphony. The monumental work was issued in single track form as part of Angel's November release.

Imperial Adds Glamor to Talent Roster

HOLLYWOOD—Imperial Records last week added glamor to its artists' roster with the signing of Zsa Zsa Gabor, Peggy King and actor Tony Randall. Personalities were signed by Imperial proxy Lew Chudd as part of his label's intensified move to the package field. Two weeks ago, he had signed Henri Rene as recording artist and artist-repertoire chief of Imperial's album production.

Three new talent acquisitions will be recorded by Rene. Special material will be written for the three. Miss Gabor's first for Imperial (and her disk debut) is tentatively tagged "An Evening With Zsa Zsa Gabor," with the spotlight falling on tongue in cheek sophisticated material.

Westminster Premieres 4

NEW YORK — Westminster's April release spotlights four premiere recordings. These are three operas, Prokofiev's "The Flaming Angel," "Tetide in Sciro" by Scarlatti and Hugo Weisgall's "The Tenor."

A recording of Gershwin's own orchestration of "The Suite From Porgy and Bess" by the Utah Symphony is also included in the new LP's. A series of four records, "In Israel Today," documentary recordings of songs and dances of 12 Jewish communities, completes the release.

'Opry' Polled Tops on Air

NASHVILLE—WSM's "Grand Ole Opry," radio's oldest commercial program, has been named America's most popular music program in TV Radio Mirror's latest nationwide poll.

Broadcast live every Saturday night from Nashville before an audience of thousands, "Grand Ole Opry" has been a favorite of radio listeners for over 33 years. Prince Albert Tobacco has been a continuous sponsor of "Grand Ole Opry" the past 19 years.

Tells Dealers To Set Up Own Record Clubs

PHILADELPHIA — Nelson Verbit, Marnel Distributors topper, has recommended that dealers set up their own record clubs as a solution to the problem of major diskery record clubs. Verbit advises that where dealers have organized, as in the areas where the SORD has become active, they should start clubs on a local basis.

"No amount of wailing or fuming is going to change the situation," says Verbit. "The record companies with clubs will continue to build them." The answer is for each store in an area to shell out a given amount of money for the cost of local promotion and maintenance of an office staff.

He added that with such clubs, local dealers and distributors would at least have a chance to make some sales instead of "helplessly watching business drain away." Verbit's idea ties in with one also advanced this week by the Recordrama interests in the Chicago area. (See separate story.)

Cap Climbs on 'Side Saddle'

HOLLYWOOD — Capitol Records last week decided to jump into the "Side Saddle" race after all. The firm is rushing the release of Russ Conway's disk, currently the No. 2 best seller in England. Capitol had indicated earlier (The Billboard, March 30) it would bypass issuing the Conway platter. Reason: Mills Music, tune's publisher, had made it available to other labels here before Capitol was able to schedule its release. Both Challenge and Liberty have issued versions of the ditty a week ago, thereby giving them a two-week jump on Capitol.

Capitol balked at issuing the Conway platter, feeling that today's disk market favors the version that's out first. While Conway's disk has been spinning for some time in England, the U. S. buyer isn't aware of it and might look upon the indie versions as the originals. Its change of heart was spurred by the fact that the Conway disk is the original and if it proved its sales-worthiness in England it has a strong chance of similarly climbing the U. S. chart.

NARAS Ballots Ready for Mail

HOLLYWOOD — National Academy of Recording Arts and Sciences will mail out ballots to its members for the final voting on award winners. Members will select winners from a list of five nominees in each of 28 categories. Ballots will have to be returned to the accounting firm of Haskens and Sells by April 17 to be counted.

Members will also receive a photograph of the award itself. Its design, an old style horn phonograph, was approved by the NARAS board last week. Academy remains open for suggestions as to what the award should be called.

Obie's Stereo Sales Mount

NEW YORK — Eli Oberstein stated this week his sales of stereo records in both his \$4.98 Rondo line, and his \$2.98 Rondo-lette line, were well past 25 per cent of his total LP sales. Oberstein's Rondo label now has 80 stereo sets and the Rondo-lette line now contains 55 stereo LP's.

NIGHT CLUB REVIEW

Frankie Fractures Fems at Copa

Frankie Laine, "Mr. Rhythm," was a bit slow in starting, the evening caught (30) of his current stint at New York's Copacabana. After a few numbers, however, the singer warmed up and presented an hour-long set that fractured the largely fem audience.

He scored best with some of his past disk clicks, which included "High Noon," "Lucky Old Sun," "Jezebel" and "Mule Train." In some instances the audience was encouraged to chime in. The energetic performer was capably backed by Paul Shelley's Copa Ork.

Henny Youngman, veteran comedian, is also featured. His bit of telling gags while scratching out a tune on his well-used violin is still amusing.

Howard Cook.

* * *

TV REVIEW

Cramming Hampers Rodgers TV-er

Jimmy Rodgers, one of the better young singing stars to come out of the rock and roll metier, bowed on his own TV show last Tuesday night over the NBC-TV network on the 8:30 to 9 p.m. EST slot. With him on the show were thrush Connie Francis, a young lady who has scored with many pop hits recently, the Kirby Stone Four, and the Buddy Morrow ork.

It could be said that even allowing for the normal "frantic quality" associated with the premiere of any live TV show, such as missed cues, goofs in sound, and nervousness on the part of the principals, the show was less entertaining than it could have been. For Rodgers has a pleasing personality and Miss Francis has a pert manner and a warm way of selling a song. If allowed merely to sing their songs, sans over-production numbers, the pair could come thru with a very enjoyable "summer replacement" type show.

Unfortunately, on the first seg there was a choppy quality to the show, due to production effects that didn't come off and an attempt to cram too many songs by Rodgers, Miss Francis, the Stone group and the Morrow ork in the 30 minute period. If the producers will just keep it simple, the show could build with young and adult viewers.

Bob Rolontz.

* * *

CONCERT REVIEW

British Jazz Aces Impressive

Chris Barber's Jazz Band wound up a successful U. S. tour at Town Hall March 24, with a socko demonstration of why they were voted England's Number One "Trad" (itional) group. In the process, they added something more to the American jazz scene than the mere novelty of British-accented Dixieland. That something was the excitement which the New Orleans-rooted sextet produced by means of their terrific co-ordination and marvelous bright, clear sound.

Rhythm was supplied by a banjo, bass and drums, but it was Barber on trombone, Monty Sunshine on clarinet and Pat Halcox on trumpet who did most of the solo work. The impression conveyed is that they've been playing together for years, which, as a matter of fact, they have. The Englishmen soft-pedal gutty emotions and improvisation, and concentrate on some very pretty ensemble playing. And whether they handle old classics like "Bourbon St. Parade" and "Panama Rag," or Ellington's "Sarasota Swing," or John (Modern Jazz Quartet) Lewis' "Golden Strike," they start from a background of conventional Dixie harmonies and refine them into a living, swinging product for the 1950's, and not just a trite, nostalgic restatement of a by-gone era.

Vocalist Otilie Patterson, a colleen from Northern Ireland, belts out brogue-flavored blues in a manner that proves she knows her Bessie Smith.

Bernie Hodes.

Dealers See Market Hype

Continued from page 3

too much by discounters or clubs. (Since then however, discounters have started discounting stereo records, and stereo records can be bought thru clubs.) But some of these same dealers have since changed their minds.

Victor execs believe that their "Save on Stereo" plan will help spread the word about stereo and help kick up overall stereo sales at a much faster rate than they were rising previously. They claim that the dramatic dollar sale will not only pull customers into stores but will get many more record buyers started building a stereo library right now.

So far, this argument has not appealed to the other majors, or any of the indie labels with a fairly large stereo line. Columbia Records prefers to boost its sales with its new stereo version of "My Fair Lady." Decca and Capitol execs are just not interested in a stereo dollar sale, it is understood.

The stereo sales pattern has shown a regular, steady increase since stereo records were first brought out in quantity last summer. By November of last year

they represented over 11 per cent of the total LP's sold at retail. The figure varied widely from firm to firm, with the large labels, such as Columbia, Victor and Capitol selling about 15 per cent of their LP's in stereo early in 1959, while the smaller labels, such as Grand Award, Somerset, Stereo Fidelity and Audio Fidelity, selling from 25 per cent to 40 per cent of their LP's in stereo. Some industry observers claim that stereo sales will represent over 25 per cent of all retail sales of LP's by next September.

Suzuki Disks

Continued from page 3

on the Jack Paar show four times this month, and additional radio spots will run on Monitor. Local spot commercials will be placed by Studebaker on 500 stations. Studebaker's campaign will include heavy newspaper advertising and point-of-sale material.

A deejay contest will be sponsored by the diskery, with Studebaker "Larks" as prizes.

Congratulations- on your
NARAS Nomination
THE KING SISTERS
"Best Performance by a Vocal Group"
ESQUIVEL
"Best Performance by an Orchestra"
"Best Engineered Record"
It was indeed a pleasure and a privilege working with you!
Alvino Rey
 mgt./brent wilson

The King Sisters

**BEST PERFORMANCE BY A
VOCAL GROUP or CHORUS**

"Imagination"—Album

Capitol



***Our Most Humble Thanks to the
NARAS for this Greatest of Honors!***

Current Single

"KEEP SMILING"

b/w **"MAIDS OF CADIZ"**

Current L.P.'s

"IMAGINATION"

"ALOHA"

Soon to be released

"WARM AND WONDERFUL"



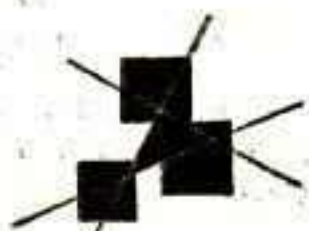
*. . . also thanks to those without
whose help this could not have happened—
Alvino Rey • Warren Barker • Roy Chamberlain*

*. . . and for the fabulous T.V. presentation Steve
Allen gave us on the title tune . . . (and you too—L. G.)*

Personal Management

Brent Wilson

5216 Fulton Ave., Sherman Oaks, Calif.



Own Club Is Dealers' Key

• Continued from page 2

being promoted by another firm, Library of Records, in which Stolar has an interest, is also to be operated thru dealers on a franchise basis. Here too, some thought is being given to offering party buyers a credit card for use in later purchases thru dealers.

No Charge to Join

Retailers will play nothing to be accepted as franchised credit dealers. The only qualification is that their credit be reasonably good. At the Chicago Recordrama Festival, it's expected now that the second span of the Navy Pier will be made available to individual dealers who will have booths and sell records. They will also sign up customers for credit cards. There'll be a charge of \$2 to the buyer for his card, which will be returned in cash when he has purchased at least \$50 worth of records. Dealers, incidentally, will be paid \$1 for each credit customer signed up.

Credit cards will also be available to teen-aged buyers, but in these cases, a parental counter-signature will be required.

It's hoped that with these new merchandising tools being made available to them, dealers will step up their advertising on the local level and even go in for co-op dealer promotion which will promote the use of the phones and the credit cards.

Since the Recordrama is a Chi-

cagoland venture only, at the moment, initial trial of the various merchandising plans will be confined to that area. Later, however, the Recordrama may tour in various cities where there will be additional opportunities to promote the merchandising plans. But with success in the Chicago area, Stolar definitely plans on making national both the credit card and dealer club operations.

Cap Sets New Distrib Execs

HOLLYWOOD — Capitol Records Distributing Corporation last week named Joseph A. Cerami as sales manager for its fourth district (Buffalo, Cleveland, Detroit and Pittsburgh). He will be succeeded in his old post by Earl D. Horwitz, now in his seventh year with CRDC. Ralph Wilson will replace Horwitz as Seattle sales manager, moving up from his present position of assistant sales manager of the Los Angeles branch.

Jack A. McCarty last week was appointed Capitol Records Distributing Corporation's Indianapolis branch operations manager to succeed Francis Flynn, who resigned. McCarty joined CRDC last December as Los Angeles branch assistant operations manager.

RIAA Tabs 1958

• Continued from page 2

eral other accomplishments made during the year. One was engaging a firm of economists to study and report on the economic forces affecting the industry. The RIAA appropriated \$5,000 for this purpose.

During the year, also, the RIAA took some of the pain out of moving into stereo disk production. Their engineering committee was able to hand down a definition of a stereo disk that was generally acceptable to all. And it was able to recommend "one of two nearly equal systems" for producing a stereo disk that was accepted by the industry. It was thus able to avoid having any "battle of the systems."

Still another accomplishment was the creation of a committee to certify claimed sales for the Gold Record Award. Trade circles believe that claimed million sellers shows the need for careful auditing. The RIAA has undertaken the task and, to date, has certified awards for 10 selections.

Mitch Mulls Lieber-Stoller

• Continued from page 2

waxed by non-rock and rollers, and they have been considered as clefters for various Broadway musicals.

Miller's rather adamant opposition to rock and roll is well known. But, altho Miller has been hot as a pistol with his and other artist's albums on Columbia, it is no secret that Columbia's single sales have not been what they were in the days when Miller's style of recordings were dominating the record market. Just last week, Dr. Frank Stanton, president of CBS, in a statement to the New York Society of Security Analysts, noted that altho Columbia album sales had increased in 1958, Columbia single sales were off. He said: "Where a falling off occurred in the Columbia Records division last year was sales of seven inch 45 r.p.m. records to the pop market. . . . Where we slipped was in underestimating the rock and roll market."

For years Miller has worked very closely with songwriters to write material specifically to fit various artists on the label. Bob Merrill wrote many tunes for Co-

DEEJAY AID FOR CEREBRAL PALSY

NEW YORK — United Cerebral Palsy is enlisting the aid of d.j.'s in its 1959 fund campaign. Every 53 minutes, somewhere in America, a child is born with cerebral palsy. Jockeys can help by spinning the jingles and documentaries on the two-disk "53 Minute March," arranged and produced by Ken Carson.

Other familiar voices on the effort include announcers George Hicks and Verne Smith and singer Jeannie Thomas.

Good-End Line

• Continued from page 3

the La Playa Sextet, Johnny Conquet, Joe Cuba, and Al Castellanos.

Gone and End are offering distributors a special incentive program on Gone-End-Mardi Gras labels. For every 12 monaural LP's or 12 stereo LP's ordered, the distributor will receive two LP's at no charge. As an additional bonus, the labels will issue 3 per cent in merchandise with every order of 500. All albums will be 100 per cent exchangeable. Radio stations and deejays will be supplied with copies of the albums from distributor lists, and extra deejay albums will be available for \$1 each.

Jamie's incentive program, which runs until June 30, breaks down into three plans. Plan A provides for 15 per cent free goods for each 1,000 albums ordered. Plan B provides for 15 per cent free goods plus an additional 5 per cent for all orders of 2,000 albums, and Plan C provides for 15 per cent plus 5 per cent for all orders of 3,000 albums. Initial orders cannot consist of more than 60 per cent Duane Eddy albums, or less than 8 per cent of each of the other five releases. These Jamie albums are all sold with 100 per cent exchange privilege.

Mercury Shifts

• Continued from page 2

over as Eastern sales manager, a post vacated by Lou Klayman who opened a new distribberly in New York. Johnny Penney, Boston salesman, takes over the branch management replacing Woods.

Frank Buchanan, St. Louis deejay contact man, has resigned and no replacement has yet been named.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Don Reno and Red Smiley and their manager, Carlton Haney, have built their own recording studio just outside of Roanoke, Va., and plan to inaugurate their own c.&w. label soon. King Records, for which Reno and Smiley have recorded the last seven years, will do the pressing for the new diskery. Don and Red will continue to record for King under the new set-up. . . . Richard Morris, of Cornelia, Ga., has just cut his first sacred platter for Gospel Jubilee Records, Demorest, Ga. Deejay copies are available by writing to Morris at Route 1, Cornelia.

The Gays, who wax for Poor Boy Records, are new regulars on "Louisiana Hayride," Shreveport. Their new release is tabbed "Don't Rush Me." . . . Fred Roy, of Frontier Music Publishing Company, 3423 Bathurst Street 12, Ont., typewrites that mention here recently of his firm's tune, "To Love, Honor and Obey," being etched on the Rodeo label by Gerry Myers and the Echo Valley Boys, brought numerous requests from deejays for sample copies. He says he still has some deejay samples available as well as sheet music copies for artist or record companies who may be interested.

Tex Williams, Slim Pickens and Casey Tibbs will be among the features at the Candenton, Mo., Rodeo, July 4-11. . . . Gabe Tucker, of "D" Records, Houston, is sporting a new handsomely tailored Western suit, a gift from his former boss, Col. Tom A. Parker. . . . James O'Gwynn did a guest shot on "Cowtown Hoedown," Fort Worth, Saturday (4), and come Wednesday (8) shows his wares in Victoria, Tex. . . . Steve Stebbins, of Americana Corporation, Woodland Hills, Calif., has set Johnny Cash and the Tennessee Two, Freddie Hart and Skeets McDonald for four dates in New Mexico in June. . . . Gordon Terry, formerly of "Grand Ole Opry," is now a regular on "Town Hall," Los Angeles.

Pee Wee King hits out for the West Coast this week to play a string of dates in that area. He's set for Tex Williams' Village Ballroom, Los Angeles, April 17; Nat Nigberg's "Country America," Los Angeles, April 18, and Ralph Hicks' Ballroom, Baldwin Park, Calif., April 19. King is tentatively set for dates in Las Vegas and Lake Tahoe, Calif., in May. . . . Working nitery dates in the California sector for Steve Stebbins, of Americana Corporation, are Skeets McDonald, Eddie Dean, Tex Williams and Tommy Duncan. . . . Buck Owens' new Capitol release couples two of his own tunes, "Second Fiddle" and "Everlasting Love." Deejays may obtain a copy by dropping a card to Larry Briel, Bar K Enterprises, P. O. Box 241, Puyallup, Wash.

Station KABC-TV, Los Angeles, and Nat Nigberg's "Country America" will part company after the April 11 telecast. Burgermeister Beer, the show's sponsor since its inception two years ago, has indicated that it will follow the country TV-er elsewhere. . . . Evelyn Harlene, who works with Casey Clark and the Lazy Ranch Boys at WNAX, Yankton, S. D., has a new release on the Sage label coupling "Goodbye, Jimmy, Goodbye," written by Jack Vaughn, WNAX program manager, and "I Was Number One," penned by Mary E. Clark. The Casey

Clark unit does three shows a day on WNAX and works the "Missouri Valley Barn Dance" each Saturday night from a different city in the Iowa, Minnesota, Nebraska and Dakotas territory, with an hour's broadcast each Saturday night sponsored by Armour & Company.

Martha Carson opened Thursday the Dune's Hotel, Las Vegas. . . . Red Foley headquarters at this week's Music Operators of America Convention in Suite 632, Morrison Hotel, Chicago. In the same city on other business will be Crossroads TV veeps Si Siman and John Mahaffey. . . . Bobby Lord, of "Jubilee U. S. A." and Columbia Records, played Sunday (5) at T. F. Cashman's Moonlight Gardens, East Dubuque, Ill. . . . Norma Jean, of "Jubilee U. S. A.," will be touring Kansas and Nebraska the next two weeks, while Wanda Jackson will be one-nighting it thru New Jersey and Connecticut.

Grelun Landon, of Bigtop Records, New York, reports that Clint Miller, in his initial release on the label out this week, serves up a real powerhouse in "The Lonely Traveler." Miller cut the tune on Bigtop's first session in Nashville two weeks ago. . . . Don Reno, Red Smiley and the Tennessee Cut-Ups have returned as members of Carlton Haney's "New Dominion Barn Dance," Richmond, Va., while continuing with their Friday night dance sessions in Fredericksburg, Va. Reno and Smiley recently taped a series of 15-minute shows to be aired over WARR, Arlington, Va., five days a week. . . . Chuck Gillette, steel man, continues to hold forth each Friday and Saturday night at the Broken Arrow Club, Oakland, Calif.

Ferlin Husky and Faron Young, who played the Showboat Hotel, Las Vegas, several weeks back, return there April 10-11, respectively. Webb Pierce worked the same spot March 27-28. Hubert Long, who holds the personal management reins on the three, had them on the West Coast recently to cut a 30-minute TV film series. Young and Webb were joined by their wives on the Coast and with Roy Drusky and Faron's Country Deputies took off for a 10-day jaunt to Hawaii over the Easter holidays. Faron and Webb did six shows during the 10-day trip. Capitol Records released stereo versions of Husky's album, "Sittin' on a Rainbow," and Young's "Object of My Affection" April 1.

Fred Stryker, of Fairway Music, Hollywood, reports that his new release, "Are You Happy," which Hawkshaw Hawkins has cut on the RCA Victor label, has kicked off in healthy fashion. The tune was penned by Harlan Howard, who also wrote "Mommy for a Day" and "Pick Me Up on Your Way Down." . . . Gary Williams, young c.&w. singer, is in Spokane, Wash., mending from an accidentally inflicted gunshot wound in his thigh. The bullet traveled approximately 12 inches thru his leg to his knee, where it was removed by surgery. He plans on returning to Nashville in another month. Mail will reach Williams at 514 East Sinto Avenue, Spokane.

AUDITION
a new selling force
...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
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*Thanks
for a big year
Nat King Cole*

New Single Release
YOU MADE ME LOVE YOU
b/w
I MUST BE DREAMING

Current Album
WELCOME TO THE CLUB

P.S. Thanks, NARAS members, for nominating me.



Always Poppin' up with the hits



PAT BOONE



*Thanks fellas
for your
wonderful assists
Pat*

Exclusively
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Records



Personal Management
RANDY WOOD-JACK SPINA INC.

annual JUKE BOX OPERATOR SPECIAL 1959 edition

published in
conjunction with
the
music operators
of america
convention

Poll Tabs Biggest Bulge In Juke Singles; EP's 3%

• Continued from page 1

800,000 new records, down slightly from 1957's 47,340,000 and 1956's 47,519,800. However, 45 singles accounted for 44,974,800 of this total or more than 96 per cent. In 1957, 45 singles accounted for 39,828,000, an increase of 10 per cent over 1956's 35,640,000. Last year's jump in 45 single buys is more than 12 per cent over 1957.

At the same time, however, the EP for operators shrunk from 7 per cent of total purchases in 1957 to just under 3 per cent last year, or from a 3,000,000-a-year clip two years ago to just 1,357,200 in 1958. The 78 market dropped sharply from 4,500,000 in 1957 to under 500,000 last year.

A comparison of percentages for each of these three record categories since 1956, the first year in which reliable statistics were developed on operator record buying, shows the marked shift:

In 1956, 45 singles accounted for 75 per cent of total operator record purchases for the year; EP's, 6 per cent; 78's, 19 per cent.

In 1957, 45 singles took 84 per cent of total purchases; EP's, 7 per cent; 78's, 9 per cent.

In 1958, 45 singles amounted to more than 96 per cent of total purchases; EP's, 3 per cent; 78's, less than 1 per cent.

Dollar Volume Dips

Because 45 singles cost less at retail than either EP's or 78's, total purchases in terms of retail dollar volume show a dip—\$46.3 million in 1958 compared with \$48.5 million in 1957, \$45 million in 1956.

In terms of retail dollars, this amounts to a 13 per cent share of the estimated \$360 million for the entire record industry in 1958.

Altho there are no statistics available on total 45 single unit sales for the year, it seems safe to say that the operator market accounts for a major share on the basis of its near 45 million unit mark for the year.

Poll again clearly showed the extreme ranges encountered in record buying and programming, route sizes, gross collections, costs (for the first time, figures were developed on major costs) and other characteristics of operating company business and procedures.

Because of this, and in order to insure conservative figures, especially for record purchases,

medians instead of means were used in computing averages. By using medians (the numerical midpoint of a column of responses arranged in order of size) instead of means (a column of responses added and divided by the number there are), the tremendous effect large operations or unusually heavy record buyers exert on totals is eliminated.

For the third consecutive year, poll data indicated that a weekly average of about two new records are purchased for each juke box, even the most operators buy and program only every two weeks. For the median route, this comes to 4,600 records for the year, compared to last year's 5,100. Since the conservative base of 450,000 juke boxes operating was again used, the record totals would also seem conservative.

Little Change in Route Size

There is little change in the average or medium size of a juke box route: A 68.2 mean in 1958 compares to 68.6 in 1957; 45 median compares to a 48.5 median. The breakdown of route sizes into categories shows that the number of large juke box routes has increased in only category (100 to 199 machines), and has decreased slightly in all other large categories (see chart in

Music Machine Guide). In the smallest route category (under 25 machines), an increase of more than 5 per cent is noted. An analysis of poll data reveals that much, if not all, of this is due to some small, new operators; some to vending operators moving into juke boxes for the first time; some to juke box operators who are concentrating on expansion in other related coin-operated fields rather than in juke boxes.

The presence of large vending operators moving into juke boxes also explains why there is a startling increase in the proportion of operations employing more than 5 people (from 12 per cent in 1957 to 16.5 per cent last year), despite the fact that there is a decided increase in the number of operators who say they devote full time to the business.

The interesting change in diversification (see chart) is in the increase of those who operate cigarette venders (from 25 per cent in 1957 to 31.9 per cent last year, the highest to date).

Two significant shifts in the categories of record purchases were found. One in the group buying 20,000 or more records in a year. This increased to 6.3 per cent of the total in 1958, com-

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Where Companies Surveyed Operate

Questionnaires on which the 1959 Juke Box Operator Poll is based were mailed to 5,500 operating companies. A total of 447 questionnaires were returned; 240 were usable. Of the 240 total, 210 arrived in time to be included in tabulation. Subsequent checks of the 30 late in arriving disclosed no significant change in results. Here is the percentage breakdown showing geographical distribution of the firms on which the poll is based.

	% of Firms Polled	U. S. Census
MIDDLE ATLANTIC STATES	15.1%	19.4%
New York, New Jersey, Pennsylvania		
SOUTH ATLANTIC STATES	12.1%	14.3%
West Virginia, Virginia, Delaware, Maryland, Georgia, South Carolina, North Carolina, Florida		
NEW ENGLAND STATES	3.6%	6.1%
Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island		
PACIFIC STATES	6.5%	10.5%
Washington, Oregon, California		
MOUNTAIN STATES	9.5%	3.6%
Montana, Idaho, Wyoming, Utah, Nevada, Colorado, Arizona, New Mexico		
WEST NORTH CENTRAL STATES*	15.1%	9.0%
North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas, Missouri		
WEST SOUTH CENTRAL STATES	4.5%	9.7%
Texas, Oklahoma, Arkansas, Louisiana		
EAST NORTH CENTRAL STATES	26.1%	20.2%
Wisconsin, Michigan, Illinois, Indiana, Ohio		
EAST SOUTH CENTRAL STATES	7.5%	7.2%
Kentucky, Tennessee, Mississippi, Alabama		
Total	100.0%	100.0%

How to Get Op's Attention For a Disk—Get a Hit!

- Sales to juke box ops represent an increasingly large piece of coin to record manufacturers.
- But the ops can't start a disk on its way. They can only exploit hits made thru other channels.

By BOB ROLONTZ

It has been estimated by many astute observers in the trade that when a hit record becomes a million seller, as many as 250,000 of these sales are made to juke box operators throught the country. In other words, the juke boxes purchase close to 25 per cent of the big selling singles for use on their machines. This makes the juke box market a most profitable one for the record manufacturer, and thus every manufacturer is concerned with the mechanics of getting his pro-

duct to the attention of the operators.

To this end some manufacturers send samples of all, or some of their records, to scores of operators to give them a chance to hear them early in the game. Other manufacturers will send samples to operators who will test them on a select group of machines. And there are few manufacturers who will not give their distributors a certain number of promotional records or "freebies" for one-stops in order to have the one-stops "push" their

releases with the operators.

Altho some manufacturers are not aware of it, most of these promotional methods with the operators are illusory—unless the record that is being pushed and promoted is actually selling. For the modern operator is a canny fellow. He has just so many places on his boxes to put new records and the new records that he puts in these slots must be as the trade neatly puts it—coin-grabbers. No operator could stay in business if he put records on his machines that were merely "hypes"—records that are touted highly but never get off the ground. For a juke box route is a business and operators are businessmen.

Operators do not make hits,

and no operator ever tries to say that he does. They want records on their boxes that the customer wants to shell out a dime for, and a customer is rarely willing to pay his money to play a record he has never heard on the radio or TV unless it is by an artist of the stature of an Elvis Presley or an Everly Brothers.

How to Buy

How do operators buy their records? They rely on The Billboard charts, the advice of their one-stop salesmen and distributors, the spins records receive over local radio stations in their territory and their own knowledge of favorite artists in their locations. Most operators purchase their records from one-stops, altho in some areas the major distributors still do a considerable business with operators.

Unless a new record is by a big-selling name, such as a Johnny Mathis or a Pat Boone, with a good sales record behind him, the operator is not interested in untried new releases. They want records that are mak-

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NEED FOR CONCERTED ACTION

What Is Required to Make Public Relations Work?

- Tells what PR can do for the industry; what it cannot do; what its proper role should be.
- Stresses need to be aware of collective and individual jobs to be done and time necessary in order to make any PR effective.

In checking with manufacturers the past few weeks about their thoughts on public relations—a subject much discussed by all—we hit upon a man who is exceptionally enthusiastic about P.R., what it can do and can't do. Bill FitzGerald, AMI's advertising and sales promotion manager, is not only completely at home in talking public relations, but also, as this article shows, does so with telling result. Here's a P.R. article from one of the industry's own spokesmen packed with ideas and good sense.

By BILL FITZGERALD

The need for public relations is recognized. Almost everyone in the business has pointed this out at one time or another. It has, in fact, like Mark Twain's weather, been the subject of a great deal of discussion but very little concerted action.

I use the phrase "concerted ac-

tion" because most of us, separately, have fostered some kind of public relations activity. Some of it to good effect; some not. But practically nothing has been accomplished as a result of the entire industry working together to put its best foot forward at all times.

It is, of course, true that the industry marshals its resources to repel the periodic aggressions of the licensing societies which want to change the federal copyright law. This, however, is a kind of back-to-the-wall fight in which any man with guts will join with his fellows for their mutual protection. Once the attack is repulsed our forces are demobilized. Defenses let down and the industry becomes vulnerable to the next onslaught.

No one can ignore these emergency situations, but rallying to meet them, commendable as this may be, is not public relations.

Many within our industry fail to distinguish between public re-

lations and publicity. We've had too much of the latter recently and unfortunately too little of the former with which to counteract it. At this stage no amount of lineage denying the allegations against juke box people can rectify the false impression of our industry which has been created. Good public relations in advance of the bad publicity would have lessened the sting. Now we must take the steps needed to regain our lost prestige.

The road back is never easy, yet it is passable. We need the guidance of a long-range public relations program which will incorporate two plans of action:

Two Plans

1. A definite, detailed plan for the industry as a whole, implemented with the services of a top-notch public relations agency and financed by contributions from everyone in the business.

2. A realization on the part of each individual in the industry that he, too, has an important role in improving the public's concept of the juke box business and a plan of action for him to follow.

Needful as this kind of program may be, it can do but a small part of the job to be done unless we first disenchant those who feel that a public relations program, as such, will be the magic shibboleth which will safeguard the industry as it protected the Biblical warriors of old. We must make it noontide clear that there is no single panacea that will make everything right; no one specific that can effect an immediate cure for all our ills.

Internal PR

Some years ago I was privileged to make a talk on public relations at an MOA convention. One of the points made then bears repeating:

"A good public relations program should not only create a favorable attitude toward the group using it, but also within that group—for itself."

What we think about ourselves may be even more important than what we want others to think about us.

The recent investigations by the Select Committee have been most

(Continued on page 52)

Stereo in Solid With Memphis Ops

- Dearth of records main problem now
- Commissions may be revised

By ELION WHISENHUNT

MEMPHIS — A round-up of the situation on stereophonic juke boxes in this area by The Billboard last month disclosed that all operators and distributors interviewed were of the opinion that the new phase in phono-

graphs would catch on big in the future.

The consensus seems to be that in future years the stereo will replace the standard jukes now in operation, just as 45 r.p.m. records over a period of years replaced the 78.

Here's what men in the industry had to say:

Parker Henderson, general manager of Southern Amusement Company, distributor and operator:

"We have some machines on location now to be converted to stereo as soon as enough stereo records are out. We're having to use regular records now because of the dearth of stereos.

Q. What about the commission arrangement on stereos? Will it be the same as on standards or will there be an effort to increase it?

Better Commission

"We will ask for a better commission arrangement—60-40. If we can't get it, we will retain the same 50-50 arrangement.

"The operator is entitled to a better commission arrangement because the cost for stereos is greater. The stereo will cost the operator about \$250 more per machine than the previous standard phonograph.

"In our sales program we are trying to encourage operators to start on stereo by giving them larger discounts on the trade-in of their old machines. We offer them different price deals to encourage sales. We are meeting with success on this, but it has not got big yet. It has not caught on yet, but we expect it to."

D. V. (Cotton) Pennington, part-

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Stereos Help 'Guarantee' Houston Ops

By LOUIS ALEXANDER

HOUSTON—The stereo juke box market is young and growing. That sums up pretty well the progress of the new field of automatic music in this area, according to reports of distributors and operators here.

According to at least one distributor, stereo machines help operators get guarantees.

Price deals generally appear to be up about the same percentage, as the cost of installation is up and vary according to installation cost.

Complaints like the following are typical: There are not enough stereo records, installations cost 20 to 30 per cent more, the public cannot always tell the difference between stereo and monaural music.

Distributors say that stereo is

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Jo Crutchfield has been buying and programming juke boxes since 1943. Today she does an expert job for the Operators' Exchange, a co-operative group of five music operators in Los Angeles.

300 MUSIC MENUS

Gal Programmer Serves 5 Routes

- Co-op saves money, boosts efficiency
- Ops take turns on service calls

By SAM ABBOTT

LOS ANGELES — When Jo Crutchfield, who has been associated with Bob Bard's firms here for 27 years, buys records and programs approximately 300 juke boxes, she has to please five operators.

She is in charge of this end of the business for Operators' Exchange, the name under which five operators, including Bard, have music games and cigarette machines. The others in the co-operative set-up are Olson Music, Powers Music, B. & L. Music and Ed Kendall.

What Co-Op Does

The co-op does several things: It gives the operator-members expert programming, saves them money on records and supplies thru volume buying, and allows them to give efficient service around the clock without working every night and weekend.

The operators buy their records from a nearby one-stop, with Mrs. Crutchfield attending to this with

the assistance of Eddie Lee Shindler. Mrs. Crutchfield studies charts, keeps her ears open for tunes that disk jockeys are playing, throws in a dab of judgment based upon requests and relies upon her well-trained ear to make selections. Once the programming is done and the records bought, the operator picks them up along with title strips, and a chart showing exactly where the tune goes in the machine.

Record Cost

And the cost for this is reasonably low to the individual operators. They allot 15 per cent of their gross for this service. Of this amount, 9 to 10 per cent is earmarked for record purchases and approximately 5 per cent for overhead. This includes salaries.

In addition to the expert servicing, the co-operators have cut down their time on the job. One firm takes the service calls each night, Monday thru Friday. Then one operator works every fifth weekend on service.

Mrs. Crutchfield follows a formula for new locations. For example, when she has an average spot to check out, she will first pick 20 hits, then 10 late West-

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Ops Plow Into Key Problems, Trends at MOA Convention

By BOB DIETMEIER

CHICAGO — The challenge and opportunity facing juke box operators, and ways and means of meeting both, are receiving unprecedented attention this week at the 12th annual Music Operators of America convention.

It marks the first time in MOA history that shirt-sleeve discussion meetings on special problems and areas of interest dominate business sessions.

Six of seven business meetings are devoted to panel-led forum discussions on problems and practices. In contrast to previous years when general meetings were the rule, this year only one such meeting is scheduled.

This shift of emphasis is significant to the extent that it in-

dicates the desire of more and more operators to better understand and grasp their problems, and solutions for them, by exchanging ideas with other operators.

More Service

It is also significant to the extent that it reflects the desire of MOA to provide more comprehensive service to operators in order to help them meet the increasing challenge and opportunity of today's coin-operated music business.

Copyright legislation continues to be MOA's first order of business, with public relations and taxes running a tie for second.

MOA's active role in the current fight against copyright legislation being proposed, and its

plans for active roles in public relations and taxes, are to be defined in discussion during convention business meetings this week.

All three subjects are booked for heavy discussion during formal sessions and are expected to occupy a large part of informal discussion.

As an immediate national problem, copyright legislation is now at least as important, and probably more so, to operators as it was when MOA was formed more than a decade ago to fight it. There are currently bills in both the House and the Senate which would end the juke box exemption clause in the Copyright Act of 1909, thus subjecting operators to

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JAZZ ON JUKEBOXES

Trend to Added Jazz Plays Seen

- More jazz programming good business move
- But op has to choose locations with care

By HOWARD COOK

The increasing number of annual jazz festivals and the rise of jazz on TV via spectaculars and top-rated programs which utilize jazz themes in their background music have served to make the public more jazz conscious. There are also more radio programs devoted to jazz than ever before, and jazz scoring in films has increased. These factors are serving to increase the potential of jazz on juke boxes.

Many of the artists who consistently produce best-selling jazz albums have also developed huge pop followings as well, and several of the top albums in the country are in a jazz vein.

Coin-Dropper Catering

Jazz, once almost exclusively confined to the LP as far as records are concerned, has expanded into the area of EP's, and several labels are actively producing jazz singles or making available singles from jazz LP's.

While it is true that in most instances only those artists who do enjoy some dual-market appeal fare best on juke boxes and that jazz on jukeboxes is not a substantial part of juke programming, jukes in certain locations can figure to profit by catering to the jazz leanings of their respective coin-droppers.

For Chit-Chat

The smart cocktail and night-life set seems to favor the smooth jazz approach as presented by

such artists as Jonah Jones, Erroll Garner or the George Shearing Sextet—something that is unobtrusive while listeners engage in chit chat and chewing cherries. Vocal jazz artists are also usually a hit in the dimly lit boites.

The college crowd appears to want the energetic and intellectual schools of jazz motts. The Dave Brubeck Quartet, the big bands (Basie, Kenton, Ferguson, etc.) and concert jazz musicians are favorites. Dixieland is also currently big with the prom set.

Teen-agers are the most appreciative of the greatest number of the various schools of jazz (except for the critics) and experience has shown it's safe and often profitable to program even the most avant garde stuff in their hangouts.

Spoken Word, Too

For the lucky operators who have access to the beat joints, it is a well-known fact that jazz vies for top honors with poetry in such establishments, and it has proven profitable to program boxes in these locations with an equal number of compatible spoken-word disks.

The friendly neighborhood taverns are among the last and staunchest resistors and hold-outs to jazz, and it is unlikely that, in the foreseeable future, jazz can make any sort of formidable or impressive gains against the polkas, semi-classicals and hit of yesterday that dominate the available selections on their boxes.

For restaurants and swank safes, there are many jazz selections of a palatable variety.

The more modern and hard box

(Continued on page 93)

60% JUKE BOX SALES STEREO: DISTRIB POLL

CHICAGO — More than six of every 10 juke boxes sold so far this year are stereo models, according to a spot national check by The Billboard of 58 distributors.

Distributors were asked what their sales ratio of stereo to monaural equipment was running. Distributors for the four major manufacturers which have had stereo units since January 1 were included in the poll. The total 58 were distributed among the four makes fairly evenly (18, 14, 13, 13). Fifteen distributors reported all their sales were stereo; 26 (including the 15 in the 100 per cent class) said 80 to 100 per cent of their sales for the year so far were stereo; 7, 50 to 80 per cent; 9, 25 to 50 per cent; 17, 25 per cent or less.

Average for the total was 60.8 per cent.

Service Truck On 14-Hr. Run

- Angott runs two-shift system
- Two-way radio in shop, truck

By DORIS MILATZ

DETROIT—Servicing is considered such an important phase of the music machine industry here that distributors, operators and independent service companies conduct a somewhat complex, inter-related system which enables one who finds the job more than he can handle to call upon one of the others to take over the repair job.

All recognize the fact that

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Ernest Valente is one of the road service technicians who service machines for Angott Distributing Company. He switches on his radio receiver on the panel of his truck and jots down the address of his next trouble call as it is broadcast under Angott's code number from the telephone answering system. His hours are from 8 a.m. till 3 p.m. or from 3 p.m. till 10 p.m.

PUBLIC APPROVES

Beer-City Folks Sold on Stereo

- Distribs enthusiastic, ops' views varied
- Some spots give ops guarantees

By BENN OLLMAN

MILWAUKEE — Stereo juke boxes are gaining increasing attention here.

It appears there are several ways of looking at the business of operating stereo juke boxes. It depends on who answers the question: "How do you like stereo?"

Ask the question of a distributor, and the quick reply is: "Terrific! We're oversold. Can't get the units in from the factory fast enough so we can rush them out to our operators."

Talk to one operator and he says: "Yes, we're putting out a few. The locations are after us for stereo. If we don't install a stereo juke box in our good locations, one of our competitors will."

Query another operator and he will tell you stereo is the best thing that has hit the industry.

Patrons Are Sold

What does the public say? Tavern and restaurant location owners featuring stereo say that their patrons are definitely sold on stereo juke boxes. "Of course, we wanted stereo," said one bar lounge operator. "It's a good attraction for our patrons. Besides, the place down the street has a stereo juke box, and he's advertising it in the newspapers."

Boiled down, all of these answers indicate that stereo is gain-

ing here. Distributors admit that there are complaints and some grouching, but the beefs, they add, come along every time something new is added in the juke box business.

How many stereo juke boxes are on location in the Milwaukee area? Estimates by distributors vary from 75 to 200.

Technical difficulties inherent in stereo installations are not hampering operators, distributors say. Requests for engineering aid in making stereo installations are lighter than expected. "After an operator goes thru one or two stereo installations he usually is prepared to handle them," says Harry Jacobs Jr., United, Inc., distributing firm head.

At the Paster Distributing Company, Sam Cooper claims: "We're way oversold on stereo machines. We're trying to catch up on our backlog of orders."

Stereo Snowballing

Harry Jacobs Jr. stated that 90 per cent of the firm's sales at present are stereo jobs. "It's snowballing," he claims. "Every day we're falling behind in our deliveries. Until about a month ago the demand out in the State territory for stereo was very quiet. Now our Northern operators are clamoring for deliveries."

Not all operators present glowing reports of their stereo experience. A number are unhappy and are making no bones about it. One of them, Les Reder, L. R. Distributing Company, claims:

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BABY GIANT?

Room for Growth On West Coast

By SAM ABBOTT

LOS ANGELES — Stereo in automatic phonographs is like a five-pound baby that has just been born. It is not very big, but at the same time it has not been here very long.

In the short time that stereo has been around here, it has made big strides.

On the other hand, stereo is not outstandingly strong. One distributor who asked to remain anonymous said that deals are already being made. Deals with some models in the past were not made until the new unit had been on the market for six or eight months.

Stereo Catching On

Another distributor said that stereo was "catching on."

To see how stereo is faring, The Billboard checked with operators in various sections of the county to learn their reactions to it.

Robert Alexander, of B. & L. Music here, said that he had purchased a stereo unit for a special location. He felt that stereo would go particularly well in the spot. After beginning the installation, Alexander, an expert on sound, said he was wondering if the full effect of it would be gained, as the back-bar will be between the customers and one of the speakers. He explained that one thing that turned him definitely to

stereo was the price since he paid not much more for a stereo than a monaural would have cost. Acting upon the assumption that stereo is here to stay, it was an investment. He indicated that it would cost at least \$150 for a kit to convert a monaural unit later.

Alexander had one complaint—there are not enough stereo records. He found agreement in John Miller, Long Beach, and Jack Gutshall, Corona, both of whom have added stereo.

When Miller was asked about the new sound, he said that he had bought it for a special location. While the revenue results

(Continued on page 87)

Mich. Tunes Up for Stereo

- Some ops unconvinced, others enthusiastic
- Op-location relations improving with stereo

By HAL REVES

DETROIT — Reception of stereo phonographs in this territory has been somewhat mixed, with the actual sales of the machines varying considerably according to the aggressiveness with which distributors merchandise them.

In general, the stereo juke box outlook is a bright one.

However, there is a solid feeling against the stereos among some operators at this time, but it is tentative. They feel that the industry is not ready for stereo yet, that the machines are too expensive (a common but not necessarily realistic argument), and that it is too hard to get records for them. (Actually, considerable numbers are available as charts in this issue show.) Some of the objectors report that the only rea-

son for putting them in is competitive, and that the take is not increased sufficiently to justify them at this time. The future, it is conceded, may well be a different story.

Complaints

From the objectors, too, come these complaints: Machines are being placed on a two-year lease, with a \$25-\$30 per week guarantee; some locations have already had to dip into their tills to pay the guarantee; some have had the

(Continued on page 83)

No Firm Attitude On Stereo Singles

• Continued from page 1

up for a stereo record. It's hard enough to come by a hit sound on a single even without trying to make the sound equally effective in stereo. Good stereo singles will call for special set-ups in the studio and a lot of painstaking work."

Not Big Yet

Clark said that reports from Victor's West Coast distributor indicated that more calls for stereo singles and EP's were being received. It was also indicated that California Music, a Los Angeles one-stop, like some others, has set up a separate section for stereo juke servicing. "The stereo juke market is not big yet, but it's gaining momentum," Clark added.

Charlie Hasin, sales chief of M-G-M, said that his label now has 20 stereo singles out, with the first break on stereo EP's due within 30 days. "We were the first to recognize the potential of stereo in the juke box market," Hasin said, "and we'll continue to be represented, altho even now, we feel that stereo, especially in singles, has a long way to go. Arrangers will have to arrange especially for stereo to get the best results. I think Leroy Holmes' 'In a Persian Market,' is a good example of a single that's arranged for stereo."

Hasin sees stereo singles and EP's which are taken from albums as a strong promotion for their album counterparts, when programmed in jukes. "We haven't overlooked the value of this extra promotion and we have permission from the juke manufacturers to tie in a plug for an album from which a single is taken. This will be done right on the title strip for the record."

At Columbia, a dozen stereo EP's have already been released with more to come. The feeling at Columbia is to release only the proven album sellers like Mitch Miller, Johnny Mathis and Ray Conniff for stereo juke use. These have the dual advantage of being top names plus the fact that the material is taken from albums, where the best stereo quality is a prime consideration in recording, not always the case with singles. The label

(Continued on page 87)

A great New Star on the Horizon

**BILL
PARSONS**

Thanks, Operators, Deejays,
Librarians and music people
everywhere, for your tremendous
reception to my initial release on
Fraternity Records,

hope you like my new one,

**"CAREFREE
WANDERER"**

F-838

**FRATERNITY
RECORDS**

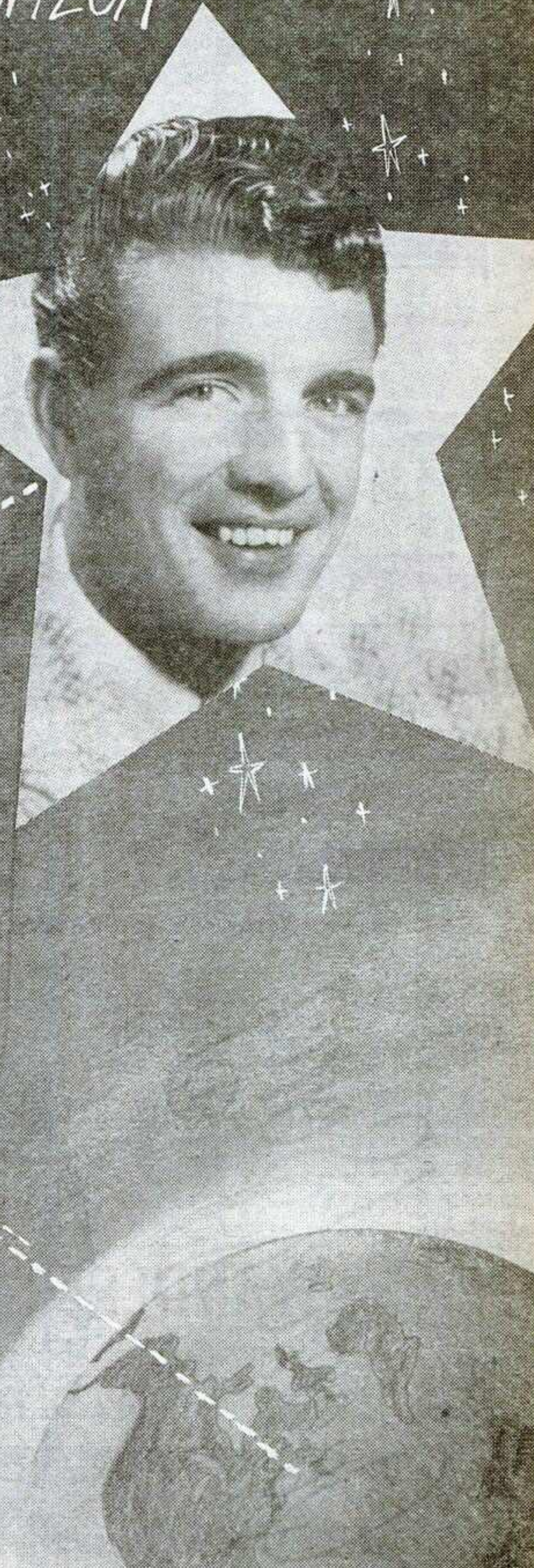
PERSONAL MANAGEMENT
PAUL CARLSON

Direction
**GENERAL ARTISTS
CORP.**

GIL MUSIC
1550 Broadway, N.Y.C. 19
George Pincus, Pres.

A great New Star on the Horizon

BILL PARSONS



**Thanks, Operators, Deejays,
Librarians and music people
everywhere, for your tremendous
reception to my initial release on
Fraternity Records,**

hope you like my new one,

"EDUCATED ROCK 'N' ROLL"

F-838

**FRATERNITY
RECORDS**

**PERSONAL MANAGEMENT
PAUL CARLSON**

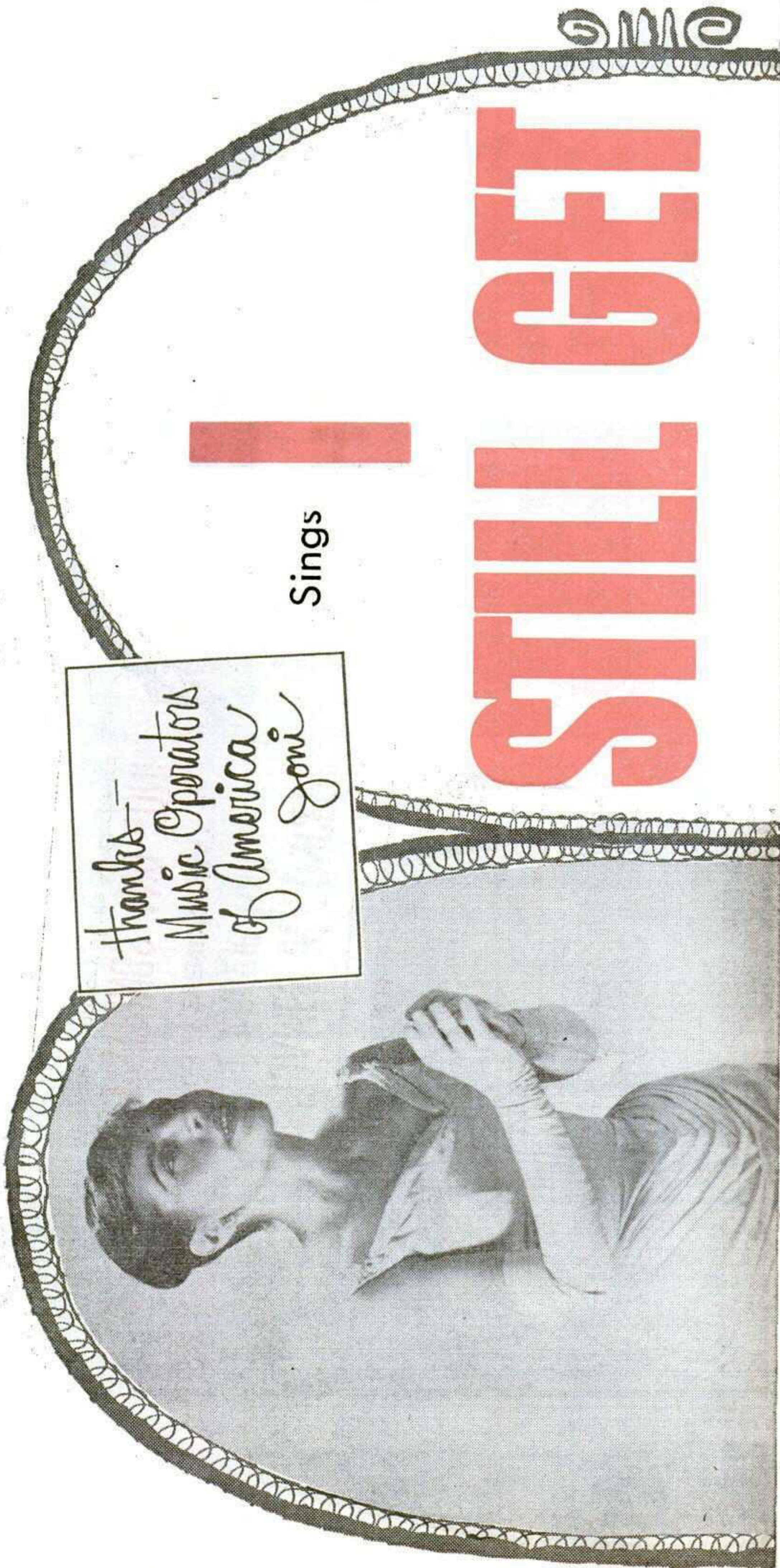
**DIRECTION
GENERAL ARTISTS
CORP.**

**CRITERION
MUSIC CORP.**

© 1959

JOVI JAMES

Her M-G Minence
The Queen of Song



Thanks—
Music Operators
of America
Jovi

Sings

I

STILL GET

A THRILL

(THINKING OF YOU)

B/W

PERHAPS

Orchestra and Chorus under the
Direction of ACQUAVIVA

MGM K12779

Packaged in an
Attractive Sleeve

JONI JAMES IN CONCERT
Carnegie Hall

SUNDAY EVENING, MAY 3

100 STRINGS AND JONI

With the Symphony of the Air Orchestra

Watch for Special New Deluxe Album

"100 STRINGS AND JONI"

Coming Soon

Place your order now for

E3755

MGM Records

MANY
THANKS
OPERATORS
FOR
THE BIG
BOOST
TO



TOMBOY

C/W

**KISS ME
AND KISS ME
AND KISS ME**

VI-7464

PERRY

COMO



Direction
GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

RCA VICTOR

THE FIRST TEN YEARS WERE THE NICEST.

		1948		1949			
1950						1951	
TENNESSEE WALTZ ALL MY LOVE		CONFESS SO IN LOVE		WITH MY EYES WIDE OPEN I'M DREAMING		WOULD I LOVE YOU MOCKING BIRD HILL MR. & MISSISSIPPI	
1952						1953	
I WENT TO YOUR WEDDING YOU BELONG TO ME						WHY DON'T YOU BELIEVE ME DOGGIE IN THE WINDOW	
1954						1955	
CHANGING PARTNERS CROSS OVER THE BRIDGE						MAMA FROM THE TRAIN	
1956		1957		1958		1959	
ALLEGHANY MOON		OLD CAPE COD		LEFT RIGHT OUT OF YOUR HEART TRUST IN ME		MY PROMISE <small>b/w</small> THE WALLS HAVE EARS	

A DECADE OF HIT FILLED YEARS

ON



thanks to the help of the juke box ops and all the other wonderful people in the music business.

Thanks Ops - Lovey Patti -



GENERAL ARTISTS CORPORATION
NEW YORK · CHICAGO · BEVERLY HILLS · CINCINNATI · DALLAS · MIAMI BEACH · LONDON

Thanks to the
Operators of America
for helpin' make
the big ones!

T. Ernie Ford

Latest Release

"Code of the Mountains"

b/w

"Blackeyed Susie"

Cap. 4173

Current Album

"Let's Go To Church"

T-1042



Watch the

FORD SHOW

NBC-TV



Personal Management

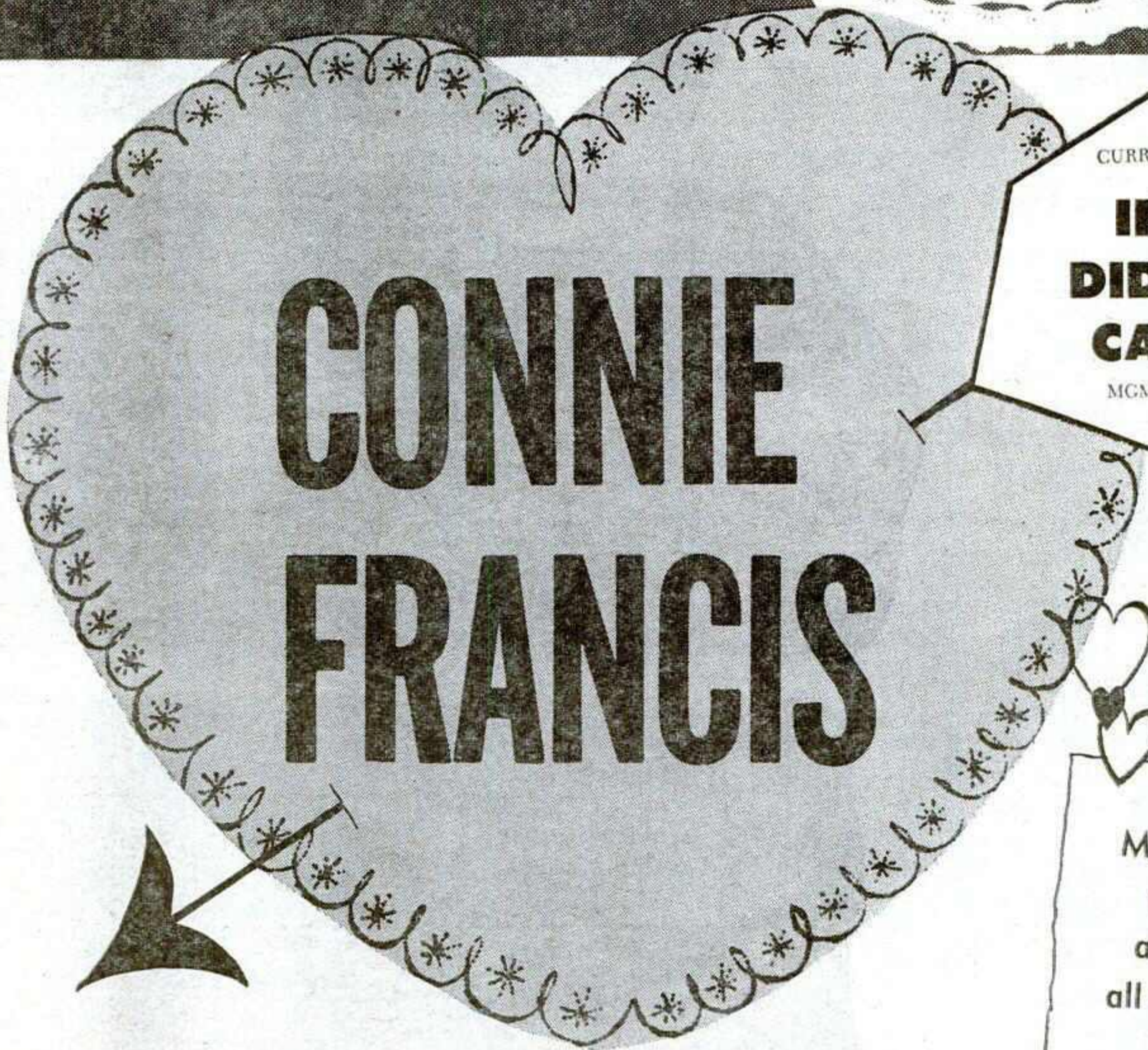
CLIFFIE STONE

Public Relations

FREEMAN & WICK



*America's
Sweetheart
of Song*



CURRENT SMASH

**IF I
DIDN'T
CARE**

MGM 12769

My Best Wishes
to the MOA
and operators
all over the world

Connie

PERSONAL MANAGEMENT
GEORGE SCHECK
1697 BROADWAY, N.Y.C.

EXCLUSIVELY



Operators' Guide to More Profitable

JUKE BOX PROGRAMMING

Below is a list of records (taken from the March 23, 1959 issue of The Billboard) which suggests various types of records for each of six different types of locations. (See separate story on this page.) Keep in mind that the records below were selected, because of pressing deadlines, approximately two weeks ago and do not necessarily reflect the pulse of the business for the current week. However, this guide suggests by its titles and captions a method whereby every operator could make up a similar guide every week by following the principles suggested below. The short time involved would pay, we feel, handsome dividends.

HOT POP ON THE RISE

One side listed only—selected from the bottom 50 positions of the HOT 100—those on the rise—and from The Billboard's Best Buys.

THE HAPPY ORGAN, Baby Cortez, Clock					
A FOOL SUCH AS I, Elvis Presley, RCA Victor					
YEAH, YEAH, Dale Hawkins, Checker					
SORRY, I RAN ALL THE WAY HOME, Impalas, Cub					
TIAJUANA JAIL, Kingston Trio, Capitol					
FRIED EGGS, Intruders, Fame					
AS TIME GOES BY, Johnny Nash, ABC Paramount					
FOR A PENNY, Pat Boone, Dot					
ENCHANTED, The Platters, Mercury					
SOMEONE, Johnny Mathis, Columbia					

BRAND NEW POP

One side listed only—selected from The Billboard's Spotlight Winners—the tops of the Spotlights.

TAKE A MESSAGE TO MARY, Everly Brothers, Cadence					
THAT'S MY LITTLE SUZIE, Ritchie Valens, Del-Fi					
I STILL GET A THRILL, Joni James, M-G-M					
EDUCATED ROCK AND ROLL, Bill Parsons, Fraternity					
MOONLIGHT BAY, Champs, Challenge					

POP HITS

One side listed only—selected from the top 20 positions on the HOT 100 and from positions 20 thru 50—those heading for the top 20.

VENUS, Frankie Avalon, Chancellor					
CHARLIE BROWN, Coasters, Atco					
ALVIN'S HARMONICA, David Seville & Chipmunks, Liberty					
IT'S JUST A MATTER OF TIME, Brook Benton, Mercury					
TRAGEDY, Thomas Wayne, Fernwood					
COME SOFTLY TO ME, Fleetwoods, Dolphin					

... and on down thru the top 20 positions plus those between 20 and 50 that are already on your boxes and those others among the top 50 that are on the rise—heading for the top 20 on the chart.

SEMI CLASSICAL

Artist's name listed only—selections should include their latest material on EP's and singles plus their standard material from previous EP's and singles.

MANTOVANI					
MARIO LANZA					
HOLLYWOOD BOWL SYMPHONY ORCH.					
ANDRE KOSTELANETZ					

JAZZ

Title and artist listed only—either title of EP or single.

SWINGIN' ON BROADWAY, Jonah Jones, Capitol					
PARIS IMPRESSIONS, Erroll Garner, Columbia					
ELLA SWINGS LIGHTLY, Ella Fitzgerald, Verve					
LOUIS AND THE ANGELS, Louis Armstrong, Decca					
AHMAD JAMAL, Ahmad Jamal Trio, Argo					
HOT CARGO, Ernestine Anderson, Mercury					
MY FAIR LADY, Shelly Manne & Friends, Contemporary					
CHRIS CRAFT, Chris Connor, Atlantic					

STANDARD MATERIAL AND TERRITORIAL FAVORITES

Selections are presented by types of music or types of material on records.

ORIGINAL CAST EP'S					
SOUNDTRACK EP'S					
TELEVISION SOUNDTRACK EP'S					
COUNTRY & WESTERN					
RHYTHM & BLUES					
FOLKAS					
LATIN AMERICAN					
IRISH MUSIC					
SPANISH MUSIC					

SMART DOWNTOWN COCKTAIL CLUB OR HOTEL LOUNGE	LOCAL TAVERN OR NEIGHBORHOOD BAR	TEEN-AGE HANGOUTS	COLLEGE SPOTS	DINER	FAMILY TYPE RESTAURANT
A	B	C	D	E	F
		X	X	X	
	X	X	X	X	
		X	X	X	
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X

A	B	C	D	E	F
	X	X	X	X	X
		X	X	X	X
X	X	X	X	X	X
		X	X	X	X
		X	X	X	X

A	B	C	D	E	F
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X

A	B	C	D	E	F
	X	X	X	X	X

A	B	C	D	E	F
X	X		X	X	X
X	X		X	X	X
X	X		X	X	X
X	X		X	X	X

A	B	C	D	E	F
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X

A	B	C	D	E	F
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X	X	X	X

PROGRAMMING AID

Know Locations to Tap Top Profits

- Ops advised to follow lead of rack outlets
- Fresh numbers never fail to attract play

By TOM NOONAN

A check of juke boxes both in metropolitan and rural areas indicates that juke box operators thruout the country are losing literally thousands of dollars because of poor programming practices. Actually the basic fault is poor programming for the particular location. The check of the boxes on location seems to dictate that the operator works on the assumption that if there is a machine on location that plays records, it will get the available coin from the customers. While this is somewhat accurate, it is strongly felt that, based on increasingly successful promotions by the record dealers, rack jobbers, discounters, and record clubs, with smarter programming per location, the operators could considerably increase their take from each and every location.

Awaken Interest

The primary principle here can come directly from the rack jobbers, who today are doing approximately 20 per cent of the record selling business. Rack men have found that if a rack is similar in appearance week after week, they lose their buyers. The buyers, just as customers in many of the operators' locations, will simply pass the rack without even bothering to look at it. The reason behind this action gets us into motivation research. Once a buyer sees that the rack is the same, the very same merchandise being displayed—just as a customer can see the same records displayed on a juke box, he loses interest, since he or she has already inspected the merchandise and found it lacking. They have either bought (or played) the records available and are no longer interested.

It is felt that if a poll were taken among the routemen servicing the juke boxes asking them which is the complaint they receive most from the managers of their locations, it would narrow down quickly to, "why don't you have more of the new records in my place for my customers."

Checker-Board Plan

A smart operator can accomplish much in this direction and it doesn't all revolve around over-buying each week. Many rack jobbers, for instance, change their racks each week by simply placing their locations on a checker-board and moving merchandise from one to another—thereby changing the appearance and building the attraction of their racks for all their customers. This procedure, plus the buying of new merchandise, which suits customers best—depending on the location and the characteristics of that location—makes for bigger and better sales. More important, it results in happier customers who will not fail to go out of their way each week to "see what's new."

The chart on this page illustrates a system that all operators can easily set up and follow to garner more coin for each and every one of their boxes on location.

In this chart there are listed the basic types of location. There is the Smart "Downtown" Cocktail Club or Hotel Lounge which caters to a certain type of white collar worker who, at the end of the day, drops in for re-

laxation before hitting the commuter trail for the trek home. In the evening, this location takes on a different characteristic because of different customers. Another type of location is the Local Tavern or Neighborhood Bar where the customers are fairly consistent and do not turn over to any great degree. This, it is felt, takes on an entirely different characteristic with regard to programming the juke box located there.

Other Types

Other types of locations are the Teen Age Hangouts which can be anything from a Pizzeria, to a fancy ice cream parlor, to a small crowded local candy store; the College Spots which range from a particular bar near the campus to a restaurant, diner, or on-campus lunch room; Diners which can be in metropolitan areas, on the highways and/or in small towns; and finally the Family Type Restaurants.

While there are many records, as the chart indicates, that are suitable in all these locations, there are many others that fall into the DON'T category.

In today's fast moving market with its fast changing likes and dislikes and the fantastic number of singing commercials on the radio and TV which are played or rather drummed into the consumer every time he flips the dial, so too can records become as much a nuisance if there are no fresh selections to caress the ear and relax the soul. Space is the most important commodity of our business. A record dealer is continually crying for more space to display his wares as are the rack jobbers, and merchandisers of just about every consumer product. However, if this space is not drained for every inch to the fullest potential, then that businessman is losing money. Sometimes the loss can be considerable and he is always the last to find out about it.

Cheap Research

Therefore, the space for the title strips on every juke box should be utilized to the utmost. This can only be accomplished by knowing to whom you are selling your product. In the operators' case this knowledge is fairly easy to come by. Usually the type of location will give the answer. But, if he then doesn't follow thru and cater, woo and win his customers in that location every time they come in, he too is losing coins. It certainly is worth any amount of his effort to find out. This is probably the most inexpensive research on the market and probably provides the fastest results which can be obtained.

The chart shows that (1) the operator should program as per his locations. (2) He should know the type of merchandise he is purchasing and where it will best fit on every one of his routes. (3) He should play into the market by placing on his boxes the hits, the fast risers, the best of the new records. He should also strive for balance in most of his locations by including Semi-Classical, Jazz and Standard Material plus Territorial Favorites. (4) He should definitely keep out certain merchandise from certain locations in order to make available additional space to load up on the types of music which that location demands.

Of the types of records mentioned above, particular note should be paid to two of them.

(Continued on page 87)



Greetings to the Music Operators of America Convention

Visit the MGM Record Exhibit and Hospitality Suite

From **MGM**
CLYDE McPHATTER

I TOLD MYSELF
A LIE
MGM K12780

TOMMY EDWARDS

PLEASE MR. SUN
and MORNING SIDE OF THE MOUNTAIN
MGM K12757

HARRY JAMES

BLUE BAIÃO
and SHE'S GOT TO GO
MGM K12776

SHAYE COGAN

YOUNG AND IN LOVE
and HALF AS MUCH
MGM K12771

LEROY HOLMES AND ORCH.

SONG OF GREEN MANSIONS
and THEME FROM COUNT YOUR BLESSINGS
(Both From MGM Picture Releases)
MGM K12784

SHEB WOOLEY

SWEET CHILE
and MORE
MGM K12781

MARVIN RAINWATER

LOVE ME BABY
(Like There's No Tomorrow)
and
THAT'S WHEN I'LL STOP LOVING YOU
MGM K12773

From **CUB**
THE IMPALAS

SORRY
(I RAN ALL THE WAY HOME)
CUB K9022

THE WANDERERS

PLEASE
CUB K9023

ANGEE CASTLE

LET'S PRETEND and
CANDY AND CAKE
CUB K9028

THE EMERSONS

DR. JEKYLL AND
MR. HYDE
CUB K9027

RON HARGRAVE

DRIVE IN
MOVIE
CUB K9025

From **METRO**
SAM FLETCHER

OUT IN THE COLD AGAIN
and IF YOU LOVE ME
(Really Love Me)
METRO K20022

DARBY SISTERS

SEND ME A
PICTURE POST CARD
and JIMMY
METRO K20020

LEROY HOLMES AND ORCH.

BIG CITY CHA CHA
and THE DAUGHTER OF
ROSIE O'GRADY
METRO K20021

GEORGIE SHAW

MAYBE YOU'LL BE THERE
and ONCE IN A WHILE
METRO K20019

MELVIN SMITH

A TREE AND A LOVE
WILL GROW
and OH PROMISE ME
METRO K20023

MGM Records 12th Anniversary Celebration

Ops - here's your complete listing of

ELVIS'

recordings on



PLENTY OF SPINS LEFT IN THIS ENTIRE CATALOG

Going Strong ... his latest!

I Need Your Love Tonight b/w A Fool Such As I 47-20 7506

EP's

- ELVIS PRESLEY**
Blue Suede Shoes
Tutti Frutti
I Got a Woman
Just Because **EPA-747**
- HEARTBREAK HOTEL**
Heartbreak Hotel
I Was the One
Money Honey
I Forgot to Remember
to Forget **EPA-821**
- ELVIS PRESLEY**
Shake, Rattle and Roll
I Love You Because
Blue Moon
Lawdy, Miss Clawdy **EPA-830**
- ELVIS, VOLUME II**
So Glad You're Mine
Old Shep
Ready Teddy
Anyplace Is Paradise **EPA-993**
- STRICTLY ELVIS**
Long Tall Sally
First in Line
How Do You Think I Feel
How's the World
Treating You **EPA-994**
- JUST FOR YOU**
I Need You So
Have I Told You Lately
That I Love You?
Blueberry Hill
Is It So Strange **EPA-4041**
- ELVIS SINGS CHRISTMAS SONGS**
Santa Bring My Baby Back
Blue Christmas
Santa Claus Is Back in Town
I'll Be Home for Christmas **EPA-4108**
- LOVING YOU, VOLUME I**
Loving You
Party
Teddy Bear
True Love **EPA-1-1515**
- LOVING YOU, VOLUME II**
Lonesome Cowboy
Hot Dog
Mean Woman Blues
Got a Lot o' Livin' to Do **EPA-2-1515**
- LOVE ME TENDER**
Love Me Tender
Let Me
Poor Boy
We're Gonna Move **EPA-4006**
- ANY WAY YOU WANT ME**
Any Way You Want Me
I'm Left, You're Right,
She's Gone
I Don't Care If the
Sun Don't Shine
Mystery Train **EPA-965**
- ELVIS, VOLUME I**
Rip It Up
Love Me
When My Blue Moon Turns
to Gold Again
Paralyzed **EPA-992**
- THE REAL ELVIS**
Don't Be Cruel
I Want You, I Need You,
I Love You
Hound Dog
My Baby Left Me **EPA-940**
- KING CREOLE, VOLUME I**
King Creole
New Orleans
As Long As I Have You
Lover Doll **EPA-4319**
- KING CREOLE, VOLUME II**
Trouble
Young Dreams
Crawfish
Dixieland Rock **EPA-4321**
- ELVIS SAILS**
Special recording of inter-
views with Elvis before he
sailed for Germany **EPA-4325**
- PEACE IN THE VALLEY**
Peace in the Valley
It Is No Secret
I Believe
Take My Hand,
Precious Lord **EPA-4054**
- JAILHOUSE ROCK**
Jailhouse Rock
Young and Beautiful
I Want to Be Free
Don't Leave Me Now
Baby I Don't Care **EPA-4114**

L.P.'s

- ELVIS' GOLDEN RECORDS**
Hound Dog
Loving You
All Shook Up
Heartbreak Hotel
Love Me
Too Much
Don't Be Cruel
That's When Your
Heartaches Begin
Teddy Bear
Love Me Tender
Treat Me Nice
Any Way You Want Me
I Want You, I Need You,
I Love You **LPM-1707**
- ELVIS**
Rip It Up
Love Me
When My Blue Moon Turns
to Gold Again
Long Tall Sally
First in Line
Paralyzed
So Glad You're Mine
Old Shep
Ready Teddy
Anyplace Is Paradise
How's the World Treating
You
How Do You Think I Feel
LPM-1382
- KING CREOLE**
King Creole
As Long As I Have You
Hard Headed Woman
Trouble
Dixieland Rock
Don't Ask Me Why
Lover Doll
Crawfish
Young Dreams
Steadfast, Loyal and True
New Orleans **LPM-1084**
- LOVING YOU**
Mean Woman Blues
Teddy Bear
Loving You
Got a Lot o' Livin' to Do
Lonesome Cowboy
Hot Dog
Party
Blueberry Hill
True Love
Don't Leave Me Now
Have I Told You Lately
That I Love You?
I Need You So **LPM-1515**
- ELVIS' CHRISTMAS ALBUM**
Santa Claus Is Back in Town
White Christmas
Here Comes Santa Claus
I'll Be Home for Christmas
Blue Christmas
Santa Bring My Baby Back
Oh Little Town of
Bethlehem
Silent Night
Peace in the Valley
I Believe
Take My Hand, Precious
Lord
It Is No Secret **LOC-1035**
- ELVIS PRESLEY**
Blue Suede Shoes
I'm Counting on You
I Got a Woman
One Sided Love Affair
I Love You Because
Just Because
Tutti Frutti
Tryin' to Get to You
I'm Gonna Sit Right Down
and Cry
I'll Never Let You Go
Blue Moon
Money Honey **LPM-1254**

SINGLES

- I Got Stung
One Night **47-7410**
- Wear My Ring Around
Your Neck
Doncha' Think It's Time **47-7240**
- All Shook Up
That's When Your
Heartaches Begin **47-6870**
- Hound Dog
Don't Be Cruel **47-6604**
- Hard Headed Woman
Don't Ask Me Why **47-7280**
- Jailhouse Rock
Treat Me Nice **47-7035**
- Too Much
Playing for Keeps **47-6800**
- Loving You
Teddy Bear **47-7000**
- Don't
I Beg of You **47-7150**
- Tryin' to Get to You
I Love You Because **47-6639**
- Money Honey
One Sided Love Affair **47-6641**
- Blue Suede Shoes
Tutti Frutti **47-6636**
- Good Rockin' Tonight
I Don't Care If the Sun
Don't Shine **47-6381**
- Heartbreak Hotel
I Was the One **47-6420**
- Blue Moon
Just Because **47-6640**
- Love Me Tender
Any Way You Want Me **47-6643**
- Shake, Rattle and Roll
Lawdy, Miss Clawdy **47-6642**
- I'm Gonna Sit Right
Down and Cry
I'll Never Let You Go **47-6638**
- Baby Let's Play House
I'm Left, You're Right,
She's Gone **47-6383**
- That's All Right
Blue Moon of Kentucky **47-6380**
- I Forgot to Remember
to Forget
Mystery Train **47-6357**
- Milkcow Blues Boogie
You're a Heartbreaker **47-6382**
- My Baby Left Me
I Want You, I Need You,
I Love You **47-6540**
- I'm Counting on You
I Got a Woman **47-6637**

JUST RELEASED!

- FOR L.P. FANS ONLY**
- That's All Right
Lawdy, Miss Clawdy
Mystery Train
Poor Boy
Playing for Keeps
My Baby Left Me
I Was the One
Shake, Rattle and Roll
You're a Heartbreaker
I'm Left, You're Right, She's Gone
LPM-1990
- NEW 45 EP
A TOUCH OF GOLD, VOLUME I**
- Hard Headed Woman
Good Rockin' Tonight
Don't
I Beg of You
EPA-5088

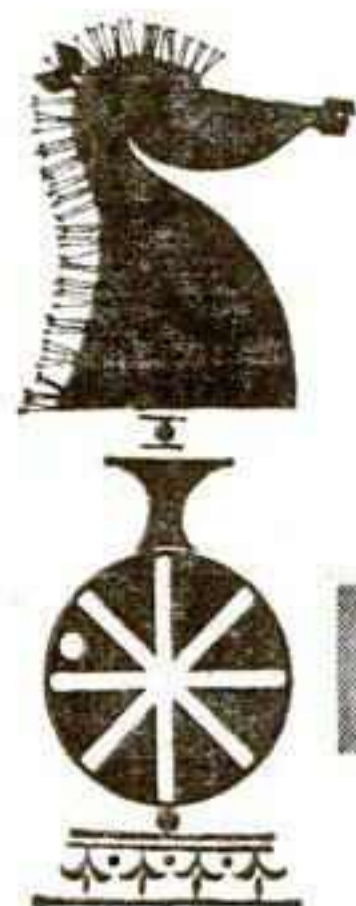
Thanks -
Elvis
The Colonel



◀ Jimmie Rodgers
 I'M NEVER
 GONNA TELL
C-W
 BECAUSE
 YOU'RE YOUNG
 R-4129



◀ Buddy Knox
 I THINK
 I'M GONNA
 KILL MYSELF
 R-4140



**THE SMART MOVE
 IS WITH**

ROULETTE

**THE LABEL WITH
 HIT AFTER HIT**



▲ Jimmy Whalin
 MADRE
 MI
 R-4142

The Playmates ▶
 STAR
 LOVE
 R-4136



Valerie Carr ▶
 I'D RUN | DARLING
 ALL THE | YOU
 WAY C-W | MAKE IT
 SO
 R-4146



◀ The Mudlarks
 MY
 GRANDFATHER'S
 CLOCK
 R-4143



◀ Lionel Thorpe
 LOVER, LOVER,
 LOVER
C-W
 MORE MORE MORE
 R-4144

Barry Sisters ▶
 YES MY DARLING
 DAUGHTER
C-W
 SATURDAY
 R-4145



**VISIT US AT THE
 MOA BOOTH 13
 OR HOSPITALITY SUITE 705**

Here's my latest
(and greatest) on...



RED FOLEY

"TRAVELIN' MAN"

and

"JUST THIS SIDE OF MEMPHIS"

Decca 9-30882



FELLAS, COME UP
AND SIT A SPELL WITH ME.
I'M IN SUITE 632 AND 634.
AIN'T GOT NOTHIN' BUT
OZARK HOSPITALITY AND
PRETTY GIRLS.

"Red"

AHMAD JAMAL AND TRIO

Thanks to Argo Records
for making April
"Ahmad Jamal Month."

Ahmad Jamal

ARGO LP 2638
high-fidelity



portfolio of
AHMAD JAMAL

LIMITED EDITION

CHAMBER MUSIC
OF THE
NEW JAZZ

by
Ahmad Jamal



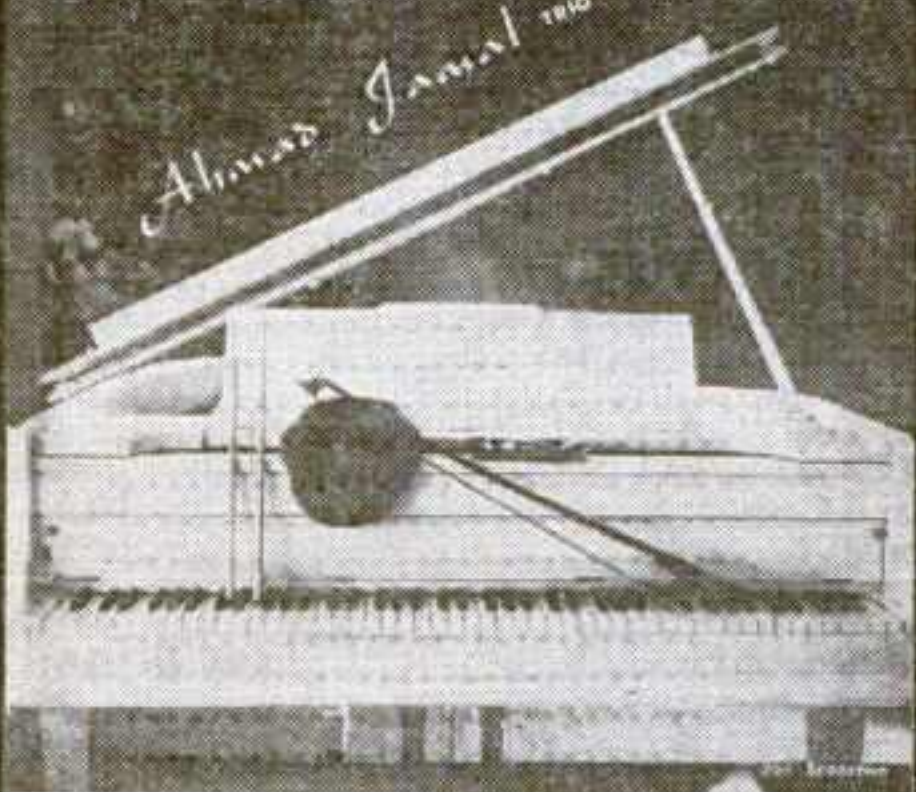
LP 602 AHMAD JAMAL, Vol. 1
Chamber Music of the New
Jazz

DeLuxe 2-Record Album
Limited Edition
Recorded on Location
PORTFOLIO OF AHMAD JAMAL
stereo—argo LP 2638S
mono—argo LP 2638

EP's by AHMAD JAMAL:
Music, Music, Music EP-1076
AHMAD JAMAL TRIO
at the Spotlight
Vol. I EP-1077
Vol. II EP-1078

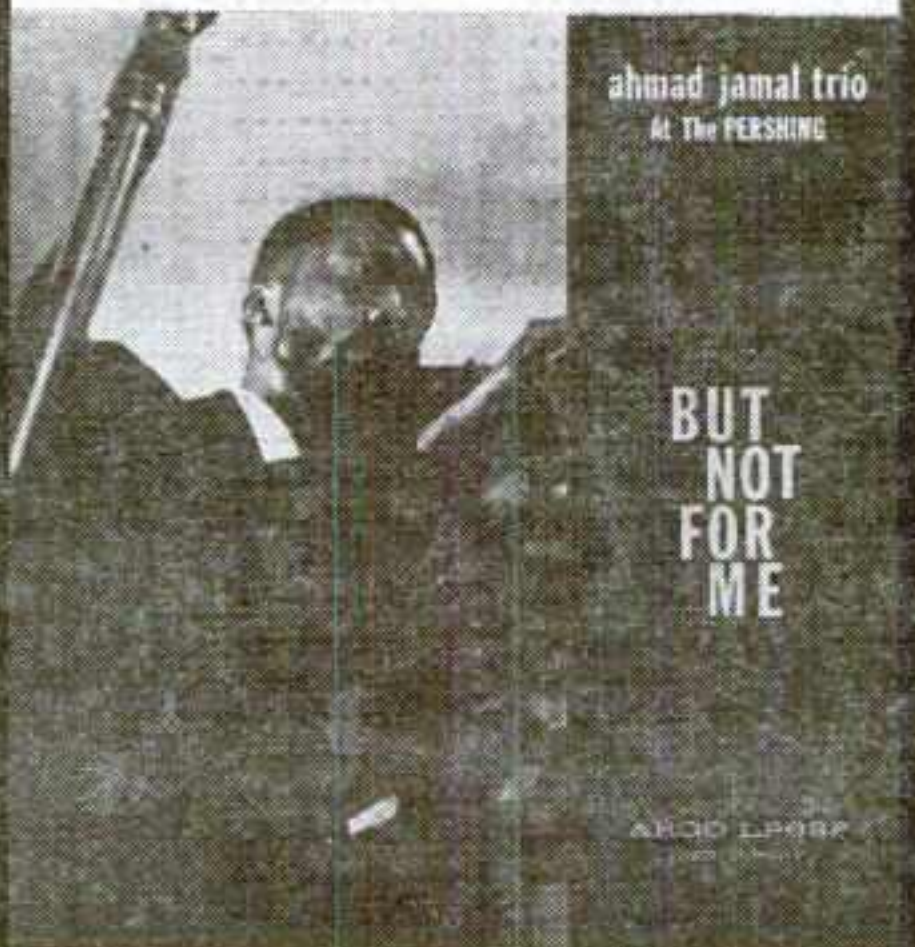
ARGO RECORDS

COUNT 'EM
88



LP 610 AHMAD JAMAL, Vol. 2
Count 'Em 88

ahmad jamal trio
At The PERSHING



BUT
NOT
FOR
ME

AHMAD
JAMAL



LP 628 AHMAD JAMAL, Vol. 3

Personal Mgt.: John Levy
1650 Broadway, New York
Record Promotion: Paul Brown
Booking: Associated Booking Corp.
New York — Chicago — Hollywood
Miami Beach



AHMAD JAMAL, Vol. 4
stereo—LP 636S
mono—LP 636

Ratios of Juke Boxes and Locations to Population

About the Chart

There are five headings for each city listed below. "Lic." means number of juke boxes licensed in the city; "POP. (000)" is the population of the city in thousands; "E/D Places" means the number of eating and drinking places (taverns and restaurants) in the city; "Lic./ (000) POP." is the number of juke boxes in the city for every 1,000 people, and "E/D (000) POP." is the number of eating and drinking places in the city per 1,000 people. For example, the chart shows Birmingham

ham, Ala., to have 639 licensed juke boxes, a population of 361,600, 482 eating and drinking places, 1.76 juke boxes per 1,000 inhabitants and 1.33 eating and drinking places per 1,000 inhabitants. The juke box license figures are for the 1958 license year. Population figures are from the Standard Rate & Data Service Consumer Markets Estimates of January 1, 1958. Eating and drinking figures are from the 1954 U. S. Census of Business.

CITY	LIC.	POP. (000)	E/D PLACES	LIC./ (000) POP.	E/D (000) POP.
ALABAMA					
Birmingham	639	361.6	482	1.76	1.33
Decatur	50	25.3	39	1.98	1.54
Gadsden	105	67.2	73	1.56	1.08
Mobile	314	175.6	276	1.79	1.57
Montgomery	372	129.1	159	2.87	1.23
Opelika	21	12.3	27	1.71	2.19
Selma	121	28.3	60	4.27	2.12
Tuscaloosa	50	57.1	57	0.88	1.00
ARIZONA					
Phoenix	441	186.5	521	2.36	2.79
Tempe	26	7.7	36	3.38	4.67
ARKANSAS					
Camden	70	17.6	34	3.98	1.96
De Queen	10	3.0	7	3.33	2.33
Forrest City	22	7.6	23	2.89	3.02
Jonesboro	33	20.1	30	1.64	1.49
Paragould	38	9.7	43	3.92	4.44
Pine Bluff	100	41.5	96	2.41	2.32
West Memphis	2	17.8	22	0.11	1.23
CALIFORNIA					
Alameda	40	71.8	84	0.56	1.17
Anaheim	30	62.3	37	0.48	0.59
Brawley	40	15.0	54	2.67	3.60
Burbank	50	92.9	171	0.54	1.84
Chico	25	14.5	54	1.72	3.72
Colton	20	17.3	33	1.15	1.91
Colusa	14	3.3	19	4.24	5.75
Concord	21	28.7	34	0.73	1.18
Corning	8	2.5	13	3.20	5.20
Culver	29	35.0	85	0.83	2.43
El Centro	80	18.3	45	4.37	2.46
Eureka	55	28.9	88	1.90	3.04
Fullerton	3	49.3	41	0.06	0.83
Gilroy	27	6.0	36	4.50	6.00
Glendale	30	119.9	161	0.25	1.34
Hollister	20	5.8	22	3.45	3.79
Huntington	40	33.0	123	1.21	3.73
Inglewood	57	60.3	142	0.95	2.35
Los Angeles	3,896	2,356.4	4,448	1.68	1.89
Madera	25	12.7	44	1.97	3.47
Merced	50	20.5	76	2.44	3.70
Monrovia	15	27.1	41	0.55	1.51
Napa	26	15.3	58	1.70	3.79
Oakland	813	412.0	1,044	1.98	2.54
Oceanside	68	22.4	57	3.03	2.54
Oxnard	75	31.9	81	2.35	2.54
Paso Robles	30	6.2	33	4.84	5.33
Petaluma	65	10.3	43	6.30	4.17
Redlands	14	22.7	29	0.62	1.27
Redondo Beach	55	42.9	55	1.28	1.28
Redwood City	33	46.0	79	0.72	1.71
Richmond	82	77.8	149	1.05	1.92
Sacramento	351	166.2	618	2.12	3.75
San Bernardino	114	89.4	196	1.28	2.19
San Diego	800	505.9	832	1.58	1.64
San Francisco	1,396	814.4	2,602	1.72	3.20
Riverside	71	76.3	121	0.93	1.59
Roseville	30	10.3	32	2.91	3.11
San Leandro	75	51.5	100	1.45	1.94
San Jose	204	133.0	321	1.53	2.42
San Mateo	50	66.6	100	0.75	1.50
San Rafael	39	16.5	65	2.36	3.94
Santa Ana	65	71.9	136	0.91	1.89
Santa Barbara	500	56.9	131	8.80	2.30
Santa Cruz	102	23.3	119	4.38	5.11
Santa Paula	30	12.2	29	2.46	2.38
Santa Rosa	89	34.3	87	2.62	2.54
Stockton	256	85.5	341	2.99	3.99
Ventura	40	26.8	62	1.49	2.32
Watsonville	53	11.6	64	4.57	5.51
Whittier	5	35.0	77	0.14	2.20
COLORADO					
Colorado Springs	84	65.0	138	1.29	2.12
Denver	518	514.9	802	1.01	1.57
Durango	30	9.5	24	3.16	2.53
Grand Junction	30	14.5	32	2.07	2.21
La Junta	24	7.7	27	3.12	3.51
Lamar	20	6.8	25	2.94	3.68

(Continued on page 38)

How Many Jukes? 450,000 Good Bet

The best estimate for the total number of juke boxes on location still seems to be 450,000.

This is a figure The Billboard has used for several years. It is in all likelihood a conservative one, but statistical checks bear out the fact that it is doubtful there are either many more or many less than that operating in the U. S.

This means that sales of new equipment in the U. S. just about equals replacement of old equipment. The hefty export market the past five years for used juke boxes, the nature of the location (tavern, restaurant) business using juke boxes, annual production estimates by The Billboard of new juke boxes, operator buying information, the export business in new juke boxes—all support the view that 450,000 is a sound estimate.

397 Towns and Cities

As a further check on this, The Billboard made a study last year of the relationship of the number of juke boxes (based on licenses) to population in a large number of towns and cities. Results of that study appear in chart form in this issue. The study includes 397 municipalities and was made following a pilot study made in 1957 of 49 cities. The study also includes the relationship of the number of eating and drinking places (including taverns and restaurants, places wherever on-the-premises food and/or drinks are sold) to population.

Purpose of the study: To find a sound statistical base (strong

correlation between juke boxes and population in a large number of cities) upon which to project an accurate total number of juke boxes operating.

Eating and drinking places were included to get information on market potential for juke boxes in various areas.

Results of the study generally support the approximate figure of 450,000 juke boxes operating. But since there is great variation in the correlation of juke boxes to population from city to city, the range of error involved in the average of the 397 towns and cities in making the projection is too broad to make it a statistically sound projection.

In short, study figures support the 450,000 figure in general, but are not sufficiently reliable from a statistical point of view to strongly support that figure.

Info Provided

Despite this, the figures provide considerable information about the nature of the juke box business, the adverse effects that discriminatory taxation has on the business, and its potential in terms of the relatively large number of eating and drinking places which apparently do not have juke boxes (but which may use some other form of music).

The average city has 2.67 eating and drinking places per 1,000 people and 2.40 juke boxes (based on licenses) per 1,000 people.

(Continued on page 87)

MOA Exhibitors

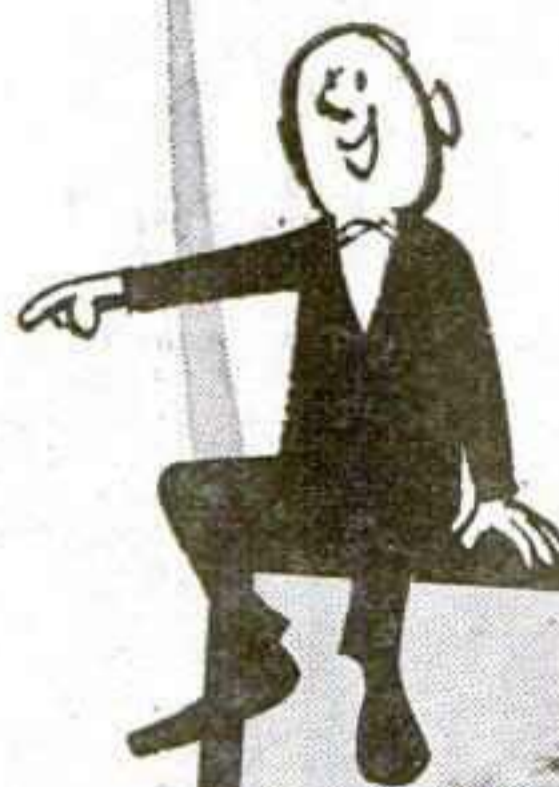
Exhibitor	Booth Number
American Shuffleboard Co.	62-65
AMI Home Music Center	F
AMI, Inc.	6
ASCAP	15-16
Automatic Products Co.	37
Auto-Photo Co.	31
Bally Manufacturing Co.	49-57
Paul Bennett & Co.	14
The Billboard	9
Broadcast Music, Inc.	8
Capitol Projector Corp.	75-76
California Life Insurance Co.	H
Capitol Records, Inc.	17
Cardinal Enterprises, Inc.	1
Chicago Dynamic Industries, Inc.	70-73
Christy Records	B
Cole Products Corp.	68
Columbia Records	12
Decca Records-Coral Records	23
Dot Records, Inc.	25
Edolite Products & Cine Sonic Sound, Inc.	46-47
Eldon Dale Engineering Co.	C
Fischer Sales & Manufacturing Co.	66-67
First Coin Machine Exchange, Inc.	D
Irving Kaye Co., Inc.	48A-48B
Knibb-Roberts Co.	E
Logan Distributing Co.	59
Mercury Record Corp.	19-20
M-G-M Records	18
Music Vendor	X
National Rejectors, Inc.	2-3
National Shuffleboard Co.	26A & 60-61
National Vendors, Inc.	30
Paydun Enterprises	58
RCA-Victor Records	24
Rock-Ola Manufacturing Corp.	4
Roulette Records, Inc.	13
The Seeburg Corp.	5 & 44-45
Solon Super-Lock Co., Inc.	21
Star Title Strip Co.	10
Stereophonic Automation Corp.	22
Todd Recording Corp.	A
Tusko Manufacturing Co.	38
United Music Corp.	32-36
United Manufacturing Co.	39-43
United Tool & Engineering Co.	74
Valley Sales Co.	27-28
Vend-O-Matic Sales, Inc.	69
Watling Manufacturing Co.	G
Wico Corp.	48
Williams Manufacturing Co.	29
The Wurlitzer Co.	7

Hi Ops-

thanks a lot for all your help on
"JUST A DREAM"

and
"LETTER TO AN ANGEL"
Hope you like my newest,
and that the convention is
a great success.

Jimmy



JIMMY CLANTON

America's most consistent hitmaker

CURRENT BEST SELLER

"MY LOVE IS STRONG"

and

"A SHIP ON A STORMY SEA"

ACE #560

PERSONAL MANAGEMENT:

COSIMO MATASSA
525 Governor Nichols
New Orleans, La.

BOOKINGS:



EXCLUSIVELY:



Big Everywhere...

THE PLATTERS AND BUCK RAM

THEIR
BIGGEST YET

ENCHANTED

b/w
THE SOUND AND THE FURY

mercury 71427

**THE
MAGIC
TOUCH**

NO. 1 IN
ITALY, ENGLAND
AND AUSTRALIA
**SMOKE GETS
IN YOUR EYES**

**ONLY
YOU**

**TWILIGHT
TIME**

**THE GREAT
PRETENDER**



**MY
PRAYER**

REMEMBER WHEN?
by The Platters:

The World's No. 1 vocal group combine for such great standards as Smoke Gets in Your Eyes, A Tisket a Tasket, My Blue Heaven, I'll Never Smile Again, Thanks for the Memory, Until the Real Thing Comes Along, Love in Bloom, Somebody Loves Me, I Can't Get Started With You, Remember When, If I Didn't Care, and Prisoner of Love (stereo SR 60087—mono MG 20410).


**THE MAGIC TOUCH
OF BUCK RAM**
and his orchestra:

The famed composer-conductor in a mood-music selection of his own tunes, including Only You, Whispering Wind, Remember When, Twilight Time, Heaven on Earth, Helpless, But Not Like You, My Serenade, The Great Pretender, and The Magic Touch (stereo SR 60067—mono MG 20392).

An Accolade to All Ops,
Dealers and DJ's for Their
Continuing Help.

Buck Ram and The Platters

THE PLATTERS




**REMEMBER
WHEN?**

Smoke gets in your eyes
a tisket a tasket

I'll never smile again THANKS FOR THE MEMORY *My Blue Heaven*
until the real thing comes along LOVE IN BLOOM

SOMEBODY LOVES ME *I Can't Get Started with You*

REMEMBER WHEN IF I DIDN'T CARE *Prisoner of Love*



**the magic touch
of BUCK RAM and his orchestra**

ONLY YOU WHISPERING WIND REMEMBER WHEN AT YOUR BECK AND CALL TWILIGHT TIME HEAVEN ON EARTH
HELPLESS BUT NOT LIKE YOU I'M SORRY MY SERENADE THE GREAT PRETENDER THE MAGIC TOUCH



Exclusive Mgt.: Personality Productions, 30 W. 60th St., New York City, CO 5-3413.
1055 N. El Centro, Los Angeles 38, Calif.

Buck Ram, Pres.; Jean Bennett, Public Relations.

Booking: Associated Booking Corp., Jos. G. Glaser, Pres., 745 Fifth Ave., New York City.

ATCO 6140

"DREAM LOVER"

and "BULLMOOSE"



BOBBY DARIN'S NEW SMASH HIT

GOT THE MESSAGE?

... and have you heard the most talked-about, most exciting new LP in the business—

BOBBY DARIN

"THAT'S ALL"

ATCO 33-104

Dig it today!

GET ATCO 6140

April 18—
THE PERRY COMO SHOW, NBC-TV

May 31, Sept. 6 & Two Other Shots Still To Be Scheduled—

THE ED SULLIVAN SHOW, CBS-TV

THE DICK CLARK SHOW


... and many other important video guest shots

Wk. April 20
BLINSTRUB'S, Boston

Two Wks. Beg. May 4
HARRAH'S, LAKE TAHOE
with THE GEORGE BURNS SHOW

Four Wks. Beg. June 9
THE SAHARA, LAS VEGAS
with THE GEORGE BURNS SHOW

Wk. June 1
CASINO ROYAL, WASHINGTON, D. C.

Booking:  GENERAL ARTISTS CORP.

Personal Management:

CSIDA, BURTON ASSOCIATES, INC.
101 W. 55th St., New York, N. Y. CI 7-0700

WE APOLOGIZE WE COULDN'T WAIT

Our organization plans called for the initial release of our Tel & Warwick labels—April 15th. This would have given us time to handle printing, production and mechanical problems for the beginning of a major label. However, several distributors heard the initial recordings and insisted we release them immediately. To satisfy them

WE COULDN'T WAIT

...and here they are:—

A MORTICRAFT Smash

johnny and the
hurricanes

"CROSSFIRE"

on WARWICK Records

the harptones
"LAUGHING
ON THE
OUTSIDE"

b/w

"I REMEMBER"

W-500

W-502

on TEL Records

bill farrell
"YOU WERE
ONLY
FOOLING"

b/w

"IF"

T-1000

WARWICK

A division of



UNITED TELEFILM RECORDS, INC. 701 Seventh Ave. (Cl. 5-4680)
New York, New York

(Morton I. Craft, Pres.)

**THE
POLKA
KING**

Lil Wally

celebrates his 10th year of
successful recording for Jay Jay

1st SMASH OF '59

7 'Days Without You'



POLKA
"MAKES A WEEK
OF LONELINESS
FOR ME"
JJ #197



**JUST RELEASED ... NEW STEREO
AND MONAURAL HI-FI LP's**

For personal appearances, write, wire or phone

WALLY JAGIELLO
2452 S. Kedzie, Chicago 23, Ill.
LAfayette 3-5955.

**I Love to
Polka**
by
Lil Wally

stereo SJJ 5000
mono JJ 1014

**Old Country
Polish
Polkas**
by
Lil Wally

stereo SJJ 5001
mono JJ 1010

Lil Wally's Great Singles Are Included In
These Jay Jay Hi Fi LP's:

JJ 1001 America's Favorite Polkas
JJ 1002 Happy Polish Polkas

JJ 1003 New Sounds In Polkas
JJ 1004 Polka Bandstand Favorites

JJ 1006 Polka Beat for Your Dancing Feet
JJ 1008 Jolly Polish Polkas

Many Thanks to the Juke Ops, the Dealers and DJ's, and I Can't Overlook These Great Distributors:

Jay Jay Record Co.
2452 S. Kedzie Ave.
Chicago 23, Ill.

Music Dist.
1303 S. Michigan Ave.
Chicago, Ill.

Astor Dist.
1901 5th Ave.
Pittsburgh, Pa.

Arc Dist.
40 Spiden Ave.
Detroit, Mich.

Best Distributors
20 East Tupper St.
Buffalo, N. Y.

Eastern Record Dist.
26 Clark St.
East Hartford, Conn.

Kay Gee Dist.
201 E. Mt. Royal
Baltimore, Md.

Rave Dist. Co.
315 State St.
Bethlehem, Pa.

Records Unlimited
1716 N. 3rd St.
Milwaukee, Wis.

Star Dist. Co.
436 University Ave.
St. Paul, Minn.

Sterling Dist.
2928 Prospect St.
Cleveland, Ohio

Musicale, Inc.
642 Detroit Ave.
Toledo, Ohio

New Sound Dist.
50 Julian Ave.
San Francisco, Calif.

THANKS, MUSIC OPERATORS

Class Records rated No. 8 in single record sales for 1958

★ Breaking ★

"SKUMBO"

Googie René

#248

"THAT'S ALL I WANT"

Bobbie Day

#245

"THE BEAR"

Johnny (Guitar) Watson

#246

★ Smashing ★

"PRETTY GIRLS EVERYWHERE"

Eugene Church

#235



Continued from page 32

CITY	LIC.	POP. (000)	E/D PLACES	LIC./POP. (000)	E/D/POP. (000)
Montrose	10	5.0	14	2.00	2.80
Pueblo	162	98.0	181	1.66	1.85
Rocky Ford	16	4.1	16	3.90	3.90
Salida	17	4.6	20	3.70	4.35
Walsenberg	22	5.6	26	3.93	4.64
CONNECTICUT					
Hartford	1,000	186.8	439	5.35	2.35
New Britain	71	85.9	153	0.83	1.78
New London	20	31.1	109	0.64	3.51
FLORIDA					
Brandenton	48	22.7	46	2.11	2.02
Daytona Beach	81	49.4	143	1.65	2.80
De Land	9	8.7	28	1.03	3.22
Fort Lauderdale	332	76.1	214	4.36	2.81
Fort Pierce	81	23.9	53	3.39	2.22
Gainesville	47	36.9	47	1.27	1.27
Jacksonville	300	238.1	430	1.26	1.80
Key West	75	40.2	98	1.86	2.44
Lake Wales	12	6.8	17	1.77	2.50
Leesburg	30	7.4	24	4.05	3.24
Marianna	19	5.8	22	3.28	3.79
Miami Beach	162	54.1	268	2.99	5.94
Palatka	120	9.2	35	1.30	3.80
Panama	60	33.1	75	1.81	2.26
Saint Augustine	100	13.6	81	7.36	5.96
Sanford	50	11.9	28	4.20	2.35
Tallahassee	165	46.1	66	3.58	1.43
Tampa	600	259.9	550	2.31	2.12
West Palm Beach	129	62.8	173	2.05	2.76
GEORGIA					
Americus	40	11.4	15	3.51	1.31
Athens	45	34.5	45	1.30	1.30
Cartersville	13	7.3	15	1.78	2.06
Cedartown	15	9.5	11	1.58	1.16
Columbus	224	97.0	183	2.31	1.89
Dublin	44	10.2	25	4.31	2.45
Griffin	43	14.0	39	3.07	2.79
Macon	81	85.2	139	0.95	1.63
Moultrie	20	11.6	23	1.72	1.98
Rome	125	35.6	77	3.51	2.16
Thomasville	50	22.4	22	2.23	09.4
Tifton	18	6.3	17	2.86	2.70
West Point	10	5.1	7	1.96	1.37
IDAHO					
Pocatello	44	27.9	74	1.58	2.65
ILLINOIS					
Aurora	92	57.8	122	1.59	2.11
Benton	12	7.8	17	1.54	2.18
Centralia	55	13.9	51	3.96	3.67
Charleston	9	9.2	23	0.98	2.50
Chicago	8,513	3,820.4	9,044	2.22	2.36
Clinton	21	5.9	20	3.56	3.40
Decatur	143	74.1	176	1.93	8.38
Edwardsville	5	8.8	32	0.57	3.64
Elgin	55	49.9	90	1.10	1.80
Flora	20	5.3	15	3.78	2.84
Hoopeston	14	6.0	17	2.33	2.83
Kewanee	45	16.8	55	2.68	3.27
Mattoon	42	20.1	46	2.09	2.29
Monmouth	20	10.2	25	1.98	2.47
Murphysboro	22	9.2	34	2.39	3.70
Olney	12	8.6	23	1.40	2.68
Ottawa	41	17.0	85	2.41	5.00
Paris	26	9.8	36	2.66	3.68
Pekin	25	25.9	53	0.96	2.02
Peoria	303	119.3	340	2.53	2.84
Quincy	223	43.4	157	5.14	3.62
Rock Island	124	52.0	157	2.38	3.02
Springfield	174	90.3	348	1.93	3.85
Taylorville	20	9.2	45	2.18	4.89
Waukegan	105	50.1	148	2.10	2.95
INDIANA					
Bicknell	7	4.8	18	1.46	3.75
Evansville	200	142.5	351	1.40	2.46
Michigan City	50	32.4	84	1.54	2.59
IOWA					
Atlantic	11	6.5	23	1.69	3.54
Davenport	125	85.9	214	1.46	2.49
KANSAS					
Abilene	10	5.8	24	1.73	4.14
Atchinson	28	12.8	40	2.19	3.44
Clay Center	18	4.5	20	4.00	4.45
Concordia	20	7.0	21	2.86	3.00
Council Grove	7	2.8	11	2.50	3.93
Dodge City	20	11.4	43	1.75	3.77
El Dorado	18	12.3	31	1.46	2.52
Fredonia	22	3.3	8	6.67	2.42
Garden City	26	10.8	30	2.41	2.78
Hays	24	9.5	26	2.53	2.74
Hutchinson	69	43.2	124	1.60	2.88
Junction City	45	14.0	40	3.22	2.86
Leavenworth	77	22.0	76	3.50	3.45
Liberal	20	8.3	24	2.41	2.89
Manhattan	38	21.6	49	1.76	2.27
McPherson	13	8.6	13	1.51	1.51
Newton	25	12.5	26	2.00	2.08

(Continued on page 44)

*The Wish in the Hearts of All People Is Now Beautifully
Expressed in a Distinguished New Record*

Peace

THE
MCGUIRE SISTERS



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Our Heartfelt
Thanks to All
of You.
Chris, Phyllis, Dorothy**

AMERICA'S GREAT NEW SONG STYLISTS



The **FLAMINGOS**

CURRENT SMASH RELEASE

"BUT NOT FOR ME"

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Personal Management:
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THANKS

MUSIC OPERATORS
 for all those plays on
 "LOVERS NEVER SAY GOODBYE"
 we hope you like our newest

*Zeke Terry Nate
 Tommy Jake Paul*

DESTINED TO JOIN THE GREAT NAMES IN THE INDUSTRY

MARV JOHNSON

CURRENT SMASH

"COME TO ME"

UA 160



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GREAT!

"KANSAS CITY"

ROCKY OLSON

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57TH IN ONLY 3 WEEKS

"YEAH YEAH"

(CLASS CUTTER)

DALE HAWKINS

checker 916

28TH ON THE HOT 100 IN 4 WEEKS!

"THIS SHOULD GO ON FOREVER"

ROD BERNARD

argo 5327

HIS BIGGEST!

"ALMOST GROWN"

Chuck Berry

chess 1722

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SPENCER & SPENCER

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SINGLE
RECORD
HIT BY...

BILLY VAUGHN

YOUR CHEATIN' HEART LIGHTS OUT

RECORD NO. 15936



*Thanks, ops!
Billy*



DLP 3165 BLUE HAWAII

**BEST-SELLING
BILLY VAUGHN
ALBUMS:**



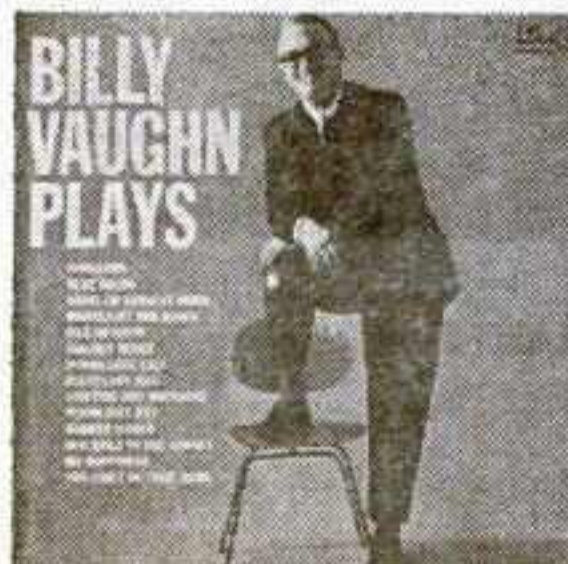
DLP 3140 LA PALOMA



DLP 3100 SAIL ALONG SILV'RY MOON



DLP 3064 MELODIES IN GOLD



DLP 3156 BILLY VAUGHN PLAYS



DLP 3110 THE MILLION SELLERS



DLP 3086 MUSIC FOR THE GOLDEN HOURS



DLP 3016 THE GOLDEN INSTRUMENTALS

• Continued from page 38

CITY	LIC.	POP. (000)	E/D PLACES	LIC./ (000) POP.	E/D/ (000) POP.
Pittsburg	97	24.1	63	4.02	2.61
Salina	50	33.1	104	1.51	3.14
Topeka	160	100.7	212	1.59	2.10
KENTUCKY					
Ashland	31	33.6	41	0.92	1.22
Frankfort	40	26.2	34	1.53	1.30
Fulton	12	3.2	11	3.75	3.44
Glasgow	15	7.0	15	2.14	2.14
Henderson	50	16.8	43	2.98	2.56
Lexington	500	59.2	184	8.45	3.10
Louisville	957	618.4	940	1.55	1.52
Mayfield	25	9.0	22	2.68	2.44
Paducah	200	50.1	121	3.99	2.41
Paris	30	6.9	21	4.35	3.04
LOUISIANA					
Alexandria	94	43.5	110	2.16	2.53
Baton Rouge	350	159.1	222	2.20	1.40
Crowley	32	12.8	39	2.50	3.05
Opelousas	59	11.7	45	5.04	3.84
MARYLAND					
Baltimore	2,550	1,001.9	2,516	2.55	2.52
MASSACHUSETTS					
Boston	950	714.1	1,703	1.33	2.38
Fitchburg	67	43.5	82	1.54	1.88
Gardner	5	20.1	33	0.25	1.64
Gloucester	27	23.2	52	1.03	1.98
New Bedford	238	108.9	239	2.17	2.18
Newburg	15	14.1	36	1.06	2.55
Worcester	200	204.8	371	0.98	1.77
MICHIGAN					
Albion	18	10.4	31	1.73	2.98
Bay City	143	61.0	142	2.34	2.33
Benton Harbor	49	20.6	63	2.38	3.06
Big Rapids	25	6.7	19	3.74	2.84
Cadillac	14	10.4	14	1.35	1.35
Detroit	4,170	1,930.1	4,206	21.6	2.18
Grand Rapids	240	196.2	364	1.22	1.86
Marshall	16	5.8	19	2.76	3.28
Mount Pleasant	20	11.4	35	1.75	3.07
Niles	21	13.1	41	1.60	3.13
MINNESOTA					
Brainerd	36	12.6	35	2.86	2.78
Duluth	87	113.7	215	0.76	1.88
Minneapolis	569	516.7	1,120	1.01	1.99
Moorhead	21	14.9	23	1.41	1.54
New Ulm	31	9.3	41	3.34	4.42
St. Paul	459	347.2	618	1.32	1.78
Stillwater	18	7.7	19	2.34	2.47
MISSISSIPPI					
Clarksdale	35	16.5	36	2.12	2.18
Greenwood	35	21.1	32	1.66	1.52
Gulfport	80	31.4	59	2.54	1.88
Jackson	275	124.1	181	2.22	1.46
Laurel	100	29.1	45	3.44	1.55
Meridian	125	48.1	71	2.60	1.47
Vicksburg	157	32.3	52	4.86	1.61
MISSOURI					
Carthage	12	11.2	26	1.07	2.32
Joplin	63	41.9	141	1.50	3.34
St. Charles	8	14.3	48	0.62	3.36
Springfield	100	96.9	189	1.03	1.95
MONTANA					
Billings	65	47.1	91	1.38	1.93
NEBRASKA					
Kearney	18	14.4	36	1.25	2.50
Lincoln	77	124.9	202	0.62	1.62
North Platte	37	15.4	53	2.40	3.44
Omaha	389	297.4	619	1.31	2.08
NEVADA					
Ely	25	3.6	17	6.94	4.73
Las Vegas	115	51.4	121	2.24	2.35
Reno	99	51.1	161	1.93	3.15
NEW HAMPSHIRE					
Manchester	19	86.8	148	0.22	1.71
NEW JERSEY					
Atlantic City	243	62.1	492	3.90	7.92
Camden	253	140.4	346	1.80	2.46
Perth Amboy	81	45.5	143	1.78	3.14
Trenton	250	137.5	519	1.82	3.77
Woodbury	8	10.9	16	0.73	1.47
NEW MEXICO					
Alamogordo	50	6.8	23	7.35	3.38
Clovis	150	24.9	34	6.03	1.36
Farmington	9	18.4	31	0.49	1.68
Hobbs	80	29.8	41	2.68	1.37
Las Vegas	30	7.2	17	4.17	2.36
Raton	35	8.2	36	4.27	4.39
Santa Fe	250	34.3	86	7.29	2.51
Silver City	24	7.0	23	3.43	3.29

(Continued on page 46)



Winding up the grievance committee meeting with a typical Milwaukee toast, left to right: Jerome (Red) Jacomet, Arnold Jost, Le. Dinon, Harry Gromacki, Carl Betz, Vince Waters. James Stecher is hidden behind Sam Hastings in right foreground. (Benn Ollman photo.)

GRIEVANCE COMM.

How Successful Op Assn. Works

By **BENN OLLMAN**

MILWAUKEE — Two operators became involved in a hot dispute over a location. Each was convinced he had been wronged. The complaint was placed before the grievance committee of the Milwaukee Coin Machine Association. The four-man committee heard both sides of the argument and made its recommendation. The dispute was amicably settled. Don't look for this item to hit the front pages of the newspapers. The big scare headlines about hoodlumism in the juke box business have taken over top billing. Newspaper editors find nothing sensational in a tale of business people settling their disagreements in a sane, civilized manner. Old-timers will admit that it hasn't always been this easy to settle problems between coinmen in Beer Town. The rough stuff which admittedly exists in some sectors of the nation, however, never got a foothold here. Strict, fair law enforcement and an assortment of foresighted, independent, hard-working coin machine operators have kept the pressure boys out of this community.

Maintain Harmony

Organized last January, the Milwaukee Coin Machine Association's key objective is the "maintenance of harmony among its members," according to president-elect Sam Hastings, Hastings Distributing Company. "Before we organized, when operators became mixed up in a business argument, they would stay mad. Now, we feel we have a workable mechanism for keeping peace among ourselves," he says.

The grievance committee of the Milwaukee Coin Machine Association is headed by Arnold Jost. Serving with him are Otto Hadrian, Vince Waters and Bob Puccio. Officers and members of the board of directors may also sit in on grievance committee sessions.

Settling Problems

A dispute between the P.&P. Distributing Company and the H. & G. Distributing Company was the first case handled by the fledgling grievance committee. A misunderstanding developed over a location. Both firms were operating equipment simultaneously in the same tavern when the argument broke out. One of the firms complained that it had been bounced and its equipment supplanted by the other company. The matter simmered for a while and was eventually brought to grievance committee chairman Arnold Jost.

According to Jost: "My first move after getting the complaint was to visit briefly with each of the parties. I listened to their claims and counterclaims. Sometimes, I figure, just giving a fellow a chance to talk about his problems can lead to a solution. In this instance, however, it didn't work. So I checked with the members of my committee and called a meeting."

How It Works

The disputants agreed to appear before the grievance committee in the office of association president Sam Hastings. Bob Puccio, whose firm was involved in the matter, is also a member of

(Continued on page 46)



"Face-to-face, open discussions between operators will help solve most of their disputes," says grievance committee chairman Arnold Jost. Jost is shown here (from left) talking things over before the grievance committee session with the involved parties, Carl Betz, route foreman for P. & P. Distributing Company, and partners Leo Dinon and Harry Gromacki, of H.&G. Distributing Company. (Benn Ollman photo.)



Welcome OPS! We think you're Tops!

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For relaxation: RCA Victor, Suite 1585

RCA **RCA VICTOR** 
TRADE MARK RADIO CORPORATION OF AMERICA



Grievance committee members huddling over their first case. Left to right: Jerome (Red) Jacomet, Red's Novelty Company; Sam Hastings, Hastings Distributing Company, president of the Milwaukee Coin Machine Association; Arnold Jost, Arnold's Coin Machine Company, chairman of the grievance committee, and Vince Waters. (Benn Ollman photo.)

How Successful Assn. Works

• Continued from page 44

the grievance committee, so he was excused. As it turned out, he left on vacation shortly before the meeting. His company was represented at the hearing by his route foreman, Carl Betz.

Both sides presented their stories. The committee listened and asked questions. What resulted was a compromise settlement that left both sides completely satisfied.

Said disputant Harry Gromacki, H. & G. Distributing Company, a veteran of 11 years in the business: "We've always gotten along well with our competitors, but in this case if it weren't for the association's grievance committee action we would still be scrapping. It would have wound up costing all of us a lot of money. The air is a lot clearer now."

Democratic Action

Viewing the successful handling of its first complaint by the grievance committee, association

president Sam Hastings said: "This is the type of democratic, sensible action that will improve our industry. It will also strengthen our trade association and set a pattern to follow in handling future grievances."

One lesson learned thru the successful action by the grievance committee on this case, its first, points out Sam Hastings: "It is important that every complaint be settled among operators as soon as possible. Allowing disputes to drag out for a long period will lead to resentment and could eventually break up our association."

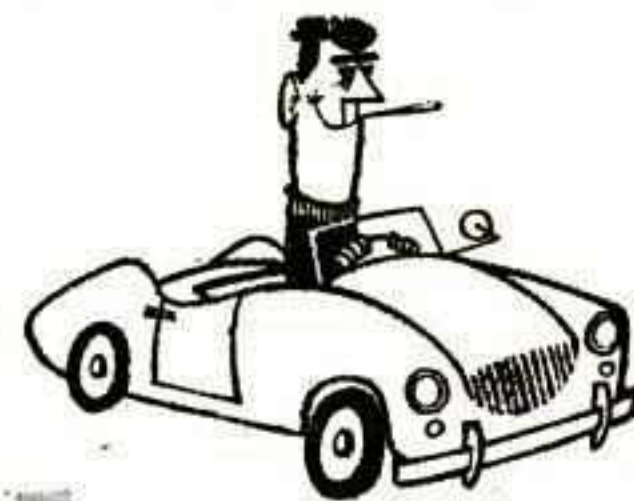
In addition to bolstering harmony among its members, says Sam Hastings: "Settling our own problems thru a grievance committee is the kind of thing that operators can do to fight all the bad publicity our industry is receiving nowadays."

• Continued from page 44

CITY	LIC.	POP. (000)	E/D PLACES	LIC./ (000) POP.	E/D/ (000) POP.
NEW YORK					
Buffalo	1,475	581.3	1,642	2.54	2.82
Geneva	12	17.1	61	0.70	3.56
Jamestown	82	42.9	115	1.91	2.68
Oneida	36	11.3	29	3.18	2.56
Oneonta	56	13.6	52	4.12	3.82
Plattsburg	62	18.9	56	3.28	2.96
Syracuse	434	215.6	547	2.01	2.54
Watertown	100	35.9	79	2.78	2.20
NORTH CAROLINA					
Asheville	87	59.0	126	1.47	2.14
Charlotte	200	163.0	285	1.23	1.75
Durham	95	77.3	129	1.23	1.67
Elizabeth	35	12.7	19	2.76	1.50
Fayetteville	75	49.7	104	1.51	2.12
Goldsboro	25	27.9	27	0.90	0.97
Greensboro	385	94.7	152	4.07	1.60
Greenville	12	20.6	60	0.58	2.91
Lenoir	20	10.8	21	1.85	1.94
Lexington	20	13.6	34	1.47	2.50
Reidsville	19	11.7	25	1.62	2.14
Rocky Mount	43	34.1	47	1.26	1.38
Spencer	5	3.2	8	1.56	2.50
Stateville	30	20.8	32	1.44	1.54
Washington	18	9.7	28	1.86	2.89
Wilmington	85	54.6	113	1.55	2.07
Wilson	35	26.8	44	1.30	1.64
Winston-Salem	130	120.2	176	1.08	1.46
OHIO					
Cambridge	19	14.7	49	1.29	3.33
Canton	225	124.7	356	1.80	2.85
Cleveland	1,580	913.1	2,377	1.73	2.61
Columbus	657	450.9	932	1.46	2.06
Delaware	24	11.8	31	2.03	2.62
Dover	32	9.9	29	3.24	2.93
Ironton	32	16.3	52	1.96	3.19
Lorain	175	55.0	147	3.18	2.67
Marion	60	38.8	85	1.54	2.18
Massillon	45	36.4	81	1.24	2.22
Portsmouth	130	44.3	105	2.94	2.37
Toledo	804	332.1	879	2.42	2.64
Youngstown	350	182.9	411	1.91	2.24
Zanesville	132	45.5	132	2.90	2.90

(Continued on page 50)

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"SEA CRUISE"

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ROBERTA

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**STEVE GIBSON
AND THE REDCAPS** *sing*

"BLESS YOU"

(For Being An Angel)

b/w

CHERYL LEE

HUNT #H-326

Distributed by ABC-PARAMOUNT



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To: ALL OF YOU IN THE M.O.A.

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 THE BLAZERS
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 CANDIDO
 EDDIE CALVERT
 DON COSTA
 DANNY AND THE JUNIORS
 MARTHA DAVIS & SPOUSE
 THE DE CASTRO SISTERS
 BRENDA DERRINGER
 GLENN DERRINGER
 LEO DIAMOND
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 STEVE GIBSON
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 GEORGE HAMILTON IV
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 THE KEYMEN
 CAROLE KING
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 STEVE LAWRENCE
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 VINCE MARTIN
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 JOHNNY NASH
 THE NATURALS
 THE NOBLES
 NICOLA PAONE
 THE PONI-TAILS

LLOYD PRICE
 LOUIS PROHUT AND THE
 POLKA-GO-ROUNDERS
 TEDDY RANDAZZO
 SABICAS
 FRANKIE SARDO
 THE FOUR SERGEANTS
 JOAN SHAW
 ROY SMECK
 SCOTT STEVENS
 THE TALBOT BROTHERS
 OF BERMUDA
 CREED TAYLOR
 THE VIRTUES
 STAN WOLOWIC
 AND THE POLKA CHPS
 NAT WRIGHT

P.S. HOPE YOU'LL HELP US WELCOME TWO MORE SMASH HITS FROM TWO GREAT STARS

TEDDY RANDAZZO
sings
"THE AWKWARD AGE"
b/w
"LAUGHING ON THE OUTSIDE"
 ABC-10014

NAT WRIGHT
sings
"ANYTHING"
b/w
"FOR YOU, MY LOVE"
 ABC-10015

Arranged and conducted by Don Costa
Distributed in Canada by Sparton of Canada, Ltd.

• Continued from page 46

Outlook Good, Say Indiana Ops

• Public relations needs over-all attention

• Programming for Hoosier a special challenge

By JOE KLEIN

INDIANAPOLIS — While brightening economic conditions are easing the burden of his woes, the Indiana juke box operator remains the worried man of his industry.

Both Southern and Northern, both liberal and conservative, both industrial and agricultural, Indiana is a mixed-up State, to say the least. The troubles of the music box man stem, in the main, from the complex character of the Hoosier commonwealth.

This is a State of prudent, tight-fisted people who, for the most part, steadfastly refuse to buy dime play.

Business Improving

But the important thing is this: Business is improving while a year ago it was getting worse. Moderately estimated by leading Indiana operators and distributors, the 1958 decline over 1957 ranged from 20 to 25 per cent.

"We're regaining that lost ground," said one operator. "I feel that we should succeed in winning it back completely by the end of this year."

A public-relations program is an urgent necessity in this State. A first objective of any such effort, if properly negotiated, would

be to convince the operators and distributors of the State that this is a legal and honorable endeavor and, in some cases, to dispel a self-inspired sense of guilt. The Indiana operator is wariness itself when talking about his business, and especially when talking for publication.

As matters stand, however, no effort is being exerted for improved public relations.

A somewhat changed pattern of programming seems to have emerged from the hard competitive necessities of the recession.

Added Effort

"There is need for added effort," he continued. "It's in finding out what the location wants. It's thru your customers that you learn and profit. He is the one who puts you wise to a lot of things. Listening to him means 15 to 25 per cent more business."

Nor does he ignore the popularity meter, he added.

"I am being very practical about it all," he resumed. "If a record gets a good play, I continue to play it, regardless. If a polka gets a good play, I put more polkas on. If it's jazz they want, then that's what they'll get. As long as they play it, they'll get it. When I find that it isn't being played, I take it off, but not before, charts, surveys, guides, notwithstanding."

Be fluid, be elastic, he advised. "Don't have fixed plans," he suggested. "Don't say I'll put in five records every week. Impro-

CITY	LIC.	POP. (000)	E/D PLACES	LIC./ (000) POP.	E/D/ (000) POP.
OKLAHOMA					
Ada	20	16.0	44	1.25	2.75
Claremore	13	5.5	23	2.36	4.18
Clinton	32	7.6	23	4.21	3.03
Elreno	25	11.0	33	2.27	3.00
Enid	31	43.2	93	0.72	2.15
Guthrie	25	10.1	28	2.48	2.77
Henryetta	31	8.0	34	3.88	4.25
Muskogee	48	39.6	94	1.21	2.35
Oklahoma City	550	301.7	665	1.82	2.80
Shawnee	37	31.4	54	1.18	1.72
Tulsa	414	258.2	496	1.60	1.92
OREGON					
Artoria	25	12.3	48	2.03	3.90
Baker	17	9.5	29	1.79	3.06
Bend	20	11.4	28	1.75	2.46
Coos Bay	26	6.2	36	4.19	5.81
Corvallis	10	21.9	33	0.46	1.51
Eugene	44	47.1	103	0.93	2.19
Klamath Falls	50	15.9	70	3.14	4.40
Medford	25	22.9	53	1.09	2.31
Pendleton	28	11.8	38	2.37	3.22
Portland	552	416.7	1,171	1.32	2.81
The Dalles	25	9.9	29	2.53	2.93
PENNSYLVANIA					
Altoona	100	77.1	134	1.30	1.74
Ambridge	80	16.4	80	4.88	4.88
Bangor	14	6.1	17	2.29	2.79
Beaver	3	6.4	8	0.47	1.25
Beaver Falls	43	17.4	42	2.47	2.41
Butler	43	23.4	53	1.89	2.26
Carlisle	27	16.8	42	1.61	2.50
Coatesville	39	13.8	39	2.82	2.82
Columbia	31	12.0	29	2.58	2.42
Connellsville	35	13.3	41	2.63	3.08
Easton	83	38.0	100	2.18	3.16
Erie	245	136.6	350	1.79	2.55
Hanover	29	14.0	43	2.07	3.07
Harrisburg	222	93.0	292	2.39	3.12
Hazleton	100	35.4	88	2.83	2.48
Jersey Shore	35	5.6	16	6.25	2.86
Johnstown	180	65.1	161	2.77	2.47
Lancaster	159	67.0	170	2.37	2.54
Latrobe	41	11.8	30	3.47	2.54
Meadville	59	20.3	53	2.90	2.61
Monessen	25	17.9	48	1.40	2.68

(Continued on page 89)

Many thanks

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wise. Change. Make new adaptations. The man who invests the most money in records is the winner in this game."

A fellow townsman, who is also an operator of magnitude, has other ideas about programming.

First, he pays rigid heed to the publication charts. Then he proceeds to divide his disks—one-third popular, one-third rhythm and blues, one-third country and western.

Satisfy Teen-Agers

"There should be a fourth category," he said. "This should be made up of numbers specifically intended for teen-agers. They have their own unique musical tastes which should be satisfied in some organized or co-ordinated manner. A hit listing alone doesn't assure success among the teens."

His center of operation is in an industrial city approximately 35 miles from Chicago. He buys 500 records every two weeks.

"I try to get it locally, but what's the use?" he said. "They never have the things you want. So I do most of my buying in Chicago."

As yet, he has no stereo.

"In many places the location doesn't lend itself to stereo," he explained. "Yes, stereo is wonderful for the home where there is high appreciation of music. But not in a noisy tavern where all they're looking for is beat. Sure the location will demand it. Why not? It's not costing them anything."

That stereo will win universal acceptance is not to be disputed, he added.

In Gary, progressive jazz remains in some demand everywhere. At race spots it dominates the entire range of programming.

"No racial segment of the American population loves music more than the American Negro," said one distributor. "And, in fact, no group has a more profound knowledge of music."

Yet the emergence of a common musical culture is noted by all Gary operators.

"More and more, regardless of race or national origin, people want the same kind of music in this city," said one.

Conditions in Gary, a city known for the racial and national diversity of its population, almost compel the use of 200's.

Meets Demands

"These big machines," said an operator, "enable me to meet the highly varied demands of the many different kinds of people living in Gary. You need 200's when you must find room for records in Polish, Slavish, Serbian, Croatian, Italian, Lithuanian, Hungarian, Spanish, Russian, German, in addition to your race numbers, your hillbilly music and your pops."

He said further that in many places the 160's will do even better than the 200's. That is because it permits sectional separation, he explained. By that he meant that it simplifies the problem of grouping plays.

"I put nationality music on the first line and American popular music on the second," he stated.

In Gary, at least, 40's and 50's are obsolete.

The 100's are doing all right, but don't try to go below it," he continued. "You just can't win that way. The public demands variety and a lot of it."

Another Gary operator warned

against the overemphasis of the type or scope of equipment.

"Sure," he said, "a 200 will do well—the first couple of weeks. It's the novelty of it. Let's face facts. People don't come to locations because of juke boxes. If the play is good in a location, it will be good regardless of the equipment."

Quality Equipment

That may be due to the excellent quality of the equipment produced today regardless of size, another Northern Indiana operator pointed out. Because of that, service calls have been reduced to 1/20 of what they were 20 years ago, he declared.

"The manufacturer deserves credit for it," he added. "Or more specifically, the better engineering and the better tests he developed in his factory."

Why does the location owner, of all the people with whom he does business, pick on the operator for a "bite"?

A quick answer awaits the question.

"Because," an operator replied, "he knows that the operator is the owner of his own business, because he is easily accessible to the location man. He doesn't know Mr. Pabst or Mr. Budweiser or Mr. Seagram or Mr. Four Roses. Besides, in Indiana beer and liquor wholesalers are forbidden by law to lend money. Maybe there should be such a law for juke box operators also."

Even tho operators bespeak its evils, operator-to-location lending has become an established practice of the industry in this State.

Good or bad, as a Lake County operator, summed it up, it is the kind of necessary competitive device which, tho widely condemned, will never be abandoned.

To obtain a location in the northern part of the State an operator loaned the premise proprietor \$3,000 in addition to yielding to him all of the first month's take.

Takes a Powder

"Losses?" asked an operator. "Yes, I've had them. There have been cases where the owner simply walked out of the joint and went west, in a manner of speaking, a day after I gave him the money. He had nothing to lose. The fixtures he left behind were worth a dime."

The banks are rarely used for the negotiation of loans. One reason is that Indiana financial institutions, conspicuously conservative in all matters, are plainly reluctant to float funds for juke box operations. Another is the old fear to which this article has already alluded: That exposure and trouble may result from a recorded bank transaction; that it is illegal to make a loan without a license.

"Admittedly," an operator conceded, "the facilities of a bank offer the greatest assurance of repayment. Even where the operator co-signs and becomes, in fact, responsible for the note, the location owner is impressed by his responsibility to the bank and by the fact that default may ruin his credit."

At which another operator aimed a shot: "What credit? You mean to say that a guy who has to come to a juke box operator for a few bucks has credit anywhere?"

Thus, as matters stand, the
(Continued on page 129)



a favorite from
coast-to-coast!

LESTER LANIN



Favorite EP's for Juke Box Programming

- Dance to the Music of Lester Lanin—Vol. I
Epic EG 7184
- Dance to the Music of Lester Lanin—Vol. II
Epic EG 7185
- Lester Lanin at the Tiffany Ball—Vol. I
Epic EG 7192
- Lester Lanin at the Tiffany Ball—Vol. II
Epic EG 7193
- Lester Lanin Goes to College—Vol. I
Epic EG 7202
- Lester Lanin Goes to College—Vol. II
Epic EG 7203
- Have Band, Will Travel—Vol. I
Epic EG 7212
- Have Band, Will Travel—Vol. II
Epic EG 7213

*thank you, operators
for programming my records
Lester*

**MOA Convention Program
Appears on Page 91**

Exclusively on



LESTER LANIN

1776 Broadway, New York, N. Y.

Many Thanks-



Sam Cooke

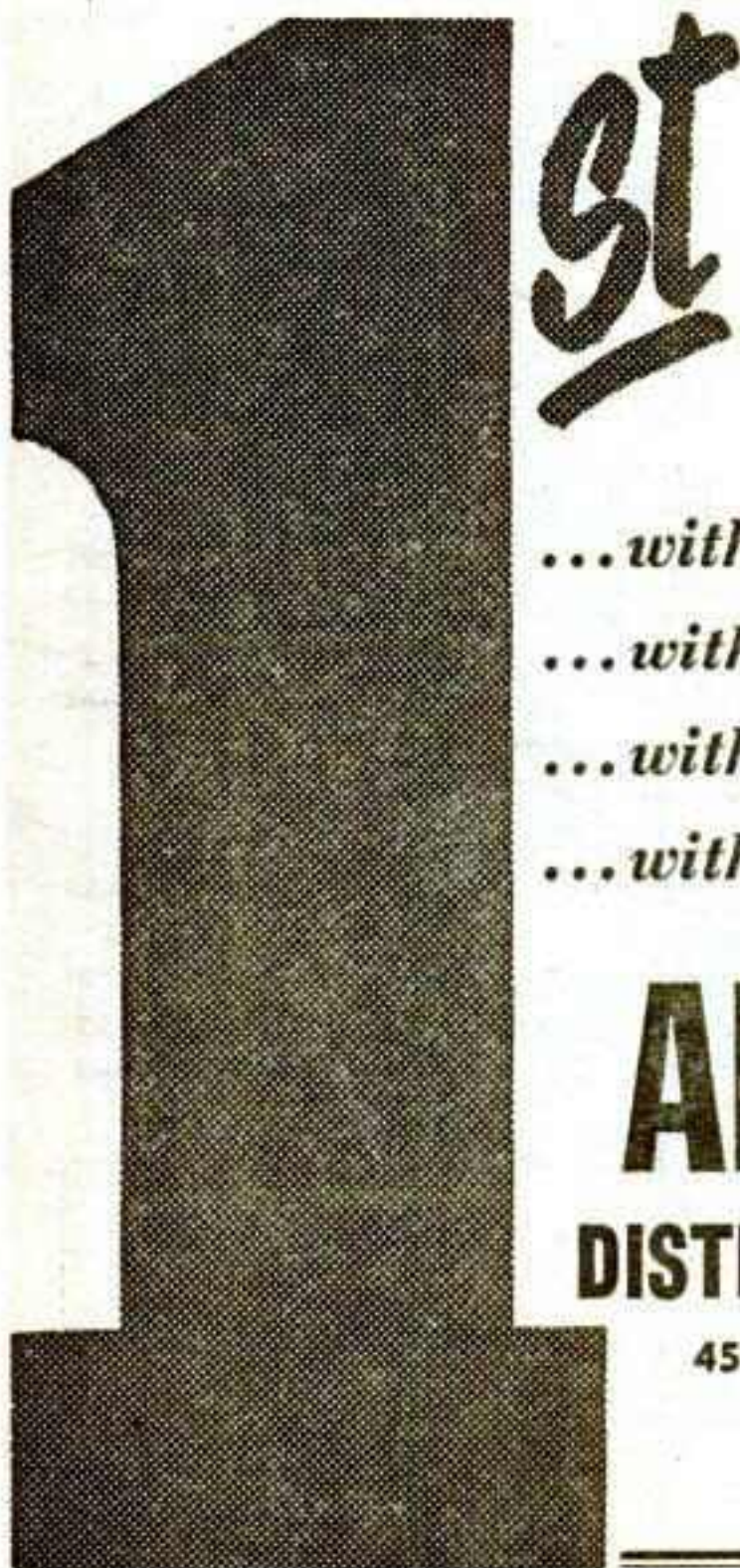
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"EVERYBODY LIKES TO CHA CHA"

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JESS RAND

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FOR NEW YORK CITY DISTRIBUTION



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- ...with Promotion
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(Circle 5-7933)

and our Thanks to the Music Operators, Manufacturers, Dealers and One Stops who have made it possible for us to be FIRST.

JOHNNY HALONKA HARRY APOSTOLERIS

What Is Required to Make Public Relations Work?

• Continued from page 16

embarrassing to the juke box industry. With the press reporting only part of the story—and that often with too little accuracy—there is a feeling abroad that the juke box people are hoodlums or at best willing consorts of the gangster element.

Certainly there is no denying that some men of unsavory character and evil reputation have gotten into the juke box business. The instances, tho isolated, are magnified out of all proportion. Their presence in our industry is, rightly or wrongly, a blot upon us and they must be driven out. The fact that the vast majority of juke box people who are hard working, honest businessmen feel shame because of this is, in my opinion, convincing evidence of the high regard with which those in this business view their chosen field of work.

Few and Many

Yet there is no necessity for all to hang their heads because of the misdeeds of a few. There have

been absconding bankers, quacks in the medical profession, shyster lawyers, even dairy farmers who water the milk. Do we then smear all who follow such pursuits worthily because a few of them went wrong? Do we thereafter keep our money in tomato cans, doctor ourselves, refuse legal counsel and eschew the benefits of nature's most complete food? Of course we don't. Bankers, doctors, lawyers and farmers walk about as proud men. So should juke box people!

It would be presumptuous of me to attempt to prescribe a public relations program for the industry. However, it may be helpful to others to see what can be done individually. At AMI, for example, it has been our continuing aim to enhance the public's attitude toward the juke box and toward the people who build, sell, operate and service it. Years ago, to this end, we set up a broad program of building good will which embraces a great many

activities. Taken separately, none of them may make a great impression, but in the aggregate they are, we believe, accomplishing something and will, in the future, be still more rewarding.

Our efforts include not only activities which are company sponsored, but also those in which our top management encourages AMI people, as individuals, to work in creating a better and more sympathetic understanding of the juke box industry.

Success, Failure

We have had our successes and our failures. I recall several years ago that Mr. Haddock and I addressed an industry convention and presented our proposal for an annual scholarship contest in which substantial help toward college would be awarded high school students whose essays on the place of the juke box in the American scene were judged best. We offered to co-sponsor this program with the industry or go it alone. We had done a lot of work

HOIST THE FLAGS!
HURRICANE RECORDS
OF MIAMI
PRESENT

BRUCE MacDONALD



Soon to Rock the Nation with

DRAG RACE MAMA

(Alaskan Style)

BOOM BOOM ZOOM ZOOM

(Hawaiian Style)

M.O.A. Delegates, Distributors & Dee Jays
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Write **RIDDLE ENTERPRISES** P. O. Box 4351, Miami 27, Fla. Phone FR-73276

JAZZ GREATS PLAY GREAT JAZZ IN THE MAY 1st

"**COLUMBIA JAZZ FESTIVAL**"

L"

FROM THE GREATEST NAME IN JAZZ HEAR

DAVE BRUBECK
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MILES DAVIS
DUKE ELLINGTON
ERROLL GARNER

BENNY GOODMAN
LIONEL HAMPTON
THE HI-LO'S
BILLIE HOLIDAY
J. J. JOHNSON

GERRY MULLIGAN
JIMMY RUSHING
ART VAN DAMME
JOE WILDER
TEDDY WILSON

on this and estimated the probable cost at as much as \$45,000. Our timing was probably not propitious, or perhaps the need for public relations was not then so clearly recognized. I'll even concede that the idea had less merit than we thought. In any event, our offer was not accepted.

But public relations is a jewel with many facets. Later, and at a cost of some \$25,000, we created a sound and color motion picture which told the story of the juke box industry. The operator was pictured as the hard-working individual he is; a man who cheerfully accepts the responsibilities of citizenship and contributes substantially to the betterment of his community. Factory scenes in this film depict the engineering talent and skilled craftsmanship essential to the manufacture of a juke box. This was done because we have frequently noted that people who have any kind of prejudice against the juke box undergo a decided change of heart once they have been thru the factory and observed its manufacture. We wanted this film to get maximum circulation for the good of the entire industry and purposely played down our part in it. Not only was the name AMI not mentioned, but the products of our competitors were shown to best advantage in a number of attractive location scenes.

PR Film

It was hoped that the film would be widely circulated by operators who could, without charge to themselves, borrow the film for showings to the various civic and service organizations to which they belonged. There was, we felt, an opportunity here to build a huge reservoir of good will at the local level for the operator.

A very few, including George Miller, Harry Snodgrass and several other association people made excellent use of the film. Too many, however, did not. Nevertheless, AMI felt the story should be told and arranged to pay a booking agency for showing the film both to live audiences and on TV. The film is, of course, no panacea. Its circulation thru one agency rather than by hundreds, perhaps thousands of operators, is necessarily limited. Obviously it is more costly to us. A recent letter from the booking agency points out that our film, "Music for Everyone," has been shown to 1,440 live audiences this past year and has had approximately 50 showings on TV. The film is doing a job. Because of it more than a million people will recall the operator favorably and be disinclined to make blanket idiotisms as a result of recent newspaper headlines.

Bad Press

If there is one thing on which all of us in the business can agree wholeheartedly it is the fact that the juke box industry has had a "bad press" for years. Too few of us, I believe, are known to the newspapers. In an effort to correct this condition, AMI some time ago devised a number of institutional type advertisements designed to establish good will for the operator. The ads were relatively small in size and at the operator's local rates could have appeared in newspapers at little cost to him. We made printing plates of the ads, matted them and prepared a Mat Book which was mailed to all operators, telling them of the availability of these ads which, incidentally, also would help to boost juke box play. It was our feeling that the

operator by scheduling such ads would come to know the press—and, more important—be known by it.

It is needless, perhaps, to point out that one can not buy editorial favor thru his patronage of a newspaper's advertising columns. Still, I have never heard of any paper which went out of its way to castigate its advertisers. To the contrary, I believe that the editorial side would, at least, be disposed to check the facts a little more diligently and not carelessly make accusations which would reflect discredit upon an operator-advertiser. It is gratifying that some operators have made good use of the mats provided by us. Unfortunately, too many must have concluded that they were not the complete answer to their public relations problems—as indeed they are not—and so neglected to take advantage of them. I should like to say that these mats are still available, free, to any operator who wants them.

MOA Support

AMI, as you know, along with competing manufacturers, has always been in the forefront of supporting MOA, contributing financially and otherwise participating to assure the success of this worthy organization's conventions. In this, as in other activities, we feel that the subscription of money is not enough. The AMI field staff is always assembled from all parts of the country at the time of the MOA convention. A large group of us from the home office attend and put in our appearance, too, at the business sessions which are open to us. On several occasions, AMI has arranged distributor meetings to coincide with MOA conventions to swell the attendance and help show a united support for the high aims and ideals of MOA.

Public relations is, as mentioned previously, a continuing and all-embracing activity at AMI. It has always been most gratifying to me that our president, John W. Haddock, has never sought to push any public relations program solely for our own benefit. Instead, our efforts are directed toward those projects which will benefit all. A basic concept of the AMI attitude toward public relations is that the industry as a whole must come first if we, as a manufacturer, are to share in the benefits.

Ads & PR

One should not, let me make clear, confuse advertising with public relations, altho the former can be made a tool for building the latter. In common with others, AMI recognized that the dwindling number of taverns was cutting deeply into the number of locations available to operators. Their replacement was vital. We determined to do something and have consistently used advertising to up-grade the public concept of the juke box and find a place for it in food service establishments. This vigorous, booming business opens up great new opportunities for growth for the juke box. It is, of course, not without problems. But it is rewarding, too!

I am happy to say that there are, today, a great many restaurants, including those of the class variety, that now welcome the juke box as a result of our efforts. The fact that our competitors would get a share of the business thus created did not deter us from exploiting the possibilities of this relatively new field. We are, I assure you, getting a good share for ourselves

and consider that our expenses in this direction are very much worth while in helping to keep the juke box business a dynamic one with a real growth potential for the future.

Advertising can serve public relations in other ways. Note, for example, the quality of the AMI ads in the trade media. We do not spend sizable sums for good art and typography only to get the AMI story across to the operator. We know, of course, that he responds when our appeals are on the same high plane

with which all other advertisers appeal to him, and that he has every right to expect full dress treatment from us. We feel, however, that our advertising can accomplish additional good for both the operator and ourselves when it is presented in such way that the person reading over the operator's shoulder is well and favorably impressed by the juke box business.

Annual Reports

We have followed the same policy in the preparation of annual reports which have won

several merit awards. This requires greater attention to a number of factors than is, perhaps, necessary to meet the requirements of the stock exchange and to inform our shareholders. The cold, hard facts of AMI as a business would suffice. By going further in creating an understanding of all parts of the business in which we are engaged, the story is put before thousands who might otherwise not know it, and the story spreads. Stockholders, too, are part of the juke box

(Continued on page 54)

How did it get so late so early?

Advance reservations are running heavy for the Storz Stations' Second Annual

INTERNATIONAL RADIO PROGRAMMING SEMINAR and POP MUSIC DISC JOCKEY CONVENTION

May 29-30-31, Americana Hotel, Miami Beach

REASON? Tremendous success of last year's Kansas City Confab. Almost before that one adjourned, reservations started coming in for 1959, site unseen. Now the news of city, site, hotel and program is out, the mail turned heavy. Suddenly it's late — almost too late. Space in the seven hotels of Bal Harbour is going fast. Soon we'll have to berth you elsewhere on the Beach.

So don't be shut out — rush the registration form below to Bill Stewart . . . convention coordinator for the Storz Stations.

MEET AND HEAR: Harold Fellows, President, NAB; John Blair, President, John Blair & Co.; John Box, Exec. V.P., Balaban Station WCFL, Chicago; Matthew J. Culligan, Exec. V.P., NBC; Bob Eastman, President, Robert Eastman Co.; Harvey Glascock, General Manager, WHK, Cleveland; Marty Hogan, General Manager, WCFL, Chicago; Harold Krelstein, President, The Plough Stations; Gordon McClendon, President, KMPC, Hollywood; Duncan Mounsey, Exec. V.P., WPTR, Albany; Bob Purcell, V.P., G.M., KFWB, Los Angeles; Frank Stisser, President, C. E. Hooper, Inc.; Adam Young, President, Adam Young, Inc.; Martin Block, WABC, New York; Ira Cook, KMPC, Hollywood; Howard Miller, WIND, Chicago.

MEET, HEAR AND THRILL to the big Saturday Night All-Star Show, featuring Peggy Lee . . . George Shearing . . . and many other stars to be announced.

NO COST TO YOU FOR ANY OF THE FUNCTIONS . . . including meals, Saturday night's banquet and show. These are completely underwritten by America's leading record companies — thus your expenses are limited to transportation and hotel accommodations, all of

which are tax-deductible, according to competent legal counsel.

CONVENTION OPENS with cocktail party Thursday evening . . . business sessions Friday . . . Saturday and until noon Sunday.

REGISTRATION GRATIS . . . and open to all Disc Jockeys . . . Program Directors . . . Record Industry Management Personnel . . . Broadcasting Industry Management Personnel.

----- RUSH TO BILL STEWART -----

Convention Coordinator
The Storz Stations, 820 Kilpatrick Building,
Omaha 2, Nebraska

Name _____

Address _____

Station or Company Affiliation _____

Type of room _____

Rate desired (approx.) _____

Rates in Hotels of Bal Harbour start at \$10 daily for two.

DISCUSS these and a score more vital subjects: "Humanizing the Format Machine," "Public Service in the Format Station," "Counter Programming to Top 40," "Programming of Music on Network Affiliates," "Trends in Music."

“**PRS**”

THANK YOU

for your tremendous support this year. You've helped make it a record one for us. Again, in the coming year, look for us to offer the very best in singles, monaural and stereo EP's. We're looking forward to seeing you at Booth #12.

GUARANTEED HIGH-FIDELITY
AND STEREO-FIDELITY RECORDS BY

COLUMBIA 

© "Columbia" ™ Marcat Reg. A Division of Columbia Broadcasting System, Inc.

What Makes Good Relations?

• Continued from page 53

Industry and, as such, are concerned that it should be well thought of. The more we have on our side, the fewer on the other.

It is not my intention to make this a recital of AMI accomplishments in the field of public relations. Rather, it is an attempt to help others by showing that there are myriad ways in which public relations activities can be inaugurated and carried out. Since I am more intimately familiar with our own efforts than with what is being done by others, I must necessarily confine my discussion to ours.

One never knows just where the opportunities for getting under way with public relations may lie, and while some efforts succeed more than others, the effort itself accomplishes great good.

Hi-Fi Exhibit

Several years ago we had a chance to exhibit our juke box at a high-fidelity show in Chicago. Certainly there was nothing to be sold by us to the thousands of people who attended, except one thing. That was the concept that the juke box is a quality instrument, sound-wise, and can hold its own against the very best in hi-fi component equipment available. I need not tell you that the interest in our juke box as a piece of high-fidelity equipment was overwhelming. Many, I am sure, thought us audacious, but they stopped, listened, admired and said, "Why, this juke box sounds better than anything we've heard yet."

The public reaction was such that AMI saw high fidelity as another means of building good will for the juke box. We began manufacturing high-fidelity phonographs, and later stereophonic units, for home use. There was no intention of capturing the home market. Instead, we dedicated ourselves to producing the finest home equipment available to acquaint still more people with the fact that a juke box manufacturer quite naturally has the know how to build fine equipment for the home. "Juke boxes," we kept saying, "are quality instruments for reproducing music."

Dealer Relations

An interesting sidelight on this is that we never, in our contacts with dealers, attempt to disguise the fact that we are the AMI that is well known as a juke box manufacturer. In fact, not only dealers but their customers also came to recognize that home equipment made by a juke box company was comparable with the best, tone-wise, and likely to be more rugged, dependable and less susceptible to service difficulty.

There is ample proof that AMI's development of the home market for high-fidelity and stereo equipment in cabinets of distinction redounds to the benefit of our juke box business, and to the benefit of the industry as a whole. It has, we know, helped to label the juke box a quality instrument and, in some measure, the people associated with it as quality people.

Good public relations manifests itself in many ways. Our personnel department, for example, carries on an extensive engineer recruitment program. We contact the deans of leading engineering

schools for recommendations on young men who are industrious and ambitious and who have excellent scholastic records. Our standards are high, and while there is obvious benefit to us in product quality, the school officials have a growing respect for a juke box maker and, it follows, for the juke box itself. It is interesting, I think, that in a day when the romance of orbiting moon rockets might be expected to have an irresistible appeal to young engineers, we get many of the best of them who view the juke box industry as a worthy way to serve themselves and their fellow men.

Good Will Spreads

We must never lose sight of the fact that good will spreads. It works for us just as bad publicity works against us. Those things which reflect credit upon one segment of our industry tend, in some measure, to reflect credit upon the others.

This is especially true in the things which we, as individuals, do.

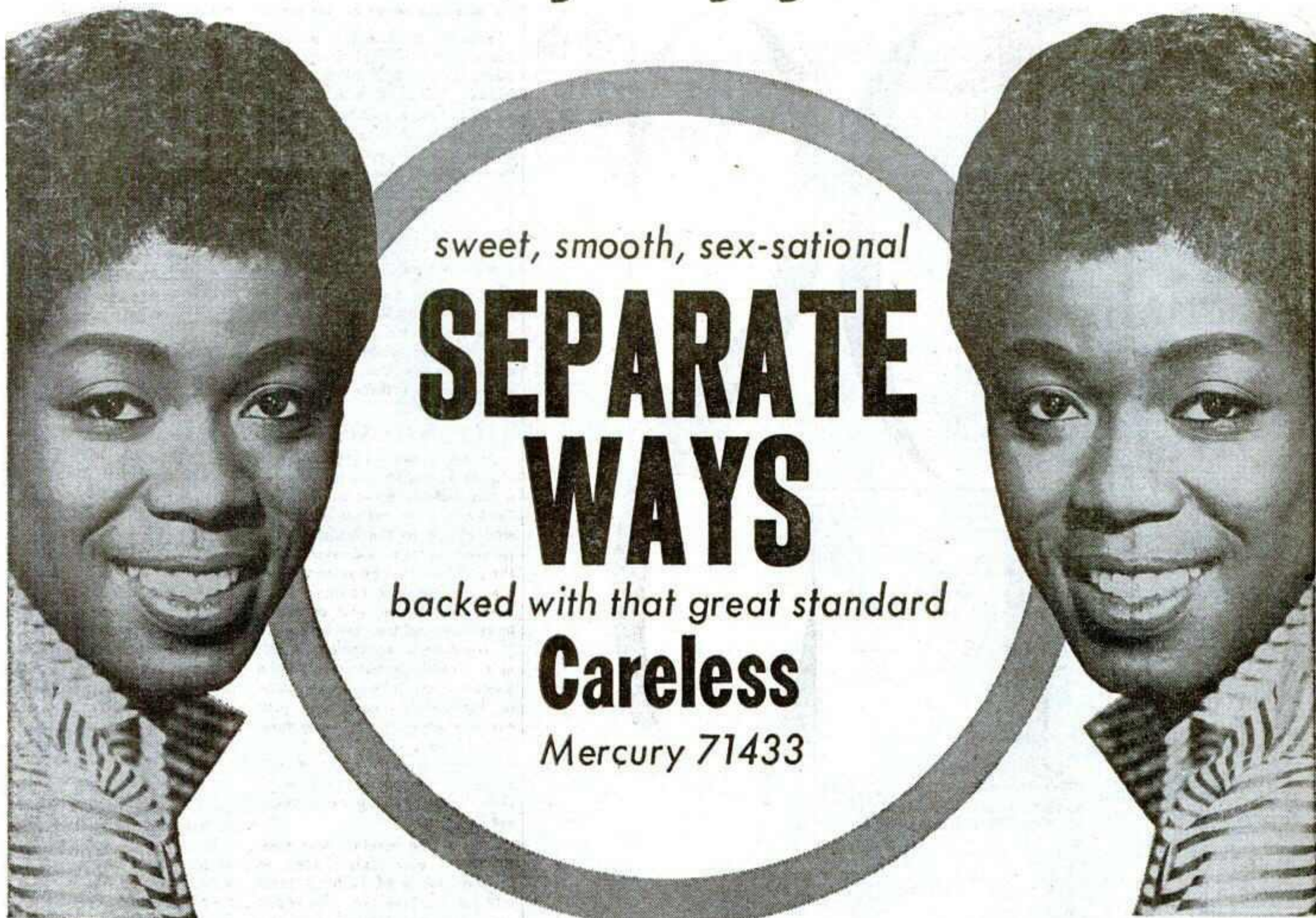
At AMI we are encouraged to carry on public relations activities outside the plant. Our engineers belong to professional engineering societies. They attend the annual meetings of these organizations and the company pays the way. Accountants and production people likewise belong to groups whose members are engaged in activities similar to their own.

Many of us belong to Rotary, Lions and other civic and service groups. From personal experience as treasurer for two terms of my Lions Club I know that there is ample opportunity in such organizations to tell the story of the juke box and have done so both from the platform and off it. Recently, I completed a term as president of the Grand Rapids Advertising Club. Today, some 120 members of that organization, hearing unjust criticism of the juke box, would say (I hope), "That just isn't so. We know a fellow in the business and his integrity is beyond question." In a couple of weeks I shall address a Saturday luncheon meeting of the Business and Professional Women's Club in this city. All these activities take time; some of it from my work, much of it from my leisure hours. But each of them provides one more opportunity to tell nice people about other nice people who make and sell and operate juke boxes.

My assistant here, Bob Pierson, has given many evening hours to working with teen-agers on Junior Achievement programs. I know that if you went up to Evanston one of these evenings you would find Ed Ratajack holding forth at the PTA in the school to which his bright son belongs. Our treasurer, Don Heimisch, is an active Scout master and has spent many years with this boys' organization. Many, many others are similarly engaged.

An industry-wide public relations program will require money—lots of it—and it must be raised. Individual effort to enhance the prestige of our industry also calls for personal sacrifice, for it exacts another valuable commodity—time. The time we give may very well be our most significant contribution, and the one which will return the most.

HIT... anyway you look at it!



sweet, smooth, sex-sational

SEPARATE WAYS

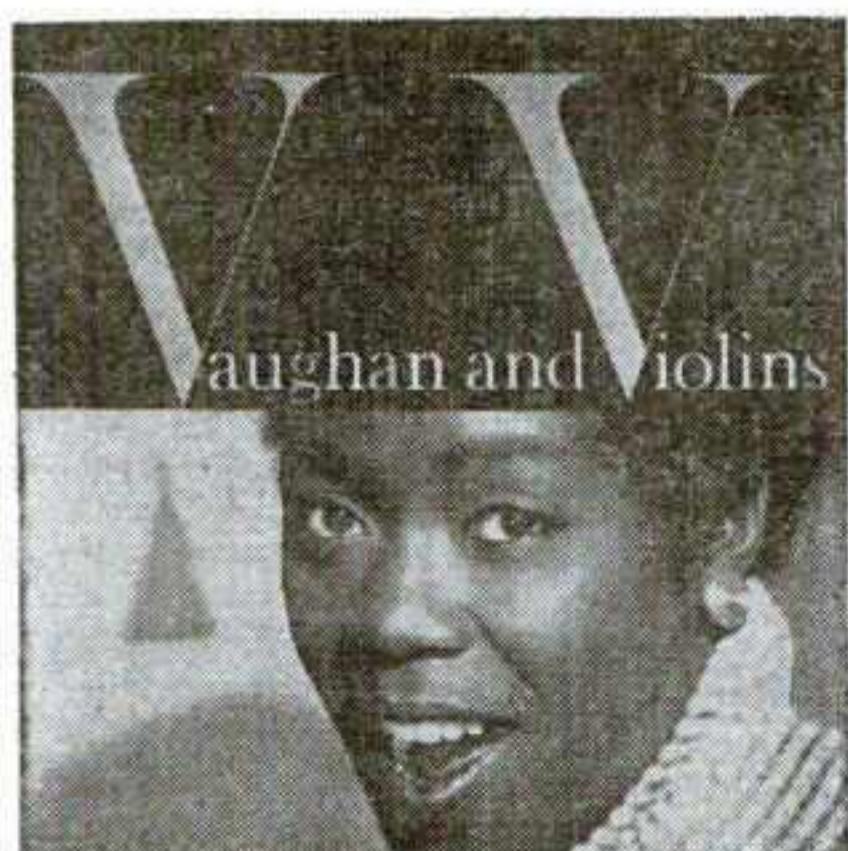
backed with that great standard

Careless

Mercury 71433

SARAH VAUGHAN

PLUS... a new hit album too!



VAUGHAN AND VIOLINS

arranged and conducted by

Quincy Jones

SR 60038 - MG 20370



\$99.95 TO \$375

RCA Debuts Five New Stereo Units

NEW YORK — Five new stereo phonos have been announced by the Radio-Victrola Division of RCA Victor. Three of the units are portables, one is a console and one is a de luxe, all-in-one console. They range in price from \$99.95 for the lowest-priced portable to \$375 for the de luxe console.

According to RCA, the de luxe console (Mark XIV—Model PM14) is designed to meet the requirements of the critical music lover without taking up too much space. It has a dual-channel amplifier providing 60 watts maximum output. Two 12-inch and two 5-inch speakers are arranged in separate systems at each side of the 44 inch cabinet (four inches short of four feet). But the circuitry is designed to allow all four speakers in the master unit to become the left channel speaker when an auxiliary, attaching speaker system (Model KS14) is connected. In other words, the customer can have stereo reproduction in either of two ways. The \$375 unit is available in mahogany, oak or walnut framing.

The other models are:

Mark XXVI (Model PF26) is a 12-watt portable featuring a "piggy back" speaker which snaps into the front of the case and can be used in that position for playing monaurally. A latch arrangement releases the speaker for placement elsewhere. Available in two-tone gray simulated leather, it has a suggested list price of \$159.95.

Mark XXVIII (Model PL28) is

Birch Debuts Stereo Model For \$69.95

NEW YORK — Birch Phonographs, New Rochelle, N. Y. firm, is showing a new four-speed stereo automatic unit. A complete, self-contained unit, the SA-93, is tagged at \$69.95.

A feature of the portable is the separate speaker enclosure that nests in the lid. It is easily removed and may be positioned anywhere for stereo listening. For monaural operation, the speaker can remain in the lid.

Cabinet is kiln-dried lumber constructed. It has a V-M changer and sapphire needle. Speakers are 4-by-6-inch units. Cases are finished in various color combinations with matching speaker enclosure.



Birch's Model SA-93

IHFM Goes on Fashion Kick

NEW YORK — The theme is set for next fall's New York high fidelity music show. It's "Decorate Your Home With Sound."

In keeping with the theme, the sponsoring Institute of High Fidelity Manufacturers has arranged for the American Institute of Decorators to show how high fidelity can blend into the home by putting together a number of rooms at the show. Components used will be selected by the individual decorators.

The IHFM is instructing its membership to forward 25 copies of their latest product sheets or catalogs to the Institute headquarters. These will help them select the components they want to feature.

Entire project is geared to change housewives' opinions about "offensive-looking audio components."

a portable with six-watt output. This unit has two 8½-inch and two 3½-inch speakers and dual calibrated bass, treble and loudness controls. It is available in brown and beige simulated leather. The suggested list price is \$139.95.

Mark XVIII (Model PD27) is the console model, which converts to a table model by removal of the brass-finished tapered legs. Available in four grained finishes on laminated hardwood panels. The suggested list (mahogany finish) is \$149.95.

Model SES7 is the budget-priced "Victrola" stereo unit with a lift-away speaker lid, in a two-tone green simulated leather carrying case. Suggested list price is \$99.95.

RECORDER MERCHANT

Vermonters Helps Sales With His Own Demo Tape

BURLINGTON, Vt. — With the present strong demand for stereo music, it isn't wise for the high fidelity dealer to lose sight of the market for monaural tape recorders, according to Alfred Sutherland, audio dealer, here.

While Sutherland sells a profitable volume of stereo recorders, he isn't doing so at the expense of the monaural kind. Instead, his single-track tape recorder sales are increasing steadily apace with the stereophonic variety.

There are a lot of people who get as much enjoyment from ordinary recorded music as the stereo variety, and who aren't willing to pay the difference in price plus the cost of stereophonic tape, Sutherland said. "For that reason, we have split our merchandising operations into two sections, one slanted toward the music purist who will buy only stereo and the other toward the customer who wants an 'all purpose' tape recorder."

For that reason, stereophonic and monaural recorders are displayed at two different points in the store—so that the customer who is interested in one type of recorder isn't likely to be attracted by the other. Usually, in the opening sentence or two, the prospect declares which interests him.

Sutherland sells a lot of tape recorders to "family customers" and for many unusual uses. His chief sales tool in encouraging family buying is a tape which he recorded himself. It includes a child-

dren's party, a grandmother reading Mother Goose rhymes to her grandchildren, a funny conversation between two teen-age girls over the telephone, typical city noises, a hot argument between two businessmen over the problem of inflation, a bit of hillbilly music, some grand opera, a bible reading, the cooing of a baby, barnyard sounds, etc.

Sutherland put a lot of time into recording this tape himself, usually recording while the subject was entirely unaware of it. He has produced a tape, part of which is bound to be of interest to almost anyone. In the event the prospect has several small children, playing this tape is a "natural" demonstration of the versatility of a recorder. Sutherland knows that he has sold at least 20 tape recorders to people who have no interest whatsoever in stereophonic music, simply because they see the recording fun possibilities.

Stereo Tuner Set to Bow

NEW YORK — Sargent-Rayment is showing a new dual-channel FM-AM stereo tuner. Unit is the SR-1000 which complements the firm's integrated line of two-channel pre-amp tone controls and power amplifier units.

The SR-1000 has special provision for FM multiplex, including output jacks for adaptors and wired in automatic switching.

The tuner is priced at \$184.50. The firm describes it in a new 12-page catalog.

Caliguri Goes to Sales Promotion Spot at Motorola

CHICAGO — The stereo hi-fi and television divisions of Motorola have a new sales promotion manager. He is Edward Caliguri. Caliguri replaces Peter Whelan who resigned the post to return to a similar job with a Canadian electronics firm.

Caliguri was formerly associated with Zenith in their advertising and promotion departments. He also did ad chores for the National Safety Council, O-Cedar Corporation and Mall Tool Company.

Bonus Disks to Boost V-M Stereo Unit Sale

NEW YORK — That 16 and 45 r.p.m. stereo portable by V-M Corporation is due to get some fancy promotion help. It's a record premium offer created by the firm to boost sales of their new Model 301.

Since the new Model 301 plays both 45 r.p.m. stereo and mono-

to dealers ordering the premium packages. V-M also offers two newspaper ad mats—one featuring the phonograph, the other emphasizing the record offer.

The stereo records in the "Tune Toter" feature Ralph Marterie, David Carroll, Buddy Morrow and Eddie Layton, the Harmonicats, Dick Contino and Bobby Christian. The 16 r.p.m. "Talking Book" disks contain classic literature for adults and children read by Raymond Massey, John Carridine, Ronald Colman, Gene Lockhart, Lew Ayres and Hans Conreid.

The Model 301, the only one of its kind on today's market, lists at \$59.95. It weighs only 16½ pounds. One section is a complete V-M phono with automatic changer, dual-channel amplifier, all controls and one speaker system. The other section contains the second speaker system. Unit is available in charcoal gray and white.



Joel Rowley, V-M ad mgr.

phonic records and 16 r.p.m. "Talking Book" records, V-M offers customers a beginning library of both types of records—six pop 45 EP stereo records, and four "Talking Book" records, contained in a "Tune Toter" carrying case. Retail value of the package is more than \$15, V-M says.

Dealers can get attention for the offer with a counter display which holds a complete "Tune Toter" package. The display is free

Fisher 600 In Complete Audio Center

NEW YORK — Fisher Radio is showing a complete FM-AM stereo receiver, the Model 600. It has separate AM and FM tuning sections, a stereo audio control with 19 controls and switches and two amplifiers giving 40-watts in stereo operation. It's all on one integrated, compact chassis.

The unit needs only speakers to function for AM-FM stereo and standard AM and FM programs. Other equipment can be plugged into the 600 to make it a complete sound center using varied program sources (records, tape and FM multiplex).

The FM and AM tuner sections work independently of each other. The AM section is fed from a rotatable loop antenna which gives a strong noise-free signal. Fisher has tried to make the AM reception as fine as possible to match the FM signal for stereo receiving.

The dual 20-watt amplifier channels produce 40 watts on program material and over 70 watts of peak power. A total of 14 input and output jacks are provided, including connections for FM multiplex adaptor and for external FM tuner for AM-FM stereo. Separate recorder outputs in each channel allow for making stereo or monophonic tapes of all program material. The front panel has 13 operating controls and switches. Five level adjustments and a phase-reversing switch are located on the rear panel.

The 600 operates at 105-120 volts, 50-60 cycles and has a power consumption of 170 watts. The unit costs \$349.50. Simulated leather cabinet is tagged at \$17.95.

AUTOMATION

No Need to Flip With New Player

ST. LOUIS — A new type of automatic record player, capable of playing both sides of a phonograph record, will be marketed sometime in early fall by Lincoln Engineering here, a division of McNeil Machinery and Engineering Company. A spokesman for the firm told The Billboard that the 33½ and 45 r.p.m. changer will market for under \$250 and will automatically play both sides of a stack of records placed on the changer.

The firm has been marketing a small number of the changer units, but that currently a new prototype is being put together for assembly-line manufacturing. Debut of the new player will be accompanied by a heavier sales promotion and ad campaign. Unit, up to now, has been sold only to consumers thru distributors and dealers, but it's planned to project the "play-both-sides-of-the-record" changer to manufacturers of component parts unit and packaged stereo sets.

The gimmick of playing both sides of a disk was utilized by Marbel, a Buffalo firm, which stopped making their player seven years ago.

New Plate Dresses Up Stereo Kits

NEW YORK — Dynaco, Inc., has introduced a new panel mounting kit designed for use with two Dynakit preamplifiers and the Dynakit DSC-1 stereo control kit. The new kit, the PM-2S, includes a single front escutcheon plate for the three units plus mounting brackets to hold them to the panel.

The PM-2S gives the appearance of an integrated stereo preamp while maintaining flexibility and independence of operation of the individual preamps. It is designed so no bolt or screw heads are visible from the front of the panel. Intricate cabinet work isn't required. A single rectangular hole in the panel is enough for the entire mounting job. The brackets adjust to fit any panel thickness up to 1½ inches.

**From the Hottest
Label on the Charts!**



Tab Hunter

**"THERE'S NO
FOOL LIKE A
YOUNG FOOL"**

b/w

**"I'LL NEVER
SMILE AGAIN"**

5051

**By The Star of
"77 SUNSET STRIP"**

Edward "Kookie" Byrnes

**"KOOKIE,
KOOKIE"**

(Lend Me Your Comb)

b/w

**"YOU'RE THE
TOP"**

with Connie Stevens

5047

**Going
Great!**

**"77 SUNSET
STRIP"**

**Don Ralke
5025**

**"YOU CAN'T BE
TRUE DEAR"**

**Mary Kaye Trio
5050**

**"MIDNIGHT
OIL"**

**Charlie Blackwell
5031**

Smash Album:

**"77 SUNSET
STRIP"**

Warner Bros. 1289

Write • Wire • Phone



**ORDER FROM YOUR
NEAREST DISTRIBUTOR**

WARNER BROS. RECORDS

Burbank, Calif.

The First Name in Sound

STEREO AND MONO

Mitchell Has 12 New Phonos From \$19.95

CHICAGO — Mitchell Phonographs, a division of Elco Electronics Inc., this week announced a July 1 delivery on a brand new line of 12 packaged disk playback units, extending from a \$19.95 monaural portable to a \$194.95 stereo console. Herb Kahn, sales manager for the phono firm, said that the Michigan City plant's assembly line has been tripled since firm debuted its first product in 1957.

Mitchell bowed three manually operated four-speed portables. The model 520 offers a four-inch speaker at \$19.95, while the 5916 has in addition to the 520's volume control, a separate tone control at \$24.95. Both portables have one all-purpose sapphire needle. The portable 5917 is a deluxe model, with four-inch front mounted speaker and a dual tip cartridge, with separate tone and volume controls, listing at \$32.95. At \$39.95, the 584 is an automatic changer 45 and 16 $\frac{1}{2}$ rpm monaural portable, equipped with automatic shut-off, separate tone and volume controls and a built-in storage cabinet which holds 25 disks.

Two Mitchell phonos are portable manually operated stereo units. The Mitchell 5918, at \$39.95 is an all-in-one unit, containing two angled four-inch speakers, four-speed changer and dual sapphire cartridge. Portable is equipped with jacks on either side so that if the buyer wishes a pair of external speakers, listing at \$22.95 per pair, they can be used. The Mitchell 5919 is a two-piece stereo portable, with a detachable front containing the second speaker unit. Unit has two separate volume controls one for each speaker.

Four stereo four-speed automatic changer portables with dual stereo cartridge in the line include: Model 5921, listing at \$62.95, which contains only one four-inch speaker system, utilizing either a radio or TV set equipped with plug-in jacks as second speaker channel or an as yet unannounced matching speaker to be made by Mitchell; Model 5922, a removable lid speaker, dual volume control, and automatic shutoff at \$69.95; Model

5923, with a detachable front speaker and speaker in the phono unit, each of which contain two four-inch speakers, retailing at \$69.95; and the deluxe 5924, with an eight watt dual channel peak thru two four-inch speakers in both the playback unit and detachable front, going for \$119.95.

Two self-contained stereo four-speed floor models make up the high-end of the Mitchell line. A low-boy console, at \$129.95 for either mahogany or blonde finish, has two angled speaker units, each of which has dual eight-inch coax-type speakers with four-watt output thru each channel. The stereo console at \$194.95 for either mahogany or blonde has two speaker systems, each containing one eight-inch and one four-inch PM speaker with a 12-watt output thru each system. Both are provided with a pair of jacks, into which a pair of matched remote speakers, retailing at \$31.95 in matching wood cabinets, can be attached, if the buyer desires.

All automatic Mitchell phonos are equipped with V-M changers. All portables in the line are offered in two-tone color combinations.

Kahn said that Mitchell will continue to service dealers thru Mitchell phono distributors.

New Models Mark Muntz Stereo Move

EVANSTON, Ill. — Muntz TV Inc. here this week projected itself more strongly into the stereo playback field, with the introduction of four combination 21-inch thin-line TV and automatic-changer two-channel phonos at list prices well below the previous market low.

The "Monterey" at \$229.95, offers the TV, stereo playback and AM radio. The "Capri" at \$269.95 offers TV, AM radio and stereo playback, while the same model at \$299.95 offers both AM-FM radio. These three combinations are available in contemporary low-boy styling, with blonde finish at \$10 extra over the mahogany. All three sets are equipped with stereo jacks, so that a matching Muntz speaker-amplifier unit in matching wood may be purchased at \$40.

The fourth combination, the "Seville" is an all-in-one TV and stereo unit, with the one console cabinet, containing two channels for reproduction, each of which contains an

REDS GET LOOK AT COMPONENT HIGH FIDELITY

NEW YORK — The Institute of High Fidelity Manufacturers has the task of assembling the equipment that will form part of the exhibit planned for Muscovites next summer (see separate story in Music section). The high fidelity aspect of this National American Exhibition will be two-sided. One side will be an actual demonstration of stereophonic sound; the other, a visual display of component equipment. In addition, the Institute is planned to broadcast music to children's and adult's rest areas.

The IHFM represents 120 manufacturers of high fidelity equipment. The equipment that goes on display in Moscow's Sokolniki Park, July 4, will be loaned by the individual manufacturers.

Bonus Needle Deal Offered By Pfanstiehl

WAUKEGAN, Ill. — Pfanstiehl Chemical Corporation, local phono needle manufacturer, is offering one sapphire needle free with every Pfanstiehl diamond needle purchase from April 10 thru May 31, as part of its 42d anniversary promotion. Special discount deal does not apply to Electric-Voice Power Points, Astatic Sound Flo or Zenith Cobra cartridges. However, special reduced prices are offered on the diamond-styli Sound Flo and Cobra cartridge needles during the sale.

With every single-point diamond Pfanstiehl needle at lowered sale cost of \$2.99, the dealer gets a \$2.50 list price sapphire free. With each lowered dealer cost \$3.48 dual-point diamond-sapphire needle, the dealer receives a \$3.50 list price sapphire needle. In order to become eligible, the dealer is asked to order seven or more needles, with two sapphire needles free with every 10th diamond needle purchase.

extended-range woofer and a high frequency tweeter. Set lists at \$289.95 for mahogany with blonde and walnut finishes at \$10 extra. The "Seville" has a 20-watt dual amp. All Muntz combinations have Webcor four-speed changers, jeweled ceramic cartridges and full tone and volume controls.

New Phonola Line Has Eight Stereo Models

CHICAGO — Waters Conley Company, Rochester, Minn., manufacturer of the Phonola phono line, introduced its new line to distributors here this week. The line contains 14 models, ranging in price from \$19.95 to \$249.95. Eight are self-contained stereo units, beginning in price at \$39.95. Five are single-channel sets, priced at \$19.95 to \$79.95. The remaining model is a hand-wound, acoustic portable.

All but two of the models are portables. The console and the consolette, Model 3459 (\$249.95) and Model 3559 (\$119.95) respectively, are both all-in-one stereo units.

Phonola's approach to stereo effect is made in these units by angling and tilting the speakers. The deluxe unit also has four acoustic ports—two on each side—to project the sound out from either end of the unit. Both models also have double jack-plug provision for adding two external speakers for wider stereo separation.

The speakers in the stereo portables are completely detachable for wide stereo separation.

Howard Kavin, sales manager for Phonola, told his distributors that the firm intends to co-ordinate

its largest trade and consumer ad campaign in history with sales of the new line. Delivery will begin May 15.

Following is a model by model description of the line:

Model 3459 — \$249.95 — deluxe stereo console. Four speakers (two 10-inch and two 4-inch) angled and tilted for stereo effect. Cabinet has "acoustic reflex" slots. Diamond needle. Compartmented cabinet to separate speaker systems. Two jacks for external speakers.

Model 3559 — \$119.95 — stereo consolette. Two 8-inch speakers. Four-speed automatic changer. Turnover cartridge with twin sapphires.

Model 3359 — \$159.95 — stereo automatic portable. Each detachable speaker system has 8-inch and 4-inch speakers. Four-speed changer. Turnover cartridge with twin sapphires. Plate power of 30-watts.

Model 3159 — \$99.95 — stereo automatic portable "Duo-Fi." Two 4-inch speakers in each speaker unit. Designed to conceal second speaker unit. Automatic four-speed changer. Range of 50 to 16,000 cps.

Model 3059 — \$79.95 — stereo automatic portable. Two 5 $\frac{1}{4}$ -inch speakers, one in main unit and the other detachable. Automatic four-speed changer. Twin sapphires in turnover cartridge.

Model 2059 — \$39.95 — stereo manual portable. Matched 4-inch speakers, one in main unit and one in detachable lid. Twin channel amplifier on single chassis. Separate volume control for each channel.

Model 2759 — \$119.95 — stereo automatic portable. Twin dual speaker system. Main unit and detachable lid each have 6-inch and 4-by-6-inch speakers. Four-speed changer.

Model 2659 — \$89.95 — stereo automatic portable. Twin sets of 4-inch speakers in lid and main unit.

Model 859 — \$79.95 — monophonic automatic portable. Two speakers (5 $\frac{1}{4}$ -inch and 4-inch). Automatic four-speed changer.

Model 759 — \$59.95 — automatic monophonic portable. Two 4-inch speakers. Automatic shut-off. Turnover sapphires.

Model 559 — \$29.95 — monophonic manual portable. Four speeds. Four-inch speaker.

Model 359 — \$24.95 — monophonic manual portable. Three speeds. Four-inch speaker.

Model 159 — \$19.95 — monophonic manual portable. Three speeds.

Magnecord Set to Bow Big New Line

CHICAGO—A complete new product line will be demonstrated to Magnecord's franchised dealers and prospective franchise holders during the Parts Show May 18-20, at the Union League Club, here. Shuttle service between the Conrad-Hilton and the Union League is being arranged by Magnecord.

Robins Adds Catalog

NEW YORK — Robins Industries, accessory firm, has prepared a supplement to its standard catalog 12, covering six new items for tape, record and film care. Copy can be had by writing Robins.

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



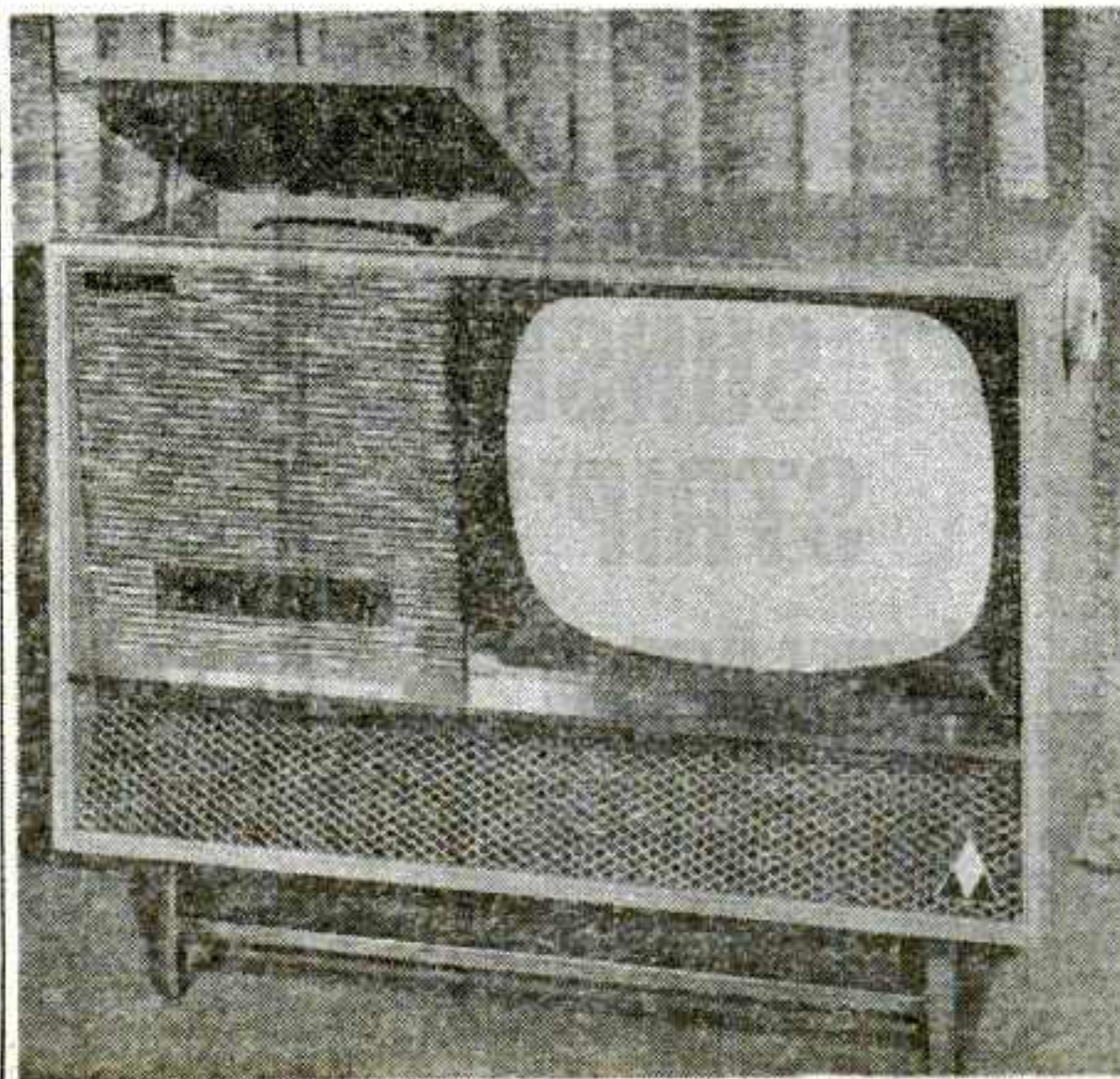
"It's really just a pizza pie, but of course a JENSEN NEEDLE makes anything sound better."

Attention RECORD DEALERS RECORD LISTING CATALOGS

The Record Dealer's "Man Friday" for quickly locating records and albums. Complete issues—always up to date, no supplements. For Popular records—biweekly issues. For Classical records—monthly issues. 3 months' trial—Pops, \$9.00; Classical, \$7.00, or write for sample copies. Single copies for non-dealers—\$2.00 each.

RECORDAID, Inc.

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



The Monterey by Muntz

Zenith Shows Stereo Unit At \$129.95

CHICAGO—Zenith Radio Corp. this week debuted its first stereo portable phono. The Faust, tagged at \$129.95. Previously Zenith had a portable stereo unit, but speaker unit and playback unit were two separate pieces which could not be made into a carrying case combination. The dual-cartridge playback unit and the removable cover speaker unit each contain a five by seven inch woofer and a three-and-a-half inch cone tweeter, with a 10-watt combined output. In addition to separate volume and tone controls, there is a stereo balance control, which permits separate speaker sound adjustment. The four-speed changer unit with automatic shut-off is housed in a wood cabinet covered with charcoal and white durastron plastic.



NINETY-NINER

500
albums
to
choose
from

Dealers...dealers...it's here!

The most dynamic promotion
in the history of **Verve Records!**

Buy **any** Verve album...**monaural**
or **stereo** for just **sixty-two cents**

with the purchase of **any** similar Verve album
...**monaural** (\$3.09) or **stereo** (\$3.71)
at the regular cost!

April 6th through May 30th!...

Your customer buys **any** Verve album...

monaural or stereo for **ninety-nine cents**

with the purchase of **any** similar Verve album...

monaural (\$4.98) or **stereo** (\$5.98)

at the regular list price!

Your distributor is ready to go!

Call **NOW!**

ATLANTA—Dixie Dist. Co., 1235 Techwood Dr. N.W.

BOSTON—Music Suppliers, 263 Huntington Ave.

CHARLOTTE—Bertos Sales Co., 2214 W. Morehead St.

CHICAGO—M. S. Dist. Co., 1700 S. Michigan Ave.

CINCINNATI—Supreme Dist. Co., 1000 Broadway

CLEVELAND—Benart Dist. Co., 327 Frankfort Ave.

DALLAS—Century Dist., Inc., 2107 Farrington St.

DENVER—Davis Sales Co., 1724 Arapahoe St.

DETROIT—Jay-Kay Dist. Co., 3725 Woodward Ave.

EAST HARTFORD—Allied Record Dist., 24 Clark St.

GREAT FALLS—Music Service Co., 204 Fourth St. So.

HOUSTON—H. W. Daily, Inc., 314 E. 11th Ave.

LOS ANGELES—Record Sales Co., 2818 W. Pico Blvd.

MEMPHIS—Music Sales Co., 1117 Union Ave.

MIAMI—Record Dist., Inc., 6700 N.E. 4th Ave.

MINNEAPOLIS—Jather Dist. Corp., 730 Lyndale Ave. No.

NASHVILLE—Music City Record Dist., 127 Lafayette St.

NEWARK—All-State N.J., Inc., 87 Stecher St.

NEW ORLEANS—Record Sales Co., 640 Baronne St.

NEW YORK—Malverne Dist., Inc., 424 W. 49th St.

OKLAHOMA CITY—Calmar Dist. Co., 18 N.E. 48th St.

PHILADELPHIA—Edward S. Barsky, Inc., 2522 N. Broad St.

PITTSBURGH—Remlee Sales Corp., 1711 Fifth Ave.

ST. LOUIS—Robert's Record Dist. Co., 1906 Washington Ave.

SAN FRANCISCO—Melody Sales Co., 444 Sixth St.

SEATTLE—Stanley Dist. Co., 235 Westlake North

TORONTO—Custom Sound & Vision Ltd., 390 Eglinton Ave. W.

VANCOUVER—Aragon Sales, 1925 Burrard St.

WASHINGTON D. C.—Schwartz Brothers, 901 Girard St. N.E.

VERVE RECORDS, 451 N. CANON DRIVE, BEVERLY HILLS, CALIF.

The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING MARCH 28

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

This Week		Last Week	Weeks on Chart
1.	Peter Gunn	1	9
	Henry Mancini, RCA Victor LPM 1956		
2.	Come Dance With Me	2	9
	Frank Sinatra, Capitol W 1069		
3.	From the "Hungry i"	4	8
	The Kingston Trio, Capitol T 1107		
4.	Still More Sing Along With Mitch	6	3
	Mitch Miller, Columbia CL 1283		
5.	Open Fire, Two Guitars	5	9
	Johnny Mathis, Columbia CL 1270		
6.	Flower Drum Song	3	13
	Original Cast, Columbia CL 5350		
7.	Gigi	17	40
	Sound Track, M-G-M E 3461 ST		
8.	South Pacific	7	54
	Sound Track, RCA Victor LOC 1032		
9.	Tchaikovsky: Piano Concerto No. 1	8	36
	Van Cliburn, RCA Victor LM 2252		
10.	The Music Man	10	58
	Original Cast, Capitol WAO 990		
11.	Sing Along With Mitch	9	39
	Mitch Miller, Columbia CL 1160		
12.	The Kingston Trio	12	20
	Capitol T 996		
13.	Have Twangy Guitar, Will Travel	11	10
	Duane Eddy, Jamie JLP 3000		
14.	My Fair Lady	13	157
	Original Cast, Columbia OL 5090		
15.	Near You	15	7
	Roger Williams, Kapp KL 1112		
16.	Hymns	20	104
	Tennessee Ernie Ford, Capitol T 756		
17.	Johnny's Greatest Hits	24	49
	Johnny Mathis, Columbia CL 1133		
18.	Ricky Sings Again	14	10
	Ricky Nelson, Imperial IMP 9061		
19.	The King and I	16	132
	Sound Track, Capitol W 740		
20.	South Pacific	21	257
	Original Cast, Columbia OL 4180		
21.	But Not for Me	—	18
	Ahmad Jamal Trio, Argo LP 628		
22.	Remember When?	23	2
	The Platters, Mercury MG 20410		
23.	Ritchie Valens	—	1
	Del Fi DEFLP 1201		
24.	More Sing Along With Mitch	18	22
	Mitch Miller, Columbia CL 1243		
25.	For LP Fans Only	19	3
	Elvis Presley, RCA Victor LPM 1990		

The chart listings include both monophonic and stereophonic sales.

THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK

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

Pop Albums

PAT BOONE SINGS
Pat Boone With Ork & Chorus Conducted by Billy Vaughn—Dot DLP 3158
 A Boone bonanza is promised by this package of 12 sales-tested tunes, previously released as singles. Favorites include his "April Love," "That's How Much I Love You" and "Mardi Gras March" among others. Simple cover consists of a full close-up shot of Boone with selections listed to add to sales impact.



MY FAIR LADY IN STEREO
Original Cast—Columbia OS 2015
STEREO & MONAURAL
 The re-recording of one of the hottest cast albums ever was completed in London in February with Rex Harrison, Julie Andrews, Stanley Holloway et al., of the original New York cast appearing there. The results are splendid. Stereo quality is full and rich, and was worth waiting for. This de luxe booklet-type packaging job can start a brand-new wave of buying interest.



MUSIC FROM THE FILMS
Mantovani Ork—London PS 112
STEREO & MONAURAL
 Mantovani provides lushly listenable mood music in a semi-classical vein and highlighted by the flashy pianistics of Rawicz and Landauer. All of the themes are from British pictures, best known of which is the romantic "Gornish Rhapsody" from "Love Story," often shown here as "Late Show" TV fare.



THE ROARING 20'S IN STEREO
Enoch Light & the "Charleston City All-Stars"
Vol. 3—Grand Award G.A. 229 SD
 Volumes 1 and 2 of this series did well sales-wise and this should meet with similar success. Happy vocal chorus work on bouncy flapper-styled arrangements of such great oldies as "Yes, Sir, That's My Baby," "Five Foot Two," "Button Up Your Overcoat," etc.



SHAGGY DOG SOUND TRACK
Disneyland WDL 3044
 This is Disney's latest screen effort, and the pic and the track are full of whimsy and humor. P. Harcourt Frees as Shaggy is frequently in the limelight, introducing songs and in general carrying on the story line. He discusses such friends of his as Roberta Shore and Fred MacMurray, who are also his co-stars. Cover shot of Shaggy is made to order for display. Can definitely attract sales.



Pop Special Merit Albums

GALLADORO
Alfred Gallador, Saxophone Merri 5901
 A brilliant disk display of alto sax virtuosity serves as the maiden release for this new label. Musical content, while basically pop in nature, encompasses a wide range from the concert-flavored "Horo Staccato" to the jazzy "Harlem Nocturne." Emphasis is on Gallador's spectacular technique somewhat reminiscent of Rafael Mendez' fast-flying trumpet-work. Four-color cover looks like an ad for Selmer but should appeal to sax enthusiasts.



(Continued on page 63)

GRAND

AMES BROTHERS "PLATTER PARTY" PROMOTION BY RCA VICTOR RECORDS

HERE'S THEIR NEWEST ALBUM! A dozen quartet classics including *Cool Water*, *Moonlight Cocktail*, *Moments to Remember*. Another Ames Brothers smash! LPM/LSP-1954 ▶

RCA VICTOR

**THE AMES BROTHERS
SING FAMOUS HITS OF
FAMOUS QUARTETS**
Hugo Winterhalter Orch.

RCA VICTOR

Smoochin' Time
AMES BROTHERS
Sid Ramin's Orch.

Two Sleepy People and 11 more top tunes get the polished Ames Brothers touch in this one. LPM/LSP-1855

RCA VICTOR

AMES BROTHERS
Sid Ramin's Orch. **DESTINATION MOON**

Moonglow, No Moon at All, 10 other great "moon tunes" make this one a shining success. LPM/LSP-1680

RCA VICTOR

THE BEST OF THE AMES

Rag Mop is the headline success in this best-selling round-up of twelve top rhythm numbers. LPM-1859

RCA VICTOR

SWEET SEVENTEEN
THE AMES BROTHERS
WITH BILL FIREBAN

Seventeen breezed out of this album and on to the charts. A really hot Ames Brothers album! LPM/LSP-1487

RCA VICTOR

**EXACTLY
LIKE YOU**
the
Ames
Brothers

Exactly Like You, When My Sugar Walks Down the Street, 10 other socko songs, Ames Brothers style. LPM-1142

RCA VICTOR

**AMES
BROTHERS**

Twelve sure-fire standards, including I Can't Give You Anything but Love. A sensation! LPM-1228

RCA VICTOR AND FRENCH'S MUSTARD UNITE TO GIVE NEW AMES BROTHERS "PLATTER PARTY" THE FLAVOR OF SUCCESS

It's no secret that your customers already have a taste for the Ames Brothers. But when this giant RCA Victor-French's Mustard "Platter Party" promotion gets going, watch your sales of Ames Brothers albums, soar!

RCA Victor will sharpen America's appetite for Ames Brothers albums via:

- Consumer ads in "Living for Young Homemakers," "Cosmopolitan," "Teen," "Hit Parader" and "Song Hits."
- Network television spots on "The Steve Allen Show" and "Haggis Baggis."
- Traffic-stopping blinker box and attractive window display material.
- Local newspaper advertisements. ■ Special disc jockey promotion.

French's Mustard will top it all off with:

- A two-page spread in "Ladies' Home Journal." Full-page color ads in

"Better Homes & Gardens," "McCall's," "American Home," "Everywoman's Family Circle," "Cosmopolitan," "True Story" and "Modern Romances."

- Colorful displays, streamers and a special disc jockey promotion.

AND... A SPECIAL TRAFFIC-BUILDING 45 EP HIGHLIGHTER ALBUM. This "Platter Party" Highlighter album will be offered in all French's Mustard consumer ads. It samples 6 of the Ames Brothers' best-selling RCA Victor Albums, and it means extra sales opportunities for you!

SEASON YOUR SPRING SALES WITH PROFIT! ORDER THESE ALBUMS TODAY FROM YOUR RCA VICTOR DISTRIBUTOR





THE

HIT

OF THE CONVENTION

THE ONE
TO CURE
THE BLUES

"NASTY
BREAKS"

by

THE DANDEVILLES

GUYDEN #2014

IMMEDIATE
ACTION
IN KEY
MARKETS

GUYDEN RECORDS

DISTRIBUTED NATIONALLY BY
GONE RECORDING CORP.
1650 Broadway, New York, N. Y.

Review Spotlight on Albums . . .

Continued from page 60

Jazz Albums

WHAT IS THERE TO SAY?

The Gerry Mulligan Quartet—Columbia CL 1307 & CS 8116
STEREO & MONAURAL

Gerry Mulligan bows his new quartet with A. Farmer, B. Crow and D. Bailey, with happy results on this new waxing. Mulligan is playing in the happy, attractive style that makes him a pleasure to listen to, and Farmer's fine and conservative trumpet work makes a perfect complement for Mulligan. It's quiet, meaningful jazz that flows continually and easily. Tunes include a group of standards and some originals, with "Just in Time" and "My Funny Valentine," two of the best tracks. This should be a strong seller.



HAPPY SESSION

Benny Goodman Ork With Andre Previn & Russ Freeman—Columbia CS 8129 & CL 1324
STEREO & MONAURAL

Ring the bells and chime the cymbals for Benny is back with a modern jazz group and jazz ork and some brand new arrangements of new tunes and previously unrecorded standards, and Goodman and the men play well together. The new jazz quintet features A. Previn, B. Kessel, F. Kapp and L. Vinnegar. The band features such names as P. Adams, R. Freeman, S. Manne, H. Geller and B. Wilber. The arrangements are by Previn, Bobby Gutesha from Yugoslavia, plus the old Eddie Sauter arrangement of "Clarinet a la King." Sound is only fair, but Goodman may gain new fans with this stereo set.



THE SOUND OF BIG BAND JAZZ

Various Artists—World Pacific Jazz WP 1257

Virtually all of the current, top West Coast names are featured in this set of various big bands fronted by Bill Holman, Gil Evans, Johnny Mandel, Gerry Mulligan and several others. Soloists include Zoot Sims, Allan Eager and Bill Perkins. The Showcase is the epitome of big band jazz. Displays will sell the set at first hearing.



EVERYBODY DIGS BILL EVANS

Bill Evans Trio—Riverside RLP 12-291

Bill Evans is a relatively new talent on the jazz scene. This is only his second album as a featured performer for the label, but it is one of the most enjoyable sets issued in a long time. Evans is not only imaginative but he has a refreshing sound and style that is all his own that is smack in the modern jazz idiom. Here is a new talent who is creative and stimulating, and this new waxing deserves a wide audience. Tunes include standards and originals, one of the best being "Peace Piece" which Evans penned himself.



Jazz Special Merit Albums

THE SEVEN AGES OF JAZZ

(2-12") Various Artists—Metro 2-E 1009

The two-volume set traces the history and development of jazz from its folk and spiritual origins thru modern schools. Those periods represented are folk, blues, ragtime, Dixie, swing, bop and modern. Various artists who are prime exponents of the various periods offer representative selections. On some of the tracks the styles are synthesized by contemporary musicians. Narration is by Leonard Feather. Commendable production was supervised by Dick Hyman. Set was recorded during a live performance last year.



Classical Albums

WAGNER: BRUNNHILDE'S IMMOLATION FROM DIE GOTTERDAMMERUNG & PRELUDE AND LIEBESTOD FROM TRISTAN AND ISOLDE

Eileen Farrel, Soprano, with Boston Symphony Orch. (Munch)—RCA Victor LSC 2255
STEREO & MONAURAL

Excerpts from two of the composer's best loved operas should strike the opera lover's fancy. Miss Farrell's skill is splendidly displayed. The orchestra under Munch responds beautifully. In stereo all of the brilliant, climatic passages shine thru. For the veteran or beginning buyer.



PONCHIELLI: LA GIOCONDA

(4-12") Zinka Milanov, Soprano; Giuseppe De Stefano, Tenor; Leonard Warren, Baritone; Various Artists; Orch. & Chorus of the Academia Di Santa Cecilia, Rome (Prevital)—RCA Victor LSC 6139
STEREO & MONAURAL

A de luxe package which should move very well, particularly in view of the price break (it is offered at a three-record price). Performances are terrific, as is the sound. Boxed package includes a beautifully prepared brochure telling the story of the opera, profiles on the cast, photos, etc.



(Continued on page 68)

Billboard BEST SELLERS ON THE RACKS

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

BEST SELLING EP's

POSITION	TITLE	ARTIST, COMPANY, RECORD NUMBER
1	RICKY SINGS AGAIN	Ricky Nelson, Imperial EP 159
2	PETER GUNN	Henry Mancini, RCA Victor EPA 4333
3	KING CREOLE, Vol. I	Elvis Presley, RCA Victor EPA 4319
4	THE FABULOUS JOHNNY CASH	Columbia EPB 12532
5	HYMNS	Tennessee Ernie Ford, Capitol EAP 2-756
6	DETOUR	Duane Eddy, Jamie JEP 301
7	KING CREOLE, Vol. II	Elvis Presley, RCA Victor EPA 4321
8	JAILHOUSE ROCK	Elvis Presley, RCA Victor EPA 4114
9	NEARER THE CROSS	Tennessee Ernie Ford, Capitol EAP 1-1005
10	THE EVERLY BROTHERS BEST	Cadence CEP 111

ALBUM COVER OF THE WEEK



STEREO MARCH AROUND THE WORLD, Urania USA 1033. The little boy with the wistful look watching the parade go by makes an adorable cover. The lovely photo will certainly attract extra glances and step up sales.



Best Selling Pop EP's

FOR SURVEY WEEK ENDING MARCH 28

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.

- PETER GUNN—Henry ManciniRCA Victor EPA 4333
- DETOUR—Duane EddyJamie JEP 301
- THE FABULOUS JOHNNY CASHColumbia EPB 12532
- RICKY SINGS AGAIN—Ricky NelsonImperial EP 159
- JOHNNY MATHISColumbia EPB 8871
- THE LONELY ONE—Duane EddyJamie JEP 100
- KING CREOLE, VOL. 1—Elvis PresleyRCA Victor EPA 4319
- THE EVERLY BROTHERSCadence CEP 107
- STARDUST—Pat BooneDot DEP 1069
- STILL MORE SING ALONG WITH MITCH—Mitch MillerColumbia 12831

GIANT PROMOTION FOR AMER ... RCA CAMDEN "LIVING

CORONET

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- Grand Canyon Suite: Oslo Philharmonic; Fjeldstad, Cond.
- Peer Gynt Suites (Grieg): Oslo Philharmonic; Grüner-Hegge, Cond.
- Concerto # 2 (Rachmaninoff): Kjell Baekkelund, Pianist; Oslo Philharmonic.
- "Surprise" Symphony (Haydn): Oslo Philharmonic; Fjeldstad, Cond.
- Symphony #5 (Tchaikovsky): Oslo Philharmonic; Grüner-Hegge, Cond.
- Pop Concert Favorites: Oslo Philharmonic; Grüner-Hegge, Cond.

POPULAR

- Anything Goes: Hi-Fi on the Harpsichord: Bruce Prince-Joseph.
- Broadway Spectacular: Norman Leyden and his Orch.
- Dance, Dance, Dance!: Dance Favorites in Hi-Fi: Geraldo Orch.
- Everybody Cha Cha!: Fred Astaire Dance Studio Orch.
- Favorite Marches: Norwegian Military Band; Leif Nagel, Cond.
- Harp, Skip & Jump: Gene Bianco and his Group.
- Hits from "Gigi" (Lerner-Loewe): Hill Bowen Orch.
- Hits from "Music Man": Hill Bowen Orch.
- Kiss Me, Kate (Porter): Hill Bowen Orch. and Chorus.
- Porgy and Bess (Gershwin): Mundell Lowe and his All Stars.
- Show Boat (Kern): Hill Bowen Orch. and Chorus.
- Strings in Stereo: Domenico Savino and his Symphonic Strings.
- TV Action Jazz!: Mundell Lowe and his All Stars.
- Standards in Stereo: Hill Bowen and his Orch.
- With Bells On: Sid Bass and his Orch.
- Redhead: Hill Bowen Orch. and Chorus.

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GRAND CANYON SUITE. (Suite). The Oslo Philharmonic. CAS-468	INSTRUMENTAL HITS FROM "THE MUSIC MAN". Bill Hovine and His Orchestra. CAS-458
PIERCE STREET SUITE. Nos. 1 and 2. Op. 16 and 15. (Suite). The Oslo Philharmonic. CAS-466	KISS ME, KISS ME. Porter. Bill Hovine and His Orchestra. CAS-462
PIANO CONCERTO No. 3. (Bach). The Oslo Philharmonic. CAS-464	POP CONCERT FAVORITES. The Oslo Philharmonic. CAS-468
"SURPRISE" SYMPHONY No. 84. Haydn. The Oslo Philharmonic. CAS-461	MONEY AND BELLS. (March). Muddell Lowe and His Orchestra. CAS-450
SYMPHONY No. 5. (Tchaikovsky). The Oslo Philharmonic. CAS-463	SHOW ME YOUR SMILE. Bill Hovine and His Orchestra. CAS-464
ANTHONY GOES WEST IN THE KIEPSCHEID. Suite. Price: 10¢ and 15¢. CAS-454	STRINGS IN STEREO. Domenico Scarlatti and His Solo Group. CAS-467
BROADWAY SPECTACULAR. Marnet Layton and His Orchestra. CAS-467	WITH BELLS ON. Sid Rapp and His Orchestra. CAS-451
DANCE, DANCE, DANCE! DANCE FAVORITES IN 16-17. (Suite). The Oslo Philharmonic. CAS-462	SELECTIONS FROM "MUSIC MAN". Bill Hovine and His Orchestra. CAS-457
EVERYBODY SING! (Suite). Fred Astaire. Dance Studio. CAS-459	TV ACTION JAZZ! Muddell Lowe and His Orchestra. CAS-452
EXOTIC MARCHES. The Norwegian Military Band. CAS-474	STANDARDS IN STEREO. Bill Hovine and His Orchestra. CAS-461

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- CAS-462 PIERCE STREET SUITE. Nos. 1 and 2. Op. 16 and 15. (Suite). The Oslo Philharmonic. Price: 10¢ and 15¢.
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- CAS-470 EXOTIC MARCHES. The Norwegian Military Band. Price: 10¢ and 15¢.

POPULAR

- CAS-450 MONEY AND BELLS. (March). Muddell Lowe and His Orchestra. Price: 10¢ and 15¢.
- CAS-451 WITH BELLS ON. Sid Rapp and His Orchestra. Price: 10¢ and 15¢.
- CAS-452 SELECTIONS FROM "MUSIC MAN". Bill Hovine and His Orchestra. Price: 10¢ and 15¢.
- CAS-453 TV ACTION JAZZ! Muddell Lowe and His Orchestra. Price: 10¢ and 15¢.
- CAS-454 STANDARDS IN STEREO. Bill Hovine and His Orchestra. Price: 10¢ and 15¢.
- CAS-455 WASP, SKIP & JUMP. Gene Burrell and His Group. Price: 10¢ and 15¢.
- CAS-456 INSTRUMENTAL HITS FROM "THE MUSIC MAN". Bill Hovine and His Orchestra. Price: 10¢ and 15¢.
- CAS-457 INSTRUMENTAL HITS FROM "THE MUSIC MAN". Bill Hovine and His Orchestra. Price: 10¢ and 15¢.
- CAS-458 POP CONCERT FAVORITES. The Oslo Philharmonic. Price: 10¢ and 15¢.
- CAS-459 KISS ME, KISS ME. Porter. Bill Hovine and His Orchestra. Price: 10¢ and 15¢.
- CAS-460 SHOW ME YOUR SMILE. Bill Hovine and His Orchestra. Price: 10¢ and 15¢.

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The Record Speaks for Itself....

The Billboard HONOR ROLL OF HITS

MARCH 30, 1959

TRADE MARK REG.

THE NATION'S TOP TUNES for survey week ending March 27

Pos.	Title	Artist	Label	Weeks on Chart	Pos. Last Week
1	Venus	Frankie Avalon	Mercury	6	1
2	Charlie Brown	Coasters	Mercury	8	2
3	Come Softly to Me	Fleetwoods	Mercury	3	3
4	It's Just a Matter of Time	Brook Benton	Mercury	6	4
5	Alvin's Harmonica	David Seville & Chipmunks	Liberty	6	5
6	Tragedy	Thomas Way	Mercury	5	6
7	Never Be Anyone Else But You	Ricky Nelson	Imperial	11	7
8	Pink Shoe Laces	Dodie Byrne	Columbia	15	8
9	I've Had It	Ray Anthony	Mercury	9	9
10	Hawaiian Wedding Song	Andy Williams	Mercury	10	10
11	It's Late	Ricky Nelson	Imperial	13	11
12	Stagger Lee	Little Richard	Atlantic	12	12
13	Donna	Ricky Nelson	Imperial	15	13
14	Petite Fleur	Little Richard	Atlantic	12	14
15	Peter Gunn Theme	Ray Anthony	Mercury	13	15
16	Please, Mr. Sun	Tommy Edwards	Mercury	22	16
17	Guitar Boogie Shuffle	Wynonie Harris	Mercury	12	17
18	The Children's Marching Song	Little Richard	Atlantic	1	18
19	I Cried a Tear	Ernie Tubb	Mercury	13	19
20	Since I Don't Have You	Shirley Bassey	Mercury	1	20
21	She Say (Oom Dooby Doom)	Massie Hester	Mercury	7	21
22	Sea Cruise	Frankie Ford	Mercury	2	22
23	Noia	Stacy Lattisauer	Mercury	4	23
24	It Doesn't Matter Anymore	Paul Anka	Mercury	3	24
25	No Other Arms, No Other Lips	Whispering Willows	Mercury	1	25
26	May You Always	Leslie Hume	Mercury	7	26
27	Tall Paul	Bob Roberts	Mercury	2	27
28	My Happiness	Patricia Brown	Mercury	4	28
29	This Should Go On Forever	Johnnie Johnson	Mercury	3	29
30	Tomboy	Joe Farrell	Mercury	1	30

April 4, 1959

THE NATION'S Top Ten JUKE BOX TUNES
(PLS THE NEXT 25)



Pos.	Title	Artist	Label	Weeks on Chart	Pos. Last Week
1	Venus	Frankie Avalon	Mercury	6	1
2	It's Just a Matter of Time	Brook Benton	Mercury	6	2
3	Charlie Brown	Coasters	Mercury	8	3
4	Alvin's Harmonica	David Seville & Chipmunks	Liberty	6	4
5	Come Softly to Me	Fleetwoods	Mercury	3	5
6	I've Had It	Ray Anthony	Mercury	9	6
7	It's Late	Ricky Nelson	Imperial	13	7
8	Peter Gunn	Ray Anthony	Mercury	13	8
9	Hawaiian Wedding Song	Andy Williams	Mercury	10	9
10	Tragedy	Thomas Way	Mercury	5	10

21) DONNA. 20) SINCE I DON'T HAVE YOU. 19) SEA CRUISE.
 22) PINK SHOELACES. 21) TALL PAUL. 20) LONELY TEARDROPS.
 23) NEVER BE ANYONE ELSE BUT YOU. 22) GUITAR BOOGIE SHUFFLE. 21) SORRY (I RAN ALL THE WAY HOME)
 24) SHE SAY (DOOM DOOBY DOOM). 23) I CRIED A TEAR. 22) THIS SHOULD GO ON FOREVER.
 25) STAGGER LEE. 24) SMOKE GETS IN YOUR EYES. 23) APPLE BLOSSOM TIME.
 26) IF I DIDN'T CARE. 25) TOM BOY. 24) MAY YOU ALWAYS.
 27) PETITE FLEUR. 26) I GOT A WIFE. 25) (ALL OF A SUDDEN) MY HEART SINGS.
 28) PLEASE MR. SUN. 27) CHILDREN'S MARCHING SONG.
 29) WHERE WERE YOU ON YOUR WEDDING DAY.

March 25, 1959

VARIETY Scoreboard OF TOP TALENT AND TUNES

Compiled from Statistical Reports of Distribution Encompassing the Three Major Outlets
Coin Machines Retail Disks Retail Sheet Music as Published in the Current Issue

NOTE: The current comparative sales strength of the Artists and Tunes listed hereunder is arrived at under a statistical system comprising each of the three major sales outlets enumerated above. These findings are correlated with data from wider sources, which are exclusive with VARIETY. The positions resulting from these findings denote the OVERALL IMPACT developed from the ratio of points scored, two ways in the case of talent (coin machines, retail disks) and three ways in the case of tunes (coin machines, retail disks and retail sheet music).

POSITIONS	TUNE	PUBLISHER
1	Venus	L'Dale & Rameed
2	Come Softly to Me	Cornerstone
3	It's Just a Matter of Time	Eden
4	Alvin's Harmonica	Monarch
5	Charlie Brown	Tiger
6	Stagger Lee	Sheldon
7	Tragedy	Bluff City
8	Petite Fleur	Hill & Range
9	Hawaiian Wedding Song	Pickwick
10	There'll Never Be Anyone Else	Eric

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b/w
Big Blon' Baby

by
**JERRY LEE
LEWIS**

"America's Most Dynamic Showman"
SUN #317



**New...AND ALREADY
HEADED FOR THE TOP**

LUTHER PLAYED THE BOOGIE

b/w

THANKS A LOT

by

JOHNNY CASH

"America's Favorite Country Boy"
SUN #316



Reviews and Ratings of New Popular Albums

POPULAR ★★★★★

★★★★ENCORE
Domenico Modugno. Decca DL 8853
Here's a solid entry for the international as well as the pop market. The "Volare" warbler registers his usual appealing exuberance on a group of melodic themes (sung in Italian). Selections include "Ciao Ciao Bambino," "Come Prima," etc.

★★★★ THE NAKED MAJA
Sound Track. United Artists UAS 5031

STEREO & MONAURAL
The celebrated pic has a stirring, authentic Spanish quality in its original sound-

track score by Angelo Lavagnino. Here the score is presented as 12 separate selections or themes of various intriguing Spanish rhythms. The recording is excellent. If that were not enough, the cover of a scene featuring the pic's stars, Ava Gardner and Anthony Franciosa, should prove an eye-stopper. This one will undoubtedly become a healthy seller.

★★★★ IMITATION OF LIFE
Sound Track. Decca DL 8879 & DL 78879

STEREO & MONAURAL
The new Lana Turner movie, "Imitation of Life," is a big box-office item, and this soundtrack album should benefit accordingly sales-wise. Earl Grant sings the poignant title theme with feeling; and Lillian Hayman contributes a moving interpretation of "Soon I Will Be Done With the Trouble of the World." Instrumental sides feature lush background music.

★★★★ AL JOLSON OVERSEAS
Decca DL 9070

Decca comes up with another sock collectors item in this package of more sides (all great standards) by the Jolson for his Kraft Music Hall broadcasts. The sides, released for the first time, are packaged as a tribute to the showman's overseas work during World War II, altho they weren't recorded on those treks. Effective cover photo features Jolson in jeep and on stage in uniform.

★★★★ SHOW SPECTACULAR
The All Star Show Ork conducted by Enoch Light. Grand Award G. A. 228 SD.

STEREO & MONAURAL
A splendid package. No mystery, merely top notch musicians, arrangements, and voices which give a musical comedy projection. Songs range from old to relatively new show tunes, including "Buckle Down Winsocki," "This Can't Be Love," "Seventy-Six Trombones."

★★★★ THE HEAVENLY TOUCH OF ASSUNTA
With Andy Sannella Ork. Everest SDBR 1030 & LPBR 5027

STEREO & MONAURAL
Everest's superior stereo-sound is again

present on this romantic collection of mood music. Assunta's tasteful piano solo work is spotlighted effectively on "Laura," "Tenderly," "September Song," etc. with lush backing by Sannella. Fine jockey programming.

POPULAR ★★★

★★★ IN A LITTLE SPANISH TOWN
Bing Crosby. Decca DL 8846

Twelve previously recorded tunes with a Spanish theme pulled together and attractively packaged to capture part of today's popular Latin market. Tunes include "You Belong to My Heart," "Granada," "Vaya Con Dios," and "In a Little Spanish Town." Should be popular with the many Crosby fans.

★★★ SOMETHING'S ALWAYS HAPPENING ON THE RIVER
Bob Scobey's Frisco Band with Clancy Hayes. RCA Victor LSP 1889 & LPM 1889

STEREO & MONAURAL
Ragtime, minstrel and cake-walk approaches are applied to a group of oldies. Carefree vocals and foot-patting tempos mark this lively item. It's a contagious LP that can have wide appeal. Selections include "Mississippi Mud," "Down by the Riverside" and the album title tune from "Say Darling."

★★★ DANCING AT THE GROSVENOR HOUSE
Sydney Lipton Ork. London PS 143

STEREO & MONAURAL
Lipton has been a familiar figure at the Grosvenor since 1932 and has also frequently played for the British royalty. The band plays a dozen smart pop evergreens on this disk and the sound is full and lifelike. Good for dancing or listening and the stereo can be recommended.

★★★ BANJO — THE GREATEST OF THEM ALL
Ferry Bechtel. RCA Victor LPM 1770

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 — Saleable Qualities

★—For dealers who stock all merchandise.

Bechtel plays the banjo with dazzling technique—the performances ranging from rock and roll material to gypsy to classics and show music. "Ain't We Got Fun," "Donkey Serenade," "Oklahoma!" are included. Cover is an eye-catcher, and customers who show interest should get a demonstration.

★★★ BOBBY SCOTT SINGS THE BEST OF LERNER AND LOEWE
Verve MG V-2106

There's an ingratiating freshness to youthful Bobby Scott's song style in this brace of Lerner and Loewe tunes. Eye-arresting cover features a smartly bedecked lass, but the chief sales pull rests on the L. & L. tag.

★★★ DON, DICK & JIMMY
Dot DLP 3152

Threesome smoothly blends its voices on an even dozen of such nostalgic nuggets as "The Whiffenpoof Song," "Tip Toe Through the Tulips," "Dardanella," etc. Easy listening should spur easy sales. Cover features the trio astride a three-seater bike. More imaginative album title would have helped. (Same group currently featured in a Verve LP).

★★★ SONGS FOR THE HEARTH
Don, Dick & Jimmy. Verve MG V 2107

Vocal trio also spotlighted in a current Dot package, lulls the listener with 14 standards in this Verve album. It's a pleasing platter. A fetching lass on the cover smartly graces and holds the eye.

★★★ HIGH TIDE
The Surfers. HiFi R 411
Pineapple flavored vocal blending of the Surfers provides the ear interest in this package, treating such standards as "The Breeze and I" and "Perfidia" in a manner that invites re-hearing. Island quartet pictured on the cover in a Hawaiian beach scene. With interest mounting in the 50th State, this package should enjoy better than normal sales pull.

POPULAR ★★

★★ CHA CHA CHA
The Joe Loco Quintet. Fantasy 3277

Everything from "St. Louis Blues" to "Chattanooga Choo-Choo" is given the cha-cha-cha beat in this package of 12 selections. It's creditable music-making certain to appeal to those who are loco for Latin. Crisply defined beat makes this package well suited to dance buyers. Full-color cover features artist at the piano with bold lettered titling in bright yellow.

★★ SWING FEVER
Si Zentner Ork. Bel Canto BC 36

STEREO & MONAURAL
Trombonist Si Zentner unveils his new band, and shows it off to good advantage in this package. Selections include several Zentner originals with the remainder dipping into standards. Arrangements are fresh and voicing shows originality. Musid

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b/w
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GLORIA HUDSON
with THE EMBERS
featuring CANDIDO
(thru the Courtesy of ABC-Paramount)

singing
HAWAIIAN CHA CHA
b/w
I'M GLAD FOR YOUR SAKE
W104
A Two-Sided Smash

JIMMY BAILEY
A New Young Voice With a Hit Song

singing
LET YOUR CONSCIENCE BE YOUR GUIDE
b/w
Constantly
W103

Already Breaking Wide Open in Philly
BOBBY D'FANO
singing
UNCERTAIN LOVE
b/w Castanets
1005

On the STAR SATELITE Label
TOMMY DeNOBLE
singing
A Beautiful new Song
DEBORAH b/w
Tell Me That You Care
1006

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Review Spotlight on Albums . . .

Continued from page 63

-----**Low-Price Classical Albums**-----

THE ART OF SERGEI RACHMANINOFF
Vol. 2—RCA Camden CAL 486

This should become a best seller among albums of piano music. One of the foremost keyboard virtuosos of all time is presented here in 17 popular miniatures, a magnificent sampling of Rachmaninoff's fantastic technique. Recordings were made between 1920 and 1942, embracing composers as diverse as Bach and Debussy. Sound has been reproduced surprisingly well. Like Camden's initial Rachmaninoff release, which contained Schumann's Carnival and Chopin's B Flat Minor Sonata, this delivers collector's items at a bargain price.

GREIG: PEER GYNT SUITES, NOS. 1 & 2
The Oslo Philharmonic Orch. (Gruner-Hegge)—
RCA Camden CAS 480

STEREO & MONAURAL

This new low-price stereo waxing of the familiar Grieg works is an excellent buy for the money. The lovely compositions are played with the right amount of excitement and dash by the Oslo Philharmonic under conductor Odd Gruner-Hegge and the recording is excellent with a fine stereo separation. This could be a strong seller on the racks and in stores by virtue of performance and price.

-----**Opera Albums**-----

HELEN TRAUBEL IN OPERA AND SONG
RCA Camden CAL 485

The former Metopera star in a miscellany that ranges from Lehar's "Yours Is My Heart Alone" to Wagner's "Elisabeth's Gebet." Many of the selections were recorded when the artist was at her height. Lighter material will please her night club and TV fans, and the operatic arias will interest the longhairs. Good sound, low price and wide appeal make it a prime item.

-----**Low-Price Sound Albums**-----

WITH BELLS ON
Sid Bass Ork—RCA Camden CAS 501

STEREO & MONAURAL

This set of sparkling arrangements is a stereo gem. Colorful ork effects with the emphasis on bells makes for a fine excursion into two-channel disks. In addition to the excellent sound, it is a good terp set. Tempos are nicely varied. Tunes include "Soon," "In the Wee Small Hours" and "The Bells Are Singing." On the racks this should prove a really strong item.



leads itself well for dancing. Zentner shows promise as growing into noteworthy stature on the dance band scene.

★★ CHA CHA CON CANO
The Eddie Cano Quintet. United Artists UAL 3023
Album of oldies given a sparkling and imaginative cha cha treatment by pianist Eddie Cano. The extremely danceable tunes include "Poinciana," "It's Wonderful," "Dancing in the Dark," and "Moonlight in Vermont."

★★ THERE GOES MY HARP
Mimi Allen. Decca DL 8825
The delicate faintly jazz-flavored harp solo work of Miss Allen on a group of standards make this package a good mood music item for jocks in search of dreamy disk material. Selections include "My Blue Heaven," "The Continental," "The Breeze and I," etc.

★★ ROAMIN' IN THE GLOAMIN'
Kenneth McKellar. London PS 149
STEREO & MONAURAL
McKellar exhibits a clear, full operatic style in this selection of Scottish songs. Accompaniment is by a big ork under Bob Sharples. Songs include "Roamin' in the Gloamin'," and "Keep Right On to the End of the Road," by Harry Lauder and others

Another New Hit by... KATHY LINDEN
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of a distinctly "highland" character. Appeal is primarily of a folksy order. Excellent performance by the singer is not particularly improved by stereo.

★★ SMART AND CONTINENTAL
Dick Smart with Nick Perito Ork. Everest SDBR 1027 & LPBR 8027

STEREO & MONAURAL
A package of romantic songs, touched with continental and Mediterranean flavor. "Autumn in Rome," "Hands Across the Table," "Arrivederci Roma" are typical. Smart has the smart supper club style. Excellent style.

LOW-PRICE POPULAR ★★★
★★★★ EVERYBODY CHA CHA!
The Fred Astaire Dance Studio Ork. RCA Camden CAS 476 & CAL 476

STEREO & MONAURAL
This set should prove attractive fare for those who dig the popular Latin American dance. Packaging includes an instruction booklet with diagrams of variations of the cha cha steps. The catchy Latin beat is applied to "Glow Worm," "Celito Lindo" and "Loch Lomond" among others. Healthy prospects.

★★★★ TONY MARTIN SINGS OF LOVE
RCA Camden CAL 484
A fine collection of Tony Martin sides makes up the new release on the low-price label. Tunes include "The Moon Was Yellow," "I Love Paris," "One for My Baby," and other romantic tunes sung smartly by the entertainer. This set should do well both on racks and in stores.

★★★★ STRINGS IN STEREO
The Crystal Studio Strings (Phillips). Waldorf MHK S. D. 1409
STEREO ONLY
At any price, this is good stereo. At

\$2.98, it's an excellent buy. Program includes sentimental standards, such as "Laura," "All the Things You Are," etc. Ork has bright, full-bodied sound and arrangements make the most of two-channel element. Sweeping strings hold pretty much to the left while bass and rhythm hold to the right, but when the full ork is fiddling, there's no hole in the middle.

★★★★ DANCE TO THE MAGIC OF BILLY DANIELS
With the Rhythm Rockers. Mayfair 9644S
STEREO & MONAURAL

Billy Daniels in his first recording outing in quite a spell offers a group of numbers which showcase his popular night club talent well. Sample titles include "Heartaches," "Baby Won't You Please Come Home," "I've Found a New Baby," etc. An instrumental combo offers effective backing.

LOW-PRICE POPULAR ★★★
★★★ STANDARDS IN STEREO
Hill Bowen Ork. RCA Camden CAS 461
STEREO ONLY

Here's a thoroughly acceptable stereo package (recorded in England) which should fare well in the low-priced (\$2.98) stereo field. Bowen serves up pleasant, danceable instrumental treatments of 10 listenable standards—"Falling in Love With Love," "That Old Feeling," "Getting to Know You," "Button Up Your Overcoat," etc.

★★★★ HAWAIIAN HOLIDAY
The Waikiki Boys. Tops L 1636
With our reawakened interest in all things Hawaiian, now that these islands will soon be our 50th State, this set should do well on the racks. For it was recorded on the beach at Waikiki and it has the touch of those lovely isles. Featured are the Waikiki Boys who sing a group of Hawaiian songs and pop tunes dedicated to Hawaii in

a listenable manner, with Hawaiian guitar sounds accompanying them thruout.

LOW-PRICE POPULAR ★★
★★ ORGAN IN HI FI
Dick Aurandt. Tops L 1633
Good listening package of organ music ably performed by organist Dick Aurandt. Tunes include such favorites as: "I Surrender Dear," "Moonglow," "Fascination," and "Stormy Weather." Good rack material.

POPULAR EP ★★
★★ BRASS IN THE BRAUHAUS (I-EP)
Fritz Schickel & His Bavarian Brass Band Panorama P-EP 101
Happy spirited polkas and marches are given a lusty, full-bodied treatment by the boys from the Munich. The familiar tunes are played against a background of merriment from the city of heavenly beer. Attractively designed cover will help sales but abundance of brauhaus LP's already on market offer strong competition.

BAND ★★★★★
★★★★ NATIONAL ANTHEMS OF THE WORLD
Band of the Grenadier Guards (Harris). London PS.

STEREO & MONAURAL
Twenty-three nations are represented. Arrangements are stirring and the band has a smart, whip-lash quality that's very appropriate. Altogether, it's an educational and interesting disk. The stereo factor is completely satisfying. There are moments of real majesty, as in the playing of "God Save the Queen" on the final band.

BAND ★★★
★★★ STEREO MARCH AROUND THE WORLD
Musikkorps Der Bundeswehr, Hamburg (Scholz). Urania USA 1033 & UR 9015

★★ BEETHOVEN: MISSA SOLEMNIS
Various Artists with North German Philharmonic Chorus & Orch. (Goehr). (2-12") Urania USD 1025-2

STEREO & MONAURAL
The dramatic masterwork derives a massive power in breadth and depth from a stereo rendition which renders it clearly superior to any mono version. The over-all impression is so overwhelming that the magnitude of the work sweeps away qualifications about individual performers or isolated sections. The novice to choral works can have no better introduction to this type of music. Attractively packaged with text and notes.

★★ HANDEL OVERTURES
Bamberg Symphony (Reinhardt). Stereovox STPL 511.300
STEREO & MONAURAL

Rarely heard overtures to eight of the composer's lesser-known oratorios and operas get academic readings by a top orch. A little more zest might be in order for these exquisite works. Straight-forward interpretation, lack of competition and first-rate notes make album a good bet during this Handel bicentenary year.

★★ MENDELSSOHN: OCTET; BEETHOVEN: SEPTET
Chamber Music Ensemble of the Bamberg Symphony. Vox PL 11.230
Two wonderful chamberworks, coincidentally the OP. 20 for both composers, are played with a great deal of charm and sweetness. While the Bambergers have captured the essential spirit of the music, their virtuosity is thin. Violins are scratchy, and the horn player is in difficulty. Keen competition.

LOW-PRICE CLASSICAL ★★★★★
★★★★ HAYDN: SURPRISE SYMPHONY
The Oslo Philharmonic Orch. (Fjeldstad). RCA Camden CAS 481
STEREO & MONAURAL

This most familiar of Haydn's symphonies is given a clean and singing interpretation by the Oslo Philharmonic, a first class orchestra, best known here for its recordings of modern and Scandinavian composers. The rendition and sound both are of good quality, and the album should fare well in view of the music's popularity as well as the low price tag.

LOW-PRICE SEMI-CLASSICAL ★★
★★ STRINGS IN HI-FI
Domenico Savino & His Symphonic Strings. RCA Camden CAS 487 & CAL 487
STEREO & MONAURAL

Sweet-stringed, romantic instrumental treatments make this package a good sound buy in the low-priced stereo market. Lush ork arrangements include such familiar items as "Granada," "To a Water Lily," "June Barcarolle," etc.

STEREO & MONAURAL
The bulk of the stirring march selections on this LP are by John Philip Sousa. Also represented are Elgar, Arnold, Fucik, and Strauss Sr. Selections include "Stars and Stripes Forever," "Pomp and Circumstance," etc. Good sound for stereo fans and first-rate material for march music collectors. Appealing cover photo of small boy.

★★★ HOCK UND DEUTSCHMEISTER KAPELLE
Conducted by Julius Herrmann. London PS 111
STEREO & MONAURAL

The Hoch and Deutschmeister Kapelle is to Austrians what the British Grenadier Guards band is to Englishmen. It was once led by composer Franz Lehar. On this stereo waxing the band plays a group of spirited marches, some composed by Robert Stolz, some by Von Suppe and another by Lehar himself. The band is well recorded and those who enjoy band music will be interested.

LOW-PRICE CHILDREN'S ★★★★★
★★★★ BIBLE STORIES FOR CHILDREN
Arlene Francis. Lion L 70101

To simple musical accompaniment, Miss Francis is quite convincing in telling a series of stories that will undoubtedly hold the kiddies' interest. Such stories as "Noah and the Great Flood," "A Wife for Isaac," and "David and Goliath," are peeled off with warmth and understanding. A good buy which should be a brisk seller on racks.

FOLK ★★★
★★★ GREETINGS FROM TYROL
Die Engelkinder & Engel Family. Stereovox STVX 425.290
STEREO & MONAURAL

Authentic package of Tyrolean music played by the Engel Family—whose seven children play numerous instruments. Considerable charm here, particularly for those who savor the folk material of this mountainous section of Austria. Should be demonstrated to interested consumers.

★★★★ ENGLISH AND SCOTTISH LOVE SONGS
Ewin MacColl & Isla Cameron. Riverside RLP 12-656

An interesting collection. The pair of singers perform in authentic style on their alternating solo efforts. These are not just sweet love songs. Collectors will find in their lines a good bit of red-blooded content. Perhaps not outright bawdy ballads. (Continued on page 84)

Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★
★★★★ RACHMANINOFF: PIANO CONCERTO NO. 2; FRANCK: SYMPHONIC VARIATIONS
Phillippe Entremont, Piano with The Netherlands Philharmonic Orch. (Goehr & Bamberger). Urania USD 1021
STEREO & MONAURAL

sion was carefully recorded to exploit fully two-track possibilities. It's a sonic gem.

Entremont is brilliant and precise on the "Variations." The romantic work is presented with feeling without saccharine traces. His playing of the heavily recorded Rachmaninoff is also well presented. The orchestra on both selections is controlled. There is competition, but the artist has developed a huge following.

★★★★ BRUCKNER: SYMPHONY NO. 4
The Vienna Symphony (Klemperer). Vox PL 11.200
Bruckner's romantic melodic work is given full treatment by the veteran conductor of the Vienna Philharmonic Symphony Orch. The festival dance in the finale is extremely well done. His fans will admire Klemperer's broad interpretation.

CLASSICAL ★★★
★★★★ MOZART: PIANO CONCERTO NO. 27
Alfred Brendel, Piano with Orch. of the Wiener Volksoper (Angerer). Stereovox STPL 511.260
STEREO & MONAURAL

★★★★ BRUCKNER: SYMPHONY NO. 7
Symphony Orch. of the Southwest German Radio, Baden-Baden (Rosbaud). (2-12") Stereovox STPL 510.752
STEREO & MONAURAL

This new release is one of the first stereo versions of the Mozart piano concerto No. 27. It is played capably by Alfred Brendel, a young German pianist who will debut in the U. S. this year. Stereo sound is good, with the bands close enough for a good blend. Mozart fans will be interested in hearing this new stereo waxing and the young pianist.

Just as stereo has broadened and deepened and thus greatly improved reproduction of organ music, so does it have exactly the same effect with this massive work. Bruckner, of course, sought the same sonorities from the orchestra that he elicited from the organ, and this work makes clear his genius for achieving florid sound. The hard core of Bruckner collectors will surely want this two-disk set, while others will find it makes the composer's glowing use of tonal color decidedly worth cultivating.

★★★★ MENDELSSOHN: SYMPHONY NO. 4, TRUMPET OVERTURE
London Philharmonic Orch. (Goossens) & Vienna State Opera Orch. (Swarowsky). Urania USD 1033 & UX 112
STEREO & MONAURAL

CLASSICAL ★★
★★ MENDELSSOHN: OCTET FOR STRINGS, SINFONIA NO. 9
The Arthur Winograd String Orch. MGM E 3668
Winograd's setting of Mendelssohn's chamber work for string octet retains its simplicity and charm. Chamber music enthusiasts will appreciate this disk. Sound is excellent. All of the tonal colors are clearly present in the rich, precise strings.

Goossens' reading of the Italian Symphony stresses courtliness over youthful spirits. Tempos are slower than the norm, particularly in the second movement. The stereo engineering emphasizes depth, but at the expense of presence. These points of difference from other versions will please some and leave others cold. Swarowsky's batoning of the Trumpet Overture is musicianly, if not exciting.

★★★★ BACH: MASS IN B MINOR
Various Soloists; Swabian Chorale, Orch. of the 35th German Bach Festival (Grischkat). Stereovox STPL 511.283
STEREO & MONAURAL

★★★★ MILHAUD: LA CREATION DU MONDE; STRAVINSKY: L'HISTOIRE DU SOLDAT
The London Symphony Orch. Chamber Group (Carewe). Everest SDBR 3017 & LPBR 6017
STEREO & MONAURAL

Fine musicianship by all hands keynotes this attractively packaged set. Grischkat's creative interpretation is well handled by soloists. Balance between chorus and ork is poor, with the orchestra frequently drowning out the singers. While sound is not best possible, this is one of the first stereo "B Minors" and as such, should draw.

Coupling of the Milhaud with the Stravinsky makes sense because both owe much to American jazz. The Milhaud, in particular, should hold a special fascination for listeners with its typically American jazzy-blues motifs. Sensitive readings are enhanced by first-rate sound. The stereo ver-

★★ MOZART: DIVERTIMENTO NO. 1, SERENADE NO. 3
The MGM Orch. (Winograd). MGM E 3652
Third volume in company's series of Mozart's orchestral serenades, divertimenti and cassations is executed with great energy, polish and charm. Winograd's fine musical sense keeps the project from becoming a flat, academic exercise, but some of the string players are a little slipshod. Negligible competition.

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending March 28

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Venus By Ed Marshall—Published by Rambled-Lansdale (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 103L.	1	7	6. Never Be Anyone Else But You By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5565.	7	5
2. Come Softly to Me By Troxel, Christopher, Ellis—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolphin 1. RECORD AVAILABLE: Ronnie Height, Dore 516.	3	4	7. Tragedy By Burch-Nelson—Published by Bluff City (BMI) BEST SELLING RECORD: Thomas Wayne, Fernwood 109.	6	6
3. Charlie Brown By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6132.	2	9	8. Alvin's Harmonica By Ross Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville and the Chipmunks, Liberty 55179.	5	7
4. It's Just a Matter of Time By Brook Benton-Hendricks-Otis—Published by Eden (BMI) BEST SELLING RECORD: Brook Benton, Mer 71394.	4	7	9. It's Late By D. Burnette—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5565.	11	4
5. Pink Shoe Laces By Mickie Brant—Published by Pioneer (BMI) BEST SELLING RECORD: Dodie Stevens, Crystaletta 724.	8	4	10. Hawaiian Wedding Song By Charles E. King-A. Holtman-D. Manning—Published by Pickwick (ASCAP) BEST SELLING RECORD: Andy Williams, Cadence 1358. RECORD AVAILABLE: Mary Kay Trio, Warner Bros., 5015.	10	12
Second Ten					
11. I've Had It By Carl Boumura-Raymond Ceroni—Published by Brent (BMI) BEST SELLING RECORD: Bell Notes, Time 1004.	9	8	16. Stagger Lee By Price-Logan—Published by Sheldon (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 9972.	12	13
12. Guitar Boogie Shuffle By A. Smith—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Virtues, Hunt 324.	17	2	17. Sea Cruise By Huey Smith—Published by Ace (BMI) BEST SELLING RECORD: Frankie Ford, Ace 554.	22	3
13. I Need Your Love Tonight By Sid Wayne-Vix Reichner—Published by Gladys (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7506.	-	1	18. Please, Mr. Sun By Getzoo-Frank—Published by Weiss & Barry (BMI) BEST SELLING RECORD: Tommy Edwards, M-G-M 12757.	16	3
14. A Fool Such as I By Bill Trader—Published by Leeds (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7506. RECORDS AVAILABLE: Pat O'Day, Argo 5325; Hank Snow, Vic 0562; Bill Haley & His Comets, Dec 30873.	-	1	19. Since I Don't Have You By J. Rock-Skyliners—Published by Calico (ASCAP) BEST SELLING RECORD: Skyliners, Calico 104.	20	2
15. Peter Gunn Theme By Henry Mancini—Published by Northridge (ASCAP) BEST SELLING RECORD: Ray Anthony, Cap 4041. RECORDS AVAILABLE: Embers, Wynne 101; George Kelly, Winlay 237; Henry Mancini Ork, Vic 7460; Shelly Manne and His Men, Contemporary 367.	15	11	20. Petite Fleur By Sidney Bechet—Published by Hill & Range (BMI) BEST SELLING RECORD: Chris Barber's Jazz Band, Laurie 3022. RECORDS AVAILABLE: Sidney Bechet, Brunswick 55114; Bob Crosby, Dot 15890; Joe Darensbourg Quintet, Lark 4510; Wilbur De Paris, Atco 2011; Wally Fawkes-Sandy Brown Quintet, London 1858; Lloyd Glenn, Aladdin 3446; Gene Krupa Quartet, Verve 10162; Scamps, Arlan 502; Bob Wilber Jazz Quartet, Cub 9021.	14	9
Third Ten					
21. Happy Organ By Wood-Clowney—Published by Lowell (BMI) RECORD AVAILABLE: Dave (Baby) Cortez, Clock 1009.	-	1	26. I Cried a Tear By Al Julia—Published by Progressive (BMI) RECORDS AVAILABLE: LaVern Baker, Atlantic 2007; Ernest Tubb, Dec 30872.	19	11
22. May You Always By Larry Markes-Dick Charles—Published by Hecht-Lancaster & Buzzoli (ASCAP) RECORD AVAILABLE: McGuire Sisters, Coral 62059.	26	12	27. Nola By Skylar-Arndt—Published by Fox (ASCAP) RECORDS AVAILABLE: Deep River Boys, Galant 101; Keys and Klef, Colpix 111; Guy Lombardo, Decca 27178; Hack Swain Piano, Cardinal 1029; Morgan Brothers, M-G-M 12747; Three Suns, Vic 0228; Ted Weems, Decca 25105; Billy Williams, Coral 62069; Big Guitar, Hanover 4518; Larry Elgart, RCA Victor 7461; Vincent Lopez, Carlton 503.	23	5
23. Where Were You (On Our Wedding Day)? By Logan-Price-Patton—Published by Pamco (BMI) RECORD AVAILABLE: Lloyd Price, ABC-Paramount 9997.	-	1	28. No Other Arms, No Other Lips By J. Whitney-A. Kramer-H. Zaret—Published by Whitney-Kramer-Zaret (ASCAP) RECORDS AVAILABLE: Chordettes, Cadence 1361; Four Aces, Dec 30822.	25	2
24. The Children's Marching Song By Sharp-Arnold—Published by Miller (ASCAP) RECORDS AVAILABLE: Ingrid Bergman Orphan Choir, 20th Fox 126; Lannon Sisters, Brunswick 55113; Mitch Miller, Col 41317; Norman Leyden Child's World Ork, Vic WBY-106; Cyril Stapleton, London 1851.	18	11	29. My Happiness By Peterson & Bergantino—Published by Happiness (ASCAP) RECORDS AVAILABLE: Ella Fitzgerald, Dec 24446; Connie Francis, MGM 12738; Mulcays, GNP 131; Pied Pipers, Cap 1628; Ron Roth Trio, Cardinal 1003; Jon Steele & Sondra, Coral 65516; Townsmea, Cardinal 1032.	28	16
25. It Doesn't Matter Anymore By Paul Anka—Published by Spanka (BMI) RECORD AVAILABLE: Buddy Holly, Coral 62074.	24	4	30. This Should Go On Forever By J. Meller-Jollivette—Published by Jamie (BMI) RECORDS AVAILABLE: Rod Bernard, Argo 5327; Guitar Gable, Excello 2153; Gene Terry & Downbeats, Savoy 1559.	29	2

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The Billboard

HOT 100

FOR THE WEEK
ENDING
APRIL 12

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1		VENUS	Frankie Avalon, Chancellor 1031	9
16	6	2	2		COME SOFTLY TO ME	Fleetwoods, Dolphin 1	5
4	4	4	3		IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	11
17	11	8	4		PINK SHOELACES	Dodie Stevens, Crystalette 724	8
8	5	5	5		TRAGEDY	Thomas Wayne, Fernwood 109	21
9	9	7	6		NEVER BE ANYONE ELSE BUT YOU	Ricky Nelson, Imperial 5565	7
2	2	3	7		CHARLIE BROWN	Coasters, Atco 6132	10
3	3	6	8		ALVIN'S HARMONICA	David Seville and the Chipmunks, Liberty 55179	8
21	17	10	9		IT'S LATE	Ricky Nelson, Imperial 5565	6
52	33	14	10		GUITAR BOOGIE SHUFFLE	The Virtues, Hunt 324	5
6	7	9	11		I'VE HAD IT	Bell Notes, Time 1004	12
—	—	33	12	★	I NEED YOUR LOVE TONIGHT	Elvis Presley, RCA Victor 7506	2
—	64	26	13	★	A FOOL SUCH AS I	Elvis Presley, RCA Victor 7506	3
33	24	18	14		SEA CRUISE	Frankie Ford, Ace 354	9
43	27	17	15		SINCE I DON'T HAVE YOU	The Skyliners, Calico 103	8
13	16	15	16		HAWAIIAN WEDDING SONG	Andy Williams, Cadence 1358	15
25	18	11	17		PLEASE, MR. SUN	Tommy Edwards, M-G-M 12757	8
20	20	13	18		IT DOESN'T MATTER ANYMORE	Buddy Holly, Coral 62074	7
5	8	16	19		STAGGER LEE	Lloyd Price, ABC-Paramount 9972	18
—	72	32	20	★	TIAJUANA JAIL	Kingston Trio, Capitol 4167	3
60	38	28	21		THIS SHOULD GO ON FOREVER	Rod Bernard, Argo 5327	5
55	42	25	22		IF I DIDN'T CARE	Connie Francis, M-G-M 12769	6
—	85	47	23	★	TELL HIM NO	Travis and Bob, Sandy 1017	3
57	41	23	24		WHERE WERE YOU (ON OUR WEDDING DAY)?	Lloyd Price, ABC-Paramount 9997	6
68	57	35	25	★	THE HAPPY ORGAN	Dave (Baby) Cortez, Clock 1009	4
11	13	21	26		PETITE FLEUR	Chris Barber's Jazz Band, Laurie 3022	13
47	32	30	27		THE MORNING SIDE OF THE MOUNTAIN	Tommy Edwards, M-G-M 12757	6
10	12	19	28		PETER GUNN THEME	Ray Anthony, Capitol 4041	14
46	46	27	29		NO OTHER ARMS, NO OTHER LIPS	Chordettes, Cadence 1361	6
12	14	20	30		I CRIED A TEAR	LaVern Baker, Atlantic 2007	18

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
7	10	12	31		DONNA	Ritchie Valens, Del-Fi 4110	20
18	19	22	32		SHE SAY (OOM DOOBY DOOM)	The Diamonds, Mercury 71404	11
44	36	29	33		TOMBOY	Perry Como, RCA Victor 7464	7
61	56	34	34		EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 2018	5
—	93	84	35	★	ENCHANTED	The Platters, Mercury 71427	3
—	91	53	36	★	FOR A PENNY	Pat Boone, Dot 15914	3
62	58	36	37		I'M NEVER GONNA TELL	Jimmie Rodgers, Roulette 4129	7
22	22	31	38		MAY YOU ALWAYS	McGuire Sisters, Coral 62059	14
—	—	79	39	★	TURN ME LOOSE	Fabian, Chancellor 1033	2
96	60	58	40	★	HEAVENLY LOVER	Teresa Brewer, Coral 62084	4
14	15	24	41		TALL PAUL	Annette, Disneyland 118	14
58	49	42	42		I GO APE	Neil Sedaka, RCA Victor 7473	5
—	—	70	43	★	GUESS WHO	Jesse Belvin, RCA Victor 7469	2
84	66	54	44	★	SORRY, I RAN ALL THE WAY HOME	The Impalas, Cub 9022	4
—	80	51	45		COME SOFTLY TO ME	Ronnie Height, Dore 516	3
38	39	40	46		THE HANGING TREE	Marty Robbins, Columbia 41325	10
27	23	37	47		RAWHIDE	Link Wray, Epic 9300	11
76	67	48	48		MOONLIGHT SERENADE	The Rivelas, Coed 508	9
24	28	41	49		I GOT A WIFE	Mark IV, Mercury 71403	11
—	—	82	50	★	THREE STARS	Tommy Dee, Crest 1057	2
15	21	44	51		16 CANDLES	Crests, Coed 506	20
59	59	50	52		TELLING LIES	Fats Domino, Imperial 5569	8
100	65	57	53		YEAH YEAH	Dale Hawkins, Checker 916	4
—	—	61	54		TAKE A MESSAGE TO MARY	Everly Brothers, Cadence 1364	2
32	31	39	55		THE STORY OF MY LOVE	Conway Twitty, M-G-M 12748	11
42	44	43	56		NOLA	Billy Williams, Coral 62069	11
35	35	52	57		THE LONELY ONE	Duane Eddy, Jamie 1117	12
34	52	46	58		APPLE BLOSSOM TIME	Tab Hunter, Warner Bros. 5032	10
87	76	65	59		AS TIME GOES BY	Johnny Nash, ABC-Paramount 9996	4
23	26	38	60		THE CHILDREN'S MARCHING SONG	Mitch Miller, Columbia 41317	13

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

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

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	99	61	★	YEP!	Duane Eddy, Jamie 1122	2
41	30	59	62		LA BAMBA	Ritchie Valens, Del-Fi 4110	15
98	78	74	63		COME TO ME	Marv Johnson, United Artists 160	4
—	81	68	64		THE BEAT	Rockin' R's, Tempus 7541	3
31	34	60	65		(ALL OF A SUDDEN) MY HEART SINGS	Paul Anka, ABC-Paramount 9987	16
—	98	83	66	★	SOMEONE	Johnny Mathis, Columbia 41355	3
30	37	49	67		THE CHILDREN'S MARCHING SONG	Cyril Stapleton, London 1851	13
45	43	45	68		FIRST ANNIVERSARY	Cathy Carr, Roulette 4125	11
—	—	69	69		POOR JENNY	Everly Brothers, Cadence 1364	2
—	96	76	70		SIX NIGHTS A WEEK	The Crests, Coed 509	3
26	29	63	71		LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	20
—	—	96	72	★	ALMOST GROWN	Chuck Berry, Chess 1722	2
—	97	80	73		THAT'S WHY	Jackie Wilson, Brunswick 55121	3
88	90	62	74		BECAUSE YOU'RE YOUNG	Jimmie Rodgers, Roulette 4129	5
19	25	56	75		ALL AMERICAN BOY	Bill Parsons, Fraternity 835	16
51	47	67	76		MATILDA	Cookie and His Cupcakes, Judd 1002	12
—	—	—	77	★	SO FINE	Fiestas, Old Town 1062	1
—	—	97	78	★	I MISS YOU SO	Paul Anka, ABC-Paramount 10011	2
—	73	75	79		FRIED EGGS	Intruders, Fame 101	3
—	—	81	80		NO OTHER ARMS, NO OTHER LIPS	Four Aces, Decca 30822	4
48	51	66	81		PRETTY GIRLS EVERYWHERE	Eugene Church, Class 235	15
—	99	—	82	★	TELL HIM NO	Dean and Mark, Bullseye 1025	2
—	—	—	83	★	LOVEY DOVEY	Clyde McPhatter, Atlantic 2018	1
29	48	64	84		WITH THE WIND AND THE RAIN IN YOUR HAIR	Pat Boone, Dot 15888	13
—	—	87	85		ROCKIN' CRICKETS	Hot Toddy's, Shan-Todd 0056	2
49	68	73	86		DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	12
—	—	90	87		FRENCH FOREIGN LEGION	Frank Sinatra, Capitol 4155	2
—	—	95	88		RAINING IN MY HEART	Buddy Holly, Coral 62074	2
—	—	98	89		BOOM-A-DIP-DIP	Stan Robinson, Monument 402	2
36	54	77	90		GOTTA TRAVEL ON	Billy Grammer, Monument 400	20

THE BILLBOARD'S BEST BUYS

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

POP

- I MISS YOU SO Paul Anka
(Leeds, ASCAP) Late Last Night (Spanka, BMI) ABC-Paramount 10011
- YEP! Duane Eddy
(Gregmark, BMI) 3:30 Blues (Gregmark, BMI) Jamie 1122

The above are previous Billboard Spotlight picks

- GUESS WHO Jesse Belvin
(Michele, BMI) My Girl Is Just Enough Woman for Me (Chappell, ASCAP) RCA Victor 7469

- THREE STARS Tommy Dee
(American, BMI) I'll Never Change (American, BMI) Crest 1057

C&W

- WHAT DO YOU KNOW ABOUT HEARTACHES Johnnie & Jack
(Starday, BMI) I Wonder If You Know (C & I, BMI) RCA Victor 7478

A previous Billboard Spotlight pick

R&B

NO SELECTIONS THIS WEEK

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	88	91		WHO'S THAT KNOCKIN'	Genies, Shad 5002	2
—	—	93	92		STAR LOVE	Playmates, Roulette 4136	2
56	55	86	93		MIDNIGHT OIL	Charlie Blackwell, Warner Bros. 5031	9
37	50	85	94		MY HAPPINESS	Connie Francis, M-G-M 12738	18
—	—	—	95		ONLY YOU	Frank Pourcel, Capitol 4165	1
—	—	—	96		77 SUNSET STRIP	Don Ralke, Warner Bros. 5025	1
50	53	55	97		WHEN THE SAINTS GO MARCHING IN	Fats Domino, Imperial 5569	8
—	—	—	98		THAT'S MY LITTLE SUZIE	Ritchie Valens, Del-Fi 4114	1
—	—	—	99		I NEVER FELT LIKE THIS	Jack Scott, Carlton 504	1
54	61	78	100		THERE MUST BE A WAY	Joni James, M-G-M 12746	12

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• Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. HAWAIIAN WEDDING SONG (Pickwick).....	1	12
2. VENUS (Rambled-Lansdale).....	4	4
3. NOLA (Fox).....	5	8
4. MY HAPPINESS (Happiness).....	2	13
5. MAY YOU ALWAYS (Hecht, Lancaster & Buzzell).....	3	11
6. PETER GUNN THEME (Northridge).....	9	7
7. CHILDREN'S MARCHING SONG (Miller).....	6	12
8. CHARLIE BROWN (Tiger).....	12	3
9. PETITE FLEUR (Hill & Range).....	7	8
10. THERE MUST BE A WAY (Valando).....	11	9
11. ALVIN'S HARMONICA (Monarch).....	10	5
12. PINK SHOE LACES (Pioneer).....	-	1
13. IT'S JUST A MATTER OF TIME (Eden).....	14	2
14. SMOKE GETS IN YOUR EYES (Harms).....	8	15
15. TOMBOY (Roncom).....	13	3

• Best Selling Sheet Music in Britain

(For week ending March 28)

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

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

• Best Selling Pop Records in Britain

(For week ending March 28)

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

This Week	Last Week
1. SMOKE GETS IN YOUR EYES—Platters (Mercury)	1
2. SIDE SADDLE—Russ Conway (Columbia)	2
3. MY HAPPINESS—Connie Francis (MGM)	4
4. IT DOESN'T MATTER ANYMORE—Buddy Holly (Coral)	10
5. AS I LOVE YOU—Shirley Bassey (Philips)	3
6. PETITE FLEUR—Chris Barber (Pye-Nixa)	5
7. STAGGER LEE—Lloyd Price (HMV)	9
8. LITTLE DRUMMER BOY—Beverly Sisters (Decca)	7
9. A PUB WITH NO BEER—Slim Dusty (Columbia)	6
10. GIGI—Billy Eckstine (Mercury)	8
11. TOMBOY—Perry Como (RCA)	13
12. SING, LITTLE BIRDIE—Teddy Johnson and Pearl Carr (Columbia)	20
13. MY HEART SINGS—Paul Anka (Columbia)	12
14. DOES YOUR CHEWING GUM LOSE ITS FLAVOR?—Lonnie Donegan (Pye-Nixa)	11
15. C'MON EVERYBODY—Eddie Cochran (London)	14
16. CHARLIE BROWN—The Coasters (London)	23
17. KISS ME, HONEY HONEY, KISS ME—Shirley Bassey (Philips)	16
18. I GOT STUNG/ONE NIGHT—Elvis Presley (RCA)	15
19. WAIT FOR ME—Malcolm Vaughan (HMV)	21
20. WONDERFUL SECRET OF LOVE—Robert Earl (Philips)	17

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The **Billboard**
HOT R & B SIDES

FOR WEEK ENDING APRIL 5					WEEKS ON CHART
THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	
1	1	1	1	IT'S JUST A MATTER OF TIME	9
Brook Benton, Mercury 71394					
3	3	2	2	CHARLIE BROWN	8
Consters, Atco 6132					
10	18	10	3	EVERYBODY LIKES TO CHA CHA	5
Sam Cooke, Keene 32018					
—	19	7	4	WHERE WERE YOU (ON OUR WEDDING DAY)?	3
Lloyd Price, ABC Paramount 9997					
2	2	3	5	I CRIED A TEAR	16
LaVern Baker, Atlantic 2007					
—	—	—	6	THAT'S WHY	1
Jackie Wilson, Brunswick 55121					
7	7	4	7	TEARDROPS ON YOUR LETTER	5
Hank Ballard and the Midnighters, King 5171					
25	20	21	8	SINCE I DON'T HAVE YOU	4
Skyliners, Calico 103					
15	11	15	9	COME TO ME	5
Mary Johnson, United Artists 160					
9	8	5	10	THE RIGHT TIME	14
Ray Charles, Atlantic 2010					
6	9	13	11	PRETTY GIRLS EVERYWHERE	16
Eugene Church, Class 238					
—	28	16	12	SO FINE	3
Fiesta, Old Town 1062					
4	4	9	13	STAGGER LEE	17
Lloyd Price, ABC Paramount 9927					
—	12	14	14	COME SOFTLY TO ME	3
Fleetwoods, Dolphin 1					
16	10	11	15	VENUS	6
Frankie Avalon, Chancellor 1031					
5	5	6	16	LONELY TEARDROPS	21
Jackie Wilson, Brunswick 55105					
13	13	22	17	TELLING LIES	5
Fats Domino, Imperial 5569					
8	6	8	18	TRY ME	22
James Brown, Federal 12337					
24	14	17	19	NO REGRETS	8
Jimmy Barnes, Gibraltar 101					
18	22	12	20	PETER GUNN THEME	7
Ray Anthony, Capitol 4041					
—	—	—	21	THE TWIST	1
Hank Ballard and the Midnighters, King 5171					
28	17	23	22	I'M SORRY	4
Bo Diddley, Checker 913					
—	—	—	23	YOU'RE SO FINE	1
Falcons, Unart 2016					
22	16	19	24	WHAT MAKES YOU SO TOUGH?	4
Teddy Humphries, King 5182					
19	—	20	25	TRAGEDY	5
Thomas Wayne, Ferwood 109					
21	24	18	26	PLEASE, MR. SUN	5
Tommy Edwards, M-G-M 11134					
19	21	24	27	I'VE HAD IT	4
Bell Notes, Time 1004					
11	15	28	28	DONNA	10
Ritchie Valens, Del-Fi 4110					
—	—	26	29	THE TIME	5
Baby Washington, Neptune 1010					
—	29	—	30	IF I DIDN'T CARE	2
Connie Francis, M-G-M 12769					

The Billboard HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
2	2	2	1	WHEN IT'S SPRINGTIME IN ALASKA	Johnny Horton, Columbia 41308	13
1	1	1	2	DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	12
9	7	4	3	WHITE LIGHTNING	George Jones, Mercury 71406	5
3	3	3	4	WHO CARES?	Don Gibson, RCA Victor 7437	10
10	10	8	5	I'M IN LOVE AGAIN	George Morgan, Columbia 41318	8
5	6	6	6	COME WALK WITH ME	Wilma Lee, Stony Cooper, Hickory 1085	17
11	8	7	7	THAT'S WHAT IT'S LIKE TO BE LONESOME	Ray Price, Columbia 41309	13
17	9	9	8	MOMMY FOR A DAY	Kitty Wells, Decca 30804	6
8	4	5	9	WHICH ONE IS TO BLAME?	Wilburn Brothers, Decca 30787	14
4	5	10	10	BILLY BAYOU	Jim Reeves, RCA Victor 7380	22
21	14	14	11	BEYOND THE SHADOW	Browns, RCA Victor 7427	7
6	11	11	12	COUNTRY MUSIC IS HERE TO STAY	Simon Crum, Capitol 4073	23
—	—	21	13	LUTHER PLAYS THE BOOGIE	Johnny Cash, Sun 316	2
—	—	20	14	SET HIM FREE	Skeeter Davis, RCA Victor 7471	2
22	21	25	15	HANGING TREE	Marty Robbins, Columbia 41325	5
—	26	23	16	POOR OLD HEARTSICK ME	Margie Bowes, Hickory 1094	3
29	23	15	17	MY REASON FOR LIVING	Ferlin Husky, Capitol 4123	8
—	—	22	18	HOME	Jim Reeves, RCA Victor 7479	2
27	—	—	19	DOGGONE THAT TRAIN	Hank Snow, RCA Victor 7448	2
19	20	—	20	CHIP OFF THE OLD BLOCK	Eddy Arnold, RCA Victor 7435	3
7	13	13	21	I'VE RUN OUT OF TOMORROWS	Hank Thompson, Capitol 4085	19
—	—	—	22	AM I THAT EASY TO FORGET?	Carl Belew, Decca 30842	1
14	17	17	23	LIFE TO GO	Stonewall Jackson, Columbia 41257	23
13	12	12	24	THAT'S WHAT IT'S LIKE TO BE LONESOME	Bill Anderson, Decca 30773	14
—	—	—	25	A THOUSAND MILES AGO	Webb Pierce, Decca 30858	1
—	—	27	26	NEW RIVER TRAIN	Bobby Helms, Decca 30831	2
15	18	18	27	GOTTA TRAVEL ON	Bill Monroe, Decca 30809	6
—	29	24	28	LAST NIGHT AT A PARTY	Faron Young, Capitol 4113	10
23	19	19	29	KNOXVILLE GIRL	Louvin Brothers, Capitol 4117	7
—	22	—	30	LIFE TO LIVE	Billy Morgan, Starday 420	2

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The Billboard Reviews

THIS WEEK'S SINGLES

Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

SONNY JAMES

★★★★ **Talk of the School**
CAPITOL 4178—Since she met a new boy, his girl friend won't go out with him any more sings James on this listenable side. It's in the teen groove and could grab loot. (Central Songs, BMI)

★★★ **The Table**
James is off on a Johnny Cash styled reading here, as he tells of a table where he and his sweetheart used to sit. Good side. (Marson, BMI)

THURSTON HARRIS
★★★★ **Runk Bunk**
ALADDIN 3452—Cat sings about a dance called the "Runk Bunk," and a chick who can do it better than anyone else. Harris gives it a strong reading. It bears watching. (Sheldon, BMI)

★★★ **Bless Your Heart**
Emotional belt on a rockaballad with fine chorus and strings in support. (Dreyer, BMI)

SHEB WOOLEY
★★★★ **Sweet Chills**
M-G-M 12781—The "Purple People Eater" man has a nice, folksy song of the bayou and river territory here. It has something of a cake walk and it's a smart piece of material. Fine rhythm. This could go. (Cordial, BMI)

★★★ **Mors**
A slow rockaballad. Wooley gives it a meaningful reading and it's nicely backed by the choral group. Side has potential and could split spins with flip. (Cordial, BMI)

THE 5 ROYALES
★★★★ **I Know It's Hard But It's Fair**
KING 5191—Showmanly performance by lead singer and group on catchy rhythm-rocker with good lyrics. Should catch pop play. (Armo, BMI)

★★★ **Miracle of Love**
Fervent reading by lead singer and group on moving rockaballad. (Armo, BMI)

IVORY JOE HUNTER
★★★★ **A Cottage for Sale**
DOT 15930—The great tune is done in slow meaningful tempo by Hunter. This is a good side and it can catch play. (Crawford, ASCAP)

★★★ **Old Fashioned Love**
Another oldie gets an updating, this time in easy rocking rhythm. Either side has spin appeal. (Harms, ASCAP)

FREDDY MORGAN
★★★★ **Slide Saddle**
CHALLENGE 59044—Tune is currently big in Britain. The pianist styles the eighteenth century type melody pleasantly. (Mills, ASCAP)

★★★ **64 Rue Blondell**
Rocky tick piano is featured on this charming theme. Jocks might like. (Mills, ASCAP)

TONY CONN
★★★★ **You Pretty Thing**
DECCA 30865—Vigorous shout on this rocker. Conn has a quiet sound, and the backing on this swiftly-rendered blues is great. Side bears watching. (Meridian, BMI)

★★★ **Run Rabbit Run**
When the cat kisses his chick, she becomes as scared as a rabbit. Chanter handles the material well. Both sides have a chance. (Alamo, ASCAP)

WENDELL SMITH
★★★ **Fuddin' Pie**
UNITED ARTISTS 166—Fine shout by Smith on a driving rocker. Interesting backing, and the side really moves. Talented artist. It should score in pop and r.&b. markets. (Unart, BMI)

★★★ **Tonight's My Night to Cry**
Unusual ballad is in somewhat of a folksy vein, and the chanter scores equally well on the attractive side. (Unart, BMI)

AHMAD JAMAL TRIO
★★★★ **Let's Fall in Love**
ARGO 5328—Side from the artist's latest LP should score with jocks and his many fans. Lightly swinging jazz approach. (Bourne, ASCAP)

★★★ **Ahmad's Blues**
Slow blues is also from an LP. Crowd noises are heard in the background. Flip appears a bit stronger. (Jamal, BMI)

IVORY JOE HUNTER
★★★★ **I Just Want to Love You**
ATLANTIC 2020—Moderate-paced ballad with beat is given a salable belt by Hunter with chorus support. Good side should attract. (Eden-Progressive, BMI)

★★★ **Now I Don't Worry No More**
Rockaballad is chanted warmly by the artist with listenable chorus support. Potential appears similar to flip. (Despard, BMI)

THE VELOURS
★★★★ **Blue Velvet**
CUB 9029—Expressive chanting by lead singer on r.&r. version of the lovely oldie. Spinnable side. Both sides have dual market appeal. (Meridian, ASCAP)

★★★ **Tired of Your Rock & Rollin'**
Bouncy novelty-rocker is sung personably with good humor. (Allendale, BMI)

KRIPP JOHNSON
★★★★ **One Last Time**
MERCURY 71436—Appealing reading of wistful rockaballad. (Actual, BMI)

EARL BOSTIC ORK.
★★★★ **Sweet Pea**
KING 5190—Excellent instrumental side with hard-driving tempo and standout sax and organ solo work. Good juke wax. (Earl's, BMI)

★★★ **Up There in Orbit**
Sax solo work highlights this fast-moving rhythm-instrumental side. (Armo, BMI)

SIL AUSTIN
★★★★ **The Hungry Eye**
MERCURY 71442—Exuberant, lively instrumental treatment on aggressive rhythm theme with solid sax solo work. Fine jock and juke side with dual market appeal. (Norhay, BMI)

★★★ **Danny Boy**
Tender sax solo work highlights this effective instrumental treatment of the nostalgic oldie. Nice jockey side. (Boosey, ASCAP)



Pop Records

BOBBY DARIN

DREAM LOVER (Progressive, BMI)
BULLMOOSE (Fern-Progressive, BMI)

Darin has two potent sides that should keep him on the charts. "Dream Lover" is a medium rhythm side that is chanted strongly over fine ork support. "Bullmose" is a rocker, and Darin presents it with drive. Atco 6140

BROOK BENTON

ENDLESSLY (Meridian, BMI)
SO CLOSE (Eden, BMI)

Benton appears a hot bet to click again with these two fine readings. "Endlessly" is a flavorsome medium-beater with a slight Latin tinge. "So Close" is a slow-paced, blues-like tune on which the chanting is just as strong. A likely two-sider. Mercury 71443

THE BELL NOTES

OLD SPANISH TOWN (Danbury, BMI)
SHE WENT THAT-A-WAY (Skidmore, ASCAP)

The Bell Notes, who are still scoring with "I've Had It" have two likely repeat sides. "Old Spanish Town" is a moderate tune with Latin traces that is rendered with Everly Brothers' type harmony. The group also adopts an Everly's style in presenting the flip, "She Went," which is in the rocker vein.

GORDON MAC RAE

THE STRANGER (Artists, ASCAP)
PALACE OF LOVE (Leeds, ASCAP)

MacRae has two excellent sides—either of which can step out. "Stranger" is a slight Latin tune about a stolen love. Excellent reading has the hit sound. "Palace" is a sprightly type that offers a pleasant contrast. Watch 'em! Capitol 4179

BILLY VAUGHN

YOUR CHEATIN' HEART (Acuff-Rose, BMI)
LIGHTS OUT (Shapiro-Bernstein, ASCAP)

Smooth Vaughn sax sound on these two oldies should account for sales a-plenty. The Hank Williams evergreen is easily adapted to the listenable rockaballad treatment. "Lights Out" also fares well in a similar instrumental approach. Dot 15936

LITTLE RICHARD

KANSAS CITY (Armo, BMI)
LONESOME AND BLUE (Benice, BMI)

Little Richard's pitch in the "Kansas City" sweepstakes will offer strong competition. The sides are from an earlier album by the artist. He knows how to shout the blues, and this version should figure. Flip is a slow blues that is also well handled. Specialty 664

RUSS CONWAY

SIDE SADDLE (Mills, ASCAP)

This is currently one of Britain's top tunes. Conway has the hit version there, and tho the entry is late here, it has enough charm and sparkle to catch up. A trio with piano featured presents the cute period theme. Flip is "Pixilated Penguin." Capitol 4188

CHICO HOLIDAY

YOUNG IDEAS (January, BMI)
CUCKOO GIRL (Siras, ASCAP)

Holiday bows with two impressive sides. "Young Ideas" is a bright, bouncy item that is sung against strong ork support. Vocal is in the Presley tradition. Flip is a bright Latinish rocker that also shows a good chanting stint. RCA Victor 7499

THE IDEALS

KNEE SOCKS (Bozart, BMI)

Latest disk on the apparel kick is a bright rhythm side that can generate interest. The group has quite a sound on the moving effort, and the platter appears a potent contender. Flip is "Mary's Lamb" (Planetary, ASCAP). Checker 920



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

THE MICKEY MOZART QUINTET
LITTLE DIPPER (Moorpark, ASCAP)
MEXICAN HOP (Moorpark, ASCAP)
 "Little Dipper" is presented somewhat along the lines of "Petite Fleur." The smart treatment is attractively styled, and the side appears one to consider. Flip is a snappy below-the-border effort that is played with verve. **Roulette 4148**

Pop Talent

RICKEY AGARY
EVERYBODY NEEDS SOMEONE (Parts 1 & 2)
 (Hilder, BMI)
 Agary is a strong new talent who could have a click with his first try. Both sides of this rockin' disk are belted with drive. The lad handles the catchy tune with appeal, and if exposed, this might easily go all the way. **Bel Canto 728**

LORI AND CARL FORD
24 HOURS A DAY (Ardmore, ASCAP)
WE'VE GOT A SECRET (Ardmore, ASCAP)
 Carl has the honors on "24 Hours," with Lori echoing him on the multi-tracked rocker. "Secret" is also done multi-track style. Pace here is a bit slower, but the material is handled just as well as on the flip. Talented, new duo. **Carlton 479**

Pop Disk Jockey Programming

MARGARET WHITING
I'M ALONE BECAUSE I LOVE YOU
 (Witmark, ASCAP)
TOP OF THE MOON (Gilbert, ASCAP)
 Miss Whiting as usual turns in two fine vocals that should flip listeners. "I'm Alone" is given a smooth rockaballad approach with mild rock ork backing. "Top of the Moon" is adapted from a Schubert theme. Both are quality sides worth exposure. **Dot 15931**

THE MUSKATEERS
POOR BOY NO. 2 (Meridian, BMI)
ZELDA'S LAMENT (Morris, ASCAP)
 "Poor Boy No. 2" is very much on the order of the recent click by the Royaltones. It's a contagious rhythmic side that can score. "Zelda's Lament" is a moderate rocker that is also given an effective treatment by the group. Spins should please. **Dot 15928**

THE DANTON PHILLIPS FIVE
SWEETWATER BAY (Rayven, BMI)
KIWI (Spencer & Spencer, BMI)
 The Australian group has a big hit with this down under. Tune is a cute theme that is given a 1920's styling. It's unusual enough to step out. Flip, "Kiwi," is also an instrumental with a similar sound and lots of appeal. **United Artists 2014**

C&W Records

BOB GALLION
OUT OF A HONKY-TONK (Acuff-Rose, BMI)
YOU TAKE THE TABLE AND I'LL TAKE THE CHAIRS (Cedarwood, BMI)
 Gallion has his two best sides in a spell. "Honky Tonk" is a weeper which he presents in fine fashion with excellent backing. His emotional warble should create interest. Flip is a poignant bit of material that tells of the break-up of a marriage. **M-G-M 12777**

HANK THOMPSON
ANYBODY'S GIRL (Brazos Valley, BMI)
 Thompson has a strong offering in this plaintive side. Tune is about a girl who is a honky-tonk sweetheart, but "anybody's" girl. The artist reads the tune with sincerity over a fine assist from the Brazos Valley Boys. Flip is "Total Strangers" (Texoma, ASCAP). **Capitol 4182**

ROSE MADDOX
WHAT MAKES ME HANG AROUND?
 (American, BMI)
GAMBLER'S LOVE (Central Songs, BMI)
 Miss Maddox bows on the label with two excellent sides. Top side is a weeper sort about a gal who's unfortunate enough to have a man with a rovin' eye. Flip is a saga of the pitfalls of being in love, when you're a gambler. Both can break out. **Capitol 4177**

R&B Records

LITTLE JR. PARKER
FIVE LONG YEARS (Frederick, BMI)
I'M HOLDING ON (Lion, BMI)
 Parker should collect a lot of r.&b. coin with these two efforts. Both show fervent vocalizing on blues entries. The artist is a consistent scorer with this type and these solid contenders should also click. **Ducke 306**



SAM FLETCHER
★★★ If You Really Love Me (Really Love Me)
METRO 20022—Fletcher provides a nice effort on this familiar oldie. It's done in the modernized triplet fashion. Singer has a touch of Hibbler in his style. (Duchess, BMI)

★★★ Out in the Cold Again
 Another pleasant standard is revived in the familiar triplet rhythm style. Good performance by Fletcher. Both sides are worth spins. (Joy, ASCAP)

MARK DINNING
★★★ A Life of Love
M-G-M 12775—A strong piece of material and it's handled with sincerity and style by Dinning, assisted nicely by a mixed chorus. A strong side. (Acuff-Rose, BMI)

★★★ Cutie Cutie
 Dinning handles this medium blues-styled number in good, spirited fashion. It's a tribute to his chick, who's the "only one for me." Good performance. (Acuff-Rose, BMI)

BILLY CRADDOCK
★★★ Sweetie Pie
COLUMBIA 41367—This good, bright effort by Craddock has a folk-a-rock flavor and it employs a chorus. Side has a big sound that could catch on with exposure. (Peer, BMI)

★★★ Blabbermouth
 This is all about how rumors around town get started. It's a cute thought for a tune and it's done to a medium rocking tempo. Another nice performance by Craddock. (Alamo, ASCAP)

BETTY EVERETT
★★★ Tell Me, Darling
COBRA 5031—Miss Betty Everett really knows her way around a blues. She gives this one great feeling and receives a solid assist by the Willie Dixon band. Strong potential in Southern markets. (Armel, BMI)

★★★ I'll Weep No More
 A slow, methodical opus in which Miss Everett launches into a gospel flavored approach. The gal is a fine artist. Two fine sides. (Armel, BMI)

GOGI GRANT
★★★ The Ride Back From Boot Hill
RCA VICTOR 7492—The thrush turns in with a lovely reading of a dramatic tale about the death of her loved one. She sells it with much heart in the "Wayward Wind" style. It has a chance for action. (Trinity, BMI)

★★★ A Restless Pair
 On this side the petite chanteuse turns in a warm reading of a very pretty ballad. It too, could grab spins. (Northern, ASCAP)

MANTOVANI ORK.
★★★ This Nearly Was Mine
LONDON 1869—The lovely ballad from "South Pacific" is performed with the usual smooth-stringed approach of the fine English Ork. A lovely side by the Mantovani crew. (Chappell, ASCAP)

★★★ Summertime
 On this side the maestro comes thru with luscious reading of the fine Gershwin tune from "Porgy and Bess." (Chappell, ASCAP)

ART MOONEY ORK. & CHORUS
★★★ Underneath the Arches
MGM 12783—The fine English Music Hall standard is performed here with a Philadelphia string band sound by the Art Mooney crew and chorus. (Robbins, ASCAP)

★★★ Wha-Chi-Bam-Ba
 Tune with a South African flavor is sold with vitality by the band and chorus. It has a sound. (Criterion, ASCAP)

HENRY MANCINI ORK.
★★★ Pow!
LIBERTY 55184—Henry Mancini, composer of the "Peter Gunn" music, has a wild side here featuring a solid band waxing of a jazz instrumental that could get many spins. Watch this one. (Northern, ASCAP)

★★★ Cha Cha Cha for Gls
 On this side the Mancini ork takes off on a swinging cha cha. It has a sound, tho it is less wild than the flip. (Northern, ASCAP)

JOHNNY STRICKLAND
★★★ I've Heard That Line Before
ROULETTE 4147—The chanter explains that he was a fool to fall in love so deeply when his love was so shallow. Good wax. (Queensbury, BMI)

★★★ Don't Leave Me Lonely
 The chanter renders the countryish rockaballad warmly. Lad can sell a song. (Queensbury, BMI)

TONY MARTIN
★★★ Lily-Lu
RCA VICTOR 7494—Martin offers a bright mambo-rhythm tribute to a Latin lady. Smart arrangement features a chorus and a good band sound in the backing. The chanter is in good form. (Spier, ASCAP)

★★ Do You Remember, As I Remember
 A typical Martin romantic-styled ballad with a big concerto feel to the piano, ork and chorus support. Very slow rhythm on this side (Famous, ASCAP)

ARNIE DERKSEN
★★★ Let the Whole World Know
DECCA 30867—Derksen has a good rural spirit and quality on this bouncy upbeat. Interesting vocal support by chicks and cats on a bop-ba-ba kick. Dish has a nice flavor. (Champion, BMI)

★★ I'd Like to Be Alone
 He's lost the love he had and he's feeling sorry for himself. That's the message of this tearful ballad and Derksen handles it sympathetically. (Cedarwood, BMI)

MARTI BARRIS
★★★ You're My Thrill
KEEN 2016—Marti Barris sings the fine standard in stylish fashion over a "Fever" type of beat by the ork. The record has a sound and a chance for attention. (Movietone, ASCAP)

★★ Sweet Talk
 On this side the lass comes thru with a pretty reading of a listenable ballad. The flip is stronger. (Robertson, ASCAP)

BOBBY STEGAR
★★★ The Whippoorwill
BUDDHA 1003—Soft warble by the lad on a folkish ballad. Good chorus and light, triplet backing help. Side might create interest, if plugged. (Leeds, ASCAP)

★★ Pirate of Love
 So-so rockaballad is neatly sold by Stegar, but flip appears more likely. (Sky, BMI)

SONNY KNIGHT
★★★ Barbara
EASTMAN 791—Attractive rockaballad with country flavor is sung with wistful appeal by Knight. (Rogers-Van Buren, BMI)

★★ I'm Lost Without You
 Same comment. (Rogers, BMI)

THE SENTIMENTALS
★★★ Understanding Love
CORAL 62100—A smooth-sounding group. The tune is a ballad, and arrangement combines lush violin and triplet figures. (Copar, BMI)

★★ We Three
 A relaxed performance of a slow-tempo ballad. Lead singer effective. (Mork, ASCAP)

CLARA WARD
★★★ Walk With Me
DOT 15916—This moving inspirational work is based on the melody of "Goin' Home." It's quite a departure from her typical gospel material, but Miss Ward hands it a fine reading. (Champagne, ASCAP)

★★ Silver Wings
 A little girls' chorus asks what it's like in Heaven and mommy, in the person of Miss Ward, provides the answer. Good performance but flip may have an edge. (Vernon, ASCAP)

FRANK DE VOL ORK
★★★ House on Haunted Hill
COLUMBIA 41366—An interesting, mysterious quality is generated on this theme ma. (Continued on page 80)

• **Reviews of New Pop Records**

• *Continued from page 79*

terial from the pic of the same name. Appealing mood wax. (Morris, ASCAP)

★★ **Hades**
A wild potion of sound is concocted on this side with blaring discordant horns and pounding drums. From the DeVoi album, "Bacchanal." (Bulls-Eye, ASCAP)

OWEN BRADLEY
★★★ **Single Simon**
DECCA 30848—Attractive walking blues receives a strong instrumental reading by the Bradley crew. It could get some coins. (Champion, BMI)

★★ **Little Beaver**
Good instrumental version here by the Owen Bradley combo of an easy flowing rocker with a beat. (Camarillo, BMI)

JUNIOR WELLS
★★★ **Cha Cha Cha in Blue**
PROFILE 4005—Listenable cha cha receives a catchy instrumental reading from the Wells combo here with guitar and harmonica featured. Side has a chance for coins. (Melva, BMI)

★★ **I Could Cry**
The chanter sings this blues with much feeling as he tells of his troubles and woe with his woman. (Melva, BMI)

RICKY DARWIN
★★★ **The Great, Great Thinker**
BUZZ 1;3—Church-styled performance of a ballad. Arrangement uses both gospel figures and triplets. Has some interest and could get attention. (Play-Mor & H & K, BMI)

★★ **Deep in Love**
Darwin's interesting vocal has a touch of gospel style and he has considerable range. Instrumentation is both gospel-styled and funky. (Pay-Mor & H & K, BMI)

MILTON TRENIER
★★★ **Gonna Catch Me a Rat**
DOT 15922—Perky new tune penned by Jesse Mae Robinson is handed a good reading by Milton Trenier over listenable backing. Tune is good and the disk has a chance. (Hill & Range, BMI)

★★ **Time Out for Tears**
Attractive tune is handled with warmth by the chanter over large ork support. However, flip is stronger. (Republic, BMI)

LITTLE MARIE ALLEN
★★★ **Hundinger**
TRIUMPH 603—On this side the chick takes off on a driving rocker and sells it with spirit. Thrush can put over a tune. (Sweco, BMI)

★★ **Oh, Oh, I'm in Love**
Little Marie Allen bows on the label with a wild reading of a tender rockballad, in which she shouts the lyrics with feeling. Good talent here. (Sweco, BMI)

SPENCER & SPENCER
★★★ **Brass Wall**
ARGO 5331—Pounding instrumental treatment of frantic rocker with walling sound and driving tempo. Solid dual-market side with juke appeal. (Spencer & Spencer, BMI)

★★ **Russian Band Stand**
Rather tasteless takeoff on "Bandstand" type show, Russian-style. Fans who don't dit it are show down. (Spencer & Spencer, BMI)

THE KING SISTERS
★★★ **Keep Smiling**
CAPITOL 4180—Tune waxed by the girls a number of years ago is handed a good reading on this happy, swinging side. It could get lots of spins. (Leeds, ASCAP)

★★ **The Maids of Cadiz**
Tune adapted from "Carmen" is sold pleasantly by the girls on this side. (Ardmore, ASCAP)

EDDIE FRIEND AND THE EMPIRES
★★★ **Single and Free**
COLPIX 112—The chanter sells a lively rocker with verve, backed by a good arrangement with a beat. May grab coins. (Milbern, BMI)

★★ **Tears in My Eyes**
Eddie Friend tells a familiar story, as he sings of his breakup with his girl friend. (Milbern, BMI)

KEN COLBY
★★★ **Cafe of Blue Mirrors**
MAINE 6000—This instrumental employing guitars and rhythm has a distinct "Third Man" or "Moritat" feeling. Reading features hummed vocal spots. Very appealing. (Hecht, Lancaster & Buzzell, ASCAP)

★★ **Ragamuffin's Holiday**
A honky-tonk piano, bass horn and la-la-ing fem chorus toss off this bouncy opus. Then an accordion moves in for a solo spot. The chorus gets a little piercing, but the melody is catching. Group is called the Ragamuffins. (Hecht, Lancaster & Buzzell, ASCAP)

EL ROJO
★★★ **Adult Marching Song**
RED-E 5006—This is a take-off of course on "The Children's Marching Song." It's cute and has a clever lyric, and it could grab many spins. (Jefferson, ASCAP)

★★ **Play Ball You All**
This is dedicated to the forthcoming baseball season and one of the clefters is Mel Allen. (Jefferson, ASCAP)

THE FLUORESCENTS
★★★ **Shoopy-Pop-A-Do**
HANOVER 4520—Uptempo blues. Lead singer does an effective job here and is backed by an exciting arrangement. (Murjac-Earl, BMI)

★ **The Facts of Love**
Ballad with conventional triplet arrangement. Adequately chanted. (Murjac-Earl, BMI)

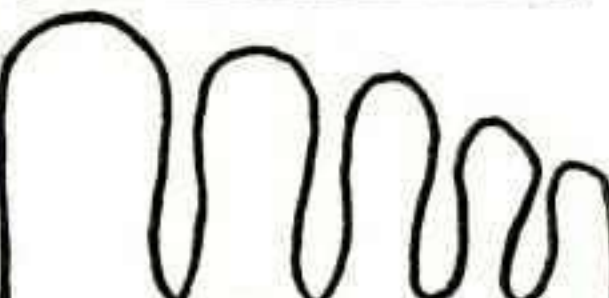
JIMMY DARREN
★★ **You**
COLPIX 113—Darren turns in a pleasant ballad reading with triplet backing and a nice assist from the Four Blossoms fem vocal group. (Camarillo, BMI)

★★ **Gidget**
Tune in moderate tempo is the title tune from the pic "Gidget." Pic promotion can bring spins. (Columbia, ASCAP)

MORTON DOWNEY JR.
★★ **Rags to Riches**
CONTENDER 1317—Cha cha treatment of the old Tony Bennett click. The singer gives it a fair whirl. (Saunders, ASCAP)

★★ **Love Bug**
Cat is warning about the love bug and his
(Continued on page 82)

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GERRY MULLIGAN
JIMMY RUSHING
ART VAN DAMME
JOE WILDER
TEDDY WILSON

Gal Serves Five Routes

• Continued from page 16

erns, 10 blues and novelties, 20 pop numbers, 20 old favorites, 10 EP's and then will fill with polkas and others. This takes care of a 200-selection machine.

This pattern of selection is watched until she gets the feel of the spot. Until she has returns on the tunes, she feels she must use an assortment. Of course, if one type of music goes better than another, then she increases the number of records in that category.

Special Stops

In the Los Angeles area, Mrs. Crutchfield is often called upon to program special locations. If the location is patronized by Mexicans, she will spot top rhythm and blues, progressive jazz, modern Mexican, cha-cha and merengues. If the location is patronized by older Mexicans, she will use old Mexican tunes, rancheros, some waltzes and polkas.

When Mrs. Crutchfield has a 200-selection machine to change, she may set out 12 to 15 records for the two weeks' service. If it is a 100-selection machine, she will use 10 records.

The operators, says Bard, who has been Mrs. Crutchfield's employer since 1943, feel that expert programming is necessary in all spots, whether on a percentage or rental, the latter case particularly where there is a piano bar. Her efforts prevent any complaints that the location, regardless of the financial arrangement is not being serviced with the best records.

Hit Tune List

The Exchange also prints its own monthly list of Hit Tunes. This is placed in each machine, with several copies being left in the tavern or spot for distribution. There is also space for the location's patrons to list requests.

Mrs. Crutchfield, with the approval of her operators, inverts the listing of the tunes on the title strips. A "B" tune will be listed on top of the strip to give the even and odd numbers equal play. This equalizes the wear on the pick-up, she says.

There are several "musts" around the operators' library. These include correct spelling of all titles, use of a heavy cotton-nylon ribbon on an electric typewriter and special parchment title strips for easy tune selection by the customer.

Program Policy

While Mrs. Crutchfield follows a regular policy of programming, she often relies upon her personal pleasure. It has worked out well, too. Some weeks ago she heard an organ and trumpet team on Heartbeat Records. She bought a number of the record "Peg o' My Heart" and "Tea for Two," by Seymour and Harold Turner. She figured that it was "almost jazz, yet quiet enough for almost any place. Nice combination of two standards, and not too square." The record, incidentally, pulled better than she had expected.

Mrs. Crutchfield and Miss Shindler make it a point to fill requests that are phoned in by the location. If it is an old tune, they probably have it in their library. The tunes are easily found as they are cataloged according to artist and type of music. They some-

Stereos Help Houston Ops

• Continued from page 16

just in its infancy here. Not more than a fraction of the total number of machines in this area are stereo at this time, altho sales are going forward well.

Stereo installations are doing very well, according to distributors. H. A. Franz said: We could sell for the next 12 months and would not replace half the monaural juke boxes in the area with stereo.

Records a Problem

One of the big problems is getting enough stereo records, according to tradesters. Eddie Troy, promotion manager for the record department of City Music, said: "We have limited sales of our stereo machines due to the lack of records. Where we have them, they are doing very well."

Some stereo machines in this area operate on dual play: Patrons can get one monaural spin for a dime, three for a quarter; one stereo for 15 cents, two for a quarter.

Said Troy: "The public here likes the Latin-American record where one sound comes out of one speaker, another sound comes out the other. They know they're getting stereo. When they pay 15 cents for a record, that's what they play—the deliberately gimmicked record."

"Houston, of all towns, is like a farm town when it comes to spending 10 cents for a record, Tory said. It takes plenty of sell, according to him, to get 15 cents for a stereo number.

The general consensus here is that costs should come down before stereo really starts moving. Of course, one distributor reported that "stereos are earning more than monaural machines—considerably more.

times have problems, however, in supplying requests like the one that came in a few days ago.

It was for "Sally Vee." Mrs. Crutchfield made out the program and Miss Shindler typed the title—"C'est La Vie."

Stereo Solid in Memphis

• Continued from page 16

ner in Sammons-Pennington Company, distributors:

"We have sold a good many stereos in our trade area, which besides Memphis is West Tennessee, North Mississippi and most of Arkansas. Every operator who has bought them is pleased with them and, tho using standard records, report an increase in collections.

"Yes, they are earning a little more than the standard juke box. The problem, however, is that there are not enough stereo records available yet. However, I noticed in the list of the top hits recently, of the first 23 there are 10 or 11 available on stereo records.

"That situation is improving week by week. More and more records are becoming available all the time. The record com-

panies are recording more and more on stereo."

Edward H. Newell, owner of Ormatt Amusement Company, operator:

"I have two of the stereos out now. I expect, of course, to use more in the future. There are approximately 25 out altogether in Memphis and Shelby County (there are almost 1,000 phonographs on location in the city and county).

"This is a small figure now but will grow in future years as it catches on. The stereos are being received very well. We have no mechanical problems. Our collections are up on them about 10 per cent.

"I cannot say with certainty, of course, whether the increase is because the machines are stereo or because they are new machines. Every time a new machine is placed on location there is an increase in revenue.

"Sometimes this increase will last as long as six months—sometimes it continues on and never goes down to what it was formerly.

"I am still using the 50-50 split with locations."

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A MILLION

* **BOBBY BLUE BLAND**
"I'M NOT ASHAMED"
"WISHING WELL"
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 and
"SOMEDAY SHE'LL COME ALONG"
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OF AMERICA

CHESTER McDOWALL
"I WONDER WHY"
"BABY DON'T LEAVE ME"
 DUKE 302

* **JUST RELEASED**

• Reviews of New Pop Records

• Continued from page 80

bite. Cute side is belted to fair effect. (Athena & Ultra, BMI)

LINC JEFFRIES WITH THE MISSING LINKS

★ ★ Pitch Black
 KEY 1061—Multi-track rockabilly-styled reading of fast-moving r.&r. ditty. (Clairborne, BMI)

★ ★ I Walked Away
 Warbler sings with sincerity on okay rocka-ballad with pounding beat. (Clairborne, BMI)

PATTI PALMER

★ ★ That's All I Want You to Say
 HANOVER 4517—The thrush chants this ballad with emotion. Arrangement featuring horns and a triplet figure is a good one. (Halbrook, BMI)

★ ★ Whisper It to Me
 Romantic ballad, with the chantress doing a stylized vocal in line with the title. (Scherer, BMI)

THE JAGUARS

★ ★ Jaguar
 EPIC 9308—Instrumental blues rocker, with traffic and auto sounds. An interesting side both as to sound and arrangement. (Mellin, BMI)

★ ★ Roundabout
 Instrumental blues, moody and flavorful, similar to the flip in performance. Good deejay programming. (Mellin, BMI)

RUSS HADDOCK TRIO

★ ★ Imitation of Life
 CORAL 62099—From the UI flick of the same name comes the tune. It's a bouncy instrumental as done here, with voicing by a chorus. (Northern, ASCAP)

★ ★ Bohemian Girl
 Novelty, with a touch of jivey lyric and blues-oriented jazz instrumentation. For jocks. (Mac Wright, BMI)

BETTY MADIGAN

★ ★ Joy
 CORAL 62098—Fine performance of the pretty song that was a hit for the lass a while back. Classy arrangement brings out the tune's folk flavor. Thrush merits play with this one. (Lowel, BMI)

★ ★ If and When
 Another good one, with a pretty melody line and sensitive lyric. Thrush is backed with chorus and smart backing using violins. (Kahi, BMI)

GLENN AND JERRY

★ ★ You Came Along
 KAPP 272—The boys have a mild flavor of the Everly Brothers on this guitar and rhythm backed ballad. Harmonies have a rural quality. (TJ & Ro Ann, BMI)

★ ★ Hello, a New Love
 On this side the boys tell the gal that she's too late to reclaim their love. She's now paying the price. Moderate chances. (Big Song, BMI)

DUKE ELLINGTON ORK

★ ★ Spank No. 1
 COLUMBIA 41362—Ellington and his band sound great on this oriental tinged effort. Side features vibes in the spotlight. Great beat. For jocks and possibly jukees too. (Tempo, ASCAP)

★ ★ Spank No. 2

Follow-up to "Spank No. 1" has largely the same rhythm and sound with a build to a solid finish. Two programmable sides. (Tempo, ASCAP)

THE DOWNBEATS

★ ★ You're So Fine
 PEACOCK 1689—The Downbeats sell this old fashioned effort pleasantly featuring a good lead with a McPhatter sound and listenable group accompaniment. (Alhka, BMI)

★ ★ Someday She'll Come Along
 The high voice lead handles this rocka-ballad with feeling again helped warmly by the group. (Lion, BMI)

THE DARBY SISTERS

★ ★ Jimmy
 METRO 20020—The Darby Sisters bow on the label with a flair reading of a novelty effort with a beat. (Greenleaf, BMI)

★ ★ Send a Picture Post Card
 "Send a picture postcard when you are far away" sing the girls on this side. (Budd, ASCAP)

ROBERTA SHORE

★ ★ Shaggy Dog
 DISNEYLAND 123—From the Disney flick "Shaggy Dog" comes this bright novelty effort sung in cute fashion by Miss Shore. Pic may help it get spins. (WDM, ASCAP)

★ ★ C'est Chiffon
 Roberta Shore sings the standard item, whose original title is "C'est Bon" in an attractive French accent over smooth backing. She sings to Shaggy the dog from the Disney flick. (Leeds, ASCAP)

MARTY WYTE

★ ★ Queen of the Mardi-Gras
 SHAMMY 501—Marty Wyte sells this tune about a Mardi Gras Queen with a flair over good support by the band and group. Could get spins. (Silver Star-Peer, BMI)

★ ★ The Ho Ho Song
 On this side the chanter comes thru with a warm reading of a folksy effort about a wandering man. Lad has a good voice and a sound. (Silver Star-Peer, BMI)

JERRY JEROME ORK.

★ ★ Making Whoops Cha Cha
 ROC 5101—The fine standard is performed smartly here by the Jerome crew, as they transform the tune into a driving cha cha. (Kahn-Donaldson, ASCAP)

★ ★ Can-Can Meringue
 On this side the band transforms the well-known Can-Can melody into a meringue, featuring voices and a big arrangement. (Carbo, BMI)

BILLY LAND

★ ★ Four Wheels
 ESCO 100—A fetching melody, with a relaxed, swingy quality. Lyric is a bluesy one which gets a strong performance by the chanter. (South, BMI)

★ ★ Shimmy Shake
 Rockabilly. Tune is a blues, recorded with considerable echo and funky quality. (South, BMI)

BOBBY VINTON

★ ★ Always in My Heart
 MELODY 5002—A stylized vocal reading (Continued on page 86)

GREETINGS TO M.O.A. FROM

JAY GEE

RECORD CO.

JUBILEE

JOSIE

PORT

JANE

IT'S A HIT!
BLUE JAY
 Lu Ann Simms
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JAZZ GREATS PLAY GREAT JAZZ IN THE MAY 1st

"COLUMBIA JAZZ FESTIVAL"

THE FIRST NAME IN JAZZ

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DAVE BRUBECK
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 ERROLL GARNER

BENNY GOODMAN
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 BILLIE HOLIDAY
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GERRY MULLIGAN
 JIMMY RUSHING
 ART VAN DAMME
 JOE WILDER
 TEDDY WILSON

Mr. OPERATOR
HERE ARE 8
SURE SHOTS

THE TWIST
KING 5171
KANSAS CITY
KING 5195
HANK BALLARD
and **THE MIDNIGHTERS**

KANSAS CITY
LITTLE WILLIE
LITTLEFIELD
FEDERAL 12351

THREE STARS
RUBY WRIGHT
KING 5192

RETURN OF
STAGOLEE
TITUS TURNER
KING 5186

WHAT MAKES
YOU SO
TOUGH
TEDDY HUMPHRIES
KING 5182

MIRACLE
OF LOVE
b/w
I KNOW IT'S
HARD BUT
IT'S GOOD
THE "5" ROYALES
KING 5191

UP THERE
IN ORBIT
EARL BOSTIC
KING 5190

245 LP's
to choose from



Michigan Tunes Up for Stereo

• Continued from page 17

stereo units taken out, reverting to standard music.

Still, a survey of distributors shows the stereo juke box picture to be a good one. "Stereo is going over tremendously well," says one distributor. The speaker is Richard V. O'Meara, general manager of Music Systems.

"One sales tool used here is to offer a 30-day trial installation, not billed till the end of the period. This has shown the operator what stereo will do for him. He finds that he can go from nickel play (which is still general in Detroit) to a dime. . . . We back this up with advertising of stereo music, which for the first time pinpoints the music in the location.

"The location owner finds he is getting two or three people from the bar down the street, two or three from one the other way, and he is moving his own merchandise. The least expensive entertainment he can give his customers is music."

Music Systems furnishes outside, weather-proof banners; bar napkins, placards for use inside, and adhesive signs for the back-bar to impress the ultimate consumer with the features of the new music.

Up-State, he reports "fantastic" business from Jerry Snyder, manager of the Lansing office, a Central States territory which has been on dime play for a long time.

Cuts Prices to Bone

"We are interested in moving equipment, not in pricing ourselves out of the market," O'Meara says. "We have cut our prices to the bone and are giving additional services, such as installation cost and records. We are making location surveys to determine just where the equipment should be placed.

"We are building some stature into this business. We are doing this in two ways, the public relations program with the location owner and the advertising program to the public.

"Operators are getting better commissions and better guaran-

tees (with stereo). We are uplifting the business."

O'Meara cited as typical a tavern on Mount Elliot Avenue that was doing \$10.40 music business a week, the location owner and the operator each getting about \$5. The owner remodeled the bar, and the operator switched from a 1952 Model C to a 1953 Model V, and was able to provide better records, including the old standards. Play increased to \$23 a week, with the location owner still getting the basic \$5. The operator experimented a month ago with a stereo machine, and play went to \$31-\$35 per week, offering better music for the customers, satisfaction to the location owner, and a much better return to the operator.

Stereo Does Well

This general view was confirmed by Paul Folino, assistant salesmanager of Fabiano Sales & Service. "Stereo has been going very well so far. The reception has been tremendous," says Folino.

Other reports from the metropolitan area and up-State as well indicate stereo is doing very well, according to Art Hebert, manager of Miller-Newmark Distributing Company. He reports an increase in play of 10 to 15 per cent.

Hebert points out that the new stereo units offer improved commission arrangements and will net the operator—and net is the important figure—about 20 per cent better, with the increased play coupled with new commission set-up made possible by them.

The stereos are going well in some up-State areas. For instance, reports Charles Andrews, of Angott Sales Company, there is quite a spurt in sales in the Kalamazoo-Battle Creek territory, because operators have been waiting for the new stereo models.

The company has a policy of offering a kit of 40 stereo numbers with a new machine, either included in the deal or sold outright, but these tend to be standard numbers which stay on the machine quite a while.

Beer City Sold on Stereo

• Continued from page 17

"I'm not making any additional earnings as the result of stereo. The first week on location a stereo machine is hot and earnings climb way up. On the second week the novelty begins to fade, and the takes are soon back where they were before stereo was put in. Stereo, as far as I can see, even with 18 speakers, doesn't mean any improvement in the operator's financial position."

Listing his specific complaints, Les Reeder says: (1) The cost of installing a stereo juke box is entirely too high for the average operator. (2) There is a very limited supply on stereo singles available from disk suppliers . . . not enough of the latest hit tunes to tempt juke box patrons.

Taking the opposite slant on stereo, Carl Betz, route foreman for P. & P. Distributing Company, claims it is proving a boon for his concern. The firm has 10 stereo juke boxes on location.

"We're satisfied. We consider stereo from all angles before we went into it. Results have been even better than we had hoped for."

Progressive music operators, according to Carl Betz, should take the view that stereo juke boxes provide the leverage needed to pry reasonable guarantees from locations. P. & P. stereo boxes are out on either a guarantee basis or a 50-50 percentage deal. Guarantees are \$22.50 per week for the first year and \$20 weekly for the second year the machine is on location. Top volume spots, says Betz, are able to demand down the middle deals, and are usually worth it.

What about the high initial cost of equipment and installation charges? Says Betz: "We look at it this way: If a stereo installation bring us a good return, the investment is worthwhile."

Does it require strong selling to get good stereo locations? "We don't wait for any of our locations to ask us for stereo," says Carl Betz. "We contact all of our spots, tell them that we have stereo equipment available for them, and our terms. This is a much better approach than waiting until after some competitor tries to sell it to them."

1957 - "LOVE ME FOREVER"

1958 - "HIDEAWAY"

1959 -

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THE FOUR
ESQUIRES'
BIGGEST YET!

PARIS #531

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JUNE

First record since her European smash
"APPLE BLOSSOM TIME"

WITH
YOU
BESIDE
ME

I USED
TO
LOVE
YOU

PARIS #532

NOT THE FIRST RECORD (By two days)
BUT THE BEST RECORD, BY FAR!

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SADDLE
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AT THE TWIN PIANOS

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Urgent need for an industry-wide organization to deal with the ever-increasing problems of record manufacturers and distributors prompted the formation in July, 1958, of the

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Since that time, A.R.M.A.D.A.'s officers and board of directors, acting on the mandate of fellow manufacturers and distributors, secured a charter and scheduled

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Mon., Tues., June 8-9, 1959
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Every Record manufacturer and distributor should belong to their own organization—A.R.M.A.D.A. Join Now by filling in the A.R.M.A.D.A. application below and sending it to Harry Schwartz, c/o Schwartz Bros. Dist., 901 Girard St., N.E., Washington, D. C., along with your check for \$25, made payable to A.R.M.A.D.A.

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Atlas Records
New York City

Steve Janis
Variety Records
Chicago

Jerry Blaine
Jubilee Records
New York City

Lester Lee
United Artists Records
New York City

Reviews and Ratings of New Popular Albums

Continued from page 69

they do, however, have a spice about them. Liner notes annotate the background of each selection with some care. A quality package in its field.

INTERNATIONAL ★★★★★

★★★★ THE INCREDIBLE MONTOYA PRESENTS PORRINA DE BADAJOZ
RCA Victor LPM 1878
Fascinating album of Flamenco music. The truly Spanish style singing by Montoya discovery, Porrina de Badajo, is accompanied by the incomparable guitarist himself. Exciting performances in pure Flamenco tradition. Excellent buy for the genre. Colorful and attractive cover should encourage sales.

INTERNATIONAL ★★★

★★★ GAUCHO!
Audio Fidelity AFLP 1879
Disk features music of the Argentine pampas. Like the gaucho whose music it is, the tunes are lively and rugged. And you don't need a special fondness for things Latin-American to be attracted to the folk rhythms and the somewhat extravagant arrangements. The wide-range sound is a bonus. Place the needle anywhere in demonstration. The customer will get the idea right away.

★★★ BACCALONI SINGS POPULAR ITALIAN SONGS
Grand Award GA 33-394

STEREO & MONAURAL

The great basso profundo makes his recording debut on this set, as well as his debut on a performance of lighter, non-operatic material. Songs include "Arrivederci Roma," "Funiculi, Funicula," "Donkey Serenade," etc. The man is still in fine, robust voice and fans of the artist will no doubt enjoy this performance.

INTERNATIONAL ★★

★★ JEWELS FROM ITALY
Walter Baracchi, Piano with Rhythm Accompaniment. Vox VX 25,850
A package of Italian melodies, romantically done on piano with fine technique. Included are "Volare," and other tunes by Modugno; "Come Prima" (Taccani-Di Paola) and songs by Capotosti, Concina and others. Cover is a beauty.

LATIN AMERICAN ★★★★★

★★★★ CHA CHA CHA INSTRUCTION RECORD
Tony & Lucille with Rene Touzet & the Cha Cha Rhythm Boys. Fiesta FLP 1244
One side of this LP spotlights easy-to-follow instructions on how to dance the cha-cha, delivered competently by Lucille (of Tony and Lucille who teach dancing at Grossinger's). The team's following could make this package a strong sales item in its specialized field. Flip features swifty, danceable cha-cha themes by Touzet.

RELIGIOUS ★★★★★

★★★★ THE MASTER'S BOUQUET
The Stamps-Baxter Quartet. RCA Victor LPM 1893
The fine group sing 14 of the splendid sacred standards out of the famous Stamps-

Baxter catalog. Mood ranges from soulful to happy and joyous. "Keep You Eyes Upon the Cross," "Cross the Border Line," "I Hold His Hand," and "A Happy Meeting," are samples of the fare. Handsome color photo of mountain wildflowers adorns the cover and the back liner contains complete lyrics for all the songs. Can be standard repertoire in its field.

RELIGIOUS ★★★★★

★★★ MEDITATION AT DAWN VOL. 2
Lew Charles, Organ & Charles Morris, Piano. Word WST 8013 LP & W 3069 LP

STEREO & MONAURAL

The organ-piano duo play inspirational music of a peaceful and calming character. "Tell Me the Story of Jesus," "Blessed Quietness," and "At the Cross," are samples of the 13 selections. Good sound with stereo splitting the two instruments between channels. Attractive wax for a quiet hour.

RELIGIOUS ★★

★★ KATHRYN KUHLMAN CONCERT CHOIR
RCA Victor LPM 1901

The Kathryn Kuhlman Concert Choir is composed of dedicated young adults from all walks of life, from college students to bank tellers and airline workers. They are heard on radio in Pittsburgh where the choir is located. The group, under the direction of Arthur Metcalfe, performs a collection of hymns and chorales from various oratories in a generally satisfactory manner, singing with much sincerity and enthusiasm.

LOW-PRICE RELIGIOUS ★★★★★

★★★ HYMNS—JOHNNY DESMOND
With Jack Fascinato Ork & Chorus. Mayfair 9628 S

STEREO & MONAURAL

A new role and a new label for Johnny Desmond, finds the pleasant baritone voice applied to a brace of appealing and sometimes familiar hymns, sacred and inspirational songs. Included are "The 23rd Psalm," "What a Friend We Have in Jesus," "Somebody Bigger Than You and I." Stereo in this case is no great attraction, but the combination of growing sales potential for sacred material and a solid vocal name, can make this a profitable rack set.

SPECIALTY ★★★★★

★★★ STEEL DRUMS
HIFI R 817
Steel drum bands, long a favorite in the Caribbean islands, provide an intriguing primitive flavor to such well-known selections as "Mary Ann" and "La Paloma." Lion's share of the LP is devoted to jungle spiced fare such as "Zulu Chant," "Spear Dance Cha-Cha-Cha," etc. Accent is on sound and rhythm and will hit the bullseye for the off-beat buyer.

AUDITION

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

Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

★★★★ SOME LIKE IT COOL
Various Artists. United Artists MX 21

STEREO & MONAURAL

This new set contains tracks taken from recent jazz releases on the label and it includes a flock of strong newer jazz names including A. Farmer, C. Taylor, R. Weston, J. Coltrane, B. Brookmeyer, the Herb Pomerooy ork and thrush Diahann Carroll. It also contains sides from both "I Want to Live" LP's, one with Johnny Mandel's score, the other featuring Gerry Mulligan. Good value here for adults.

★★★★ THE JONAH JONES QUARTET AT THE EMBERS
RCA Victor LPM 2004

Jonah Jones' trumpet traces elaborate figures around such standard melodies as "Lullaby of Birdland," "High Society" and "All of You," to name a few. Quartet is bright and bouncy and highly inventive throughout. Jones adds new fans every day and this disk, cut when he started at the Embers in 1956 will enhance his reputation. For all lovers of small combo jazz.

★★★★ ELLINGTON SUITE

The Chico Hamilton Quintet. World Pacific WP 1258

This new set, waxed by the Chico Hamilton Quintet before the group joined WB Records, is a tribute to Duke Ellington the composer, and it's a very happy tribute both sound-wise and performance-wise. With Hamilton on this disk are P. Horn, B. Colette, J. Hall, F. Katz and Carson Smith and they come up with some very attractive modern versions of "Take the A Train," "Perdido," "Azure," "I'm Beginning to See the Light" and other Ellington classics. A set that should attract the many, many Hamilton fans.

(Continued on page 90)



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PLAY GREAT JAZZ
IN THE MAY 1st

"COLUMBIA JAZZ FESTIVAL"

FROM
THE FIRST NAME IN JAZZ

HEAR

- DAVE BRUBECK
- BUCK CLAYTON
- MILES DAVIS
- DUKE ELLINGTON
- ERROLL GARNER
- BENNY GOODMAN
- LIONEL HAMPTON
- THE HI-LO'S
- BILLIE HOLIDAY
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- JIMMY RUSHING
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TWO HITS BOUND FOR THE TOP!

MAGIC MOUNTAIN
THE MEDALLIONS #446

Jungle Bunny
THE FABULOUS PEARLS #448

DOOTO RECORDS
9512 50. CENTRAL AVE. LOS ANGELES, CALIF.



For their own route servicing jobs, as well as for servicing machines for their operator-clients, Angott Distributing Company maintains a large service shop complete with library files of each separate part and electronic element that makes up a Wurlitzer machine. Andy Nazelli supervises the cataloging of these parts in their respective sections so that when their service trucks need replenishing of parts, an inventory is made possible on a day-to-day basis.

Service Truck on 14-Hr. Duty

• Continued from page 17

proper and immediate servicing is a "must" to keep music machines in profitable operation continuously, according to Andy Nazelli, veteran service manager for Angott Distributing Company.

Andy Nazelli, who handles all of the Angott firm's own route servicing work with a day and afternoon road man, also services machines for any of their operator-clients who cannot do the job himself and who may not be under contract to any of the local independent servicing firms which do nothing but service music machines for local operators.

Service Wagon

Angott Distributing Company can—and usually does—service any model of the manufacturer they represent up to seven years old on their own route or that of an operator-client. A completely equipped service station wagon is on the road every day from 8 a.m. till 10 p.m. in a two-shift system, the afternoon road man starting at 3 p.m. When a location owner calls the number listed on the juke box, a central telephone answering service takes the call and information on what is wrong with the juke box, then each hour on the hour broadcasts this data and the location address on a special shortwave band which is heard in both the repair shop and in the Angott service truck via their special code assigned to them by the phone answering service.

Unlike the Union Coin Machine Company, operated by Bill VanKoughnet, one of the first independent service firms having a two-way intercom system between service trucks so drivers can check with each other and avoid duplication of calls, Angott's shortwave band can only be listened to by the road man. If he is on a call, or en route to another and hears of a location calling for service near his destination, he will make a short detour to attend to that call first, unless the type of repair requested is such that he knows that Andy at the shop will be phoning the location owner with instructions for him to fix it himself.

Thus far, no stereo problems have yet arisen in Angott's ma-

chines because installation has just recently been completed of the stereo components, but Andy Nazelli believes that when the occasion arises in the future, his electronic-sound trained men will handle it.

Simple Calls

Andy classifies the service calls as simple calls, where the location owner can free the slug coin jamming the works or push the button and free the stuck record himself; major calls, where a replacement is needed while the other machine must be sent to the factory for overhaul or major repair work.

Andy Nazelli has learned in his 13 years of service with Angott that operators much appreciate the complete replacement of a broken part in the machine rather than a repair of the broken element, and for this reason the Angott service trucks regularly carry from \$800 to \$900 worth of music machine parts, adaptable to machines within a seven-year age range. Older machines for which the manufacturer no longer makes parts generally become a shop job, with Andy seeking a new part from one of the out-State parts company who keep these parts available.

While the new fancier and more elaborately designed music machines have increased the cost of servicing them, both mechanically and to the exterior of the cabinets' plastic and glass areas, Andy Nazelli finds that actual repair work required is actually less than it used to be, attributing this to the perfected mechanisms constantly being developed by the manufacturers. Round-the-clock service is not considered worthwhile by Angott, altho the phone answering service is given 24 hours, since service is available till 10:30 p.m., and if a machine breaks down after that, the loss in play between that hour and the next day is considered too negligible to warrant putting a serviceman on night shift.

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Records
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BRASS IN THE BRAUHAUS
The EP #101
That's Bursting Into a Single
THE HAPPY MOUNTAIN POLKA
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THE BEER HALL BALL
(Time: 1:30)
And Two More selections played by
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45-1735 Moanin', Parts 1 & 2
45-1736 Blues March—Along Came Betty

"CANNONBALL" FIVE STARS

45-1737 Autumn Leaves, Parts 1 & 2
THE THREE SOUNDS

45-1725 Blue Bells—O Sole Mio
45-1726 Goin' Home—Time After Time

45-1722 Tenderly—Willow Weep
LOU DONALDSON

45-1720 Blues Walk—Masquerade
45-1721 Play Ray—Autumn Nocturne

45-1680 Peck Time—Dorothy
HORACE SILVER QUINTET

45-1655 Senior Blues—Cool Eyes
45-1673 Soulville—No Smokin'

JIMMY SMITH

45-1676 All Day Long, Parts 1 & 2
45-1703 After Hours, Parts 1 & 2

JOHN COLTRANE

45-1718 Moment's Notice, Parts 1 & 2
45-1691 Blue Train, Parts 1 & 2

SONNY ROLLINS

45-1687 You Stepped Out of a Dream—Why Don't I
45-1669 Decision, Parts 1 & 2

Complete Catalog on Request

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THEY'RE HITS!
Nappy Brown's
"A LONG TIME"
#1562
Little Esther's
"IT'S SO GOOD" b/w
"DO YOU EVER THINK OF ME"
#1563

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NEWARK, N. J.

GIVE TO DAMON RUNYON CANCER FUND

MOA Convention Program
Appears on Page 91

VEE-JAY & ABNER
ARE
SWINGIN'!

BOTH SIDES HITTING

HOLD ME CLOSE
b/w
YOU'LL REMAIN FOREVER
WADE FLEMONS
veejay 309

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DEE (Nobody But You) CLARK
WHISPERING GRASS
b/w
JUST KEEP IT UP
abner 1026

JIMMY REED'S FINEST
introduced at the MOA
TAKE OUT SOME INSURANCE
veejay 314

LOVELY ONE
the IMPRESSIONS
abner 1025

A ROCKIN' GOOD WAY
PATRICIA BOWNMAN
abner 1018

SHOMBALOR
SHERIFF and the Ravels
veejay 306

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

Reviews of New Pop Records

Continued from page 82

of the oldie, with triplet arrangement and chorus. (Southern, ASCAP)

★★ **Harlem Nocturne**
Instrumental reading of the standard, featuring alto sax and a triplet-marked arrangement. (Shapiro-Bernstein, ASCAP)

SONNY CARTER

★★ **My Lonely Life**
DOT 15921—Sonny Carter sings this bluesy effort with feeling, backed by a listenable vocal group and a beat. Carter has a style. (Vernon, ASCAP)

★★ **Crying Over You**
Same comment. (Peer, BMI)

MR. FORD & MR. GOONBONES

★★ **The Sheik of Araby**
DOT 15921—This interesting record features Ralph Ford on the Hammond organ and Ted Goon on bones, the old fashioned kind. Interesting jockey wax. (Vogel, ASCAP)

★★ **Ain't She Sweet**
Same comment. (Advanced, ASCAP)

EDDIE JEFFERSON

★★ **Body and Soul**
TRIUMPH 606—Jefferson's vocal here is based on Coleman Hawkins' famous solo on "Body and Soul." This used to be called bop vocal, and altho it's good, it's a bit dated today. (Harms, ASCAP)

★★ **Sherry**
On this side Jefferson comes thru with an other bop-styled vocal on a familiar piece of material, that he also handles well, over chorus backing. (Progressive, BMI)

LEROY HOLMES ORK.

★★ **Theme From Count Your Blessings**
MGM 12784—From the flick of the same name comes this smooth instrumental per-

formance by the Holmes crew. (Robbins, ASCAP)

★★ **Song of Green Mansions**
This, too, is a theme song from a flick, this one the Audrey Hepburn-Tony Perkins starrer. Both sides will grab spins. (Robbins, ASCAP)

JOSE MELIS

★★ **Linger Awhile**
SEECO 6019—The Melis crew turns in a smart, stylish performance of the fine standard. It has an attractive flavor. (Feist, ASCAP)

★★ **Anniversary Song**
The standard is handled well here by the Melis ork with the maestro in the forefront on piano. (Shapiro-Bernstein, ASCAP)

AL HIBBLER

★★ **He Is Always There**
DECCA 30870—Al Hibbler sets this inspirational tune with sincerity, helped by a vocal group and a warm arrangement. Should get spins. (Goldmine, ASCAP)

★★ **What 'Tis? What 'Tis? 'Tis Spring**
Sweet ballad is sung in the usual Hibbler style, backed by a solid ork arrangement. (Leeds, ASCAP)

FRANK SORRELL

★★ **Goofus Cha-Cha**
BRUNSWICK 55129—The familiar standard, a hit only a few years ago, receives a pleasant instrumental performance from the band. (Feist, ASCAP)

★★ **Sentimental Journey**
The Les Brown hit of a few years back is played in unusual style by the swinging combo. (Morris, ASCAP)

THE ALCONS

★★ **Black Jack**
BRUNSWICK 55128—Listenable rocker is

handed a smart reading by the boys over wild backing. (Monet, BMI)

★★ **I Not Samba**
Listenable samba is played with sparkle by the group. (Champion, BMI)

THE AL RINKER RAMBLERS

★★ **Pierrot**
TROY 400—Folkish tune is done in French and English by the gals. It's a pretty side that can catch on with jocks. (Markwood, ASCAP)

★★ **Don't Stop Now**
Shuffle-pace ballad with beat is presented by a bevy of fems. Catchy item can move. (Markwood, ASCAP)

BUDDY BENNETT

★★ **Baby Don't Go**
BLUE MOON 412—Buddy Bennett handles a rocker smartly over interesting backing. May get spins. (Cliff, BMI)

★★ **Our Love Can Never Be**
The lad tackles a rockaballad to good results, as he tells of his sad love affair. Side could get attention, if exposed. (Cliff, BMI)

THE KAPPAS

★★ **Your Love**
WONDER 112—Rockaballad is sung against a light shuffle beat by the group. It can move. (Wonder, BMI)

★★ **Sweet Junnita**
So-so rocker is belted with exuberance by the group. Fair chances. (Lowery, BMI)

SUZY DALLAS

★★ **I'm Through With Love**
TODD 1017—Listenable styling of the oldie by the thrush. She handles the pretty tune in pleasant fashion over smooth ork support. Fine deejay item. (Robbins, ASCAP)

★★ **I'll Always Be in Love With You**
Moderately swingin' ork support, featuring organ assists the chick on this rather smart rendition of the evergreen. Potential and appeal appear similar to that of flip. (Shapiro-Bernstein, ASCAP)

THE FAIRLANES

★★ **Johnny Rhythm**
LUCKY SEVEN 102—Rocker blues is handled in sprightly fashion by a male lead with chorus chiming in cheerfully. Side can move. (LaDee-Bayou State, BMI)

★★ **Seventeen Steps**
The seventeen steps are those that the gent counts in a prison cell. Tune is a rockaballad. If plugged, this can sell. (LaDee-Bayou State, BMI)

MO KLEIN

★★ **Hot Sakl**
CRYSTALETTE 727—A medium rhythm tune with some oriental lyric overtones. Has a novelty value. (Saracen, BMI)

★ **The Japanese Kid**
A half spoken, half sung novelty effort with slim appeal. (Buckeye, BMI)

THE FOUR FLICKERS

★★ **Is There a Way**
LEE 1002—The group has an Ames Brothers sound on this pretty beguine. It can collect some coin. (Adams-Ethridge, BMI)

★ **Yo Yo**
Cats are flippin' over the purchase of a yo-yo. Tune is a routine rocker. Fair chances. (Adams-Ethridge, BMI)

(Continued on page 88)

Sure-Fire Record Hits
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on HUNT by STEVE GIBSON AND THE REDCAPS
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UNART RECORDS a division of United Artists Records, 729 Seventh Ave., N.Y.C.

No Firm Policy, Say Diskers

• Continued from page 17

has no immediate plans for stereo single releases for jukes.

Jerry Blaine, of Jubilee Records, one of the first to issue stereo singles around the first of the year, indicated his label has still the same 10 disks available. "We'll bring out a stereo single only if it's a hit, at least until a lot more demand shows up from the operators than we've seen so far. As far as EP's are concerned I would say they are practically dead anyway. We have no plans for that now."

Sam Clark, prexy of ABC-Paramount Records, one of first labels to issue stereo LP's last year, said merely that, "As time goes on, I believe that the acceptance of stereo recordings for juke box consumption will parallel the demand for long-playing albums for home use." No plans were revealed for the actual release of stereo disks for jukes.

Two-Way Problem

Mercury exec Art Talmadge said that a list of possible stereo EP's had been circulated among distributors but that the reaction was very luke warm. "As for singles," Talmadge said, "we've had several out by Patti Page, the Platters and the Diamonds, and in the future, if an artist is coming off a big hit, we would probably make his next record available in stereo too. But with singles, we feel the important thing is still the monaural product. That's

the thing that makes a record a hit. If it's possible to cut a good stereo version without a lot of re-shuffling of mikes and important re-takes, then we'll do it, but we won't always even make a stereo version in the first place." Talmadge added that in his opinion there was a two-way problem. The disk firms would probably hold up on mass single and EP stereo until enough boxes were available to make a market. On the other hand, operators were resisting purchase of stereo units until enough product was available to program them.

Decca, which has issued about a dozen stereo EP's, reflected a general feeling on the part of many labels. Releases will be few and very selective until such time as there's convincing evidence of a healthy demand for stereo on boxes. Meanwhile, some juke manufacturers are working directly with labels on stereo disks to supply the operator when he buys a new stereo set-up for a location. Operators, on the other hand, have resisted purchasing the expensive new units until convinced the heavy investment in new equipment will pay off.

Baby Giant!

• Continued from page 17

were not outstanding, this operator hastily explained that a change in management may have had some influence. The play price was changed from four for 25 cents to three for 25 cents, too.

"Stereo has to be sold," Miller explained. "A lot of people have heard about it but do not know exactly what it is. They have built it up in their minds and really expect too much."

Jack Gutshall credits stereo with increasing his revenue in a spot a least a third. He attributes this to the fact that more speakers are used and more of the location is covered with music. Also helping stereo in popularity is the fact that every younger person knows what it is and practically all about it, Gutshall declared. He is having trouble, however, getting what he terms "good records."

"What we need is some of the old established tunes by well-known artists," Gutshall put it. "If we had tunes by well-established artists, then stereo would have an open field."

Know Locations for Profits

• Continued from page 26

These are Jazz and Territorial Favorites.

Smart Clubs

Jazz has for many years been on the rise. Jazz concerts and other living showings of the talent in this field have been more than successful and broken many a house record for attendance. Yet the radio today and the juke boxes, the two prime methods of exposure, do not or have not followed this trend. Therefore, jazz singles and EP's should have definite reservations on the boxes in many of the operator's locations. In particular, as will be noted on the chart, it can be highly successful and profitable in the smart cocktail clubs and lounges and college spots.

Territorial favorites, depending on the neighborhood of the locations are definite money makers, as most operators know. However, more attention could be paid in all locations in determining just how successful the territorial favorite is and whether the ratio of that favorite is in line with the demand. In some special locations, these favorites could occupy as high a share as 60 to 80 per cent of all the records being programmed.

Many Styles

A quick perusal of the chart will undoubtedly bring forth many questions. For instance, one might ask, why is it that in a category such as Jazz, that some jazz records are suggested for all locations while others for only some. The reason behind such a suggestion is based simply on the particular artist's appeal; popularity, and/or the type of music he favors. There are many schools of jazz just as there are different types of rock and roll, ballads, country and western and just about any musical classification. Thus some rock and roll records are likewise suitable for all locations, depending on the style of the artist, the tempo of the music and the special handling of the tune or song.

The record business today is big business and it has been growing every year. It will continue to grow and the juke boxes thruout the country are so important to this business that they actually lead in certain phases of it. However, with this growth come growing pains which every other type business in this country has experienced

and licked. It is in this department that our business has not caught up. With the introduction of stereo and its success, with better and bigger promotion campaigns at all levels and with the utilization of every tool, gimmick and every bit of knowledge that is available, there isn't any business index of growth that can be plotted. The potential is tremendous but it has always been so. It will not be realized, tho, until all avenues are investigated and proven sound. The biggest step might be specialized programming on the boxes. But the great thing about it is that the operator cannot lose money by trying it. He can only gain.

450,000 Jukes?

• Continued from page 32

based on the 397 responding cities. Since the survey covered all juke box licenses in each city, but made no attempt to correlate these figures with drug and confectionery store locations, this data would suggest that a large potential still exists for increasing both the total number of locations as well as the total number of machines on location.

Local Taxes

Much of the difficulty in getting a better statistical picture stems from juke box license data where local taxes introduce a tremendous bias. In addition, of course, this data represents only cities which reported their licenses. In order to get a more precisely accurate national picture, cities which do not license juke boxes would also have to be included. Covering 397 cities of all sizes representing every State, the study is based on 77,723 licensed juke boxes or roughly 18 per cent of a total 450,000.

The difficulties in projecting accurately, even with this many cities and covering this many juke boxes, can be seen by taking a look at the chart. Look at the juke box licenses per 1,000 people for the California towns and cities listed and notice the great variations. For example, in Burbank, the figures show there is only .54 juke boxes per 1,000 people (or about 1 per 2,000 people), contrasted with Santa Barbara, where there are 8.80 juke boxes per 1,000 people (or about 17 per 2,000 people).



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• Reviews of New Pop Records

• Continued from page 86

DUANE SCHURB★★ Rolly Polly
ENTERPRISE 1226—Exuberant reading by Schurb on frantic rocker. (Adair, BMI)

★ You're a Fool

Country-styled warbling stint on routine rockaballad. (Adair, BMI)

JIMMY STEWARD★★ Eternamente T'Amero
HANOVER 4521—Mediterranean-flavored ballad, adequately sung. Lyric is English, with just a phrase or two in Italian. (Raymar, BMI)

★ Crazy Dream

Ballad, adequately sung, with unobtrusive triplet arrangement. (Westside, BMI)

RUSS WALKER★★ Wagon Wheels
PROTONE 108—The Ted Dale band essays a jazz backing to this updating of the Billy Hill standard. Walker hands it an okay reading. (Shapiro-Bernstein, ASCAP)

★ Midnight Voodoo

Walker offers some incantations of this weird theme. Band backing develops a confusing mixture of sound. (Protone, ASCAP)

JERRY MATTHEWS★★ Long, Long Gone
KOOL 1001—Jerry Matthews sells this novelty effort pleasantly. (Allstar, BMI)

★ My Little Baby

On this side the chanter turns in a nice reading of a routine rocker. (Allstar, BMI)

THE NATURALS★★ How Strang
HUNT 325—Ballad in slow tempo. Arrangement is marked by a strong beat and occasional use of plenty of brass. (Carney, BMI)

★ Blue Moon

The standard chanted to a cha cha beat. (Robbins, ASCAP)

JIMMY FORD★★ Don't Hang Around Me Anymore
STYLO 2102—A bluesy, folksy item, recorded with a lot of echo. Vocal is not as prominent as the guitar. (J&W, BMI)

★ You're Gonna Be Sorry

Similar in theme and musical style to the flip. Also done with a lot of echo. (J&W, BMI)

THE RHYTHM ROCKETS★★ Lollipop Baby
FARO 591—The Rhythm Rockets, one boy and two girls, sell this routine rocker pleasantly over a beat. (Aries, BMI)

★ Do Yourself a Favor

So so effort is sung in fair fashion. (Faro, BMI)

JOHNNY WRIGHT★★ Look at That Chick
STEVENS 1001—Wright sells catchy rhythm rocker with sales savvy. Dual market item. (Gay, BMI)

★ Gotta Have You for Myself

Wright warbles competently on this rockaballad, but flip is better side. (Gay, BMI)

THE MEGATONS★★ Velvet Waters
ACOUSTICON 101—The combo handles this new instrumental tastefully with a flute on the lead. (Acousticon, BMI)

★ The Merry Piper

Flute lead is featured on this slight effort over a neat combo backing. (Acousticon, BMI)

RAY JOHNSON★★ Deeper Than Deep
RCA VICTOR 7498—Johnson sells this rockaballad with feeling, over support from a gal's group and the combo. (Shayne, ASCAP)

★ Baby Won't You Please Come Home

The oldie is sung with a tear in the voice by Ray Johnson. (Leeds, ASCAP)

FRATERNITY BROTHERS★★ Nevertheless
VERVE 10168—The evergreen receives a Four Aces type reading from the Fraternity Brothers on this jazz-backed waxing. (DeSylva, Brown & Henderson, ASCAP)

★ A Blues Serenade

Another fine standard is handed an acceptable vocal by the boys. (DeSylva, Brown & Henderson, ASCAP)

JERRY CRONIN & THE FLASHES★★ A-Rock-A-Me-Baby
FLAME 113—The lad comes thru with a routine reading of a routine rocker. (Emall, BMI)

★ Give Me Your Answer

Cronin chants this item weakly. (Emall, BMI)

JOHNNY FAIR★★ Johnny Is My Name
LUCKY SEVEN 103—Folkish ballad is handled with know-how by Fair with an assist from a chick echoing in the background. Fine strummed guitars are prominent in support. Some coin possible. (Bayou State, BMI)

★ Make All My Dreams Come True

Rockaballad is warbled to fair effect by the chanter. Flip offers more. (LaDee-Bayou State, BMI)

PAUL LEADER★★ The Devils Pad
TROPICAL ISLE 4001—Beguine tells of a chick who's satanic charms are devastating. Song is a beguine, and Leader chants it over jazzy backing. (Dey-Way, ASCAP)

★ Lizzie

Rocker tribute to a gal named Lizzie. So-so side with dim prospects. (Dey-Way, ASCAP)

FREDDIE MONTELL★★ Green Cheese
ERMINE 2139—Montell and friends turn in a moderately cute effort about the fact that the moon really is green cheese. Wax has humor aspects. Could catch spins. (Veneta, BMI)

★ Tili You

Montell croons a fair ballad on this side. Flip has more appeal. (Veneta, BMI)

Country & Western

★★★★

HOMER AND JETHRO★★★★ Don't Sing Along
RCA VICTOR 7493—Hilarious off-key take-off on the sing-along trend. Sock jockey side. (Folkways, BMI)

★★★★ Middle-Aged Teenager

Funny, funny spoof of Everly Brothers with excellent lyric. Dual market item. (Fame, BMI)

★★★

BENNY BARNES★★★★ Gold Records in the Snow
D 1052—This one is a weeper in memory of Richie Valens, Buddy Holly and Big Bopper. Typical hillbilly treatment, including honky tonk piano in the arrangement. (Glad, BMI)

★★★★ Happy Little Bluebird

A rhythm side, belted out with plenty of life. Barnes is in the authentic country tradition, and will be appreciated by listeners who understand the genre. (Glad, BMI)

BUCK OWNES★★★★ Everlasting Love
CAPITOL 4172—Traditional treatment of a country ballad. Country fans will take to this. (Central songs, BMI)

★★★★ Second Fiddle

Sprightly weeper is also delivered along traditional lines. Owens reads the tune with feeling. (Central Songs, BMI)

(Continued on page 90)

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TR 5-0354**FRATERNITY BROTHERS**★★ Nevertheless
VERVE 10168—The evergreen receives a Four Aces type reading from the Fraternity Brothers on this jazz-backed waxing. (DeSylva, Brown & Henderson, ASCAP)

★ A Blues Serenade

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JERRY CRONIN & THE FLASHES★★ A-Rock-A-Me-Baby
FLAME 113—The lad comes thru with a routine reading of a routine rocker. (Emall, BMI)

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Continued from page 50

CITY	LIC.	POP. (000)	E/D PLACES	LIC./POP. (000)	E/D/POP. (000)
Monongahela	25	8.9	22	2.81	2.47
New Castle	110	51.2	101	2.15	1.97
New Kensington	40	26.6	65	1.50	2.44
Philadelphia	5,118	2,180.2	4,852	2.35	2.22
Pittston	37	21.2	52	1.74	2.45
Pottstown	50	25.4	59	1.97	2.32
Reading	358	110.8	319	3.22	2.87
Scranton	200	130.5	332	1.53	2.56
Somerset	24	5.9	16	4.07	2.71
Susquehanna	15	2.6	16	5.77	6.16
Tarentum	23	18.9	29	1.22	1.54
Titusville	53	8.9	18	5.96	2.06
Wilkes-Barre	500	73.3	312	6.82	4.26
York	128	62.4	206	2.05	3.30
RHODE ISLAND					
Newport	200	43.1	92	4.64	2.13
SOUTH CAROLINA					
Aiken	18	11.2	26	1.61	2.32
Florence	45	27.2	52	1.65	1.91
Union	17	9.7	17	1.76	1.76
SOUTH DAKOTA					
Madison	5	5.2	13	0.96	2.50
TENNESSEE					
Jackson	125	36.9	80	3.39	2.17
Johnson City	33	28.5	49	1.16	1.72
Memphis	952	462.1	702	2.06	1.52
Morristown	35	13.0	19	2.69	1.46
Nashville	350	180.9	452	1.93	2.50
Paris	18	8.8	29	2.05	3.30
Union City	35	7.7	39	4.54	5.07
TEXAS					
Alice	60	21.4	45	2.80	2.10
Beaumont	760	116.7	218	6.50	1.86
Borger	37	25.0	48	1.48	1.92
Bryan	139	31.0	61	4.48	1.97
Corpus Christi	460	176.8	362	2.60	2.04
Cuero	30	7.5	36	4.00	4.80
Dallas	1,400	628.6	1,279	2.23	2.04
El Paso	415	250.1	355	1.66	1.42
Harlingen	22	37.7	61	0.58	1.62
Killeen	69	7.0	21	9.86	3.00
San Antonio	1,500	541.3	1,209	2.78	2.24
Victoria	100	23.9	84	4.19	3.52
Waco	233	108.5	226	2.13	2.06
Wichita Falls	100	110.8	165	0.90	1.49
UTAH					
Ogden	103	69.1	123	1.49	1.78
Provo	20	38.6	38	0.52	0.98
Salt Lake City	253	225.4	373	1.12	1.66
VIRGINIA					
Charlottesville	50	30.3	59	1.65	1.95
Fredericksburg	44	12.2	50	3.61	4.10
Newport News	150	48.9	142	3.07	2.90
Roanoke	475	314.6	458	1.51	1.45
Roanoke	250	105.9	175	2.36	1.65
Suffolk	30	12.3	27	2.44	2.19
Waynesboro	50	12.4	21	4.03	1.69
WASHINGTON					
Aberdeen	85	21.8	75	3.90	3.44
Bellingham	60	38.9	92	1.54	2.36
Mount Vernon	19	5.2	36	3.65	6.92
Port Angeles	21	11.2	38	1.87	3.39
Seattle	1,200	581.3	1,389	2.07	2.39
Tacoma	255	159.6	332	1.59	2.07
Yakima	78	45.9	122	1.70	2.66
WEST VIRGINIA					
Bluefield	28	27.2	52	1.03	1.91
Charleston	300	82.5	213	3.64	2.58
Grafton	21	7.4	20	2.84	2.70
Morgantown	40	30.8	73	1.30	2.37
Parkersburg	72	45.6	110	1.58	2.42
Weirton	75	36.4	89	2.06	2.44
Wellsburg	40	5.8	34	6.90	5.87
Wheeling	245	65.1	248	3.76	3.81
Williamson	28	8.6	21	3.26	2.44
WISCONSIN					
Ashland	53	10.6	57	5.00	5.37
Chippewa Falls	23	11.1	63	2.07	5.67
Eau Claire	75	41.4	105	1.81	2.54
La Crosse	150	52.7	227	2.85	4.30
Madison	193	122.5	268	1.58	2.18
Milwaukee	2,560	770.2	2,579	3.32	3.35
Oshkosh	145	47.2	158	3.08	3.35
Racine	160	82.7	254	1.93	3.07
Shawano	25	5.9	60	4.24	10.15
Superior	105	36.7	132	2.87	3.60
WYOMING					
Cheyenne	143	39.8	77	3.59	1.93



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Reviews of New Pop Records

Continued from page 88

BLACK JACK WAYNE
★★★ What Makes Me Hang Around
BLACK JACK 104—The gal's been honky tonkin' round and he asks her to settle down. Cal and Rose Maddox help out here on harmony spots. Material has some touches of "C. C. Rider." Solid country wax could move, in traditional marts. (American, BMI)

★★★ Gotta Travel On
Rose and Cal Maddox give the recent pop hit by Billy Grammer a fine hill type reading. The folkish tune fits the treatment very

well and this could catch new action in the traditional areas. Fine wax. (Sanga, BMI)

JIMMY ISLE
★★★ Without a Love
SUN 318—Isle sings with much spirit and style. Side has a fine pounding backing in the blues tradition. This should be watched. (Knox, BMI)

★★★ Time Will Tell
Side is a weeper and it's definitely different. It's slow and emotional and in the rocking tradition. Fem chorus lends an ethereal quality. Two interesting sides. (Hi Lo, BMI)

BILLBOARD SPOTLIGHT PICK

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DWAIN BELL
★★★ Rocka and Roll on a Saturday Night
SUMMIT 110—It's Saturday night, and the cat is all set to go to town and rock and roll. Bell reads the countryish theme with know how. It could score if pushed. (BO-An, BMI)

★★★ I'm Gonna Ride
Honky-tonker is also well-handled by Bell. Fine country backing assists. This can also move. (Faye, BMI)

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RAY SMITH
★★★ Sall Away
SUN 319—Smith sings with good style on this dual track effort. The side has a nice sound with an interesting backing. (Hi Lo, BMI)

★★★ Rockin' Bandit
Side is a saga of a bandit who is on a rocking kick. Plenty of gunshot sound effects. Novelty value. (Knox, BMI)

JIMMIE JOHN
★★★ What Kind of "God" Do You Think You Are?
ZZ 600—A strong performance. Tune is a weeper, done with plenty of emotion and telling a heart-rending story. (Miljim, BMI)

★★★ Just Got Kids
Country novelty. Instrumentation and vocal are authentic in sound and style. Merits spins. (Miljim, BMI)

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CURTIS POTTER
★★★ You're Not an Angel
WINSTON 1030—Potter sings with a good bit of spirit and verve on this medium rhythm ballad. Material is so so. (Willet, BMI)

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Reviews and Ratings of New Jazz Albums

Continued from page 84

JAZZ ★★★

★★★ AL HIRT SWINGIN' DIXIE VOL. 2
Audio Fidelity AFLP 1878
Jubilant Dixie sound by Hirt and his band on a group of Dixie standards, folk songs, hymns and a few more modern pop standards. Set is filled with the New Orleans flavor, and enthusiasts of this jazz style will find the disk rewarding. Excellent sound and readable notes are additional lures. Good prospects.

★★★ GEORGE LEWIS OF NEW ORLEANS
Original Zenith Brass Band & Eclipse Alley Five. Riverside RLP 12-283
Collectors and students of traditional jazz will find this hard to put down. The sides were made in New Orleans in 1946 by Lewis, the living exponent of the New Orleans style, and such sidemen as Baby Dodds, Kid Howard, Peter Bocage, etc. The sound of the early marching bands and the bridge between gospel and spiritual music and jazz—are all indicated in these sides. Selections include "Fidgety Feet," "Salutation March" etc., by the Zenith group, and "I Couldn't Hear Nobody Pray" and "God Leads His Dear Children Along" by the Eclipse group.

★★★ JO JONES TRIO
Everest SDBR 1023 & LPBR 5023
STEREO & MONAURAL

Jo Jones, long acclaimed one of the top drummers on the jazz scene has a spritely jazz waxing here that sustains interest; all the way thru. Jones is the featured performer thruout, the R. Bryant on piano and brother Tom on bass do yeoman work in support. But it's Jones' drumming that's important here and a lot of drummers as well as jazz fans will be interested in the Jones technique once again. Tunes include a fine group of standards, from "Green-sleeves" to "Embraceable You," as well as originals. And the stereo sound is excellent.

★★★ Real Love
A waltz weeper sung attractively in traditional style by Potter. (Willet, BMI)

RAY MITCHAM
★★★ Just Walking
ALLSTAR 7182—Mitcham hands sincere reading to okay weeper. (Allstar, BMI)

★★★ To Me
Same comment. (Allstar, BMI)

GENE PARSON'S BAND
★★★ I Found Out What Love Can Do
SOUTHFIELD 4502—Countryish medium beater is handled smartly by Parson. Some coin possible. (Parson, BMI)

★★★ Please Don't Wait 'Til Tomorrow
Country waltz is sung sincerely by the artist. Potential appears similar to flip. (Parson, BMI)

DANIEL JAMES
★★★ I'm Gonna Move
ALLSTAR 7183—Personable interpretation of lively country ditty. (Allstar, BMI)

★★★ Two Different Worlds
James wails effectively on routine weeper. (Allstar, BMI)

BILL KIMBROUGH
★★★ Chantilly Lace Cha-Cha
D 1053—Another kind of tribute to the late Big Bopper. The Kimbrough crew gives the Bopper's own tune and his big disk hit an instrumental cha cha treatment. Good terp fare. (Glad, BMI)

★★★ Egg Head
Kimbrough and the Townsmen rock and roll on this swingin' instrumental in the blues groove. Has a good sound. (Glad, BMI)

HARRY HANSON
★★★ Just Remember
EMPIRE 759—Country medium beater is in the traditional vein. Some coin possible in this market. (Bayou State, BMI)

★★★ Golden Anniversary
Honky tonker tells the story of a marriage that has lasted. Cat is given a vocal assist by a bevy of chicks. It should move as well as the flip. (Bayou State, BMI)

GENE NORMAN
★★★ Night Train
SNAG 101—The blues gets a good performance. Vocal is country-flavored, and string arrangement has plenty of train rhythm. (Sanama, BMI)

★★★ Snuggle Tooth Ann
Novelty, strongly country and blues-flavored.

Funky string backing gives it plenty of movement. (Sanama, BMI)

JIMMY RINGO
★★★ No One Else
DOT 15987—Ringo bows on the label with a listenable interpretation of a semi-weeper which he handles well. (Gallatin, BMI)

★★★ I Like This Kind of Music
On this side the chanter tells how he likes country music no matter what anyone says. His vocal is good. (Gallatin, BMI)

RICKEY MARLOW
★★★ She's Gone
PAT 760—Good rockabilly about on a weeper with country string backing. Side can move, if exposed. (Bayou State, BMI)

★★★ Gypsy Love
Interesting folkish tune is handled in so-so fashion. Flip appears top side. (Bayou State, BMI)

DOUG BRAGG
★★★ Calling Me Back
D 1045—A rhythm side, with a yodelling chorus behind the vocalist. This is not common in country music today. (Glad, BMI)

★★★ I'm All Alone
He worshipped the chick, but now he's all alone. A typical weeper, but it doesn't come off too well. (Glad, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

ROCKY WILLIAMS: Wanted/Rock Cinderella—Allstar 7181

Rhythm & Blues

★★★ LONESOME SUNDOWN
★★★ No Use to Worry
EXCELLO 2154—Plaintive wailing by Sundown on feelingful blues. Haunting harmonica backing. (Excellorec, BMI)

★★★ You Know I Love You
Solid chanting on effective blues. Both sides merit spins. (Excellorec, BMI)

IKE TURNER'S KINGS OF RHYTHM
★★★ (I Know) You Don't Love Me
ARTISTIC 1504—Tommy Hodge is the chanter on this frantic side. The cat has a bit of Little Richard and Screamin' Jay Hawkins in him and he really sells. Good close-to-the-soil wax. (Armel, BMI)

★★★ Down & Out
Tommy Hodge gives this blues a wonderful shout. A highly sincere sound could break in r.&b. markets. Watch it. (Armel, BMI)

★★★ BUSTER SMITH AND HIS HEAT WAVES
★★★ That's Your Lovin' Baby
BIG TOWN 127—Good shout on a blues by Smith with ork filling in nicely with a shuffle beat. It can pull r.&b. coin. (4 Star, BMI)

★★★ 'Til Broad Daylight
Same comment. (4 Star, BMI)

DUSTY BROWN
★★★ Please Don't Go
BANDERA 2503 — Medium-rhythm, down Southern blues is handled in good fashion by Brown. (Ashna-E.E., BMI)

★★★ Well, You Know
Brown has a good sound, and this is a well made Southern-styled blues disk. Material is of but moderate interest. (Ashna-E.E., BMI)

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PAUL LEADER
"LIZZIE"
"DEVIL'S PAD"
H. B. Barnum
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TALLER—THAN TALL PAUL
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"LOVE ME FOREVER"
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Monday and Tuesday, 2:30 p.m. to 8 p.m.
Wednesday, 2:30 p.m. to 6 p.m.

MONDAY, APRIL 6

- 9:30 a.m. Forum Meeting, Venetian Room, 2d floor. Stereophonic Music and the 100-Record Phonograph versus the 200-Record Phonograph. Moderators: Louis J. Casola, Ted Nichols, Les Moontooth, Martin Britz, Ralph Ridgeway.
- 10:30 a.m. Forum Meeting, Venetian Room, 2d Floor. Percentages, Depreciation, Tax Forms, and the National Tax Council and Its Advantages. Moderators: John Wallace, Leo Kaner, Nicholas E. Allen, George A. Miller, William Hullinger.
- 7 p.m. Forum Meeting, Venetian Room, 2d Floor. Diversified Operation and Its Necessity, as Well as the Financial Benefits of Such Routes. Moderators: J. Harry Snodgrass, William Blatt, Lewis Ptacek, Jack Friedman, Pete Weyh.

TUESDAY, APRIL 7

- 9:30 p.m. General Meeting, Venetian Room, 2d floor. Pledge of Allegiance to the Flag. Invocation by Father Thomas Maher of St. Margaret Mary Church, Chicago. George A. Miller, President MOA. Nick Allen, Association Attorney—Copyright Legislation. Joseph D. Henderson, American Association of Small Business. Leo Kaner, National Tax Counselor. Lyle Gumm, Public Relations Board, Chicago. Congressman George P. Miller, Washington. Abraham Schwartzman, Stereophonic Music. John Haddock, President Phonograph Manufacturers' Association. Orville Farris, California Life Insurance Company. G. Herbert True, Visual Research, Inc.
- 12:45 p.m. Luncheon and Floor Show, Terrace Casino.
- 7 p.m. Forum Meeting, Venetian Room, 2d Floor. Future Copyright Legislation, Public Relations and National Publicity From a Nationwide Standpoint. Moderators: Clinton S. Pierce, C. G. Silla, Max Hurvich, Victor Ostergren, K. A. Cormney, Jack Mitnick.
- 8 p.m. RCA Victor Cocktail Party, Walnut Room and Foyer, 2d floor.

WEDNESDAY, APRIL 8

- 9:30 a.m. Forum Meeting, Venetian Room, 2d Floor. Personal Property Tax and Discriminating City, County and State Licenses. Moderators: James K. Hutzler, James Tolisano, David Baker, Harlan Wingrave, Lloyd Cramer.
- 11 a.m. Forum Meeting, Venetian Room, 2d Floor. Sales, Location Relationships and Loans and Location Leases and Their Advantages. Moderators: Carl Pavesi, Tom P. Withrow, Joe Lederman, Frank Fabiano, Gordon Stout.
- 7 p.m. MOA Annual Banquet and Floor Show, Terrace Casino. Peter Potter and Bob Crosby, co-emsees.

Ladies Hospitality Suite, Room 505, Morrison Hotel.

Some of the Men Behind Convention

Shown here are some of the men who worked to make the 1959 MOA convention a success. They are some of the chairmen of the convention committees.

But not all are shown and all deserve credit for the work they've done on the convention. Not shown are: Norm Gefke, co-chairman of the convention; Larry Marvin, chairman of the exhibit committee; Howard Ellis, chairman both of the MOA nominating committee and the banquet ticket committee; Ted Nichols, chairman of the membership committee, and Lou Casola, chairman of the reception committee.

Ops Plow Into Key Problems, Trends at MOA Convention

Copyright Legislation, PR Taxes, Vending, Route Size Get Spotlight

Continued from page 16

performance royalty payments. A bill by Rep. Emmanuel Celler (D., N. Y.) in the House is expected to get hearings in a month by the Willis (D., La.) subcommittee on Patents, Trademarks and Copyrights. In the Senate, Senator O'Mahoney (D., Wyo.) is expected to begin action soon on his anti-juke box exemption bill, S. 590 (The Billboard, March 30).

Fiscal Planning

MOA's recent move (January 1) in naming Leo Kaner, a C.P.A. with long experience serving juke box operators who is headquartered in Chicago, to head up a new tax, accounting and depreciation service for operators who were members, suggests the recognition by MOA that fiscal planning is one important area in which many operators need assistance. A progress report on the new service, as well as a discussion of fiscal subjects (including

taxes) as they apply to operating companies, is also coming in for heavy play at the convention. With the current cost-profit picture reflecting narrowing margins, more and more operators are expected to concentrate attention on fiscal planning. Early results of Kaner's work suggests that there may well be a trend already under way for operators to seek professional help in this area.

Public Relations

The spotlight given the McClellan rackets hearings brings to the forefront again the industry need for grappling with public

relations; thus this subject is slated for special attention this week. It is well known that MOA has been considering the possibilities of an organized public relations program for some time. It is expected that the convention discussion on the subject may at least spur a drive to find out how much popular support among operators and other industry segments such a program would get. In any case, it is clear that bad publicity is causing operators additional problems in the legislative and tax fields. How much an organized

(Continued on page 128)

FINANCIAL 6-5768

That's the phone number to use to reach people at the Music Operators of America convention at Chicago's Morrison Hotel April 6-8 from 10 a.m. to 8 p.m., CST.

It's the number people attending the convention can give those who may wish to reach them during the day at the show.

It's the number of the information booth at the Servicenter operated by The Billboard. A message system is provided. Jot it down: Financial 6-5768.

Pollak Names Chairmen for WOG Dinner

PORT CHESTER, N. Y. — Seymour Pollak, chairman for the eighth annual dinner of the Westchester Operators Guild, to be held May 19 at the Holiday Inn, Scarsdale, N. Y., has appointed the following committee heads:

Carl Pavesi, tickets; Harold Rosenberg and Nathan Kadish, banquet; Jim Smith and Howard Herman, journal; Max Klein and Pete Rossano, seating arrangements; Lou Tartaglia, treasurer, and Nate Bensky, entertainment.

Pollak reports that both reservations for the banquet and for the journal are coming in nicely.

Mr. and Mrs. Pollak recently became grandparents for the second time, as their daughter, Mrs. Lee S. Nemlich, gave birth to a daughter, Mindy Ellen. Their first child, Bruce is now 22 months.

Mich. Ops Form New Group to Hike P-R

DETROIT—A newly organized group of music operators here, to be known as Music Men of Michigan, has launched a full-scale public relations improvement campaign for the betterment of the music machine operator, his location owner, his distributor and his customers who play the music machines.

Two formulative meetings have been held thus far by the Music Men of Michigan, who have elected as temporary general chairman Richard V. O'Meara, of Music Systems.

The most recent meeting on

March 25 furthered action on their all-out promotional campaign by the decision for the members to receive a news bulletin to be published by the organization itself with news of current events affecting the industry and of the members' own activities.

Chairman O'Meara also announced that a "round-up of members" for meetings to be held every two weeks will be scheduled for future meetings. Certain leaders of the membership will be appointed so that each member so designated will bring along or guarantee the attendance of two more members or music operators in order to insure a fully representative group at each meeting.

The group's organizational meeting on March 9 was held to formulate the organization's creed, which stresses:

(Continued on page 123)

MOC Head: PR Is Key To Future

By ALLEN M. WIDEM

HARTFORD, Conn. — Paul Rechtschafer, general manager of Reliable Coin Machine Company, and president of MOC (Music Operators of Connecticut) is of the firm conviction that public relations is the key to the future of the business here.

"More important at the moment than anything else should be a sincere and earnest desire on the part of every member of the Connecticut coin machine community to willingly provide suggestions, ideas and even mere encouragement to Chamber of Commerce activity and the like designed to bring new industry and build up modern-day industry in our more important cities. Industry has left our State and because of this, the juke box trade has suffered accordingly.

"If we as an industry are to appear increasingly a vital and

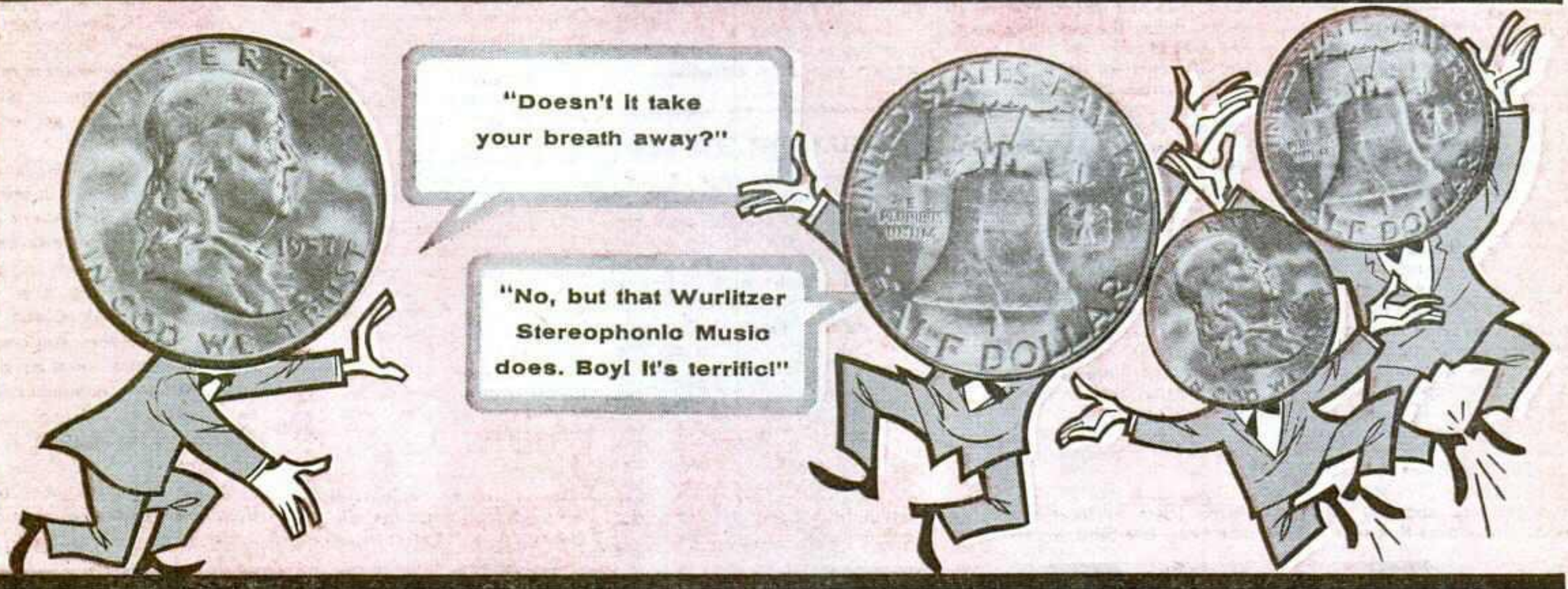
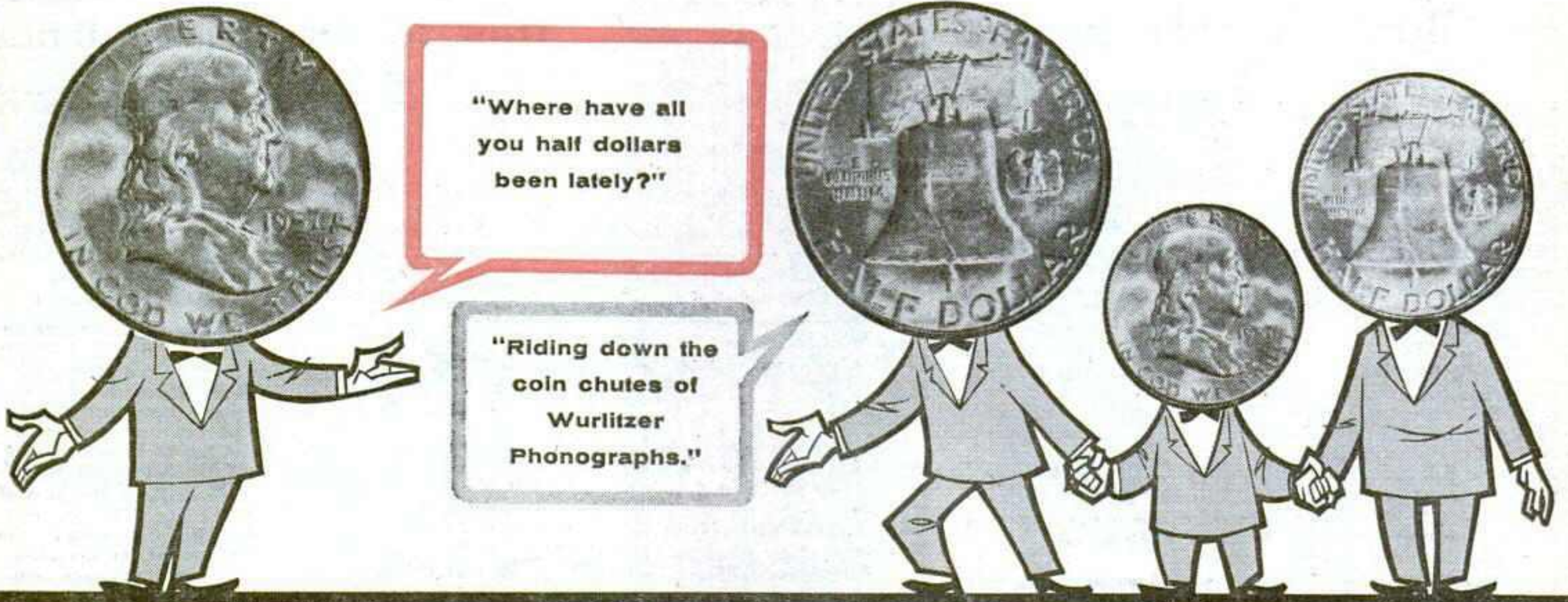
(Continued on page 123)

N. Y. OPS AWAIT INTRODUCTION OF TAX BILL

NEW YORK—Activity on the coin machine tax front was quiet this week, as local operators awaited the anticipated action of the New York Board of Estimate in presenting a tax bill on juke boxes, amusement games and vending machines.

It is expected that such a measure will be presented formally next week, with the City Council voting on the bill after hearings have been held.

Recent enabling legislation allows the city to levy annual per-machine taxes of up to \$25 on games and music and up to \$15 on most types of vending machines.



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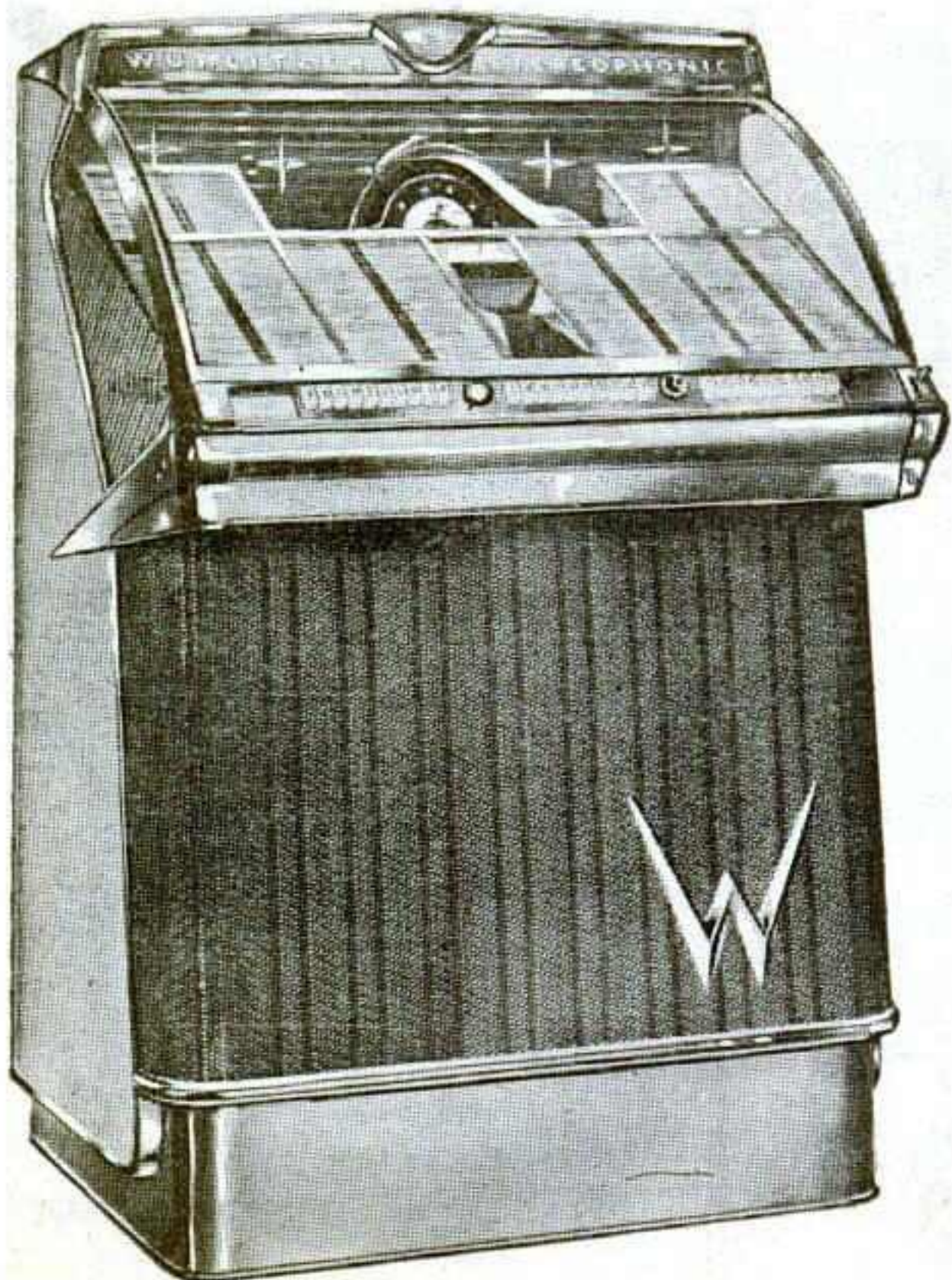
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GEARED FOR GREATER EARNING POWER

**THE WURLITZER COMPANY
NORTH TONAWANDA, N.Y.
Established 1856**



Big Bulge in Juke Singles

Continued from page 15

pared to 4.3 per cent in 1957, 2.7 per cent in 1956. The other was in the 5,000 to 6,999 group. In 1957 22.6 per cent were in this group; last year just 15.8 per cent (in 1956, 12.8 per cent).

Just half of the operators reporting fell into the 1,000 to 4,999 group (same as 1957) and just over 15 per cent into the combination of groups reporting purchases of 11,000 records or more (same as 1957).

Juke Collections Dive

For the second consecutive year, operating grosses (average weekly operator share of juke box collections) dropped sharply, according to the poll (from \$11.99 to \$10.01). At least part of this drop may be due to the increase in marginal operators reporting. Still other poll data suggests that much of the drop apparently reflects both the effects of the recession, particularly in industrial areas, and continued soft spots in the tavern business generally.

This latter point is again shown in a breakdown of location income (see chart). Although more than half (56.7 per cent) of the machines operated by firms reporting were located in taverns, this category accounts for no more than 50 per cent of grosses. At the same time, the second major category, restaurants, with 33.8 per cent of the machines, accounts for 40 per cent of the grosses.

The 200-selection machine continued to increase its share of the total number of machines in operation, now accounting for 31.8 per cent, as opposed to 27.1 per cent in 1957, 17.7 per cent in 1956. Machines in the 80 to 120 selection range slipped from 57.7 per cent in 1957 to 54.8 per cent in 1958; 40's and 50's account for 10.6 per cent, and 160's, 2.8 per cent. That means that nine out of

10 machines now in operation are 80 selections or more.

There was a significant increase in the proportion of partnerships (from 12.4 per cent in 1957 to more than 20 per cent last year), with the number of self-owned operations dipping more than 6 per cent; corporations, 2 per cent.

Last year nearly seven out of 10 operators bought their records thru a one-stop rather than a distributor (see chart; percentages do not add to 100 per cent since several per cent buy at regular retail or less than retail from stores).

Use of EP's in Decline

The number of machines using EP's fell from 39.7 per cent in 1957 to 16.8 per cent last year; the percentage of operators using them fell to 59 per cent from 70 per cent.

Of those operators using EP's, more are charging 15 cents, although more than half still charge just 10 cents. Either the unwillingness or the inability of more operators to get 15 cents for an EP may explain why this type disk is rapidly fading in popularity as shown by the poll data.

Here are additional data turned up by the poll, some of which is charted, some which is not:

The average route size of the group buying 1,000 to 2,999 was 18.5 juke boxes; of the 3,000 to 4,999 group, 44.1 juke boxes; 5,000 to 6,999, 55.3 machines; 7,000 to 8,999, 72.6; 9,000 to 10,999, 77.2; 11,000 to 19,999, 146.4; 20,000 or more, 190.1.

Cost of operating figures showed that average commissions paid average less than 50 per cent (46.9); record costs average 12 per cent; net profit averages 12.7 per cent.

More than half (57.6 per cent) made loans to locations during the year; one-third reported they

made more loans than during the previous year, almost one-third that they made the same number, about one-third that they made fewer. About 60 per cent of those making loans report they're being repaid on time, 85 per cent report loans are repaid out of collections, only 14 per cent charge interest.

Although 75 per cent believe operator associations provide a valuable service to operators, less than half (48.8 per cent) belong to an association, many of these counting Music Operators of America as their only membership.

According to the poll, an average of 13 per cent of their juke boxes are less than a year old; 13.1 per cent a year old; 18.4 per cent two years old; 16.1 per cent three years old; 16.3 per cent four years old; 11.5 per cent five years old; 11.6 per cent more than five years old.

Six of 10 operators have an income other than operating. Of this number, nearly 80 per cent report it as being other than in records or coin distributing.

When installing a brand new juke box in a location, 81 per cent always step down equipment.

Jazz on Jukes

Continued from page 17

schools of jazz are also available for boxes in the real hip places. Among the labels currently featuring the harder stuff on singles are Blue Note and Savoy.

A scan of the best-selling pop and jazz charts will reveal the current top favorite jazz artists. In most cases there are EP's available from their best-selling albums.

Careful consideration as to the jazz tastes of the clientele in bar, boite or beanery could make for profitable and successful programming of jazz on jukes.

How to Get Ops' Attention

Continued from page 15

ing the charts—records that the kids or the adults are coming into record shops to buy. Although at one time some operators could be influenced on a few records by the offer of free records, today operators are generally wary of free records. They have learned that free records are usually handed out with records that are not yet off the ground—and probably don't have a chance to get off. They don't need free records to buy a Presley, and the one-stop doesn't have to offer them.

Swing With Freebies

In spite of the fact that many manufacturers give their distributors promotional records for one-stops (a frequent figure being 200 or 300 at no charge for each thousand bought) the operators rarely get many records free. Distributors or one-stops usually use the promotional records in order to "swing," as the euphemism goes, and they are not often passed on to the ops. When a record gets reasonably high on the charts, say in the top 10 of The Billboard's "Hot 100," then an operator who buys a box of records may get a few free.

It is true, of course, that there are many operators who purchase other records than just the new hits for use on their machines. An operator in Scranton, Pa., will purchase polkas made by local favorites for his boxes; an operator in Jackson, Miss., will purchase country records by local favorites for his route. And these records may not be listed on charts or played on the local station. But these are individual cases, suited to regional conditions. Many operators do purchase old favorites, such as the

old hits by the bands and singers of the 1930's and 1940's reissued by Columbia, Decca, Victor and Capitol, for use on the 200-play machines. And now that stereo is here, some operators are already buying stereo EP's from albums for use on new two-channel jukes.

No More Typing

In addition to wanting the records that are current hits, operators also want title strips with their records when they buy them. Many operators would rather not use a record than have to buy a box without getting the title strips to go with them. Happily, the days of operators typing up their own title strips are disappearing. The hit records that the operators want usually are complete with title strips when they buy them at their one-stop. Specialty records, or records out of albums, may call for home-made title strips, but in most cases manufacturers or distributors supply strips for all records they want to get on the boxes.

With the bewildering number of new artists and new labels that come up with hits every fortnight in today's feverish record business, operators now rely more on charts and help from their one-stops, distributors, and local deejays before they stock up on any new record for their boxes, with the rare exceptions of a dozen or so big record names. Only by purchasing records that customers want to hear can they continue to make their routes profitable for themselves and the locations they service.

EDOLITE'S CINE SONIC SOUND REPEATER

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Ideally suited for Hotels, Super Markets, Factories, Offices, Stores, Restaurants, Banks, Clubs, Terminals, Shopping Centers, Motels, Parks and Rinks.

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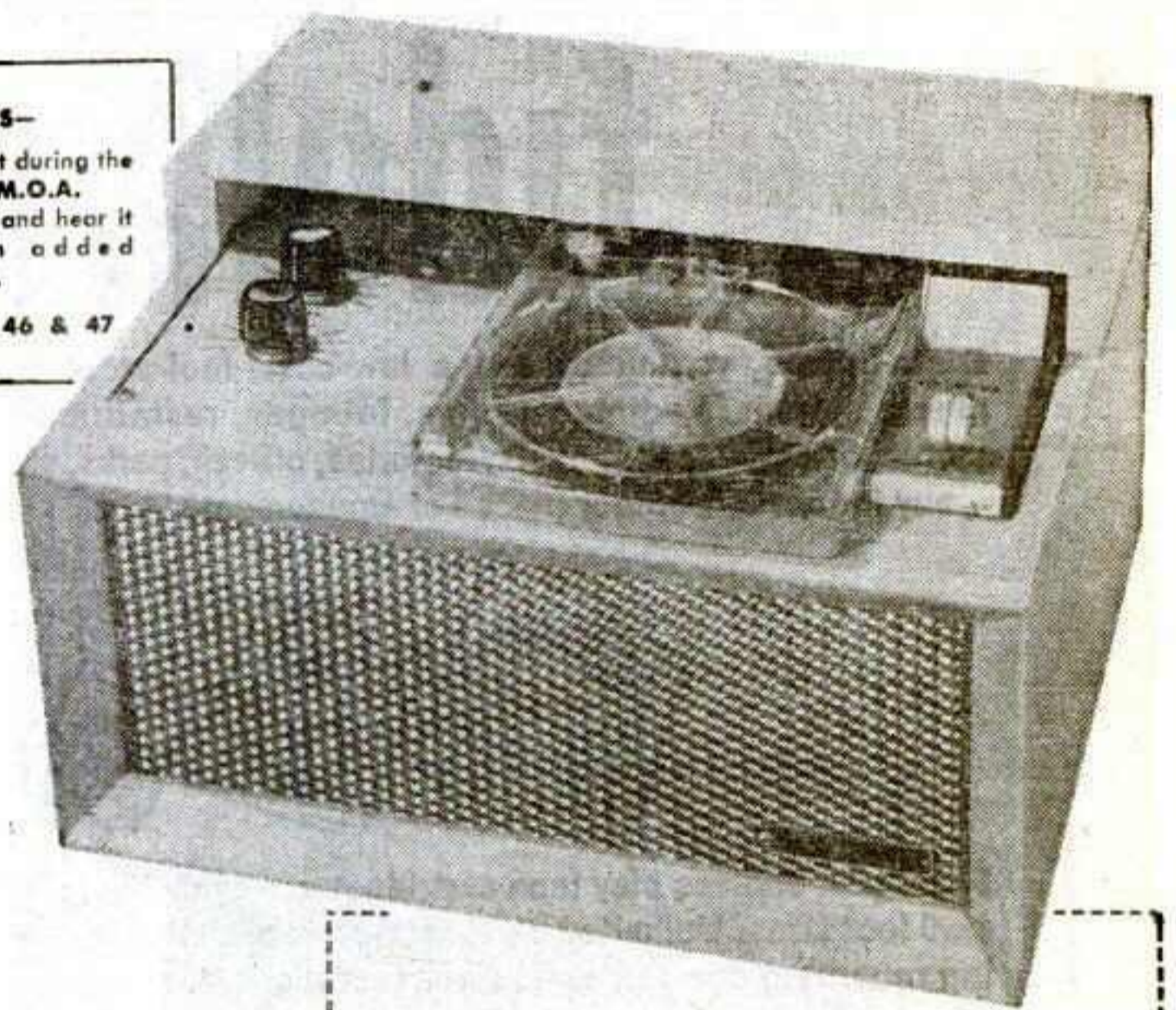
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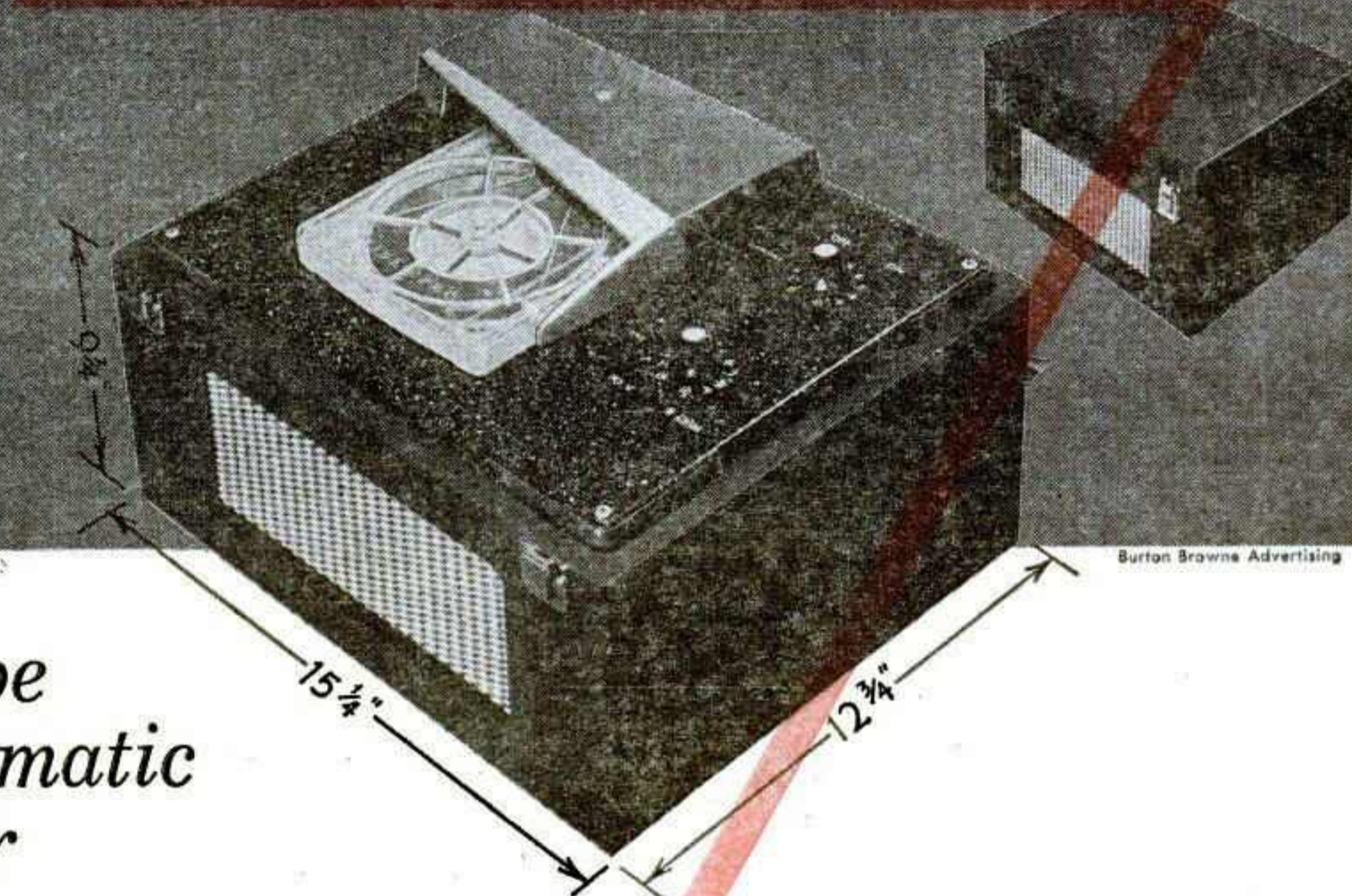
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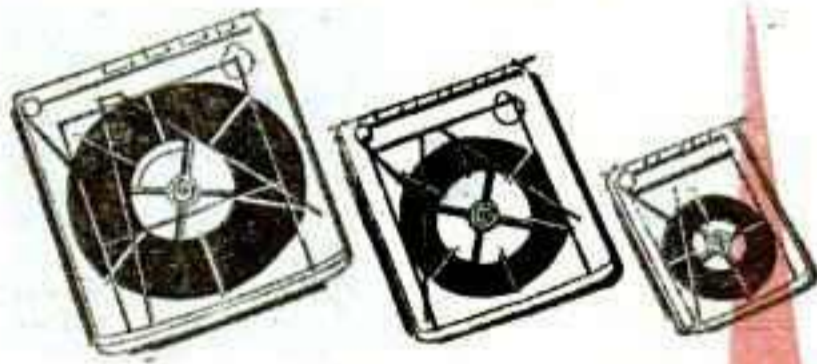


Burton Browne Advertising

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all transistor*

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Distributors, you now have a low-cost, fool-proof background music system for dining rooms, lounges, restaurants, taverns, stores, banks, super markets, factories, offices, parks, arenas, rinks—any indoor or outdoor places of amusement.



Fidelipac endless play tape cartridges are available in 300, 600 and 1200 foot sizes. Unlimited music supply is available from many leading recording companies—sources on request.

Fidelipac cartridges are available in quantity to packagers of music.

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A built-in microphone circuit permits use of carbon microphone over simple two-conductor wire of any length. When mike switch is pushed, music mutes for voice over.

SEE IT—MOA Booth 22

Plays up to 10 hours with automatic "mood" selectivity in a continuous-play magazine. And coin machine operators can have uninterrupted revenue plus background music too! Come to MOA Booth 22—see, hear, learn how.

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THE BIG SELL

Phoenix Op Converts 90% of Stops to Dime

PHOENIX, Ariz.—After a two-year campaign to establish dime play on every possible location, Garrison Sales Company here reports that more than 90 per cent of its phonograph string is now operating at a dime.

Switching 90 per cent of one of the State's biggest routes over to 10-cent play is a greater achievement than appears at first glance, inasmuch as the big Garrison Sales Company operates thruout South Central Arizona, including many small communities populated by people who are, of course, at the low end of the income scale.

Nevertheless, thru a persuasive sales program and continuous upgrading of equipment of all routes, Roy Garrison and Nap Nowell, partners who head the firm, have been able to "standardize on dime play in nine out of 10 locations.

"The 10 per cent still operating on nickels are mostly in teen-age hangouts where no liquor is served and which are open only during the early evening hours," Nowell pointed out. "Here the youngsters are interested only in what music is on the machine rather than the phonograph itself. We consider it an important good-will builder to maintain some 5-cent spots in this way, and it is an easy thing to do since most of the teen-agers in-

involved won't spend a dime to hear a single selection."

Garrison Sales' approach to the 10-cent theme lay in pointing out the huge distances which servicemen must cover, higher cost of everything from records to the phonograph itself, etc. These points are readily understandable to tavern and restaurant owners thruout Arizona who have the same distance problems to contend with and even to customers themselves, who acknowledge the fact that they would rather pay 10 cents for favorite music than to get along without the juke box.

Like many other major-scale juke box operators, Garrison and Nowell have found that the easiest way to swing into 10-cent play lay in "bargain offers" of three for a quarter. In almost every location where juke box players are workmen, this system proved ideal to effect the gradual switch. Along with the price change, Garrison Sales Company upgraded the majority of its phonograph locations with the installation of new machines and complete rejuvenation of what older machines were left on location. This was a highly logical step, inasmuch as the appearance of a glittering new 200-selection or even 100-selection machine naturally represents higher expense for the juke box operator and tends to still complaints.

Edelman Shows Tape Player at MOA Confab

NEW YORK — Issy Edelman, Detroit manufacturer of Edolite tape playing equipment for background music, left here Saturday (5) for Chicago and the annual convention of the Music Operators of America. Edelman had been in New York for a week conferring with his Eastern distributors.

Edelman says his tape library now includes more than 1,000 hours of music, with 175 hours of master tapes. His play-back equipment comes in two-channel monaural models and four-channel stereo units. Five models range in price from \$75 to \$259.50.

Each machine holds one tape, which plays continuously for one hour, then automatically repeats

itself. Also available is a double player unit, with a timing mechanism. The unit provides two hours of continuous music without repeating.

Increased Wattage

While Edelman has been in production for nearly three years with his background music units, the wattage on his new models has been boosted from two to 18, with no increase in price.

Edelman feels that his best markets are juke box operators and vending machine operators, with the best potential locations factories serviced by automatic merchandisers. According to Edelman, the vending operator can offer free background music as an inducement to nail down a good location.

Special programming is available for factories, banks, hospitals, restaurants and various other location types. Tapes cost \$12, but after one year, Edelman will take a tape back and provide a new one for an additional \$6.

He also offers free repair service on his tapes, with the repair work being done by Solotone Music in New York. The units are sold by distributors in some areas, and directly to operators where no distributors are available.

section of the guide will be devoted to instructions in the assessment of coin-operated machines, it was learned last week.

Taxes on equipment evaluated at the new 33 1/3 per cent level in 1960 will be payable in 1961.

The approximate size of the reductions may be gleaned from a schedule issued by the Indiana State Board of Tax Commissioners in 1954 which will remain in force until the 1960 assessment. In this, coin machines are categorized and priced for the guidance of county and township assessors.

AMI equipment ranges from a low of \$575 to a high of \$1,050

(Continued on page 128)

Minthorne Sells Phoenix Routes, Remains Distrib

PHOENIX, Ariz.—In one of the biggest changes in local industry history, Gene Minthorne, head of Minthorne Music Company, operating with headquarters in Los Angeles and a large branch in Phoenix, announced the sale of his Arizona phonograph, cigarette and game routes.

The phonograph routes have been sold to Col. John Reece, formerly an executive with the Minthorne organization in Phoenix, who learned the music and game field with Minthorne following many years as an Army officer at Fort Huachuca, big military post near the Arizona-Mexican border.

Reese, whose new firm is the Arizona Stereophonic Music Corporation, has purchased most of the existing phonograph and game locations formerly operated under the Minthorne banner in Phoenix and surrounding Maricopa County.

The cigarette division has been sold to Watkins Cigarette Service, formerly operated by Glenn Watkins but now under management of Jerry Roseland. This firm bought most of the Minthorne cigarette machines, primarily Seeburgs, and will simply use them in route expansion, as well as in the more than 150 existing locations.

One hundred remaining Seeburg cigarette venders have been sold to Rock Eckel, Las Vegas, Nev., who plans to use the machines in expanding existing cigarette location in the Nevada pleasure capital.

Popular Gene Minthorne will retain the Seeburg franchise and will operate henceforth "as a distributor only" in Phoenix and Maricopa County. He will retain his big North Central Avenue showroom which, along with Seeburg phonographs, displays a complete line of stereo equipment at the commercial and homeowner level.

Denver Ops: Stereo Best If You Know

DENVER — Two Denver operators who have installed stereo juke boxes believe that an educational program on the location-level would help stereo equipment realize its full potential.

Jack Arnold of American Music Company and Glen Pierce of Century-Supreme Music Company have both installed stereo equipment and find that results are best

PRACTICAL PUBLIC RELATIONS

Syracuse Operators Show Clean Record

SYRACUSE—The juke box industry in this Central New York metropolis has been given a clean bill of health by Police Chief Harold Kelly, who was quoted in The Syracuse Herald-American as saying that local operators are "high class citizens."

Philip Benevento, president of the Onondage County Coin Machine Operators' Association, said in a newspaper interview that the Syracuse coin machine industry is free of criminals and has never been pressured by an outside group.

He added that he has no knowledge of any gangster element in the area, nor had he heard any reports of any such element trying to move in.

Confirm Story

Other operators confirmed Benevento's story, giving a picture of "a low-pressure, well-mannered industry, free of cutthroat competition and not particularly lucrative."

Last year some 433 juke boxes were licensed with the city clerk's office here. Benevento said that the association was formed in 1957 and has no paid officers. Dues are collected on the basis of the opera-

tor's volume. The association, he added, has set up a code of ethics and attempts to prevent unfair competitive practices among members.

He added that the association also informs its members about industry trends and developments.

No Union

He explained that Syracuse did not enter into the recent Senate investigations regarding union activity in the coin machine field because most Syracuse operators have only one or two servicemen, and none belongs to a union.

Benevento also said that Syracuse is a "free territory," with no "special preserves" roped off for any other operator. In other words, the normal laws of competition determine who shall operate where.

According to Benevento, the operator and the location determine the commission rate, with a 40 per cent commission to the location typical.

Sgt. George Kiggins, of the Police Department's License Bureau, said that about 31 operators are in Syracuse, and most of them have been in business for several years.

N. Y. Coinmen Collect \$12,000 Toward Goal

NEW YORK — The Coin Machine division of the United Jewish Appeal has collected about \$12,000 toward its \$30,000 goal for the 1959 campaign.

The executive committee, meeting Wednesday night (1) at the Hotel Astor, plans to launch an accelerated drive during the next three weeks, with members putting on a special telephone effort at UJA headquarters on Friday 10. The next regular committee meeting will be at the Hotel Astor on Wednesday 15.

At the last meeting General Chairman Al Senator Bodkin presented guest of honor Lou Boorstein with a plaque from the Israeli Secretary of the Treasury. The Secretary thanked Boorstein for his devotion to the UJA cause.

The victory dinner will be held at the grand ballroom of the Hotel Astor on May 4.

New York Mayor Wagner and Governor Nelson Rockefeller, who were invited to attend the victory dinner, both sent their regrets and explained that the press of official business prevented their attending. They both wished every success to the Coin Machine Division and their personal best wishes to Lou Boorstein.

Accepting an invitation to attend the meeting was Aaron Koota, assistant district attorney for Kings County.

The following committee members attended the Wednesday meeting: Lou Boorstein, Al Senator Bodkin, Seymour Pollak, Nash Gordon, Max Klein, Lou Wolberg, Aaron Sternfeld, Meyer Parkoff and Claire Morano.

ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

Ind. Ops May Get Reduced Tax on Units

INDIANAPOLIS — Coin-operated machines are classified as personal property under Indiana statute and, as such, may be subject to lowered taxes in the future.

Three laws passed in the recent session of the Indiana General Assembly and signed by Gov. Harold W. Handley point to that possibility.

Under the terms of one of these, the assessment of all types of properties are standardized at 33 1/3 per cent of true cash value.

Under laws currently in force, coin-operated machines are scheduled for assessment at 100 per cent of value less depreciation.

Thus with a tax rate hovering around \$10 per \$100 of assessed valuation in some Indiana counties, operators could anticipate substantial reductions in the taxes they pay.

As required by one of the three laws, the Indiana State Board of Tax Commissioners will publish a manual of assessment in 1960. A

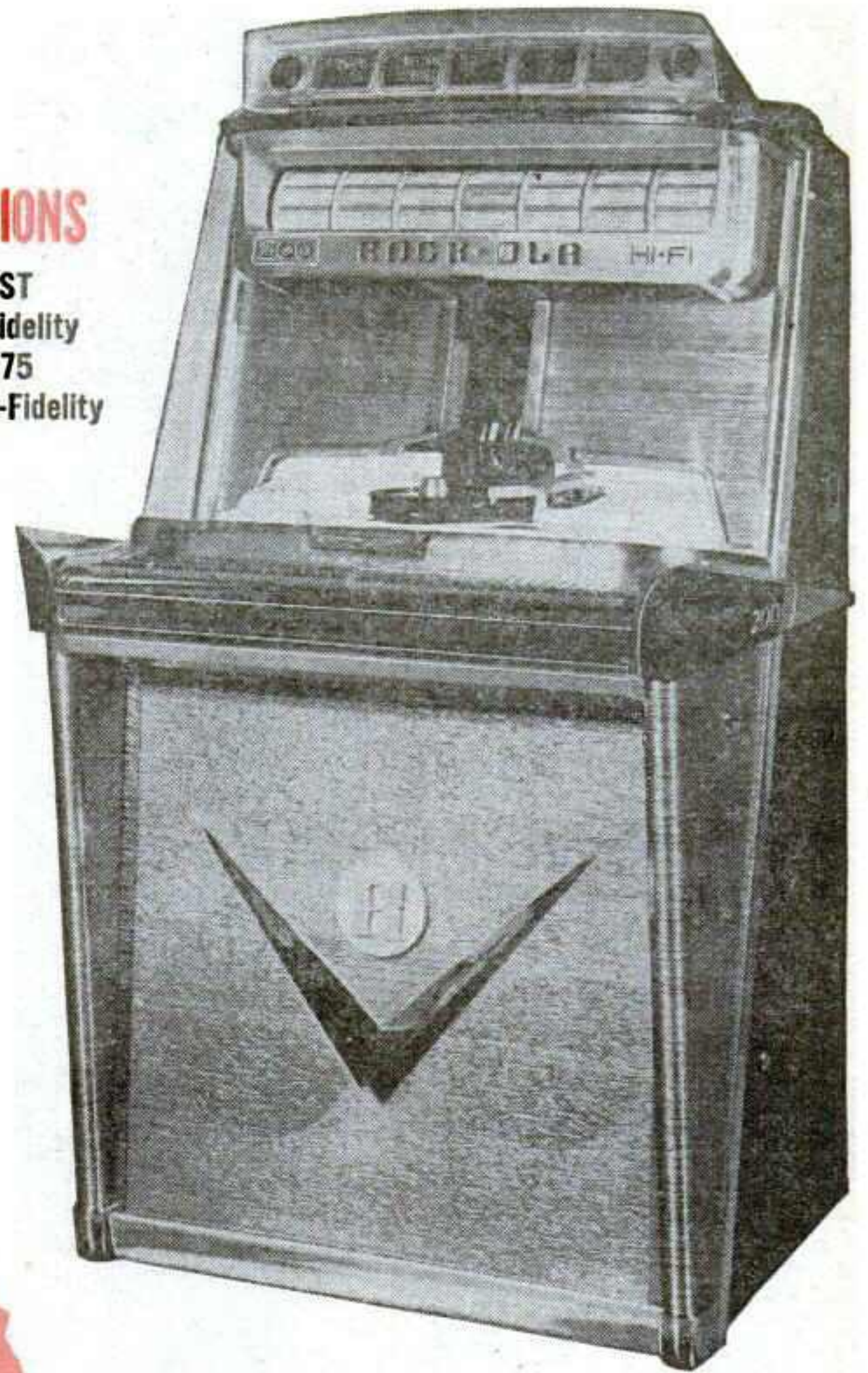
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45 R.P.M.—33 1/3 LP ALBUMS
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200 SELECTIONS

Model 1475ST
Stereophonic Fidelity
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a phonograph for every location



120 SELECTIONS

Model 1468ST
Stereophonic Fidelity
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with Monaural
HI-Fidelity

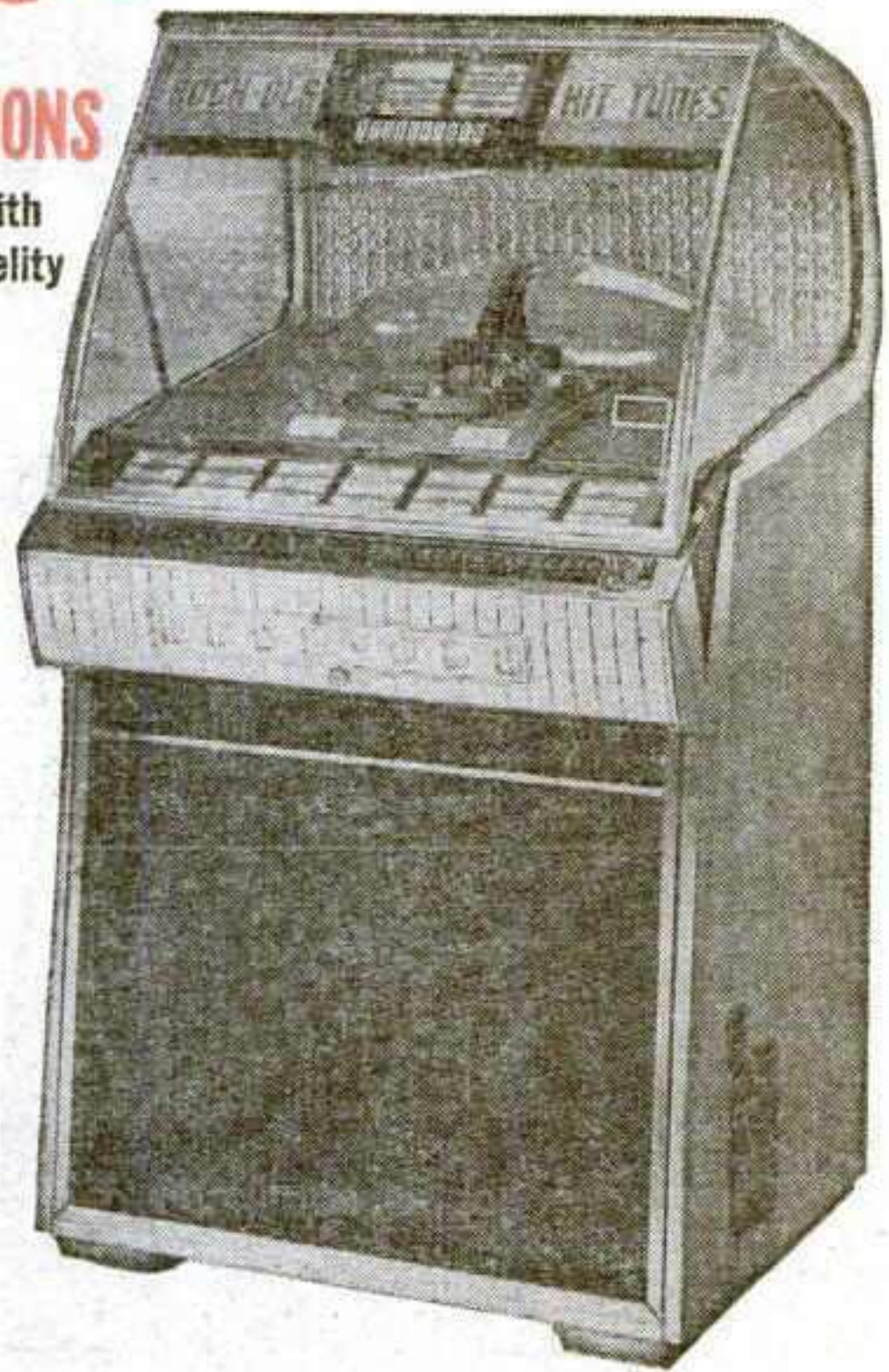
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Visit your Rock-Ola Distributor...
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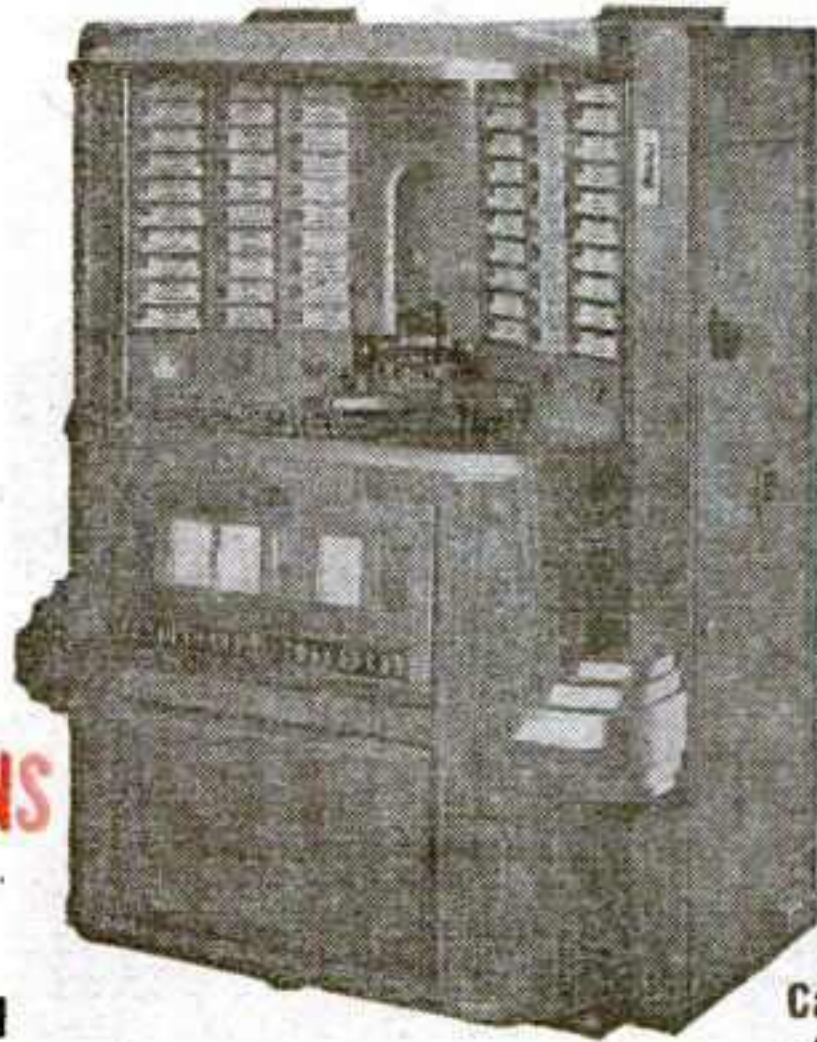
50 SELECTIONS

Model 1462 with
Monaural Hi-Fidelity



120 SELECTIONS

Model 1464
Wall Type
with Monaural
Hi-Fidelity



Can be attached direct
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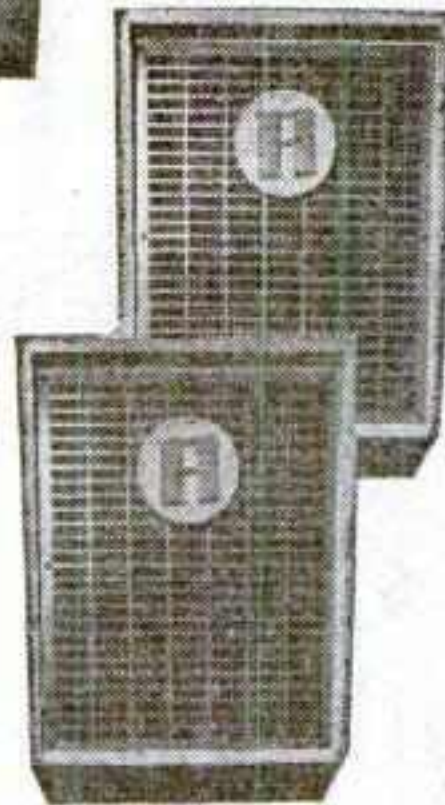
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Music
System



Model 1618
"Stereo Twins" for use with
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Model 1555
Dual Purpose
Wall Box with
either 200 or
120 selections



Model 1619
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Chicago 57, Illinois

THIS IS THE TIME TO

If you are a juke box operator, say so—*proudly*.

If you are a juke box distributor, say so—*proudly*.

If you are a juke box manufacturer, say so—*proudly*.

Say it often . . . boldly . . . anywhere . . . everywhere . . . to anyone . . . and everyone:

"I am a juke box man."

Proclaim the fact that you are in the juke box business. Not in part, not occasionally, not from afar. But close up . . . all the time . . . completely. There is only one way to be in the juke box business, or in any other. And that is with your whole being: your brain, your body, your heart—and your guts!

Yours is a career of public service to which the public gives gratifying response. The more than half million juke boxes in operation in this country, playing millions of times each day, amply attest to that.

There is need for what you do—and has been for all the industry's 80-year history of continuing growth. There will be continued need for your services in the future—an exciting future with even greater opportunities than ever before.

There will be changes in the business, too, for ours is a dynamic business that thrives and prospers on change. Whatever the future brings, the essential purpose of the juke box business will remain as it has been from the start: providing people with the wholesome enjoyment of music at a price anyone can afford.

One may ask, then, why some juke box people are down at the mouth.

The industry, it is true, is going through a trying time. This condition is explainable—and, it is hoped, temporary.

Even stout hearted men grow weary of the continuing fight against discriminating taxes, discouraged at excessive license fees and frustrated with repressive regulation. But these impositions are not unique to

the juke box business. They are the common lot of most businessmen today.

There is another reason, too, why juke box men have grown weary. The constant threat of a Monopoly to squeeze further royalties from recorded music has created tensions which are not easily shaken. Maintaining an adequate defense against this attack has been costly. A continuing state of alert is vital. Yet, no one can justify waving the white flag of surrender, particularly when we have emerged unscathed from each of many past engagements.

Perhaps the greatest cause for despair and disillusionment of many in the business today is the infiltration of hoodlums into the juke box industry.

True, their infiltration affects the business in only a relatively small area. Where it has occurred, bona fide music people have been the victims of attack from the outside, not the perpetrators of wrongdoing. But, sensational headlines have magnified the condition far beyond reality. Careless reporting has indiscriminately associated honest, upright men with gangsters. With few notable exceptions, there has been little chance for rebuttal to set the record straight.

The juke box man, as a result, has been made to feel ashamed of being a juke box man.

It is sad to witness this dejection on the part of men who have fought off the very mobsters with whom they are accused of consorting.

Surrender is unthinkable. The alternative is to

STAND UP & BE COUNTED

join with fellow juke box men in a fight to get the truth before the American public.

One need only look about and listen to find encouragement on every hand. The criticism will grow fainter against the swelling voice of public understanding and sympathy. That voice will grow even louder as the facts about the juke box man are more widely made known.

Juke box men will find their friends are legion.

But, first, the juke box man must ask himself if he is ready to stand up proudly and be counted. If he is—and he should be—a multitude will rise in his support.

To win the respect of the public, the juke box man must first learn to respect himself.

There is great satisfaction in being a good juke box man, for the juke box does many things of which all can be justly proud.

The juke box brings the comfort, inspiration and relaxation of music to millions who might otherwise not enjoy it.

The juke box gives music to the young in a way they know, accept and love. The interest in music that buds in rock 'n roll will mature and bloom in an appreciation of the classics.

The juke box keeps alive the culture of American folk music and has introduced that music far beyond the mountains and valleys that gave it birth, so that all might enjoy this precious heritage.

The juke box has encouraged the discovery of great

talent in composition and performance that would never have soared to prominence and stardom without its help.

The juke box eases the nostalgia of people away from home, enabling them to return in fancy to the familiar company of the old crowd.

The juke box brings the pleasure of dancing to good music—the best of the big name bands—to people isolated from the populous centers where such bands normally appear.

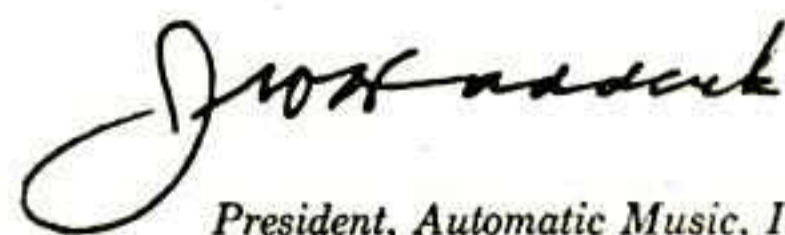
The juke box permits people to enjoy, in the company of others, the pleasures of entertainment by the headline stars of the musical world.

The juke box relieves the tedium of the dark road and is an oasis of cheer and brightness for the weary traveler who stops along the way.

The juke box spells the difference between profit and loss for hundreds of thousands of location owners whose livelihoods, like those of juke box men, are earned by the accumulation of small coins, a coin at a time.

Brace your shoulders, stick your chin out, look 'em in the eye. Be proud of yourself. Your family and your friends are proud of you.

We are proud to be associated with the juke box industry and with the many fine men and women who are a part of it.



President, Automatic Music, Inc.

AMI has prepared a 12-page booklet entitled "Music for Everyone" which will help you to tell the story of the juke box industry and the people in it. Copies are available to you without charge, as are reprints of the above.

AUTOMATIC MUSIC, INC. Affiliate of **AUTOMATIC CANTEN COMPANY OF AMERICA**
 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN, SINCE 1909 DESIGNERS, ENGINEERS
 AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY **AMI**

ROGERS ADDS 2 TO 1959 ROUTE

Oregon Centennial, Salt Lake City Rodeo Wrap Up Bookings

BEVERLY HILLS, Calif.—The addition of two major 1959 dates to the route of Roy Rogers and his troupe has rounded out his summer personal appearance bookings, Art Rush, manager, announced here last week.

Latest bookings put the Roy Rogers show into the Oregon Centennial, Portland, July 10-16, and Rogers, Dale Evans and his rodeo unit at the Days of '47 Rodeo, Salt Lake City, July 18-24. The rodeo unit will include Trigger, Trigger Jr., musical group, Pat Brady and the Liberty horse act.

Addition of these two dates

Fred Walsh, CNE Prexy, Dies at 73

TORONTO — Fred T. Walsh, 73, honorary president of the 1959 Canadian National Exhibition and president of the CNE for the past two years, died suddenly here.

He was a former chairman of the Canadian Manufacturers' Association, a director of the safety league and a past president of the Knights of Columbus.

Born in Toronto, Walsh attended De La Salle College and joined the O'Keefe Brewing Company after completing his education. He rose to secretary-treasurer of O'Keefe's and a director of Canadian Breweries.

He is survived by his widow, two sons and a daughter.

Pawnee Show Fades, No Tent Payment

NEW YORK — Last indications that the Pawnee wild west show would materialize faded last week, with word that Ernest Chan-

brought to eight the number of bookings in the outdoor business this summer.

Rogers earlier was signed for Ohio State Fair, Columbus; Iowa State Fair, Des Moines; Greater Allentown (Pa.) Fair; Mid-South Fair, Memphis; Indiana State Fair, Indianapolis, and Mid-America Fair, Topeka, Kan.

In 1958 the Western star played Wisconsin State Fair, Milwaukee; Nebraska State Fair, Lincoln; Kentucky State Fair, Louisville, and Eastern States Exposition, Springfield, Mass.

Tennessee Fair Assn. Skeds Workshops

MEMPHIS — The Tennessee Association of Fairs has scheduled three workshops this month, one for each area of the State.

The first one will be held in Jackson on April 10 for Western fairs. Meeting convenes at 10 a.m. in the Holiday Inn with adjournment set for 3:15 p.m. The Mid-South Fair and West Tennessee District Fair will be co-hosts at luncheon.

Second workshop is set for Nashville on April 15 in the University of Tennessee Building. Meeting convenes at 1 p.m. following registration and will adjourn at 4:45 p.m. This is for fairs in the central part of the State.

Eastern fairs will meet in Knoxville on April 16 with the session to be held in McCord Hall, University of Tennessee. Meeting convenes at 10 a.m. and adjourns at 3:30 p.m. Chattanooga-Hamilton Interstate Fair and Tennessee Valley A. & I. Fair will be luncheon hosts.

Topics to be discussed at the

andler, Inc., is not going thru with the canopy top tent as originally reported. The company requirement on deposits was not fulfilled the Chandlers reported. Negotiations had been carried on with Louis Pasteur.

RCAF SUPPLIES 'GOLDEN HAWKS' FOR EVENTS

REGINA, Sask.—The Royal Canadian Air Force is putting together a team of five gold-painted Sabre Jet fighter planes, to be known as the Golden Hawks, for appearances at major Canadian exhibitions this summer.

An Ottawa announcement said the team will perform formation flying, but no stunts, at the Calgary Exhibition and Stampede, the Edmonton Exhibition, the Canadian National Exhibition in Toronto and the Pacific National Exhibition in Vancouver.

The team will commemorate the 50th anniversary of powered flight in Canada and the 35th anniversary of the RCAF.

NEW RECORD

Mercedes Rodeo, Autry Pull 163,000

MERCEDES, Tex. — Gene Autry and his horse Champion, made a long-awaited return trip to this extreme southern part of

Texas and set up a new record attendance at the 20th annual Rio Grande Valley Livestock Show, March 19-23. His personal appearance at each of the five performances of the World's Championship Rodeo attracted more than 163,000 persons.

Autry took time out for visits to the youngsters in the polio ward of Valley Baptist Hospital and also gave a brief performance for 300 young and adult patients in the Texas State Tuberculosis Hospital located in Harlingen.

O. E. VanBerg, president of the annual show, and Col. H. G. Stein, manager, were high in their praise of Autry's performances and of the high calibre of the rodeo stock and personnel, owned jointly by Autry and Harry Knight and Everett E. Colborn.

Autry had appeared in the Rio Grande Valley nearly 15 years ago when he made a tour of Interstate Theaters in the larger valley cities.

340 Firms To Exhibit In Moscow

WASHINGTON — A total of 340 contributors have agreed to date to send products and display items to the American National Exhibition in Moscow, which will run for six weeks this summer.

Display items range from furniture to automobiles to outer space (Continued on page 104)

2 Mass. Fairs Get Dog Racing

BOSTON — Two Massachusetts fairs that have dog racing, last week were granted licenses to conduct the canine events for six-day periods. Topsfield Fair will have the dogs September 7-12 and Rehoboth Fair will run them August 24-29. All other Bay State fairs operate pari-mutuel thoroughbred horse racing during their meets.

N. H. Fair Assn. Elects Wheeler Prez

CONCORD, N. H.—Robert T. Wheeler, of Keene, was elected president of the New Hampshire Fairs Association at its recent meeting here.

Other officers are William Sanborn, Deerfield, vice-president, and Dr. R. W. Smith, Laconia, secretary-treasurer.

Directors are Raymond Gillette, Lancaster Fair; Carl M. Fogg, Deerfield; Charles Jones, Hopkinton; George Wilson, Rochester; Reuben Hodge, Sandwich; Nathan Knight, Cheshire; Lester E. Mitchell, Plymouth; Clark Ingalls, North Haverhill; Donald Byam, New Boston; Fred Davi, Cornish, and Eleanor Feuer, Atkinson. Gov. Wesley Powell attended.

NOTABLE IN WEST

Summer Gets Longer Yearly, Science Says

WASHINGTON — Outdoor amusements may benefit from longer seasons, if the current world warming trend continues. The change is a slow but undeniable scientific fact: there's more warmer weather every year.

Commerce Department's office of Science and Technology says that temperature data obtained in Antarctica during the International Geophysical Year "tend to confirm meteorologists in their opinion that the world is in a long-term warming trend."

Dr. H. E. Landsberg, director of the Weather Bureau's Office of Climatology comments that, "altho the available information is not conclusive, it is consistent" with the theory that the "entire world is slowly getting warmer."

Dr. Landsberg points out that besides temperature figures, there is physical evidence of the warm-

ing. In Alaska, for example, glaciers are retreating.

Also cited by Dr. Landsberg were the "spectacular" warming trends of the last two or three years along the Pacific Coast, from California to British Columbia. Change was most noteworthy, he said, in Western Washington, he said, in Columbia, where a downtrend had been underway for several years.

COWBOYS ASSN. GETS 15G AT LUBBOCK TV SHOW

DENVER—The sale of television rights to the Texas Championship Rodeo, Lubbock, Tex., brought the Rodeo Cowboys' Association \$15,000. The Denver-headquartered professional cowboys' group said it was one of two network exposures the association allows each year.

CBS-TV taped the final contest section of the rodeo Saturday (21) for the rebroadcasting a week later. The rodeo was seen in an hour-long show beginning at 6:30 p.m., E.S.T. The program was set up as a regular sports feature of the network and was the first rodeo ever telecast nationally as a straight sports presentation.

The new Lubbock rodeo broke the traditional spring hiatus of the rodeo season. Labeled one of the major spring rodeos, it was the biggest in the nation between the contests held in San Antonio in February and Cheyenne in July. In past seasons, rodeo has all but gone out of business between the Jaycees Rodeo in Phoenix in mid-March and the Red Bluff (Calif) Roundup in mid-April, with no major cowboy contests for a month.

The new Texas Championship Rodeo was created from the ABC Boys' Club Rodeo in Lubbock, which posted a purse of \$3,500. Seventy-five per cent of the \$15,000 CBS paid the Rodeo Cowboys' Association for the contestants rights to telecast the rodeo was added to the purse, making a total of \$14,750 before entry fees.

This purse, fattest of the four-month spring season, drew most of the nation's top championship contenders.

Commentary during the rodeo was made by the two veteran rodeo announcers, Cy Taillon, Denver, and Clem McSpadden, Nowata, Okla.

NEWBERRY-OVERLAND EYE 1960 EUROPEAN JAUNT

INDIANOLA, Ia.—Tentative plans for a third invasion of Europe by the Trans-World Auto Daredevils are in the preparation stages, according to Leo Overland, general manager of the Earl Newberry thrill show operations.

The trip would be scheduled for 1960 if plans materialize, and it would be timed to open in England on Easter Sunday, traditionally the start of the outdoor season in that country. Scotland would also be on the itinerary, plus two months in Germany, Italy and Switzerland.

The show toured Europe in 1955 and 1956 under the co-management of Earl Newberry and Abe Saperstein, of Harlem Globetrotter note, and further plans will be made after the latter returns from a current trip to Europe.

Reports from across the Atlantic indicate a marked improvement in sentiment toward the U. S. and in economic conditions which suffered following the Suez crisis. The latter prompted postponement of the 1957 Newberry tour.

Overland said that if the show does make the foreign tour it will be back in the U. S. in time to play its fair route, which begins in mid-July.

The veteran stunt show manager also pointed out that in a recent story on the show the booking of the Minnesota State Fair was omitted. The stunter will play the big event on September 4.

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PUSH UPDATING

N. C. Fair Assn. Urges Bldg. Plan

HICKORY, N. C.—The establishment of permanent weather-proof, fire-proof structures is being urged on North Carolina fairmen by the state's fair association and by R. J. Pearse, landscape architect and fairgrounds designer of Raleigh. Writing under sanction of the association, Pearse points out that such a building is a money-producing unit in which patrons can be assured of spending profitable time in any weather. Neil Bolton of Winston-Salem is association president.

North Carolina's fairs, by and large, are short on the construction side. Many of them are under canvas and some shows exhibit in beaten barns, altho there are naturally several fairs, from Raleigh on down in size, that are admirable from the exhibit standpoint.

Funds Main Problem

Pearse's main points are these: Most fairs do not have the credit or cash to build the hardy structures recommended, altho the income thereof would amortize such a cost over a period of years. It would seem wise, then, that the North Carolina Association of Agricultural Fairs investigate ways and means whereby such a building could be placed on the grounds of the non-profit fairs.

One suggestion is that a county

fair foundation be formed to be subscribed to by industrial agricultural firms; after due investigation the county fairs would be enabled to borrow a portion of the funds needed to build such a building, and amortize the funds over a 20-year period.

The most permanent weather and fire-proof building and the least costly to erect is a welded steel pipe frame covered with aluminum roof and with aluminum and steel sides, no windows, vents near the roof, and concrete floor. Such a building was erected at the Rowan County Fair (Salisbury), 65 feet by 200, at a cost of around \$16,000. If sold as exhibit space at \$1 per square foot it would not take long to amortize such a project.

Many commercial organizations might be approached to provide a portion of the foundation funds. Some fairs have provided funds by entering into contracts with industrial organizations to buy exhibit space over a five-year period, the first year in cash and the rest in notes for five years, these to be discounted and the funds used immediately. Canadian National Exhibition in Toronto sold space in advance for 20 years, a prime example of this plan.

Hetzer Steers Rodeo Into Cincy, Two W. Va. Arenas

HUNTINGTON, W. Va. — Indoor rodeo dates in Cincinnati, Huntington and Charleston, W. Va., plus a 10-20 week season for the "Spectacular Revue" are in the works by Hetzer's Theatrical

Agency, Jim Hetzer announces. The revue is the one that played major Canadian and American fairs in 1958.

The George Holmes Championship Rodeo is booked into Cincinnati Gardens, Hetzer said, for May 14-17. Robert Horton, who plays Clint McCullough on TV's "Wagontrain" series, will be featured for the first three days and will be joined by Duncan Renaldo, the Cisco Kid, on May 17.

Also set for the Holmes rodeo, with Renaldo featured, are Memorial Fieldhouse here on April 30 and May 1, and Civic Center in Charleston on May 2-3. Froman Johnson and George Sprucem promoting the West Virginia dates, have arranged a tie-in with the Evans Super Markets chain and Dan Dee Potato Company.

"Spectacular Revue" will be at a couple of fairs as yet unannounced, then will start an indoor route, Hetzer said. It drew attention of several arena figures during the 1958 fair season.

Calgary Sets New Food Regulations

CALGARY, Alta. — Operators of food concessions at this year's Calgary Exhibition and Stampede will find new and stringent price regulations in effect. Announcement made by Fred Kennedy, stampede's publicity director, at a service club luncheon.

"An outline of the regulations will be made shortly," Kennedy said in his address.

He also said that if the advance demand for grandstand seats is any criterion, the 1959 show will have its largest attendance in history. By the first week in March more than 50,000 reservations for afternoon and evening performances had been received by mail order. The demand for tickets by mail was running between \$800 and \$1,000 a day, he said.

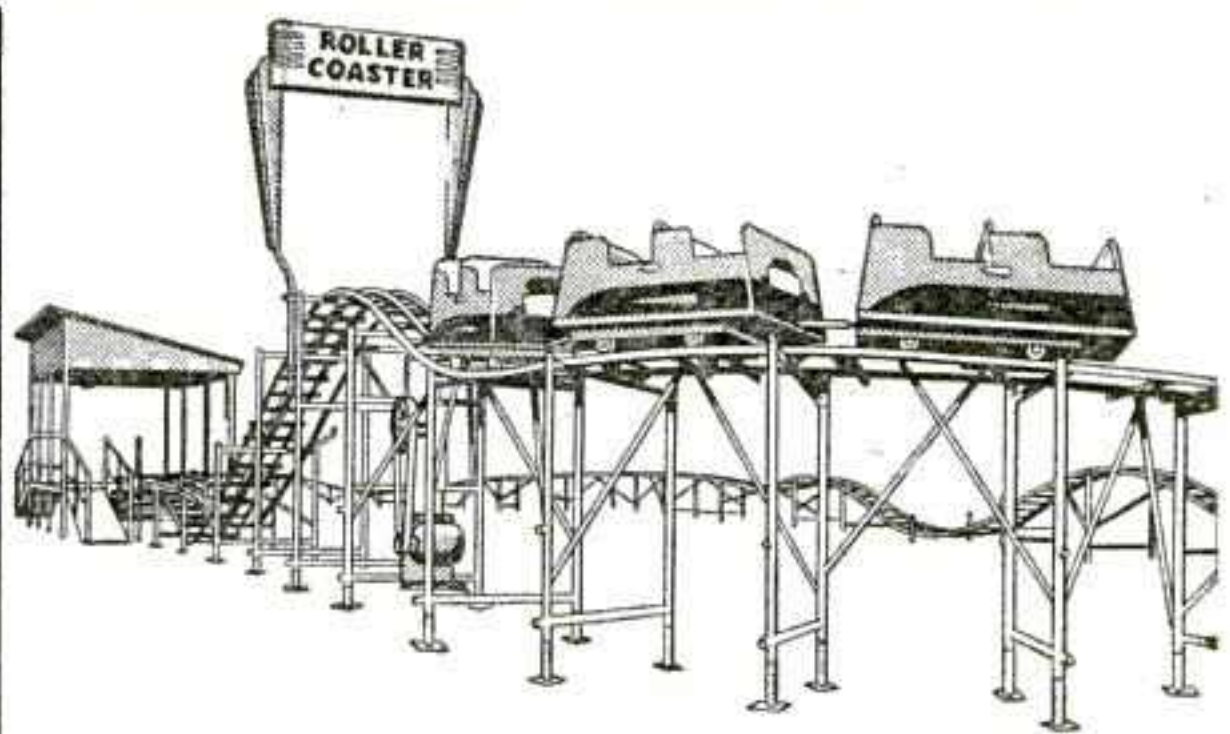
Over the counter ticket sales open April 1.

A feature of the stampede will be the opening of a \$1,775,000 general exhibition building.

Certain to attract interest, too, will be a visit to the show on the evening of Thursday, July 9, by Queen Elizabeth and Prince Philip.

Anaheim, Calif., Okays 500G Rink

ANAHEIM, Calif. — A permit has been issued here for the construction of a \$500,000 ice skating rink on the west side of the city. Builder is Chet Herbert, who plans a 20,000-square-foot rink, a restaurant and skate shop.

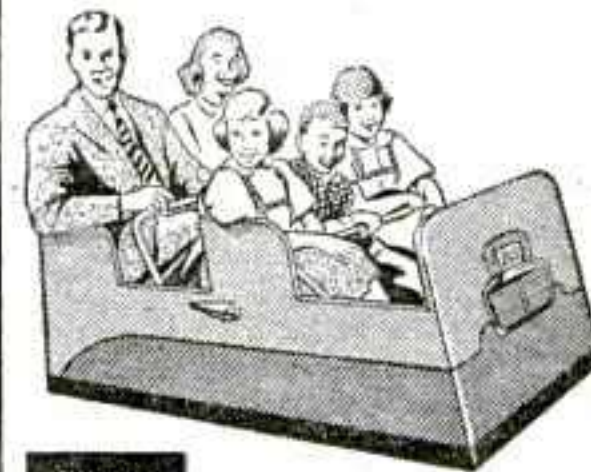


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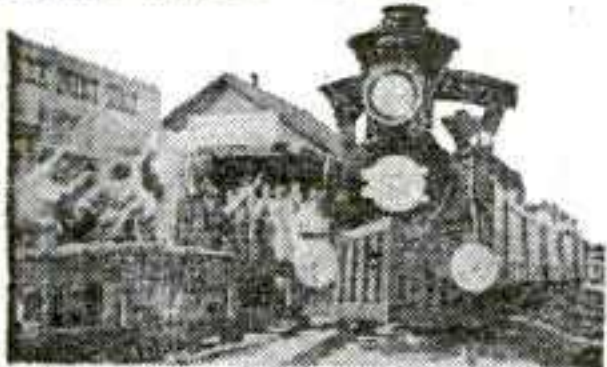
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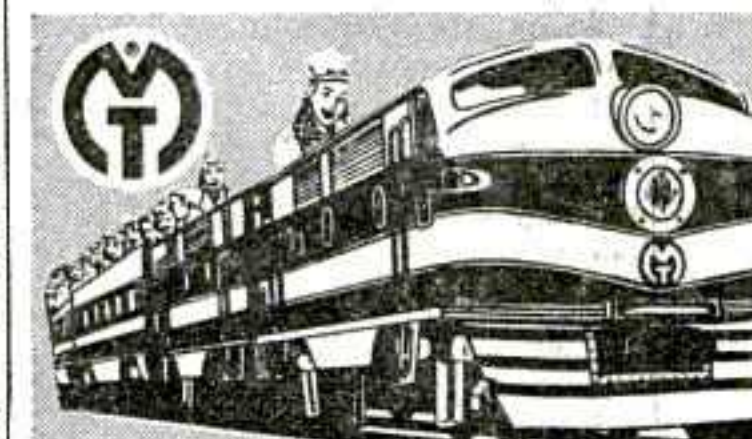
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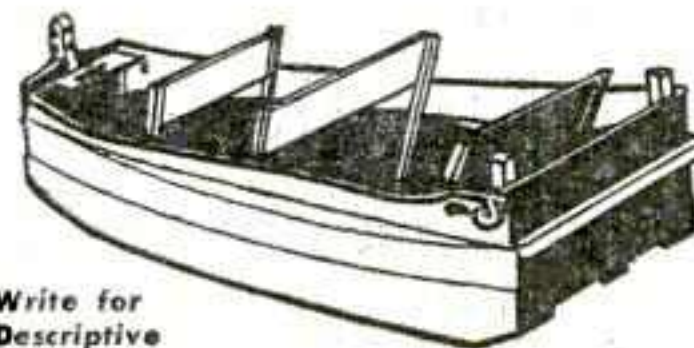
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BIG KID LURE

Paris Gingerbread Fair Opens Month-Long Run

PARIS — The annual Gingerbread Fair of Paris opened its month-long run here March 28, featuring a broad line-up of rides, shows and other attractions. The event will run thru April 27.

Officially called Foire de Trone, the event is said to rival Munich's Oktoberfest for size, but it features gingerbread instead of beer and draws large numbers of youngsters who buy the cakes.

It occupies most of the circular Place de la Nation and the service roadways on both sides of the broad Cours de Vincennes, a road flanked by lawn and side streets.

Featured along the fun zone is the Figure 8, a gravity Coaster and an auto speedway where small cars are driven at the speeds of 30 kilometers per hour.

Other major rides occupy areas along with shows such as circuses, menageries, dog and pony, boxing and wrestling and girl revues. Plenty of kiddie rides are included, plus Arcades and dozens of concessions.

In addition to the flash provided by the above attractions, there are added lights and much music. Restaurants and cafes annually gear up for the event which is considered the top street fair in France.

Iowa Issues Show Sales Tax Warning

DES MOINES—The Iowa State Tax Commission has issued a directive for all circuses, carnivals, fairs, picnics and other celebrations regarding sales tax rulings.

D. E. Cunningham, director, said they are holding the licensed operator responsible for sales tax on gross receipts from the sales and amusements of concessionaires who operate under the above auspices.

The operator shall maintain a daily record of the gross receipts and sales tax of each concessionaire, which date must be listed on the report to the tax agents at the time and place the operator remits sales tax on his own operation and that of the concessionaire, he said.

Warm Spell Shuttters Ice Rink Early

ST. LOUIS — Unseasonably warm weather brought the ice skating season at Steinberg Memorial Rink in Forest Park to a close last Wednesday (25), 10 days ahead of schedule.

Attendance during the season was 200,300, about half of which were children admitted free. Attendance was lower than the 1957-'58 season when 235,000 visited the rink. The decrease was attributed to the shortened season and the fact that the area had its coldest January in 19 years, permitting many skaters to use park lakes and lagoons.

Circus Dates Detailed for Sullivan Band

WORCESTER, Mass.—Mickey Sullivan's band is playing the Frank Wirth circus date this week in Island Garden Arena, West Hempstead, N. Y. Sullivan also signed with producer Al Dobritch to provide a 30-piece band for the St. Louis Police Circus, May 7-17.

Other dates include the Shrine circuses in Hartford, Conn., week of April 20, and Springfield, Mass., April 30-May 3, and the following band concerts: April 7 in Brockton, April 8 in West Boylston, and April 11 in Boston, all Massachusetts.

Swift Current Fair Plans Budget for \$4,011 Net on Run

SWIFT CURRENT, Sask. — The Swift Current Agricultural and Exhibition Association is budgeting for a surplus of \$4,011 on its 1959 operations. Revenue for this year's Frontier Days show is estimated at \$100,054, with expenditures at \$96,043.

Breakdown of estimated revenue is: Concessions, \$25,850; special events, \$20,001; rodeo, \$15,845; evening show, \$12,135; grounds and buildings, \$11,820; harness races, \$4,940, and general, \$4,565.

Among the larger expenditure items are: General and administration, \$21,119; rodeo and evening show, \$13,400; concessions, \$13,271; special events, \$7,750; depreciation, \$7,500; program and evening show, \$7,335; grounds and buildings, \$8,100; harness races, \$4,965.

Last year's revenue was \$106,046 and expenditures were \$87,822 for a profit of \$18,224.

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Conley Plans Pyro Plant

SHADYSIDE, O.—Ralph Conley, former owner-operator of the Plaza Exposition Shows, will open a fireworks plant in Eastern Ohio this summer. Conley has been jobbing fireworks and promoting pyrotechnic exhibitions for the past 25 years, but this will be his first venture into the manufacturing field.

The new plant will occupy about 25 acres and will specialize in aerial shells and ground display creations.

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Set Home Show George Tyson On Staten Island Dies; Was Ice Show Producer

STATEN ISLAND, N. Y.—The Staten Island Home Show will show at Cromwell Center, the Million-Dollar Pier 6, on Staten Island May 23-31. Richmond County Chamber of Commerce is the sponsor.

"Satellites on Ice," a musical ice show featuring Penny Selwyn, will be presented twice nightly on the stage of the 850-seat Center. "Circus 'n' Satellites," combination circus and simplified story of he satellites, will be presented every afternoon. Fashion shows are also on the schedule.

Space set aside for exhibitors totals over 50,000 square feet. A recently formed corporation, Staten Island Home Show, Inc., will produce the event. Ray Flannagan is president of the corporation and Charles Harrow serves as managing director.

MIAMI—George D. Tyson, 59, executive producer of "Holiday on Ice," died at his home here Saturday (28), only two days before his show opened at adjacent Miami Beach. He had been ill for several weeks and he had a relapse after recent surgery for cancer.

His widow, Ruth Tyson, is co-producer of the show.

Tyson was born in Waco, Tex., and attended Baylor and Columbia universities before becoming bureau manager of the International News Service in Atlanta and Florida. In 1929 he turned to show business, and was a director of the Miss America Pageant at Atlantic City from 1936 to 1941. He joined the John Harris theater chain in 1934 and in 1942 became executive director of the new "Ice Capades."

Since 1945 he and Mrs. Tyson have been associated with Morris Chalfen in "Holiday on Ice."

Also surviving are two sons George Jr. and Ronald, both in New York; his father, George W., Dallas, and a sister. He was a veteran of the Marine Corps of World War I and active in Congregational Church work here. Services were conducted in Miami Tuesday (31).

ARENAS & AUDITORIUMS

Las Vegas Convention Hall In Limelight for Opening

By TOM PARKINSON

GETTING UNDER WAY this month is the brand-new Las Vegas Convention Center. It is financed in an unusual way. It's scheduled for wide publicity thru such coming events as the Patterson-London boxing event, and sure it is to be heard from in the convention and exhibition business hereafter.

An Easter Sunday sunrise service was the first event in the building. Variety International held its convention here Friday (3). A showcase show will be the World Congress of Flight, April 12-19, with the aviation and rocket industry exhibiting under Air Force Association auspices. Some 6,000 invited guests are expected to view the 100,000 square feet of exhibits in the building and 500,000 square feet of exhibits outdoors. This will be the first event to fill and overflow the exhibit hall.

Formal dedication of the building is scheduled for April 18, with ribbon cuttings and officials. The boxing event is to be May 1, first sports affair in the building. Coming up are a home and auto show, boat show, auto accessories show and such tentative or talking-stage events as a horse show and a rodeo.

Facilities include a main arena with 4,416 permanent seats and 3,000 portables, an adjoining exhibit hall with 90,000 square feet and 17 additional meeting rooms with capacities of from 40 to 1,000. There is a portable stage. A lobby between the arena and exhibit hall makes possible the addition of some additional seats there. Two drive-in entrances serve the exhibit area, and the entire building is on one level. There are only 14 columns in the 90,000 square feet of exhibit space.

Incentive for building this structure came from the entire Las Vegas community, including the hotel and casino interests outside the city limits. The building is controlled by the two-year-old Clark County Fair and Recreation Board. Its former chairman, George Albright, recently was named executive director of the building, and his functions include those of building manager. Desmond Kelly is promotional director, heading the convention bureau. A commission of six supervises the entire operation.

Financing began with State legislation authorizing the county to levy a special tax. The tax funds will be used to retire two bond issues. An initial issue for \$4,500,000 was augmented last fall by a second issue of \$1,000,000. The latter was needed to complete the exhibit hall and furnish the building.

THE TAX IS ON hotel and motel rooms in the city and county plus a levy on casino operations. The room tax varies from 1 to 5 per cent and appears on hotel and motel bills as county tax.

Los Angeles Sports Arena Names Mahr

LOS ANGELES — H. Austin Mahr, 37, for 11 years a staff man at the Los Angeles Coliseum, has been named operating manager of the new Memorial Sports Arena. The appointment was announced by William H. Nicholas, general manager of the Coliseum and Arena.

The new \$5,950,000 Arena, now nearing completion, is adjacent to the outdoor Coliseum, and it is to be the scene of the Democratic national convention among other first-year events.

Mahr has been at the Coliseum since 1948 as events supervisor. Earlier, as a teenager living near the Coliseum, he worked part-time there as a concessions butcher. He is a graduate of University of Southern California and served more than three years in the Coast Guard before joining the Coliseum staff 11 years ago.

Laden's Water Show to Debut At Greenville

GREENVILLE, S. C. — Lenn Laden's new "Holiday Watercade" will make its debut at the Greenville Memorial Auditorium May 20-23, it was announced here by Laden and building manager Herman Penn. The show's Western dates and others will follow.

Talent from the water show is scheduled to be on the Ed Sullivan TV show on April 19.

Laden said that he's planning to put the show together here and will include a "New Faces of 1959" production number, a waterfall, two pools, a stage, full score and complete wardrobe, "the largest portable switch board," and other features. The pools will have port holes in the sides which will allow underwater scenes and unique lighting. Portable stage will have dressing rooms underneath it and will permit surprise entrances. Laden said he plans to have the show organized to be erected in

150G Rink Planned for Wheeling

WHEELING, W. Va.—The city council has received from the Wheeling Park Commission plans for a \$150,000 outdoor artificial ice skating rink at Wheeling Park.

A spokesman said the target date for completion is November. The rink would be 17,000 square feet in size, or larger than a regulation ice hockey rink. Ample space at the proposed site would be available to set up bleachers for 2,000 spectators.

six or eight hours and dismantled in four to six. It will move by bus and truck with a possible piggy back jump for an extra long move.

Harts to Operate Cincy Sports Show

CINCINNATI—H. E. Hart, Indiana theater operator and owner of West Swinney Park, Fort Wayne, Ind., and his son, Robert, have been named producers of the Ohio Valley Boat, Sports, Vacation and Travel Show, to be held February 27-March 6, 1960, at Cincinnati Gardens. The project is to be jointly sponsored by the Gardens and The Cincinnati Enquirer.

Exhibits and booth space at the show will be confined to activities, relating directly with boats, sports, vacation and travel, it was reported.

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Carnival Routes

Big State: Bryan, Tex.; Tyler 13-18.
 Capell Bros.: Gila Bend, Ariz.
 Capital City: Valdosta, Ga., 10-18.
 Crafts: (Fair) Yuma, Ariz.; (Fair) Blythe, Calif., 15-19.
 Dickson United: Parkersburg, W. Va.
 Fred's Playland: Atlanta, Ga.
 Gentsch, J. A.: McComb, Miss.
 Glades Am. Co.: (Warrenton) Pensacola, Fla., 8-19.

Gold Medal: Charleston, W. Va.
 Greater Kastl: Price, Utah.
 Hale's Show of Tomorrow: Kansas City, Mo., 16-May 10.
 Hottle, Buff, No. 2: Baton Rouge, La.
 Hunt Am. Co.: (Dixie Manor Shopping Center) Louisville, Ky.
 Leeright Midway Las Vegas, Nev., 6-11; St. George, Utah, 14-18.
 Marks, John H.: Richmond, Va., 13-25.
 Midway of Mirth: Hoxie, Ark.
 Moore's Modern: Midland, Tex.
 Page Combined: Columbus, Ga.
 Page & Reed: Warrior, Ala.
 Pan American: Lafayette, La.
 Parada: Carthage, Mo.; Vinita, Okla., 12-18.
 Penn Premier: Emporia, Va.
 Rohr's Modern Midway: Chilli-cothe, Ill., 17-26.
 Southland Am. Co.: (Fair) Plant City, Fla., 8-11.
 Tatham Bros.: Fun Fair: Springfield, Ill., 6-18.
 Thomas Joyland: Williamson, W. Va.
 Tinsley, Johnny T.: (Depot Lot) Easley, S. C.; Travelers Rest 13-18.
 Uncle Joe's Am. Co.: Menard, Tex.
 Virginia Greater: Suffolk, Va., 11-18.
 Wolfe Am. Co.: Tryon, N. C., 10-18; Greer, S. C., 20-25.
 Wonderland Expo.: Carrizo Springs, Tex.

VANCOUVER, B. C. — H. Atkinson is acting manager of the Kerrisdale Arena here. J. W. Elliott was formerly the manager of the facility operated by the Point Grey Community Center Society.

Circus Routes

Clyde Beatty-Cole Bros.: (Park) Palisades, N. J., 6-May 10.
 Davenport, Orrin: Hibbing, Minn., 17-19; Duluth 21-26; Grand Forks, N. D., 30-May 3.
 Hagen Bros.: Samson, Ala., 6; Eufaula 7; Phenix City 8; Griffin, Ga., 9; Barnesville 10; East Point 11-12; Athens 13; Anderson, S. C., 14; Greenville 15; Spartanburg 16; Gaffney 17; Shelby, N. C., 18.
 Hamid-Morton: Harrisburg, Pa., 6-11; Pittsburgh 13-18; Montreal, Que., May 2-9.
 Mills Bros.: Jefferson, O., 18.
 Polack Bros.: Canton, O., 7-8; Erie, Pa., 9-11; Akron, O., 14-18; Oklahoma City, Okla., 22-25.
 Ringling Bros. and Barnum & Bailey: New York 6-May 12.

Miscellaneous

Chubby & Snook's Show & Dance: Wood Mountain, Sask., 7; Willow Bunch 8; Canopus 9; Coronach 10; Glasgow, Mont., 11; Wolf Point 12-13; Reserve 14; Lindsey 15; Flaxville 16; Fortuna, N. D., 17; Fairview, Mont., 18.
 McLean, Buck, Six-Gun Law Show: Miami, Fla., 6-11; Jacksonville 16-25.
 Matchstick Cities: Richmond, Va., 6-11.

Ice Shows

Holiday on Ice of 1959: Tampa, Fla., 6-12; New Orleans, La., 14-19; Shreveport 22-26; Austin, Tex., 28-May 3.
 Ice Capades, 18th Edition: Wichita, Kan., 6-12; Kansas City, Mo., 13-18; Fort Worth, Tex., 20-26.
 Ice Capades, 19th Edition: Omaha, Neb., 6-8; Chicago, Ill., 9-19; Denver, Colo., 21-26; Los Angeles, Calif., 29-May 17.
 Shipstads & Johnson's Ice Follies of 1959: Minneapolis, Minn., 8-26; Seattle, Wash., 29-May 10.

Legitimate Shows

Bells Are Ringing, The: (National) Washington, D. C., 6-11.
 Dark at the Top of the Stairs: (Er-langer) Chicago, Ill., 6-May 2.
 Dentry Rides Again: (Shubert) Boston, Mass., 6-18.
 Girls in 509, The: (American) St. Louis, Mo., 6-11.
 Les Ballet African (Royal Alexandra) Toronto, Ont., 6-11.
 Look Back in Anger: (Biltmore) Los Angeles, Calif., 6-18.
 Music Man, The: (Shubert) Chicago, Ill.
 My Fair Lady: (Music Hall) Cleveland, O., 6-11; (Memorial Aud.) Columbus 13-18.
 Triple Play: (Colonial) Boston, Mass., 6-11.
 Two for the Seesaw: (Michael Todd) Chicago, Ill., 6-11.
 Warm Peninsula: (Shubert) Cincinnati, O., 6-11.

Moscow Exhibits

Continued from page 100
 gear, and include many items of outdoor amusement, such as ski furnishings and playground items. A modern playground, complete with cowboy ghost town, is slated for construction. Playground is being produced by Play Sculptures, Inc., and will be sold to the office of the American National Exhibition at cost. Models of high altitude research aircraft, space maps, and other displays designed to tell the story of America's contribution to space research will be exhibited. Live, closed-circuit television shows in color will be exhibited, courtesy of the Radio Corporation of America. In addition, Macy's, New York, will decorate and furnish a six-room ranch type house.

THE FINAL CURTAIN

BATE—Col. Stuart, 64, honorary president of the Royal Winter Fair, Toronto, March 26 in that city. A former captain of the Canadian Army equestrian team, he was a judge at the New York National and other horse shows.

COFFEY—Harry P., 80, former circus man and a sheetwriter for many years, March 6 in Doctors' Hospital, Milwaukee. He was born in Niagara Falls, N. Y., and was an honorary member of Elks Lodge No. 505, Alpena, Mich. Survived by his widow, Frances. Burial in Pinelawn Cemetery, Milwaukee.

CALE—Fornier J., 75, for many years secretary of Greater Mobile Gulf Coast Fair, forerunner of the present fair, March 27 in Mobile following a heart attack. During close to 20 years of association with the old fair, he had booked many of the big carnivals for his midway. Services Monday (30) in Mobile.

CRAHAM—Bill, 53, brother of Mrs. Goody Phillips, March 23 at Big Springs, Tex., following a heart attack. Burial in Heidelberg, Miss.

HANNEGAN—John P., 81, father of Austin and Glennon Hannegan, Midwest carnival concessionaires, March 30 in St. Louis. Also surviving is another son, James; two daughters, Mrs. Bernice Jones and Mrs. Julia Bogard, and a sister. Services April 2 with burial in Calvary Cemetery, St. Louis.

McDORMAN—William, 59, former electrician and cook-

BIRTHS

DANSCO— A son, Philip V., recently to Mr. and Mrs. Jerry Dansco. Father is a member of Royal American Shows.

Iowa Park, Tex., Fair to Salute Oil Anniversary

IOWA PARK, Tex.—The anniversary of oil will be observed by the Texas-Oklahoma Fair here September 28-October 3, according to Dr. Gordon G. Clark, president and T. Leo Moore, executive vice-president.

Schools and Chambers of Commerce have been invited to prepare exhibits giving the oil industry a proper representation by Ben Blanton and W. A. Hotchkiss, co-chairmen of the special events department of the fair.

The Texas-Oklahoma Fair and the previous fairs have a long record of financial support and co-operation from the oil industry. J. A. Kemp and associates subscribed \$15,000 to organize the first run in 1917.

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house operator known as Little Bill, March 10 in Harrisonburg, Va.

NULL—Omer, 72, director and for several years in charge of Veterans' Day and baseball at Hillsdale (Mich.) Fair, March 27 in Hillsdale. He was county treasurer for 18 years and was a ward supervisor at the time of his death. Survivors include his widow and three sons. Burial in Montgomery, Mich.

OSBOURNE—Rickey Bob, 5, blind son of Mr. and Mrs. Paul Osbourne, recently in Marysville, Calif. Parents are well known on Strates, Coleman and other Eastern carnivals.

P. DRONE—Sam, 48, former food operator with shows in the New York area, March 27 in Virginia and was buried there. He is survived by two sisters and five brothers, including Charley Davenport, concessionaire.

SCHIAVONE—Rocco, 65, former carnival owner, March 31 at Midway Hospital, St. Paul, following a heart attack. (Details in Carnival section).

SAFFER—Charles, 60, in March in Springfield, Mass. A former National Showmen's Association member, he was a concession agent with various shows and parks around New York. He was to be 60 years old on June 26.

TYSON—George D., 59, executive producer of "Holiday on Ice" at his Miami home Saturday (March 28) of cancer. (Details in General News section.)

WALSH—Fred T., 73, former president of the Canadian National Exhibition, Toronto, recently in that city. (Details in Outdoor section).

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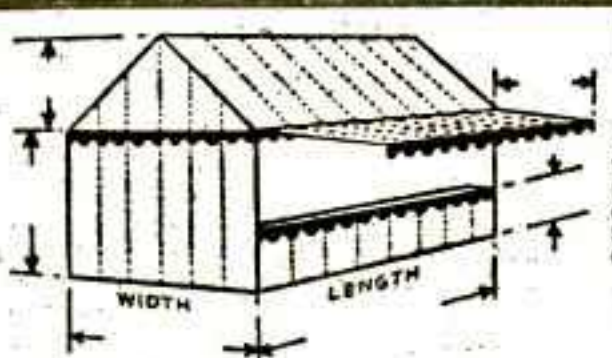
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THE BILLBOARD

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NEW YORK DINNER TALK

Boston Theme Park Staffer Outlines Plans, Progress

NEW YORK—Pleasure Island is starting to take shape in Wakefield, Mass., 14 miles north of Boston. With the arrival of warmer weather, outdoor construction has begun, following a winter of indoor fabricating on the grounds.

About 20 of the structures have been framed, Lloyd Settle reported at a dinner in New York last week. Settle, of Marco Engineering Company, is marketing and public relations consultant for the new fun center. The dinner brought together press agency and travel writers for the purpose of an opening announcement about Pleasure Island.

A gate price of 90 cents or \$1 is contemplated for the 100-acre theme park, expected to open in mid-June. There is a \$2.50 per capita spending target set up. There will be some unique rides and others converted from basic rides. Total attendance of 1,200,000 is anticipated in the initial season, he said.

The list of exhibitors includes

Pepsi-Cola, Swift & Company, H. P. Hood & Son, Daggett Chocolate Company, Joseph Breck & Sons, and Jenny Gasoline.

Park for Gotham?

In developing the theme park story, Settle predicted that within the next three years New York City would see "the largest amusement park in the world, a \$25 to \$40 million venture. He said more money will be poured into amusement parks in those three years than has been invested in the entire history of the industry. A billion and a half dollars will be spent on amusements by the public in 1959, and this total will be trebled by 1965.

In citing the growing popularity of the theme-type park, Settle emphasized the increasing interest and participation by commercial and investment companies. "For the first time," he noted, "big business and finance are walking hand in hand with the amusement business."

Cold Easter Opening Slow For Edgewater

DETROIT — Edgewater Park here opened over Easter weekend. The official opening was March 27, with cold weather holding back attendance so much that Manager Cyril Wagner said he would wait until spring weather really breaks before anticipating any sizable crowd.

Temperatures in the 30's curtailed response even from the more venturesome younger element, despite the park's advance promotions announcing its new policy of special Saturday rates of dime rides throughout the season.

Edgewater Park will hold the same number and type of rides featured last season, according to Manager Wagner.

Lakeview Has New Beach, Two Theaters

MENDON, Mass. — Lakeview Park here will open this spring with a diving show on the new beach which has been dredged to make a suitable funspot for adults and kids.

The Lakeside Ballroom is scheduled to be completed about May 1 and its grand opening will be held the middle of May.

The theater will be given over to home talent from a different town in the Mendon area each evening. The Children's Theater will employ professional entertainers.

Picnics and outings may be held in the Pavilion which holds 1,000. The park is managed by Jerry Belisle and the promotional director is Joseph Ralston, former magician.

PSAA Meets; Re-Elects Platt

FEASTERVILLE, Pa. — The sixth annual convention of the Participating Sports Association of America here, March 15-16, re-elected Vernon D. Platt, Somerton Springs Swim Club, as president. Although bad weather held down anticipated attendance, Platt termed the meet a "distinct success."

About 50 pool and rink operators participated in the affair which included a tour of pools, rinks and funspots in Eastern Pennsylvania and Central New Jersey on Sunday and an all-day seminar on operational techniques on Monday (16).

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Riverside Opening Okay Despite Snow

AGAWAM, Mass. — Snowfall didn't hinder the kickoff of Riverside Park's season Saturday (28) and, in fact, produced some pretty good publicity coverage. Some 2,200 fans turned out for the first card of Saturday racing and were photographed sitting in the snowy stands, wrapped in overcoats and blankets.

Candy Jones was a panelist for the park's 18th annual Easter Sunday parade.

Operator Ed Carroll's most ambitious and costly improvements in 20 years resulted in using several additional acres. Reclaimed forest land has been graded and converted for several units. Installed are an Allen Hawes Jungleground Boat Ride, utilizing two boats, each with 40-person capacity, and a

19th Century Mine Train made by Arrow Development Company. It has a 200-foot tunnel for dark ride gadgets.

In the center of the park is a new Teacup ride received from Philadelphia Toboggan Company.

Harry Storin, long-time aid to Carroll, is still troubled with a back ailment and missed the first New England parks meeting in 20 years Thursday (2).

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No. 146 Wurlitzer Band Organ, single tracker, completely overhauled and tuned, \$1,500; Kiddie Ferris Wheel (mounted on trailer), \$1,000; Manley Electric Popcorn Machine (double popper, \$400; 12 hole Ice Cream Cabinet, \$150; 1937 Chev. tractor (27,000 actual miles), 2 speed axle, and 30-ft. Wilson trailer, \$1,000. Miller Roller Coaster, six stainless steel chrome cars, high park model, size 125-ft by 40-ft. Only one of this size ever built. New last summer, \$17,500. 14 Junior Tractors, \$150 each. Can furnish portable pen and tandem trailer, \$250. Long Range Shooting Gallery mounted on tandem trailer, six Rem. automatics, loading tubes, new plastic top. Cost over 4,000, perfect condition, \$1,750.

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ROLLER RUMBLINGS

Cincy Mental Hospital Gets Rollery, Skates . . .

CINCINNATI—Adolescents at the Longview mental hospital here now have roller skating in their daily therapeutic schedule, thanks to Bob Braun, of WLW-Radio and TV. Youngsters are now whirling about the Bob Braun Skating Rink, officially named by the hospital as a result of the presentation of 45 pair of skates to Dr. Charles D. Feuss, hospital superintendent.

The skates were purchased by Judge Benjamin Schwartz, of Hamilton County Juvenile Court, with money derived from the Bob Braun Appreciation Day, attended by some 6,500 teen-agers last November at Cincinnati Gardens. All proceeds from the testimonial affair were turned over to the Juvenile Court.

In making the presentation to the hospital, Judge Schwartz said: "This is the first of a number of projects we plan to undertake thru the Bob Braun Fund. Therapeutic value in skating is evidenced today

by the enthusiasm shown by these boys and girls."

Marino Danz-er-Roll Seeks Incorporation . . .

WATERBURY, Conn. — Marino's Danz-er-Roll, Inc., Waterbury, a new corporation, has filed a certificate of incorporation with the secretary of state's office at the Capitol, Hartford, listing authorized capital of \$50,000, 500 shares of \$100 par value, \$10,000 to commence business, and Frank C., Adeline T. and Andrew Marino, all of this city, as incorporators.

Family Nights Click At Van Horn's Skatery . . .

MINEOLA, N. Y. — Family night, a 1959 innovation at Earl Van Horn's Mineola Roller Rink, has been termed a huge success by the management. The event is held each Tuesday night, 7:15 to 10:30, and is devoted exclusively to parents and their children. On that night family groups of one or both parents and their children are admitted for 50 cents each, including use of shoe skates.

Mineola staged another of its trio voo-doo numbers April 3, putting up \$30 to be split among members of the winning trio.

Berwyn Rollery Goes To Girl Scout Classes . . .

BERWYN, Pa. — Berwyn Roller Rink is building patronage via Girl Scout skating classes on Saturday mornings at 11 a.m. A charge of 50 cents per week, including use of skates and instruction, makes the sessions attractive for youngsters.

Skaters Demonstrate Before Parents' Group . . .

WINCHESTER, Mass. — A group of 22 youthful skaters demonstrated the role roller skating plays in President Eisenhower's physical fitness program recently before a parents' study group at Winchester Junior High School.

The school has recently added roller skating to its list of recreational activities promoting its physical education division. After a discussion of the types of activities used to achieve the highest aims of physical education, school officials explained the school's program in the roller-skating field. Then parents watched as the skaters, accompanied by recorded music, gave demonstrations of roller skating.

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Glow of Prosperity Shines for Shows In New York Area

Ringling, Beatty Report Good Advance Sales, Easter Business

NEW YORK — One thing evident in Easter Week circus business here this spring is the general air of prosperity that is blessing all ventures. And not only is the gate booming, but local papers have been generous to a fault with pictures and feature stories.

While opening night in Madison Square Garden drew something less than a three-quarters-full house, subsequent performances have done exceedingly well. The \$2,000,000 gross appeared to be less and less an impossibility as Easter week progressed, with a potential of more than \$500,000 in the first nine days alone.

Ringling's advance sale ran well into six figures, reported to be roughly around \$300,000 and certainly providing insulation against the unpredictability of the weather. Both Mondays (30) and Thursday (2) were rainy but did not slice into attendance. Across the river where the Clyde Beatty-Cole Bros.-Hamid-Morton show was performing under canvas, \$1,000 in ticket money daily was figured as coming from advance sale.

The cut-rate aspect was heavily featured in advertising for the Palisades Amusement Park's circus presentation. General admission is 90 cents for kids and \$1.65 for adults, with reserves at \$1.49 for kids and \$2.50 for grownups. Parking is free. There were 1:30, 4 and

Hunts Sign Strong Man For Concert

BURLINGTON, N. J. — Strongman Jack Walsh has been signed as after-show attraction on the Hunt Bros. Circus this season, Harry Hunt says, and will hoist a full grown elephant in his act.

Winter quarters work is completed for the 1959 tour, which begins April 18 in Dover, Del. A major job is the addition of a 32-foot ticket office wagon. The Hunts were visited by many Ringling and Beatty people recently, on their way to the New York area openings.

Garden Plans Indoor, Tent Route in Ont.

TORONTO — Garden Bros. Circus will play both indoors and under canvas, according to plans announced by W. R. Garden and Ian Garden, owners.

This will mark the first time since 1954 that the show has played major cities indoors, although it has been active in ball parks and other indoor stands in more recent seasons. Last year, the show opened in Bermuda and then returned to Canada for an under-canvas tour. The show may play more indoor dates in the fall after completing its proposed tented route, it was stated.

7:30 p.m. performances during Easter week and every Saturday and Sunday. Ringling's prices are \$2, \$6.50, and are half-priced after Easter Week for kids at Monday thru Friday matinees, and Monday thru Thursday nights.

Business at the park was also good during Easter Week. During Thursday's rain, which was a downpour at times, there was a strong house for the first show, with 250 extra chairs set up, and a line forming in the rain for the second performance. Beautiful weather on Wednesday pulled a turnaway, a full house with 250 chairs set up, and three-quarters night show. Paid gate exceeded \$14,000 for the day.

The menagerie is included in the price of admission at both circuses, with Beatty-Cole extracting an added price for the Side Show. Rainfall pointed up a drawback at the outdoor show, where the inclined parking lot site sent a mild river of water rolling underfoot, also making it impractical to put shavings or any other ground cover on the blacktop. Bill English, side show manager, has George Gifford and George V. Imce on the tickets, Miran Birch at the door, and Red Maynard, boss canvasman. Attractions are Alex Linton, sword swallower; and inside lecturer; Hoyt Shoemaker, half boy; Esther Blackman, alligator skin; Carlos Leal, fire eater; Gilbert Reichert, giant, and Ella Mills, fat girl.

When they leave the New York area the shows will employ different advertising techniques, befitting their different kinds of operation. For an indoor route, Ringling will send advertising material out of its New York office, where Paul Eagles, general agent, is aided by Delores Popp, secretary, and Lou Rosen. Local arenas housing Ringling will contract for billboard, newspaper and other advertising, sharing the cost with the circus. Beatty-Cole will have contracting

(Continued on page 107)

Kelly-Miller Has New Plan For Seat Units

HUGO, Okla. — Al C. Kelley & Miller Bros.' Circus will spring a new design in seat wagons this year, and Owner D. R. Miller said he believes "this is the best design of all." Some of the new units will be in use this season, along with some of the show's earlier model seat wagons.

Miller said these wagons each seat 250 persons and that each carries a full pay load over the road. Some of the show's recently purchased cage wagons may be loaded in the two new seat wagons, it was stated.

The show will use a 100-foot round top with five middle pieces this year. Show's giraffe will be in the menagerie instead of a pit show, and Side Show will be complete with platform acts. Show will revive its cookhouse. Considerable painting is reported under way at quarters here.

Carson Bull Pins Shipley

HUGO, Okla. — Richard Shipley suffered a broken collarbone, a fractured rib and another rib injury when an elephant, Doris, owned by Carson & Barnes Circus, attempted to perform a headstand on him while he was putting a chain around her leg.

He was rescued by Freddie Logan, head man for Kelly-Miller Circus. Both circuses have their elephants quartered in the Miller barn here. Shipley only recently joined the Carson & Barnes Circus and formerly was with Ringling and Beatty.

Aerial Chapmans Fall in Europe

BRUSSELS — Aerial Chapmans suffered a fall while appearing here with the Circus Knie. Danny Chapman is in the hospital with broken vertebrae and Sandy has a shattered hip, broken leg and a damaged arm, according to the World's Fair.

Cristiani Flashes New Outfit At Taping of Television Show

New Big Top, Lights, Seats For '59 Tour

SARASOTA, Fla. — New canvas and other equipment of the Cristiani Bros. Circus was displayed here last week for the special performances and filming of an NBC TV show.

The new big top, a 140 with three middles, is blue canvas with elaborate inside trim that includes a ceiling of yellow and red plastic. Observers said this was an unusually attractive tent.

Inside are five new seat wagons for the blues sections. The reserved seating area is equipped with new dual aluminum and nylon chairs. There are two new 60 kw. light

plants on a new trailer and the show also retains its 45 kw. plant. New cable is used thruout. The inside lights include six new light poles, each with a cluster of five 500-watt floodlights, plus additional clusters over each ring, and a larger cluster of 800-watt lamps over the center ring. Outside lighting includes four light towers, spotted atop various wagons.

All trucks have been repainted blue and white. There are new trailer units for the concessions, as seat wagons. The steam calliope trailer has been rebuilt and flashed up more.

Show's newly purchased rhino and hippo were included in the menagerie line-up here. A giraffe is still to be added.

The circus is to open April 16-18 at Norfolk, Va., then drop south again to play an indoor stand at Atlanta, Ga., before returning northward.

CIRCUS REVIEW

Dobritch Production Clicks in Cincinnati

By AL SCHNEIDER

CINCINNATI — Al Dobritch, in his debut as producer of Cincinnati's Syrian Shrine Temple Circus, staged March 30-April 4 in Cincinnati Gardens, brought in a strong line-up of acts for the 19th annual offering staged for the benefit of the Shrine's Crippled Children's Hospital Fund.

Dobritch loaded the program with aerial thrill acts and strong animal turns, a move almost guaranteeing strong reception. This was evidenced by the hearty rounds of applause garnered by each act appearing in the Monday (30) night's performance from the better than three-quarters house. There was not a weak act on the program, and Dobritch must be credited with a smart programming job.

The show was in for six night performances plus matinees on Monday, Wednesday and Saturday, with tickets scaled at \$1.25 and \$2.50, and it appeared that after all ticket returns are in that the Shriners will have staged one of their better-grossing shows.

The staff included Preston Lambert, ringmaster and announcer; Scampy Dobritch, equestrian director, and George Smith, local band leader, leading the Shrine band which cut the show in excellent fashion.

In clown alley were Happy Kellems; Vernon Colbert, producing; Loretta LaPearl, Joe Coyle, Leo Francis; Garner Newton, the Landon Midgets, Alfred Landon, Sunny Jim Snell and Dan Kerr.

The program, running nearly three hours, opened with an overture by the band, followed by a grand entry of uniformed Shriners, performers and elephants around the track.

In Fast Start

Then came the Rockets in some fast and excellent tumbling, and the Fredonias, featuring Ilona, offering a nifty assortment of stunts. The latter act, using a trampoline-type device and their two children, included in their repertoire a three-high standing shoulder mount, a leap from the tramp into a perch seat, and a blindfolded leap by one of the children into the father's arms.

Dick Walker, with a Thousand Oaks lion act of nine, worked with a lot of dash and generous use of whips and guns to offer a strong routine that included a barrel-roll, hind feet stand on pedestal, hurdle jumps and five-animal laydown, among other stunts.

The Hildalys presented a thrilling aerial number over the floor as they worked upside down from bike and unicycle supported on a circular horizontal plate anchored near the ceiling. The man is the understander as the gal hangs suspended from him, first on a trap suspended from the male's shoulders and later in his teeth, the girl performing a variety of stunts that included body balancing, foot push-outs, foot and knee suspensions and, finally, a suspension that is an iron-jaw routine, as the bikes are peddled around the plate. Clowns follow.

Tiebor's Seals worked in a turn that had the kids charmed. Their stunts included ladder climb, blind-fold ladder climb while balancing a balloon on the nose, a ball balanced while doing rollovers, front flipper stand, balancing while doing a stand on one flipper, balancing a spinning plate atop a wand, the usual musical bit and a muscle grind on a horizontal bar.

Dobritch assembled a good-looking troupe of girls for an aerial ballet number. They performed standard routines on the ropes as Creta Frisk took the featured spot on a trapeze high over the center ring. Miss Frisk offered knee and ankle drops, toe suspension, neck stand, horizontal back balance on the swinging trap, and a neck-supported swivel spin for a flashy closer.

Baudy's Greyhounds, on next, displayed turnarounds while cir-

(Continued on page 107)

CIRCUS DINNER

Mills to Host Fans, Press At Opening

JEFFERSON, O. — Mills Bros.' Circus will open its 1959 season and 20th anniversary tour here at Ashtabula County Fairgrounds April 18. Many circus fans and press representatives have been invited to the opening performance and the annual opening banquet in the Jefferson High School Cafeteria following the performance. No reservations for the dinner can be accepted after April 11, according to John Creamer, chairman. The circus has been wintering in Jefferson on the fairgrounds.

TV show, which is a pioneer in a remote tape technique.

The TV program features many members of the Cristiani family in back-yard home, and big top scenes. The program is not intended as a televising of the circus performance.

The program is to be aired on May 3, with present plans calling for showing it from 5 to 6 p.m. in each time zone. The program series is called "Kaleidoscope." Charles Van Doren is host in the Cristiani program. John Goetz is producer, and writer of "Roll Out the Sky" is Gene Wycoff.

Dobritch Promotion Clicks

Continued from page 106

clinging the ring, waltzing on hind legs, a leap over the trainer's head, hurdle jumps, a chimp in a jockey ride, the chimp doing back somersault on a dog's back and, as a pleasing closer, an "Indians" and stagecoach bit with dogs and chimps. A midjet clown takeoff on David Seville's "Alvin's Harmonica" followed.

Hubert Castle has lost none of his skill since this reviewer last saw him. His drunk act on the tight wire is still tops in comedy and when he "undresses" to really go to work the act offers about everything one might ask to see, including jumps over horizontal swords, hand stands and pratfalls on the steel thread and a variety of other bits. His closer, a backward somersault thru a hoop, got him off to a rousing mitt. A clown band routine followed.

The Rose Gold Trio has always been one of the top aerial acts, and the current offering is as good as ever. A variety of aerial gymnastics are offered on a stationary rigging, including Miss Gold, held by hands and arms, in giant swings; heel suspensions and other work on a trap held by the males. Her finish, a leap nearly to the floor on a rope held in the males' hands, is a thriller and a solid closing turn for the first half.

Something new in the way of intermission entertainment was offered this year, a baton spinning contest among local high school girls. Two or three gals are competing each night during the show's run, with the "Baton Queen of Cincinnati" to be picked on closing night. Nightly winners are picked on the basis of audience applause registered on an applause meter.

The Flying Malkos, beautifully costumed, presented an eye-arresting routine on the high trapeze. They presented practically everything in the book, including a pirouette, one-arm returns, double somersaults to knee catch, a passing leap and closed with a beautifully executed triple somersault ac-

complished on the first attempt. They tripped off to a big hand. Next was a clown walkaround.

The Six Frielandis and the Prince Quartet, working in end rings, offer classy routines on unicycles and bikes. The Frielandis, working mostly on unicycles, offer just about everything, including three-high and four-high mounts. The Prince turn is equally adept in presenting a broad repertoire of stunts. Both acts are nicely costumed.

Roberts' Leopards (2), working uncaged, is a novel animal turn that clicked handily. Roberts presented leaps from four pedestals paced in rectangular formation, a walk atop pegs on an arch between pedestals, balancing atop the arch, a leap thru a flaming hoop, rollovers and hind-leg walks. The act was solid all the way.

This reporter has never seen better elephant acts (five from Hunt; four from Mills) than were seen here. The beasts offer hind-leg stands, barrel-rolls, one-foot spins on a pedestal, a gal beneath a prone elephant, walking over a girl, head-carry pyramid formations and a host of other routines, all done in fine style. The closer, a long mount on the track, brought a great hand.

The Great Richardi offered three illusions in the center ring that were tops. One, the suspension of a girl in air at an angle with the aid of one "crutch" under the elbow, was featured on the Sullivan TV show. Another, a sword-box routine, was equally baffling when a girl stepped out of the small box in which a little dog had been placed. The third involved a manacled, sacked girl placed in a bound trunk. Richardi goes behind a curtain which is momentarily raised around the trunk and upon the curtain's fall the audience sees that the girl has been released from the trunk and the illusionist is handcuffed and sacked inside the bound receptacle.

Marquis' Chimps employ subtleties not often seen in acts of this type, such as "the hole in the floor above the girls' dressing room." This bit was hilarious on TV and it is equally socko in an arena. In addition, the little fellows run the gamut of stunts, such as riding a bike built for two, smoking cigarette, riding unicycle, front and back somersaults, roller skating, rope skipping, motorcycle riding, etc. The act drew a terrific hand.

The Nerveless Knocks, a high swappole act, was a thriller and an excellent closing turn. Three males and a gal do foot and hand stands atop the shafts, foot push-ups and close with a double exchange of poles, and their rapid head-first descent of the poles at the finish was as exciting as anything done atop the poles.

agent Art Bitters handling these chores. Ringling has steadily worked itself into a smooth arena show system. Madison Square Garden was rigged in a matter of hours, using the big frames from which webbing and other units are suspended. The green rubber matting, in its season of use, remains solid all around the arena track. It thus provides better footing and, when accumulated weight of tons is involved, its 25-per-cent-lighter bulk makes it a comparative joy to handle.

Palisades' generators, blowers and double-sidewalled tent keep customers snug and warm in the big top. The practicality of the blowers was emphasized the week of the opening, when winter's last snowstorm turned the top into a gigantic birthday cake. But the blowers turned out enough heat to keep the snow's weight down.

Adams Opens On April 25;

APPLETON, Wis. — Adams Bros. and Seils Bros. Combined Circus will open April 25 at Mexico, Mo., and tour Illinois, Iowa, Wisconsin, Minnesota, Michigan, Indiana, Tennessee, Kentucky, Arkansas, Mississippi and Louisiana according to Bill Griffith, owner.

The performance will have the Dale Madden families working menage horse, chimp, dogs, monkey, ladders, perch and whips and playing the organ and drums; E. L. McCall, Huskie and riding dogs, pony drill, bears, and pick-out pony; Dot and Sonny Burdette, foot juggling, rolling globe and slack wire; Mary Lou Carlton, aerial; Carlton Family, whips and skating; Kay Aegan, menage horse; Hazel Bradley, dogs and menage horse; Jenda Smaha, elephant, and Billy Griffin, producing clown.

Staff includes Bill Griffith, general manager; Dolores Griffith, office; Vera Himes, general agent; George Penny and Raymond Duke, contracting agents; Jimmy Ray, press; Raymond Duke, brigade manager; Nora Cusson, short banners; Jenda Smaha, concession manager; Walter Phillips, boss canvas; Billy Griffin, purchasing agent; Lee Bradley, Side Show manager; Dale Madden, equestrian director; Larry Carlton, painter; C. Cowen, snake pit show; Dale Madden, gorilla pit show; Kay Aegan, concert, and Jack Wright, front door.

The show will move on 10 show-owned trucks, including two new semis, and sport a new 80' with three 40s. Now under construction are 30 sections of 10-high blues and 12 sections of six-high reserves. A diesel 35,000-watt generator will be added to three other smaller power units.

The Progress Printing Company, which Griffith operates with his father, will supply date paper. Pictorial paper will come from Enquirer, Central, Globe and Triangle. Tom Lawless has designed new newspaper mats and a comic book herald. Show has prepared a film clip of clowns and the elephant act for TV use.

Polack Plays Marine Base

CAMP LEJEUNE, N. C. — Polack Bros.' Circus played here two days (27-28) at the Goettge Memorial Field House for a Marine Corps auspices. The two-day direct sale stand followed the record-breaking run in Chicago and was a revival of a date played here some time ago by the now-discontinued Eastern unit of the show.

Manager Louis Stern announced the show also will play two similar dates for Army bases on the West Coast and that it will play two days as the grandstand attraction for the fair at Chehalis, Wash., in August. Show will give matinee and night performances at the fair.

Cristiani Signs Braves Stadium For Milwaukee Lot

MILWAUKEE—Cristiani Bros. Circus has signed to present its Milwaukee engagement at the parking lot of the County Stadium, home of the Milwaukee Braves. The stand will be July 15-17 under auspices of the Junior Chamber of Commerce.

Stanley Paul will head up the promotion for the date, which he had last year also. He said success of last year's venture has prompted the Jaycees and circus to schedule

UNDER THE MARQUEE

A fraternity of elephant men assembled recently at the M-G-M lot in Culver City, Calif., for the filming of the "Big Circus," including George Emerson, Norman Anderson, Slivers Madison, Arky Scott, Wally Ross, Red Powell, Gene Goebel, Ted Gallup, Bill Woodcock, Frenchy Durand and Ray Chandler. Bulls in the movie spec are painted in orange, yellow, green, red and purple hues. The Disneyland steam calliope is also in the picture.

Buster Doss, Waco, Tex., has engaged Jack Shattuck as general promotional director for his one-nighter "Cavalcade of Magic" unit. The show carries magic, music, vent, rock and roll singer, clowns and circus acts.

Earl Tegge clowned the All-Wisconsin Vacation Show at the Sherman Hotel, Chicago, representing Baraboo, Wis., and the Circus World Museum.

Stanley Wathon is back in action after being laid up for several weeks with an old ailment. A request has come in from F. Ohrtmann, manager of the Deutschlandhalle arena, Berlin, for Wathon to produce the 17-day circus there, starting Christmas Day.

The Paul Van Pools, Joplin, Mo., were house guests of Bill and Jackie Wilcox at Hot Springs recently.

The New York Zoological Society has established an African wild life fund. It is feared that the game parks are due for neglect under the nationalist administration, the moving-in of land-hungry Kikuyu tribesmen, threat of poaching by the Wakamba and the neglect of pasturage and water facilities.

New York's Animal Talent Scouts, Chateau Theatrical Animals and Fabulous Felines, animal rental firms, were the subject of a front page feature of the Wall Street Journal recently.

Charlie and Beverly Allen had one of their bears to Chicago Tuesday (24) to open the Heart Fund Drive, with the bear attending a luncheon. They return to the Orrin Davenport route in Columbus, O., where their five-year-old daughter, Kay, also works in the four-bear act. They will play eastern park; and fairs for Al Martin for the third year.

Barrett's miniature circus was booked onto the Dave Garroay TV show for April 6 by Abe Feinberg, and is also set to play Palisades (N. J.) Amusement Park.

Weber Bros. Plays Calif.

LAS VEGAS, Nev. — Weber Bros.' Circus wound up a sponsored two-month tour of California towns here March 21.

Performance included Los Latinos, wire; Mary Jo, wire and unicycle; Henry's chimps, Toni Madison's dogs; Capt. Bill Deidrick, pony drill, dogs and monkeys; Miss Barabee, trapeze; Huberts, foot slide; Four Sky Devils, high act; Charles Franks, elephants; Escalantes, flying return; Paul Scott, announcer, and Buddy Licoff, Cocoa, Mocoa and Locoa, clowns. Herbert Weber and Harry Ross had concessions and the promotions were handled by Tom Wycoff and Al Kayda.

three shows daily this time. The lot is within the city limits of Milwaukee. Last year the show used the State fairgrounds at West Allis.

TV station here has scheduled a local show for May 2, which will be tied in with the NBC network show the next day about Cristiani Bros.

Mr. and Mrs. Bee Carsey, having closed with the Polack circus, were in Indianapolis last week and planned to return to their San Antonio home for a rest prior to returning to the road with another show.

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Prosperity
Continued from page 106

New Pre-Date Law Proposed in S. C.

COLUMBIA, S. C. — South Carolina's pre-date situation was in the news again this week, with further legislation being introduced to prevent competition prior to an agricultural fair. One such measure was declared unconstitutional last year.

The situation boiled over in the last two seasons, chiefly because of competition for patronage in Charleston County, where the Exchange Club took over the Charleston County Fair in 1957 and later retitled it the Coastal Carolina Fair.

The Exchange Club won a 30-day injunction last year which had its constitutionality challenged by the old fair sponsors, the Junior Chamber of Commerce. The Jay-

cees won their plea in court, where the legislation was tossed out, but they failed to follow thru with a fair. They planned to field the James E. Strates Shows as they had previously, while the Exchangeites signed Amusements of America.

60-Day Handcuff Asked
Last week in the House, bill submitted by Rep. Arthur C. Baker asked for a 60-day pre-fair restraint against other fairs or carnivals. It was amended to 30 days and referred to the Agricultural Committee. When reported out to the floor after favorable committee vote, it was objected to by Rep. Thomas Elliott of Columbia, who wanted it referred back to the committee. Baker said it would be taken up again before the week ended.

Elliott charged the bill would give the agriculture commissioner dictatorial powers over agricultural fairs, circuses and carnivals. (The Jaycees indicated here they still have not given up the idea of sponsoring a fair.)

There has not been any appeal to Supreme Court on the ruling of last year, which voided the law prohibiting outdoor shows or fairs from pre-dating an agricultural fair. Baker said his new bill is so good it would stand a Supreme Court test.

West Canada Racing Assn. Names Steward

REGINA, Sask.—Stanley C. Harrison, of Fort Qu'Appelle, Sask., has been named steward of the Prairie Thoroughbred Breeders and Racing Association in Western Canada. He succeeds John Netherstone, of New York.

The association is the governing body of the Western Canadian turf and has controlled horse racing in Manitoba, Saskatchewan and Alberta since it was placed on an organized basis by the late R. James Speers in 1924. Harrison was one of the original directors of the organization and has been president since 1951. He is also an official of the Regina Exhibition Association.

His successor as president of the racing group is Lee Williams, of the Edmonton Exhibition Association, and vice-president is E. J. Courtney, a past president of the Regina Exhibition Association. Secretary-treasurer is F. L. Smith, of Calgary.

Directors include Maurice E. Hartnett, A. J. Anderson, S. N. MacEachern and T. H. McLeod, managers of the exhibitions in Calgary, Edmonton, Saskatoon and Regina respectively.

Michigan Assn. Plans School April 23-24

LANSING, Mich. — The 1959 Fair School conducted by the Michigan Association of Fairs and Exhibitions will be held April 23-24 in the Porter Hotel here.

Round-table discussions will be featured, beginning at noon on Thursday (23). That evening, following a banquet, there will be films of Michigan by Paul Barrett, conservation specialist at Michigan State University.

George McIntyre, director of the Michigan Department of Agriculture, will attend, and members of the Legislature have also been invited.

Littleton, Colo., Gets Junior Rodeo Finals

LITTLETON, Colo.—Members of the American Junior Rodeo Association have voted by ballot to hold their National Finals contest at the conclusion of the Little Britches Rodeo at Arapahoe County Fairgrounds here August 15.

The young cowhands' rodeo will bring together contestants who have excelled in junior rodeos throughout the country. In addition to entry fees and 10 champion saddles, there will be prizes of scholarships, trophies, buckles and Western wear offered thru manufacturers, organizations and national personalities totaling more than \$20,000 in value.

U. S. TO SHOW STEREO HI-FI AT MOSCOW

WASHINGTON — There'll be music in stereophonic high fidelity sound—currently popular American home entertainment—at Moscow's Sokolniki Park this summer.

The Soviet people will hear it and view the latest hi-fi equipment at the American National Exhibition as part of a presentation by the Institute of High Fidelity Manufacturers.

The exhibit will be housed in the glass-steel-and-aluminum pavilion and will feature the most advanced stereophonic component units now being marketed in the U. S. Individual Institute members are lending the equipment.

The music also will be broadcast to a children's play area and a picnic area.

The stereophonic hi-fi presentation will be one of numerous cultural displays to be viewed by an expected 3 1/2 million visitors during the six-week exhibition. Other displays are of a scientific and technological nature and are designed to further Soviet understanding of life in America.

Harrington, Del., Asks Bingo License

HARRINGTON, Del. — Bingo has been proposed for this year's Kent-Sussex Fair here.

Following a conference with the State Bingo Commission, representatives of a Harrington American Legion post said they will complete their application for a license to sponsor bingo games.

Commission Attorney Michael A. Poppiti advised the post that the application must be for the special conditions of the fair.

EDGAR BERGEN SIGNED FOR IOWA EVENTS

CHICAGO—Edgar Bergen has been signed to appear in front of the grandstand at two Iowa county fairs, E. O. Stacy, Music Corporation of America, announced.

Bergen, Charlie McCarthy, et al., will be in the shows at the Great Jones County Fair, Monticello, and Fayette County Fair, West Union.

WEYBURN EX OKAYS NEW \$350,000 AG. AUDITORIUM

WEYBURN, Sask.—The Weyburn Agricultural Society has announced its intention to go ahead with construction of an agricultural auditorium to cost in the neighborhood of \$350,000.

Plans are for the building to have a seating capacity of at least 2,500, rink facilities, a dining room and dormitory. Its summer uses would include camp accommodation for farm boys and girls, 4-H Clubs and farm-sponsored activities.

Federal and provincial government grants, city assistance and public subscription will go toward the cost of the structure, to be built on the fairgrounds.

NIX PLANS

Medicine Hat Defers New Construction

MEDICINE HAT, Alta. — A plan proposed last November for construction of new exhibition buildings and a grandstand has been turned down by directors and associate directors of the Medicine Hat Exhibition and Stampede Company.

Feeling was that the present structures at the fairgrounds are still in fair condition and further research into new developments would be better "in the long run."

If construction is held off until Medicine Hat becomes affiliated with the Class B fairs circuit, grants of up to \$135,000 can be obtained from the federal and provincial governments.

Provincial regulations state that for any fair in Alberta to gain B status it must have prize awards totalling \$3,000 for three years in succession. Medicine Hat will be in that class in 1960.

Afternoon entertainment at this year's exhibition and stampede will include Slim Pickens, rodeo clown; Bill Bowen, trick roper; Jane Allen and Betty Davis, trick riders, and William Plaughter, clown bull fighter. KBD Enterprises, of Calgary, will present the evening show.

Jacksonville, Fla., Sets Off Initial Space Sale Barrage

JACKSONVILLE, Fla.—Distribution of brochures for the 1959 Greater Jacksonville Agricultural and Industrial Fair began last week.

Officials said the brochures will be mailed in groups of 50 and 75 thru the middle of May. The programs will be distributed to previous exhibitors, prospective exhibitors and others who have shown interest in the annual event.

The brochure says facilities will be enlarged in the areas of commercial, boat, livestock, arts and crafts and military exhibits.

The 1959 fair will be held from November 12-21 at the Gator Bowl and the Jacksonville Baseball Park. Last year the fair attracted over 120,000.

Cripple Creek Revives Old Events

CRIPPLE CREEK, Colo. — Plans for the Teller County Fair to be held in this famed gold mining camp August 6-8 are progressing according to schedule. Everett McKean, committee chairman, said plans for the fair include a fire run, donkey race, rock drilling contest and other old-time events.

Paul Mannen Still Mgr. At Del Mar

DEL MAR, Calif. — Paul T. Mannen still is the legal manager of the Southern California Exposition and County Fair here, it has been ruled by Lynn Henry Johnson, a deputy attorney general in Los Angeles. Decision was rendered during a special meeting of the 22d District Agricultural Association here Saturday (28).

A 4-2 vote to remove Mannen during a special meeting on March 18 lacked the necessary three-fourths majority, Johnson said.

The attorney said Mannen will remain on the job on a month-to-month basis until the board, by simple majority vote, decides otherwise. Silence by the board is in effect an action to re-hire him each month, Johnson added.

Harry Frame, a director, said Mannen had been hired thru July 31 at the March directors' meeting when they had voted to hire Franklin Barnes, also a director, as assistant manager, beginning April 1. Director Donald A. Briggs concurred with Frame.

In a written statement to the board, Barnes said he had been on the grounds for a week and had carefully observed the operation. "I am of the opinion there are only two justifiable reasons for dismissing the manager: gross misconduct or neglect of duty. I have found no evidence of either," Barnes said.

In the interest of harmony, Barnes, who was ruled ineligible to vote because he had verbally resigned his director's post to accept the position of manager on March 18, urged directors to hire Mannen thru the fair, which starts June 28. Briggs moved a motion to this effect and was supported by Frame and Willis Fletcher. It was opposed by President Lewis Lipton, Harry E. Farb, V. Earl Roberts, and Richard E. Todd.

Mannen announced last October his plan to retire from the management following the 1959 fair. He plans to devote full time to a savings and loan association here of which he is the president.

DADE CITY TAKES CHANCE ON FEBRUARY

DADE CITY, Fla.—J. H. Higgins, manager of Pasco County Fair, says directors have set February 24-27 for the 1960 county exposition.

"We tried January several times and March twice, so let's take a chance on February once," Higgins declared.

Plans were discussed for further improving building facilities and possibly terracing the carnival area of the grounds.

GOLDEN HORSE RANCH THRILL SHOW
World's Greatest Western Show
Cowboys • Cowgirls • Clowns
14 Acts—All Patrimo. Horses
JONNY RIVERS
Box 848, Road 84, Ft. Lauderdale, Fla.
Phone: Ludlow 1-9888

WINTER FAIRS

- California**
Los Angeles—Calif. Int'l Trade Fair & Industrial Expo. April 1-12. Don M. McMormore
- San Bernardino—National Orange Show April 23-May 3. G. Walter Glass.
- Florida**
Plant City—Hillsborough Co. Jr. Agr. Fair April 8-11. D. A. Storms.

APRIL 6, 1959

Usual Late Debut Charted for WOM

RICHMOND, Va.—The World of Mirth Shows will open at its traditional spot, Arbor, N. J., adjoining Plainfield, on Friday, May 22. Winter quarters work has been delayed by cold and rain and Frank Bergen, general manager, said it will be in full swing by April 15.

Still dates this year will be in Arbor, New Brunswick and Perth Amboy, N. J., New Britain and East Hartford, Conn., and three weeks in Maine.

Most preparatory work will be in the nature of painting and mechanical rebuilding. A couple of diesel units will be added, plus a couple of tractors, Bergen said.

Many of the show regulars will be back again, including concession manager Bernard (Bucky) Allen, Harry Hauck, Al Moody, the Bill Jones Bingo, Eddie Cenname, Pat (Arcade) Razzano, George Reinhart with the back-yard cookhouse, and Howard Ramsey in the office, Bergen noted.

Bob Hermine's Midgets are to be a feature during the fair season. Al Wile will again have the Minstrel Show. Stanley Wright and partner will have the Side Show and two other shows, using their own equipment plus some other acquired from Joe Sciortino. Johnny Arnellis will handle the revue.

The Dowis Wild Mouse and possibly also the Sky Wheels will make the Central Canada Exhibition, Ottawa, it was reported. Dowis will also provide rides for Southern dates of the World of Mirth.

GIVE AWARDS

Reithoffers Toss Banquet For Workers

MALLAS, Pa. — The Latin American Exposition planned as an armory date here by the Reithoffer Shows has been rescheduled to next winter, agent Marty Cohen reports. Original dates were May 1-16. Cohen said a New York Coliseum show during that period would also feature the Latin theme and create a conflict for exhibitors.

New dates are October 31-November 15, it was reported. This would trail the closing fair date in Bloomsburg, Pa., and also serve as an inducement for local park concessionaires to take space in the armory here.

A novel activity conducted Saturday (4) was the awards banquet thrown by Pat Reithoffer Jr. in Lehman, Pa., winter quarters. Regular printed RSVP cards were sent to the shows' workers, bearing the invitation and the phrase, "Reithoffer Shows wishes to honor and award its employees, based on their years of service."

Bob Hammond Gets O.K. \$\$ At Houston

HOUSTON — Bob Hammond Shows were here last week before moving to San Antonio for the Battle of Flowers and did okay business. The Skooter led the midway.

The show will carry 16 rides, eight shows and around 40 concessions on the road. Kitty Kelly came on with her Side Show and did well.

Concessionaires include Mack McCurdy, bingo, hit the spot and diggers; Bruce Williams, pan game, peanuts, snow cones, apples, popcorn and ball game; Tommy Bullard, jewelry, fish pond, penny pitch and cork gallery; Tree Top, pictures; L. Thomas, glass pitch; Jim Fordyce, slum spindle; Marie McFrancis, country store; Pea Pool Slim, bear pitch, pea pool and nickle roll; Corky Shrewsbury, long range; Johnny Click, cookhouse and Bob Hammond, eight, each different.

The show will open April 15 at the Battle of Flowers in San Antonio.

STAND WAS A BLACKOUT, NOT A BLANK

WARRINGTON, Fla. — Frank W. Peppers was caught here recently with "his kilowatts down" when a strike of power plant workers left his show without current. Show quickly moved to Jackson, Ala., where it opened Monday (30).

RAS Returns To Old Lot In St. Louis

ST. LOUIS—The Royal American Shows will return to St. Louis this year for a still date. Negotiations closed recently for the show to make a two-week stand, beginning Wednesday, May 20, at Grand and Laclede streets.

Continental Sets Opener In Kingston

DRACUT, Mass.—Continental Shows opens its 1959 tour April 30 in Kingston, N. Y., with a 10-day engagement, owner Roland Champagne reports. Winter quarters work is winding up soon, with most projects already completed.

Agent Paul La Cross is working his fast and fancy shooting and knife and tomahawk throwing act with wife, Bea, while awaiting the season's kickoff. They just finished six weeks in Florida at Air Force bases and a 10-day date at the Montreal Sports Show.

During the engagement La Cross made a deal to represent products of Canadien Industries, Ltd., ammunition manufacturer, in exchange for ammo for his act.

Smith Ride Unit Opens Early in May

CUMBERLAND, Md.—George Clyde Smith Shows will open its winter quarters here in mid-April, will send out a ride unit early in May and will put the entire show on the road later that month.

Nine fairs have already been signed with a couple more pending. Already on the route are fairs at Manassas, Culpepper, Front Royal and Farmville, all in Virginia, and North Carolina events at Madison, Enfield, Ahoskie, Edinton and Littleton.

F. A. Norton, who is in charge of quarters, will go out with the show as electrician, mailman and agent for The Billboard for his 10th season. The Fagans will be back with a new girl show. Popcorn Mike Sabor will again have popcorn and candy apples, along with Bill Hartman with floss and one of the McWhety bingos.

Raymond (Lou) Rooney, concessionaire with shows around Chicago for years and more recently on the West Coast, recently suffered a heart attack and is confined to his Los Angeles home.

Ride Unit Precedes Official Vivona Bow

Hypo Flash With New Rides, Lighting; Personnel Arriving Daily at WQ

SUMTER, S. C. — Several improvements are evident on the Amusements of America layout as winter quarters projects draw to a close. Opening date of April 25 is announced, altho a unit will be working locally prior to then. The No. 2 unit under Babe Vivona has left for the North, where it opens Thursday (9) in Paterson, N. J.

Opening on the 13th is a unit fielding five rides, some 20 concessions and two girl shows, John Vivona, general manager, said. It will play a week or so, then go back into quarters on the fairgrounds here.

New equipment on the No. 2 show will be a Rolle Coaster and Tugboat purchased from King Amusements, and Tank Ride bought from Mike Roman. The main show will get a Roller Coaster from Stacy Johnson of Florida, in time for the fair season, John Vivona said. This will be 140 feet long and 50 feet wide, and will load on one semi trailer. Both units will merge for fairs.

The Paratrooper conversion kit for the Spitfire ride will see that unit updated with slimline lighting and a bright paint job. Bill McCoy will manage it. Slimline treatment will also be featured on the three Ferris Wheels' stars and circles, which had bulbs up to now. John Kokel is handling the project, and Don Crown is creating a Fiberglas front for the big wheels, also to be slimlined. McCoy is also

rebuilding a trailer to accommodate the Paratrooper.

The office trailer has been completely revamped, and features three well-designed rooms. Considerable ready-finish plywood was used. The treasurer's office is in pink, and a lounge with upholstered furniture is in blonde wood tones.

Other work around the lot includes the spraying and repainting of all rolling stock in red, white and blue, by Tarzan Banks, and quite a bit of activity on show units. Dego Peternel and Bull Smith are working on the Club Mocambo, making Fiberglas panels and pilasters with fluorescent lighting. Artistic work is being super-

(Continued on page 112)

Waynesb'g, Pa., Awards Pact to Penn Premier

EMPORIA, Va.—Penn Premier Shows opened its 1959 season here Monday (6) after wintering at the fairgrounds in Henderson, N. C.

Lloyd Serfass, general manager, announced the signing of the Great Waynesburg (Pa.) Free Fair, August 10-15, as an addition to the fair route. Several shows were in the bidding for the spot, last played by Ken-Penn Shows.

Waynesburg will be featuring the Pennsylvania State Police Rodeo during the week, Serfass pointed out.

SLA Meeting Pulls Strong Turnout

CHICAGO — The Thursday night (3) meeting of the Showmen's League of America was the best attended since the annual meeting during the outdoor conventions.

President Bill Carsky wielded the gavel assisted by Ed Sopenar, vice-president, and Hank Shelby, secretary. Also on the platform were J. W. (Patty) Conklin, Al Sweeney, Fred H. Kressmann, Ned Torti, Maurice Ohren, Jack Duffield, Louis Herman Q.C., Art Morse and Frank Winkley, president of the Midwest Showmen's Association.

Reported on the sick list were Albert Carsky, Augustana Hospital here; Bill Martin, Roosevelt Hospital here; John Sloan, Evanston (Ill.) Hospital, and Dee Aldrich, in a Red Bud, Ill., hospital. Toby Wells was released from the hospital but is scheduled to return soon.

Final plans for the Monday night (6) theater party were announced. Program will be "Music Man" and a reception and party will be held in the clubrooms after the show.

Back after absences, in addition to Conklin and Herman, were Wimpy Hiles, Dwight Pepple, Jack Hawthorn, Lou Sopenar, Blackie Jacobson, and Ralph Pope.

The contract to make the home plaque has been awarded and it will tentatively be dedicated at next fall's convention.

Hammontrees Frame Unit

CHATTANOOGA — William O. Hammontree and his father, W. R. (Bob) Hammontree, will put a ride unit on the road this season to be known as Hammontree's Ride Bazaar.

Hammontrees are the former owner-operators of the Silver Slipper Shows and the Mighty Hammontree Midway, but have spent the last three seasons in an Alabama park.

The new show will consist of eight office-owned rides and about 20 concessions. There will be a free gate. No shows will be carried. The unit will play 30 weeks of Tennessee, Kentucky and Georgia celebrations, shopping centers and fairs.

Staff includes William O. Hammontree, general manager, and Fred Almany, lot superintendent.

Midwest Club Urges Support of Minn. Electrical Bills

MINNEAPOLIS—The Midwest Showmen's Association last week went on record as favoring passage of bills in both houses of the Minnesota Legislature designed to give relief to the electric code for traveling shows.

The legislation was introduced by the Outdoor Portable Amusement Association and would ultimately result in a measure that would remove the outdoor amusement organizations from the National Electrical Code.

The show club, in a resolution, urged co-operation of all outdoor show people.

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Equipment . . .

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BIG SPRING SPECIAL

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OUT NEXT WEEK

featuring

1959 FAIR DATES

Book all your needs thru an ad in this issue.

Copy must reach us by Friday noon, April 10.

WANT CONCESSION HELP

On West Coast Shows. Can place Agents and Heads of Stores for eight brand new Concessions. Strongest route in California including California State Fair, San Jose, Santa Rosa, Bakersfield and 12 more bona fide Fairs & Celebrations. Have openings for Heads in Balloon Store, 14 x 14 Center Toy Wheel, 18 x 14 Center Touch-The-Spot. Can also place Clerks for this Concession string. Will frame and flash topnotch spot for two capable Agents. Contact

HARRY MARTIN or FRENCHIE LEDOUX
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HOLLY BROS. SHOWS

OPEN MAY 18 TO 23 INCLUSIVE
CENTENNIAL & HOMECOMING, LAKE CITY, FLORIDA

CONCESSIONS—Photos, Long Range, Novelties, Ball Games, Fish Pond, Balloon Darts, Age & Weight, Jewelry, Bear Pitch, No Flats or P.C.

RIDES—X to Person with two or three Kid Rides.

HELP—For Coaster, Roll-a-Plane and Wheel. Second Men on all Rides.

F. HOLLINGSWORTH

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SUNSET AMUSEMENT COMPANY

OPENING APRIL 23, EXCELSIOR SPRINGS, MO.

CONCESSIONS OPEN: Pitches—Glass, Dish, Bird, Bear. Also Photos, Age and Weight, Short and Long Range. Want Milk, Punk, Dip and Coke Ball Games. Also Derby, Hoop-La, Novelties, Roman Targets, Watch-La, Add-Em-Up-Darts, Slum Spindle, One Ball and Hanky Panks. HELP: Second Men, single, sober and without cars. Must drive semi. Address:

701 NO. MAIN ST., EXCELSIOR SPRINGS, MO.

WANTED—BOOKING AGENT—WANTED

Can place Agent with car who can book and promote Shopping Centers. Also want Foremen for Tilt, Wheel and Merry-Go-Round. Only first-class Men that don't drink need apply. Need Man to handle Concessions, Direct Sales and Slum Stores only. FOR SALE—40-ft. Parker Merry-Go-Round, ready to go. Would consider leasing it to right party. All reply:

JIMMIE HENSON, Greater Dixieland Exposition, Forest Hill, La.
(Phone: Pilgrim 8-3813, Person to Person, 4:00 to 7:00 P.M. only.)

PARADA SHOWS

Opening Carthage, Mo., Municipal Park, April 6-11; then Vinita, Okla., 13-18, and then the BIG ONE—PRYOR, OKLA. HOME SHOW, April 19-25 (you will get your Spring BR here).

WANT CONCESSIONS: Open Midway, Six Cat, Buckets, Fork Coke, Swinger, Nail (all work Buck and Stock). Must book Hanky for each Allbl. Want Flashy Hanky Panks and you can make it here; our spots are not burned, we put out stock; NO RACKET.
WANT RIDE HELP who drive semi; Second Men for High Coaster, Scrambler. WANT ELECTRICIAN. No collects or C.O.D.'s. All reply.
PARADA SHOWS, as per route.

WANT WORLD OF MIRTH SHOWS WANT

Talkers, Freaks, Annex, Bally Girls, Working Acts of all kinds, Canvas Men, Ticket Sellers, and all useful People for new circus side show.

Also want Manager for Snake Show and Mouse Circus. Jimmy Estep, Blackie McCaene, Jim Woodie, answer.
JIM STEINMETZ, 545 Berlin Rd., Huron, Ohio, or
STAN WRIGHT, 371 Main St., Huron, Ohio.

KLEIN AMUSEMENT COMPANY

Opening the season with the full Show at Cherokee, Iowa, May 19.

With the same good route, the same fine concessionaires, the same reliable ride men. Due to death can use Long Range. Have Short Range for lease for concession fee. Can place three more non-conflicting concessions. Write
Box 428, Sioux Falls, South Dakota.

MIDWAY CONFAB

The Eli Bridge Company mobile repair unit, manned by Eldon (Jack) Suttles and Frank Alcorn, stopped off at the Greenville, S. C., winter quarters of Johnny T. Tinsley Shows where they overhauled the show's Scrambler seats. The unit was on a tour of Southeastern winter bases. Other visitors there included Bill Reed and Clifford Guest, concession ops; Milton McNece, show owner; Ernest Sylvester, agent for Wolfe Shows; Mr. and Mrs. H. B. Rosen, Interstate Shows, and Colonel A. L. Sykes.

J. L. (Whitey) Bedard, operator of Uncle Whitey's Rides in Michigan, drove to Colorado recently to pick up a Merry-Go-Round purchased from King Bros. Shows. The Jenny, along with a Ferris Wheel, which he plans to purchase, will be added to his kid rides and augmented by eight to 10 concessions for church bazaars, homecomings and celebrations. Bedard plans to open early in May and again will have the following staffers: Tom (Red) Bedard, Larry Thompson, Ron King and Mal Matthews.

Veteran concessionaire Lou Leonard recently became a great grandfather when his grandson's wife gave birth to a daughter, Terri, in Los Angeles. Lou's son, Jack, is manager of the parts department of Badger Sales Company, vending concern, Los Angeles.

On the sick list around New York are Sam Wertheimer at 3101 Ocean Parkway, Brooklyn; Sol Weschler at Bellevue Hospital, New York; Ward Graves at Long Island College Hospital, Brooklyn, and Carl Swanson at 162 Rockingstone Avenue, Larchmont, N. Y.

Bill Beldock, ride foreman on the O. C. Buck midway, is going home to Tampa from Troy, N. Y. to bring wife Sally Beldock and son Skipper with the family's trailer, up to winter quarters. They will tour with the show.

One of the active members of the showmen's club in New York is Ted Seidel, one-time feather-weight champ of the Pacific Coast.

Grace Merkel let. Los Angeles to join the Gold Coast Shows in San Mateo, Calif. Mrs. Merkel, who was in the office for the Crafts Shows the past two years, will be secretary on the show.

Showmen in Gibsonton, Fla., have formed the Gibsonton Social Club, meeting twice monthly at members' homes for cards and refreshments. Members include Barbara Moody, Etta Doremus, Marie Hegeman, Mildred Fuller, Marion Brady, Marion Smythe, Fanny Whistler, Nancy Young, Nettie Bluff and Hattie Hoyt.

Ruth and Jay Williams and Russell Bakke will be back on the William T. Collins Shows for the fourth consecutive year with four concessions.

Ben (Uncle Ben) Walters, cookhouse operator and concession operator for over 40 years, plans to return to the lots this spring. He and his wife are much improved in health and have formed a working partnership with Glen (Slippery) Manuel, cookhouse owner. Walters, who's located at 614 South Second Street, Effingham, Ill., says they're just waiting for the grass to green up and then will travel along the Mississippi River.

Hattie Wagner, who recently underwent major surgery, is convalescing at her home, 109 Eslava Street, Mobile, Ala., and would like to hear from friends.

Frank Gaskins, former general agent for the 20th Century and other shows, is in VA Hospital,

Houston. . . Chuck Brown, secretary of Warren County Fair, McMinnville, Tenn., was a recent Chicago visitor. Brown is a nephew of the late W. O. Brown, president of the Showmen's League of America in 1930.

The Hale Shows of Tomorrow will open their season at Independence and White Avenue, Kansas City, Mo., April 16. Hugo Novelty Exposition Shows will open there in mid-May.

The aunt of Charley Holiday of Million Dollar Pier died March 27 in Morgantown, W. Va. She was the sister of Cyrus Holiday.

Mr. and Mrs. Bill Cism had their house trailer demolished by fire in Georgia, en route to join the Amusements of America last week.

Backstage visitors at the Ringling opening in New York included Patty Conklin, Toronto midway boss, and Ed Leidig, manager of the Allentown (Pa.) Fair.

TOBY YOUNG

WANTS AGENTS

6 Cats, Buckets, Watch-La, One Ball, Slat Rack, Balloon Dart. I have two units out this year, playing 2 spots a week in North Dakota and Minnesota. No layovers. All celebrations and fairs, beginning the first of June. Opening April 16 at Tahlequah, Okla. Walt and Pat, Dayle, Chuck & Betty, Morris, Don Cowen and all others contact.

TOBY YOUNG

Box 124, Arma, Kansas
Phone Fireside 7-8670. No collects.

RICHARD & DAISY DANIELS

Please contact at once

Attractive Proposition

LLOYD J. HILLIGOSS

4529 Greenmeadow Rd.
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MANAGER

Capable of operating small 6-ride show; best of equipment. Can work same year around. Must be sober, reliable and bondable. All replies:

BOX D-95, c/o Billboard
Cincinnati 22, Ohio

GIRL SHOW OPERATORS

Have 5 Army and Air Force Pay Days. Need one more Show. Open April 17. Will also book Coaster for Season.

HEART OF AMERICA SHOWS

Ted Cory, Mgr.

Roland Hotel, Bristow, Okla.
Until April 12; then per route.

HAL MARTIN—MERLE SLOAN

Contact Me at Once.
For Sale—Schiff Turnpike, rocket-type cars, 400 ft. track; Allan Herschell Merry-Go-Round, 3-abreast, 36'; Wur-tilter Band Organs.

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For 12-car Dodgem

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Must be sober and drive.

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WANTED MAN AND WIFE TO OPERATE PIE CAR

On a large Railroad Show. Must be sober, honest and dependable, and above all, know their business. Write: Box 460, c/o The Billboard, 812 Olive St., St. Louis, Mo.

THOMAS JOYLAND SHOWS

Now Playing

WILLIAMSON, WEST VA.

Want Shows of all kinds, capable Ride Help and Concession Agents.

Address L. I. Thomas, Mgr., Williamson, West Va.

WANTED—AGENTS—WANTED

For all Hanky Panks, Alibis, Cigarette Blocks, Center Pitches, Long and Short Range Galleries. Three units, only 14 Concessions on a unit, one of a kind. One unit opens April 17, Cleveland, Ohio; one May 11, one May 18. Have the following fairs booked: Sedalia, Mo.; Indianapolis, Ind.; Knoxville, Tenn.; Nashville, Tenn.; Atlanta, Ga.; Columbus, Ga.; Pensacola, Fla.; Tallahassee, Fla.; and Savannah, Ga. All winter work in Florida. Can place Concession Help for West Palm Beach, Fla., Sun Dance, April 20-26. Contact NEAL CARLIN or WAYNE SNODGRASS, Box 455, Ph: VI 4-3837, Riviera Beach, Fla., until April 14; then Garfield Hotel, 38th & Prospect, Cleveland, O.

FRANK DUNCAN

Wants Agents for Buckets. Must be capable and follow orders. Also Ball Boy for 6-Cats. Opening April 13, with John Marks Shows, Richmond, Va.

All replies P. O. Box 504, Gibsonton, Fla., thru April 9; then c/o John Marks Shows.

BINGO

Want to buy completely framed Bingo no smaller than 16x32, with or without transportation. Must be reasonable. State all details.

R. W. CRANDELL

Azalea Trailer Park
Rt. 4, Box 604 Mobile, Ala.

AMERICAN BEAUTY SHOWS

Want for opening April 24, DeSoto, Mo., 2 Saturdays. Can use few more Stock Concessions. Can place Cookhouse Help. For Sale: Popcorn Trailer. Has new Floss Machine and Candy Apples. All replies: H. W. BARTHOLOMEW Phone STirling 8-2241, Old Appleton, Mo., or J. H. SHARP, phone Perryville, Mo. 9449, Box 29, Perryville, Mo.

AGENTS WANTED

For Hanky Panks beginning April 13. Man and Wife wanted for Basket Ball and Cork Galleries. Balloon Dart Clerks wanted. For Sale: 1957 tandem wheel Wells Cargo Trailer, 20 ft., equipped with office in front and has 4 ton capacity to haul Joints and Stock in rear. \$900 cash. **WALTER B. COX** c/o James E. Strates Shows Orlando, Florida

FOR SALE

42' Parker Merry-Go-Round, new top in 1958, ready to go. Price, \$3,500.00 or will trade.

LARSEN & TRUEBLOOD

Box 223, Cedar Falls, Iowa

WANTED

Must be in good condition and sharp looking! FERRIS WHEEL and TILT-A-WHIRL. Locations, for full season, terrific! Enough to make your winter bank roll. Mail inquiries, giving year of rides, to

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SIDESHOW ACTS WANTED

Join immediately here. Fire-Eater, Sword Swallower, Pin Cushion, Bally Girl, Midget or Runt for Bally, Ticker, good territory; others who worked for me answer. Half & Half who does not drink on job.

EARL MEYER

c/o John Marks Shows Richmond, Va.
Box 771 Show opens here April 12.

APPLE BLOSSOM FESTIVAL

Winchester, Virginia
April 30 and May 1.

- Walking Privilege . . . \$20
- Cotton Candy 40
- Novelties on Main St. . . 40
- Jewelry 40
- Scales & Age 50
- Grab 50
- Demonstrators 50

PETE CLEMENTS

Working Man's Store

P.S.: Dingers stay away, you will be prosecuted if you show.

HELP WANTED

2 Ticket Sellers for Girl Shows, Talker for Girl Show, also Talker for Geek Show, general Help to drive semi, 2 Girls, must be young and attractive and be experienced; top pay for right people. Opening date May 11. Winter Quarters now open. Contact

DICK PALMER

Rt. 3, Box 141, Lake City, Fla.
Phone 549-R2 (no collect).

HELP WANTED

Two Ride Men for park, one with carpenter experience, two for road with Mechanical City. All must drive semis.

DICK DILLON

Kiddie City U. S. A.,
Sharon, Pa.

CAN PLACE

First and Second Men on Wheel, must drive.
Any Show with own equipment.
Fish Pond, Glass Pitch, String, Coke and other Hankies, Cook House first of May.

MOORE'S MODERN SHOWS

Midland, Texas

FOR SALE

#5 ELI FERRIS WHEEL

Also Kiddie Rides and Arcade Equipment.

CHESAPEAKE AMUSEMENT CORP.

1424 E. Lombard St., Baltimore 31, Md.
Phone: PEabody 2-0600

CARNIVAL WANTED

July 3 & 4

Belle Plaine, Iowa Annual Celebration.
2 Days of Acts & Promotions.

Write **GEORGE CLARKE**

Jr. Chamber of Commerce

Belle Plaine, Iowa. Phone 149 Black

SCRAMBLER FOREMAN WANTED

Must be licensed semi driver. Good salary.

Write

NORMAN SMITH

107 Rice St. North Little Rock, Ark.

RIDES WANTED

Third or Fourth Week in August.

LAPAZ LIONS CLUB FAIR

Contact

LOUIS ALBERT, Lapaz, Ind.

Phone: SU. 4-3013

MAJOR RIDES

Wanted for KANKAKEE COUNTY FAIR, Aug. 8-13. Also FUN HOUSE, GLASS HOUSE, ATHLETIC SHOW, and all clean Family Shows and Concessions.

Roller Coaster for sale.

PAUL DISPENZA

Terrace 2-7743
1 South 151, Route 83, Elmhurst, Ill.

RIDE FOREMEN

For Merry-Go-Round, Wheel, Tilt, Octopus, Roll-o-Plane and Kid Rides; must drive, be capable and season men. A nice set up for the right men. Also can use Second Men. Can use Man on Fun House who drives.
Arma, Kansas, until April 15.
HOLIDAY AMUSEMENT CO.
or Fielding Graham.

CLUB ACTIVITIES

Showmen's League of America

Ladies' Auxiliary

Card and buncio party sponsored by Lillian Glick, Lillian Lawrence and Jeanette Martindale was a success. Lillian Glick introduced President Carsky. She welcomed everyone to the social and introduced Evelyn Pash, of the Miami club, who brought greetings from Nan Rankine, Minnie Simmonds, Evelyn Farris and others from Miami. She brought Helen R. Bauer as her guest. Mrs. Pash is here as a representative from Miami for the World Bahai Faith, Wilmette Temple.

Estelle Flint, wife of George Flint, chaplain of the Showmen's League, and president of Show Folks of America, was present. Marion Wold, Mary Stuzke, Frances Rambault, Mary Lou Callbeck, Phoebe Carsky and Barbara Sanders were awarded prizes.

Margaret Filograsso was back after a bout with the flu. Mae Taylor, Frances Berger, Margaret Hock and Mae Smith were on the sick list.

Sharon Horan was in Franklin, Ind., with classmates from De Paul University attending a convention of the International Relations Club. The next regular meeting of the auxiliary will be held in the Hotel Sherman April 6.

Pacific Coast Showmen's Association

LOS ANGELES — Jack Kent was named to the board of governors at the regular meeting. Arthur E. Andersen, club president, announced. Kent succeeds the late John O'Kelly.

President Andersen conducted the meeting with Joe (Red) Dauer, second vice-president, and Al Flint, executive secretary, on the rostrum. Flint filled in for H. D. (Bob) Mathews, secretary, who is now on the road in Mississippi with the Paul Miller Attractions.

Business included naming Moe Levine and Dauer chairman and co-chairman respectively of the annual banquet and ball to be held December 8 at the Ambassador Hotel in the Embassy Room. The membership also voted on the applications of George L. Ames and Sam Sandler. Harry Fink, Mike Kirby and Harry Baron were reported ailing. Club paid a tribute to Roy Moyer, whose funeral was held Tuesday (24).

Sam Dolman, who returned from West Coast Shows' winter quarters, brought greetings from Harry Myers, Al Rodin and Eddie Hellwig. Dolman said work was progressing at quarters, with the opening to be in April. Louis Leos was among the officials reporting at Madera, Dolman said.

President Andersen called upon the following for bows: Mickey Belens, John Garofano, Irving Sieff, Marshall Brown and Dave Friedenheim. Charles Austin, of the house committee, served beans and hot dogs.

Michigan Showmen's Association

DETROIT — Regular meeting was held Monday (23), with Calvin L. Lovejoy presiding. Also on the rostrum were Edor Burge, first vice-president; Max Nahoun, second vice-president; Rex Allen, third vice-president; Max Kahn, treasurer; Irving Rubin, executive secretary, and Paul Greeley, recording secretary.

President Lovejoy named the following to the board: Arthur Rosenthal, Alexander Kaplan, Milton McLean, Frank Cook, Elmer Mahoney, Dave Karp, Sam Fine, David Greenberg, Tim Galo, John Reid, Joseph Fredericks, Eugene
(Continued on page 112)

SAN BERNARDINO 44TH NATIONAL ORANGE SHOW CALIFORNIA'S FIRST BIG FAIR

APRIL 23rd to MAY 3rd, INCLUSIVE

NEW ALL PAVED MIDWAY

Uptown Location—30,000 Attendance

NOW BOOKING SHOWS AND CONCESSIONS

ROY SHEPHERD WANTS Ride Superintendent, Kiddieland Foreman, Electrician, Truck and Ride Mechanics, Tilt, Wheel and Octopus Foremen, Ticket Sellers, Semi Drivers. Also useful Carnival Help in all departments. Norman Newman, please write Mr. Crafts.

HELP WANTED: Crafts wants 20 experienced Ride Men to set up rides at National Orange Show, San Bernardino, starting April 15, or report to Winter Quarters now.

WRITE, WIRE OR PHONE **CRAFTS 20 BIG SHOWS, INC., WINTER QUARTERS**
7283 Bellaire Ave., North Hollywood, California
PHONE: POplar 5-0909 or POplar 5-0320



General Offices: 240 Jones Street, San Francisco 2, California.

FINAL NOTICE 1959 SEASON OPENS

No. 1 Show opens April 21, Merced, Calif.

No. 2 Show opens April 22, Alameda, Calif.

All contracted Help report to Madera. WINTERQUARTERS opens April 10 to the Help HELP: Can use Foremen and experienced Help in all Departments. Men with good driving experience preferred. Good treatment to all. CONCESSIONS: Due to last minute change can use first class Cook House or first rate Grab Joint. CONTACT US IMMEDIATELY. Also Mug Joint, Scales, Grocery and Ham Wheels and Concessions not conflicting. RIDES: Due to disappointment we have an opening for a first class live Pony Ride. Must be willing to co-operate with management at all times. Absolutely no drunks. A good living for good people. All replies to: WEST COAST SHOWS, Fairgrounds, Madera, Calif.

HUNT AMUSEMENT CO.

Now booking for 15 county fairs starting July 19-25 at Martinsville, Ill.

RIDES: Any Major Ride not conflicting such as Scrambler, Merry Mixer, Rock-o-Plane, Scooter, Paratrooper Ride or others.

SHOWS: Family-Type Shows and Motordrome, Monkey Show.

BINGO: Especially want flashy Bingo for entire season.

WILL SELL EX ON DIGGERS FOR FAIRS.

CONCESSIONS: Will book all Legitimate Types, starting June 30, at Parkersburg, West Va.

Ride Foremen for Merry-Go-Round, Ferris Wheel. Bob Boling wants Party to work Cotton Candy and Candy Apple Trailer. Also Foot Long and Hot Dog Stand.

Now playing Dixie Manor Shopping Center, Pleasure Ridge Park, Ky., suburb of Louisville; then as per route.

SANTA ROSA ISLAND (ON GULF OF MEXICO) PARK

WANTS WANTS WANTS

AMUSEMENT PARK OR CARNIVAL OPERATOR; To book Rides, Shows, Concessionaires for entire season, May till October.

RIDES: All Major and Kiddie Rides.

CONCESSIONAIRES: Novelties, Hanky Panks, Pitches, Arcade, Eating & Drinking Stands, Popcorn, etc., and any others.

SHOWS: Side Show, Girl Shows, Wildlife, etc., and others.

WRITE—WIRE—PHONE

BONIFAY HARDWARE

Yellowstone 2-2741—Yellowstone 2-2294
Gulf Breeze, Florida

NOTE:
This is an established beach resort at the Quadri-Centennial Exposition on Santa Rosa Island, Pensacola, Florida. In the immediate vicinity is the Eglin Naval Air Station with 50,000 personnel. Attract 3 million attendance yearly, and there is no other park in this area. We will rent or percentage as a whole or to individuals.

Dyer's Greater Shows

Want Ed Foreman, Roll-o-Plane, Merry-Go-Round and Kiddie Ride Foremen. Show opens near April 10. Funhouse and Second Men who drive. Legitimate Hanky Panks all open, Cookhouse or Grab, Popcorn, Snow sold, till fair time. Paul James, Red Watts, Ferris Wheel Man, contact immediately; important! Phone in office, no collect calls.

Box 341, Bald Knob, Ark.
Contact W. R. Dyer or
REX MILES, Ride Supt.

WHITESIDE CONCESSIONS

6 MILITARY PAYDAYS 6 MILITARY AREAS

HEART OF AMERICA SHOWS
OPEN COFFEVILLE, KANSAS, APRIL 17, 1959

Can place the following: Agents for Cork Gallery, Balloon Darts, Ball Game, would consider capable Man or Man and Wife to take charge of all three Games. Agents for Buckets, can place capable Head for same. Can place a few good Men to up and down, and take care of Grind Stores, Wheels, etc., Semi-Drivers. Agents already contracted be in Coffeerville, April 15 or 16. All replies

A. R. (DUTCH) WHITESIDE

Roland Hotel, Bristow, Oklahoma, until Saturday 11; will be at Dale Hotel, Coffeerville, Kansas, from April 12 on.

REID'S GOLDEN STAR SHOWS

OPENING APRIL 24, GREENVILLE, TENN., FAIRGROUNDS LOT.
FOLLOWED BY BEST ROUTE OF STILL DATES IN
TENNESSEE AND KENTUCKY

CONCESSIONS—Want well framed Bingo, Diggers, Pitch-Till-You-Win, Bear Pitch, Custard, Balloon Store, etc.

RIDES—Will book Octopus and Tilt-a-Whirl for season. Also Chairplane, Paratrooper, Little Train and Rides not conflicting.

RIDE HELP—Want Foreman and Second Men for Merry-Go-Round, Coaster, Ferris Wheel, Roll-a-Whirl. Good pay if capable, must drive.

SHOWS—Two nicely framed Girl Shows, one Single-O, one with two Girls, also Fun House, Geek Show, Monkey Show, Side Show, etc.

CONCESSION HELP—Frank Spina wants Agents for Count, Peek and Bucket Stores. Also Good Up and Down Help. Write, wire or call (no collects).

Contact: **ELMER REID, Owner, or FRANK SPINA, Bus. Mgr.**

Rt. 2, Afton, Tenn., General Delivery, Greenville, Tenn.
Phone: Greenville, Tenn. 6098 (for both)

GLADES AMUSEMENT COMPANY

WANTS

For BPOE-Elks Celebration at Corey Field-Warrenton, Pensacola, Fla., 10 big days and nights, Wednesday, April 8 thru Sunday, April 19. Three outstanding Centennials to follow. To join now—

RIDES—Tilt, Octopus, Rock-o-Plane, Scrambler.

RIDE HELP WANTED—Foreman for No. 5 Wheel and Second Man for Coaster, Merry-Go-Round and Scooter.

SHOWS—Family-Type Grind Shows, Wild Life, Fun House, Glass House, Big Snakes—any Grind Show of merit.

CONCESSIONS—Any kind, Prize Everytime—Glass Pitch, Block Pitch, Jewelry, Long Range, Fish Pond, Photo, Ball Game, Cork Gallery and Six Cats. All answers

JERRY SADDLEMIRE, Glades Amusement Company
Warrenton, Pensacola, Fla.

POWELSON AMUSEMENTS

WANT FOR NO. 1 UNIT
LEGITIMATE GAMES OF ALL TYPES
CLEAN, FAMILY TYPE SHOWS

DIRECT SALES

PHOTOS — NOVELTIES — JEWELRY

OPENING NEWARK, OHIO, APRIL 20

DOWNTOWN LOCATION

POWELSON AMUSEMENTS, INC.

BOX 125

Phone MAin 1-1727

COSHOCOTON, OHIO

VIRGINIA GREATER SHOWS

Opening Suffolk, Virginia, Negro Celebration, April 11 to 18;
then white Elks lot April 23.

WANT—Bingo, Photos, Ball Games, French Fries; Griddle Man, sober, for Cookhouse; P.C. Dealers, Age & Scales, Novelities, Hi-Striker, Hanky Panks open.
WANT for Negro Celebration, Minstrel and Colored Girl Show, Snake Show, Funhouse, Monkey Show, Freak Animal Show, any good Grind Show of merit. Want Girl Show Managers with two or more Girls to open on white lot, Elks Celebration (Chickarell answer). Need Ride Boys who drive semi. No cars please. Will book new Rides or those not conflicting. Mail and wires to

WM. C. (BILL) MURRAY, Box 461, Suffolk, Virginia

WANT FOREMEN AND SECOND MEN

For Twin Wheels, Tilt-A-Whirl, Rock-O-Plane, Merry-Go-Round, Scrambler, Round-Up and Helicopter. Must be sober and reliable, have references and chauffeur's license. Top wages. Winter Quarters now open. All replies to

WM. T. COLLINS SHOWS

801 E. 78TH STREET

MINNEAPOLIS, MINN.

RIDE MEN WANTED

First and Second Men for Merry-Go-Round, Ferris Wheel, Roll-o-Plane and Octopus. Also want general Ride Superintendent who knows all rides. No drunks. All replies

TROY E. WILLIAMS

WILLIAMS AMUSEMENT CO.

c/o Fairgrounds, Monroe, N. C.

CARPENTER BROS. SHOWS

Opening May 5 thru 9, Celina, Ohio.

Want Legitimate Concessions—Photos, Scales, Hoop-La, Pottery Pitch, Coke Bottle. Want small Family Show, will book for committee money only. Ride Help and Agents report at Celina.

For Sale: Long Range Gallery; will book same.

Write or phone 4246, Norman Carpenter, St. Marys, Ohio.

AL WILLIAMSON WANTS

3 Chefs and 3 Fry Cooks and general Cookhouse Help, for the Canadian "B" Circuit of fairs, plus Rapid City, S. D.; Pueblo, Colo. State Fair; Sioux Falls, S. D. Fair; Spencer, Iowa Fair, Mitchell, S. D. Corn Palace and Waterloo, Ia. Cattle Congress.

FOR A GOOD SEASON contact

AL WILLIAMSON

438 Riviera Dr., Tampa, Fla. Phone: 850601 or 88318

KENNY'S ATTRACTIONS

Opening Indianapolis, Ind., April 18.

All Concessionaires with me last year, get in touch. Strong route of proven spots, 8 weeks in Indianapolis. All Ride Help with me last year, come on. Can use a few Hanky Panks. Playing best spots in Indianapolis, Ind., until June 1.

Contact: **MUTT HAYWARD, 905 S. Auburn St., Indianapolis, Ind.**
Phone: CHapel 1-0839. No collect wires or phone calls.

Club Activities

• Continued from page 111

Skerbeck, Ned Torti, John Mulder, W. G. Wade, A. J. Carl and Isaac Cetlin.

Past President Harry Stahl donated eight graves to the cemetery plot. Max Nahoun, entertainment committee chairman, reported a successful St. Patrick's party. The committee included Irving Borker, Tim Galo, Irving Rubin, Maynard Ostorw and Max Kahn.

Ladies' Auxiliary

The March 23 meeting was called to order by President Leona Bennett and all officers were present on the rostrum.

Marion Fodal became the mother of twins and Clara Balog has a new son. Viola Lippa will leave for a summer-long European jaunt. Hattie Wagner is home at 109 Eslava Street, Mobile, following surgery.

Greater Tampa Showmen's Association

TAMPA — Earl Maddox presided over the weekly meeting with 115 members in attendance. Also on the dais were Dick Gilsdorf, first vice-president; Vernon Korhn, secretary, and Harry Julius, secretary.

J. L. MacHamer, Bob Crawford, Steve McNitt and Ray Seeley were on the sick list. The membership committee reported 976 members and 539 pints of blood in the blood bank.

A benefit was held recently on the James E. Strates Shows that netted \$551 for the cemetery fund.

Ladies' Auxiliary

A special program was on the agenda at the Wednesday (25) meeting. A film, "Time and Two Women," was presented by the American Cancer Society with Mrs. Robert Lancaster and Dr. Eugene Constantino as guest speakers. President Mickey Wenzik presented the Society a check for \$100 on behalf of the auxiliary and called the regular business meeting to order.

Esther Felke was on the sick list. Ruth Salamone sent a letter of thanks from the hospital. Latest stork news is a baby boy to Delores Brewer. Pat White was welcomed into the organization.

Elsie Williamson asked the ladies to participate in a crazy hat contest in conjunction with the April 5 barbecue at Ralston Beach. Names were added for the come as you are party, scheduled at a secret date.

Maxine Cyr, president of the Clover Garden Club, thanked those who helped plant new shrubbery around the club. Volunteers were asked to assist in hiding eggs for the children's hunt.

Betty Rogers is the new president of the Past Presidents Club and Evelyn Long, secretary. The group sang birthday greetings to Evaline Belew. Carole Abraham served refreshments to the 80 members present.

National Showmen's Association

Ladies' Auxiliary

NEW YORK—Mrs. Ida Rubin, of Cetlin & Wilson Shows, was the guest of President Mildred Peterson at the recent meeting.

Mrs. Bess Hamid, in absentia, gave sandwiches in tribute to the Palisades girls' last meeting before the park opened. Elizabeth O'Keefe, hostess, baked a cake and it was a lovely party.

Lillian Zarra attended her first meeting. She is working with the I.T. Shows in New York City, traveling in from West Orange, N. J. Virginia Leonard, also with the I.T. Shows, missed one meeting since she joined this winter. Concessionaire Fay Grimes made up for a couple of years' absence by attending every meeting this season.

Lillian Elkins was thrilled by birthday cards from far and near. She is making an original painting

of a clown which she will present to the Ladies Auxiliary. Burt Kassow, another artist, is busy painting Merry-Go-Round horse J. and Tubis started work at the Million Dollar Pier in Atlantic City on March 29.

Regina and Carlos Torres expect to vacation in Miami Beach June.

Veronica Zucchi embroidered large linen tablecloth with eight napkins which she gave to the Auxiliary for a fund-raising project. It took her about five months.

Emma Fink from Asbury Park just celebrated her 70th birthday. Flowers were sent. Betty Drexler, now out of Waterbury Hospital, sent a thank-you note to the ladies.

Ann Mancuso, old-time member sent in a box of ceramics for the White Elephant Table, thru Margaret McKee, Ann Dinsmore, chaplain, presented the Auxiliary with new name badges for the officers. Anna Nelson donated a half dozen towels for our little kitchen where we serve refreshments. Palomin Fantina also donated towels, plus dishcloths for the kitchen. Florence Van Raalte won the Dark Horse.

Regular Associated Troupers

LOS ANGELES — Annual Easter party was given by the bazaar committee March 26 and included a chicken dinner. Emily Bailey was chairman and her committee included Tillie Palmiter, Rose Fitzgerald, Zoe Wick, Eva Thompson and Ida Chase. Table decorations were Easter novelties. Awards were donated by Martha Nathan and Nell Robideaux.

After a short business meeting, three new members, Mr. and Mrs. Jack Wasserman and Kenneth Guiller, were introduced. Guests included the grandson of Rose DeHaven, Michael McCormick and Robert Sandburg, guest of Sidney Shipman. Bill and Ruth Davis attended their last meeting before going north to open with the Meeker Shows. After the meeting an Easter egg hunt was conducted.

Show Folks of America

SAN FRANCISCO — Harry Myers, president, called the regular meeting to order Monday (30) after a two-week absence. Attending officers included Earl Leonard, Leona Stevens, Al Rodin, Joe Richards, Charlotte Porter, Lola Cox and Bonnie Townsend. Josephine Blome and Mr. and Mrs. Don Haffner were invited to the rostrum.

The Going Away Party Saturday (4) was the topic of the evening.

The date for the summer closing will be April 13. Meetings will be held the first Monday of each month thereafter until October 1. It was felt much had been accomplished during the past few months with a very successful Hi-Jinks, completion of the monument alteration and renovation of the club rooms. Joseph Santos was added to membership.

Rides, Lighting Flash Vivona

• Continued from page 109

vised by Don Crown, who is also dressing up the rides and front gate, aided by Pop Akers, who will handle mail and The Billboard this season.

Eddie Knapp is building a new Alligator Show, and Roland Calandra is making up a new Mickey Mouse Show plus revamping the Circus Side Show. This will use a new 125-by-125 top acquired from Kenny Moore of Norfolk Tent and Awning Company.

Two More Diesels Added

Pete Hendrix is rebuilding the two diesels just bought from Charley Lenz, giving the midway a total of nine units mounted on four semi-trailers. Mechanical work is in charge of Tony Mason, boss mechanic, who will handle the girl shows again this season. Another returnee is Dickie Hilburn, Side Show manager, who has already arranged to show Wiley, pincushion; Carl the Frog Boy; Essie, blade box girl; Nora Hilburn, as Electra, and Roland Calandra, talker. Two additional banners will give the show a 150-foot front. Helping Mason get the trucks in shape is Dixie Griffin.

There are 34 men in quarters, John Vivona said, with others coming in steadily. Roy Delawter is putting the finishing touches on a Caterpillar plant for the No. 2 unit. Red Horton will again manage the Ferris Wheels, with wife Suzy selling tickets on the main gate. Kitchen in quarters is worked by Bobby King, Jean Pana-

pinto and Steve Sub. Mr. and Mrs. Bill Abrams will have the cookhouse on the show. Tarzan Banks will have the Funhouse and Alligator Show.

Joe Ross, lot man and concessions, Danny Dell, concession manager, and Joe Cennane, bingo, are due in shortly, in advance of the opening, as is Irene Burton with her Wild Life. Mr. and Mrs. Bill Cism ran into misfortune in Georgia, on the way to Sumter. Their house trailer burned up and many possessions were lost, it is reported. They are awaiting a new trailer from Johnny Canole.

The February-March shopping center location, at which the show had 13 rides working, has been signed again in West Hollywood, Calif., for next winter, it is reported.

WOLFE AMUSEMENTS

Opens Friday, April 10, Tryon, N. C.

Place Hanky Panks of all kinds, also Grind Stores, Mitt Camps. Family type Shows and Rides that don't conflict.

Good route of Fairs starting Tazley, Va., in August. All wires

TRYON, N. C. PHONE CALLS—LANDRUM CL 7-4563

FOR SALE

First \$1,500 gets 32 ft. Allan Herschell Merry-Go-Round. Wooden horses, chrome horse rods, top and sidewall, all in fair shape.

No time for letter writing, must be unloaded from truck at once. Come and get it if you want it.

JOE L. KING
Phone: Lincoln 3-5981

3610 E. Fourth

Pueblo, Colo.

BEST MERCHANDISE BUYS

APRIL 6, 1959

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

THE BILLBOARD

113

new merchandise for tomorrow's . . .

parade of hits

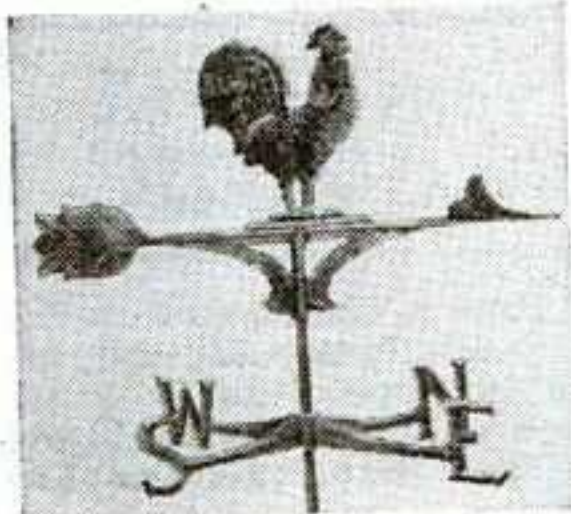
FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.



POTATO GUN

Cossman Spud Gun shoots potato pellets, orange peels, watermelon rinds, apples or carrots as far as 50 feet. Over 300 shots from one potato. Harmless, even at point-blank. All metal construction. Packaged. 98 cents. E. JOSEPH COSSMAN & COMPANY, 7039 Sunset Boulevard, Hollywood 28, Calif.

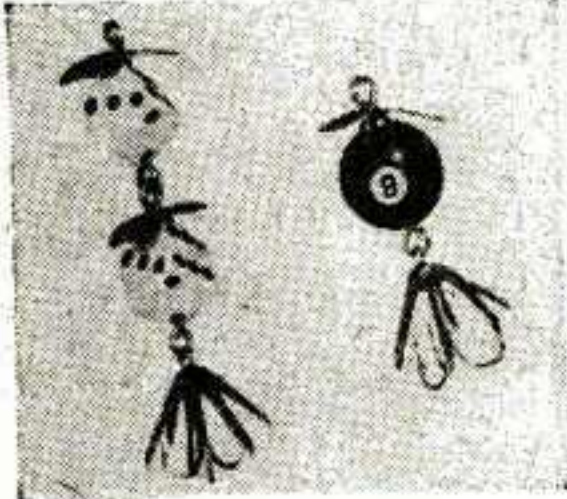


WEATHER VANE

Cock o' the Walk is one of five rust-proof weather vanes that can be mounted on any roof. Large 21" arrow and 3-D wind directional indicator. Individual cartons, \$9.98 in black. REMINGTON'S HARDWARE COMPANY, INC., 102 Greenwich Street, New York 6, N. Y.

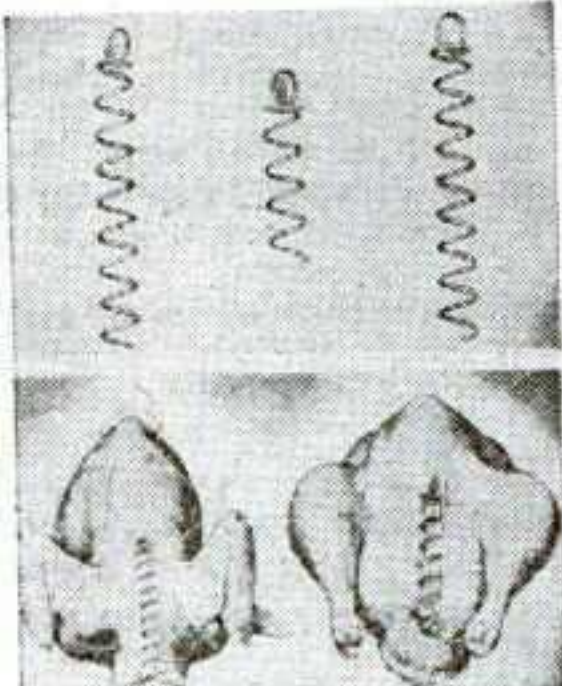
BUTTON FASTENER

Tack-On fastens a loose button via a locking pin quicker than you can thread a needle. 39¢. Dozen in three sizes packed in plastic box. BIRBECK BROTHERS, INC., 70 North York Road, Willow Grove, Pa.



SPIN LURES

"8" Ball and Lucky Dice novelty lures designed for the times when the fisherman will toss anything in frantic efforts; will actually catch muskies, northerners. Both lures in 1/4 oz., 1/8 oz., and 1/20-oz. weights. Packaged in clear polystyrene boxes. \$1.00. KIVA PRODUCTS, INC., 550 Hill Avenue, Glen Ellyn, Ill.



FOWL SEW-UPS

Fowl Zip eliminates needles, strings and pins in sewing up fowl and skewering fish and rolled meats. Made of stainless steel, safe and sanitary. Remove by turning counter-clockwise, use again and again. Set of three, \$1.00. PURITY A SPECIALTIES COMPANY, 2524 North Laramie Avenue, Chicago 39, Ill.

CLOSET LIGHT

Lite-On, a compact closet light that clamps on to any door. Goes on when door opens; off when door shuts. Swivel beam can be directed to any dark corner, preventing groping in the dark. 60¢ (\$7.20 dozen). METROPOLITAN CUTLERY COMPANY, 33 West 34th Street, New York 1, N. Y.

SHOE POLISHER

Ronson "Roto-Shine" cleans, spreads polish, brushes, buffs and shines shoes electrically in seconds. Ejector for brush and buffer keeps hands clean. Includes supply of black and brown polishes. \$19.95. RONSON CORPORATION, 1 Ronson Road, Woodbridge, N. J.

KIDDIE BOXES

Ping, the Pixie treasure boxes contain four large Milk Taffies, three or four kiddie novelty toys and a coupon offer on back. Packed 30 count in a display carton. 10¢. ALLISON'S, 1015 Jefferson Ave., Brooklyn 21, N. Y.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS.

WATCH VALUES **BULOVA! ELGIN!**

NEW STYLES

BENRUS! GRUEN! WALTHAM!

Choice Lot 6 for \$49

Men's and Ladies' All famous makes! Complete with expansion band! Reconditioned - Guaranteed like NEW! (Sample, \$9.95)

10 for \$69

Men's new style Elgins, Walthams. Expansion Band. Guaranteed like new! (Sample, \$8.95)

25% Cash With Order, Bal. C.O.D.

WEINMAN'S

182 S. MAIN ST. MEMPHIS, TENN.

NEW! FAST SELLING—CULTURED PEARL INITIAL NECKLACE!

A beautifully designed jewelry item for children, teenagers and adults. Each piece set with a genuine cultured Pearl. Skillfully fashioned Scroll letter framed in a circle of tarnish-proof metal in look of Gold finish. Available as a pin and charm bracelet at same price.

Shown 1/2 size.

36 ass't. to box. Ask for special quantity prices. Send for illustrated catalogue of 250 other fast selling Costume Jewelry items.

25% Deposit on C.O.D.'s. Priced for volume sales. **\$3.00 per doz.**

Packard Jewelry Co.

48 W. 25th St., Dept. B, N.Y.C. 10, N. Y.

Mimeo and Duplicating Paper

Top Quality White—Ream Sealed

16 lb. 8 1/2 x 11 @ \$1.00 Ream	20 Reams
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20 lb. 8 1/2 x 11 @ 1.20 Ream	Order
20 lb. 8 1/2 x 14 @ 1.50 Ream	

Delivered N.Y.C. Send check or M.O. Ruled firms, shipped open account. All colors in stock, samples and prices on request.

BROOKMAN PAPER CORP., DEPT. B
555 Westchester Ave., N.Y. 55, MO 5-0146

Faded Gray HAIR

New fragrant hair pomade with lanolin will make gray hairs DISAPPEAR GRADUALLY (no sudden change). Because change is gradual your friends in a few weeks will never remember that you ever had gray hair. Used like a hairdressing. Lasting NATURAL LOOK . . . will not streak or rub off. Good for men and women.

SPECIAL OFFER! Return this ad with \$1 and receive regular \$2.00 jar prepaid. Distributor's profit \$224.60 gross.

LECHLER, 540 Broadway, B-5, New York.

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY

Dept. B, 519 E. Jefferson Blvd.
South Bend 17, Indiana

CHAIRS-TABLES

IMMEDIATE DELIVERY

138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING

ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED—ASK PRICES

Adirondack Chair Co. Dept. T-4

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PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

DAVE ROSE . . . having suffered two strokes recently, will not be able to hit the road this year and would like to receive mail from friends who may write to him at 3963 Downman Road, New Orleans 26.

DOC LEWIS . . . reports that he had the biggest year ever with his tip sheet at the Hot Springs Race Track, having been unusually successful in picking winners.

"WHAT'S BECOME . . . of Doc C. W. Schneider and son, Victor, who for many years operated their med show in Midwest-ern territory?" queried Guy Davis in a phone call to the Pipes desk. Davis, who formerly trouped with the Schneider opry, is now engaged in the real estate business in Cincinnati. He says he hasn't heard anything on the Schneiders in years and wonders if they are still among the living. Davis also inquired about the show's former comic, Roy Childress.

BERNARD R. KANTOR . . . writing from Cleveland, gives the lowdown on pitchers in and around the big Lake Erie city. "Senor Ortiz, caricature artist at downtown Woolworth's recently, plans to work for Walt Disney or Al Capp," says Kantor. "Pitchman Guy Scott, who had been promoting recordings at Kresge's on East Fourth Street, is now a disk jockey at WXYZ, Detroit, and has aspirations to pilot a national radio show. Former orchestra leader Gerald A. Donahue, who acted as emcee at a recent national model planes show at Higbee's, has hopes of setting up a coast-to-coast distributorship for Hawaiian ti logs and other novelties. Adam (Tiny) Nor-

wich, inventor of the Gee Gawk and Little Beaver, which have been demonstrated successfully at the local Kresge store, is also Ohio representative for the Sahib, imported Swedish sports car." Kantor himself is organizing camera deals for strategic cities in Ohio and Pennsylvania.

UNDER THE MARQUEE

Herman Linden, CFA ex-President of Aurora, Ill., has been making circus talks to women's clubs in the Chicago area, including the North Shore Women's Club.

D. H. (Whitey) Rodenbury, formerly with Carl Hagenback, B. E. Wallace and Al G. Barnes, and in later years with Polack Bros., is in Tulsa General Osteopathic Hospital and would appreciate mail from friends and show folks.

Tom Smallwood posts from Paris that he caught the Cirque Knie at Cirque Royal, Brussels. The Three Merkyeys, Chapmans and Whirlwind Elwardos, were performing at Cirque Knie.

Happy Kellems is making Cincinnati for Al Dobritch and will follow up with Davenport dates at Hibbing and Duluth Minn.; Grand Forks, N. D., and Winnipeg, Man. After that he goes to Cincinnati for his second full summer season at Coney Island there.

Frieda Wiswell will leave her River View, Fla., home soon for spring dates.

COMING EVENTS

- Alabama**
Fairhope—Fairhope & Baldwin Co., Centennial, May 2-9. Fairhope Chamber of Commerce.
- Arkansas**
Des Arc—Prairie Co. Livestock Show, April 17. B. E. Wray.
Jonesboro—Centennial, May 4-9.
Little Rock—Ark. State Horse Show (Barton Coliseum), May 13-16. Art Schnipper.
- Arizona**
Yuma—Yuma Co. Fair, Inc., April 8-12. Frank M. Deason.
- California**
Clovis—Clovis Rodeo, April 25-26.
Los Angeles—Calif. Intl. Trade Fair (Great Western Exhibit Center), April 1-12. Fred Imhof.
Los Angeles—California Hobby Show (Shrine Expo. Hall), April 10-18. Fred J. Tabery.
Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan-Pacific Aud.), April 2-12. H. Werner Buck.
Los Angeles—Calif. Intl. Trade Fair & Industrial Expo. April 1-12. Don M. Muchmore.
Napa—Napa Valley Horse Show, May 3. E. N. Munk.
Oakdale—Oakdale Rodeo, April 11-12. Connie Buckman.
Oakland—Spring Garden and Home Show, April 18-26. John L. Hennessy.
Red Bluff—Red Bluff Rodeo, April 18-19.
San Francisco—Custom, Rod and Antique Auto Show (Brooks Hall), April 16-19. Bob Barkhimer, 2032 N. Pacific Ave., Santa Cruz.
San Bernardino—National Orange Show, April 23-May 3. G. Walter Glass.
Santa Monica—Garden and Home Show (Civic Aud.), May 6-10.
- Colorado**
Denver—Denver Auto Show, April 6-11. 1959.
Denver—Denver Home Show (University Arena & Field House), April 19-26. B. E. Cook.
- Florida**
Jacksonville—Foreign & Sports Car Show (Duval Co. Armory), April 10-12.
Plant City—Hillsborough Co. Jr. Agri. Fair, April 9-11. D. A. Storms.
West Palm Beach—Seminole Sundance, April 20-25. Miller Amusement Enterprises, 2732 N.E. 3d St., Pompano Beach.
- Georgia**
Toccoa—Spring Festival, April 16-26.
- Illinois**
Chicago—National Toy Show (Hotel Morrison), May 17-21.
Peoria—Peoria Home Show (Exposition Gardens), April 8-12.
- Indiana**
North Webster—Mermaid Festival, June 22-28. Lions Club.
- Iowa**
Cedar Rapids—Home Show (Fairgrounds), April 8-12.
- Louisiana**
New Orleans—New Orleans Horse Show April 25-26.
Shreveport—Holiday in Dixie Festival, April 30-May 3. James Griffith.
Ruston—Diamond Jubilee, May 2-9.
- Maryland**
Towson—Pimlico Yearling Show (Pimlico Race Course), May 11. Stewart Sears.
- Michigan**
Detroit—Detroit Sportsman's Holiday Show (Fairgrounds), April 4-12. Richard Schehr.
Ecorse—Ecorse Celebration, May 22.
Lansing—Lansing Centennial, May 18-30.
- Mississippi**
Jackson—Jackson Boat Show (Fairgrounds), April 9-12.
Jackson—Miss. Kennel Club Dog Show (Fairgrounds), April 10-11.
Jackson—State Science Fair (Fairgrounds), April 24-25.
Jackson—Miss. Garden Club Show (Fairgrounds), May 6-10.
Jackson—Tri-State Horse Show (Fairgrounds), May 14-15.
Jackson—Jackson Home Show (Fairgrounds), May 28-31.
- Missouri**
Gallatin—Davies Co. Jr. Lamb Show, May 29. George H. Schmitt.
Mountain Grove—Junior Livestock Show, May 8-9. Sherrill DeBusk.
Carthage—Celebration, April 6-11.
- Nebraska**
Lincoln—Centennial, May 2-9.
- New York**
New York—Intl. Automobile Show (Coliseum), April 4-12.
Staten Island—Staten Island Home Show (Cromwell Center, Millon-Dollar Pier 6), May 23-31. Richmond County Chamber of Commerce.
Westbury—Fashions and Living Show (Roosevelt Raceway), April 18-26.
Westbury—World Cars '59 (Roosevelt Raceway), May 8-16.
- Ohio**
Cincinnati—Cincinnati Home Show (Gardens), April 11-19. Robert G. Sand.
- Oklahoma**
Tulsa—Tulsa Horse Show, May 26-30.
Fryor—Celebration, April 13-18.
- Oregon**
Gresham—Multnomah Co. Spring Garden Show (Fairgrounds), April 15-19. Duane Hennessy.
- Pennsylvania**
Easton—Firemen's Celebration, July 6-11.
Emmaus—Firemen's Celebration, June 1-6.
McAdoo—VPW Memorial Celebration, May 20-26.
Moscow—Firemen's Celebration, June 8-13.
Mountainville—Firemen's Celebration, July 13-18.
Newfoundland—Firemen's Celebration, June 27-July 4.
Olyphant—Firemen's Celebration, June 16-20.
- Rhode Island**
Providence—United Jewelry Show (Sheraton Biltmore Hotel) May 2-10.
- South Dakota**
Sioux Falls—Sport, Travel and Hobby Show (Coliseum and Annex), April 17-19. Fred Bang.
- Tennessee**
Erwin—Unicoi Co. Ham Show, April 8-10. Wayne Scott.
Humboldt—West Tenn. Strawberry Festival, May 7-9. Mrs. Paul Ross.
Johnson City—Tri-City Sports Show (Big Burley Tobacco Warehouse), April 14-18. W. Claude Fox.
Humboldt—Strawberry Festival, May 4-9.
- Texas**
Baird—Baird Rodeo, April 30-May 2.
Beaumont—Charity Horse Show, April 29-June 2.
Beaumont—Spindletop Charity Horse Show (Fairgrounds), April 29-May 2. Mrs. Peter Wells.
Corpus Christi—Buccanner Days Celebration, May 1-10. Bob Finkle.
Dallas—Southwest Sports Boat & Vacation Show (Fair Park), April 11-19. Martin P. Kelly.
Dayton—Dayton FFA Livestock Fair & Rodeo, April 30-May 2. A. W. Rigby.
El Paso—El Paso Flower Show, April 18-19.
El Paso—El Paso Home Show, May 6-10. Home Builders' Assn.
Fort Worth—Fort Worth Home Show (Will Rogers Exhibit Hall), April 5-12.
Fort Worth—Pioneer Days Celebration, April 30-May 2.
San Antonio—Battle of Flowers, April 20-25.
San Antonio—San Antonio Home Show (Bexar Co. Coliseum), April 5-12. Irving Wayne.
Port Worth—Pioneer Days Celebration & Rodeo, April 30-May 2. H. P. Hoover, 406 W. Central.
- Virginia**
Emporia—Emporia Industrial Fair April 4-10.
Richmond—Junior Premium Stock Show & Sale (Fairgrounds), April 13-14.
Richmond—Virginia Kennel Club Dog Show (Arena), April 11.
Suffolk—Negro Jubilee (Negro Fairgrounds), April 6-11.
Winchester—Shenandoah Apple Blossom Festival, April 30-May 1.
- Washington**
Auburn—Northwest Jr. Livestock Show, April 16-18. John Eby.
Enumclaw—Enumclaw Jr. Dairy Show, May 15. Martin J. Teeler.
Spokane—Spokane Jr. Livestock Show, May 5-8. P. R. Gladhart.
Tappanish—Central Wash. Jr. Livestock Show, April 27-29. Mrs. Bill Davison.
- Wisconsin**
Green Bay—Northern Wis. Sports Show (Veterans' Arena), April 15-19.
Madison—Wisconsin Sports & Home Show (Fairgrounds), April 8-12. Ben Bergor Enterprises, 1523 Morrison St.
- CANADA**
- Saskatchewan**
Saskatoon—Fat Stock Show & Sale, May 29-30.
Saskatoon—Light Horse Show, April 6-11.
Saskatoon—Bred Sow Show & Sale, April 14.
Saskatoon—Shorthorn Futurity Show, April 15.
Saskatoon—Bull Show & Sale, April 15-16.

PINCHER CREEK, Alta.—The annual fair of the Pincher Creek and District Agricultural Society will be a one-day event this year instead of the customary two days. Tentative date is August 19. Feeling of directors was that interest in the fair has declined and also that too few persons are prepared to accept organizational responsibilities. If enough interest is shown, the fair may revert to two days, directors said.

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ALAN HERSHELL KIDDIE BOAT RIDE. Mangels Kiddie Carrousel, good con- dition, ready to operate, total, \$4,500. Will sell separately. George Althammer, 20 Manning Pl., Keansburg, N. J. ap13

ANATOMY SHOW—40 MODELS, 18 DIS- plays health and disease. Includes 2-Headed Baby, Siamese Twins; sacrifice. A. E. Beasley, 14820 Euclid, Cleveland, O.

BEST OFFER TAKES HERSHELL CAR Ride, Baby Ell Wheel, Murdoch Airplanes. Also three Bide portable setup. Bjarne Rikford, 135 Highland Dr., Bakersfield, Calif.

BUILD KIDDIE RIDES; TESTED PLANS— Driverless Bus, \$8; Engine Ride, \$10; Spin- ning Tubs, \$10. Free 96-page plan catalog. Brill, Box 875, Peoria, Ill.

FOR SALE—KING WATER BOAT RIDE, 10-car Auto Ride (trailer mounted). All rides just painted and in perfect condition. Steel Diving Tank, reasonable. Thompson Bros., 2906 Fourth Ave., Altoona, Pa. ap8

GUESS YOUR WEIGHT SCALE—CHAIR type. Good condition, \$100. D. Stanley, 1417 Detroit Ave., Toledo, Ohio. Cherry 2-8515.

HERSCHELL G-16 TRAIN, SKY FIGHTER. Tubs-O-Fun, Hand Cars, Midg-O-Baccet Merry-Go-Rounds, Tilt-A-Whirl, etc. Ray Farber, 2102 South Crescent Heights, Los Angeles 34, Calif. Phone: WEBster 3-3271. ap13

KIDDIE FERRIS WHEEL, 18', WITH 8 seats, mounted on trailer. Don Gunther, Park & Fifth, Dunkirk, N. Y. Phone 8551 after 7 P.M.

KIDDIE ROCKET SWING RIDE. WANTED to buy, Tub O Fun, Kiddie Roto Whip or what have you. P. O. Box 45, Massil- ion, O.

MAJOR AND KIDDIE RIDES OF ALL kinds. Includes Buley Midg-O-Baccet Merry-Go-Rounds, Tilt-A-Whirl, etc. Ray Farber, 2102 South Crescent Heights, Los Angeles 34, Calif. Phone: WEBster 3-3271. ap13

MONKEY DROME WITH AIRPLANE. FOUR monkeys, two wall cars, one bally car; can book or good route. Will trade. John Page, 15716 Sprague, Verdade, Wash.

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DISPLAY

CLASSIFIED AD

RATE ONLY \$14 per Inch

ONE ROCKET TRAIN, ADULT SIZE: ONE Merry-Go-Round, like new, less than four months use; Cotton Candy Trailer, equipped; one large Tent. Hickory 4-2965. Columbus, Ohio. ap6

SIXTY MECHANICAL CHARACTERS PER- forming "Ten Nights in a Barroom"; honky-tonk music. Beautiful show, new, complete. Tandem Trailer, consider late model trailer house, car, truck trade-in. Short Range, can be mounted on trailer or truck. Ben Sunderud, Park Rapids, Minn. ap13

STRANGEST SHOW ATTRACTIONS ON Earth. Freaks, Shrunken Bodies, Shrunken Heads, Mummified Curiosities, Museum Pieces. List and prices free. Tate's Cur- iosity Shop, 3658 E. Van Buren St., Phoenix, Arizona. ap27

VOLKSWAGEN CAMPER—SLEEPS TWO; with breakdown outside awning, 28 to 35 MPG, \$1,800; Trampoline, large pro- fessional with overhead spotting rig, brand new Nylon washable bed, \$300. Box 212, New Billboard, 1564 Broadway, New York City.

15 1/2 GAUGE STEAM LOCOMOTIVE AND tender, 3 cars, 24 person capacity, 1,500 ft. of track and ties, 150 lbs. operating pres- sure, 35-ft. Ferris Wheel, good condition, \$5,000 take all. Globe Amusement Co., 37 Victoria N., Hamilton, Ontario, Canada. JA 7-8075. ap13

60" SEARCHLIGHTS, GE AND SPERRY, complete, on four wheel trailers, good operation, \$750 each. With 10 here, also carbons. Friese, 2617 N. 89th St., BL 8-1855, Milwaukee, Wis.

Help Wanted

BISBEE'S COMEDIANS WANTS FOR 32D annual tour; Piano Player, also Canvasmen who can drive semi. Rehearsals April 20, show opens May 4 for 25 week season, play- ing three day and week stands under the Tent Theatre Deluxe. Address Billy Choate, Mgr., c/o Bisbee's Comedians, Wayne City, Illinois.

RIDE HELP WANTED—WHEEL, MERRY- Go-Round, Whip, Kiddie Rides; perma- nent park. Joe Kaus, Box 822, New Bern, North Carolina.

Instructions & Schools

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Relsch Auction School, Mason City 18, Iowa. ap20

Magical Supplies

BE A MAGICIAN! FOR FUN AND PROFIT. Professional trick and large catalog latest tricks, \$1. Ireland, B-109 North Dear- born, Chicago 2. np

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hyp- notism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog \$1 with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. ap6

Miscellaneous

BINGO SUPPLIES OF ALL KINDS—BLOW- ers, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers etc. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

COLUMBUS GAME, NEW, NAUTICAL, FOR resorts, parks, playlands, concessions. Write for information to Mac's Hobby Ranch, Box 14, Dallastown, Pa. ap6

FOR RENT—14 FEET FRONT, 27 DEEP, center of boardwalk. Mayer, Box 159, Carolina Beach, N. C. Phone GL. 8-3242.

Phonograph Records—Why Pay More

New MGM EP's: 32 100 Lots Assorted. 38 1,000 Lots Assorted. New 45 RPM Records: 7 1 in 1,000 Lots Assd. 9 1 in 100 Lots Assd.

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RECORD CUTTING EQUIPMENT—PRO- fessional Rek-O-Kut lathe and turntable, Amplifier & Tape Recorder. Puta you in business; best reasonable rates. Yale HI-FL, 2732 Florida Ave., Tampa, Fla.

VACATION RESORT FOR MUSICIANS, Artists, Performers. Overlooking beau- tiful Lake Sunapee in the midst of scenic New Hampshire. Music & Art studios in- cluded in reasonable rates. Write to John Hill, Fant, Humberole Oil & Refining Co., New Hampshire. ap6

5 NEW KIDDIE RIDES FOR SALE—SAVE 50% of new cost Rockets, Chairplanes, Ferris Wheel, Thomas Felasco, 418 East Lutton St., New Castle, Pa. Phone: OLIVER 47242. ap6

Motion Picture Films and Accessories

FIFTY 35MM. S.O.P. FEATURES, WEST- erns & Serials. 3 sets Booth Equipment. Floyd's Films, Box 3, New Zion, S. C.

Personal

GLADYS DESPLAINES MCNEESE—MISS- ing heir; was wife of B. H. Black. Took part in elephant act. Last known address with carnival in Phoenix, Ariz. Anyone knowing her present whereabouts, contact Gladys Desplaines, Humble Oil & Refining Co., P. O. Box 626, New Orleans, La.

SHOW PEOPLE READ LIVELY LAFF- letter. "Humor Digest." 1 year (8 issues) \$1. Dones, 2065 Creston Ave., Bronx 53, New York. ap13

YOU CAN TOSS ANY COIN HEADS OR tails at will. Any coin, anytime. Copy- righted manual, \$1. Arro, Box 1165-D, Bridgeport 1, Conn. ap13

Photo Supplies and Developing

COMIC FOREGROUNDS AND BACK- grounds, Direct-Positive Cameras, Paper, Photo Mounts, Glass Frames, Photo Novel- ties. Miller Supplies, 216 Main St., Alton, Illinois. ap13

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez Chicago 22, Ill. eb-72

Ponies

THE FINEST PALOMINO COLORED REG- istered Shetlands in world. This is the fountain head for these miniature golden ponies. Send stamped envelope for a colored picture. Col. Robinson, Dunkirk, Ohio.

30 LITTLE BROOD MARES AND ONE STUD. All for \$3,100. Reason for selling, losing lease on ranch. Can get them delivered to you, 40¢ per mile one way, no time for letter writing. This is a real bargain. Don't wait, you might be late. Phone 9317 day or night. P. L. Cobb, Amite, La.

Printing

ALWAYS FASTEST SERVICE—QUALITY nonbonding poster 14x22 size 3-color win- dow cards up to 50 words copy, \$9 hundred; 17x26 size, \$13.50 hundred. Dayglo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 259, Earl Park, Ind. je29

LITHO PRINTING BROCHURES, SONG Books, Photo Pictures, all in color; what you have been looking for; printing with showmanship and low prices you can afford. Send copy for prices and compare. Samples for your approval. National Show Printers, Toccoa, Ga.

Quality Printing

500 Bond Letterheads (8 1/2x11) \$3.78 500 White Wave Envelopes (6 1/2) 3.98 SPECIAL, BOTH FOR \$7 Send us a trial order—we pay postage.

TAYLOR

3900 Hamilton St., Hyattsville, Md.

Rigging and Props

MAKING AND REPAIRING SPECIAL MET- al apparatus for acts, also turnstiles. General machine shop work since 1896. Baum Metal Specialties, 1523 Wyandotte St., Kansas City, Mo. ap13

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSI- ness without investment! Sell for world's largest direct selling manufacturer of ad- vertising matchbooks. Big spot cash com- mission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part time or full time. Match Corporation of America, Dept. D-227, Chicago 32. ap27

EARN BIG COMMISSION FULL OR PART TIME. Build profitable business of your own selling America's largest low price business printing. 360-page catalog, sam- ples, hundreds of items used daily by busi- ness people. Advertising specialties. High features imprinted but low as \$2.95 for 100. Catalogs low as \$5.95 for 100. Free sales kit. National Press, Dept. 11, North Chicago, Ill. ch-np

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GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 10, Illinois. ch-my28

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill. np

Tattooing Supplies

NEW MODERN SHEET OF 8 COBRA TAT- too designs, \$2. Free sheet of Air Force and Marine designs which are popular everywhere. Zeis, 728-A, Rockford, Ill. np

Trucks, Trailers, Accessories

FOR SALE CONCESSION TRAILER

Sit-down Grab. Fully equipped, Stove, Grill, Refrigerator, Deep Freeze, Pop Cooler, Screened 3-Way Awning, Sleeping Quarters.

Contact S. E. REED

List Trailer Court, Route 3, Box 5, Leavenworth, Kan. Phone MU 2-9373

Wanted to Book

CARNIVAL AND FREE ACTS FOR TRI- ennial Homecoming, Greenfield, Ill., Aug. 5-6-7. Carnival may stay on grounds all week. Contact Mayor George Rives, Green- field, Ill.

WANTED—RIDES, ACTS, JULY 23 4-5 FOR Church Festival. Draw 7,000 to 10,000 daily, what have you available? A. Melus- key, 1003, Smith Ave., Lebanon, Penna. ap6

WANT TO BOOK FOR SEASON—PONY Ride and Jeep Car Ride. Prefer middle Northwest. Reply Box C-469, c/o The Bil- board, Cincinnati 22, Ohio.

Wanted to Buy

DARK RIDE, CATERPILLAR, HERSHELL, Looper, Bubble Bounce, Kid Rides for sale. Shanks Rides, Mesker Park, Evans- ville, Ind. Ph: HA. 45002.

YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!

WANTED—PONY RIDES, KIDDIE RIDES, Searchlights, large Balloons, etc., for Model Home Openings thruout Ohio. Send complete info (no calls, please) to: Krist, Swink Advertising, Inc., Marion, Ohio, ap13

WANTED—WILL PAY CASH FOR OLD CIR-cus Wagons, large enough to carry a cal-lipse that is 7 feet wide, 5 feet deep, 8 feet tall. Williams Enterprises, Frontier City, Okla. City, Okla.

COIN MACHINES

Opportunities

START ROUTE OF ROLL TYPE POSTAGE Stamp Machines, no fuss. \$79 makes 25% National Service, 100 Grand, Waterbury 2, Connecticut. my4

Parts, Supplies

BULK OPERATORS — PLASTIC CASH Boxes for your machines. Victor, Acorn, Columbus, Advance, Silver King, etc. Re-turns coins in second. Sample \$1; 3 differ-ent models, \$2 postpaid. Sepco Distributors, 4723B Eads St., N.E., Washington 19, D. C.

Used Equipment

ARCADE MACHINES—ALL TYPES, MANY now on floor, also a Mangle Shooting Gallery. Visit, write, Times Amusement, 1663 Broadway, New York City. ap27

POKERINO—20 PUSH CHUTES, \$135 EA.; 10 drop chutes, \$185 ea., new 1956, parts in stock for Pokerino. James Travis, Box 206, Millville, N. J. TA 5-0726 ap13

SALES—PRICES SLASHED. WAITING 800 Guessers, \$30 ea.; Watling 800 For-tunes, \$35 ea.; Watling Tom Thumb For-tunes, \$32.50 ea.; A.B.T. Kirk Hiboy Guess-ers, \$30 ea.; used inside only, renewed, reconditioned. Send deposit and shipping instructions, balance sight draft. Gayco Inc. Distributors, 4868 Woodward Ave., Detroit 1, Michigan.

Wanted to Buy

POSTAGE STAMP MACHINES REGARD-less of age or condition! Ship in, will pay what they're worth. USP Co., 100 Grand, Waterbury 2, Conn. ap2

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no dis-play. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

AT LIBERTY—MAGIC SHOW AND ALL new Talking Pictures. Per cent; have complete outfit; no transportation; new banners. Write for literature. Meliso Co., 729 1/2 Mass. Ave., Indianapolis, Ind.

AVAILABLE MAY 1—DEN OF SNAKES, have transportation, would like carnival for season. Write Chas. Miller, R. D. 1, Fredericktown, Ohio. ap13

DON BARLOWE, STAR OF THE WORLD famous "Our Gang Comedies," available. Write Don Marlowe, Box 1621, Hollywood 28, California.

GIRL DESIRES JOB RIDING DIVING horses, experienced. Strictly business. Box C-470, c/o The Billboard, Cincinnati 22, Ohio.

Musicians

ALL GIRL QUARTET, APRIL 15, MUSIC styled for dancing; show if desired; better price for long contract. Musician, 7226 Stanton St., Lincoln, Neb. Phone 6-6133. ap13

ATTENTION A & E MEN—YOUNG EX-perienced guitar vocalists with own songs; you can't miss with this one. Contact Nor-man C. Dart, c/o Music Box, P. O. Box 240, Bisbee, Ariz.

DRUMMER WANTS RESORT OR LOCA-tion spots, dependable, play any style, age 29, single, does vocals. Write, wire John Bonino, c/o General Delivery, Dallas, Texas. ap20

DRUMMER—33, READ, FAKE, LATIN, vocals, car. Combo or locations preferred. Cut or no notice. Stan Melmer, 704 1st St. N.W., Mandan, N. Dak. ap20

EXPERIENCED DRUMMER—JOIN IMME-diate; location, or travel, dance or show, new equipment, plenty rhythm, reliable voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C.

HAMMOND ORGANIST — AVAILABLE April 15, play all types of music, good mixer, huge repertoire, have own organ with Leslie speaker. Box C-471, Billboard, Cin-cinnati 22, Ohio. ap13

PIANIST—R & B TAKES OVER. HELP! Musician, 412 W. 10th, Lake Charles, La.

RELIABLE COMMERCIAL MUSICIAN, doubling trumpet, tenor sax and vocals. Read or fake anything. Creighton, Box 5173, Sarasota, Fla. Tel. RI 6-8088. ap6

Outdoor Acts and Attractions

BALLOON ASCENSION — PARACHUTE Leaps for all occasions. Using modern equipment. Phone AT 8-8780, Porter Fly-ers, 614 Hoyt Ave., Muncie, Ind. my4

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indian-apolis 41, Ind. my4

BILL ALCOFF, "YO-YO" THE CLOWN, FOR fairs, celebrations, picnics and parties. Silt walker, do four numbers. 3526 Madison Pl., N.E., Minneapolis 18, Minn.

HIGH DIVING EXTRAORDINARY—A ONE time movie feature. Now available as an outdoor thriller. Bigging illuminated, visible for miles. Hie Productions, 456 Lamphier, Warren, Ohio. Phone: EX 9-1478. ap20

PALOMINO TRICK HORSE WHICH DOES over twenty-five tricks. Five years' ex-perience in Wisconsin. Desire work else-where and would like Booking Agent. Clarence Husar, 1750 Western Ave., Green Bay, Wis. ap13

RAY'S CIRCUS REVUE — DOG, PONY, Monkey Show, Bogo the Clown. Further information: Mrs. H. R. Ray, Route #1, Magnolia, Ohio. my4

WILSON'S DOG CIRCUS—ALSO CLOWN. Write for price. Box 475, Gibsonton, Fla. ap13

MIDWAY CONFAB

Dyer's Greater Shows, reports William R. Dyer, has contracted to play two Iowa events, a celebration in Marengo's City Park, July 29-August 1, and a street event at Belle Plaine August 25-27.

Paul (Speedy) Curran has been handling the winter quarters paint-ing on the I. T. Shows. He has decked out the new set of ticket boxes and the Merry-Go-Round horses.

Albert Roberts, 70-year-old comic who has played with many carnivals, has been confined to his home at Box 42, Route 1, Sugar Grove, O., since January 23 when he suffered injuries in a fall on ice. He would like to hear from friends.

Reid Lefevre, owner of King Reid Shows, has come out in favor of the State of Vermont im-mediately enacting a sales tax. He is the veteran chairman of the State House Ways and Means Com-mittee.

Robie Del Mar, manager of Lisa Del Mar Attractions, has spent the winter in New Orleans. He'll ar-rive at his Gautier, Miss., quarters soon to prepare for the coming season. . . . A surprise birthday party was held for Col. Lew Alter recently at his Reading, Pa., home. He was presented with a new double-deck set of 28 Side Show banners by his wife, Helen, and son, Turk, of Mount Penn, Pa. . . . Larry Martin was guest of honor at a recent surprise birthday party hosted by the Alters, who pre-sented a 1959 station wagon.

LETTER LIST

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
Feters, Robert D., Pkg., 70¢ postage due

Adams, Raymond (c/o J. W. Dennis, Okla.)
Aldrich, Okla.
Allen, Roy & Mildred
Andes, William
Appelbaum, Sava
Armstrong, Shelia
Armstrong, Armay (Corpus Christi Army)
Atkinson, Lucky
Bagwell, F.
Baker, Mrs. K. L.
Bannister, Shelia
Barfield, Shelia
Barrett, Bill
Barrett, Sam
Barry, Michael T.
Behler, Mrs. Ray L.
Bell, John
Betty & Budd
Billotti, Eddie (Animal Land, S. A.)
Billingsley, James Everett
Bishop, Isaac
Bishop, Jay
Blason, Wm.
Blanton, Kenneth
Boax, Howard
Boggs, John A.
Bogno, Ignio
Boley, Mrs. Beville H.
Brady, Billie
Brady, James
Bridgeport, Mae
Broeffis, Mrs. Barbara
Brooks, Verle
Broome, Yvonne
Brown, Chas.
Bruce, Kid
Bryant, Clifford
Burch, Marwan
Burke, Harry Correll
Burnette, Thomas Franklin
Burrill, Chas.
Calbau, W.
Cammell, Ralph A.
Caplinger, Virgil
Cardinal, James F.
Carpenter, Edward
Carpenter, Odie
Carson, Clarence
Carver, Ernest (Black)
Carver, Mrs. Ella
Catalano, Peter
Cattlett, Greater Shows
Chandler, Edward
Chase, George
Choquette, Conrad
Chumas, Paul R.
Cincinnati, Frank (Blackie)
Clavenger, William Orval
Clodfelder, Pharoeb Ann
Conley, Raymond
Connell, Ray or Roy D.
Cortes, Rita
Costello, James
Cotton, Clement C.
Coutts Jr., Robert (Curley)
Coutvas, George R.
Crawford, Lee
Crosby, William G.
Crotzenberg, Dell (Shorty)
Cryer, Lee
Cucumber, Johnny
Cullivan, Phil
Curtis, Dave
Daguer, Charles
Dales, Mickey
Daigner, John
Dalton, Warren R.
Daniels, Wesley
Dare, Lonnie
Davis, James Harold
Davis, Louis E.
Dearo, Mrs. Bert
Decker, Joyce E.
Delawater, Leroy
Dellis, Wm.
Delph, Dewey
Denton, Popeye
Detach Jr., Wm. A.
Dickerson, Frank
Dille, Lawrence
Dionne, Eddie (Blackie)
Dudley, J. H.
Duggan Jr., W. F.
Edwards, William H.
Ehlert, William A.
Elliott, Curtis P.
Embod, Roy
Everman, Mrs. Cleo
Ewen, Robert N.
Exoger, Robert
Feldman, B. & Mrs.
Forsythe, Fred
Franz, Veronica
Freeman, Roy
French, P. E.
Fretz, Charles (Lefty)
Fritta, Mrs. Doris
Frock, Chuck
Froebess, Harry & Mrs.
Fuller, John A.
Gambie, Oliver Clark
Garcia, Paulino
Gary, Bill L.
George, Galen
Gerber, Joe
Gill, Frank
Glynn, Peter
Golden, Don Fulton
Gorman, James W.
Gray, Carol Anne
Green, Ralph & Mrs.
Griffin, Vernon
Groves, Woodrow
Wilson
Guynes, Harvey D.
Hackard, Edward J.
Hahn, Harold
Hale, Durell D.
Hall, Earl Emerson
Hall, Virgil L.
Hankson, Jim
Hart, Orlan
Hasson, Helen
Hays, Tom
Henderson, Garbo
Hewitt, Humphy
Hines, Eddie
Hockman, M. J.
Hinkle, William
Holoboff, Peter F.

Honcell, James T.
Honcell, Rosa Pedigo
Hoover, Rudolph
Horowitz, W. G.
House, Pete
Hoxie, Jack (Cowboy)
Hudak, Frederick
Huttle, T. J. & Virginia
Hughes, R. P. (Red)
Hurdie, Bill
Hyre, Roderick Allen
Ikeri, R. K.
Inman, Maurice
Jackson, George (Beat Girl Show)
James, Paul
Jamerson, W. E.
Johnson, Gilbert
Johnson, Ted
Jones, Candy
Jones, Mrs. Helen
Jones, Maynard
Jordan, L. P.
Karlott, Ivan
Keeler Jr., O. & Mrs.
Keys, Gurbes Jimmie
Keystone Expo. Shows
Kiddler, Swende
King, Ace
King, Ernest Hiale
King, Richard
Knrk, John
Kramer, Gerhard
Ky, Bentley
Lamont, Harry
Lance, Jack (Slim)
Lane, Tommy
Lang, Bill & His Riders
Lanis Jr., Harry
Lasher, J. R.
Latz, Frederick L.
Lavigne Jr., Louis
Lee, L.
Lee, Linda
Lee, T. Tona
Lento, Anthony
Leto, James Vincent
Lewellyan, John & Mrs.
Lloyd, Gene
McCluskey, P. J. & Evelyn
McDaniels, Bertha
McEheun, John (Bugs)
McGill, Carlyle W.
McGovern, Roy
McIntosh, Frank
McIntosh, Warren
McLaughlin, James
Machain, James
Maders, Elmer Joe
Majors, Peggy
Manning, Ennis & Mrs.
Manstein, William
Mathis Jr., Edward D.
Melkenhaus, Mrs. C.
Melton, Edgar
Menzel, Paul
Mercer, Jean
Mezepps, Michael
Minnifield, John
Mlx, Joe
Moore, Harvey Z.
Moran, Ed (Wol-cott's Minstrel)
Moran, Bernard H.
Morgan, Lewis
Muir, James
Mullins Jr., Broten H.
Mullis, Neil Reed
Mulvaney, Bob
Murphy, R. J. (Chicago)
Muscatello, Larry
Napier, Lee
Naramore, Chuck & Dolly
Nash, Ben
Nash, George
Nash, Morgan
Newman, Norman E.
Nichols, W. A.
Nobles Jr., William
Nonweiler, William T.
Nowman, John
O'Neil, Henry
O'Neil, Swede
Padyluka, John
Pasteur, Louis
Paterson, Rodney
Paterson, Pat & Ginger
Parrigan, James Stewart
Patton, Pat
Pelon, Vernon
Poik, Doug
Poole, Bill & Belva
Poole, Kenneth
Poplin, Charlie & Jewell
Porter, William
Proscott, Gordon
Preston, Sam
Price, Bob M.
Price, Helen E.
Powell, Donald
Puckett, George
Quicksall, Frank
Rallier, Rocky
Raley, Charlie Tex
Reed, Jonny (Atilla)
Reeves, Tommy
Reichert, Frank
Reid, Orval Buff
Richardson, Rayfield
Ristiek, James E.
Rochman, Albert
Rogers, Bernie
Romero, Linda
Royal, Dannie
Ruffin, Frank
Rush, Myron
Rush, Whitley
Ryan, Ralph
St. Dennis, James
Salyina, John
Sanders, Andrew
Schwartz, Leo E.
Scognomilo, Frank
Scott, Paul & Mrs.
Seiva, Wm.
Senna, Tom
Shaffer, Blity

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

Allen, Arthur
Clair, I.
Collahan, M. J.
Conen, Jack
Cooper, Anna
Forsyth, Russell
Hall, Eddie
Kyle, Charlie
Lofton, Bill
Markley, Guy
Maxwell, Charles
Mitchell, Babe
Omborsky, John
Osoiky, Frances
Smith, Jack
Smith, Ann Dana
Steel, John
Swayze, August

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Armitage, Shella
Averill, William
Lee, Carlfield
Baker, R. A. (Deaver)
Barr, Dan
Benson, Nicholas
Carlson, John
Debriso, D.
Duggan, Frank
Eise, Fred & Pearl
Hart, E. Glenn
Hart, H. Y.
Lancaster, L.
Len, J.
Lorenson, Bernard E.
Mor, Joy Ann
Onsgard, H. O.
Pardison, Roger
Pan-American Animal Exhibits
Seitzer, Mrs.
Teeman, Bill
Witman, Silver Doll


MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Allen, H. S.
Alton, Mrs. Margaretta
Allen, Roy
Bell, William G.
Bible, Roy
Bie, Frank Tom
Boilenbaker, Luke
Brown, Bill
Carpenter, K. L.
Carpenter, (Chuck)
Carpenter, Walter
Cassandra
Coleman, Bill
Collins, Mrs. Fern
Cooper, Russell
Crowe, W. J.
Culpeper, Milton
DeMarsh, Johnny
Denind, Luther
Dias, Mr. & Mrs. Ted
Durbin, H. E.
Finley, Evelyn
Finley, Harry
Forbes, Donald W.
Fritts, W. R.
Furci, Lucretia G.
Gaits, Jack
Garland, Kathryn
Green, Gilbert
Grubb, Marlon E.
Haddix, Irene
Hall, Ed L.
Harris, Raymond
Harrison, T. E.
Hart, Fred
Heffner, David V.
Heiser, Paul E.
Horowitz, Harold G.
Hutchon, Larry
Hollenbeck, H. C.
Impeduglia, Vito
Johann, Peter
Jones, Bobby
Jones, William
Jurden, Donald
Lambert, Pete or Don
Lako, Lana
Lamon, Harry
Ledbetter, Albert
Lee, Madline Rose
Little, Clarence
Littlefield, Mrs. Jack
McCartier, R. C.
McCluskey, Marvin
McHenry, Myron F.
Malbin, Edward
Marks, Michael
Marsh, Jesse B.
Mellor, Mrs. Little
Mellor, Robert F.
Moore, Wesley
Moran, Mrs. Evelyn
O'Neil, Donald
O'Neil, Patrick
Owens, Richard P.
Pagel, William
Pappert, Robert A.
Pierce, Mr. & Mrs. C. L.
Poole, Bill
Rafford, Leia Mae
Register, James
Richards, Henry Lee
Romero, Richey J.
Schaperkotter, Gustard
Scharding, Jack
Scott, Miss Toni
Elsine
Sears, Janice
Statrunk, John
Smith, Henry
Norman
Stages, Jimmie
Stages, Loyal
Starnes, L. M.
Sturmak, Arthur
Swicegood, Odell
Taylor, Mr. & Mrs. Kenneth
Vogt, Bob & Judy
Weckley, H. B.
West, Margie
Widaman, Ed

Exposition Group Gets Conn. Charter

HARTFORD, Conn. — Expo-sition Sales and Management, Incorporated, Greenwich, has filed a certificate of incorporation with the secretary of state's office at the State Capitol, listing authorized capital, 5,000 shares common stock; beginning business, \$1,000; incorporators, Helen T. Murphy, Stamford; Helen T. Clark, Old Greenwich, and Catherine M. Neaf-sey, Riverside, all in Connecticut.

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



1. Type or print your copy in this space:

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

<input type="checkbox"/> Acts, Songs, Gags	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Advertising Specialties	<input type="checkbox"/> Mobile Homes, Accessories
<input type="checkbox"/> Agencies, Distributors Items	<input type="checkbox"/> M. P. Films—Accessories
<input type="checkbox"/> Animals, Birds, Snakes	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Calliopes and Band Organs	<input type="checkbox"/> Personals
<input type="checkbox"/> Collectors Items	<input type="checkbox"/> Photo Supplies & Developing
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Ponies
<input type="checkbox"/> Food & Drink Concession Supplies	<input type="checkbox"/> Printing
<input type="checkbox"/> Formulas and Plans	<input type="checkbox"/> Rigging and Props
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Talent Wanted
<input type="checkbox"/> Instructions and Schools	<input type="checkbox"/> Tattooing Supplies
<input type="checkbox"/> Locations Wanted	<input type="checkbox"/> Trucks, Trailers, Accessories
<input type="checkbox"/> Magical Supplies	<input type="checkbox"/> Wanted to Book
	<input type="checkbox"/> Wanted to Buy

Music, Records, Accessories

<input type="checkbox"/> Business for Sale	<input type="checkbox"/> Used Dealer-Distributor Equipment
<input type="checkbox"/> Record Pressing	<input type="checkbox"/> Used Records
<input type="checkbox"/> Situations Wanted	<input type="checkbox"/> Used Record Pressing Equipment
<input type="checkbox"/> Sound Equipment—Components	

Coin Machine Headings

<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Routes for Sale
<input type="checkbox"/> Opportunities	<input type="checkbox"/> Wanted to Buy
<input type="checkbox"/> Parts, Supplies	<input type="checkbox"/> Used Equipment
<input type="checkbox"/> Positions Wanted	

Talent Availabilities Headings

<input type="checkbox"/> Agents and Managers	<input type="checkbox"/> M. P. Operators
<input type="checkbox"/> Bands and Orchestras	<input type="checkbox"/> Musicians
<input type="checkbox"/> Dramatic Artists	<input type="checkbox"/> Outdoor Acts and Attractions
<input type="checkbox"/> Hypnotists	<input type="checkbox"/> Vaudeville Artists
<input type="checkbox"/> Miscellaneous	<input type="checkbox"/> Vocalists

3. Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—20c a word Minimum \$4

DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)

TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please insert the above ad in _____ issue

NAME _____

ADDRESS _____ I enclose remittance of \$ _____

CITY _____ STATE _____

NAMA Expects 400 For Midwest Meeting

CHICAGO — The National Automatic Vending Association's Midwest sectional meeting to be held at Chicago's Sheraton Hotel, April 3-4, was to feature an evening of clinics and a full day of panel discussions and talks on current vending problems.

About 400 vending specialists from seven Midwestern States were expected to attend, according to Walter W. Reed, NAMA's director of public relations.

Two-Day Meet

The two-day business program was to wind up Saturday (4) evening with a cocktail reception hosted by Apco, Inc., and Continental Vending Machine Corporation.

Meeting was scheduled to start Friday (3) evening at 7:30 with a trio of clinics for cigarette opera-

tors, one for labor relations, legislation and local problems, and one on shop repair and maintenance.

Saturday's session was to start with an 8:30 coffee and roll hour. A color film, "Mr. Finley's Feelings," was to start the business day at 9:15 a.m. Program for the day follows:

Morning Session

"Sanitation—Recommended procedures for location cleaning of hot and cold beverage machines," D. E. Hartley.

"An Objective Look at Vending," presented by Tom Donahue, first vice-president, NAMA, and a National Vendors, Inc., official.

"The Coffee Question," a panel discussion dealing with provocative coffee problems.

"Legislation—A Tidal Wave," by H. M. Beitel, NAMA legal counsel. "Are Your Route Servicemen Turnover Costs Eating Up Profits?" by C. S. Darling, NAMA executive secretary.

Luncheon

Luncheon at 12:30 with a guest speaker to be announced later.

Afternoon session to start at 2. "What's So Good About the McClellan Hearings?" by Walter W. Reed, NAMA director of public relations.

"Do You Really Sell?" by Jack Hopson.

"How to Sell to Vending Locations," a panel discussion.

"Where Do We Go From Here?" a panel discussion.

"Equipment—Lease Or Buy?" a panel discussion.

"Commissions," a panel discussion.

Meeting was to adjourn at 4:55 with the cocktail party by Apco and Continental Vending Machine Corporation to start at 5.

N. Y. Cig Operators Convert Equipment for Tax Boost

City Ops Vend Regulars for 30 Cents With Filters and Kings Going for 35 Cents

By AA"ON STERNFIELD

NEW YORK — The 35-cent vend, used primarily for filter brands on better-class locations, will soon be the rule rather than the exception here. Wednesday (1), the New York State tax increase of two cents a pack went into effect. And with it went the price structure which vending machine operators had been following generally.

Also, New York City will probably increase its local tax from one cent a pack to two cents a pack on May 1.

Current vending prices are gen-

erally 28 cents for regulars and 30 cents for filters and kings. Only a few machines still have a straight 25-cent vend for regulars. With the new taxes, the 25-cent vend will be a thing of the past.

Price Structure

Some locations now charge 30 cents across the board, while others get 28 cents for regulars and kings, with filters going for 30 cents. Some better bars and restaurants get 35 cents for filters and 30 cents for regulars and kings.

During the last two weeks, many New York City operators anticipated the tax increase by ceasing

to penny packs and vending for 30 cents across the board.

They are also anticipating the increase in the city tax in their conversion program. Most operators feel that it would be foolish to convert their equipment on the basis of the increased State tax, only to convert a second time when the city tax goes up.

Profit Margins

So they are converting to vend both filters and kings for 35 cents and regulars for 30 cents. According to Mike Bruck of the Long Island Tobacco Company, the operators will gain two cents in profit on filters and kings, while losing one cent on regulars.

He explained that with a three-cent tax increase (two for the State and one for the city), the vending price on filters and kings goes up five cents, thereby increasing the profit margin two cents.

But on regulars, the price goes up only two cents, while the tax increase is three cents, thereby cutting into profits by one cent. Bruck figures the two figures will cancel themselves out, with the operators coming out with about the same profit margin as they did previously.

Sales to Dip

However, Bruck expects that vending machine sales will drop at the outset in face of higher prices. Consumers stocked up on cigarettes before the tax went into effect, buying from one to five cartons in an attempt to beat the increased levy.

Outside of New York City, operators will probably get a straight 30-cent vend for regulars, and dispense filters and kings for 33 cents. As these operators will not be paying the two-cent city tax, their profit margins on regulars will be two cents higher than margins of

(Continued on page 118)

Penny King Buys Atlas, Vender Mfr.

Les Hardman Says No Personnel Change; Penny King to Handle Vender & Charm Sales

CHICAGO — The Penny King Company, Pittsburgh charm manufacturer, last week bought the Atlas Manufacturing & Sales Company, Cleveland, maker of the Atlas Master 1-cent and 5-cent combination venders.

Announcement came from Les Hardman, Penny King head. Hardman said the Atlas factory would remain in Cleveland and there would be no change in personnel.

However, W. A. Jenkins, former president of Atlas, is no longer to be connected with the firm.

Sales

Penny King will continue to handle all sales from its Pittsburgh offices, with Margaret Kelly, general manager of Penny King, directing all sales.

Frank Olsak, production manager of Atlas for the past 10 years, will continue.

Hardman, who bought all stock of Atlas, said the firm would show a new improved capsule machine at the forthcoming National Vendors' Association convention at Chicago's Congress Hotel April 16-19.

Good Buy

Commenting on the purchase, Hardman said he bought Atlas "because it was a good investment and with Penny King in charge, it should grow."

Hardman added there were a number of new ideas in the works that included a new globe loading from the top instead of the bottom.

Eppy Shows 8 New Rings

NEW YORK — A series of eight new metalized rings, to be used with marbles, in capsules and individually as charms, are being introduced by Samuel Eppy & Company.

Rings are gold vacuum-plated, each featuring a differently designed head.

The rings are priced \$8 per thousand in lots of 5,000. In 1,000 to 4,000 lots the price is \$10 per thousand.

Crawling Snake, Monogram Charms Introd by Eppy

NEW YORK — Two new charm items, a snake that crawls and gold vacuum-plated monogram charm letters, were introduced recently by Samuel Eppy & Company.

Both charm items come with free labels. Both items sell for \$6 per thousand in lots of 10,000 and up; \$6.75 per 1,000 in lots of 5,000 to 9,000, and \$7.50 per thousand in lots of 1,000 to 4,000.

U. S. Charges Minn. Firm With Blue Sky

MINNEAPOLIS — A father and his two sons who operated a chain of vending machine companies and 11 of their salesmen went on trial in Federal District Court here on charges involving an alleged \$250,000 mail fraud. Judge Gunnar H. Nordbye is hearing the case.

Defendants, named as owners of the companies and promoters of the alleged fraud, are Edward A. Zaun Sr., 55, and his sons, Edward Jr. and Gil R., of Minneapolis. The Zauns operated Atlas Enterprises, DAV Distributing Company, G & E Placement Company, National Sales & Supply Company and Superior Placement Service Company, alleged fronts for the operations.

Harvey E. Matterson, sales manager for the companies, and Ludwig Pavlo, a salesman, have pleaded guilty to two of the 17 counts in the indictment. They are awaiting sentence and are expected to be government witnesses against the other defendants. The government has subpoenaed 55 other witnesses, victims of the alleged fraud.

They were brought from towns in Minnesota, Iowa, Wisconsin, North Dakota, South Dakota, Nebraska, Illinois, California, Ohio, Indiana, Utah, Washington, Louisiana, North Carolina, Texas, Arkansas, Michigan, Wyoming, Kansas and New Jersey.

The first day of the trial Hyam Segell, assistant federal prosecutor, called several post office employees from Minneapolis, St. Louis Park, Minn., Superior, Wis., and Sioux City, Ia., where some defendants rented post office boxes in 1956 and 1957.

Other witnesses were employees of Minneapolis printing firms which sold stationery supplies to Zaun's companies. Purpose of the testimony, Segell said, was to show that Zaun and the others made elaborate preparation to establish "fronts" for their activities two years ago.

On Bond

Since their indictment last September, the Zauns have been at liberty under \$15,000 bond each; Matterson, \$10,000, and the other defendants, \$5,000.

Salesman co-defendants are Gordon Bjurback, James Knudson, Gene Letts, Henry A. Meyer, Henry Stelzer, Roger Thompson, Hollis B. Willeford Jr., Milton Brown and Edward E. Henderson, all of Minneapolis; Peter V. Christian, Rogers, Minn., and Robert Walker, Elk River, Minn.

Hyman Segell, assistant federal district attorney, said evidence would show that the Zauns, thru the firms they operated, advertised in daily and weekly newspapers and other media in small towns in the Upper Midwest and other States.

Inducements

Small business places and others were invited to buy vending machines at 10-lot prices of \$2,200 to \$2,400 on inducements that routes would be provided and that profits up to \$30,000 a year could be had.

Salesmen for the Zauns, Segell said, were making up to \$700 weekly. In some instances, Segell pointed out, machines broke down within a week and in other cases

(Continued on page 118)

New Display Idea Boosts Capsule Sales

PHOENIX, Ariz. — A point-of-sale display card, emphasizing various uses for capsules as well as their contents, has brought excellent results for E. H. Van Patten, bulk operator here.

Patten's point-of-sale display cards point out the capsules are useful as salt and pepper shakers, pill and other small item containers, and for a variety of other uses. He has his signs largely next to machines in many of the larger supermarkets thruout Phoenix. He feels he gets the youngsters with the capsule contents, and sparks adult appeal by pointing out uses for the capsules themselves.

So far, Patten claims the signs have boosted sales in just about every spot they've been tried.

Du Grenier Shows Complete Line at NATD Convention

CHICAGO — The Arthur H. DuGrenier Company is displaying its full line of vending equipment at the annual convention of the National Association of Tobacco Distributors which is in progress at the Conrad Hilton Hotel here.

Equipment includes the 20 and 14-column Smokemasters and the 10-column Spacemaster cigarette machines, as well as candy, pastry and cigar units.

Heading the company's delegation at the show are Frank C. DuGrenier, president, and Richard E. Gibbs, sales manager. Other representatives include Frank G. DuGrenier Jr., plant manager; Leo

(Continued on page 118)

NAMA Skeds Panel Meets

CHICAGO — Panel meetings for vending operators, sponsored by the National Automatic Merchandising Association in seven major cities, began last week.

The discussions, arranged to promote better operating procedures, will be held at Hotel Leamington, Minneapolis, April 2; Hotel Sheraton, Chicago, April 3-4; Hotel Statler, Cleveland, April 17-18; Hotel Statler, Hartford, Conn., May 1-2; Sheraton-Syracuse Inn, Syracuse, May 5; and the Shoreham Hotel, Washington, May 22-23. A panel meet at the Hotel Dinkler-Tutwiler,

(Continued on page 120)

Cig Ops Attend NATD Confab

CHICAGO — Cigarette operators from all sections of the nation are gathered here for the five-day annual convention of the National Association of Tobacco Distributors which opened at the Conrad Hilton Hotel Sunday (5).

Most of the leading vending machine manufacturers will exhibit at the show, and the Wednesday (8) business session will be devoted largely to vending.

Adopt Health Code in Ohio

CHICAGO — A uniform health code for venders will be adopted by the Ohio State Health Department. However, the code is expected to exclude confection venders and certain types of bottled and soft drink machines.

It is not yet known what effect, if any, the code will have on bulk machines.

The Ohio State Health Department will be acting under the State's food service laws.

Purpose of the code is to set uniform standards thruout the State, rather than leave enforcement to local officials as is now the case.

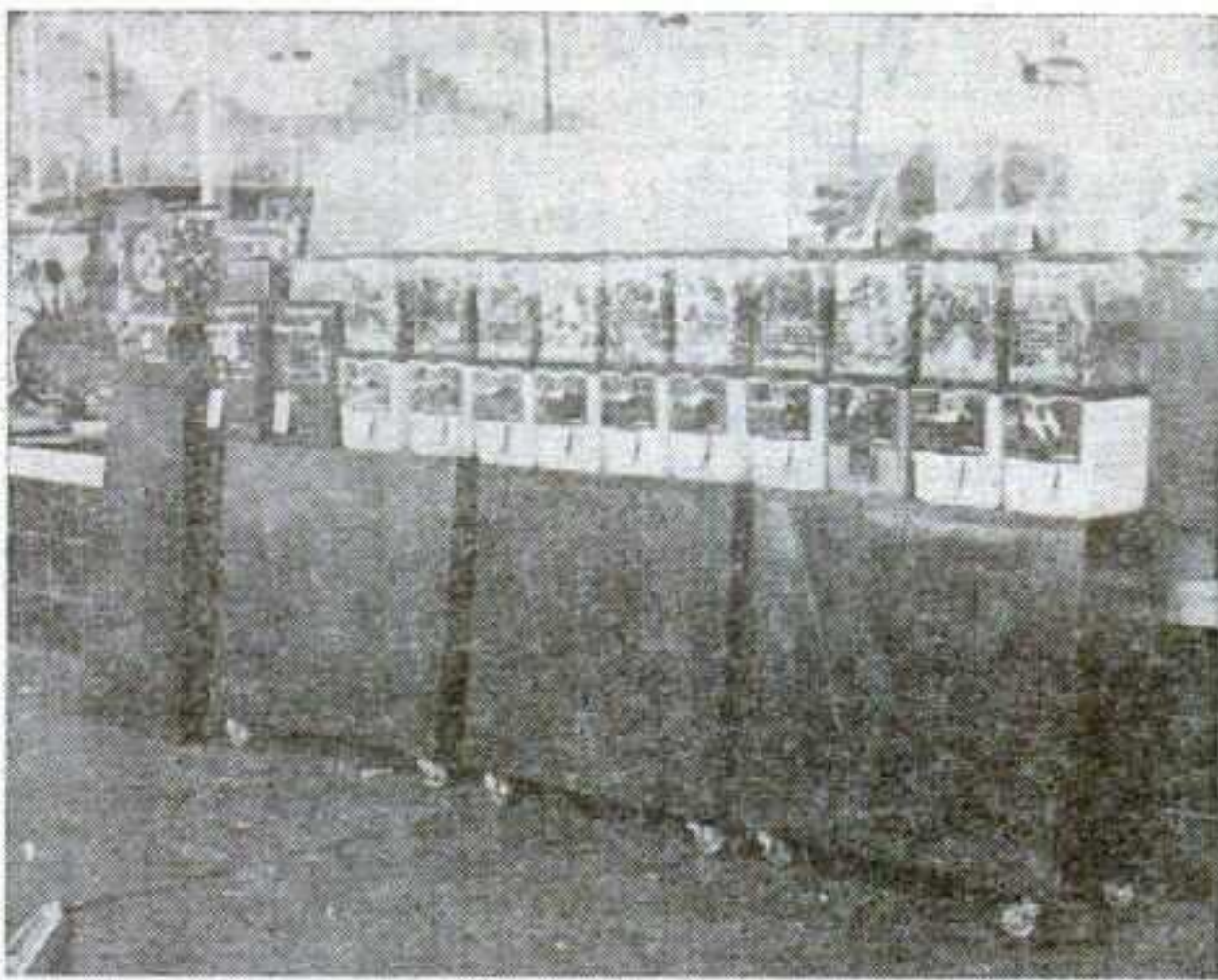
**VACUUM PLATED
MAGIC
LETTERS**
\$6.25 per M
Free Labels
at your distributor or . . .
Write, wire, phone

Guggenheim
33 UNION SQUARE
N.Y. C. 3, N.Y. • AL. 5-8393

Du Grenier
• Continued from page 117

Mellanson, field service department, and the following regional sales managers: Robert Kline, Julius Levy, James Martin, Arthur DuGrenier, Richard Parina, Coe Stone, Charles Suessens, Dan Thomas, W. G. McDonald, Jake Friedman, Sam Taran, Gene Lane, Jean Coutu and Knowles Bailey.

Also on hand will be J. W. Bailey, Lowell Grundmeier, Harry Wyner, Max Mallamad, Irv Linderholm, Ed Ponder and Dave Markowitz.



**OP STRINGS 13 MACHINES
IN MULTIPLE SUPER STOP**

PHOENIX, Ariz.—Typical of increasingly popular multiple stand installations is one put out in front of a large Phoenix supermarket by Jimmie Wilson, local bulk distributor and operator.

Wilson actually has a supermarket within a supermarket. His installation consists of 13 machines—three stands of four each and a single machine and stand.

He's found that youngsters are attracted by the sheer number and size of the display and immediately start clamoring for pennies and nickels with indulgent parents usually complying.

Fill Sacks

He says: "There even have been instances where shoppers have asked the store for empty paper sacks, and have proceeded to fill them up from the row of vending machines."

The machines vend a variety of nickel and penny ball gum with and without charms, confections, capsules and other mix.

The bases, all mounted on casters, are bright blue, to contrast with the store front.

WE HAVE
**oak's
"400"**

DALE DISTRIBUTING (B. C.), LTD.
1168 Seymour Street
Vancouver 2, B. C.
MUFual 3-8015

WE HAVE
**oak's
"LI'L LEAGUER"**

T. T. VENDING SALES CO.
2065 Milwaukee Avenue
Chicago 47, Illinois

WE HAVE
**oak's
"ACORN"**

H. B. HUTCHINSON CO.
1784 North Decatur Rd., N. E.
Atlanta 7, Georgia
DRake 7-4300

**DON'T BUY
VENDING MACHINES**

until you see **oak's**
revolutionary new
machine at the show!

OAK MANUFACTURING CO. INC.,
11411 Knightsbridge Ave., Culver City, Calif.

U. S. Charges

• Continued from page 117

machines were not delivered. Most of the sales involved in the cases occurred in 1956.

Conviction for mail fraud carried a maximum penalty of five years imprisonment and a \$10,000 fine on each count.

A widowed mother of two children was the government's chief witness. Mrs. Evola Chown of Van Nuys, Calif., testified that she paid the DAV Distributing Company one of Zaun's firms, \$1,200 in May, 1957, for five of the machines.

A condition of the purchase, she testified, was a promise by the company to provide locations for the machines within 10 miles of her home. She said the company furnished a list of places, some in towns up to 50 miles from her home and some in California towns she never heard of.

When she tried to get her money back, as provided in the contract, she testified, her letters went unanswered. She said she never set up the machines, and they are still in storage in the garage of a friend.

N. Y. Cig Ops

• Continued from page 117

city operators, with their profits on filters and kings the same.

Conversion will be a major problem. An estimated 40,000 machines in the State are not able to vend at 30 and 35 cents without conversion, with conversion costs ranging from \$7 to \$20 a machine, depending on the equipment.

As the most expensive conversion jobs will be on the oldest equipment, it is expected that many antiquated machines will be scrapped, and operators will attempt to up-grade their equipment. Those machines bought during the last five years generally pose no problems—most of them can vend at multiple prices, with adjustments made on location in a matter of minutes.

She named Ludwig Pavlo of suburban Bloomington, a DAV salesman who pleaded guilty to fraud, as the agent with whom she dealt.

Another witness, Mrs. Paul Collman of Norwalk, O., testified that she paid Atlas Enterprises, another of the Zaun firms, \$2,000 for 10 machines which were never delivered. She testified that she dealt with Gordon Bjurback of Minneapolis, salesman for Atlas.

The government has more than a score of witnesses remaining to testify.

**VICTOR'S
Sextette**

A terrific money-maker in those
Supers and Chain stores.
The New Modern Key to Successful
Bulk Vending.

**IMMEDIATE DELIVERY!
THE 4-UNIT
BI-LEVEL STAND**

VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.

**Great Time-Saving
COIN WEIGHING
SCALE**

1c or 1c and
5c Combination
CAPACITY
\$10.00 in Pennies!
\$30.00 in Nickels!
SPRINGS ARE PRE-
CISION CALI-
BRATED. HEAVY
SHEET METAL
BASE. TIN
SCOOP. DIAL
IS GLASS
COVERED
WHICH PRO-
TECTS POINT-
ER WHEN IN USE.
Skilled handwork-
manship is employed
in building this scale
to assure reliability
and accuracy. There
is sturdiness of con-
struction more dur-
able than is gener-
ally found in scales.
Finish is black
crinkle. Carrying case is made of
strong black fibre to meet the hard
and constant use that it is sub-
jected to.

\$19.00
Scale and
Carrying Case

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
Distributors, Write for Prices.
J. SCHOENBACH
Distributors of Advance Vending
Machines
715 Lincoln Place, Brooklyn 16, N. Y.
PResident 2-2900

**VICTOR'S
TOPPER
DELUXE
HALF-CABINET
STYLE**

Topper Deluxe,
the perfect com-
bination of steel
and lucite. Fin-
ished in bril-
liant colors and
trimmed with
glistening
chrome. Capacity
7 to 8 lbs. of
ball gum. All
models packed
and sold 4 to the
case.

\$15.00 EA. WRITE FOR
QUANTITY PRICES.
Minimum Packing: 4 to the Case.
All TOPPERS Have
Refill Assembly Feature.

Write for Lowest Prices
on our complete line of
• CHARMS • BALL GUM
• CAPSULES • MACHINES

Order Now From Victor's South-
eastern Distributor.
H. B. HUTCHINSON, JR.
1784 N. Decatur Road, N.E.
Atlanta 7, Ga.
Phone: DRake 7-4300

**INSIST
ON
STAR
BRITE BALL
GUM**

Save Money!

**BE SURE
TO
ATTEND
N.V.A.
CONVENTION**

Chicago, April 16-17-18-19

★
See Us There
Room 529
PICK-CONGRESS HOTEL
—W. Morley Cramer, Jr.
—Carmen D'Angelo
—Dick Rollins

GRAMER GUM CO. INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. Model #33 1¢ Porc. Converted for 100 ct. B.G.	6.50
Silver King 1¢ B.G. or Mdse.	8.50
AST Guns	20.00
Mills 1¢ Tab Gum	12.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red.	.73
Pistachio Nuts, Jumbo Queen, White	.68
Pistachio Nuts, Large Tulip	.54
Pistachio Nuts, Vendor's Mix	.42
Pistachio Nuts, Sheik	.46
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.59
Hershey's	.47

Rain-Blo Gum, 60 ct.	.30
Mell-ette, 100 ct., per 100	.32
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32

Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN

SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LONGacre 4-6467

PROFILE OF THE WEEK

Long-Time Friendship Starts Top Bulk Route

By SAM ABBOTT

A LONG-TIME friendship has become a partnership now that Al Croutch has joined Leo Weiner in the operation of West Coast Enterprises in Los Angeles. They first met some years ago because of a family relationship—they have a brother-in-law in common. Then they began playing cards on a fairly regular schedule. As they became better acquainted and Weiner knew that Croutch wanted to go into business, a deal



AL CROUTCH

was made for Croutch to join the firm. He came in last February.

The partnership will enable West Coast Enterprises, one of the largest bulk operations in the city, to expand. It is planned that both of the partners will now be able to have more time to enjoy life, yet devote the proper effort and hours to business.

Good Teacher

Altho Croutch, a soft-spoken man of 32, was not familiar with bulk vending until he joined Weiner, he has found his partner a sympathetic and able teacher. Weiner has done much to increase Croutch's interest in the field.

"Just think," says Weiner, "here we are sitting having lunch and our machines are working for us. We are making sales without even being there. There's nothing better than vending."

Croutch goes along with this

thinking. Yet he is amazed at the intricacies of the industry.

"The number of records that are kept amazes me," Croutch explains. "There is bookkeeping on every machine, gross revenue and cost sheets. For a business that handles pennies and nickels, this is surprising."

"Then there are the taxes assessed by the different municipalities. What strikes me as peculiar is that one stand with four bulk units on it will be assessed as four machines. Yet nearby is a candy machine with eight or 10 columns for which the operator is paying one machine tax. I cannot understand this."

Croutch admits that handling pennies is new to him. After graduating from the University of Southern California in accounting in 1949, he did this type of work for a year. Then he moved into the used car field where pennies do not count very much. "We used to deal in dollars, hundreds of dollars," he explains. "Now every penny is counted."

COIN CHANGERS DATE VENDING

CHICAGO—Today's modern coin changing machines, commonly associated with many busy coin machine locations, actually were around long before the first juke box, amusement game or vending machine heard the tinkle of its first coin.

As a matter of fact, in Britain there are still samples of early gold-changing machines which date back to the turn of the century, and are considered by many as the earliest type of vending machine.

During a recent vending convention held in London, three gold-changing machines were displayed, each of which had been used to provide change for sovereign and half-sovereign pieces. These were earlier British gold coins worth respective one pound and 10 shillings sterling.

Croutch was born in Chicago and came to California with his parents when his father retired in 1941. He completed his high school education at Fairfax High and then went to college. From 1943 to 1946, during World War II, he served in the Merchant Marine in the South Pacific.

Croutch married a California girl in 1949 and they have a son, seven years old, and a daughter, six months old. He likes swimming and golf, but practically gave them up when he was putting in long hours selling automobiles.

When he yearns for the diving board or the golf club now he will not be able to blame it on vending, but maybe the partnership will work out in practice as well as theory!

When answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!



STANDARD SPECIALTY

Now offering
Northwestern TAB

VENDING EQUIPMENT

You'll hit the jackpot with this selective tab vender. Our specialty is helping more operators make more money.

STANDARD SPECIALTY CO.
1028 44th Ave. Oakland, Calif.



MIRROR SIGNAL RINGS

GOLD VACUUM PLATED

Big, honest-to-goodness mirror.
5 M or more, \$12.50 per M

- GIRLS—fine for primping
- BOYS—flashing signals
- KIDS—flashing in teacher's eye

Send 35¢ for SAMPLE KIT OF CHARMS

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



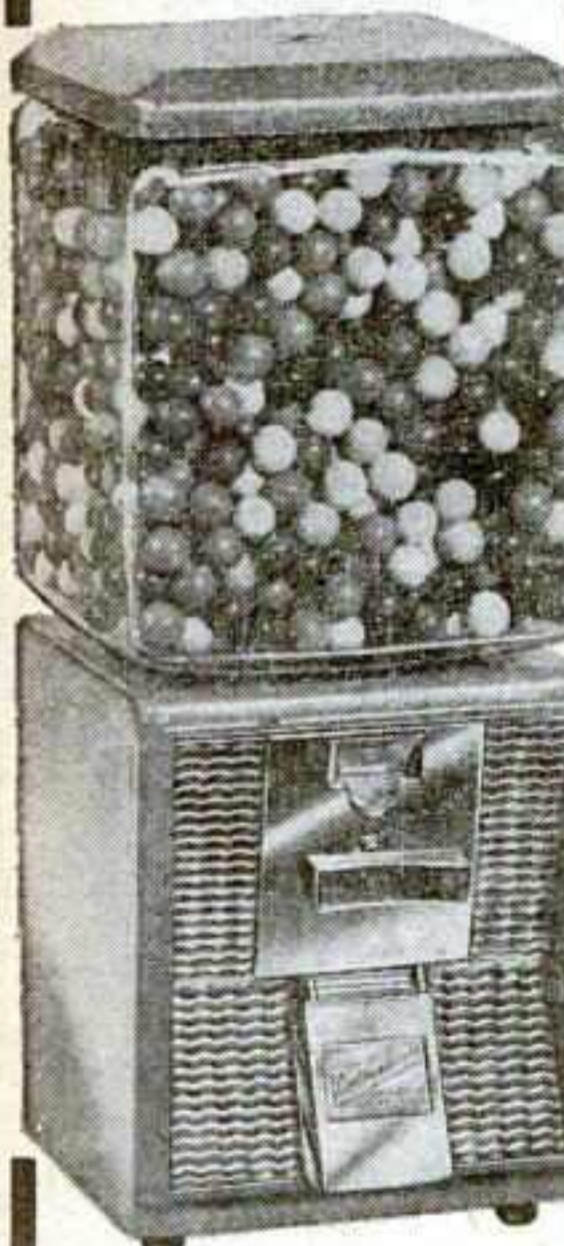
The PENNY KING Company

2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
"HEADQUARTERS FOR ATLAS MASTER PENNY-NICKEL MACHINES"

Ask about Our ATLAS Finance Plan



IMMEDIATE DELIVERY ON THE NEW Northwestern GOLDEN 59



Wire, Write or Phone Your Distributor Or

THE **NORTHWESTERN CORPORATION**
2491 Armstrong St., Morris, Illinois

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week



NOW!
2 PRINT SIZE
AUTO-PHOTO
STUDIOS

See us at the MOA Show Morrison Hotel Chicago, April 6-7-8

GREATER ATTRACTION

ADDED PROFITS

\$30 PER HOUR

Don't YOU miss out on the ever growing demand for miniature photos:

- Miniature size 1 1/2" x 2"—4 to strip
- Wallet size 2" x 2 1/2"—3 to strip

Operator and location-owner EARNs MORE with Model 12 and 14 Auto-Photo Studios than with any other automatic photographic equipment.

THE NEW MODEL 14 will photograph and deliver a strip of four photos, each a different pose, every thirty seconds.

THE NEW MODEL 12 will photograph and deliver a strip of three large photos, each a different pose, every thirty seconds.

Sharp, clear photos build good-will and repeat sales.

AUTO-PHOTO STUDIOS on location are proving earnings as much as \$30 PER HOUR (25¢ sale).

Write for literature and name of nearest distributor today

AUTO-PHOTO CO., INC.

1100 E. 33rd Street, Los Angeles 11, Calif.

PHOTOME, Ltd. / 12 Portman Mews, South London W1, England FOTOFIX, G.m.b.H. / 65 Yarkstrasse Krefeld, West Germany

"THE BEST INVESTMENT IN THE COIN MACHINE FIELD"

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- ROWE CRUSADER CIGARETTE, 10-col., all 30c comb. \$ 90.00
- STONER PENNY GUM MACHINES, reconditioned 22.50
- STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model 115.00
- STONER 8-COLUMN CANDY, postwar, 5-10-20 175.00
- NATIONAL CANDY, 9-column 90.00
- NATIONAL 9-M CIGARETTE, all 30c 100.00
- EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c. . 100.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
Triangle 5-1857

CONVENTION TIME IS A HAPPY TIME.

we like it—

We like the excitement of PEOPLE, FRIENDS, COMPETITORS, A BIG HAPPY FAMILY of Companionship.

We like the Buzz, the Noise, the goings and comings, the talk, the meals, the late hours, the parties — the whole crazy pattern of crowding in months into a few days.

We like the BUSINESS—the showing of our NEW CHARMS, GIMMICKS & RINGS.

We like SPRING, the OPENING of the 1959 SEASON—and most of all we like the CONVENTION.

SEE YOU SOON. SEE US, TOO. IN ROOM 525
SAM, GEORGE & SID EPPY

WEIGHT **1c** WEIGHT **5c**
AND HOROSCOPE

No cards, capsules or tickets to buy.

FULLY AUTOMATIC

All you do is collect the money

Guaranteed for 5 years

\$20 deposit puts it to work for you

Order or write for details.

AMERICAN SCALE MFG. CO.

Dept. B, 3208 Grace St. N.W. Washington 7, D.C.

Send more details Send scale

\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



NAMA Skeds

Continued from page 117

Birmingham, was held last week (20-21).

Leading the panel discussions are Thomas B. Donahue, vice-president of National Vendors, Inc., St. Louis, and first vice-president of N.A.M.A.; Mrs. Sidney Kronenberg, the Alamat Company; Herschel Price, Al Price Vending Company, St. Louis; and Cecil Huxford, Koffee Kup, Inc., Atlanta. Donahue will speak on "An Objective Look at Vending," while the other speakers will appear on panels dealing with "The Coffee Question," "How to Sell Locations," and "Commissions."

Program items, in addition to the speakers' topics will include sanitation procedures, legislative problems, selection and training of routemen, selling vending locations, and the question of leasing vs. buying of vending machines.

A number of area meetings are also scheduled in addition to the meets in major cities, designed to bring N.A.M.A. programs to towns where a smaller number of vending operators would attend.

Admission to the meetings is free for N.A.M.A. members and a \$5 fee is charged for non-member operators and bottlers.

Carl Millman, regional activities chairman of N.A.M.A., has also set tentative meetings in May-June for Denver, Seattle, Florida, North Carolina, Tulsa, California and Texas.

Glass Containers

Production of machine-made glass containers in the U. S. last year totaled 144.5 million gross, 2 per cent below the 1957 output. However, production of returnable beverage containers jumped 156 thousand gross during the period to a 1958 total production of 8,608 thousand gross. Production of nonreturnable beverage containers also jumped. Total production for 1958 was 1,334 thousand gross, up some 60 thousand gross from 1957.

BIG SAVINGS

Buy Star Mixed Capsules

- Star Mix #1 \$20.00 per M
- Star Mix #2 18.00 per M
- Star Mix #3 15.00 per M

Salt & Pepper Shaker Capsule One Dollar less per M

Write for quantity price on merchandise.

New and used Acorn machines. All prices F.O.B. Houston.

STAR VENDING SUPPLY CO.
6327 Calhoun Rd.
Houston, Texas

GIVE TO DAMON RUNYON CANCER FUND

Orange Concentrate

Output of frozen orange concentrate in Florida during February surpassed that of a year earlier, and by March 1 the pack was about 9 per cent above the year-earlier level, according to Agriculture Department.

Spring Time=Fishing

WIGGLE WORMS



Actually Crawls \$8.00 per M

Stop Fishing Around THIS IS IT—1 LB.-7 LB. FISH \$7.50 per M

Brilliantly vacuum plated, estd. colors, stands on end, excellent for capsule, stickers available. 2 Excellent Spring Items

Paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

\$25 DOWN

Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



Invented and made only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1899. Telephone: Columbia 1-2772
Cable Address: WATLINGITE, Chicago



One reason why advertisers in THE BILLBOARD get all they pay for.

Vend... the Magazine of Automatic Merchandising

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year \$5 3 years at \$11 (Foreign rate, one year, \$10)

Name
Address
City Zone State
Occupation

FEATURES MONTHLY
Candy, Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

BULK VENDING OPERATORS ATTEND "VENDORAMA OF 1959"

PICK-CONGRESS HOTEL
CHICAGO, ILLINOIS

APRIL 16, 17, 18 and 19

NEW ITEMS — NEW EXHIBITS
STIMULATING BUSINESS FORUMS
BRILLIANT SPEAKERS
DELIGHTFUL SOCIAL EVENTS

ACT NOW!
BRING THE WIFE AND FAMILY
Send your reservation in today to
NATIONAL VENDORS ASSOCIATION
134 N. LA SALLE ST.
CHICAGO, ILL.

IMPORTANT MEMO TO MEMBERS OF THE NATIONAL VENDORS ASSOCIATION

AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY

Your Annual Convention is supported wholeheartedly by The Billboard... the only trade publication bringing you complete weekly editorial coverage of your industry.

The NVA Convention will be held in Chicago, April 16-17-18-19

THE BILLBOARD'S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 13!!!

ADVERTISING DEADLINE APRIL 8!!!

WHY WAIT? . . . PLAN NOW to have your products and services displayed in the magazine that reaches both your potential and old customers . . . THE BILLBOARD. Advertise in our special N.V.A. Convention issue as well as preceding issues! Tell the Operator "that the N.V.A. Convention of '59 promises to be the greatest and most important in its history."

Complete information and advertising rates can be obtained from The Billboard office nearest you. Place your reservation for advertising space today!

THE BILLBOARD PUBLISHING CO.

CHICAGO 1, ILL.
188 W. Randolph St.
CE 6-9818

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Dick Ford

HOLLYWOOD 28, CALIF.
1520 North Gower
Hollywood 9-5831
Sam Abbott

New York 36, N. Y.
1536 Broadway
PLaza 7-2800
Dick Wilson

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443
Frank Joerling

when answering ads . . .

Say You Saw It in The Billboard

AMUSEMENT MACHINES

APRIL 6, 1959

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

THE BILLBOARD

121

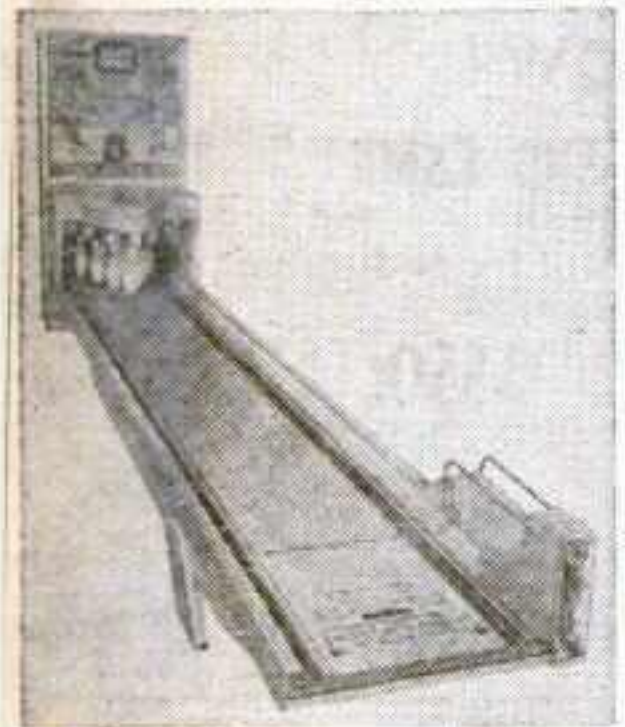
Bally Showing Dozen Pieces at MOA Show

CHICAGO—Bally Manufacturing Company is showing a new gun game, eight kiddie rides and several other new amusement machines at the Music Operators of America convention at the Morrison Hotel here this week (6-8).

United Bows Special Alley Game, Simplex

CHICAGO—Simplex, a specially designed ball bowling game for location at Arcades, beach spots and playlands, was shipped last week by United Manufacturing Company.

The big new alley is a single-player game designed to be set up



in battery arrangement, from 10 to 20 units to a line. It's available in 13, 16, 17 and 20-foot lengths.

Backglass is decorated with attractive three-dimensional figures. On the backglass is a special Magic Triangle panel which lights up with each ball bowled to indicate number and position of pins left standing.

The new game, according to Bill DeSelm, sales manager, is "priced right for quantity operation."

In the Courts

HARRISBURG, Pa. — The Pennsylvania State Superior Court has upheld a Fayette County ruling that multiple-coin pinballs are "illegal gambling devices." The decision may be appealed to the State Supreme Court.



LARRY LAMBKIN, Phoenix kiddie ride operator who doubles as a chef, gives a youngster a free ride while cleaning one of his machines.

Gunsmoke, the new target unit being shown to the trade for the first time is a pistol game designed for play at taverns and standard locations.

Heavy Hitter, the Bally 1959 model baseball game featuring a moving target light, and the firm's Lucky Alley ball bowler with a "lucky strikes" feature, will also be shown. Another pistol game designed for kiddie play, Spook-Gun, will be included.

Bally will show most of its kiddie ride line, including several models only recently bowed to the trade. Among the rides are the Champion Horse, Toonerville Trolley, Speed Queen Boat, Model T Auto, Western Express Stagecoach, Fire Chief Engine, the Pony Twins horse unit and a newly designed Merry-Go-Round piece first presented at the park show.

Ken Wilson Joins Capitol Sales Staff

NEW YORK — Ken Wilson, widely known in the coin-operated amusement machine and Arcade industry, has joined Capitol Projectors as a sales representative.

Wilson will handle Capitol's new line of Auto-Test machines, planning to leave for the first of his road trips immediately after the Music Operators of America Show this week.

Wilson has been on the International Mutoscope sales staff for 15 years, a sales manager for the Electric Boat Company when they made the early coin-operated bowling alleys, and was also sales manager for the Miniature Train Company. He had extensive experience in Arcade operations in Dallas, Little Rock, Chicago and Silver Beach, Mich.

Games Legislation

NASHVILLE—A bill proposing to increase the State privilege tax on amusement games to \$25 per machine failed to pass before the Legislature adjourned last week. No new bills affecting the game industry, passed this session. The Legislature does not convene again until January, 1961. Currently in counties with population under 20,000, the State tax is \$7.50; over 20,000, \$15.

Gottlieb Ships New Type Pin, Hi-Diver

CHICAGO — "We have more orders than for any game since Royal Flush." That's how Nate Gottlieb, D. Gottlieb & Company, sums up reception on the firm's latest eye-catching five-ball game, Hi-Diver.

The single-player pinball features an animated backglass depicting divers actually springing from a diving board into a swimming pool. One diver is dressed as a clown, another as an Esther Williams-type bathing beauty.

Object of the game is to move *(Continued on page 124)*

IF IT'S WELL RUN—

Part-Time Ride Route Can Still Be Profitable

PHOENIX, Ariz.—A couple of enterprising operators here are busy disproving the adage that conducting a profitable kiddie ride route is a full-time job, but they do admit that it keeps them mighty busy.

According to Larry Lambkin and Don Walker, who specialize in ride operations as a sideline, profits are in direct proportion to the amount of effort which goes into machine appearance, upkeep and mechanical maintenance.

Lambkin and Walker operate 21 machines in the Phoenix area, locating them for the most part in front of major supermarkets and variety stores. This is a creditable string, since the partners have been on the job for only one year and were entering a field which had been intensively explored in the Central Arizona area.

Kiddie rides are a part-time operation for both. Lambkin is a chef with a restaurant concession at one of Phoenix's leading night club-restaurants. Walker is in the construction business. Consequently, Lambkin, whose working day normally begins at 5 p.m., handles all of the servicing, much of the location selling and planning.

The 21 machines, which range from Motorcycles to Boats and from Race Cars to Merry-Go-Rounds, are kept sparkling clean—an operational habit of Lambkin and Walker since first entering the business. Every location is visited weekly, and every ride is thoroughly wiped down with detergent and cloth. If any damage to the exterior appearance begins to show—fading paint, scratches, rust, etc.—the machine is refinished. Sprays permit much refinishing on the spot, but in many instances the units are picked up and hauled by truck to Lambkin's headquarters for a complete sanding down and refinishing.

Lambkin feels that the surface hasn't yet been scratched where kiddie rides are concerned. He "learned what not to do" by ob-

Milwaukee

Chuck Miller, A. & M. Distributing Company, Racine, is busy plugging the new Badger label's first release. Disk featured singer Ken Davis on "Echo Rock" and "Shook Shake" and is being well received by juke box operators, according to Miller. Jack Barabash, Rock-Ola man from Chicago, stopped in at Badger Novelty Company headquarters last week.

Gottlieb Tells Pin Ops: 'Make It a Dime in '59'

CHICAGO — For many years five-ball pin operators have disputed the argument of nickel versus dime. Now D. Gottlieb & Company is throwing its weight into the argument, urging the industry-wide adoption of dime play.

Gottlieb has turned up some interesting arguments: The firm has found that while there may well be a drop-off in play for the first few weeks after dime conversion, play more than bounces back after that time.

Gottlieb argues that even the play would initially drop off 49 per cent—and this is unlikely—the operator will still come out ahead with dime play. But test locations show, says Gottlieb, that play just doesn't dip that much; that it holds

its own in the initial weeks, then gradually comes back to normal. In the meantime the operator is taking in twice the coin.

The firm has prepared several mailing pieces headed with the slogan, "Make It a Dime in '59," which will be mailed to operators with information received from distributors on dime play returns.

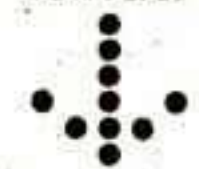
The new program is being kicked off with the shipment of the new Hi-Diver five-ball game, tabbed as a best seller on the Gottlieb production parade. Says Sales Manager Nate Gottlieb: "We feel that it will be to the advantage of operators who have not tried dime play to consider its known benefits and the possibility of its application to their routes."

Gottlieb reports now shipping more single dime and twin dime-three-for-quarter play machines than ever before in its history. Says the firm: "The public is accepting dime play now as a matter of course and the successful operators have definitely proven that a little effort and co-operation will produce the desired results. It is apparent that the inflation spiral will continue upwards so that dime play will eventually be a necessity and not a matter of choice. We sincerely feel it will be to your benefit to help make dime play the standard of the business."



Are You
PLANNING
AN ARCADE?
For the World's
Largest Selection
of Arcade Equipment

contact



MIKE MUNVES CORP.
577 10th Ave., New York BR. 9-6677

"WORLD FAMOUS EXPORTER"
—Inquiries Invited—

Wurlitzer 2000	\$550.00
Wurlitzer 1650	225.00
Seeburg 100W	450.00
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Rock-Ola 1455	645.00
2 Rock-Ola 1438-120	300.00
2 AMI G200	500.00
3 AMI E80 (repainted)	375.00
2 AMI D80	250.00
2 AMI D40-45 (repainted)	165.00
2 AMI B45	95.00
AMI E40-45	250.00

Central
DISTRIBUTORS, Inc.

Phone: MAIn 1-3511; Cable: "Condlist"
2120 Locust St., St. Louis 3, Mo.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of March 30, 1959)

Table with columns for High, Low, Mean Avg. and rows for various machine categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WHRLITZER, PINBALL GAMES, BALLY, CHICAGO COIN, GENCO, GOTTLIEB, SHUFFLE GAMES, ARCADE EQUIPMENT.

CONVERSION

FOR SEEBURG M-100 A
MH-100 A
to 33 1/2 RPM to 45 RPM
\$24.50 \$69.50
F.O.B. Los Angeles

CALCOIN CORP.

11167 West Pico Blvd.
Los Angeles 64, Calif.

WANTED!!!

EXPERIENCED

MANAGER FOR MUSIC ROUTE

Reference requested
and complete infor-
mation in first letter.
Information will be
held confidential.

Write Box 949
THE BILLBOARD
188 W. Randolph
Chicago, Ill.

PRECISION PUCKS

PIONEER MANUFACTURER
SINCE 1948

All Types and Models

KING SIZE and NEW DOME
PUCKS HARDENED . . .
GROUND and CHROME PLATED
"6" DIFFERENT SIZES IN STOCK

Write or Phone for Prices

PRECISION PUCK & NOVELTY CO.

7934 South Chicago Ave.
Chicago 17, Ill.
Phone: REgent 4-6101

WANTED

Bingo Mechanics
BINGO MECHANICS
BINGO MECHANICS

Good Pay! Steady
work for reliable
man. No drifters.
Give reference and
qualifications in your
first letter.

Write to Box 950
The Billboard
188 W. Randolph
Chicago 1, Ill.

Mich. Ops Form

Continued from page 91

1. Strive to support, suggest and maintain a 10-cent play.
2. To become better acquainted and have more respect for fellow operators.
3. To refrain from improper use of descriptive terms relative to coin-operated machines and operator-owner relationship.
4. To encourage the explanation to our accounts of the necessity of a minimum return and a signed contract.
5. To discourage loans where there is insufficient collateral.
6. To survey our accounts and check for misplaced equipment and correct this evil.
7. All operators, regardless of size, have an equal voice in all meetings.

The members have also been taking under consideration such pertinent matters as the idea of operation on a percentage basis, price lists and costs of maintenance figures for various machines.

Founding members of the new organization include Louis Ambrosine, of L A Music, Dearborn; Fred Beaudette, Edgerton Music, St. Clair Shores; Joseph Carta, Carta Music, Detroit; William Campbell, Campbell Music, Detroit; Jake Dumler, D & P Music, Detroit; Les Demirjian, Les Music, Allen Park; Samuel DiNota, Jay-Cee Music, Roseville; Art Kras, Kras Music, Detroit; Leonard A. Mier, Molly-O Music, Detroit; Walter Maroni, M & M Music, Detroit; Ben Stocker, Band Music Box, Oak Park; Clarence Sharpe, Sharpe Music, Wyandotte; Frank Staffe, Lincoln Park Amusement, Lincoln Park; Juhn Sullivan, Sullivan Music, Detroit; Al Turner, Gustafson Music, Detroit; Bill Van-Koughnet, Union Coin, Detroit, and Sam Willens, Willens Music, Detroit.

PR Is the Key

Continued from page 91

important cog of the business life of Hartford and other key cities, we should appear on the campaigning rosters of Chamber of Commerce industry - improvement committees and I'm not saying this for ego's sake; I'm stressing it for the eventual long-range improvement of our particular business. As local business improves so does the juke box trade.

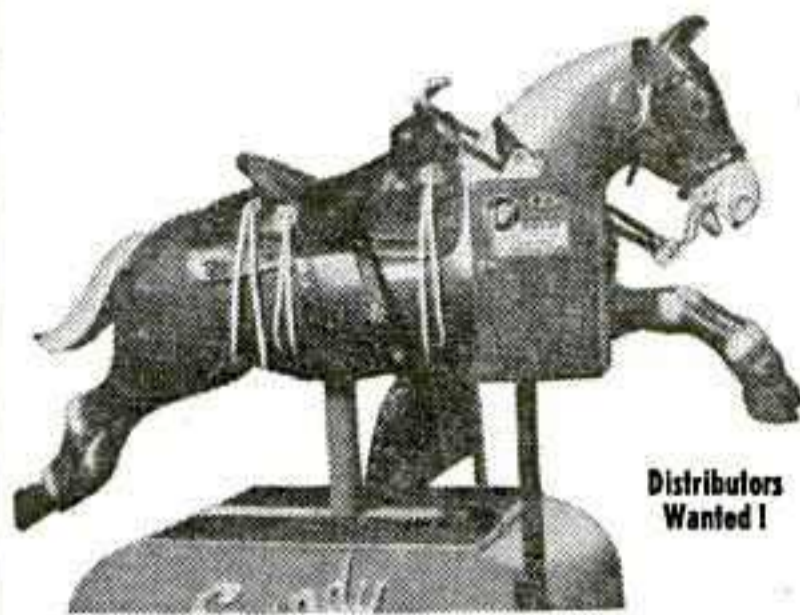
"Any coin machine man who thinks he's above the community life of his city is merely whistling in the dark today. He must and should appear ready, willing and able when a Chamber of Commerce circular comes thru the mail, urging help to bring and sustain industry!

"At the same time," he continued, "I'd like to see more coin machine men go out of their way to listen to customer's complaints about service as well as even music title selections on individual juke boxes. We're not learning anything about our own industry's improvement when we're not listening to the trade itself.

"Nobody in any line of endeavor—and that goes just as importantly for the coin machine industry—can afford NOT to listen. And at a time when economic conditions are far from favorable in our midst, we should lean over backwards to listen, to encourage, to study our particular situations and try to improve them as best we can, for betterment of our own particular routes and general public relations welfare of this still great and still growing industry."

AD MEN of every kind ENDORSE
THE BILLBOARD
as a top
selling force

CASH IN ON COMPACT NEW RIDE!



Distributors
Wanted!

Low Price!
Pays for Itself!

Make extra profits!
Sell or lease pony-ride
promotion to super-
markets, drug, variety
stores, etc. Profit
proved in hundreds of
locations.

"Sandy" requires mini-
mum space, mainte-
nance, investment.
Sturdy, safe. 10c and
1c coin boxes standard.
Write for full details
today!

Visit Booth #74
MOA Convention
Morrison Hotel
Chicago, April 6-8

UNITED TOOL & ENGINEERING CO.
307 East Fourth Street, Cincinnati 2, Ohio

Rush me the "Sandy" profit story!

NAME.....
COMPANY.....
ADDRESS.....
CITY.....ZONE.....STATE.....

WHO ELSE but Williams

COULD DESIGN

PINCH HITTER

the most dazzling array of
features ever combined in a
baseball game . . .

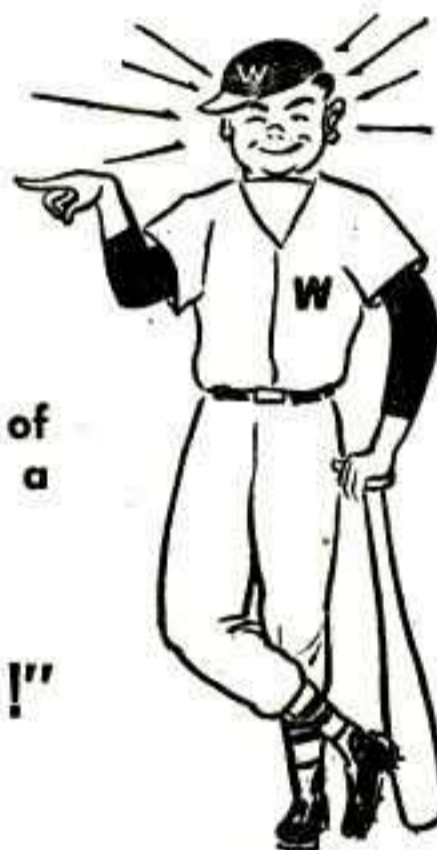
Like the man said:

"You can't beat EXPERIENCE!"

See for yourself

Visit our showroom

MOUNTAIN DISTRIBUTORS
3630 Downing Street Denver, Colorado



BUY! METAL TYPERS

VENDING ALUMINUM IDENTIFICATION DISC

WHY!

1. LIFE-TIME INCOME
2. TROUBLE-FREE OPERATION
3. ONLY 18"x18"



STANDARD HARVARD
METAL TYPER, Inc.

1318 N. WESTERN AVE.
CHICAGO 22, ILL.
EV 4-3120

Hold Everything Until You See the NEW NYACK POOL TABLE

First With Slate . . . Now First with a

NEW TABLE

NYACK SLATE CO.

84 SO. FRANKLIN STREET, NYACK, NEW YORK. Tel.: NYack 7-2464

ATTENTION, IMPORTERS!
WE HAVE THE LATEST BINGOS
Our Price Is Your Offer

ACTIVE

AMUSEMENT MACHINES CO.

You can ALWAYS depend
on ACTIVE ALL WAYS

656 N. Broad St., Phila. 30, Pa. - PDolar 9-4495
Write or wire for prices

EXPORT & IMPORT Closeout

- 10 ABC Bowling Lanes (3 pc.) . . . \$275
- 3 United 14 ft. Bowling Lanes . . . 250
- 12 Wurlitzers (1500) 125

Will pack
export
if necessary



International Scott Crosse Company
SCOTT CROSSE COMPANY

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

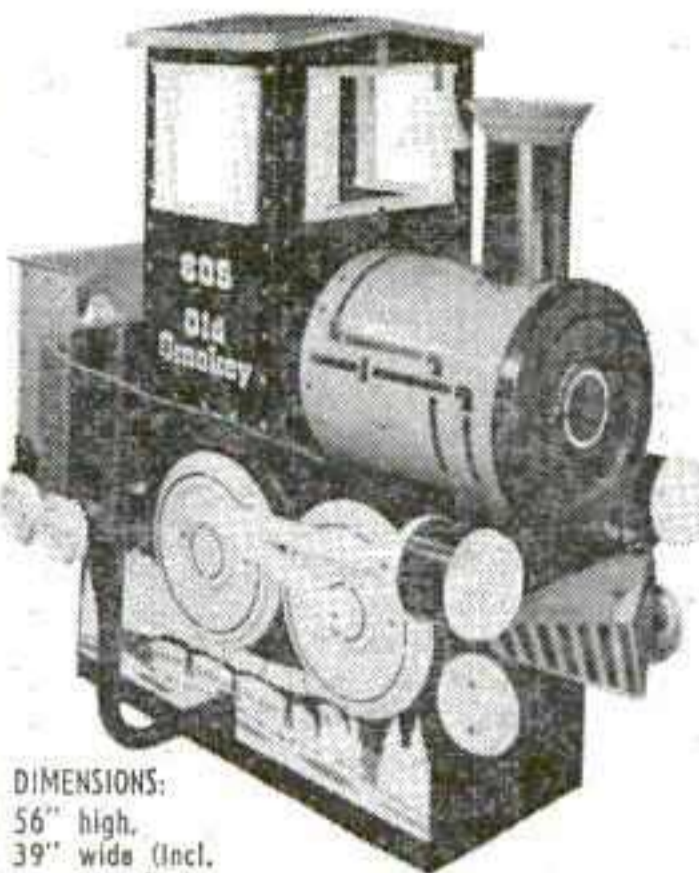
Bittenhouse 6-7712

Exclusive Dist. for Bally in E. Penna. and Rock-Ola in E. Penna., So. Jersey and Delaware

FOR BIG PROFITS CLIMB ABOARD

Old Smokey

A KIDDIE
RIDE
DESIGNED
BY
KIDDIE
RIDE
OPERATORS
FOR
OPERATORS!



DIMENSIONS:
56" high,
39" wide (incl.
coin box),
64" long.

- Sturdy Construction
- National Slug Rejector in Separate Cashbox (Gooseneck)
- Extra Heavy Gauge Steel
- Quiet, Smooth Rocking Action
- Colorful Baked Enamel Finish
- UL Wiring Throughout
- Reasonably Priced

TESTED AND PROVEN ON LOCATION!

CONTACT US IMMEDIATELY!

WRITE FOR DETAILS MARVEL MFG. 2845 West Fullerton, Chicago 47, Ill.
CO. Tel.: Dickens 2-2424

MUSIC

- FOR SALE
- MAKE US AN OFFER!

WURLITZER	SEEBURG
2 2200's	9 KD-200's
3 2150's	2 B
2 2250's	1 R Hideaway
1 2000	AMI
2 2104's	3 E-120
1 2100	ROCK-OLA
	2 1458's

ALSO LARGE STOCK OF VERY LATE BINGOS—BOWLERS—SHUFFLE ALLEYS. Write, wire, call

Nedd DISTRIBUTING CO.
298 LINCOLN ST.
ALLSTON 34, MASS.—AL 4 4040

WURLITZER
BALLY
CHI COIN
GENCO
FISCHER

Lewis Finds Baseball's in Full Swing

CHICAGO—Sam Lewis, Williams Manufacturing Company director of sales, just back from a flying tour to a number of the firm's distributors, says the new Pinch-Hitter baseball game has scored a hit.

Williams has put special emphasis on baseball game production for many years, so the success of the firm's latest model comes as no big surprise, but new play features added on this year's number have apparently added an extra spurt of enthusiasm this season.

Noteworthy among the new play features is a curve pitch, which the player can activate by pressing a button, mixing it in artfully with the regular fast-ball pitch.

Another feature brings up the pinch-hitter when bases are loaded with two outs. Player can then make a grand-slam homer on any infield or outfield hit. This feature enables a player who may be taking a beating in terms of runs scored to come up from behind and win.

Gottlieb Ships

• Continued from page 121

divers from board thru water and back to board by making any of three ball holes, hitting a centrally placed button, or hitting either of two ball targets. Every full circuit scores one point, with 15 points earning a free play. Each ball hole,



target or button advances diver a designated distance thru air or water.

Hi-Diver has a twin pair of button-operated ball flippers and offers match play. Backglass depicts a cabana swimming pool scene, and playfield is highly colored with aquatic figures.

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Stereo Move To Take Time

- Ops want to know when disks will be coming
- Stereo seen as important swing to hi-fi

By JOHN HICKS

ST. LOUIS — Stereophonic juke boxes are in their early beginning here, but all agree it is the coming thing. Operators sum them up this way: "The equipment is far ahead of the rest of the music industry." Operators have adopted a "proceed-with-caution" attitude in general.

One single complaint of operators is the limited selection of stereo records. (Editor's Note: See stereo record charts elsewhere in this issue. It clearly shows rapidly growing stocks.) Alvin Nissenbaum, partner in Wonder Novelty Company, compared the coming of stereo with hi-fi equipment, stating when the first 45 r.p.m. records came out there were few and now 78's cannot be purchased.

Nissenbaum's company, which had one of the first stereo phonographs in a St. Louis location, tried 10 cents a record or four for 25 cents, but this way the customers got a lot for their money, he said. A better arrangement was 10 cents a selection or 15 cents for a record, with two songs on each.

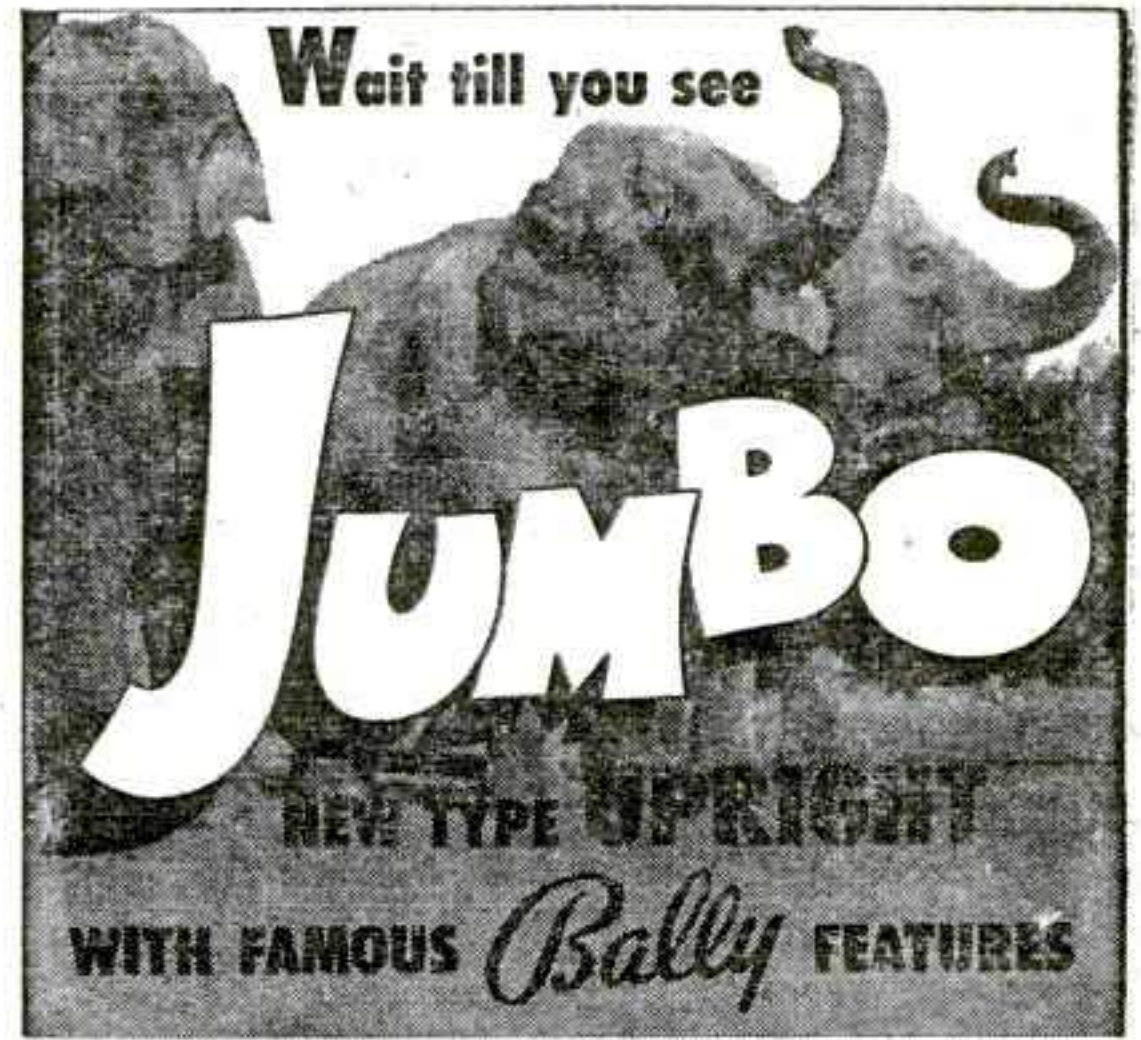
Still in Infancy

Peter Brandt, president of Brandt Distributing Company, explained the slow start of stereos by saying they are still in the infancy stage. He also said the limited selection of records available has prevented stereos from making any serious inroad in the juke box industry here. "It will take time," Brandt declared. "This is not an overnight deal."

"There are a number of places that are ideal for stereo, and others where such equipment would not be feasible," Brandt continued. Stressing that it is impossible to convert all operators to stereo, he said it would be unwise to do so all at once. It would break some of them, he said, and what hurts operators also hurts the distributor. The conversion to stereo must be a normal process.

Brandt thinks stereos are "wonderful" and that it has a place in the industry and will develop to

(Continued on page 126)



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Hartford, Conn.

By ALLEN M. WIDEN

Leader Vendors, Inc., and Leader Beverages, Inc., both of Fairfield, new Connecticut corporations, have filed certificates of organizations with the secretary of state's office at the State Capitol here. Leader Beverages lists sub-

scribed capital as \$5,000; \$5,000 paid in cash; Joseph McKenzie, Bethel, president; William J. Leader Jr., Fairfield, treasurer, and John T. Fitzpatrick, Fairfield, secretary; directors, same as officers. Leader Vendors lists subscribed capital as \$5,000; \$5,000 paid in cash; William Leader Jr., president; Paul C. Scholz, vice-president; John T. Fitzpatrick, secretary, all of

Stereo Moves

Continued from page 125

boost the over-all music field. He released his first stereos about two weeks ago, and returns have been gratifying, he said.

Jack Gorelick, of J. Rosenfeld Company, also reported that sales of stereo equipment have picked up. He said acceptance of stereo equipment has been slow, but there is no doubt in the operators' minds that if new equipment is purchased, it must be stereo.

40 Per Cent Stereo

Gorelick estimated that sales of stereos account for about 40 per cent of the new equipment sold by the firm.

The arguments of operators are that when conventional equipment gave way to hi-fi they were saddled with an additional \$100, now they are questioning the added expense of stereo and whether the play from these machines will be substantial enough to justify the extra expense. Operators are asking how many years will it be before they can get complete programming on stereo records.

Many operators have not released stereos on their routes. They are just a little cautious. Lorens L. Burns, partner in Vending Machine Sales, said it probably will be just a matter of changing over and that takes time. Operators, he said, will have to go to stereo.

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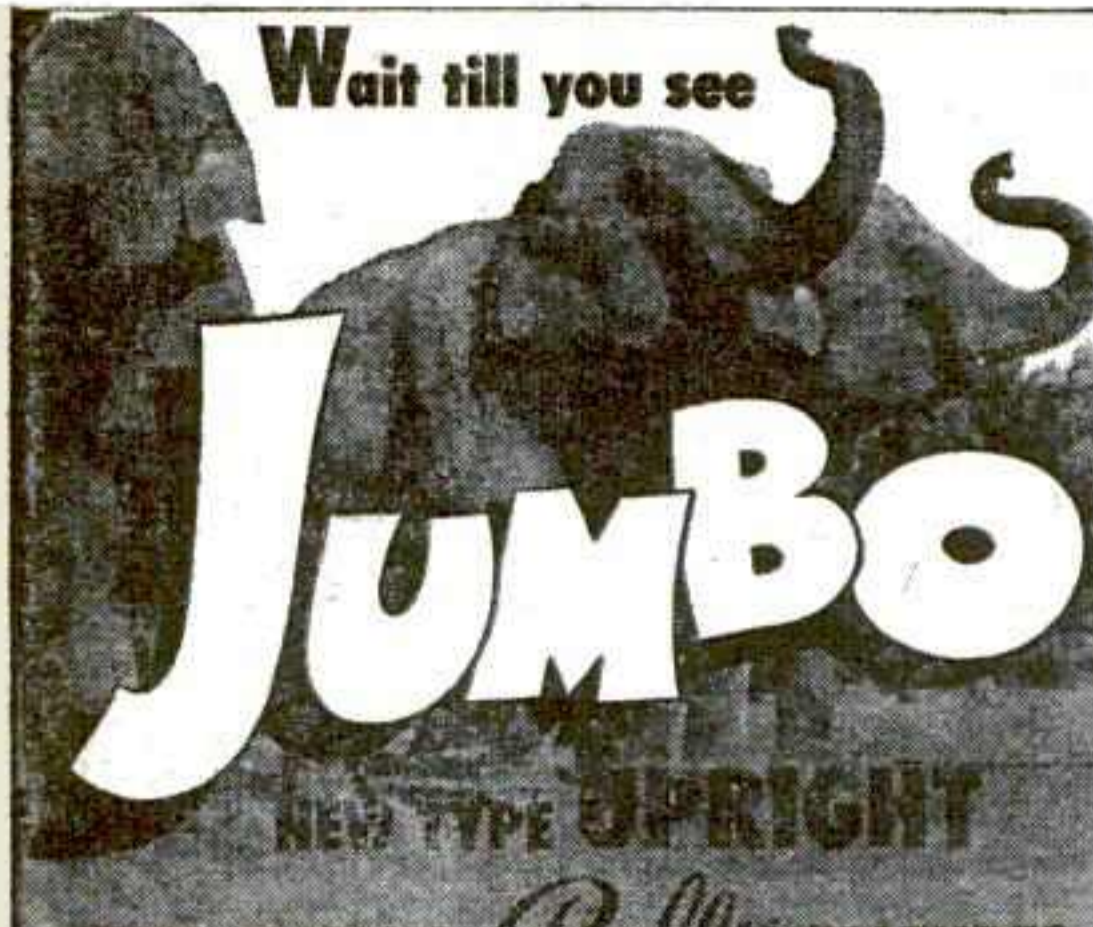
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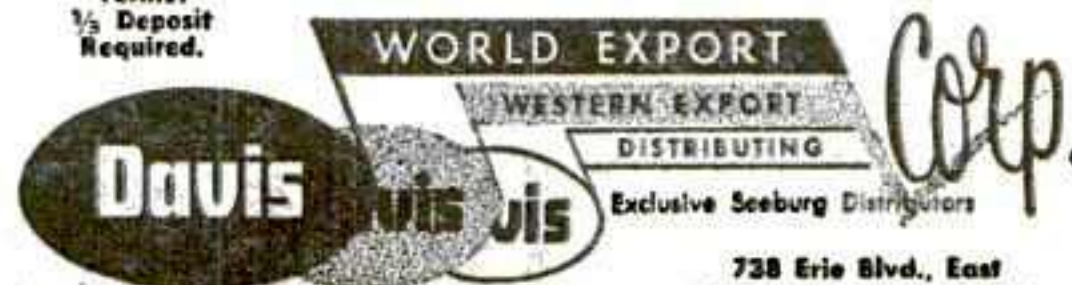
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- 2 Bally Skill Parade, 5¢, New
- 2 Bally Skill Parade, 10¢, New
- Bally Key West
- Bally Big Show
- Bally Frolics
- Bally Whiz Bowler, New
- Bally U.S.A.
- Wms. Roll-A-Ball, 6 Pl.

- Wms. Ten Strike
- Wms. Circus Wagon
- Wms. Piccadilly
- Wms. Snafu
- Wms. Arrowhead
- Wms. Three Deuces
- Wms. Star Baseball
- Wms. League Baseball
- United De Luxe Slugger
- Genco Hi Flyer
- Mutoscope Boxing Champ
- Wms. Jet Fighter
- C.C. Basketball Champ

MUSIC

- Seeburg 100 JL
- Seeburg 200 KS
- Seeburg 161 SH
- Seeburg 100 A
- Wurlitzer 2000
- Wurlitzer 1250
- Wurlitzer 1100
- AMI Model D 40
- Rock-Ola 1452
- Rock-Ola Fireball

"WHY QUOTE PRICES? . . . IF YOU CAN USE ANY OF THESE MACHINES, CALL US! TELL US WHAT YOU CAN PAY AND WE ARE SURE THE PRICES WILL BE RIGHT." DISTRIBUTOR: Rock-Ola, Gottlieb, Williams, Bally, Fischer.

H. Z. VENDING & SALES COMPANY 1201-03-05-07 Douglas St., Omaha, Nebr. Phone: AT 1121

Key Problems

• *Continued from page 91*

national public relations program could do to alleviate these problems is not clear. What is clear is that most operators who have met the problems head-on in their own localities or States have been very successful, either in defeating outright or reducing discriminatory tax bills spawned at least in part by bad publicity.

Diversification

Diversification, particularly into cigarette vending, and the growth of larger operating firms are two developments which should continue; they will get considerable attention at the convention. Results of the 1959 Juke Box Operator Poll (see special supplement to this issue) indicate that nearly one-third of the operating companies are now in cigarette vending, an increase of about 5 per cent in one year, the biggest increase in a single year so far.

Other developments in operating procedures are being focused on at convention business sessions. Stereo juke boxes will come in for discussion. So will location loans, location-operator relationships.

Underlying all discussion, both in and outside of meeting rooms, will be one major question which both MOA and operators are interested in finding the answers to. It is: Given the challenge and opportunity defined at the convention that faces operators today, how can MOA as a national organization best help operators in meeting the challenge and taking advantage of the opportunity?

Indiana Ops

• *Continued from page 95*

on the list drawn up by the board. The Rock-Ola low is fixed at \$625 and the high at \$1,060.

Seeburg machines are appraised at \$1,050 down to \$365.

Wurlitzer is established at \$1,100 at the top and at \$700 at the bottom.

Machines manufactured prior to 1946 may be assessed at \$75 each. Equipment no longer manufactured is also priced at \$75. Records are appraised at 25 cents each.

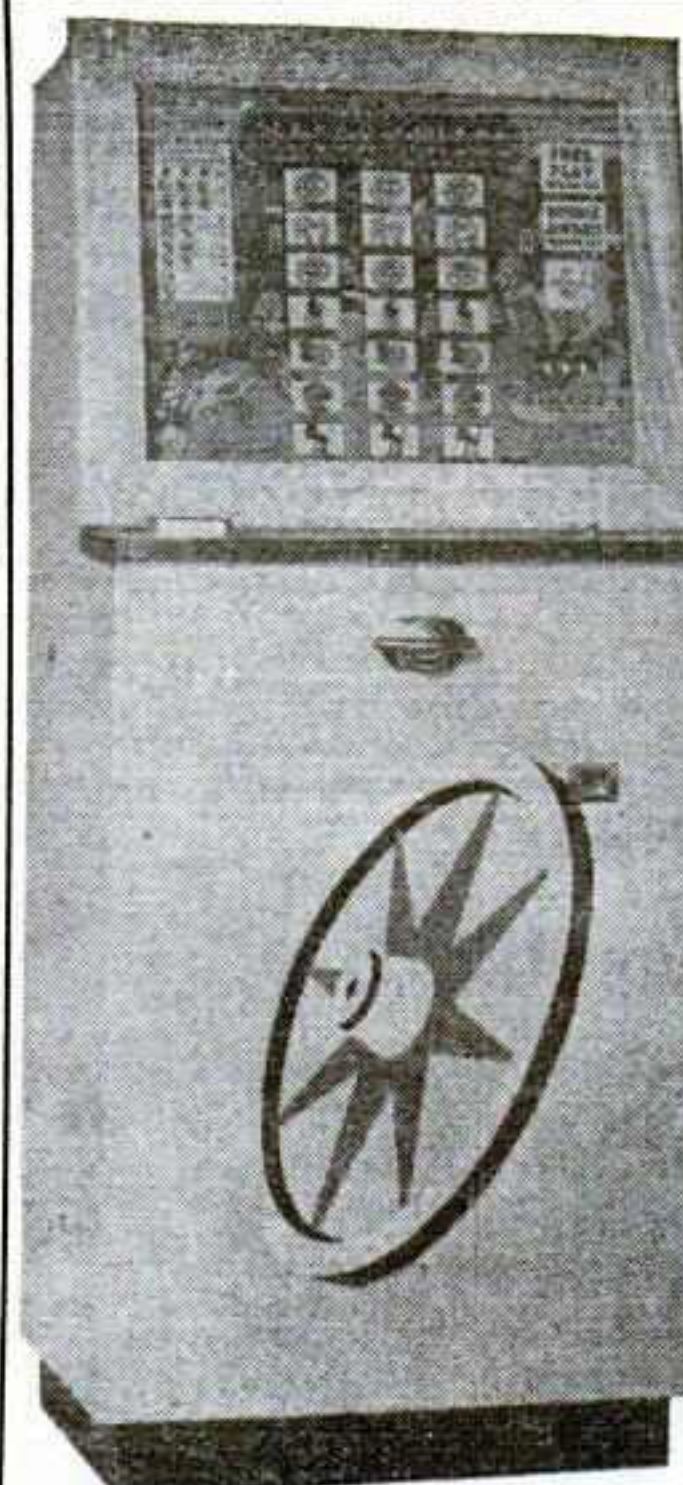
SENSATIONAL PROFITS with CIRCUS WAGON WHEEL

New ELECTRONIC AMUSEMENT GAME

Location Tested 40 different ways to score Compact Modern Cabinet

See Your Distributor

AUTO-BELL NOVELTY COMPANY
29 W. Kinzie St., Chicago, Ill. Tel.: DElaware 7-0078



THE HIT OF THE SHOW!



AMERICAN BANKSHOTS

- 9 Ft. \$150.00
- 12 Ft. 175.00

BASEBALLS

- C. C. Home Run \$ 95.00
- Wms. King of Swat 150.00
- Wms. 4 Bagger . . 200.00
- 57 Baseball . . 275.00
- Wms. Star BB 95.00

PHONOS

- Rock-Ola 1448 \$450.00
- Seeburg VL200 535.00
- AMI F120 . . 395.00
- Seeburg C . . 365.00
- Seeburg R . . 535.00

POOL TABLES
Largest Selection in Country



- Bumper Pool, 52x36 . . . \$75.00
- Jumbo, 70x36. 95.00
- 4 Pocket, 70x36 . . . 95.00
- Flicker, 70x36. 95.00
- New Balls—Cues

- 6 POCKETS, NEW \$260.00
- Reconditioned, \$150.00

NEW GAMES

- Bally Heavy Hitter
- Wms. Pinch Hitter
- Keeney Shawnee
- Keeney Little Buckaroo
- Gottlieb Race Time
- Kaye 6-Pocket Pools
- Valley 6-Pocket Pools
- Un. Deluxe Baseball
- American Shuffleboard

SPECIAL

- Slate Tops, 32x48. . . \$54.50

- Chi Coin Rockets . . \$325.00
- United Shooting Star 295.00
- Bally Golf Champ . . . 315.00

- 14 Ft. Bowlers, 3 Piece . . \$295.00

10 CHI. COIN BLINKERS, \$325

4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER 8-1814

PURVEYOR
DISTRIBUTING CO.

Better Buys

Wait till you see

JUMBO

NEW TYPE UPRIGHT

WITH FAMOUS Bally FEATURES

Congratulations to GEORGE MILLER, MUSIC OPERATORS OF AMERICA AND ALL PARTICIPATING MANUFACTURERS AND SUPPLIERS 1959 CONVENTION

Invitation is open to all Operators from Virginia, West Virginia and East Tennessee to meet us at the AMI display booth for our annual get-together.

We are now making delivery on the following new equipment:

- AMI—Model "J," 200-E, 200-M, 120 and 100-M.
- BALLY—Heavy Hitter Baseball, Sea Island, Skill Parade, Rebound Shuffle.
- C. C.—Red Pin Bowler, King Bowling Alley; Monte Carlo Rebound Shuffle, 6' and 8'.
- FRANTZ—Dodge City.
- KEENEY—Jewel Shuffle Alley, Deluxe Big Tent, Twin Big Tent, Shawnee, Little Buckaroo.
- KAYE—Leader Pool, Deuces Wild, Melody Tower.
- WILLIAMS—Pinch Hitter Baseball, Hercules Gun.

We also have on hand the machines listed below, **NEW, IN THE ORIGINAL CRATES!!**

- BALLY—Spook Gun, Gold Champ, U. S. A., Skill Roll, Big Inning Baseball, All Star Bowler, Club Bowler, Carnival, Skill Parade, Space Gunner.
- C. C.—Criss Cross Hockey, Rocket Ball, Batter Up.
- ELECTRO—22-Column Cigarette Vendors.
- FRANTZ—Guesser Scales, Foot Vibrator Scales.
- GENCO—Space Age, Sweet 21, Motorama, Horoscope, Flying Aces.
- MARVEL—Lucky Horoscope, 5c, 10c and 25c.
- WILLIAMS—Ten Strike, Jumbo Ten Strike, 6-Player Ten Strike.

ROANOKE VENDING EXCHANGE, INC.
4930 West Broad St. Richmond 26, Virginia
ATlantic 2-4221
CALL Jack G. Bess or Harry D. Moseley
Branches located in
Charleston, W. Va. Knoxville, Tenn. Bristol, Va.

GIVE TO DAMON RUNYON CANCER FUND

Wait till you see



JUMBO

NEW TYPE UPRIGHT

WITH FAMOUS *Bally* FEATURES

Outlook Good In Indiana

• Continued from page 51

process of amortization is simple and direct.

"You just get it as you go along," an operator explained. "You take it back from the machine."

Size of Loans

The size of the loans varies with communities. In some areas the location owner would be hard put to find the operator willing to risk a \$100 bill. In industrial Northern Indiana, on the other hand, these outlays assume important proportions and frequently into the thousands.

Distributors, whose businesses are also founded on credit, are resentful of the operators' lending ventures.

"They are using our money to do these things," complained one. "Often they slow down on payments due us to make these loans. It's hurting the industry."

Inevitably, of course, money diverted results in diminished sales of phonographs. An ultimate effect of the practice, according to one distributor, could be to curtail production and thereby impede technological improvements.

"But I know that these forecasts of doom will do nothing toward solving this problem," a distributor admitted. "Lending is here to stay. And instead of griping, we should do something about it. Perhaps the answer lies in an industrywide study with the expectation that the findings might produce a formula which would be practicable and at the same time provide tight safeguards for distributor and operator alike."

Troubles? Problems?

Yes, they are plentiful.

But the Indiana operator, the worried, is also confident.

For business is good—and it's even getting better.

And what else counts?

Players go "BATTY" for

Williams PINCH HITTER



- MORE APPEAL
- BETTER APPEARANCE
- MORE FEATURES than any baseball game ever made.

It's the GREATEST!
See it! Play it!
We Have it!

FRANCO DIST. CO.

24 N. Perry Street

Montgomery, Alabama

MORE SAVINGS ON ALL GAMES AT WORLD WIDE!

BINGOS

CARNIVAL QUEEN	6495	KEY WEST	6310
BEACHTIME	625	BIG SHOW	245
CYPRESS GARDENS	645	DOUBLE HEADER	195
MISS AMERICA	395	PARADE	195
SUN VALLEY	475	NITE CLUB	175
SHOWTIME	355	BROADWAY	155

UPRIGHTS

DOUBLE SHOT	\$395
SUPER HUNTER	375
SKET SHOOT	345
GUNSMOKE	295
BIG HORN	295
HUNTER	225
COUNTY FAIR	195
BIG TENT	225

PHONOS

ROCK-OLA-1455 (200 sel.)	\$595
A.M.I. G-200	495
SEEBURG V-200	425
A.M.I. E-120	325
WURLITZER 1550-A	155
WURLITZER 1550	125
SEEBURG M-100C	395
SEEBURG M-100B	325

Now Delivering NEW GAMES

Williams PINCH HITTER
Bally HEAVY HITTER
United DELUXE BASEBALL
Bally SEA ISLAND
Bally CLUB BOWLER

Fischer 6 Pkt. DELUXE IMPERIAL VI and VII
Gottlieb HI-DIVER
Autobell WAGON WHEEL
Keeney SHAWNEE
LITTLE BUCKAROO

GAMES, INC. WILDCAT

The finest upright game made—breaking all collection records. Exclusive distributor for Indiana, Illinois, and Missouri.

BOWLING ALLEYS and SHUFFLES

United 16' JUMBO	6545	Bally DELUXE CONGRESS	6310
United 16' ROYAL	475	United SUPER BONUS	245
Bally 14' TROPHY	695	C. Coin SUPER SCORE	175
Bally 14' STRIKE	495	C. Coin HOLLYWOOD	175
C. Coin 14' BOWLING LEAGUE	295	United CLIPPER	175
Bally 14' BOWLING LANES	295	United LIGHTNING	155

Gottlieb 5 BALLS Multiple Player

4 Player		2 Player	
CONTEST	6425	PICNIC	6335
FALSTAFF	345	BRITE STAR	295
MAJESTIC	295	FAIR LADY	175
REGISTER	175	SEA BELLES	155
SCOREBOARD	145	DUETTE	125

Reference: Franchise distributors for
ROCK-OLA-GAMES, INC.—FISCHER

ALL EQUIPMENT IN STOCK—IMMEDIATE SHIPMENT

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.

WORLD WIDE DISTRIBUTORS, INC.

Chicago 47
2330 N. Western Ave.

Phone: EVerglade 4-2300

RIDING TO AN ALL-TIME NEW HIGH!

Keeney's LITTLE BUCKAROO

HIGH PROFITS
LOW COST

with the ALL NEW LITTLE BUCKAROO BONUS!

"If you know 'UPRIGHTS'—
then YOU KNOW KEENEY—
—NUFF SAID PODNER!"



SHIPPING WEIGHT ONLY 150 LBS.

SIZE: 56" H. x 22" W. x 17 1/2" D.

J. H. Keeney & CO., INC.
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

—AND IT'S COIN-OPERATED!

Chicken Plays Post Office While Bunny Hugs Honey

ST. PETERSBURG, Fla. — A pair of coin-operated devices that use a live chicken to deliver a postcard, and a live rabbit to kiss an imitation "lady rabbit," are attracting and amusing hundreds of youngsters and adults alike here. They are installed on the fourth

floor of Webb City, which is advertised along principal highways in several States as "The World's Most Unusual Drugstore."

Located at the front of the downtown district of St. Petersburg, this drugstore, established by James E. (Doc) Webb, has developed into a general department store occupying seven city blocks. The two machines are set up at the entrance to the Mermaid Show,

consisting of animated mermaid figures that "talk" with the aid of an ingeniously operated public address system, a big draw.

The chicken is housed in a cage bearing appropriate instructions to produce action. It has been trained to eagerly run to the front of the cage when a prospective patron approaches, and to stick its head out between the bars, seemingly urging the patron to spend a dime. As the dime is dropped, the chicken reaches with its beak and pulls a lever placed there, apparently nodding a "thank you" to the patron. As card is delivered, a light flashes on and off, indicating that chicken feed has dropped into the cage. Chick gets the "message" and scurries to the rear of the cage to accept its reward for services rendered.

The Kissin' Bunny is another great favorite, especially for the kiddies. It is housed in a cottage-like cage with a picture window front. As a dime is deposited, the door to the house opens and bunny runs out into a yard. A life-size imitation "lady bunny" sits there, and the real bunny "kisses" her over a white fence. He must kiss hard enough to cause a light to go on which illuminates lady bunny's face—whereupon he hops back into the house, so that is the signal that his ration of food has arrived.

The idea was concocted by Doc Webb himself, who saw the trained animals in Little Rock and brought them back with him. He worked out the coin mechanism hook-up together with the rest of the flash and showmanship which makes the attraction so popular.

The animals are used in shifts, so that they don't tire. There are five rabbits, for instance. Store attendants find that each animal has a different personality and have come to know them by individual names.

The chickens' busy life dispensing postcards occasionally interferes with egg production. A few weeks ago one chicken had so many customers that she couldn't find time to lay, until she finally "went on strike" and laid the egg, then went back to taking care of the customers.

"Can you imagine that? The public is paying to feed a chicken!" one woman in the crowd commented. The two unique live animal "coin machines" are sure-fire novelties that draw constant interest in the store.

Cigarette Production

Total output of cigarettes in 1958 rose to a record 470 billion, 6 per cent above 1957 and 17 per cent above 1954, low point in the past eight years. Proportion of filter tips in five years jumped from 9 to 45 per cent of the total, according to Agriculture Department.

WANT TO BUY

Bally Bull's-Eye Pistols
Dale Burp Guns
Genco Motorama
All late model Guns and Baseball Machines.

MIKE MUNVES CORP.
577 10th Ave., New York BR. 9-6677

In New York It's the New HOTEL

PLYMOUTH

143 WEST 49th ST. NEW YORK

Special Theatrical Rates
\$5 SINGLE & BATH
\$8 DOUBLE & BATH
COMPLETELY REFURNISHED.
AIR CONDITIONED. TELEVISION.
Walking Distance to Radio City TV Center, Theatres and Restaurants.
ROBERT BENSTOCK, Mgr.

Wait till you see

JUMBO

NEW TYPE UPRIGHT

WITH FAMOUS *Bally* FEATURES

It's Sensational

WILD CAT

COLOSSAL 1,000 FEATURE

- Location Tested
- 4 Columns More Ways to Score
- New Scuff Proof Base
- Terrific Earning Power

Height 56"
Width 28"
Depth 16"
Shipping Weight- 171 Lbs.

Originators of the ELECTRONIC UPRIGHT FREE-PLAY GAMES

Manufactured by

GAMES, INC.

2950 N. Campbell Ave. Chicago 18, Ill.
Phone: COrnelia 7-8800

ANOTHER WINNER BY GAMES, INC.

A PROVEN WINNER
DOUBLE SHOT
STILL IN PRODUCTION

SHAFFER

Reconditioned
Specials

SEEBURG

K200H\$695.00
VL-200 549.50
V-200 (original) . 469.50
All above equipped with the new Speed-Read Program.

HF100R\$575.00
HF100G 475.00
M100C 395.00
M100B 325.00

WURLITZER

2100 (200 Sel.) ... \$525.00
2150 (200 Sel.) ... 499.50
2000 (200 Sel.) ... 449.50
1900 (104 Sel.) ... 449.50
1800 (104 Sel.) ... 395.00
1650 (50 Sel.) 269.50
1500 199.50

AMI

H-200\$650.00
G-200 469.50
G-120 450.00
F-120 395.00
E-120 295.00
G-80 350.00

WALL BOXES

Wurlitzer 5210 ... \$ 89.50
AMI-W-200 89.50
Seeburg 3W1
"100" Chrome.. 49.50

CIGARETTE VENDORS

Eastern Mark II ... \$199.50
National 9ML 99.50
National 11ML ... 129.50
Rowe Commander. 109.50
Eastern, 10 Col. .. 99.50

SHAFFER

MUSIC COMPANY
Write for Illustrated Catalog

849 NORTH HIGH STREET

COLUMBUS 8, OHIO

PHONE: AX 4-4614



The Bases Are Loaded
Two Are Out . . .
Old Casey Is Calling for

Williams PINCH HITTER

If your team
needs a hit—
put in a Pinch Hitter—

It's smart baseball—
and smart business!

SEABOARD NEW YORK CORPORATION

843 Tenth Avenue
New York, New York

772 High Street
Newark, New Jersey

171 Park Avenue, East Hartford, Conn.

Keeney Line At LaSalle

CHICAGO—The J. H. Keeney & Company amusement game line will be shown at Room 209 of the LaSalle Hotel here during the Music Operators of America show this week.

The current line includes the Little Buckaroo upright free play game, a single-coin game which can be set for nickel, dime or quarter play. Backglass carries a Western theme, with play symbols including saddles, pistols and covered wagons. The previous upright model, Shawnee, will also be shown along with the Twin Big Tent and Deluxe Big Tent.

Keeney will also show its new Jewell Shuffle Alley puck bowling game, and its Fascination Shuffle bowler.

New Members Join AAMONY

NEW YORK — The Associated Amusement Machine Operators of New York announced that the following firms have recently joined the Association:

Sol Jacobson, Abbot Vending; George Holtzman and Murray Saidman, Automatic Operators; Phil Raisen, Banner Music; Lou Sudano and Austin Losquadro, Cal-Joy; Sid Gordon, Gordon Appliance; Harry Brodsky, Harbor Automatic; Sam Kramer, Interboro Music; J&J Vending; Phil Losquadro; Vince Losquadro; Joe Calerino and Tom Barrett, Mutual Vending; National Novelty; S. Penner and A. Lauro, Penner Music; Stan Rayboy and Jack Waltman, Ray-Walt, and Otto Freedman, Red Circle.



Don't be HALF-SAFE!

Why guess? Why experiment?

The years have proven that as:

Love and marriage go together
or as

Horse and carriage go together
so go

operate

Williams PINCH HITTER

Write - Wire - Phone

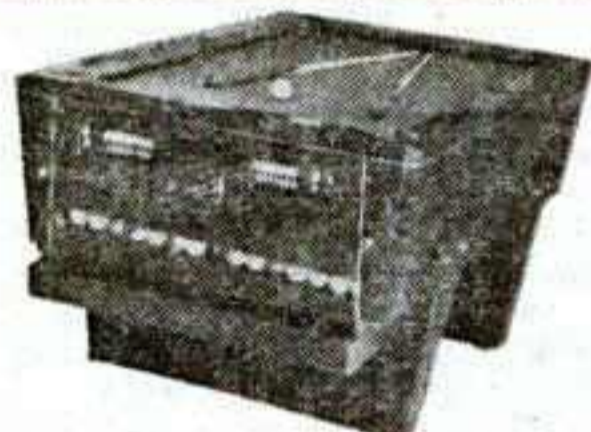
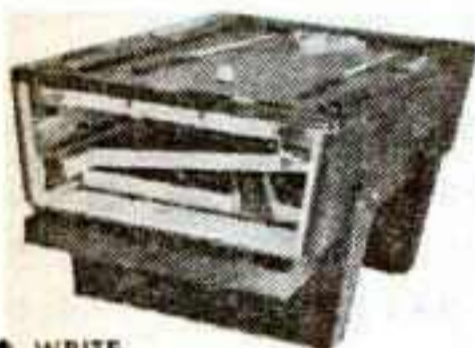
Williams and Baseball!

WESTERN DISTRIBUTORS, INC.

3126 Elliott Avenue

Seattle 1, Washington

At Your Distributors Now
Irving Kaye's
"Deluxe Leader"
with the
PULL OUT FRONT



The New "Deluxe Leader" Six Pocket Pool Table in 2 popular sizes for every location.

Deluxe Jumbo Leader: 92x52
Deluxe Leader Size: 75x42

- WRITE
- PHONE
- WIRE

IRVING KAYE CO., INC.

Sensational Pull Out Front permits accessibility into cabinet in a jiffy. No more back breaking effort to remove slate top or rails—just a turn of a key does the job. New improved rubber rails provide the liveliest cushions ever. New plaster legs never shake or sway—legs that truly "stand on their own." New steel-faced runways that defy wear and tear. Super-speedy ball return.

1537 Bergen Street, Brooklyn 13, N. Y.

SPECIAL SALE

BINGOS

Bally Broadway	\$145
Bally Night Club	165
Bally Show Time	325
Bally Miss America	385
Bally Sun Valley	425
Bally Cypress Gardens	475

BOWLERS

Bally All Star Bowler	\$175
Bally ABC Bowling Lanes, 14'	295
Bally Trophy Bowler, 14'	645
United Bowling Alley, 14'	295
United Midget Alley, 6'	195

UPRIGHTS

GAMES, INC., DOUBLE SHOT	\$345
Games, Inc., Super Hunter	325
Games, Inc., Hunter	225
Auto Ball Circus Day (New)	385
Bally Skill Parade	375
Bally Deluxe Skill Parade	395
Genco Silver Chest	50

COMPLETELY RECONDITIONED
GUARANTEED

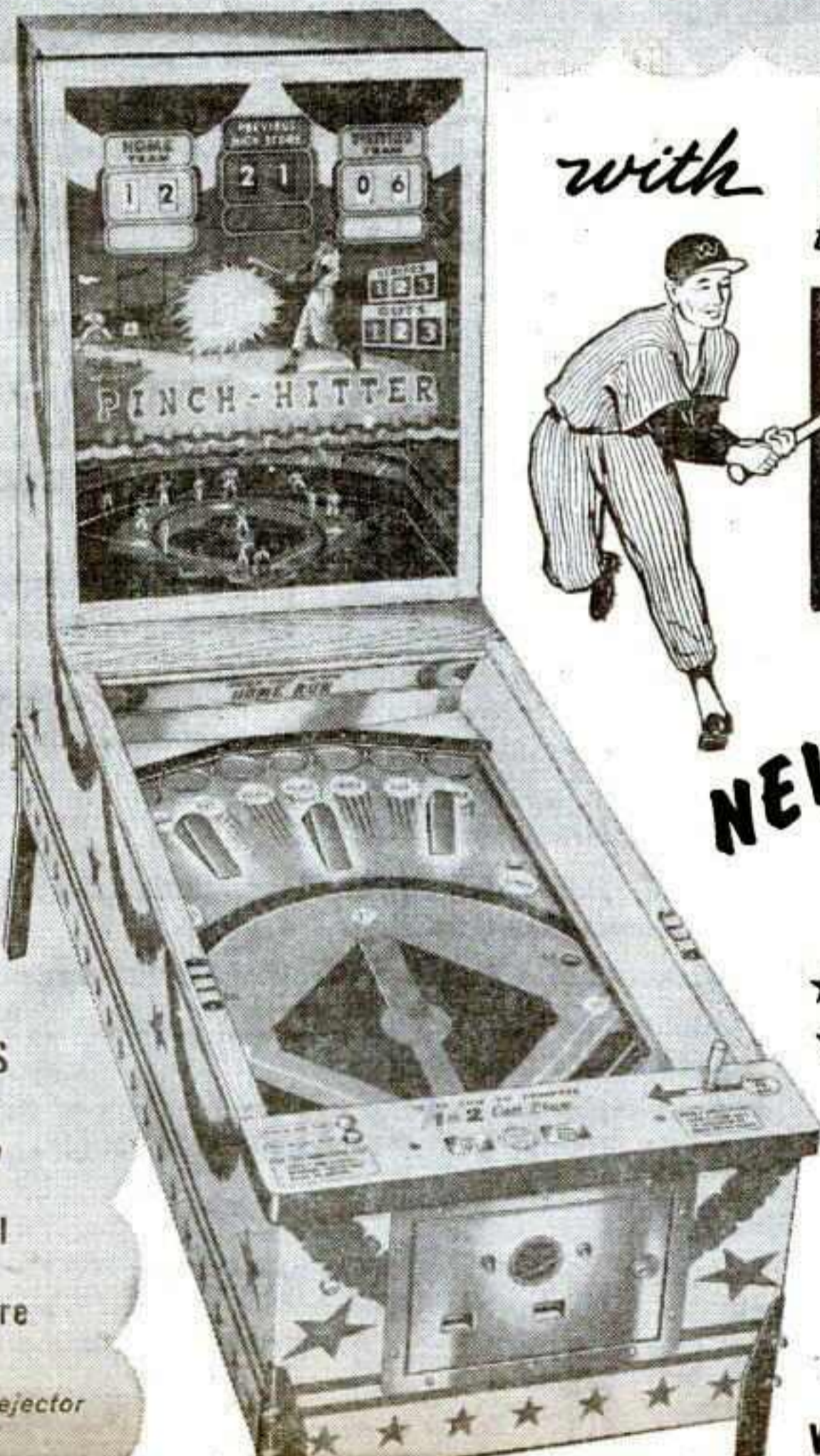
ALSO OTHER BINGOS, UPRIGHTS,
BOWLERS, GAMES AND MUSIC.
RUSH DEPOSIT

MICKEY ANDERSON AMUSEMENT CO.

314 EAST 11TH ST., ERIE, PA.

PHONE: 2-3207

Williams GETS YOU WAY AHEAD OF THE GAME



with

PINCH-HITTER

the finest baseball game we have ever built!



PRESS A BUTTON—AND
PITCHER THROWS
Curves OR STRAIGHT BALLS
A REAL TEST OF BATTING SKILL

NEW!

"PINCH-HITTER" FEATURE:

with two out and bases loaded
the "Pinch-Hitter" goes into action.
Any hit scores a HOME RUN!

Extra Features:

- ★ Spell P-I-N-C-H H-I-T-T-E-R ★ RUNS SCORED
- ★ PREVIOUS HIGH SCORE ★ NUMBER MATCH



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

When you buy a baseball game—buy the best—buy Williams

TWO
MODELS

Standard
Novelty Play

Deluxe Model
with
MATCH Feature

National Slug Rejector

M.O.A. VISITORS

MEET YOUR FRIENDS AT **FIRST'S "HOSPITALITY SUITE"**

MORRISON HOTEL

See Us at Booths D-E

After the convention, you are invited to visit our showrooms. See Chicago's biggest and finest selection of games. Relax in the renowned "Coinmen's Coffee Room."



NOW DELIVERING!
Chicago Coin's **KING BOWLER** and **RED PIN**

Two of the finest location tested money makers to come along in a long time.

NOW DELIVERING!
Chicago Coin's **ROCKET BALL** **14'-18' TWIN BOWLER** **6'-8' MONTE CARLO REB. SHUFFLE**

ADD STEREO SOUND
INEXPENSIVE! EASY TO INSTALL!

A complete conversion kit for stereophonic systems. You can now convert your old style juke boxes to top money producing phonographs that will last. Kit includes Stereo Pickup Head with Mounted Sapphire Needles, 15 watt Full Hi-Fi Amplifier with Muting Relay, plus Schematic Drawing and Instruction Sheet. Full satisfaction guaranteed.

\$99.50

NOW ON DISPLAY AT OUR BOOTHS!

NEW GAMES

- Autobell WAGON WHEEL
- Bally SEA ISLAND
- Bally HEAVY HITTER
- Bally CLUB BOWLER
- Bally SKILL PARADE
- Kays LEADER (6 PKT.)
- Gottlieb HI-DIVER
- Keeney SHAWNEE
- Keeney LITTLE BUCKAROO
- Keeney DLX. BIG TENT
- Keeney TWIN BIG TENT
- United DELUXE BASEBALL
- United DUAL SH. ALLEY
- United DUPLEX BOWLER
- Valley 6-POCKET POOL
- Williams HERCULES
- Williams PINCH HITTER

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World's Most Complete **56 PAGE COIN MACHINE CATALOG**

With Complete Price List. Exclusively for **IMPORTERS!**

Fully Illustrated!

Send for Your Copy Today!

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FIRST
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

COIN MACHINE EXCHANGE

Joe Kline & Wally Finke

National Bows New Shuffle At MOA Show

CHICAGO—Paul Kotler, president of the national Shuffleboard Company, Orange, N. J., showed the firm's new satellite at the annual MOA convention currently in progress at the Hotel Morrison here.

The new unit has multi-colored ends of translucent plastic lighted from below. Playing surface is maple, with a new coated plastic finish which resists acids and alkalis. Step-on legs make 20-minute assembly possible.

In addition to the standard 16 and 18-foot sizes, the new model comes in 20 and 22-foot sizes. The coin-operated unit also features an electric scoreboard.

The automatic timing device controls nylon pins which lock at the end of the game. Price of the unit will be announced at the show.

GIVE TO DAMON RUNYON CANCER FUND

READY FOR LOCATION

MUSIC

1700, 1800, 1900, 2000, 2100 WURLITZER	
1400 45 RPM Wurlitzer	\$140
1650 AF Wurlitzer	265
KD 200	625
Y 200	895
AMI C	65
AMI B	45
1438 Rock-Ola	265

BINGOS

Nite Club	\$195
Beach Beauty	135
Gayety	65
Variety	75
Starlite	85
Bally Beauty	45
Bally Follies	25
Bally Parade	205
Double Header	215
Caytime	90
Big Show	225
Broadway	155
Pixie	75
Bally U.S.A.	255
Big Time	105
Hi-Fi	55

MISC.

C.C. Classic Bowler	\$395
C.C. Rocket Shuffle	295
Scoreboard	115
Gladiator	165
Keeney 22-Col. Cig. Machine	175
6-Pocket Slate Top Pool Table, used	150
Exh. Shooting Gallery	65
Telequiz	65

Call, Write or Wire

Low Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 North Capitol Avenue
Indianapolis, Indiana
Phone: ME1rose 5-1593

OPERATORS

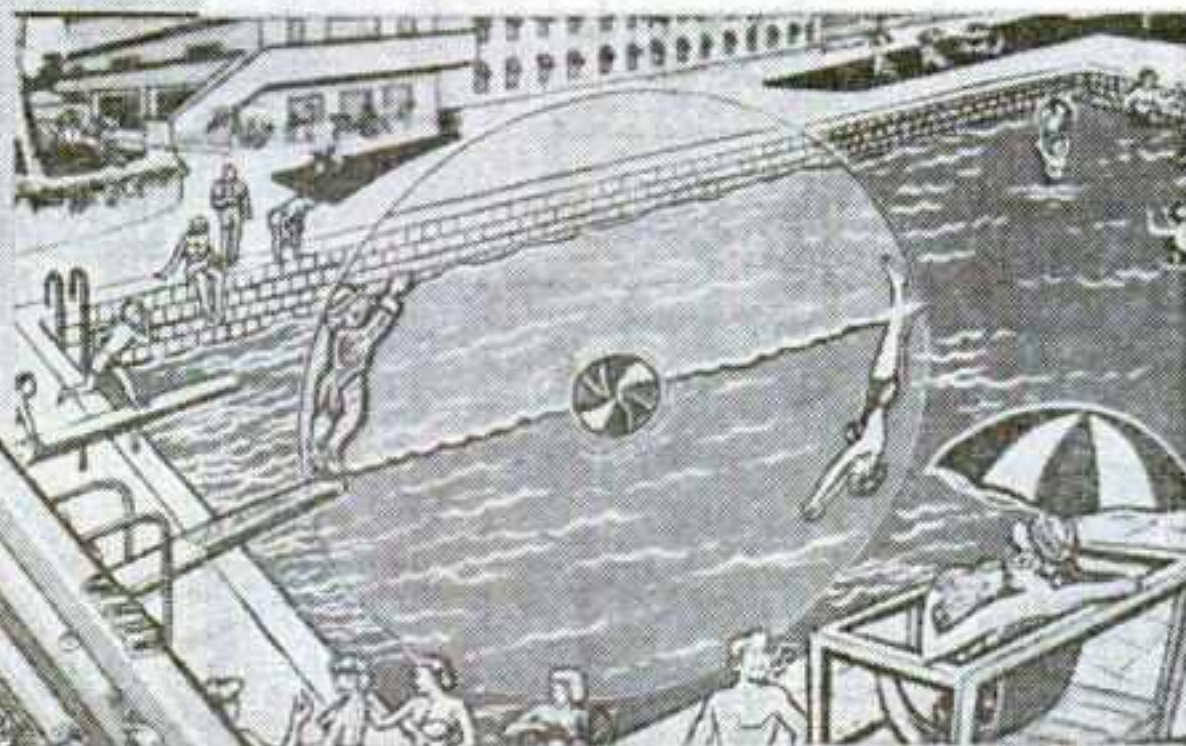
The Switch in '59 is to a Dime

In '33 nickel play was OK. Don't operate in the past... the switch in '59 is to a dime!

D. GOTTLIEB & CO.

Here it is... Irresistible Attraction!

Gottlieb's ANIMATED HI-DIVER



DIVERS ACTUALLY SPRING FROM DIVING BOARD INTO THE SWIMMING POOL!

Here's the feature every Operator has been waiting for... ANIMATION! New lite box design shows divers spring into the swimming pool. You watch the diver swim around the pool in a circular motion and return to the diving board. Each diver cycle scores points.

- Terrific, eye-catching pool decoration packs 'em in at "poolside" for maximum play attraction.
- Kickout holes, targets and rollover buttons advance divers.
- Alternating light targets turn pop bumpers and cyclonic kickers on and off for high score.
- Four super-powered flippers—2 at bottom of field and 2 at mid-field create thrilling "relay" type action skill shots.

D. Gottlieb & Co.

1140-50 NORTH KOSTNER AVE. CHICAGO 51, ILL.

Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Indiana Estimate: Stereo Is Arriving

By JOE KLEIN

INDIANAPOLIS—"As of now, it's pretty tough, like going uphill with an Army foot-locker on your back, but it's a thing of the future—and the not-too-distant future, at that."

The operator, one of the most experienced and observant in the State, was talking about stereo juke boxes. Others in Indiana, operators as well as distributors, share his evaluation.

Estimates vary as to the number of stereos in Indiana. One operator, who is unimpressed by the possibilities of the new equipment, asserts that it is no more than 2 per cent of the total number of machines on location. An important distributor says that it is closer to 5 per cent, and the State's operators, in the main, are inclined to accept the accuracy of that figure.

Answers Uniform

A pattern of uniformity is clearly evident in the answers to questions about the problems which impede the use of stereo.

Cost, of course, is the principal obstacle.

Then there are others as per the following quotes:

"Records don't last long."

"Keeping up two separate units."

"Additional equipment that goes with it."

"Many juke box premises don't warrant stereo."

"Many locations like old sound."

"Unavailability of stereo records. They are very limited, but, then, the demand isn't there. Record manufacturers will meet demand whenever necessary. At the present, however, the home demand for hi-fi records is greater than the demand for juke box records."

"No location demand for stereos."

"Haven't enough stereo singles."

"May have to put 10 or 12 additional speakers in the place. That's all additional cost. And, remember, most of Indianapolis, for instance, is still on nickel play."

Little, if any, effort has been exerted to meet these problems.

"Stereo has yet to win acceptance," explained a distributor. "That is the big problem. What's the use of thinking about the solution of those other problems. Getting it accepted. Work on that first."

Acceptance in Two Years

Acceptance is an objective which should be attained in about two years, in the opinion of a Northern Indiana operator. Eventually, he predicted, stereo will replace all monaural equipment.

No set rule governs sales to operators. Distributors list the price of equipment. Then the location owner is given credit for the old equipment. Usually, he gets more for the trade-ins than its actual worth.

"Special deals" for a "limited time" are also used as baits.

That stereos possess the magnetism of all new things emerges as another consensus.

"Why shouldn't it?" asked an operator. "It's new. It fascinates. It's a gimmick."

"The take is exceptional during the first week," observed a distributor. "Curiosity, you know."

But after that it becomes just another juke box, and the take becomes normal again."

"It's the same thing, the first week and all the other weeks," said an operator in offering a minority opinion. "No different from any other juke box. The average fellow in the tavern doesn't know the difference. He doesn't know the meaning of stereo."

A number of operators thought that stereo installation would enable the operator to negotiate a contract.

The Best Deal

"But as a rule," one added, "the average premise owner would rather go along with a 50-50 arrangement. And many operators feel that it is the better of the two deals. With the 50-50 set-up there is assurance of mutual interest in the operation of the machine. With a minimum guarantee deal, there is always the danger that the premise proprietor will lose interest in the equipment, be it stereo or something else."

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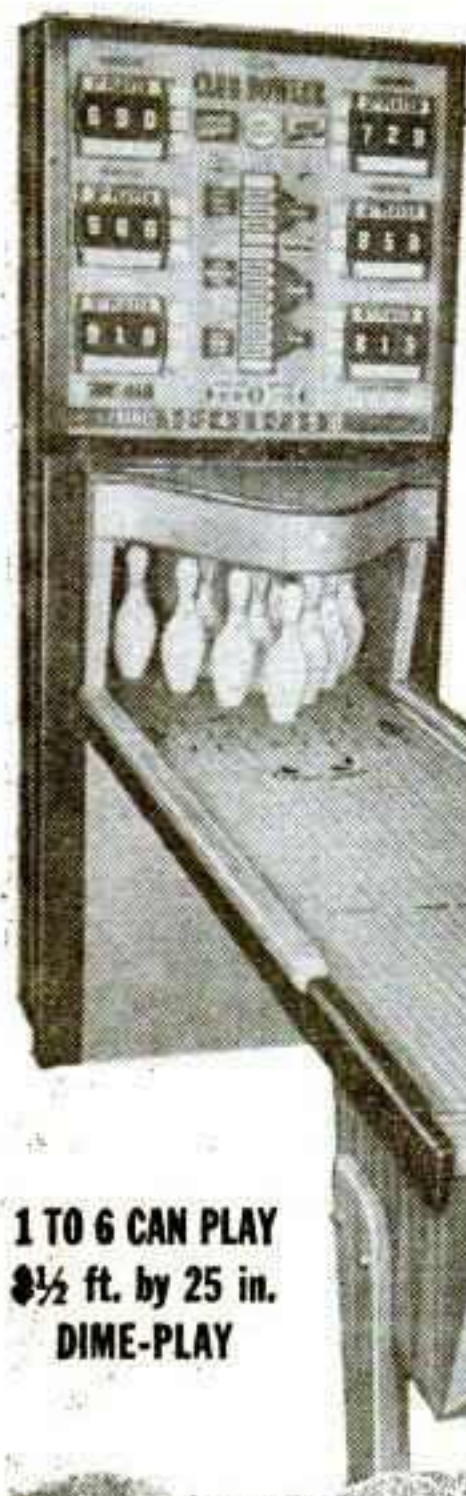
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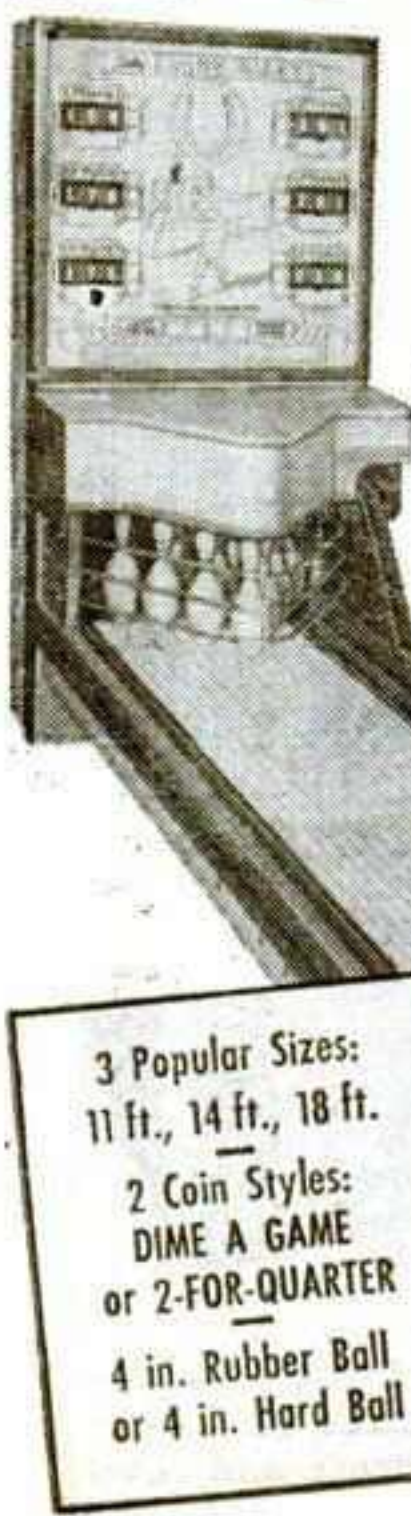


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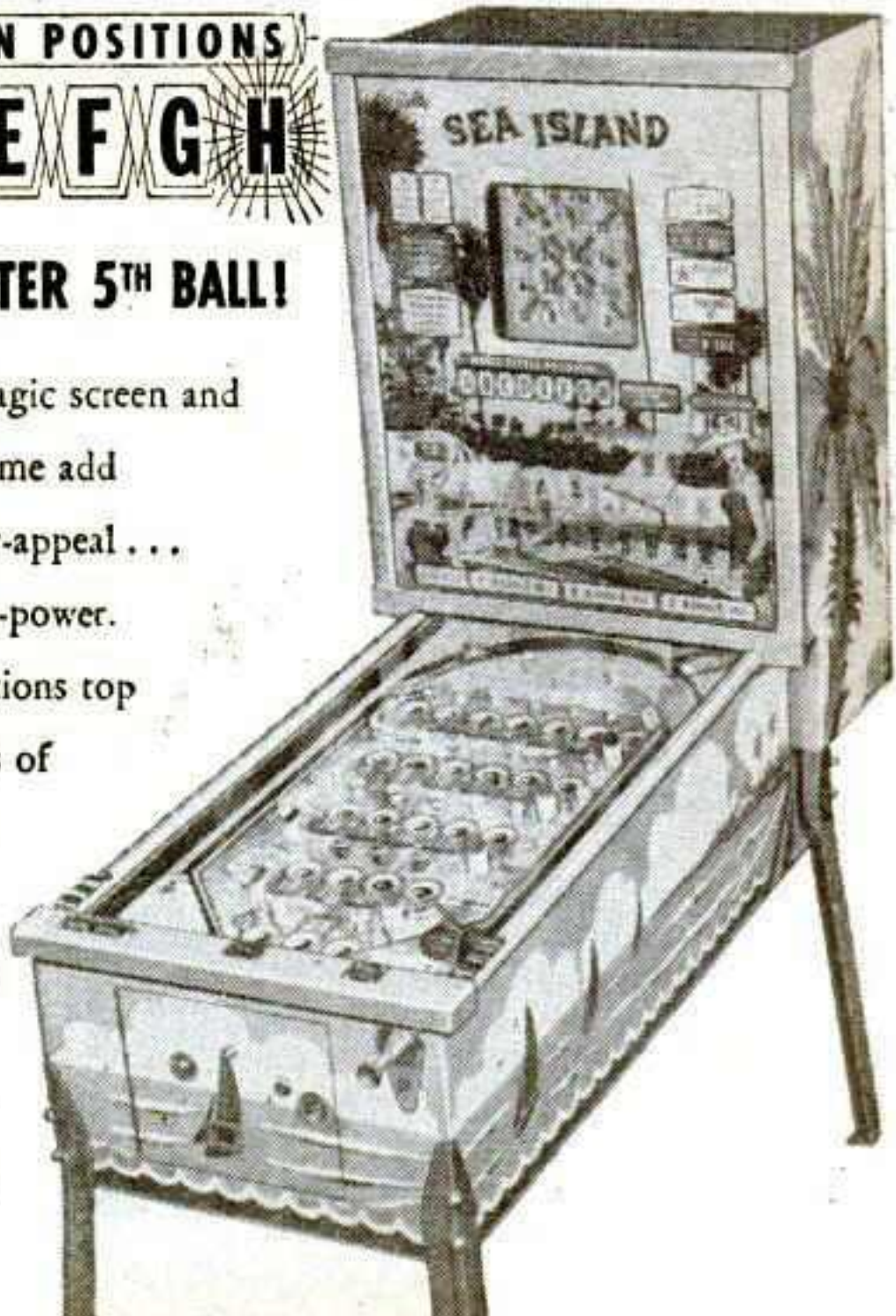
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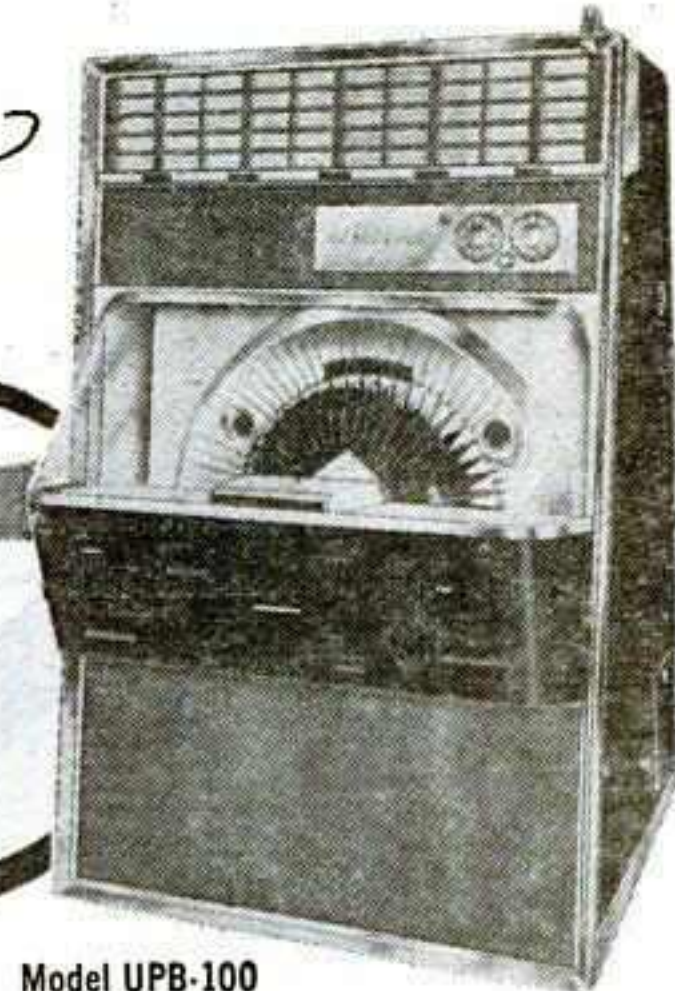
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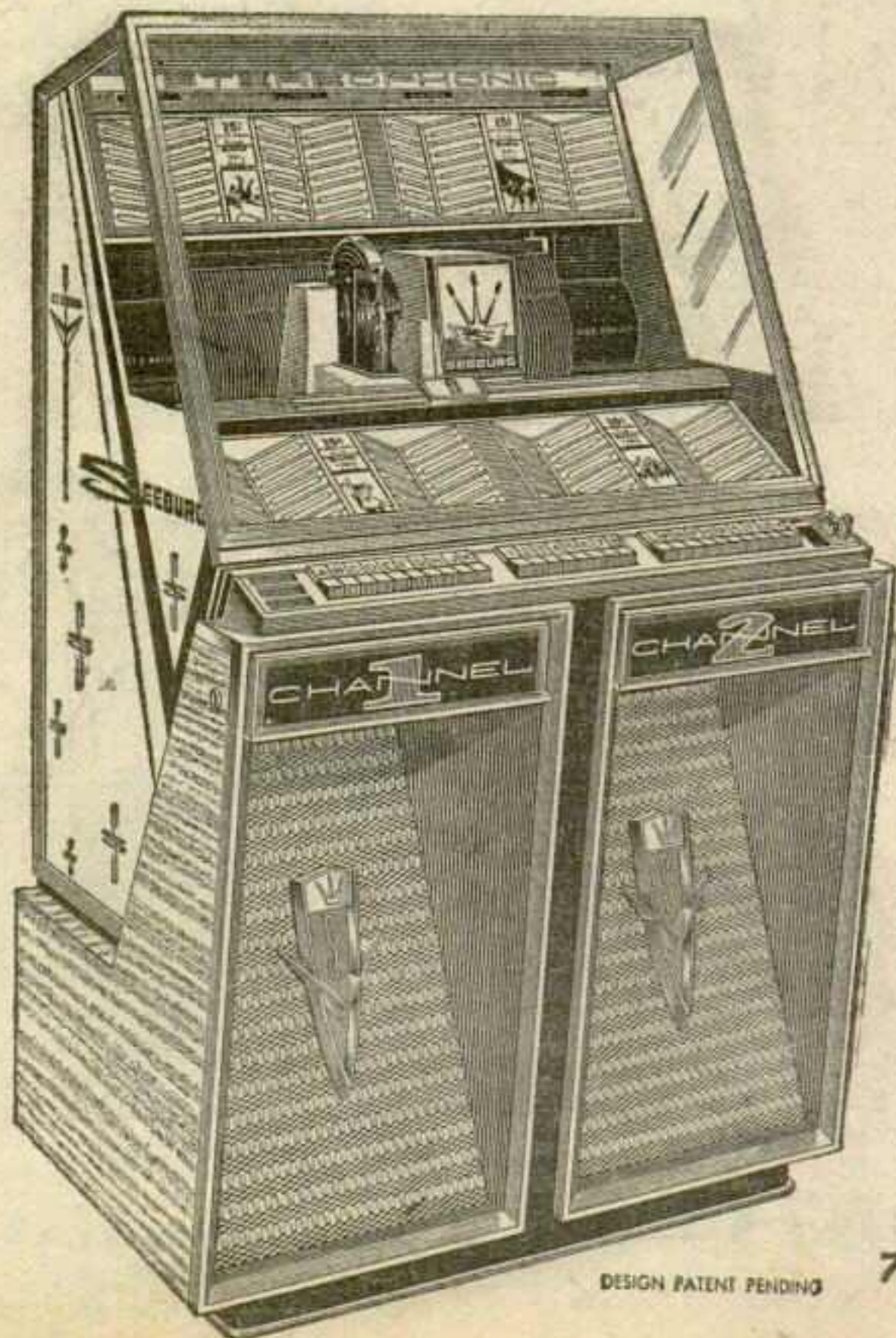
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