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MARCH 21, 1960

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INDUSTRY'S

LEADING NEWSWEEKLY



## FCC Lays Down New Payola Rules

Freebies, Record Hops, Junkets, Plugs Chief Targets; Mixed Views on Proposals

By MILDRED HALL

WASHINGTON — The Federal Communications Commission last week (17) lambasted a variety of payola practices, particularly free- way. bies and record hop promotion in broadcasting, and has laid down the law on disclosure requirements for all these types of payola.

From a study of replies to its payola query of last December, the FCC has found that licensees, employees and indie contractors have been sneaking many forms of plugs, musical or otherwise, into program material, in return for equally varied types of "consideration."

The agency promises strict enforcement of the Communications Statute requiring sponsor identification for all programming matively, but "watch out for any future violations," is the dictum.

#### No Future Excuses

No excuses will be accepted in was overlooked because it is a "common practice in the industry." Broadcasters found by the inquiry to show willful misrepresentation, or serious neglect of their responsibilities in preventing payola will be considered on a case-to-case basis, the Commission announced.

Main areas of payola reported are: (1) Freebies supplied to stations and or employees and indie contractors for air use, or as listener prizes, or record hop giveaways. (2) Promotion of outside activities, principally record hops, which use on-the-air promotion to benefit those involved in the hop, including label providing the records. (3) Acceptance of "junkets" in exchange for promotion of some local enterprise in the guise of a legitimate news "remote" broad-

#### Some Stations Now Buy Disks

NEW YORK - Since the payola probes started a few radio and TV stations have started to purchase their records from local distributors. One of the stations doing this is WFIL in Philadelphia. as well as other Triangle-owned radio and TV stations. A few stations in Chicago have also started

to buy their records. Altho it is widely believed that most radio stations receive albums and singles for free, only a few thousand singles are sent out to radio stations by the largest firms on new releases, and the album list is even less on new releases. Stations in small towns and small city markets usually purchase albums from the larger companies on a subscription plan basis.

cast. (4) Plugs and "sneaky commercials, including movietune plugs, fed into regular programming without acknowledgment that the plugs were paid for in any

#### Freebie Payola

In more detail, the FCC says freebie acceptance constitutes payola. Any use of free records in regular programming, or as prizes by station or at a related record hop, require sponsor disclosure. It is not enough to announce the label - disclosure must be made that the record was furnished free, and by whom. FCC says even the "subscription" disks which stations get more cheaply from record companies require announcement of a 'nominal" charge.

In the opinion of the FCC, reterial aired, whether paid for di- ceipt of freebies by a station has rectly or indirectly. FCC says it the "practical effect of being an will not punish licensees retroac- inducement to play those particular records," and the supplier had this fact in mind when donating them. "As a practical matter, quantities of records are given to broadcast stations for no other purpose the future that a payola practice than as an inducement to obtain preferential air exposure for certain recordings in which the donor has a financial interest." FCC believes this is especially true of copious donations of disks for giveaways as prizes or at record hops.

> In the record hop area, whether it is given in the name of sweet charity or whatever, FCC says benefit accrues to licensee, employee, label, performer, or deejay emsee, when such hops get on-the-air promotion. Hence all such hops must get on-the-air identification of those

(Continued on page 8)

#### IRE TO HEAR TAPE PLAYBACK RESEARCH DATA

CHICAGO-Another milestone meeting in the history of magnetic tape recording playback should occur next Wednesday (23) at the Waldorf-Astoria meeting of the Institute of Recording Engineers, when both Dr. Peter Goldmark, motivating force behind the Minnesota Mining and Manufacturing-CBS Laboratories' projected tape recorder, and Marvin Camras, of the Armour Research Foundation, both are slated to present papers on separate future tape playback machines. While Goldmark's appearance has already been widely heralded. Camras' appearance has only been made public with receipt of the IRE programs.

Camras, holder of many basic patents governing magnetic tape recording, when contacted, said only that he will show improved revisions of fundamental tape playback instruments shown November 12, 1958, at ARF headquarters. It's rumored that Camras will present two major improvements. Camras has further automated his principle of using a leader tape on a conventional reel-to-reel tape, which, when ted thru the tape playback unit, automatically feeds into the second reel. Camras also debuted a circular three, five and seven-inch circular tape cartridge, which utilized automatic feed thru a drop from a stack of cartridges into a playback slot, where the tape played back automati-, cally and when the machine was halted, tape rewound automatically.

Camras will introduce "two (Continued on page 16)

# Reader's Digest, RCA Deal Highl'ts New Sales Method

#### Magazine Offers 12 LP's for \$16; Initial Pressing 11/2 Mil Disks

tion with RCA. This came to light imo Freccia. thru receipt of a promotional mailing by Reader's Digest, offering a boxed set of 12 classical LP's at a price of \$16 for monaural product and \$17.85 for stereo classical product.

Reports were that the initial ultimately envisioned.

A spokesman for Reader's Digest stated the project was definitely not a club. It was reported that the Digest might ultimately have in mind a door-to-door selling campaign. This was not confirmed altho a spokesman for the magazine stated the publication had a door-to-door service in connection with its Condensed Book Club.

The spokesman also stated that it may be assumed that if the initial project sells well, other projects would be developed. One such project under discussion, it was learned, is a package of show music.

ent offering constitute material newly recorded overseas by RCA

NEW YORK - Another method | ternational Symphony Orchestra, of merchandising disks thru other the Accademia di Santa Cecilia, than retail outlets is being tested the Oslo Philharmonic, Sir Adrian by Reader's Digest in conjunc- Boult, Rene Leibowitz and Mass-

#### Equal Billing

RCA and Reader's Digest share equal billing in the promotional material, on the record label itself, and on the box which contains the package of 12 disks. The label legend states: "Recorded and manufacpressing order, on the basis of ini- tured especially for Reader's Digest tial testing, totalled 1,500,000 by the Custom Record Division of disks; altho a much larger sale is the Radio Corporation of America."

> The promotional material emphasizes the themes of value and quality - pointing out that the package of 12 is worth "up to \$59.76." The promotion material also states: "The records in your 'Music of the World's Great Composers' album would cost you up to \$4.98 purchased separately pre . . . " The promontertainment and cultural values for the entire family. There is also included in the box of 12 a "Guide to Appreciation," an illustrated brochure with hints on 'good listening."

Reader's Digest and RCA Victor. The 12 classical LP's in the pres- as well as RCA, are apparently planning the project with vast horizons in mind. The initial mailing execs. The repertoire is of the war- was stated to have been "a large horse type, such as "The Braden- one." The magazine has over 11,burg Concerto No. 1," "Rite of 000,000 subscribers and a tremen-Spring," etc. Talent includes such dous international circulation numorchestras and conductors as the bering in the millions. It was London Festival Orchestra, the In- learned recently that the magazine

(Continued on page 8)

#### NEWS OF THE WEEK

Ringling-Barnum Does Bonanza Business at Greensboro, S. C. . .

Ringling-Barnum circus and the Greensboro (S C.) War Memorial Coliseum combined to do business that was termed "fantastic." Total attendance for the six performances was 48,003 plus another 6,674 who saw the program being taped for network television. ..... Page 44

Crosby Record Production Firm Swings With Bing . . .

The Bing Crosby record producing firm, Project Records, is swinging these days with three albums produced by the firm already out on big labels. Seven albums are projected for this year with possibilities of the Crosby firm going 

#### ASCAP Under Fire by Fred Fox On Two Fronts in Washington

ASCAP publisher board-members and their policies came under attack on two fronts in Washington last week. Attorney for Fred Fox, of the Sam Fox Publishing firm, told the FCC that ASCAP publisher distribution made payola profitable in exchange for massive performance

money from tunes used in network TV background music. He asked FCC to set up rulings to head off alleged publisher payoffs to TV network program directors, etc. At the same time, the Fred Fox plea to the Supreme Court for the right to intervene in recently negotiated ASCAP Consent Decree was made public. Also in the same week, ASCAP took off after broadcasters and BMI, accusing them again of acting as a combine to push rock and roll. Pages 2 and 3

#### DEPARTMENT AND FEATURES

Amusement Park	Music	
Operation	Music Pop Chi	irts-
Arena, Auditorium	Top LP's	25
Newsletter A		Him X
Audio Products	Hat 100	
Bulk Vending	Tomorrow's 7	fors 3
Carnival Confab		3
Circus Trouging		4
Classified Adv	The second secon	eviews
Coin Machines		E.P. 21
Fair-Exhibition	Singles	35-3
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Distribution and Application .	TV-Music-Radio	

#### Disk Aid for Subscriptions

NEW YORK - The Reader's Digest record library, altho a kingsized promotion, is not a novel method on the part of consumer publications to build circulation. Back in the 1930's newspapers thruout the country ran special promotions on 78 r.p.m. classical disks to build circulation. During the 1950's many newspapers offered special low-priced LP classical disks as subscription builders.

However, this has become less common since the introduction of the low-price \$1.50 and \$1.98 LP. There was also a period about a year ago when it was believed that the Time-Life magazine chain was ready to enter the record business, but this fell thru. Life magazine, however, is co-operating in the promotion of the Bing Crosby, Rosie Clooney RCA Victor two-LP disk, "How the West Was Won," which is based on a series of articles in Life magazine in 1959.

#### BLAZING A TRAIL

#### Crosby Disk Firm Success Pattern

By BOB ROLONTZ

NEW YORK - The pattern of independent production of records now being set by the Bing Crosby disk firm, Project Records, may well turn into a pattern for the future for big name acts on records. For the Crosby record production unit, which started about six months ago, now has three LP's out and selling with large labels, has seven more in the works, a full schedule of disks to be waxed during 1961, and is toying with the idea of handling its own distribution in the future. And, to put the icing on the cake, the Crosby outfit, headed by Sy Rady, with Crosby and Basil Grillo in exec capacities, is now dickering for big name acts to make records for the label.

To date, the Crosby outfit has set distribution deals on three of the records it has produced. Two of them, "The Trapp Family Singers," and "Sing Along With Bing," are being handled by Warner Bros. Records, and according to Rady, are selling well. The latest disk to be issued is called "How the West Was Won," and was released last week by RCA Victor. This set features Crosby, Rosie Clooney,

#### All NARAS Nominees **Get Honors**

HOLLYWOOD — The National Academy of Recording Arts and Sciences last week decided to bestow tangible recognition upon the Grammy Award finalists, thereby enhancing the importance of being selected as one of the five nominees in each of its award categories. Nomination Certificates, in the form of Perma - Plaques, were sent to the diskeries whose releases placed in the "top five" golden circle during the first two Grammy Awards.

Labels were asked to distribute the plaques to the artists and engineers who won the honors. Plaque text contains the name of nominee, category in which he was selected, disk title and year nomination was made.

Labels receiving plaques for regel, Atco, Audio-Book, Caedmon, Cadence, Capitol, Challenge, Columbia, Coral, Decca, Disneyland, Dot, Fantasy, Kapp, Liberty, Lonture NARAS awards.

Jimmy Driftwood and the Mormon Tabernacle Choir, and it is based on the series about the West in Life Magazine. This story has been sold to TV as a spectacular to be presented by Crosby on ABC in the fall, which of course, is expected to add a healthy hype to its sales.

**Built Around Crosby** 

The albums which have been cut or are being cut for the Crosby label, are generally built around Crosby so far, with a few exceptions. Those coming up for the fall season include a set called "Bing and Stachmo," which will feature Crosby and Louis Armstrong, with musical direction and lyrics by Johnny Mercer and backing by the Billy May band. There also is an album coming up called 'The Crosby Brothers," which will feature at least three of the young Crosby clan, with Bing entering every now and then to whistle a few bars. There is an album on the upcoming list titled "Bing Goes Bongo," on which Crosby will be spotlighted with percussion, and which Bill Thompson will arrange

(Continued on page 42)

#### Compatible **Disks Debut** In Key Stores

retail stores across the country on the 32d Annual Academy have advertised Design Records' new \$1.98 compatible albums over April 4, 10:30 p.m.-midnight. the past two Sundays (13, 20). These included Macy's, Schirmer's and Doubleday's in New York The other key stores were Jordan Marsh sing "Strange Are the Ways of in Boston, May Company in Cleveland, May Company in Denver, Rike's in Dayton, Ohio; Shillito's in Cincinnati, Lyon & Healy in Chicago, J. L. Hudson in Detroit, Shuster's in Milwaukee, Thalheimer's in Richmond, Burdine's in Miami, and Famous and Barr in St. Louis.

#### **Atlantic Sets** 2 Jazz LP's

NEW YORK - Atlantic Recdistribution include Am-Par, An- ords is releasing two new jazz albums this month. "Pyramid," by the Modern Jazz Quartet and Charlie Mingus' "Blues & Roots."

Bassist Mingus, who usually don, Mercury, RCA Victor, Rou- plays with a small group, heads lette, United Artists, Verve and up a big band on his new LP, Warner Bros. Policy of honoring featuring an all-star group. All the nominees will be followed in fu- compositions in this package were written and arranged by Mingus.

#### MONEY-SAVING SUBSCRIPTION ORDER

Enter my	subscriptio	n to The	Billbo	oard for	a ful	l year
(52 issues	) at the ro	ate of \$1	5 (a	consider	able :	saving
over sing	le copy rat	es). Fore	ian ro	te \$30.		

☐ Payment enclosed		☐ Bill me
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Occupation		::
Company		
Address		
City	Zone	State
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#### MEET A MUST FOR SPINNERS, WARNS DJA

Communications to 1564 Broadway, New York 36, N. Y.

NEW YORK - Deejay Jim Hawthorne, president of the Disk Jockey Association, Inc., has issued a frantic appeal asking spinners and record programmers across the country to attend the DJA's first annual membership meeting in Minneapolis, April 8, 9 and 10.

In a letter inviting jocks to register for the meet, Hawthorne stated, "If you were told that your very existence in the radio industry was dependent upon whether or not you answered this letter, you no doubt would act immediately! This is exactly that! Your yes answer will mean in essence that you enjoy working at your profession!"

He added, "I cannot overstate the importance of this meeting to you and me, and if you can attend, you are signifying that you believe in not only your own future, but that of your station's and the entire broadcasting fraternity!" Deejays and programmers do not have to be a member of DJA to attend the meet.

#### Oscar Awards To Spot Big **Disk Names**

NEW YORK - Gogi Grant, Frankie Laine, Sammy Davis Jr., NEW YORK - Fifteen key and Joni James will be spotlighted Awards Oscar show over NBC-TV

> The four artists will warble the 1959 movie tunes nominated for Oscars this year, Miss Grant will Love"; Miss James, "The Five Pennies"; Laine, "The Hanging Tree"; Davis, "High Hopes." Still unassigned is "The Best of Everything," but it is rumored Johnny Mathis may chant the tune, which he recorded for Columbia last year.

NEW YORK - Bill Mulligan, former RCA Victor Custom salesmoved to New York as manager of cent. Custom sales planning and service. He will report to Emett Dunn,

NARM Sets Las

Vegas Meet Plans

# ASCAP Links 53% 'Top 50' to Payola

of Composers, Authors and Pub- ant, as claimed. lishers. ASCAP made the claim in a supplementary statement to the Federal Communications Commission last week (16). FCC had requested ASCAP to document charges made during recent FCC hearings that payola was "rampant" among broadcasters.

ASCAP takes the opportunity to propose stringent rules against station licensees accepting any sponsorship of music on the air, by any party with financial interest in the tune, with or without announcement. ASCAP strongly criticizes FCC's proposed anti-payola ruling which would require public "disclosure" of tune sponsorship. The music performance licensing society feels this is too permissive, and the mere disclosure might become routine and ineffective. FCC proposal might even be a "step backward" in the payola field, ASCAP feels.

#### Control at Station

"The problems of payola should be controlled at the broadcasting station," says ASCAP President Stanley Adams. So saying, he reaffirms ASCAP contention that broadcasters and Broadcast Music, Inc., are responsible for the push on rock and roll. He proposes that the FCC makes rules prohibiting any two or more broadcasters from combining to own or control a music-licensing organization.

The ASCAP claim that 53 per cent of 1959's "Top 50" tunes were released by companies cited for payola, starts with a Billboard listing of 277 tunes that made the top-50 list in that year. (The Billboard, December 1959). Of these, 107 tunes were released by companies cited in Federal Trade Commission's 60 complaints issued thru March 14, ASCAP claims. It finds an additional 39 tunes were product of eight or more labels accused of payola during the Harris (D., Ark.) Subcommittee hearings, as reported in Broadcasting magazine. The total of 146 tunes out man in Indianapolis, has been of 277 gives the alleged 53 per

ASCAP says the percentage will undoubtedly go higher when FTC acts on the other 95 cases it has manager of Victor Custom record | docketed for investigation. The Society quotes FTC statement that

WASHINGTON — At least 53 payola involved 255 deejays in 56 per cent of the records which cities in 26 States. Information was achieved top popularity in 1959 given the Harris Legislative Overwere released by companies in sight Subcommittee on March 4. volved in payola, according to an and is used in ASCAP proof that estimate by the American Society payola was widespread and ramp-

Altho the ASCAP response to the FCC was supposedly to have backed charges made by Stanley Adams on January 11, the Society's proof leans most heavily on FTC citations and Harris payola hearing testimony and trade stories which came out after that date.

ASCAP proposal for halting broadcast payola would be a sweeping prohibition by the FCC, forbidding any station from taking payment for sponsorship of performance of a musical work, by anyone with a financial interest in said work. Station employees would be forbidden to take pay for play or selection of tunes from any third party, whether or not the latter had any interest in the musical work. Employee's pay for programming selection would come solely from his employer in the station.

ASCAP would make the same activities a criminal offense, in a statute which includes above pro-

(Continued on page 42)

#### Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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Roger S. Littleford Jr. William D. Littleford

Editors

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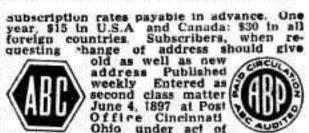
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Printed by WORLD COLOR PRTG. CO., St Louis Vol. 72 No. 12

One of the issues to be aired, Goldman of St. Louis and Al Dris- said Tiedjens, is the price compecoll of Columbus, Ohio. Record tition arising from manufacturers men will include Bill Gallagher of unloading discontinued catalog

#### NEW YORK — The National tor, Al Bennett of Liberty and Hal Association of Record Merchandis- Cook of Warner Bros. Eddie Jay. ers (NARM) will hold its second rack man of Buffalo, will be the A feature of the second annual

annual convention at the Tropicana | moderator. Hotel in Las Vegas March 30 to jens of Milwaukee. It is made up the 1960 NARM Awards. of rack merchandisers who sell records via supermarkets and chains.

Snyder of Washington, Pete Wam- ufactur 's. bach of Harrisburg, Pa., Harold Columbia, Irwin Tarr of RCA Vic-

April 2. NARM, which comprises get-together will be the presenting 51 members (30 regular and 21 of awards for best-selling albums associate), is headed by Jim Tied- and singles. These will be called

CHICAGO - An attendance of One of the features of the meet about 200 is expected at the conwill be a panel session between vention, according to Jim Tiedjens, rack jobbers and record manufac- president. The figure, he said, inturers. Rack men will be Eddie cludes brass from exhibiting man-

(Continued on page 43)

#### Reopened Consent Plea to High Court

Fox and Allied Pubs Claim Interests Ignored; Cite Intervention Precedent

to the Supreme Court to reopen hearing, "the Court summarily and the Justice Department, attorneys the proceeding." for Sam Fox Publishing Company and other ASCAP firms, cite strong it was denying plea of appellants' precedent for the right to intervene Sam Fox Publishing Company, Loesser musical, "Greenwillow," when the interests of a party con- Movietone Music, Pleasant Music which is shipping this week, is cerned are inadequately repre- Publishing, and Jefferson Music getting Victor's A No. 1 promosented by existing parties to the Company, because these were not tional push. It is understood that sion" at the University Court Hotel possibly can," said Spector. decree. Attorneys tell the Su- parties to the original antitrust con- Victor is putting \$100,000 behind here Monday (14) and Tuesday preme Court that competitive in- sent between the American Society the promotion, the first part of (15). terests of small publishers have of Composers, Authors and Pub- which consists of two free Green-

The plea to intervene, now publicly on file at the Supreme Court, dated "March." Court sources say Covington and Burling, in Washdecisions by the Justices on such ington, and Herbert Cheyette, of pleas usually take up to five or New York, that numerous court six weeks after entry.

vester Ryan, of Federal District third parties concerned are not Court of New York, on motion of represented fairly, but are subse-Justice Department, first promised quently to be bound by consent all parties in interest the right to be heard from at the scheduled sets forth the right, appellants

#### **New Treatment** For Drama Wax

Fox Records has made its first contrast with its statement of vio- cations Commission that ASCAP week period, The Billboard was inventure into the original-cast Broadway show field with the acquisition of the recording rights to "The Andersonville Trial," smash Broadway drama set in the Civil War period. Play stars George C. Scott, Albert Dekker and Herbert Berghof.

stated the transfer of the drama to disks would entail a new conceptthe addition to songs and background music to the spoken word category of recording. The disk version, in brief, will be a drama with music. It will be cut this week, and is scheduled for April

This will be the second of the label's recently announced Master Art series, the first one being the documentary, "Masters of the Congo Jungle."

Onorati feels that by imparting musical values to the spoken word, the market and catalog potential of that field is vastly increased. He plans production of other plays on

(Continued on page 43)

#### ALAS, FOR THE GOOD OLD DAYS

HOLLYWOOD - Al Jarvis during yesterday's (20) kickoff of his new KLAC adultaimed Sunday (10:05 a.m. -2 p.m.) platter show, struck an interesting "how-times-havechanged" note. He recalled that during the mid-thirties, he operated a Hollywood Boulevard record store, the Stomp Shop, which boasted as one of its prime features, a small recording studio.

"There," Jarvis fondly rem-Inisced, "musicians could have a professional record made for only 25 cents. But today, that same recording engineer would charge considerably more for his services, for he is Glenn Wallichs, president of Capitol Records.

WASHINGTON — In a plea October hearing. But during the consent decree proceedings final- without fings or opinion, denied ized recently between ASCAP and appellants' motion to intervene in

> The lower court indicated that and by Justice Department.

> > Precedents Claimed

cases set precedent for interven-The plea notes that Judge Syl- tion in consent proceedings when terms. Federal Rule 24, (A) (2)

To the second argument, attorneys note that ASCAP board interests, far from representing smaller publishers, have been diametrically opposed to the competitive interests of the smaller publations by ASCAP management of publisher distribution made payola formed. (See separate story.) both the letter and the spirit of profitable, in exchange for massive the 1950 decree.

Henry Onorati, diskery chief, no help to smaller members, appellants hold. "The general principle of representation should not ular antitrust suit."

# Victor Gives 'Greenwillow' Top Treatment

Big Ad Program, Giveaways Back Original Caster

NEW YORK-The RCA Victor original cast album of the Frank been ignored or overridden in ne- lishers, and the Justice Depart- willow albums to the first 2,500 monaural) adds up to 5,000 LP's discounters." To this, it is argued in brief given out to exploit the album.

# SORD Board Holds Special Meeting

Florida Conclave Highlights Moves to Encourage Co-Op Buying by Dealers

ganization, who operates Spec's gotiations between representatives ment. Also, Judge Ryan said ap- record dealers who send in cou- Record Shops here, reported that ing with the start of a dealer co-op of the "dominant" ASCAP board pelants were sufficiently repre- pons to the diskery taken from at last some dealers are "getting members, and the attorney gen- sented by their Society's board, trade paper ads. The two album smart" in their buying and are thus giveaway, (one stereo, the other helping to "stem the tide against New York and New Jersey. Sha-

It was also reported that even and awaiting decision is simply of attorneys Charles Horsky, of (Victor also used a giveaway plan the the four top major diskeries (Continued on page 12) have all extended a 10 per cent

CORAL GABLES, Fla. - Wide return privilege, local distributors awake indie disk dealers are now are not always living up to the getting as much as 25 per cent off terms. This beef was echoed by normal dealer cost on records, ac- most of those present. It was cording to reports presented here agreed that wherever this occurred, this week at a meeting of the ex- dealers involved would communiecutive board of the Society of cate direct with the record com-Record Dealers of America. The panies, notifying them of the disboard was called into what was tribs' attitude. "We will put as called "extraordinary special ses- much pressure on about this as we

Lou Shapiro Report Considerable interest was shown Mike Spector, prexy of the or- at a report from Lou Shapiro, a dealer of Jersey City, N. J., dealbuying operation instigated by the Association of Record Dealers of piro reported that a warehouse has already been put into operation and that at least 20 member dealers have acquired stock in the cooperation at \$1,000 a share. Spector pointed out that the SORD itself cannot participate in such

(Continued on page 43)

#### ASCAP Board Under Crossfire

Fox Attorney Blasts Tactics to FCC; **High Court Gets Intervention Plea** 

bers in the principle of members" to set up rulings to head off the in the proceedings are of little or alleged publisher-payoffs to network program directors et al.

At the same time, the Fred Fox plea to the Supreme Court for the obscure the realities of this partic- right to intervene in recently negotiated ASCAP Consent Decree was Quoting from Justice Depart- made public at the Court here. ment's own statement in support Brief by Fox attorneys alleges that (Continued on page 43) the decree negotiated between

WASHINGTON - ASCAP pub- "dominant" ASCAP publisher lisher board-members and their board members, and Justice Depolicies came under attack on two partment, violates the competitive lisher-members. And as for repre- fronts here last week (16). Herbert interests of the smaller publishersentation by Justice Department, Cheyette, attorney for Fred Fox, members it was presumably to the agreement it reached with of the Sam Fox Publishing Com- protect. Supreme Court's answer NEW YORK - 20th Century- ASCAP's directors was in painful pany, told the Federal Communi- could come within a five or six-

> In the same week (16), the performance money from high- American Society of Composers, "The slight concessions wrung paying tunes used in background Authors and Publishers took off has cut the price of the cost for from the dominating board mem- music for networks. He asked FCC after broadcasters and Broadcast certifying sales of records or al-Music, Inc., accusing them of acting as a combine to push rock and awards to \$150. The certification roll. The oft-made accusation was

> > (Continued on page 11)

#### Dot Sets 21 Welk Albums During 1960

HOLLYWOOD - Dot will release 21 Lawrence Welk albums during this year, according to plans mapped last week by label prexy Unpublished Randy Wood and Welk manager Sam Lutz. Contents will range from rag-time piano to waltzes, from polkas to Dixieland jazz and will spotlight such featured members of the Welk corps as accor-Buddy Merrill.

Heavy Welk release schedule indicates Wood will accelerate the same technique he introduced during the past year wherein he focused an unusually abundant number of album releases on his label's top artists. In Welk's case, for example, Dot produced a total of 11 packages during 1959 and Dot's "Lawrence Welk Month"

from the usually accepted pattern mings. whereby a label issues only a few by the sheer weight of the product. father's estate.

#### RIAA Cuts Gold-Disk Check Fee

Certification Of Sales Cost Reduced to \$150

NEW YORK - The Record Industry Association of America, Inc., bums proposed for Gold Record fee was originally set at \$350 in part of ASCAP's reply to a request 1958 and subsequently reduced to \$300. The present price slash was made by the RIAA Board of Directors in a move to spark a more widespread use of the RIAA certification plan. A substantial part of the cost involved will now be paid from the general funds of the association.

Under the Gold Record Certification plan, the RIAA has sales

(Continued on page 43)

#### Kern Tunes For Musical

NEW YORK - A group of hitherto unpublished tunes by the late Jerome Kern will provide the score of a new musical, based on the old Charles Boyer - Olivia DeHaviland movie, "Hold Back the Dawn."

The songs — between 18 and 20 — will be culled from approximately 75 unpublished Kern melodies (including ballads, waltzes, recently pin-pointed a full month's tangos, beguines and rhythm items) sales campaign on pushing his which have been locked in the safe wares. According to its figures, of the composer's publisher, Chappell, since shortly after his death sales promotion for Columbia Rec- drive reaped a quarter of a million in 1945. Negotiations for the rights to the music have been with Dot's device marks a departure Kern's daughter, Mrs. Jack Cum-

Some of the songs with lyrics albums by a given artist and con- by Dorothy Fields were recently centrates its sales efforts to push waxed in an Atlantic album by Columbia Records also ap- those packages. Wood's album baritone George Byron, who marpointed a studio photographer for sales innovation is to blanket the ried Kern's widow Eva in 1951. the firm. He is Henry Parker, and market with a mass concentration She died last November and Mrs. he is under the jurisdiction of Bob of multiple releases by a given art- Cummings is now executor of her Cato, Columbia's new art and ad- ist. Sales push is then intensified mother's will and a trustee of her

#### Goody Franchises Name to Dealers NEW YORK - A new chapter tion to the original Goody down-

was added to the Sam Goody story town store. with the disclosure this week that Goody would soon enter into ar- other franchise arrangements are rangments with disk dealers in var- under study by Goody in other dionist Myron Floren and guitarist ious sectors of the country for regions of the nation. It was

sale by Goody of his interests in consultation on merchandising Pittsburgh and in the Goody Green problems for all franchised outlets. Acres operation in Valley Stream, N. Y. Both locations will continue to operate under the Goody name on a franchise basis, with Goody Levy Named on a franchise basis, with Goody to receive a royalty of the net profits.

The Pittsburgh Goody operation was bought out by the Shapiro interests, operators of a chain of the new director of advertising and disk outlets in that city known as National Record Marts. In Valley Stream, Jack Imber, a partner in who left the firm a few weeks ago. the store until now, bought out Levy will handle trade and conthe Goody interest. It's expected sumer ads and also sales promotion that Imber may well add the fran- to Debbie Ishlon, head of creative chised Goody tag to other stores services at the company. he contemplates operating in the Nassau County area. It's likewise believed a possibility that Goody's name will be ultimately seen in various Pittsburgh outlets, in addi- vertising director.

It is also known that various franchised use of the Goody name. announced that the Goody New First step in the process was the York staff will be available for

NEW YORK - Bill Levy is ords. He replaces Art Schwartz, dollar gross sales volume.

# New Indie Distribs, R&B, DJ's Team to Keep R&R Swinging

#### Pattern Follows 'Closed Door' Policy of Big Time Outlets

By REN GREVATT

NEW YORK - Small, hardworking and sometimes hungry new distributors plus small indie, thythm and blues-oriented stations and jocks are giving noticeable indications of becoming the prime solace for the little, indie diskery. The new success formula, which some see as a re-incarnation of what obtained in the swinging early fifties, has evolved not only as a result of payola inquiries but owing as well to the current preoccupation of the industry with album merchandising.

The pattern has emerged as a door" policies toward new indie diskeries in the singles field, on the part of long-established indie distribs and radio stations in key markets.

With regard to the distribution picture, there are several interesting facets. For one thing, it has been noted that the larger diskeries today are often viewing singles in many cases as promotion for album product. This accounts at least partly for the growing "freebie" problem, in which manufacturers tend to "write off" the potential profits of a single in favor of album sales.

#### 'Write Off' Attitude

With major accounts on this kind of kick, important distributors often find themselves in the position of not having time to devote to pushing a single, particu-

#### Zerga to EMI Music Firms

HOLLYWOOD - Joe Zerga will become international manager of EMI's music publishing firms and will resign as veepee and general manager of Capitol Records' subsids, Ardmore and Beechwood but instead, turned the illegitimate music firms. He will base his operations at EMI's headquarters, Hayes, England. His resignation sessed \$211 for an Itinerant Wholeis scheduled to become effective April 30 but he may remain here beyond that date should his successor not be named by then.

He had been with Capitol, an EMI subsid, since 1948, and prior to heading the Cap music firms who operate in the Virginia, West during the past four years, served Virginia territory, and who passed its artist-repertoire department in this story along to The Billboard, various capacities.

#### NAB SETS RADIO MONTH THEME

WASHINGTON - The theme for National Radio Month, to be celebrated in May, will be "Radio . . . Heartbeat of Main Street," according to John F. Meagher, NAB's vice-president for radio. Theme will emphasize that radio stations are the focal points of the communities they serve.

NAB's public relations service will distribute to all NAB radio members a complete Radio Month kit, which will contain spot announcements, speech texts, mat for use in printed material, list of program and promotion ideas, fact sheet, and a sample proclamation.

Radio members also will receive a special disk of jingles, produced again this year by Faillace Productions, Inc., New York.

larly from a smaller label. It has being "available" to the newer inalso been noted that new indie die record lines. diskeries are meeting increasing difficulty in getting a distributor ing seen as a golden opportunity even to take their line.

key areas have been asked to sign stations, while at the same time agreements with the bigger com- maintaining close liaison with stores panies they handle, stating that in their areas. they will not take on any new indie disk lines.

distributors mulling the possibility Yankee. Yankee was started only of starting subsidiary distributor- seven weeks ago by Ed Rashbaum, ships for the express purpose of

Beyond this, the situation is befor new indie distributorships who It is now understood, that some are willing to get in there and hit important distributors in various hard at getting disk exposure thru

In New York, this has already reflected in the start of two new This, situation has resulted in distributorships, Cambridge and

(Continued on page 12)

#### direct result of so-called "closed DEALER CALLS THE COPS

#### Truck-Selling Distrib Lands in Toils of Law

on the part of one Roanoke, Va., any and all truck sellers in their record dealer put an end, at least territory arrested. temporarily, to one case of the latis made to the gypsy-like truck not really the answer. selling that is blasting morale and cutting into the profits of record distributors thruout the country.

In a report to The Billboard, Zane Leeper of Globe Record Shop of Roanoke, told of how he was accosted by representatives of "Mobile Records, Inc.," and invited to choose from any of the records this 'gypsy distributor" had stocked in the rear of his Volkswagen Micorbus. His price was 5 cents above wholesale, but "Mobile Records' had many of the top hits-hits, as a matter of fact, that Leeper had unsuccessfully tried to procure thru legitimate sources; hits which could have been certain sales. The truck seller also promised him immediate delivery with no shipping costs.

Leeper did not buy the disks truck selling "distributor" in to the police. He was arrested and assalers license. Since he did not have the money with him, his truck and merchandise was impounded by the city until he could get the amount from Pittsburgh, his home base.

Allen Distributing of Richmond,

#### 'Sleepwalk' a Hit in Europe

ent versions of the Trinity tune fold purpose in changing the for-"Sleepwalk" have been released mat: (1) Adults do the buying, abroad. In addition the original hence adult-aimed program gives U. S. version by Santo and Johnny has been released in each European country.

Disk line-up and foreign titles Niki Davis on Blue Bell in Italy; Fete Longer "Loa," vocal by Wim Van De Velde on Decca in Belgium and Holland; two different vocal versions by Caterina Valente -"Shada" in German and "Nuit each Independence Day season, Bleu" in French on Decca: Johnny Boys on Decca, Ken Kakintosh on EMI and the Sleepwalkers on Parlophone in England (all instrumentals); a vocal by Billy Moe and A budget of \$110,000 has been his ork on Decca, Germany.

American covers include a Betsy Brye vocal on Canadian -American and two instrumentals— Henri Rene on Victor and the has also had its time extended version of same selections. Codas on Bell.

NEW YORK — Decisive action has advised their customers to have

Both Allen and the Globe shop est get-rich-quick schemes in the realize, however, that arresting record-selling industry. Reference these moving record merchants is

In another section of his exclusive report, Leeper poses this quesrecords to pay production costs and the Columbia Club. royalties, and leave the manufacsmall cost of manufacturing a rectruck salesmen."

#### SHARE NATIVE SONS

# 34 States Claim Top Disk Talent

By JUNE BUNDY

NEW YORK—Best selling record artists are indigenous to certain states and cities, according to a study of The Billboard's Spring Spotlight on Records quarterly. (March 14 issue).

Home town listings for some 223 artists listed in the quarterly's "Today's Top Record Talent" feature represented 34 states, but six of the states account for almost half of the artists.

New York and California, as might be expected, were No. 1 and —claiming 29 and 24 artists as respective native songs, while Ten-

nessee and. New Jersey tied for

fourth place with 14 each.

The emergency of Nashville as a major recording center and the continuing trend toward the popularity of rockabilly and country

#### Sinatra-Cap Relations for 60 Serene

NEW YORK - Frank Sinatra and Capitol Records appear to have settled their recording difficulties, at least for 1960, anyway. seller: "How is it possible for some- when Sinatra okayed Capitol putrecord that you (the distributors) from the flick in which he stars. from "Grant Takes Rhythm." do, pay the expense of operating It is reported that Sinatra has a truck, pay the salesman, and de- also agreed to record four singles a switch in the case of "Chi Chi liver a record all the way from for Capitol during 1960 and has Merengue," by the Eloise Trio. Pittsburgh, for only 5 cents more also agreed to make new stereo al- The single was released in front than our legitimate distributors? bums of all the tunes he waxed to acquaint dealers with the new The evils in our industry stem from during his Columbia tenure. These the manufacturer. . . . I think we albums are still selling well for Codealers are expected to sell enough lumbia both thru dealers and in reaction to the disk caused the la-

After 1960 is over, it is underturer the huge spread between the stood that Sinatra may go on his way and form his own label, as ord and the high distributor cost he has been wont to do for the to use a cushion to permit them to past few years. Whether he will sell at a small margin to discount-ers, rack jobbers, one-stops and upon Sinatra's feelings come 1961 Show Finals when his pact with Capitol is over.

and western-flavored pop disks was undoubtedly responsible for Tennessee's strong showing over such large population states as Illinois, Michigan and Missouri.

For example, a recent Billboard story pointed out that more than 50 per cent of RCA Victor's pop hit singles in 1959 were cut by a.&r. exec Chet Atkins in Nashville. Columbia's Nashville-centered a.&r. man, Don Law, sliced Johnny Horton's big hit "The Battle of New Orleans," and Archie Bleyer made all of the Everly Brothers' click platters in Nash-

The top 10 disks on the "Hot (Continued on page 12)

#### Decca Hails **New Singles** From Album

NEW YORK - Decca Records this week was crowing about at least three active new singles which were taken from current album product. Promotion chief, Lenny Salidor, noted these as "On the Terrace," from Harry Lubin's album of "Alcoa Presents . . . Music From One Step Beyond"; tion in connection with the truck First sign of the settlement was "Crazy Arms," by Bob Beckham from "Just as Much as Ever," and one to pay the same price for a ting out the "Can Can" album Earl Grant's "House of Bamboo"

> On the other hand, Salidor noted group and establish acceptance for a forthcoming album. Immediate bel to move up the album release date to April 1.

# 200 in Army

WASHINGTON — Some 200 contestants will take part in Army entertainment contest finals, to be held at Fort Belvoir, Va., June 10-17.

A panel of six judges will select acts from the three-night finals to perform in the world-touring soldier show, "Rolling Along of 1960."

A "recorded" phase will also be conducted at both local and command levels, and will consist of three categories. The first is dramatic group which may include a scene from a play or original ma-

Second and third categories are small chorus (to 20 singers) and large chorus (more than 20 singers).

After leaving Fort Belvoir, "Rolljockeydom's early days here. He ing Along" will begin a ninewas the first major jockey in the month tour, appearing at major military installations thruout the world.

#### ALBUM TITLE CORRECTION

NEW YORK - Due to a tabulation error, "The Student Prince and Other Great Musical Comedy Hits." by Mario Lanza on RCA Victor has been erroneously listed on The Billboard's best-selling monophonic, action LP chart. The correct album is "The Student Prince" - a later edition of the Romberg score, also sung by Lanza. It appears this week in the 18th position on the chart.

#### MATURE LISTENER NOW JARVIS 'BALLROOM' AIM

By LEE ZHITO

HOLLYWOOD - Veteran disk jockey Al Jarvis has refashioned his 'Make Believe Ballroom' format to be aimed directly at the mature listener. Switch in audience target is concurrent with his switch in stations, moving yesterday (20) to KLAC from KFWB.

The pioneer platter spinner (he's NEW YORK - Twenty differ- been at it since 1932) has a two-

# Newport Jazz

NEWPORT, R. I. - The Newport Jazz Festival, which takes place in this Rhode Island town will have one extra day to run this year. The annual jazz bash will be extended to five days over the usual four from June 30 to July 4. set aside to conduct the affair.

which was innovated last year, and which precedes the jazz festivities, and will run from June 24 to 26.

sponsors more purchaser potential per dollar than the teen-type shows; (2) "good music" (i.e. non-frantic) trend is under way and by fall, Jarvis predicts, even the youngsters will have turned their backs on rock and roll.

The Jarvis switch is significant terial. in that he has been accurate so far in anticipating changes in music trends. He was the the first to go to an all-swing format during area to load up on rhythm and blues when the craze first flowered. And, he was among the first to tip the programming scales in favor of rock and roll.

In his new KLAC time-slot (Sundays only, 10:05 a.m.-2 p.m.), Jarvis combines specially selected platters with a well-stocked bag of programming gimmicks which he feels will deliver his desired mature listenership, Latter includes contests with adult appeal, a feature tagged "Knowledge College" (questions asked with answers given several disks later intended to hold listeners), "Hall of Records" links The Newport Folk Festival, day to interesting date in the past topped with tracks of yesteryear disking leading into modern-day

(Continued on page 12)

The dance that's sweeping the country

The Record thats making it famous

b/w "Mo Madison"

with the

featuring

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on AMY RECORD #804

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This One

**BIG BUSINESS TIE** 

MUSIC

#### Huge Sales Outlets In Premium Disks

By BERNIE ASBELL

CHICAGO-A boom for disk manufacturers-and many will say a new bane for dealers—is the less than \$1 each on sales tie-ins.

Sometimes the disks are specially recorded. Sometimes they are closeouts of catalog items. Most often, they are new compilations of old material. But always, the quantities are huge.

A new outburst of interest by merchandisers can be expected in prehensive feature in a recent issue of Advertising Requirements magazine, containing a roundup of many recent disk tie-in promotions.

A promotion that sold a cool Coca-Cola in 1957, six Tony Bennett tracks for 25 cents. The disk included such warmed over smash hits as "Rags to Riches," "Because of You" and "Cold, Cold Heart." In 1958, Westinghouse pushed 280,000 LP's thru appliance dealers for \$1.29 each, entitled "Benny Goodman Plays at the Brussels

#### Pennsy Dealers Seek Charter

pendent Record Dealers' Association of Pennsylvania have asked TV program and thru watch tion of Pennsylvania have asked TV program and thru watch deciavs is being put into operation Bills in Hopper "to propogate ideals on which the record industry was founded."

Several officers listed on the charter application said the move had nothing to do with counteracting publicity incident ot payola. Treasurer Vincent Lascheid said

"this is strictly a co-operative buying thing."

He explained the dealers believe they can save money buying records collectively rather than as in-

dependent merchants. Secretary Ernest Kuban observed:

"We are trying to survive. We are slowly being forced out of the business. We want to buy collectively."

He charged the main problem was preferential pricing by certain unnamed record distributors. He said that about 30 operators of retail record shops in Western Pennsylvania are members of the new association. The group wants to be chartered as a non-profit organization.

utilized Columbia material.

pressings at \$1 each.

disk premiums as a result of a com- for '59" and "Sabena Belgian World on the same tune. Ertegun agreed. Airlines Presents Holiday Abroad: Albums."

> One example of specially recorded material was a package pressed It sold 280,000 copies at \$1.

A talent bonanza was scooped up in a premium disk by The Watchmakers of Switzerland, TV sponsors of last year's NARAS banquet. The disk, called "The Golden Ones," features a dozen formidable names from as many labels: Nat King Cole, Perry Como, Doris Day Fats Domino, Ella Fitzgerald, Kookie Byrnes, Julie London, Patti Page, Debbie Reynolds, Carleton Carpenter, Billy Vaughan and Roger Williams, each in one of the star's established hits. First pressing

movement thru premium channels (Continued on page 42)

#### Liberty Adds N. Y. Staffers

NEW-YORK - In a move to increase sales and promotional activity in the New York City area. Liberty Records has appointed Bob Scaff as Eastern promotional manager and shifted Eastern divisional manager Erv Bagley from Philadelphia to the label's New York City office (headed by Jane Gibbs, manager of Liberty's New York operations).

In addition the office personnel of Liberty's headquarters here has been augmented. Scaff formerly served with Concord Distributing Company, Cleveland, where he handled distribution of all Liberty and allied labels in that area.

**BEAU GESTE** 

## 'After You, My Dear Gaston'

NEW YORK - George Gold-World's Fair." Both these offers ner of Gone Records and Ahmet Ertegun of Atlantic Records pulled Columbia sold another Goodman an Alfonse and Gaston act this package to Texaco, featuring 10 week. Goldner had released last Goodman standard numbers plus a week a new record by the Flagrowth of LP's and EP's as business performance of Texaco's "Swing mingos with the tunes "Nobody premiums, frequently offered for Into Spring" campaign song. Tex- Loves Me Like You" as one side aco gas stations unloaded 500,000 and the oldie, "Besame Mucho," as the flip. After the record sam-RCA Victor has had success in ples had shipped he heard that realigning old material on seven- the Coasters on Atco were releasinch disks for bargain-price give- ing a two-sided recording of "Besaways. It packaged Melachrino ame Mucho" this week. He called Strings for Botany, and others en- Ertegun and suggested that the titled, "Hires Root Beer Presents two firms would be better off if RCA Victor's Sound Spectacular they didn't have to fight each other

Goldner called back the Fla-Selections from New RCA Victor mingos record, and replaced "Besame Mucho" with "You, Me and the Sea," and put the "Besame Mucho" tune in an album. Ertemillion EP's was one offered by by Victor for Four Roses. It was gun, delighted with Goldner's gesan LP entitled "Sing With the Four ture, has told his promotion men Roses Singing Society," featuring Norm Rubin and Len Maxwell, 18 arrangements of old favorites. to tell jocks to work on both the Coasters new record and the Flamingos new recording as well.

# **Juke Operator** Promotion Firm

WASHINGTON - A novel Top Records has enjoyed brisk here by Hirsh De La Viez, owner of a juke box operation, Hirsh Machines, Inc. The new firm is called Record Promotion, Inc., and its services in presenting records to deejays in the U. S. and Canada will be available to anyone wanting to expose a tune on the airfrom the songwriter or publisher, to the label or distributor.

De La Viez feels this is a practical answer to the business of promoting records to deejays. He hopes those interested will welcome the change from old-style, uncertain "payola" promotion, to a modern, businesslike, guaranteed operation, complete with IBM machines, punch - cards, addressographs, territorial assignments and national spread.

The promotion service will not "hype" records by claiming they are sure-fire hits. Instead, the promoter will call the attention of the deejay to the tune, ask for his opin-

(Continued on page 43)

#### **HOT 100 ADDS SIX**

NEW YORK—Six new sides appear in this week's edition of the Hot 100 chart. Essentials are:

82. Shazam (Gregmark, BMI)-Duane Eddy, Jamie. 86. Clementine (Tweed, ASCAP)—Bobby Darin, Atco.

90. Night (Pearl, BMI)-Jackie Wilson, Brunswick. 92. Wake Me, When It's Over (Robbins, ASCAP) - Andy Williams, Cadence.

94. Words (Melody Trails, BMI)—Pat Boone, Dot. 100. Someday (Duchess, BMI)—Della Reese, RCA Victor.

#### COPENHAGEN FANS PICK QUALITY OVER BARGAINS

By TED WOLFRAM

COPENHAGEN — The inhabitants of Copenhagen seem to be in a spending mood this year, but not so much for "bargains" as for quality. In the entertainment field the biggest hit here is "My Fair Lady," which is in its third month and still playing to sold-out houses, and with people still cuing up early in the morning, in front of the box-office, on the slim chance of getting a pair of tickets.

The activity in the concert field centered largely on "benefits," but for these high-salaried talent was engaged and the concerts were handled by concert agencies with admission prices on same level as those of "My Fair Lady." The most important benefits were those given to augment the pension funds of the Royal Opera Orchestra and the Danish National Radio Symphony Orchestra. Both took place in Tivoli's Concert Hall, and both were sold out as soon as tickets went on sale.

"Extra" Concerts

In both of the above cases the talent bookers immediately ar-

# To Up Postage

WASHINGTON - Bills to readjust postal rates upward have been introduced in both Senate and House, and if passed, will raise special fourth-class rates allowed for mailed sound recordings, from 9 cents for the first pound and 5 cents each additional pound, to 10 cents and 6 cents, respectively.

Once again, a bill by Rep. Torbert MacDonald (D., Mass.) to exclude popular music, aimed particularly at rock and roll, from the fourth-class rates, has been temporarily shelved by the House Post Office Committee. Committee staffers say members decided to devote major effort to the rateraise legislation. The "temporary" shelving of the MacDonald measure practically assures burial in this session of Congress, just as a similar bill was buried last year.

Rate raises proposed in Bill S. 3192 by Sen. Everett Dirksen (R., Ill.), and H. R. 11140, by Rep. Tom Murray (D., Tenn.), chairman of the House Post Office Committee, at request of Postmaster Summerfield, include: a raise to 5 cents per ounce for first-class mail, and a 1-cent raise on post cards. Second-class rates, which include magazines, would go to 1 cent for copies weighing two ounces or less and 2 cents for copies in excess of two ounces, or zone pound rates, if latter are higher.

Airmail would go to 8 cents per ounce; individual third-class mail would go from 3 cents for first two ounces and 11/2 cents for each additional, to 4 cents and 2 cents, respectively. Pound rates for bulk mail from 16 cents to 18 cents per pound.

Rate revisions would become effective July 1, 1960, in the measures, which are endorsed by President Eisenhower.

ranged "extra" concerts, on a commercial basis, for the soloists pianist Arthur Rubenstein and violinist David Oistrakh. These two concerts were also held in Tivoli Concert Hall, with ticket prices about a third lower as there was no orchestra nor guest conductor. Both were sold out.

On top of these money-pulling concerts the Danish National Radio-TV networks organized a huge, three-hour-long show and concert in Tivoli Concert Hall in connection with the UN fund-raising campaign for refugee relief. This show netted more than 1,000,000 Danish "crowns" (\$145,000) from ticket sales and donations sent in from radio and TV listeners and viewers.

While "Holiday on Ice," playing major part of February in the big KB Hall, drew full houses and turn-aways during this concert period, three big jazz concerts, around the beginning of March, did not draw capacity altho they were well received. The Quincy Jones band, which has been with Harold Arlen's "Free and Easy" musical, on a short-lived tour, was unable to get a hall in Copenhagen, but gave two concerts in near-by Malmo, Sweden, where it did moderately well, drawing some 'fans' from Copenhagen.

The English jazz band of Chris Barber, which on previous appearances has registered sell-outs, drew (Continued on page 42)

#### Give Away 'Teddy' Disks

ROME - Producers of the song film, "The Teddy Boys of Song, are pressing all of their numbers on plastic disks which will be given away at first-run showings of the film thruout Italy. It is the first time such songs will be offered this way instead of being plugged via a tie-in sales campaign with a record company.

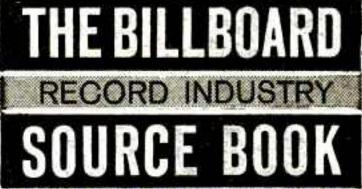
#### 'NUDA' BANNING HITS 'LIBERO'

ROME — By seizing all copies of Domenico Modugno's "Libero" in both Rome and Milan, a move which will doubtless be followed thruout the country, police made a collector's item of the Fonit disk. Seizure was not aimed at the song which won second prize at the recent San Remo Festival but at the lesserknown Modugno composition on its reverse side, "Nuda."

Considerable church opposition had been expressed to the lyric, "I would like to hold you nude in my arms," and the number had been barred by RAI from radio and television. Fonit plans to reissue "Libero," one of the topselling records in the country, with a new coupling immediately, without waiting for a final decision. Meanwhile, the record has been nudged out of second place by Joe Sentiere's "Quando Vien La Sera" ("When Evening Falls").

# Another

SPECIAL-VALUE FEATURE OF



& DIRECTORY ISSUE



A Directory of Services and Supplies for the Manufacture, Distribution and Sale of Records and Allied Products—coming in the . . .

April 18 Issue

**PRODUCTION** 

# "WHO'S OUR PET, ANNETTE"

b/w

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ABC-10089

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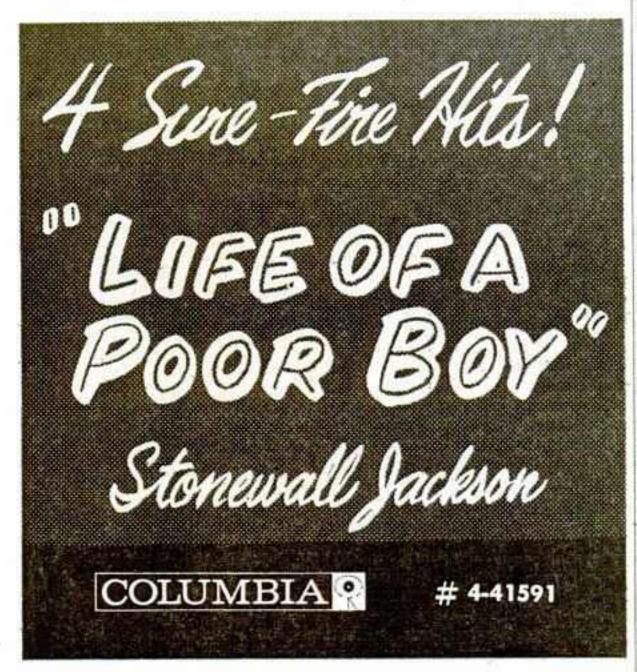
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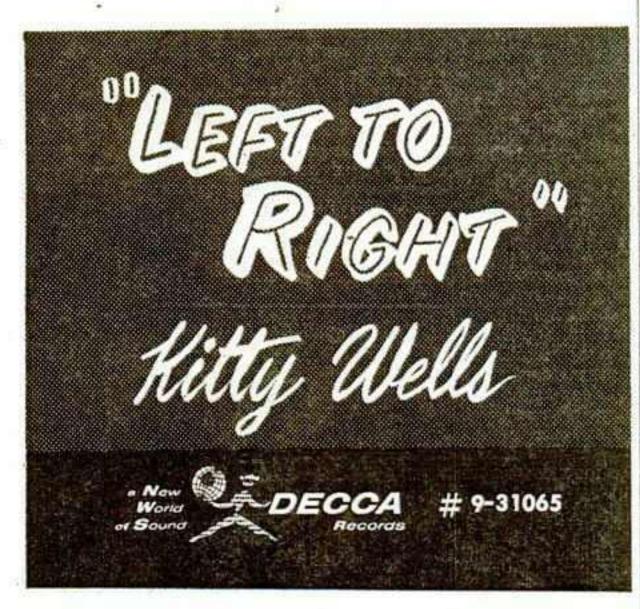
Anka's first production a star-studded new group on the hit-making label

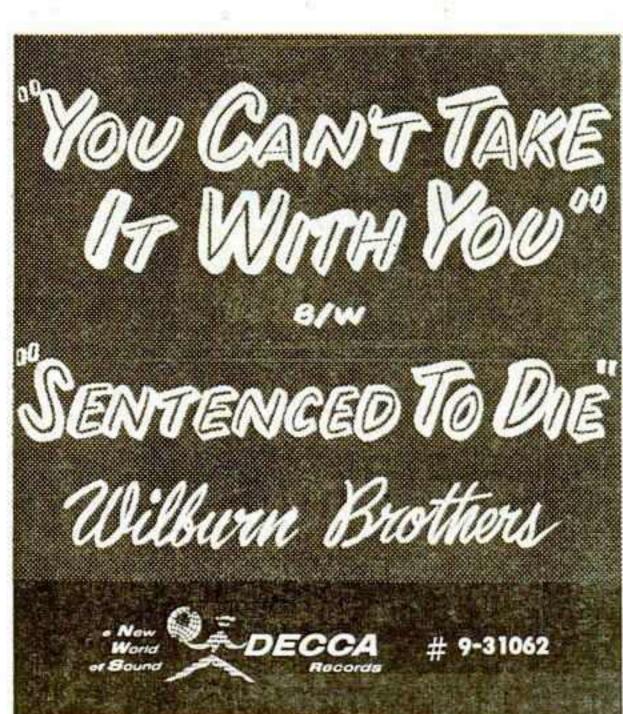
**ABC-PARAMOUNT** 



The second secon









**NEWS REVIEW** 

#### 6 Unusual Baroque Albums

Good taste is apparent thruout rules. in a series of new LP's collectively called the American Society Concerts-in-the-Home, an offshoot of Bell Records. A commodity all too seldom present, this excellence of content, performance and packag-

The bulk of the repertoire dates paid to performers. from the Baroque period and constitutes works not in the catalog at all or, in a few cases, available in but one or two other versions. This, in itself, is unique at a time when most labels seem to be rushing to duplicate the sure-fire warhorses. Performances all are of cial spot announcements, or overgenuine excellence, with variations from one disk to another, of course. far as logging on station report Packaging features full-color reproduction, each of a different Picasso work, with no printing to mar the hop promotion was just part of art. This may not offer the dealer the deejay's ad-lib patter. Also content, but it can perhaps prove an even greater eye-catcher by play of those records which will virtue of being different. The re- be given away at the hop, or recproductions include three sketches ords featuring talent to perform and three crayon drawings, two of at the hop. the latter being in color.

In all cases, the music is performed under the direction of Daniel Saidenberg, well known for the past two decades as conductor of the Saidenberg Little Symphony, specialists in Baroque works. His efforts here are on a very high level and deserve commendation.

The initial release, SAS 1001, features Handel's Double Concerto in F, better known in its transcription as an organ concerto, but recorded here for the first time in the original version. The work is made to order for stereo, with two wind ensembles, one on each side, answering and echoing each other. The releases, available either in stereo or mono, feature a relatively conservative approach to stereo directionality, but one which is quite effective when offered an opportunity like this. A Vivaldi flute concerto and Geminiani Concerto Grosso also are attractively heard on this disk.

SAS 1002 includes Telemann's "Don Quixote Suite" and three short works by Handel; none of the latter is elsewhere available. SAS 1003 contains the incidental music from Purcell's "Gordian Knot United," Boyce's brief overturelike Symphony No. 8, and two Trio Sonatas, one by Pergolesi in G and another by Telemann in C. Latter works are particularly effective in stereo, since they utilize standard \$4.98, stereo at \$5.98. three musical threads - two soprano parts (one for each speaker), and a bass part (which is most effective when centered).

SAS 1-4, similarly, features a brilliant performance of Bach's Trio Sonata No. 1 in C, and Handel's Concerto a Quatre No. 1 in D Minor, which is similar in form. The reverse side features Beethoven's popular Quintet in E Flat for Piano and Winds, Op. 16.

SAS 1005 comes closest to duplicating standard repertory, althoproviding the first stereo versions of two popular chamber works: Mozart's Quartet No. 17 (The Hunting), and Haydn's Quartet Op. 76, No. 5. Both are given vibrant performances by the Claremont String Quartet.

Finally, SAS 1006 features French organ and harpsichord works of the 15th and 16th century, as played by Paul Maynard. The outstanding material in the collection are five organ compositions by Francois (Le Grand) Couperin, which reproduce beautifully on the Baroque-styled organ of New York General Theological Seminary.

These releases, mostly off the beaten path, required courage as

# FCC Lays Down New Payola Rules

Continued from page 1

who benefit and how, the agency these disclosures for heretofore un-

FCC scores the hops for use of live recording talent at a fee "substantially less" than prevailing or union pay scales. In exchange for record promotion, the Commission judgement is to be noted in the has found that the operator of the record hop is partially or fully ing of the six LP's from the series reimbursed by a record distributor or manufacturer for the fees

The agency says it has found "widespread record hop plugging softer wording. Licensees would on stations where the station itself or its employees had some financial interest in the enterprise." Such announcements have been labeled "promotional" non-commerlooked entirely, in some cases, a to the FCC is concerned. In latter case, the excuse has been that the part of the payola, is frequent air-

Even when the hop is for charity, with everything ostensibly "donated" free, if free disks provided the accompanying announcement Sales Vista have the effect of inducing onmust state that records are being provided, and by whom, the FCC warns.

Also in the music line, FCC says identifying "jingles" associated exsneaked into a program without sponsorship - identification, even when the jingle is played on an instrument, and no words are sung.

Similarly, frequent spins of muing spot announcements, will have to be accompanied by identifica-

The latter two types of payola category, "plugs and sneaky comnot officially sponsored on a proor personnel get goods or services.

The Commission appears to be

well as discernment, and the manufacturer should be commended for both. Mono versions list at the

American Society: SAS 1001, SAS 1002, SAS 1003, SAS 1004, SAS 1005, SAS 1006. Sam Chase.

identified payola will be a serious deterrent to the statute violations.

The few responses so far received to the FCC's request for comment on its proposed anti-payola rulemaking generally favor the idea, but fear that licensees will be held too strictly to account for infractions they cannot prevent. A group of broadcasters, including WTOP, the Washington Post station here, Great Western Broadbe required to take steps "reason-

ably calculated" to prevent payola. Columbia Broadcasting System feels the same way, and also finds the rule ambiguous. If licensee is to be responsible for actions of its officers, employees and outside contractors, the latter should be covered by the ruling, too, says CBS. Final date for comment on the payola ruling is March 22.

# Digest-RCA Deal Opens

Continued from page 1

held a meeting which was attended by 10 of its international division clusively with one sponsor who managers. The purpose was to holds the copyright, cannot be study the disk project with regard to overseas distribution.

At the level of Reader's Digest, the moving spirit of the project is A. C. Cole, vice-president and gensic from a movie showing locally, eral manager. Late last week Cole in return for the movie house tak- discussed aspects of the project with George Marek, RCA Victor chief.

It was known that execs of the RCA Victor Book-of-the-Month are included in the FCC's fourth Record Club were studying the RCA - Reader's Digest project. An mercials." This also covers sneak exec of Book-of-the-Month, queried mentions or pictures of products whether he believed the new venture would impinge on the market gram, in return for which station established by the club, stated that only time would tell.

The disks are being pressed at confident that requiring all of RCA Victor plants in Rockaway, N. J., Indianapolis and Hollywood. They are not purchasable at any outside source.

> One source of information disclosed that the next set of disks likely to be produced for the magazine may be recorded in the United States, and will sell for a slightly higher rate than the current package.

#### Another Billboard Record/Phono Dealer

0331 GENE HI FI CENTER GENE BRANSCOME 51506 122 E TEXAS AVE 32KF BAYTOWN 060007

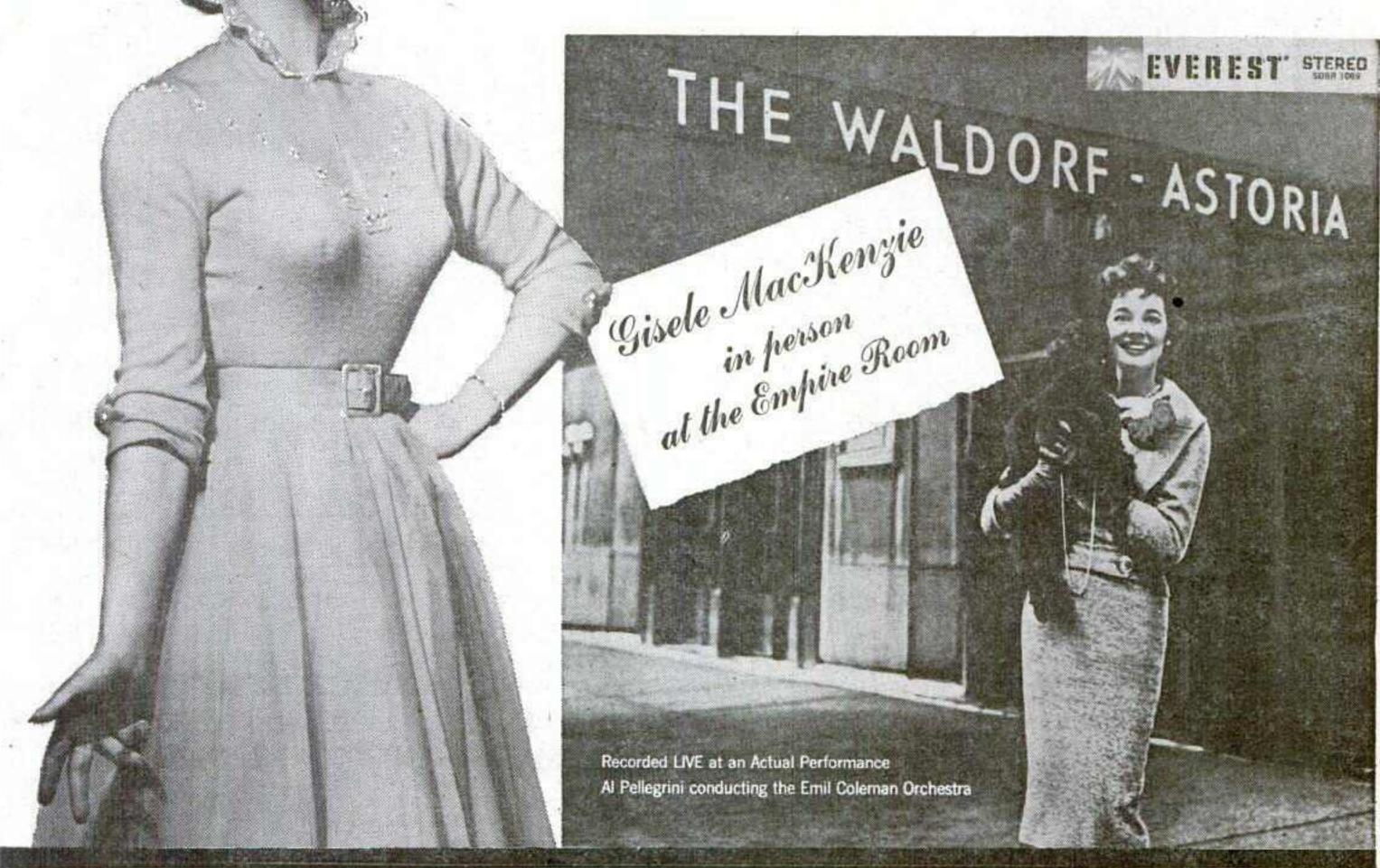
#### GENE HI-FI CENTER

The retail establishment of this record/phono dealer . . .

- . . . Is essentially a hi-fi store
- . . . offers both records and albums
- . . . handles phonographs selling from \$29.95 to \$1,000
- . . . has been reading Billboard for more than 18 months

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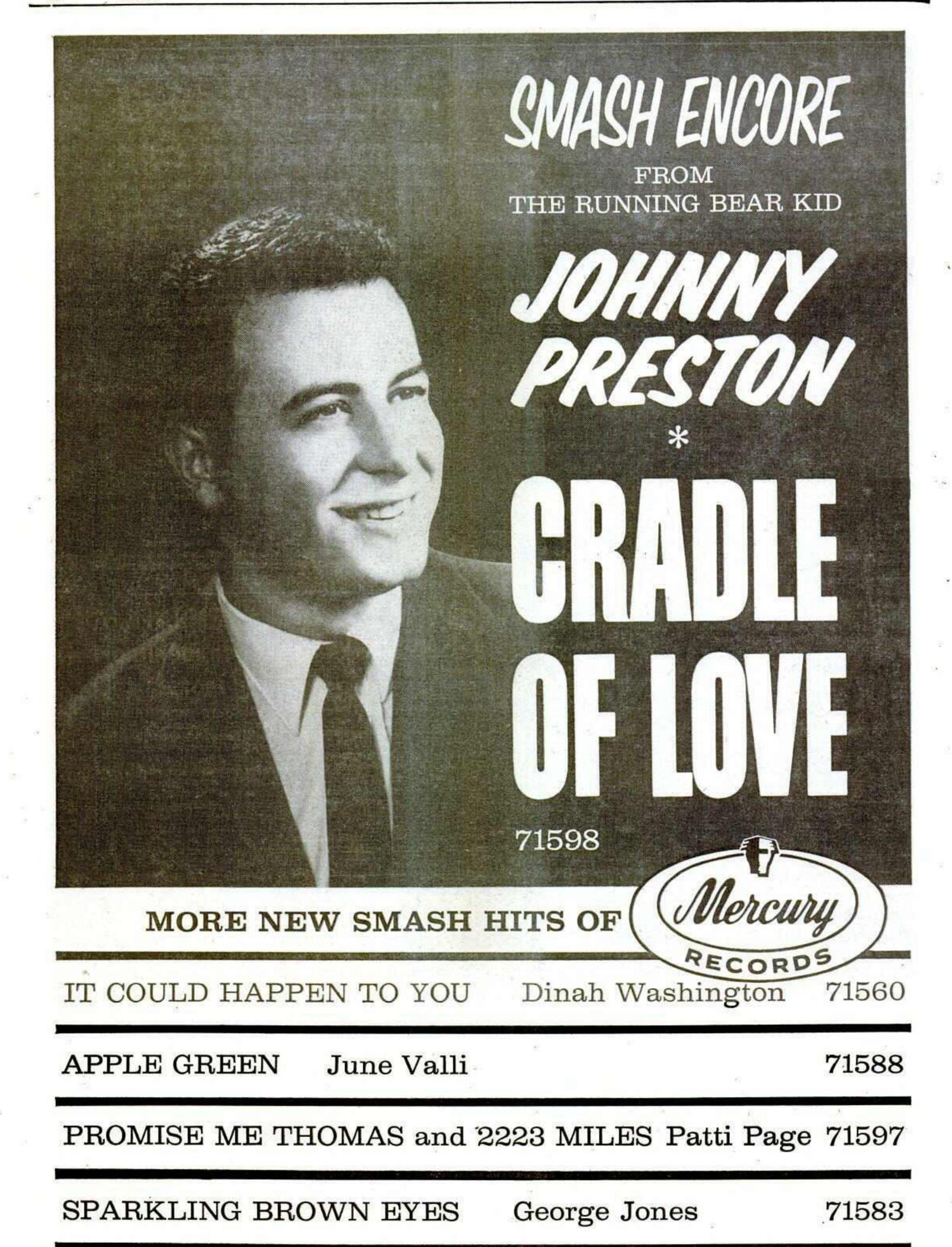
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TOKEN OF LOVE



Benny Barnes

71600

#### ASCAP Board Under Crossfire OLYMPICS ROME

Continued from page 3

by the FCC that it back up state- publications, bluntly pointing out ments made by ASCAP President Stanley Adams during recent FCC hearings. Adams had said payola was "rampant" among broadcasters. (See separate story.)

Similar charges of a broadcasterproduced era of rock and roll were made by anti-rock crusader Gloria Parker, and by Barney Yooung, representing Colored Performing Rights Society of America, Irving Berlin and other ASCAP ownership. writers.

#### Cheyette Blast

The Cheyette blast at publisherpayola told the FCC that three testimony that one ASCAP board factors in the ASCAP distribution have made payola inevitable, to snag lush net background music deals: 1. Surveying of network per- program. Court case of Lombardo share of expenses involved in the formance on a 10 per cent basis, as against one-out-of-500 local radie plugs caught. 2. Attributing to more than \$340,000 over a sevennetwork performances two thirds year period for its composers and of ASCAP income, altho only one- publisher board-members. fourth of ASCAP revenue is derived from that source; 3. Granting of arbitrarily high values by ASCAP board to certain compositions (of which 63 per cent were owned by ASCAP board members, it was reported by the Roosevelt House Small Business Subcommittee in

Factor one makes certain a network play will get into ASCAP survey, and the other two factors raise performance royalties high enough to make paying for the plugs profitable, the statement ord, on which 40 high-paying points out.

businessman, for whom one-third organ by a quiz show musical dito nine-tenths of his income de- rector. "Here the music director pended on it." Even under revised Consent Decree, a ratio of value of 100 to 1 for identical use of tunes is allowable, altho cut down from former allowance of payment up to 1,000 times greater for a board publisher-owned tune than for one ance will produce handsome, preowned by a lesser member.

Cheyette quoted stories in trade

#### PARIS RECORD LENDING CLUB

PARIS — This city appears to have a record club which does not seem to have any "commercial" angle as it only handles classics on a loan basis. It does not call itself a club but is known as a disk library.

The "Discotheque de France" (Record Library of France) is operated by "Association Loisirs" (Leisure Association) and is located in the Theatre Marigny, on the Camps - Elysees. At present it has a library of 6,000 French and foreign recordings of the classics, but expects to have 10,000 in 1961.

A membership card costs 60 cents; annual dues are \$5.40, plus a weekly charge of 40 cents. Members can take out two records for a period of two weeks. Records are delivered to suburban subscribers via a "Disk Bus." The library has a room equipped for auditions of the loaned platters, and also gives recorded concerts daily at 12:30 p.m.

the take of big ASCAP firms represented on the board, particularly for music backgrounding network TV and radio afternoon and quiz shows. On these shows, "music was chosen for production of the greatest performance royalties under the ASCAP survey," and one trade story quoted, flatly stated that such deals were bought and paid for.

Apropos of fast money, it is and two other equally small music pointed out that "only one new performance rights groups: Life publishing company has broken Music. Inc., and National Juke into the top 20 in terms of the size Box Music, Inc. Miss Parker says of ASCAP revenue since the war, that songwriters are starving, altho and this did so as soon as it was \$30,000,000 is distributed for 100,- formed." It is Melody Music, 000,00 broadcast tune-plays an- Inc., owned by Barry and Enright, nually. She blames the situation on TV packagers. Latter were storm the "pompous broadcasting fratern- centers during recent Harris (D., ity." because they do not keep rec- Ark.) TV quiz show hearings for ords of all performances. Gloria alleged fraud on "Tic Tac Dough" wants the FCC to make the log- and "21." The two own a radio ging of music a requirement for all station, WGMA, Hollywood, Fla., broadcasters. She says rock and whose license renewal was held roll is a "funeral parlor" for the up by the FCC pending further in- tribute its revenue to members on music of Oscar Hammerstein and vestigation of the character of its a per-use basis, founded on the

> In further documenting, the statement quotes Roosevelt (D., Calif.) Small Business hearing publisher got over \$80,000 in one year for use of five notes as a theme on a network radio quiz

The only action ever taken by the Society against this type of "rigged" performance payoff, says Cheyette, was a resolution against any attempt to influence music programming on the Ed Sullivan Big Miller Pic, show. Presumably, "all other shows" are free from such prohibition, and in effect the payola practce is "sanctioned by the board."

#### Indirect Pavola

The payola method outlined was the setting up of a rectunes belonging to a single ASCAP "The moral was simple to any board member were played on the shared mechanical royalties, plus whatever arrangements were made with the publisher. The record is distributed by the publisher for use as background music on network shows, where each performdictable ASCAP royalties."

> To remedy the situation, action is recommended on three fronts: ASCAP's Consent Decree should require an independent agency to survey music use, istead of permitting the ASCAP board (selfperpetuated over decades), to conduct the survey themselves, as is presently the case. 2. All broadcast licensees should be required by the FCC to file periodic reports of every use of music on its station. 3. The right of the station to li-

#### Decca-Arden Fashion Tie

NEW YORK - Toni Arden and Decca Records are engaged in a tie - in promotion with Junior Theme, a dress manufacturer, which has brought about joint efforts in various markets between Decca branches and stores handling the Junior Theme line in the given market.

Miss Arden posed last week in concerts March 4 and 6. six new dress designs being promoted by the company for spring ing night, with tickets priced at A GREAT PERFORMANCE and summer, in colors inspired by \$2 and \$1. Show was sponsored "Besame Blue," "Pop Pink," "Hi-Fi by Max Winter Enterprises and Green" and "Record Black." Gal the Honolulu Advertiser. Borge will also shortly debut in pictures drew a total crowd of 8,000 with Published by with a dramatic role in 20th-Fox's tickets priced at \$6.60, \$4.50, "Murder, Inc."

# NITERY SPARK

ROME — The Eternal City is apt to become a little Las Vegas so far as talent is concerned during the Olympic Games period and possibly for a week or two before and after the games, which will take place between August 25 and September 11.

With the announcement by the new Casa Cugat that it will present recording names including Abbe Lane, Lena Horne, Johnny Ray and Frankie Laine and similar calibre, other night spots are planning to follow suit. These will probably include Bricktop's, Belvedere delle Rose, Rancho Grande, Casina delle Rose and a new locale to be opened by Robert Alda, American film and recording star.

cense ASCAP music would depend on agreement of the Society to disbroadcast logging reports filed with the FCC.

However, the ruling proposed would allow for variation in payments according to the type of music use (featured play as against background, etc.). Also, performance rights groups would pay their vs. Adams showed that another music logging by broadcasters to theme, comparably used, gained the FCC. (In this connection, members of the Harris Subcommittee were angered by deejay and station-librarian claims of listing of all records played over the airbut no such lists could be found by committee probers.)

# Radio Tie-Up

NEW YORK — Universal-International is re-releasing its all-time top-grossing film, "The Glenn Miller Story," this week, via a special promotional tie-up with local radio stations WNEW and WRCA when the movie opens here at the RKO Palace Theater Tuesday (22).

Ex-Miller vocalist Ray Eberle and his band will appear on the stage of the Palace in the evening, and on Saturday, March 26, jazz clarinetist Sol Yaged and a fivepiece combo will present three hour-long sessions in the lobbyfeaturing only tunes associated with the late Miller.

Station WRCA will originate three of its deejay shows from the Palace lobby on opening day. Ed Herlihy will broadcast from noon to 2 p.m.; Art Ford, 4-6 p.m. and Wayne Howell, 7-9 p.m. All of the programs will feature Glenn Miller

On the same day WNEW deejays William B. Williams and Dick Partridge will feature special Glenn Miller salutes and a Glenn Miller contest on their respective programs.

Local deejays and newspaper men will also be visited by Martha (Continued on page 43)

#### Patti Page In Honolulu

HONOLULU - Patti Page appeared at the Waikiki Shell for the Sportorama - Outdoor Show here last week (March 11-20) following Victor Borge who presented two

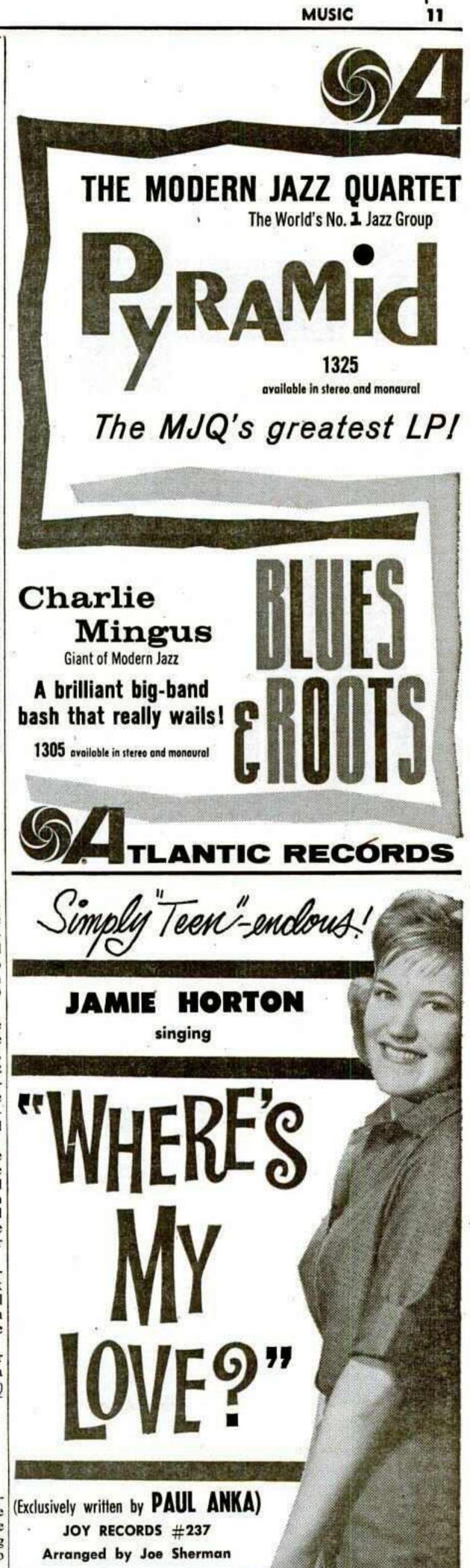
Miss Page drew 4,000 on open-\$3.50 and \$2.

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#### Our Apologies to WADE FLEMONS

for a typographical error in his name in the full page

SHAW ARTISTS CORP.

advertisement in the March 14th Billboard



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Columbia 4-1568 CAJUN PUBLISHING CO. Shreveport, La.

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#### IT'S ON THE PLATTER'

#### Stickers on Albums Spotlight Hit Singles

merchandising execs suddenly dis- album by Paul Evans ready for re- ist who comes thru strongly in sin- with one best selling disk name album whence the single -rec- lease of his second single "Mid- album is issued with dispatch. ord came is often titled in such a way as to give no evidence that the single hit selection is also contained in the album. To correct this, the diskeries usually print up stickers to be pasted on the albums already out in the field so that dealers-and their customers-will know they can obtain the hit in the album as well as on the single.

"pasting on the stickers" are the tenure. Bobby Darin album of "That's All," on Atlantic, the Columbia album of "Hits From the Movies" and the Marty Robbins album of "Gunfighter Ballads." Darin's album contained "Mack the Knife," of course, and after it broke as a smash single the Atlantic execs quickly got on the ball and attached stickers to the cover of the albums out in the field so that everyone could see that it contained the hit.

Over at Columbia the firm this week had all of its field men pasting stickers on the album of "Hits From the Movies" so that the title now reads "Featuring Percy Faith's Original Theme From 'A Summer Place'." The Faith hit was originally issued as a single, but was later put into the movie hits album as but one of 12 single sides with movie themes. Right now Columbia is readying stickers for the Marty Robbins album of "Gunboth "El Paso" and "Big Iron," so that prospective purchasers will know they can buy the Robbins' hits in the LP.

The stickers and the advertising of the single hits on the album have turned to the smaller, rhythm about the show, plus ads for Cobring up some interesting aspects and blues stations where as one lumbia's album of "MFL" and of today's record business. One is put it: "We don't have to pay a others, and pictures of the stars. simply that a single hit from an cent but they play our records." album helps sell the album to those who want the hit on an LP rather than a 45 r.p.m. single, as

#### 'Greenwillow'

Continued from page 3

with its first Rod Lauren record last winter.) In addition to the giveaways and trade advertising, Victor also has a big consumer ad program set to give the "Greenwillow" waxing a solid send-off.

Victor is also training its promotional guns on another new album, "How the West Was Won," which is being released this week. This set, made by the Bing Crosby production outfit (see separate story) is a two-record set, which includes a 24-page booklet with many of the paintings that appeared in the original Life Magazine articles on which the set is and excitement and his down-tobased. Victor has worked out a special promotion with Stetson Hats and the Santa Fe Railroad, crop in this league is Douglas via which the Philadelphia hat (Jocko the Spaceman) Henderson, firm will display the album in win- who recently took over an evening dows of its stores thruout the slot on WADO, New York, lately country. The Santa Fe Railroad known as WOV. Many of the will feature the album on ticket kids are talking about and listening counters and in special billboards to Jocko these days according to of crack trains.

line, Camden Records, is bringing out another Maurice Chevalier promotion men with the newer set next month titled "Toujours indie distribs. Maurice." It features Chevalier in his best known sengs, and also con- about Bugs Scruggs and Jockey tains many photos of the singer in Jack Gibson on WCIN, while other various stage and film roles.

record firms have come up with a ist. It also points up the interde- Acuff-Rose Music. new gimmick to spur album sales pendence of albums and singles that could be called "pasting on and the importance of merchandisthe stickers." The stickers are nec- ing an artist who has real potential essary when a single record issued on both types of disks. Carlton night Flyer" following up his first ing were Frank Chacksfield, Marty out of an album turns into a smash Records noted the importance of hit "Seven Little Girls." More and Wilde, Mantovani, Melachrino, hit. This is when the sales and this recently when the firm had an more firms have noted that an art- and Cliff Richard. Showing up cover-to their chagrin-that the lease simultaneously with the re- gles can sell a lot of albums if the each were Belgium with Rocco

#### 34 States Claim Top Talent · Continued from page 4

100" this week include Jim Reeves' the hometown tally is that 16 of "He'll Have to Go," cut by Atkins; the best selling artists were born Brenda Lee's "Sweet Nothins," re- in foreign countries. Canada led corded for Decca by its Nashville- the international parade with six based a.&r. man. Owen Bradley, names-Paul Anka, Dorothy Col-NEW YORK-The Merchandis- well as fans who have already and "Teen Angel" by Mark Din- lins, the Crewcuts, the Four Lads, ing and sales execs in charge of bought the single and want to have ning who is managed by veteran Jack Scott and Percy Faith. Faith, albums at both large and small more recordings by the same art- Nashville publisher Wesley Rose of Scott and Anka are Nos. 1, 6 and

Another interesting sidelight on this week.

also in Philadelphia; John Slade

on WJMO, Cleveland; Bristoe Bry-

ant on WJLB, Detroit; Maurice

Jackson on WTVN, Columbus, O.;

Dave Dickson on KATZ, St. Louis;

Larry Dixon on WCHB, Inkster,

Mich., and King Coleman on

As one indie distrib said this

week: "It's still the kid with the

98 cents we're after and we know

how to reach him. Rock and roll is

just as big as ever thanks to these

r.&b. jocks who spell excitement

for kids. These are the kind of

fellows who started it all a few

years back and now it's like rock

WMBM, Miami Beach.

7 respectively on the "Hot 100"

London-born artists making the "Today's Top Record Talent" list-Granata: Germany, Frank Metis of the Islanders; France, Jacky Noguez; Holland, Willy Alberti, and Yugoslavia, Ivo Robic.

Cities claiming the most best selling artists were New York City. Philadelphia and Los Angeles; followed by Nashville, New Orleans, Pittsburgh, Memphis, Kansas City, Mo., and San Francisco.

In addition to the six states named in the first part of this story, states and the number of current best selling record stars born in each were as follows: Ohio, 10; Illinois, 10; Oklahoma, eight; Missouri, seven; Michigan, seven; Massachusetts, six; Kentucky, six; Virginia, six; Washington, six; Texas, five; Georgia, four; Arkansas, three; Alabama, three; South Carolina, two; Arizona, two; Hawaii, two; Mississippi, two; North Carolina, two.

States chalking up one homegrown artist each were New Mexico, Connecticut, Nebraska, Colorado, Florida, West Virginia, Kansas, Indiana, Utah and District of Columbia.

#### Team to Keep R&R Swinging

Continued from page 4

an alumnus of the Sam Weiss or- known Tommy Smalls (WWRL) ganization. The new outfit has and Hal Jackson (WLIB). Other already acquired such lines as hot current r.&b. jocks include Clock, Mala, Mohawk, Amy, Del George Woods and Kay Williams Canta, Ron, Ric, Love, Fortune, on WDAS, Philadelphia; Lloyd Some of the recent examples of Rondo and Rondolette in its brief Fatman and Bill Curtis on WHAT,

> Cambridge, started a few months back by Pete Garris, who was formerly with Bruno as well as Weiss, has acquired Duke, Peacock, Backbeat, Panart, V-Tone, Vim. Treasure, Mark-X and Triple-X.

> Garris, among others, noted the increasing importance to the indie distributor of r.&b. jocks and stations. He pointed to such disks as "Rockin' Charlie," by Bobby Peterson and "If I Knew," by the Cruisers as among those that are moving for him strictly as a result of play by r.&b. jocks. "Those two records were never even touched by the stations we used to count on for plays," said Garris,

#### Closed Door Policy

bigger indie stations is seen as a logical outgrowth of Congressional investigations into payola and the fourth anniversary of "My Fair fighter Ballads," which contains alleged tie between payola and Lady" this month, Lerner & started to break from Washington York Times of November 27, to body anymore." As a result they supplement will contain stories

> This has resulted, according to reliable informants close to the teen scene, in a growing share of pany. audience in the teen brackets for the swinging r.&b. jockeys. These sources explain the popularity of the r.&b. jocks in easily understandable terms. For one thing, these jockeys have played down the spiritual end of programming Sundays. By the same token, they have broadened their own probasic kind of rock and roll the teens

note, they like the r.&b. boys beearth touch.

One of the hottest of the current the teen-age sources. But there Meanwhile, Victor's low price are a number of others who have become the airplay targets of the

> In Cincinnati, they are talking hot New Yorkers include the well-

> > www.americanradiohistory.com

#### 'Lady' Marks The closed door policy with the 4th Birthday

and roll, one more time, man!"

NEW YORK - In honor of the rock and roll. Promotion men have Loewe's have purchased a special complained ever since the stories supplement in the Sunday New that they "can't get in to see any- advertise the show. The 16-page Supplement was set by Norman Rosemont, exec of Alfred Productions, the L. & L. production com-

#### IHFM Show Set for Sept.

NEW YORK - Institute of previews.

#### Jarvis Aim

Continued from page 4

Among contests is Jarvis' "Over 21" with listener needing more than 21 points to win. He'll also air "mystery voice" routines. Gimmicks also include series of fast throwaway lines cut in from voice tracks of a fictitious character tagged "Begonia" (in real life, Marilyn Jarvis, the jockey's wife). Another regular feature is "P.T.A.-The Playhouse 10 Actors," consisting of 10-second comedy playlets.

Jarvis says he'll draw his disks from the "Top 40,000" programming, that is, whatever he feels is deserving regardless of chart position. He will not feature rhythm and blues or rock and roll, altho he may air a few grooves of it to show his listeners, for contrast sake, the difference in his platter fare. He intends to provide exposure to non-charted new diskings.

KLAC prexy and General Manduring the week, reserving this for High Fidelity Manufacturers will ager Mort Hall signed Jarvis after hold its 1960 New York High Fi- the latter completed a seven-year delity Music Show at the New stand at Crowell-Collier's KFWB. gramming to include many types of York Trade Show Building Sep- Jarvis generally is considered to be pop disks but always including the tember 6-11. The show, which the first of the deejays, introducing had been canceled for perform- the platter spinning concept at Los ance at the Coliseum only last Angeles' station KELW (forerunner On the other hand, the teeners week, will offer a number of in- of today's KABC) in 1932. Later novations at this year's show. The that year, he moved to KMPC (locause they are "hip," a quality institute is now negotiating with cated at the time in Beverly Hills they say is sometimes hard to find name talent who will perform at and then owned by the MacMillan among the pop deejay fraternity regularly scheduled shows for the Petroleum Corporation, hence the of the post-payola era. They also public, and there will be a full call-letters) and became the first like the r.&b. jock's sense of humor day set aside for exclusive trade to use the "Make Believe Ballroom"



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MARCH 21, 1960

#### RECORDED TAPE BEEF

# Philly Dealers Hit Ad, Package Lack

By MAURIE ORODENKER

PHILADELPHIA - "There's no Hit-of-the-Month on pre-recorded tape," say dealers in the Philadelphia area. "Tape just doesn't move like records. It's impossible to say that one tape is outselling another. What is popular today on tape is the type of music which will always have universal appeal, such as light classical music and show tunes."

Most dealers who have a complete and extensive selection of tape in their inventory say, without a doubt, that the biggest demand is for four-track stereo tape. The selection of music on prerecorded tape is still quite limited. Altho there are a few jazz tracks, they are not desirable enough to appeal to the customer who would like to invest money in pre-recorded tapes,

In general, when a customer comes into the store, he knows exactly what he wants, whether twotrack or four, and usually has a specific track such as "My Fair Lady," picked out to purchase before he has stepped inside the door.

A department head at Radio Electric, which carries Bell cartridge units, had this to say: "Bell

#### Tape Distrib, Photo Supply House Tie-Up

CHICAGO - The fusion of a record and tape distributor with a major photographic supply wholesaler was in the wind this week, with Art Velan, veteran head of Advance Distributing, a pioneer in the wholesaling of pre-recorded tape, huddling with Perry Winnaker of Hornstein Photo Sales here. While neither would comment on the "sales arrangement" which is being worked out between Advance and Hornstein, it was known that geon Stores of Des Moines and talk centered around the Hornstein Athens Appliances of Athens, O. sales force handling the different Leader in the Department Stores tape libraries stocked by Advance. Both men are attending the important photo dealers' national convention in St. Louis next week, it was learned.

#### HI-FI RECEIVER IN SMITHSONIAN

WASHINGTON - The nation's first high fidelity receiver was presented to the Smithsonian Institute last week by Avery Fisher, president of Fisher Radio Corporation, who designed and constructed the receiver in 1937.

The set, called the Fisher Philharmonic Futura, will become a part of the permanent collection of the Division of Electricity of the Smithsonian's Museum of History and Technology.

At the presentation ceremonies, Fisher said he believes the development of the "high fidelity hobby" in this country has had a "greater cultural impact on the American home, and increasingly that of the rest of the world, than any other force except the printed word."

and Victor cartridge units are moving very quietly - to be truthful, they're moving about as well as they have been promoted. The trend is still toward reel-to-reel tape, and it seems the country isn't quite ready for cartridge units yet. People like the idea of having three speeds to choose from, instead of being able to play back tape on only the three-and-threequarter speed-which is a disadvantage of the cartridge unit."

"What's wrong with the tape business? We'll tell you what's wrong with it!" scream dealers all over Philadelphia. Besides the price factor and the limited selection of pre-recorded music, both of which are hugh sales deterrents, (Continued on page 16)

#### **Brand Names** Picks Award Winners

NEW YORK - The Brand Names Foundation has named the winners in its Retailer-of-the-Year competition. The top-ranking winners were chosen-one first placeaward and four Certificates of Distinction in each of 25 different retailing classifications — from 571 finalists.

First Place Awards in the Music Store category went to Jacobs Brothers, of Philadelphia, and Citations of Distinction winners were led by Billboard subscriber Kitt Music Company, Washington; Ludwig Music House, St. Louis; Tom Clark Music, Grand Junction, Colo., and Newton Piano Company,

Special congrats go to Billboard subscriber Lachmere Sales Company of Cambridge, Mass., who walked off with first-place honors in the Appliance Store division. Certificates of Distinction went to Polk Brothers of Chicago; Engle Electric of Lackland, Fla.; Pid-Class II section was Waller-Scott of San Diego, Calif., with Certificate of Distinction going to Billlinger Harned of Allentown, Pa. 'receivers were Japanese imports.

## **EIA Clarifies Definition** Of Industry

WASHINGTON - In an effort to make more explicit what it considers a much too general Labor Department definition of the electronics industry, the Electronics Industries Association has submitted a clarification of industry to the government body which they hope will be used in the forthcoming survey preliminary to the Walsh-Healy wage determination hearings.

The new clarification separates the electronic industry into two classes which are determined by the type of product a manufacturer makes. It is intended to replace the Labor Department definition which identifies the electronics industry as being devoted to the manufacture of electrical apparatus and sub-assemblies therefore involving the use of electronic tubes and/or solid state semiconductor devices.

According to the EIA, the new proposal, which is the result of a poll taken among major electronics manufacturers, will do away with the inclusion of other electronic industries now covered by the Walsh-Healy wage determinations, such as the electronic components and tube semi-conductor industries. The new clarification would also eliminate "difficulties that would arise if the definition is framed in terms of apparatus and sub-assemblies involving the use of electron tubes and semiconductors," the group announcement said.

#### Over 156 Mil Radio Sets in U. S. Homes

NEW YORK-According to the unofficial figures of the Radio Advertising Bureau here, there are now an average of three radios in each American home.

156,394,000 radio sets which are in working order in the United States. The compilation breaks down like this: 106,007,000 home sets: 40,387,000 auto radios, and board subscriber Fowler, Dick & 10,000,000 sets which are in pub-Walker of Wilkes-Barre, Pa.; the lic places. Interesting, too, is the Fahy Store of Rome, Ga.; S. F. Bureau's 18,167,000 sales figure McRae, Jackson, Miss., and Zol- for 1959 for 4,000,000 of these

#### Zenith Asks Okay for FM Stereo Air System

CHICAGO - Zenith Radio monaural signal, while stereo re Corporation, long a front-runner in ceivers would simultaneously re-FM broadcasting with its 21-year-ceive on channel via the main old WEFM outlet here, oldest in the carrier with the other channel on a nation, and a leading producer of sub-carrier. The other sub-carrier FM receivers, this week sought would carry the monaural com-FCC authorization for a new compatible FM stereo broadcasting can program an entirely different theory. The Zenith FM twochannel broadcasting system permits broadcasting of a monaural and monophonic signal simultaneously and, in addition, offers an opportunity to send out a different monaural signal for storecasts and various types of background music.

The Zenith system transmits a main carrier and two sub-carrier signals. Those listening with con- ferent from that required by any

type of music. In its petition, Zenith claims that their compatible system is the only one that permits the stereo broadcast without displacing the commercial background musicasting which is a major source of income for FM stations. Cost of Zenith broadcasting equipment "will not be significantly difventional FM receivers receive a other system," Zenith reports.

www.americanradiohistory.com

#### **NEW AUDIO PRODUCTS**

#### Compact Tape Display

Orr Industries, maker of Irish Brand recording tape, has put together a new promotional display case for their product. They announced from Opelika, Ala., that the new display case stands six feet high, is black and green and will hold nearly \$1,000 in merchandise.

#### Portables Bow

With the portable radio market an important adjunct to many dealer income sources, some interest may be stirred up by a line of seven transistor portables introduced by the Motorola Corporation of Chicago, which range in price from \$24.95 to \$54.95.

In the Model XT18 the company considers it has the first practical cordless radio. The XT18 is powered by two battery packs that has 12 D cell power, and will run on average use for 900 hours.

Also introduced are models X14, 15, 16, 17, and 19, and the model L20, the Ranger.

#### Speaker System Baffle

A new ceiling baffle meant for use with hi-fi stereo speakers mounted on heating, electrical and air conditioning fixtures, has been marketed by Utah Radio & Electronic Corporation of Huntington, Ind. The baffles, which come in many shapes and sizes, are applicable with speaker equipment ranging from 31/2-inch to 12-inch models. Most attractive, by company report, is the 1234-inch diameter fixture which is louvered for the full 360-degree sound dispersal of an eight-inch speaker.

#### 13 Heads in 1

The Magnecord Series 100 Stereo tape recorder head is a new item in the line of Midwestern Instruments. The new unit records and reproduces half-track monaural, two-track stereo and quarter-track stereo. It is a three-head assembly which features a stacked stereo erase head, an in-line two-track record and reproduction head, and stacked in-line quarter-track reproduction head. There's also a separate head applicable to quarter-track playback.

The new unit may be used as a direct replacement for existing heads on the Series 100 Magnecordette equipment, and sells for \$65.

#### Diamond Needle Drive

Qualitone Industries of Tuckahoe, N. Y., has instituted a new line of diamond needles called the Karns "eternal" diamonds, which are imported from Switzerland. The new line is being kicked off with a stepped-up merchandising and promotional campaign, the highpoint of which will be a product show featuring the company's display of new packaging ideas and concepts. It will also show off an equally new line of rack items in the phonograph and tape fields.

#### The new massed total brings to 56.394.000 radio sets which are MBS Tie-Ins

CHICAGO-Minnesota Mining & Manufacturing is studying the possible purchase of an interest in the Mutual Broadcasting System, both 3 M and the network confirmed this week. The St. Paulbased major manufacturer of a wide range of products from blank recording tape thru coated abrasives, said "we have been approached by the owners of Mutual," while Robert Hurleigh, prexy of the network, said that a third party, whom he did not identify, had opened the negotiations. Hurleigh said he had personally visited the home base of the 3 M firm.

#### Reorganize Hi-Fi Sales

ROCHESTER, N. Y. - A general reorganization and intensificaannounced here by the Leon J. Knize, consumer products sales manager for Stromberg-Carlson. sales are to be split in four parts, Hawaiian chief, Donald E. Carroll,

#### **OVERSEAS RADIO** SETS 1621/2 MIL

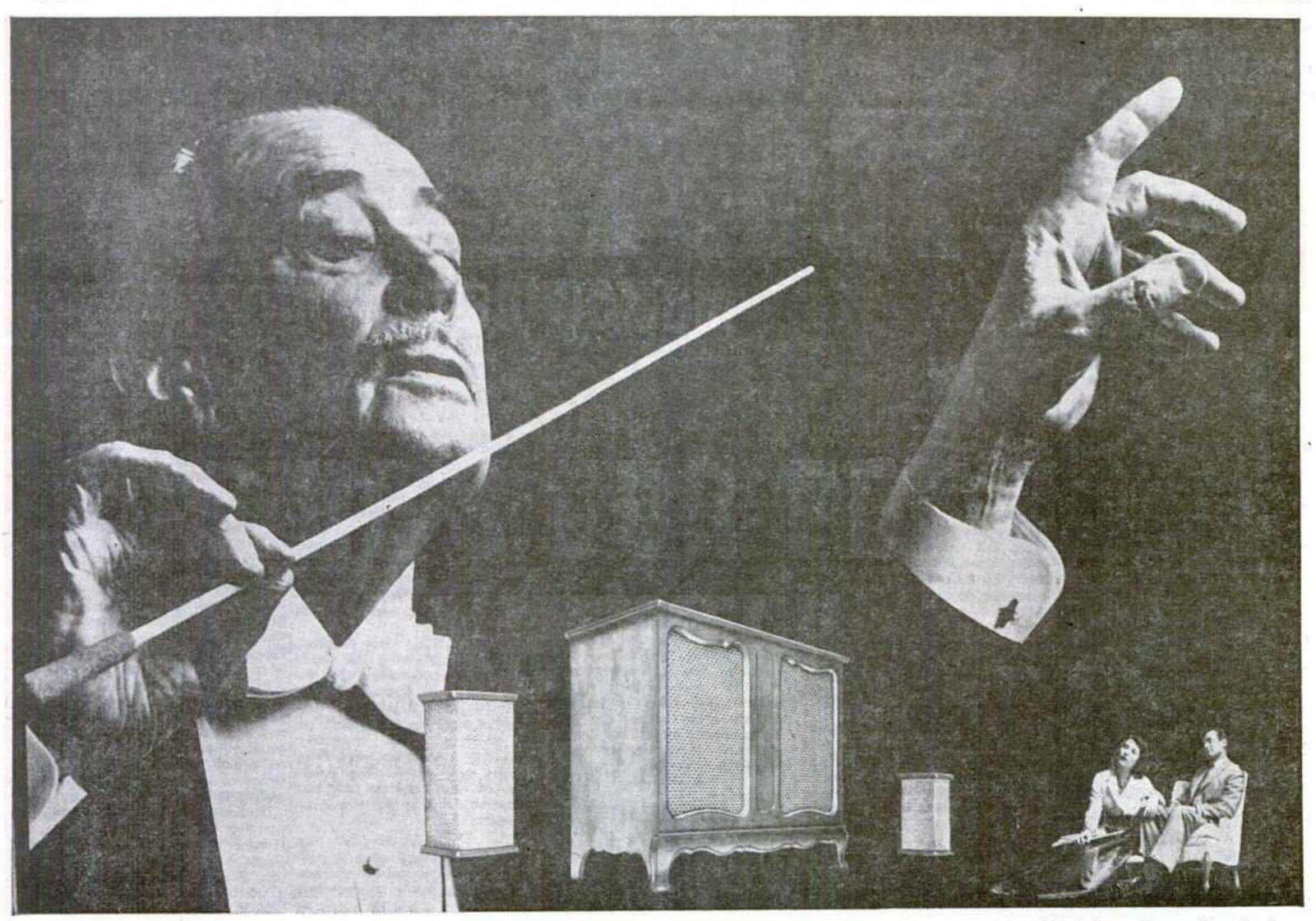
WASHINGTON - At the end of 1959 there were 160,-667,000 radio sets in the world outside the U. S., its territories and Canada, according to the U. S. Information Agency. Total was 8 per cent higher than a year ear-

Biggest rise, U. S. I. A. said, was in Communist Eastern Europe, half of it in the Soviet Union. Communist China made a large gain, as did the Near East, South Asia and Africa.

U. S. I. A. said the rapid growth of television seemed to be an increasing factor in holding down radio receiver increases in some countries, particularly the United Kingdom and Japan.

one for each section of the country and will be administered by four regional managers. The company plans, too, to double its field sales force.

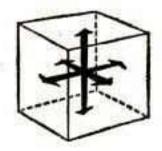
Slated to become regional managers are Roy Raymond, who will tion of the hi-fi sales operation was handle the Northeastern U. S.; L. J. Ulrich, director in the Southeastern U. S.; Eugene P. Feeney, who will supervise the Midwestern Under the new plan, high fidelity U. S., and West Coast, Alaska and



Superb French Provincial Mark 13. Maximum Music Power Output—58 watts. 6speaker Panoramic Sound System. Matching Companion Speaker or new "Total-Sound" speakers (SS3 shown) extra cost. Stereo AM-FM radio included in Mark 13-D

# RCA VICTOR brings you

# TOTAL-SOUND STEREO



Total-Sound fills the entire room—wall to wall, floor to ceiling—
gives the most glorious new high-fidelity stereophonic sound everywhere
in the room. Your customers no longer have to sit in front of the set!

For over half a century, "Victrola" phonographs have led the world in the reproduction of sound. And these are the finest instruments we've yet produced—in both quality and performance.

Now, RCA Victor has produced the ultimate in high fidelity—Total-Sound Stereo. Your customers don't have to be experts to appreciate it. Nothing to assemble. They just sit back and enjoy the most glorious music ever heard!

RCA Victor TOTAL-SOUND STEREO gives high-

fidelity, wide-separation stereophonic sound in every inch of the room! With this new RCA Victor "Total-Sound" system your customers no longer need to sit right in front of the console . . . the console can be placed anywhere in the room. Think of the flexibility (an important sales feature) this gives customers in furniture arranging and in decorating!

These superb RCA Victor instruments are unquestionably among the most versatile in the world! Your customers can buy the multi-speaker console alone . . . and then add a companion speaker. Or, for the ultimate in high-fidelity stereo, add twin "TOTAL-SOUND" speakers as shown above! It's as easy as plugging in a light cord!

Here, suddenly, is the last word in stereo—stereo that plays all records better . . . even old favorites! Set up a demonstration and prove to customers RCA Victor Total-Sound Stereo is ready and right . . . right now!

Specifications subject to change without notice



THE MOST TRUSTED NAME IN STEREO

#### CO-OP PROMOTIONAL STUNT SELLS STEREO

By ROBERT LATIMER

ALBUQUERQUE, N. M.—Mel Ross, stereo dealer here, has a flare not only for unusual, colorful promotions to build sales, but likewise for getting co-operating business firms to carry a lot of the cost.

Witness the clever "Night on the licity via the radio beams. Town" stunt which Ross used during late 1959 to bring an all-time into his downtown store.

the Albuquerque market to the a local association of movie theater pleasures of stereo, Ross went into owners, who likewise offered coma huddle with himself, and came plimentary tickets to any theater stereo consoles and he also said up with the idea of a "Night on desired. the Town Contest." Realizing that many couples, thru habit, simply operation, Ross put the radio show don't get out for an evening in the on the air, inviting Albuquerque downtown district more than a residents to drop in to either of few times per year, and that the two stores in the city, and to fill netry. Dealer reaction, he added, no one is interested in 45 r.p.m. average housewife thus had little out an entry blank to qualify for or no opportunity to listen to nine "Nights on the Town" to be stereo, Ross decided to offer a given over a three-week period. pleasant dinner in a leading down- There was no other stipulation town hotel dining room, a corsage than that the entrant come into for the housewife, and a movie, as either store. Instead of handing the a free drawing prize with no strings attached. In order to carry the idea to the public, he con- blanks were carried in salesmen's tracted 100 television spots, all one-minute types, interspersed between popular news and music a salesman, and usually, remained programs thru the day, on two top for a demonstration of stereo, high Albuquerque radio stations. Be- fidelity, new television, or other fore signing for so large a radio appliance lines carried. coverage, he went to two co-operating distributors, who agreed to pay \$100 toward the \$200 cost.

Co-Op Deals

Then Ross picked a famous din-



on 20 FOX

# HEAR IS BEAUTY

ing room, the Lamp Lighter Room in Albuquerque's Cole Hotel as the site for the "Night on the Town" dinners. When the program was thoroly explained to the hotel management, the latter agreed to serve the dinners without charge, in return for extremely valuable pub-

Encouraged with this success, the Albuquerque stereo dealer record number of stereo prospects then went to a florist who offered the same sort of free co-operation Seeking something to "wake up" in return for radio mention, and to

> Armed with this tremendous coentry blanks out over the counter, however, Ross saw to it that the pockets at each store which meant that every entrant had to contact

The nine "Nights on the Town" were awarded over the space of three weeks, and the names of winning couples announced via the 100 radio spots. Each winning couple was picked up by taxi, with an orchid corsage for the housewife, whisked to the hotel, to order any dinner they pleased from the For 'Side Man' menu, and then give their choice of a downtown-district movie theater, plus transportation home. Ross himself acted as host for each evening of it for each couple.

Volume Up 65%

This unique stunt captured the Albuquerque public's fancy more resoundingly than anything else which the local stereo industry has ever attempted. There were at least 50 entrants registering each day over the three-week period, rising to around 65 per day during the final week. During the three weeks, store volume at both locations rose more than 65 per cent, week in each month was devoted only \$200. to the "Night on the Town," and records for similar months.

fact that the New Mexico dealer into 1960,"

#### Motorola '60 Stereo Phono Sales Up 71

CHICAGO — Altho Motorola's phonograph sales in 1959 hit an all-time peak for the firm, stereo disk playback unit sales thus far in 1960 are 71 ahead of last year, according to W. E. Laswell, who attributed the sales increase to a number of factors, placing major tory. The average dealer doesn't emphasis on Motorola's three sets quite know what to do with the of amplifiers and speakers, which tape. He has to hide it on the produced separation in the one-shelves, since most stores don't piece sets.

a pioneer in swinging to all-in-one like they do with records. console sales were helped because proved." Stereo tape recordings all Motorola consoles are AM-FM are confusing the general public, merely plays back the circular equipped and because of the suc- Everyone thinks the boxes are cartridge in sequence as they are cess of the association of Motorola really 45 r.p.m. records, because piled on the changer spindle, while audio with Drexel furniture cabihas indicated that the three different (classical, pop and country and western) stereo LP starter library packages, which firm offers as dealer sales promotion, has helped the growth.

Despite recurrent rumors in the trade, Laswell denied that Motorola is readying to make the Minnesota Mining and Manufacturing-CBS Laboratories one - and - seveneighths inches per second tape playback. "We are ready to start producing tape playback on an assembly line operation with a relatively short notice," he said, "but at present we feel the marketing climate for any tape venture on

# Exposure

our part isn't correct."

NEW YORK - Because the Wurlitzer Side Man, the new electronic "rhythm section" recently event, and made a memorable marketed by the Wurlitzer Com- industry isn't channeling their adpany, needs visual demonstration to be comprehended, the manufacturer will embark on a concentrated network TV program.

The introductory campaign will be run on NBC's "Today" and "Jack Paar" shows in the latter part of April and on thru May. It will be repeated in July and August on the same shows and resumed again in October before a heavy Christmas promotion.

and helped Ross close out 1959 shared the "freight" with his diswith a \$50,000 volume during tributors, the hotel, florist, and October, \$41,000 in November, theaters so effectively that his net and \$42,000 for December. One cost for the entire promotion was

"The most important thing of all, the resulting increase in traffic was of course, was the fact that we got enough to break all existing sales hundreds of people to listen to stereo and form a real appreciation One of the best features of the for it." the dealer said. "The beneunique stunt, of course, was the fits of the contest will carry on over

A Directory of Services and Supplies for the Manufacture, Distribution and Sale of Records

#### Hit Ad and Package Lack

Continued from page 14

But the big problem is this: Manufacturers do not provide enough point-of-purchase advertising aids necessary for a retailer to advertise and move his tape invenhave the set-up or the inventory • Continued from page 1 Motorola, Laswell said, was for customers to thumb thru tapes

"The packaging could be imof their size and labeling, and records these days.

jackets and a completely revised way of packaging the tape to make it's understood, feels that the autothem as marketable as the current mation he's devised will be appliccrop of long playing album covers. This, combined with a suitable chines thru a conversion kit. point-of-purchase display for retailers, might be the answer to the problem.

Executives from Shore Brothers, and Mort Farr's said: "It seems that the manufacturers are not sure enough of themselves. We think the public is ready for prerecorded tape, but it just isn't being promoted. The companies seem to be keeping the whole thing a deep dark secret. The public needs education and the only way to reach them is by the proper use of advertising.

concept needs clarification by both the manufacturer and the distributor. Someone has to communicate a transistor radio the size of a the entire concept to the public to billfold, cigarette pack-sized comclear up the misconception. The puter, and a miniature TV camera. vertising in the right directions. It's the same trouble we had with monaural and stereo misconceptions, and that has not been completely licked."

Own Tape in

The consensus in Philadelphia

#### Motorola '59 Sales Jump

CHICAGO—A 33 per cent sales increase in 1959 was the highlight in Motorola's annual report issued from outside suppliers. this past week. The same document reveals that the company earnings in operation and RCA states that were up 92 per cent in 1959 over 1958, and that both the sales and the earnings figures were new records for the company. Net sales the RCA Victor Record Departfor 1959 were \$289,529,444 and net earnings were \$14,171,237 or for professional and commercial use \$7.17 per share.

The appliance company also revealed that its net investment in plant and equipment is now 20 per cent higher than this time last year and that employee profit sharing had reached nearly \$45,-000,000 for 1959. Working capital FREE RADIO at the conclusion of the past year stood at \$57,061,000, approximately \$2,500,000 higher than in 1958.

#### Darin, Eddy Leave For British Tour

HOLLYWOOD - Bobby Darin and Duane Eddy departed last week for a month's co-starring tour of England and Scotland. This will mark their first personal appearance in the British Isles. Pair will perform in Lewisham, Edmonton, Leicester, Glasgow, Liverpool, Birmingham, Bristol, London, Leeds, Sheffield, Manchester, Castel and Guildford.

people prefer to either borrow or is "concentrate on education thru buy stereo records and record advertising" and get retailers pointtheir own tapes. It's less expen- of-purchase displays "if the presive and they get exactly what they recorded tape business is ever going to be successful."

#### IRE to Get New Data on Tape Playback

different tape changer methods." he admitted. It's understood that he will show a simple changer, which another console unit is equipped with push button mechanism which makes selectivity possible. Primary Manufacturers need attractive strength of the ARF mechanism stems from the fact that Camras, able to present reel-to-reel ma-

> The Institute of Radio Engineers International Convention which is to be held jointly at the New York Coliseum and the Waldorf-Astoria Hotel today, is expected to draw some 65,000 experts from all phases of the electronics industry. The session will bring together engineers from 40 different countries and something like 25,000 pieces of electronic equipment will be on exhibit and there will be 54 technical sessions at the Waldorf and/or the Coliseum.

The show will be kicked off this morning (21) by a message from "The whole pre-recorded tape Pioneer V, the American satellite on its way into orbit around the sun. Among the 850 exhibits are

## RCA Makes **New Plant**

NEW YORK - RCA is now manufacturing its own magnetic tape at its new tape plant in Indianapolis. RCA will manufacture tape for commercial, professional and home recorder use. Up to now RCA Victor purchased its tape

The Indianapolis plant is now it will turn out 2,000,000 feet of magnetic tape this year. Sales of pre-recorded tape will be under ment Division. Sales of blank tape will be under the Electron Tube Division. At the beginning RCA magnetic tape output will be concentrated on audio tape; later the plant will turn out tape for computers, etc.

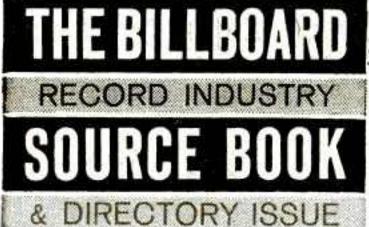
## INSURANCE

COPENHAGEN - The Philips firm, which does not resort to "high pressure" sales campaigns, is offering an unusual sales deal but publicizing it very elegently, with its usual type of display ads in the news sheets.

What the firm offers, for free, is an insurance policy with each purchase of one of its "Portalet" portable transistor - equipped radios. Policy provides insurance against loss, theft or destruction of the radio during two years.

# Another

SPECIAL-VALUE FEATURE OF



and Allied Products—coming in the . . .

# JUSTREASED! THE SINGLE OF THE YEAR!

# ON THE TERRACE

THEME FROM ONE STEP BEYOND

Music Composed and Conducted by HARRY LUBIN
9-31070

TAKEN THE ALBUM OF THE YEAR

FROM THE TV SHOW OF THE YEAR.

DECCA
RECORDS

Presents



a New World of Sound.

DECCA Records DL 8970 (Monaural) DL 78970 (Stereo)

#### **VOX JOX**

By JUNE BUNDY

GIMMIX: Deejays are asked by the President's Council on Youth Fitness to help promote "National Youth Fitness Week," May 1-7, via plugs on their shows for the drive which utilizes the slogan, "Fitness Can Keep U. S. Strong." ... Phil Stout, WTOA, Trenton, N. J., and Johnny Carlton, WFIL-TV, Philadelphia, recently co-hosted a record hop and "Teen Beat" stage show at the Lambertville Roller Arena, Lambertville, N. J., with all proceeds going to "The New March of Dimes."

GAB BAG: Harry Michaels, program director of WDZ, Decatur, Ill., writes, "Your listing of April-Spring tunes (see last week's Vox Jox) was probably a boon to many deejays like myself, but I was dismayed to see you overlooked one tune I always play at this time of year, 'April in Fairbanks,' from 'New Faces of 1956.' I think other jocks may be interested in this little swinger, particularly with Alaska celebrating its first 'April in Fairbanks' as a state."

Jim Rutledge, WMLS, Sylacauga, Ala., writes, "Amid all the columns in Billboard, rare is the note from the deep Southern stations. Here's a little station that pipes solid music from 7 p.m., three hours of nothing but good instrumental, name bands, unknowns and all; and now and then the old line jazz, blues or solid standards on Album Review. So just a note to let you know that all the South isn't program-nervous because the boy is coming home in March."

THIS 'N THAT: Dick McGrath and Bob McNeil, WSVA, Harrisonburg, Va., are taking their "Meet the Mac's" show on the road. They'll air their afternoon show from a different school in their area each day. The boys need "faster service on pop releases."

Jim "The Joker" Throckmorton and Jack Lawyer, WFPG, Atlantic City, N. J., have joined forces with the local YMCA to present weekly "Swing Inn" record hops, which are attended by about 1,200 teen-agers. . . . Buddy McGregor, new program director of KLIF, Dallas, needs wax.

PEPSI PICK HIT: Otis Eversole Jr., program director of KBI, Muskogee, Okla., is promoting a "Pic Hit Gim-mick," whereby the station's "Highlight Hit" (pick hit of the week) disk is sold each week at local record stores for 69-cents and six Pepsi Cola bottle caps. The special is good on each disk only during the week the "pick" is featured on KBIX.

PROGRAMMING TIPS: Bob Allen, KIOA, Des Moines, Ia., helps his listeners slim down by playing exercise instructions from "The Good Housekeeping Plan for Reducing Off-the-Record" album. He follows up each exercise with a disk featuring a suitable beat for the gymnastics.

A special hour-tribute to Leonard Warren-who died on stage at the Met, March 3-was aired by WABC. New York, last Tuesday (15). Guesting with WABC commentator Don Lowe was Rise Stevens who appeared in many operas with the late singer. She discussed highlights of Warren's career with Lowe and played some of his bestknown recordings.

CHANGE OF THEME: Rol Hopkins, WLOB, Portland, Me., has succeeded Frank Fixaris as temporary chairman of the Greater Portland Disk Jockey Association. Hopkins will serve for the next four months. The group recently held the annual Heart Fund Hop in co-operation with the Maine Heart Association. . . . New staffers at KISN, Portland, Ore., are Bob Stevens, ex-program director of KVAN, Portland, and Ed Leahy, formerly "Mr. Moon" on a local TV show.

New Morning Mayor at WERC, Erie, Pa., is Tom Torrance, who will continue to supervise the record library. Also new at WERC is Cliff Shilling, formerly with WICU, same city. . . . Tom Loftin, ex-KOKL, Okmulgee, Okla., and Sid Braden, ex-KAMO, Rogers, Ark., have joined KBIX, Muskogee, Okla. Loftin has taken over the 6-9 p.m. time and Braden handles the 9 a.m. to noon slot.

(Ronn) Terrell Metheny has been named music director of WOKY, Milwaukee. He will continue to air his daily 10 a.m.noon and 3-6 p.m. deejay shows under the name of Mitch Michael. Notes Metheny, "I'd appreciate anything you can do to let my friends now that Ronn Terrell, Mitch Michael and Terrell Metheny are me, myself and I."

Joe Brooks, formerly publicity-promotion chief for Decca Records' Philadelphia branch, has joined WIP, Philadelphia, as music director. He replaces Dan Curtis, who will concentrate full time on his WIP deejay duties.... New spinner at WIP, effective April 1, will be Dick Carr, of WCUE, Akron, O.

Veteran deejay Al ("Make Believe Ballroom") Jarvis has taken over the 10 a.m. to 2 p.m. time slot at KLAC, Hollywood, thereby ending a long-time association with KFWB, same city.... Wink Martindale, who recently resigned from his TV record show on KHJ, Los Angeles, has signed an exclusive contract with NBC-TV.

Lee Manson, ex-program director of WNHC, New Haven, Conn., has taken over the p.d. post at WCKR, Miami. Also new at WCKR are Roger G. Berk, director of radio and station manager Alan Henry.... Jim Palmer has moved from WPEO, Peoria, Ill., to WMBD, same city, where he will emsee a daily afternoon record show and also act as assistant program director.

Mrs. Pat Roper, program director of WGBF, Evansville, Ind., since 1931, was named "Evansville Woman of the Year," for 1959 by the Quota Club, a national women's service organization. ... Dean Collins, ex-WGH, Norfolk, Va., has taken over the 2-6 p.m. show at WPGC, Washington.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



'Angela Jones' Solid Hit for Ferguson

New M-G-M recording artist, Johnny Ferguson, was born on March 22, 1937, in Nashville. He graduated from Hillsboro High School and attended Peabody College for one year.

While he was attending high school, he worked part-time at Radio Station WNAH in Gallatin, Tenn., and at WAGG in Franklin, Tenn. During the summer of 1958 Ferguson worked as an announcer at Radio Station WJAT in Swainsboro, Ga., where he was in charge of their Friday night record hop.

Ferguson is also a songwriter. He wrote and recorded two of his songs on another label, "Sad, Sad, Day" and "Candy Love."

- He has made many personal appearances with noted artists. His favorite sport is baseball and his hobby is collecting folk songs.

The young singer's disk debut for M-G-M, "Angela Jones," is currently moving on the charts.



#### 'Greenfields' First Hot Disk for Brothers Four

The Brothers Four, who individually answer to the names of Bob Flick, Michael Kirkland, John Paine and Richard Foley, met as fraternity brothers (Phi Gamma Delta) at the University of Washington. They are all natives of the State, stand six feet or more in height and range in age from 20 to 22.

They played their first date at the Colony Club in Seattle, but their big break came when Dave Brubeck's manager, Mort Lewis, caught them at the Hungry "i" in San Francisco and signed them to a personal management con-

Soon after they were signed by Columbia Records and began to make network TV and night club appearances.

"Greenfields," currently climbing the charts, is their first big

#### YESTERYEAR'S TOPS-The nation's top tunes on records

as reported in The Billboard MARCH 26, 1955

- 1. Melody of Love
- 2. Sincerely
- 3. Ballad by Davy Crockett
- 4. Tweedle Dee
- 5. Ko Ko Mo
- 6. How Important Can It Be?
- 7. Earth Angel 8. Hearts of Stone
- 9. Open Up Your Heart
- 10. That's All I Want From You
- MARCH 25, 1050
- 1. Music, Music, Music
- 2. Chattanooga Shoe Shine Boy 3. If I Knew You Were Comin' I'd've Baked a Cake
- 4. Rag Mop
- 5. I Said My Pajamas 6. There's No Tomorrow
- 7. Cry of the Wild Goose
- 8. It Isn't Fair 9. Daddy's Little Girl
- Candy & Cake

#### DISTRIBUTOR NEWS

By HOWARD COOK

MILWAUKEE: Benn Ollman, Billboard correspondent, sends the following round-up of distributor events over the past month. The shuffling of sales rosters continued during February. Emil Reitman is no longer with Records Unlimited, Inc. He now covers the State territory for James S. Martin. At Taylor Electric Company, RCA Victor distribs, Bob Maxwell replaced Pete Stocke as up-State representative. Don Berman, formerly with Tops Records, now handles the Madison territory. Neil Cummings is on the sales roster for John F. O'Brien, headquartering in Green Bay. Al Ripley is now with Capitol Records.

Marty Schwartz of James S. Martin reports strong action on "White Silver Sands" by Bill Black's Combo on Hi, "(Welcome) New Lovers" by Pat Boone and "Am I That Easy to Forget" by Debbie Reynolds on Dot. Top LP is "Theme From 'A Summer Place'" by Billy Vaughn on Dot. Tops at Dell Distributing, according to Rolf Voegelin, are "What in the World's Come Over You" by Jack Scott on Top Rank, "Too Much Tequila" by the Champs on Challenge and "Sixteen Reasons" by Connie Stevens on Warner Bros.

Vern Sherkow, Sherco Distributors, lists "P. S., I Love You" by Jimmy Darren on Colpix and "Love Is a Prison" by Captain Stubby & His Buccaneers on Jamie. Dan Sabin of Taylor Electric Company names "He'll Have to Go" by Jim Reeves, "Delaware" by Perry Como and "The Old Lamplighter" by the Browns. Strongest LP's are "Teensville" by Chet Atkins and "Sixty Years of Music America Loves Best." Rik Froio, M. S. Distributing Company, reports strong sales for "Tall Oak Tree" by Dorsey Burnette on Era, "Forever" by the Little Dippers on University and Bobby Darin's Atco EP, "Clementine."

Strongest platters at Capitol, states Bob Thompson, are "Down By the Station" by the Four Preps, "Six Pack to Go" by Hank Thompson and "Down By the Riverside" by Les Compagnons de la Chanson. Decca's Kendal lists "Dear Johnny" by Sandra Dee and "Endless Love" by the Chestnuts and "Peace of Mind" by Teresa Brewer on Coral. Top LP is "The Fire House Five Crashes a Party" on Goodtime Jazz. Maurie Goldstein of Music Distributors claims big sales for "Beatnik Fly" by Johnny & the Hurricanes and "What Do You Want to Make Those Eyes at Me For?" by Sunny Gale on Warwick and "Mama" b-w "Teddy" by Connie Francis on M-G-M. Li'l Wally's polka LP's on Jay-Jay are strong. Garmisa of Wisconsin, notes Harry Beckerman, has winners with "Footsteps" by Steve Lawrence on ABC-Paramount, "Don't Throw Away All Those Teardrops" by Frankie Avalon on Chancellor, "Harbor Lights" by the Platters and "Apple Green" by June Valli on Mercury.

John O'Brien has "Midnight Special" by Paul Evans on Guaranteed, "Tender Love and Care" by Jimmie Rodgers and "Summer Set" by Monte Kelly on Carlton. Bill Farr, Morely-Murphy Company, Columbia distribs, mentions "Theme From 'A Summer Place'" by Percy Faith, "El Paso" by Marty Robbins and "All Is Well" by Johnny Mathis. Best LP's are "Old Sweet Songs" by Frank DeVol, Mitch Miller's "Sing Along" sets and "Faithfully" by Johnny Mathis.

NEW YORK: Most promising newer items at Columbia Record Distributors are "Madison Time" by Ray Bryant, "I'll Bring You a Rainbow" by Tony Bennett, "Solitaire" by Jerry Vale and "Got a Date With an Angel" by Kitty Kallen.

Mike Kelly of Mayfair Distributors, Inc., reports action on "I Was Such a Fool" by the Flamingos on End, "Dark Eyes" by Pete Bennett on Cupid and "Suddenly" by Nick De Matteo on Guyden. Best-selling, newer releases are "Pledging My Love" by Sanford Clark on Jamie, "Little Serenade" by Pierre Cavalli on Jamie and "The Midnight Ride of Paul Revere" by Troy Ferguson on Sharp.

NEWARK, N. J.: Joe Martin of Apex-Martin Record Sales, Inc., sends word that he's getting strong sales on "The Madison" by Al Brown on Amy, "If I Knew" by the Cruisers and "Rockin' Charlie" by the Bobby Peterson Quintet on V-Tone, "Cindy" by Teddy Vann on Triple-X and "Chumba" by Gabriel & the Angels on Amy. Others include "Betty Lou" by Bird Rollins on Harvard, "Rosemary" by Larry Hall on Strand, "Dream On" by Richard Barrett and "Eight o'Clock Scene" by the Casals on Seville, "Where's My Love" by Jamie Horton on Joy, "Night Train" by Buddy Lucas on Vim.

Best LP's are "A Gasser" by Annie Ross on World Pacific. "Caught in the Act" by Frances Faye on GNP and "Sing Along With the Honky Tonks" on Somerset.

SAN FRANCISCO: Stan Cumberpatch of New Sound called to report strong sales on "Love You So" by Ron Holden on Donna, "Chattanooga Choo Choo" by Ernie Fields on Rendezvous and "Summertime" b-w "Caravan" by Santo & Johnny on Canadian-American. Newer releases that have been going well include "Cindy" by Teddy Vann on Triple-X, "Say You" by Art & Dotty Todd on Dart, "Five Foot Two" by Don Johnson on Kandy, "Honey Love" by Narvel Felts on Pink and "How Deep Is the Ocean" by Toni Fisher on Signet.



A song with a message and a moral!

THE ALLY

COUNTRY

# THE BROWNS Featuring Jim Edward Brown

"THE OLD LAMPLIGHTER"

RCA VICTOR 47/7700

CHALLENGING

RCAVICTOR PORATION OF AMERICA



A smash hit at the "Interlude" in Hollywood!

A smash hit at "The Sahara" in Las Vegas! Now...

for the first time on record

# RAY ANTHUNY Ain Anthony

as Inglish

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record no. 4358

Capactol
RECORDS

Published by

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HOLLYWOOD, CALIFORNIA

www.americanradiohistory.com

AL BROWN'S TUNETOPPERS have

the original record of the new dance

eraze. The Madison. The dance had

it's beginning in Baltimore about mid-

February and came to the attention

of Amy Records thru it's sales topper.

Walter Blumberg. Here's how it got

on record: Walter Blumberg was on

a promotion tour when a Baltimore

distributor insisted he see a new dance

being done by Al Brown's Tunetop-

pers featuring Cookie Brown at a

local club. Blumberg was so impressed

that he had Buddy Smith (Amy's

a.&r. director) come see the dance

and it's recording possibilities. They

both agreed it was fun and thus the

WALTER BRENNAN, the veteran

movie and TV actor, makes his debut

on Dot Records with Dutchman's Gold

b-w Back To The Farm. Dutchman's

Gold is based on the famous folk

tale and narrated by Brennan over soft

chorus and orchestra assistance from

RAY BRYANT & HIS COMBO offer

another recorded version of the new

dance. The Madison, titled The Madi-

son Time, on Columbia, Bryant's

rendition comes in two parts and

there's a swingin' ad-lib assortment

of crazy Madison Time calls. The

28-year-old former piano accompanist

to Carmen MacRae, Ella Fitzgerald

and others is rapidly developing into

a major jazz name. Ray's early ex-

perience centered around the Phila-

delphia area. Currently he and the

boys are doing the scene at Basin

Street East, N. Y. C., until March 31.

FREDDIE CANNON, who is scoring

with Chattanooga Shoe Shine Boy,

departed last week for a week's tour of Australia that will last till March

28, It's Freddie's first visit to that

continent. He plans a series of

one-nighters in the Chicago area upon

his return and in May he is off to a

three-week engagement in the British

Isles, his second trip to England in

BIRTHDAYS OF THE WEEK:

less than a year.

Billy Vaughn and his aggregation.

original Madison record was born,

weekly column of lively chatter material on the

hoffest and most popular recording artists-those

"Spotlighted" by

Billboard's review

staff, as well as

those featured by

the record

companies in

their major

Billboard ad promotions.

#### MUSIC AS WRITTEN

#### New York

Golden Crest Records has signed Joe Venuti to a long term waxing pact.... Jimmy Carroll, Jack Russell and Beverly Luria will star at Cotillion Room of the Hotel Pierre in New York this week in the "Evening With Lerner & Loewe" Show.... Freddie Cannon arrived in Australia this week (22) for an eight-day tour. . . "Biddle Dee Dee" pop tune from the Walt Disney flick "Toby Tyler," has been cut by the Mitchell Boys Chorus on Disneyland. . . . CO-ED Records, the label owned by N. B. Mayhams, now has foreign distribution set for all new singles coming out over the next few months.... Mark Durbin is now at the Magic Inn in Seattle, Wash.

Kai Winding has ankled Columbia Records and plans to cut his own tapes, which he will lease to record labels. ... Denyse Ange, young Canadian thrush, in New York on a visit recently.... The Brook Benton-The Coasters Show at the Howard Theater in Washington last week, broke all house records in spite of the raging snowstorm. . . . Jackie Wilson opens at the Fontainbleu in Miami starting April 13. This week the lad opened at the Club Zanzibar in Nassau. . . . Paul Anka is set for a group of Eastern clubs starting this week, and will appear in Boston, Philadelphia and Buffalo, prior to opening at the Copa in New York on June 23.... Leroy Holmes has signed Gisele MacKenzie to an exclusive Everest recording pact. Formerly the thrush only cut albums for the label.

Hirsh De La Viez has started a national record promotion firm called Record Promotion. Firm is now covering jocks in Washington-Baltimore, Richmond-Norfolk and Southern Florida. Paul Robertson and Mitch Manning are working with De La Viez.... Lorrainne Lester has been signed by King Records. . . . Philadelphia Orchestra starts its second major tour this week playing nine concerts in 10 days in the South and Midwest. . . . Brook Benton opens at the Cloisters in Hollywood this week (23) for four weeks. Manager Dave Dreyer will be at the opening. . . . Trumpeter Leon Merrian opens at the Paris in the Sky night club in East Orange, N. J., on March 28 for five weeks. . . . Dick Rahmey has started a new label, Richcraft, with headquarters in Brooklyn.

Lennie Welch, of Cadence, is set for a week at the Howard Theater in Washington starting April 1.... Jo Stafford has been invited to the Command Performance for the British Royal Family on May 16, 1960. . . . The Upsetters, now on Gee Records, are on tour with Little Willie John. Upsetters were previously the Little Richard band. ... Jay Livingston and Ray Evans have penned the theme song for the forthcoming Broadway show, "Viva Madison Avenue." Tune is "Viva Madison Avenue Samba." . . . Vanguard Records will issue next month the first recording of Ernest Bloch's "America." Project is under the joint sponsorship of the Harkness Foundation and Vanguard. . . . Mahalia Jackson will appear at Constitution Hall in Washington on March 23 under the sponsorship of the Interdenominational Church Ushers Association. Bob Rolontz.

#### Hollywood

You can expect Dot Records to register a protest with the Motion Picture Academy, either openly or behind the scenes. Label is miffed because the Academy snubbed Dodie Stevens, its topselling teen-ager, in assigning a vocalist to perform the Oscarnominated "Five Pennies" song for the forthcoming awards presentation program. It was Dodie's strong seller, and what's more, Dot issued the original sound track album of the Danny Kaye-Louis Armstrong starrer. However. M-G-M Producer Arthur Freed, who is producing the Awards show, decided to assign the tune to M-G-M Records vocalist Jonie James.

Management Consultant Bruce Rozet was appointed to Capitol Records' newly created post management planning administrator, reporting to Cap veepee Dan Bonbright. Concurrently, Ron Beyl was elevated from his slot as exec staff analyst to another newly created job, director of the management review and development department. He will report to Rozet, along with Organization Planning Director Larry Robbins and Profits Planning Department Director Bob Poling.

Imperial prexy Law Chudd returned from a week's swing around the label's Midwestern distribs. Purpose: Sales confabs. . . . California State's annual March inventory tax has slowed dealer orders to a meager trickle. Merchants, unwilling to pay a tax on stock, are keeping orders to the barest minimum. Retailers, according to a distrib survey, are buying only fast-moving merchandise, the top charted product which they are certain won't last long on their shelves, or releases customers have placed on order.

Dot will seek to cash in on Debbie Reynolds' strongselling single, "Am I That Easy to Forget," by using it as the title tune of an album currently being rushed. Single, according to Dot, promises to hit the half-million mark.

Billy Vaughn's "Theme From a Summer Place" LP is selling like a single, according to Dot Records who predicts a half million sales mark is in sight.... Capitol Records is currently dividing its merchandising department into a "planners" and "doers" group similar to the organizational pattern recently introduced in other areas of the firm. Reshuffling is expected to be completed by next week.

Joe Allison becomes professional manager of Cliffie Stone's four publishing firms. More recently, he accepted the post of artist-repertoire director for Liberty's newly formed country and western division, a position he will continue to hold in addition to remaining a deejay at Long Beach's Station KFOX. Another facet of his professional

(Continued on page 24)

# FROM THE BILLBOARD SALES DEPARTMENT

ROD LAUREN, who has success with his first record, If I Had A Girl, sings his way into the Billboard Spotlight Circle with his second, Listen My Love, a winning ballad. Flip is This I Know. Both were recorded February 9 in Hollywood, and have the backing of Shorty Rogers' orchestra (22 pieces including 10 violins). Rod hails from Fresno, Calif.

est RCA Victor, Someday b-w Faraway Boy, during her engagement at the Cloister Inn. Chicago beginning March 22 for three weeks.

DELLA REESE will include her new-

JIMMIE RODGERS has two potent sides in Joshua Fit the Battle o' Jericho b-w Just a Closer Walk With Thee - both given a moving rendition by the young singer who sold over a million with Honeycomb, Kisses Sweeter Than Wine and Secretly. The Roulette recording artist and his wife are expecting the arrival of their first child, due any day now. Jimmie is scheduled to guest on the Pat Boone TV show March 24 and will appear at the Cave Supper Club, Vancouver, B. C., April 4 for two

JACK SCOTT, the young Detroit singer, is swingin' with his first release on the Top Rank label, What In The World's Come Over You, and his first Top Rank album, Remember Hank Williams - a performance of the great Hank Williams' most memorable hits including Your Cheatin' Heart; Cold, Cold Heart, and Half As Much.

JOHNNY TILLOTSON and ARCHIE BLEYER combine their talents on two of the greatest Rock-'n'-Roll ballads, Earth Angel and Pledging My Love Johnny does an impressive singing job and Mr. Bleyer supplies the lush orchestral backing. Johnny is the 21-year-old from down Jacksonville, Fla., way who is one of the newest names on the Cadence roster.

JUNE VALLI is climbing on the Hot 100 with her newest Mercury wax, Apple Green. Miss Valli, a native New Yorker, likes to cook Italian dishes, sew, knit and ride horseback, when she can find the time. She will guest on the Don McNeil Breakfast Club radio show April 4 thru 8.

To help you spot the ones you need, when you need them, all artist items are carried in strict alphabetical tequence.

JERRY VALE is performing his latest Columbia release, Solitaire, at the Frolics, Revere, Mass., until April 2. He opens at the New Wrights Supper Club, New Britain, Conn., April 4 for one week.

DINAH WASHINGTON: Born Ruth Jones in Tuscaloosa, Ala., Dinah was given music lessons by her mother and by the time she was 11 was singing and playing the piano in a Baptist church on Chicago's South Side. She and her mother formed a singing team and toured the country for 10 years. In 1942 she broke away from gospel singing to try the popular and blues fields. Since then, Miss Washington has become a favorite rhythm stylist, as evidenced by her Mercury hits, What A Diff'rence A Day Makes, Unforgettable Baby (with Brook Benton) and her current hit albums, Dinah Washington and Dinah Washington The Queen.

PROMOTION DAYS AND WEEKS: March 21 is National Teen-Agers Day: to foster better relations between teen-agers and adults, March 21 begins Na-Technicians Television Week. March 25 begins Jewish Youth Week, and it's Independence Day in Greece, Lady Day in England and Ireland and Maryland Day in Maryland, March 27 begins the 20th Annual Rugby Week in Bermuda, competition with teams from the U. S. & Canada competing with local

See you in a week. TOM ROLLO.

March 23, Johnnie Guarnieri, March 25, Anita Bryant, Frankie Carle, Arturo Toscanini, March 27, Sarah Vaughan,

TONI FISHER follows her hit, The Big Hurt, with two strong entries: How Deep Is The Ocean b-w Blue, Blue, Blue, both picked by Billboard, There's an interesting story in the way Toni made the record scene. A demo she had cut was handed to Wayne Shanklin (a.&r. man) who was impressed by her voice and tried four months to locate Miss Fisher, who had retired in despair from professional singing, as she had received no encouragement. When Shanklin finally located Miss Fisher and heard her sing in person, he knew his hunch was right that here was a great new recording and entertainment per-

ERNIE FORD has a new Capitol album of popular religious songs titled Sing A Hymn With Me. Ernie has proven to be a top ranking favorite with songs such as these which he features on his weekly TV show. Among those he sings in this special presentation are: Onward Christian Soldiers, Oh How I Love Jesus, The Church In The Wildwood, I Love To Tell The Story, What A Friend, etc.

FOUR PREPS, Don Clarke, Bruce Bellard, Glen Larson and Ed Cobb are in The Billboard Spotlight with their newest, . Hear It From Me, a gentle rockaballad, b-w Got A Girl, a rhythm side sung in an exuberant fashion.

SONNY JAMES, the young man from Hackelburg, Ala., who hit the million mark with Young Love, is on the scene with his first release since signing with National Recording Corporation: Jenny Lou, a fine sounding record with James heard in dual-track style. Flip is Passin' Through, an up-beat bouncer,

# Money Records

an alphabetical listing of the records manufacturers are backing with special teature treatment in big-space Billboard ads.

#### SINGLES

ABC LOVE-Junior and His FriendsABC-Paramount
CHATTANOOGA SHOE-SHINE BOY-Freddy CannonSwan
CRADLE OF LOVE-Johnny Preston
I LOVE THE WAY YOU LOVE-Mary Johnson United Artists
LISTEN MY LOVE-Rod Lauren
ON THE TERRACE-Harry Lubin OrkDecca
TEEN-EX-The Browns
THE MADISONS-Al Brown's TunetoppersAmy Records
THIS I KNOW-Rod LaurenRCA Victor
TRES CHIC-Ray Anthony
WHO'S OUR PET, ANNETTE-
Junior and His FriendsABC-Paramount

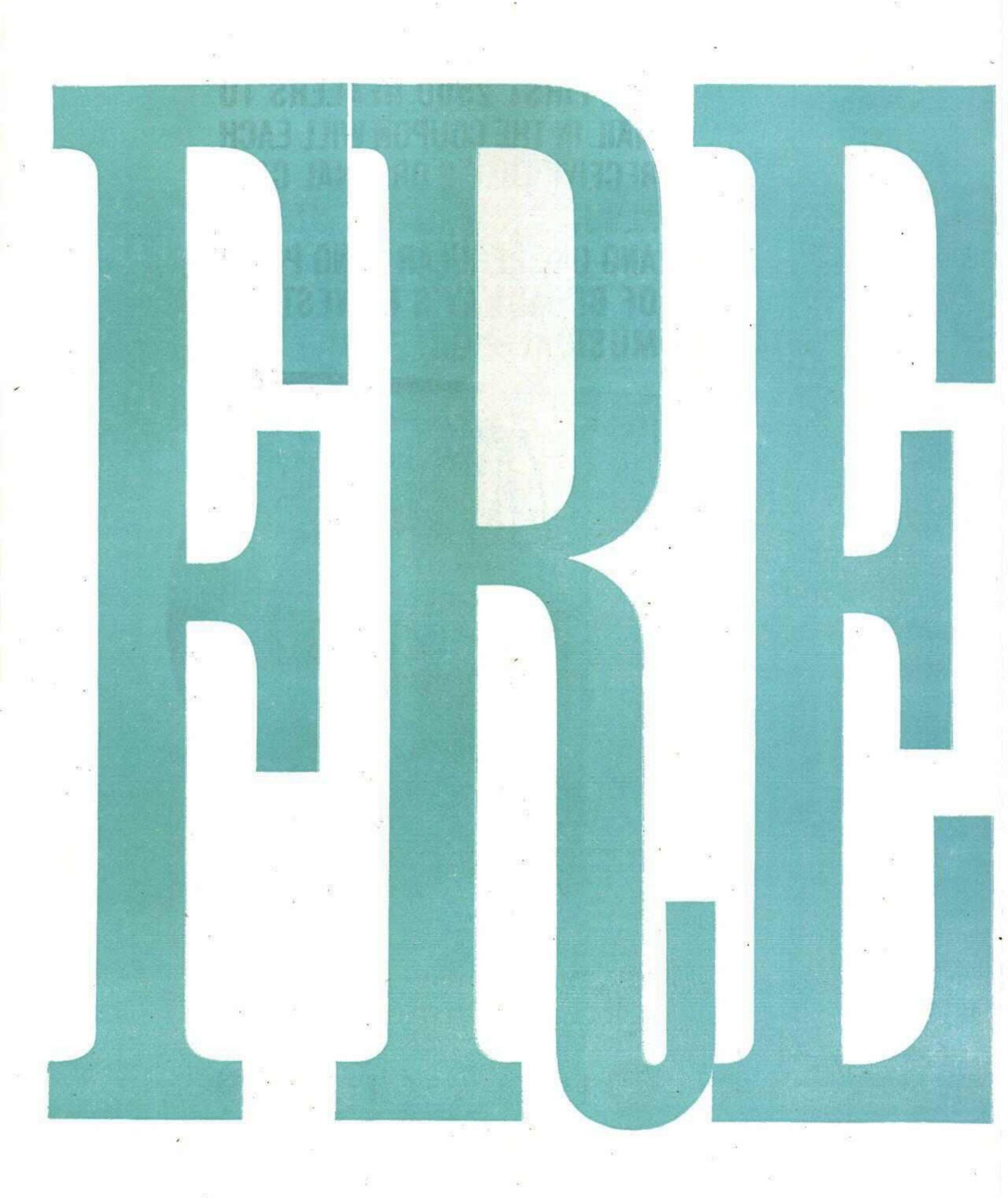
#### **ALBUMS**

GISELE	MacKENZIE MacKenzie	IN PERSON	AT THE	EMPIRE RO	OM— Everes
				RCA	
THE FU	GITIVE KIN	ND-Original	Score	United	Artist

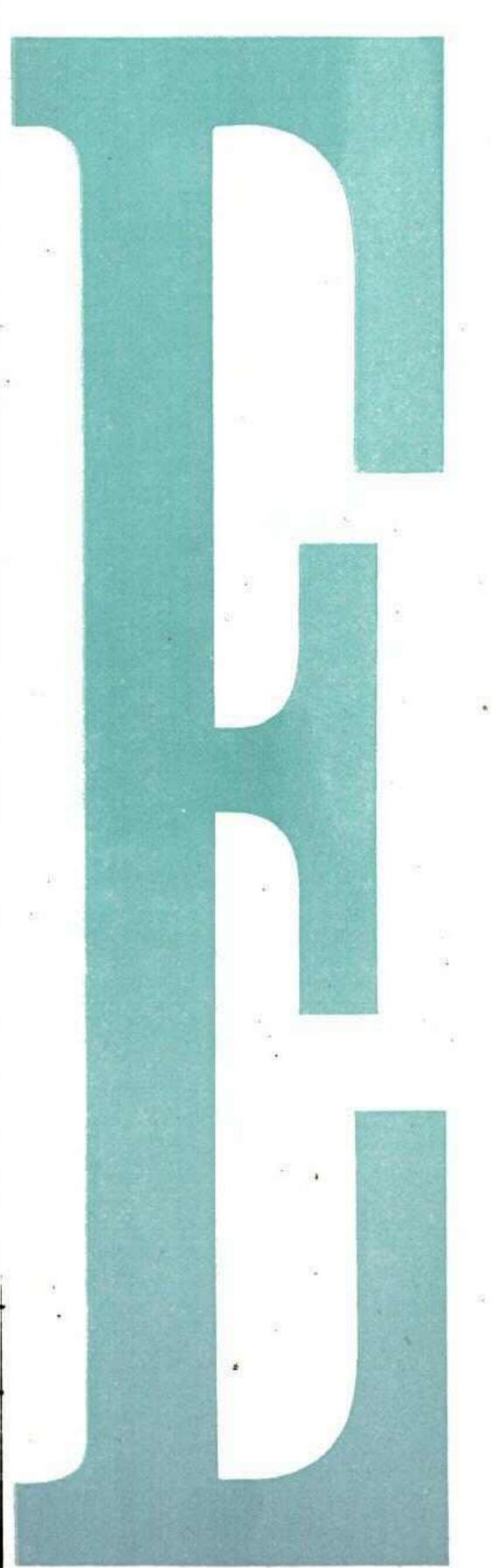
According to statistics maintained over a period covering thousands of releases . . . 7 out of 10 will reach Billboard's "HOT 100" in the weeks ahead!

Every week . . . disk jockeys all over the nation help spark up their record shows with this fresh, lively material furnished exclusively by The Billboard. Watch for it next week.





www.americanradiohistory.com



# THE FIRST 2500 DEALERS TO MAIL IN THE COUPON WILL EACH RECEIVE FREE 2 ORIGINAL CAST ALBUMS (ONE LIVING STEREO AND ONE REGULAR LONG PLAY) OF BROADWAY'S NEWEST HIT MUSICAL—"GREENWILLOW"



Frank Loesser's best score in years. Winningly performed by Anthony Perkins (in his musical show debut) and other stars of the original Broadway cast.

RUSH YOUR COUPON NOW!

If my nam	OR, BOX 38B, ROCKAWA ne is among the first 250	00, please send me 2 albums of "	<b>GW</b> Greenwillow'' (1 regular
date of re	Living Stereo). I unders ceipt.	stand winners will be chosen by da	ate of postmark, not by
DEALER'S	NAME		
STORE NAM	E		
ADDRESS_			
CITY		and the same of the same of	
ZONE	STATE		



and BEST BUY on HOT 100 1st WEEK

#### "AT MY FRONT DOOR" DEE CLARK

abner 1037

#### <sup>13</sup> "JUST A LITTLE BIT" ROSCOE GORDON

veejay 332

and headed chartward!

"EASY LOVIN'" WADE **FLEMONS**  "A LONELY SOLDIER" **JERRY** 

veejay 344

abner 1035

BUTLER

Veelay-Abner Records 1449 S. Michigan, Chicago S. 10. Phone: We 9-3970

# Another

SPECIAL-VALUE **FEATURE OF** 

#### THE BILLBOARD

RECORD INDUSTRY

& DIRECTORY ISSUE



A Directory of Services and Supplies for the Manufacture, Distribution and Sale of Records and Allied Products-coming in the . . .

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STEPHEN H. SHOLES, Second

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HENRY B. CLAY, Third V-P. Radio Station KWKH DON PIERCE, Secretary

Starday Records MAC WISEMAN, Treasurer Dot Records, Inc.

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#### COUNTRY MUSIC ASSOCIATION, INC.

MEMBERSHIP APPLICATION

Music.

#### PURPOSES AND AIMS

The Country Music Association is a non-profit trade association for the purpose of fostering, publicizing, and promoting the growth of and Interest in country music.

To make the public, especially the advertising industry, more cognizant of the commercial value of Country Music as an advertising

To secure increased programming time devoted to Country Music on both the network and local level in radio and television.

To promote Country Music In Its entirety, with no selfish motives; to encourage the highest ethics throughout the industry; and to ensure that Country Music retains Its Individuality.

Country Music, as a type of entertainment, has enjoyed outstanding success for more than a quarter of a century as a tried and proven means of reaching the masses. The Country Music Association proposes to make advertisers and broadcasters aware of this fact.

#### WHO IS ELIGIBLE?

There are nine categories of CMA memberships on an individual basis, and they are: ARTIST-MUSICIAN, MANAGER, BOOKER, PRO-

MOTOR, ETC., COMPOSER, DISC JOCKEY, PUBLISHER, RADIO-TV PERSONNEL, RECORD COMPANY PERSONNEL, TRADE PUBLICATION PERSONNEL, NON-AFFILIATED.

The Non-Affiliated category covers a wide range-performance, society personnel, attor-

neys, record shop personnel, etc., and fans. Those who seek benefit from the popularity of Country Music should devote some time and energy to expand the popularity of Country

#### MEMBERSHIP AND DUES

There are, at present, two types of membership-Organizational and Individual. The Organizational membership dues are based on the annual gross receipts of the business, on a sliding scale. The Individual membership dues are \$10.00 per year-due on the first day of the month one year following the month in which one joins.

#### ADDITIONAL INFORMATION

The Country Music Association is not a static organization, but an active group which will continue to gather momentum and present a solid front.

All monies taken into the CMA Treasury, above operating expenses, will be used to promote, the commercial possibilities of Country Music on a world-wide scale for the ultimate benefit office secretary is the only paid employee of all those associated with the industry. (The all Officers and Directors give their time and bear their own traveling expenses.)

Every great industry has an organization work-Ing toward the recognition of its growth and importance. This Association is dedicated to preserving the heritage and promoting the great potential of Country Music.

The CMA office will be happy to answer any

APPLICATION-BLANK COUPON

#### COUNTRY MUSIC ASSOCIATION, INC.

610 EXCHANGE BUILDING, NASHVILLE 3, TENNESSEE AL 4-6640

I hereby apply for membership in the Country Music Association as one desirous of promoting and furthering the growth and popularity of Country Music.

Name of Business.

Business Address\_

Individual \$10.00 Organizational 5-I have enclosed | check money order for

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

#### MUSIC AS WRITTEN

Continued from page 21

personality is as a songwriter, a career he'll continue to

Dot's Randy Wood is currently preparing material for a new Debbie Reynolds package.... Russ Garcia is taping radio interviews for deejay use regarding his scoring of M-G-M's "Time Machine" film.... RCA Victor's Dick Pierce, Nealy Plum and Lee Shapiro in New York for confabs. Lee Zhito.

#### Cincinnati

When John Gary appeared on the Dick Clark TV-er March 12 to plug the revised version of his Fraternity waxing of "When I'm Alone," it marked the ninth time the tune has been played on the Clark network segs. Gary last week was inked to appear at Moonlite Gardens of Coney Island here June 8-11. . . . The Lionel Hamtpon crew is set for an April 22 stand at Milt Magel's Castle Farm here, with the local Wayfarers' Club sponsoring. . . . Singer Don Cherry, now working out of New York, was in Springfield, Mo., Saturday (19) to swap ideas with members of the local television colony on possible assignment in a new role as commercial announcer for an upcoming network special.

Jacques Foti, singing pianist, opened March 15 in the plush Yorkshire Room of the Parklane Hotel, Chicago, for an indefinite stand after concluding a three-month stay at the Hucksters' Key Club in the Windy City. He is tentatively penciled for a return to Benny Stevens' Key Room Lounge here, where he clicked so handily a few months back. . . . Wayne Raney, WCKY c.&w. deejay, who pitches more country music via the airlanes than any other jock in the nation, reports heavy reception on the gospel tune, "Where Will I Shelter My Sheep?" which the Acorn Sisters, a local group, have cut for Starday. Song was penned by Irene Steir and Joe Grieshop, local songwriters.

Coney Island here kicks off its band season April 30 with the Peter Palmer orchestra and chorus, with trumpeter Clyde McCoy in May 7 to guest with Clyde Trask's local crew The park's Moonlite Gardens will again operate during the regular season on a Wednesday-thru-Saturday basis. . . . Country singer-guitarist Ernie Lee, who heads up his own TV seg on WTVT-TV, Tampa, visited his old haunts at WLW here Friday and Saturday for a pair of guest shots. He appeared on Ruth Lyons' "50-50 Club" Friday noon (18) and Saturday (19) did a stint on "Midwestern Hayride," with which he was formerly featured. Both shows were colorcast. . . . Snooky Lanson, Dot artist, whose musical-variety pilot was

video-taped in Springfield, Mo., in January, visits his Ozarkian mentors at Crossroads IV Productions there this weekend (24-25). Brenda Lee, featured on the audition for Lanson's new series, is due back in Springfield April 9 for another of her frequent guestings with Red Foley on "Jubilee U.S.A."

Charlie Persip and His Jazz Statesmen launched the Rainbow Club's new name-jazz policy over the weekend (18-20), with the Jazz Components, with J. R. Montrose and Pepper Adams set for March 25-27. Following in are the Slide Hampton Octet April 1-3, and the Sal Salvador Quartet April 8-10. . . . Columbia's Johnny Horton capitalizes on the ascending sales of his "Sink the Bismarck" with two weeks of personals in England soon. Making the trip with him will be his manager and bass fiddle player, Tillman Franks, and guitarist Tommy Thompson.

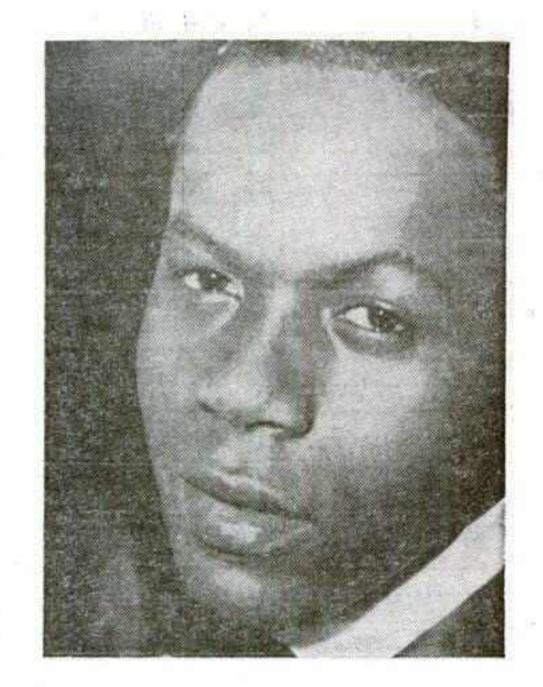
Bill Sachs

#### Nashville

Teddy and Doyle Wilburn, who left last week for a month of West Coast p.a.'s, are two of the town's most conscientious music publishers. The Decca artists' Sure-Fire Music Company boasts its own latest Decca release, "You Can't Take It With You" and "Sentenced to Die," as well as Stonewall Jackson's latest Columbia etching, "Life of a Poor Boy," and Kitty Wells' "Left to Right" on Decca. The Wilburns' steel man, Don Helms, who is on tour with them, is also associated with the publishing company, as are their brothers, Lester and Leslie, and Vivian Keith. . . . Guitarist Grady Martin and wife Norma have a new son born March 11. . . . Young Terry Nolan was in town last week from Lubbock, Tex., pursuing a recording contract.

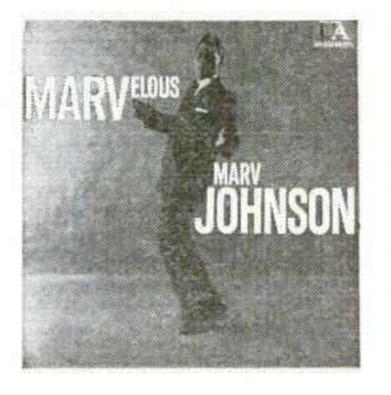
Don Law, Columbia's popular a.&r. man who headquarters here a good part of the time, received word here Tuesday (15) of the death in Maidenhead, England, of his father. Fred Law. The elder Law, who was 86, was a retired hardware manufacturer. Don has just etched LP's for Columbia by Marty Robbins, Ray Price, Johnny Horton, Carl Smith and the Chuck Wagon Gang. He plans to cut a Billy Walker single this week at the Bradley Studio here and a single with Marty Robbins.

RCA Victor's Harvie June Van was guest Saturday night (19) on "Grand Ole Opry." . . . Maxine Brown, hubby Tormy Russell and brother Jim Edward were at RCA Victor Studio la eek looking over material. Sister Bonnie is still honeymooning. The Browns were on the Dick Clark TV Show March 19. . . . Jimmy Edwards' new RCA Victor release, "Rosie Lee" and "Live and Let Live," is out. Session was a &r.'d by Jack Clement at the RCA Victor Studio here. . . . Acuff-Rose Publications' promo man, Mel Ferree, was at the RCA Victor Studio here Wednesday (16) with Archie Campbell for a get-together with Chet Atkins. All three hail from Knoxville and are friends of many years. . . . Jim Denny Artist Bureau reports that Webb Pierce broke all attendance records at Tulsa's Cimarron Ballroom Saturday (12). . . . M-G-M's Johnny Ferguson is skedded for the Dick Clark Show April 2. . . . Cedarwood Publishing Company's Curley Rhodes hit the road Friday (18) with Randy Lee to push the latter's Everest release, "The Question" and other Cedarwood pop recordings. Pat Twitty



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RECORDS

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FOR THE WEEK ENDING MARCH 25, 1960

#### This Last Wack Week Title, Artist, Label and Number 1. THE SOUND OF MUSIC..... 3. SIXTY YEARS OF MUSIC AMERICA LOVES BEST ..... Assorted Artists ..........RCA Victor LM 6074 Johnny Mathis ......Columbia CL 1422 HERE WE GO AGAIN ...... OUTSIDE SHELLEY BERMAN .... ......Verve MGV 15007 6. ITALIAN FAVORITES ...... 10. BELAFONTE AT CARNEGIE HALL. Harry Belafonte ......RCA Victor LOC 6006 GUNFIGHTER BALLADS AND TRAIL SONGS... Marty Robbins .......Columbia CL 1349 12. THIS IS DARIN ...... 36. ENCORES OF GOLDEN HITS ...... Platters ...... Mercury MG 20472 SELL OLDIES BUT GOODIES ..... Assorted Artists ...........Original Sound 5-001 FABULOUS FABIAN ..... 16. TEENSVILLE PARTY SING ALONG WITH MITCH

MONO ACTION	ALBUMS on 1	the char	arts 39 weeks or less
This Last Week Week Title, Artist, Label as	Meeks nd Number on Chart	This La: Week Wes	Last Weeks Week Title, Artist, Label and Number on Chart
	USIC	21) 15	15. LET'S ALL SING WITH THE CHIPMUNKS17
	USIC AMERICA17RCA Victor LM 6074	22 22	22. THE WONDERFUL WORLD OF  JONATHAN WINTERS
		23) 25	25. PORGY AND BESS
4. HERE WE GO AGAI	IN	24 24	24. BLUE HAWAII
A CONTRACT OF THE CONTRACT OF THE PROPERTY OF THE CONTRACT OF		25) 34	34. WOODY WOODBURY LOOKS AT LOVE AND LIFE. 3
6 7. OUTSIDE SHELLEY B	BERMAN	<b>26</b> 23	23. SWINGIN' ON A RAINBOW
6. ITALIAN FAVORITES	7	27 30	30. FOR THE FIRST TIME
8 10. BELAFONTE AT CAR	RNEGIE HALL20	28 32	32. GENIUS OF RAY CHARLES
[1] [ [ [ [ [ [ [ [ [ [ [ [ [ [ [ [ [ [	ADS AND TRAIL SONGS13	<b>29</b> –	- THEME FROM A SUMMER PLACE 1 Billy Vaughn
9. THAT'S ALL		<b>30</b> 29	29. NO ONE CARES
		31) 20	20. SANTO AND JOHNNY
Platters	EN HITS	32) 26	26. FIRESIDE SING ALONG WITH MITCH
	Original Sound 5-001	(33) 31	31. THE LORD'S PRAYER
(14) 11. FABULOUS FABIAN	Chancellor CHL 5005	<u>34)</u> -	- MY LORD, WHAT A MORNIN'
15 17. MORE JOHNNY'S G	FREATEST HITS35	(35) -	- ANNETTE SINGS ANKA
	RCA Victor LPM 2161	(36) 33	33. COME FLY WITH ME
19. PARTY SING ALON	6 WITH MITCH28	(37) 37	37. FIORELLO!
18 21. THE STUDENT PRIN	MCE	38) -	— QUIET VILLAGE
19 28. "TWANGS" THE "	'THANG''	39 -	— CONNIFF MEETS BUTTERFIELD
27. CONCERT IN RHYTH	IM, VOL. II	40 39	39. <b>GYPSY</b>

#### ESSENTIAL INVENTORY (MONO ALBUMS) on the charts 40 weeks or more

This Week	Last Week Title, Artist, Label and Number on Chart
1	1. INSIDE SHELLEY BERMAN Verve MGV 15003 48
2	2. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032104
3	4. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107 58
<u>(1)</u>	3. MY FAIR LADY, Original Cast, Columbia OL 5090207
(5)	- KINGSTON TRIO AT LARGE Capitol T 1199 40
6	6. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133 99
1	5. GIGI, Sound Track, M-G-M 3641 ST 90
(8)	8. PETER GUNN, Henry Mancini, RCA Victor LPM 1956 57
9	11. COME DANCE WITH ME, Frank Sinatra, Capitol W 1069 55
(10)	7. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160. 89
(11)	9. THE MUSIC MAN, Original Cast, Capitol WAO 990108
(12)	10. ONLY THE LONELY, Frank Sinatra, Capitol W. 1053 62
(13)	13. HYMNS, Tennessee Ernie Ford, Capitol T 756141
14	15. RODGERS: VICTORY AT SEA, VOL. II, RCA Symphony Orch. (Bennett), RCA Victor LM 2226 45
(15)	— KINGSTON TRIO Capitol T 996 40
(16)	14. SOUTH PACIFIC, Original Cast, Columbia OL 4180303
1	19. FLOWER DRUM SONG, Original Cast, Columbia OL 5350 52
18	16. THE KING AND I, Sound Track, Capitol W 740178
(19)	17. OKLAHOMA! Sound Track, Capitol SAO 595211
20	20. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270 57
(21)	12. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283
$\widetilde{\overline{2}}$	21. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243
(23)	23. GEMS FOREVER, Mantovani, London LL 3032 57
<u>~</u>	18. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000
(25)	24. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628 62

#### STEREO ACTION ALBUMS --- on the charts 19 weeks or less

This Week	Last Week	Title, Artist, Label and Number or	Weeks Chart
①	1.	THE SOUND OF MUSIC	11
2	2.	PERSUASIVE PERCUSSION	
3	6.	PROVOCATIVE PERCUSSION	9
<b>(</b>	4.	BELAFONTE AT CARNEGIE HALL	18
(5)	5.	FAITHFULLY  Johnny Mathis	7
<b>6</b>	7.	THE LORD'S PRAYER  Mormon Tabernacle Choir Columbia MS 60	19
<u>a</u>	0	IET'S DANCE AGAIN	11

•	Harry BelafonteRCA Victor LSO 6006
5 5.	FAITHFULLY
<b>6</b> 7.	THE LORD'S PRAYER
7 8.	LET'S DANCE AGAIN
<b>8</b> 10.	STILL MORE SING ALONG WITH MITCH
<b>9</b> 13.	Martin DennyLiberty LST 7122
10 12.	FIORELLO!
11) -	BOUQUET
11.	SAIL ALONG SILVERY MOON
13 14.	CONNIFF MEETS BUTTERFIELD
14 20.	CONCERT IN RHYTHM, VOL. 1

16. NEARER THE CROSS

BEST SELLING

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16	17.	OPEN FIRE, TWO GUITARS	
11)	19.	RACHMANINOFF: PIANO CÓNCERTO NO. 3 Van Cliburn	7
(18)	26.	Ray Conniff	6
19	-	KINGSTON TRIO	5
20	18.	NEW ORLEANS	7282
21)	22.	'S AWFUL NICE	5
22	23.	WITH THESE HANDS	18
23	15.	GUNFIGHTER BALLADS AND TRAIL SONG Marty Robbins Columbia CS	
24)	21.	MORE SING ALONG WITH MITCH	9 8043
25)	25.	TILL	18
<b>26</b>	9.	TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO Morton GouldRCA Victor LSC	19
<u>21)</u>	27.	FIRESIDE SING ALONG WITH MITCH Mitch Miller	12
28	29.	FLOWER DRUM SONG	11
29	28.	LET'S ALL SING WITH THE CHIPMUNKS	10
0	20	THE ENDY DISCUIN CTARY	

Sound Track ...... Decca DL 7-8289

#### ESSENTIAL INVENTORY (STEREO ALBUMS)

On the charts 20 weeks or mo This Last Yeek Week Title, Artist, Label and Number	Weeks on Chart
1. SOUTH PACIFIC, Sound Track, RCA Victor LSO 10	32,44
2 2. MY FAIR LADY, Original Cast, Columbia OS 2015	44
3) 3. HEAVENLY, Johnny Mathis, Columbia CS 8152	26
4) — HERE WE GO AGAIN, Kingston Trio, Capitol ST 12	5820
<ol> <li>9. PETER GUNN THEME, Henry Mancini, RCA Victor LS</li> </ol>	P 195642
6 5. GIGI, Sound Track, M-G-M SE 3461 ST	44
7 8. OKLAHOMA! Sound Track, Capitol SWAO 595	42
8 4. GEMS FOREVER, Mantovani, London PS 106	33
6 11. COME DANCE WITH ME, Frank Sinatra, Capitol SW	106944
10 13. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC	2338,21
11) 10. THE KING AND I, Sound Track, Capitol SW 740	32
7. STRAUSS WALTZES, Mantovani, London PS 118	28
13) 14. MUSIC MAN, Original Cast, Capitol SWAO 990	40
6. ONLY THE LONELY, Frank Sinatra, Capitol SW 105	324
15) — BLUE HAWAII, Billy Vaughn, Dot DLP 25165	33
15. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	39
17) 16. GYPSY, Original Cast, Columbia OS 2017	
17. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor L	SC 222642
19) 20. 'S MARVELOUS, Ray Conniff, Columbia CS 8037	22

BASED ON SALES

# IN STORES & RACKS

#### MONOPHONIC CLASSICAL ALBUMS

- 1. SIXTY YEARS OF MUSIC AMERICA LOVES BEST.... Assorted Artists, RCA Victor LM 6074
- 2. THE LORD'S PRAYER..... The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- 3. RODGERS: VICTORY AT SEA, VOL. 2

RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226

4. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO

Morton Gould Orchestra, RCA Victor LM 2345

5. TCHAIKOVSKY: PIANO CONCERTO NO. 1

Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252

6. TCHAIKOVSKY: 1812 OVERTURE: CAPRICCIO ITALIEN

Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054

7. RODGERS: VICTORY AT SEA, VOL. I

RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779

8. GERSHWIN: RHAPSODY IN BLUE

Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol P 8343

9. GROFE: GRAND CANYON SUITE

The Philadelphia Orchestra (Ormandy), Columbia ML 5286

10. RACHMANINOFF: PIANO CONCERTO NO. 3

Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

#### STEREOPHONIC CLASSICAL ALBUMS

1. THE LORD'S PRAYER . . . . . . . . Mormon Tabernacle Choir (Condie), Columbia MS 6068

2. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO

Morton Gould Orchestra, RCA Victor LSC 2345

3. RACHMANINOFF: PIANO CONCERTO NO. 3

Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355

4. TCHAIKOVSKY: PIANO CONCERTO NO. 1

Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252

5. RODGERS: VICTORY AT SEA, VOL. 2

RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

6. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN

Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054

7. OFFENBACH: GAITE PARISIENNE, KHATCHATURIAN: GAYNE BALLET SUITE

Boston Pops (Fiedler), RCA Victor LSC 2267

8. GROFE: GRAND CANYON SUITE

The Philadelphia Orchestra (Ormandy), Columbia MS 6003

9. GERSHWIN: RHAPSODY IN BLUE

Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol SP 8343

10. BEETHOVEN: SYMPHONIES NOS. 4 & 5

The Columbia Symphony Orchestra (Walter), Columbia MS 6055

#### BEST SELLING LOW PRICE LP'S (List price \$2.98 or less)

STEREOPHONIC

1. Soul of Spain, Vol. 2 101 Strings .... Stereo Fidelity SF 9900

2. Soul of Spain, Vol. 1 101 Strings .... Stereo Fidelity SF 6600

3. 101 Strings Play the Blues ..... Stereo Fidelity SF 5800

4. Symphony for Glenn Hamburg Philharmonic Ork ...... ......Stereo Fidelity SF 5400

5. Hawaii in Stereo

Leo Addeo Ork ...... .....RCA Camden CAS 510

6. Concerto Under the Stars 101 Strings .... Stereo Fidelity SF 6700

7. Opera Without Words 101 Strings .... Stereo Fidelity SF 8700 8. The Music Man

Various Artists ......Lion SL 70091 9. My Fair Lady-The King and I

Various Artists ......Stereo Fidelity SF 2700

10. Gypsy Jack Sterling Quintet ......

...... Harmony HL 11016

#### MONOPHONIC

1. Soul of Spain 101 Strings ......... Somerset P 6600

2. Perry Como .. RCA Camden CAL 511

3. Good Housekeeping's Plan for Reducing Off the Record .... Harmony HL 7143

4. Huckleberry Hound Daws Butler and Don Messick ......

5. South Pacific

Al Goodman Ork .....

......RCA Camden CAL 421

6. Silver Screen

101 Strings .....Somerset P 7000 7. Hawati in Hi Fi

Leo Addeo Ork .....

.....RCA Camden CAL 510 8. 101 Strings Play the Blues

9. Sound of Music Norman Paris Quartet .....

10. Backbeat Symphony

101 Strings .......Somerset P 11500

#### BEST SELLING POP EP'S

- 1. Gunfighter Ballads and Trail Songs Marty Robbins...Columbia EPB 13491 2. Heavenly
- Johnny Mathis....Columbia EPB 13511 3. Genius of Ray Charles
- ......Atlantic EP 619 4. Kingston Trio at Large
- 5. Fireside Sing Along With Mitch Mitch Miller .... Columbia EPB 13891
- 6. Hymns Tennessee Ernie Ford.....
- 7. Here We Go Again Kingston Trio ..... Capitol EAP 1258 8. Songs by Ricky
- Ricky Nelson ......... Imperial EP 162 9. Ricky Sings Again
- Ricky Nelson ..... Imperial EP 159 10. Peter Gunn
- Henry Mancini. .RCA Victor EPA 4333

#### Reviews of THIS WEEK'S LP'S



Strongest sales potential of all albums reviewed this week.

In order to speed reviews of LP's, The Billboard requests that ALL albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

14 MORE NEWIES BUT GOODIES



Various Artists. Mercury MG 20581 - Mercury has rounded up another batch of recent single waxings, including such hit sides as Johnny Preston's "Running Bear," Dinah Washington's "What a Diff'rence a Day Makes," etc. Also featured are sides by the Platters, Brook Benton, Patti Page, Rusty Draper, Sil Austin, Elton Anderson, George Jones, Sarah Vaughan and others. A solid buy for pop fans.

GREENWILLOW



Original Cast. RCA Victor LOC 2001; LSO 2001 (Stereo & Monaural) - Frank Loesser's score for "Greenwillow" is certainly one of his most attractive. It is interpreted by Tony Perkins, Cecil Kellaway, Pert Kelton and other members of the Broadway cast with winning appeal and charm. The score boasts a flock of unusual and interesting songs - "Faraway Boy," "Summertime Love" and "Never Will Marry" to name a few. Packaging is attractive, and the sound is excellent.

I AM NOT A NUT, ELECT ME



Lenny Bruce, Fantasy 7007-The humorist has another package with likely big sales in view. He lashes out at travel, entertainers, night clubs and a varied flock of subjects. Each topic is subject to his witty brand of humor. Crowd reaction to the selections, which were recorded during club appearance, adds to the over-all appeal. Interesting cover will command interest.

HOW THE WEST WAS WON (2-12")



Bing Crosby, Rosemary Clooney, Desert Mormon Choir, Mormon Tabernacle Choir, Jimmie Driftwood and Sam Hinton-This handsome set is sure to attract. The striking cover and informative booklet are perfect complements to the fine album contents which are interpreted by a stellar line-up of artists. The two-disk set offers a heap of Americana in narrated and song form. Strongest potential.



Modern Jazz Quartet. Atlantic 1325-Here's another solid sales package by the Quartet, featuring their usual inventive, tasteful treatments of standards-"High High the Moon," "It Don't Mean a Thing"-and originals, including the title theme, a gospel blues-flavored item with fascinating tempo changes inspired by a Mahalia Jackson performance.

Children's

MOTHER GOOSE NURSERY RHYMES



Sterling Holloway. Disneyland BQ 1211-Sterling Holloway, with a sort of pixieish voice, is the focal point of a nicely imaginatively produced set of Mother Goose. There is a sort of loose, story-telling continuity between the various verses and songs all of which should serve to hold the attention of the kiddie klan. A Disney chorus sings the many tunes. "Humpty Dumpty," "Peter Piper," "Sing a Song of Sixpence," etc. are all here. A solid buy for the youngsters.

International

BRENDAN O'DOWDA SINGS IMMORTAL IRISH BALLADS



Capitol ST 10213 (Stereo & Monaural) — This item is loaded, with universal appeal, and all folk collectors will appreciate the authenticity of the ballads, the fine writing, great lyrics and the sincere and tasteful presentations by the talented artist. Fine backing and arrangements add to the attractiveness of the tunes which were all penned by the late Percy French, who was both a fine songwriter and artist. Truly a package that should be pushed by dealers. Attractive cover.

Sacred -

THE STATESMEN ON STAGE



RCA Victor LSP 2188 (Stereo & Monaural)—A gas of a performance by the famous gospel group. This, in line with a growing trend, was recorded live from the wellknown Ryman Auditorium in Nashville, and the enthused response of the live audience is catching. The boys outdo themselves with a thoroly exciting presentation including many stomping, rhythmic upbeaters. There are 16 offerings done with great vocal pyrotechnics, that should satisfy fans of the Statesmen in particular and gospel material in general. The spirit was on everybody here.

Specialty

SOUNDS OF PARRIS ISLAND



Gold Star Records—This is, literally, a blow by blow reconstruction of what it means to go thru 13 weeks of training at a U. S. Marine boot camp. From the arrival of the trainees to the graduation exercises, one hears the sounds of the recruits being processed, lectured, drilled, dressed down and generally shaped into a fighting unit. Alumni may find the sounds of bellowing drill sergeants like music; others will get an education in Marine training procedures from this disk.

(Continued on page 29)

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# \* \* \* \* VERY STRONG SALES POTENTIAL

#### POPULAR \*\*\*

\*\*\* LONELY BLUE BOY
Conway Twitty. M-G-M E 3818—Twitty's
big single hit, "Lonely Blue Boy," is included in this package, which blends with
r.&r. hits like "Heartbreak Hotel," etc.,
with such oldies as "Blue Moon," and "My
Adobe Hacienda." A spinnable package for
focks with young audience.

\*\*\* AFTER SIX

Dick Hyman, M-G-M E 3827 — Title alludes, presumably, to dancing and entertainment after 6 p.m., and the liner notes are by Bert Bacharach, fashion expert, who comments on the "After Six" tuxedo worn by Hyman and others on the cover. In any event, a very fine package of sophisticated music for listening and dancing. Hyman's keyboarding is superb; he plays virtually all idioms with fluency, and his trio provides smart backing. The side includes show tunes, Latin rhythms, ballads, etc.

\*\*\*\* PARADE

Original Cast. Kapp KD 7005-8 (Stereo & Monaural) — Jerry Herman's latest revue, "Parade," boasts several elever situation songs, a fair share of ballads and interesting monologs. It continues to run solidly off Broadway. Star Dody Goodman is featured in several amusing skits, as are Richard Tone, Fia Karin, Charles Nelson Reilly and Lester James. The numbers have been effectively trimmed to include the show's best material. Accompaniment is by two pianos, bass and percussion.

\*\*\*\* WHERE THERE'S LIFE

Russ David Ork. RCA Victor LSP 2191
(Stereo & Monaural)—The keynote here is brightness and a joyous approach to pop songs which all have "Life" in their titles. The arrangements are playful and sparkling, as in "Ah Sweet Mystery of Life," "Life Is Just a Bowl of Cherries" and "Give Me the Simple Life." The LP's title is derived from a well-known TV commercial and the product of the sponsor, a prominent beer manufacturer, is shown on the cover. Resulting plugs should help sale of this album.

\*\*\* THE BIG HURT

Toni Fisher. Signet WP 509 — The lark, who had a big singles hit with her recording of the album title tune, warbles to strong effect on a fine array of tunes, including standards and new material. Her sultry pipes are used to advantage on such fare as "Take Me in Your Arms," "Gloomy Sunday," "Speak of the Devil" and "The Big Hurt." Strong chances.

(Continued on page 31)

#### **RECORD STORES**

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The pick of the new releases:

# SPOTLIGHT WINNERS

Strongest sales potential of all albums reviewed this week.

Continued from page 27

Sound -

BAND OF THE IRISH GUARDS



(Jaeger) Capitol St 10232 (Stereo & Monaural) — The excellent ensemble presents a program that includes works by Mendelssohn, Mozart, and Bennett. The various arrangements are effectively tailored for the band instrumentation. A wide range of tones and colors are achieved under Major Jaeger's direction. Sound in this set is hard to beat, and buffs will have a ball demonstrating it.

SPECIAL MERIT

The following albums have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

POP -

been effectively trimmed to include the THE FABULOUS JOSEPHINE BAKER

RCA Victor LSC 2427 (Stereo & Monaural)—Fabulous is the word for Josephine Baker. Virtually a legend for 35 years since she became the idol of Paris; this outstanding recording provides a glimpse of her dynamic talents. Her own individual style seems eternally youthful whether turned loose on a novelty, sentimental ballad or torch song. Her forthcoming trip here, with the attendant excitement, should help sales. Highly recommended for radio programming.

GILBERT & SULLIVAN SONGBOOK

Ralph Hunter Choir. RCA Victor LSP 2116 (Stereo & Monaural)—
The accomplished mixed choral group turns out a de luxe package that, quite likely, a flock of Gilbert and Sullivan fanciers have been waiting for. These are 13 ever-popular melodies by the famous pair from a half dozen operettas, "H.M.S. Pinafore," "Pirate of Penzance," "The Mikado," "Trial by Jury," "Patience" and "Princess Ida." The arrangements for accompanying ork are delightful and fit well with the payoff job by the Choir. Eight copies of lyrics of all the tunes are included for a song party. Folder type package should do well.

- POP TALENT

LOVE IS NOTHING BUT THE BLUES

Dick Williams. Capitol ST 1330 (Stereo & Monaural)—Williams applies a pleasant baritone to a flock of standards. He makes an impressive album debut, and he's nicely backed on the tunes by the Jack Marshall ork. Set has been well recorded in stereo. Selections include "Love Letters," "Somewhere Along the Way" and the album title tune. Fine programming fare for jocks.

POP DISK JOCKEY PROGRAMMING -

CAN-CAN

Nelson Riddle. Capitol ST 1365 (Stereo & Monaural)—The Nelson Riddle ork serves up sparkling and colorful terp arrangements of the Cole Porter music from "Can-Can." Several of the composer's tunes, not in the Broadway score, are utilized in the film. Sound in stereo comes thru to strong effect. Numbers include "I Love Paris," "It's All Right With Me" and "Just One of Those Things." Displayable cover will help.

- JAZZ -

THE GREAT WIDE WORLD OF QUINCY JONES

Mercury MG 20561 — This is the first recording by the newly formed Quincy Jones band, and it's a swinging waxing. The band features arrangements by such top names as Ernie Wilkins, Bill Potts, Al Cohn, Ralph Burns, and Jones himself. The sections play with verve and solos by Phil Woods, Jimmy Cleveland, Lee Morgan, Julius Watkins, and others, are very attractive. Tunes include "Lester Leaps In," "Air Mail Special" "Cherokee" and "Chant of the Weed." Strong modern big band wax.

- CLASSICAL -

MOORE: SYMPHONY IN A; PERRY: STABAT MATER

Japan Philharmonic Symphony Orchestra (Strickland) omposers CRI 133—A very good performance of the attractive Symphony in A Major by composer Douglas Moore, plus a capable reading of Julia Perry's "Stabat Mater." The Japan Philharmonic Symphony Orchestra, newest of the five major Tokyo symphonic groups, performs creditably, and the work of soprano Makiki Asakura is assured. Two well-performed works of contemporary American composers.

HOVHANESS: MEDITATION ON ORPHEUS

Japan Philharmonic Symphony Orchestra (Strickland). WOOD: POEM FOR ORCHESTRA

Asahi Orchestra of Tokyo (Korn) KELLER: SYMPHONY NO. 3

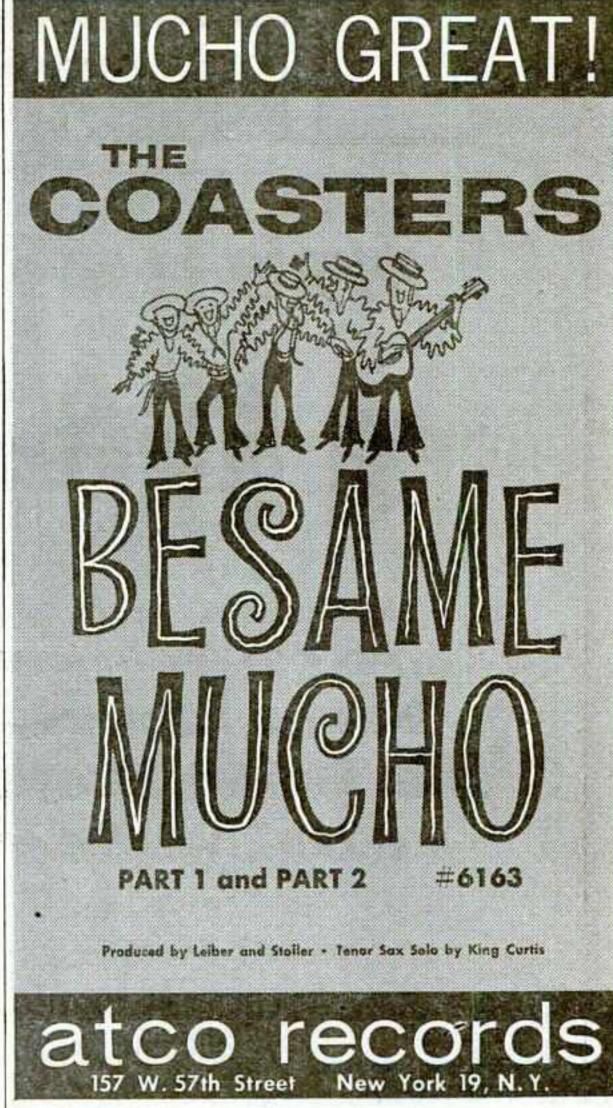
Japan Philharmonic Symphony Orchestra (Strickland) Composers CRI 134—The position of Alan Hovhaness as one of America's finest contemporary composers is verified by his new work, an arresting and always interesting opus with some highly original touches. It is adeptly performed by the Japan Philharmonic, which also presents Homer Keller's "Third Symphony," a somewhat less inspired effort. The Asahi Orchestra of Tokyo plays Joseph Wood's short romantic "Poem for Orchestra," a compact and melodious work.

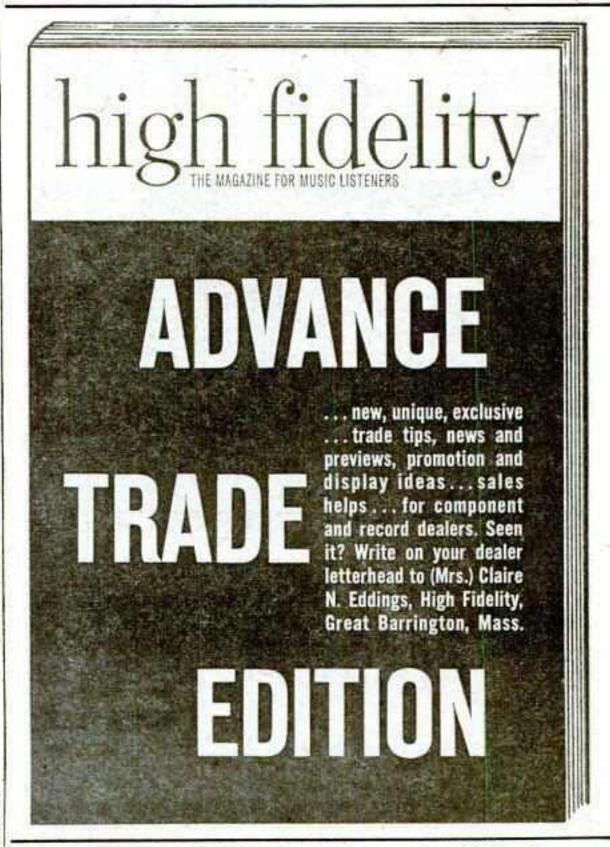
- OPERA

LEONARD WARREN

RCA Victor LM 2453—The late artist's fans will find this memorial

album a worthy tribute to Leonard Warren's talents. Included are arias from several of the operas in which he appeared. A brief, but dedicated liner lends a quality touch. Dates of performances are listed after each selection. Striking cover photo.





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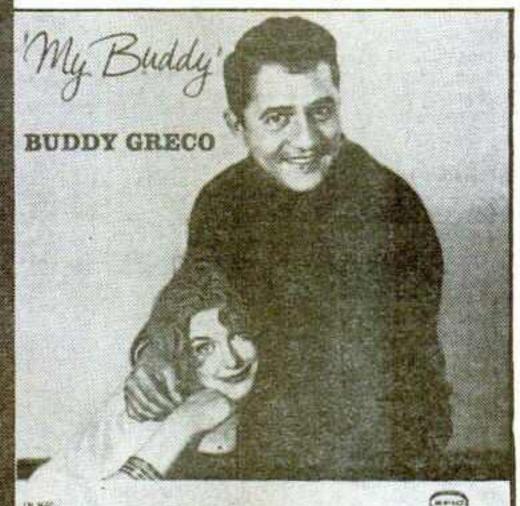
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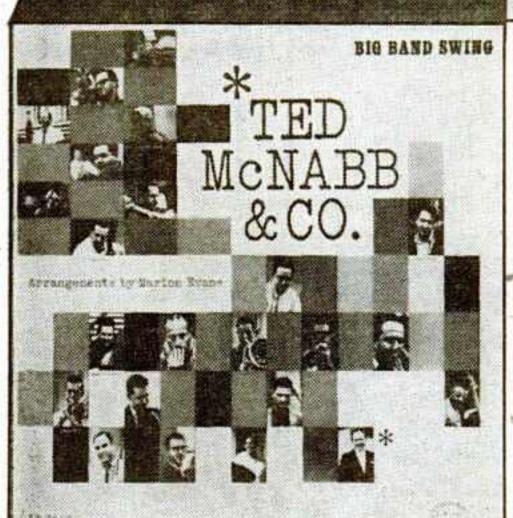
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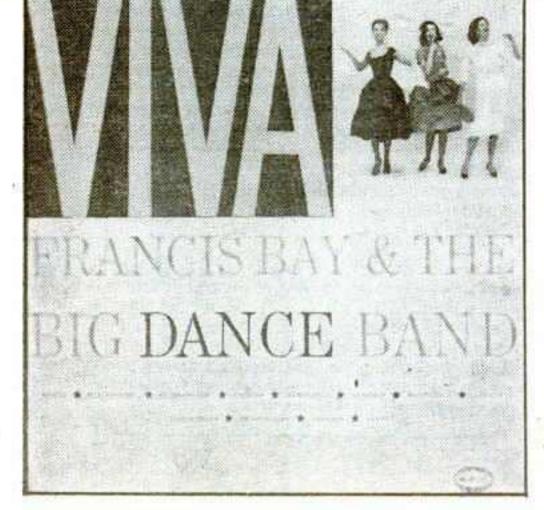
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VIVA FRANCIS BAY & THE BIG DANCE BAND—Europe's top Latin big dance band arranger and leader, Francis Bay, presents his inimitable style, combining the excitement of the Latin beat with driving but subtle swinging phrases on "Brazil," "Anna," "Mambo #5," and 9 others.

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\*STEREORAMA





THE WORLD

OF WONDERFUL MUSIC

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EPIC RECORDS

#### Reviews and Ratings of New Albums

#### \* \* \* \* VERY STRONG SALES POTENTIAL

Continued from page 29

#### LOW-PRICED POPULAR \*\*\*

\*\*\* MORE PETER GUNN

Sound-Stage All Stars. Hamilton HLP 1125-A bright new recording of additional selections culled from the much-watched "Peter Gunn" TV show. As usual, the Maneini music is catchy and listenable, and the ork, under the direction of Pete Candoli, plays it in swinging jazz style, that will appeal both to jazz buffs and pop fans. Bost sides are "The Little Man Theme." "Goofin' at the Coffee House" and "Blues sing. The kids will like the story-telling for Mothers."

\*\*\* MORE EDDY ARNOLD

Camden CAL 563 - A strong collection of previously issued singles by Eddy Arnold, who is back on the hit lists again with his new recordings. The tunes contained here include "Little Bit," "The Day You Left Me," "Unbreakable Heart," and "Just a Little Lovin'." Should have good sales, especially on racks.

★★★★ RODGERS & HAMMERSTEIN SONGBOOK

Richard Kiley. (2-12"). Camden CBL merstein tunes from "Oklahoma," "Car-Drum Song." Good orchestral backing by first movement.

#### CHILDREN'S \*\*\*\*

\*\*\* DONALD DUCK & HIS FRIENDS

Disneyland DQ 1212 - Jiminy Cricket and the familiar Donald take part in a loosely-knit story idea that forms a framework, around which are woven a flock of current hit singles, "Don't Fence Me In," sing-along tunes that most old gangs love to gimmick, but the new angle for them is the nicely back the singer. Set allows for fine tunes-"Hail Hail the Gang's All Here," programming, and it should prove a strong "Clementine," "Alouette," etc., the lyrics seller, for which are reprinted on the back cover. Can prove popular with a wide segment of youngsters.

#### LOW-PRICED CLASSICAL \*\*\*

\*\*\* SHOSTAKOVICH: SYMPHONY

Czech Philharmonic (Ancerl), (2-12"), Parliament PLP 127 - This is the symphony which, composed shortly after the German invasion of Russia, was given a triumphal premiere here by Toscanini. Cele-102 - An excellent two-LP set featuring brating the defense of Leningrad, it remains musical comedy singer Richard Kiley per- a moving and powerful work. With only forming the best known Rodgers and Ham- two other versions available, this splendidly performed low price edition by the Cech ousel," "State Fair," "Allegro," "South Pa- Philharmonic should compete on a favorcific," "The King and I," "Me and Juliet," able basis. Demonstrate the frighteningly "Pipe Dream," "Cinderella," and "Flower repeated "Invasion" march theme in the

#### GOOD SALES POTENTIAL

#### POPULAR \*\*\*

\*\*\* STEEL GUITAR

fast moving fingers, giving out with a fancy exercise on the 24-stringed instrument. He's in the spotlight practically all the time in front of a rhythm quartet. A lot of the Western, ranch-styled sound here and it can \*\* SONGS FOR A RANEY DAY make a lot of people want to dance, or just listen. Sample titles would include "Speedin" West," "Railroadin'," etc. A lot of these lark's latest LP have been selected to take sides would rate as great juke box singles.

\*\*\* BABY, THEY'RE SINGING OUR SONG

Monaural)-There is a medley of 14 songs should prove a good seller also. on the first side, and Side Two has a medley of 11 tunes. The King Sisters apply their listenable, modern harmonies to a CARMEN MacRAE flock of oldies. Tempos and types are nicely varied. Drop the needle at any point of winning jockey album, and it also has strong chances sales-wise.

\*\*\* DALE ROBERTSON PRESENTS HIS ALBUM OF WESTERN CLASSICS

(Stereo & Monaural)-The arrangements of the Western classics were done by Roland Shaw, Selections include the theme from the TV'er, "Wells Fargo," of which Robert- \*\* HAMMOND GONE CHA CHA son is the star. "Across the Wide Missouri," "Boots and Saddle" and "High Noon." Cover photo of Robertson may help attract some sales.

\*\*\* HAWAII CALLS

Various Artists. Capitol ST 1339 (Stereo lure sales,

flock of tunes of Hawaiian origin or those first presented, and even today its unrethat deal with the island in their themes. A solved chords and uneven rhythms place it Speedy West. Capitol T 1341 (Stereo & listenable variety of fare is included- squarely in the modern idiom. The record-"Hawaiian War Chant," "Hawaiian Wed- ing is good, and the packaging is attractive. years, Massey-Ferguson, Inc., farm-Monaural)—A mighty snappy album produc-tion with West, a brilliant man with his been effectively recorded in stereo, and can be an easy-sell item.

Sue Raney. Capitol ST 1335 (Stereo & Monaural)-Several of the tunes in the phonetic advantage of her last name. She warmly renders "I Get the Blues When It Rains," "Blue Tears" and others like "Impossible" and "Wrap Your Troubles in Dreams." The set is listenable thruout. It's King Sisters. Capitol ST 1333 (Stereo & a very spinnable package for jocks, and it

\*\*\* What Has She Got? - KAPP 327 -Miss MacRae turns in a fine reading of either side for highly pleasant results. A an attractive bouncy theme. Light ork backing backs the listenable effort. It should move well, (Korwin, ASCAP)

\*\* Big Town - Sultry tune is sold well by the lark over a lovely, mood arrange-Roland Shaw, RCA Victor LSP 2158 ment. Good jockey material. (Garland, ASCAP)

> Jackie Davis. Capitol ST 1338 (Stereo & Monaural)-Organist Davis serves up a listenable set of cha chas that should appeal to fanciers of the popular Latin, terp step. Included are "The Glow Worm." "A Woman in Love" and "Perfidia." Fine sound and an attractive cover will help

#### Another Billboard Record / Phono Dealer

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The retail establishment of this record/phono dealer . . .

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- . . . offers both records and albums
- . . . handles phonographs selling from \$19.95 to \$500
- ... has been reading Billboard for more than 3 years

\*\*\* CRAZY TIMES

Gene Vincent. Capitol ST 1342 (Stereo & artist, will surprise many listeners with his approaches in this set. Tho some of the tunes are done with his traditional zest, others are performed with a much smarter feeling. Tunes include "Accentuate the Positive," "Crazy Times" and "Hot Dollar." Set will appeal to teen and adult buyers.

\*\*\* CARIBBEAN

Mitchell Torok. Guyden GLP 502-Torok sings many of his own songs here-including his smash composition of 1953, "Mexithe George Siravo ork, The liner notes are can Joe." Also material by Boudleaux informative and the set is packged smartly. Bryant and Torok's wife, Romona Redd. Good package, with pop appeal. Some of the other titles are "Caribbean," "Guardian Angel."

\*\*\* STEP OUT SINGING

Tommy Edwards. M-G-M E 3822-Edward styles the tunes in his latest set in a lightly swingin' groove. Included are his "Tangerine" and "Over the Rainbow." Tasteful arrangements by Leroy Holmes

#### JAZZ \*\*\*

\*\*\* BLUES & ROOTS

Charlie Mingus. Atlantic 1305 - Charlie Mingus gets a chance in this set to display some earthy, down home, churcky style of music, mainly cast in the blues form. Some of it is very exciting but a lot of it seems superficial in spite of the shouts and yells. Mingus, as usual, is superb on bass, and Jackie McLean and Pepper Adams come thru well, too. Best sides are "Moanin'," "Tensions" and "My Jelly Roll Soul." Mingus has been better represented on wax, altho this is an interesting set.

#### CLASSICAL \*\*\*

\*\*\* ENESCO: OCTET IN C MAJOR Rumanian Symphony Orch. (Silvestri). Artia ALP 119 - An excellent recording of Enesco's "Octet in C Major," performed by the String Ensemble of the Rumanian Symphony Orchestra, under the direction of Constantin Silvestri. This work, & Monaural)-Various artists interpret a rarely performed, was daring when it was

#### FOLK ★★★

\*\*\* TINIKLING

Nitoy Gonzales. Capitol ST 10233. (Stereo & Monaural) - Gonzales and His Manila Rondalla offer an interesting program of native Filipino dances. Liner notes for the set give background into about some of the dances included that will help contribute to the enjoyment of the set. Sound is good. Likely limited sale, how-

#### LOW-PRICED

#### INTERNATIONAL \*\*\*

\*\*\* SOVIET ARMY CHORUS &

Parliament PLP 128 - Material on this album is representative of songs from various parts of the Soviet Union. Songs are sad, haunting, some with balalaika backing, Voices and arrangements are excellent. A good buy at the price.

#### INTERNATIONAL \*\*\*

\*\*\* THIS IS FELIX CABALLERO

Seeco CELP 444 - Chanter has a fine tenor voice, in the legit style, and he renders the performances in Spanish, his native tongue. Included are "Green Eyes," "What Diff'rence a Day Makes," "Without You" and "Orchids in the Moonlight," His tonal quality is highly romantic.

#### SPIRITUAL \*\*\*

\*\*\* SISTER ROSETTA THARPE M-G-M E 3821 - In addition to true

spirituals, Sister Tharpe also performs some inspirational sides here, such as "I Believe." Other material includes "Walk All Over God's Heaven," "Without Him," etc. Good cover.

#### RELIGIOUS \*\*\*

\*\*\* A TIME TO SING

Fague Springman, Word W 3077 Springman is indeed an impressive baritone stylist and has a voice which fits the religious groove unusually well. To the accompaniment of full orchestra, he offers such well-known oratorio selections as "Largo" from Handel's "Xerxes"; "O God Have Mercy" from Mendelssohn's "St. Paul"; plus Sullivan's "The Lost Chord," and "The Lord's Prayer," by Malotte, A rewarding program of devotional material.

\*\*\* WHITE SISTERS Word W 3099 - The White Sisters

hymns and sacred songs. They are accom- There are a dozen tunes altogether by Monaural)-Vincent, primarily a rockabilly panied by Harold De Cou, who also did number of unbilled bandleaders and their

the set an attractive item.

\*\*\* MAJESTIC THEMES

Claude Rhea. Word W 3087 - Tenor Claude Rhea's voice, which seems close to operatic in range and timbre, is well suited to the repertoire he presents on this record. It consists of devotional and sacred music as well as adaptations of such other works as the folk song "I Wonder as I Wander." Excellent support given by the Concert Orchestra of London, Above average quality among religious records.

#### MODERATE SALES POTENTIAL

#### LOW-PRICED POPULAR \*\*

\*\* A SALUTE TO KEN GRIFFIN

Bill Simon, Lion L 70134 - Bill Simon recreates veteran organist Ken Griffin's style on a group of Griffin favorites "You Can't Be True, Dear," "You Tell Me Your Dream" and other pleasant standards. Moderate sales potential.

#### LOW PRICE POLKA \*\*

\*\* POLKAS

Various Artists. Audio-Lab AL 1543 -Clarinet, accordion and trumpets take the lead at various points in this pleasant

#### Massey-Ferguson **Sets Foley Series** On Keystone Net

SPRINGFIELD, Mo. - A new 63-program series, "Radio Jubilee." built around country music's Red Foley, has been bought by Foley's television sponsor of the past two equipment manufacturer, who will place the show for three-day-aweek runs on selected affiliates of the Keystone Broadcasting System.

To date, the line-up of stations contracted to carry the quarterhour series numbers 120, according to John B. Mahaffey, RadiOzark vice-president, who set the deal for Foley.

Format, according to Mahaffey, leans heavily upon typical Foley novelty tunes and his trade-marked "songs of inspiration." Announcer will be Massey-Ferguson's TV spokesman, Joe Slattery.

offer listenable vocal settings of several and sometimes rollicking set of polkas. the arrangements. Selections include "Some groups. Good sound, and the price is right, one," "In Times Like These," and "Saved but there'll be plenty of competition from By Grace." Devotees of this sort will find the names in this field, all of whom have their own separate followings.



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# 'ALL I COULD DO WAS CRY'

**ETTA JAMES** 

argo 5359

ATLANTIC 8037 Atlantic's Ten Year Survey of the Teen Hits



# HONOR ROLL OF HITS TRADE MARK REG.

FOR SURVEY WEEK ENDING MARCH 12

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

		Weeks
This Week	Last Week	on
1	1	THEME FROM A SUMMER PLACE
2	2	HE'LL HAVE TO GO
3	3	WILD ONE
<b>①</b>	4	HANDY MAN
5	5	WHAT IN THE WORLD'S COME OVER YOU
6	11	PUPPY LOVE
0	5	TEEN ANGEL
8	7	BEYOND THE SEA
9	8	BABY
10	13	SWEET NOTHIN'S
11)	12	HARBOR LIGHTS
(12)	14	FOREVER
13	10	LET IT BE ME
14)	9	RUNNING BEAR
15)	19	DELAWARE  By Irving Gordon—Published by Gunston (ASCAP)
16	18	LADY LUCK
17	16	BEATNIK FLY  By T. King & I. Mack—Published by Duchess (BMI)
18	21	0, DIO MIO
19	27	MAMA  By Barlow-Brito—Published by Southern (ASCAP)
20		SINK THE BISMARCK
<u>—</u> (21)	_	THIS MAGIC MOMENT
<u></u>	25	(WELCOME) NEW LOVERS
23	17	MIDNIGHT SPECIAL  By Milton Schnapf—Published by Jones-Milbern (BMI)
<u>~</u>	30	LITTLE BITTY GIRL
	90	GREENFIELDS  By Terry Gilkyson-R, Dehr-F, Miller—Published by Montclare (BMI)
	_	AM I THAT EASY TO FORGET
	22	
<u></u>	26	LONELY BLUE BOY
<u> </u>		SIXTEEN REASONS
<u></u>	_	By Bill and Doree Post—Published by American (BMI)

#### RECORDINGS AVAILABLE

(Best Selling Record Listed Bold Face)

- THEME FROM A SUMMER PLACE—Percy Faith, Col 41490; Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Hugo Winterhalter, Vic 7599.
- 2. HE'LL HAVE TO GO Billy Brown, Col 41380; Jim Lowe, Dot 16046; Jim Reeves, Vic 7643.
- WILD ONE—Bobby Rydell, Cameo 171.
- 4. HANDY MAN-Jimmy Jones, Cub
- WHAT IN THE WORLD'S COME OVER YOU — Jack Scott, Top Rank 2028.
- PUPPY LOVE—Paul Anka, ABC-Paramount 10082; Jess Duboy, Colonial 7002; King Bees, Flip 323; Terry Noland, Brunswick 55054.
- TEEN ANGEL Mark Dinning, M-G-M 12845.
- BEYOND THE SEA—Bobby Darin, Atco 6158; Trade Martin, Gee 1053; Cyril Stapleton, London 1864; Roger Williams/G. Osser Ork, Kapp 138; Victor Young Ork, Dec 27027.
- BABY—Dinah Washington & Brook Benton, Mer 71565.
- SWEET NOTHIN'S Brenda Lee, Dec 30967.
- HARBOR LIGHTS—LaVern Baker, Atlantic 1189; Jerry Byrd, Mer 30043; Bing Crosby, Dec 27219; Guy Lombardo, Dec 27208; Platters, Mer 71563; Lu Ann Simms, Jubilee 5335; Dinah Washington, Mer 30022.
- FOREVER—Little Dippers, University 210; Martin Denny, Liberty 55230; Googie Rene, Class 264; Billy Walker, Col 41548.
- LET IT BE ME—Everly Brothers, Cadence 1376.
- RUNNING BEAR—Johnny Preston, Mer 71474; Smiley Wilson, Freedom 44025.
- DELAWARE Perry Como, Vic 7670.
- LADY LUCK—Lloyd Price, ABC-Paramount 10075.
- BEATNIK FLY Johnny and the Hurricanes, Warwick 520.
- 18. O, DIO MIO-Annette, Vista 354.
- MAMA Connie Francis, M-G-M 12878; Phil Brito, M-G-M 10591.
- SINK THE BISMARCK Johnny Horton, Col 41568.
- 21. THIS MAGIC MOMENT-Drifters,
- Atlantic 2050.

  22. (WELCOME) NEW LOVERS —

Pat Boone, Dot 16048.

- 23. MIDNIGHT SPECIAL Paul Evans, Guaranteed 205; Gateway Singers, Dec 29972; Tiny Grimes.
- Singers, Dec 29972; Tiny Grimes, Atlantic 865; Gordon Jenkins/ Weavers, Dec 28272.
- 24. LITTLE BITTY GIRL-Bobby Rydell, Cameo 171.
- 25. GREENFIELDS Brothers Four, Col 41571; Julius La Rosa, Kapp
- 26. AM I THAT EASY TO FORGET —Carl Belew, Dec 30842; Skeeter Davis, Vic 7671; Debbie Reynolds, Dot 15985.
- EL PASO Marty Robbins, Col 41511.
- 28. LONELY BLUE BOY Conway
- Twitty, M-G-M 12857.

  29. SIXTEEN REASONS—Connie Stev-

ens, Warner Bros. 5137.

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By J. Bradford Gordy Jr.—Published by Jobette (BMI)

Billboard, 1564 Broadway, New York 36, N. Y.

(30)

#### CONCERT REVIEW

#### Hanna Ahroni Scores at Town Hall

The remarkable young Israeli singer, Hanna Ahroni, showed herself to be not only a talented artist but a show-wise personality who captured the attention of the Town Hall audience and held it at her concert last Saturday (12). Altho the Decca artist does sing some songs which fall into the general folk category, she is really not a folk singer at all, but an international entertainer. Her next engagement, at Las Vegas' Thunderbird, surely should enable her to point this up.

The program consisted of several Israeli, Hebrew and Yiddish songs, a group of Spanish flamencos and Portuguese fados, a South African and French song, and a Negro spiritual. Her style in some cases can be called derivative, as in the emulation of the best aspects of such a chanteuse as Amalie Rodrigues in the fados and flamencos, even to the niceties of phrasing. In at least one instance, "Tani Tani," Miss Ahroni's interpretations surpassed even the unforgettable Miss Rodrigues'.

Miss Ahroni was at her very best in gay and youthful numbers with an upbeat, and fortunately these constituted the bulk of her program. A striking young lass of about 24, she is also blessed with a vivid and frequently reed-like voice of wide range which naturally recalls that of Yma Sumac. Miss Ahroni puts her vocal blessings to more use than mere coloratura display, however, achieving a major degree of conviction and feeling.

What criticism can be made lies with her choice of opener, a lengthy Israeli "rhapsody dedicated to the 10th anniversary" of that nation's birth. While it displays her voice adequately it is not the sort of opus to catch the attention of the average audience. It would have been more appropriate after a less complex work had introduced her talents; her second half opener, from the "Song of Songs," would have been a much stronger opening work.

Miss Ahroni was presented under the auspices of Art D'Lugoff, who is achieving considerable stature by the calibre of talent he has been sponsoring, not only at his "Village Gate" club, but in concert. Latter have included Carlos Montoya, Alfred Deller, Mahalia Jackson. Rey de la Torre and Carmen Amaya, and a collection of talents which tag D'Lugoff as a potential S. Hurok.

Sam Chase.

#### NIGHT CLUB REVIEW

#### Bruce Could Be Fine Comic-But

Lenny Bruce will probably always remain an enigma to his friends, as well as his enemies. Within minutes he can switch from a brilliant, incisive comic, training his guns upon the upside-down morality of the world, to a vulgar, tasteless boor, who seems to think that to get his ideas across it is necessary to hit the audience over the head with a mallet. He showed off his wildly erratic style at the Blue Angel in New York last Tuesday night (15), when he started his act with a fascinating, entertaining and philosophically comic 15 minutes which had the audience eating out of his hand, and then suddenly descended into the depths of gutter comedy which supposedly was a plea for racial tolerance - but which turned out to be a perverted use of the word. Lennie Bruce's act is too well known to talk about his use of four and five-letter words, whether in context with his characterizations or not, but even this is less disturbing than his ability to control his apparent need to destroy himself in front of the audience. Bruce could be a great comic, and occasionally he reaches the heights, but he doesn't stay there for long. His need to lecture his audience on his own guilt feelings is too much. Whether the Blue Angel regulars, or owners Max Gordon and Herb Jacoby, will ever recover from the Bruce booking - his first at the Angel — is somewhat problematical, tho it is true that Bruce has pulled his regular followers and filled the room each night.

On the bill with Bruce are Robert Clary and thrush Pat Scott. Clary is as pleasant as ever, getting big hands for his "I'm in Love With Miss Logan" and "Lucky Perre," as always. Pat Scott's thrushing is enjoyable, especially her selection of material, which is apt for the Blue Angel crowd.

Bob Rolontz.

#### MOVIE REVIEW

#### 'Summer' a Real Photo Poem

"Jazz on a Summer Day," Bert Stern's flick based on the 1958 Newport Jazz Festival, is a lovely and entrancing film that should please both the jazz fan and the square alike. It is a film of incredible photography, with some of the most poetic camera work in years. It is actually a documentary story of the Newport Jazz Festival, but the story line is the jazz, the audience and the breath-taking beauty of Newport in the summer — both the land and the sea. Everything about the film, the color, the shots of the youthful audience enraptured at Newport's Freebody Park, and the close-up of the jazz musicians and singers, has a touch of art and class and a feeling for simple and very human things.

The artists in the picture include Gerry Mulligan, Louis Armstrong, Mahalia Jackson, George Shearing, Dinah Washington, Jimmy Guiffre, Anita O'Day and Chuck Berry. The audience includes kids who like jazz, of whom there are many. The film is a Galaxy Attractions presentation and a Raven Films Production. Bert Stern produced and directed the film; George Avakian was musical director, Aram Avakian edited the film. The film runs for 85 minutes. It should do well in art houses across the country, especially in large cities and college towns where the jazz fans are many.

Bob Rolontz.





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FOR WEEK ENDING MARCH 27

# Billboard HOT 100

STAR PERFORMERS, showed the greatest upward progress on Hot 100 this week.  SIndicates that 45 r.p.m. stereo single version is available.  Indicates that 33½ r.p.m. stereo single version is available.  TITLE Artist, Company Record No.	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.  S Indicates that 45 r.p.m. stereo single version is available.  Indicates that 331/5 r.p.m. stereo single version is available.  Attist, Company Record No.	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.  S Indicates that 45 r.p.m. stereo single version is available.  Indicates that 33½ r.p.m. stereo single version is available.  TITLE Artist, Company Record No.
1 1 1 THEME FROM A SUMMER PLACE & 11 Percy Faith, Columbia 41490	34 35 41 53 ABOUT THIS THING CALLED LOVE S 4	68 71 91 96 MOUNTAIN OF LOVE
2 2 3 HE'LL HAVE TO GO	35 26 18 14 DOWN BY THE STATION	69 76 AT MY FRONT DOOR 2
3 4 10 WILD ONE	36 20 20 17 TRACY'S THEME	70 70 40 33 SHIMMY, SHIMMY, KO-KO BOP 16
4 3 2 HANDY MAN	37 34 35 52 CHATTANOOGA SHOE SHINE BOY 5	71 79 85 90 STEP BY STEP 4
5 8 8 9 BABY	53 79 — I LOVE THE WAY YOU LOVE 3	12 62 42 36 CRAZY ARMS
5 5 5 WHAT IN THE WORLD'S COME OVER YOU S 11	39 39 66 60 STRING ALONG	73 57 61 68 ANGELA JONES
9 17 41 PUPPY LOVE	40 31 23 34 TALL OAK TREE	74 58 48 49 BAD BOY
8 11 13 16 SWEET NOTHIN'S 14 Brenda Lee, Decca 30967	Fleetwoods, Dolton 15	75) 81 81 97 ROAD RUNNER 4
9 7 6 4 TEEN ANGEL	42) 38 31 29 EL PASO	76 89 — — CARAVAN
10 10 12 15 HARBOR LIGHTS	60 71 84 STARBRIGHT & 4	77 86 100 — DOWN BY THE RIVERSIDE 3
11) 8 7 6 BEYOND THE SEA	Johnny Mathis, Columbia 41583  (45) 37 25 25 COUNTRY BOY	99 LONELY WEEKENDS 2 Charile Rich, Philips International 3552
12 11 13 FOREVER	64 80 — JUST ONE TIME	100- TEENAGE SONATA
13 13 - 9 8 LET IT BE ME	On Gibson, RCA Victor 7698  47) 54 62 77 TEDDY	80 77 60 66 PARADISE
15 16 19 LADY LUCK	48 49 36 24 BULLDOG	96 — THE OLD LAMPLIGHTER 2 The Browns, RCA Victor 7700
(15) 16 19 27 BEATNIK FLY	49 50 74 75 DON'T FENCE ME IN	Duane Eddy, Jamie 1151
(16) 18 21 18 MIDNIGHT SPECIAL	50 51 55 72 ANYWAY THE WIND BLOWS 5	83 97 RUBY 2
17 19 29 61 0, DIO MIO	51 41 38 37 BABY, WHAT DO YOU WANT ME TO DO 6	84 43 28 21 PRETTY, BLUE EYES 8 18 Steve Lawrence, ABC-Paramount 10058
24 34 50 (WELCOME) NEW LOVERS S 4 Pat Boone, Det 16048	52) 61 63 89 THE SAME OLD ME	85 73 67 64 JUST A LITTLE BIT
19 21 47 47 THIS MAGIC MOMENT	53 65 — DON'T THROW AWAY ALL THOSE TEARDROPS 2	CLEMENTINE
20 22 27 28 LITTLE BITTY GIRL	Frankle Avalon, Chancellor 1048  (54) 45 57 51 FANNIE MAE	87 84 — STRAIGHT A'S IN LOVE
21) 29 46 62 MAMA	Buster Brown, Fire 1008	88 82 88 95 YOU DON'T KNOW ME
44 64 80 GREENFIELDS	(55) 47 56 63 LAWDY MISS CLAWDY	89 98 DON'T DECEIVE ME 2
23 14 10 7 RUNNING BEAR	Viscounts, Madison 123  (57) 46 32 31 LUCKY DEVIL	Jackie Wilson, Brunswick 55166
24 25 22 23 DELAWARE	Carl Dobkins Jr., Decca 31020  (58) 66 72 82 SUMMER SET	91 95 99 — JAMBALAYA (ON THE BAYOU) 3
36 39 39 AM I THAT EASY TO FORGET 10  Debble Reynolds, Dot 15985	Monty Kelly. Carlton 527  (59) 48 37 30 TOO MUCH TEQUILA	92 WAKE ME WHEN IT'S OVER 1
26 27 14 12 LONELY BLUE BOY	60 33 33 71 ALVIN'S ORCHESTRA 5	93 59 44 42 TOO POOPED TO POP
52 45 43 MONEY	61) 56 58 54 WHY DO I LOVE YOU SO	94 WORDS
28 30 69 — SINK THE BISMARCK	80 90 93 LET THE LITTLE GIRL DANCE 6	95 63 54 46 ETERNALLY
29 32 50 55 SIXTEEN REASONS	63) 69 53 38 CHINA DOLL	96 94 78 76 LET IT ROCK
42 70 — WHITE SILVER SANDS	Ames Brothers, RCA Victor 7655  64 75 89 — APPLE GREEN	97 78 43 32 60, JIMMY, 60
31) 17 15 11 WHERE OR WHEN	65 55 24 20 YOU GOT WHAT IT TAKES 21	98 72 76 65 SLEEPY LAGOON
32) 40 49 70 EL MATADOR	66 67 75 85 CHATTANOOGA CHOO CHOO 4	99 85 52 35 TIME AND THE RIVER 8
(33) 23 26 22 ROCKIN' LITTLE ANGEL	1 88 BIG IRON	100 SOMEDAY
		Converted material

# 8 TOMORROW'S TOPS

#### BEST BUYS

These records, of all those on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers, juke box operators and disk jackeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (\*).

#### POP

*TEENAGE	SONATA	Sam (	ook
		(Marks, BMI) RCA Victor	770

\*BIG IRON ...... Marty Robbins (Martyls Music, BMI) Columbia 41589

(Gregmark, BMI) Jamie 1151

#### \*WAKE ME, WHEN IT'S OVER ..... Andy Williams

(Robbins, ASCAP) Cadence 1378

(American Academy of Music, ASCAP) Canadian-American 1111

\*CLEMENTINE ..... Bobby Darin

(Tweed, ASCAP) Atco 6161

C&W-No selections this week.

R&B-No selections this week.

#### BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength throout the country for inclusion on any national chart anywhere, already have stimulated considerable regional action. Rank position indicates relative potential to earn an early listing on the Hot 100.

darry making on the hor too.	
1. IT COULD HAPPEN TO YOU Dinah Washington, Mercury	
2. CRADLE OF LOVEJohnny Preston, Mercury	
3. IF I KNEW The Cruisers, V-Tene	
4. MR. LUCKY Henry Mancini, RCA Victor	
5. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR!	3
6. CINDY Teddy Vann, Triple-X	
7. OOH POO PAH DOOJessie Hill, Minit	
8. CHERRY PIESkip & Flip, Brent	
9. STAIRWAY TO HEAVEN Neil Sedaka, RCA Victor	
10. TAMIAMI Bill Haley & His Comets, Warner Bros.	
11. TWO THOUSAND, TWO HUNDRED, TWENTY-THREE MILES	
12. WHY I'M WALKING Stonewall Jackson, Columbia	

13. SIX-PACK TO GO ............ Hank Thompson, Columbia 14. I ONLY WANT YOU ...... The Passions, Audicon

15. GOODBYE, RANSAS CITY ....... Wilbert Harrison, Fury

About This Ti	hing	C	•11	•	4	L	. 0	٧	ij	i
Alvin's Orche	stra	43.5	12	8			1	٠,		4
Am I That E	asy	to	F	01	.0		t			į
Angela Jones	m22			4		+	+		 ٠	ŀ
Anyway the V	Aime		10	W	•	٠	٠	• •	٠	4
At My Front		22.		*			٠	٠,	٠	ń
mit my cront	Du	o.	٠.		• •	•	*	٠.	•	*

Baby, What Do You Want Me to Do

Chattanooga Choo Choo ...... 66 Chattanooga Shoe Shine Boy ... 37 

Delaware 24
Don't Deceive Me 89
Don't Fence Me In 49 

Matador ...... 32 

Handy Man 10

Harbor Lights 10 Harlem Nocturne 56 He'll Have to Go ..... 2 I Love the Way You Love ...... 38 Jambalaya (On the Bayou) ..... 91 Just a Little Bit ........ 85

Just One Time ..... 46 Let It Rock 96
Let the Little Girl Dance 62
Little Bitty Girl 20
Lonely Blue Boy 26
Lonely Weekends 78

Lucky Devil ...... 57 Mountain of Love ..... 68

Night ..... 90

Ruby 83 Running Bear ..... 23 Same Old Me, The ...... 52

Sixteen Reasons ...... Step by Step Straight A's in Love String Along Summer Set

Teen Angel Theme From A Summer Place .. This Magic Moment ..... Time and the River ...... 99

Wild One ..... 3 You Got What It Takes ...... 65

REVIEWS OF

#### THIS WEEK'S SINGLES



Strongest sales potential of all records reviewed this week.

In order to speed reviews of single records, The Billboard requests that ALL singles be sent to The Billboard Record Review Department, 1564 Broadway, New York 36, N. Y. However, albums should be sent to P. O. Box 292, Times Square Station, New York 36, N. Y.

#### THE COASTERS



BESAME MUCHO (PARTS I & II) (Peer Intl., BMI)— The Coasters apply their distinctive sound to the popular oldie on side one. Side two has a long tenor sax solo by King Curtis, and the group comes in again later on the side. Both sides build in excitement thruout.

#### JERRY WALLACE



YOU'RE SINGING OUR LOVE SONG TO SOMEBODY ELSE (Vera-Taj, BMI)—KING OF THE MOUNTAIN (Thunderbird, ASCAP)-"You're Singin" is a snappy, '20'stype ditty with bright brass and banjo backing. "King of the Mountain" is a cute medium-beater on which he is also given strong support. Both are neatly sold by Wallace, and he could have clicks with either. Challenge 59072

#### THE FIREBALLS

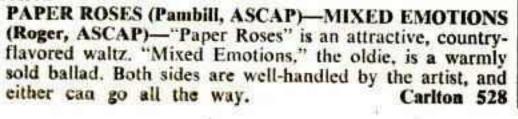
FOOT-PATTER (Dundee, BMI) - KISSIN' (Dundee, BMI)-The group should keep their hit string unbroken with their latest waxings. "Foot-Pater" is much along the lines of their previous winners. "Kissin'" is also in the rocker groove. Top Rank 2038

#### JERRY BUTLER

A LONELY SOLDIER (Conrad, BMI)—I FOUND A LOVE (Conrad, BMI)-Butler gives out with fine deliveries on both sides. "A Lonely Soldier," a rockaballad, tells of a soldier who's unhappy, because he's been away from home so long. "I Found a Love," a change of pace, shows a smart reading of a jazz-flavored tune.

Abner 1035

#### ANITA BRYANT



#### JOHNNY CASH



SEASONS OF MY HEART (Starday, BMI)-SMILING BILL McCALL (Cash, BMI)—"Seasons" is a fine country ballad that gets Cash's usual, effective vocal. "Smiling Bill McCall" is on the novelty side, and the tune tells a cute tale. Both have dual-market appeal.

#### Columbia 41618

#### THE FOUR LADS



GOONA GOONA (Korwin, ASCAP) - YOU'RE NO-BODY 'TIL SOMEBODY LOVES YOU (Southern, ASCAP)-"Goona Goona," an Hawaiian-type tune with cute lyrics, is given a bright reading by the foursome over a cute arrangement. "You're Nobody' is done in a light, rock framework and shuffle tempo. Both sides are strong confenders. Columbia 41629

#### DODIE STEVENS



AMIGO'S GUITAR (Cedarwood, BMI) - CANDY STORE BLUES (Leeds, ASCAP)—The talented, young thrush gives a pop twist to "Amigo's Guitar," Kitty Wells' recent c.&w. click. "Candy Store Blues" is nicely revived in a smart reading by the chick. Both have the hit sound, and either can score.

#### THE UNTOUCHABLES



POOR BOY NEEDS A PREACHER (Ultra, BMI)—The new group could have a winner with their first try. They handle the clever bit of material brightly, nicely assisted by a pounding arrangement that includes strings. It's an interesting side with strong chances. Flip is "New Fad," (Ultra, BMI). Madison 128

#### THE BLUENOTES



I'M GONNA FIND OUT (Jan-Pat, BMI)—FOREVER ON MY MIND (Jan-Pat, BMI)—The group offers strong sides to follow their "I Don't Know What It Is." They give a quality sing to "I'm Gonna Find Out," a bright mediumbeater. "Forever on My Mind," a ballad, is also sold with strong appeal.

#### DON WINTERS



THAT'S ALL I NEED (Cedarwood, BMI)-SOMEDAY BABY (Acuff-Rose, BMI)—Winters chants two rockers in fine style. "That's All I Need" has a spiritual flavor. "Someday Baby" is a rocker with Latinish traces. Chorus and ork work on both side is most helpful. Decca 31067

#### THE ISLEY BROTHERS

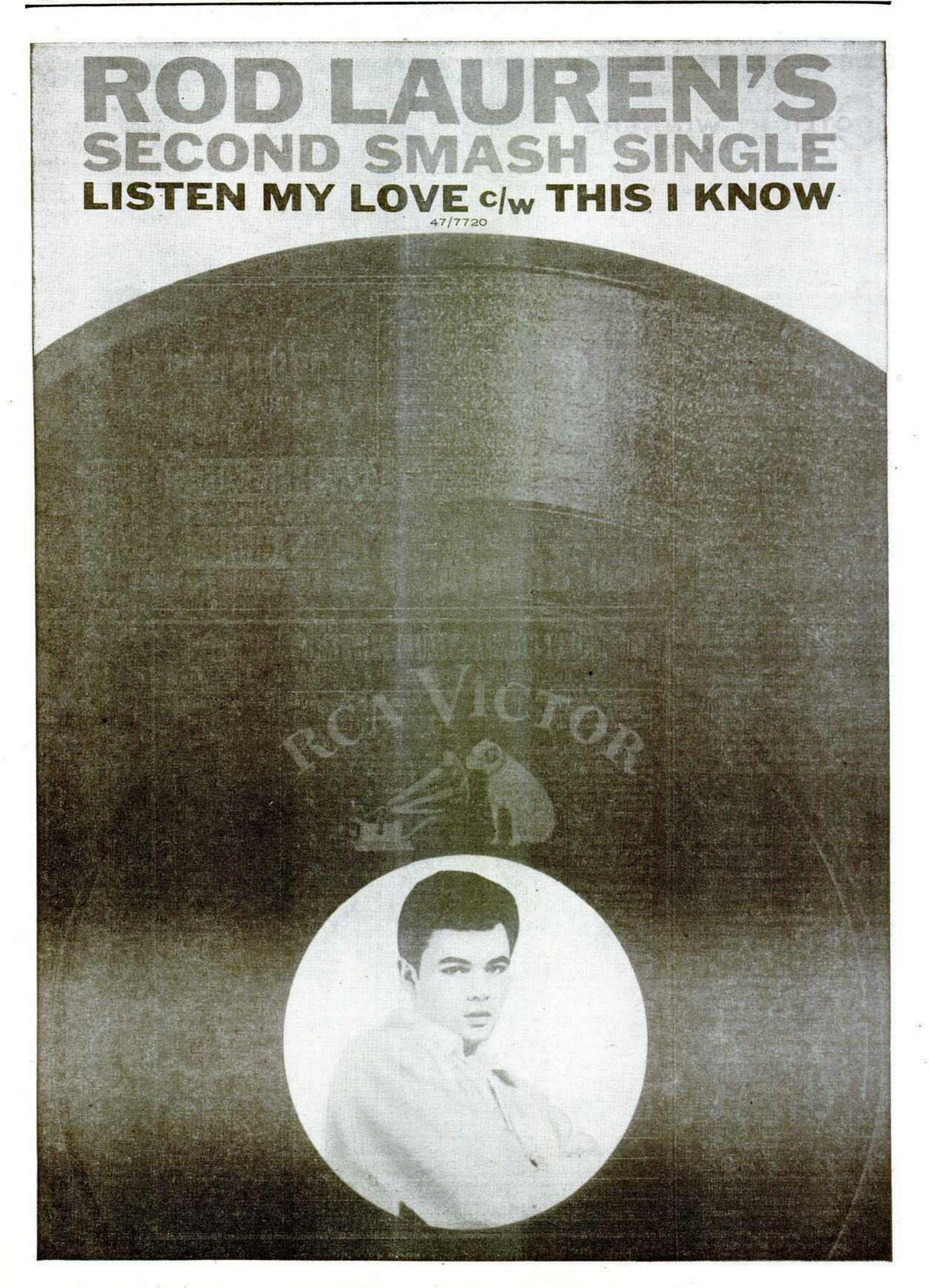


HE'S GOT THE WHOLE WORLD IN HIS HANDS (CHAPPELL, ASCAP)-HOW DEEP IS THE OCEAN (Berlin, ASCAP)—The Isley Brothers could have another "Shout" with either of these fine outings. "He's Got the Whole World" is given a spirited belt. They take attractive, melodic liberties with "How Deep Is the Ocean" and read the tune as a rocker. Both can step out.

RCA Victor 7718

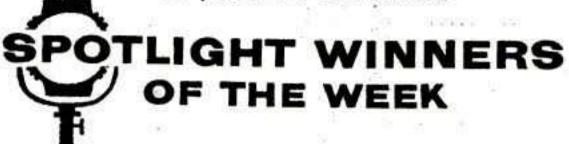
(Continued on page 37)





## Reviews of THIS WEEK'S SINGLES

The pick of the new releases:



Strongest sales potential of all records reviewed this week.

Continued from page 35

— Рор —

TOMMY SANDS



THAT'S LOVE (Grace, ASCAP)—CROSSROADS (Grace, ASCAP)-Sands comes thru with two fine vocal efforts on attractive tunes. "That's Love" is a smartly-delivered medium-beater that tells of the settings and ingredients for love. "Crossroads" is a pretty ballad on which he's lushly backed. Capitol 4366

JAN AND DEAN



WHITE TENNIS SNEAKERS (Hillary-Ultra-Admiration, BMI)-CINDY (Hillary-Ultra, BMI)-The duo can score again with either of these potent bids. "White Tennis Sneakers" is about the teen fad. "Cindy" is a rockabilly tribute to a gal. Both sides can score. Dore 548

THE CASUALS



EIGHT O'CLOCK SCENE (Rush, BMI)-TEACHER CRUSH (Rush, BMI)-The new group scores effectively on two strong sides. "Teacher Crush" is done with a sort of Everly Brothers approach. "Eight o'clock Scene" is a rocker. Both should catch on with spins. Saville 105

ELTON BRITT



LOST HIGHWAY (Acuff-Rose, BMI) - A CONVICT AND A ROSE (Shapiro-Bernstein, ASCAP)—Britt applies handsome readings to both tunes. "Lost Highway" is a strong saga-type item that is sung with feeling and sincerity. "A Convict and a Rose" shows a plaintive warbling stint on a Latin-flavored ditty with weeper lyrics.

ABC-Paramount 10080

- Country & Western -



LONESOME ROAD BLUES (Skinner, BMI) - TWO SQUARES AWAY (Skinner, BMI)-Skinner should have chart items with these attractive sides. "Lonesome Road Blues" has a sort of gospel flavor. "Two Squares Away" is in a folkish groove. Mercury 71606

EDDIE NOACK



SHAKE HANDS WITH THE BLUES (Glad, BMI)-SUNFLOWER SONG (Glad, BMI)-Noack turns in two fine performances. Top side is a listenable honky-tonker. Flip is a bright medium-beater. Both will score with traditional fans. D 1124

WYNN STEWART & JAN HOWARD



WRONG COMPANY (Jat, BMI) - WE'LL NEVER LOVE AGAIN (Jat, BMI)—"Wrong Company" is de-livered along traditional lines, and the pair gives it an emotion-packed reading. "We'll Never" also gets a traditional approach, and they handle the tune with listenable harmonies. Challenge 59071

Sacred -

THE LOUVIN BROTHERS



JUST SUPPOSE (Central Songs, BMI)—I SEE A BRIDGE (Central Songs, BMI)-The Louvins attractively render two inspirational songs with their usual fine approach. They give both sides excellent outings, and they should prove strong items for the market. Capitol 4359

SPECIAL MERIT SPOTLIGHTS

The following records have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

- POP DISK JOCKEY PROGRAMMING -

POLLY BERGEN

FOUR SEASONS (Stratford, ASCAP)-The lark renders the lovely, new George Weiss-Jule Styne tune with a quality vocal. Spins of the CATERINA VALENTE pretty tune, which has the sound of a standard, should please. Flip is "It Might as Well Be Spring" (Williamson, ASCAP).

Columbia 41617

CORINA MINETTE; TOMMY THOMAS ORK

HE'LL HAVE TO STAY (Central Songs, BMI)-YOUNG AT CHA CHA CHA (Young at Heart) (Cherio, BMI)-Top side is the answer song to "He'll Have to Go." The thrush reads it prettily over complementary backing. Spinnable side should go well with listeners. Flip spots a bright cha cha instrumental reading of the oldie that also provides spinnable wax. ABC-Paramount 10097

HARRY LUBIN

THEME FROM "ONE STEP BEYOND" (Harrose Enterprises, BMI) ON THE TERRACE (MUSIC FROM "ONE STEP BEYOND") (Harrose, BMI) - Lubin, conducting a big symphony orchestra, etches two intriguing instrumental sides. Both are from the LP. "One Step Beyond." Both are arranged with inventiveness and color. Jocks should like both, and they can also break strongly sales-wise.

VAUGHN MONROE

BALLERINA (Jefferson, ASCAP)-Monroe revives his old click for Good lockey side, and the tune has a a listenable first etching on his new label. It's been up-dated with a bright chick chorus backing the singer. Ork backing by Don Costa spotlighted. (Dazzler-Potomac, BMI) is clever and interesting. Flip is "Love Me Forever" (Home Folks, BMI). United Artist 214

POP NOVELTY \_\_\_\_\_

JACKIE RAE

THEME FROM "A SUMMER PLACE" (Witmark, BMI)-THE reading of the oldie. An exciting side. MOON GOT IN MY EYES (Joy, ASCAP)-Rae impresses with two fine efforts. "Theme From 'A Summer Place'," could be given new life via the artist's fine reading. "The Moon Got in My Eyes" is also neatly wrapped up, and this, too, should get spins a-plenty.

Epic 9366 BMI)

### \* \* \* \* VERY STRONG SALES POTENTIAL

CRASH CRADDOCK -

\*\*\* LETTER OF LOVE - COLUMBIA 41619 - Attractive reading of pretty ballad with beat by the chanter. He's nicely supported by the chorus and ork. (Sherwin, ASCAP)

\*\*\* ALL I WANT IS YOU — Lovely ballad is nicely wrapped up by Craddock. This should also move strongly. (Andick, ASCAP)

SHEB WOOLEY

\*\*\* LUKE THE SPOOK - M-G-M 12882 - Wooley and speeded voice friends give out brightly on this cute novelty. It's and again the backing is rich. (Brenda, his best in a while, and this could get attention. (Channel, ASCAP)

\*\*\* MY ONLY TREASURE - Deep-voiced reading of a countryish rockaballad provides a good coupling. This can also get sales, the flip appears a bit stronger. (Channel, ASCAP)

JAMIE HORTON

\*\*\* HEARTBREAKIN' DOLL - JOY 237 - The "My Little Marine" gal provides a bright dual-track reading of a rockabilly ditty. Both sides are well done, and either could step out. (Joy, ASCAP)

\*\*\* WHERE'S MY LOVE - The lark delivers an appealing reading of a cute Paul Anka tune. She has a salable sound. Fine JOHN LOREN backing helps. (Spanka, BMI)

JOHNNY SMITH

\*\*\* MY DEAR LITTLE SWEETHEART—ROYAL ROOST 701—Lovely waltz gets a fine reading from the guitarist over a stringfilled ork. Excellent programming material. (Planetary, ASCAP)

\*\*\* ONCE IN A WHILE—The evergreen is tastefully styled by Smith. Lush ork backing sets a listenable framework. Also a fine side for deejays. (Miller, ASCAP)

AL ALBERTS

★★★★ NO LOVE BUT YOUR LOVE—M-G-M 12884—Tune is based on "Pagliacci." Alberts reads it in big voice over a lush and pretty arrangement. Worth Watching. (Artists, ASCAP)

\*\*\* SOUTH OF THE BORDER-Swingin' approach by the singer on the oldie. It's done with a jazz feeling. Ork backing by Ray Ellis is first-rate. (Shapiro-Bernstein, ASCAP)

GORDON MacRAE

\*\*\* YOU WERE THERE — CAPITOL 4357 — Bluesy ballad with beat is given a fine belt by the singer. Light piano triplets in the backing lend an interesting touch. It's one to watch. (Joy, the old folk classic. It's an interesting ASCAP)

GORDON MacRAE and SHEILAH MacRAE

\*\*\* Our Love Story — Cute tune is nicely wrapped by the MacRaes. Jocks may take to it, but flip appears the money side. (Korwin, ASCAP)

\*\*\* DOWN BY THE RIVERSIDE (QU'IL FAIT BON VIVRE) \*\*\* (Fort) Lauderdale - Cute tune also -LONDON 1913-Tune is currently going well for Les Compagnons de la Chanson. The thrush gives the ditty a sprightly belt in terial. Both sides rate exposure. (Valley, French over an exciting arrangement. Fine side for jocks. (Zodiac, BMI) BMI)

\*\* Sweetheart, My Darling, My Dear - Medium-beat tune has PEARL BAILEY Latin traces. The lark reads it nicely over a pleasant setting. Good \*\*\* New Stoes - ROULETTE 4233 coupling. Lyrics are in English and French. (Arcadia-Verlag, Amusing novelty is sung by the star with ASCAP)

(Continued on page 41)

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### \* \* \* **GOOD SALES** POTENTIAL

Decca 31070 D. D. (FOOTS) FORD

\*\*\* D. D.'s Madison (Parts 1 & 2) -POTOMAC 902 - Instrumental of a tune with the dance rhythm that's currently popular in the Baltimore Washington area. chance, if the dance catches on Side two is more of the same with tenor and organ

DUKE MITCHELL

\*\*\* I'll Be With You in Apple Blossom Time - VERVE 10206 - Over a smart, stylish arrangement of the oldic. Duke Mitchell comes thru with a Louis Prima-ish (Broadway, ASCAP)

\*\* Tik-A-Tee, Tik-A-Tay - On this side Mitchell sells an Italian novelty with sparkle, and the backing is sock all the way. This has a chance. (E. B. Marks,

JOHNNY TWIG

\*\*\* Gina - VERVE 10185 - Bright, happy instrumental reading of a familiar sounding melody by the Johnny Twig combo here. Could get jock spins. (Vivid, ASCAP)

\*\* Sax-O-Phun - On this side the lead has a lot of fun with his sax work. Two pleasant sides. (Robbins, ASCAP)

EDDIE HEYWOOD

\*\*\* Out of Bounds-MERCURY 71603-Attractive melody is played well by Eddie Heywood bere over lush string backing. (Brenda, BMI)

\*\*\* There You Are - Another pretty effort is played with feeling by Heywood

BILL CHAPPELL

\*\*\* She's Gone Forever - YUCCA 121 -Chappell handles this snappy up-tempo effort with a good performance as he tells about the girl he loved who has now gone to heaven. A good waxing. (Fairway,

\*\*\* Lovey Dove - A bright rocker receives a creditable reading from the chanter on this swinging side. Lad has a good sound. (Fairway, BMI)

\*\*\* Tell It Like It Is - GEE 1059 -Bright rhythm tune is chanted with appeal by Loren over rocking assistance by a combo and a male group. (Figure, BMI)

\*\*\* Tell the World - Rockaballad is nicely handled by Loren. Side should move as well as the flip. (Wildwood, BMI)

MICHAEL COLDIN & THE SOPHO-

\*\*\* Roll Out the Green Carpet, Mr. Springtime - 20TH FOX 189 - Cute, infectious waltz is given a pretty group reading. Fine jockey side. (Novelty, ASCAP)

\*\* The Legend of Rip Van Winkle -Coldin and the chorus tell the classic legend of Rip Van Winkle. Tune is sprightly and cute, and it should come in for spins. (Glory, ASCAP)

THE FOUR DUKES \*\* Baby Won't You Please Come

Home - IMPERIAL 5653 - The oldie is given a bright go by the Four Dukes over a sprightly arrangement. The side can sell. (Pickwick, ASCAP)

\*\*\* John Henry - Stylized reading of adaptation that can catch on. (Post, ASCAP)

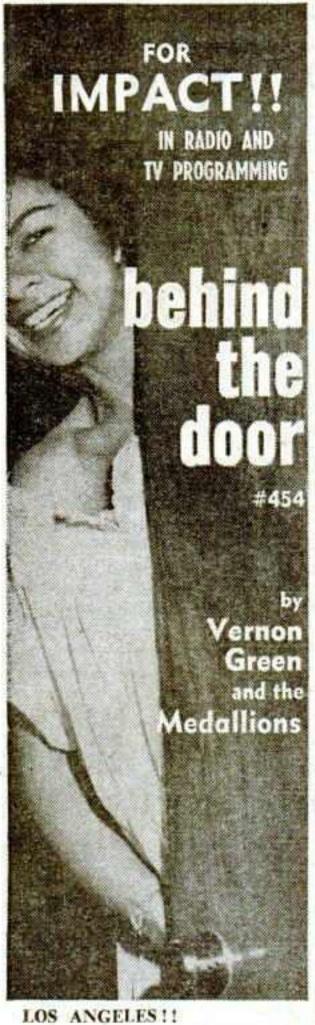
INTERLUDES

\*\* No One for Me - VALLEY 106 -Pretty ballad is given a quality reading by the lead with fine group backing. Light accompaniment helps. Side rates exposure. (Valley, BMI)

gets a fine group outing. The tune is done with a slight Latin flavor. Good jockey ma-

her usual sock showmanship. (Planetary, ASCAP)

(Continued on page 40)



"Kids are grabbing it," Larry McCormick, KGFJ.

"Terrific teen response," Willie Bryant, KALI. "Immediate response," Joe

Adams, KRKD.

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

This Week	Tunes are ranked in order of their current national selling importance at the sheet music lobber level.	Las	t ek	Weeks on Chart
1. THE	ME FROM A SUMMER PLACE (Witmark)		1	6
2. THE	SOUND OF MUSIC (Williamson)		6	7
3. RUN	NING BEAR (Big Bopper Music)	••	3	9
4. TEEN	N ANGEL (Acuff-Rose)	* * *	5	8
S. CLIM	IB EV'RY MOUNTAIN (Williamson)	••	4	11
6. DO-R	RE-MI (Williamson)	0.00	2	13
7. BEY	OND THE SEA (Harms)	• • \	8	4
8. EL P	ASO (Marty's Music)		7	11
9. DELA	AWARE (Gunston)	1	3	4
	NG MY SOUVENIRS Sylva, Brown & Henderson)		9	11
11. HAR	BOR LIGHTS (Chappell)	1	5	2
12. HE'L	L HAVE TO GO (Central Songs)	1	4	4
13. FORI	EVER (Tree)		_	1
14. MY I	FAVORITE THINGS (Williamson)		-	2
15. LET	IT BE ME (Leeds)	1	0	5

### • Best Selling Sheet Music in Britain

(for week ending March 12)

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

Why—Debmar (Debmar)
Looking High, High, High—Robbins (Robbins)
Voice in the Wilderness—Chappell (Chappell)
Delaware—Leeds (Gunston)

Delaware—Leeds (Gunston)
On a Slow Boat to China—Morris (Frank)
Royal Event—Noel Gay (-)
Pretty Blue Eyes—Maxana (Almino)
Beyond the Sea—Chappell (Harms)
Starry Eyed—L. Wright (Manson)
Heartaches by the Number—Joy (Pamper)

What Do You Want to Make Those Eyes at
Me For?—F. Day (Feist)
Way Down Yonder in New Orleans —
L. Wright (Shapiro-Bernstein)
Little White Bull—P. Maurice (—)
Poor Me—Mills (Mills)
Harbour Lights—P. Maurice (Chappell)
Running Bear—Southern (Big Bopper)
Summer Set—Cromwell (Hollis)
Oh So Wunderbar—Kassner (—)
Raw Hide—Leeds (Erosa)
Misty—Bregman, Vocco & Conn (Octave)

### Best Selling Pop Records in Britain

(For week ending March 12)

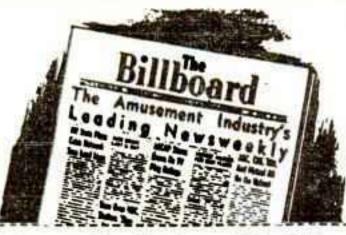
This	Printed thru the courtesy of the "New Musical Express,"	ast
Week	Britain's Foremost Musical Publication.	ek
1. RUNN	NING BEAR-Johnny Preston (Mercury)	1
2. DELA	WARE-Perry Como (RCA)	3
3. POOR	ME-Adam Faith (Parlophone)	2
4. THEN	ME FROM A SUMMER PLACE-Percy Faith (Philips)	6
5. YOU	GOT WHAT IT TAKES-Mary Johnson (London)	9
6. WHA	T IN THE WORLD'S COME OVER YOU?-Jack Scott (Top Rank)	14
7. WHY	-Anthony Newley (Decca)	5
8. BE N	IINE-Lance Fortune (Pye)	12
9. ON A	A SLOW BOAT TO CHINA-Emile Ford (Pye)	4
10. FING	S AIN'T WOT THEY USED T'BE-Max Bygraves (Decca)	-
11. SUMN	MER SET-Acker Bilk (Columbia)	10
12. PRET	TY BLUE EYES-Craig Douglas (Top Rank)	11
13. A VC	DICE IN THE WILDERNESS—Cliff Richard (Columbia)	8
14. WAY	DOWN YONDER IN NEW ORLEANS-Freddie Cannon (Top Rank)	7
15. HANI	DY MAN-Jimmy Jones (M-G-M)	-
16. WHO	COULD BE BLUER?-Jerry Lordan (Parlophone)	16
17. LOOK	CING HIGH, HIGH-Bryan Johnson (Decca)	15
17. WILD	ONE—Bobby Ryuell (Columbia)	-
19. COLE	TTE-Billy Fury (Decca)	_
20. BEAT	NIK FLY-Johnny and the Hurricanes (London)	-

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# Billboard

### FOR WEEK ENDING MARCH 20 TITLE, Artist, Company, Record No. 4 4 5 ANOTHER, Roy Drusky, Decca 31024......10 6 6 6 YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523.....11 3 3 THE SAME OLD ME, Ray Price, Columbia 41477......24 10 9 9 AMIGO'S GUITAR, Kitty Wells, Decca 30987......20 14'30 - PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692..... 3 15 28 - AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671....... 3 11 11 10 THERE'S A BIG WHEEL, Wilma Lee & Stoney Cooper, Hickory 1107....23 23 21 - I'M CRYING MY HEART OUT OVER YOU, Lester Flatt & Earl Scruggs, Columbia 41518.................. 6 29 25 — UNTIL TODAY, Elmer Snodgrass & the Musical Pioneers, Decca 31048... - - A SIX PACK TO GO, Hank Thompson, Capitol 4334..... 16 13 20 NOBODY'S DARLING BUT MINE, Johnny Sea, NRC 049..... 22 14 12 MARY DON'T YOU WEEP, Stonewall Jackson, Columbia 41533......10 -- - FAMILY BIBLE, Claud Gray, D 1118..... 24 24 16 STRAIGHT A'S IN LOVE, Johnny Cash, Sun 334..... 26 - TROUBLE IN THE AMEN CORNER, Archie Campbell, RCA Victor 7660.... — — — BIG IRON, Marty Robbins, Columbia 41589......

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THE MYSTICS

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WEEK-ENDS by Charlie Rich



- - MAKE THE WATER WHEEL ROLL, Carl Smith, Columbia 41557......

Phillips International #3552

CHART CONTENDERS Chester McDowall's "TELL ME NOW" and "JOY IN MY TEARDROPS" Duke 316

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## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

Bob Berry is reported attracting attention with his new one on the Bandera label, "It's the Way You Are." . . . Rex Allen is in Houston for the filming of "Tomboy and the Champ." in which he is starred. . . . Organist Jimmie Richardson, who heads up Marcile Records, with headquarters in Shelbyville, Tenn., has just released a new single and an album, both of which are being distributed by Music City Record Distributing, Nashville. Sessions were cut at the RCA Studios in Nashville. Single spots "The Wacountry tunes. Included in the album set are "Slippin' Around" and 'This Ole House." Richardson, who is set on a long string of horse shows with his organing, plays the equine fiesta at the River Downs Race Track, Cincinnati, the first week in May.

Ramblin' Lou, of Station WJJL, Niagara Falls, N. Y., has Mac Wiseman set for five dates in that sector, opening March 23 in Corning, N. Y., and following with Turners Corners, Ont., 24; Syracuse, N. Y., 25; Potsdam, N. Y., 26, and Gasport, N. Y., 27. Lou also has Grandpa Jones booked in that area April 20-24. . . . Uncle George Featherstone, who for 12 years promoted c.&w. music at Wonderland Ranch, Dunnville, Ont., has sold the ranch to devote his full time to his real estate investments. . . . Jimmy Driftwood has a new album, "The Westward Movement," RCA Victor's April 1 release list. He has just wrapped up another, tentatively titled "Tall Tales," under Chet Atkins' watchful a.&r. ear in Nash-

Catering to the resurgence of country music popularity in the rich agricultural area surrounding Independence, Ia., the Gayla Ballroom there has bought a line-up of c.&w. talent from Jim McConnell, of Top Talent, Inc., Springfield, Mo., for April, May and June. Tex Ritter plays there April 27; Roy Acuff and gang move in for May 11, and the Wilburn Brothers will be the features May 21, Don Gibson headlines May 28, and Johnny Horton, with Tillman Franks, tops the bill June 11. McConnell is presently lining up a two-week jaunt frerers. . . . George R. Price, of LaGeorge Music (Air Records) Company, Venice, Calif., advises that his firm has terminated sponsorship of its Songwriters' Workshop.

Carl J. Evans Sr., of Tampa, reports that the new "Suwance River Jamboree" bowed with a bang March 12 at Live Oak, Fla. Opening show featured Frank Evans, Willie Matthis, Terry Nichols and other regulars, with Little Eller Long and the Country Cloggers as special guests. March 19 features were Herb and Kay Adams, regulars with the Ernie Lee show over WTVT-TV, Tampa. . . The gospel singing Blackwood Brothers set for Baltimore March 22 and Easton, Md., March 23. . . . Lee Morgan soon celebrates two years on the staff of WLS, Chicago, with her group known as the Midwesterners. Lee and the combo are heard occasionally on the station's "Smile Awhile," and regularly on "Dinner Bell" and the "National Barn Dance" every Saturday night. Miss Morgan and the Midwesterners are elated with the action being tendered their new releases, an LP titled

"Remember Me," and a single coupling "Remember Me" and "Swiss Chalet." Leon Sash has recorded one of Lee's compositions, "Dear One," on Columbia's Harmony label. It's called "Hi-Fi Holiday for Accordion."

Johnny and Jack and Kitty Wells are routed for Albuquerque, N. M., March 22; Lamar, Colo., 26; Pueblo, Colo., 27; Salt Lake City, April 1, and Idaho Falls, Idaho, 2. Kitty's new one on Decca, "Left to Right" b.w. "Memory of Love," is due for release this week. . . . Station WSM's "Noontime Neighbors" shows. heard Monday thru Friday, 12:05-1 p.m., has T. Tommy Cutrer emseeing, with John McDonald, WSM farm director, giving out with the news. . . . Lonzo and Oscar's new release on the Starday label couples "Blue Loves" with "I Lost an Angel." . . . Vi Muszynski, of Bandera Records, Chicago, has a session coming up soon on Bob Perry and Betty Foley. The pair will cut an EP together, with Betty waxing four sides on her own. : . . Roy Acuff and his lads stop off in Worcester, Mass., April 1; North Attleboro, Mass., 2, and Hartford, Conn., 3.

Columbia last week released the new Lester Flatt and Earl Scruggs album titled "Songs of Glory," comprising 12 of their most-requested hymns. The lads play a three-day stand at Johnson City, Tenn., opening Tuesday (22), and follow with Springville, Tenn., March 31; Old Hillsboro, Tenn., April 1; Robbinsville, N. C., 4; Howell Hill, Tenn., 7, and Center Town, Ky., 8. . . . Other "Grand Ole Opry" bookings are as follows: Faron Young and Roy Drusky, Sioux City, Ia., March 22; Scottsbluff, Neb., 23; Omaha, 24; Enid, Okla., 25, and Wichita, Kan., 26; Ferlin Husky, Fort Worth, March 26; the Louvin Brothers and Ray Price, Barksdale Air Force Base, Louisiana, March 25; George Morgan, Minneapolis, March 30-April 2 and April 6-9; Jim Reeves, Houston, March 26; Fort Worth, April 4; Rusty and Doug, Congerville, Ill., April 9.

Tommy Duncan has rejoined the Bob Wills band, which has a rethru the East for the Wilburn lease coming up soon on the Liberty label. . . . Wade Ray and his show group, currently holding forth at the Golden Nugget, Las Vegas, recently signed to record for Bill Lowery's NRC label and have an album release, "Wade Ray Swings at the Nugget," due out soon. . . . Eddie Noack, now working out of Oklahoma City, is sporting a new release on the "D" label, "Shake Hands With the Blues" b/w "Sunflower Song." . . . Jim Hadley, whose new release on the Buddy label couples "I Remember" with "Midnight Train," opens his new nitery, Mac Kinaw Dells, 23 miles east of Peoria, Ill., April 9, with Jim Reeves and the Wilburn Brothers as special guests. Holding forth regularly at the spot for Friday and Saturday night dances will be Hadley and his Drifting Rangers and the Dells Quartet.

> Music Corporation of America has signed Leon Mc-Auliff and His Cimarron Boys to an exclusive seven-year pact. Leon's personal manager, Don Thompson, negotiated the deal. McAuliff and his lads are on tour this week for Hap Peebles, Wichita, Kan., promoter, and next Sunday (27) play for promoter Smokey Smith at the KRNT Theater, Des Moines.

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lease, "The Snow Queen," comes the song.

\*\* Johnny Yuma, the Rebel-MER-

CURY 71607-In march tempo is this

folk-oriented item. A rousing band ar-

rangement and a Western (not c.&w.)

flavor mark this one, sung by the star

\*\* Ballad of Scatter Gun Hill-A ballad of combat, and of a man's prayer for his

loved one. Very effective. (Oviv-Hallmark,

\*\*\* Judy-ATCO 6162-Chanter has a

fine sound. In fact, he brings to the label

a touch of the Memphis-style country-

\*\* Can't You See - A haunting repeti-

tive rhythm pattern is an effective back-

ground for Redell's vocal here, Melody

tinged quality. (Progressive, BMI)

of the TV show. (Witmark, ASCAP)

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Jesse Belvin #267

"EMILY" Sonny Sinbad #268



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DALE HAWKINS

## Reviews of New Pop Records

· Continued from page 37

## GOOD SALES POTENTIAL

ASCAP)

ASCAP)

TEDDY REDELL

Bernstein, ASCAP)

(Embassy, BMI)

JOHNNY BURNETTE

LILLIAN BRIGGS

Artists, ASCAP)

BUDDY KAIN

sort. (Peer Int'l, BMI)

\*\*\* Don't Do It - LIBERTY 55243

This, too, can move. (Metric, BMI)

Countryish rocker gets a peppy outing from

NICK ADAMS

\*\* Not Now John - Funny talk-sing chicks sing with fresh-sound voices, to a type dialog between Miss Bailey and Harry tasteful backing including chapel bells, rem-Edison on okay novelty. (Planetary, iniscent of school days, (Mitchell, ASCAP) ASCAP) \*\* Snow Queen - From the U-I re-

HARRY JAMES ORK

\*\*\* Doodlin' - M-G-M 12880 - Tasteful swinging instrumental side with standout trumpet solo work on solid rhythm tune. Should pull play. (Silhouette, ASCAP)

\*\*\* I'll Take Care of Your Cares -Attractive vocalizing by Ray Sims on relaxed, pleasing ballad, featuring James' lush trumpet work on backing. Nice jockey side. (Remick, ASCAP)

JOHNNY FAIRCHILD

\*\* A Fool or a Wise Man - ACE 586 - Plaintive rockaballad is handed feelingful reading by Fairchild. Both sides are dual market items. (Ace, BMI)

\*\*\* You'll Find Your Way - Fairchild wails effectively on emotional up-tempo rockabailad. (Ace, BMI)

FIVE KEYS

\*\*\* Rosetta - KING 5330 - The Keys are in a sort of jump groove in this fairly swingin' tribute to Rosetta. They turn in a good performance, and the side can create interest. (Mayfair, ASCAP)

\*\*\* Gonna Be Too Late - Spiritual DE JOHN SISTERS type tune is solidly belted by the quintet. Leisurely paced side should also attract. (R-T, BMI)

KIMO LEE

\*\* If You Don't Like It, Don't Knock It - ADDISON 15005 - Lively rhythmrocker with catchy beat is sung with verve by Lee. (Orford, ASCAP)

\*\*\* Right Kind of Love - Strong ballad with effective backing is wrapped up in pleasing vocal by Hawaiian-born Lee. (Tweed-Walden, ASCAP)

JOE MEDLIN

\*\* My Dream - MERCURY 71590 -This is based on a Tchaikovsky theme, a narrative and then leads into a sprightly which was once popularized as "Our Love," about 20 years ago. Medlin handles the catch on. (Kenco, ASCAP) new lyrics with style, which could give the melody a rebirth. Pretty wax. (Ark-La-Tex,

\*\* Sweet Slumber - A stylish old tune done with a nice, crooning touch - a la Russ Morgan, by Medlin. A dreamy side for the romance-minded. Late night programming possibility. (Advanced, ASCAP)

PETE BENNETT

\*\* Swingin' - CUPID 623-14-15 -Essentially a rocking instrumental, with chicks' voicing used as part of the arrangement. Good side, which mirrors the title well. (Ecstacy, BMI)

\*\*\* Dark Eyes - A swinging version of the p.d. melody. Like the flip, an instrumental, with chicks' voices blending with the arrangement. An organ comes in midway to pick up the effect, as do horns.

"BIG" TINY LITTLE

\*\* That Honky Tonkin' Love Song -CORAL 62179 - Vocal duet, with honky tonk giano. Contrasting male and female voices are effective. Smartly done. For deejay programming. (True-Blue, ASCAP)

\*\* The Gang Song - Honky tonk piano, with chorus comprise the proper setting for this one. A lively, gang sing effect. (Northern, ASCAP)

RHYTHMETTES

\*\*\* High School Lovers - CORAL 62186 - A lyric in the teen groove. The

checker 944

'POOR LITTLE RHODE ISLAND'

BUDDY COVELLE \*\* Lorraine—CORAL 62181—Rockabilly outing by the singer on a sprightly, countryish effort. Moderate appeal. (Timpkin,

is belted vigorously by the lad with peppy

ork and chorus backing. Flip appears the

\*\*\* Beer Barrel Polka - SHASTA 132

-Happy outing on the oldie by the crew,

Catchy instrumental side can collect coin.

\*\* Little Coquette - Same comment.

\*\*\* Mush-FIRE 1013 - Little Bobby

Roach performs this rocking instrumental

\*\* More Mush-Same comment, (Fire,

side to watch. (Myers, ASCAP)

NOEL BOGGS QUINTET

(Shapiro-Bernstein, ASCAP) .

LITTLE BOBBY ROACH

smartly here, (Fire, BMI)

(Feist, ASCAP)

\*\* I'll Go on Loving You-Ballad with beat also has country overtones. Covelle gives the tune an okay reading, but flip appears a better effort. (Bolens, BMI)

LITTLE CAESAR

\*\*\* I Hope That It's Me-JACK BEE 1005-Little Caesar sings soulfully here. It's a ballad with a modified triplet figure. (Downey, BMI)

(Continued on page 41)

# Billboard

lease, "The Snow Queen," comes the song.

Sleigh bells and a gay wintry atmosphere are part of the scene. Well sung. (Northern

FOR WEEK ENDING MARCH 20

TITLE, Artist, Company, Record No.

1 1 BABY, Brook Benton & Dinah Washington, Mercury 71565..... 9 2 2 2 MONEY, Barrett Strong, Anna 1111..... 3 4 5 HANDY MAN, Jimmy Jones, Cub 9049..... 8 11 30 — I LOVE THE WAY YOU LOVE, Mary Johnson, United Artists 208...... 3 5 5 12 THIS MAGIC MOMENT, Drifters, Atlantic 2050..... 7 6 8 THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490...... 6 8 8 7 JUST A LITTLE BIT, Roscoe Gordon, Vee Jay 332...... 8 10 14 21 WILD ONE, Bobby Rydell, Cameo 171......

line has a Western folk flavor. (Progressive, 9 7 16 WHAT IN THE WORLD'S COME OVER YOU, Jack Scott, Top Rank 2028.... \*\* Be Anything (But Be Mine) -UNITED ARTISTS 213 - The gals debut 12 10 15 (DO THE) MASHED POTATOES, Nat Kendrick, Dade 1804.....

on the label with an attractive reading of the oldie. It's a nice chirping stint that should attract plays and sales. (Shapiro-

14 29 - BABY, WHAT DO YOU WANT ME TO DO, Jimmy Reed, Vee Jay 333.... 3 \*\*\* Yes Indeed - Snappy reading of the evergreen. Backing is smart, and they handle it well. Side might move with spins. 

> (16) 24 — LITTLE SUSIE (Part 4), Ray Bryant, Signature 12026.....

Burnette with a bright chorus and ork assist. — — PARADISE, Sammy Turner, Big Top 3032..... \*\* Patrick Henry - Side starts with

musical tribute to Patrick Henry. It could 13 20 - SHAKE A HAND, LaVern Baker, Atlantic 2048.....

\*\*\* Be Mine-CORAL 62193 - Tune is currently big in England by Lance Fuller. Fuller's version is also out in this country. 28 16 14 SHIMMY, SHIMMY, KO-KO BOP, Side will be facing rough competition. Okay performance, however, on the rockabilly

23 15 18 I'LL GO CRAZY, James Brown & the Flames, Federal 12369...... 5 \*\* Not a Soul - Bluesy item is sul-trily sold by the lark over fine, mood back-

ing. Spinnable side for deejays. (United 29 - 26 60, JIMMY, 60, Jimmy Clanton, Ace 575 ..... 9

15 12 20 YOU GOT WHAT IT TAKES, Mary Johnson, United Artists 185......20 \*\* First Dance - MYERS 106 - Beguine is nicely handled by Kain with a 

colorful ork and chorus assist. Side might create interest, if exposed. (Myers, ASCAP) 25 21 27 DON'T LET THE SUN CATCH YOU CRYIN', Ray Charles, Atlantic 2047.... 7 \*\*\* Jump Rope Hop - Rocker novelty

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## Reviews of New Pop Records

Continued from page 40

## GOOD SALES POTENTIAL

★★ What Are They Laughing About—A ★★ Love So Divine—ROCK-HIGHLAND novelty. Melody is a bouncy one. Vocal 107-A pleasant rockaballad by the boys, gimmick is a spate of wild laughter. Chant- who sing largely in unison. Arrangement er, when the laughter ends, gets some has modest triplets, (Citation, BMI) soul in the vocal. (Downey, BMI)

WALTER BRENNAN

ASCAP)

\*\*\* Dutchman's Gold - DOT 16006 -Billy Vaughn backs the veteran movie actor on this side. Brennan narrates a Western saga over a soft chorus and ork assist. It's based on the famous folk tale. (American,

\*\* Back to the Farm - "I don't care for the city," tells Brennan on this philosophical side. Again it's narrated over chorus and ork support. (Talisman, ASCAP)

\*\* Wise to You-FLING 716-Tony Cosmo bows on the new label with a pleasant

\*\* Pony Tail Annie & Crew Cut Joe-Okay rocker is sung neatly by the lad here. (Bengimann, ASCAP)

reading of a nice ballad, (Bengimann,

TERRI & JAY \*\* Tomorrow's Another Day - TARCO the pair. Fair potential. (Donasoc, BMI)

\*\* Why Huh?-Same comment. (Donasoc, BMI)

\*\* Florecita-LIBERTY 55237 - Pretty Latin theme is sung pleasantly by Orrison. (Chris, BMI)

handed okay vocal, (Metric, BMI)

AL BRITT

\*\* Pretending-SMOKE 103-A tune with a pretty melody. It's a slow ballad chanted in a Westernish style by Al Britt against a simple triplet piano backing. Sax chorus follows the vocal, (Gulf Stream-Singing River, BM1)

\*\* Shuffle Back to Buffalo - The old melody gets a new lyric. Britt chants this side again in echo fashion against a shuffle rhythm backing. (Gulf Stream-Singing River,



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HIGHBROWS

\* In the Little Red Schoolhouse - A moderately jumping side. Tune has a cute, old-fashionel message, Fair results. (E. B. Marks, BMI)

PAUL SMITH QUARTET

★★★ My Favorite Things-VERVE 10203 -From the score of "Sound of Music," and an album thereof by the Smith Quartet comes this interesting, upbeat, jazz oriented arrangement of the tune. Rhythm group has a listenable sound, Spinnable, for a change of pace, (Williamson, ASCAP)

\*\* Do-Re-Mi-Another tune from the album of "The Sound of Music," by Smith's crew, and agaffi it's presented in stylish form by the quartet to a Latin rhythm. Danceable side. (Williamson, ASCAP)

### Country & Western

WILMA LEE & STONEY COOPER \*\*\* Johnny, My Love (Grandma's Di-100-Rocker sort gets a so-so outing from ary) - HICKORY 1118 - The pair apply a listenable hill sound to this nostalgic country tune. Strong side for the market with pop appeal also. (Acuff-Rose, BMI)

> \*\*\* More Love - Bright outing on a snappy country tune. This should also prove a potent item. Two solid sides. (Acuff-Rose, BMI)

JEANNIE McMANUS

\*\* No Letter Today - SHASTA 131 \*\* Sarah Lee-Catchy folk-flavored item |-Pretty, multi-track outing on a countryish ballad. With plugs this can move well Pop and c.&w. coin possible. (Peer Int'l,

> \*\* In the Chapel of St. Anthony -Lovely ballad is expressively rendered by the lark. Side is also dual-track, and this, too, might grab loot with plugs. (Republic,

TOWNSEL SISTERS

\*\*\* Blackberry Winter - HICKORY 1117 - The girls come thru with a pleasant country styled reading of a pretty ballad that could get a lot of attention. The girls are good and disk could have pop and country appeal. (Acuff-Rose, BMI)

\*\* Give My Love to Joey - A weeper penned by the Bryants is sold sweetly here as the girls explain why they have to say goodbye to Joey. (Acuff-Rose, BMI)

LEON McAULIFF

\*\*\* Bear Creek Hop - CIMARRON 4046 - A swingy country instrumental. Terrific for country-style dancing. C.&w. deejays will want this. (Cimarron, BMI)

\*\*\* Boogle on Strings - A fine bluesy country instrumental that swings right along. Knowledgeable jocks will note the interesting roots of this material, (Cimarron, BMI)

COUNTRY GENTLEMEN

\*\*\* A Letter to Tom - STARDAY 487 - The Gentlemen sing a nostalgic song recalling incidents of 15 years ago. It's done via a "Letter to Tom." Like all performances on Starday, the true country sound is here. (Starday, BMI)

\*\* Darling Alalee - Nice harmony here, and the vocal is backed by some sharp pickin'. True sound. (Starday, BMI)

CALVIN BOLES

\*\* Ridin' Alone in a Model T -YUCCA 120 - Country rhythm side. A bright lyric and some fine country fiddling spark this one. (Fairway, BMI)

\*\* Down the Road I Go - A traditional weeper. Boles has the authentic sound, Song has some odd metrical twists. (Fairway, BMI)

ARDIS WELLS

\*\*\* I'm Only Human - AZALEA 131 -The chick chants this weeper in a sobbing, breathy style which is very effective. Song is in waltz time, and is produced with a chorus behind the chantress. (Betsy.

\*\* Baby Doll - In contrast with flip. this is a rocker. Funky strings and a chorus abet the chantress (Betsy, BMI)

(Continued on page 42)

## Reviews of New Pop Records

Continued from page 37

## VERY STRONG SALES POTENTIAL

MORGAN BROTHERS

\*\*\* WHEN YOU GO OUT - M-G-M 12867 - Peppy item is in a clever ricky-tick vein. The boys do a good job on the infectious item. Very spinnable side for jocks. (Miller, ASCAP)

\*\* Let's Make Memories - Smooth outing by the Morgan Brothers on a pretty tune that has folkish qualities. They're prettily backed by the chorus and ork. (Wemar, BMI)

JEFF TABOR

\*\*\* I'M LONESOME - DOLTON 631 - Rockaballad is expressively rendered by Tabor. Arrangement includes lush strings and interesting plucked strings. It has a chance. (Conerstone, BMI)

\*\* Here's Where a Broken Heart Lives - Interesting tune gets a handsome reading from the lad. Weeper lyric, but the tune has Latin traces. He's backed by a chorus also. (Cornerstone, BMI)

RICHARD HAYES

\*\*\* MISSING ANGEL — COLUMBIA 41586 — Lovely ballad with beat is given a pretty reading by the chanter. Ork setting complements nicely. Good jockey side. (Daniels, ASCAP)

\*\*\* Take Another Step-Hayes handles a pretty, folkish sort over an attractive ork and chorus assist. It should move. (Melrose, ASCAP)

GAYLORDS

\*\*\* LOVE ME NOW AND FOREVER-MERCURY 71601-A mighty attractive Italian folk song is handled neatly here by the Gaylords backed by a triplet-type arrangement by the ork. This could grab coins. Second chorus is sung in Italian. (Vivo-Homar, BMI)

\*\*\* Whip of the Wind-The Gaylords sell an interesting ballad with charm over a good backing by the orchestra. Rates spins. (Vivo-Hallmark, ASCAP)

ELMORE JAMES

\*\*\* MAKE MY DREAMS COME TRUE-FIRE 1011-EImore James comes thru with a down to earth reading of a driving blues that goes. This could break loose in the pop market with exposure, and should grab r.&r. coins too. (Elair, BMI)

\*\* Bobby's Rock-This side is a rocker, played in strong instrumental fashion here by the group. Flip is the power. (Fire, BMI)

ANITA CARTER

\*\*\* MAMA DON'T CRY AT MY WEDDING—JAMIE 1154 The fine thrush turns in a strong rockaballad effort to a slow triplet in the string backing. A nice chorus backs the side. Melody is reminiscent of the verse to "Good Night Irene." A strong side. Watch it. (Acuff-Rose, BMI)

\*\* Moon Girl—The fine country thrush turns a cute ditty. She's a gal from the moon who lands here on her rocket ship. It's a bouncy tune, and the gal seems at home with it. Spinnable wax. (Acuff-Rose, BMI)

PAUL RICHY

\*\*\* THE LEGEND OF THE BIG STEEPLE—SUN 338— Richy chants this tune with a good religious-based message, in a nice, revival style. Church type chorus backs him. A good arrangement of the catchy material. Tune has also been cut by Porter Wagoner. (Jack, BMI)

\*\* Broken Hearted Willie-Richy has a solid sound on this tune which tells quite an interesting story of progressive heartbreak. Richy has a touch of Jim Edward Brown in his voice. A satisfying, spinnable side. (Up, BMI)

BOB AZZAM

\*\*\* MUSTAPHA-MERCURY 71595-This has an interesting rhythmic flavor of the Near East, with a flute heard prominently. Has a novelty flavor with a vocal in another, indistinguishable language. (Pure, BMI)

\*\* Moonglow (Tintarella di Luna)—This is a cover of the Italian tune now enjoying several diskings here, including one by Dorothy Collins. The boys sing it to a blues backing by the combo. A spinnable side. (Pure, BMI)

TED CARUSO

\*\*\* PATRICK HENRY — KENCO 5004 — Saga type tune deal with the famous statesman. Side has bright sound. It should come in for play. (Kenco, ASCAP)

★ Over and Over and Over Again—Only fair outing on a waltz. Flip has it all. (Kenco, ASCAP)



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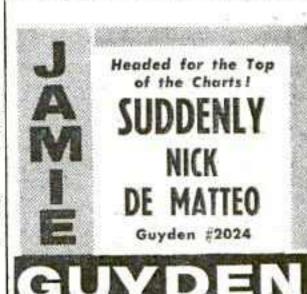
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A Two-Sided Smash! Bobby Rydell WILD ONE b/w

LITTLE BITTY GIRL

1405 Locust St., Philadelphia, Pa.



## Reviews of New Pop Records

· Continued from page 41



LA DELLION \*\* On the Lam for Alabam - DOU-BLE EAGLE 5 - Another bouncy country item. In contrast to flip, this has more of the traditional c.&w. flavor. Chantress does a good job.

\*\* Ma's Coming Home - Country-flavored rhythm side, with a novelty lyric. Bouncy item. Jacket contains the lyrics.

WAYNE (RED) YEAGER

\*\*\* Tears in My Eyes - CAPO 2 -He cheated on the only chick he ever loved. This theme is done in traditional weeper style, with strings and honky tonk piano behind the chanter. (Durf, BMI)

\*\* Must That Someone Be Me - Another weeper. The chick cheated on him and he poses the question implicit in the title. (Durf, BMI)

JIM HADLEY & DRIFTIN' RANGERS \*\* Midnight Train - BUDDY 117 -Personable reading by Hadley on his own tune, a bouncy country blues. (Gaylord,

\*\* I Remember - Plaintive tune is warbled with sincerity and warmth. (Gaylord, BMI)

KENNY BROWN

\*\* Let's Love Again - SUNDOWN 127 -The country chanter sells a pretty ballad with appropriate feeling over good support. (Kenetta, BMI)

\*\* Lonely Nights, Empty Arms-Kenny Brown sings about his lonely times since his love is gone. (Kenetta, BMI)

SMOKEY STOVER

\*\* Lifetime of Forgettin' - OL' POD-NER 104 - A ballad of tragedy, hill style. Stover gives it a spirited whirl in the good backwoods tradition, with a weepin' fiddle in support. (Glad, BMI)

\* Ballad of Jimmy Hoffa - A tune based on the trials and troubles of Teamster Union boss, Jimmy Hoffa. Stover extols the fact that thanks to "Jimmy," the trucks still roll across the land. Hard to tell who'll spin this. (Moss Rose, BMI)

RAY & LAMAR

\*\* I'd Like to Know - SMOKE 102 -The pair turn in a nice brand of country in the backing. There's a Latinish rhythm in the tune. (Gulf Stream, BMI)

\*\* I'm Tied to One - A traditional piece of country ballad wax. He's tied to one but also mixed up with another chick and thereby hangs the tragedy. It's quite BOBBY MARCHAN a mess and the boys do okay by the tune. (Gulf Stream, BMI)

BEN JACK

\*\* Book of Memories - CIMARRON 4045 - A weeper in the traditional style. The chanter tells the sad story, chapter by chapter, as in a book. (Cimarron, BMI)

\*\* I Only Want a Buddy - The oldie still carries a lot of nostalgic charm. As done by Jack, it has the feeling of an old vaudeville performance. (Cole, BMI)

The following records, also reviewed by The Billboard music staff, were rated

HAROLD CROSBY & PINE TREE BOYS: None Are So Blind/Love and Affection-

BUBBA FORD: Whose Arms Were You in Last Night?/Wiggling Blond-M-G-M 202 JIM HADLEY & RHYTHM RANGERS: Honky Tonk Girl/Foolish Ways-Buddy

JIM HADLEY & DRIFTIN' RANGERS: Wanted/My Broken Heart-Buddy 116 LA DELLION: The Beginning of Sin / Don't Want Nothing From You, Darling -Double Eagle 4

LARRY STREETER: Old Love Letters/ It's Att Over Now-Dixie 2024 BILL WILLS: Where Is My Baby? / Boogle Woogle All Night Long-Dixie 825

### Polka

The following records, also reviewed by The Billboard music staff, were rated one star.

ALBERT TULO: Crossroad Waltz/Jeanette's Polka-Balkan 10019

### Rhythm & Blues

RAY STARR

\*\* I'm Falling Out of Love (With You) -LEE 505-Ray Starr comes thru with a Fats Domino type of reading of an interesting effort that also features a Domino type arrangement. (Dyche, BMI)

\*\* Billy Jo - The chanter shows off a good style on this wild rocker about a cat named Billy Jo. (Dyche, BMI)

EARL HOOKER

\*\*\* Dynamite - CHECKER 947 -Smokey sound by Hooker on this moderate beat blues. Tenor sax and piano are spotlighted. Possible pop and r.&b. coin. (La-Cour, BMI)

BOBBY SAXTON

\*\*\* Trying to Make a Living - Saxon wails to listenable effect on a blues tune. This also has dual-market appeal. (La-

LIGHTNIN' SLIM

\*\*\* Tom Cat Blues - EXCELLO 2173 -Down home blues as only Slim can deliver them. Harmonica and the down guitar combined with the Deep South vocal and slow, lazy pace, give it the sound of the swamp. A persistent sound here. (Excel-

harmony warbling against a pleasant guitar \*\* Bed Bug Blues - An interesting bit of philosophy is this tale of a household blight. Those bugs really give this cat some anxious moments. (Excellorec, BMI)

\*\* Snoopin' and Accusin' - FIRE 1014-Catchy r.&r. ditty with bouncy tempo is sung with showmanship by Marchan and the Tick Tocks. Dual market item. (Fire, BMI)

\*\* This Is the Life - Okay chanting by Marchan on plaintive rockaballad. Flip, tho, is better side. (Fire, BMI)

JOHNNY ACEY

\*\* Please Don't Go (Back to Baltimore) - FIRE 1015 - Acey shouts this upbeater in good, gospel fashion. The chorus repeats the phrases behind him, also in shouted style. Pounding rhythm features the side. (Fire, BMI)

\*\* Why - A slow paced blues, somewhat in the "Kansas City" rhythm pattern, Acey turns in a nice, relaxed job over rhythm group support. (Fire, BMI)

## 'Top 50' Linked to Payola

Continued from page 2

of payments designed to "induce" play of music on a radio or TV on certain ASCAP publishers strongly alleged to have made kickback deals with TV network programmers to get their high-paying tunes played as background music. (See separate story on statement of attorney Herbert Cheyette, for Sam Fox Publishing Company, to

EMMETT DAVIS

\*\* You Changed My Night Into Day-FLING 717 - Routine r.&r. theme is chanted with feeling by Davis. (Brent,

\*\* I Know Where I Was Wrong - Okay rockaballad is sung with sincerity by Davis. (Fire, BMI)

MARY ANN FISHER

\*\* Only Yesterday - FIRE 1010 -Miss Fisher thrushes an oaky romantic ballad. Big band arrangment is strictly old style. (Fire, BMI)

\*\* Wild as You Can Be - The jump side. with Miss Fisher turning in a satisfactory job with the blues. Band again is old hat here. (Fire, BMI)

## Spiritual

CROSS JORDON SINGERS

\*\*\* Strollin' Round Heaven - REVE-LATION 107-A slow and insistent chant by the group with a fine lead performance. A lot of soul-satisfying shouts here. Good for the market. (Fire, BMI)

\*\*\* Kneel & Pray-A powerful bit of pounding inspiration by the fine group. The lead here shouts it but the rest of the group match him measure for measure for pure dedication. Contrasts well with the flip Two fine sides. (Fire, BMI)



\*\*\* Jesus Said-REVELATION 113-A wild spiritual effort is pounded out here by the girls who sell it in exciting style. Good wax for the market.

\*\* The Answer - The spiritual group handle this moving item well over good and legitimate backing by the piano and

KINGDOM JUBILEE SINGERS OF NEW YORK

\*\*\* Tired of Life-REVELATION 110-Exuberant reading by lead and chorus on exciting gospel theme.

\*\* God Sald Let There Be Life-Reverent theme is handed expressive solo stint by lead canary.

### Copenhagen Fans

· Continued from page 6

near-capacity at the KB Hall on March 1.

Ella Pulls Near Capacity

Norman Granz and local promoter Richard Stangerup pre-sented Ella Fitzgerald and her JATP unit in two concerts in Tivoli Concert Hall on March 2 Ella Fitzgerald usually draws full houses here, but only drew nearcapacity. However, presenting this JATP unit in Tivoli Concert Hall was an experiment on the part of Granz, and he will probably profit from it when he brings Miles Davis to this hall on March 21. With Ella Fitzgerald were the Paul Smith quartet, Shelley Manne's quintet, Roy Eldridge and Jimmy Guiffre's trio. Ella was in top form, netting raves, while good mentions went to Gus Hohnson, Roy Eldridge and Wilfred Middlebrook.

March continues almost as hectic-in the concert and benefit field—as February, but Miles Davis will probably do all right, as this will be his first personal appearance here altho his records have made him popular. Tentative lineup for the Davis concert March 21 is Miles Davis quintet, Oscar Peterson Trio and Stan Getz quar-

hibitions, and also penalize givers the FCC, alleging ASCAP publisher-payola.)

Additional data requested by the program. This could boomerang FCC was breakdown on percentages of ASCAP versus BMI music performed on the air. The ASCAP statement gives only a table showing relative gain in BMI performances of pop singles over the past decade, ending in 1958 with 63 per cent BMI and 37 per cent ASCAP tunes in this category. No figures on relative percentages covering all types of music are given, altho findings at two Congressional hearings (House Antitrust Subcommittee and Senate Communications Subcommittee) showed about 85 per cent of all aired music to be ASCAP's, and between 12 and 15 per cent 3MI.

> ASCAP also supplied a breakdown of distribution to writers and publishers by classes. In 1958, ASCAP reports, 4,614 writer members averaged \$2,321 for the year. Majority of 88 per cent received less than \$5,000, and only 310 members, or 7 per cent, went over \$10,000.

> On the publisher earnings, 1,109 publishers averaged \$9,815 for performances in 1958, with 85 per cent getting less than \$5,000. About 9 per cent received between \$5,000 and \$25,000, and 6 per cent received "\$25,000 or more," said ASCAP.

> The last modestly indicated category was documented more completely at Roosevelt (D., Calif.) House Small Business hearings to show 1956 publisher takes of \$1,-423,575 for Warner's Music Publishers Holding Corporation; a total of \$1,166,951 for the Big Three, Robbins, Feist and Miller; and \$1,-052,088 for Chappell. Total 1956 publisher income was \$9 million.

### Crosby Firm

Continued from page 2

and produce. And there is an album to be issued in the fall called "Christmas at the Crosbys," which will feature Bing, the Crosby boys, etc., and is expected to pack a hefty wallop come the holiday sea-

There will be many more "Bing Singalongs," which will all be issued by Warner Bros. according to the agreement set up by Rady and the diskery. But Crosby and Rady are making deals wherever they choose on all of the other albums, and according to Rady they are having no difficulty in getting bids on all of their LP's to date. It is also interesting to note that the Crosby outfit is making deals for club distribution of their LP's after suitable time has elapsed from its original issue via dealers.

Rady told The Billboard this week that the Crosby firm was considering setting up its own distribution next fall and issuing records on its own Project label via the top 35 indie distributors. Rady stated that many distributors have come to him and offered distribution of the line nationally. The head of the label also revealed that the Crosby label was currently in negotiation with some big TV and night club names for wax con-

### Big Business

Continued from page 6

at prices as low as 69 cents per LP. Presumably, the offers are comprised of discontinued numbers. Doeskin Tissues, Cities Service gas stations, Brooklyn Savings Bank and Diamond Ginger Ale have handled Tops merchandise.

In addition to LP's and EP's, The Modern Jazz Quartet and there has been a growing traffic in Count Basie's band are also sked- name artists on paper-and-lamided for appearances here in the nated-plastic disks for premium cir-

## Another

SPECIAL-VALUE FEATURE OF





A Directory of Services and Supplies for the Manufacture, Distribution and Sale of Records and Allied Products-coming in the . . .

## Disk Air Promotion Firm

Continued from page 6

MARCH 21, 1960

return visit about one week after \$1,000. However, De La Viez the first contact. Report will go feels that most publishers or talout to the client. The focus will ent, or other clients wanting to be principally on local deejays in reach the deejays, will start with

Four records are already in the works, with promotion scheduled in the Baltimore - Washington territory, and the Richmond - Norfolk area, under direction of Paul promoters will fan out to "every N. E., Washington 18, D. C. deejay in every radio and TV station" in the territory.

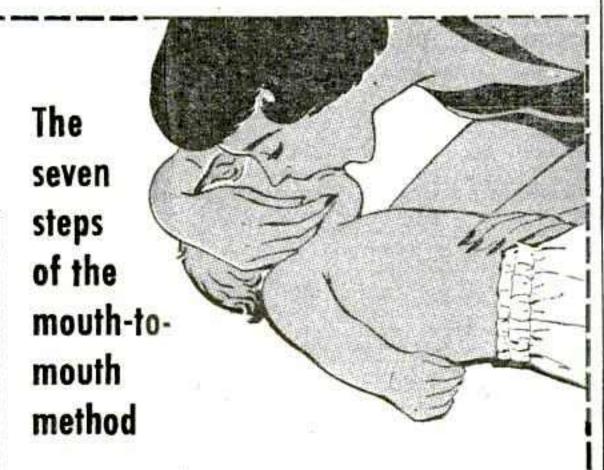
one tune in one territory, making La Viez says.

ion and listener reaction, during a cost for national promotion about non-network radio and TV stations. one or two areas, and break into large scale promotion only if the promotion firm reports favorable deejay reaction, or the tune begins to break out in an area.

There will be "some" screening Robertson, a former Decca and of records, says De La Viez, as Warner man. Service is now avail- when a disk is so obviously amaable in both of these areas and in teur or hopeless that the client to the local level. the South Florida territory, where will be told to save his money. Mitch Manning is in charge. Everything will be done by mail Within 60 days, De La Viez says, order, and for the present, all will 20 areas will be assigned, each be centralized in the Washington with a central office, from which depot, at 1320 Rhode Island Ave.,

Labels, a.&r. men, publishers, songwriters, deejays, et al. have Price will be \$50 to promote been notified of the service, De

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- 3 Hold Jaw in jutting-out position.
- 4 Pinch Nostrils to prevent air leakage, unless victim is a child.
- 5 Blow into mouth (and nose, if victim is a small child) until you see the chest lift.
- 6 Remove your mouth; listen for air return from victim's lungs.
- 7 Repeat about 12 times a minute for an adult, about 20 times a minute for a child.

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### SORD Board

Continued from page 3

an operation it looks with favor 'on this tactic of survival."

Andy Anderson, of Chicago, said he felt that the conclusions reached at the South Florida meeting can have far-reaching effects on the entire distributor-dealer relationship. Each delegate to the confab was expected to relate the developments at the meetings to his own organization. Special emphasis was expected to be placed on the encouragement of co-op buying in the reports carried back

### "Serious Business"

Anderson also contrasted the current business sessions of the SORD here, with what he called another recent convention in this area." Anderson commented that broads, booze and bribes were not a part of our sessions. We're involved in too serious a business —the business of survival. As a matter of fact, four of the nine board members brought their wives."

Spector told The Billboard that the nine officials of SORD who were present traveled a total of more than 20,000 man miles at their own expense to attend the Present were Howard sessions. Garden City, Calif.; Charles Simmons, of Dallas; J. Martin Kaplan and Andy Anderson, Chicago; Bud Hurst, Cleveland; Pete Oppenheim, Lexington, Mass.; Joe Waldhorn, Fulton, N. Y.; Lou Shapiro, Jersey City, N. J., and Mike Spector, of this city.

### NARM Meet

Continued from page 2

items. Often these are sold directly market value of all records.

New trends in packaging, dis plays and warehousing also will be reviewed. A growing trend in the rack field, Tiedjens added, is that department stores and hi-fi shops are turning over operation of their record departments to rack jobbers.

Tiedjens revealed that in his own rack operation in Milwaukee, he is offering consumers a cut-price deal based on a current RCA Victor sale. Instead of offering a stereo disk for \$1 with every one purchased for \$5.98, as the manufacturer has suggested. Tiedjens is selling any RCA stereo package for \$3.49 straight. The deal has brought brisk business, he said. At least one other major racker to his knowledge-one based in Chicago -is doing the same, Tiedjens said.

### New Treatment

Continued from page 3

disks on a similar basis.

These will be done by Onorati in association with Allen Adler, film producer.

Special music for the disk version of "The Andersonville Trial" has been written by Henry Nemo. Record Award. The \$150 fee is not This music will be made available refundable, even if it turns out to overseas producers planning that the record or album in quesstage productions of the play.

### Miller Tie-Up

Continued from page 11

McQuon, tagged "The Glenn Miller

The first 500 patrons on line at the Palace Tuesday will receive disks culled from Decca's "Glenn Miller Story" sound track album. The re-release of the movie may well spark another big sales haul for dealers on available Miller wax, since U-I plans similar highpowered promotions when the picture opens the following week in other key cities across the country.

## Consent Plea to High Court

· Continued from page 3

of need to amend the decree, and relied, showed over 40 per cent of from testimony and findings by the Roosevelt (D., Calif.) Small Busi- over 30 per cent of writer memness Subcommittee hearings of bers, who cast valid votes. This 1958 on ASCAP policies, the plea alleges violations of a judgement presumably designed to protect smaller members in major areas of distribution and control:

The negotiated consent still leaves dominant publishers in acknowledged nominal control of 41 per cent of total publisher vote which is equivalent to control of nearly 50 per cent of valid votes, the brief states. Concentration of the dominant publishers, and scattered position of the smaller, make the former's power unassailable under the amended decree.

The negotiated consent still does not provide for accurate information to members. Control over collection and distribution information is still left in the hands of personnel dominated by the ASCAP board.

Distribution formula still favors the dominant publishers and "perpetuates" the fundamental inequities in competitive relations between ASCAP members.

### Glaring Inadequacies

"Glaring inadequacies" in the ASCAP survey remain uncorrected. Roosevelt hearings showed the entire method of survey inaccurate and unreliable, the plea points out. Nevertheless, the new consent order continues the same procedure, with the "same personnel operating on ASCAP premises," under supervision of directors who are representatives of dominant publisher members.

The only change in survey proto drug and grocery chains where cedure has been to raise the sam racks are also located. The ques- pling percentage of local station tion to be discussed, he said, is play by a fraction of a per cent, whether this practise threatens the together with an attempt to make mathematical multipliers in the survey more accurate.

> "Obviously, if the original information which is fed to the survey sample is inadequate, the most accurate mathematical formula devised can do nothing but compound the error."

Also, the brief points out that the Justice order permits the directors to make verbal and subjective interpretations of formulas which determine distribution revenues. Directors are still free to give heavy weight to certain performances.

In the light of such deficiencies, the appellants wonder on just what facts the lower court decided to approve this particular consent order. The ASCAP vote to accept the decree, on which Judge Ryan

### Gold-Disk Check

Continued from page 3

records of labels audited by Prager and Fenton, certified public accountants, to confirm the sales attainment of any record or album nominated for a million-sale Gold tion is not eligible for the award

Any record company which is eligible for membership in RIAA -even those not at the time a member — may request the attestation from the RIAA. In addition to the plaque, which is furnished with each certification issue, one or more extra plaques may be ordered at \$60 each.

publisher-members opposed, and "substantial minority" had no voice in the consent proceedings.



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THE BILLBOARD

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MARCH 21, 1960

## SLA HOLDS TO SHERMAN, ORIGINAL BANQUET DATE

### Ten League Past-Presidents Join In Decisions on Convention Plans

of 10 Showmen's League of Ameri- to the Morrison Hotel here. For George Flint, Sam Levy Jr., Lou ica past-presidents, with other years the Showmen's League and Leonard, Jack Kwiet, William T. members of the League's board of the IAFE have held their convengovernors, voted unanimously here tion concurrently in the same hotel ry Polk, Louie Berger, Noble Case, Thursday night (17) to hold to the -the Sherman. originally scheduled banquet and ball date Wednesday, November out consultation with the Show- man, Hadji Delgarian, Morris Haft, 30, and its originally scheduled ho- men's League, prompted League and Herb Dotten. tel (the Sherman here).

tinue the President's Party, hereto attend the Thursday (17) meeting. president; Lou Dufour, second a Sunday night outdoor convention He expressed the wish that the full- vice-president; Bernie Mendelson, event, and to merge its best fea- est possible expression of opinion treasurer; Hank Shelby, secretary. tures into the Banquet and Ball and be made at the session. Olson himto sharply upgrade the entertain- self flew in from his Florida home tees, Elmer Byrnes and Frank Mcment portion of the Banquet and to preside. Ball.

In other action, the board confirmed the date for the annual from Toronto and Floyd E. Good- son, Conklin, Gooding, Ohren and election of officers (Monday, November 28), and scheduled the annual Memorial Services for 11 a.m., November 29, in the Hotel Sher- Kressmann, Frank Duffield, Jack president, and secretary, respectiveman.

presidents, the heaviest for any (Lefty) Ohren, and Ernie Young. members, to discuss problems posed meeting on record excepting for the always heavily attended sessions nors in attendance were Al Kunz, during the outdoor convention, was sparked by the action of the International Association of Fairs and Expositions in shifting its dates from the usual Monday, Tuesday and Wednesday following Thanksgiving Day to Thursday, Friday and Sat-

## **Evans Named** Seattle Expo Federal Aide

WASHINGTON - Philip M. Evans was administered the oath of office last week as U. S. Comlast year.

co-ordinate federal planning in the seats. exposition. Federal participation, for which Congress has appropri- formances of the circus drew and cold in West Virginia but ated \$9,000,000, will dramatize crowds of 6,699, 6,343, 6,775, nevertheless did big business at the spirit and service of science in 7,175, 7,208 and 7,129. Extra Charleston and fairly good business benefiting mankind. The govern- seats were brought in for the per- at Huntington. ment plans construction of a sci- formances of March 12 and 13. the City of Seattle and the State an 11-inch deluge.

of Washington. eral exhibition will be to encour- show and biggest gross in the his- stalled by the snow and the night age young people to consider ca- tory of the new building. After performance had only 1,200 reers in science.

CHICAGO-A record turnout urday, December 1-3, and changing who flew in from Birmingham;

President Paul Olson to urge as The group also voted to discon- many past-presidents as possible to dias, were Ed Sopenar, first vice-

> Big Turnout J. W. (Patty) Conklin planed in ing flew in from his Columbus, O., Frank P. Duffield met with Wilbase. Other past-presidents on hand lard Masterson, J. C. Huskisson and were Sam J. Levy Sr., Fred H. Frank H. Kingman, president, vice-Duffield, Ned E. Torti, in from ly of the IAFE, and G. W. (Bill)

Collins, in from Minneapolis; Hen-Ed Levinson, Benedict Carmisa, The IAFE's action, made with- Charlie Zamater Sr., Dave Fried-

Officers, besides Olson on the ias, were Ed Sopenar, first vice-Two members of the board of trus-Dermott, also were present.

Meet With IAFE Prior to the night meeting, Ol-The whopping attendance of past Milwaukee; Bill Carsky, Maurice Wynne and Maurice Fager, IAFE Members of the board of gover- by the IAFE in switching its dates

(Continued on page 54)

### MINN. STATE FAIR BOOKS JONNY RIVERS

ST. PAUL-Jonny River's High Diving Mules have been signed for a 10-day appearance at the Minnesota State Fair here August 27-September 5.

The act will do two-a-day as a thrill feature of the regular grandstand fare. Booking was handled thru Jack Lindahl Attractions, Inc., Chicago. Rivers recently played the new Miami fair at Tropical Park race track.

## Sets Record

DETROIT-The closing weekend of the John H. Harris "Ice Capades" helped to break all records in attendance at the Olympia Stadium here, Olympia General Manager Nick Londes reported. Box-office figures showed a total attendance of 249,903, close to a quarter-million ice show enthusiasts.

Londes rates this an all-time high at the Olympia, and virtually matching the 250,000 predicted for National Conventions this summer. "Ice Capades' " 25 shows this year. The second weekend's performances for the three Saturday and two Sunday shows drew over 50,000 in attendance.

The Olympia fiscal year ends April 30. This year's wrestling bouts alone brought in \$471,000, which is attributed to this season's star of the ring, Dick the Bruiser. The hockey box office is up 12 per cent over last year. The Junior Red Wings created more business in juvenile and family attendance this winter. Also helping to boost the record was the 24 per cent over last year ago of the "Ice Follies" performance in the fall.

## Seven in Show **Business Die** In Air Crash

### Chalfen, Frain, Sbarbaro Family Members Perish

TELL CITY, Ind.—Seven people connected with show business died in the Thursday (17) crash of a commercial airliner near this Southern Indiana town.

Mrs. Morris Chalfen, wife of the president of "Holiday on Ice," and three Chalfen children, Debbie 7, Linda 5, and Richard 21/2, perished. They were en route from their Minneapolis home to join Chalfen in Miami Beach, where the ice show is playing.

Mrs. Andy Frain, wife of the Chicagoan who operated the ushering service bearing his name, lost her life. Accompanying her on the plane was David Osborne, a chief usher, who was en route to Miami to huddle with Frain on handling of the crowds at the two

Judge John A. Sbarbaro, longtime member of the Showmen's League of America, was also one of the crash victims. Sbarbaro, a Chicago Municipal and Superior Court judge, operated an undertaking business in Chicago which for years has been the scene of funerals of many people in show business.

Surviving Sbarbaro are his widow, a brother, Anthony, and a sister, Mrs. Anhelina Caviale.

Mrs. Frain is also survived by five sons, Andrew Jr., Michael, Peter, Patrick and Francis and one daughter, Cornelia.

## Ringling Grosses 110G at Greensboro

**Building Manager Reports Business** 'Fantastic' as Full Houses Count Up

GREENSBORO, N. C .- In its three days, Ringling outiseum and the Ringling-Barnum its highly successful six-day run circus combined to do business that launched the building. Prothat building Manager Robert Kent motion of the circus included termed "fantastic."

Total attendance was 48,003. The circus began with a special centers, and newspaper ads and program on Thursday (10) for television. The program was taped by the building's management. missioner for the Century 21 Expo- for telecast on May 10 as a CBS sition to be held in Seattle in spectacular. The seats for this at of \$110,000 pushes the building's 1962. Evans has been acting Greensboro were allocated thru a commissioner since November of tie-in with Kroger stores and there to about \$215,000. were 6,674 people in the 6,726 It will be Evans' duty to seats. TV killed the few other

Principal objective of the fed- for the stand, a giant score for the formance, but transportation was taxes the net was \$101,222.76.

Greensboro War Memorial Col- drew what "Holiday on Ice" did in strong use of the TV event, publicity in chain stores and shopping stories. Promotion was handled

Kent said that the Ringling gross gross since its October 29 opening

CHARLESTON, W. Va.—Ringling Bros. and Barnum & Bailey Paid attendance at the six per- Circus had opposition from snow

The show was in Huntington ence center on a site of about 21 All this was accomplished despite Memorial Field House for March acres. Land will be donated by the worst snow storm in 32 years, 2-3. Heavy snow hit at show time on the first afternoon. Five The circus grossed \$110,559.75 thousand people caught that perpeople. School kids swelled the second afternoon to 2,000 and the final night show (3) had 2,500.

At Charleston there was plenty of snow and 20-degree temperatures, but first jolt of the storm was over, and the business was big. The Junior League sponsored the stand at Charleston Civic Center, a 6,000-seater. First day pulled crowds of 5,800 and 5,600. Second day had a full house of at night.

Harry Lashinsky of Charleston promoted these days and is doing some of the other Ringling promotions in the East.

N. Y. Opera Festival to Open At Utica on September 28

about 50 cities in about eight for this series. weeks. The show's itinerary will include Canada.

Included in the repertoire will be Puccini's "Madame Butterfly" and "La Boheme," Verdi's "Rigoletto," and the double bill of Mascagni's "Cavalleria Rusticana" and Leoncavallo's "Pagliacci." All of the operas will be performed in Italian, and "Butterfly" will also be offered in English. Company personnel will number about 65, including orchestra, chorus, principals, and administrative and technical staff. The company will travel in two personnel buses, and will carry its own scenery, costumes and properties, in a trucktrailer.

In 1959, the organization visited 6,000 in the afternoon and 5,400 51 American and Canadian cities, presenting 60 performances, covering 12,531 miles. Salmaggi also announces that the New York Opera Festival will again present a series of six outdoor performances at the

NEW YORK-The new audi- Carter Barron Amphitheater In torium : Utica, N. Y., will be the Washington, this summer. The first stand of the new season for schedule includes "Carmen" (July the Wagner Opera Company's New 12), "La Triviata" (13), "Cavalleria York Opera Festival. This was an- Rusticana" and "Pagliacci" (14), nounced by Felix W. Salmaggi, "La Boheme" (15), "Tosca" (16), general manager, who said he plans "Aida" (17). Metropolitan Opera to open on September 28 and visit stars will be featured as guest artists

### TWO FORMER MICHIGAN FAIR MGRS. IN NEWS

DETROIT - Two former managers of Michigan State Fair were in the news last week.

James M. Hare, who gave up the position to successfully run for the position of secretary of state, has announced his candidacy to succeed G. Mennen Williams as governor of Michigan on the Democratic ticket.

Hazen L. Funk, who preceded Hare in the fair post, was named vice-president of the O. H. Frisbie Moving & Storage Company here to handle sales development.

## 2,500 FAIRS MAKE READY

CHICAGO—Well over 2,500 agricultural fairs in the United States and Canada are making ready for their '60 runs in various ways.

Talent is being lined up or has been signed. Premium books are coming off the presses. Concession space is being allotted and commercial exhibit space contracted.

The dates of these 2,500-plus fairs will be carried in the Spring Special Edition of The Billboard, along with the secretary's name. This traditional list, of prime importance in the outdoor business, is just one of the dozens of features. Others include rodeo dates, ride manufacturer list, coming events and many more.

## NAAPPB Safety Group Sets Up '60 Campaign

## **ABC** Retains Squaw Valley Eats, Drinks

NEW YORK-With the Winter Olympics activity having ended at Sqaw Valley, Calif., the entire site State Division of Parks-but ABC operation of its 140 food concession the company reports.

machines. A list of items in order of preference shows pizza pie on top, followed by hamburgers, hot dogs, sandwiches and snack items. All hot drinks were in demand, Sam Alesker of ABC reports, as were those utilizing ice cubes.

The Squaw Valley team included Alesker, company vicepresident who heads up the firm's activities servicing arenas, airports, ball parks and special events; Ed Shapiro, West Coast general manager with outdoor experience; Charles Gordon of Philadelphia, David Smerling of Chicago, Robert Smerling of New York, Lowell Robillard and John Gilley. Albert Scoco was director of operations.

rate of 600-per-hour on a new conveyor belt style electronic broiler never before used on the West Coast. Both hamburgers and hot dogs were served in aluminum foil bags to protect them from old

CHICAGO—The National As- lowing a workshop conference of sociation of Amusement Parks, committee members in Newark, Pools and Beaches will greatly in- N. J., as a sequel to the insurance tensify its program of safety educa- committee meeting. Sitting in on tion and promotion this season, ac- the conference, besides Staton, were cording to Safety Chairman Marvin NAAPPB Executive Secretary John Staton, of Spring Lake Park, Ok- S. Bowman and Ray Ellis, staff coordinator for the National Safety His announcement came from Council, both of Chicago; Julian NAAPPB headquarters here, fol- Norton, Lake Compounce, Bristol, Conn.; John Logan Campbell, NAAPPB insurance counselor, Baltimore; Aulton Mullendore, Associated Indemnity Safety superintendent, Newark, N. J., and John Allen, of Philadelphia Toboggan Company, representing the American Recreation Equipment Association as a substitute for Frank Hrubetz, AREA safety chairman, who was unable to attend.

The increased scope of the safety program, it was decided, will include:

More frequent safety bulletins, giving members hints of ways to plane Golden Hawks aerobatic was turned over to the California avoid common accidents involving team, which was at last year's employees and patrons alike; out-Vending Corporation continues the lining successful safety programs carried on by some of the meminstallations on a permanent basis, ber parks with superior safety records; ideas for incentive plans to In addition, ABC operated seven make park employees more dedisouvenir stands and two camera cated to accident-free performshops. The other installations in- ances; distribution of safety educluded 75 coin-operated vending cation bulletins, and dissemination of information on causes of serious accidents analyzed by Mullendore and his staff.

> The whole program is aimed at reducing accident claims in the industry as the whole, thus working toward ultimate reduction of liability insurance rates, Stanton explained. He emphasized that the committee program is an industrywide project and not restricted to those operating under the NAAPPB those operating under the NAAPPB liability insurance plan. As was the case last year, the National Safety Council will assist NAAPPB in promoting the project.

### Hamburgers were cooked at the Athabasca, Alta., Set

ATHABASCA, Alta. - The Athabasca District Agricultural Society has set August 9 and 10 as dates of its annual fair, to coincide with the schedule of Gavland Shows. President is R. N. Russell.

## man winter. Aussie Fair Eyes Million-Plus Gate

SYDNEY, N. S. W. — A number of solid reasons give the Royal pounds (\$87,000), highest on rec-Easter Show management expectations of topping last year's attendance total of 1,033,988. The annual event, held on a 71-acre showgrounds, is closely allied to agricultural fairs in the United States by virtue of its exhibits, layout, structures and entertainment. It takes out rain insurance totaling marching girls' displays, and a \$224,000.

19, including 10 days and eight of horses, 3,725 head of cattle, nights. Since last year construc- 908-swine and thousands of other tion has included a new horse as- animals. sembly area and marshalling vard. and steel - and - concrete overhead or-General, Lord Dunrosseil, will roadway to carry horses into the be April 13, followed by the first main arena from the yard and not of the grand parades, one of which thru the showground streets. It is will be held every afternoon. Di-400 feet long, with clearance of rector of the RAS is Sir F. H. Ber-151/2 feet above the road. The ryman. Of the 196 judges, four arena seats 45,000 people.

the grounds.

Prize money exceeds 38,800 ord for the sponsoring Royal Agricultural Society. There will be staff who will continue to operate 500 industrial exhibitors. Public the 60-date circuit in some 14 displays include the "fleece - to fashion" wool panorama, sheep shearing demonstrations, wool winding and woodchopping com-

Held at the fair are displays of horsemanship, night polo, rodeo, broad range of competitions. En-Dates this season are April 8- tries include more than 7,000 head

Official opening by the Governare from overseas: T. F. Bradstock Other work has included extend- of England, Herefords; Robert ing the lower deck of the grand- Drummond of Scotland, Ayrshires; stand to provide seats for 1,000 T. A. Burgeson of America, Friemore people, modernization of li-sians, and D. T. Sinclair of New quor fountains and illuminations. Zealand, dogs. Admission prices In addition several banking firms are 1 shilling (13 cents) for chilhave erected modern buildings on dren and 5 shillings (65 cents) for adults.

## **Edmonton Ex** Starts on New Bldg. in August

To Cost \$2,500,000; Sets Talent for Roy Rogers Show

EDMONTON, Alta.—The Edmonton Exhibition will, immedi- It did not, however, make any ately after its July 18-23 run, entertainment decisions. break ground for a new \$2,500,000 sports - exhibit building, officials

The structure will house a skatlanes. There will be 126,000 square feet of exhibit space in the basement, main floor and mezzanine levels.

The exhibition board is seeking permission of the Royal Canadian Air Force for a return of the fivefair. Okay for the appearance hinges on whether the Air Force can line up enough dates to merit reforming the team.

also announced. The duo, which for other livestock judging. will do six night performances in the Gardens, will be on at the same time as the GAC-Hamid night grandstand show.

Horses and musical conductor is accustomed to, with the proba-Also set are the Hollywood Square Dancers (9), and the Ruddells, stops during the service. comedy trampoline.

## Moves Into Pro Bowling

CHICAGO-Al Sweeney, veteran promoter of IMCA auto races, has added another facet to his operation—that of furthering the organization of a national professional bowling league.

Sanford, Dallas oilman, plans are to establish a bowling league with Eastern and Western divisions of eight teams each.

Eight franchise seekers have already posted earnest money. In order to qualify, those seeking franchises must have seating facilities of no less than 3,000, Sweeney said.

He also pointed out that the bowling enterprise is a winter occupation for him and his auto race States.

### A. D. SCOTT RETIRES FROM FARGO FAIR

FARGO, N. D.-A. D. Scott, veteran fair executive, has retired as secretary of the Red River Valley Fair here. Scott, who will 76 March 26, is the second generation to participate in the fair here. His father W. A. Scott, had preceded him as an official.

The younger Scott has been secretary here since 1941 and has been asked to continue to serve as chairman of the harness racing program. He will continue as secretary of the North Dakota Association of Fairs, a position he has held for many years.

He and Mrs. Scott plan to reside in Fargo.

## ALLENTOWN FAIR TO RUN NINE DAYS

Opening Backed to Friday; Decisions Still Pending on Midway, Grandstand

ALLENTOWN, Pa. - For the free fair for four days, with im-Allentown Fair will run over a Tuesday. nine-day period this fall. The event has had steadily rising attendances in recent years, promoting the executive committee to vote unanimously in favor of an extended run.

Dates this year are September 16-24, starting on a Friday and and other matters. running thru Saturday of the following week. Previously, there had ing rink, hockey arena, 12 sheets been a Sunday midway operation, of curling ice and nine bowling free-gate "preview" on Monday, Dwight Pepple and institution of the paid gate starting Tuesday.

Robert P. King, committee chairman, said the plan is for a complete fair operation from the outset on Friday, rather than the first four days being merely a carnival offering. King added that all exhibits will be open, the midway will operate, competition will be in full Rogers and Dale Evans show was clearing of areas and reoccupation was 84.

Retain Vespers Program

Troupe will include the Rogers no program to follow. Sunday can regulars such as Pat Brady, Sons therefore draw, in good weather, of the Pioneers, Roger's Liberty the overwhelming crowds the fair Showmen's Association. Rafael Mendez and his two sons. bility of dissipated action once the service starts. All show activity

> Several vital questions remain unanswered; namely, admission prices and schedule, and the midway and grandstand entertainment contracts. The show committee will meet shortly to dispose of grandstand entertainment. Midway is the domain of the concessions committee, which had not scheduled two-year tour of the Sun Circuit. another meeting as of last week.

The gate policy is of prime interest, since there has been consideraas the past. This would call for a

### Being organized by J. Curtis Saskatoon Ex Adds Rodeo to Horse Show

rodeo events. Event will be held long run in the Chicago area. in the stadium April 5-9.

the Cowboys' Protective Associa- business for a time but soon had tion. Rodeo events will be staged franchises for the Miss America and judged with the co-operation contest and the original Miss Uniof the Canadian Cowboys' Pro- verse contest. In 1931 he began tective Association, Calgary. Prize booking circus acts and a year later money for the cowboys will total joined Milt Holland, indoor circus \$5,000.

first time in its 108 years the Great position of an admission price on

On Friday (18) the fair's first annual sports and vacation show got started in Agricultural Hall. Running for nine days, it is managed by Wedell Emrick and has Barnes-Carruthers talent. Randy Avery. of B-C, was on hand a week early to work on the sports show

## Dies; Funeral To Be Monday

CHICAGO-T. Dwight Pepple, swing, and the grandstand pro- former general agent for Polack gram will begin Friday night. Bros. Circus and Russell Bros. Judging of 4-H classes will be held Circus, was found dead at his Talent line-up for the Roy the first four days, followed by apartment here Thursday (17). He

> Services are to be at 11 a.m. Monday (21) at Lain's Funeral As in prior years there will be a Home at 1034 North Dearborn, community vespers Sunday evening Chicago. Burial will be at Showin front of the grandstand, with men's Rest. He was a member of the Showmen's League, Show Folks of America and Pacific Coast

> > Pepple was a native of Ohio and as a youth joined the first organized carnival, the Frank W. Gaskill Carnival Company, which later was the Gaskill-Mundy Carnival. In that first season, Pepple joined Frank Bostock and Vic Leavitt in their carnival, where he stayed until 1898. He got back in show business in 1910 with the Colonial Minstrel Maids, which later made a

He was an actor at several times in his career and a partner in the Morgan - Pepple stock company. tion of retaining the same system About 1912 he opened a Chicago agency, which was a desk in the office of Minnie Palmer, mother of the Marx Brothers. He produced shows for cabarets and vaude, and his office grew to major proportions. He claimed to have produced the first jazz band act for the SASKATOON, Sask .- The Sas- stage, and it included Mae West. katoon Exhibition's annual light He hired the Duncan Sisters in horse show has been extended to these early years and he hired five days this year and will feature them again about a year ago for a

Prohibition knocked out the The exhibition board has joined cabaret business so he quit show

(Continued on page 55)

## SASKATOON EX SEES 78G NET ON \$375G '60 BUDGET

1960, is looking for a surplus of \$32,000. \$78,200. Expenditures are expected to total \$297,500.

Last year the surplus was \$131,-469 and expenditures were \$276,-

The budget for 1959 was \$408,-215. In 1958 it was \$379,186; in 1957, \$380,032, and in 1956, \$358,600.

Grandstand revenue this summer is expected to be \$68,000, with expenses, including band and stagehands, at \$25,200.

week is estimated at \$23,000.

SASKATOON, Sask .- The Sas- | Maintenance and general improvekatoon Exhibition board, which ments are expected to total \$30,000 has adopted a \$375,700 budget for and prize money will run to

> A feature of the summer fair will be a free gate Children's Zoo, to be housed in the stadium. A similar attraction, with farm and domestic animals and their young, has been a popular part of the Regina Exhibition in recent years.

The Saskatoon Exhibition board has also decided to call for bids for construction of a combination sheep and swine barn and curling rink, to be ready for livestock use during the summer fair. Building will be of concrete block construc-Cost of general help during fair tion, with roof skylights for natural lighting.

SHOW NEWS

WOODLAND HILLS, Calif.-Clyde Baldschun, head of Clyde Baldschun & Associates, personal managers and show producers, will leave Los Angeles May 3 with a number of television headliners for a two-week tour that will include cities in Australia, Hong Kong, Tokyo and Manila.

Already signed for the show are Duncan (Cisco Kid) Renaldo, Jimmy Dodd and the Mouseketeers; Irish McCalla, who plays "Shenna," and Louis Quinn, "Roscoe," of the "77 Sunset

Strip" series.

Baldschun said supporting acts will be added upon arrival in Australia. He will manage the troupe for dates in Sydney, Melbourne, Adelaide and Brisbane. He will produce the shows in Hong Kong, Manila and Tokyo. Performances are for one day each, but a day's layoff follows dates in Sydney, Melbourne and Hong Kong.

Baldschun recently moved his offices to this city and is now located at 20218 Santa Rita.

## Kid TV Favorites Set For Brockton's Fair

ton's Fair's "new look" - largely of kiddie TV favorites will provide evident this year in its July Fourth both entertainment and publicity week and changed midway appear- for the fair, Carney said. ance - kept moving this month with the addition of entertainment elements and staff personnel.

George Carney Jr., manager, retained the Daniel F. Sullivan agency of Boston to handle the Saturdays and kids' day. Big expositions. In use now is the advertising chores. George Loebis, Providence sports publicist, is in

Famous Cole Opens April 4

HUGO, Okla.—Famous Cole For April Opening Circus is scheduled to open April 4 at Clarksville, Texas. Show is speeding preparations after being held back by weather. Owner Herb Walters is in charge here. Agent is Bob Couls and other advance people include Jack Gagne, bill car manager, with three men.

Nat'l Sports Car Championships Awarded to Denver

DENVER-Continental Divide Raceways will hold its first Sports Car Club of America national championship races here on Saturday and Sunday, July 16-17, operator Sid Langsam said.

firmed by Paul Rader, SCCA's Shows \$12,109 Net regional director with jurisdiction inaugural regional event staged ficials announced. Total receipts last Labor Day.

the SCCA national championship dropped from 29,328 in 1958 to trial this season. Circuit opens 28,741 in 1959. The drop in at-March 19-20 in Midland, Tex., tendance was partly due to lack and terminates after 16 meets in of mainland grandstand shows, Daytona, Fla., November 12-13. fair officials stated.

BROCKTON, Mass. - Brock- charge of public relations. A series in both buildings and floral ex-

During the week there will be be free to the public. In addition show. there will be GAC-Hamid acts performing on stages spotted around the grounds.

Hall Family Plans Shop Center Show

SARASOTA, Fla.-A new shopping center unit, Circusland Sarasota, will open April 1 under the ownership of the L. D. (Doc) Hall family. Outfit will include an elephant ride with bull, Inda, formerly of the St. Petersburg zoo; a pony ride, six cages with small animals, three concession stands and a high sway pole act.

Doc Hall is agent and has 20 weeks booked, with sights set on a 32-week season, Loren D. Hall Jr. and Dave Seidell are managers. Dave and Marion Seidell will work the high act. Dave Friedman is preparing press material. Show is heading for the East Coast, with time in the Chicago area to follow.

tion by SCCA headquarters in Honolulu '59 Fair

HONOLULU-The 36th Maui over Colorado. The okay was said County Fair, held last fall, showed to have followed the successful a net profit of \$12,109, fair ofof \$26,972.34 compared with Program will be the ninth on \$30,571 in 1958. Attendance

## 'FLOWER DRUM SONG' SET FOR STATE FAIR OF TEXAS

DALLAS-"Flower Drum Song." the latest Rodgers and Hammerstein hit, has been booked as the Music Hall attraction for the 1960 State Fair of Texas in October.

The show will have 24 performances, opening on Friday night, October 7, the evening before the fair officially gets under way on Saturday morning October 8, and will run thru Sunday afternoon, October 23, last day of the fair.

The show will close in New York in May after some 600 perforances and will head west for engagements in Detroit, Los Angeles, San Francisco and Denver before coming to Dallas.

It is expected that the majority of the Broadway cast will continue in their original roles with the national company.

"Flower Drum Song" will be the third Rodgers and Hammerstein show to play State Fair dates in the Music Hall in recent years. Its predecessors, both of which were tremendously successful in their State Fair runs, were "South Pacific" in 1950 and "The King and I" in 1954.

## **New Location** Aids Boston Flower Show

REVERE, Mass. - The 89th New England Spring Flower Show had a new home today as it opened an eight-day stand at Wonderland dog track here Sunday (13). The event, which has been housed during most of its existence in the now demolished Mechanics Building, attracted a record crowd of more than 20,000.

Nearly 200 exhibitors are showing thousands of spring blossoms within the grandstand area and the two floors of the clubhouse. A huge plastic covering encloses the open grandstand allowing the benefits of sunshine but keeping the biting cold outside. Special heating systems have been installed hibits were placed on the grandstand floor and roof as well as in the clubhouse.

The tearing down of the 75-yearappearances of Channel 4's Rex old Mechanics Building to make Trailer and Channel 5's Bozo the way for the \$50 million Prudential Clown. Miss Jean of Channel 5's Center had left Boston virtually "Rompin' Room" will show on both without a sizable auditorium for Brother Bob Emery is booked in Commonwealth Armory, but this Tuesday, July 5. These will all did not have space for the flower

> Flower show officials had feared the show would have to be abandoned or held in separate halls, such as Horticultural and Symphony halls, similtaneously, in order to accommodate the exhib-Someone, however, came up with the idea of the dog track, which at first seemed like a wild idea. Since the track is situated on the subway line and is within easy access of major highways as well as having space to park 8,000 cars, it was decided to give it a try.

> The result was that the opening day crowd was so large that officials halted the sale of tickets for a period during the afternoon since the crowd was so great inside. Many husbands were familiar with the location, but without a race program they couldn't find their way any better than their wives, so great is the transforma-

A newly constructed walk connects the grandstand to the clubhouse and all the sellers' and paying windows have been covered over with roses and orchids and other reminders of spring and summer. The show was officially opened by the governor's wife, Mrs. Foster Furcolo, at 1 p.m. The show remains open each day until 10 p.m.

## Company Gives \$\$ for Arena

FLIN FLON, Man.—The Hudson Bay Mining & Smelter Company has given \$250,000 to the Flin Flon Community Club to cover the cost of enlarging and modernizing the town's hockey arena.

Altho the present steel structure of the rink will remain the same, the seating capacity will be increased from 1,200 to 1,900 by adding to the south end of the building and moving the walls out six feet on both sides. The base for all seating will be cement, in keeping with plans for fireproofing the building.

A new corrugated aluminum roof will be placed on the roof steel, and insulation, applied to the inside of the roof, will be covered with aluminum sheeting.

Dressing rooms for hockey with showers, and other facilities will be enlarged.

## TALENT

## Indiana State Fair Show To Be Watched With Interest

The five-night grandstand appearance of a collection of country and western names at Indiana State Fair this year will be watched with interest by bookers, fair execs and talent alike. Its one of the first times a major fair has signed this type talent for as many nights (five in all) in front of the grandstand. So far as the names are concerned, they'll be split in two segments with Webb Pierce, Carl Smith, Minnie Pearl, Brenda Lee, Pee Wee King and ork on the first three. Ray Price, Hank Snow, Stonewall Jackson, Marvin Rainwater, Wanda Jackson and Red Sovine and His Western Playboys are in for the final two days of the fair. . . . And along the c.&w. line, supporting talent for the Red Foley dates at the Colorado State Fair, Pueblo, in August, will include Uncle Cyp Brasfield, Slim Wilson's band, Columbia Records' thrush Norma Jean and the Jubilee Promenaders with L. D. Keller.

The trampolining Ruddells, long-time exponents of the elastic platforms, will accompany Roy Rogers and Dale Evans on their appearances at fairs in Calgary and Edmonton this summer. The Rogers' regulars will also be along, including Pat Brady, Sons of the Pioneers, Roy's Liberty horses, Rafael Mendez and his twin sons, and the Hollywood Square Dancers (9). . . . Playing the San Antonio sports show in Joe Freeman Coliseum were Zippy the chimp, Eddie Repacy and his ork, Russ Dotson and his divers, and Great Seabright, high performers. . . . Not only amateurs but also pro musicians, singers and baton twirlers will compete in talent contests to be conducted this summer as part of The Chicago Tribune's Music Festival, to be held August 20. Festival Director Phil Maxwell reports the cast will include some 7,000 amateurs and pros in those categories, plus other entertainers. Thirteen prelim bouts will be held in that many Midwestern cities prior to the big August date.

TV SHOWCASE: Mr. and Mrs. Steve Lawrence (she's Eydie Gorme) will guest on the March 23 Perry Como Show. . . . Tommy Sands will visit Tennessee Ernie Ford the following p.m. . . . Peggy Lee is set for two Revlon revues, March 24 and April 14. Mel Torme will sing with her on the latter evening. . . . Shelley Berman, who in addition to his usual personals, is clicking big with a hit record album, has been making more and more appearances on video. . . . Buster Keaton will join Paul Whiteman on the March 24 show.

Charlie Byrnes, Chicago

## G. M. Motorama Signs Howes; Star Parade for Fla. Guests

Denice Darcel opens Monday (21) at the Lotus Club, Washington, for a week.... Eartha Kitt has nine days set for the Chi Chi Club, Palm Springs, Calif.... Comic Dorothy Louden's date at the Blue Angel in New York will last four weeks and five days. . . . Steel Pier, Atlantic City, features Danny Costello starting June 26.... The big General Motors Motorama in Toronto will have Sally Ann Howes as a headliner, for seven days starting next November 26, set thru William Morris Agency. . . . Cavalcade Theater on Miami Beach continues to be the scene of big-name appearances. It's the Ritz Brothers, March 21: Marion Colby, 25; Alan Gale, 28; Jose Iturbi, 31; Judy Garland, April 4; Barry Sisters, 8; Shelley Berman, 12; Alan King, 14; Bobby Darin, 18. Free and limited to guests of the Deauville, Casablanca, Versailles, Sans Souci, Sherry Frontenac and Crown hotels.

Irwin Kirby, New York.

## Film Strike Delays Boone, Clark Dates at Detroit Fair

Pat Boone and Dick Clark as head- past five years, all derived from fair liners at Michigan State Fair is income. being held up by the strike that picture industry.

film commitments, are unable to finalize the fair bookings until the Hollywood trouble is settled. Boone junior exhibitors, and Clark each are tentatively set to head up one of the two segments of the fair's Coliseum show which, for years, has featured rec- Adds Ice, Seats ord and TV names.

Donald L. Swanson, fair manager, last week released a report that showed the '59 fair ended with \$10,118.65 after expenses. Total revenue was \$766,125.77. He pointed out that the fair paid out

BRANDON, Man. -- The Brandon Zoological Board plans to open animals will be borrowed from and the building's waiting room farmers, and children will be allowed to handle them.

DETROIT - Confirmation of over \$600,000 in premiums in the

Swanson termed new exhibit has virtually shuttered the motion buildings as one of the fair's prime needs. The proposed new women's Both performers, who also have building is expected to relieve the pressure somewhat, but he stressed a need for improved facilities for

## Alberta Arena

STETTLER, Alta .- The artificial ice in Stettler's new arena is now in use for skating and hockey and will also be used for curling. When interior work is finished there will be seating for 2,200, dressing rooms, concession booths and up-to-date lighting and sound systems.

The building, of arch construca children's zoo in Exhibition Park | tion and covered with aluminum in July, with farm animals and a sheeting, has been designed for teams will be moved and fitted few exotic species. Many of the year-round use and will house 4-H activities, agricultural shows and rodeos during the spring, summer and fall.

## AMUSEMENT PARK **OPERATION**

## New England Meeting Set; Miniature Golfs Installed

NEW ENGLAND ASSOCIATION of Amusement Parks and Beaches has scheduled its 34th annual convention for the Parker House, Boston, April 7. William H. Patton is president of the group. Fred L. Markey, secretary-treasurer, announced the meeting date. . . Jimmy Johnson, of San Antonio, opened his Playland Park on March 17 as is his annual custom. . . . Patrons claiming injury at Town of Buckskin Joe, near Royal Gorge Park, Colorado, are suing the owner, David W. Ashton. The couple states they were injured by horses rented at the theme park. . . . Frank Abramoff, Fairways Miniature Golf, announced that his firm is building courses at Lakeview Park Royersford, Pa.; Pinebrook Golf Course, Passiac, N. J.; Million-Dollar Pier, Atlantic City, and Hershey Park, Hershey, Pa. The Million-Dollar Pier course is the second to be built in a theater building. At Hershey the course is a portable model to be installed on an ice rink after the winter skating season. . . . Two Houston policemen, Neal Todd and Bernard Beuche, have opened a miniature golf course and Kiddieland at Angleton, Tex. Spot is called Runt Ranch.

## Muar Adds Roller Coaster; **Airlines Slow Park Owners**

NAAPPB PAST PRESIDENT Bill Muar, of Roseland Park, Canandaigua, N. Y., is adding an adult-size Roller Coaster to his funland. His deal is with John Allen, of Philadelphia Toboggan Company, the latter acting as a concessionaire. . . . Dick McFadden, formerly with Allan Herschell, says he's thrilled being in business for himself as a manufacturer's agent and as a park design consultant. . . . Marv Staton, of Spring Lake Park, Oklahoma City, is revamping his open-air theater area with a new sunken garden effect achieved by paving over a creek which winds thru the park. He's also adding a new outdoor restaurant to the area adjoining his swimming pool. Mary reports he's feeling much better after a bout with the flu, contracted while he and wife, Lureta, were in the East. They had a rigorous time getting home, what with the New York airports being "socked in" because of snow and having to wait hours in the airline terminal until the flights resumed. . . . Add "when you have time to spare" department. . . . . Patty Conklin, in Chicago for the important SLA meeting, reports he was 12 hours flying from Toronto to Chicago Wednesday night (16) because of the snow and airports being "stacked up." Almost to Chicago, his plane had to return to Windsor, Ont., and sit down for a several hours' wait. John S. Bowman, NAAPPB Executive Secretary.

## ROLLER RUMBLINGS

By AL SCHNEIDER

INSTEAD of attempting to keep his patrons on the skating floor, Bob Le Chado, owner of Roller City, Denver, deliberately encourages their off-floor excursions. The reason is the big amusement machine arcade located in the left front corner of the building, an ideal facility in which skaters may take a break from skating, yet entertain themselves (at a profit to Chado) while doing so. With more than a dozen types of "participation" amusement machines involved, the arcade has become a valuable source of additional profits while providing an amusement outlet for visitors who don't want to skate and patrons who are tempo-

rarily weary of skating. In building Roller City (which suffered a disastrous fire during its first year and which has since been completely rebuilt), Chado installed a heavyduty resilient floor, with especially heavy tile in the arcade. Able to give with the weight of the skater, the tile does not crack, such as is often the case when skaters use an ordinary asphalt tile surface. Chado reported that the amusement ma-

patrons' auto-driving skill.

Eighteen operators, representing 14 rinks, have been added to the membership roster of the Roller Skating Rink Operators of America, it was announced recently by association Secretary Charles E. Cahill at Detroit headquarters. The operators and the rinks they represent are R. G. Johnson, Johnson's Skateland, Douglas, Ariz.; Roy M. Johnston, Moline (III.) Roller Rink; H. C. Jelstrom, Peter Yawt and Edward E. Hibbs, Hollywood Skating Arena, Hollywood, Fla., formerly operated by Mr. and Mrs. Herbert C. Collins; William E. Hickman, Skateland, Pueblo, Colo.; Joseph S. Druker, Capitol Skateville, Niagara Falls, N. Y .; J. F. Ross, Tropicana, Cocoa, Fla., and Skateland, Melbourne, Fla.; Mr. and Mrs. Bert Doss, Circus Rink, Bloomington, III.; Robert M. Schmit, Gayla Ballroom Rink, Independence, Ia.; Mr. and Mrs. Donald L. Baldwin, Roller Frolic, Burlington, Wash.; Willard G. Snow, Blue Island, Pekin, Ill.; Essex P. Eads, Rollerama, Fort Branch, Ind.; Elmer C. Webb, Algoa (Tex.) Rink, and Mr. and Mrs. Thomas R. Bender, Hannan Roll-

chines are in almost continuous use. Most popular have been bowling machines and a unit which tests



erated by Kelly R. Hannan.

## Hervey Opens Sound Effects Firm for Parks

WEST LOS ANGELES, Calif.— Jim Hervey, formerly with Mackenzie Electronics and who assisted in the design and installation of the sound effects system at Disneyland, has formed a new company Amusement Effects, a division of Audio Electronics.

In addition to distributing the Mackenzie cartridge tape players, Hervey's firm specializes in the engineering and installation of sound effects systems for amusement areas. In addition to all the necessary equipment, the firm has an extensive library of sound effects available in catalog form.

Among the projects currently under way at Audio are systems for a new walk-thru at Harry Batt's Pontchartrain Beach, New Orleans; jungle walk-thru at Charles Woods' Storybook Land, and a complete modernization sound system for Willow Grove, Philadelphia. At the latter spot the system includes equipment and recorded tapes for the dark ride, Jungle Boat ride, Moon walk-thru, Autopia, Funhouse and Riverboat ride.

Ice Shaver



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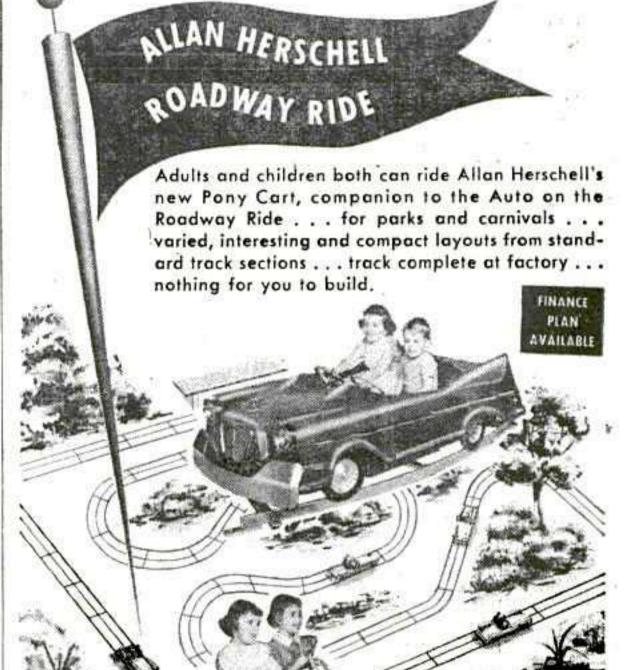
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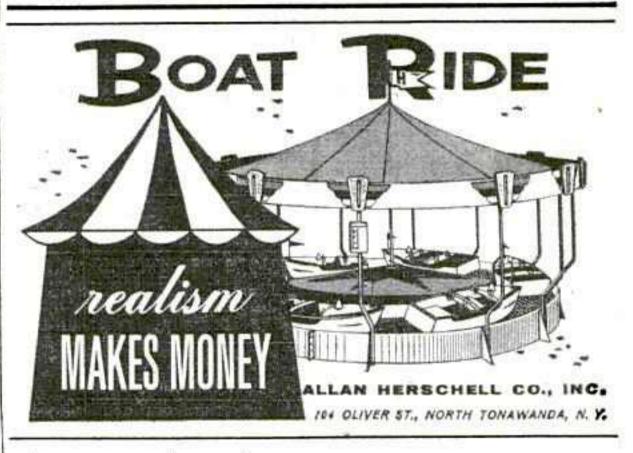
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SHOW NEWS

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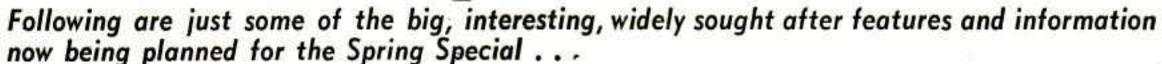
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# SPRING SPECIAL

Dated April 11



- Annual Ride Manufacturers Survey (no street or city addresses will be used this year), plus
- Topical Story on the Ride Industry.
- 1960 Fair Dates, first publication this year.
- Special Feature dealing with the status of New Amusement and Theme Parks being planned; those in construction stages and those that have recently opened.
- 1960 Rodeo Dates, a field growing in importance and popularity.
- A real interesting and informative story from a "newcomer" in the Kiddieland Field . . . plus
- A Question-Answer Chart summarizing the many questions a newcomer asks and their answers.
- An excellent Round-Up Story on the broadening Food
   & Drink Market including equipment, supplies, prices, availability, etc.

THE ABOVE ARE JUST PART OF OUR EDITORIAL PLANS . . . THERE WILL ALSO BE SPECIAL SECTIONS ON . . .

FIREWORKS . . . Major pyro shows, new themes, State and U. S. laws governing them, history of fireworks, technical advances.

new accessories, prices, maintenance, loans and financing, permits for oversize vehicles, highway lengths, experiences of trailer dwellers.

Circus, book it, publicize it, build attendance, make a profit and many other answers to questions in the minds of active and potentially active spon-

Rates, Lloyd's policies, etc. NAAPPB safety and insurance campaigns. Public Liability for Trade Shows, Arenas, Auditoriums and other Indoor places of Amusement. Growing need for Food Handlers' Insurance. What to look for in Insurance.

ARENAS-AUDITORIUMS . . . What Shows, Acts and Attractions are planning tours of buildings during the coming months. Status of new buildings under construction, with pictures . . . plus a great deal more information about this growing industry.

THESE ARE FEATURES BEING PLANNED FOR THE 1960 SPRING SPECIAL. IT WILL ALSO INCLUDE ALL THE LATE NEWS, DEVELOPMENTS, ROUTES, COMING EVENTS, LETTER LIST, ETC. . . .

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## ARENA, AUDITORIUM NEWSLETTER

## Chattanooga Remodeling Awaits July Bond Issuance

CHATTANOOGA'S REMODELING program for the Memorial Auditorium will get started about mid-year, according to Tommy C. Thompson, manager. The city commission voted \$750,000 for air conditioning, new seats, new stage curtains, escalators and redecorating Work and buying awaits issuance of the bonds, which is scheduled for July. Thompson points out that the building is 39 years old and badly in need of the new equipment and refurbishing. Meanwhile the building is busy with a heavy schedule of auditorium-arena attractions. This year's is the 13th annual appearance for "Holiday on Ice" in Chat-

## Association Committee Reports Survey Progress

COMMITTEE MEMBER Lin Lueddeke reports that much progress Loris Gavarini are to tour as conhas been made toward accumulation and publication of the IAAM's ductors. survey of auditorium-arena operation. One edition was circulated among the limited number of participants last summer. In the past five months Disma De Cecco, Rena Canachi, the effort has been expanded. It now covers reports from 82 buildings Antonietta Mazza Medici, Rosalie and there are some new chapters. Lueddeke, manager of the Oakland Maresca, Maria Luisa Cioni and (Calif.) Auditorium, undertook the solicitation of information and Norma Machoni; mezzo-sopranos, compilation. He figures that these now involve 19,500 answers, with Maria Luisa Castellano Franca each participating building answering many. Don Jewell, manager of Sacchi, Beatrice Toscana and Nithe new Memorial Coliseum at Portland, Ore., has been rewriting coletta Carruba; tenors, Raffaele and updating the narrative. Francis Deering, manager of Sam Houston Lagares, Mario Laurenti, Lorenzo Coliseum, Houston, is in charge of producing the book in bound form for members of the association. Lueddeke reports that he is enthusiastic about the work accomplished by the committee.

## New Building in Michigan; Chicago Flower Show Opens

THE NEW L. C. WALKER SPORTS Arena at Muskegon, Mich., will open about October 1. It will have 4,000 permanent seats plus bleachers for 2,000 and a 200 by 85-foot hockey floor. George S. Demolition Starts Dellinger is the manager. . . . Frank Dubinsky's second annual Chicago World Flower and Garden Show is at the International Amphitheater At Ebbets Field March 19-27. He reports the show will use 140,000 square feet this time and that it expects to top last year's attendance. This year there is no conflict in dates between Dubinsky's flower show and Grover McDonald's home and garden show, since the latter has switched to fall dates. . . . General Electric has published a bulletin about a newtype installation for pole-type transformers for floodlighting installa-

## Maryland Building Draws **Business With Key Shows**

WICOMICO MEMORIAL YOUTH and Civic Center at Salisbury, Md., is coming along well during its first year, but is short on show attraction bookings, according to W. Marsh Gollner, manager. "Water Follies" did very well and wants to come back, he reports. The Harlem Globetrotters had a sellout and were well received. An auto show had to be canceled, but a sportsmen's show did very well, he continues. A country music show was okay except for a late arrival that necessitated some stalling. Gollner has sought an ice show without success. Next major attraction is Mahalia Jackson, booked for April 14.

## Auditoriums, Arenas Book Varied Events in March

OKLAHOMA CITY CIVIC AUDITORIUM will have a Motor Sports and Auto Show April 30-May 1, produced by L. William Baker. National Ballet of Canada will be in the building March 29. Shrine Circus is due April 18-24. . . . Second Annual Southern West Virginia Home Show will occupy the Charleston Civic Center March 23-27, reports Manager Bill Bolden. . . . Cincinnati Music Hall's attractions include Greater Cincinnati Antiques Show, March 24-27. Manager Charles Bauer Jr., notes that the Cincinnati Symphony completes a tour on Tuesday (22) . . . Manager Herman J. Penn has started his campaign to book Christmas parties for Greenville (S. C.) Memorial Auditorium. He has a Passion Play March 28-31 and "Look Homeward, Angel" on April 15 . . . Basketball is going great in many arenas this month, among them Allen County Fair War Memorial, Fort Wayne, Ind., and the Lansing (Mich.) Civic Center. Lansing has a sports and boat show March 23-27, Marty Robbins on April 22, Roger Williams on April 30, and Shelley Berman on May 3. . . . Seattle Civic Auditorium is in the midst of a sports show (19-27). . . . Hockey and public skating occupy the schedule for the Armory at Louisville. . Queen Elizabeth Theater at Vancouver has the British Columbia Music Competitions Festival this week. . . . Ellis Auditorium, Memphis, had the Vienna Choir Boys on March 17, Hamid-Morton Circus plays there March 19-25, and "Holiday on Ice" was there March 9-15. Van Cliburn was in earlier. . . . March at the Franklin County Veterans' Memorial, Columbus, O., meant appearances of Vienna on Parade (5), a seven-day furniture sale, the Dispatch-Journal Boat Show (22-28), including an appearance by Guy Lombardo, and on March 25 a show by Victor Borge. He goes the next day to the Opera House at Chicago.

## Italian Opera **Troupe Coming** For Fall Tour

NEW YORK — Italian Opera Company will tour the U. S. next fall and winter, bringing over a 130-person company including major chorus, ballet and orchestra. Arrival in this country is set for September and the first date will be October 3, not in New York.

Silvester Zaccaria, representing the troupe and booking it independently, said an Eastern debut is planned, with New York saved as the closing of a tour estimated to run as long as six months. Luigi Infantino, tenor, is a major performer and other artists of the La Scala, Rome Opera and San Carlo cluded. Italian Opera Company is based in Milan. Ino Savini and

Other artists are: sopranos, Sabatucci, Pietro Di Vetri and Francesco Moreale; baritones, Carlo Meliciani, Antonio Campo, Vittorio Primas, Mario Basiola Jr., Salvadore Primativo and Gianpiero Malaspina; basses, Ugo Novelli, Franco Ventriglia and Marco Guelfi; prima ballerina, Guiliana Barabaschi; prima ballerino, Gino Ancona.

NEW YORK - The last ball hurled in Ebbets Field is a steel one being swung by a crane as part of demolition work. Brooklyn's venerable ball park started tumbling down last week to make way for an apartment house project. The ball park was opened in 1913 and has been used only sporadically since the Dodgers moved to Los Angeles. The \$23,000,000 housing development will have a Little League Field, also called "Ebbets Field."



For sale or lease to responsible party. 52 passengers, all metal construction. Built on trailer, weight 13,000 lbs. Also Iron Lung Exhibit, ready to go. A. L. JANSSEN

WILLIAM J. REILLY DRexel 6-9838

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Four Kiddie Rides: 12-passenger Train, Electric (Sunshine type) Airplane Ride, Circular Ride on trailer mounting and T-Model Ford Ride with four gasoline-powered 1910 Fords (adults and kids). Complete guard rail, lights and trailer for Ford car ride. All tip-top shape. Consider trade.

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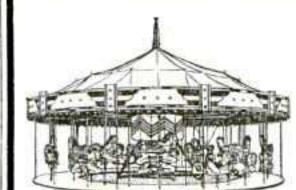
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One 36-foot 2-abreast MGR, Allan Herschell; one =12 Eli Wheel, one Long-Arm Octopus. All in good condition.

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AMERICA'S FINEST SHOW TRAL Show Printing Co., Inc.

MASON CITY, IOWA

## Hours, Prices for N. Y.'s 4 Circuses

SHOW NEWS

circus got to New York firstest tag is pinned on Pan American Auditorium handled total attendwith the mostest this month, and Circus, which played suburban on the basis of its early adver- Paterson, N. J., and White Plains, cus produced by Orrin Davenport. tising campaign the advance sale N. Y., buildings a month ago. The Show ran March 9-13. The audithru last week was far outdis- Wirth and Beatty-Cole shows are tancing that of any recent year. 25 miles from each other on Long Notable was a heavy increase in Island and have been taking space at three of the performances when subway, railroad and outdoor bill- in the press out there, to the exing, plus a return to old-style il- clusion of New York City newslustrations and wordage.

Bill Fields, press chief, has been rotating newspaper illustrations, with no repeats from day to day. The first press go-around was made Tuesday (15), to win story space ahead of St. Patrick's Day, and reception was excellent. Radio and TV advertising have been heavy, too.

Ringling is one of four circuses hitting the metropolitan area at one

### 24-HOUR MAN WITH CAR

Also Side Show Boss Canvasman for 50 with 2-20s, bale ring. State lowest salary. Useful People that have truck driver's licenses. Al contact:

### MILLS. BROS. CIRCUS

2900 Edgehill Road Cleveland Heights, Ohio

### PHONEMEN

Toledo, Ohlo, Grotto, Cristiana Bros.\* Circus. Phone room opening today. Call Toledo, CHerry 2-4508. Also can use men for other Midwestern dates as well as man and wife team for Crew Manaters. Call the Toledo number or write

TOM PARKER Chicago 4, III. 20 E. Jackson Blvd.

### KING BROS.' CIRCUS

Wants useful Circus People in all departments, Big Show, Sideshow Boss Canvasman and Electrician. Want Musicians for big show, espe-cially Cornet and Drums. Address: A. LEE HINCKLEY, Bandleader

Can place Colored Sideshow, Band and Minstrel. Address:
CHAS. ROARK, Sideshow Mgr.
Candy Butchers and Concession People who can drive. Address:

JOE SMIGA.

Show opens Warner Robins, Ga.,
April 16. All others address:
KING BROS.' CIRCUS, REMO CRISTIANI, MGR., Punta Gorda, Fla.
Phone: NE 2-6093.

### PHONEMEN

Tickets & Ads, Strong Sponsors. Ray Daily, call

JACK BURKE OF STAN EDWARDS EL 9-1990 Salt Lake City, Utah.

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WANT 3 MEN Personal contact. Up to 80% first money paid daily. BBB approved. State licensed. Appointments by bona fide mailed in leads turnished. Make 6 calls daily. Net up to \$200 per week within 10 days if

you qualify See CHARLES R. MASON 305 Linden Ave., Room 9, South San Francisco, Calif.

### FOR SALE MECHANICAL CIRCUS AMAZING ACTION

For Particulars: F. CARR 901 S. W. Fifth St.,

### PHONEMEN

Rail Convention Book. Call MR. ERMEL FLeetwood 6-7540

Champaign, III.

NEW YORK - The Ringling time altho none is first in. That

Palisades Amusement Park has not released much in the newspapers, restricting itself to outdoor billing in New Jersey and sniping around New York City. The first newspaper ad was of the "wait" nature. Title chosen is "Royal International Circus presented by Hunt Bros." Its show is 96 performances long.

### Show Times, Prices

Following is the performance and price schedule for each of the cir-

Ringling: In Madison Square Garden, March 31 to May 15. Shows 2 and 7:30 p.m. midweek. Night shows are 8:30 Fridays and Saturdays, 6:30 Sundays. Easter week shows are 10 a.m. and 2:30 p.m., with Friday and Saturday being 10 a.m., 2:30 and 8:30 p.m. Adults, \$2, \$3, \$4, \$5 and \$6.50.

Promotional Directors, high caliber, large towns with top sponsors.

> Cristiani Bros.' Circus Sarasota, Florida.

Contact PAUL CRISTIANI Ringling 7-2228

### JEWELRY **EXCLUSIVE CONCESSION** FOR SALE

Jewelry Concession at five Shrine circuses—WILKES-BARRE, ATLAN-TIC CITY, PITTSBURGH, ALTOONA; TRENTON, N. J. Also for BROCK-TON (MASS.) FAIR and W. VA. STATE FAIR, LEWISBURG. Want 10 Candy Butchers, must be sober and clean. A. HYMES 455 Schenectady Av., Brooklyn, N. Y. PResident 4-5961

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\$150 week up for good men. We pay off 100% dally. UPC's and banners. Our top man made close to \$250 last week. We pay 30% for \$600 and up collected weekly business. Top sponsors. All carded. Towns around Newark, N. J. Fine territory; not overworked.

LES HARRIS, CApital 6-8827

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THE TIMES-ADVOCATE No Collects Norfolk, Va.

### PHONEMEN

Tickets, banners and special promotions. Immediately, 25% paid daily,

Room 4, Orpheum Bidg., Topeka, Kansas. CEntral 5-5626

### PHONEMEN

NINTH ANNUAL Strong show - strong sponsor. Town carded. Phones in. Open Monday, March 21, Lansing, Mich. Pay daily, own collectors. Other strong deals to follow.

Contact J. A. RACKLEY STate 3-3230 Jackson, Mich.

### WANTED FOR SHOPPING CENTER UNIT BANNERMEN BANNERMEN

Need Clowns who can clown, family Acts doing two or more, who can stay year around. Also Pony Rides that want to make money. Need Concession Butchers who are entirely reliable and want to make money. Can use Workingmen with driver's license. Have for sale, cheap, Sperry Light and G. E. Generator. Also have some Blue Seats. Write Pigeon Forge, Tenn. Call or wire Sevierville, Tenn., 2117. No collects, please. MILLER BROS., PIGEON FORGE, TENN.

## Shrine Show Draws 81,000 At St. Paul

ST. PAUL-St. Paul Municipal ance of 81,210 for the Shrine Cirtorium seats 8,500 persons for the circus and this total was exceeded extra seats were brought in. This was 3,102 higher than last year's total attendance.

Attendance records show March 9, night 2,985; March 10, afternoon 5,257, night 2,067; March 11, afternoon, 6,524, night 7,661; March 12, morning 8,804, afternoon 9,741, night 5,321; and March 13, afternoon 8,760 and twilight 4.070.

Kids under 12 half-priced Monday thru Friday afternoons and Monday thru Thursday evenings, except Easter week.

Royal International (Hunt): A Palisades (N. J.) Amusement Park, April 15 to May 24. Shows 3:30 and 8 p.m. Mondays thru Fridays. Easter week and all Saturdays and Sundays, 1:30, 4 and 8 p.m. Center reserves, \$2.75 for adults, \$1.75 for kids. End reserves, \$1.95 for adults, \$1 for kids. Includes park admission, free parking.

Wirth Circus: In Island Garden Arena, West Hempstead, N. Y. April 1-24. Shows daily and Saturdays, 2:30 and 7:30 p.m. Sundays 2:30 and 6 p.m. Saturday mornings 10:30 a.m. April 4-8, 3:30 and 7:30 p.m. Adults, \$2, \$3 and \$4 Kids, \$1, \$2 and \$3. Free parking.

Beatty-Cole: In Long Island Arena, Commack, N. Y., April 15-24. Shows Saturdays, 10:30 a.m., 2 and 8 p.m. Sundays, 1:30 and half price at night.

### PROMOTIONAL MANAGERS

Can fit in several good Promotional Managers who can handle either large or small towns for good auspices. Full commissions, no holdbacks, no waiting for dates. Must be clean and work clean.

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Phone: ORchard 4-6562 or ORchard 2-3261 Abilene, Texas c/o Police Association

### PHONEMEN =

Book, tickets. Top deal, K. of C. sponsors. Snowden Garvey's Grand Ole' Opry. Phones in, open Monday, March

21, St. Joseph, Mo. Day phone, AD 3-5334; nights, AD 2-0347.

JOHN KELLY No collects, pay daily.

### PHONEMEN

Lavelli Show - K. of C. sponsor. Plenty to follow for good men, Phone: MAin 2-7110

ROOM 315 2d & Cherry Bldg. Seattle, Wash.

### PHONEMEN

New deal ready to go. 25% paid daily. Will put in another phone for any good man. Come on in. Tickets, banners, book. Six civic clubs with one appeal. CHapel 1-6630, Indianapolis, Indiana.

### PHONEMEN

St. Petersburg, Fla., ready; phones in: also Jacksonville and Savannah. Good sponsors, real deal; live show. The Book of Job. Call VAN at 70503, St. Petersburg, or 31 RUBENS, Elgin 37700, Jacksonville, 18 No. Julia St.

www.americanradiohistory.com

## CIRCUS TROUPING

By TOM PARKINSON

DEPORTS ARE THAT Little Bob Stevens will reopen his Stevens Bros.' Circus this season. Equipment has been moved from Coffeyville, Kan., to Alamo, Tex. Dick Loter is contracting for the present. Stevens has had concessions on Hagen in recent seasons. ... The Clyde Beatty-Cole Bros. Circus delivered a tiger to the Kelly-Miller show last week; went on to Muscatine, Ia., to buy a small elephant, then returned to Hugo, Okla., to load another elephant and a camel the show was buying from K-M. . . . Pete Cristiani is back with the family show and is to have the concessions again this season.

Cotton Fenner, of the Feld organization, was in Chicago recently setting up the Ringling-Barnum stand at the International Amphitheater for June 2-12. . . . Beatty-Cole has contracted to play Atlantic City, May 7-8; Asbury Park, May 19; Long Branch, 20; New Brunswick, 21 and Philadelphia, May 22-30. . . . Cristiani Bros. Circus has booked Toledo for the Grotto, June 18. . . . Carson & Barnes is planning to open March 24 at Commerce, Tex. . . . Bailey Bros. Circus plays Paris, Tex., April 5 and Muscokee, Okla., April 7-9.

Royal American Shows has purchased several of the surplus Ringling wagons. Included are two donniker wagons and a show wagon to be used for hauling an automobile. The carnval also bought the circus' sanitation truck. . . . Work of tearing down buildings at the Ringling quarters in Sarasota is reportedly moving fast. Steel from the old buildings is to be moved to Venice, Fla., for the new ones. Sarasota newspaper figures that the show saved an estimated \$58,343 in taxes since 1941. No records are available for earlier years of the show's stay in Sarasota. Sum represents total of rebates given to the show by the county because of advertising the circus did for the area. . . . Jack Niblett, English circus writer who was in this country a few seasons ago, expects to return to the U.S. this summer for five weeks and to visit shows in that time.

cial circus show on TV was the re- retson, Bob Towner and the Hartsult of efforts by Al Dobritch. He mans. Mrs. McMahon is the forcalled from Paris to New York mer Mrs. Ola Donovan Odom. with the idea, came back to New York for a conference and in a matter of very few days was back in Paris to set up the filming. Most U. S. acts whose film clips were added to the French film had appeared on the Sullivan show originally thru Dobritch also.

Atayde Bros. Circus recently 4:30 p.m. Midweek, 2 and 8 p.m. completed a successful 15 days at All ages, \$2, \$3 and \$4. Kids Guadalajara, Mexico, and is working its way toward Pueblo for a two-week stand. Business has been good and better than in Mexico City. . . . Circo Union opened at Guadalajara March 10 for two weeks. Joe Lempke's Chimps leave Circo Union soon to join Gil Gray Circus.

hons, the Scaperlandas, the Ger- ited at Florence, Ala.

Ed Sullivan's Sunday (20) spe- | hardts, Harold S. Dale, A. B. Gar-

Charles Hilderra has been playing California dates, store shows and other engagements recently. He opened with Ring Bros. Circus at its Novata, Calif., stand, first of a string of shopping centers. He has some fairs set for late summer. . . . Sverre Braathen, CFA, authored an article about circus bandmasters on occasion of the annual meeting of the American Bandmasters' Association. The association met at Madison, Wis., early in March, and those attending included Karl L. King.

Clowns at the Minneapolis Shrine Circus included Gene Randow, Harold Simmons, Leo Francis, Joe CFA members in Norwalk, Coyle, Bozo Cary, Billie Burke, Conn., have formed the Tom Lawrence Cross, George LaSalle, Thumb Tent. Officers include Jack and Ruby Landrus and Grim-Lenox J. Currie, president; Charles aldis. . . . Buster Olle is clowning Moad, vice-president, and Eugene in Florida schools now and will be J. Chariott, secretary-treasurer. . . . | with the Beatty-Cole show this sea-Opening of the new circus movie, son. His wife, Esther, will be with "Toby Tyler," at San Antonio was the show also. . . . Evelyn Currie's the occasion for a meeting of the story of recapturing an escaped CFA there. Among those meeting animal at Kansas City was told not at the Hertzberg Room at the li- only in regular news stories and brary for a party prior to the movie photos on the wire services, but were Leonard Farley, Tom Scaper- also in a UPI story that carried landa, the Raymond Gerhardts. Ev- her own byline. . . . D. Roger erett L. Houser, Dr. and Mrs. R. Francis is promoting a Magic-F. Hartman and Alan Davidson. Rama Show in Pennsylvania. . . . Visitors at the Hertzberg Collec- The Erwin Pages, formerly with tion recently have included David- Henson Bros. Circus, visited the son, Brace Helfrich, Wally Beach, All-American Circus at Huntsville, the John Arters, the C. G. McMa- Ala. The Matt Lawrishes also vis-

TURNING BACK THE PAGES: Opening Ringling's publicity campaign in New York were Babe Boudinot and his billers plus press men Bev Kelly, Frank Braden, Frank Morrissey and Allen Lester.... Hamid-Morton date at Memphis grossed \$76,000.... Hunt Bros. wanted a horse trainer.... Austin Bros. Railroad Circus wanted people.... S.L. Cronin was readying his new Cronin Bros. Circus.... Noel Van Tilburg's Minneapolis Shrine show was nearing a \$100,000 gross.

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## FAIR-EXHIBITION MANAGEMENT

## Calgary Building Debt Adds Up to \$1,300,000

CALGARY, Alta.—Construction of necessary buildings at the exhibition grounds, such as the \$2,000,000 Big Four combined exhibits building and curling rink, has put the Calgary Exhibition and Stampede, Ltd., into debt to the tune of \$1,300,000.

This was revealed by Mervyn A. (Red) Dutton, president of the exhibition board, in an address to the Calgary Junior Chamber of Commerce.

"I am making this statement at this time because there seems to be a feeling among a small segment of our citizens that the exhibition board and all that it constitutes is owned by a number of wealthy businessmen and that the organization is simply rolling in money," Dutton said.

Dutton said the board hoped to be in a position to pay off its debt within the next 10 years and at the same time leave a moderate surplus on operations in order to take care of the year-to-year improvements on the plant and facilities.

While the land and all the buildings and facilities at Victoria Park (the fairgrounds) are owned by the city of Calgary, and thus by the citizens as a whole, the exhibition board is developing and building up the exhibition and stampede from annual revenue and without assistance from civic funds, he reminded.

He said none of the directors or the numerous committee members receive pay or allowances from the exhibition board, and that the only paid employees are the few permanent staff members who handle the exhibition and stampede and its numerous associated activities the

The stampede has brought international fame to Calgary and still ranks as the greatest tourist attraction in Canada, Dutton said.

He defended the recent decision to boost the 25-cent gate price to 50 cents and said it was the first increase in 42 years. Stampede patrons will receive the greatest entertainment value for their money to be offered anywhere in North America, he said.





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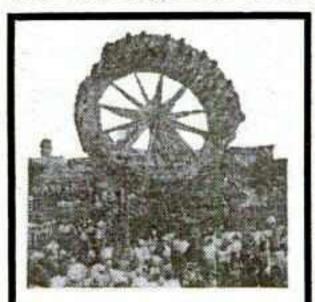
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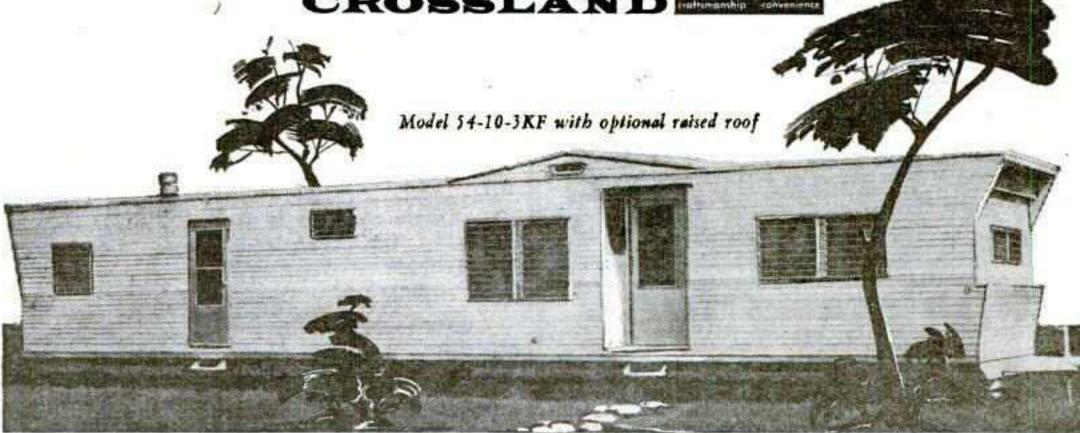
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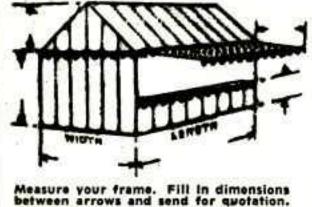
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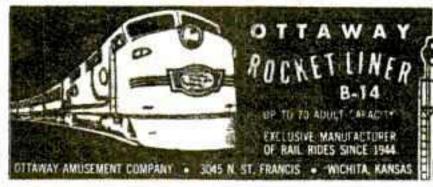


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### THE FINAL CURTAIN

BOZZA-Roxie,

45, March 16 of a heart ailment in St. Elizabeth Hospital, Belleville, Ill., where she had been a patient for the past year. Survived by her husband, Tom, carnival concessionaire, and two daughters. Services March 18 in East St. Louis, Ill., after which the body was sent to Mount Vernon, Ill., for burial.

CHALFEN—Mrs. Morris,

wife of the producer of "Holiday on Ice" and her three children, March 17 in an airline crash near Tell City, Ind. (Details elsewhere.)

COONS-Mrs. Anita Hanly,

64, wife of Claude Coons, formerly with the old John Robinson Circus band, recently in a Lexington, Ky., hospital. Besides her husband, she is survived by a son, Frank W., Albuqerque, N. M.; two sisters, Mary Jo and Katherine S. Hanley, Lexington; a brother, George A. Hanly, Miami, and four grandchildren.

DUFFEY-Rose,

tatooed woman known professionally as Rose Conway, recently in New York. She formerly worked at Coney Island, New York, and in Hubert's Museum, New York. Police are holding the body in the morgue. Anyone knowing of relatives are requested to contact New York police.

FRAIN-Mrs. Andy,

wife of the head of the ushering services, March 17 in an airline crash near Tell City, Ind., (Details elsewhere.)

LUCE-Ben,

88, an outdoor showman for over 60 years, March 12 in Inglewood, Calif. Survived by his widow, Mabel; a daughter, Corinne; a granddaughter and three great grandchildren.

MAZLEY-Hodie Ray (Bill),

22, son of Mr. and Mrs. Cecil R. Mazley, of Central States Shows, March 1 of carbon monoxide poisoning. He was subjected to fumes from a diesel motor while working aboard a salvage boat. Well known to showfolks, he formerly trouped with the Central States Shows. Besides his parents, he is survived by a sister, Mrs. Florence Stewart, and a brother, Lee Ray. Masonic funeral took place in Aransas Pass,

MURGATROYD—Sydney,

former circus and carnival man, February 10 in Santa Clara, Calif., of a heart attack. Survived by his widow, the former Mary McKeone; a daughter, Mrs. Mary Ann Hambelton, San Francisco, and a son, S/Sgt. Michael E. Murgatroyd, Chanute Field, Ill. Burial in Alta Vista Memorial Matchstick Cities: Daytona Beach, Park, Palo Alto, Calif.

PEPPLE—T. Dwight,

82, former general agent of Polack and Russell circuses, onetime show producer, and pioneer carnival man, at Chicago March 17. Details elsewhere in this issue.

### **BIRTHS**

DUNN-

A daughter, Frances Noreen, March 8 to Mr. and Mrs. R. W. Dunn in St. Marks, Fla. Grandparents are Mr. and Mrs. H. L. (Ky) Archer, carnival troupers.

SWIFT-

A daughter, Barbara Alice, March 11 in Sioux Falls, S. D., to Jane and Jackie Swift. Father is general representative of Royal United Shows.

SBARBARO—John A.,

70, long-time member of the Showmen's League of America, March 17 in an airplane crash near Tell City, Ind. (Details elsewhere).

SCOTT-William M.,

85, former producing clown with Ringling Bros.' Circus, March 8 in DuBois, Pa. Survived by a sister. Services March 11 and burial in Beulah Cemetery, Du-Bois.

### Carnival Routes

All American: Bamberg, S. C. Bee's Old Reliable: Loxley, Ala.; Ozark 28-April 2.

Big State: Falfurrias, Tex.

Deggeller Show of Shows: St. Petersburg, Fla.

Greater Kastl: Carlsbad, N. M. Page Combined: Titusville, Fla. Peter Paul Ams.: Sanford, Fla.

Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 21-April

United Expo.: Bryan, Tex.; Waco 28-April 2. Victory Rides: Abilene, Tex.

### Circus Routes

Davenport, Orrin: Dayton, O., 24-April 2; Columbus 4-9.

Hagen Bros.: Pompano Beach, Fla., 21: Fort Lauderdale 22; Boca Raton 23; Homestead 24; Key West 25; Marathon 26; Sweetwater 27.

Hamid-Morton: Memphis, Tenn., 21-25; Wilkes-Barre, Pa., 30-

April 2.

Kelly-Miller: Greenville, Tex., 21; Waxahatchie 22; Mineral Wells 23; Abilene 24; San Angelo 25; Midland 26; Pecos 27; El Paso 28; Las Cruces, N. M., 29; 28; Las Cruces, N. M., 29; Silver City 30; Safford, Ariz., 31; Globe April 1; Casa Grande 2. Polack Bros.: (Fairgrounds Coli-

seum) Louisville, Ky., 24-27; (Fairgrounds Coliseum) Indianapolis, Ind., 31-April 3; (Barton Coliseum) Little Rock, Ark., 8-9. Ringling Bros. and Barnum & Bailey: (Ice House) Haddonfield.

N. J., 23-24; (Trade & Convention Center) Philadelphia, Pa., 25-29; (Garden) New York 31-May 15

Wirth: (Island Garden) West Hempstead, N. Y., April 1-24.

### Miscellaneous

Lavelli, Tony, Show: Ashland, Ky., 21-22; Portsmouth, O., 23; Lexington, Ky., 25-26; Bowling Green 28; Shively 29; Paducah 30-31.

Fla., 21-23; Lakeland 24-26; Clearwater 28-April 2; Ocala 4-9. O'Day, Marie: Quanah, Tex., 21; Vernon 22; Wichita Falls 23-26; Gainesville 28.

Piccola Teatro di Milano: (Her Majesty's) Montreal, Que., 22-27; (Royal Alexandra) Toronto, Ont., 28-April 2.

### Legitimate Shows

Dark at the Top of the Stairs: (War Memorial Aud) Fort Lauderdale, Fla., 23; (H. S. Aud) Ocala 24; (City Aud) Savannah, Ga., 25; (Royal) Columbus 26; (Twp. Aud) Columbia, S. C., 28; (War Memorial Aud) Greensboro, N. C., 29-30.

Look Homeward, Angel: (National) Washington, D. C., 21-26; (Ind. U Aud) Bloomington, Ind., 28; (Continued on page 55)

### SEASONAL OR YEARLY

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## PORTEMONT MAPS 24-FAIR ROUTE

Will Split Show to Play Four Annuals; Adds Helicopter, New Front Gate Arch

GANTT, Ala. - Final make- Portemont recently purchased ready on Johnny's United Shows is 30 acres south of Andalusia where under way here at winter quarters a new home is planned plus winter and the show is just about ready quarters and trailer park facilities. for a route that will include 24 Staff, in addition to the senior fairs, five spring stands, an Air Portemont, includes Johnny Porte-Force installation and a July 4 mont Jr., co-owner and general celebration.

ager, said the show will be split Marilyn Portemont, secretaryinto two units on four of the fairs treasurer; Charlie Hines, advance booked. The entire show will open advertising; Eddie Hall, general May 16 and close November 19. superintendent; Ray Jackson, tow-Prior to the bow, a ride and con- ers and front, mailman and agent \$1,912.63. cessions unit will play dates in for The Billboard; Eddie Hart, southern Alabama.

drove to North Tonawanda, N. Y., Ted Woodward, general represento pick up a new Helicopter at the tative. Allan Herschell plant. Eddie Hall brought in six additional light towers. Work here has been going APRIL BOW on most of the winter. A new fiber glass front arch with nylon marquee is being built and red and white nylon tops will flash up most of the shows and concessions.

On the back end a new rock and roll unit is planned and Jules Catarzi will bring on a Rolloplane, Turtle Show and Monster.

## Byers to Open In Orange, Tex.

COUSHATTA, La. - Byers Bros. Shows will leave its winter base here late in March and will open its '60 season at Orange, Tex., Carl Byers, owner, announced.

Season will see the show in Texas, Arkansas, Louisiana, Missouri, Iowa, Wisconsin and Oklahoma. One new fair added this year is the Great Jones County Fair at Monticello, Ia., and the show will repeat at the Dubuque, la., annual. Equipment will be age the office-owned concessions. recent seasons by the James E. divided for July 4 celebrations at Mrs. Rosenfeld will have her bingo Strates, World of Mirth and Reit- York, convalescing after a long ill-Red Oak and Osceola, Ia.

manager; John Terry Portemont Johnny Portemont, owner-man- III, "ride owner and consultant"; artist; A. Ward, maintenance; Wil-Portemont and Lloyd Kelly liam (Bill) Anderson, electrician;

## New Show Framed by Rosenfeld

INDIANAPOLIS—Sol's Greater Shows will hit the road for the first time, opening in mid-April, Sol Rosenfeld, owner-manager, announced. Rosenfeld recently acquired rides from the estate of the late Smith brothers of Spencer, Ind.

will carry its own diesel light plant, not been announced as yet.

Jack Williams is general agent in the lineup.

## Tampa Club Gets \$10,432 From 3 Shows

TAMPA-The treasury of the Greater Tampa Showmen's Association has been enriched by a total of \$10,432.74, profits from jamborees held on three shows this winter, President Dick Gilsdorf an-

Shows and the amounts turned in were: Royal American Shows, \$6,126; Blue Grass Shows, \$2,394.-11; James E. Strates Shows,

Chet Fowler, chairman of outdoor events, announced that the annual "Hit-the-Road" barbecue would be held April 3 at Ralston Beach. Close to 700 pounds of ribs and 300 of chicken will be served.

Joe Sciortino reported 933 paid up members. Bill Stophel announced a total of 350 pints of blood and \$1,500 in cash in the blood bank.

## Three Eastern Fairs Still Sans Midway

ALLENTOWN, Pa. - Decisions This will be the first attempt on both the midway and grandat show ownership on the part of stand entertainment awards are ex-Rosenfeld, who has been in the pected next week for the Greater business for some time. Plans are to Allentown Fair, manager Ed Leicarry five major and two kid rides, dig reports. Allentown, Bloomstwo shows and close to 20 con- burg, Pa., and the Maryland State cessions, he said. Ohio, Indiana and Fair in Timonium are the major Illinois will be played and the show Eastern fairs whose contracts have

> Leidig said four carnivals are hoffer Shows.

## CARNIVAL CONFAB

TED GOLOSKIE of Providence is fielding his own show this season. . . . Dave E. Fineman set to open with the Prell show in Fayetteville, N. C. . . . Other front-end doings include Tommy Carson with Ben Wolfe's midway and Sheik Rosen to debut with Johnny Denton's Gold Medal Shows. . . Reports have Sam Generallo promoting the Saturday matinees on Amusements of America this season after having handled it for years with L. I. Thomas. Tony Mason bossing work projects in Sumter, S. C., under supervision of John and Babe Vivona. It is understood Dutch Whiteside may be a regular on the Vivonas' midway this spring.

Plenty of carnival action in store around Philadelphia, the area to be visited by Sal Bonafino (Bunny's Rides), Oscar Magdule Amusements, M. D. Shows, Quinn and Essner (Active Bazaar), and the Strates and Vivona shows. . . . Phil Cook, tourng for the Lenz insurance firm, got snowbound in Henderson, N. C. Dined with Joe Gilman there. Also had a freezing visit with Homer Scott (Georgia Amusement Company) in Toccoa, Ga. In company with brother Sol, Phil will be visiting Johnny Venditto, Larry Carr. Gene Burr, Lee Hilt, Oscar Buck, Harry Kahn, Reid Lefevre and the Lagasse clan on a Northern sales trip. . . . Mr. and Mrs. McVee will have their cookhouse on Penn Premier Shows this year. . . . Mr. and Mrs. Mark Reilly left Florida March 11 on the S.S. Evangeline for a 10-day Caribbean cruise. Mrs. Elizabeth Murphy is returning to the O. C. Buck Shows' office this year, she reports.

had to hole up at the Hotel Taft. Mrs. Bob Carroll. . . Harry Alexander's talkathon Wednesday (9) was grueling but important, for it was the third and final reading as the National Showmen's Association revised its

bylaws.

Jack Stern, Eastern concessionand business manager and will man- competing for the date, played in aire, is in Central Park West Nursing Home, 22 West 74 Street, New ness. . . . Pat Schilly, of the World of Mirth Shows, brother of Frank Schillizzi, is in Veterans Hospital. East Orange, N. J.... Thomas A. Holzman, also of World of Mirth, is laid up at the V. A. Hospital, Bay Pines, Fla., and would like to hear from friends.... Al and Camille Howard and their son were weekend house guests of the Pat Reithoffers in Dallas, Pa. A cocktail dinner was held in their honor, followed by dinner at Irem Temple Country Club. Present were the Howards, Reithoffers, Mr. and Mrs. Bill Goodman, and Mr. and Mrs. Edward Morgan. Morgan is attorney for the Reithoffer Shows operation.... Virginia Leonard is membership chairman for the NSA Ladies' Auxiliary, with Dolly Mc-Cormick and Bess Hamid as vice-Irwin Kirby chairmen.

> William (Bill) Naylor, veteran Shirley, Hub and Winnie Luehrs ter unit.

Simon (Piccolo) Hadji, conces- and family, Mr. and Mrs. Charlie sion agent, worked for Mike Todd Hodges, Mr. and Mrs. E. Strohl, Productions' exploitation of "Scent Mr. and Mrs. E. Allen, Henry of Mystery" in New York He Kennedy, P. C. (Bill) White, Mr. drove a 1925 Renault taxi, used in and Mrs. Ernie Farrow, Mr. and the film, around Times Square Mrs. I. V. Hulme, Joe Fontana, with Eddie Fisher, Elizabeth Tay- Mr. and Mrs. Fred Cantrell and lor and Peter Lorre as passengers. Mr. and Mrs. Bob Yabroudy. Mrs. . . . Mae Hong, King Reid Shows Lloyd Kelly left Gantt recently to press agent, working ahead of two pick up a new popcorn trailer in Columbia Pictures films in the Marine, Ill. Jack and Luchie Midwest during March. . . . Louis Owens came in after some jewelry Scherer got snowbound driving operations in Louisiana stores. Also from Providence to Brooklyn for arriving were Whitey and Lucille How-Reit Shows meetings, and Bryant, Harry Harris and Mr. and

Frank Joerling

Barbara LeMay, exotic dancer, recently opened at Club. 50, East St. Louis, Ill., and would like to hear from friends. . . . H. M. (Toots) Reves is in Brooks General Hospital, San Antonio, and requests mail. . . . Robi Del Mar, girl show operator, recently purchased a 120 by 30-foot top and 150-foot bannerline from Charles Hodges, show operator with Gooding Amusement Company. . . . Lions Club of Taylor, Pa., has awarded midway contract for its 1960 Memorial Week Celebration to Garden State Shows, the latter's manager, R. H. Miner, agreeing to present four major and four kiddie rides and 18 concessions. Garden State has also been signed for the Great Bend Township & Baras Centennial, Great Bend., Pa., July 17-23, according to E. Empett, committee secretary. ... Bill Ackley Sr. advises that contrary to reports circulated a couple of years ago, he is still alive and active with the J J Klein Enterprises. His daughter, Sandra Elaine, who was born on World of Mirth Shows, recently won a queen contest in Presque Isle, Me.

Howard Piercy recently underoutdoor tub-thumper, stopped off went an operation in Dr. Carter recently at the St. Louis office of Moore's Memorial Hospital, Frank-The Billboard en route to Hot lin, Ky. Other troupers on the sick Springs for a vacation. Bill suffered list are Horace Gordon, Route 3, a fractured arm in a fall on the ice Box 115, Montgomery, Ala., and last December and thus his annual John (Framingham Red) Shaugh-January trip to the spa was post-nessy, formerly of the Continental poned several weeks. . . . Visitors Shows, in Veterans' Hospital, Toto the Gantt, Ala., winter base of gus, Me. All would like to receive Johnny's United Shows have in- mail from friends. . . . The Dale cluded Mr. and Mrs. Lee Creson, Maddens are back at their home in Harry and Nina Sutton, Charlie and Lake City, Ia., after working seven Rosie Lampkin, Junior and Mrs. weeks in and around St. Joseph, Mary Lamay, Mr. and Mrs. Bob Mo. They are currently preparing Brown, Joe Salidino and daughter, equipment for their shopping cen-Al Schneider

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FLASHBACKS: 15 Years Ago-Max Goodman announced at Hot Springs winter quarters that, despite rumors to the contrary, Wonder Shows of America would go on the road for the 1945 tour. . . . Tommy Fuzell sold his Spitfire to H. W. Bartholomew and Joe H. Sharp. . . . Showfolks of America, San Francisco, raised more than \$2,500 for its sick and death fund at its annual spring party chairmanned by Dan Michaels. . . . James M. Rafferty's R & S Shows kicked off the Eastern season, opening a 32-week tour at Southport, N. C. Walter Nealand handled the press.



Opening April 16, Colonial Heights, Va., on Richmond-Petersburg Pike. Featuring 2 Saturdays, then Metropolitan New York area until July 1. Followed by the greatest truck route of fairs in the East, starting with Brockton, Mass., July 2-10.

CONCESSIONS: Will sell Ex on Long and Short-Range Galleries. We carry Hanky Panks only. Will book all kinds of Hankies. Especially want Glass Pitches, Photos, Derby Racer, Jewelry.

SHOWS: Can place Wildlife (Burton, contact). Glass House, Monkey-Animal, Motordrome, and any good and novel-type family Show. Snake Show (Renton, contact).

HELP: Want for No. 2 Unit, Foremen for Ferris Wheel, Merry-Go-Round, Kiddie Rides, Chairplane and Frolic. Second and Third Men on all Rides. Want Paratrooper and Rolloplane Foremen. Winter quarters now open, Mary and John Kupinsky, contact Art Lewis. Have good proposition for manager for office-owned Custard and Popcorn. Kenneth Johnson, contact. No. 2 UNIT OPENS SUMTER, S. C., MARCH 31, FOR SHAW A. F. BASE PAYDAY. Can place Sit-Down Grab for this spot. (Have for sale several Grind Show fronts, priced to sell!

JOHN VIVONA, Box 1562, Sumter, S. C. Spruce 5-2828 (no collects).

LAST CALL Can place Wildlife, Funhouse, Monkey Show and any other Shows not conflict-

OFFICIAL OPENING-SATURDAY, APRIL 9 LAST CALL Can place Scrambler, Paratrooper or RIDES Wild Mouse.

ing. Fink, answer. Also want Manager with Acts for Circus Side Show. We have everything complete. Also want Man to handle Cardiff Giant Show. Can place Foremen for Wheel, Rollo-HELP plane, Octopus, Tilt, Rockoplane and

Can place Photos, Age, Scales, CONCESSIONS Short Range, String, Basket Ball, Fishpond, Ball Games and any other legitimate Concessions that work for stock. (Arkey, Lee, West. Chism, answer.)

Herschell Kid Ride. Also Second Men on all Rides. Must have license and drive semis. Top salary. Long season to the ones who can cut it, plus bonus. Winter quarters open. Huff, Frenchy, Blue Eyes, Rex Hayl, Hilton, Little Joe and Heffner, come on in. Also all others who are contracted. Address all mail and wires

LLOYD D. SERFASS, Owner, Henderson, N. C. Phone Joseph Gilman, Secy., GEneva 8-7238, Henderson, N. C.

KEYSTONE STATE SHOWS' second unit opens early in May. All celebrations, no still dates. Watch for future

## ATTENTION, CONCESSIONAIRES!!

Can Book for Full Still Date Route the Following:

HANKY PANKS of all kinds, Center pitches, Age & Weight, Novelties & Hats, Jewelry and Photo Galleries. Do not need Corn, Apples, Floss, Snow, Eats or Drinks.

Also have many fairs and celebrations where Hanky Panks of all kinds can be placed. Give full details in first letter. No phone calls, please. Write at once to:

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WILL PLACE IN GOOD PARK

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UNTIL AUGUST

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### GOLD BOND SHOWS OPENING MAY 13 - 9 BIG DAYS

Want Hanky Panks only. Want Novelties, Age and Weight, Ice Cream, Hats, Duck Pond, Cigarette Shooting Gallery, Ball Games, Records, Bushel Baskets, Milk Bottles, Coke, Pitch-Till-You-Win, Roman Targets; Bear, Bird and Glass Pitches; Dart Games, Bowling Alley. Can place Shows. Want 5-in-1 or will furnish complete equipment to reliable Operator. Also want Operator for Snake Show on Trailer, 64-ft. front. Can place Drome or any worth-while attraction. ALL REPLIES:

MICKEY STARK, Winter Quarters Fairgrounds, P. O. Box 229, Mt. Sterling, III.

15 Rides — Heart of America Shows — 6 Shows OPENING APRIL 5, BARTLESVILLE, OKLA., DOWNTOWN LOCATION

SPRING ROUTE INCLUDES 5 ARMY PAY DAYS, 6 WEEKS IN KANSAS CITY AND OMAHA, FOLLOWED BY 17 OF THE BEST CELEBRATIONS AND FAIRS IN OUR TERRITORY. SEASON CLOSES OCTOBER 10.

RIDE MEN: Have openings for Foremen. Top pay, good treatment, must drive. Second Men with drivers' licenses No cars. Winter quarters open.

RIDES: Will book Pony Ride, Coaster, Scrambler, other Rides not conflicting. SHOWS: Big route for Girl Show with own equipment, need only one. Will book Side Show and Grind Shows. Need Man for Fun House and Front Gate.

CONCESSIONS: Derby, Age and Scales, Short Range, Long Range, Photos, Nickel Pitches, some Hanky Panks. Good route for Penny Areade, Direct Sales of all kinds. Contact

all kinds. Contact
TED CORY, MGR., Roland Hotel, Bristow, Okla.
ALL PEOPLE CONTRACTED ACKNOWLEDGE THIS AD.
Phone calls 6:00 to 7:00 p.m. only (no collects). Show leaves winter quarters April 1

### LEE'S FUNLAND SHOWS

(22 Weeks) TROY, N. Y.

HAVE CONTRACTS FOR GOOD SHOW-PROVEN SPOTS IN N. Y. STATE & VERMONT — SHORT JUMPS.

CONCESSIONS: Want neat Cookhouse, Glass Pitch, Novelties, Age & Scales, and few other Concessions. (NO FLATS).

SHOWS: Want Girl Show with own equipment, any other Shows, Fun House, Dark Ride. RIDES: Want Scrambler and one other major Ride not conflicting. Can place Pony Ride due to disappointment. Lou Clark, can use your Ride Front Location. Larry Sanders (Girl Show Operator), call me collect, Roy. (No collect wires or phone calls.)

LEE HILT or ROY PEUGH, 47 Bank Street, Troy, N. Y. Tel.: A\$ 2-0895.
ROY PEUGH, R.D. =1 Weterford, N. Y. Tel.: Troy, CE 7-8259.

### CAN PLACE

Grinders, Inside Lecturers and Ticket Sellers on Nature's Mistakes, Freak Animal Show. Opens with Royal American Shows first week in May at the Memphis Cotton Carnival. Always in the market for freak, strange and unusual domesticated animals,

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Large, Beautiful Grains of White Corn

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### WANTED

AGENTS FOR STOCK STORES. ALL WHO CLOSED WITH ME LAST FALL. WRITE OR COME ON, ("Red," who left in Independence, can place you.) Winterquarters until March 28, then Orange, Texas, opening April 1.

CHARLIE ELDER

c/o Byer Bros.' Shows Box 306, Coushatta, La.

### FOR SALE

#12 Eli Wheel, with or without Fruehauf Trailer: #5 Eli Wheel, with or without Dodge Truck: 1 Transformer Truck with 75 Kw.; 1 Transformer Truck with two 50 Kw.; two Bingo Games, 20x60,

> BOB ROBINSON Clear Lake, Iowa

LIKE NEW CONDITION, ALL FACTORY BUILT MERRY-GO-ROUND, 24 Aluminum Horses, 2 CHARIOTS; COASTER, Schiff road model; BOATRIDE, steel tank, 24 capacity; KIDDIE RIDES; FERRIS WHEEL, cage type. 2 AUTO RIDES; 2 STREET CARS; 2 ROCKETS; 2 MIX-UPS; 1 TRAIN; 1 FLYING HORSES and others.

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### FOR SALE DILLINGER CRIME CAR EXHIBIT, \$1,000.00

Stored at E. Hoffmans, Shirley St., at Highway 41, Gibsonton, Florida. Phone: Tempa 40-36-21, or write owner, TOM HUGHES 101 S. Kenmore Ave., Hollywood 4, Calif. P.S.: Exhibit can be booked on Penn Premier Shows.

### RAY BOWEN or ROWMAN

Elephant Man formerly with George King. Have year-round work for you. Contact:

SPORT MATTHEWS The Billboard, 390 Arcade Building

### HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y. Open all year round

Wants Freaks and Novelty Acts. State salary and particulars in first letter.

## SLA's Prexy's Party And Banquet Merge

**Record Past Presidents Turnout** Made for Meeting Called by Olson

Continued from page 44

of governors, Masterson, Fager and cepts of brotherhood." Wynne, all Showmen League members, were introduced to the group.

Before closing their meeting, the board voted to merge the previously appointed committees for the presidents party and the banquet and ball into the banquet and ball. As a result, Maurice (Lefty) Ohren and Sam Levy Jr., will be cochairmen, with Bill Carsky, Bernie Mendelson, Charles Zemater Jr. proceedings. and Frank Taylor as the other members.

died June 7, 1957, for Doolan's all in Chicago.

from those traditionally set for both | high ideals and philanthropy. Dooits and the Showmen's League con- lan, Dufour pointed out, in his revention activities. Prior to the start | cently executed will, left the League of the closed session of the board \$6,750 and "symbolized our con-

> A moment of silence was observed in honor of T. Dwight Pepple, a League member, who died early Thursday morning (17).

J. L. Clayton, president of the Showmen's Guild of Australia, attended the general meeting and gave high praise to Olson for the manner in which he conducted the

Reported on the sick list at the regular meeting were O. J. (Whitey) In the League's formal session, Weiss, in Tampa; Pat Finnerty, prior to the board of governors Miami; Charles McDougall, Santa meeting, Lou Dufour paid tribute Rosa Hospital, San Antonio; Lou to M. J. (Mickey) Doolan, who Keller, Roy Marietta, Harry Ferris,

## Al Kunz Picks Up Velare Space Wheels

manager of Heth Shows left here for the Devil's Daughter show. The Thursday (17) for Long Beach, Heth Octopus was recently return-Calif., to arrange for delivery of ed from Everly Aircraft where it the Velare Double Space Wheels, was overhauled and King Amusewhich he purchased in January. ment has delivered a new Fun-The ride will be moved to Harry house. Batt's Ponchartrain Beach Park, Nat and Dorothy Mercy are in New Orleans where it will open quarters after a talent tour. The for business on April 10.

special meeting of the Showmen's Mercys will also produce Club Ha-League of America on convention plans. As a member of the SLA and four other units. nominating committee, he also attended that meeting on Thursday placed orders for three new Tan-

A crew of 34 men are busy in winter quarters at Birmingham, Ala., readying rides, shows and equipment for the season. Complete show will bow late in May but a shopping center unit of 11 rides is out at present and two school units will go out in April president of the club. for an eight-week tour of Birmingham schools.

A new Dodgem building is

## Panacek Adds Paratrooper; **Bows April 4**

MILWAUKEE-A Paratrooper. kiddie ride and light plant are reported as additions to Belle City Amusement Company as plans go forward for an April 4 opening on a lot here at South Sixth and West Virginia. The early opening has been scheduled because work starts May 1 in converting the lot into a

Belle City fairs start July 21 at Tomah, Wis., and end September 27 in Reedsburg, Wis. Nine Wisconsin fairs, plus two in Michigan, have been signed. In addition, the show repeats at a July 4 celebration in Burlington, Wis., and also has 10 weeks of street festivals and lot Peggy Hirsch and Pat Rickter. dates around Milwaukee.

Owner Chuck Panacek, who has his Scrambler and Paratrooper in Peggy Heiman and Estelle Bell in Florida, is scheduled to return here March 20. Staff includes Dotty Panacek, secretary; Joe Henke, advance; Bill Conn, lot man; Charles McBride, mechanic-electrician, and was reported a big success. Pro-Heinie Winkler, press.

CHICAGO-Al Kunz, owner-being constructed and a new front

Galyon Siamese Twins will be fea-Kunz was here to attend the tures of the Heth back-end and the vana, Hawaiian Village, Side Show

Kunz disclosed that he has dem wheel semis to carry the Dodgem and Tilt-a-Whirl, Chevrolet tractors and one Chevrolet pick-up.

He will attend the March 24 meeting of the International Showmen's Association on his return from California. Kunz is 1960

## McCrary Buys Sky Wheel

NORTH TONAWANDA, N.Y. -The Allan Herschell Company has received another order for one of its new Sky Wheels, this one from E. D. McCrary, former owner of 20th Century Shows and now an independent ride operator.

George Moses, Allan Herschell sales manager, said orders on the wheel are being taken still subject to final pricing and delivery.

### Miami Fem Club Names Nom. Group

MIAMI-The Ladies' Auxiliary of the Miami Showmen's Association has appointed its nominating committee which will organize a slate of officers for 1961.

Named to the committee were Agnes Grosso, chairman; Virginia Feldman, Kay Leisure, Lola Kockonover, Evelyn Taylor, Alberta Mack and Rose Lang. Alternates are Kitty Glosser, Dora Pierson,

A fashion show will be held in the clubrooms on March 16 with charge. Members will do the modeling. A hit-the-road party is set for March 19.

The past-president's card party ceeds went to the old-age fund.



### USED RIDES FOR SALE

Ride Quantity
Flying Coaster (1)
Caterpillar (2)
Merry-Go-Ro'd (4)
Dodgem Build'g (1)
Dodgem Cars (24)
Twister (1)
Looper (1)
Hot Rode (10) Hot Rods Roller Coaster (3) Auto Jolly Cat

Chair Plane G-16 Train "1865" Min. Train Turnpike Jr. Hot Rod Buggy Rocket Ship Tank Ride (1)
Roto Whip (1)
Tubs-of-Fun (1)
Many, many more.

No lists furnished. State what you want.

R. B. McFADDEN County Road, Clarence Center, New York OXford 0835

## SHOW TENTS

Manufacturers of Concession Tents,

> Merry-Go-Round, Cookhouse Tops

LARGE TENTS for RENT or SALE For any purpose

ACE CANVAS CORP. 103 Greene Street Jersey City, M. J. Phone: DE 2-6893

WANTED

intendent and Maintenance Man, 48 years of age, 34 years spent in park. Knows Roller Coaster and most major and kiddy rides. Best of references. Have 60-piece modern Arcade and Skee Balls. Would like to book.

KELLY M. INGOR 213 Electric Rd. Salem, Va. Tel.: Roanoke, Va., EM 6-7087

### New De Luxe MINIATURE GOLF COURSES by ARLAND

New Designs-125 Styles of Holes-Fully Carpeted ARLAND, 7 TOBY LANE JERICHO, L. I., N. Y.

America's Oldest and Finest **Builder of Miniature Golf Courses** 

### WANTED TO BUY 40 x 80 and 50 x 100 and 20 x 40

TENTS Must be flame resistant and in good

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### GASOLINE DRIVEN AUTO TRAIN

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### FOR SALE

CIRCUS ROLLER RINK BLOOMINGTON, ILLINOIS

Building, 165x85; floor (no posts), 60x150; 5-room apartment, oil heat; automatic heat (gas) for rink; 33x32 maple floor, acoustic ceiling,

BERT DOSS

1606 So. Main Bloomington, Ill.

## Westbrook Names 200 To Posts at Miami Club

more than ever before, has been chairman, Newell Taylor and Dutch Saltus, set up by Harry (Buster) Westbrook to populate the committees of the Miami Showmen's Association. The directors this year are increased in number from 50 to 65. In addition, 24 "Miami Beach Newell Taylor, Willie Lish, Louis Bell, representatives" have been appointed, plus a "convention committee."

follows:

Directors - Zelig L. Bass, Louis Bell, Leo Bistany, Shep Blumberg, William C. Bryant, John Campi, Johnny Canole, S. Tommy Carson, Is Cetlin, Ben Cohn, Dick Dell, Jack Essner, Nate Farber, Dave Fineman, Patty Finerty, Ben Glasberg, Ep Glosser, George Gordon, Max Goodman, Specs Groscurth, Joe Grosso, Al Hamid, Carl Hanson, Jeff Harris, Eddie Horwitz, Al Howard, Harry Katz, Al Kuntz, Lew Lange, Charles Lenz, Murray Levitt, Art ster, Alexander Cunningham, Sid Markham, Lewis, Morris Lipsky, Willie Lish, Joe Mar- Christmas baskets - Whitey Tara, chairchiano Jr., John Miller Sr., Harry Modele, man; Mike Roman, Alton Pierson, Nate Bob Negus, Pete Norman, Paul Olson, Roland Page. John Portemont, Abe Prell. Hornfield, Spots Motola, Willie Lish, Nelson Louis A. Rice, Mike Roman, Harry Ross, Dutch Saltus, Harry Schreiber, Claude Sechrest, Jimmy Stabile, Jimmy Strates. Joe Straus, Whitey Tara, Newell Taylor, Mickey Nate Farber, co-chairmen; Sydney Daniels, Timmins, Dominie Vivona, Rip Weinkle, Bucky Allen, Lew Lange, Jack Weiss. Pub-Harry Weiss, Jack Weiss, Dutch Whiteside licity - Irwin Kirby, chairman; Roy Jones, and John Wilson.

Harry Ross, (Canada) Willie Lish, (East) Mickey Timmins, Lew Lange. Shep Blumberg, (Midwest) Louis A. Rice. Maintenance - Ben Glasberg, chairman, Eddie Horwitz, co-chairman, Al Hamid, Vic Hamid, R. G. Brown. Finance - Bill Cowan, chairman, Dave Endy, Bob K. Parker, Nate Farber, Max Goodman. Picnic - Mike Roman, chairman; Joe Ross. co-chairman, Jimmy Stabile, Sam Generallo, Tom Sharkey, Lou Kramer, Dixie Malanga, ack. A few seasons later he joined Hymie Rosenblum, Paul Vilco, Nelson Wil- Polack Bros. as a promoter and kins. Funeral and cemetery - Mike Roman, chairman, William J. Tucker, Jimmy Finn, Harry Heiser, J. D. Frisbie. Relief - Mike Roman, chairman, Jimmy Stabile, Joe Ross. Entertainment - Joe Ross, chairman, Mike He retired from the Polack show Roman, co-chairman, Jimmy Stabile, Tony Mason, Joe Boston, Larry Marcassio.

House - John Campi, chairman. Ben Glasberg, Charles Wright, John Hoffman, Tom Sharkey. Eddie Horwitz. At Hamid, book acts. He intended to give up Joe Marchiano Jr., Earl Bennett, John O'Rourke, Milton Finkelstein, Bill Roe. Bar - Harry Schreiber, chairman, Rip Weinkle, Harry Katz, Bob K. Parker and and means - Newell Taylor, chairman, Louis A. Rice and Morris Lipsky, co-chairmen, John Portemont, Midwestern chair-Charles Wright, award books chairman, and Phil Cook, Al Kuntz, Hal Eifort, John Campi, Johnny Canole, Roland Page, Wil-Jiam (Bill) Page, George Gordon, Ben Cohn, fer, Wheaton, Ill. Pete Norman, Rod Link, Morris Vivona, Ep Gloser, Paul Olson, Lloyd Serfass, John Hoffman, Dave E. Fineman, Harry Schreiber, Joe Marchiano Jr., Bucky Allen, Ben Glasberg, Danny Dell, Jack Essner, Specs Groscurth, Is Cetlin, Barney Corey, Al Dorso, Harry Modele, E. E. Farrow, Sam Prell, Ben Herman, Harry Weiss, Jack Weiss, Al Hamid, Bob Negus.

By-laws - Wallace N. Maer, chairman, Jack Weiss, co-chairman, Bill Cowan, Lew Lange, Phil Cook. Building management -Sam Prell, chairman, and all officers, Building emergency - Sam Solomon, chairman, William J. Tucker, Clif Wilson, Nate Farber. Blood bank - Whitey Tara, chairman, Charles Wright, co-chairman, Whitey Byus, Ben Glasberg, Sydney Daniels, Alton Pierson, Mike Roman, Al Rossman, Jimmy Stabile, Barney Tassell, Pud Hartman. Bingo - Harry Weiss, Joe Cenname and Guy Markley, co-chairmen, Tommy Arger, Al Dorso, Danny Dorso, Howard Drayer,



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### WANT NOW

Foremen for No. 5 Wheel and Merry-Go-Round, Man to handle Kid Rides. Also Electrician, must be able to handle Diesels and wire large show. All must drive. Want Second Men and other useful help. Write. Winter Quarters now open. Long season.

JACK RUBACK ALAMO EXPOSITION SHOWS San Antonio, Tex. 2240 E. Houston

MIAMI - A list of 200 names, Bib Negus, Gene O'Donnell, Max Pincus, co-chairmen. Tylers - Russ Erdell, chairman, Joe Aarons, Vic Hamid, Eddie Horwitz, R. G. Garner.

Membership — John Miller Sr., chairman, Lew Lange and Ben Glasberg, co-chairmen, Nate Cutler, Phil Cook, George Gordon, -Alton Pierson, chairman; Jimmy Stabile, Complete committee list is as Whitey Tara, Rip Weinkle, Ben Glasberg. Convention - Max Sharp, chairman; Bob K. Parker, Sydney Daniels, Leo Bistany, Max Goodman, John Vivona, Oscar Buck, Sam Prell, Ben Weiss, Bill Cowan, Bucky Allen and all past presidents. Auto award Coleman, Phil Cook, Sydney Daniels, Danny Dell, Jack Essner, Nate Farber, Dave Zelig L. Bass, Newell Taylor, Fights — Harry Katz, chairman; John Campi and Art Lewis, co-chairmen.

Christmas party - Sydney Daniels and Willie Lish, dual chairmen; Nelson Wilkins, Jack De Marco, Al Goldstein, Robert Main-Farber, Lew Lange, Harry Schreiber, Bill Wilkins, Newell Taylor, Louis Kramer, Charles Jacobs, Tom Sharkey, John Campi. Banquet and ball - Max Sharp, chairman; Phil Cook. Presidents party - Max Sharp, Ambassadors of good will - (West) chairman; Rip Weinkle, Nate Farber,

### Pepple Dies

· Continued from page 45

promoter and uncle of Irving Polspecial agent. Next he went to Russell Bros. as agent until 1939, when he rejoined Polack as agent. two years ago and opened an office in Chicago to produce and promote shopping center shows and to the office at the end of this month and write his autobiography.

Survivors include a sister, Mrs. Charles Wright, all co-chairmen. Ways Ada Blanche McCormick, Escondido, Calif.; a niece, Mrs. Henry R. Stauffer, of Ashland, O.; a nephew, man, Shep Blumberg, Eastern co-chairman, Col. George E. McCormick, Escondido. Calif., and several great nephews, including Richard Stauf-

### Legitimate Shows

Continued from page 52

(Memorial Coliseum) Evansville 29; (Ellis Aud) Memphis, Tenn., 30-April 1; (H. S. Aud) Huntsville, Ala., 2; (City Aud) Asheville, N. C., 4.

Sweet Bird of Youth: (Biltmore) Los Angeles, Calif., 21-April 16.

### Ice Shows

Holiday on Ice of 1960: (Exhn. Hall) Miami Beach, Fla., 21-27;

(Armory) Tampa 28-April 3. Ice Capades, 19th Edition: (Expo. Bldg.) Little Rock, Ark., 22-27; (University Fieldhouse) Wichita, Kan., 28-April 3.

Ice Capades, 20th Edition: (Stadium) Chicago, Ill, 21-27; (Arena) St. Louis, Mo., 28-April 3.

Ice Follies of 1960: (Memorial Aud) Buffalo, N. Y., 22-27; (Arena) Minneapolis, Minn., 30-April 17.

### Arena Routes

Georgian State Dance Co.: (Garden) New York 27-30; (Arena) New Haven, Conn., April 3 (matinee); (Music Hall) Cleveland, O., 6-7.

New York City Opera Co.: (Eastman) Rochester, N. Y., 21; (Loew's State) Syracuse 22; (Symphony Hall) Boston, Mass., 23-24: (Bushnell Aud) Hartford, Conn., 25-26.



Opening middle of April, Indianapolis, Ind.

CONCESSIONS: Can place Foot-Long, Pronto Pups (must be clean and attractive) Age and Weight, Hoopla, Duck Pond, Pitch-Till-You-Win, Short Range, Balloon Darts, Bird Pitch, Coke Bottles, High-Striker, Glass Pitch, Ball Games or any clean, legitimate Concessions that work for stock. (Roy Dearduff, contact me at once.)

HAVE BINGO, POPCORN, FLOSS AND SNOW BOOKED.

RIDE HELP: Can place Wheel Foreman and Kiddie Ride Foreman, Second Men on all rides. Must drive semis and have licenses. No cars.

SHOWS: Can place Glass and Funhouse, Snake, Fat, 10-In-1 and Monkey. NO GIRL SHOWS. (J. W. Roach, Contact.)

FOR SALE OR TRADE—Special-built 24 ft. Office Trailer ready to go. Will trade for rides, trucks or other equipment.

Contact ERNIE ALLEN, MGR., 1818 Spang Ave., Terre Haute, Ind. Phone NOrth 3321. No Collect Calls

## NOVELTY EXPOSITION SHOWS

"A Strong Show With a Strong Route" BOOKED SOLID --- BOOKED SOLID

WE HAVE A GOOD ROUTE OF FAIRS AND CELEBRATIONS. WE PLAY THE 10,000 CRESTONIANS CLUB JULY 4 CELEBRATION-4 BIG DAYS, 4 BIG NICHTS-CRESTON, IOWA-BANDS, FREE ACTS. FIREWORKS AND BOAT RACES.

HELP WANTED-Foremen for #5 Eli Wheel, 8-Tub Short-Arm Octopus, Second Men on Tilt, Octopus, Wheel and Merry-Go-Round.

RIDE SUPERINTENDENT-Who knows above rides and can handle same. An exceptionally good job for a good, sober man. (BILL PRATT, contact).

Best of working conditions for all above. Good salary and bonus if you stay. Best of equipment. Short jumps, only one stand a week. Best of motor equipment. All must drive semis.

CONCESSIONS-Can place small Cookhouse or Sitdown Grab, Photos, Long and Short Range, Pitches, Hanky Panks. We carry only one of a kind. SHOWS-Place Shows with own equipment.

JESS WRICLEY WANTS AGENTS. All who have worked for him in the past, contact in care of Show.

P. O. Box 8301

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OPENING TEN MILE ROAD & GRATIOT AVE., APRIL 1-10; ECORSE RD & HARDING, APRIL 12-24

and Fairs to follow thru November.

Want Major Rides not conflicting with Merry-Go-Round, Wheel, Tilt and Rollo. Can use three good Kiddie Rides. Good treatment and low percentage to all.

Well selected and tested route of Celebrations Good territory for Penny Arcade and Dark Ride. Grab Joint, Hanky Panks and Photos, all do well here. NO FLATS or doubtful games. Help wanted for office-owned Concessions.

### COOK AMUSEMENT CO., Inc.

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C. T. LOWERY, General Agent & Assistant Manager. FOR BOOKINGS CALL, WRITE OR WIRE C. O. STEWART, SECY.-MANAGER 11323 BRAMELL AVE., DETROIT 39, MICHIGAN. PHONE KENWOOD 4-5969

## JIMMIE CHANOS SHOWS

Opening April 29, Muncie, Ind.

CONCESSIONS: Want legitimate Concessions of all kinds, Ball Games, Pitch-Till-You-Win, Balloon Dart, Scales and Age, Long Range Shooting Gallery, Short Range Shooting Gallery, Glass Pitch, Pottery Pitch, Bear Pitch and Fishpond.

SHOWS: Girl Show, must have two or more girls, any other family-type Shows with own outfit. Can use Penny Arcade.

RIDE HELP: Flying Scooter, Rolloplane and Ferris Wheel Foremen. Also want Foremen for Kiddie Rides. Prefer man who repairs organs. Ride Help who are working for us, report at Greenville, Ohio, Winter Quarters April 20. Also want Transformer Electrician.

COMMITTEES, we have a few open dates for Ohio and Indiana. This show has 14 rides, owned by office.

All replies to JIMMIE CHANOS, 709 East 4th Street, Greenville, Ohio

### CONCESSIONS WANTED

Shrine Circus, April 3-7, Cincinnati, Ohio. Want Hanky Panks, Photos, High Striker and Glass Pitch.

> H. REED Box 83, Newport, Ky.

36-56-126 KW Diesel Electric Sets with operator (on wheels)
105 KW Portable 1/2 Mile Race Track Lighting. Complete with Diesel Power Flants.
Write or Call

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### LAST CALL LAST CALL LAST CALL CRAFTS EXPOSITION SHOWS

SHOW NEWS

OPENS YUMA, ARIZ., APRIL 6-10 RIDE FOREMEN & SECOND MEN, REPORT TO WINTER QUARTERS 7283 Bellaire Avenue, North Hollywood, Calif. Show leaves for Yuma April 2.

WANT TRUCK AND SEMI DRIVERS MUST HAVE CLASS-A CHAUFFEUR LICENSE

We can help you get your Chauffeur's License. Have openings for Electrician (transformers), good Carnival Mechanic, useful People in all departments. Can also use 3 more Ticket Sellers. All answer to:

CRAFTS 20 BIG SHOWS, INC. 7283 Bellaire Avenue, North Hollywood, Calif. Phones: POplar 5-0909, POplar 5-0320 - Nights: POplar 6-2737 

### ATTENTION, SHOWMEN!

Opening Columbus, Ga., March 28-April 2, downtown location, followed by Montgomery, Anniston and several other large, outstanding cities in Alabama. This is an outstanding spring route.

CONCESSIONS: Prize-Every-Time Games, American Palmistry, Long and Short Range Galleries, Age and Scales, Novelties, Derby Races and Penny Arcade. Eats—Pronto Pups, Custard, Waffles and Chocolate Dip. SHOWS: High-class Wildlife, Fun and Glass Houses, Motordrome, Sideshow, Big Snake or any outstanding attractions. RIDES: Dark Ride, Scrambler, Coaster, new and novel Kiddle Rides. RIDE HELP: Foremen for three Wheels and Tilt. Must have licens and be capable semi drivers. If you drink or drive a car, don't apply. Address all replies to

PAGE COMBINED SHOWS, TAMPA, FLA. Phone: REdwood 6-3094 until March 25, then Showgrounds, Titusville, Fla. P.S.: All people contracted with show contact immediately.

### JAMES H. DREW SHOWS

WINTER QUARTERS NOW OPEN

Wanted: Ride Men in all departments. Also capable Foremen for new trailer-mounted Paratrooper and new 12-car Scooter. Want Second Men on all Rides. Must be licensed semi tractor drivers. CONCESSIONS: Have opening for Long and Short Range, Photos, Novelties, Prize-Every-Time and outright sales. NOTE! John Barfield, answer. SHOWS: Want to hear from family-type Grind and Bally Shows.

All address JAMES H. DREW SHOWS P. O. Box 899, Augusta, Ga. Phone: REgent 3-3190.

### VIRGINIA GREATER SHOWS

Opening Suffolk, Virginia, Mid April

WANT Bingo for opening spot, Popcorn and Candy Apples, Photos, Long and Short Range Gallery, Novelties, Age and Scales; one Ball Game open. Agents for office-owned Hanky Panks. Will book any kind of Hanky Panks.
WANT Side Show Manager with acts (Gene Kite, answer), Girl Show Manager with two or more girls. Want Funhouse, Wildlife, Unborn, Monkey Show, Freak Animal, Pany Ride. Will book Rides not conflicting. Mail and wires to

> WM. C. (BILL) MURRAY P. O. BOX 461, SUFFOLK, VIRGINIA

## WM. T. COLLINS SHOWS

Want Cookhouse that will cater to show people. Also place Hanky Panks of all kinds. Want Fun House and other Grind Shows of merit. Want Electrician that can handle big show, experienced with transformers. Must be sober, reliable, have references and drive truck. Highest wages. Address: 801 E. 78TH STREET, MINNEAPOLIS, MINN.

### MOTOR STATE SHOWS

12 RIDES—Want for long season Fairs & Celebrations Mich., Ohio, Ind., and late fall Fairs Miss., Ala. Open near Detroit May 1. Cookhouse, Hanky Panks, Corn, Apples. Floss sold. One Alibi, must have Hanky Panks, Hi Striker, Long and Short Gallery. Help: Foremen on some Rides, Second Men that drive. Must be entirely reliable. Want Scenic and Show Painter now.

> J. J. FREDERICK 2263 Newton, Detroit 11, Mich.

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WANT SHOWS: Can place family-type Shows and Fun House.
CONCESSIONS: Short and Long Range, Center Pitches, Novelties, Cookhouse, Jewelry, Photos, Ball Games, Darts, Pitch-Till-U-Win, or any type Concessions working for stock.

RIDES: Can use two Kiddie Rides.
HELP: Can use First and Second Men on all rides that have license to drive semis.
FOR SALE OR TRADE: Complete set of Arcade Machines, around 50, all good, enough to frame an arcade, priced right or will trade for Bulgy, or any Kid Ride that is in good shape. RAY WILSON, Owner; R. D. REID, Mgr., Astoria, Illinois.

### USED CANVAS FOR SALE

2-good A. H. Little Beauty Merry Tops, \$50.00 each; 1-100 ft. Little Beauty Sidewall, \$30.00; 8 - Rocko car covers, \$20.00; 2 - Caterpillar Ballies, \$15.00 each; 1 small front marquee and 2-25 ft. pces sidewall, \$35.00; 1-24x34 gabie end Top, only \$35.00; 1—100 ft. 8-ft. striped sidewall, \$50.00; 1—80 ft. khaki sidewall, \$25.00; 1— 8x8 top and sidewall, no bally, \$10.00.

SUNSET AMUSEMENT CO. 701 N. Main St.

Excelsior Springs, Mo.

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For summer season. Grind Stores of all kinds. Have building for same. Novelties open. Ray (The Fat Man), call me.

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Olcott Development Corporation, Olcott, New York.

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STOCK TICKETS

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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 BACH 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.

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Algar. R. E.
Allen, Dale H. Allen, David Anderson. M. Anderson, Norman Armentrout, F. S.
Arnold, J. C.
Arnold, R. P.
Ashley Bonnie
Ashley Charles
Aston. Eddie J.
Atterbury, R. L.
(Bob)

Auby, Req Augustus, James Auskings, Clarence D.

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Barwick, A. E.
Battles, Arthur H.
Bauman, M. J.
Beamon, Joe E.
Bearden Eari
Bearden J. H.
Bearden J. H. Beattle, Robert Beecham, Floyd Beecham, Glen Beecham, Glen
Bell Frederick
Bell, H. T.
Bell, Walter L.
Benedickt, A.
Benfield, N. R.
Bennier, J.
Berge, Richard
Berosik, George
Berretta, R. A.
Berry, A. J.
Beverly, Fred
Bickford, P. J.
Bie, Frank (Big

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Collins, Ricki Cook, Bili Cook, Harian Cook, L. L. Cook, Robert Cooke, J. M. (U. S. Reptile & Jungle Circus) Cooper Bobby Cooper, L. S. Cooper, Noah Cooper, Noah
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Corlin, D. R.
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Costello, Victor
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Covington, Craig
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William Dant, D L.
Dante, Fred
Darden, O. C.
Darling, V. E.
Davidowski, D. C.

Curry. Garland Curtis M T

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Delaney Jr., Cari f.
Delawater, Leroy
Demers, J. M. Demers, J. M.
Depantis, Frank
Depover, W. J.
Dickerson, Albert
Diggers, Lewis
Dillon, J. L.
Dillon, Juanita
Dipple, C. A.
Dobbins, L. D.
Dodd, Jerry
Dodd, L. C.
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Gerhardt, F.
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Glison, Deloss H. Goeman Robert De Wayne Goldman H S.

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Jackson, Peggy
Jackson, Sam R.
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James, Dennis
James, Henry

Jacques, Eugene

James, Jessie

Jeffery, Esasc Jenkins, Ronaid

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Johnson, Dennis R.

Johnson, William Johnston, Santord

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Kelly, Pete Kemp Darrell

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Lopez, Pete

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Green, Ralph E. or
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Mable Green, W M.
Grengs, Patrick D.
Griffin, Leroy
Griffin, Vernon
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Hammonds, Lawrence
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Hanson, Forest (Bud)
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Harrison, R. E.
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Harris, T. L.
Harrson, James W.
Hart, Donald Dean
Hart, Thurman
Hartman, Ronald
Harvey, Charles
Harvey, Donald L.

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Knight, Danny E.
Kolaski, John W
Kotum, George
Kozy, Frank J.
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Knight, Danny E.
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(Continued on page 60)

FOR SALE OR TRADE Two late model Evans Long Range Galleries on Dodge and Chevrolet: 10-Car Allan Herschell Auto Ride: Smith & Smith Chairplane, has 20-foot tower, Kiddie Airplane, G-12 Train, Live Pony Ride, 10 Tops and Frames, 10 late model

George (Red) Heller Box 215, Kennett, Mo. Phone: Tuxedo 8-4895

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Oglethorpe County Civic Club desires-to sponsor Carnival at Third Annual County Fair. Need 6-8-ride carnival. One week in September or October, 1960. Contact

R. C. HOUSER, Fair Chairman Winterville, Ca. Ph.: R1 2-2743

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Place immediately, Carpenter to work in winter quarters shop on new Dodgem and Show Fronts. Want to hear from Man that can do Publicity work and light General Agent duties ahead of the show.

AL KUNZ, Owner & Mgr. P. O. Box 5515, No. Birmingham, Ala. Western Union, Birmingham, Ala.

You won't be able to reach me by phone until after March 25th.

Phones: WO 1-5921 and FA 3-2631

### \$350 CASH REWARD

for location of

### DON YARBER

Young ride man; wife, Margaret, and small child. One finger missing, slender, short haircut, last with Dobson Shows.

> For reward, call collect. GEORGE TURNER Victor 2-9888 Oklahoma City, Okla.

### DAVID E. KELLY

About 59, gray hair, glasses, usually has Flats. Last with Thomas Joyland. Kelly, call me collect at Victor 2-9888, Oklahoma City, Okla.

Insurance claim

GEORGE TURNER

### Wanted for Unit #2 JOHNNY DENTON SHOWS OPEN APRIL 1

Pin Store Agents, Razzle Store Agents, Skillo Agents, Six Cats Agent and Gunner, Pea Pool Dealer. Chet, Danny Duling, Durham, Brownie, Billy Van Doren, call me.

### WILLIE LEWIS

ATlantic 2-4933 RICHMOND, VA.

### FOR SALE

G-12 Train: Allan Herschell Coaster, \$4,500; used in park weekends only. Midgo Racers, other Rides. Complete Arcade, 28x48, blue top, etc.

J. J. FREDERICK Detroit 11, Mich. 2263 Newton

### FOR SALE

Allan Herschell Two-Abreast Little Beauty Merry - Go - Round, fluorescent lighting, electric motor, wooden horses, excellent condition, complete with Frue-hauf Van, \$6,000 cash.

BERNARD THOMAS Midway 7-2407, Lennox, 5. Dak.

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New Wells Cargo, Yellowstone, Avion Fan, Holiday Rambler, Franklin, Pathfinder, Contact me for discount on any make trailer,

"Save Money With Johnny"

JOHNNY CANOLE 8841 N.W. 18th Ave., Miami, Fla. Phone: PLaza 1-0206

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German Hot Rods, used two short seasons, newly painted, excellent shape, 325 ft. track, extra spur, single phase rectifier, ride good as new. Reason for selling, don't have room for it. Bargain. Address:

ALEX DE FLOREO 1626 Samms St. Port Orange, Fla. Telephone: C. L. 3-3475

> Thank You MR. & MRS. DAVID ADAMS World of Mirth Shows

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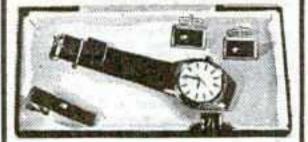
JOHNNY CANOLE N. W. 18th Ave., Miami, Fla Phone: PLaza 1-0206

### WANTED

Rides for "Fourth of July Celebration" at Tuscarawas. Write Chamber of Commerce Tuscarawas, Ohio

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

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Going! Going FAST! CLOSE-OUT WATCH SETS

Men's Jeweled Watch—Expansion Band—Matching

Cuff Links & Tie

A big seller at TWICE THE PRICE! Handsomely packed in satin-lined gift box. While supply lasts! Rush your order TODAY. Min. order 6. 25% cash with order, bal. C.O.D.



BOXED Jewelry SETS

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SAMPLE UNIT .....\$12.95 6 or More..... 10.95

New 1960 Catalog Now Available. "World's Largest Premium Supplier"

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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.

HAPPY BEAR



Called Nikita, this toy bear is mounted on rockers and rolls, stands on his front paws and has what is called a magic walk. No motors, wires or strings are needed to make him perform .-Tigrett Industries, Toy Division, Jackson, Tenn.

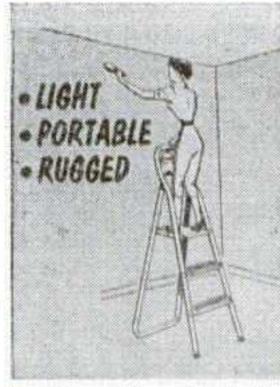
### INSECT PINS

Both insects and crustaceans, made in colorful straw, are mounted on pins. Each is about 31/4 inches long. Included are dragon flys, crayfish, bees, ants. Imported from Italy. - F. O. Merz, 104 North 63 Street, Philadelphia.

### CANDELABRA

Butterfly styling on candelabra. One model has three candle holders with circular dish in the center. Others are three and more candle holder sets. Designed by Don Duval. Retails at \$1.00. - United Wire Craft, 2120 North Southport Avenue, Chicago 14.

SAFETY LADDER

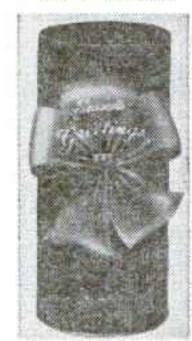


Tubular steel household ladder. It's lightweight, has a protective guard rail, rubber-tipped feet, lock, two steps and a platform. Is five and a half feet high. Retails for \$9.95.—Snyder Manufacturing Company, Philadelphia 40.

BOOT LINE

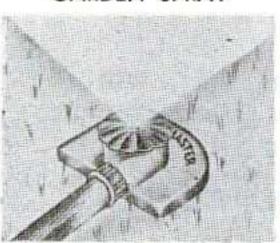
New line of Wellington and cowboy boot styles. Also carry jodphurs, engineer, paratroop and chukka boots. Leads supplied by firm. Advertising campaign in full swing; free samples, bonuses and prizes. - Jim Richards Show Company, Wellesley Hills 81, Mass.

GIFT BOWS



Bows for gift packages, each carrying appropriate slogan such as "Happy Birthday to You" or "Bon Voyage." These paper bows are, thru an adhesive, quickly and easily attached to the outside of a gift. They come in green, red and blue. Each is cellophane wrapped and is available in a file box with index on the front. - Flower-Mate, P. O. Box 82, Union City, N. J.

### GARDEN SPRAY



- Garden spray is said to throw fine, soft spray. It's all plastic, designed for new lawns or delicate flower beds. Base is 51/2 inches in diameter: 23/4 inches high. Corrosion and rust proof. No parts to wear out. Retails for \$1.29. Packaged on display cards. - Federal Tool Corporation, 3600 W. Pratt Boulevard, Chicago 45.

### COMPACT GRILL

Complete barbecue grill packs inside 21-inch suitcase. Opens to become a 21-inch adjustable grill. When lid is down it becomes a smoker. Retail price \$11.95. — Mountain Boy Products Corporation, 1020 Marietta Street, N.W., Atlanta 18.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS



MAKE YOUR REQUEST. STATE NATURE OF BUSINESS. B. PALMER SALES CO.

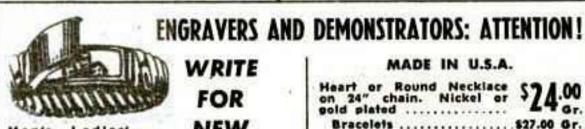
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DALLAS 10, TEXAS









Girls', Boys' and Kiddie's Expansion Photo Idents from \$4.00 dz. Boys', Girls', Men's, Ladies' Ex-

from \$3.75 dr.

CATALOG pansion Idents

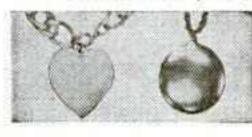
Largest assortment of Plated Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Include post-age with prepaid

WRITE

FOR

NEW

MADE IN U.S.A. heart or Round Necklace \$24.00 on 24" chain. Nickel or \$24.00 or. Bracelets ...... \$27.00 Gr.



McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.

## You Can't Beat

For Merchandise

EASTER SPECIALS ALL PLUSH sitting RABBITS. Two-color combinations in EASTER PASTELS. Large

No. 204 — 18" tall. Sample—1.50 DOZEN—12.00 No. 210 - 32" tall. DOZEN-24.00 Sample-2.50 25% dep., bal. COD., fob. Chicago. Send for FREE copy of our new CATA-LOG of premium & give-away items.

M. K. BRODY & CO., INC. 6 So. Halsted Chicago 7, III. LD Phone: MOnroe 6-9520—9521 916 So. Halsted In Business in Chicago for 49 YEARS.

Attention, Carnival Dealers, Premium and Concessioners! We offer, through importers, Silk Blend, Heavy Texture NECKERCHIEFS

and Ladies' SCARVES
Hand Rolled SCARVES
018 Neckerchiefs come
in all popular pastel and
street shades. Single
Doz. \$1.50. Sample 20e.

SRS LADIES. HEADSCARVES
Hand Rolled, 33", Extra Quality. Single
Doz. \$4.00, Sample 50¢.
SINCE 1910 (Special Prices to Jobbers)
SCARFS SALES CO. Dept. BB, Box 127, Midwood Sta. Brooklyn 30, N. Y.

EASTER CLOSEOUTS! ALL PLUSH RABBIT \$5.00 WITH SQUEAKER ACTION FRIC. & MECH. \$7.20 9-13" PLUSH HAPPY \$7.20 SAMPLES-36 pcs. only \$19.40 fob

FLASH 20" Rabbit ... \$12.00 dz. 28" Rabbit ... \$18.00 dz. I Dozen Assorted Only \$15.00 fob GIANT TV Dog .... \$12.00 dz. 2 Dozen Assorted only \$18.50 fob Free Catalog—1,000 Easter, Plush Imported Toys & Carnival Goods. REPRESENTATION WANTED

TREMENDOUS PROFITS

TEAR-GAS SELLS FAST TO THEATERS, SERVICE STATIONS, STORES, BAR-CAFE WORKERS, BANKS

Discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast; leaves no permanent injury. No selling experience needed. Handle as profitable sideline, soon you'll sell it full time. Start now! Send \$5.95 for complete demonstration kit of Automatic Tear-Gas Pencil, 10 demonstrators and 3 Tear-Gas Cartridges. Not sold to minors—state age with order.

HAGEN SUPPLY CORP. St. Paut 1, Minn.

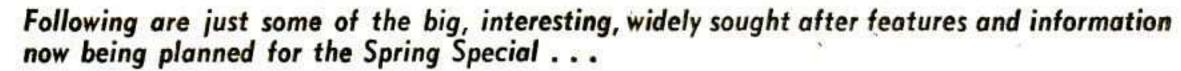
MERCHANDISE

Thousands of EAGER, ACTIVE, READY-TO-BUY READERS



## The Billboard's BIG 1960

## SPRING SPECIA Dated April 11



- Annual Ride Manufacturers Survey (no street or city. addresses will be used this year), plus
- Topical Story on the Ride Industry.
- 1960 Fair Dates, first publication this year.
- Special Feature dealing with the status of New Amusement and Theme Parks being planned; those in construction stages and those that have recently opened.
- 1960 Rodeo Dates, a field growing in importance and popularity.
- A real interesting and informative story from a "newcomer" in the Kiddieland Field . . . plus
- A Question-Answer Chart summarizing the many questions a newcomer asks and their answers.
- An excellent Round-Up Story on the broadening Food & Drink Market including equipment, supplies, prices, availability, etc.

THE ABOVE ARE JUST PART OF OUR EDITORIAL PLANS . . . THERE WILL ALSO BE SPECIAL SECTIONS ON . . .

REBUILT WATCHES . . . A growing market with plenty of action and profit. **ENGRAVERS ITEMS...**  BALLOONS . . . The growth and selling techniques. New numbers for 1960.

PARADE OF HITS . . . A preview showing of what the manufacturers will be showing this year. . . . ALL features precisely aimed at the market YOU ARE INTERESTED IN REACHING!

New for 1960, imports and domestic.

JEWELRY . . . Always popular with this market. New items, styles for 1960.

THESE ARE FEATURES BEING PLANNED FOR THE 1960 SPRING SPECIAL, IT WILL ALSO INCLUDE ALL THE LATE NEWS, DEVELOPMENTS, ROUTES, COMING EVENTS, LETTER LIST, ETC. . . .

A Special Issue containing all this vital information will be in tremendous demand by thousands of additional readers over and above our regular subscribers for months after publication. Therefore we will print

7,000 EXTRA COPIES to fill the needs

TAKE FULL ADVANTAGE OF THIS ASSURED WIDE, LONG-TIME READER-INTEREST AND EXTRA DISTRIBUTION . . . PLAN NOW TO BE PROMINENTLY REPRESENTED IN THE SPRING SPECIAL . . .

## RESERVE SPACE TODAY!

CINCINNATI 22, OHIO 2160 Patterson St. Dunbar 1-6450

NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800

CHICAGO 1. ILL. 188 W. Randolph St. Central 6-9818

ST. LOUIS 1, MO. 812 Olive St. Chestnut 1-0443

**ADVERTISING** DEADLINE WEDNESDAY, APRIL 6

> HOLLYWOOD 28, CALIF. 1520 N. Gower Hollywood 9-5831



MIDWEST WATCH CO. 5 5. WABASH AVE., CHICAGO 3, ILL

Write for free catalog



Midget Bible Only 1x182 in. Over 200 pages. Illustrated. Choice of black or white cover with gold imprint,

ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION

Either style: 90e dozen, \$6.70 per 100. \$50.00 per 1000. F.O.B. Detroit. Send 15e for sample of both. Johnson Smith Co., Detroit 7, Mich.

TOUR THEKET TO SALES RESULTS -THE ADVERTISING COLUMNS OF THE BILLBOARD!

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

● TIP BOOKS ● 歸行 BASEBALL BOOKS at very, very reasonable prices

Phone Wheeling-CEdar 3428? Columbia Sales Co. 302 Main St., Wheeling, W Va

BALLOON STICKS PENNANT CANES PLUSH TOYS—SLUM If you are a large user, write for

quantity prices. MIDWEST MDSE. CO. 1008 Broadway Kansas City 5, Mo. The Best Sales Boards and Jar Games Write for information

and prices. GALENTINE COMPANY

Dept. B. \$19 E. Jefferson Blvd. South Bend 17, Indiana

FREE! CATALOG ADULT GAMES JAR TICKETS \* MATCH PARS TIP BOOKS . BINGO and CASING EQUIPMENT Complete Supplies - wall that pit

ACE GAMES Mountacturing Company

2241 So. Initions Ave. Chicago Iff. Illinois

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54 X 72 STRIPED STADIUM BLANKET-\$1.40 Each KEROSENE COPPER

LAMP \$2.75 Dozen Sold in dozen lots only.

25% Dep., Bal. C.O.D., F.O.B. Chi. J & N COOK, Inc. 763 W Taylor Chicago 7. III. OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION. =

Truck shipments only.

GIVE TO DAMON RUNYON

## THE MARKET PLACE FOR BUYERS and SELLERS

### Acts, Songs, Gags

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y. mh28

### SHEET MUSIC EXCHANGE

be per sheet. Mail in as many or as few as you desire. If less than 20 sheets, add 10c for return postage. No special orders for specific pieces. Send correct amount of coln, curency or check with order.

### HOUSE OF YVONNE

Rt. 7 Box 875

Hemet, Calif.

TWO BEAUTIFUL SONGS AND AN ancient Zither Record for one dollar. Address: William Spross, Brenham, Tex.

25,000 PROFESSIONAL LINES! ROUTINES, Sight-Bita. Parodies. Topical gag service, too! Free catalog. Write Robert Orben, .111 E. Carpenter St., Valley Stream, N. V.

### Agents, Distributors Items

### FAMOUS MFR. CLOSEOUTS

Tie & Cufflinks Sets, \$3.75 & \$5.00 Dz.

Cultured Pearl Tie Sildes. Boxed Sets, Asst. \$9.00 & \$18.00 Dz. Eng. Pearl Sets, Boxed \$4.50 Dz. Cultured Pearl Pendants, Boxed \$3.50 Dz. Rosary Beads, Boxed . . . 36.00 & \$9.00 Dz. Children's Necks., Boxed ....\$3.00 Dz. Pins, Asst. .....\$1.75 & \$3.00 Dz.

Send for descriptive literature on other terrific values on jewelry of all descrip-tions, 25% deposit with order, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

HOSIERY FOR ENTIRE FAMILY-LADIES Nylon from \$1 doz. up. First quality on. \$4. Men's Stretchy Sports and Cotton from \$1 doz. up. Boys' and Misses' prices in line. Price list mailed on request. East Tennessee Hosiery Co., 1257 Market St., Chattanooga.

HOSIERY—LOW PRICES LADIES', MEN'S, Children's, Ladies' Nylons, packed cello bags, \$3 dozen. Prompt shipment and satis-faction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattaneoga, Tenn.

IMPORTED NOVELTY POP-ROCKET! PERfect give-away item. 15 samples, \$1. De-tails free. Gary Products, 650-B Pierce,

### BE SURE

SPRING SPECIAL ANNOUNCEMENTS MERCHANDISE SECTION

### SHOW NEWS SECTION

For many reasons why your classified ad is a MUST . . . in this BIG SPECIAL. Classified ad deadline, Wed., April 6.

### JEWELRY CLOSEOUTS

### FREE CATALOG

E102—Asst. E/rgs. Gr...... \$ 6.00 201-Plastic Wallets, asst. Gr... 10.80 E5—Stone E/rgs, etc., asst. Gr... 12.00 Et—Tailored E/rgs, asst, Gr.... 18.00 E2—Stone & Pearl E/rgs, asst. Gr.. 21.00 E130-Rhinestone E/rgs, asst. Gr. 30.00 01-Odd Lot Brace & Necks. Gr.. 15.00

Samples Regular Price 25% Deposit, Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

### BE INDEPENDENT

START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Pro-tectors. Samples of either 50e with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS Dept. B8-113, 188 State St. Albany, N. Y.

### REGULAR CLASSIFIED ADS

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

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

### DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

KOEHLER NOVELTY SIGNS SELL EVERYwhere. Comic, witty, illustrated, money makers. Samples, etc., 10c or send \$6 for 100 best sellers, postpaid, U.S.A. only. Koehler, 12 Caldwell Ave., Cincinnati 16.

NEW 7"X11" SIGNS - COMEDY, REligious, general, 50c sellers. Send for free catalog. 10 samples, \$1. Lowy, \$12 Broad-way, Dept. 138, New York 3. ch-np

RIVALING DIAMOND IN BRILLIANCE! New imported Gem! Blue-white! Hard! Guaranteed! Wholesale, \$2 per carat. Jaklagem, 2644-B, No. Western, Chicago 47.

### SALESMEN! AGENTS! DISTRIBUTORS!

\$8\$ MAKE BIGGER PROFITS 88\$ Sell RV-2 liquid Cadmium battery additive. RV-2 out-performs and outsells all others. Send \$3.00 for samples and best deal in

USONA DYNAMICS CO.

Animals, Birds, Snakes BABOONS, \$50; MINIATURE CHIMP Stumptails, \$70; Ringtails, Request illus-trated price list. Bronson Birds, 149 Fort-george, New York 40, N. Y. Williams 2-1150.

### BE SURE

SPRING SPECIAL ANNOUNCEMENTS MERCHANDISE SECTION

### SHOW NEWS SECTION

For many reasons why your classified ad is a MUST . . . in this BIG SPECIAL. Classified ad deadline, Wed., April 6.

CHAMELEONS \$15 HUNDRED PREPAID Air Mall; live arrival guaranteed, Alli-gators, Pythons, Boas, Dragons, Giant Rats, Snake Dens, \$25. Snake Farm, Laplace,

WANTED — FREAK ANIMALS OF ALL kinds. State price of each animal. Write: Georgia Game Park, Box 75, Rising Fawn,

### Business Opportunities

### BE SURE

to read

### SPRING SPECIAL ANNOUNCEMENT SHOW NEWS SECTION

For many reasons why your classified ad is a MUST . . . in this BIG SPECIAL. Classified ad deadline, Wed., April 6.

CAROLINA BEACH, N. C., FOR RENT. Beach Store and Concession Stands, Suitable Auctions, Games, Photo, Lunch Center Amusements, Sidney Abrams, Conway, S. C.

### FOR SALE

Factory of manufacturing Shooting Galleries and supplies. Fully stocked, equipped and established, successfully operated business since 1927. Priced to sell by owner, who wishes to retire.

H. W. TERPENING 137-139 Marine St. Ocean Park, Calif.

FOR SALE - LEASE AND BUSINESS. Driving Bange, Miniature Golf Course, Snack Bar, Equipment, Norman Mal, R.D. 1,

FOR SALE OR LEASE-WESTERN TOWN in New Jersey. A great opportunity and big potential. Ready for opening May 30. Box C-594, c/o Billboard, Cincinnati 22. Ohio.

FOR SALE: THE MOST UNIQUE AND UNusual Midway Attraction in the world. ideal for small exotic posing show operation. Props, costumes, trailer, and all patent rights to act. \$2,500 cash. Contact Harry Bosen, New York Costume Co., 10 W. Flub

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. mh21

PORTABLE ROLLER RINK-40'X80', COMplete. New tent, sectional floor, sound system, 100 pairs skates, skate counter, wiring, etc., \$3,850. Bertram Orr. Rt. 1, Rockvale, Tenn. Phone CR 4-4019.

YOUR OWN BUSINESS — WITHOUT INvestment! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America. Dept. D-30-B, Chicago 32. mh28

60" SEARCHLIGHTS AND PARTS, UNUSED Sperry and G. E. Lights and Generators: complete line of Parts. Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros. 15444 Hesperian Blvd., San Lorenzo, Calif.

### Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARA mel Corn equipment, Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago. III. mh21

### BE SURE

SPRING SPECIAL ANNOUNCEMENTS

MERCHANDISE SECTION SHOW NEWS SECTION

For many reasons why your classified ad is a MUST . . . in this BIG SPECIAL Classified ad deadline, Wed., April 6.

### For Sale Secondhand Goods

SUPER ROLLO-PLANE, READY TO RUN. With transportation. Albert B. Dairk. R.D. 1, Box 17, Shamokin, Pa.

### For Sale—Secondhand Show Property

ALLAN HERSCHELL TANK RIDE, PARK operated, good condition, \$2,200; complete new set Shipping Crates for #12 Eli Wheel, \$185; Band Organs, #150, \$1,500; #165, \$1,950 Both presently being completely rebuilt. E. H. Trifes, 210 Bridge, Groton, Conn. mb21

BAND ORGAN. EXCELLENT CONDITION 101 wooden whistles, 29 songs on 3 paper rolls. Howard Bigelow, 6 Loralee, Albany 5.

BAZOOKA GAME - COMPLETE WITH background and 10 guns. Ideal for park or playground. Phone BE 2-1365 or write M. Russo, 329 Bay 13 St., Brooklyn 14, N. Y.

BEAUTIFUL OLD MERRY-GO-ROUND, 42 ft. diameter, 3 abreast, 16 stationary horses: outside low 8 jumpers, 6 stationary; middle row 8 jumpers, 6 stationary; inside row 2 coaches, All hand carved wooden animals. Sunset Beach Club, Almonesson, New Jersey.

house, \$10; Pit Show (Spidora), \$8; Mouse Circus, \$5; Free Catalog, Brill, Box \$75, Peoria, III.

### BE SURE

to read SPRING SPECIAL ANNOUNCEMENTS MERCHANDISE SECTION

SHOW NEWS SECTION

For many reasons why your classified ad is a MUST . . . in this BIG SPECIAL. Classified ad deadline, Wed., April 6.

FOR SALE - CRIME CAR ON SPECIAL built semi, 1957 International Tractor, 119 volt power plant. Show framed to work streets. Price, \$3,500. Stored in Oklahoma. Write W. P. Stephenson, 2320 Lee Ave. El Monte, Calif:

FOR SALE—KING KIDDIE MERRY-GO-Round, 45" horses, excellent shape, \$2,000 or best offer, Jack Holloway, Park 25388, 5173 Davis Road, Winston-Salem, N. C. mh28

FOR SALE — KING TRAILER-MOUNTED Jr. Wheel, A-1 shape, 24-passenger Rocket Swing Ride. We will deliver within reason. Contact P&J Amusements, P. O. Box 45. Massillon, Ohio. Phone Temple 2-9487.

FOR SALE-MOBILE UNIT, SUITABLE FOR Concessions, etc. B. J. Sizer, St. James. Minnesota.

FOR SALE — PARKER 36 MERRY-GO-Round. 26 Jumpers, 1 stationary love tub, 1 seat top, 4 years. Wall 3 years. Price, \$3.250. C. H. Johnson, 327 6th St., Boone.

FOR SALE—4 KIDDIE RIDES AND TRANS-portation. All factory made. Good book-ings. A-1 condition. Don Moyer, R. R. =1, Sanborn, N. Y. Phone; REpublic 1-4210.

FOR SALE-6 PONY TRACTORS, BEEN IN storage 2 years. Factory overhauled and reconditioned, brand new in appearance and performance. \$195 each F.O.B. Cincinnati in lots of 6. Cash only, no deals. Pee Wee Valley, 1661 Summit Rd., Cincinnati, Ohio.

FOUR MAJOR RIDES FOR SALE—TILT-A-Whirl, Caterpillar, Ferris Wheel, Merry-Go-Round. Kaydeross Park, Saratoga Springs. New York. Call 35W1.

GOOD USED TENTS FOR SALE. 12 FT. X 12 ft. thru 42 ft. x 75 ft. and up. Write for Hst direct from factory, Eureka Tent & Awning Co., Inc. P. O. Box 966, Bingham-ton, New York. ch-mh28

GRAB JOINT, 8X12, ON WHEELS. FULLY equipped trailer. All new equipment. \$950. Ray Eaches, 229 Michigan Ave., Marys-ville, Michigan. Phone YUkon 4-2029.

IN NORTHERN CALIFORNIA—G-12 MINIA-ture train. Top condition: 270 foot track. Used less than one year. 1138 Sheridan Ave., Chico, Calif. Telephone Fireside 2-5967.

KIDDIE RIDES FOR SALE — MANGELS Roto Whip, Mangels Pony Cart. Guaran-teed like new, used 12 months, never out-side. Write or telephone, R. A. Markham, Jappabannock, Va.

MERRY GO-ROUND, ADULT, TWO-Abreast 32-ft. Parker, three kid Ferris Wheels, Trailer-mounted, Percell Park. South Williamsport, Pa. Phone 3-4010, mh28

MERRY MIXUP, 30 CHAIR, 20' TOWER, VE4 Wis comp. conditioned, \$1,600 Owner R. B. Eyerly, 2741 N. River Rd., Salem, Ore.

MIXUP, SUPER ROLLOPLANE, EL1 =5 Wheel, Merry-Go-Round, Octopus, trac-tors, trailers racked to haul, Wm. Dyer, Box 341 Bald Knob, Ark. mh28

SHOOTING GALLERY - 8'X16' MOVING

targets complete, guns, counter. Sell or trade. Lee Berkowitz, 116 East Westmont Dr., Dothan, Ala. SHRUNKEN HEADS, SHRUNKEN BODIES, strange attractions. Nothing like them, Free folder. Tate's Curiosity Shop, 3858 E. Van Buren St., Phoenix, Ariz. mh21

SIX DODGEM BULLPENS, EXCELLENT condition, price \$600. Russ Pace, Suburban Park, Manliue, N. Y. Call park, Overbrook 2-5471, or home, Oldfield 6-9577. mb21

SMITH & SMITH CHAIRPLANE SWING FOR sale. 22 ft. Tower, just been rebuilt, new seats, new rebuilt cylinder. Wisconsin me-tor, new wiring with dome & 150 ft. ground cable, new bearings and commutater, 20 sections of iron fence. This ride is perfect, ready to go, price, \$2,000. Reason for selling, have two. W R, Millican Jr., 554 Pine St., College Park, Ga. Phone PO 7-4404.

THE "SUPER OCTO"-THIS THRILLING Australian ride with large stay-in repeat. cap 32 adults, eight spinning cars, full parts. Price \$12,000. Joyland Amusements, J. Clayton, 845 Alderson Ave., Billings, Mont.

TRAINS - ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos details, \$1 bill (refundable). Miniature Trains, 33 B Winthrop, Rehoboth, Mass. mh21

TWO CUSTARD MACHINES, A.B.T. MOVing target background. Both in good condition. Phone BE 2-1365 or write M. Russo. 329 Bay 13 St., Brooklyn 14, N. Y.

TWO HINGED LUNCH STANDS, FULLY equipped: both have 10'x20' counters, \$100 each. One two-wheel trailer, \$50, built to haul one stand. C. Fred Hansen, Hominy,

bus, fully equipped, ready to run. Electric Orangeade, Root Beer, Pepsi coolers. Top-val. Lyndhurst, N. J. Phone: GE 8-5880. 16 DODGEM CARS FOR SALE-ALL OFerating last season. Includes special rub-ber mold for bumpers and some extra parts, \$50 per car, no terms, Call LOgan 2-5581 or write Geauga Lake Park, Geauga Lake,

3-ABREAST KID MERRY-GO-ROUND G-12 Train Ride with 40 ft. tunnel: Cookhouse

36 FOOT THREE-ABREAST ALLAN HER-shell Carousel. Aluminum Horses. Fur-chased new 1951. Electric Motor. Never been moved. Looks and runs like new. Used only summer months. Eli No. 5 Ferris Wheel: wooden seats, electric motor. Com-pletely reconditioned recently. Will accept best offer both rides. Can be seen in op-

eration at Ragan's Park, Macon, Ga. 4.000 FOLDING CHAIRS, STADIUM CHAIRS, Tables, Theater Chairs, Lockers, Bleachers, Tents, Playground Equipment, Lene Star Seating, Box 1734, Dallas 1, Tex.

### Help Wanted

GIRLS FOR COLORED GIRL SHOW-START soon. Top salary, no experience neces-sary, send photo. We furnish wardrobe, Idella Frazier, please contact me. Write Box C-595. c/o Billboard. Cincinnati 22. Ohio.

MECHANICAL MAN - VETERAN PERformer doing mechanical man routine required for advertising promotion in Chl-cago market. Send photograph and back-ground to Fred Livingston, Livingston and Associates 218 E. Ontario St., Chicago 11, 11).

NEED GUNNERS FOR 6-CAT - MUST drive. Have good deal for you. Ray is no longer with me. Bob, let me hear from you. Open around April 3, Ethel Settle, Route 2, Warrior, Ala. Phone Hickory

NEEDED - GOOD CONCESSION MAN TO make Candy Apples, Carmel Corn. etc., and run stand from late May thru Labor Day. Send qualifications and references to Paul Nelson, Waldameer Park, Erie, Pa.

### Instruction and Schools

LEARN AUCTIONEERING - TERM SOON, World's largest school, Big free catalog. Reisch Auction School, Mason City 18. Iewa.

### Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG.
Mindreading. Mentalism, Spooks. Hypnotism, Horoscopes, Crystals, Graphology,
Sub-Miniature. Radiophone for mentalists.
Catalog. \$1, with refundable certificate.
Nelson's, 336-B South High, Columbus. Onlean.

VENTRILOQUIAL, \$90 UP: PUNCH FIGures, \$15. America's finest hand carved wooden figures. Catalog 10r. Spencer. 3246 Columbus, Minneapolis 7, Minn.

### Miscellaneous

CONQUER BIG AND LITTLE TYRANTS, 1,500 words mimeo, 30c. Carl Liddle (novelist), Box 1023, Tallahassee, Fla.

NOW FOR THE FIRST TIME "MM-100" CAN be sold by mail for married men whe have that haste problem. Free brochure, or remit \$3 per tube postpaid. Satisfaction guaranteed Fenaire, Inc., Dept. 3C, Box 35-181, Miami, Fla.

> Real Steam Trains **Built the West**

Let "LITTLE TOOT" BUILD YOUR PROFITS

CROWN METAL PRODUCTS CO. West Newton 1550

SIGNS-DO THEM YOURSELF WITH EASY. to use patterns. Write for free circular. Ansel Rahn, 116 George, Mt. Prospect, Ill.

(Continued on page 60)

### THE MARKET PLACE FOR BUYERS and SELLERS

### Continued from page 59

### Personals

CLASSIFIED

REWARD FOR WHEREABOUTS OF RAY. mond Parker, Gypsy, age 41, boilermaker. Wife, Sonya, Fortune Teller, driving yellow and ivory 1955 Cadillac Coupe De Ville, Tri-Angle Motor Company, Dothan, Ala. Phone SY 2-2731.

### Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

### Printing

NEARGRAVURE EMBOSSO LETTERHEADS Sparkling! Dynamic! Special Engravings, layouts in golds and colors; Circuses, Carnivals, Parks, Kiddlelands, etc. Samples 10¢. Be surprised. Sollidays Colorprint, Knox, Indiana.

SPECIAL! 750 GUMMED LABELS PRINTED with any name and address, 50¢. Scheetz, 98-BB Branch, Sellersville, Pa. Catalog, 10¢.

WINDOW CARDS QUALITY 14X22 NON-bending 3-color Posters, 50 words copy printed in black ink, \$9 hundred; 17x25 size, \$1.50 Speedy service. Dayglo Auto \$1.50 Speedy service. Dayglo Auto Bumper Stickers, size 4x15, yellow, red or green, \$13 hundred. Tribune Press. Dept. 160. Earl Park. Ind.

### Salesmen Wanted

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine. Desk 22B. 307 North Michigan, Chicago 1. ch-tfn

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### Talent Wanted

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## New Hook-Up Device Cuts Servicing Time 50%

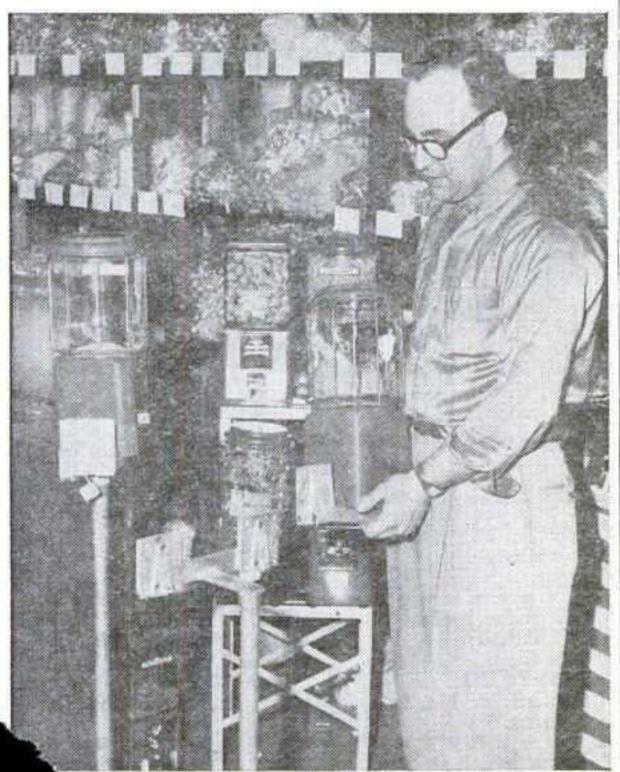
Communications to 188 W. Randolph St., Chicago 1, Ill.

By GEORGE METZGER

PHILADELPHIA—How would changing a machine? employees don't dip into the till, there is a new item on the market

you like to cut the time of your Of course you would. But you The inventor, of course, is Manny empty, you just give the location collections in half, provide a clean might add, "it's impossible." If you Rake of the Rake Coin Machine man \$1. bowl each stop, make sure your did, you would be wrong, because Exchange here.

MANNY RAKE, inventor of the Rake Easy Change system, prepares to fit machine into slot on rack (arrow). The piece of metal protruding from the bottom of the machine fits in the slot and then the padlock Rake is holding in his right hand is snapped thru a hole in the metal, making it impossible for the machine to be lifted out of the slot. Machine laying on side at left shows how Easy Change bracket is fitted on the bottom of machines.



LEBOWITZ, general manager of the Rake Coin Machine e, shows how the one and two-machine Easy Change orks. Machine he holds has bracket on it with indented simply slips on bracket on stand that has a piece of give them anything. totruding that fits right in the slot on the bracket. A lock placed thru both the bracket on the machine and the ket on the stand. Lock can be seen on single machine at left, th has machine already fitted on it.

Way It's Hooked

He has come up with a device after four tries and many dollars that he thinks may answer some of the problems of the bulk business. It all revolves around the way the machine is hooked on to the stand.

Briefly, this is what the Rake Easy Change is:

Each machine has a bracket attached to it. Ones that are going on one or two-machine stands have about this method." brackets with a slot on the back shaped like a pyramid. The others piece of metal protruding straight down for about three inches.

Now, the ones going on a stand simply slide right down on a piece of metal that also looks like a pyramid, but is protruding. This fits right in the slot.

Rack Slots

For those on racks, the rack has a slot about four inches long cut in it and the piece of metal protruding from the bottom of the machine fits into the hole.

In both cases, locks are put on the bottoms. On the stands, the lock passes thru holes in both the bracket on the machines and the stand. This makes it impossible for anyone to take the machine without taking the stand and all. On the racks, the lock is put thru a hole in the piece of metal protruding from the bottom of the machine and therefore it cannot be lifted back up thru the slot in the rack.

If this isn't quite clear, the accompanying pictures will probably straighten you out.

Flat Rate Paid

Under this system, the man serving the route puts an entire machine on each stand or rack and takes back the one that has been there en toto. The location owner is paid a flat rate depending on how much of the fill is gone.

"It just takes a couple of seconds to walk into a place, unlock the old machine, take it off, slip on the new one, lock it, pay the location owner and be on your way," said

"You can see how much faster this is than opening a machine, filling it up, locking it, taking out the coins, counting them up and paying off the location owner," he went on.

More Sanitary

"Besides, with my invention, it is a much more sanitary process," Rake said. "First of all, you take the old machine out and put in a freshly cleaned one. Then, too, you don't get any of the fill on the floor. And also the public doesn't see someone handling the fill with hands that aren't always too clean."

Manny, a veteran of the business. also pointed out that the routeman can't give any of the fill away because he has only a key for the lock on the stand, not the lock on the bowl.

"Lots of times when you make a stop at a bar everyone will crowd around ask for some nuts," he said. "For good relations you have to give them some. Then the bartender slides a glass down the bar and tells you to fill it up. This could actually take about 10 per cent of your fill.

Avoids Trouble

"But with the Easy Change, the serviceman doesn't have a key and he simply tells the people as much," Rake said. "They don't get mad because they realize he just can't

"Then, too, the routeman doesn't have a key to the coin box, either," he continued. "Set up a scale of about \$2 commission for each nine-and-a-half pound ma-

It's called the Rake Easy Change. place and find a machine half just blowing it out, usually.

the employee can't cheat you in his Easy Change method. anyway," he said. "When he leaves "If he changes 40 machines a then gives back the rest of the each day." money you gave that he did not need. There can't be any question

that are going on racks have a chine brought back can then be operator can leave three or four completely cleaned and refilled, completely filled machines with the He said that by getting the dirt

and guard against give-aways while that provides all this and more. | chine. Then if you walk into a each time, it is simply a matter of

Rake pointed out that if an operator has 800 machines on loca-"You know by this method that tion, he needs only 40 extras under

in the morning, you give him \$2 day, he can handle 200 in a week," for each machine he is taking with Manny said. "Since each stop is hit him. When he returns with the about once a month this means he empties, you can tell just how could service 800 machines each much he had to pay out because of month and only need the 40 extra how much fill is left in them. He machines that are being taken out

**Quick and Easy** 

What about the locations where the machines are emptied quickly?

Rake explained that each ma
"That's another good feature about this method," he said. "The

(Continued on page 63)







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OAK SALES OF FLORIDA 1121 - 71st Street Miami Beach, Florida **OPERATORS VENDING** 1023 South Grand Avenue

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715 Lincoln Place Brooklyn, New York SOUTHERN ACORN SALES 526-30 Bruns Avenue

JACK SCHOENBACH

Charlotte 8, N.C.

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OAK MANUFACTURING COMPANY, INC. 11411 Knightsbridge Ave., Culver City, California

### COFFEE—CANDY—CIGARETTES **VENDORS**

BULK VENDING

5 Silex Fresh Brew Coffee Vendors with Hot Chocolate-changers, 650 Cup Capacity, complete, ready for location, 5 Rudd Melikian BCC-4's Coffee-Hot Chocolate, Tea or Soup, less than 6 months' use, changers, 200 cup capacity, \$525 each. 3 Stoner-Candy 8 col., 1 or 2 nickel,

4 Rowe 4 Col.-Candy-Pastry, 5¢-10¢ 4 Keeney 9 Col. Elec. Cigarette-30¢,

### COFFEEMAT, INC.

237 Washington St., Newton Corner, Mass. Telephone: Decatur 2-1500



(Mug actually holds liquid) "Little Sips for Little Drips"

Vends one at a time.

 Plenty of Eye-Appeal, Buy-Appeal, Play Value Kids will want all colors

for their collections. Asstd. colors with foam

ONLY \$12.50 per M Asetd, colors without foam \$6.00 per M





## Luxury Yacht Cruise Planned To NVA Conclave in Bahamas



The Huckster

Association convention-goers will from Miami by water. be arriving at their convention site

at Grand Bahama Island in style. NVA convention secretary Jane Mason announced that The Huckster, a brand new 85-foot luxury yacht will be available to conven-

Anchors Aweigh! ou're off to a career with a future . . . .

Navy cureer! Become

seagoing specialist

CHICAGO—National Vendors tioneers wishing to make the trip

The yacht will depart April 19 also be a trip on the 20th and a return trip on the 24th. Cost of the round trip will be \$30 per person. Children from 12 to 16 get to ride be served. for \$10 and tots under 12 go for \$5. Babes in arms ride free.

### Prize Winner

The yacht recently won all honors in the 1959 Guy Lombardo Annual Tournament and first prize in the Miami Aqua Parade. It also features the latest in ocean-going the membership. luxury.

with bar facilities. There is also revision in format. dancing on the aft deck.

## Distribs to Parley During NVA Meet

Vending Machine Distributors tributor. Association will hold a meeting of their own during the National Vendors Association convention in the Bahama Islands, April 21-24.

Among topics likely to be discussed are: The association's "Trading Post" bulletin, credit exchange policies, sales promotion, stock and inventory control and the starting of new operators in the bulk vending business, according to Jack Nelson, vice-president and chairman of the publicity committee.

Meeting will be held Wednesday, April 20, at the convention headguarters. The Grand Bahama Club. and return April 25. There may located on the West end of Grand Bahama Island, nearest of the Bahama chain, some 55 miles off the Florida Coast. Luncheon will also

### **Trading Post**

The "Trading Post" bulletin was inaugurated by NVMDA shortly after the first of the year. It lists used equipment that distributors have to buy or sell, is published monthly and is available only to

Thus far, three issues have come It has a 3.000-mile cruising range, out. It has been used by distributors television, radio and hi-fi record to good advantage for exchange of player in a plush lounge complete equipment information and may see

Interchange of credit information Persons wishing reservations is always an important part of disshould address them to NVA now, tributor meetings since many oper-

CHICAGO — The National ators buy from more than one dis-

The distributors will also examine methods of increasing sales, (Continued on page 63)

### **Great Time Saver** COIN WEIGHING SCALE

1c or 1c & 5c Combination

Weighs \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glasscovered dial protects pointer when in use.

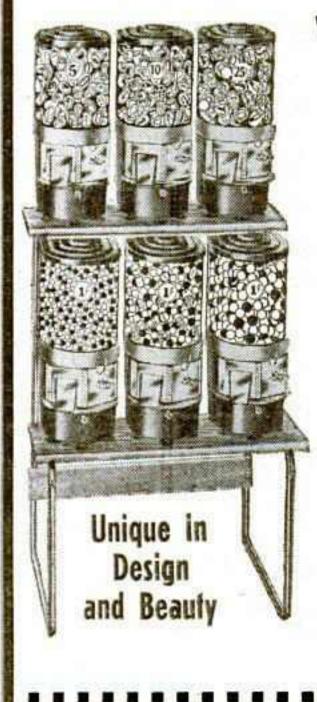
Complete With Sturdy Carrying Case ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N.Y. Distributors, Write for Prices. We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

Factory Representative for Stamp Vendors and Stamp Folders-Write for Prices 715 Lincoln Place, Brooklyn 16, N. Y PResident 2-2900

## YOUR AUTHORIZED

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDORS . . . PARTS AND SUPPLIES.



### VENDORAMA 6-UNIT

Compact Display of 6 Machines for Your Top Locations

- Bus Depots
- Chain Stores
- Super Markets
- Drug Stores
- · Air Ports Dept. Stores

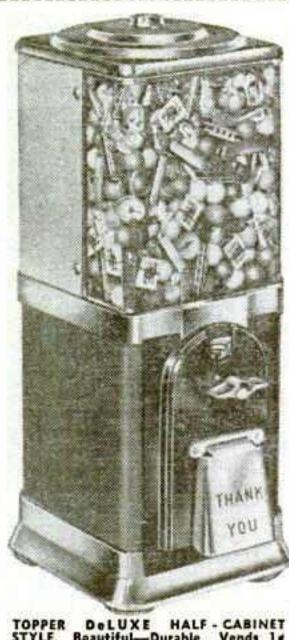
USES VERY LITTLE FLOOR SPACE

> Size: 26" Wide, 18" Deep, 53" High.

EASY TO SERVICE EASY TO COLLECT



TOPPER DeLUXE GLOBE STYLE. Outstanding Bulk Vendor of the Industry—Proven on Thousands of Locations. Noted for Precision Vending. Large Glass Globe Holds 8 Lbs. 210 Ball Gum. Wear Resistant; High Gloss Duranite Finish. INCREASE YOUR PROFITS—CUT SERVICE COSTS WITH VICTOR.



TOPPER DeLUXE HALF - CABINET STYLE. Beautiful—Durable. Vends 1 g Bulk Candies—Ball Gum & Charms—Peanuts. Strong, Wrap-Around Plastic Front. Finished in Brilliant Colors and Glistening Chrome. For Lasting Depend-ability—Buy VICTOR.

### THE NEW VICTOR VENDORAMA

VENDS ALL TYPES OF BULK

MERCHANDISE:

1c, 5c, 10c, 25c

Features:

- Top Fill
- Removable Cash Box
- Large Capacity 101/2 Lbs. of 210
- · Easy Servicing



Bernard K. Bitterman 4711 E. 27th St. Kansas City, Mo. WA 3-3900 lowa, Neb., Mo., Kan., Colo.

Logan Distr. Co. 1850 W. Division Chicago 22, III. HUmboldt 6-4870 III., Ind., Ohio, Wis., Mich., Ky.

Champion Nut Co. 1194-1198 Tremont St. Boston 20, Mass. Highland 5-8935 Mass., Conn., R. I., N. H., Vt., Me. Ed Flanagan

Northwestern Sales & Service Co. 446 W. 36th St. N. Y. 18, N. Y. LOngacre 4-6467 New York State

Ellingworth Supply Co. 659 Adams St., N.E. Mpls. 13, Minnesota SUnsel 8-6972 Minn., N. D., Mont., S. D., Wyo. .

Parkway Machine Corp. 715 Ensor St. Baltimore 2, Md. EAstern 7-1021 Va., Md., W. Va., Del.

**Graff Vending Supplies** 2817 W. Davis Dallas 2, Tex. WHitehall 8-7117 Okla., Ark., Tex., Miss., La., N. M., Ariz.

Standard Specialty Co. 1028 44th Ave. Oakland 1, Calif. AN 1-9037 Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands

H. B. Hutchinson, Jr. 1784 N. Decatur Rd., N.E. Atlanta 7, Ga. DRake 7-4300 N. C., Ala., S. C., Tenn., Ga., Fla.

Veedco Sales Co. 2124 Market St. Phila. 3, Pa. LOcust 7-1448 Pa., N. J.



VICTOR VENDING CORPORATION



## AMAZING-MYSTIFYING

### JUMPING BEANS

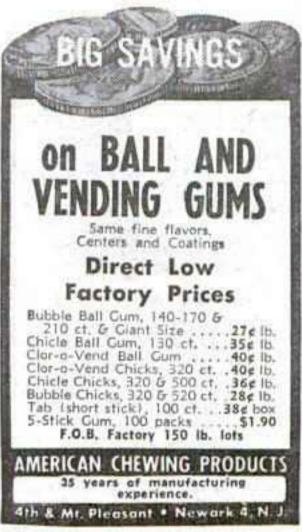
COLORED PLASTIC

1M to 9M ......\$5.00 per 1,000 10M and up .....\$4.20 per 1,000

**GLEAMING VACUUM-PLATED** 1M to 9M ......\$8.00 per 1,000 10M and up .....\$7.00 per 1,000

at your distributor or . . . Juggenheim

33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393





## CIGARETTE AND CANDY MACHINES

BERNARD K. BITTERMAN

4711 East 27th Street

Kansas City 27, Missouri

complete information."

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare. 6-COLUMN STONER, with Angle Iron Base, 1 or 2 nickels......\$75.00 NATIONAL 9-M CIGARETTE. 25c & 30c ...... 85.00 8-COLUMN CRUSADER, 25c & 30c ...... 57.50 8-COLUMN PRESIDENT, 25c & 30c . ..... 50.00 8-COLUMN DIPLOMAT, 25c & 30c ...... 65.00 CONVERSIONS, 30c to 35c ..... 7.50 8-COLUMN STONERS (pre-war & post-war)

NATIONAL VENDING SERVICE CO. 46 Fulton St., Brooklyn 1, N. Y. TRiangle 5-1857

6-COLUMN STONERS (pre-war & post-war)

All equipment unconditionally

guaranteed. Fast delivery. One-

third deposit, balance C.O.D.





MANNY RAKE

NATE RAKE

## New Hook-Up Cuts Time 50%

Continued from page 61

his counter. Then when the ma- have to buy new stands." chine runs empty, instead of calling the operator, all he has to do is go out and unlock the empty machine from the stand and slide on a fresh

Rake pointed out that the route-

Impresses Location

"You'd be surprised how much better the location owner feels when he sees a new machine coming in each month," Rake said. "They are more inclined to give business to this kind of operator than one that leaves his machine on location for about six months before cleaning it."

Rake pointed out that if a machine breaks down and the location owner doesn't have any spares on hand to put on himself, he just calls the operator and he comes out and slips on a new machine and takes the broken one back to the

"This is another factor the store owners like," he said. "They don't have men hanging around their store fixing machines."

Truck Arrangement

Manny said that one operator that has started using his Easy Change system has fixed his truck up specially for carrying the new type machine.

"He put brackets along the inside of his truck and he hangs the machines on them just like he was tributors will go so far as to send slipping them onto a stand," Rake a man out in the field with a new

partner, said the operators who have started using their system have reported complete satisfaction.

Op Reports Good

"They told us they have cut the time it takes them to service their routes in half." Nate said.

The Rakes said they realize that it might cost an operator a little bit of money to convert their machines for the Easy Change system, but they pointed out that it could be done a few machines at a time.

"It wouldn't be long before the operator has his money back and then starts saving some," Manny interjected. "He won't have any pilfering or give-aways, he would need only half as many routemen since the service time will be cut in half and he has an extra selling point when competing for a location due to all the advantages of the Easy Change method."

Not Too Costly

Rake was quick to point out, tho, that converting to the Easy Change system doesn't cost as much as an operator may think.

The Easy Change for a double machine stand, including the two brackets to fit on the machines, costs \$7. The Easy Change and a bracket for a single machine stand costs \$4.50.

"The beautiful part about the whole thing is that these Easy Changes can be put right on the stands that the operators already

store owner for him to keep behind have," Manny said. "They don't

Has Stands, Too

But then the distributor added quickly with a grin: "Of course, I one. Anyone can do it, it's so have stands, too, if they want to buy them."

He said that special prices for man needs only one key since it rack Easy Changes can be had by will fit all the locks on the route. writing him. He added that he would be willing to give anyone writing full information on his

"I have been trying for years to come up with an answer to the ageold bulk vending problem of fast, clean service," Rake said. "Altho it has cost me a good deal of money, I think I have finally got it."

### Distrib Meet

Continued from page 62

advertising, sales promotion planning, stock and inventory control, mail order techniques and other internal operating problems. Often a method will work well in one territory and fail in another, and vica versa, Nelson said, making the exchange of information valuable.

Last but possibly most important on the agenda will be the question of how to help new operators get started in business-the life blood of any distributorship.

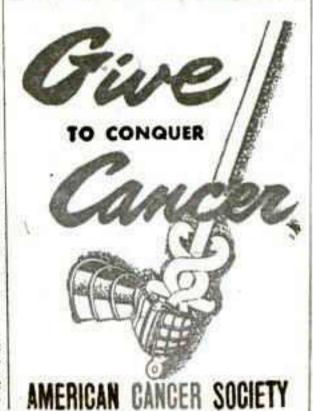
Different methods are used thruout the country. Some disoperator. Others will bring him in-Nate Rake, Manny's brother and to their shop for a few days or use various combinations.

### Social

Besides their business meeting, NVMDA will also take an active part in the NVA convention program. On Thursday morning, April 21, the distributors will sponsor "Get Acquainted" continental breakfast for the ladies.

On Saturday, NVMDA will also host a poolside cocktail hour for the ladies.

Officers for the group are Moe Mandell, New York, president; Jack Nelson, Chicago, vice-president; Bernard Bitterman, Kansas City, secretary-treasurer.





## IMPORTANT MEMO TO MEMBERS OF THE NATIONAL VENDORS

## **ASSOCIATION**

AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY

Your Annual Convention is supported wholeheartedly by The Billboard . . . the only trade publication bringing you complete weekly editorial coverage of your industry. Weekly coverage which includes:

NEW TRENDS . TRADE NEWS . BULK BANTER • SUCCESS STORIES OF OPERATORS & DISTRIBUTORS • SERVICING PROCEDURES PENDING LEGISLATION . FINANCING AND TAXES • LATEST N.V.A. NEWS

PLUS! . . . all the other things you must know to properly conduct your own business. Advertise your product/(s) in the media which will bring you the greatest return for your advertiser dollar . . . THE BILLBOARD! Weekly The Billboard carries the advertisements of manufacturers, distributors, jobbers and suppliers of vending machines, scales and supplies of every description . . . these advertisements are in turn read by Bulk Vending Operators who buy the lion's share of your products.

COIN MACHINE DISTRIBUTORS place 80% of their trade paper advertising in THE BILLBOARD. Doesn't this seem to prove that THE BILLBOARD does bring RESULTS for advertisers?

The N.V.A. Convention will be held in Grand Bahama Island, April 21-22-23-24 THE BILLBOARD'S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 18!!!

### ADVERTISING DEADLINE **APRIL 13!!!**

You can Promote YOUR Convention by using hard-selling advertising copy on your products in The Billboard's N.V.A. Convention Issue . . . which will be distributed free to all who attend the Convention at Grand Bahama Island.

You Can Promote YOUR Convention by using advertising in The Billboard's issues prior to the Convention . . . by having your ad copy offer complete information about your National Convention . . . and encourage your operator's attendance at the Convention!

In 1960 the members of the N.V.A. have had the best opportunity they have ever had to promote their Association and increase their membership. The increase will come . . . only by each and every member becoming Convention Conscious . . . and by advertising in The Billboard . . . cause your operator customers in turn to become Convention Conscious!

WHY WAIT? . . . PLAN NOW to have your products and services displayed in the magazine that reaches both your potential and old customers . . . THE BILLBOARD. Advertise in our special N.V.A. Convention issue as well as preceding Issues! Tell the Operator "that the N.V.A. Convention of '60 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!

CHICAGO 1, ILL. 188 W. Randolph St. CE 6-9818

Dick Ford Jack Sloan HOLLYWOOD 28, CALIF.

1520 North Gower HOllywood 9-5831 Sam Abbott

THE BILLBOAD PUBLISHING CO. NEW YORK 36, N. Y. 1536 Broadway PLaza 7-2800 Dick Wilson

> ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling

Your ticket to SALES RESULTSthe advertising columns of BILLBOARD! THE



### MANDELL GUARANTEED **USED MACHINES**

N.W. Model 49, 1¢ or 8¢	14.50
N.W. DeLuxe 1¢ or 5¢ Comb	12.00
N.W/ #39 1¢ Porc	7.95
N.W. Model #33 le Porc. Con-	556600
verted for 100 ct. B.G.	6.50
Silver King Is B.G. or Mdse	8.50
ABT Guns	30.00
Mills If Tab Gum	12.00
Acorns 16 or 56 B.G. or Mdse	

### MERCHANDISE & SUPPLIES

Golden Non Parell Almonds, 5-lb.	
	.8
Pistachio Nuts, Jumbo Queen, Red.	.6
Pistachlo Nuts, Jumbo Queen, White	.6
Pistachio Nuts, Large Tulip	.6
Pistachio Nuts, Vendor's Mix	.6
Pistachio Nuts, Sheik	.5
Cashew, Whole	.6
Cashew, Buffs	.6
Indian Nuts	.7
Peanuts, Jumbo	4
Spanish	.3
Mixed Nuts	.5
Baby Chicks	3
Rainbow Peanuts	3
Boston Baked Beans	3
Jelly Beans	2
Licorice Gems	.2
M E M SEO CH	.5
M & M, 550 Ct	
Hershey-ets	.4
Rain-Blo Gum. 72 ct	.3
	3
Rain-Blo Ball Gum, 140 ct., 170 ct.,	***
210 ct	-
210 cf.	.3
Rain-Blo Ball Gum, 100 ct	.3
300 lb. minimum, prepaid on all	
Rain-Blo Ball Gum.	20
Adams Gum, all flavors, 100 ct\$	.43

Wrigley's Gum, all flavors, 100 ct. .45
Beech-Nut, 100 ct. .45
Hershey's Chocolate, 200 ct. .... 1.30 Minimum Order, 25 Boxes, assorted. Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.

One-Third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY on the NEW **GOLDEN 59** 



This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 1c, 5c, 10c or 25c Mechanisms

STAMP FOLDERS, Lowest Prices. Write MEMBER MACHINE DISTRIBUTORS, Inc.

### NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOngarre 4 6467

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

## Tape Phone Recorder Speeds Service for New Orleans Op

By CLINT BOLTON

on the gum ball and charm machines thruout most of uptown New Orleans says, "For service call 'NICK,' UNiversity 1-1312," and nine times out of 10 when you call, a taped message invites you to dictate the location of the machines and the service required. On the 10th time you may get Nick, who is Nicholas Schiro, one of the major bulk-vending operators in the city.

For 13 years Nick has been op-City. Some time ago he installed bulk vending business. It was, he a message recorder on his phone recalls, a good time to start. Warand the device handles about 90 time rationing had limited gum per cent of his business calls.

Schiro, an affable, native Or- would supply a little more gum

CHICAGO—Bulk vending sales

last year were only slightly more

than the 1958 figures, according to

Vend magazine's 1960 Census of

Sales of \$58,760,000 compared

clude charm machine totals.

overwhelmingly at 1 cent.

Billboard.)

**Bulk Vending Sales** 

Rise Slightly in '59

commissions, and they do not in- sate for rising service costs, and

of machines in operation was Altho the tendency in recent

shown-from 1,125,000 to 1,300,- years has been toward the consoli-

sales a week in both years. Total operations, the Vend survey con-

same-5,850,000. Sales are still is still an important factor in the

business.

A slight increase in the number probably down somewhat.

NEW ORLEANS—The sticker is the key to the continued growth In partnership with Gagliano, he of manufacturers. of his business, and spends about established locations thruout the six hours per day, five days a week city. covering his routes.

### Daily Service

Daily service ranges from a oneunit location in a neighborhood paper store to his multiple unit set-ups in the three vast Schwegmann supermarkets. Penny gum balls, gum balls and charms and 5-cent capsule machines are the backbone of his operation.

Back in 1947 Schiro sold out his erating machines in the New Or- grocery store and thru friends in leans area and now has one of the Chicago and his brother-in-law, largest operations in the Crescent Dominic Gagliano, he got into the supplies and almost anything that

spots. His two-car garage became that were shipped by the makers. Schiro's headquarters, and with his wife working with him he concentrated on building up his area.

### Two Problems

'we were faced with two major problems, merchandising and locations. Today there are about 24 be the most desirable in all of bulk vending operators in New New Orleans. In two of the Orleans and new locations are hard branches Schiro has 20 and six to come by.

decide that he ought to operate tions about the store. his own machine in his own place.

around in other stores and locations. This is okay until he suddenly finds that to run this business successfully you have to work globes on tap and each day's work at it on a full-time basis.

### Part-Timers

This situation creates a problem Number of machines on location, for the full-time operator. Accord- put the globes thru a sterilizing while topping the 1958 totals, were ing to Schiro, neglected locations still behind the 1,150,000 figure in are any operator's biggest head-1956. The following year, number ache and such neglect means disof machines on location dipped to satisfied location owners as well as the Industry released this week. 1,100,000, so 1959 marks the sec- unhappy consumers. From time to (Vend is a sister publication of The ond straight year that the number time, he has bought machines from of machines on focation increased. part-timers to protect his own in-While no profit figures are avail- terests in that particular area.

This is part and parcel of his fic and he feels that the steady with sales of \$58,500,000 the pre- able, it appears certain that the vious year. All figures are before increased volume does not compen- sales philosophy which caused him grind on such places justifies their to install the telephone message hence per-machine net income is recorder. It makes it possible for him to give around-the-clock service 365 days a year, altho under normal circumstances his own five-000, with machines averaging 100 dation of routes and larger bulk day-a-week coverage of his locations eliminates almost all emersales for both years were also the cludes that the part-time operator gency calls.

Schiro notes a trend to supermarkets, with the small neighborhood grocery store becoming a thing of the past. In recent years, all operators in the New Orleans area have noted a decline in the one and two-unit locations. Schiro views this with mixed feelings.

### Tradition

New Orleaneans are traditionminded. They have a strong feeling for the corner sweetshop, the family-type grocery store and other small businesses. Their inevitable passing is cause for personal regret and also means the alert operator must constantly develop new locations.

Schiro, a natural-born salesman, has met this challenge by keeping step with the times. His most nota-

## **Gum Products**

WASHINGTON - The nation's chewing gum manufacturers shipped products valued at \$176 million in 1958, according to preleanean, believes personal contact at the corner store was welcomed. liminary results of the 1958 census

> The total was an increase of 11 per cent over 1954, the last year in As the firm's operations ex- which a census of business was panded it was mutually decided taken. The report, issued last week that the team would split up. by the Census Bureau, does not Gagliano took over the locations give separate breakdowns of the downtown and Schiro the uptown various types of gum (tab, ball, etc.)

ble achievement in this direction has been to obtain locations in the three huge Schwegmann supermar-"As time went by," he says, kets here. All are high-traffic spots. Most Desirable

These three locations may well machines, respectively. In a third As in the case of almost any layout, Schiro has the exclusive other business, there is plenty of bulk-vending operation with 36 macompetition. A location owner may chines scattered in strategic loca-

Unlike many operators, Schiro Next he places a few machines feels that he does a better job by pre-filling his globes in his garageworkshop behind his residence. He keeps a large number of spare begins with the fill. Globes are washed before each filling and ever so often Schiro and his wife

Machines are refilled as needed. In high-traffic spots this is once a month or less. Slow locations are the "three-month fills." He says there is no possible way of stepping up the action on these spots.

acceptance. Winter Slow Winter is slow for Schiro. While he estimates about 60 per cent of (Continued on page 77)

It is largely a matter of local traf-

### TWENTY-FIVE (25)

## GIMMICK MIX

ONE THOUSAND will Fill THREE (3) MACHINES Full of TREASURES REWARDS

5,000 and up....\$7.50 per 1,000 1,000 to 4,000 ... \$9.60 per 1,000

> F.O.B. Jamaica, N. Y. Immediate Delivery.

Here are TWENTY-FIVE different GIMMICKS, enough to make a child WANT to BUY.

SAMUEL EPPY & COMPANY, INC. 91-15 144th Place Jamaica, N. Y



**OPERATORS** Be the first in your

area with this

**Exclusive Vendor** For Full Information, Write or Phone C. J. VENDORS, Inc. 4643 West Washington Blvd.
Los Angeles 16, Calif. WEbster 1-6644 Exclusive Manufacturers of Vending Machines for Cracker Jack.



HUTCHINSON SAYS:

Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."



We handle complete line of machines, parts, stands, supplies, charms, capsules and hall gum.

H. B. HUTCHINSON, JR. N. Decatur Road, N.E.

See Your Northwestern Distributor or Write THE NORTHWESTERN CORPORATION

If you pride yourself on being able to pick a

winner—take a long, deep look at this new

Northwestern Cabinet Stand with dazzling Golden

59's outshining anything on the market. Here

is merchandising at Its best. Try a Golden 59

2033 East Armstrong Street

4-in-a-Row today, it's Hot!

Morris, Illinois

## Lively Forums Spark Neb. Juke Box Confab

OMAHA-A small but enthusi- dead area in the middle where the lively forum on current juke box other out. operating practices and problems Saturday afternoon (12) during the speakers in a room should be in Nebraska Music Guild's Midwest meet here last week.

Nick Biro, of The Billboard, sound channels. kicked off the session with a dis-Juke Box Operator Poll, a statistical survey of the industry, followed by Albert Mason, district sales representative of AMI, who spoke on sound and speaker systems.

Afterwards, operators, moderated by Ted Nichols, forum chairman, new disks being changed per maheld an informal question and answer session on programming, stereo and other current topics of popular means of buying new recthe juke box industry.

### Stereo Disks

lack of hot, new stereo singles, but judgment." all were in accord that stereo machines were better than monaural ber of records to change on their even without the proper records poorer spots compared to their betsince the improvement in sound on ter locations. Some felt the poorer monaural disks made the machines spots should get the same record

engineers faced in developing ing locations just didn't support as speakers capable of reproducing many new disks as the better locathe extreme highs and lows of to- tions. day's high-fidelity sound.

speakers is only half the battle, tioned for keeping track of the rec-Mason cautioned. Proper placement | ord | program | on | individual | juke in a location and amplification is boxes, including: equally important.

### Balanced

and phased properly. Citing a large room as an example, Mason said been put on each week. the speakers on one side should be out of phase from those on the listing top locations in a vertical other side. Otherwise the speakers will be fighting each other with a

astic group of operators held a two sets of speakers cancel each

In stereo, on the other hand, all phase, since the two sides of the room actually reproduce different

Mason also stressed keeping cussion of The Billboard's 1959 speakers within the confines of their amplifier. Too many speakers on a weak amplifier produces distortion.

### Record Expenses

In discussing programming, most operators agreed their record expenses were running as high as 20 per cent of gross, with up to five chine every two weeks.

Trade paper charts were the most ords. One operator pointed out, "We'd like to think we know about Most operators agreed that the records, but I for one have bought chief problem wth stereo was the a lot of dogs relying only on my

Operators were split on the numchanges with the idea of building, Mason pointed out the difficulty whereas others felt the poorer earn-

### Programs

However, having the proper A number of methods were men-

each new record put on a box and The speakers should be balanced filing it by location. The operator then knows what new records have

column and new record purchases

(Continued on page 71)

## Phil. Seeburg Outlet Expands; Acquires Baltimore Territory

By AARON STERNFIELD

COIN MACHINES

BALTIMORE—One of the most dramatic switches among automatic phonograph distributors in recent years took place this week when Mac Lesnick, for 17 years the Seeburg distributor here, sold his distributorship to a new corporation headed by the principals of Eastern Music Systems, the Seeburg distributor in Philadelphia.

The new corporation, Eastern Distributors, Inc., will headquarter at 140 West Mount Royal on the tributors operation. premises occupied by Musical Sales, the Lesnick organization.

Distributors.

### Adair, Stein

Other principals are Bill Adair and Mary Stein, who with Nat Solow were responsible for the meteoric rise of the Philadelphia distributorship and who will remain in the City of Brotherly Love to run the operation there. However, both men will make frequent trips to Baltimore and confer with Solow and Hovsepian on the Eastern Dis-

And while Mac Lesnick has bowed out as Seeburg distributor, Staffing the new corporation will he will hardly remain inactive in be Nat Solow, president of Eastern the coin machine business. Lesnick, Music Systems, who will be secre- along with his brother Hy and his tary and who will headquarter out son Stan, will expand operations on of Baltimore, and Zaven Hovsepian. Musical Sales, Inc., a juke box former Eastern Music Systems route, the Midfield Cigarette and salesman, who will be vice-presi- Music Service, and another operat-

dent in charge of sales of Eastern ing company, M. B. Lesnick, doing business as MHDM.

> Lesnick will also join a new corporation, Industrial Vending, a full-line automatic caterer. In this venture, he will be in partnership with Harry Rosenberg and Moe Kaminsky, both of whom were with Double-U Sales, the United Manufacturing outlet here. Rosenberg, the principal owner, had previously sold the distributorship to Sam Weisman to concentrate on his operations.

### Gordon Comment

Jack Gordon, Seeburg's vicepresident in charge of the phonograph division, commented that the Seeburg management has the highest confidence in the Adair-Solow-Stein-Hovsepian team.

He pointed out that in a little

(Continued on page 74)

## Coin Game Producers Just Getting Warmed Up for '60—Best to Come

By Ken Knauf

CHICAGO — Introduction of itself. new amusement game models is off tion could change quickly.

have been shipped since January 1. of six five-ball pin games, includ- with horse race theme). (1) Filling out slips of paper for while almost twice that many were ing a pair of two-player models; shipped in the first three months one in-line pin, a one-ball pin (the

a then new-type game attraction— (2) Keeping a large wall chart the rebound shuffle-sparked pro- shuffle bowlers, a horoscope maduction in the first few months of chine and two new pool game last year, altho it lost its novelty series. In addition, four new upappeal soon after. This year no right games have bowed, a hefty

really new-type game has shown Gloves (Williams single-player),

### May Come Soon

but there are indications the situa- such a new game may be on the with card theme), Lite-a-Card (Gott-

first to bow in many a year), two Reason for the difference is that gun games, including one that features bounding ball action; two number of uprights for a two-andone-half-month period.

> Absent thus far from the 1960 game line-up is a new ball bowler. period.

### Short on Novelties

new novelty-type game has appeared. (By novelty is meant any

nounced very shortly) and so are some brand-new kinds of amusement machines.

The new five-balls are Golden

Seven-Seas (Gottlieb two-player), World Beauties (Gottlieb singleto a relatively slow start this year, . But there are strong hints that player), 21 (Williams single-player lieb two-player with card theme) Just 15 new amusement models The 1960 output to date consists and Nags (Williams single-player

The new in-line is Bally's Laguna Beach and the new one-ball is also Bally's Beauty Contest.

Shuffle Bowlers were bowed by United (Big Bonus) and Bally (Official Jumbo).

### Guns Added

Chicago Coin introduced the Shoot the Clown standard rifle game, and Bally bowed Bally Derby, a gun game with a horse race theme and bounding ball scoring.

Auto-Bell bowed the new horo-Usually at least one such game is scope, Magic-Mirror, and added introduced in every two-month the Mermaid upright. Games, Inc., shipped two upright models, Super Wildcat and Twin Super Wildcat. But for the horoscope model, no Keeney came out with its Criss Cross Diamond upright.

Fischer introduced two new pool game of other than standard type.) game series-the "B" Series stand-But new ball bowlers are on the ard pool table and the Fiesta-Pool bumper-type table. (See separate story in this issue.)

Introductions of new game and kiddie ride models in 1959 totaled (Continued on page 71)

## Bob Charles, 52, Leading N. Y. State Operator, Dies Suddenly

neral services for D. Robert (Bob) munity affairs. Charles, 52, who died in Miami suddenly as a result of a heart attack, were held here Tuesday (15). Charles, a veteran of more than Joe Martin, WOW radio an- 25 years as a juke box and amusement game operator, had been president and founder of the Bingamton Amusement Company, one

Death came Thursday (10) as The program included Johnny the Charles family was on a Miami dustry. vacation. He leaves his wife, the former Katherine Boyle; a son,

(Continued on page 76) of the Music Operators of Ameri- Moose.

BINGHAMTON, N. Y .- Fu- | ca, he was also active in com-

He had been president of the Sunrise Terrace Association (a suburban civic group) and had been active in the Knights of Columbus, the Loyal Order of Moose and the Holy Name Society.

Charles had been a leading member of the New York State Public Relations Council and, by his participation in civic affairs in the Binghamton area, had done much to create a feeling of good will toward the coin machine in-

Funeral services were held at the McDevitt Bros. Funeral Home Robert D., and his parents, Mr. here and were attended by coinmen thruout the State. A solemn Charles was one of the most high mass requiem was conducted you playing group of men that popular and best known operators in St. Patrick's Cathedral, with were easily the highlight of the in the State. A vice-president of burial in Calvary Cemetery. Monthe New York State Coin Machine day (14) special services were con-The group, made up of Jack Mc- Association and a veteran member ducted by the Loyal Order of

## 18 Firms Show at Nebraska Music Ops' Regional Meeting

By NICK BIRO

OMAHA—A full scale regional convention, complete with equipment exhibits, business sessions, operating forums and a lively social program, was staged by the Nebraska Music Guild at Omaha's Sheraton Fontenelle Hotel here last week (12-13).

There were juke box, games, cigarette and candy vending exhibits, with 18 firms occupying 22 booths in a large exhibit hall on the hotel's main floor.

Attendance was good, the hampered somewhat by record snows which virtually made road traffic in the Nebraska area impassable. Despite this, an estimated 200 operators, distributors and guests attended the two day sessions.

### State Meets

Operators from 10 adjoining States were represented and several of the State groups held meeting of their own Sunday (13) morning before the general meeting.

The convention marked the first time operators were introduced to the coin machine industry's newly started public relations program being headed by the Coin Machine Council (The Billboard, March 14).

Herbert M. Kraus, head of the public relations firm retained by CMC, addressed the group, outlining the program and how operators could participate.

The featured speaker role was shared with Kraus by Harry Snodgrass, Music Operators of America Saturday (12) morning with regisunable to attend due to illness.

The Nebraska Music Guild did some public relations of its own with the presentation of a \$200 evening. check and a record player and records to Right Reverend Monseigneur Frank J. Hulsman on behalt of the St. Augustine's Indian Mission in Winnebago, Neb.

The presentation was shown on two local television stations, KETV and WOW-TV, and was carried in a brief story in the Omaha World-Herald.

The convention got under way

### BILLBOARD PICS STUCK IN SNOW

OMAHA — A heavy blanket of snow, which didn't help attendance at the Nebraska Music Guild convention here last week, was equally harsh on The Billboard's plans for photo coverage. The photographer had no trouble covering the meet in Omaha, but promptly got stuck a day later on an out-of-town assignment. To make a long story short, pictures of the convention were not in Chicago by press time, but will appear in next week's Billboard.

director, pinch-hitting for George tration and opening of the exhibits. Miller, MOA president, who was Forums on juke box operating drawing boards (one will be an-(see separate story) were held in the afternoon, followed by a cocktail hour and banquet in the

The various State groups met Sunday morning with the general business session in the afternoon. Following talks by Kraus and Snodgrass, a servicing panel was held with all exhibiting manufacturers participating.

The festivities wound up Sunday night with a banquet and floorshow. On hand were several local civic and business leaders, city councilmen, plus presidents and officials of several State associations.

### Floor Show

nouncer; emseed the show. Martin incidentally, together with Al Lamar, wrote the Republican Party's new campaign song and will introduce it March 28 at a Founders of the largest operations in New Day banquet to Vice-President York State. Richard Nixon in Lincoln, Neb.

Ray Gomez, a youthful accordionplaying songster; Lillian Briggs, Coral record artist, and the Kernels, a quartet of singing, guitar, and Mrs. Walter Charles. piano, harmonica and what-have-

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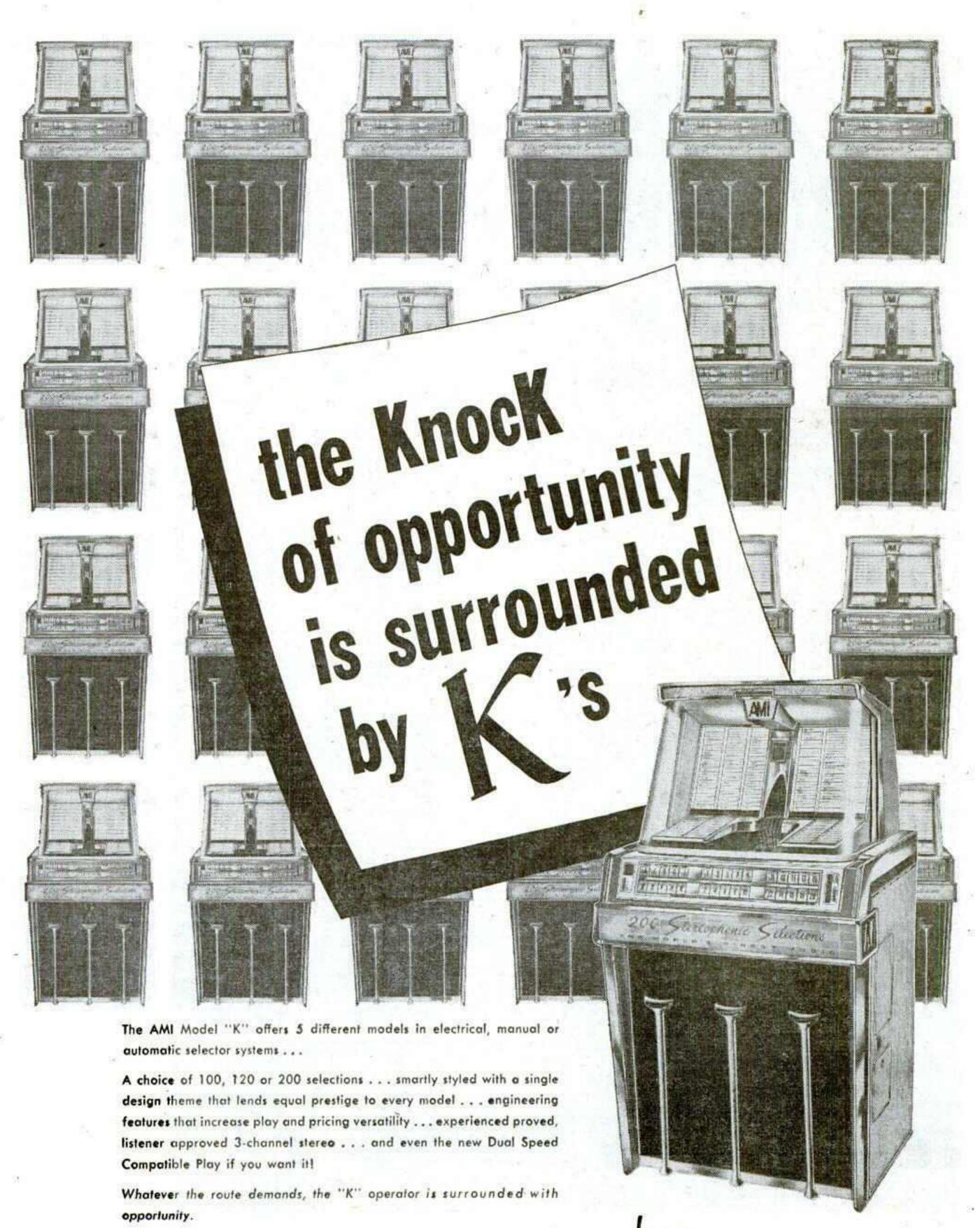


### The Billboard's

## Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest. Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

Vine Die Rewies 0/55 C	225 Regulation 11/55\$ 25	5  Sunshina 9/59 € 225	Rig Taggue (Wms)	Pinch-Hitter	Meteor Hot Rod	100
	605 Royal Bowling	4 Score-Board 4/56 100		90 (Wms) 3/59\$ 395		190
Lucky Shuffle 9/59 .	410 Alley 12/57 37	5 Stagecoach 11/14 65	Big League Baseball	Pirate Gun (Un) 10/56 225	1/4 Midget Racer	
AMI Magic Bowler 12/54.	TETER   1   1   1   1   1   1   1   1   1	5 2 Super Circus 9/57. 240		120 Polar Hunt (Wms)	(Paydun)	300
D-40 (40), 1951\$ 75 Mystic Bowler 12/54			Big Top (Gen) 11/54. Bike Race (Mun) 5/58		Stutz Bearcat (Bert	
D-00 (00), 1551 105 Parket Parket			Bing-O-Reno (Sci)	490 Quarterback (Gen) 9/55	Lane)	2/3
	107-174 H.C 190-180-180 (107-180-180-180-180-180-180-180-180-180-180	5 2 Whirlwind 2/58 255	5 m 1 m 1 m 1 m 1 m 1 m 1 m 1 m 1 m 1 m	350 Ranger (Keen) 3/55 130	BOATS	
E-120 (120), 1953 215 Star Shuffle 9/58			Bull's Eye (Bally) 3/55	195 Red Ball (Mid) 5/59 400	Bally Boat (Bally)\$	250
F-40 (40), 1954 275 Strike Bowler 11/57	315 Team Shuffle		Burp Gun (Dale) 5/57	320 Rifle Gallery	Meteor P.T. Boat	10004
F-80 (80), 1954 315 Super Bowler 1/58	120 Alley 2/54	0 UNITED	Carnival Gun (Un)	(Gen) 8/54 123	fractoor,	150
271-1	530 Top Notch 11/55 18 85 Venus 4/55 18	5 Brazil 9/56 8 85	10/54 Champion Baseball	135 Rock n Roll (Muto) 5/58	Miss America (Bert	050
G-40 (40), 1955 320 Victory Bowler 4/54 G-80 (80), 1955 350	Zenith 5/59 5	5 Caravan 1/58 80	10 1 - 1	105 St. Christopher	Lane)	250
G-120 (120), 1955 380 CHICAGO COIN	THE STREET CONTRACTOR OF THE STREET, SECTION S.	Havana 1/54 25	Circus Rifle Gallery	Muto) 12/56 205	(Scientific)	150
G-120-1 (120), 1958 385		Hawaii 8/54 25	(Gen) 3/57	235 Safari (Wms) 1/55 175	Sea Skate (Exhib)	250
G-200 (200), 1956 415 All Star Team	PINBALLS	Manhattan 3/55 40	Coon Hunt (Seeb)	Satellite Tracker 120 (B-L) 12/58 450	Speed Queen (Bally).	300
G-200-1 (200), 1330 410 Blinker 0/65	205	Mexico 4/54 25 Monaco 7/58 125	Crane (Wms) 3/56	90 Scramball (Keen) 8/58 30	Tug Boat (King-Pin)	175
	210 BALLY	Nevada 8/54 25		Shooting Gallery	LOCOMOTIVES	127
G-200-4 (200), 1958 425 Bowling Team 10/55.	125 Pallarian C/50	Playtime 6/57 135	(CC) 9/58	235 (Exhib) 5/54 80	Choo Choo (Bert	
G-200-5 (200), 1956 425 Bowling League 7/57	275 Ballerina 6/59 \$ 6 Balls-A-Poppin' 10/56	U Lixies 3/30 90	Cross Country (Keen)	Shortstop (Wms) 4/58 305	Lane)\$	250
H-200 (200), 1956 625 Bull's Eye Bowler	205 Bally U. S. A. 7/58 2	Singapore 10/54 25 South Sea 5/56 80	1/58	75 Sidewalk Engineer 250 (Wms) 4/55 90	King Choo Choo	
Championship 11/50		5 Stardust 11/56 75	Dale Pom-Pom	Sky Raider (Un) 10/58 290	(King)	225
H-200M (100), 1957 500 Criss Cross Target	Beach Time 9/58 3	Starlet 11/55 55	101/242/01 Profession 101/2012 Profes	450 Sky Rocket (Gen) 5/55 145	LUIG SMOKAY ITGIN	950
T-200 (200), 1957 750 1/55	DI - TO /F4	Triple Play 6/55 85	Davy Crockett	Softball League	Toonerville Trolley	230
I-120 (120), 1957 675 Double Feature 12/58	425 Broadway 12/55	5 Tropicana 1/55 25		175 (Exhib) 12/57 395	(Bally)	325
1-100 (100), 1337 833 Pleaball Bandan 11 /64		WILLIAMS	Deco Grandma (Deco) 8/54	Spage Age (Gen) 3/58 240 210 Special Deluxe Baseball	MERRY-GO-ROUNDS	
I-200M (200), 1858 635 Flesh Bowler 11/54 J-200 (200), 1958 895 Flesh Bowler 10/54	110 Carnival-Queen 11/58 3	5 Arrow Head 7/57 \$ 95	Deluxe 4-Bagger	(Wms) 1/54 75		
I-120 (120), 1958 845 Holiday Bowlers 9/54	150 Circus 8/57	Blg Ben 9/54 50	(Wms) 3/58	195 Spook Gun (Bally)	Bert Lane MGR (Bert	
1.100M (100) 1058 gsn Hollywood 4/55	170 Crosswords 1/56 1 780 Cypress Gardens	Casino 8/58 185	Deluxe Crusader	9/58 260	Capitol MGR (Cap)	275
Turaline Ctalling 1 /co	425 5/58 2	5 2 Circus Wagon 10/55 90	(Wms) 5/59 Deluxe Ranger	445 Space Gunner (Bally) 5/58 315	Centerpost MGR	200
Miami Shuffle 10/58	60 Double Header 8/58 . 1	5 Colors 11/54 50	(Ken) 3/55	155 Sportland Shooting	(Lee)	C 2/4/5
1438 (120), 1954 \$ 280 Monte Carlo 1/59	140 Gay Time 6/55	5 Crossword 5/59 250 5 Cue Ball 4/57 115	Deluxe Skill Parade	Gallery (Exhib)	Deco MGR (Deco)	250
	675 Gayety 4/55	Daffy Derby 8/54 115	(Bally) 1/59	190 11/54 90	Lee MGR (Lee)	275
1448 (120), 1955 330 Rebound Shuffle 1448 (120), 1955 425 11/58	Hi-Fi 6/54	4 Star 7/58 160	Deluxe Vanguard	Sportsman (Keen)	Texas MGR (Texas Kiddie Rides)	235
1448 (120), 1955 425 11/58 1452 (50), 1958 395 Red Pin 3/59	490 Key West 12/56 1	0 Dealer 21 4/54 45	(Wms) 10/58 Derby Roll (Un) 5/55	375 11/54 105	The same server	5000
1454 (120), 1957 475 Rocket Ball 2/59	125 Miami Beach 9/55	5 4 Fun House 10/56 85	Deuces Wild (Kaye)	Polo (Aqua) 5/57 378	PONIES	
1455D (200), 1957 495 Rocket Shuffle 2/58 .	180 Miss America 1/58 1	5 4 Gay Paree 6/57 130 Gusher 9/58 165	10/58	135 Star Slugger (Un)	Big Beauty (Lee)\$	325
1455S (200), 1957 475 Rocket Shuffle Two	Night Club 3/58 200 Parade 6/56	5 Hi-Hand 6/57 120	Drivemobile (Muto)	4/58 125	/Fwhih)	950
1458 (120), 1958 600 Player 4/58 1465 (200), 1958 645 Score-A-Line 9/55	200 Sea Island 2/59 5	0 Jig Saw 12/57 130	8/54	290 State Fair (Gen) 7/58 200	(Exhib) Bright Eyes (Cap)	300
1465 (200), 1958 645 Score-A-Line 9/55 Shuffle Explorer 6/58		5 Hot Diggity 8/56 90	Dodge City (Fran) 12/58	Steam Shovel (CC) 105 5/58 9:	Champion Pony	254 (A)
SEEBURG Skee Roll 1/57	130 Sun Valley 7/57 2	5 Kings 8/57 115	5th Inning (Un) 8/55	105 Super Big Top	(Bally)	375
M100B (100), 1950 \$ 255 Star Lite 5/54	75 Surf-Club 4/54	0 Lulu 12/54 50	Golf Champ (Bally)	(Gen) 12/55 235	Deco Medium Pony	
M100C (100), 1952 300 Super Frame 3/54	80 Variety 9/54	2 Naples 9/57 130	8/58	145 Super Home Run	(Deco) King Pony (King)	
100W (100), 1953 390 Thunderbolt 12/54	GOTTLIEB	9-Sisters 2/54 45	Grandma Fortune (Gen) 5/56	(CC) 3/54 75	Lancer (Bert Lane)	
III 100G (100), 1000 400	The State of the S	Perky 11/56 75	Gun Club (Gen) 1/58	350 (Wms) 1/54 95	Palomino (Lee)	225
V200 (200), 1955 375 Triple Strike 1/55	The might a of	0 Peter Pan 4/55 60 0 2 Piccadilly 5/58 95	Heavy Hitter	Super Slugger (Un)	Pinto Pony (Bert Lane	
1001 (100), 1955 560 TV Bowling League	2 Atlas 5/59 3	5 4 Race-the-Clock 4/55 80	(Bally) 3/59	400 7/55 110	Pony Boy (Carousel).	225
	315 Auto Race 9/56 1	0 Regatta 10/55 80	Hercules (Wms) 3/59 Hindu Fortune	405 Super Star Baseball	Pony Express (Exhib)	150
L100 (100), 1957 580 Twin Bowler 10/58 .		5 Reno 10/54 120	Teller (Mun) 11/54.	(Wms) 1/54 73 595 Swami (Muto) 4/55 595	Rainbow Crusader	(288)(2)
161 (160) 1958 795	4 Contest 10/58 3 2 Continental Cafe	0 Satellite 6/58 160 Screamo 7/54 50	Hi-Fly (Gen) 4/56	95 Target-Roll (Bally)	(Memphis Metal)	325
101 (100), 1958 650 UNITED		0 2 Shamrock 1/57 130	Horoscope Fortune	1/58 11!	Range Rider (Range	
222 (160), 1958 1,005 Aca Shuffle Aller		0 Skyway 9/54 50	Teller (Gen) 9/57	235 Test Pilot (Cap)	Rider)	275
220 (100), 1958 925 5/54	75 Daisy Mae 7/54	5 Smoke Signal 9/55 65	Hydro Duck (B&W) 10/54	12/57 470	Royal (Royal)	300
WIIHITTEN		5 Soccer Kick-Off 3/58. 140	Jet Fighter (Wms)	(Muto) 12/57 210	Thunderbolt	3333
Auda Shume Alley		5 Starfire 3/57 150 5 Star Pool 10/54 50	10/54	105 3-D Kiddle Theater	(Thunderbolt)	300
1250 (48), 1950 \$ 65 9/58	75 Dragonette 6/54	5 Steeple Chase 11/57. 160	Jolly Joker (Wms)	(Rite) 3/54 140	Twin Pony (Deco)	250
1500 (104), 1952 100 Bonus Bowling	2 Duette 3/55 1	0 Super Score 9/56 85		70 3-D Theater (Rite) 3/54	SPACE SHIPS	
1500A (104), 1953 130 Alley 3/58		5 4 Surf Rider 7/58 115	Jr. Auto-Test	3-D Pix (Cap) 2/54 160	Atomic Jet (Conat)\$	150
1600A (48), 1954 185 Bowling Alley 11/58	2 7 1 1 1 1 1 1 1 1 1 1 1	0 3-D 11/58 200 5 Three Deuces 8/55 80		Treasure Cove	Junior Jet (Exnib)	110
1700 (104), 1954 305 Build-Up 5/56 1800 (104), 1955 385 Capitol Shuffle	3 Flag-Ship 1/57 1	5 Tic-Tac-Doe 1/59 235	Jungle Gun (Un) 7/54	95 (Exhib) 7/55 160	Meteor Rocket (Meteor)	150
1900 (104), 1956 480 Alley 6/55	190 4 Belles 10/54	0 Tim-Buc-Tu 1/56 60	Jungle Hunt (Exhib) 7/54	Twin Hockey (CC)	Rocket (Nation)	200
2000 (200), 1956 535 Clipper 4/55		0 Thunderbird 5/54 50	V	180 5/56	Space Patrol (Exhib).	150
2100 (200), 1957 605 Comet Shuffle 2150 (200), 1957 560 Targette 10/54		0 Top Hat 2/58 195 0 Turf Champ 8/58 185		140 (Gen) 3/54 130	Space Ranger (Deco).	250
	480 2 Gondolier 8/58 2		Kiss-O-Meter	United Deluxe Baseball	Space Ship (Bally) Super Jet (Chi Coin).	200
2240 (104), 1958 695 Deluxe Bowling	Green Pastures 1/54.	O The contract of the contract	(Exhib) 12/58	80 (Un) 2/59 360		-
2200 (200), 1958 825 Alley 7/57	275 Gypsy Queen 2/55	ARCARE A MONEY	King of Swat (Wms)	Vacuumatic Card	VARIETY	0.000
	570 Harbor Lites 5/56 Hawaiian Beauty	ARCADE & NOVELTIES	The State of the S	130 Vendor (Exhib) 5/54 130		
BOWLERS & SHUFFLES Deluxe Mercury	85 5/54	All-Star Baseball	League Leader	Voice-O-Graph	Bull Ride (Lee) Dopey Duck (Lee)	150
Deluxe Shooting	Hi Diver 4/59 2		(Keen) 4/58	150 (Muto) 2/57 90!	Elsie the Cow	
BALLY Star 6/58	155 Jockey Club 4/54	D 1 10 1	-Lucky Horoscope (Mar) 12/58	Voice-O-Graph 45 (Muto) 11/54 160	(Cap)	190
ABC Bowler 7/55\$ 240 Duplex 11/58	495 4 Jubilee 5/55 1'	O I I I I I I I I I I I I I I I I I I I	Major League (Wms)		Fire Engine or Puffer	
ABC Bowling Lanes Eagle Shuffle		0 Auto Test Turnpike	4/54	Wild West (Gen) 2/55 186 85 Yankee Baseball	Wagon (Bert (Lane)	375
12/56 250 Alley 5/58		5 Tournament (Cap)	Match Pool	I diikee Dubebuii	Fire Fighter (Bert	
ABC Champion 9/57 480 Flash 6/59		4/59 1.295	(Gen) 2/54	55 Zig-Zag (M&T) 5/54 10	Lane)	350
	285 Mystic Marvel 3/54. 280 2 Picnic 6/58 2	5 Auto Photo Model 9. 1.160	and amonimia	Zipper (Binks) 1/54 15	Flying Saucer	150
ABC Tournament Jumbo Bowling	Queen of Diamonds	Auto Photo Model II. 1,380	- CALL AND COMPANY OF THE PARTY	125 Zodiac Chart (Mun)	(Conat)	130
8/57 400 Alley 8/57	490 6/59 2	Auto Test (with sound)	Monkey Climb (IEC)	12/55 5:	AND CONTRACTOR OF THE PROPERTY	125
All-Star Bowler 12/57 105 Jupiter Shuffle	2 Race Time 3/59 3	5 (Cap) 9/58 560		285	Motorcycle (Bally)	
All-Star Deluxe 2/58 125 Alley 9/58	D - C- C	5 Auto Test (without 5 (sound) (Cap) 9/56 460	Motorama (Gen) 10/57	KIDDIE RIDES	Pete the Rabbit	100
Bally Shuffle 1/59		10 (out) 0/30 400	1901 Daschatt	Total Control of the	Reindeer (Exhib)	125
Bally Shuffle 1/59 50 League Shuffle Blue Ribbon 4/55 190 Alley 2/54	4 Register 10/58 1	5 Balloonomat (Can)	(Wms) 4/57	200	memader (LAND)	103
Blue Ribbon 4/55 190 Alley 2/54 Champion Bowler Lightning 2/55	4 Register 10/58 1 60 Rocket Ship 5/58 1 150 Roto Pool 7/58 2	5 Balloonomat (Cap) 5 12/54 115	(Wms) 4/57	Active rides of all years		
Blue Ribbon 4/55 190 Alley 2/54 Champion Bowler Lightning 2/55 4/54 95 Midget Bowling	4 Register 10/58 1 Rocket Ship 5/58 1 Roto Pool 7/58 2 Royal Flush 3/57 1	5 12/54 115 Bang-O-Rama (Muto)	Pan-O-Rama 800	Active rides of all years	Marvey)	125
Blue Ribbon 4/55 190 Alley 2/54 Champion Bowler 4/54 95 Club Bowler 2/59 525 Midget Bowling Alley 3/58	4 Register 10/58 1  Rocket Ship 5/58 1  Roto Pool 7/58 2  Royal Flush 3/57 1  2 Sea Belles 9/56 1	15 Bang-O-Rama (Muto) 4/57 105	Pan-O-Rama 800 (Cap) 12/56)	Active rides of all years	Marvey)	125 150
Blue Ribbon 4/55 190   Alley 2/54     Champion Bowler   4/54   95   Lightning 2/55     Midget Bowling   Alley 3/58     Congress Bowler 7/55   260   Niagrara 11/58     Deliver Club Bowler   1/58	4 Register 10/58 1  Rocket Ship 5/58 1  Roto Pool 7/58 2  Royal Flush 3/57 1  2 Sea Belles 9/56 1  Silver 10/57 1  Silver 10/57 1  Silver 10/57 1	15 Bang-O-Rama (Muto) 5 4/57	Pan-O-Rama 800	Active rides of all years	Marvey)	150
Blue Ribbon 4/55 190   Alley 2/54     Champion Bowler   4/54   95   Midget Bowling     Club Bowler 2/59   525   Midget Bowling     Congress Bowler 7/55   260   Niagrara 11/58     Deluxe Club Bowler   3/59   Fig. 190     Deluxe Club Bowler   575   Playtime 8/58	4 Register 10/58 1  Rocket Ship 5/58 1  Roto Pool 7/58 2  Royal Flush 3/57 1  2 Sea Belles 9/56 1  Silver 10/57 1  Sittin' Pretty 11/58 2  Sluggin Champ 4/55	15 12/54	Pan-O-Rama 800 (Cap) 12/58) Peep Barrels (Exhib) 12/58 Peppy the Clown	Active rides of all years are included in the following listing.  80 AUTOS Austin Racer (Cap)\$ 175	Marvey) Twin Rabbit (Exhib) Twin Zoo (Bert Lane)	150
Blue Ribbon 4/55 190   Alley 2/54     Champion Bowler   4/54   95   Midget Bowling     Club Bowler 2/59   525   Midget Bowling     Congress Bowler 7/55   260   Niagrara 11/58     Deluxe Club Bowler   3/59   575     Gold Medal 4/55   135   Pixie Bowler 7/58	4 Register 10/58 1  Rocket Ship 5/58 1  Roto Pool 7/58 2  Royal Flush 3/57 1  160 2 Sea Belles 9/56 1  Silver 10/57 1  Sittin' Pretty 11/58 2  Sluggin Champ 4/55  Southern Belle 6/55	12/54	Pan-O-Rama 800 (Cap) 12/58) Peep Barrels (Exhib) 12/58 Peppy the Clown (Wms) 12/58	Active rides of all years are included in the following listing.  60 AUTOS  Austin Racer (Cap)\$ 175  Capitol Auto (Cap) 175	Marvey) Twin Rabbit (Exhib) Twin Zoo (Bert Lane)	150 200
Blue Ribbon 4/55 190   Alley 2/54     Champion Bowler   4/54   95     Club Bowler 2/59 525   Midget Bowling     Congress Bowler 7/55   260     Deluxe Club Bowler   3/59   575     Gold Medal 4/55   135     Jet Bowler 8/54   85   Rainbow Shuffle	4 Register 10/58 1  Rocket Ship 5/58 1  Roto Pool 7/58 2  Royal Flush 3/57 1  2 Sea Belles 9/56 1  Silver 10/57 1  Sittin' Pretty 11/58 2  Sluggin Champ 4/55  Straight Flush 12/57	12/54	Pan-O-Rama 800 (Cap) 12/58)  Peep Barrels (Exhib) 12/58  Peppy the Clown (Wms) 12/58  Photomatic (Muto)	Active rides of all years are included in the following listing.  50 AUTOS  Austin Racer (Cap)\$ 175 Capitol Auto (Cap) 175 Hot Rod (Bally) 375	Marvey) Twin Rabbit (Exhib) Twin Zoo (Bert Lane) Western Express (Bally) Wells Fargo (All	150 200 475
Blue Ribbon 4/55 190   Alley 2/54     Champion Bowler   4/54   95   Midget Bowling     Club Bowler 2/59   525   Midget Bowling     Congress Bowler 7/55   260   Niagrara 11/58     Deluxe Club Bowler   3/59   575     Gold Medal 4/55   135   Pixie Bowler 7/58	4 Register 10/58 1  Rocket Ship 5/58 1  Roto Pool 7/58 2  Royal Flush 3/57 1  2 Sea Belles 9/56 1  Silver 10/57 1  Sittin' Pretty 11/58 2  Sluggin Champ 4/55  Straight Flush 12/57	12/54	Pan-O-Rama 800 (Cap) 12/58) Peep Barrels (Exhib) 12/58 Peppy the Clown (Wms) 12/58	Active rides of all years are included in the following listing.  50 AUTOS  Austin Racer (Cap)\$ 175 Capitol Auto (Cap) 175 Hot Rod (Bally) 375	Marvey) Twin Rabbit (Exhib) Twin Zoo (Bert Lane) Western Express (Bally) Wells Fargo (All	150 200 475 450

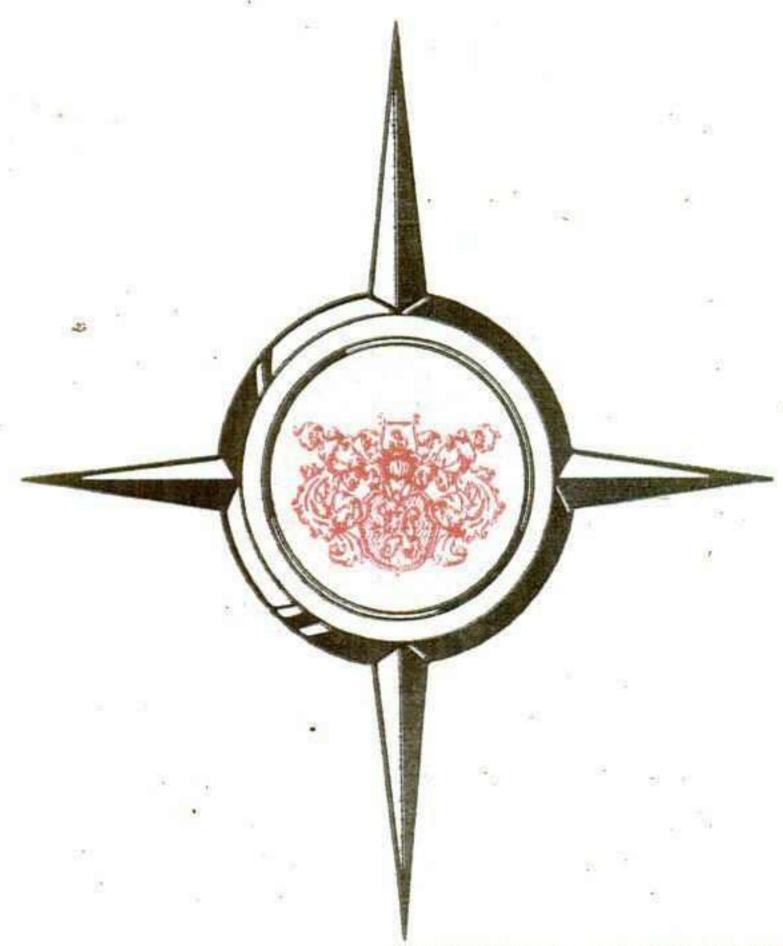


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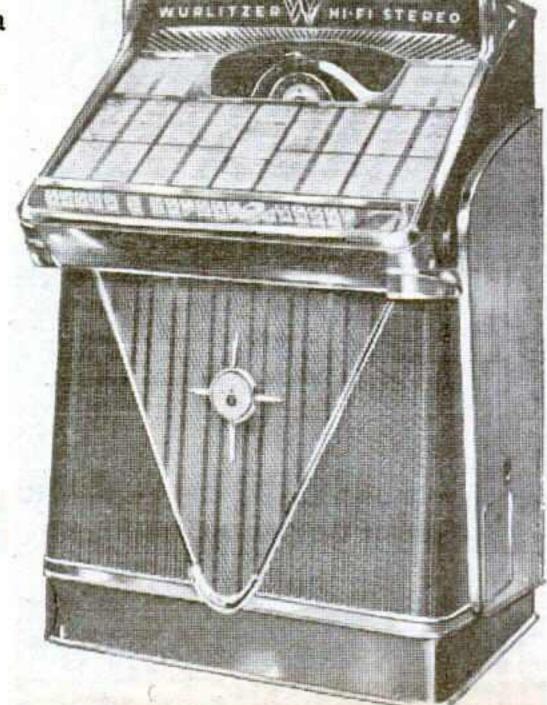
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Pinto Ponies Crusader Ponies SPACE SHIPS \$100.00 to \$225.00 Space Ranger Space Patrol Atomic Jet Nylco Rocket Bally Space Ship

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## European News Briefs

### Russians Study Vending Program

FRANKFURT, Germany-The Soviet Union's No. 1 automatic merchandising expert is in West Germany to observe the vending machine industry. B. F. Bocharov came to Germany from the London vending machine exhibition.

His trip to the West is connected with the Kremlin's announcement of a huge automated merchandising program designed to place 5,000,000 additional vending machines in service

For several years the Russians have been purchasing vending machines and allied equipment in the West, presumably for testing. Now the Kremlin is ready to go ahead, and Bocharov's Western reconnaissance is expected to be followed by the awarding of substantial orders to Western producers.

It is reported that Nikita Khrushchev is personally behind the automated merchandising program. It is known that Khrushchev displayed great interest in automated merchandising and food service while touring the United States.

### Germans Set New Gun Game

BIELEFELD, Germany-The IMO firm of Bielefeld is marketing an improved version of its Diana rifle range game.

Called Kongo, the new game offers a more sophisticated test of the player's marksmanship by means of moving animal targets.

The game has a background simulating the African jungle in which are concealed five animals, a monkey, leopard, lion, cockatoo and elephant.

Each animal is illuminated individually, but in irregular sequence, thus making them stand out against the jungle background in unexpected locations.

The animals may be fired at as long as illuminated. A hit discontinues illumination and substitutes another illuminated animal target.

Not only is the marksman firing at animals appearing in unpredictable target sequence, but illumination periods can be varied between two and three seconds.

### Denmark Revises Coin Duties

COPENHAGEN-Denmark's revised foreign trade regulations now admit vending machines duty free, but subjects juke boxes and games to a 15 per cent tariff.

The new law, which became effective March 1, strikes virtually all manufactured products from the restricted list. The Danish market is thus opened to what will probably be sharp three-way competition among U. S., British and West German manufacturers.

The United States is expected to get the biggest part of the juke box and games market, with West Germany and Britain dividing the vender market.

### German Associations Hold Elections

COLOGNE, Germany-Hasso Loeffler, whose family has pioneered the coin machine operator business in the Rhineland, has been re-elected chairman of the German Coin Machine Operators' Association, the organization of coin machine operators in the Ruhr state of North Rhine-Westphalia.

Re-elected with Loeffler were Willi Wesberg, deputy chairman; Willi Druecks, treasurer, and Rudolf Proessdorf and Heinrich Rosenberg, secretaries. Valentin Biniarz was efected honorary chairman.

The North Rhine-Westphalia organization has 700 members, a gain of 143 in the last year.

In Frankfort the Hessian state organization of operators also has elected its slate of officers headed by Willy Mueller and Martin Sendke, deputy chairman.

In Bremen Heinrich Luetje has been re-elected chairman of the Northwest German Coin Machine Operators' Association, representing operators in the Bremen city state.

### Juke Box Boom Sweeps Middle East

BINGEN, Germany-Emile Khoury, who has the largest coin machine importation firm in Beirut, Lebanon, reports that a juke box boom is sweeping the Middle East.

Khoury is in West Germany to arrange for the stepping-up of juke box and record shipments to the Middle East. He reports that there is not only a big market for German boxes but that there is an increasing demand for German disks as well.

This is a new development and particularly surprising to the German music industry, as German has never been a major Middle East language.

Khoury says, however, that Middle East importers are having success in handling top tunes in their original German. Some of the hits originated in other countries but have been reworked into German. Nevertheless, they go over well in the Arab lands.

### British Ops Hold Annual Meet

LONDON-The Phonograph Operators' Association of Great Britain held its fourth annual general meeting here March 7.

Chairman Bernard Briggs outlined major advances and present problems in the opening speech. He presented a three-point program for the future: (1) To stabilize the music license position. (2) To improve public opinion of the juke box. (3) A satisfactory settlement of the royalty (copyright) problem.

Briggs noted, "Our policy of maintaining a calm, dignified attitude toward nonsensical outbursts (against the juke box trade) is slowly coming home. We are receiving inquiries about our

(Continued on page 70)

### ROUTE FOR SALE

In Sunny Florida at Eau Callie, the south entrance to Guided Missile Test Center. Consists of 165' x 660' tract of land, 2 bedroom house, large modern shop, 2 trucks, 29 late Seeburg music, 32 pins, pool tables and alleys, 20 new Seeburg cigarette

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> WALL BOXES AMI-W-200 .....\$79.50

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H-120 .....\$550.00 H-200 ..... 595.00 G-200 ..... 425.00 F-120 ..... 350.00 E-120 ..... 175.00

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25 Seeburg M100 C's \$275 Each as is but complete

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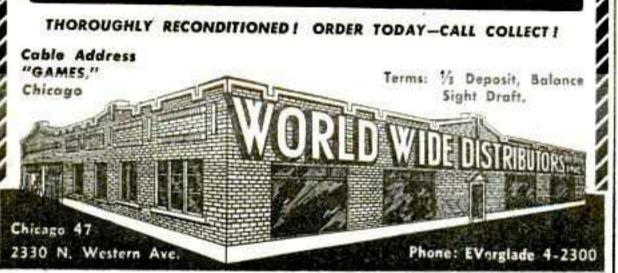
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201-DH \$845 V-200 325 HF-100L 595 HF-100R 475 HF-100G 395 HF-100W 375 M-100C 295 M-100B 245	1475—200 STEREO \$845 1468—120 STEREO 745 1465—200 595 1458—120 545 1455—200 475 1454—120 475 1448—120 395 1446—120 345
M-100A (45 R.P.M.) 125 A.M.I.	1436—120
H-200\$595 G-200	2100—200\$525 2000—200
F-120	1800—104
F-80 365	1717 HIDEAWAY 295





## Midwest

### MILWAUKEE MENTIONS

Three new members have been added to the roster of the Milwaukee Coin Machine Operators' Association, reports Sam Hastings, Hastings Distributing Company. Signees are Morry Fuhrman, Morry's Amusement Company; Eddie Puzia, AAA Amusement Company, and B. & H. Novelty Company, run by partners Mike Bosanec and Jim Hudy. They were officially accepted as members at the group's meeting Monday evening, March 14. According to Hastings, the association is planning a "victory" banquet some time in May to signal the end of the membership drive.

Carl Happel, Badger Novelty Company, has been on the sick list. George Klamm filled in during the boss' absence. New office girl's name at the Badger Novelty Company is Judy Friedbauer.

Harry Jacobs Sr. returned last week from a long winter's vacation in Florida. . . . Despite heavy snows, operators continue to come to the Beer City from up-State for their disks needs, reports Stu Glassman, Radio Doctors one-stop. Stop-ins include Robert Lax, Green Bay; Milt Hone, Rhinelander, and Bob Chissey, Sheboygan.

Route takes have dipped sharply during Lent, reports Harry Cisler, Cisler Music. . . . An optimistic report comes from Sam Cooper, Paster Distributing Company, AMI distributor. "Our sales of juke boxes are well ahead of last year at this time," he says.

Remodeling work is in the final stages at the United, Inc., headquarters, according to Harry Jacobs Jr. Space is being provided for additional offices, and displays of home recreation room equipment lines being added. Ben Ollman-

### COLUMBUS, O.

Bill Court and Dick Gilger, Century Music, Wurlitzer distributors for the Columbus area, hosted a service school here for the week of March 7. C. B. Ross, Wurlitzer field service engineer, conducted the school.

Among those attending were Donald R. and Robert R. Reasoner, Mount Vernon; Irving Kepler, Columbus; Carl Tracy, Marietta; Al Maher, Piqua; Keith Helber, Columbus; George Kasarda, Steubenville; George Griffin, Zanesville, and Eldon De Long, Glenn Alspaugh, Harry Murphy, William Black, and Alex Petrides, Columbus.

Jim Miller and L. R. McKibben, Hillsboro; John Glover, Columbus; Morris Chapin, Delaware; John Holland and Bill Fruits, Columbus; Kenny Sleight, Vernon Dixon, John Rooks and Gerald McNutt, Springfield; Louie Hatem, Dick Spybey, Dale Ferguson and Bill Grace, Columbus, and Howard Kleffman, Galion.

Dwight Maglott, Paul Williams, Robert King, Howard Morre, M. G. Thompson, Chase Hocking, C. M. Scott, Wally Fritz, Neal Sebert, Joe D. Noma, Gordon Hopkins, Maynard Hopkins and C. B. Court, Galion, and Carl Lickrone, Paul Hott, Homer Hudson and Dick Gilger, Columbus.

### CLEVELAND MEMOS

The two-story structure purchased by Cleveland's Monroe Coin Machine Exchange this month will definitely be used to warehouse the firm's music and games equipment, according to President George George.

"We are considering constructing a passage way between the (Continued on page 73)

## **European News Briefs**

Continued from page 69

trade from sources of high repute and the attitude of the press in general has improved beyond measure." He also noted that the attitude of the courts toward licensing phonographs has improved, but that "many of you feel that the levies are out of proportion and favor some sort of direct (legal) action."

### France Rejects Coin Tax

PARIS-The French government has canceled plans to introduce into the National Assembly a new tax law for coinoperated equipment. Last autumn the government inserted into the proposed budget for 1960-'61 the coin machine tax law, whichwould have geared tax rates to the population of cities where equipment was located and nearly tripled existing rates. The law was rejected by the National Assembly and the government, after announcing it would submit a revised version, reversed itself.

### Few Coin Firms at Frankfurt Fair

FRANKFURT, Germany-For the first time since the German coin machine boom, the Frankfurt spring fair is almost bare of coin equipment exhibits.

Only three firms are exhibiting: Heinrich Hecker, Paderborn; Olympia, Walter Winter, Munich, and Turbon, Berlin-Reinickendorf.

The industry generally prefers to concentrate on its own projected European coin machine fair, a trade show devoted solely to the coin machine industry on a Europe-wide basis.

The industry exhibited in strength at the Frankfurt autumn trade fair, but complaints were general that the coin trade became lost in the shuffle of the gigantic industrial showcase.



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100B ..... 250 WURLITZER 2000 .....\$425 2150 ..... 490 2100 ..... 510



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## Andrews Running Two Bowl-O-Fun Rec Spots



BOWL-O-FUN OFFICERS are (I. to r.) A. D. Andrews, president; C. E. Richards, vice-president, andMilton Schraier, treasurer. Key to operations is "customer consideration and community need."

ST. LOUIS - Arthur D. An- relations. He was sent to a school to area (see series on initial Bowl-O- Ketcherside is assisted in the Alton Fun in February 15, 22 and 29 operations by his wife, Diane. issues).

ton, Ill., near St. Louis, while the weekdays, on Saturdays from 9 initial location is in University a.m. to 2 a.m. Sunday, and on Sun-City, a St. Louis municipality.

Each represents a different opbusiness, Andrews stated.

Both spots were, according to Andrews, failing operations of an- distributor for Standard Coin other company which were sold to Changers, carrying a full line of Archlee and successfully converted.

### New Spot Larger

Gene Ketcherside is in charge of the Alton center, which has 20 coin alleys, supervised dancing, been engaged as Indiana distributable tennis facilities and three bil- tor, and the firm has pending disliard tables. The installation is larger in area than the University City spot.

Ketcherside co-operates with the local radio station to hold teenage hops once weekly at the center. 'Gene is genuinely interested in people, and runs a personalized service," said Andrews.

The Alton manager, who formerly was in the regular bowling alley business, also co-operates with local merchants. They contribute merchandise for prizes, and Ketcherside, in turn, encourages patronage at their stores.

### Two Methods

While the center in University City has leagues formed on a firstcome, first-served basis, the Alton spot has organized them with preformed groups. They may include YMCA groups, Cub packs, women's clubs and other civic and social organizations.

Programs of birthday party promotion, fund-raising and charity work are stressed at both establishments. "We look to the needs of the community and try to meet them," Andrews commented.

Ketcherside was trained by Archlee in Bowl-O-Fun techniques, which include public and customer

### **Game Producers**

### Continued from page 65

93 for the year, consisting of 21 five-balls, 12 shuffle bowlers, 9 ball bowlers, 5 in-line pins, 4 pool games, 7 gun games, 4 baseball units, 22 novelties and 9 kiddie rides. Eight upright games were bowed in addition.

The 93 models introduced in 1960 were about even in number with 1957 and 1958, but the year lacked the general excitement created in other years by new kinds of amusement games such as Bumper Pool, the electric rifle One operator pointed out his 50unit, and the ball bowler. (See The cent machines always had more Billboard, January 18, for fiveyear comparison chart of game in- the meter, indicating he was maktroductions.)

drews, president of Archlee, Inc., learn how to service the equiphere, now has two miniature bowl- ment and is given a continuing type ing centers in operation in this of training, Andrews related.

The Bowl-O-Fun in Alton is The latest spot is located in Al- open from 3 p.m. to midnight on day from 9 a.m. to midnight.

Andrews is assisted on the manerational approach, but each is agement level by C. E. (Chuck) performing a community service Richards, and Milton Schraier, as well as constituting a profitable vice-president and treasurer of Archlee, respectively.

> The firm has become the local automatic money-changing machines, and Archlee is also interested in State Distributors for Bowl-O-Fun installations. Long, Indianapolis, has already tributorships in Minnesota, Texas and the Dakotas. Archlee also has one salesman each for the States of Illinois, Kentucky and Missouri.

### Lively Forums

• Continued from page 65

in a horizontal line. A check is made in an intersecting box for any record placed on a machine.

(3) Keeping a book with a sheet for each location, listing in columns new records added.

(4) Keeping a miniature program in the office for each juke box and slipping in actual title strips for new records added. This way the operator has complete program information on hand.

The difficulty of categorizing records was also brought out. Many records can arbitrarily be put in either hit, rock and roll or country and western categories. Operators wondered if they weren't losing plays by placing disks in one category and having customers look in another, not find the tune and walk away from the machine.

### Plastic Strips

One suggestion for increasing plays was the use of colored plastic strips to indicate new records put on each week (The Billboard, March 14). Mason said he'd seen the system used to good advantage by at least one operator.

Also mentioned were the use of standards to cut record costs on 200-selection juke boxes. Full blocks of 10 standards can be rotated from machine to machine (producing a wry smile from at least one attending one-stop oper-

The help from dime play: One operator said his take went up 21 per cent after conversion.

Advantages of 50-cent chutes: money in the box than plays on ing money on duplication.



# 5c, 10c or 25c PLAY

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- NOW has TWO coin returns and other new features. \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*
- Size: 18"x8"x6". FASY TO LOAD. Shipping Wgt.:

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United's Big Bonus Shuffle Alley United's Team-Mate Bowling Alley

BETTER IN EVERY WAY

### SPRING SPECIALS!

Watch for Williams' New Baseball Now delivering . . . Williams' NAGS Midway's JOKERS WILD—Autobell MERMAID

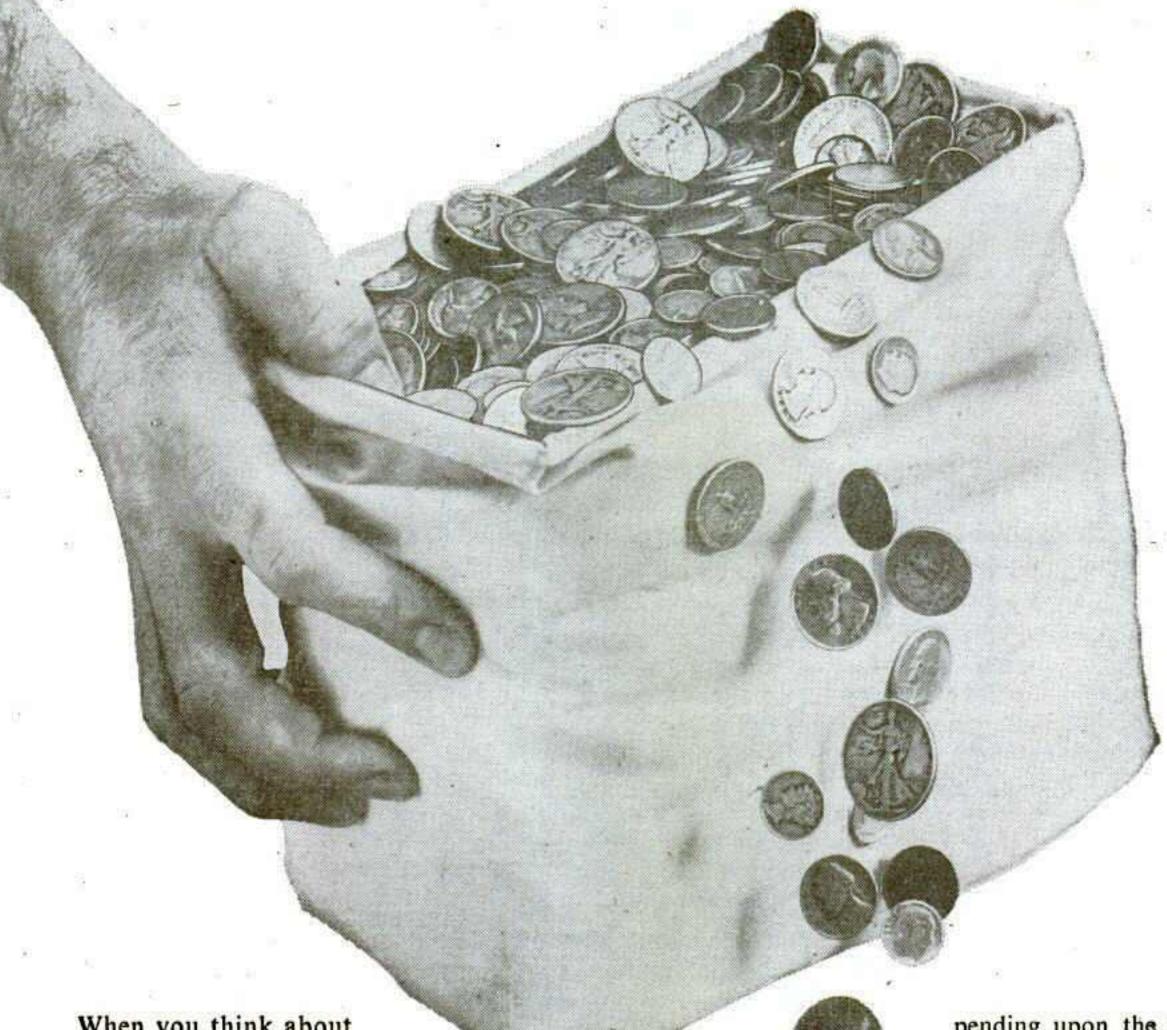
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Continued from page 70

new addition and our present building," added Norman Goldstein, vice-president. "But we're not definite about that as yet."

Cleveland Coin Machine Company recently shipped its first cigarette machine to Austria and the first to Okinawa, Morris S. Gisser, president, announced last week.

Three years ago Cleveland Coin marked a "first" when it delivered the first American music box to Greece. It played both 45 r.p.m. and 78 r.p.m. platters. While U. S. numbers were on 45 disks, the national songs of that nation were cut on 78's.

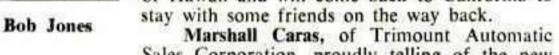
Joseph Abraham, president of Cleveland's Lake City Amusement, Inc., is anxiously planning a June junket to Batraun, Lebanon, his birthplace. He has relatives there, including a brother. He struck off on a similar journey last year, the first since he left his homeland 45 years ago. At that time he had a face-to-face meeting with Lebanese President Chehab at Pacino Alley, a summer resort. "We had a good chat for about a half hour," recalled Abraham. He was wined and dined like a visiting diplomat and is looking forward to a repeat visit. Bob Sudyk

## East

AROUND BOSTON

Whether it's the escape from winter or the need for relaxation, men of the music industry are busy shuttling back and forth to the

region of the sun. . . . Bob Jones, of Redd Distributors, is just back from Bermuda where he and his wife spent an idyllic time on Cambridge Beach. Bob is more enthusiastic about the spot than any he's ever visited and heartily recommends it as the perfect vacation place. . . . Others who are either on the way or in the midst of sun tours are Al Dolins, of Hyannis, who is in Florida for a month's rest. . . . Oliver La France, of New Bedford, is another who has chosen the Orange Blossom State in which to relax for a bit. . . . Veteran music operator Mike Bond and his wife are on a tour of Hawaii and will come back to California to



Sales Corporation, proudly telling of the new background system just installed in the new Vallee Steak House in Chestnut Hill. The system serves a three-fold purpose as well as being a background set-up—that of paging, intercom and publicaddress system. . . . Local operators say some of the new games on the way should perk up the takes. Anxiously awaited here are

Bally's Super Jumbo, Williams' Nags and Gottlieb's Lite-A-Card. Harry Poole, former Boston distributor and well known in the music industry, in town checking up on conditions with maybe an eye on a couple of routes. Harry is rusticating at the moment in Newport, R. I. . . . Bob Jones reports that a number of new bowling alleys going up are making provision for game rooms. Redd's has just supplied 14 pieces, including pinball games, guns, shuffle alleys in a new 10-pin alley just opened in Providence, R. I.

Diversification seems to be the order of the day with a number of operators who have heretofore stuck pretty much with music. Louis Stevens, of Southbridge, and Adolph Dugas, of Webster, are both moving into other fields with eigarettes, coffee and food.

John O'Conner, of Danielson, Conn., is town shopping for music and games, remarked that the surface has hardly been scratched locally in the way of operators moving into the vending field. John has started successfully to expand in this direction himself and finds it takes up the slack in music and games. . . . Observed around town were Louis Zeidman, of Portsmouth, N. H.; John Sullivan, Bangor, Me., and Plinney Burrows, Brattleboro, Vt.

Donald Foote, Randolph music operator, had a narrow squeak when a severe snowstorm delayed the fire department. A fire started in a location where he had recently

installed a new machine, wallboxes and four speakers. In the nick of time help arrived and saved the store and Don's property. Ten minutes more and nothing would have been left. . . . Dave Baker, of Melo-Tone Vending Company, Inc., Arlington, will be off with his wife for the National Association of Tobocco Distributors convention in Miami. Dave also will make a side trip to Puerto Rico, perhaps with

an idea of furthering his interest in the export business. . . . Ben Ross, of Graybar Vending Company, and Bill Cowan, of South Shore Vending Company, are fairly itching for the good weather. They want to get their power boats in the water. Both are high officers of the Metropolitan Yacht Club in Braintree.



Dave Baker

Cameron Dewar

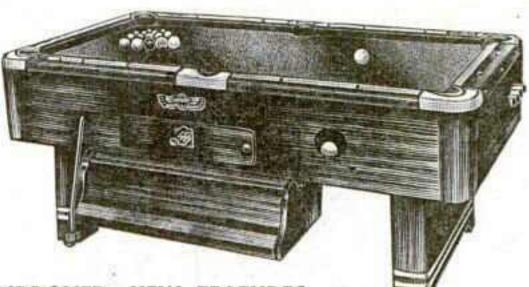
CONNECTICUT CAPERS

Nat Weil, of Self-Service Vending Corporation, marking his 28th year in the coin machine industry, proudly points to his firm's high mark, some 2,000 machines currently in use thruout Connecticut, providing cigarettes, coffee, pastry, sandwiches and soft drinks. The Weil organization is based in Hartford.

Ralph Colucci, of Seaboard Distributors Corporation, East Hartford, flew to Hot Springs for a few weeks of relaxation.

Dick Linke, veteran publicist, and Mrs. Linke were in town for a few hours. Now a personal artists' representative in New York, Linke is known to the coin machine trade in Connecticut thru such past affiliations as Capitol Records Distributing Corporation. . . . Jack Gordon, of Seeburg, was another local visitor.

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## Erhard Lauds German Coin Trade

many's coin machine industry in all West German industries, except export markets as remote as Ausport sales of DM 21,750,000 (ap- is toward a shrinkage of exports. proximately \$5 million), an increase of 17 per cent over 1958 exports and a figure termed "incredible" by West Germany's economics minister, Ludwig Erhard. The figures include jukes, games and vending machines.

"The coin machine industry's astonishing success in 1959 has established it as a leading German Games, however, declined from export industry." Erhard declared. "The figures speak for themselves. Coin machine export gains of 17 per cent is one of the largest absolute increases recorded by any West German industry last year."

Professor Erhard was commenting on the just-released 1959 coin machine export statistics, which have amazed not only the economics minister but even the most optimistic of industry figures.

### Leading Figure

of 17 per cent compares to the market traditionally dominated by over-all increase in West German American equipment.

BONN, Germany — West Ger- exports of 4 per cent. In nearly 1959 established all-time record ex- the coin machine branch, the trend tralia, Hong Kong, Venezuela.

> Equally astonishing is the breakdown, which shows that the entire games and venders declined slightly last year compared with 1958.

> Juke box exports rocketed to DM 13,306,000 in 1959, contrasted with 9,389,000 in 1958. DM 1,620,000 in 1958 to 1,251,-000 last year, and venders from 7,225,000 in 1959.

> West German coin exports not only rocketed last year, but the export market was expanded and to 30 countries and, according to the industry, succeeded in boosting exports almost across the board.

The industry is particularly proud of this fact: That German ex-The coin machine export spurt ports increased in nearly every

The Germans are active in

The West German home market, which now stands at around 30,on juke boxes, apparently can be expanded still further. For example, this country's largest to be example, gain is due to soaring juke box expanded still further. For example, sales. In fact, exports of coin this country's largest operator association, in the Ruhr State of North Rhine-Westphalia, had a net increase of 123 members last year, boosting its membership total to

Industry surveys indicate that West Germany should be able to accommodate 50,000 juke boxes DM 7,608,000 in 1958 to DM before the saturation point is reached. Little Belgium, it is pointed out, has almost as many boxes as West Germany.

Next, there is the British market. stabilized. The Germans exported This market is rated by the Germans as badly "underdeveloped." With 15,000 juke boxes, Britain seems to the Germans to offer a vast potential market.

> Then, there is an opening market symbolized by the visit to West Germany of Emile Khoury, of Beirut, Lebanon. A juke box boom in the Middle East brings Khoury to West Germany.

The Lebanese juke box importer says the Arabs have gone wild about juke boxes. It is a rocketing market fueled by the Middle East oil riches. The Arabs have discovered the juke box with such enthusiasm that the demand can hardly be supplied.

With disks, particularly, there is such a vast demand that the Arabs are buying German-language records on virtually a "we'll-takeanything" basis.

The juke box appears headed for expanding and durable popularity in the Middle East, which is, by tradition and geography, primarily a German market.

Finally, the German industry is scanning intently the developing Fischer's current pool table line. African market. Already, West Germany is doing a promising Luxe or low-priced model. It is a trade with North Africa, but the industry is looking deeper-toward 'black Africa."

The Africian continent is in a political and economic ferment. What the political news concerning the African independence movements means, or is being interpreted to mean by the coin trade, is that great economic progress is in the making. This economic progress will almost automatically open a market for coin machine exports, according to Ger-

man reasoning. This optimism, in fact, is based on analysis of changing West German trade patterns on the African continent. German exports are rising to all the nations involved in

the independence movement. Conversely, while striving to expand and develop Middle East and Africian markets, the Germans are less and less inclined to compete for the far-off markets such as Australia, New Zealand, Hong Kong and Japan. Freight rates and other obstacles make these mar- ern Pennsylvania, Delaware and kets seem increasingly unattractive to the Germans, and they are firms represent Seeburg in a solid likely to be surrendered without territory stretching from New Jercontest to the Japanese.

### Seeburg Outlet

· Continued from page 65

more than two years, Eastern Mu- stop which sells only to operators. sic Systems in Philadelphia has done a major job in convincing tion will remain largely intact. Bill operators to get fair commissions, Reed and Charles Carbrera will front money and minimum guaran- stay on as salesmen, while Dave tees. He added that the "Philadel- Adler continues as service manphia Story," as it is called by See- ager. In addition, two more salesburg management, is one of a dis- men, one each for phonographs tributor helping operators to get and vending machines, will be dime play and equitable commis- named shortly. sion arrangements with locations.

## Senate Report On Coin Trade

WASHINGTON — The Senate Select Committee on Improper Activities in the Labor or Management Field is expected to issue its report in about two weeks containing conclusions drawn from exhaustive hearings it held last year on attempted racketeer infiltration of the coin machine industry.

Staff completed the writing of the report last week (16) and sent it to the various senators for their approval or disapproval. When the senators have approved the report, or prepared dissenting statements, the report will then go to the Government Printing Office.

Meanwhile, Senator McClellan (D., Ark.), chairman of the rackets committee, has introduced a resolution in the Senate which would enable the probers to turn over to the Government Operations Committee all papers and files collected during the course of the investigation.

## Pool Models At Neb. Show

OMAHA—Two new pool games were introduced by Fischer Sales & Manufacturing Company during the Nebraska Music Guild's Midwest convention here last week.

They are Fiesta, a new bumperbilliard game, and "B" Series, a new six-pocket model. The pair bring to six the number in

"B" Series follows the firm's Desix-foot table with a new ball return system and has been thoroly location tested with more than 200 models in the field, says Bill Weikel, Fischer executive.

### Hopper Return

The table has a hopper type bottom, free of the formerly used track returns, which facilitates rapid return of all balls. There is no "visiball" tray as before, but balls are stored in a tray behind a heavy plastic glass. Currently sixfoot table, "B" Series may also be introduced later in a seven-foot model.

Fiesta is a successor to the firm's Party Pool bumper-billiard game. It is regulation size, with a slate playboard, Formica rails, 10 top quality balls, four q-sticks and all accessories with each model.

The tables are green and arctic white and have pedestal-type slipin and slip-out legs with an off-set rail design.

South Jersey. Combined, the two sey to the North Carolina line. This makes it one of the largest distributorships-from a standpoint of population-in the United States. The Philadelphia corporation also operates a successful record one-

The old Musical Sales organiza-

One system which worked out Eastern Distributors territory will well in Philadelphia will be instiinclude Maryland, the District of tuted in Baltimore. It's the service Columbia, Virginia and part of contract arrangement, whereby the West Virginia. Eastern Music System is Seeburg distributor for East-handles service calls for operators.

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## Beverage Meet

NEW YORK—A total of six coin industry firms, more than had been originally anticipated, turned up as Industry Trade Show, staged here cil (The Billboard, March 14). this week by Beverage Retailer Weekly, a trade paper serving tavern and bar owners and package stor proprietors.

A solid representation of juke interests was present with exhibits by Atlantic New York, of Seeburg juke and cigarette equipment; by Runyon Sales of the newest in AMI units, and by Rock-Ola, which showed its newest juke units.

In the other-than-juke field, American Shuffleboard was present with its newest shuffle game. Table Football, Ltd., a Wisconsin game manufacturer, was also on the scene as was Vending Sales Corporation, with the latest Du Grenier cigarette machine.

Most exhibitors in the coin field were optimistic, pointing out that they considered the show an excellent public relations opportunity. They were particularly satisfied with the attendance on opening day, Sunday (13), at which time a crowd reported in excess of 10,000 passed thru the second floor Trade Show Building area allotted to the beverage group.

interest was centered on stereo considerable publicity in mass me- relations. The bag is placed in the equipment, and in addition, See- dia. burg's display devoted extra attention to the stereo seven 33 r.p.m. single record, for which Seeburg a lot of good stories to tell," he phonograph. has developed an automatic added, citing the time Meyer Park-

adaptor unit.

### D. C. OP SETS UP DISK PLUG FIRM

WASHINGTON—Hirsch de La Viez, prominent local juke box operator, has organized Record Promotions, Inc., a firm organized to plug new releases to disk jockeys. For complete details, see the story in the Music News Department.

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## Six Coin Firms Detail Nat'l P-R Plans at Neb. Meet; Show Wares at Kraus & Snodgrass Address Group

OMAHA—The coin machine in- | He said operators would be furdustry got its first glimpse here last nished with press kits with infor- complimented operators on their week of the national public rela- mation to hand out to local news fine local association and their help tions program being planned by the services. Included would be sample to MOA. Citing MOA benefits, exhibitors at this year's Beverage newly created Coin Machine Coun-

Herbert Kraus, head of the firm the industry. which has been assigned the account, detailed future plans during to operators keeping them in- compromise figure, Snodgrass said, the Sunday afternoon business session of the Nebraska Music Guild's dustry's public relations effort, said dustry \$30 million over the past 12 convention.

Kraus was Harry Snodgrass, director of Music Operators of America, who was pinch-hitting for George Miller, unable to attend because of

Kraus told operators that public relations is merely, "doing good and letting the public know about it." He said the coin machine industry had done a lot of good during the past years, but its image or reputation in the public eye was

Kraus mentioned the liquor and comic book industry as two instances where an effective program of enlightenment had been waged to erase a previous bad impression. The John D. Rockefeller family, said Kraus, is another example of how publicizing good acts can bring port. favorable public reaction.

as two accounts his firm was han-

Story to Tell

off, New York distributor, ad- contributing \$5,000 to the prodressed a group of school children, telling them how the juke box and games industry was set up.

Parkoff gave his talk after his son had been told his father's business was connected with the rackets. He received a standing ovation from the class after it got the full

Kraus said a story like that is a natural for Reader's Digest along with other general stories about the industry, mentioning gross income and statistics being ideally suited for Wall Street Journal and Business Week.

## N. Y. Coin Group Gives Juke Box As PR Gesture

NEW YORK — The public relations committee of the New York State Coin Machine Association moved ahead on twin fronts this week, according to a report from chairman Al (Senator) Bodkin.

Thursday (17) Bodkin and representatives of the committee were due to visit Creedmoor State Hospital for mentally ill children in Creedmoor, Long Island. In company of Meyer Parkoff, Barney Sugarman and Irving Holzman, Bodkin expected to present a juke box for the enjoyment of the pa-

On another front, leading figures of the local coin machine world were due to attend a special communion breakfast with Francis Cardinal Spellman on Sunday (20). The affair was in connection with the successful campaign carried on last year for Christmas funds for Cardinal Spellman's Servicemen's Center. The coin industry here was a vital force in the drive, having raised \$2,000 for the fund. A check for the coin group's contribution was presented to the Cardinal on Friday, February 11.

speeches that operators could de- Snodgrass mentioned: liver to civic groups telling about

formed of the coin machine in- MOA had saved the juke box in-Kraus, emphasizing the importance years. Sharing the roster spotlight with of operators helping to develop good press on a local level.

> turers were contributing to the pro- ing problems. gram, including Bally, AMI, Wil-The fee structure for manufacturers was \$300 and up, depending able legislation. Snodgrass menupon sales; \$200 for distributors; tioned a recent favorable ruling and \$5 to \$50 for operators. The whereby juke boxes and games program will be under the direction of the Coin Machine Council, headquartered in Chicago and all money will be put in trust in the First National Bank of Chicago.

\$60,000 Goal

Goal for the first year is \$60,000, he said, asking operators to get behind the program both financially and actively with local sup-

John Fling, secretary of the Kraus cited the Tommy Bartlett Missouri association, arose to tell water ski show and the Kim Sisters of a "dime-a-week bag" his association had been using for about six At the juke level, the main dling-each of which had received months to raise money for public juke box and a dime a week from the juke gross is put in, giving each "The coin machine industry has operator \$5.20 per year for each

Snodgrass said MOA also was

Addressing the group, Snodgrass

f. MOA's fight against copyright legislation proposed by perform-There will also be a newsletter ance royalty societies. Even at a \$5

2. National Tax Council, under Leo Kaner, helps operators thruout He said already five manufact the country with tax and account-

3. A full-time legal counsel, liams, United and Chicago Coin. Nicholas Allen, in Washington, represents operators against unfavorwere excluded from a federal cabaret tax.

> 4. National life insurance program available to all members, which Snodgrass says paid out over \$200,000 to beneficiaries in the past one and one-half years of operation.

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## 18 Firms Show at Neb. Meeting Location Owner

Continued from page 65

### Exhibitors

Exhibitors at the convention were: Lieberman One-Stop, represented by Harold Lieberman, Evelyn and Hank Dalrymple; Rock-Ola Manufacturing Corporation, showing its new phonographs, represented by Rock-Ola Director of Sales Frank Mitchell, and Omaha distributor H-Z Vending with Hymie and Eddie Zorinsky, Roy Norris and Joe Blend.

D. Gottlieb and Company, showed Lit-a-Card, a two-player, and World Beauties, five-ball, represented by Wayne Neyens, design engineer. Fischer Manufacturing Company showed Fiesta, a new bumper billiard game and its new "B" series six-pocket pool table (see separate story), represented by and Bill Weikel.

Williams showed Nags, its new five-ball, and an advance model of Serenade, a two-player, to be introduced to the trade shortly. Sam Lewis represented the firm.

### Cigarettes

its series "222" 22-column cigarette sales manager, were on hand. vender and series "CC" candy machine and was represented by Marvin Pierson, factory representative. Bally Manufacturing Company

**BOWLER** 

1725 W. DIVERSEY BLVD.

CHICAGO 14, ILLINOIS

Arthur, Jack Dufford, Wells Hal- showed Beauty Contest, its new bar and Joe Morocco, did a series one-ball, single and double horse of take-offs on current popular kiddie rides; Official Jumbo, a music that brought the house down. shuffle bowler, and Bally Derby, a gun game. Art Garvey represented the firm.

Davidson One-Stop was represented by Leroy Davidson, Pete Poulos and Ken Mulik, showing the firm's new title strips being used.

### AMI Phonos

Mountain Distributing Company showed the new AMI phonograph and was represented by the firm's ion. head, Pete Geritz, Jerry Harris, salesman, and AMI district sales representative Albert Mason.

its new Imperial shuffleboard plus 14 other defendants of practicing the firm's full line of accessories. It was represented by Coin-A-Matic operators in the New York area. Music Company, headed by Howard Ellis, with Jay Hasenpflug, Katherine Vanderloo, Howard Ball an operator, Morris Wurtzel, who E. L. Fischer, Margaret Fischer and Judy Ellis. Coin-A-Matic also had a juke box and game in the showed a Globe citizens band twoway radio being sold to the opera-

Arthur H. Du Grenier showed Candy Mart, 10-column - candy vender and "L-B 20" Consolette, 20-column cigarette machine. Glen A. Preston, factory representative, National Vendors, Inc., showed and Richard E. Gibbs, general

> Wurlitzer Wurlitzer showed its current phonograph line and were represented by Lou Singer, Central Distributing Company, the firm's Omaha distributor; Ed Ponder, Peach State Wurlitzer's Midwest sales representative, and Walt Peteet, engineer.

Magic Mirror Horoscope and was Manufacturing Company, represented by Henry Ross, showed

Jokers Wild.

The Seeburg Corporation was represented by its Des Moines distributor, Phil Moss & Company, and showed the new Seeburg juke lished"-is now available to operbox, eigarette machine and background music unit. Besides Phil State Distributing Company here. Moss, the booth was manned by Mat Le Strange, Moss' sales manager; Warren Merril, background music sales; Dale Hooten, cigarette

six-pocket pool table and was represented by Virginia Hoxie, firm's executive. Keeney showed Criss Chicago Coin, Gottlieb, Genco, Cross, new upright, and its popcorn Keeney. United and Williams vender, represented by Clayton Nemeroff.

line of their parts and supplies featuring baffles and speakers, represented by Ed Ruber and Jim Pennington.

## **Empire Named** Fischer Distrib

CHICAGO-Empire Coin Machine Exchange here has been appointed a distributor for Fischer Sales & Manufacturing Company, Tipton, Mo., it was announced by Fischer last week.

Empire will handle sales on all price of each. Fischer coin-operated pool game models in Northern Indiana and South's largest distributor of coin Illinois, including the Chicago area. machine parts and supplies."

## Charges Union With Coercion

MINEOLA, L. I., N. Y.—A location owner who refused to go along with the demands of Local 266, Teamsters, testified in Nassau County court here that he was grabbed and menaced by Joey Gallo, accused enforcer of the un-

The testimony given by Gaetano Mastrantoni this week at the trial of John J. O'Rourke, East Coast American Shuffleboard showed Teamster boss, who is accused with extortion on juke box and game

> Mastrantoni said that the incident arose when he tried to oust location. The prosecution charges that Local 266 was the extortion agency.

> An operator, Harry Schildcrout, had previously testified that Local 266 was actually an organization of employers, and that he joined the local to combat stiff opposition.

He added that he joined the union so that he could paste stickers on his machines and get union members to picket competi-

## Auto Bell showed Mermaid and Mails Out

ATLANTA - A new free-ofcharge catalog of coin machine parts and supplies-called "the most comprehensive ever pubators and distributors from Peach

The book-sized, 81/2 by 63/4-inch slick-covered catalog carries 136 pages of parts and supplies information, including over 900 illustrations and 2,600 individual price-Valley showed its model 8500 accompanied listings. Items range in value from 2 cents to \$309.50.

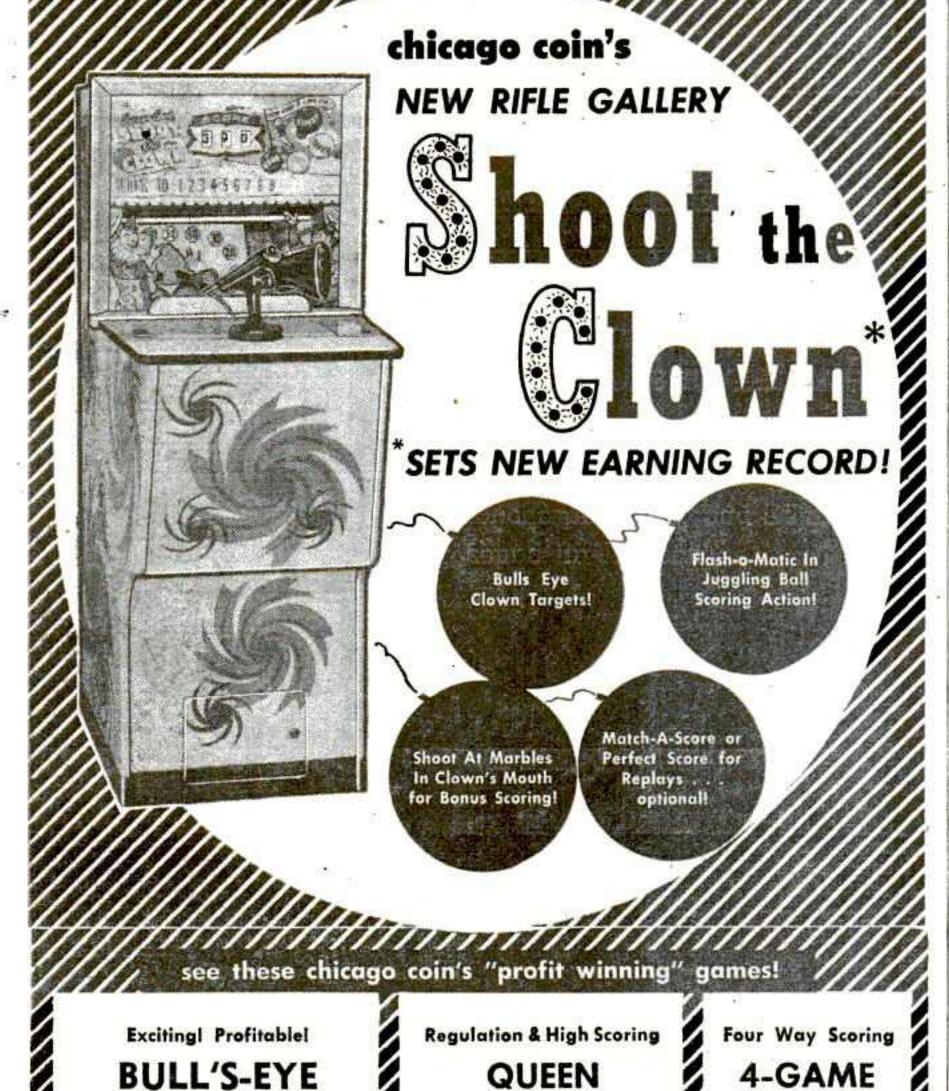
Parts covered are those for Bally, games, including motors, coils and hundreds of parts, large and small. Wico showed a representative Phonographs are covered more sparingly.

### Parts Line-Up

Also included are fluorescents, tubes, lamps, fuses, plugs and taps, cleaners and lubricants, contact parts, coin wrappers, counters, sorters, changers, rejectors, locks, key rings, title strips, decals, soldering guns, tool boxes, power tools, basic tools, drills, terminals, conversion kits, wax, needles, cartridges, speakers, billiard supplies and hundgeds of miscellaneous items.

A typical page of the catalog has some 15 illustrations running the top half of the page, keyed by number to listed parts at the bottom half, providing description and

Peach State bills itself as "the



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## Tape Phone Speeds Service

· Continued from page 64

his trade comes from juveniles cations. He feels there are many and admits it goes far higher in underdeveloped situations in his the near-school locations, he claims area. He has in mind specifically that the shorter daylight hours plus bowling alleys, which have inthe school year cuts down on his creased in popularity in New Or-

On a daily operational basis when the pre-filled globe is inand on a 25 per cent commission to concentrate on gum balls and charms.

When Schiro started in business back in 1947, he had 50 Advance gum machines. While he is reluctant to cite actual figures, it is probable that he now has 500 machines in his area, the bulk of joyable to Schiro. A life-long acwhich are supplied by Oak Manufacturing Company. He has some Rocket gum and ring machines. His major suppliers are Leaf to him. Brands, from whom he orders on a monthly basis, and several charm houses, including Penny King, Eppy, Paul Price, Plastics Processes, and Guggenheim.

### NVA Member

Schiro, a member of the National Vendors Association, thinks the years of age or under has been annual conventions provide an ex- banned from playing coin-operated cellent opportunity for operators amusement machines under an orlike himself to keep abreast of the dinance passed by borough council trends. His own convention attend- March 8. The measure pointed ance is also an occasion for him particularly to pinball machines to personally check on new lines and coin-operated pool tables. and and a great deal of his buying The ordinance also prescribed is done on that basis.

the best way to counteract this is the week. No reason was given for to open more multiple machine lo- the action.

leans recently.

He also feels that service sta-Schiro can make up to 20 stops tions and busy parking lots should per day, but under normal condi- offer opportunities. From time to tions he makes about half that time, he finds a location owner number of calls. Payment is made will reject an installation because he "doesn't want to be bothered stalled. He uses a Hansen scale by kids." Schiro generally overcomes this attitude by pointing out basis the location fee averages out that the machines do not require to about \$3.25 per fill. He does not any attention. The proprietor or have any nut machines, preferring sales staff is not called upon to take time from other work to handle a penny or nickel transaction and the revenue from a machine comes from space that would not be utilized.

### Service

Servicing, while routine, is enquaintance with his town, many personal contacts and a naturally gregarious disposition are big assets

### Ordinance to Ban Teen Game Play

OAKLYN, N. J.-Anyone 18

that no one, regardless of age, can Faced with the decline of small operated such machines on Sun-

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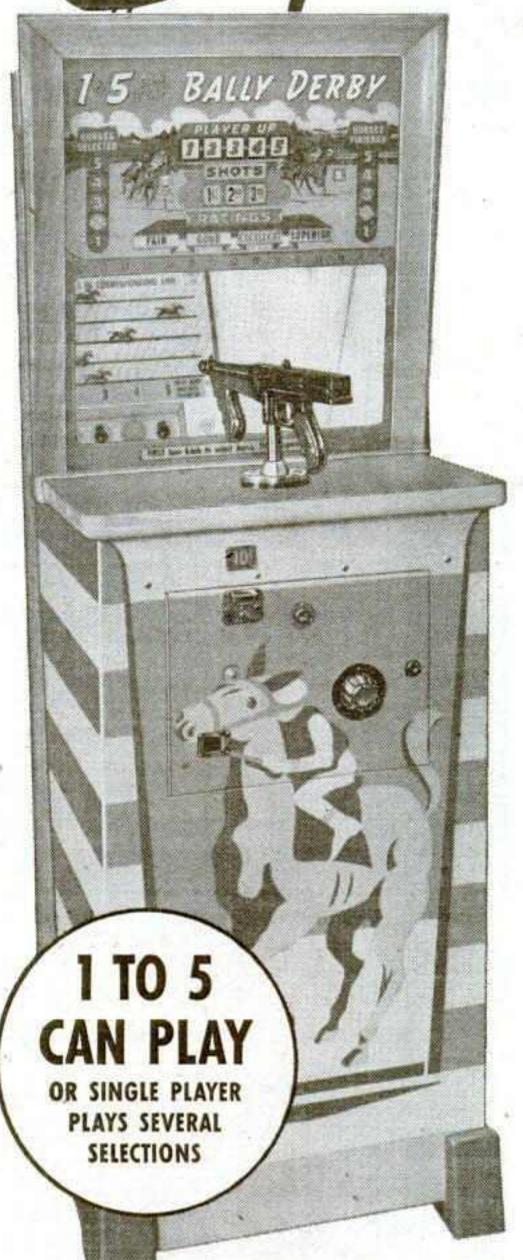
neighborhood stores, Schiro feels days or after midnight any day of when answering ads . . . Say You Saw It in The Billboard



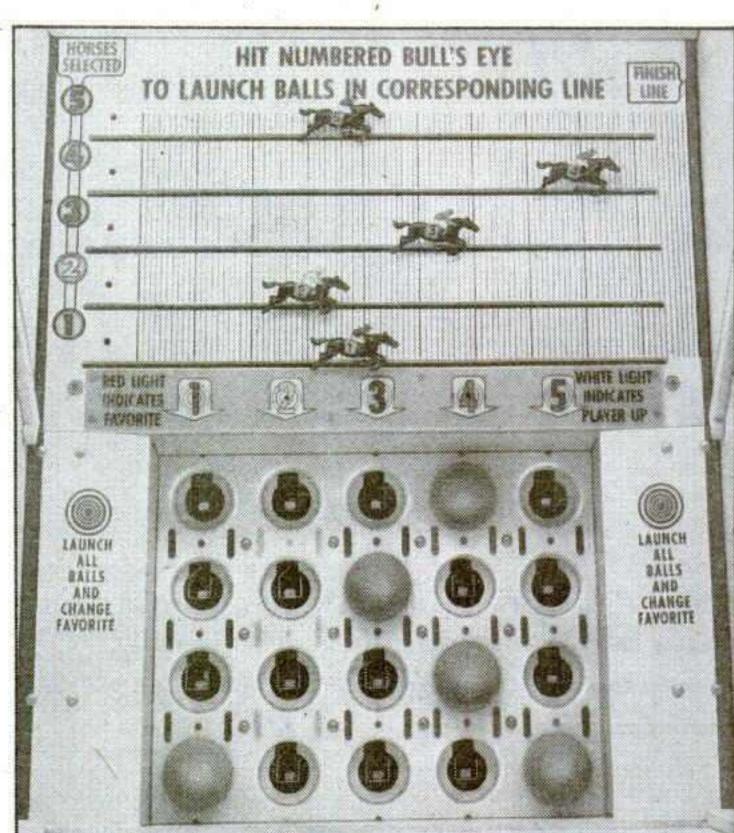
Here's a game with a proven combination of features that'll work like magic to boost collections! The magnetic draw of playing cards plus strong competitive play appeal create a dynamic package of earning power and, of course, higher profits. Extensive LITE-A-CARD location tests show more money in the cash box than ever before. YOU CAN SEE THESE FEATURES DEMONSTRATED AT YOUR DISTRIBUTOR TODAY! Hold over card feature has arrow advancing over cards from ace to deuce for Hitting colored contacts light 4 individually controlled pop bumpers for high score carries over from game to game. 3 "running light" holes advance arrow over cards and score up to 300 points. Lighting left or right pair of pop bumpers light cyclonic kickers and bumpers for Center target scores up to 100 points. · Plus coin-box with locking cover, 4 flippers and double number match feature. KOSTNER AVENUE CHICAGO 51, ILLINOIS

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28 in. wide, 38 in. deep, 74 in. high. Dime play.



Targets, bouncing balls and track-with 5 miniature jockey-mounted horses-are all viewed by player, as he triggers automatic rifle. Speed of each horse depends on number of balls in his line. Each player shoots to launch balls out of rival horse's line, into his horse's line. Skill-ratings light on backglass, range from Fair, through Good and Excellent, to Superior, depending on player's skill in reducing number of shots required to "bring in" his horse.

BALLY DERBY combines in one compact, colorful game 3 of the greatest play-appeals known to coin-operated amusements... skill-satisfaction of a gun...suspense of a horse-race...action of launching balls...plus earning-power up to 50 cents a game. Result is cash-box collections that rival top money-making pinball and upright games...in every type of location.

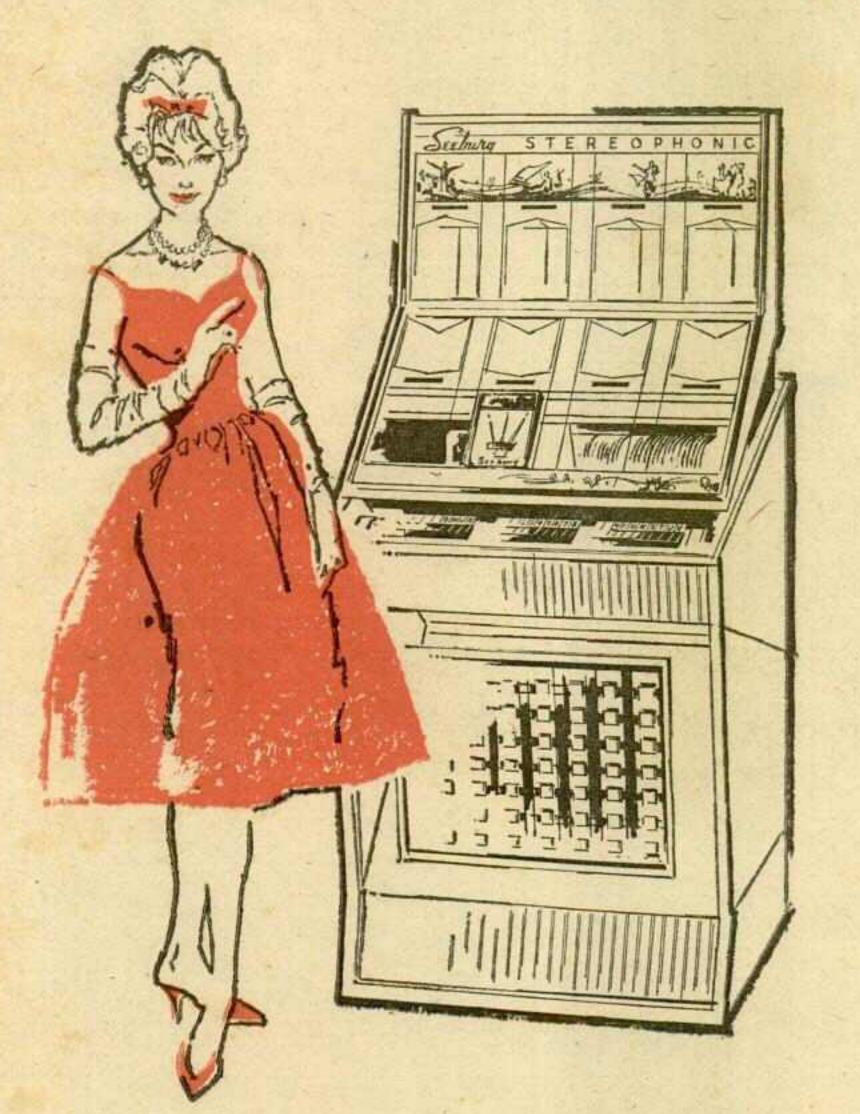
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