

# The Billboard

The Billboard's Quarterly

**SPOTLIGHT ON TAPE**

Featuring an all-industry directory of manufacturers of stereo playback equipment.

See page 28

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FEBRUARY 17, 1958 (RBP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

## Buddy Deane Show Newest Phenomenon In TV Programming

Jock Tops All Local Ratings;  
Snarcs 55 Per Cent Adult Audience

By BOB BERNSTEIN

BALTIMORE — The biggest broadcasting news to come out of this market since "Romper Room" debuted some years back, is the Buddy Deane show, a daytime program which leads all local TV ratings here and boasts a 55 per cent adult audience.

The five-month-old WJZ-TV series is in the vanguard of a new phenomenon in programming, the successful TV platter show. Local video jockey shows have had respectable audience followings for the past few years, of course, but only recently—with the advent of Dick Clark's top-rated network show, "American Bandstand"—has the TV jock become a powerful force in the recording industry.

"It's a family show with some teen-age participants, not a teen-age show," explains Buddy Deane.

"The housewife can find satisfying entertainment. She can also turn away from the set for chores and still enjoy it." The American Research Bureau statistics seem to agree, giving Deane a 38 per cent woman's audience within his rocketing 39.9 cumulative rating. And the strip, which debuted with two spots sold, is now 80 per cent sold with sponsors heavy on adult products like coffee, detergents and gowns.

While Deane has given great impetus to the whole daytime schedule of the new Westinghouse Broadcasting Company station, many local dealers opine that he has also been making record hits overnight in Baltimore. "The city is generally five weeks ahead of the U. S. in latching onto a new

## Radio Deejays Nix TV's Hits

BALTIMORE — Radio deejays resent TV and won't push TV-originated songs, according to Buddy Deane, WJZ-TV jock who has made a successful transition from radio this season. "Since competition alone can make a hit," Deane says, "the single play a radio deejay may give a tune from a TV show amounts to nothing."

"Having built composers, artists and labels over long months and years, the radio boys can't be blamed for not leaping to make overnight hits out of mere adjuncts to TV scripts," the deejay adds.

song," says the modest deejay, but many dealers give him chief credit for locally introducing items like "Bumclay" and "Oh, Julie."

### Civic Group Backing

In addition to spinning platters and providing a place for the kids to dance and have a soda, the Deane show includes public service demonstrations, home economics, dance instruction by local studios, local night club talent, in fact, something for everyone "from tots to totterers." That the show is considered wholesome is attested to by a dozen civic groups.

Item: The Board of Education chooses the 60 boys and girls who appear each day on the show. Item: Teens Against Polio, a division of the March of Dimes, was getting nowhere here until Deane launched a competition on his Saturday stanza. Voting for their favorite singers at a dime a throw, his younger fans have donated a new high in local contributions to the annual polio drive and they're not finished yet.

### No Racial Clash

Item: Not only hasn't there been a single race incident in the running of the show, but both Negro and white spokesmen have unreserved praise in this Southern town for Deane's efforts at exchange of knowledge and acquaintanceship.

(Continued on page 18)

## CRITIC BLASTS 'PROCESSED MUSIC' IMPACT

NEW YORK—Music listeners with "egghead" tastes are steadily adding to their numbers from the ranks of middle-brows and low-brows. And, despite Soviet claims to the contrary, America is not developing into a nation of barbarians concerned only with material wealth, low-brow pleasures and gadgets.

These are among the important areas of agreement reached by a group of the country's top intellectuals attending an American Round Table discussion, on which details have just been released.

In other areas, however, there were some sharp—and interesting—disagreement. Sylvester L. Weaver, ex-prexy of NBC and now head of his own program firm, stated that public awareness of good music is "due 90 per cent to radio." Music critic Virgil Thomson promptly took issue with this.

Altho admitting that "radio has been good for music" and that "television's contribution to music, by contrast, has been virtually nil" the noted composer-critic warned against what he described as the "debasing effect of the constant impact of processed music upon a captive audience."

Added Thomson: "You cannot turn off the ear, and therefore we are subject to a constant brainwashing with music which saturates and oversaturates the public ear. This is largely responsible for the present decline in concert standards."

## Lid Off Chi Disk Bootleg Operation; Juke Ops Muscled

Lormar Dist. One-Stop Linked to  
Phony Disks, Racketeer Strong Arms

By BERNIE ASBELL

CHICAGO—The most elaborate bootlegging operation in the history of the record business was uncovered here last week following the arrest the previous weekend of George Hilger, alias George Miller, 42, on a charge of counterfeiting the trademarks of record firms. Arrested, too, was Charles (Chuck) English, 42, prominent in the trade here as the head of Lormar Distributing Company, a large one-stop. English is charged with possession of some of the counterfeit disks, but he denies direct involvement in the counterfeiting.

Authorities said that more than 125,000 disks of top hits were pressed. Some 480,000 labels had been printed and die-cut, ready to affix to new bootleg waxings. Labels of more than a dozen record firms were involved, among them Cadence, Roulette, Brunswick, Ember, Keen, Vee Jay, Cameo, Herald, Warner, Swan, Chancellor, Poplar, Lark, Chess and Checker. All set for its boldest step, the counterfeiters had printed a quantity of four-color Dot labels of Pat Boone's "Wonderful Time Up There" and "Too Soon to Know," but records had not yet been pressed when the arrests were made.

### Released on Bond

Hilger, in whose home 12,500 allegedly counterfeit disks were (Continued on page 18)

By BOB DIETMEIER

CHICAGO—The lid blew off a city-wide operation last week in which juke box operators are muscled into buying records from a record one-stop reportedly because of its powerful backing by Chicago's much-investigated Joseph (Joey) Glimco.

The company, Lormar Distributing Company, and its principals are under investigation in connection with a large counterfeit record ring (see separate story beginning elsewhere on this page).

Glimco, head of the local taxicab union and kingpin in Automatic Phonograph Distributing Company, Chicago juke box distributor, is allegedly the man chiefly responsible for forcing operators to buy records from Lormar.

Tom (Juke Box Smitty) Smith, a business agent of Local 134, the International Brotherhood of Electrical Workers' Union, also figures prominently in getting operators to buy from the firm.

Charles English, small-time, long-time hoodlum, syndicate stooge and race track bookmaker, set up Lormar.

Glimco and Smith both were involved in making telephone calls to operators telling them to buy their records from Lormar. Some got many telephone calls before they began to lose juke box locations, others just several.

Bill McGuire, reportedly an ex-policeman, and an employee of Lormar, also made telephone calls to operators telling them to buy from Lormar. He and Smith are known to have made personal visits to operators.

In one instance, an unidentified police captain is said to have called on operator prior to McGuire making one of these visits.

After setting up Lormar, English sent out a letter to all Chicago juke box operators, announcing the (Continued on page 84)

## NEWS OF THE WEEK

### Warner Into Record Business; Jim Conkling President . . .

Warner Bros. made its move into the record business this week with the pacting of Jim Conkling, former head of Columbia Records, as president of its new electronics subsidiary. New Warner's firm will concentrate on package goods. (Continued on page 2)

### Companies Flood RCA Victor With Merchandise Tie-In Pleas . . .

RCA Victor's LP and EP merchandising tie-up program with various companies—Kleenex, Procter & Gamble, Heinz, etc.—has been so successful that the label is now deluged with requests for tie-ups from major manufacturers. (Continued on page 3)

### McCann-Erickson Bags Buick Billings of \$10 Mil-plus . . .

Auto firm's fondness for telemusicals is said to underlie decision to award huge Buick account to pro-musical McCann-Erickson agency from Kudner. Buick is reported scouting for "another Dinah Shore" to headline major net-

work vehicle the motor maker wants for next fall. (Continued on page 14)

### Probe Union Racket In Chi Game Business . . .

The Senate Rackets Committee and the Illinois State's Attorney's office have launched an investigation into union racketeering in the Chicago coin-operated amusement games trade. Probe was prompted by series of strong-arm activities involving hi-jacking and destruction of coin machines on locations. (Continued on page 91)

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this issue

# Warners Enter Disk Field; Conkling to Head New Wing

## Subsidiary to Encompass Electronics Business; Records Its First Activity

HOLLYWOOD—What appears to be one of the most potent moves by a film company to enter the record business has been set. Jim Conkling, former president of Columbia Records and currently temporary chairman of the National Academy of Recording Arts and Sciences, has signed an agreement

whereby he becomes president of a Warners subsidiary which intends to pioneer in the electronics field. Initial activity will be in the record business, with emphasis on packaged record product.

Formation of the new Warners operation, which will be set up as a separate corporation, and the acquisition of Conkling to head it up, was crystallized by J. J. Warner, president of the film company, and Ben Kalmenson, executive vice-president in New York.

Diversification is the key aspect

of the Warners' thinking in entering the electronics field. The firm's execs are known to feel that films, while very important, constitute only one phase of the entertainment business.

### Long-Range View

The Warners record and electronics operation, it is known, represents a very substantial investment—understood to be in seven figures. Conkling has a long-term pact, and it is known that he is taking a long-range view of the

(Continued on page 38)

# Europe to Hop With U. S. Jazz

NEW YORK—Europe will be teeming with American music talent, particularly in the jazz field, in forthcoming months. A focal point will be the Brussels World's Fair, altho participation there by Yank acts will be in spite of, rather than because of, financial allocations from Congress.

It's been noted that financial assistance will have to be forthcoming from private institutions and philanthropists, in order to augment what little money has already been allocated for American representation at the Fair, and this week, the first major example of this came to pass. Benny Goodman with his band, sextet and trio will do a seven-day stand at the Fair from May 25 to 31, under the sponsorship of the Westinghouse Broadcasting Company, Inc. Westinghouse is undertaking the venture as a public service and will air

(Continued on page 54)

# Deutch Named Gen. Mgr. of Ram's Empire

NEW YORK — Irving Deutch was appointed general manager this week of Buck Ram's show business empire, Personality Productions, Inc. This includes Ram's talent management firm, personal management firm, his recording company, Antler Records, and his music publishing firms.

Deutch, recently in his own music publishing firm, was general manager of Southern Music for five years. Before starting his own pubbery, he was general manager of the RKO-Unique music firm. Ram handles the Platters as well as a number of other acts, in addition to his songwriting and production activities. Ram intends to do more recording and writing for pictures, and he will also accompany the Platters on their forthcoming trip to Europe.

# Public Holds Fate of Home Stereo Sound

## RCA Demonstration of Tape Cartridge Rouses Predictions, Opinions in Trade

By REN GREVATT

NEW YORK — "The consumer will be the one who ultimately decides the future of stereophonic sound in the home and particularly as to whether it will be produced via disks or tapes." That's the essence of a substantial body of opinion within the industry this week, in the wake of RCA Victor's demonstration last week of its stereo tape cartridge development.

The stereo cartridge was demonstrated twice recently — once to a number of tape deck and tape recorder manufacturers in Victor's Camden, N. J., plant, and again on Friday (7) at a meeting of the executive board of the Record Industry Association of America in New York, which had originally been called to discuss only the matter of adopting a standard production system for stereo disks.

As explained at the meetings by James Toney, former head of the Victor "Victrola" Division, the cartridge incorporates vital savings in raw tape by cutting the normal playing speed in half to 3 3/4 inches per second and by carrying four tracks of sound instead of two. In effect the tape required is one-quarter the amount needed for current tapes. This has led some industry spokesmen to predict a possible price of \$6.95 for a one-hour tape, which would place stereo tape very close to estimated prices of stereo disks.

### Rossmann Predicts

This week, Irving Rossmann, president of the Magnetic Recording Industry Association, predicted that in light of the developments, "tape can capture an important share of the home entertainment media." He added that his own firm, Pentron, has conducted extensive research along the same

(Continued on page 25)

# 20TH PROMOT'N COMPETIT'N SET

NEW YORK — The 20th Annual TV and Radio Promotion Competition, which in previous years was held under the auspices of The Billboard, will be jointly sponsored this year by The Billboard and Television Age.

Entries which have been submitted will be judged by an outstanding panel of executives from sponsors and advertising agencies, as usual. The winners will be announced in the April 21 issue of Television Age.

# Tops Insures Acc'ts Against Legal Acts

HOLLYWOOD—Tops Records will henceforth completely indemnify all of its accounts against any legal action as a result of the recent decision in the Sam Goody case.

Statement was made last week by Tops Prexy Carl Doshay, who so notified all of the firm's accounts last week in what amounts to a declaration of policy and principles. To substantiate the indemnification action, Tops will "at any time offer complete proof to any and all of its accounts that every musical composition in the Tops catalog is licensed by the copyright owners and that Tops Record Company has complied with the copyright law in every respect."

Doshay also declared: "In order to underline our good faith with you, we are prepared to assume all legal responsibilities incident to a final adjudication of these pending actions."

By "pending actions," Doshay is referring to the legal action currently against Tops by the subsidiaries of Music Publishers Holding

# JOINT MESSAGE FROM THE BILLBOARD, TV AGE

The Television section of The Billboard and TV Availabilities has been acquired by Television Age, it was announced here last week by William D. Littleford and Roger S. Littleford Jr., publishers of The Billboard, and S. J. Paul, publisher of Television Age.

Beginning with the issue of March 24, Television Age will begin running features and editorial content which hitherto have appeared in the Television section of The Billboard.

In announcing the action, William D. Littleford stated that the music programming needs of radio as well as TV stations recently gave The Billboard the opportunity to redirect the talents of its own staff. He added: "We are, of course, happy and proud that Television Age proved to be the ideal medium thru which The Billboard's TV services could continue to be communicated to the TV industry."

Sol Paul, publisher of Television Age, stated the acquisition of the TV services of The Billboard emphasizes the position of Television Age as the only business paper devoted exclusively to television. Since Television Age leads the field in agency and station circulation, the acquisition of the TV section of The Billboard will further strengthen its dominant position. He added that The Billboard's pioneering activity in coverage of the TV Film industry which made its TV Programming section the recognized leader in the field, will henceforth be reflected in the news, analysis and chart material which will appear in the enlarged Television Age.

At the same time, Roger S. Littleford Jr. emphasized that The Billboard itself will continue to cover the broadcast field with intensified treatment of the programming techniques and uses of music in radio and television. The trend by which The Billboard has more and more become the center of communications for the music industry will be accentuated as a result of the action.

With the consummation of the sale, Sam Chase, general manager of The Billboard's Television division, stated, "We wish at this time to express our sincere thanks to our readers and advertisers who have supported us so loyally for so many years. I know they will continue the long and happy association by giving that same support and loyalty to the New Television Age. It is our firm belief that in Television Age they will find the outstanding business publication in the television field."

# ABC-Param't Takes On New Explorer Disk

NEW YORK—ABC-Paramount Records last week took on the sales, promotion and distribution of a new Michigan label, Explorer Records. Am-Par also raised its price on 45 singles to 98 cents.

The first Explorer disk handled by ABC-Paramount will be "Doin' the Stroll" and "Smile" by the Four Winds. The deal is similar to that made by Am-Par with Colonial and Chancellor, for whom ABC-Paramount also handles sales, promotion and distribution.

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## BB WIDENS HORIZONS OF SERVICE TO MUSIC

With this issue, The Billboard's Music Department vastly enlarges both its scope and services for its readers.

A major expansion in coverage of the programming of music on television and radio is a key aspect of this development. The increasing importance of music to broadcasters over the past several years has brought with it increasing problems. Forward-looking TV and radio station operators and networks are confronted with a dilemma which, on the one hand, calls for wider use of music and, on the other, presents a challenge on how music broadcasts can be presented in fresh, audience-attracting techniques.

It is to the development of new techniques of this type that most alert broadcast executives and program chiefs are devoting major thought. This is a critical problem, and it is in this area that The Billboard proposes to invest heavily its time, experience and manpower, as one of its services in the encouragement of better music programming.

### Two New Features

In this issue, two features designed specifically to meet this need begin publication. They are titled "After Hours Sessions" and "Better Programming." The former will brainstorm some of the leading experts in music programming each week on questions of major concern. "Better Programming," as its title indicates, will seek each week to delineate how broadcasters have developed successful methods of utilizing music programming successfully and intelligently.

News coverage on developments affecting TV and radio music programming also is being enlarged commencing this issue, providing fresh, interpretive coverage of news of particular interest to station and network managers and program directors. In addition to straight news, the current issue also sees the bow of a column of news and comment titled "Master Control," in the same area of interest.

Much increased, also, is the coverage of music talent activities. A full page of reviews devoted to the appearance of top music performers debuts this week. Regardless of the medium, leading activities are to be reviewed, whether on TV or radio, in Broadway musicals, night clubs, vaudeville or motion pictures. Similarly, a column of news on this subject, "Wheeling and Dealing," also bows this week.

For the past two weeks, a new column called "Distributor News" has been appearing in the Music Department. Comment thus far from the trade indicates lively interest and wide acceptance for this feature, and we are pleased to announce that this feature will continue, in improved and expanded form.

### Old Standbys Too

Other columns which have become standbys, such as Vox Jox, Music as Written, On the Beat and Folk Talent and Tunes, have been expanded and packaged together for easy reference. We believe that in this form they will be even more valuable to deejays and programming execs who have told us how useful these columns have been in the past.

For the executive in the music industry, this issue also offers the first of a new weekly series of analyses on the sales of records thru retail outlets. Presented with easy-to-read visual charts, this feature will show the continuing trends in the sale of records of various speeds and types, while also providing an index to the over-all health of the record industry. This feature is the latest of the authentic measuring sticks based on The Billboard-N.Y.U. School of Retailing continuing national studies of retail record sales.

This is the expanded package which our readers will find here each week. They are made possible in part by the acquisition of new, experienced manpower, as detailed in other stories on these pages. But more than anything else, they are a reflection of The Billboard's intention to expand its position as the communications center of the music industry, thru ever-increased services to that industry.

## AIP Elects Csida Prexy

NEW YORK—The Association of Independent Publishers met here last Friday (14) to elect permanent officers and a board of directors.

Permanent officers elected were

Joe Csida, prexy; Ralph Peer, honorary veepee; Herb Marks, honorary veepee; Howard Richmond, veepee; David Krengle, treasurer; George Levy, secretary. In addition to the above named officers, the permanent board of directors includes Moe Gale, Fred Bienstock, George Paxton and Hi Fein.

As his first official act, Csida appointed a membership committee (Paul Barry, Murray Sporn, Phil Kahl, Herb Monte and Jack Per-

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# More Companies Flood RCA With Merchandise Tie-In Pleas

## Crest 'Romance,' Other Successes Pull Deluge of New Disk Requests

By JUNE BUNDY

NEW YORK — RCA Victor's LP merchandising tie-up program with various companies—Kleenex, Crest toothpaste, Heinz, Montgomery Ward, Coty, Canada Dry, etc.—has been so successful that the label is now deluged with requests for tie-ups from major manufacturers, according to Bill Alexander, who was recently placed in charge of all of RCA Victor's exploitation.

In line with this, Victor is currently negotiating another merchandising tie-up with Procter & Gamble on the strength of successful results chalked up by its recent "World of Romance" joint-promotion with P.&G.'s Crest toothpaste.

The Crest toothpaste promotion, whereby P.&G. offered a special "World of Romance" EP sampler for 25-cents with each of 5,000,000 Crest toothpaste packages, featured excerpts from six "World of Romance" albums (culled from Victor's April, 1957, pop release of 18 LP's) with a personal pitch for each by Tony Martin.

More than 300,000 Crest buyers sent in coupons for the EP premium. The contest (originally scheduled to end in November) was extended thru December, because RCA Victor had a backlog of 10,000 premium orders.

George Parkhill, manager of RCA Victor's Pop Promotion (albums and singles, points out that, in every case, sales on the six LP's spotlighted in the Crest promotion averaged higher than the other 10 albums in the "World of Romance" release.

Sales results are even more impressive on the Heinz promotion,

whereby H. J. Heinz and Company is offering an RCA Victor LP (pre-viewing sides from eight albums from the label's September "Best of 57" classical LP campaign) for four Heinz soup labels and \$1.

According to C. J. Luten, manager of RCA Victor's Red Seal Promotion, sales on the eight LP's lighted in the Heinz promotion have averaged almost two to one over the other eight albums featured in the September "Best of 57" release. To date Heinz has received coupon orders for the LP premium in excess of 200,000.

The Heinz promotion was something of a pioneer venture for RCA Victor, in that it represented a unique opportunity for mass exposure in supermarkets, etc., of classical product, thereby opening up a vast new source of potential classical buyers. The experiment has been received so well, that Luten is currently setting up a

similar tie-up for 1958, details of which will be forthcoming in the near future.

One of RCA Victor's most recent promotions — the Kleenex-Perry Como tie-up — resulted in sharply increased sales on Como's year-old packages. The promotion includes the distribution of 40,000,000 boxes of Kleenex Tissues, each of which features a coupon offering a premium EP, tagged "The Perry Como Highlighter Album" (a collection of sides from six previous Como LP's) for 50 cents.

To date, Kleenex has moved more than 300,000 of the EP pre-

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## Feather to Plan M-G-M's Jazz

NEW YORK—In a bid to cash in on the growing jazz LP market, M-G-M Records has assigned jazz impresario and critic, Leonard Feather, to organize an extensive jazz program for the label. Feather will produce a minimum of 24 jazz packages a year, under the label's topper, Arnold Maxin.

Initial effort involves a jazz treatment of the score of the Broadway legit, "Oh Captain," which is reportedly the first jazz show tune album ever to include vocals. All-star personnel on the set include Marilyn Moore, Osie Johnson and Jackie Paris (by arrangement with East-West Records) all on vocals, with Coleman Hawkins, Tony

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## ASCAP and Juke Hearing Dates Put Off

WASHINGTON — Originally scheduled dates for hearings on jukebox performance royalty and on American Society of Composers, Authors & Publishers' distribution practices have been postponed to later dates.

Hearing by the Senate Judiciary Committee on patents, royalties and copyright on Chairman O'Mahoney's bill to end juke perform-

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## DEPARTMENT EXPANDS

# Chase Assistant Publisher; Sippel, Bernstein, Sinclair, Spielman Join

NEW YORK—Sam Chase, formerly general manager of the TV division, this week was appointed Assistant publisher of The Billboard, concentrating at this time on the music operation, and head-quartering in New York.

Johnny Sippel rejoined the expanding music operation this week, handling advertising sales in the Midwest from the Chicago office. Three new editorial staffers also joined the department this week, reporting to Music Editor Paul Ackerman, as Charles Sinclair and Bob Bernstein, formerly of the TV editorial staff in New York, and Bob Spielman, of the Hollywood

TV staff, moved over into music. Bob Rolontz rejoined the editorial staff two weeks ago.

Four other former TV staffers have joined the Audiocom, Inc., organization, which publishes High Fidelity and Audiocraft magazines, and which The Billboard Publishing Company acquired several weeks ago. Andy Csida, former TV sales manager, has become marketing and merchandising manager for both publications. Lee Zhitto, former West Coast TV division manager, now is Western manager for both publications. Sy Resnick and Andy Spanberger, of the New York TV sales staff, now

are on the New York sales staffs of High Fidelity and Audiocraft, respectively. Leon Morse, former TV news editor, has resigned.

Chase has been with The Billboard since January, 1947. He became Radio-TV editor in 1952, and general manager of the TV division in 1955. During the past year he also was editor of TV Availabilities magazine, published by the TV division. Prior to joining The Billboard, Chase was Radio-TV editor of Tide magazine and special features radio writer for Associated Press. Preceding wartime service, he operated his own publicity or-

(Continued on page 18)

## Special Notice to TV Subscribers

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

Readers who wish to have their subscriptions transferred entirely to Television Age should check

the appropriate box. Their expiration date will remain exactly the same as it is at present.

For TV readers who wish to continue to receive The Billboard for its coverage of music in TV and radio, and who also wish to receive Television Age, a special arrangement has been worked out. By checking the "split subscription" box in the coupon, the remaining term of their Billboard subscription will be cut in half, during which period they will receive both The Billboard and Television Age.

Subscribers who do not return the coupon will continue to receive The Billboard as in the past.

### TELEVISION SUBSCRIBER CONVERSION COUPON

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Please convert my subscription from The Billboard to Television Age. I understand that my expiration date will remain the same.

Please split the remaining term of my Billboard subscription between Television Age and Billboard. I understand that the period of my subscription will be cut in half, during which time I will receive both publications.

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**B**EGINNING WITH THIS ISSUE, you will see an enlarged music department. And during the weeks ahead, it will be evident to you that The Billboard's editors are opening up new opportunities for better music programming in radio and television and on juke boxes. Dealers, too, will find more and more merchandising and product information that will enable them to increase sales and profits.

The Billboard's editorial blueprint for 1958, and its expression of faith in the music industry's ability to resist the current recession, calls for five extra pages of editorial information every week. For example, Billboard editors will offer . . .

#### TO RADIO AND TV AND JUKE BOX PROGRAMMING —

—New weekly lists of best selling records according to ever-changing American tastes—An exchange of more programming ideas—more tips on territorial favorites.

#### TO SELLERS OF RECORDS AND PHONOGRAPHS —

—More profit and merchandising ideas—more ways to attract buyers of all ages — more product information to increase the demand for high fidelity equipment in every American home.

These new editorial services, plus Billboard's bold steps toward the most complete market research package ever offered an industry by a business paper; plus Billboard's acquisition of High Fidelity and Audiocraft, and the launching of Audition, offer to the music industry a better than ever chance to promote and sell — to resist the recession that is currently affecting all other consumer industries.

And this heavy additional investment in editorial services is proof positive of Billboard's faith in the music industry's ability to compete successfully for a bigger and bigger share of every American's leisure time and spending money.



THE COMMUNICATION  
CENTER OF THE  
MUSIC INDUSTRY

#### Editorial Excellence

Now, more than ever, The Billboard invests more money to provide the ever-changing music industry with more record buying services and news coverage and merchandising ideas than all other music-record business magazines combined.

# BILLBOARD

## FOR THE MORE MATURE

# Disk Music for Middle-Age Spreads Into Thriving Mart

By BOB ROLONTZ

NEW YORK—The record companies, which have done such a handsome job to date in tapping the adult market with widely varied types of LP's have now discovered the balding, somewhat paunchy, middle-aged customer. Quietly, and without extra fanfare, the diskeries have been issuing scores of disks featuring society orchestras bouncing their way through dozens of old tunes—and the records are selling. The ingredients for success in these LP's for the older folks appear to be threefold: A society orchestra or combo, a group of old tunes, 20 to 50, played in medley fashion, and a title that suggests it's time to dance.

Let it be now stated that the term middle-aged buyer is a vague one. Middle age varies from 30 to 60, depending on the age of the person asked. (The Billboard's music editor, Paul Ackerman, claims it starts at 79.) But nonetheless these records are being purchased by men and women to whom the term rock and roll is anathema and who probably have had some dancing lessons at Arthur Murray's.

### "Medley Time"

This "medley time" cycle was started by a gent named Lester Lanin, who has been playing at society functions in the East for the past 20 years. His first album on Epic set some trends that are still being imitated. First, it was a "medley time" set, with 30 tunes on it, all being played in continuous, once-thru fashion and with no bands on the LP. Secondly, the continuous music idea was more important than the size of the orchestra, and the band was a regular Lanin crew. And thirdly, the tunes were of a 1920 to 1940 vintage. Lanin's first release broke into the big time and he has had two other sellers since.

Other companies followed up this market opened by Lanin. Society orchestras like the David Le Winter crew or the Ted Straeter orchestra cut new albums again. Other

### WMAK GAG

## A Song by Any Name Still Arnold

NASHVILLE—Station WMAK here played local resident Eddy Arnold's new RCA Victor Record "I Need Somebody" for 19 consecutive hours last Thursday (6), thereby topping the 18-hour record set by WCPO, Cincinnati, last Wednesday (5). (The Billboard, February 10.)

All in all, the platter was played 380 times beginning at 5 a.m. thru midnight. Considerable confusion reigned among listeners, since WMAK Manager Bob Anderson didn't let the public in on the gag until its conclusion.

Jockeys continued to introduce titles of different records, but each time, they played the Arnold disk. One spinner identified it as "a great new record by John Foster Dulles."

The following morning (7) Arnold guested on Anderson's morning show, and the switchboard lit up in fierce protest when the jock remarked—after spinning "I Need Somebody" again—"I like that so much I'm going to play it twice in a row."

firms cut albums with non-society orchestras but made sure that the music went on and on and that there were 20 to 30 tunes on their unboxed LP's. In this category are such LP's as the three Dick Hyman sets on M-G-M, all with 60 tunes per LP, the Decca waxing featuring Crazy Otto, the Meyer Davis cutting on ABC-Paramount and the Three Suns' album on RCA Victor containing 40 all-time hits.

### More Still

And still they come. Urania Records this week issued a Milt Shaw orchestra with over 30 tunes, which, altho banded, still features continuous music. The same firm also released a honky-tonk album titled "Razz-ma-tazz" with 24

tunes. Bethlehem's new Ted Steele orchestra release, a big swinging band, has 24 tunes, and RCA Victor has issued an album with the Billy Butterfield Orchestra with 20 tunes. And the latest is a London recording with Winifred Atwell that contains 50 all-time hits.

For the Irving Berlin 50th anniversary as a song writer both Epic and RCA Victor issued mammoth LP's. The Epic set contained 42 Berlin melodies, played by the Jay Blackon orchestra, and the RCA Victor set also had over 40 Berlin tunes. Both are for dancing as well as listening.

The appeal of these albums, because of the two to three dozen

(Continued on page 58)

## Tell It to Congress, Sez Copyright Man

### Fisher Advised Calif. Confab to Suggest Law Changes to Own Reps, Senators

HOLLYWOOD—Arthur Fisher, U. S. Registrar of Copyrights, told a gathering of more than 100 traders attending the California Copyright Conference meeting last week to make their views regarding suggested changes in the copyright law known to the roster of California congressmen and senators as a means of expediting pending legislation and recommendations.

In his address to the copyright organization, Fisher pointed to the general need for a comprehensive revision of the copyright law, declaring "that historically we have had a change every 50 years."

Fisher said there are "approximately 15 major problems" that the panel of experts is currently dealing with. "We have hired an economist to analyze the economic effect of some of the proposed changes and to even try to forecast possible effects," Fisher pointed out that any proposed change must be approached to determine "what the practical impact of such change might be."

In discussing specific areas, Fisher disclosed that the panel is currently concerned with proposed changes in the compulsory license provisions of the law, the term of copyright and renewal, neighboring rights, the juke box exemption, liability of the government for works used by the U. S., performing rights of artists and other creators, and the wisdom of a federal statute covering unpublished works. He averred that the broad area of disagreement that exists today concerning what constitutes publication would probably be cleared up by a federal law governing unpublished works.

### Takes No Stand

Fisher took no stand on most of the issues, but merely "laid them on the table" for pro and con discussion by the group. "As a public servant," he said, "I feel that you members of the California Copyright Conference ought to be informed of what the Copyright Office is doing."

Much discussion centered on the pending juke box bill, with proponents for eliminating the exemption pointing out that altho juke box operators have long argued that their music is the "poor man's music," this argument is hardly valid in view of the fact that so much

of the juke box industry is now operating at 10 cents per play or more.

Fisher also pointed out that one of the problems concerning the passage of a juke box bill is the complex area of satisfying the many licensing societies, since BMI and SESAC, in addition to ASCAP, would earn revenue should a bill be passed.

Guests in addition to Fisher in-

(Continued on page 54)

## Columbia Aims 'Fame' EP's At Racks

NEW YORK—Columbia Records is now merchandising a special "Hall of Fame" EP program aimed at rack jobbers. Rack jobbers who purchase 100 sets of the newly expanded list of EP titles from the series receive their 100 sets in a package deal, drop shipped directly to them (in most cases) and with a floor display, commonly called a "dump box." The EP's are sealed in polyethylene bags and pre-priced.

The Columbia "Hall of Fame" EP series was recently increased from 25 to about 55 titles. Disks include such names as Frank Sinatra, Johnny Mathis, Erroll Garner, Johnnie Ray, Rosemary Clooney, Michel LeGrand, Xavier Cugat, etc. Rack jobbers buy the series at regular discount, plus rack discount, off the list price of \$1.29.

Dealers are not neglected in this Columbia promotion. Dealers who buy 100 EP's receive a browser box, divider cards and throwaways. There is also an ad allowance for promoting the EP's.

## Montilla to Set Europe Distrib

NEW YORK—Fernando J. Montilla, co-owner of Montilla Records here, left last week for Europe, where he will negotiate world-wide distribution of the label on an exclusive basis.

During his five-week trek, the exec will visit France, Germany, Italy, Switzerland, Belgium, Holland, Denmark, Sweden, Spain and England.

## MANIE SACKS' VARIED CAREER COMES TO END

NEW YORK—Emanuel (Manie) Sacks, who during his lifetime had already become a legendary figure, died Sunday (8) at the Albert Einstein Medical Center in Philadelphia.

Sacks, who was NBC vice-president in charge of network talent and programs and a staff vice-president of RCA, was 58. He had been ill with leukemia since October.

Sacks' career encompassed many segments of the show business, and his rise to the upper administrative echelons was steady and rapid. One of the main facets of his character, however, was the fact that he never lost the common touch; to hundreds of artists, publishers and songwriters who knew him in his early years as a talent agent and artists and repertoire director, he was "Manie." Songs were written about him and recorded—one of which—"I Never See Manie Alone"—touched upon his gregarious gift.

Sacks, a native of Philadelphia, was born in 1902. His early experience in show business was in Philadelphia, where for a time he was in charge of public relations and head of the Artists Bureau of WCAU, there. For seven years he was a talent executive with Music Corporation of America, and from 1940 to 1950 he was chief of a.e.r. at Columbia Records. Later, he became vice-president of Columbia Records.

In January, 1950, Sacks became director of artists relations at RCA Victor, and in December he was elected staff vice-president and general manager of RCA Victor Records, and in August, in addition to his other two posts, he was named a staff vice-president of NBC. Sacks was elected vice-president of NBC-TV network, talent and programs in November, 1950.

Surviving are his mother, Mrs. Harry N. Sacks; a brother, Lester Sacks, and three sisters, Mrs. Stella Cravis, Mrs. Samuel Haber and Mrs. Bella Bush, all of Philadelphia.

## DISTRIBUTOR NEWS

By HOWARD COOK

Ed Lyon at the Melody Distributing Company in Buffalo reports that "Tequila" by the Champs on Challenge is the hottest disk going. Over 10,000 were shipped in the past 10 days. "Billy," by Kathy Linden on Felsted, is also moving like blazes. Another strong disk for Melody is Chuck Berry's "Sweet Little Sixteen" on Chess.

The strongest platter for Paul Glass of Allstate Distributing in Chicago is the Champs' "Tequila." It's been moving out in large quantities. "Little Blue Man," by Betty Johnson on Atlantic, is also a big one. Glass feels that Fats Domino's "Yes, My Darling" may be the one to put him back on top. It's been getting lots of action. "Sweet Little Sixteen," by Chuck Berry, and "Good Golly, Miss Molly," by Little Richard, on Specialty are also big. "Seven-Eleven (Mambo No. 5)," by the Gone All-Stars on Gone, is also going well. The counterfeit record expose is the big talk around Chicago. Glass mentioned that perhaps, at last, the situation has become serious enough for manufacturers and publishers to get together and decide upon possible legislative means to discourage the practice and punish offenders. In Illinois, Glass stated, such an act is currently considered only a misdemeanor.

Ben Herman, Standard Distributing, Pittsburgh, has several items moving. He rates Pat Boone's "It's Too Soon to Know" and Andy Williams' "Are You Sincere?" as his best selling disks. He moved over 5,000 of the new Jerry Lee Lewis platter "Breathless" on Sun in the first two days. "Lollipops," by the Chordettes on Cadence, looks like a big one according to Herman, who also says "Yes, My Darling" by Fats Domino looks good. "Judy" backed with "Marsha" by the Prodigals on Falcon could be a two-sided hit. Herman states that it's creating a good bit of interest.

"Tequila" by the Champs is the hottest disk going for Henry Nathanson at General Distributing in Baltimore. He shipped over 9,000 during the past week. "Maybe Baby," by the Crickets on Brunswick, is also a strong one. He moved close to 4,500 last week. "Bad Motorcycle," by the Storey Sisters on Cameo, looks like a click. Bernie Polakoff has joined the sales staff at General, he was formerly with Capitol Records. Nathanson states that volume-wise, business has been much greater for the first six weeks of the year than for the same period last year, despite the current slump.

Bill Emerson, Big State Distributing, Dallas, names "Tequila" by the Champs as his number one disk. Close behind are Chuck Berry's "Sweet Little Sixteen" and Jimmy McCracklin's "The Walk" on Checker. Andy Williams' "Are You Sincere?" is also moving well. The strongest new platters are Bill Justis' "College Man," on Phillips International and "Yes, My Darling" by Fats Domino.

Fred Foster was recently appointed manager of the pop records division of J. & F. Distributing Company, Inc., in Baltimore. Foster was previously the East Coast representative for ABC-Paramount. . . Planet X, which debuted recently with its first release, "Calypso No. 8" backed with "Temptation (Stroll)" has added the following distributors: Mangold, Baltimore; Seaboard, Albany, N. Y.; Sean, Buffalo; Universal, Philadelphia; Sterling, Cleveland; Allied, Hartford, Conn.; Heilicher Bros., Minneapolis; Mercury, Miami; Allen, Richmond, Va., and Essex, Newark, N. J. . . Custom Distributing, Cleveland, helmed by Sandy Beck, was named top distributor for Epic Records for the second straight year. . . "Hey, Little Giddle" by the Maddy Brothers on Celestial is the No. 1 disk at the Huffine Distributing Company in Seattle. Al Huffine predicts it will hit 30,000 in the territory.

"My Love Loves Me," by the Four Coins on Epic, has taken over as the top record at Custom Distributing, Inc., in New York. . . Jimmy Rodgers' "Oh-Oh, I'm Falling in Love Again" and "Marinade" by Techniques (both on Roulette) have begun to break out in Cleveland, according to Mike Lipton of Cosmat. . . Bob Heller, Chips Distributing,

(Continued on page 20)



**NEW!**

**DICKSON HALL and The Wayfarers**

**COWBOY**

From the Columbia Picture, "The Cowboy"

b/w  
It's a Long Walk Home  
Epic 5-9262

**BIG!**  
**THE FOUR COINS**  
**MY LOVE LOVES ME**

b/w  
New World  
Epic 5-9258



**BIG!**

**DOC BAGBY**

**CRAZY CHEMISTRY**

b/w  
Happy Feet  
Okeh 4-7098

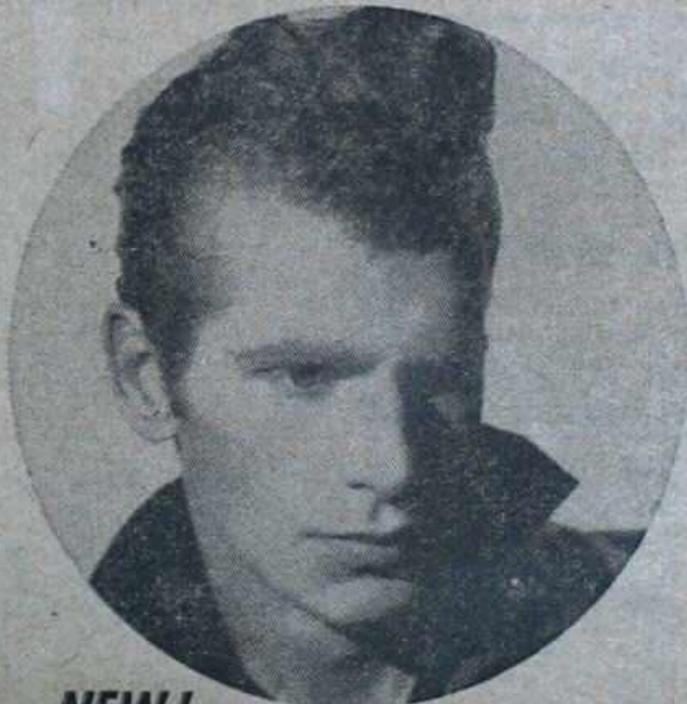


**BIG!**

**ROY HAMILTON**

**DON'T LET GO**

b/w  
The Right to Love  
Epic 5-9257



**NEW!**

**ERSEL HICKEY**  
**BLUEBIRDS OVER THE MOUNTAIN**

b/w  
Hangin' Around  
Epic 5-9263



**BIG!**

**SAL MINEO**

**LITTLE PIGEON**

b/w  
Cuttin' In  
Epic 5-9260



**WATCH!**

**ANN REYNOLDS**

**I LIKE YOU**

b/w  
Sugary Lies  
Epic 5-9254



**BIG!**

**JIMMY McPARTLAND'S ALL-STARS**

**SEVENTY-SIX TROMBONES**

b/w  
Marian the Librarian  
(Both from "The Music Man")  
Epic 5-9261



the pick of the hits are on...

## DATE GETS INTO GEAR, OUTLINES OPERATION

NEW YORK — Columbia Records' new rock and roll label, Date Records (The Billboard, February 3) is now in active operation. The first sides, one by Jim Sweeney, a new singer, and the other by vet Bill Farrell, are now in the hands of key jocks and distributors in major Eastern and Midwest cities.

The Date label, under the helm of Bob Burrell, who is both merchandising and promotion manager of the infant diskery, is being handled on a most flexible basis. The first sides were both masters, the Sweeney disk made by Wesley Rose in Nashville, and the Bill Far-

rell side purchased from deejay Bill Randle in Cleveland. (The Farrell side is a cover of the Kendall Sisters' waxing of "Yea, Yea" on the Argo label.) These first two masters were purchased by Burrell.

The Sweeney and Farrell records, under the plan worked out for the new label, were bulk shipped to Columbia distributors in only 10 key markets. These are towns such as Boston, Philadelphia, Cleveland, Detroit, et al., markets (Continued on page 38)

## Weiss to Paris Again; Home Huddles Over

HOLLYWOOD — Bobby Weiss, managing director of the international division for the various E. H. Morris music publishing interests, returns to his Paris headquarters next week following home office meetings with Buddy Morris, Sidney Kornheiser and Sidney Goldstein in New York and here.

In line with 1958 music plans outlined by Buddy Morris, Weiss will leave for conferences in Zurich, Munich and London next week (21). During his Stateside visit, Weiss placed various new European compositions with the Morris firms, among them two new Henri Salvador tunes, "Rose" and "Margaret" and "Tambourine" by Maurice Mery.

Weiss begins his fifth year abroad shortly, having left Hollywood in 1952 to become the European representative for Capitol Records, a position he held for four years until resigning to join the Morris firm recently.

## R&R BANNED BY IRAN RELIGION

NEW YORK — Iran doesn't dig rock and roll, according to CBS's Walter Cronkite, who reports on his show "Answer Please," that in 1957 the Iranian government banned r.&r. on the grounds it was against the concepts of the Moslem religion.

According to Cronkite, "the decision was made with the advice of Iranian doctors who reported that many young r.&r. dancers had injured their hips in 'extreme gyrations.'" R.&r. has also been banned in Egypt, where it is considered "against public morals." Prior to the ban, said Cronkite, Cairo teen-agers were ardent Elvis Presley fans.

## International Sues Leeds on 'Struttin'

NEW YORK — A suit involving the alleged copyright infringement of standard "Struttin' With Some Barbecue" was filed last week in New York Federal Court here by International Music, Inc., against Leeds Music, Inc.

According to the complaint, the tune, as an unpublished work, was written by Lil Hardin (now Lillian Hardin Armstrong) and copyrighted as an unpublished work by Consolidated Music in Chicago prior to 1928. Miss Armstrong obtained a renewal on the song July 11, 1955, and on July 13, 1956, she assigned all rights to International.

The suit, which asks for an injunction, damages and an accounting, of all monies made on the song

## SCOUTS TALENT ABROAD

### Wein to Bring Jazz Youth Of Europe to Newport Fete

BOSTON — A search for talented young jazzmen will be conducted by George Wein of Storyville, here, in 14 countries of Europe to make up a band to be known as the International Youth Band, which will perform at the Newport (R. I.) Jazz Festival for four days beginning July 3.

Wein and Marshall Brown, conductor of the Farmingdale (N. Y.) High School Band, which performed at last year's festival will fly from New York February 14, and will be the final judges in the various countries where auditions have been going on for months. They will pick 16 young, unheralded musicians. "Because of the difficulty of communication among them," says Wein, "they may speak only thru the universal language of music, we have nicknamed them Babel Jazz Band."

The band in its final state will be made up of 16 and will appear under Brown's direction at Newport. There will be four trumpets, three trombones, five saxes and four rhythms, with piano and drums.

#### Alternates Too

Alternates will be picked, and all will be flown to the United States a week before the festival begins rehearsals. Compositions are

by Leeds, alleges that subsequent to the assignment and issuance of the renewal rights to the songs, Leeds had published, sold and distributed the tune for profits and licensed recording rights to the song to Columbia, RCA-Victor, Decca, Capitol, Coral, Clef, Pacific Jazz, Kapp and Verve. The complaint also named the nine labels as co-defendants.

now being written by three top jazz composers and arrangers, Jimmy Guiffre, Bill Russo and John LaPorta.

All of it will be put on records by several leading recording companies. Returns from the records are expected to compensate the festival for the more than \$25,000 to be expended on the 33-day excursion, the cost of bringing the youngsters here, compositions and other expenses.

Among jazzmen co-operating are Arrigo Polillo of Italy, Charles Delaunay in Paris and Pat Brand, publisher of "The Melody Maker" in London.

### "NOW"

Gordon MacRae—Capitol 3864

### "EVER SINCE I MET LUCY"

Nick Todd—DOT 15688

Merk Stone—KAPP 205

### BOURNE—ABC MUSIC

136 West 52 St. New York 19

### Seabreeze Music, Inc.

129 E. 5th St. Chester, Pa.

### HITS WITH A SMASH

— on Coral 61931 —

### WEE WILLIE BROWN

by

LOU GRAHAM

B/W YOU WERE MEAN, BABY

### FROM SWEDEN

The Captivating

## SWEDISH POLKA

• Ron Goodwin on CAPITOL

• Gene Wisniewski on DANA

and others . . .

MILLS MUSIC, INC.

### FOR SALE

MUSIC PUBLISHING COMPANY

Member of ASCAP.  
Fine Catalog of Sheet Music and Records.

KERNEY MUSIC CO.

1587 Broadway New York, N. Y.

All the news of your industry  
every week in The Billboard . . .

# ACCIDENTAL HIT OF '58 \*

\* ORIGINALLY A FRANTIC INSTRUMENTAL PLAYED  
ACCIDENTALLY AT 33 1/3...BECOMES A SMASH HIT AS A STROLL

"ROCKET RIDE" NOW BECOMES

# ROCKET RIDE STROLL

BY

# NARVEL FELTS

MERCURY 71249



## Oilers Set Up Jan Records

HOLLYWOOD—Jan Records, a division of Texas oil firm Flegger Drilling, Inc., was organized here last week with Tom Flegger as president and Dan Weisfeld as vice-president in charge of sales and promotion.

Label will delve into the pop singles field at the outset, the album production is planned in the future. Offices will be established in Dallas and Beverly Hills, with Weisfeld handling the local operation.

First release is by Gene Summers and the Rebels, titled "Straight Skirts," and "School of Rock and Roll." Weisfeld has been lining up distributors and is scheduled to leave this week on a nationwide tour to firm up the label's distribution and introduce the line. Sales veep formerly was a disk jockey and also helmed the Mercury Records branch in Dallas some years ago.

## Harper Named By Bel Canto

HOLLYWOOD — Charles C. Harper has been named national sales manager of Bel Canto Magnetic Tape Company. The post, previously filled by Executive Vice-President Russ Molloy, was created for Harper, and Molloy will now devote his time toward the management of the company and its expansion program.

Prior to joining Bel Canto, Harper was the Webcor sales manager for Kierulff & Company here. Previous experience included service with the Magnetic Records Company and Leo Meyberg Company in Los Angeles.

## Specialty Files 'You Send Me' Infringe Suit

HOLLYWOOD—Infringement of copyright suit was filed in U. S. District Court last week by Specialty Records against Rex Productions, Inc., and Higuera Music Publishing Company, its subsidiary. Action was filed to determine copyright ownership of "You Send Me," hit tune recorded by Sam Cook.

Specialty contends that the tune was written either by Cook or Leo Price, both assertedly under contract to the company at the time. It was originally recorded by Cook for Specialty.

Short time later, Bumps Blackwell, Specialty's a.&c.r. man, left the company and, according to attorney David Pollock, was assigned Sam Cook's artist contract in lieu of certain bonuses. Cooke's composer's contract, Pollock asserts, remained with Specialty Records.

Blackwell went with Cooke's contract to Rex, Pollock alleges, where Cook made a new recording of the number on the Keen label. Rex now reportedly claims that L. C. Cook, brother of Sam Cook, was the composer of the piece, therefore giving Specialty no claim to the copyright.

Suit is important not only from point of triple damages, which could amount to \$100,000, claimed by Specialty, but from the fact that performance and mechanical rights, amounting to many times that sum, are at stake in determining the copyright ownership.

## Joe Greene Forms Demon

HOLLYWOOD—Joe Greene, vet songwriter and arranger, and most recently with Liberty Records here, has organized his own indie diskery. New firm is Demon Records, with St Aaronson, president; Stanley Malone, treasurer; George Brown, in charge of exploitation, and Green as artist and repertoire topper.

Label has inked talent pacts with Chick Carlton, Little Bobby Bell, Ray Johnson and the Bystanders, Paula Morgan, Dee Moody, and Teena Magin.

Firm will deal in pop singles at the outset and will issue its album works on a second label, Largo Records. Distribution has already been set.

## Linke Griffith Sets Expansion

HOLLYWOOD — The Dick Linke-Andy Griffith partnership will shortly expand the scope of its operation with the acquisition of all assets of Burt & Walker, White Plains, N. Y., retail record operation.

Corporation is expected to change hands by March 1, with Linke to take an active role in the management of the dealership. Dominic Squillante has been retained as manager of the firm, with Charles Davis and Dennis Butler continuing in their present posts.

Linke declared here that the outlet would be completely remodeled, new merchandising policies will be added and the store would carry a complete line of phonographs and high-fidelity equipment in addition to records.

## LAST OF THE PIT BAND LEADERS IN VAUDEVILLE

TORONTO — A seven-piece band here in the Casino pit under Archie Stone is believed to be the last playing for a continuous policy of vaudeville in North America. The Radio Music Hall in New York presents vaudeville, but is classed as a revue.

Stone, who has been conducting the band for the last 15 years and at the theater for 22 years, has played for every type of act to ever tread the stage boards.

These include all the major name acts that have come thru here, as well as strippers, now known as exotic dancers.

"The bigger the name, the easier to work with them. Who could ask for nicer people than Jane Powell, Sammy Davis Jr. or Bill Daniels?" asks Stone.

The only change in the type of music played by pit bands has been the switch by strippers from use of "Tea for Two" to "A Pretty Girl Is Like a Melody." The soft-shoe dancers have taken "Tea for Two" for their routines. "Gypsy Rose Lee, however, used anything from Mozart to Berlin," says Stone.

Pit bands must have complete flexibility, playing anything and everything on sight, being able to change tempo or key as often as every five bars.

"Our phrasing must be perfect to fit every movement of the performer, be they singer, juggler or dancer. I keep one eye on the music and one eye on the stage," he says. Stone realizes that many times he must be able to cover up performer's errors, otherwise the show would be just an amateur show.

Murray Little, house manager of the Casino, says, "There are few pit leaders who can carry thru, integrate a show, as well as Stone." While music for vaude hasn't

changed since he began in the pit in 1936, the type of acts—other than the strippers—has changed. European immigration into this country has demanded more novelty acts, dance acts and acts which patter is not a part of. The European is much more discriminating in his entertainment.

A common denominator of all audiences, however, is the strip-teaser, according to him. "But there is the instance of a strip-teaser who complained she couldn't walk in the key we played."

### Available soon! "A VERY PRECIOUS LOVE"

from Warner Bros. Production  
"MARJORIE MORNINGSTAR"  
THE AMES BROS. RCA Victor  
DORIS DAY Columbia  
THE JOHNSTON BROS. London  
others to follow

M. WITMARK & SONS

### From the M-G-M Production "RAINTREE COUNTY"

THE SONG OF  
RAINTREE  
COUNTY

ROBBINS MUSIC CORPORATION

FIRST RECORD A SMASH!

THE CARDIGANS

"YOUR GRADUATION"

(MEANS GOODBYE)

MERCURY 71251



# Aberbach All Out to Push 'Wild Is Wind'

HOLLYWOOD — Julian Aberbach, president of Ross-Jungnickel, will employ approximately 10 music exploitation men to plug the forthcoming foreign release of "Wild Is the Wind."

Co-operative promotion has been set up between Aberbach and Paramount Pictures to coincide with the release of the film of the same name. Composer Dimitri Tiomkin is scheduled to record transcription interviews in six languages to tie in directly with the film's release in Germany, France, England, Spain, Italy, Belgium and Holland.

Release dates of records have been co-ordinated with the openings of the film in each foreign territory. According to Aberbach, special attention is being given to the Near East and Asian market for Japanese, Israeli, Hindustani and Mandarin recordings. Deals are also being set for Afrikaans and Greek language records. Thus far, there are 29 recordings of the tune, spearheaded by the Johnny Mathis disk on Columbia.

## HUB SELL-OUT

### Garner's Solo Jazz Packs 'Em

BOSTON — A packed house greeted Errol Garner in Symphony Hall when the jazz pianist gave the first solo jazz concert in the city's history Friday (31). There were no other performers and no gimmicks. Garner simply walked to the piano, sat down and played in regular concert style.

So great was the demand for tickets that 200 seats were sold for the stage bringing a total gross of more than \$9,000. Ducats were pegged at \$3.85, \$3.30 and \$2.20 for the one-concert, one-night stand.

The concert was presented by Concert Jazz productions under the direction of George Wein of Storyville, the Hub's jazz night club. Wein also directs the Newport Jazz Festival. Garner's manager, Martha Glaser, said the pianist had signed for a series of similar concerts with Wein.

### 3 New Pacts Fatten Verve Talent Roster

HOLLYWOOD — Verve Records continued to fatten its talent roster last week, inking recording pacts with Ronnie Burns, Mitzi Gaynor and Dorothy Dandridge.

Burns is the son of TV-vaude comics George Burns and Gracie Allen and has frequently appeared on their television series. Younger singer went into his first recording session last week, with the label expected to rush his first release.

Label also acquired the Anna Magnani voice track "Scapricciatello" from the Hal Wallis production, "Wild Is the Wind," and rushed it into release this week.

Firm also added to its stereo tape activities, releasing eight albums in its "Reel o' Gold" tape line. Latter included works by Josephine Premice, Etnie Heckscher, Billy Daniels, three packages by Ella Fitzgerald and Louis Armstrong, Buddy Bregman and a package titled "Verve Stereo Showcase." All are designed for stacked heads and list at \$12.95.

## The Billboard Weekly Index

# RECORD SALES IN RETAIL STORES

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

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



## Sales of All Disk Types Show Gains

By SAM CHASE

Unit record sales, in the period ending February 1, again edged over the weekly average of the six-month period of June thru November, 1957, which is used as a base for comparison. The period ending January 25 had seen a dip below that average for the first time in 1958, but the revival in the current period was based on gains made by all disk groups: 33 r.p.m., 45 EP, 45 singles and 78 singles.

The 33's and 45 EP's, which did exceptionally well, sales-wise, in the immediate post-New Year periods, both have hovered around the median mark during the two periods just concluded. Less gaudy gains had been scored during the booming post-holiday period by 45 singles, which also edged back over the median line this time out.

A slight resurgence was even seen in 78 singles unit sales, which have been on a constant toboggan since the onset of 1958. Nevertheless, at no time since the turn of the year have 78's shown anything really approaching their average sales during the six-month period ending November, 1957.

### TOTAL UNIT RECORD SALES (ALL TYPES)

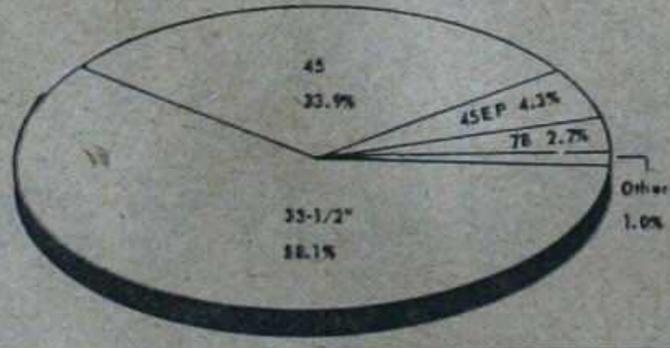


Share of the disk-dollar market finds 12-inch 33 r.p.m.'s still accounting for well over half the total volume in the period ending February 1, with just over 58 per cent. The second largest dollar sales were, as usual, those of 45 singles, with a 33.9 per cent share of the market.

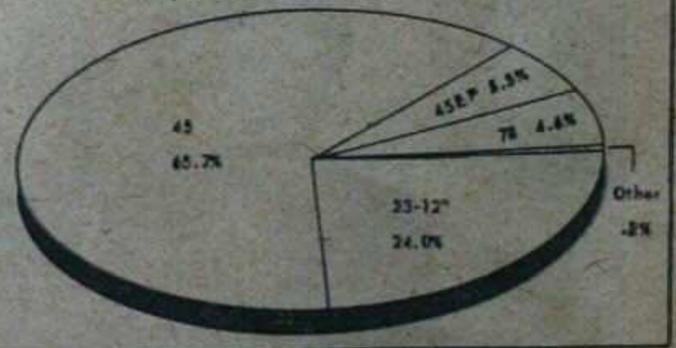
were responsible for 24 per cent of all sales.

This, the first of a series of weekly studies of trends in record sales thru retail outlets, is based on the continuing national study of retail record sales using over-the-counter tallies as its source. It is one of the features published from the collaboration between The Billboard and the New York University School of Retailing.

### SHARE OF DOLLAR MARKET (FOR WEEK ENDING FEBRUARY 1)



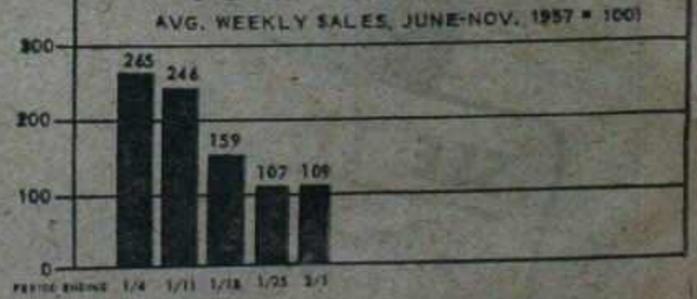
### SHARE OF UNIT SALES (FOR WEEK ENDING FEBRUARY 1)



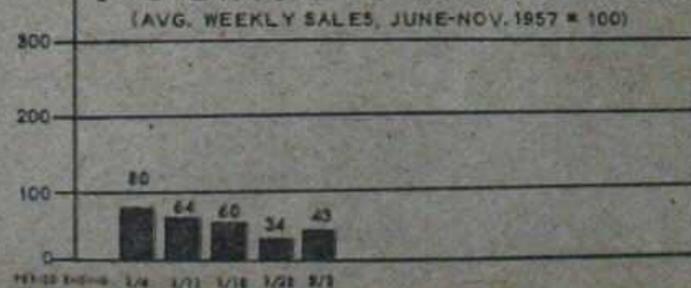
### LP UNIT SALES (AVG. WEEKLY SALES, JUNE-NOV. 1957 = 100)



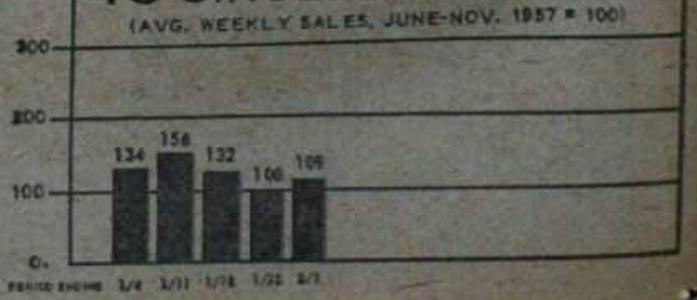
### 45EP UNIT SALES (AVG. WEEKLY SALES, JUNE-NOV. 1957 = 100)



### 78 SINGLES UNIT SALES (AVG. WEEKLY SALES, JUNE-NOV. 1957 = 100)



### 45 SINGLES UNIT SALES (AVG. WEEKLY SALES, JUNE-NOV. 1957 = 100)



*America's Favorite Foursome*

*Sings — and Sells — their NEW HIT!*

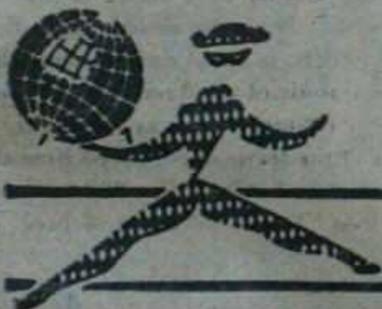
# THE FOUR ACES

featuring AL ALBERTS

**I WISH I MAY,  
I WISH I  
MIGHT**

**ROCK AND  
ROLL  
RHAPSODY**

DECCA 9-30575



**A NEW WORLD OF SOUND**



**SEE THE ACES**  
 ★ "The Big Record" —  
 Feb. 19  
 ★ "Jimmy Dean Show" —  
 Feb. 22

The Billboard Scoreboard

# Randall Keeps 'Oh, Captain' on Course

By REN GREVATT

Stars: Tony Randall, Abbe Lane, Jacquelyn McKeever, Edward Platt, Susan Johnson, Paul Valentine, Stanley Carlson, Alexandra Danilova. Book by Al Morgan and Jose Ferrer. Music and lyrics by Jay Livingston and Ray Evans. Director: Jose Ferrer. Producers: Howard Merrill and Theater Corporation of America. Musical direction, vocal and ballet arrangements by Jay Blackton. Opened Alvin Theater, New York, February 6.

Jose Ferrer's legit musical version of the smash hit film "The Captain's Paradise," has just enough humor, color and acceptable music to hold on to its Alvin Theater lease for a healthy spell. It also has Tony Randall. Randall, as Captain Henry St. James, is a major part of the show all by himself. With a face as rubbery and mobile as Imogene Coca's, he prances thru the trials and pleasures of a double life with great aplomb.

Vocally, Randall does an effective job with "Life Does a Man a Favor," a special material number called "Three Paradises," and a ballad, "All the Time." Abbe Lane's physical assets make her a wholly adequate choice for Bobo, the Captain's mistress, tho her vocal work has but moderate appeal. Jacquelin McKeever makes an attractive Broadway debut as the Captain's wife who goes haywire in Paris, while Susan Johnson and Edward Platt turn in good professional jobs in supporting spots.

"Oh, Captain," has a pleasant score which will get the benefit of close to saturation coverage on disks. There are a half dozen albums in the works, including the cast version and two others on Columbia and a jazz version on M-G-M. Eileen Rodgers subs for Abbe Lane on the cast wax. Columbia also has singles by Guy Mitchell, Don Cherry, Johnny Mathis, Rosemary Clooney, Vic Damone, Tony Bennett, Jo Stafford, Jill Corey and Norman Luboff. Melodies with hit potential figure to be "Life Does a Man a Favor," "You're So Right for Me," "Surprise," and "It's Never Quite the Same."

# 'BRINKER' SPEC HEAVES UNEVEN CAST ICE-BOUND

By JUNE BUNDY

Stars: Tab Hunter, Peggy King, Basil Rathbone, Jacmila Novotna, Carmen Mathews, Dick Button, others. Producers: Mildred Freed Alberg and Paul Feigay. Director: Sidney Lumet. Book, Sally Benson. Music and lyrics: Hugh Martin. Sponsor: Hallmark Cards, Inc., thru Foote, Cone & Belding. (NBC-TV, 6:30-8 p.m., EST, February 9.)

Visually, NBC-TV's 90-minute musical version of "Hans Brinker" was charming, with its quaint old settings, imaginative lighting and colorful Dutch costumes. Unfortunately, tho, the production itself failed to capture the enchanting Never-Netherland spirit of Mary Mapes Dodge's juvenile classic. Sally Benson's book was heavy-handed and dull. The off-the-ice choreography lacked distinction, and Hugh Martin's score — for the most part — was merely adequate.

Obviously ice-bound by their vehicle, the cast never really warmed up to its assignment, while divergent acting and singing styles made for a disturbingly uneven pace. In view of these manifold handicaps, Hunter did surprisingly well as the adolescent Hans Brinker—underplaying the banal dialog as much as possible, singing in a pleasant, unassuming voice, and scoring a decided triumph in the ice skating sequences. These, incidentally, were the show's brightest spots, with Ellie Sommers and, of course, Dick Buttons in particular, providing some delightful exhibitions of graceful figure skating.

Peggy King registered nicely with a tender reading of "I Happen to Love You," a pretty ballad (reminiscent of Martin's memorable "The Boy Next Door" from "Meet Me in St. Louis") and the most commercial tune in the show. Miss King—a vivacious all-American-girl-type—was woefully miscast tho as an old-fashioned Dutch lass.

Martin's score included "I'm a Very Lucky Boy," "Trinka Brinker," and four production numbers—"Clap, Clap, Clap," "Hello Springtime," "The More the Merrier," and "Ice"—best of which was "Clap, Clap, Clap," an exuberant accompaniment for a wooden shoe dance. Probabilities are that the original-cast album on Dot will garner most of its sales strength from Tab Hunter, who has a potent box-office record—both as a bobby sox film idol and a best-selling singles artist.

# MACY TV-MUSIC FETE BETTER THAN EVER

By BOB BERNSTEIN

Macy's 10th Annual TV and Music Festival, February 12-March 1. Emcee, William B. Williams. Produced by Gerald D. Levy and John Reeves, department managers of R. H. Macy's Department Store.

This promotion gets bigger and better each year, with more guest stars, imaginative exhibits and participating manufacturers. Prosceniums dominate the decor, keyed to the theme "the greatest theater in the world, your home." For the first time, the sales area has been kept clear of the "carnival," with the stage and exhibits arranged to lead visitors unobtrusively to the display counters.

A highlight of the show is Emerson's booth, in which the eight-transistor pocket radio is assembled in seconds by a pair of attractive girls. This assembly line is surrounded by crowds all day long. Another successful display is General Electric's, with thousands of transistors being given away along with comic book explanations of batteries and tubes. The hi-Fi Room, its floor space expanding steadily each season, is also a mecca for customers.

## NETWORK TELEVISION

# 'Gold Rush' Colorful Folk Offering

Agnes de Mille's vigorous style was everywhere evident in this song-and-dance portrait of California in 1849. It made for a refreshingly creative stanza of the "Seven Lively Arts" series. An abridgement should certainly find its way into the ballet repertoire and eventually record album sales, but Miss de Mille provided a knotty problem for herself.

Three songs and two ballets from "Paint Your Wagon," a Broadway musical soon to be released as a movie, were woven into the telecast, plus some wonderful songs of the Gold Rush era dressed up

**Gold Rush (Net)**  
Stars: James Mitchell, Gemze de Lappe, Sono Osato. Scenario and choreography, Agnes de Mille. Director, Charles Dubin. Producer, Robert Herridge. Music and lyrics, Alan Jay Lerner and Frederick Loewe. Trude Rittman, Oscar Brand.  
(CBS-TV, 5-6 p.m., EST, February 9.)

by Trude Rittman and Oscar Brand and orchestrated with great spirit by Don Walker and Hershy Kay.

The blend of interpolated vocals and narration with the dance drama of miners and their girls came off surprisingly well. Charles Dubin's camera direction maintained focus and clarity whenever

things threatened to get muddy or disjointed. Ralph Holmes' nimble lighting compensated for the trite settings, while Alfredo Antonini's baton kept the musical complexities firmly in hand.

As the principal romantic pair, James Mitchell and Gemze de Lappe exhibited superb technique. Sono Osato contributed a vivid portrait of a cold-hearted dance hall girl, with Beatrice Arthur and John Reardon scoring heavily as the solo singers. It was a colorful production in the best De Mille Western folk tradition; it will be interesting to see how she cuts it in half for future use.  
Bob Bernstein.

## MOTION PICTURES

# Lanza Pic Packs Solid B.-O. Appeal

Now launched in first-run release, "Seven Hills of Rome" is a lush Technicolor, wide-screen package that is a sort of musical version of "Three Coins in the Fountain." It should be a solid box-office success with Mario Lanza fans, since it presents his ringing tenor in arias by Verdi and Flotow, favorites like "Arrivederci Roma" as well as the title song "Seven Hills of Rome" by the late Victor Young and Harold Adamson, and

**Seven Hills of Rome**  
Stars: Mario Lanza, Renata Rascel, Marisa Allasio. Screenplay, Art Cohn and Giorgio Prosperi. Music conductor, George Stoll. Musical supervision, Irving Aaronson. Producer, Lester Welch. Director, Roy Rowland. Le Cloud production for M-G-M release.

even musical take-offs on Perry Como and Dean Martin.

The story is pure fluff, revolving around Mario's arrival in Rome in pursuit of a fickle fiancée, his sojourn in the Bohemian atmos-

phere of cousin Renaldo Rascel's apartment and his inability to recognize the obvious charms of Marisa Allasio until the final fadeout or Rome's Spanish Steps.

Much of the film seems bent on re-establishing Mario with moviegoers. For musical promotion purposes, however, it is likely to create more demands for its sound track album rather than for any individual number, as most are pretty good but none likely to be a singles hit.  
Charles Sinclair.

## LOCAL TV

# Jocko Can Step Up Rocket Fuel

Jocko Henderson, the latest in the list of former radio deejays now running bandstand shows, will have to add some booster engines to his rocket if he wants to keep the kids and the adults looking in. The big trouble with Jocko's show is that it's dull. Not due to Jocko, who has a good personality when he is allowed to use it, but due to the format of the show.

During most of the show, Jocko merely stands on the bandstand and announces the tunes. On the last

**Jocko's Rocket Ship**  
WATV-TV, Newark, N. J., Thursday (11) 5-6 p.m., EST (Caught again).

half hour of the show caught, (Feb. 13), he did not leave the bandstand at all.

The other problem deals with the kids. Spotlighted as they are, dancing the stroll, the bop or the chicken to the various tempos of rock and roll—they should be good dancers, at least. There were so many youngsters on the floor of

the small studio that the so-so dancers bumped into the good dancers, etc.

With some more exuberance from Jocko, a little more explanation of the dances the kids are doing, and some good dancers on the floor, the Henderson show could develop into one of the top bandstand shows in the area. Jocko's personality is fine on TV, if he is allowed to use it.  
Bob Rolontz.

## LOCAL RADIO

# 'Ballroom' Revamp Still Off Target

Martin Block's newly re-vamped "Make Believe Ballroom" is based on a survey, "Operation 60,000," which is designed to discover the disk preferences of all age groups. The philosophy behind the new programming idea is that there is no such thing as a number one song—only popular songs.

A noticeable departure from the "Top 40" format employed by most deejays is the programming of songs, which represent the specific choices of certain age groups broken down by gender and age.

**Make Believe Ballroom**  
WABC, Thursday (11), 3-6 p.m., EST (Caught again).

The last half hour of the program featured a selection by Crazy Otto, several current pop hits, an all-time favorite record that was requested by a listener and a weekly favorite new release as selected by the "Platter Pickers Club," a group of 12 teensters, on Mr. Block's program last Saturday.

While the new spin pattern does allow Block a compromise in programming material, the variety of tunes may make it difficult for him to sustain a general audience. Since the survey does attempt to break down the choices by age groups, it might be advisable to program the selections of the various groups at regular periods rather than mixing Crazy Otto, Tony Martin and Danny & the Juniors in the same half hour.  
Howard Cook.

## NIGHT CLUB

# Mathis Tabs Early—Sinatra Appeal

The meteoric rise of Johnny Mathis into a topflight nitery attraction and recording star is likely to be compared to the swift eminence attained by Elvis Presley and Tommy Sands. The comparison ends at this point, however. For one thing, Mathis has an excellent voice with wide range. He has a great deal of poise.

As a matter of fact the Johnny Mathis of today is a great deal

like the Frank Sinatra of 15 years ago. Short, gaunt, he hovers over the mike like an emaciated raven; the audience is with him from the start because it feels, simply, that he should be fed.

What happens, of course, is that it's the audience who gets fed, a wide assortment ranging from the opening "It's Crazy When I'm in Love" to the closing "Old Black Magic." Nearly all of the material is from the Columbia records he's made, "It's Not for Me to Say,"

"Wild Is the Wind" and "Chances Are," all of them hits. Also included was his latest, "Come to Me."

The jampacked Crescendo crowd—consisting of what looked, mostly, like one-time Sinatra fans—loved it as he stuck to the standards, giving out with the big voice from the thin frame. Chances are good that Mathis will outlast the majority of his contemporaries, and that he's an artist of more than passing fancy.  
Bob Spielman.

# MGM Records

skyrocketing to the  
TOP of all lists

# CONNIE FRANCIS

# WHO'S SORRY NOW

K12588  
on 45 and  
78 rpm



## SOCK SELLERS!

**THE STROLLERS**  
featuring  
**ARTIE MALVIN**

**GIGI**  
(FROM THE MGM FILM "GIGI")  
and  
**MOONLIGHT COCKTAIL**  
K12614

**RICHARD BARRETT**

(When Your Heart's on Fire)  
**SMOKE GETS IN YOUR EYES**  
K12616

**CHARLEY and JUNIOR**

**CUDDLE LOVIN' BABY**  
K12615

## STILL STRONG SELLERS!

**DAVID ROSE**  
and His Orch.

**SWINGING SHEPHERD BLUES**  
K12608 on 45 & 78 rpm

**SAM (THE MAN) TAYLOR**

**BIG GUITAR**  
K12612

**MARVIN RAINWATER**

**WHOLE LOTTA WOMAN**  
K12609 on 45 & 78 rpm

# MGM Records - Great in '58

# McCann-E to Make Music With \$10 Mil Buick Account

By CHARLES SINCLAIR

NEW YORK—The surprise appointment of McCann-Erickson as the agency to handle Buick's over-\$10,000,000 account in June is said to have its own brand of musical overtones.

Buick, so reports go, made a final decision in favor of McCann-Erickson because the big motor firm is anxious to sign up a new top-flight network music series for next fall, and Mc-E, almost alone among big agencies these days, is strongly "pro-musical."

Behind Buick's decision is also reported to be a special study of audiences to Buick's current network stanzas, "Wells Fargo" and the Patrice Munsel show, both co-sponsored by the auto maker. Of the two, Miss Munsel is definitely the low-rated number, with "Fargo" drawing nearly five times as many homes, according to the current American Research Bureau TV National ratings. But the audience compositions and the abilities of the two shows to sell cars are something else again.

"Fargo" attracts a general family audience, largely from middle-income families, in over 16,000,000 homes. Miss Munsel lands only some 3,500,000 homes, but it is a select adult audience with money to spend on such "big-ticket" items as a \$4,500 Buick.

#### Others Miss

Other agencies seeking the Buick billings—notably Young & Rubicam, which was so sure it was get-

ting Buick it dropped Lincoln Motors; Benton & Bowles, and Compton—seemed to have missed this point in their presentations and discussions with Ed Ragsdale, Buick's general manager and a vice-president of General Motors, it's rumored.

McCann-Erickson takes over Buick officially from the Kudner agency—with whom Buick has serious policy disagreements—on June 1. However, Mc-E execs will begin work "immediately," according to Ragsdale, on Buick's 1959 model announcements.

Buick is anxious to jazz up its

sales as well as its TV approach, according to industry reports. The sales of Buick autos, which had spurred ahead after 1948 on the strength of snappy re-designing and ad campaigns designed to take the curse off it as "a conservative, upper-middle-class car for doctors," have slipped lately, and it is well out of the top three ranks.

Also, the firm is particularly envious of the musical success of two of its auto rivals—Chevrolet, with Dinah Shore, and Dodge, with Lawrence Welk, and is looking for a musical that will score as well in ratings and sales.

## New Music Accent For 'Talent Scouts'

NEW YORK — A major facelift in the Arthur Godfrey "Talent Scouts" format makes its network debut tonight (17) on CBS-TV.

The primary switch is in the direction of "musical variety" and away from the "amateur night" touch which the show has always had. Now, the winners of three shows will be gathered for a reprise on the fourth show each month to compete for a new \$5,000 cash award for the top act.

At the same time, the monthly winners will become eligible for a second week's exposure on the daytime Godfrey stanza on CBS radio

and TV, in addition to the regular week's daytime run received previously as a "Talent Scouts" winner.

Another new switch in the 10-year-old format is a new method of determining winners by the studio audience applause. To reduce the possibility of ties caused by Godfrey's human error in remembering the scores on the applause meters, a total of three meters will be used. Scores on them will be "frozen" and then compared, leaving little doubt as to who's eligible to compete for the extra \$5,000.

Three shows each month will have the present policy of introducing the new acts via talent scouts. The new fourth show—which will probably fall most often around the so-called "Rating Week"—will be staged as a variety revue, with Godfrey acting as emcee. There are also plans to gather the quarterly winners for a yearly competition, and to surround the event with heavy promotion.

The switch, it's reported, is not just to rejuvenate the ratings on "Talent Scouts." With the new policy, the show is expected to assume new importance among musical and variety talent, and in the talent agency field.

## 8½ Mil Watch 'Bandstand'

NEW YORK—"American Bandstand" is delivering 8,400,000 viewers per day, more than any other network show up to 5 p.m., according to the January report of American Research Bureau.

The Dick Clark strip on ABC-TV is averaging a 12.1 rating, with a 46 per cent adult audience, and ranks first in daytime viewers per set with 2.53.

## SHE'S A SALESWOMAN

### Max Factor Renews Polly Bergen for 26

Polly Bergen has fooled the "experts" this week by scoring a 26-week renewal from Max Factor for her alternate-week Saturday series on NBC-TV. Now, the series will go for a full 52 weeks, and there's every chance that the cosmetic firm may book a weekly slot for Miss Bergen's tune stanza.

What had caused talk earlier of a probable axing of the show, was apparently Miss Bergen's also-ran position in fully national ratings of her 9-9:30 p.m. time period. American Research Bureau for instance, gives her a 17.7 in January behind Lawrence Welk with a 31.8, and the second January Nielsen gives her a level of 14.3 to a 25.1 for Welk.

But these ratings are not as direful as they seem, by all appearances. Max Factor does most of its business in large metropolitan TV centers. And Miss Bergen is particularly strong in appeal to televiewers in such areas. Latest Trendex reports, for instance, show her in major cities with an 18.7 against Welk's 16.2

According to trade sources, Miss Bergen has turned out to be a hot sales property for Max Factor, which now credits her with much of a sales increase of nearly 30 per cent in the firm's cosmetic line in the past year—an increase that approaches a \$10,000,000 gain and which has boomed the firm's shares on the stock market.

The situation, actually, is something like Buick's fondness for Patrice Munsel (see story elsewhere in this issue), and underlines the relationship of musical appeals to TV marketing plans in order to hit a sales jackpot.

NEW YORK—New note in the Brotherly Love department:

Good music and news indie WBAI here has been startling FM listeners by tossing in gratis plugs for the competition. Each day at 5 p.m., the station gives late info on Broadway legit ticket availabilities, and thruout the day suggests "programs of unusual merit" on rival stations.

## MASTER CONTROL

By BOB BERNSTEIN

More than half of the nation's spot radio billing is still confined to the top 20 markets, with small stations going hungry, says a research report from H-R Representatives, Inc. Three industry solons give contrasting reasons, all musical, for the trend which has held since 1954. "The bulk of local programming is so local in emphasis that it sounds out of character for a deejay to praise a national or international product," says one. "Many advertisers refuse to be linked with teenagers' music preferences today, so they stick to large market radio and class programming," says the second. "In small markets, audience composition favors youngsters who spend small amounts. In large markets, the housewife dominates listening and she spends big amounts," says the third. But how about making those pennies and letting the dollars take care of themselves?

The pay TV experiment in Bartlesville, Okla., is going musical March 2, with opera and ballet films added for Sundays, background music by Muzak on one channel continuously from 7 a.m. to 11 p.m. and a higher percentage of musicals among the first-run and classic films. It's all a test by Video Independent Theaters to see if an accent on music will hypo the anemic box office.

No sooner did American Broadcasting Network cut back on its live music programming for lack of sponsorship than Liggett & Myers came thru with a heavy 52-week spot schedule for Jim Backus and Herb Oscar Anderson. Now a food company is on the brink of a bigger buy which will just about sell both strips out.

SNOW AND STATIC: KDUH-TV, Hay Springs, Neb., has joined CBS-TV as a satellite affiliate, programming thru KOTA, Rapid City, S. D. . . . "Dough-Re-Me," the Barry-Enright musical debuting February 24 on NBC-TV, asks contestants to identify songs from three notes. . . . "Ariel" and "Orbus" are the winning names for the U. S. satellite contest on ABC's "American Bandstand." Senator Clinton Anderson of New Mexico was the judge. . . . Four regional affiliate meetings late this month are scheduled for American Broadcasting Network. . . . When "Breakfast Club" marks its 25th anniversary in June, Don McNeill will unveil artist Ben Stahl's painting of the show's Moment of Silent Prayer feature. . . . The 500th complete opera was broadcast last week from the Metropolitan in New York over ABN. The series began in 1931. . . . North Carolina Employment Security Commission salutes TV-radio for attracting new industry to the State.

HATCHED, MATCHED, SNATCHED: Les Keither, WABC-TV sportscaster, is the father of a second set of twins, Cincy and Jodi. . . . The station's account exec Bob Adams has a new son, named for Bob's late brother, Trevor Adams, WABC sales manager. . . . Abe Siegel, 28, ABC-TV research statistician, died suddenly last week in New York.

REVOLVING DOORS: Dean McCarthy has been upped to manager of WITI-TV, Milwaukee. . . . Dennis Marlas joins WSUN-TV, St. Petersburg, Fla., as a director. . . . Robert Wolff added to the sales promotion staff of WHCT, Hartford, Conn. . . . Dale Moudy upped to assistant to President Bob Eastman at ABN, with Irv Lichtenstein named promotion-exploitation director.

## WHEELING AND DEALING

The press votes this week for the fourth annual "Dinah" Awards, selection of the year's best nitery entertainers. The Diners' Club sponsors the balloting, which last season saw Jerry Lewis, Frank Sinatra, Roberta Sherwood and Rowan & Martin earn statuettes. The perennial categories: Top comedy act, male and female singers, dance or variety act.

The 60-man Music Hall Symphony makes its TV debut February 23 on the Ed Sullivan show to mark the 25th anniversary of Radio City. Raymond Paige will conduct. Another veteran orchestra, the Boston Symphony, is getting a TV series of its own via film. National Educational Television is producing a monthly two-hour concert, available to all affiliate stations.

Arthur Murray's latest dance, the Swivel, was introduced by 3,200 youngsters at the Savoy Ballroom in New York last week, part of a police Athletic League and WLIB contest. The step is hippy rather than hip, reports an observer.

Sweden's favorite singing stars, according to the annual poll by Veckorevyn, biggest fan mag there, are Elvis Presley No. 1, Frank Sinatra No. 2, Tony Curtis No. 3 and Audrey Hepburn No. 4. The latter two made it via sound track albums.

CINEMATTERS: Pat Boone's third movie will be "Mardi Gras" at 20th Century-Fox. . . . Frankie Laine will chant the title song for "Bullwhip" at Allied Artists. . . . Filming of "Damn Yankees," the Adler-Ross musical starring Tab Hunter and Gwen Verdon, starts next week under director George Abbott. . . . Ronnie Deauville will sing the title song of "Hong Kong Affair," now being scored at Capitol Records.

THE DOTTED LINE: Jerry Lynn Productions has signed personal management contracts with two thrushes, Lauri Ames and Amy Loren. . . . Jackie (Hot Piano) Lee secured his release from Coral Records and has signed as producer and publicist if James Roosevelt goes ahead with his 50-acre Puerto Rico resort operation.

TOUR AND TRAVEL: Bill Hayes relaxing in St. Thomas, Virgin Islands, between club dates. . . . The Everly Brothers play Daytona Beach, Tampa and Jacksonville, Fla., February 20, 21 and 22. . . . Teddi King into the Celebrity Room, Providence, starting March 3. . . . Singer Roger Coleman finishes at Blinstrub's, Boston, this week. . . . The Four Voices appear at the Atlanta Boat Show, beginning the 28th. . . . Paul Kalet, manager of the Ink Spots and Sons of the Purple Sage, leaves for Las Vegas and Points West today on a four-week booking jaunt.

## KING Drops Film for Live Music Stanza

SEATTLE — Syndicated film stanzas are being dropped on Thursdays in the important 7-7:30 p.m. slot by station KING-TV here, and will be replaced by a weekly live music series featuring country and western tunes.

The new entry is "Thriftyway Caravan," due to kick off this Thursday (20) with a live premiere from the stage of the Moore Theater in downtown Seattle. The series replaces CBS Film Syndication's "Whirlybirds."

Regulars on the series will include Jack Rivers and his Western unit, with thrush Sally King, 11-year-old Gail Harris, Tommy Crone, saxophonist Bill Muncy and others. The premiere guest will be Decca's artist Jimmy Wakely.

## Music Shows' Nielsen Drops

NEW YORK — Music stanzas suffered further rating setbacks in the latest Nielsen report, second January, with Perry Como dropping out to leave no variety or music entry in the top 10. Seven Westerns dominated the winners' list, while Como fell to a 31.3, Ed Sullivan to a 24.6 and Steve Allen to 26.6.

Lawrence Welk held at 18.3 for Mondays and 25.1 for Saturdays. Frank Sinatra suffered at 14.8 and Pat Boone made the only appreciable gain up to 23.0, according to Nielsen's average audience figures. Rosemary Clooney was down to 18.9 and Polly Bergen fell to 14.3. Gisele MacKenzie scored lowest at 14.2, while "Big Record" rose to 20.0 and 17.2.

**JILL COREY**

**GIVE IT ALL YOU'VE GOT**

From the Broadway production  
"Oh Captain!" Glenn Osser  
and his orchestra b/w

**UH-HUH, OH YEAH**

From the Broadway production  
"The Body Beautiful"

Frank DeVol and his orchestra  
4-41108

Jill's latest has every indication  
of a smash money-maker. Both  
songs can ride the crest of the  
publicity and excitement  
generated by these two  
new musicals.



**JERRY VALE**

**SHE** Glenn Osser and his orch. b/w  
**I ALWAYS SAY** Percy Faith and  
his orchestra 4-41120

Two top ballads which prove beyond  
a doubt that Jerry Vale has arrived.  
This one is really to swing on—should  
register soon in \$ and ¢!



**FRANKIE LAINE**

**ALL OF THESE—AND MORE**  
From the Broadway production  
"The Body Beautiful"

Frank DeVol and his orchestra b/w  
**ANNABEL LEE**

Al Lerner and his orchestra 4-41106

Two long-distance runners by the  
master beller of 'em. "All of These"  
is a moving love song from the Broad-  
way hit "The Body Beautiful."  
"Annabel Lee" is in the powerhouse  
style of "Jezebel." Both sides should  
come in for the winning money!



**JIMMY DEAN**

**MAKIN' MY MIND UP** b/w  
**STARLIGHT, STARBRIGHT**

Ray Ellis and his orchestra 4-41118

"Makin' My Mind Up"—a catchy hand-clapper—and  
"Starlight, Starbright"—a sparkling novelty—provides Jimmy  
with his strongest material to date. Jimmy will be airing  
them both on his own TV show.

NEW AND SURE-FIRE—FROM THE HOTTEST COMPANY IN THE BUSINESS

**COLUMBIA RECORDS**



## VOX JOX

By JUNE BUNDY

**ALBUM GROOVE:** Album selections will play a big part in the new disk programming pattern adopted by WTAO, Boston, last week. The new programming policy, tagged "Music of Yesterday and Today," totally eliminates rock and roll from all WTAO shows. The anti-r.&c.r. policy resulted from a four-month experiment conducted by Manager Wallie Dunlap via an afternoon telephone request program, whereby listeners picked the records to be played. "We are now firmly convinced," said Dunlap, that the heavy concentration of calls for rock and roll during these periods was coming from a small group of dedicated rock and rollers who placed call after call to us."

**GOOD DEED DEPARTMENT:** Deejays went all out last month to help the March of Dimes drive. Stunts included the following: At the request of a group of teen-agers, who made a donation

to the March of Dimes, deejay Phil Bruggess, WCFR, Springfield, Va., pushed a rock and roll record some 200 yards with his nose thru the slush of Springfield's Main Street. At the same time deejay Jack McPadden auctioned off some of the "worst" r.&c.r. disks for donations to the fund. Elvis Presley's "Hound Dog" was purchased by a local merchant who specified that the platter be shipped to the Kremlin. Station WCFR was recently purchased by Carlo F. Zezza, formerly with WPIX-TV, New York. Former call letters were WNIX. Program director at the station is Alan Herbert.

Paul Cowley, WKLO, Louisville, is working closely with "Teenagers Against Polio" to raise money via a hop this month, and is looking for free records to give away at the charity affair. . . . Station WSLB, Ogdensburg, N. Y., raised more than \$1,400 with a 24-hour Disks for Dimes Marathon. A live talent show was emceed by general man-

ager Thomas Leighton, while disks were played by WSLB jocks Nick Charles, Dave Claxton and Phyllis Fuller.

Most unusual pitch for March of Dime contributions was made by Leeds Scofield, program director of WTSP, St. Petersburg, who remained under water for more than 12 hours while he broadcast an appeal for dimes. Scofield remained 20 feet under water on an eight-foot plastic dome with an air-chamber from which the broadcast was released. He used an air hose to dive to the stage.

Two Berger, Tex., stations—KBBB and KHUZ—combined promotional facilities on a March-A-Thon and raised more than \$2,400 in March of Dimes contributions. Deejays and managers of both stations staged phony feuds on and off the air with one jock hitting another on the head with a mike. During

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## ON THE BEAT

RHYTHM & BLUES - ROCK & ROLL

By REN GREVATT

"The blues can be sung anywhere. Nobody has a copyright on them. The blues are universal." Al Hibbler was talking about his first love, a love that's perhaps little known among the youthful dilettantes of today's pop music. After all, Hibbler, once closely associated with the jazz world, has since become widely known as a pop singer, particularly since his hit Decca diskings of "After the Lights Go Down Low," "Unchained Melody," and "He."

But Al goes way back, into the era of the great blues specialists. "I remember the great folk blues singer, Blind Lemon Jefferson. I remember Bessie and Clara Smith, Ma Rainey, Lonnie Johnson, Leroy Call and Leadbelly, too. They were the great ones and I'm glad I was around when they were singing. Sure there are people around today who can sing the blues. But the younger artists can't make it, because they don't feel it. They weren't around when

those great artists were working."

Hibbler will soon be singing for his friends in Britain. He opens a six-week tour there, with two four-week options, on March 23. He will travel to England with his wife and his piano player. It took Hibbler a long time to work up to his visit to England, compared to some of the hot young rock and roll artists who've made it big with one disk and have promptly been summoned across the Atlantic. But Hibbler's fine jazz-oriented, blues-based style is likely to go over very well on the other side, judging by the continued sale of his records there.

He told me about the influences that helped shape his unique style. "Back in '29 and '30, when I was a lot younger, I'd sing in the barrelhouses and honky-tonks of Little Rock. I'd sing all night long sometimes. I hung around that area for years singing. Then in '41, Charlie Parker got me

to come to New York. We both worked in Jay McShane's band. After that, I did eight years with Duke Ellington's band."

Oddly enough, it was a pop-styled remake of a tune that Hibbler did with Ellington some years before that later helped move him into the limelight as a pop artist. The tune was "After the Lights Go Down Low." Now he has another new Decca album, called "Torchy and Blue," which pretty well describes the nature of the material. Incidentally, Hibbler has definite opinions on a.&c.r. men. "I think some of them make a great mistake in trying to tell an artist what to sing and how to sing it. Paul Cohen of Decca let's me do a lot of my own picking when we're recording and that's the way I like it," he said.

In his current album, Hibbler picked out a section of Ellington's "Liberian Suite" for diskings, calling it "I Like the Sunrise." Another Ellington

(Continued on page 60)

## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

Bill Clifton works the "New Dominion Barn Dance," WRVA, Richmond, Va., Saturday (22). He appeared the previous week as guest on Don Owens' TV Jamboree in Washington, and while in the nation's capital did a guest deejay shot for the Arlington Music Shops over WDOH, Wheaton, Md. Clifton's new Mercury release, "Are You Alone?" b.w. "Blue Ridge Mountain Blues," is slated for release February 25. . . . The Shenandoah Valley Rangers, of Chester, Pa., have reorganized, with Harry Peppel on bass; Dick Dorn, guitar; Slim Rebello, accordion, and Yodelin' Johnny, comedy. Jeff Tyler continues as manager. The group took a break from club dates last Saturday (15) to play Hampton's Auction Grounds, Birdsboro, Pa.

Hank Locklin made his first Los

Angeles appearance at Riverside Rancho February 8, with a large crowd on hand to greet him. Fred Stryker, of Fairway Music, spent the day with him, running over new material. Hank in the past has woven several Fairway tunes into hits. Charlie Aldrich, Riverside Rancho bossman, has instituted a policy of using names each week. Jimmy Newman was last Saturday's feature, with Patsy Cline following in next Saturday (22). . . . Kenny Marlow, Nashville attorney-songwriter, has had his "The Love I'll Never Forget" etched on the Nasco label by Bobbie Jenkins. . . . LeRoy Vandye has a new one on Dot called "Leather Jacket," penned by deejay Jack Reno in collaboration with Milt Himlein. Deejays may obtain a copy by writing to Reno at P. O. Box 51, Bloomfield, Ia.

Janis Martin, working under the personal management of Burt Repine, Richmond, Va., has been signed to a new two-year contract by Steve Sholes,

of RCA Victor. Her latest on the RCA Victor label are "Billy Boy" and her new "Squeeze Me" album, with "My Confession" and "Half Loved." . . . Jimmy Martin (Decca) and his Sunny Mountain Boys last Saturday (15) made their debut as regulars on "Louisiana Hayride," Shreveport. . . . Carl Belew has a new one on the Four-Star label titled "Stop the World."

Leon McAuliffe and band occupy the guest slot on Nat Nigberg's "Country America" over KABC-TV, Los Angeles, Saturday (22), with Wanda Jackson set for that niche March 1, and Rex Allen, March 8. Jimmy Newman was the feature on the Nigberg opus last Saturday (15). February 8 highlights were Hank Locklin and Wally Lewis, the latter featuring his new Dot release, "Kathleen." . . . Burton M. Harris, president of Security Records, Mount

(Continued on page 58)

## MUSIC AS WRITTEN

By BOB BOLONTZ

### HUB DEEJAY ORGS PUBBERY

Another disk jockey formed a publishing firm this week when Joe Smith, key Boston deejay from WMEX started Dominion Music, in association with the Four Lad's manager, Mike Stuart. Smith will be professional manager for the firm which will be located in New York. Smith will acquire songs for the firm and will also audition new talent. Smith is starting a new radio show in Buffalo on station WEBR every night in addition to his nightly stint in Boston. Both shows will be taped. Smith will alternate on weekends between Boston and Buffalo, holding record hops in each city.

### BRITISH CRITIC CUTS JAZZ HERE

English Jazz critic Stanley Dance is in the United States to cut "mainstream jazz" sides for English Decca. Mainstream jazz, says Stanley is jazz in between Dixieland and progressive, the type that stems from the swing days of the 1930's. He is cutting sides with jazz names Bud Johnson, Dickie Wells, Bud Tate, Cozy Cole, Rex Stewart, Earl Hines, Coleman Hawkins and Buster Bailey. He intends to cut enough jazz for seven LP's that he expects to have great appeal in Britain and in Europe. Sides will be released on Felsted Records overseas and later on in the States. These will be the first jazz sides cut in the U. S. for use by English Decca overseas in many years.

### FIFTEEN CLEFFERS PEN FOR PRESLEY PIC

Elvis Presley's new movie, "A Stone for Dany Fisher" (from the book of the same name), will contain tunes penned by 15 different songwriters. Writers include Jerry Leiber and Mike Stoller, Aaron Schroeder, Claude Demetrius, Fred Weiss, Bernie Weisman, Kay Toomey, Sid Tepper and Roy Bennett, Sid Wayne and Abner Silver, Martin Kalminoff and Rachell Frank. Half of the tunes are in Presley, Inc., a BMI firm, and half in Gladys, Inc., an ASCAP firm. Both publishing firms are of the Jean and Julian Aberbach stable. Picture is being produced by Paramount Pictures-Hal Wallis, and is the last Presley flick before he enters the U. S. Army.

### STEINBERG TO DOUBLE IN ORKS

William Steinberg, conductor of the Pittsburgh Symphony Orchestra will also become the conductor of the London Philharmonic Orchestra. This unusual dual role will enable Mr. Steinberg to continue his present chores with the Pittsburgh and lead the London Orchestra for four weeks in September and October, for four weeks during the winter and for four weeks in May and early June. However, altho as yet Steinberg's appointment has not been cleared by the British Musicians Union or by the British Ministry of Labor, it was anticipated that both would okay the new post with the London Philharmonic.

### RIVERSIDE UNCORKS BIG BLUES

Riverside Records, the jazz, folk, specialty and kiddie label, has come up with one of the first big blues singers album sets of the new year. Their forthcoming release titled "Great Blues Singers," will feature such legendary names as Bessie Smith, Mae Rainey, Chippie Hill, Ida Cox, Trixie Smith, Hociel Thomas and Sara Martin. In addition the label is releasing new jazz albums with Wilber Ware and Johnny Griffin, Dick Johnson, Clark Terry and the Dixieland Rhythm Kings. The label has a banjo and mouth harp set coming titled "Pickin' and Blowin'" with George Pogram and Walter Parham as well. The diskery also has such items of esoterica as "Champions and Sporting Blades," (British songs of sport and gambling) and a new album of Elizabethan songs.

### New York

Jerome Moross is set to write the music for the flick, "The Big Country." Moross penned the score for "Seven Wonders of the World" and "The Proud Rebel" flicks. . . . Chess Records, under the leadership of Lennie and Phil Chess, have purchased two masters. One is the Monotone's waxing of "Book of Love" formerly on Mascot and Mamie Bradley's "I Feel Like a Million" formerly on Sue. . . . Bob Gately has been appointed professional manager of Progressive Music, the Atlantic Records music firm. Gately was formerly with Peter Maurice Music as professional manager, and with Williamson, Capitol and Bourne Music. . . . Jazz promoter Francis Thorne, who produced the Jazz Festival at Great Bay, Long Island, last year, will handle a four-week stint as a pianist at Julius Monk's Upstairs at the Downstairs Club in New York. . . . There's a new combo at Max Gordon's Village Vanguard. It consists of Charles Mingus and Phineas Newborn and it's reported to be hot. . . . Tommy Fredericks will be on the Dick Clark Bandstand over WFIL-TV in Philadelphia on March 10.

Lester Sims, professional manager of Bourne Music, Inc., has snagged the tune "Bad Motorcycle" for the firm. Tune is out with the Storey Sisters on Cameo. Firm has also acquired "The Big Beat" and "I Want You to Know," both recorded by Fats Domino on Imperial, for Bourne, Ltd., in London. . . . Jerry Lynn has opened a new publishing firm, Ad Lib Music, affiliated with BMI. . . . Cleffer Jimmy McHugh will be in New York on February 20 to confer with Richard DeRoy about a possible Broadway musical. . . . Leslie Conn has been appointed executive director for Carlton Records in England by Joe Carlton, head of the label. Conn was professional manager for one of the music firms affiliated with Robbins Music overseas. . . . Dee Anthony has taken over as Tony Bennett's personal manager, effective immediately.

Hans W. Heinsheimer has been appointed director of publications for G. Schirmer, Inc. Appointment was made by Rudolph Taubert, head of the firm. Heinsheimer, who started with a music publishing firm in Vienna in 1923, was later with Boosey and Hawkes. He has been with G. Schirmer since 1947, as director of their symphonic and operatic department, a position he will continue to hold in addition to his new appointment.

PACKED WITH PROFIT!

From the Warner Bros. film, "Marjorie Morningstar"  
**THE AMES BROTHERS**  
 sing **A VERY PRECIOUS LOVE** c/w  
**DON'T LEAVE ME NOW**  
 with  
**HUGO WINTERHALTER'S**  
 Orchestra and Chorus 47/20-7167

Two hits from the  
 Broadway musical smash "Oh Captain!"  
**Abbe Lane**  
 sings **FEMININITY** c/w  
**WE'RE NOT CHILDREN**  
 47/20-7169

From the Arthur Freed production, "Gigi,"  
 released through MGM  
**Tony Martin** sings **Gigi** c/w  
**Noche De Amor**  
 47/20-7170

From Tin Pan Alley  
**Bob Jaxon**  
 sings **ME! PLEASE! ME!**  
 c/w  
**ALL ABOUT ME**  
 47/20-7168

# Lid Off Chi Disk Bootleg Operation

• Continued from page 1

seized, was released after posting a \$2,500 bond.

The case was linked by law enforcement officials to muscling operations in the juke box field now being scrutinized by the local State's attorney and sleuths for the McClellan racket committee (see separate story, Music Machines Section).

Disclosure of the bootleg racket, it appeared to disk veterans, might well force an industry examination of how the recent rise of one-stop distributorships, enabled by the outburst of many new record labels, has brought chaos to traditional distributing channels. This chaos, the veteran observers feel, enabled the bootleg operation to grow so large before being discovered.

Bootleg records were shipped to one-stops in Chicago, Milwaukee, Des Moines and Buffalo, according to Edmond Power, assistant chief investigator of the State's attorney's office here.

Hilger, about whom no background in the record business is known, displayed considerable savvy about the ways of the industry, suggesting that he had a confederate who inspired the operation.

Hilger's procedure, The Billboard learned, was to obtain a legitimate copy of a fast-rising hit and order engravings made from their labels, then to have labels duplicated in quantity. Labels were printed at a local printing plant. Name of the plant is being withheld pending further investigation of its involvement in the bootlegging.

## Payments

Printed labels were shipped by Hilger to Carl J. Burkhardt, owner of Rite Records in Cincinnati, who pressed the bootleg disks. Burkhardt claims he never met Hilger, but that all arrangements were made by phone. The arrangements included an odd method of payment whereby Hilger enclosed with each shipment of printed labels a certified check to cover payment for the last shipment of records. Burkhardt charged Hilger 15 cents per disk for the pressing, while his usual pressing price, he said, is 12 or 13 cents. Hilger, he said, offered the premium payment in exchange for fast service, sometimes overnight. He had no idea, Burkhardt protests, that the records were counterfeit, claiming that he never even heard of the names of most of the labels Hilger had been shipping him.

Burkhardt told The Billboard that his company recently suffered some financial setbacks. The offer from Hilger to buy pressings in huge quantities at premium prices was so tempting, he said, that it never occurred to him to be suspicious.

Burkhardt was convicted in 1950 on a federal charge involving indecent records. Sentenced to one year, he was paroled after four months. He is engaged now in manufacturing disks pressed from a library he owns of 2,000 masters, sold thru chain stores at 49 cents each. Burkhardt's alleged involvement in Hilger's bootlegging activities is being presented to a county grand jury in Cincinnati. No charge has yet been placed on him. Internal revenue inspectors are known to be looking into his affairs.

Hilger's arrangement with Burkhardt also involved an odd shipping procedure. Records were always shipped to George Miller, the name under which Hilger conducted all his record business, care of "will call," Chicago, via Greyhound or Trailways bus lines or Interstate Truck Lines. Shipping cases were marked with quantities and a code

letter, such as 100-P, each letter denoting a different hit record.

Among the bootlegged hits were the Silhouettes' "Get a Job" on Ember, Billy and Lillie's "La Dee Dah" on Swan, Sam Cooke's "I Love You for Sentimental Reasons" on Keen, the Everly Brothers' "This Little Girl of Mine" on Cadence, the Crickets' "That'll Be the Day" (Continued on page 84)

## Deane Show Cues Video Phenomenon

• Continued from page 1

the while they're all happily using the same facilities.

Deane's personal role is that of father confessor and Dutch uncle to the hard core of teen-agers who most frequently visit the studio. "A deejay can never be one of the gang," he says. "He's a go-between, a wholesaler of glamor, an adult friend and shouldn't try to be a buddy." In what is considered as a "hot deejay town," Deane's attitude has won him an average weekly audience which tops the first four radio deejays combined.

The power of the star personality makes him valuable beyond measure, more so as time passes and particularly among deejays. So far, Deane and Westinghouse are snugly and happily wedded. Both feel that if the unexpected parting should ever occur, they will have gained enough from each other to make it pleasant.

Garnering an average 13.4 ARB each day to lead all his time slots, Deane is only worried about the show's newest gimmick, a weekly hit tune survey report. "We're giving away 20,000 a week now, but they keep asking for more."

## Dept. Expands

• Continued from page 3

ganization in Hollywood and worked on the staff of several West Coast newspapers.

Sippel has been active in the music business since 1944, and served a previous stint with The Billboard from January, 1945, thru February, 1952, the last year in Hollywood and the previous semesters in Chicago. Subsequently, he has been with Mercury Records, as regional sales rep; sales manager of Wing Records, the defunct Mercury subsidiary, and sales manager of the package goods division.

Sinclair joined The Billboard last year and was in charge of special feature projects for the TV division. He is former senior editor of Sponsor magazine, and is the free-lance screenplay co-author of the upcoming Warner Bros. thriller, "Chase a Crooked Shadow." He is an active script contributor to top TV drama shows and a writer on music-audio-film topics for national magazines.

Bernstein joined The Billboard in 1956 as reporter in the TV department. He had wide music background previously, having worked as publicist for Rodgers and Hammerstein, Liberace and Florian ZaBach, and handled music shows for the old Du Mont TV network. Currently he writes special material for legit revues and nitery performers.

Spielman became a staffer on The Billboard in 1954, covering the Hollywood beat for the TV department. Previously, he was a reporter for several West Coast newspapers. A graduate of Stanford, he did graduate work at Southern California.

## AFTER-HOURS SESSION

A symposium directed at better music programming in radio & TV

### PROGRAM POSER:

What's the future for musical syndicated film shows?

### THE BRAINSTORMERS:

Musicians, producers, broadcasters



Fred M. Thrower, V.P. & Manager, WPIX, N. Y.

Few program categories have experienced as great a mortality rate as filmed television musicals. Most have been unable to capture and hold an audience sizable enough to cover production costs. Of course, there are notable exceptions, such as Guy Lombardo and, while it lasts, the Liberace Show. But, speaking of the vast majority, producers have yet to uncover the formula necessary for successful syndication.

Guy Lombardo, Bandleader, President, New York Chapter, NARAS:

There's a great future for musical syndicated shows. They will afford greater opportunity for sales in expanding foreign markets than will dramatic, western and quiz shows, and domestic prospects are bright, too. While filming our own Guy Lombardo Show, we made sure to concentrate heavily on "standards." With very little editing, new shows can be effected by utilizing film footage already on hand.



Duke Goldstone, Executive Producer, Guild Films:

Judging by our own experience, syndicated musicals have the same quality of eternal life as music itself. Our Liberace Show, is still currently on 150 stations. In New York, Liberace is "stripped" six times a week, daytime, for the ninth return. Our two other musicals, The Florian ZaBach Show and the Frankie Laine Show, likewise are in more than 100 markets each. Music should not limit itself to currently hot or cool styles. And, you need an engaging musical personality and top production.

Sammy Kaye, Bandleader, Musical Producer:

The future for such shows is not good. Shows in this category, including those headlined by Rosemary Clooney, Frankie Laine and Patti Page, have never been very successful, despite big names and salable personalities. They lack animation. They're flat. And, they are necessarily dated. You're forced to use standards almost exclusively. Film takes much of the kick out of music. I think the future of musical shows is in live TV.



Jerry Hyams, Director of Syndication, Screen Gems:

There's a steady demand that can be satisfied by present shows. We just rearranged the Patti Page series, editing 78 quarter hours into 31 half hours. I'd be surprised if there are any new telefilm musicals produced this year. With the disappointment of musicals on networks, and the ebb of musicals in movies, you can hardly expect them to boom in syndication. The nature of this business limits us to standards anyhow, so a "Ranch Party" or a Patti Page show has plenty of current TV value.

George M. Heinemann, Program Director, WRCA-TV, New York:

The greatest hurdle faced by musical film syndies is overcoming or negating entirely the factor of timeliness. There's nothing quite so insipid as a flash-in-the-pan song hit laboring thru its death throes. Perhaps timelessness is the answer. Old standards in the company of a big name star seldom fail to prove an unbeatable combination for surefire success. More such teaming should do as much for syndication.



COMING: How to improve d.j. radio shows

**M-G-M** *Records*

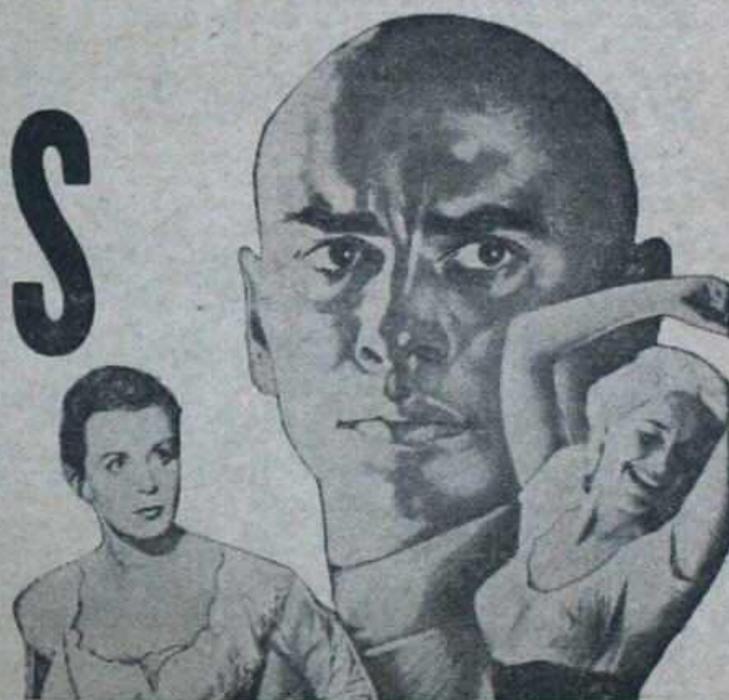
Introduces

**A NEW SOUND IN MUSIC!**

Love Theme

*from*

**"THE BROTHERS  
KARAMAZOV"**



**JACK HILL** At the Cymbalom

Orchestra Conducted  
by **HARRY GELLER**

MUSIC COMPOSED BY  
**BRONISLAU KAPER**

b/w "Take Me in Your Arms"  
**K 12624**

M-G-M  
Presents  
**THE BROTHERS KARAMAZOV**  
Starring  
**YUL BRYNNER**  
**MARIA SCHELL CLAIRE BLOOM**  
LEE J. COBB  
ALBERT SALMI  
And Co-Starring  
**RICHARD BASEHART**  
with  
WILLIAM SHATNER  
From the Novel by  
FYODOR DOSTOEVSKY  
AN AVON PRODUCTION  
in  
METROCOLOR  
Screen Play and Director by  
RICHARD BROOKS  
Produced by  
PANDRO S. BERMAN

## DISTRIBUTOR NEWS

• Continued from page 6

Philadelphia, writes of a big campaign being launched by Somerset Records of radio station WPEN. Minute plugs by top personalities will push the line, and excerpts from Somerset albums will be spotted on various programs throught the day.

**HOLLYWOOD:** Columbia Records unveiled its newest branch last week at a gala open house for dealers and their guests. The office is located at 2120 So. Garfield Ave., Los Angeles, and will be helmed by Norman Goodwin. Catered buffet, balloons for the kids, a host of the label's top recording artists and a guided tour of the new distribution facilities were ear-marked for dealers. . . . Abe Diamond, Diamond Record Distributors, expects to have his headquarters completed by the end of next month. . . . Al Latauska, who recently exited his post as national sales manager for Disneyland Records, has officially opened his distributing firm as Sun State Music. . . . Gordon Wolf, Sunland Music Sales, reports a general stimulus of sales in the entire M-G-M line with a number of records just about to break for hits. . . . Jimmy Warren's Central Record Sales Company believe they have a hot one in the new Jimmie Madden etching of "Jeanie, Jeanie, Jeanie," tho he cautions that the flip side, "Party Line," is a sleeper.

**NEW YORK SCENE:** Mickey Wallach of Malverne mentions several disks that appear to be possible threats. Biggest thing at the moment is "Rock and Roll Is Here to Stay" by Danny and the Juniors on ABC-Paramount. "Bad Motorecycle" by the Storey Sisters on Cameo is also strong. Thirty-five hundred were shipped in the past few days. "Remember" by the Velours on Onyx is also starting to move. "My Mother's Eyes" by Russ Hamilton on Kapp has been slow, but Wallach reports that it's now beginning to catch on. Strongest new platter is Roger Williams' Kapp recording of "Arriverderci, Roma." Margie Rayburn's "Smoochin'" is also on the way.

At Tico Distributing Company, Don Carter lists Jimmie Rodgers' "Oh-Oh, I'm Falling in Love Again" on Roulette as the Number One platter. In the past three weeks he has gone thru 50,000. "Mirandy" by the Techniques on Roulette is also strong. "So Tough" by the Casuals on Back Beat has been going at the rate of close to a 1,000 per day for the last week. Hugo and Luigi's waxing of "76 Trombones" on Roulette is showing well. Herb Rosen recently joined the organization as promotion man.

Herb Goldfarb at London Records states that Will Glahes' new effort, "Sweet Elizabeth," looks like a strong bet to repeat the success of "Lichtensteiner Polka." It's been moving strongly. Edmundo Ros' single of "Colonel Bogey" has focused new attention on his London LP, "Rhythms of the South," for which the tune was originally cut. Sales for the album have increased sharply in recent weeks. Kathy Linden's Felsted recording of "Billy" is picking up.

John Stevens, King Record Distributors, thinks that Bill Doggett's "Flying Home" (King) will be a big one. Reaction to the disk has been highly favorable. Johnny Pate's "Swinging Shepherd Blues" on Federal is still going well. Hottest new record is "The Truth About You" by the Velvet Keys on King.

**CANADA:** Bud Hayden of Select Music Company in Vancouver writes that they have recently begun to release several American labels under their own banner. These include Kapp, Vik, Trend and Ember. The firm handles Regency and Delta Records, which are the Canadian labels for Specialty, King, Deluxe, Class, Duke and Peacock. Top record for the firm is Little Richard's "Good Golly, Miss Molly." "Get a Job" by the Silhouettes was slow in starting in Canada, but it's now on the way. Hottest new prospects are Rene Hall's "Twitchy" on Specialty and Jo March's Kapp waxing of "With You My Johnny Lad."

## Cap Calls Top Level Huddle

**HOLLYWOOD—**Capitol Records toppers headed by Lloyd Dunn, vice-president in charge of merchandising and sales, gather here this week for a series of top level conferences relative to sales and merchandising planning and policy.

Scheduled to attend the closed sessions are Max Callison, vice-president, Capitol Records Sales Corporation; Mike Maitland, Bud Fraser, Lou Schurrer and Dick Rising.

## AIP Elects

• Continued from page 3

rin) and a committee on issues (officers, plus Al Brackman, Ed Burton, Fein and Marvin Cane).

The function of the Issues Committee will be to study any and all issues deemed of importance to music publishers, following which it will make a recommendation to the membership as to the stand the committee thinks the group should take on the issue in question.

The AIP is also planning to invite various authorities to address the membership on current issues of importance to publishers—Smalters Bill, etc.—at future meetings this year.

## 'HIT PARADE' SETS CONTESTS

**NEW YORK—**In a move to perk up its ratings, NBC-TV's "Your Hit Parade" is launching a series of eight mystery-tune contests on February 22. A total of \$200,000 worth of prizes will be awarded.

On each of the eight special shows, viewers will be asked to identify a mystery tune and then complete in 25 words or less the statement "I like Hit Parade Cigarettes because . . ." Entries must be accompanied by end panel from a carton of Hit Parade Cigarettes.

## Cajun Publishing Firm Makes Debut

**SHREVEPORT, La.—**A new music publishing firm, Cajun Publishing Company, a subsidiary of KWKH Artists Service here, made its debut last week. The KWKH artists bureau, which handles talent on the station's "Louisiana Hayride," is under the management of Tillman Franks, well known in the country and western field.

## LENGSFELDER WINS ROUND IN ASCAP BATTLE

**NEW YORK —**Cleffer Hans Lengsfelder has won the first round in what proves to be a lengthy legal battle with The American Society of Composers, Authors and Publishers. Lengsfelder on behalf of himself and other writer members had brought a motion against Paul Cunningham, as president of the unincorporated Society, claiming that (1) the voting provisions of the Society's Articles of Association are against public policy and were adopted in 1941 as a result of fraud practiced against members of the Association, and (2) the voting provisions conflict with the ASCAP consent decree. An accounting of receipts and disbursements of the Society was sought for the past six years.

In a decision rendered by Judge Owen J. McGovern this week, ASCAP's defenses to the three causes of action were in effect denied. According to Lengsfelder's counsel, the decision will have the effect of giving the green light to a court trial of the issues, providing ASCAP does not win a reversal of the judgment in an appeal which it has the right of filing.

## Juke Hearings

• Continued from page 3

ance royalty exemption have been put over to April 9, 10 and 11, as a result of conflict with other Judiciary Subcommittee hearings.

O'Mahoney announced Thursday (13) that the original juke hearing date of February 19 to 21 would conflict with hearings by the Anti-monopoly Subcommittee, of which he is also a member. (See Coin Machine department.)

The House Small Business Subcommittee hearings on complaints by certain members against ASCAP distribution practices have been postponed until March 3 from original date of February 25. Subcommittee Chairman Roosevelt announced Tuesday (11) that postponement was made "because of information received from the Hon. Emanuel Celler, chairman of the House Judiciary Committee, advising that Paul Cunningham, president of ASCAP, is ill and unable to attend the hearings as scheduled.

A third set of music hearings, to be held by the Senate Commerce Subcommittee on the Mathers Bill to divorce broadcasters from music interests, retain their original date of March 11, as of last report Thursday (13). If these hearings run into a third day they will overlap the ASCAP distribution hearings being held by Roosevelt on the House side.

## Feather to Plan

• Continued from page 3

Scott, Zoot Sims, Milt Hinton, Oscar Pettiford and others. Dick Hyman will appear on the disk and also will work with Feather on direction chores.

A heavy budget has been allocated for the project, which will also include the signing of jazz artists on an exclusive basis. The next three months will see the production of an anthology, titled "48 Stars of American Jazz"; and expansion to 12-inch packaging of Feather's original "Cats vs. Chicks" album on the label, and "The Swingin' Seasons," with original music by Hyman and Feather. Already set for release is a jazz treatment of the Lerner and Loewe score for "Gigi," by Dick Hyman Trio.

## BETTER PROGRAMMING

# Off-Beat Gimmicks Spark Sheldon's Show



MAD HATTER'S PARTY; Herb Sheldon (holding microphone) adds visual sock to WABD, New York, show with crazy hat contest for guests.

By CHARLES SINCLAIR

"Do those teen-agers on TV disk jockey shows buy the records played on the air? You bet they do," says Herb Sheldon, the brisk, dynamic host of "Studio Party," a daily deejay stanza telecast on New York's WABD.

"We made a special survey of the kids who visit our show. This is what we learned. The age range is between 12 and 16, but the average is about 15. They get a weekly allowance that averages out between \$3.00 and \$5.00 a week. They start buying records at the age of 12 and a half, and spend between 30 per cent and 50 per cent of their allowance for records. And, better than nine out of 10 of the kids have a record player of some kind."

Despite the passionate interest in platters demonstrated by the 100-150 teen-agers who jam the DuMont studios each day, as well as the teen viewers at home and the show's sizable adult audience, Sheldon is a firm believer that "just spinning records and letting the kids dance" is pretty dull programming.

Accordingly, he dresses up his hour-long deejay show with a variety of musical TV gimmicks, such as:

A "Ricky-Tick Piano Songfest," in which he dons a straw boater, an ice cream blazer, and a minstrel manner to pump away at such piano rolls as "The Sheik of Araby" while the teen-agers cluster around to bellow out the chorus.

A "Balloon Dance," in which balloons are tied to the ankles of the teen-age couples during a fast r.&r. number. The general idea is for the kids to stomp on the other guy's balloon—but not to lose their own. It's good visual fun.

A "Shadow Dance," in which a few of the best teen dance couples strut their stuff to a slow ballad behind a large, lighted rear-projection screen while the cameras catch the graceful shadow patterns formed by the dancers.

### "Specials" for Parents

With an eye to mom and dad catching the show at home, Sheldon cannily includes many adult-slanted special features in the show, now in its second year on TV.

When Father's Day rolls around, he invites teen-age girls to bring their fathers along, and stages a special "Father and Daughter Dance" complete with prizes. And, there is the reverse of this on Mother's Day with many a smart young matron waltzing with junior.

Then there are the "Sheldonettes," a group of "All-American Girl" types from New York high schools, who are on hand occasionally for special teen-age fashion shows to model the latest creations of Mr. Mort, and others.

"In our own way, we try to teach maturity and discipline to the kids on our show," says Sheldon. "No leather jackets. No sloppy jeans. No waving at the camera—or out they go."



HATS OFF TO CORN; Regular feature in Sheldon's d.j. stanza is use of Ricky-Tick piano. Here guest dads join on chorus.



**"I hear by Archie  
that THE CHORDETTES'  
'LOLLIPOP'**

**is a gasser"**

**Cadence #1345**—flip side: Baby Come-A-Back

CADENCE Records Inc., 119 West 57th Street In Canada, Apex Records

## THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

## Readers Write Us

Things are mighty quiet west of the Mississippi. Since this letter column was started several weeks ago, many dealers have written. Few letters, however, have come in from the West. None has come in from the West Coast, Southwest, Northwest or Mountain States. Maybe they have no problems.

While written comment has been invited from distributors, salesmen and manufacturers, none has written. It's unlikely that they have no opinions on current conditions in the record and phonograph business. Possibly, they're too busy selling merchandise to air their views.

One letter, published here this week, came from an unexpected source—a teenage consumer. Her comments are sure to interest, if not delight, dealers.

### Bad Quality Singles

To the Editor:

"In reply to your invitation to air my views on the record business, I have several varied comments.

"First, the quality of many 45 single records is atrocious. At one time, in early January, there were about 10 records on the hit list that we just did not sell because they would not play properly. Decca is the best company for quality control, and indies are the worst. There is no need for this situation and I am well sick of it. LP's of all labels are uniformly good.

"I wish record companies would stop giving us the business about how their clubs help our business. It may help theirs, but not the dealers. I will not participate in signing any of my customers. I want to keep my customers, not give them to the record clubs.

"Rack jobbers, tho good for the companies do not help our business either. Anyone who says so is wasting his breath. All the dealers know the situation, and company executives are wasting their breath when they tell us

that they help our business. Also, why should they get free merchandise, guarantees and better prices than the dealer?"

"The big discounters also get better treatment than the small dealer. The better the price they get, the more they cut. The distributors love this because it means bigger orders.

"I have been in business about 11 years. We have an accumulation of old records which we normally worked off on a 5 per cent return. Capitol, Mercury and RCA have stopped this, so now we are stuck. On the other hand, the rack jobber could go out of business at any time and get back all his merchandise investment.

"In conclusion, let me state that I have no use for any manufacturer. I would place some distributors in the same category."

H. S. Stewart

Watertown Radio Company  
Watertown, Mass.

### Sitting With Stock

To the Editor:

"Racks are a bad deal, if you ask me. We have worked hard now for 10 years to build up our shop. And believe me, it is not an easy job. Trying to keep up with all the records and what the customers like. We started out with 17 records—our first order. And at that time we had a hard time getting those records. For we had a small record shop here. The man who had the shop was going out of business. He wanted to sell me his stock, but the companies didn't want to sell to me. (I am very sorry, but you have a shop in your town.) It took a long time to get those records. They had to check with the man to see if I was telling the truth, and then wanted me to buy so much of their choice. But we finally got started.

"Now I have \$21,000 tied up in records and you can go to the dime store, the grocery store

(Continued on page 26)

## HEARD OVER THE COUNTER

Who says there's no humor in selling records? Here are a few choice customer remarks overheard by New York dealer, Fred Pernitz.

"Do you sell classical records? You know, like Beethoven, Tchaikovsky and Liberace?"

"Could you sell me a muffled recording of 'Fascination'? I want to add it to my collection, but I'm not crazy about the tune."

"I'd like to buy a nice album by Tony Martin."

"Here's his best one — 'Tony Martin at the Copacabana'."

"No. I don't like Latin-American music."

Then there was the customer who told the record clerk about a jazz concert he attended recently at Carnegie Hall.

The clerk asked, "How were the acoustics?"

"The Acoustics? I didn't see that group. They must have been on before I got there."

Then there was the girl who was about to buy a recording of Beethoven's "Fifth Symphony." She hesitated because she wasn't too sure of the theme. After playing the record a few minutes, the clerk asked her, "Does that ring a bell?"

"Oh, the one with the bell in it. Yes, I have that at home," she answered.

Every dealer has a sweet, old lady with the flower in her hat for a customer. This particular one wanted a recording of "Easter Parade." The clerk played Guy Lombardo's version. After hearing it, the little old lady said it was too sweet.

"Haven't you a jazzier version of it by someone like—Lawrence Welk?"

—FRED PERNITZ

## G-E Has New Sales Aids

General Electric Company offers dealers a batch of brand-new sales aids. They include two brochures and seven specification sheets on the company's components lines. As indicated below, most of them are in full color.

The brochures are:

EP-257 — Three-color, 10-section, full-line folder, with brief descriptions of all GE hi-fi components and suggested home applications.

EP-243 — Full-color, 12-page booklet covering listening advantages and protecting features of G-E diamond styli.

The specification sheets (all four-page, four-color) are:

EP-235—The VR-II four-gram cartridge, and Clip-in-Tip styli.

EP-234—Baton tone arms and Clip-in-Tip replacement styli.

EP-237 — 20-watt amplifier; dual-function preamplifier; Transist-Tube preamplifier.

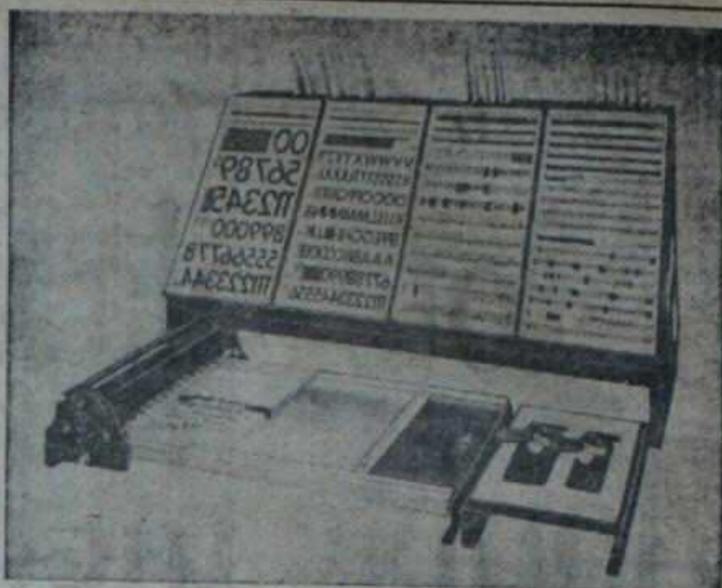
EP-238—Dyna-power, 12-inch, wide-range speakers.

EP-233—Golden Coax, 12-inch coaxial speaker; eight-inch extended-range speaker.

EP-232 — Woofer speaker, tweeter speaker, audio crossover network.

EP-239 — Equipment cabinet, 12-inch speaker enclosure, eight-inch speaker enclosure series.

All the material is available without charge from G-E Hi-Fi, Box 101, Liverpool, N. Y.



This is the Model MR-1422 Line-O-Scribe for signs up to 14 by 22 inches. Type is carried in rack above and behind the machine where the operator has quick access to all sizes. Coil-type drying racks are along the top.

## Print It Yourself For Disk Dealers

That's the suggestion of the Morgan Sign Machine Company, makers of Line-O-Scribe. The firm's machine eliminates waiting for outside services to produce signs for retailers.

Morgan supplies copy-control forms with the machine. They also give tips on writing sign copy and making sign layouts.

Copy is set from Line-O-Scribe fonts. Letter-spacing is automatically correct, a built-in feature of the type, and setting up is a fast as the retailer can spell. He locks type in place, inks (with color, if desired), positions card or paper, pushes roller, and the sign is ready for use. Time consumed — a five-line card can be completed in seconds.

Printed counter cards and window display signs can be printed by the time the clerks have the displays stocked with merchandise.

Type faces for all kinds of promotions are available. There are bold types for hard-sell campaigns. Quieter types can be used for other purpose. Beaufonte, a new type face developed for Line-O-Scribe, has the feeling of studio lettering and can be used on quality merchandise.

Line-O-Scribe models are available for printing anything from a price tag to a 22-inch-by-28-inch card. An economy model to print up to 7-inch-by-11-inch signs sells for \$75. The unit is complete and includes machine, type, ink, supply of cards, etc.

Further information on other Line-O-Scribe machines and tips on the use of signs in stores is available from the manufacturer, Morgan Sign Machine Company, 4510 N. Ravenswood Avenue, Chicago 40, Ill.

## Mich. Firm Offers Disk-Stereo Facts

As reported recently in these columns, Electro-Voice, Inc., Buchanan, Mich., is mass-producing a stereo cartridge to retail for \$19.50. The price includes a diamond stylus. This is just about what a conventional monaural cartridge would cost with a diamond.

The firm has put out an informative and detailed announcement bulletin. In question-and-answer form it gives the distributor and retailer answers to the most commonly asked questions about disk stereo.

### Compatibility Factor

One of the most important aspects of disk stereo—compatibility—is dealt with in the bulletin. The firm points out that the new stereo records cannot be played on conventional equipment without danger to the disk. The styli of present phonographs, declares Electro-Voice, are too "stiff" for the grooves of stereo disks and "tend to erase the stereo grooves." The styli of the new stereo cartridge is about half the size of the ordinary microgroove needle.

On the other hand, the new stereo cartridge will play both stereo disks and conventional monaural LP's. In fact, the sound of an ordinary monaural disk is greatly enhanced by playing with a stereo cartridge, Electro-Voice

points out. Says the firm: "It's a pity the industry couldn't have sold the public on the concept of stereo systems for playing ordinary monaural disks because a regular LP sound magnificent on a stereo reproducing system."

### Stereo Timetable

While Electro-Voice states that they are only guessing on this point, they believe it is safe to say that stereo records will become generally available in mid-1958. They point out that Audio Fidelity records plans to release stereo LP's to the general public sometime this month.

Electro-Voice does not say that the beginning market for stereo disks will be confined to the audio hobbyist. The hobbyist may be expected to work on his own stereo installation, wiring his existing equipment for an additional channel.

The firm doesn't indicate when package phono merchandise will be on the market. The Billboard (February 10) reported, however, that the larger firms are already working on units for the mass market and that the probability is that they will make their debut at the mid-summer NAMM Show.

The Electro-Voice bulletin has much information of interest to dealers. Copies are available by writing to the manufacturer at Buchanan, Mich.



EYE STOPPER: The Song Shop, Cincinnati, reports that this window stopped more traffic than any previous displays. Helping the store with the window was Pat Brophy, sales manager of the Capitol Records branch there. The disks and the Capitol display material was made even more effective by the addition of TWA travel posters, Brophy reports.

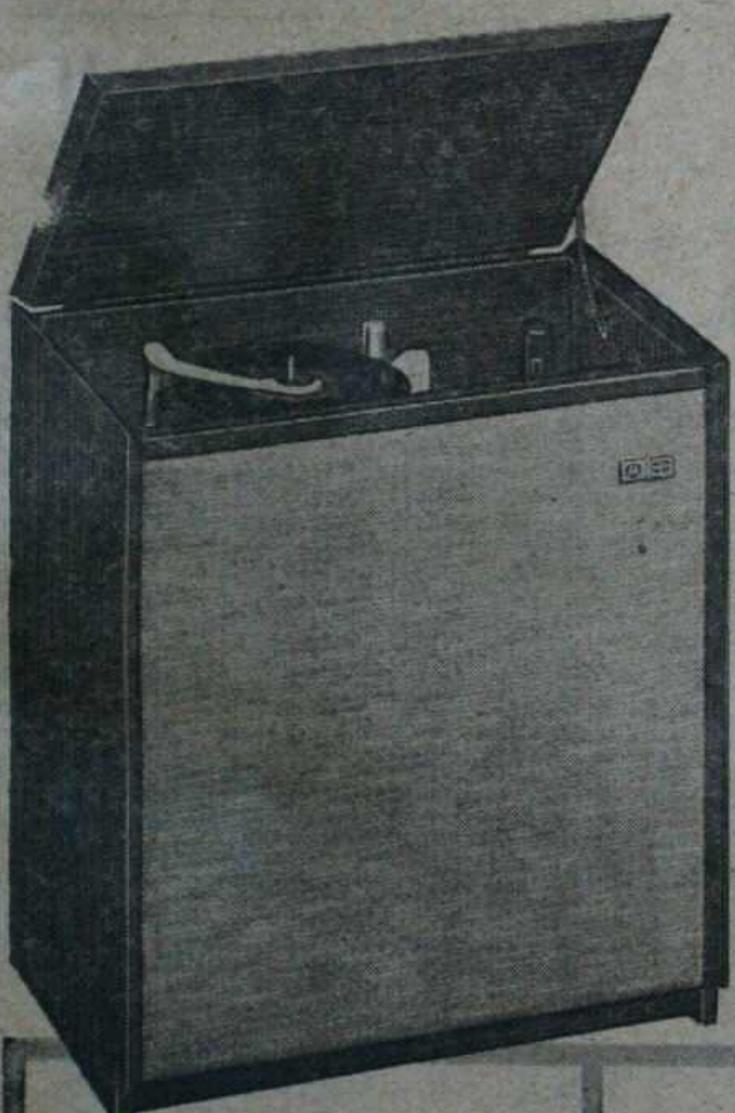
*With important advances like these*  
**Motorola dealers more than double their share of hi-fi sales**

**It's no secret!** The sales formula that worked for Motorola dealers will work for you. Prospects are already shopping for hi-fi the way they do for TV. To sell them you've got to offer *more* than price alone. They want features, too!

That's why these Motorola advances are so important. Where other hi-fi offers small 8- and 10-watt amplifiers, Motorola has 16 and 20. Instead of 2 or 3 speakers . . . 3 and 4. And, it's the same story across the line.

Customers get in a buying mood once they see the fine furniture look—hear the difference larger components make in Motorola High Fidelity sound. Then you simply point out that Motorola High Fidelity, ready to play, costs them less than the price of the components alone.

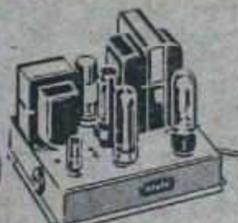
If you're not already a Motorola dealer, contact your local Motorola distributor. He'll demonstrate why *More to enjoy* in Motorola means more to sell for you.



**Here is Motorola Console High Fidelity you can sell for the same price your competition's putting on table models—\$169.95!**



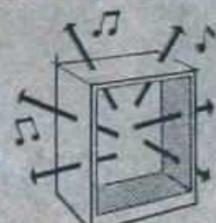
Matched High Fidelity Speakers—12" woofer, 6" midrange and 4" tweeter horn.



Superpowered Amplifier—With push-pull output stage—scientifically designed crossover network.



4-Speed Automatic Changer—With ceramic cartridge, diamond flip-over stylus.



Solid Wood Core Cabinet—Lift top and beautiful hand-rubbed finish.

**And with all these Motorola extras!** Plus calibrated loudness control, separate full-range bass and treble controls, automatic record intermix and automatic shutoff of both player and amplifier after last record is played. Masterpiece Console Model 5K21.



**Table High Fidelity with 20-watt amplifier**  
*Brass legs at no extra cost.*

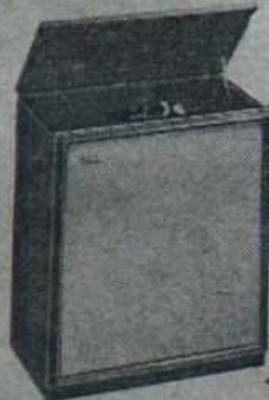
Sell the power and sound of console high fidelity with this space-saving Motorola table model. Big 20-watt amplifier. 3 matched speakers—8" woofer, two 4" speakers. 4-speed automatic changer. Separate color bar tone controls. Plug-in for AM-FM Tuner. Solid wood core cabinet. Masterpiece Model 6H27.



**Portable Hi-Fi in fiber glass**

*With wrap-around styling. Looks like overnight case.*

Only Motorola has it! Lightweight fiber glass cases that are scratchproof, stain-proof and come in "clear-through" colors. Rich new sound. 3 speakers, 8-watt amplifier, 4-speed changer, separate bass-treble controls. Calypso Model 3H24. In Jamaican Sand and Antique White or Caribbean Blue.



**America's rated number one best buy of all popular-priced consoles**

Look what you have to sell in this Motorola High Fidelity! 20-watt amplifier, 4 speakers—15" woofer, two 5 3/4" midrange, 5" tweeter, 4-speed changer, diamond needle, solid wood core cabinet. If your customers bought all these components separately, they'd cost at least \$361.40. Yet you can sell them all ready to play for just \$239.95.\* Masterpiece Super Deluxe Model 6K22.

\*Price in Imperial Magazine. Price slightly higher south and west. Specifications subject to change without notice.

**More to enjoy from**

**MOTOROLA**

*World's Largest Exclusive Electronic Manufacturer*





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



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

## BEWARE OF MISLEADING ADVERTISING

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

### THIS IS NOT TRUE!

The supplier's styli are generally badly formed and roughly chiselled, as the above unretouched photo proves.

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

Insist on RECOTON.

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

## Decca's "Startime" Gets Display Aid

Decca pulled out the stops in preparing promotion for its "Startime" release. This 16-album package release has plenty of display backing.

The firm offers dealers a big supply of die-cut lithos, easel-mounted. Every album in the release is represented in this aspect of the program.

The most unusual display material is the mobile series. Dealers will receive 10 different combinations of these displays, each of which depicts a set of three lithos. The dealer doesn't have to be a mechanic to put up these mobiles. Each has a form of KleenStik adhesive that adheres to any surface just by pressing it on. By snipping the connecting strings, the display can be straightened out train-fashion.

## Fonovox Has New Console

Videola-Erie (Brooklyn, N. Y.) has added a new phono console to their line of radios and phonographs. The new unit is called "La Concerta" and is constructed by European craftsmen of imported Italian woods. The engineering is done in West Germany. "La Concerta" has a hand-rubbed piano finish and features automatic four-speed record changer, antenna tuning, three matched speakers, "eagle-eye tuning," separate bass and treble controls and converting jack for external speaker or tape recorder. Priced at \$249.95, it is available in either light or dark walnut.

For the consumer, Decca is providing a generous supply of "Startime" reviews. This is an eight-page brochure which illustrates as well as tells about the albums in the release. Decca says the dealer can blanket an area with the brochures.

The firm also promises heavy exposure on the deejay circuit.

## New Organ Adds Hi-Fi

A relatively new manufacturer in the organ field has come up with something new in the home entertainment field—an electric organ with a built-in high-fidelity system. The manufacturer is the Thomas Organ Company, of California.

The firm's new product is the Thomas Musicale Organ. It will sell for \$795, but, says the manufacturer, the hi-fi system alone is \$300 to \$400.

The phonograph and organ may be played separately or together. The phono turntable is an automatic four-speed changer, with a ceramic turnover cartridge. A headset outlet permits "private practice" or private listening to the organ or hi-fi when other members of the family in the same room want to read or watch TV undisturbed.

The Musicale contains four speakers (a 10-inch, two 6-inch and a 5-inch tweeter) arranged for a 360-degree dispersal of sound. It has a cross-over network. The amplifier is rated at 20 watts.

## SYLVANIA'S UNIQUE PITCH

An electric can opener with a retail value of \$24.95 is offered to Sylvania distributors and dealers as the Promotion-of-the-Month for March. To promote Sylvania's rapidly-expanding television set sales, the division has a different "be-in" promotion each month.

John E. Lau, division sales promotion manager, said the BVI can opener automatically opens round, square, oval, or rectangular cans. Finished in hard refrigerator white, the opener is 3½ inches wide, 4¾ inches deep and 8 inches high. It operates on ordinary household current.

The promotion will be backed by a complete factory advertising program including ads in national and trade magazines and network TV commercials, Mr. Lau said.

"The exact particulars of the local tie-in will be left to the dealers and distributors," he added. We are providing the promotion in a flexible package, leaving the exact details of the final sale offer up to the men who do the selling in the local markets."

## New Pre-Amp Is \$239.50

Fairchild Recording Equipment Company (Long Island City, N. Y.) announces a new stereo pre-amp, the Model 248, designed for flexible audio use. It has two self-powered Model 245 pre-amps and control panel in a single wraparound enclosure. The master gain sets output level of both channels. A stereo-monaural switch is also included on the control panel.

The pre-amps can be used singly or together so the 248 can

## Hi-Fi Line Is Low Priced

A new line of "economy" hi-fi components has been introduced by Harmon-Kardon (Westbury, N. Y.). The group, called the Guide Line—supplements the firm's existing Standard, De Luxe and Custom lines.

The firm is aiming at the consumer group just becoming interested in hi-fi. In addition, they hope to appeal to audiophiles who are adding a second or stereo channel to existing equipment.

The Guide Line includes an FM-only tuner (The Tempo, Model F-10), a power amplifier (The Allegro, Model A-10) and a combination FM tuner, amplifier and pre-amp.

The Tempo, complete with black enclosure and copper-finished control frame is a \$49.95 seller.

The Allegro amplifier has a frequency response of 15 to 30,000 cps at 2 watts. Its enclosure matches the Tempo and it sells for \$49.95.

The Sonata three-in-one combination is a hi-fi tuner, pre-amp and 10-watt amplifier in one. The emphasis, says the manufacturer, is on FM and tape. Finished like the other units in the Guide Line, the Sonata lists for \$114.95.

feed single channel systems, 2-way or bi-amplifier systems, or true two-channel stereo systems. It is possible to use the 248 for tape, disk or tuner stereo systems.

A special circuit development is the bringing together of all critical circuits to a socket at the rear of the chassis so the user can plug in various attachments at a later date. This reduces the chance of obsolescence. The unit is priced at \$239.50.



THE TRADE PICKS...THE DISC JOCKEY PICKS...EVERYONE PICKS!  
THE HIT VERSION

# GIGI

BY

# BILLY ECKSTINE

MERCURY 71250



# Public Holds Fate of Stereo

• Continued from page 2

lines, as have various other firms. He cited the problem of standardization in the cartridge field as being just as important as in the stereo disk field, adding that a meeting of the association's board would be held in Chicago in March to come to a decision on which system would officially be selected.

A spokesman for the disk side of the field, Mercury Records' proxy, Irving Green, cited the cartridge as an important development. However, Green saw no overnight stampede in the making as a result of the introduction. Green said that "after all, music on monaural records today is just about perfect," and predicted this would be a big market for a long time to come. He likened stereo, on cartridge tapes or disks as in the "Cadillac class," adding that "they are still selling far more Fords and Chevies than Caddies and Lincolns."

### LP, EP Analogy

Other spokesman pointed to the analogy of LP's and EP's. Much repertoire is available today on both 33 1/2 and 45 EP disks just as it could be available on stereo tapes and disks.

It was also indicated that tapes and disks could join hands to build the over-all domestic music market. It was felt that very likely both methods would be used in one form or another to make stereo available. With many problems still to be ironed out at the equipment level, it was felt that consumers eventually would decide, by their purchases, which method would take the lion's share of the market, if indeed a single way would win out.

There was no doubt that demonstration equipment would be made available by this summer,

both for tapes and disks. But as Roland J. Kalb, board chairman of Steelman Phonographs and Roland Radio, has pointed out in reference to stereo disks, "Standardization of cartridge design, playing time and width of disk grooves is still lacking, and these things can't come overnight." Kalb did not deny, however, that his firm might be in a position to show prototypes of stereo disk players at the Chicago Music Trade Show in July.

### Tops Insures

• Continued from page 2

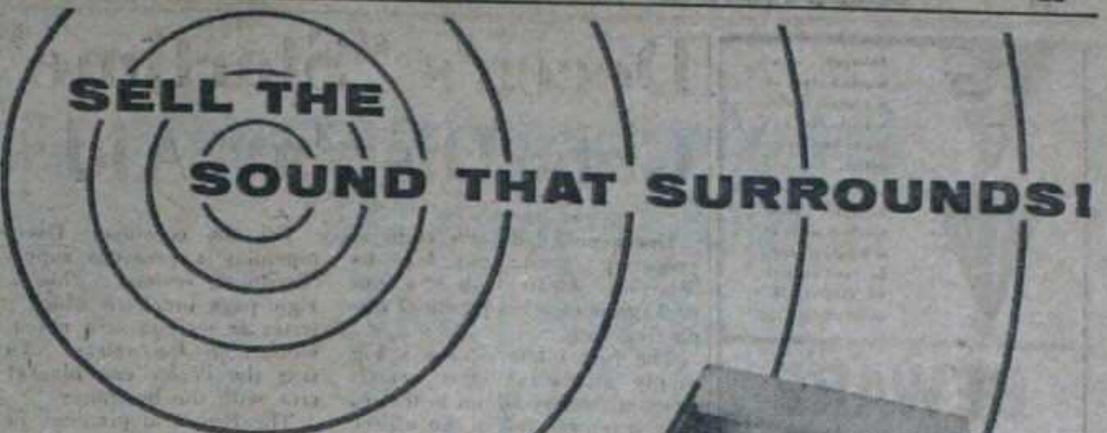
the Tops catalog, will lose approximately \$150,000 in royalties.

MPHC filed suit against Sears, Roebuck, Thrifty and F. W. Woolworth here recently, basing its action on findings similar to that of the recent Goody decision.

"Recently," Doshay continued, "Harry Fox told me that Tops is the sixth largest user of published music for recording purposes in the country. By the end of 1958, we will be using even more published music, with present plays calling for an expansion of the album line from its current 110 numbers to at least 200."

"We do business with every major music publisher," said Doshay, "including the companies represented by Harry Fox, Shapiro Bernstein, Leeds, etc. It is very unusual that one publisher, out of the hundreds of publishers we have dealt with in the past 11 years, is suing Tops."

"The letter being sent to all Tops accounts is just the first in a series of steps I will take to make the industry understand the true meaning of the action against Tops by the MPHC."



**SELL THE SOUND THAT SURROUNDS!**

**THE PALM BEACH** brings unprecedented portability and luxurious good looks to the Decca "sound that surrounds" phonograph line! This three-speed manual phonograph is the successor to the top selling DPS-8 and has a special recessed turntable section for playing 45 RPM records. Comes in charcoal and pink, red and white, turquoise and gray. Priced lower than any major brand with outside speaker! DPS-9. Phone your Decca Salesman right now and ask to see the Palm Beach and the complete, fast-moving Decca "sound that surrounds" line!



MODEL DPS-9

Suggested List Price **19.95**

UL Approved.

**DECCA** *hi-fonic* PHONOGRAPHS  A NEW WORLD OF HI-FI SOUND

**SHOCK AND ROLL SMASH!**

**DEL VIKINGS**



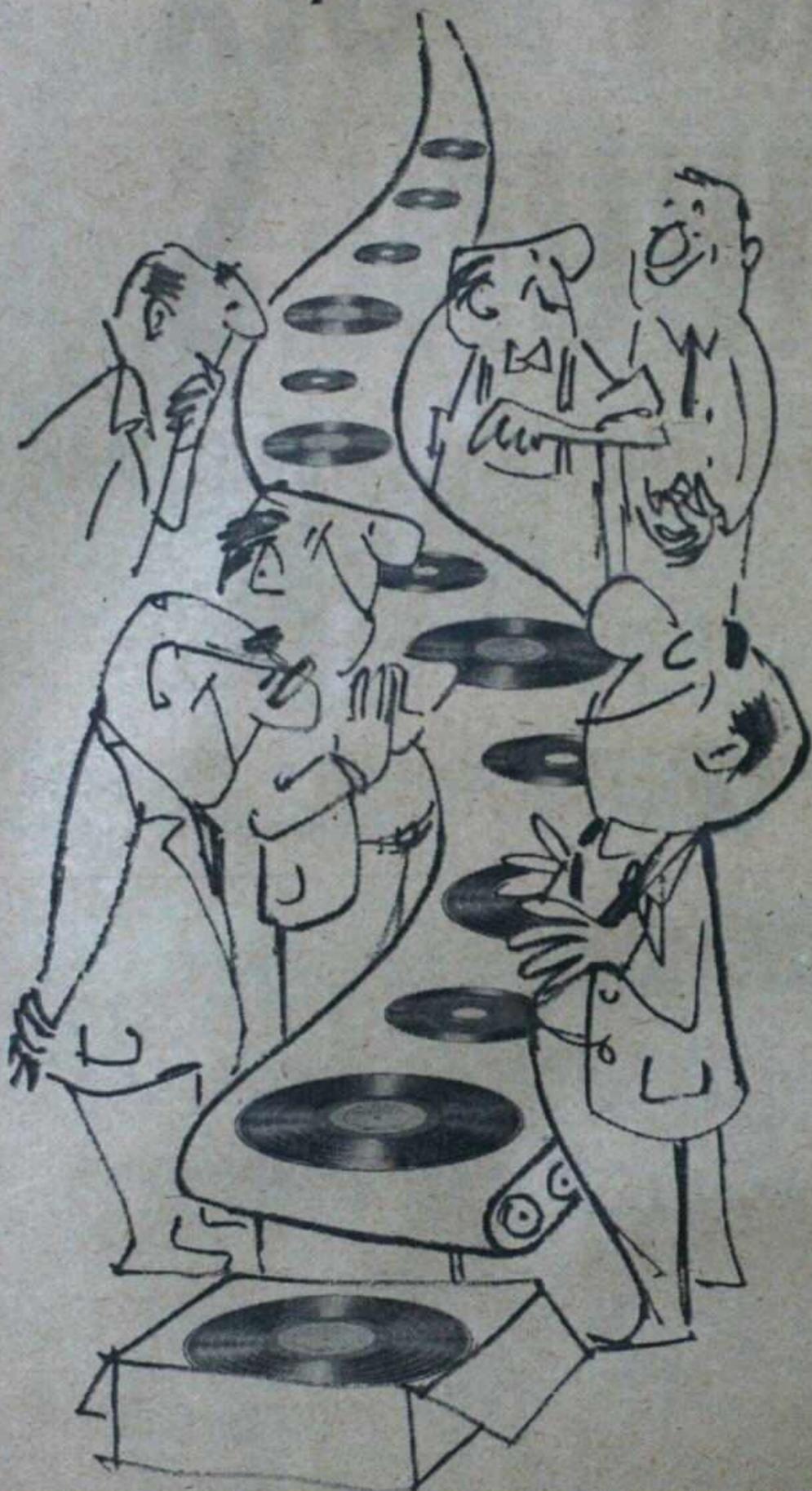
**"WOODMEN"**

MERCURY 71266



Just what the doctor ordered!

RCA Custom's TLC\*  
for your records



Are all the headaches of getting your records pressed and distributed wearing you down? Try RCA Custom's TLC. Independents of the record industry are rushing to RCA Custom for it.

Why? Because RCA Custom's TLC means higher quality every step of the way: newer and better equipment... RCA's expert recording techniques... three-plant "Speed Record Service" shipping... the capacity to give you all the records you need, when you need 'em.

We call it TLC. Whatever you call it, call today, and inquire about RCA Custom's superior service. It's so good for you!

**RCA Victor Custom record sales**

"SERVICE ON A PLATTER"

185 East 24th St., New York 10, N. Y. - Murray Hill 9-7200; 445 N. Lake Shore Drive, Chicago 11, Ill. - NUBELAN 4-3210; 1716 A. Sycamore Ave., Cleveland 28, Ohio - OLDFIELD 4-1660; 100-171th Ave. South, Nashville 5, Tenn. - ALPINE 8-8651. In Canada: call Record Distributors, RCA Victor Company, Ltd., 725 Mutual Street, Toronto, Ontario for other large offices. Write or phone RCA International Division, 30 Rockefeller Plaza, New York 20, N. Y. - JOLSON 8-2600.



News and Notes

Phonographs • Hi-Fi Components • Radios • TV • Tape Recorders

**PATENT SUIT:** In a suit filed by Zenith, the firm charges the Admiral Corporation with infringement of five Zenith patents and with having copied two of Zenith's most important TV features. The features are, according to the Zenith complaint, the Fringelock circuit and the Space Command Remote Control. Zenith alleges that the Admiral circuits are indistinguishable from its own.

The Washington, D. C., High-Fidelity show is almost a sellout as far as exhibitors are concerned. The show, which this year will take place on March 14, 15 and 16, did a pretty good business with the hi-fi public too. Over 15,000 paid admissions were tallied in 1957.

**TAPE ONE-STOP:** Dealers can call Mal's Recording Service (GRanite 4-4607, Rockaway Park, N. Y.) any hour of the day or night. Mal's has an automatic answering service that gives the telephoner a recorded message and then offers 25 seconds of time

in which he can give a message to Mal.

The Duotone Company (Keyport, N. J.) is now using stainless steel tubes to help the phonograph industry achieve the highest fidelity in sound reproduction. The needles, says Duotone, are the first turn-over type to use tubing instead of Inconel wire to hold jeweled points.

**MORE ON HI-FI:** Los Angeles has the distinction of being one of hottest hi-fi towns in the U. S. The last hi-fi show there drew a crowd of 35,000. Exhibitors expect to repeat at this year's audio conclave, scheduled for February 25 thru March 2. The Biltmore Hotel has been chosen as the place for this year's show because of its central location.

DeWald Radio is introducing a new five-tube table radio. It's the M-550, available in a choice of plastic or walnut cabinet. It carries a list of \$23.50 in walnut or \$23.95 in ivory plastic.

Readers Write Us

Continued from page 22

and the drugstores - most any place - and buy records. And we are sitting here with all of this stock. What I think you wouldn't be allowed to print."

Mrs. Clyde Littleton  
Clyde's Record Shop  
Lenoir City, Tenn.

No Position to Bargain

To the Editor:

"I have noted with interest the many letters that record dealers write complaining about everyone getting in the act on selling records. While everyone, like Mark Twain used to say, talks about the weather, no one is doing anything about it.

"Let's face the facts. Not too many years ago the little home grocer complained the big grocery chain store would put him out of business. Today wide-awake grocers have organized independent buying groups. The success of this idea shows in the fact that many other small stores such as drugstores, hardware, auto part stores and others have followed suit.

"As a small record dealer, I have noted we are in no position to bargain with the large record companies. I would like to hear from other record dealers what they think of record companies going into the retail business, such as thru record clubs that offer records at or below the price the dealers buy at wholesale. I believe they would get out of the retail business if we could make our protests felt thru organization. I think many record dealers have felt we are out to fight against each other only. Let's get together and fight the real threats to our business."

Walter Newmiller  
Melody Lane Music Shop  
Bridgman, Mich.

"Wish I Owned a Shop"

To the Editor:

"I am one of your readers but I guess I don't come under any of the categories in your heading, unless I could be called a salesman or woman. I am a teenage high school girl who tries to 'sell' just one artist—George Hamilton IV, altho lately I did branch out to help Eddie Fisher's new one.

"If store keepers and distributors would use a little imagination they'd get further. In the case of distributors, they often miss a good hit, such as small stations. Sure big stations, like WMGM and WNEW, etc., will

lots of records, but when will New Yorkers learn there is a world outside of New York City? There is a small station in Ticonderoga, N. Y. Maybe you never heard of Ticonderoga either, but it is there and it is important. The kids there don't have Alan Freed shows or TV stations to visit in the winter. They listen to radio, buy records, have ski parties and play records. There are lots of small colleges in the area whose students buy records. So, all right, what happens? The distributors take one look at the map, decide it's the hinterlands, I hate that word.

"It is the same way with the smalltown record shops. The distributor is afraid to stock certain records, so we go without. A song doesn't sell a million in the big cities alone. The smalltown stores, radio stations and kids are needed. I'm tired of New Yorkers selling the country short.

"Now this Bill Currie, in the January 27 issue. He sounds like he thinks because he owns a record shop everyone should buy from him. Boy, I wish I owned a record shop, but I guess maybe I had better stick to promotion. It keeps me pretty busy writing to the 60 dealers plugging George Hamilton IV and issuing my monthly bulletin to the fan club and writing to TV shows trying to get George on, etc.

"I think the businessman of today expects too much for nothing. He should work and work to get his store recognized so interesting people just naturally will think of it when they think of records.

"I hope you don't mind my sounding off. I think The Billboard is wonderful and the local newsmen orders it for me special every week. I read it from cover to cover. I save a lot of it for future reference. When I get thru school, I'd like to go into some kind of promotion work. I don't know a thing about it or what schools are best or if I'd be good at it, but I'd like to try anyway, and so I read The Billboard and cut out items like Don Marshall's article and this one about Frontier Days (pretty good) and maybe someday I can be in their pitching for someone or something.

"Thanks for reading this."

Linda Varney  
Fort Edward, N. Y.

# SEVENTY-SIX TROMBONES

*From the Broadway Production, "THE MUSIC MAN"*

**ORIGINAL CAST**  
Starring **ROBERT PRESTON**

From the Capitol Album  
"The Music Man" WA0990

**RAGTIME!**

With **PEE WEE HUNT**  
and His Orchestra

From the Capitol Album  
"Dance to the Music Man" T966

**BIG BAND INSTRUMENTALS!**  
by **MEREDITH WILLSON**

From the Capitol Album  
"The Music From Meredith Willson's  
The Music Man" T991

**BILLY MAY**

Single Record No. 3846

**7**  
**SMASH**  
**HIT**  
**VERSIONS**  
**ON**

**JAZZ!**

**THE JONAH JONES QUARTET**

Single Record No. 3893

**EXCITING GROUP**  
**VOCAL!**

**THE KING SISTERS**

Single Record No. 3933

**ROLICKING CHORAL!**

**FRED WARING and the**  
**PENNSYLVANIANS**

From the Capitol Album  
"Selections From The Music Man" T989





The Billboard's Quarterly  
**SPOTLIGHT  
ON TAPE**

Featuring a Directory of Manufacturers  
of Stereo Playback Equipment.

## KNOW YOUR PRODUCT

# Knowledge Points the Way to Bigger Profits

- Product knowledge strengthens and fortifies a selling approach
- Minnesota Mining offers glossary—an important selling aid

One of salesmanship's first rules is "Know Your Product." It's a rule that cannot be taken lightly. It is, in fact, considered to be so important by top salesmen and sales managers that they restate it, for emphasis, in the following way: Know 10 times more about your product than you have to.

Why is so much knowledge necessary? Why, for example, is it necessary to know what bias, decible or preamplifier mean? Does a dealer really have to be able to define these words in order to sell a tape recorder? The customer doesn't want to know these things. Or does he?

### Lots of Information

The answer to the last question can be answered this way: The good salesman doesn't learn everything about his product for the customer's benefit. He learns it for himself.

Ten times, 20 times or 40 times more knowledge about the product than the salesman needs strengthens and fortifies a selling approach. It transforms the salesman's entire attitude toward the product.

If acquiring the necessary information were difficult, there might be an excuse for not knowing it. This is not the case in the tape recorder field. Most recorder manufacturers offer lots of pertinent material.

### 99 Terms

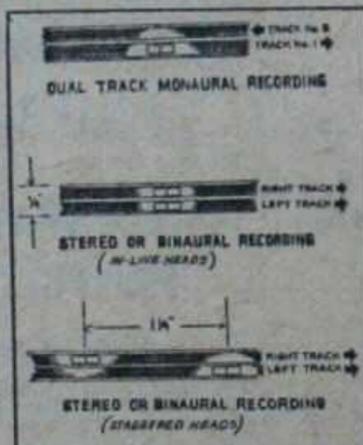
Minnesota Mining & Manufacturing Company, makers of Scotch brand recording tape has an excellent glossary of terms. It contains 99 definitions of tape recording and high-fidelity terms. Intended primarily for the ama-

The complete illustrated glossary of tape terms, from which this article has been taken, is available on request by writing Minnesota Mining & Manufacturing Company, Dept. M7-177, 900 Bush Street, St. Paul, Minn.

teur, the glossary is also useful to the professional user. It is ideal for the dealer or salesman who recently started to handle tape recorders or who has handled tape recorders for some time and only recently realized that a little knowledge could enhance his selling approach.

Here are some selections from the 3M glossary. Increased sales can begin right here:

**ACETATE BASE**—The transparent plastic film which forms the tough backing for much of the magnetic recording tape made in the world today.



Stacked-staggered head placement.



Recording head showing gap.



V-U Meter shows recording level.

**AUTOMATIC SHUT-OFF**—Special switch incorporated in some tape recorders which automatically stops the machine when the tape runs out, or in case of tape breakage.

**BIAS**—A high frequency alternating current fed into the recording circuit to eliminate distortion.

**BINAURAL RECORDER**—A tape recorder which employs two separate recording channels or systems, each with its own microphone, amplifier, recording and playback heads and earphones. Recordings using both systems are made simultaneously on a single magnetic tape on two parallel tracks, which, upon playback, reproduce the original sound with depth and realism unequalled by any other recording method. Use of headphones for listening is necessary for true binaural effect.

**CAPSTAN**—The spindle or shaft, often the motor shaft itself, which rotates against the tape, pulling it along at a constant speed on recording and playback.

**CYCLES-PER-SECOND**—The unit for measuring the frequency, or pitch, of any sound. Abbreviated: cps.

**DECIBEL**—Abbreviated db, it is a relative measure of sound intensity or volume. It expresses the ratio of one sound intensity to another. One db is the smallest change in sound volume that the human ear can detect.

**DISTORTION**—Any difference between the original sound and that reproduced by a recording machine. Distortion takes on many forms, and altho it can never be completely eliminated, it can be reduced to a minimum in a good recording and reproducing system. Tape offers the maximum potential in distortion-free recording.

**DUAL TRACK RECORDER**—Usually a tape recorder with a recording head that covers half of the tape width, making it possible to record one track on the tape, then turn the reels over and record a second track in the opposite direction. Sometimes called a half-track recorder.

**DYNAMIC RANGE**—The ratio between the softest and loudest sounds a tape recorder or other device can reproduce, without

(Continued on page 30)

## EDITORIAL

# THE STEREO AGE

Where's stereo going? All indicators point straight up. It's ready to take off like Jupiter-C. For the past four years, the tape people, recorders and recording tape alike, have been preaching the stereo gospel. They've done a spectacular job of selling it to the public. And they've gotten terrific sales results.

In selling stereo, they have also set the stage for the introduction of the stereo disk. The Billboard readers are aware that the stereo disk is on the verge of hitting the market during the coming summer. Now the question is this—is there a fight brewing between rival stereo systems? Can tape and disk exist side by side?

No one needs a crystal ball to foresee that both systems will have their champions. And, since each has advantages over the other, the fight can be a bitter one.

One of the principal advantages of the disk has been lower price. But now, according to latest reports, even that advantage may be lost. RCA Victor is reported to have developed a recording technique that enables recording at 3 3/4 inches per second without the loss of sound fidelity. This would mean getting the same amount of music on half the amount of tape. And, since the cost of raw tape is one of the factors that kept the price high, this recording technique would effect a dollar saving for the consumer.

At the same time, it is reported that RCA Victor also will introduce a practical tape cartridge. This would answer the critics who claim that tape is hard to handle, compared to the disk.

Where does all of this leave the dealer? How will it effect him? The worst that can happen is a period of temporary confusion. The consumer will be confused and will have to be educated. The dealer will have to readjust his thinking to the stereo age and order close to the vest.

But, during a period when the dealer has rivals for the consumer dollar from clubs, racks, etc., the stereo age can work wonders for him. Stereo puts the dealer in the spotlight. Stereo is a special item and the music store is a specialty store. He can dispel consumer confusion and profit as a stereo specialist.

# Solid Tape Sales For Omaha Store

- Availability of top artists big boost
- Noticeable increase in teen-age sales

By ROBERT LATIMER

OMAHA—Because the record department did a good advance selling job on top recording firms entering the recorded tape field, sales have been excellent during the past six months at Hospe's, outstanding complete music store in downtown Omaha.

In offering pre-recorded tape in the past, Dave Kavich, record department manager, had inevitably run up against the same complaint—that while the tape reproduction was exclusive, the choice of artists was too limited. With RCA Victor, Columbia and others in the tape field, these objections

have vanished, and even the most expensive tape albums are selling well. Hospe's is covering the field with monaural and stereophonic tape. Comparative display is being used with side by side demonstration of phonographs and tape recorders, playing the same selections from records and tape. This is an effective convincer particularly when the customer recognizes the small amount of attention which the tape recorder needs.

Problems in Omaha are the same as in other sections of the country. The small number of tape recorders sold heads the list. For years, Hospe's has concentrated on selling top quality recorders, mostly in the high-fidelity bracket, pointing out that cheap sets are prone to get out of adjustment and to do a poor job

(Continued on page 34)



The Bergenfield Music Shop, Bergenfield, N. J., displays recorded tapes in the same manner as LP's—out in the open where full color tape boxes stimulate the customer to buy. One precaution is taken. Owner Aaron Applebaum holds each tape box on its rack with a rubber band. Applebaum reasons that the rubber band is just enough of a hazard to keep shoplifters away from this high-priced merchandise, and it works. Recorded tape losses have been negligible, he reports.



BPS-83, \$8.95



CCS-91, \$10.95



APS-93, \$6.95



CPS-84, \$10.95



APS-101, \$6.95



CPS-108, \$10.95



BCS-96, \$8.95



GPS-100, \$18.95



APS-105, \$6.95



APS-103, \$6.95

**NOW**  
*the world's biggest  
 tape catalog is  
 bigger than ever!*

**CASH  
 IN  
 BIGGER  
 THAN  
 EVER,  
 WITH  
 THESE  
 10**

# NEW RCA VICTOR STEREO TAPES!

Here are 10 new reasons why RCA Victor stereo tapes lead your profit parade. All 10 are truly "reels of realism"—because all are in New Orthophonic High Fidelity.

What a range of artists! What a choice of music! The Boston Pops... Abbe Lane... Perez Prado... the original cast performance of the Broadway smash hit, "Jamaica"... the original soundtrack recording of "Rain-tree County"... plus classical and choral selections galore!

All RCA Victor stereo tapes are boxed album-style,

complete with liner notes. All are on standard 7-inch reels, clearly labeled for instant identification.

And you get 65 stereo tapes—more than 100 monaural tapes—in RCA Victor's world-beating tape library.

The stereo tape market is the fastest-growing market in recorded music today. Go after it in a big way—with the world's truest sound, the world's greatest artists, the world's widest selection. You get them only on RCA Victor. Contact your distributor today!

## Tape Selling Know-How

# Tape-Alert Photo Outlet Can Top Music Shop Sales

• Arax firm leads in Poughkeepsie tape recorder sales via early start and competitive jump

• Newspaper ads, big displays, special servicing department, crafty salesmanship major factors

By JOSEPH J. KOURI

Most stores that sell photographic equipment are natural outlets for tape recorders. A state of affairs that is, we hope, not lost on music dealers. For one thing, the camera shop owner buys his tape recorders from the same salesmen who carry the companies' photo lines. He knows the men and their companies, and they know the dealer. Additionally, the brand names already have some recognition and acceptance among the dealer's customers. No shutterbug has to be introduced to Bell & Howell, Ampro or Revere, Wollensak or DeJur. The photo dealer has a third ace up his sleeve. He is the logical one to see when the home movie enthusiast decides to tape a commentary for his latest epic.

### Music Store Advantage

But the music outlet can claim even stronger advantages as the customer's choice when he shops for a tape recorder. The tape recorder is an instrument of audio reproduction, like the radio and phonograph, not visual like cameras, and the buyer is likely to make this association early in the game. It is primarily an electronic instrument, again like the radio and phonograph and unlike photo gear, which are primarily optical and chemical. And brand names are equally familiar to him in their own right in the audio field—RCA, V-M, Webcor, Bell—nor are their reps strangers to most music shop owners. Servicing tape recorders is far easier to any music shop with phonograph-TV repair facilities and represents little additional investment, whereas the photo shop must either ignore the problem, set up a separate new department, farm it out to a local repair shop or send each defective unit back to the factory or regional repair depot. Finally, to offset the home movie fan, there is the music lover who wants to tape FM or AM broadcasts, his record collection or junior's first carina solo.

We might fairly conclude that, while both photo and music outlets can effectively merchandise tape recorders, the advantages, pretty obviously, lie with music shops.

### Losing Initiative?

There is, however, one essential point that we have omitted. Despite the considerable natural advantages of the music store, an alert, aggressively sales-conscious photo shop, especially in the small-to-medium-sized cities, which takes the merchandising initiative and holds it, can corner the lion's share of the market.

This is the case in Poughkeepsie, N. Y., a mid-Hudson city of some 50,000. The leading tape recorder outlet here is, and has been for some years, Arax Photographic Company, owned by the brothers Maserjian, Amedee and Ed. Both Arax stores are on Main Street and both feature tape departments. Arax has become the Poughkeepsie area tape outlet less by default of competition than by active, insistent identification of the store name with tape and tape recorders in every newspaper advertisement, by generous displays, by creating a special servicing department just

for tape recorders and, basic to all of this, by starting in the field early and maintaining the competitive jump. It is a stratagem that is as sound as sterling, but as valid for the music outlet as for Arax. Here is how Arax did it.

Arax displayed its first tape recorder, an early Revere unit, in 1946, the same year it opened for business. The Maserjians were, truth to tell, a bit dubious initially, but Harry Ginsburg, their Revere distributor salesman, made a powerful case for the tape recorder's potential and sold them on the venture.

### Tail Wagging Dog

Within two years tape recorders crowded a nine-foot section of the display cases near the entrance, and they were moved to another, less-trafficked section. Arax was, after all, primarily a photo and camera store and it did not appear seemly that the tail should start wagging the dog. Several trials and a few errors later, the solution could not be ignored; tape rated, and would get its own display section.

This was a cleared-off area separating the portrait department at the rear from the camera supplies at the front, and here is where tape and tape recorders have remained in this original Arax store. It shares the more serene decor of the portrait section, with carpeting underneath and softer lighting overhead.

But attractive and appropriate, the setting is, in the last analysis, only the inanimate backdrop against which the salesman-customer meeting is consummated. And this in turn takes place only after the customer comes into the store.

### Long-Range Approach

Arax's approach is of the long-range variety. In essence, the Maserjians have steadily and diligently cultivated the identification of the store name with tape and tape recorders. Every Arax newspaper ad carries at the very least a mention of their tape recorders and tape stock, and several ads a year are devoted exclusively to the tape department, with emphasis on time purchases (no carrying charge up to 90 days) and, frequently, a promotional offer of "two-and-one-half miles of tape," blank, of course, with each machine at list price. Naturally, their quarter-page ad in the classified section of the local phone book makes generous reference to their servicing and rental, as well as stock, of recorders. Regular inclusion of tape recorders in the window displays does no harm either.

So the customer decides he just might be interested in a tape recorder, maybe, and drops in to talk business. The salesman to whom Amedee Maserjian has assigned the tape department drifts back with the customer to the display area. En route he has started to find out the nature of the customer's interest—business or professional use, amateur musician, life of the party, home movies, taping records or broadcasts—and how much he plans to spend on the unit. Establishing the intended use of the machine is important. It is the salesman's clue in choosing his approach to each particular cus-

tomers, and whether or not he closes the sale may swing on how well the customer can visualize using the tape unit to satisfy his wants. When the customer makes this identification, a major step has been taken toward the sale.

### Other Ammunition

Another sales point, confirmed repeatedly by satisfied customers, is the owner will find more, rather than fewer, uses for the recorder over the years; this is additional ammunition for the investment approach.

As a rule, Arax contends, it's far wiser to describe the performance of the machines in lay terms rather than in spec sheet terminology. Technical chatter, on the other hand, will only confuse the average customer; on the other hand, when dealing with an electronic sophisticate, it's just as apt to confuse the salesman. This can be quite embarrassing.

Time payments, stressed both in ads and on the floor, encourage the customer to "buy any way he wants it." There's no charge at all up to three months; for longer terms, the customer pays 1 per cent on the balance remaining after three months.

### Repairs Important

On repair facilities, Amedee Maserjian was both succinct and emphatic: "Absolutely essential!" For one thing, before it's put on display each unit gets a quick check in operation for obvious defects. Then, before the customer takes it home, the unit is checked again in the customer's presence. If the customer insists on a sealed carton, he gets one from stock. But it's still opened and checked before it leaves the store: "We don't believe in sealed-carton sales, even if the customer prefers it."

Obviously, a repair department pays further good will dividends in faster service during and beyond the warranty period. Anent this, Maserjian feels that little correlation exists between price and degree of quality control on tape recorders, and that what there is leaves much room for improvement.

### Tips on Rentals

Tape recorders rent for \$3 a day, free Sundays and holidays. The four units or so reserved for this purpose are all in the \$200-plus range for three reasons: 1) They are mechanically more trouble-free than the cheaper units (once they've been checked); 2) they have more convenience features; 3) they deliver more impressive audio performance, hence are better performance for the medium. Since each renter is a sales prospect, the more pleased he is with its audio and mechanical quality and its convenience features, the more likely he is to start thinking of buying one.

Blank tape is selling increasingly well at Arax, with a current volume on seven-inch reels of about a gross per month. Acetate-base tape accounts for some 90 per cent of this volume, mylar 10 per cent; standard one-and-one-half-mil and one-mil thickness are now about evenly split, with the thinner one-mil tape definitely increasing its percentage.

While stereo recorder-playback units drew heavy public interest when demonstrated, sales are, so far, quite slow. Stereo tapes sell encouragingly well, however, and the problem here is more one of supply.

# Knowledge Points Way to Profits

• Continued from page 28

undesirable distortion. Usually measured in db's.

**ERASURE**—Neutralizing the magnetic pattern on tape by placing it in a strong, magnetic field, thereby removing the recorded sound from the tape. An "erase" head on the tape recorder does this automatically to any sound previously recorded on the tape just before the tape reaches the "record" head. A permanent magnet can also be used to erase magnetic tape.

**FLAT RESPONSE**—The ability of a sound system to reproduce all tones, low and high, in their proper proportion. A high-fidelity sound system might be specified as having an essentially flat response, plus or minus one db, from 30 to 15,000 cycles per second.

**FLUTTER**—Very short, rapid variations in tape speed causing similar variations in sound volume and pitch, not present in the original sound. A form of distortion.

**FREQUENCY RANGE**—The range between the highest and lowest-pitched sounds which a tape recorder or other sound system can reproduce at a usable output, or volume, level.

**GAP**—The tiny distance between the poles of the recording head, measured in mils. The head gap of most home recorders may range from 1 mil down to ¼ mil. The smaller the gap, the higher the frequency range of the tape recorder can be.

**HEAD**—The ring-shaped electromagnet across which the tape is drawn, and which magnetizes the iron oxide-coated tape in a series of patterns. Most tape recorders employ a combination record-playback head and also an erase head. Some professional machines also employ a monitor head for listening to the recorded sound a split second after it has been put on the tape.

**LEVEL INDICATOR**—A device on the tape recorder to indicate the level at which the recording is being made, and which serves as a warning against under-recording or over-recording. It may be a neon bulb, a magic eye, or a VU meter.

**MOTOR BOARD**—Also called tape transport mechanism. The platform, or assembly, of a tape recorder on which the motor (or motors), the reels, the heads and the controls are mounted. It includes those parts of the recorder other than the amplifier, pre-amplifier, loudspeaker and case.

**OXIDE**—Microscopically small particles of ferric oxide dispersed in a liquid binder and coater on a tape backing. Red oxide is most common. These oxides are magnetically hard, that is, once magnetized, they remain magnetized permanently, unless they are demagnetized by exposure to a strong magnetic field.

**PATCH CORD**—Sometimes called attachment cord. A short cord, or cable, with a plug on either end (or with a pair of clips on one end) for conveniently connecting two pieces of sound-equipment such as a phonograph and tape recorder, an amplifier and speaker, etc. Not used for 110 volt current.

When Arax moved its branch store into newer quarters in the center of downtown Poughkeepsie, it made sure to locate the tape and tape recorder department immediately inside the entrance, in its own well-lighted display area. Obviously, both Arax and tape have arrived.

**PRE-AMPLIFIER**—An amplifier that raises extremely weak signal levels such as those from a microphone, magnetic playback head, or a phonograph pickup to a level usable by the power amplifier. Some tape recorders combine the pre-amp and the power amplifier. Others, especially the tape recorders designed for use in high-fidelity music systems, may feature a separate pre-amplifier. In such cases, the pre-amp includes an equalization circuit. In addition, the bias oscillator (necessary to record on tape) is often mounted in a unit with the pre-amp.

**PRESSURE PADS**—Felt pads mounted on spring-brass arms which hold the magnetic tape in close contact with the heads on some machines.

**PRINT THROUGH**—Transfer of the magnetic field from layer to layer of tape on the reel.

**STACKED HEADS**—Arrangement of recording heads used for stereophonic sound where the two heads are located directly in line, one above the other.

**STAGGERED HEADS**—Arrangement of recording heads used for stereophonic sound where the heads are located 1 7/32 inches apart. Stereo tapes recorded using staggered heads cannot be played on recorders using stacked heads, or vice versa.

**STEREOPHONIC SOUND**—Dimensional or directional sound reproduction achieved thru use of two or more sound tracks, or thru loudspeakers arranged in the same relative positions as were the microphones during the recording. In practice two channels are used, one on each track of a standard tape, with a recording head for each channel. Differs from binaural sound reproduction in microphone placement during recording and in using loudspeakers rather than headphones (required for binaural sound).

**TAPE CARTRIDGE**—Magazine or holder for a length of magnetic tape which can be slipped into a tape recorder and played without threading up. Usually the tape is an endless loop feeding out from the center and back onto the roll on the outside. Some cartridges employ two reels, one atop the other, but must be turned over at the end of the tape.

**TAPE SPEED**—Speed at which tape moves past the recording head. Standard tape speeds for home use are 3 3/4 inches per second (abbreviated ips) and 7 1/2 ips. Faster speeds are 15 ips and 30 ips. Slower speeds sometimes used are 1 1/2 ips and 15/16 ips. Faster speed makes possible improved high-frequency response, while slower speed means greater tape economy. If a tape is recorded at 3 3/4 ips, then played back at 7 1/2 ips, all sound will be raised one octave in pitch. Cutting the speed in half lowers a tone one octave.

**VU METER**—A volume unit meter which indicates the relative levels of the various sounds being recorded by measuring the electrical voltages.

**WOW**—Slow variations in tape speed causing similar variations in sound volume and pitch not present in the original sound. A form of distortion.

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

# MODEL S-100 STEREO SOUND CENTER



One person may listen to true stereo without disturbing other customers.



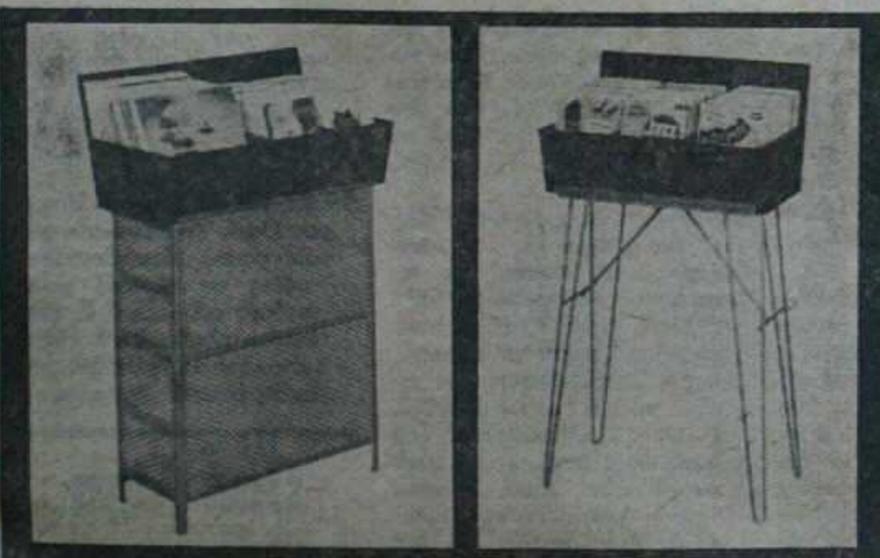
Two or more may listen.



Built-in stereo system and demonstration of portable equipment. Note portable speakers provided on shelves.

*Self Service for*  
**STEREO**

**SELLS  
TAPES  
AND  
DISCS  
FOR YOU**



*Self Service for*  
**RECORDS**

**NEW EBONY BROWSERS—NEW GOLDEN BASES AND STANDS**

1 B-333, 1 B-331 Ebony Browsers on GME-12 Gold Finished Fluted Wrap-Around Base.

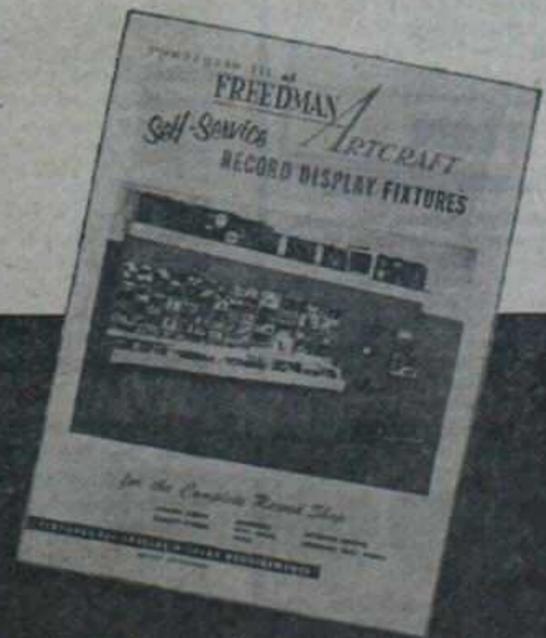
1-B331, 1 B-330 Ebony Browsers on G-340 Gold Finished Browser Stand.

Full information in **SUPPLEMENT "A"** to **PORTFOLIO III**

**FREEDMAN**

Ask your RECORD DISTRIBUTOR for your copy of SUPPLEMENT "A" (and another copy of Portfolio III if you lost yours).

**ARTCRAFT ENGINEERING CORP.**  
CHARLEVOIX, MICHIGAN



## Georgia Record Dealer Links His Own Growth to That of 'Irish' Recording Tape



"Progress is the key word for both IRISH recording tape and Nader's," says George Nader, owner of Nader's Record and Music Shop in West Point, Ga. Mr. Nader was one of the very first retail dealers to stock IRISH tape and, as he puts it, "IRISH and Nader's have grown and progressed together."

"We stock IRISH tape exclusively," says Mr. Nader. "We have been offered other brands, but none give us the quality we get from IRISH tape."

"Then, too," Mr. Nader adds, "we get strong merchandising support through IRISH's hard-hitting national advertising campaign, coupled with their wide-spread publicity coverage and their sales promotion program."

IRISH brand recording tape is manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

(Advertisement)

# Guide to Stereo Tape Players

**AMPEX, INC.**  
1021 Kifer Road  
Sunnyvale, Calif.

**A-121-ST Concerto.** Consists of three matched units — a recorder-stereo reproducer and two amplifier-speaker systems. Four designs are available. The A-121 recorder is priced at \$425. Complete system is \$895.

**A-122-P Caprice.** A portable monaural record and playback with a stacked-head stereo playback included. The dual track monaural drive is two speed (7½ ips and 3¾ ips). It features two amplifier outputs and two inputs. Matching amplifier speaker units are available (Model A-692-P). The portable is priced at \$495. The complete system is \$849.50.

**A-423 Crescendo Console.** There are six models available in the Crescendo series. Includes a magnetic tape recorder—stereophonic reproducer (stacked heads), two separate speaker-amplifier systems, a Garrard fully automatic, four-speed record changer with a diamond stylus, Fisher AM-FM tuner and a microphone — all combined in a single unit. Console stereophonic systems in the Crescendo series are priced from \$1,495 to \$1,795.

**601-2 Portable.** Two-track stereo recorder, stacked heads. Records stereo and single-channel tapes and plays back stereo, full or half-track tapes. Separate record, playback, microphone and line input amplifiers are used. Price: \$995.

**BELL SOUND SYSTEMS, INC.**  
555 Marion Road  
Columbus 7, O.

**BT-76.** Dual track monaural record and playback, plus staggered head stereo playback. Three speeds. Connect stereo output jack to any TV, radio or amplifier with phono input, thus supplying second channel for stereo. Price: \$189.95.

**BT-205 IB Playmate.** Monaural record/erase with stereophonic playback, stacked heads. Model BT-205 OB — monaural record/erase with stereophonic playback, staggered heads. Speeds of 3¾ and 7½ ips, two inputs, two external speaker-amplifier outputs, three 4-pole motors and piano-key touch controls. Price BT-205 IB, \$224.50—BT-205 OB, \$209.95.

**Porta-Pair Stereo System.** Combines the Bell stereo tape recorder (either stacked or staggered heads available, with matching carrying case containing built-in 5-watt amplifier plus two extension speakers. Back panel opens for tape storage. Price on request.

**Sound Stereo Tape Decks.** T-201 stacked or staggered playback transport. T-202 monaural erase-record playback with

stereo stacked or staggered playback. T-203 monaural erase-record playback with stereo stacked and staggered playback. Model 200 CC carrying case available for decks. Uses three 4-pole motors; average fast forward or rewind speeds 30 feet per second. Can be used with T-100 and RP-120 pre-amplifiers. Prices: \$109.95—T-201; \$119.95—T-202; \$139.95—T-203.

**Stereophonic Console.** Stand for the Bell stereo tape recorder provides second amplifier and large extension speaker—a complete stereo system with tuning of both channels from one location. Self-contained 5-watt amplifier has a frequency response of 60 to 15,000 cps controlled with knobs located on front panel. Price: Contact manufacturer.

### CONCERTONE

655 W. Washington Blvd.  
Los Angeles 15, Calif.

**Series 20.** Series 20 includes Models 21, 22 and 23. The 21 and 22 machines can be modified to include stereo. Model 23 contains stacked heads for record and playback. Speeds: 3¾, 7½ and 15 ips. Prices: Model 21 (full track)—\$495; Model 22 (half track)—\$495; Modification ST for 21 and 22—\$189; Model 23—\$795.

**Series 30.** Includes Models 31, 32 and 33. The 31 and 32 machines can be modified to include stereo. Model 33 contains stacked heads for stereo record and playback. Speeds: 3¾, 7½ and 15 ips. Prices: Model 31 (full track)—\$695; Model 32 (half track)—\$695; Modification ST for 31 and 32—\$204; Model 33—\$995.

**Series 60.** Includes Model 61—half track playback, stereo modification is available; 62—half track, full track and stereo playback; 63—half track, full track, stereo record and playback. Speeds: 7½ and 15 ips. Takes up to and including 10½" reels; weighs under 35 lbs. (case included); push-button controls, and hysteresis synchronous motor. Prices: Model 61—\$495; Model 62—\$595; Model 63—\$695.

**Model 29-7.** Stereo playback unit. Same specifications as Series 20, except it will not record.

**ELECTRONIC TEACHING LABS**  
1818 M Street N.W.  
Washington 20, D. C.

**Model E-3 Electro-Dual Monitor.** Binaural portable. Dual parallel track professional language teaching recorder. Unique split amplifier used to minimize controls and simplify operation, but preserving two independent record/play channels. Separate heads with azimuth adjustment; volume level meter. Price: \$297.

### EMC RECORDINGS CORPORATION

806 East Seventh Street  
St. Paul 6, Minn.

**Constellation Stereo Tape Player.** Plays stacked or staggered tapes, full track or dual track monaural. Two preamplifiers, speaker and one power amplifier in case. Connects to radio or TV for second channel. Models and Prices: Model 2000 L (case is not Samsonite), stacked heads, \$189.95; Model 2000 S (Samsonite case), \$199.95; Model 3000 L (case is not Samsonite), stacked or staggered heads, \$209.95; Model 3000 S (Samsonite case), \$219.95.

**Model 2000-D Stereo Tape Deck.** Stacked heads. Specifications are same as those for EMC Constellation. Price: \$89.95.

### FENTON COMPANY

10 Moore Street  
New York 4, N. Y.

**Brenell Mark IVB Tape Deck.** Four staggered stereo heads, three motors. Operates at 3¾, 7½ and 15 ips; matching preamps available. Price: \$182.

**Fenton Brenell Mark VIB Tape Deck.** Will be available after September 1. Similar to the Fenton Mark IV, and will also contain two built-in preamplifiers for record and playback thru an external amplifier. Price: \$347.

### ERCONA CORPORATION

551 Fifth Avenue  
New York, N. Y.

**Ferroglyph Stereo 88.** Dual-channel stereophonic recorder/playback machine for speeds of 7½ and 15 ips, fitted with in-line or stacked heads. Recording level meter; two recording amplifiers; three independent motors—two for tape reels and the third to drive the capstan. Price: \$595.

**Ferroglyph Tape Decks.** F-121 C Deck, type 88, full track erase head, stereophonic record/replay head—\$275. F-122 C Deck, type 77, upper track erase head, upper track record/replay head, stereophonic replay head (stacked)—\$275. F-106 C Deck (staggered) full track erase head, upper track record/replay head, lower track record/replay head—\$250. Tape Speeds: 3¾ and 7½, or 7¼ and 15 ips.

### FISHER RADIO CORPORATION

45-41 Van Dam Street  
Long Island City, N. Y.

**1000 Series Executive.** Built on four separate chassis. Has FM-AM tuner, two-channel stereophonic Fisher amplifier, Fisher Master Audio Control Center, Ampex stereophonic tape reproducer with monaural recording head, a Garrard four-speed record changer, two specially designed four-speaker stereophonic sound systems (a total of eight speakers) and program clock. Price: \$1,595.

**3000 Series President.** Facilities for reproducing of FM, AM, records and record tape, plus multi-channel reproduction of FM-AM binaural broadcasts

and stereophonic tapes. Constructed on six separate chassis, it has separate FM and AM radio tuners; two indicating meters; two separate audio power amplifiers; full-flexibility stereophonic master control center with program clock and timer; two independent triple speaker systems, and an Ampex stereo and monaural tape playback. Price: \$2,495.

### MAGNECORD, INC.

1101 South Kilbourne Street  
Chicago, Ill.

**P 60 Series.** Monaural or stereo record and playback. Stacked heads. Speeds of 7½ and 15 ips. Electrical pay-off and take-up torques, hysteresis synchronous direct drive, push-button control; four-inch VU meter and monitor phone jack. Price: \$830, Monaural; \$1,245, Stereo.

**M 90 Stereo.** Two-channel recorder/reproducer. Stacked heads. Speeds of 7½ and 15 ips. Two four-inch VU meters for bias record and playback on each channel; two microphone inputs; two line outputs; push-button controls; automatic tape lift; straight slot loading; separate record and playback gain for each channel. Price: \$2,165.

**PT6-BA2HZ.** Stereophonic recorder in portable carrying case. Two-speed motor and canstan change give speeds of 3¾, 7½ and 15 ips. Solenoid-activated pressure roller for remote control. Full track erase head, two half track combination record/playback heads for two-channel operation. Hysteresis synchronous drive motor. Staggered heads. Used with PT6-BN amplifier. Price: \$495.

### MAGNETIC RECORDING INDUSTRIES

11 East 16th Street  
New York 3, N. Y.

**Model ML-65 Synchro-Magneton Dual.** Two separate channels permit simultaneous recording on channel 1 and playback of channel 2; simultaneous playback of channel 1 and channel 2; 3¾ ips speed; single control operation for

## One Stop

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## Recorded Tape!

You can order every tape on the market and your order will be filled immediately. You get a straight 30% discount (dealers only) on all regular tape releases, and we pay the postage. Others, write for quotations. You also receive the latest information on titles, selections, new releases, availability and list prices. Write for further information or order today. No Order Too Small—No Order Too Large! Please enclose check or money order. Sorry, no C.O.D.'s.

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**MAL'S RECORDING SERVICE**  
Dept. B. P. O. Box 37, Rockaway Park 94, N. Y.  
GRanite 4-4607

## STEREO TAPES

from a Single Source

### DEALERS

Write for Special Plan of Best Discounts.  
**STEREO WAREHOUSE**  
P. O. Box 3  
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### BEST SELLERS

ST 2037 \$11.95  
**TOMMY DORSEY TOAST**  
ST 7026 \$11.95  
**GLENN MILLER SOUND**

PLAYED BY MEMBERS OF THEIR ORIGINAL BANDS IN

# STEREO

STOCK AND SELL

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### HOW TO MAKE A LASTING IMPRESSION IN COLOR

Color bind your albums, scrapbooks, presentations with the Tauber Plastic precision-punch kit that assures you trouble-free punching without the errors of one-at-a-time hole punch. Pick a colorful binding tube, insert and you have a lasting, professional-looking book. Plastic kits priced from \$11.90 to \$29.90 including colorful plastic binding tubes.

(illustration of two hole kit)

\$11.90



Write Dept. B-2 for full information

**TAUBER PLASTICS, INC.**

200 Hudson St., N. Y. 12, N. Y.

GIVE TO DAMON RUNYON

record, listen, fast forward, fast reverse and stop. Price: \$225; in portable case, \$245.50.

**PENTRON CORPORATION**  
777 S. Tripp  
Chicago, Ill.

**NL-1S Mercury.** Monaural record and playback, plus stereophonic playback, stacked heads. Six-inch round PM extended range speaker Finger-Flite single rotary control. Two inputs; two outputs—one high impedance for external amplifier and one low impedance for external speaker. Record level indicators. Price: \$139.95.

**Model NL-2S Champion.** Monaural record and playback, plus stereophonic playback, stacked heads. Speakers—one six-inch round PM woofer; one four-inch tweeter. Five-watt output. Finger-Flite single rotary control; two inputs; one output for external amplifier, and one output for external speaker. Price: \$179.95.

**Model NL-3S Aristocrat.** Monaural record and playback, plus stereophonic playback, stacked heads. Speakers—two six-inch round PM woofers, one six-inch round PM mid-range, one extended range tweeter. One input for microphone or magnetic phono cartridge and one for radio, TV, crystal and ceramic phono cartridge; one output for amplifier and one for speaker. Price: Contact manufacturer.

**PT-74S Viceroy.** Monaural record and playback, plus stereophonic playback. Comes with additional stacked head and preamplifier. Four speakers—two six-inch round PM woofers; one six-inch round mid-range; one tweeter. 10-watt push-pull amplifier. Price: Contact manufacturer.

**PT-72S Virtuoso.** Monaural record and playback, plus stereophonic playback. Comes complete with additional stacked head and preamplifier. Hi-fi dual speaker system—one six-inch round PM woofer, one extended range four-inch tweeter, plus crossover network. Unimagic single lever control for play, record, fast forward, fast rewind. Four-pole motor. Price: Contact manufacturer.

**Model PTW-38 Virtuoso Sr.** Monaural record and playback, plus stereophonic playback (inline heads). Three-speaker system includes two matched woofers, mounted in the recorder case. A third speaker (tweeter) is contained in separate baffle. Ten-watt hi-fi push-pull amplifier, illuminated VU recording meter; Unimagic single lever control. Automatic shut-off. Price: Contact manufacturer.

**TM Series Tape System Components.** **TM-3 Mechanism.** For stereophonic (staggered system) recording and playback plus monaural recording and playback. Equipped with two half track combination record/play/erase heads. Price: \$95, net.

**TM-4 Mechanism.** For stereo (stacked and staggered systems) recording and playback

plus monaural recording and playback. Equipped with one half track combination record/play/erase head and one stacked stereo head. Price: \$109.95, net.

**PHILCO CORPORATION**  
Tioga and "C" Street  
Philadelphia 34, Pa.

**TR-200.** Staggered heads for stereophonic playback. Has speeds of 7½ and 3¾ ips, monitor switch, output for external speakers and amplifiers, index timer, push-button control, dual speaker system (six by nine woofer and three-and-one-half tweeter). Price: \$219.95.

**RCA RADIO & VICTROLA DIVISION**  
Cherry Hill,  
Delaware Township  
Camden 8, N. J.

**STR-2 Stereotape Player.** Monaural record and playback, plus

stereophonic playback (stacked heads) power amplifier delivers 16 watts to the speaker system; recording signal indicators and counter; Panoramic speaker system (four separate loudspeakers—two 12" and two 3.5"); push-button operation. Price: \$595.

**STR-66 and SS-6.** Monaural record and playback, plus stereophonic playback, stacked heads. Master unit has tape transport, dual amplifier and one Panoramic three-speaker system. Matching cabinet contains a Panoramic three-speaker system. Three loudspeakers—one 8" and two 3½". Push-button operation; recording signal indicators and counter. Price: \$350.

**STR-88 and SS-8.** Monaural record and playback, plus stereophonic playback, stacked heads. Master unit contains tape transport, dual amplifier

and one Multiple three-speaker system. Matching companion unit contains another Multiple three-speaker system. Three speakers—one 6½" and two 3½". Push-button operation; recording signal indicators and counter. Price: \$295, player; \$30, speaker system.

**8 STP1 and Matching SPK-2 Speaker System.** Master unit contains tape transport, simplified controls, two-channel amplifier and one Panoramic three speaker system. Right channel reproducer contains the second Panoramic three-speaker system. Each speaker system has one 6½" speaker and two 3½" speakers. Unit uses stacked heads. Matching luggage-type cases are designed in brown and tan simulated leather. Price: \$250 for stereophonic player—\$50 for right channel speaker system.

**8STP2 Player and SPK3 Speaker**

System. Master unit has tape transport, simplified controls, two-channel amplifier and one Panoramic three-speaker system. Right channel contains a second Panoramic three-speaker system. Each speaker group consists of one 6½" speaker and two 3½" speakers. Stacked heads are used in this unit. Finished in mahogany—\$275, player; \$85, speaker system. Light Rift Oak—\$295, player; \$90, speaker system.

**SYMPHONIC RADIO & ELECTRONICS**  
235 Jersey Avenue  
New Brunswick, N. J.

**Model 340.** De luxe combination consists of high-fidelity phonograph and a stereophonic tape playback, each of which can be played separately thru the amplifier of the instrument with either disk or tape. The tape playback plays monaural, plus stacked and staggered.



# SURE HIT FOR TAPE SALES!

## NEW 200 **SCOTCH** BRAND Tensilized Double-Play Tape... TWICE AS STRONG... PLAYS TWICE AS LONG!

This new magnetic tape has everything for championship sales! Double length plus double strength! New 200 "SCOTCH" Tensilized Double-Play Tape plays twice as long as standard tapes. Most important, invisible Polyester "muscles", conditioned by an exclusive process, make this new tape twice as strong as any other extended play tapes. And "SCOTCH" Brand's exclusive built-in silicone lubrication guarantees highest fidelity sound reproduction. Stock new 200 Tape today...it's already a best-seller!



**TEST ITS STRENGTH YOURSELF!** Write to address below for free strength test kit with samples of all 4 extended play tapes. With your first "SCOTCH" Magnetic Tape order, we'll furnish you a supply of test kits for your customers.

**MINNESOTA MINING AND MANUFACTURING COMPANY**

...WHERE RESEARCH IS THE KEY TO TOMORROW



The term "SCOTCH" and the plaid design are registered trademarks for Magnetic Tape made in U.S.A., by MINNESOTA MINING AND MFG. CO., St. Paul 8, Minn. Export Sales Offices: 30 Park Avenue, New York 17, N.Y. © 3M Co., 1958.

Price: \$419.95, mahogany and blonde; \$435.95, walnut.

**Model 300.** Stereophonic recorder and external speaker combination. Speakers—one 5 by 7 woofer and one 3.5" tweeter; two external speaker outlets; two input jacks; push-button controls; index timer, and recording level indicators. The speaker system has two hi-fi speakers—one 5 by 7 oval Alnico V PM woofer and one 3.5" Alnico V PM tweeter. Both are identically styled. Price: \$249.95.

**Model BR 1200.** Monaural record and playback, plus stereophonic playback (stacked or staggered). Two input jacks; two output jacks; speakers—one 6 by 9 woofer and one 3.5" tweeter; push-button controls; recording level indicator; index timer; monitor switch. Has safety switch which locks record button to prevent erasing, and is equipped with mike, shielded cable and shielded phone plug. Price: \$208, staggered; \$229.95, stacked.

**Model 320.** Monaural record and playback, plus stereophonic playback, stacked heads. Equipped with two speakers—one 6 by 9 woofer and one 1-3/4" tweeter. Two inputs and two outputs; push-button control. Price: Contact manufacturer.

**Model 330.** Monaural record and playback, plus stereophonic playback, stacked heads, table model. Three speakers—two 6" woofers and one 3.5" tweeter; recording level indicators; push-button controls; index timer; two output jacks; two input jacks, and monitor switch. Price: \$249.95, mahogany and blonde; \$259.95, walnut.

**SUPERSCOPE, INC.**  
780 Gower Street  
Hollywood 38, Calif.

**"Stereocorder".** Records and plays back stereophonic sound from one unit. Available with unit are two separately enclosed James B. Lansing Signature (D123) 12" speakers and two high impedance dynamic microphones. Also features a hysteresis synchronous motor, two VU meters, cueing and editing facilities, and two self-contained channels of pre-amplification and power amplification. Stacked heads. Price: \$525.

**VIKING OF MINNEAPOLIS**  
3520 East 43d Street  
Minneapolis, Minn.

**Stereo Pro Recorder.** Dual channel inline stereo recording. This recorder has speeds of 7 1/2 and 3 3/4 ips. Two "Magic-Eye" record level indicators (one for each channel) and separate record and playback level controls for each channel. The Stereo Pro consists of the Viking FF75SR deck in combination with an RP61 record/playback preamplifier and RP61S record/playback preamplifier for the second channel. Price: \$299.

**75 Series Tape Deck.** All decks have single four-pole induction motor and a single, four-position mechanical shift for forward, fast forward, stop and rewind. Operated at 7 1/2 or 3 3/4 ips. Model FF75S is "inline stereo only" deck, priced at \$99. Model FF75SU is the inline staggered or monaural deck, priced at \$106. Model FF75SR is the inline stereo, monaural erase/record deck, priced at \$113. Model FF75B is the staggered head deck (available only on special order).

**V-M CORPORATION**  
Fourth and Park Streets  
Benton Harbor, Mich.

**711 Stere-o-matic.** Dual track monaural record, plus stereophonic playback; staggered heads. Speeds of 3 3/4 and 7 1/2 ips; speaker sizes—6 by 9 and 3.5 inches. External amplifier and speaker outputs; two inputs (mike, radio, TV phono, magnetic pick-up); monitor switch; timer pause button, and tuning eye. Price: \$209.95. Model 714 is similar to 711 and plays both stacked and staggered tapes. Contact manufacturer for details. Price: \$225

**750 Celeste.** Dual track monaural record plus stereo playback, stacked or staggered heads. Speeds of 3 3/4 and 7 1/2 ips; speaker sizes: Two 8" and 1 3/5"; 10-watt output; inputs—mike, radio, TV, phono, magnetic pick-up; outputs—external speaker and amplifier; counter; pause button; monitor switch, and tuning eye. Price: \$259.95.

**1000 Stereo Fidelis.** Console unit has dual-speed, dual track stereo-play tape recorder, a four-speed record changer, an FM/AM radio tuner, twin dual-speaker and amplifier systems, a clock timer which can be pre-set to start or stop any function and a complete push-3.5"; 10-watt output; inputs—button control panel. Plays either stacked or staggered heads stereophonic recorded tapes. Price: \$1,000.

**WEBCOR**  
5610 W. Bloomingdale Ave.  
Chicago, Ill.

**2821 Royal.** Monaural record and playback, plus stereophonic playback, stacked heads. Speeds of 3 3/4 and 7 1/2 ips; five-watt peak power amplifier; two wide-range speakers; frequency response 50 to 12,000 cps; two four-pole motors;

input, external amplifier, speaker jacks; recording level indicator; monitor control; separate built-in preamplifier. "Aural Balance" remote control unit. Price: \$239.95.

**2822 Royal Coronet.** Monaural record and playback, plus stereophonic playback, stacked heads. Speeds of 3 3/4 and 7 1/2 ips; three wide-range speakers; two four-pole motors; input, external amplifier; speaker jacks; recording level indicator; monitor control; four-way master control; separate built-in preamplifier. Aural Balance remote control unit. Price: \$289.95.

**2827 Imperial.** Monaural record and playback, plus stereophonic playback, stacked heads. Matching stereo speaker units available. Speeds of 3 3/4 and 7 1/2 ips; power amplifier and two preamplifiers; two four-pole induction-type motors; recording level indicator; monitor speaker control; built-in storage compartment; Aural Balance remote control unit provided. The Imperial is also available with a radio (Model 2897). The ideal sound system for this 2827 recorder is Model 4827. Price: \$319.95, 2827 recorder; \$119.95, 4827 speaker system with external amplifier; \$359.95, radio model 2897.

**WEBSTER-ELECTRIC COMPANY**  
1900 Clark Street  
Racine, Wis.

**290.** Monaural record and playback, plus stereophonic playback, stacked heads. Speakers—one 6 by 9 and one 3-inch; two amplifiers, output 8 watts each; speeds of 3 3/4 and 7 1/2 ips; record level indicator; program selection finder; frequency response 30 to 15,000 cps; signal-to-noise ratio, 43db; wow and flutter, 0.2%; silver-flake black pyroloxin coated fabric covering, dark grey panel and grille, brushed aluminum accents. Price: \$399.50. Mate for the 290 is the SS658A stereo-speaker. 3" and 6" by 9" speakers with crossover network, generous baffle for fine brass response, clearest tone. Exact impedance match. Contact manufacturer for price.

**WILCOX-GAY CORPORATION**  
Charlotte, Mich.

**772 President.** Unit is self-contained except for one speaker. It contains stacked heads for stereo. It has necessary amplifiers in the unit. Two dual-cone speakers and tweeter. Price: Contact manufacturer.

### Solid Sales

Continued from page 28  
of reproducing taped music. There has been a noticeable increase in the sales of tape recorders, to teen-agers and young married, and since these are likewise the bulk of the record market, tape sales have grown accordingly.

Kavich believes that a better markup on pre-recorded tape is essential before retailers are able to do a full job on promoting them. It has only been during recent months that Hospe newspaper advertising has featured pre-recorded tape, and it is still something of an unknown quan-

## Stereo Set Is \$19.95

An introductory package of stereo tapes is offered retailers by Concertapes. A boxed set of four recorded tapes valued at \$32 carries a bargain list price of \$19.95.

The package of four stereo tapes, never before available at retail, includes tapes by famous artists. The entire set, in award-winning packaging, constitutes what Concertapes officials regard as a basic stereo library.

Included in the set are: "Silk, Satin and Strings," a collection of lilting melodies by the Sorkin Strings; "Big Beat With Mike," featuring Mike Simpson and his big band in a collection of jazz standards; "Nancy Wright Sings," featuring the NBC-TV star with the Jay Norman quintet, and "Symphony of Dance," a varied offering of classical and ballet selections performed by the Musical Arts Symphony under the baton of Leonard Sorkin.

The package designs were awarded honorable mention by the New York Employing Printers Association. Concertapes emphasizes that the special offer will be available only for a limited time at the special \$19.95 price.

## Fast Thread On New Reel

A 7" reel, the V-Slot Selection-Finder Reel, is announced by Ferrodynamics, manufacturer of "Sonoramic side latitude" recording tape.

The reel is described as one designed to add to the convenience of recording and playback tapes. It is constructed with a V-slot for quick threading. Permanent selection finder numbers are moulded along the edges of this slot, permitting rapid location of the desired selection when playing back the tape.

The reel is made of opaque gray plastic and matches the permanent plastic container that protects all Sonoramic tapes. The reel has ample space for identification.

## Tape Catalog Is Available

Entering its fifth year, Livingston Audio Products announces release of its 1958 Stereophonic Tape Catalog, containing over 90 stereo titles in the fields of classical, semi-classical, jazz, popular and folk music, as well as 150 monaural titles.

Highlighting the new 28-page catalog are a complete listing of all artists and selections on each stereo tape and a special listing by catalog number of all stereophonic and monaural tapes. Individual sections are also devoted to tape accessories and sampler and test tapes.

Copies of the new catalog, now available, may be obtained by writing: Livingston Audio Products Corporation, Box 202, Caldwell, N. J.

tivity to logical customers. However, there has been far less price objection than had been anticipated.

Outstanding needs cited include more demonstration tapes, possibly automatic demonstration units which would play unattended, announcing each number on the tape with an explanation of how it was recorded, and of course, more financial aid with advertising.

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

### THE MOST FABULOUS STEREOGRAPHIC SOUND IS ON

MANHATTAN

#### MRC-101 "CENTRAL PARK SOUTH"

For your dancing and romancing pleasure in the best society tradition, to the music of JOE RENE AND HIS ORCHESTRA.

So In Love • Shadow Waltz • Thou Swell • But Beautiful



#### MRC-102 "ALL THAT JAZZ"

The inimitable jazz stylings of the great JOHNNY GUARNIERI, with Guitar, Bass and Drums.

Anything for You • More Than You Know • It's a Swinging Thing • Body and Soul • All That Jazz.



#### MRC-103 "SODA AND POP"

A juke-box dance program, rock and roll, lindy, even a polka, by the versatile orchestra of JOE RENE.

Sentimental Journey • Muskrat Ramble • Indiana • Beer Barrel Polka



#### MRC-104 "CHA CHA PARTY IN NUEVA YORK"

Authentic cha-cha-cha performed spontaneously by young Puerto Rican folk musicians, RAMON and the CASINO BORINQUEN.

Piel Canela • La Palla • Cuidado Con La Mano • El Chalaton • Quien Sera



### NEW RELEASES AVAILABLE FEB. 15—Suggested Retail List: \$6.95

#### MRC-105 "MOONDONGO!"

Exciting, equatorial rhythms recorded on location in the tropics.

#### MRC-106 "I'M IN THE MOOD FOR MOOD"

Soft, slow relaxing moods featuring the superb arrangements and orchestra of Joe Rene.

#### MRC-107 "CHA CHA ME BABY"

Dance to the exciting rhythms of cha cha cha, mamba and merengue played by Paquillin Lara and his orchestra.

#### MRC-108 "THANKS FOR THE MEMORIES"

Great pop standards featuring the fabulous stereophonic presence of the mighty organ of the Metropolitan Theater of Boston, Mass., played by Kenneth Lane.



Write for Catalog—Distributor Inquiries Invited

MANHATTAN STEREOGRAPHIC—MULTI-DIMENSIONAL TAPES

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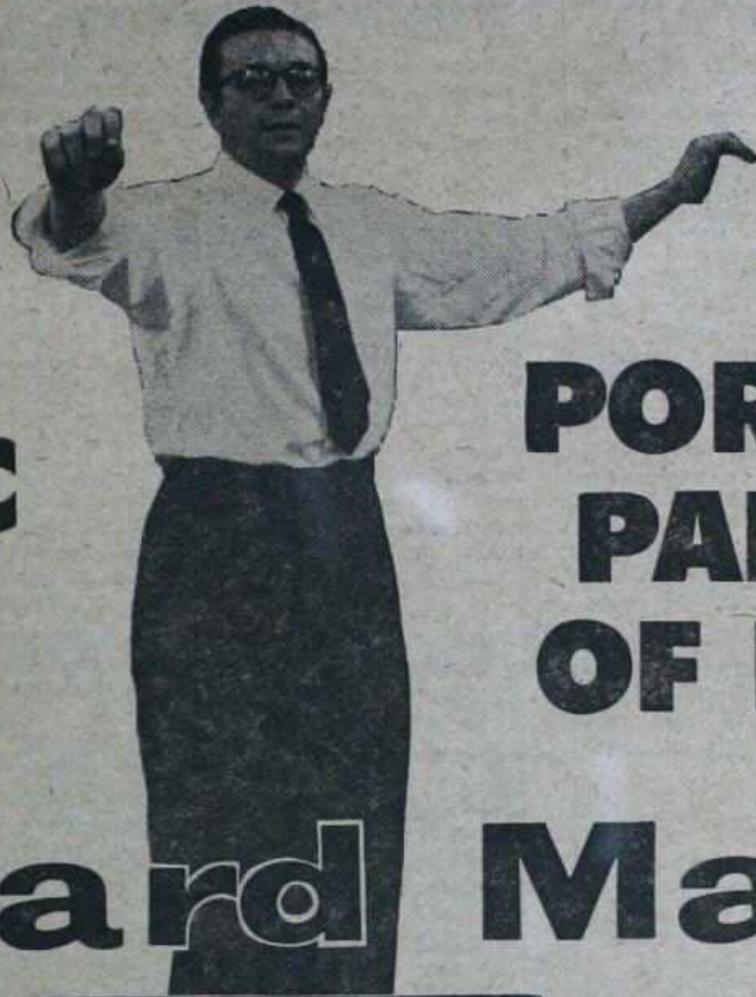
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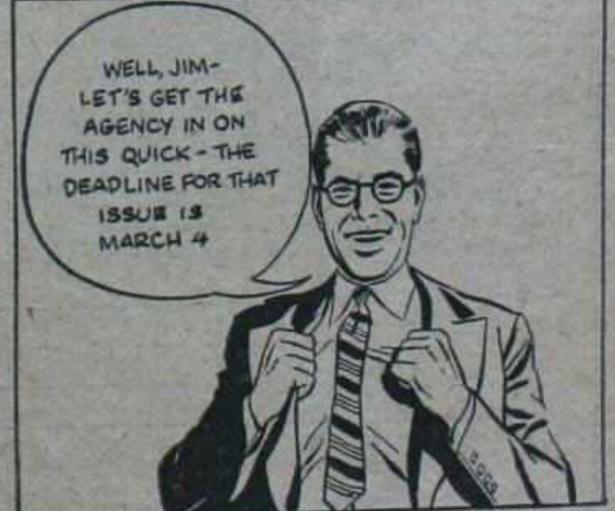
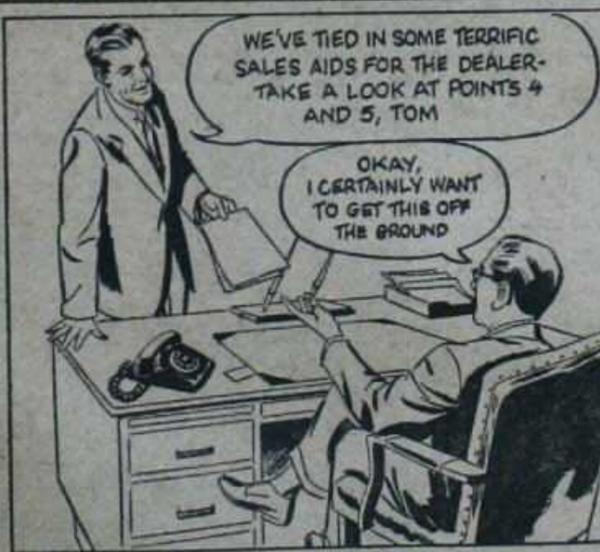
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## How a campaign was made a success before it started!



THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide



## BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING FEBRUARY 8

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

This Week	Last Week	Weeks on Chart
1. <b>Come Fly With Me</b> . . . . .	1	3
Frank Sinatra, Capitol W 920		
2. <b>Warm</b> . . . . .	2	9
Johnny Mathis, Columbia CL 1078		
3. <b>My Fair Lady</b> . . . . .	3	98
Original Cast, Columbia OL 5090		
4. <b>Around the World in 80 Days</b> . . . . .	4	47
Sound Track, Decca DL 9046		
5. <b>Pal Joey</b> . . . . .	5	15
Sound Track, Capitol W 912		
6. <b>Ricky</b> . . . . .	6	15
Ricky Nelson, Imperial IMP 9048		
7. <b>Wonderful, Wonderful</b> . . . . .	9	19
Johnny Mathis, Columbia CL 1028		
8. <b>Hymns</b> . . . . .	7	60
Tennessee Ernie Ford, Capitol T 756		
9. <b>Love Is the Thing</b> . . . . .	14	31
Nat King Cole, Capitol W 824		
10. <b>Pats Great Hits</b> . . . . .	8	18
Pat Boone, Dot DLP 3071		
11. <b>Oklahoma!</b> . . . . .	10	127
Sound Track, Capitol SAO 595		
12. <b>Songs of the Fabulous Fifties</b> . . . . .	11	41
Roger Williams, Kapp KXL 5000		
13. <b>The King and I</b> . . . . .	12	84
Sound Track, Capitol W 740		
14. <b>The Eddy Duchin Story</b> . . . . .	15	75
Sound Track, Decca DL 8289		
15. <b>A Swingin' Affair</b> . . . . .	17	32
Frank Sinatra, Capitol W 803		
16. <b>The Everly Brothers</b> . . . . .	18	2
Cadence CLP 3003		
17. <b>Spirituals</b> . . . . .	20	27
Tennessee Ernie Ford, Capitol T 818		
18. <b>Film Encores</b> . . . . .	—	37
Mantovani, London LL 1700		
19. <b>'S Marvelous</b> . . . . .	13	10
Ray Conniff, Columbia CL 1074		
20. <b>The Roaring Twenties</b> . . . . .	19	10
Charleston City All-Stars, Grand Award, GA 33-340		
21. <b>Just One of Those Things</b> . . . . .	22	3
Nat King Cole, Capitol W 903		
22. <b>Dukes of Dixieland, Vol. 3</b> . . . . .	25	17
Audio Fidelity, AFLP 1851		
23. <b>This Is Sinatra</b> . . . . .	—	38
Frank Sinatra, Capitol T 768		
24. <b>Where Are You?</b> . . . . .	17	19
Frank Sinatra, Capitol W 855		
25. <b>Carrousel</b> . . . . .	—	56
Sound Track, Capitol W 694		

## Review Spotlight on . . .

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

### Special Merit Classical Albums

**SCHOENBERG: MOSES UND ARON (3-12)**—Soloists, Chorus & Orch. of the Norddeutscher Rundfunk (Rosbaud) Columbia K 31-241  
Columbia climaxes its documentation of works of the 12-tone school with this tremendous, operatic conception based on the Old Testament. Large forces including speaker, soloists, choruses and a greatly expanded orchestra are welded into eloquently expressive musical medium. Opus will have little meaning for buyers of conventional opera, but can be sold readily to audience which has responded to recent Berg and Schoenberg releases on the label.

**MILHAUD: LES CHOEPHORES; HONEGGER: SYMPHONY NO. 5 (1-12)**—Various artists & Chorale De L'Universite & Lamoureux Orch. (Markevitch), Decca DL 9956  
Superb performance and fine sound ornament this issue devoted to two outstanding modern French works well outside the standard repertory. "Choephores," based on Greek tragedy, bears imprint of unconventional mind in scenes of savage violence. Honegger's "Symphony" is compact, well-constructed and powerful in impact.

### Jazz Albums

**SOLILOQUY (1-12)**—Erroll Garner, Columbia CL 1060  
Garner, one of the top jazz album sellers in a solo piano set that allows him to stretch out, is illustrative of his ability to hold the listener and develop both standard and original material with color and intelligence. Perhaps a little more ornate than in earlier phases of his career, Garner never becomes affected, and, as always, is firmly rhythmic, has flare for lyricism, and is instantaneously identifiable. Set should please

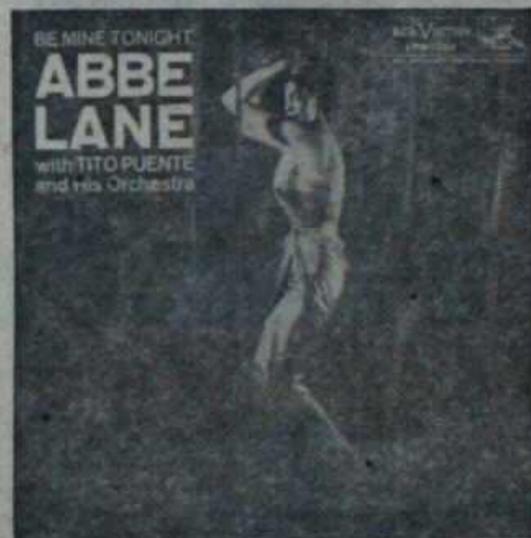
both jazz and pop buyers. Dealers would do well to stock heavily on this one.

**PAL JOEY (1-12)**—Andre Previn and His Pals Contemporary C 3543

Gigilo "Joey" makes his first appearance in modern jazz, with Andre Previn on piano, Shelly Manne on drums and Red Mitchell on bass playing musical Freud. The portrait they paint is top fare, toying with "I Could Write a Book," "Zip," "Bewitched" and other gems. There's good sales lure here, especially when

(Continued on page 37)

### — Album Cover of the Week —



BE MINE TONIGHT, RCA Victor LPM 1554. Either cover provides an attractive display item. Front shown above shows singer Abbe Lane in a sultry pose, while the flip has 12 more provocative shots of the lovely thrush. Display merit is obvious.

## Most Played by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 8

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

1. **COME FLY WITH ME**  
Frank Sinatra . . . . .Capitol W 920
2. **WARM**  
Johnny Mathis . . . . .Columbia CL 1078
3. **'S MARVELOUS**  
Ray Conniff . . . . .Columbia CL 1047
4. **JUST ONE OF THOSE THINGS**  
Nat King Cole . . . . .Capitol W 903
5. **YOUNG IDEAS**  
Ray Anthony Ork . . . . .Capitol T 866
5. **PAT'S GREAT HITS**  
Pat Boone . . . . .Dot DLP 3071
7. **LESTER LANIN AT THE TIFFANY BALL**  
Lester Lanin . . . . .Epic LN 3010
8. **PAL JOEY**  
Sound Track . . . . .Capitol W 912
9. **RICKY**  
Ricky Nelson . . . . .Imperial IMP 9048
10. **C'MON GET HAPPY**  
Nelson Riddle . . . . .Capitol T 893



## Best Selling Pop EP's

FOR SURVEY WEEK ENDING FEBRUARY 8

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1. **JAILHOUSE ROCK**  
Elvis Presley . . . . .RCA Victor EPA 4114
2. **RICKY**  
Ricky Nelson . . . . .Imperial EPA 153
3. **THE EVERLY BROTHERS**  
 . . . . .Cadence CEP 105
4. **JO-ANN**  
The Twin Tones . . . . .RCA Victor EPA 4107
5. **HYMNS**  
Tennessee Ernie Ford . . . . .Capitol EAP 1-756
6. **FOUR BY PAT**  
Pat Boone . . . . .Dot DEP 1057
7. **SPIRITUALS**  
Tennessee Ernie Ford . . . . .Capitol EAP 1-818
8. **A SWINGIN' AFFAIR**  
Frank Sinatra . . . . .Capitol EAP 1-855
9. **JUST A CLOSER WALK WITH THEE**  
Pat Boone . . . . .Dot DEP 1056
10. **JOHNNY MATHIS**  
 . . . . .Columbia EP B-8871

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# Reviews and Ratings of New Popular Albums

## EXPLANATION OF PACKAGE RATING CATEGORIES

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

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

### POPULAR ★★★★★

**JAMAICA**  
Lenny Hayton Ork (1-12") Roulette R 25025

A tasteful, lively treatment (both instrumental and with chorus) of the Arlen-Harburg legit musical score. Although it follows in wake of several earlier versions, including original-cast package, LP is good enough to grab off considerable attention. Hayton, of course, is husband of "Jamaica" star Lena Horne, thereby giving album additional jockey appeal, chatter-wise.

### MITCH'S MARCHES

Mitch Miller Ork (1-12") Columbia CL 1102

with the "March From the River Kwai" and the Colonel Bopcy march currently going for him, this album of Mitch Miller marches should get much attention. It contains some Miller sides previously released as singles—"The Bonnie Blue Gal" and "The Yellow Rose of Texas," plus "Jubilant T. Cornpone" and "The Bowery Green-spond." Good listening here and fine sales potential.

### CHEVALIER'S PARIS

Maurice Chevalier With Michel LeGrand (1-12") Columbia CL 1049

The veteran showman should be a particularly strong draw this year, with the release of his new movie "Gigi," giving package added sales potential. Recorded at the Alhambra Theater in Paris, the LP is a nostalgic album of old and new Chevalier favorites ("Valentine," "Ma pomme," etc.) highlighted by star's ageless verve and continental charm. Backing by LeGrand lends additional name value.

### WOOD TO BE WOODED—SAMMY DAVIS JR.

With Mundell Lowe, Guitar (1-12") Decca DL 8676

This is a real change for Sammy Davis: a subdued album featuring the singer in warm, intimate presentations of a group of tender love songs. He is backed in lovely fashion by Mundell Lowe on guitar and the mood is that of candlelight and wine, almost a mood music set with vocals. Not all of Davis' night club following will dig this set, but enough will to make it a profitable item.

### HANS BRINKER

Tab Hunter, Peggy King, Jarmilla Novotna (1-12") Dot DLP 9001

Scores from the recent Hans Brinker television show is a mirthful merry one and gives Tab Hunter an opportunity to do more than rock and roll. Thrush Peggy King and Met opera star Jarmilla Novotna are also featured and turn in creditable performances. While there aren't too many tunes to step out as pop leaders, the production itself is one that should be reckoned with. Wide TV audience that saw the show could stimulate sales.

### HITS FROM HOLLYWOOD—THE FOUR ACES

With Jack Pleis Ork (1-12") Decca DL 8693

Excellent inventory. The Four Aces are heard doing a dozen notable film songs, including "Around the World," "Whatever Will Be, Will Be," "True Love" etc. The warbling has style and emotional honesty, and the arrangements contribute a fine sound.

### THE TOUCH OF EDDIE HEYWOOD

(1-12") RCA Victor LPM 1466

Heywood fans will find this one of his best and most commercial efforts to date. The piano work is nicely paced by Al Lucas on bass and Bobby Donaidon on drums. The distinctive approach is listenable on such fare as "On the Street Where You Live," "My Funny Valentine" and "All of You."

### TORCHY & BLUE

Al Hibbler with Jack Pleis Ork (1-12") Decca DL 8697

Hibbler is spotted here in a program of standards primarily in the romantic ballad fold. The singing is for the most part very straight, the wit and charm of the Hibbler technique are still evident. Contrary to the liner notes the tunes ("My Ideal," "I'm Glad for Your Sake," etc.) are not "blues," but the chanter does inject his strong blues background into the readings. A worthwhile package made better by selection of tunes that have not been recorded to death.

### I REMEMBER BUDDY

Jerry Vale (1-12") Columbia 1114

This tribute to the late Buddy Clark by Jerry Vale adds up to a listenable LP with strong sales appeal. The tunes include many of the tunes that Clark made famous—"Linda," "I'll Get By," "I Still Get a Thrill," etc. Vale sings them with feeling and sincerity, helped greatly by the fine Glenn Osser arrangements. It is surprising how similar Vale sounds to Clark on many of these tunes.

### DEE-DAY

Lenny Dee, Organist (1-12") Decca DL 8628

A swinging organ album, with excellent sound. Lenny Dee has become standard merchandise of this type, and this latest should move well. Tunes include "Basin Street Blues," "Cecilia," "Where or When"—a broad range. A good package for demonstration.

### POPULAR ★★★

**RALPH FLANAGAN IN HI-FI**  
(1-12") RCA Victor LPM 1555

Good collection of tunes all styled in a very danceable manner. This could find favor with those looking for dance sets. A fine jockey set. Selections include "Hot Toddy" (which was a fair singles seller for the band a little while back), "If I Loved You" and "Where or When."

**THE SWEET LANGUAGE OF LOVE**  
Jacqueline Francois (1-12") Columbia CL 1076

Jacqueline Francois, who has charmed audiences in swank supper clubs here and abroad for many years could add to her following with this new set. She sings half of the songs in French and the other half in English and is good in both languages, although a trifle more exciting in Francaise. She is backed on many tunes by top jazz names, both French and American and this adds much to the impact of the set, and its general buyer appeal.

### ROMANTIC LONDON

Eddie Calvert, Trumpet & Peter Yorks Ork (1-12") Capitol T 10065

A romantic set of standards that spotlight smooth trumpet stylings by Calvert with pretty lush ork support a la Hackett and Gleason. This is another in the label's successful "Capitol of the World Series." Selections include "They Didn't Believe Me," "Yesterdays," and "As Time Goes By."

### SWING HI SWING FI

George Stravo Ork (1-12") VR LX 1128

A dozen truly great standards, done by Stravo with such verve that they sound fresh and new. Repertoire includes "Sweet Sue," "Mary Lou," "My Gal Sal" etc. Notes by Mike Gross catch the spirit of the performances. Excellent sound and engineering.

### JUST FOR VARIETY VOL. 1

(1-12") Capitol T 945

**JUST FOR VARIETY VOL. 3**  
(1-12") Capitol T 946

**JUST FOR VARIETY VOL. 11**  
(1-12") Capitol T 954

Each of these three sets are composed of a collection of old single disks (mostly hits) by various artists on the label's roster. Names include Tennessee Ernie Ford, Nelson Riddle, Ray Anthony, Dean Martin, Helan Forrest, Bobby Hackett, June Hutton, Kay Starr, Joe Bushkin, Nat Cole, Margaret Whiting, the Pittsburgh Strings, Billy May, June Christy, Les Paul and Mary Ford, etc. Sets offer well-paced programming with plenty of contrast, which one would normally get by putting on a stack of singles. Names are prominently displayed in type and via photos or drawings in color on the front cover. A good merchandising idea.

### WALTER SCHUMANN PRESENTS THE VOICES

(1-12") RCA Victor LPM 1558

This is a variety program of vocal solos, with a number of the regulars of the Schumann group getting their first chance in a featured spot. Tunes are primarily in the standard category with treatments nicely diversified according to varying solo styles.

### ANY OLD TIME

Arti. Shaw Ork (1-12") RCA Victor LPM 1570

Here's a reincarnation of some of the more famous Shaw items, recorded be-

# Review Spotlight on Albums . . .

Continued from page 38

noting the success of "My Fair Lady" and "Li'l Abner."

## Special Merit Jazz Albums

**PRESENTING THE BERNARD PEIFFER TRIO**  
(1-12")—Decca DL 862

Peiffer has an exciting, intellectual style. His fleet, concise technique shows imagination and displays his classical background without getting too far away from a jazz approach. His playing is warm and sure as well as stimulating. This can move with those who dig the imaginative, cool sound.

**A NIGHT IN TUNISIA** (1-12")—Art Blakey's Jazz Messengers, Vik LX 1115

Acc drummer, Blakey, master of polyrhythms, and his Jazz Messengers, comprise a talented group of musicians. Inventive improvisation is the group's basic concept. Except for Dizzy Gillespie's "Night in Tunisia," the tunes are originals. B. Hardman, trumpet; J. Griffin, tenor; F. Bender, alto; J. DeBrest, bass and S. Dockery, piano are all given opportunity for spirited, free blowing. Set can appeal to mainstream as well as modern, hard bop fans.

**THE SOUND OF JAZZ** (1-12") — Count Basie, Billie Holiday, Henry (Red) Allen, The Jimmy Guiffre Trio, Jimmy Rushing, Mal Waldron Columbia CL 1098

A brace of memorable performances by an outstanding assemblage of musicians who came together for "The Sound of Jazz," an installment of "The Seven Lively Arts" series over

CBS-TV network. Essentially an album that emphasizes the roots and significant "mainstream" figures of jazz, it also spots well-rooted modernists, Jim Guiffre and M. Waldron. The "Feel" and solos on Billie Holiday's "Fine and Mellow" are worth price of admission; the two tracks by Count Basie All Stars are a gass, especially "I Left My Baby" with a vocal by J. Rushing. Set is a "must" for collectors.

**DIAL J. J. 5** (1-12")—The J. J. Johnson Quartet, Columbia CL 1084

Modern trombonist Johnson and his unit impress with cogent solo commentary and an apt exploitation of a small band context within a basic free-blowing format. There is underlying discipline and a variety of sound coloration from selection to selection. Johnson is facile regardless of tempo or type of tune; reedist B. Jasper, most interesting on flute—"In a Little Provincial Town"—more than holds his own on tenor. Solos by pianist T. Flanagan and "cooking" rhythm add appeal. Moving, colorful, small band jazz.

## Special Merit Religious Album

**THE SONS OF SAINT FRANCIS SING** (1-12")—WBC Paramount ABC 206

Several Gregorian chants, an "Haec Dies" and an "O Quam Amabilis" are rendered with feeling by the clerics. Two new themes, written especially for the Franciscan Order, are also included. While the set may have only limited appeal, those who appreciate early liturgical music will find this an attractive buy. Sound is excellent.

tween 1933 and 1945, and not previously available on LP. Set includes "Any Old Time," (vocal by Billie Holiday); "All I Remember Is You," (Helen Forrest vocal); "St. James Infirmary," (Hot Lips Page vocal), and the famous "Concerto for Clarinet." Attractive cover. Largely for the over-30 set, this can sell profitably on the long haul. Jocks, too, will get a kick out of some of the sides.

### BE MINE TONIGHT

Abbe Lane with Tito Puente Ork (1-12") RCA Victor LPM 1554

Cover of this one is very flashy, and will prove a definite asset in sales. Back cover (instead of liner notes) is also made up of a panel of pictures of Miss Lane—with captions using song titles. Some of the chanteuse's sex appeal carries thru on wax too. She sings both in English and Spanish—ballads, cha cha cha, etc. Gal's current stint in Broadway musical "Oh Captain" should help sales.

### MAD ABOUT THAT MAN

Carmen McRae (1-12") Decca DL 8662

A very classy collection this, in which the jazz-oriented singer goes strictly pop with a program of cleffings by Noel Coward. A happy match of Miss McRae's soft, warm and, in this case, true-to-the-melody inflections with smart tunes such as "A Room with a View," "Mad About the Boy," and "World Weary." Jocks will find this good programming material. Nice backing by Jack Pleis.

**FRANKIE CARLE & HIS BEAUTIFUL DOLLS**  
(1-12") RCA Victor LM 1559

Pianist Frankie Carle works with rhythm backing on a dozen tunes having to do with dolls. "Paper Doll," "Doll Face," "Doll Dance," etc. Displayable cover shows three real live dolls draped around the grand piano. A nostalgic package for jocks with adult audiences.

**MILLS BROTHERS IN HI-FI**  
(1-12") Decca DL 8664

With guitar accompaniment, the boys wax in the style of their old-time hit, "Paper Doll," with this group of close harmony ballads. Tunes have a lot of nostalgic value and sing-alongs will undoubtedly enjoy the selection. From the strictly barbershop standpoint, there are other sets much closer to the true form, but these are the tunes barbershoppers sing done up in the Mills Brothers very own style.

**A MUSICAL AUTOBIOGRAPHY OF BING CROSBY**  
With Buddy Cole Trio (1-12") Decca DL 8654

The sides on this album were originally released in a five-record de luxe volume titled "Bing." This particular disk features selections covering the years 1927-1934. Bing does the commentary, telling a bit about the tunes, arrangements and times. A world of charm.

**SEND ME SOFTLY**  
Milt Buckner Quintet (1-12") Capitol T 938

Listenable organ wizardry by an ace of the instrument with listenable alto work from Earl Warren. A good instrumental mood set that could also go well with dance buyers. Tempos vary from

slow and dreamy to Latin-beat. A good deejay package.

### POPULAR ★★

**CRAZY OTTO'S BACK IN TOWN**  
(1-12") Decca DL 8627

The man who brought back the honky tonk piano runs wild on this new set. It contains 43 standards, played with the same beer hall sound that made him a favorite in the States, as well as Paris and Berlin. The tunes are divided into 14 medleys. Set could get action with the college crowd and the over-thirty crowd if exposed.

**MISS TONI ARDEN**  
(1-12") Decca DL 8651

The gal has one of her strongest showcases here. Singing is sincere, torchy and convincing on tunes like "You Stepped Out of a Dream," "Pennies From Heaven," "Let's Face the Music and Dance." Classy ork arrangements by Ralph Burns and ork. A nice program by Miss Arden, particularly suitable for jock sets.

### SOCIETY DANCE

Milt Shaw Ork (1-12") Urania UR 9010

The maestro, a fixture at the famous St. Regis Hotel in New York, offers his version of the society band set. It's good, danceable orking of 37 popular standards with a most attractive cover shot of a couple enjoying the lush St. Regis atmosphere. Package is listed as a "Buy of the Month" with a special \$2.98 price marked down from \$3.98. Worth pushing.

### SOPHISTICAT IN CUBA

Stanley Black Ork (1-12") London LL 1781

Bright sound, bright arrangements. Black's style with these standards—"Should I," "I've Got You Under My Skin," "You're the Top"—combine a jazz feeling with Latin rhythms. Britisher Black's piano work is clean and facile. Nice for mood sets.

### STEPPING OUT

Lurlean Hunter (1-12") Vik LX 1116

Spltry thrashing by Miss Hunter with excellent ork support from Phil Moore. The thrush has a rich contralto that is presented to advantage by the big ork arrangements. Lack of familiarity may hamper chances, but effort gives evidence that she has star potential. Attractive selections include "Old Devil Moon," "Blues in the Night" and "Steppin' Out With My Baby."

**RAFAEL MENDEZ ORK**  
(1-12") Decca DL 8624

A series of virtuoso performances on the trumpet, ranging from classical arrangements to pop standards. Included are "Danse Polovtsienne," "Musetta," "Over the Rainbow" etc. Mendez' technique and breath control are amazing. Good sound. Excellent demonstration package.

### EARL GRANT

(1-12") Decca DL 8672

A package worth pushing. Grant is truly versatile and talented. He does vocals and plays organ and piano—material ranging from ballads such as "The Nearness of You" to rock and rollers—"Fever" and "Honky Tonk," and sparkling instrumental on "Mala-

guena." Pop vocal style is reminiscent of Cole, and reading of "Honky Tonk" and "Fever" show a fine touch for blues.

**OLD TIME VARIETIES—BURL IVES**  
(1-12") Decca DL 8637

The selections are from the Gay '90's and vaudeville era. Barber shop chorus assistance by Ken Darby and The King's Men with ork settings by Perry Botkin are effective. This could move with Ives' folk fans too.

**WINIFRED ATWELL PLAYS FIFTY ALL-TIME HITS**  
(1-12") London LL 1779

A lot of pianistics here. The versatile lady of the keyboard plays a medley of four or five standards on each band—great standards all. For deejays, the timing of each band is listed on the back cover. A usable programming disk.

### THE FI IS HI

Eddy Manson Ork (1-12") Vik LX 1134

Attractive harmonica mastery by Eddie Manson on a variety of tempos and themes that range from semi-classical and originals to pop standards. Several tracks employ various offbeat instruments that lend special effectiveness to the selections. Sound is excellent and sales can be drawn from hi-fi bugs. Numbers include "The Roumanian Rhapsody," "Melancholy Baby," and "I Cover the Waterfront."

### POPULAR ★

**STAIRWAY TO PARADISE**  
Valentino, His Piano & Ork (1-12") ABC Paramount ABC 217

### TIME FOR DANCING

The Music Maestros (1-12") Brunswick BL 54040

### RAZZ-MA-TAZZ

Phil Moody & Nick Fatool (1-12") Urania UR 9009

**PAINTING THE CLOUDS WITH SUNSHINE**  
Nick Lucas, Guitar & Songs (1-12") Decca DL 8653

**JOE DIXON—"BOOM CHICKS"**  
(1-12") Golden Crest CR 3036

### INTERNATIONAL ★★★★★

**LA ZAMBRA**  
Fernando Sirvent, Guitar; Domingo Alvarado, Cantor; Goyo Reyes, Bañarin. (1-12") Audio Fidelity AFLP 1548

A notable listening experience for lovers of the guitar. Sirvent plays it here as a solo instrument and as an accompaniment to the dance. Vocal by Domingo Alvarado and dancing by Goyo Reyes combine with Sirvent's plucking to achieve a grand effect in flamenco. A fine package for demonstration. Unusually fine sound. Strong sales appeal here.

### INTERNATIONAL ★★★

**GRACIA DE TRIANA**  
Montilla Ork (Montorio) & Justo De

(Continued on page 38)

# Reviews and Ratings of New Classical Albums

## CLASSICAL ★★★★★

**PONCHIELLI: LA GIOCONDA (3-12")**—Anita Cerquetti, Soprano; Gullietta Simionato, Mezzo-Soprano; Mario Del Monaco, Tenor; Ettore Bastianini, Baritone; Cesare Siepi, Bass; Orch & Chorus of the Maggio Musicale Fiorentino (Gavazzeni), London A 4331.

Anita Cerquetti, in the title role, reinforces the good impression she created in earlier offerings. Bastianini is especially fine, and balance of star-studded cast give good performances of opera with little competition on disks. General production is on high level.

**VILLA-LOBOS: BACHIANAS BRASILEIRAS NO. 5 & BRAZILIAN FOLK SONGS; PUCCINI: FIVE ARIAS (1-12")**—Bida Sayao, Soprano & Villa-Lobos Ensemble, Columbia ML 5231

"Bachianas" restores to disks one of the most successful of all vocal recordings. To accompany it are some delightful Brazilian folk songs and a collection of some of the best-known Puccini arias. Miss Sayao's singing is exquisite in both sound and sense; and the availability of these examples will be hailed by vocal fans.

**BEETHOVEN: LEONORE NO. 3 & EGMONT OVERTURES; BRAHMS: TRAGIC & ACADEMIC FESTIVAL OVERTURES (1-12")**—New York Philharmonic Orch. (Walter), Columbia ML 5232

Authoritative recordings by Walter, mostly available in other combinations, are assembled for strong package that makes sense artistically and commercially. Recorded sound is lively.

**TCHAIKOVSKY: HIGHLIGHTS FROM "SWAN LAKE" (1-12")**—London Symphony Orch. (Fistonlar), London LL 1768

The virtues of Fistonlar's reading have been familiar for some time from his two-

record edition of the familiar ballet. Good sound and winning interpretation will find renewed success in this condensed version that preserves the best-known moments.

## CLASSICAL ★★★

**BEETHOVEN: SONATAS NOS. 14, 26, 24 & 23 (1-12")**—Robert Casadesu, Piano, Columbia ML 5233

Strong coupling presents "Moonlight," "Appassionata," "Les Adieux" and "A Therese" on one disk. Casadesu has strong following, although not especially renowned for this repertory. His playing is musically accomplished, rather cooler in approach than that of some Beethoven specialists.

**TCHAIKOVSKY: SYMPHONY NO. 6 (1-12")**—New York Philharmonic Orch. (Mitropoulos), Columbia ML 5235

Dramatic, rather nervous conception of "Pathetique" Symphony is fairly well recorded. Playing is good but lacks the glossy finish of some other versions. Competition is severe, but this issue can draw substantial sales as the latest by important names.

**HANDEL: SONATA; SARASATE: NAVARRA; WIENIAWSKI: 3 ETUDE-CAPRICES; BENDA: TRIO SONATA (1-12")**—David & Igor Oistrakh, Violins; Vladimir Yampolsky, Piano; Gewandhaus Orch, Leipzig (Konwitschny), Decca DL 9962

Superb violin playing by the Oistrakhs, both individually and in the closest cooperation. Program encompasses variety of styles well calculated to display their wide range of accomplishments. Their Handel is suave; Sarasate, elegantly virtuosic; Wieniawski, brilliant.

**SCHUMANN: SYMPHONY NO. 1; SMETANA: DIE MOLDAU (1-12")**—Berlin Radio Symphony Orch. & Berlin Philharmonic Orch. (Fricsay), Decca DL 9960

Carefully executed but lively reading of the "Spring" Symphony can become established as one of the leading versions of the work. Opposition is not too numerous, and growing reputation of Fricsay is favorable for sales.

## CLASSICAL ★★

**CHOPIN: THE SCHERZI (1-12")**—Ruth Slenczynska, Piano, Decca DL 9961

Imposing technique and a strongly personal viewpoint are evident in these performances. There are few other versions containing all four scherzi on one disk, so this release can expect to claim some of the market, especially as a sequel to other of the artist's recent issues.

**BEETHOVEN: 32 VARIATIONS; ANDANTE FAVORI; FUR ELISE; SIX BAGATELLES; ECOSSAISES (1-12")**—Andor Foldes, Piano, Decca DL 9964

Fleet-fingered performances of charming selections not so often heard on records or in concert. Foldes does not abuse his very considerable facility, but contributes restrained performances that can bear re-hearing.

**STRAVINSKY: CONCERTO FOR PIANO & WINDS; BARTOK: SONATA FOR 2 PIANOS & PERCUSSION (1-12")**—Carl Seemann & Edith Picht-Axenfeld, Pianos; Karl Peinkofer & Ludwig Forth, Percussion; Berlin Philharmonic Orch. (Scherman), Decca DL 9963

Two modern works for piano and unusual instrumental combinations that stand as landmarks of 20th century composition. Performances here are good, and recording projects interesting and unusual timbres written into the score.

**GESUALDO: MADRIGALS & SACRED MUSIC (1-12")**—Conducted by Robert Craft, Columbia ML 5234

Delicate performances by small vocal group of music written some 350 years ago by Italian master strange beauty. May be recommended to buyers with sophisticated musical tastes.

## Date Into Gear

Continued from page 8

where a record can show up quickly. If either of the records show up, they will be whisked out to the rest of the country.

### Future Not Set

No plans have been laid down for a regular release schedule for the diskery. Nor has it been set whether the firm will continue to buy masters or make its own. It can be safely assumed that additional masters are now being negotiated for by Burrell for the label's next release. These are not masters made to order, but finished product.

Columbia hopes to crack the rockabilly and rock and roll market in earnest with the Date label. The diskery is letting Date operate as an independent firm to buy or make its own sides and to merchandise them as it is wont.

# Reviews and Ratings of New Jazz Albums

## JAZZ ★★★★★

**A NIGHT AT THE "VILLAGE VANGUARD"—SONNY ROLLINS (1-12")** Blue Note 1581

Recorded "live," the boss of the "hard" school of modern tenors, Sonny Rollins, turns in his usual high-level performances. With just bass — Wilbur Ware — and drums — Elvin Jones — for support, one hears the hard driving tenoring associated with this artist, but, in this case, Rollins gives indication of probing for newer and better ways to express himself. Ware and Jones both show signs of becoming important voices on their instruments. Sell to modern buyers inclined to volatile, open swing.

## JAZZ ★★★

**JIMMY SMITH AT THE ORGAN**

With Lou Donaldson, Alto Sax; Kenny Burrell & Eddie McFadden, Guitars; Art Blakey & Donald Bailey, Drums (1-12") Blue Note 1551

In a program of two standards and two originals investigated at length, organist Smith reiterates his ability to make the organ a functional, jazz instrument. Possessed of a buxxy conception, his solos are strong, often built along boppy lines. Altoist Lou Donaldson and guitarist Kenny Burrell contribute fine solos, which add appeal to set. Many free swinging moments on this blowing session could convince a good portion of modern clientele, if shown.

## JOHN JENKINS

With Kenny Burrell, Guitar; Sonny Clark, Piano; Paul Chambers, Bass; Dannie Richmond, Drums (1-12") Blue Note 1573

Aided by flowing, consistently provocative rhythmic support and a most compatible, invigorating front-line compatriot in guitarist K. Burrell, Parker-influenced altoist Jenkins shows more promise than on previous records. It is Burrell, however, who steals the show with pulsating C. Christian-type solos. Sonny Clark's piano contributions are also to be noted. Sell to modern buyer who "digs" the jam session feeling.

**THE MAGIC FLUTE OF HERBIE MANN (1-12")** Verve 8247

Altho there have been several Herbie Mann albums hitting the market in recent weeks, this one assuredly will command attention by virtue of its unusual repertoire. Pops, jazz and Latin tracks are offered, all featuring flute in conjunction with different accompaniment. "Evolution of Man" is a diamond in the rough, and if properly played and promoted, is enough to sell the album. Package is a good marriage of artistic ability and commercial appeal.

## JAZZ ★★

**STRING FEVER—CHUCK WAYNE (1-12")** Vix LX 1098

Wayne, former guitar accompanist for Tony Bennett, gets his first album feature spot in this set which highlights him working with three different groups of varying sizes and instrumentation. Wayne shows plenty of invention, and the listening is satisfying whether he is taking solos in front of the bigger 10 man crew or blending in with the sextet ensemble sound. A strictly solo guitar band might have been hoped for too, but the overall effect is salable enough. Good addition to the too-slim repertoire of jazz guitar.

## DOUBLE PLAY!

**Andre Previn-Russ Freeman (1-12")** Contemporary C 3537

While there's great ingenuity in what ostensibly is the first two piano modern jazz package, much of the repertoire is too far out in left field to attract commercial coin. Previn and Freeman are superb pianists, and their following may lead to a fair amount of sales.

**GEE-BABY, AIN'T I GOOD TO YOU!**

Harry Edison (1-12") Verve MGV 8211

Harry Edison's trumpet is a musical delight, tho there's not too much of a market for material of this sort these days. It's vintage music of another era, with collectors the most logical buyers.

**PRESENTING RED MITCHELL (1-12")** Contemporary C 3538

Bassist Red Mitchell should earn accolades galore for this set, a highly inventive and expressive piece that spotlights the cohesiveness of the group. Flute work by James Clay is very impressive as is Lorraine Geller's piano. Take note of the old Bird-tune "Scrapie From the Apple" and "Check to Check" as good D.J. demo tracks.

## JAZZ ★

**THE FERRY BRADFORD STORY (1-12")** Crispus-Attucks PB 101

**BEFORE DAWN**  
Yusef Lateef (1-12") Verve MGV 8217

# Reviews and Ratings of New Popular Albums

Continued from page 37

**Dabajoz, Guitar, (1-12")** Montilla FM 114

Gracia De Triana, a singer with a lovely voice from Spain, does excellent work on this new LP with a group of Spanish songs. They include fandango, sietas, alegrías, campañeros and pasodobles. She is backed on this album by the Montilla ork, conducted by Daniel Montorio. These are the songs of Andalucía and those who enjoy Spanish melodies will want this fine set.

## INTERNATIONAL ★★

**IRELAND AT HOME**  
Della Murphy, Paddy Beades & Tulla Cell Band (1-12") Capitol T 10124

This album is another in the label's "Capitol of the World" series. It features three of Ireland's most popular record artists just as they perform each year at "An Teotal," Gaelic for "Ireland at Home," a springtime festival that runs for three weeks each year in Eire. The artists are the Tulla Cell Band, Della Murphy and Paddy Beades. The tunes are traditional Irish songs and the set's appeal will be high especially around St. Patrick's Day.

## INTERNATIONAL ★

**MUSIC OF PARAGUAY**  
Quarteto Panambý & El Conjunto Paraguayo (1-12") Capitol T 10115

**SPANISH SARDANAS**  
The Cobia Girons (1-12") Capitol T 10121

**NIKOS GOUNARIS' GREECE (1-12")** Capitol T 10128

## FOLK ★★★

**THE MILLARD THOMAS GROUP (1-12")** RCA Victor LPM 1551

Highly listenable calypso and West Indian folkish themes by a group led by Harry Belafonte's excellent guitarist, Millard Thompson. The set can appeal in both pop and folk markets. Arrangements by John Carisi capture the flavor of the idiom adequately. Good notes by Bill Ataway.

## LATIN AMERICAN ★★★

**SKETCHES IN RHYTHM**  
Aldemaro Romero Ork (1-12") RCA Victor LPM 1537

Venezuelian Romero cut this album in Cuba. The ork is a big one and it has an exceptionally bright sound on the collection of Latin rhythms. Solo and group vocals in Spanish punctuate the offerings. Danceable material with a slightly "far out" savor that attempts

abstract pictorializing of rhythmic ideas. Can sell to the Latin minded customers.

## LOW PRICE-LATIN AMERICAN ★★

**IRMA VILLA Y LA PRIETA LINDA**  
Accompanied by the Marchitas (1-12") Torredor T 597

This is another in Montilla's new low priced LP line and again it is good value for the money. Irma Villa, a sweet-voiced young singer, handles a group of Latin songs with care. With guitar accompaniment and backed by types of Latin-American items, from alegrías to rancheros.

## COUNTRY & WESTERN ★★

**TOWN HALL PARTY**

Various Artists (1-12") Columbia CL 1073

This album spotlights eight artists all of whom are featured on the "Town Hall Party" a country show staged in the Town Hall in Compton, Calif., and presented on KTTV in Los Angeles every week. Artists include the Collins Kids, Tex Ritter, Johnny Bond, Bobby Charles, Freddie Hart, Les Anderson, Tex Carmen, Joe Maphis and Rose Lee and Dortha Wright. Pleasant sides by the singers featured here. Its strongest appeal will be in the California and the West Coast area.

## CHILDREN'S ★★★★★

**SNOW WHITE & THE SEVEN DWARFS (1-12")** Disneyland ST 3906

Latest storyteller package in the Disney line is a gem for tots, altho the material has been on the market for some time now. Annette, of Mickey Mouse Club fame, tells the story of "Snow White," while the well-known musical score speaks for itself. Kids can follow the action by flipping pages of the storyteller. An effective addition for a child's library. Current re-release of the film should add to sales potential.

**FIREHOUSE FIVE PLUS TWO GOES TO SEA (1-12")** Good Time Jazz L 12028

Doff your lid to the Firehouse gang, for they've come up with still another winner that combines all the elements that spell success. The crew essays a flock of sea tunes, e.g., "Good Ship Lollipop," "By the Beautiful Sea," "Anchors Aweigh," all of which are rendered with great musicianship, the sly wink of humor, and some wonderful two-beat sounds. There's good exposure value, too, in the cover which shows the troupe vamping off into the Pacific.

# Warners Enter Disk Field

Continued from page 2

new operation, with the emphasis to be placed on stability and solidity. The initial record activity will be based primarily on pop LP's, with classical product acquired thru affiliation.

There will be no attempt to release product hurriedly, altho this does not negate the possibility of some initial singles being released if something hot is latched onto. Generally, the chief initial product is not likely to be released for some months, inasmuch as careful preparation will go into the packages. Pricing will be competitive.

### Innovations

The new record company will aim for innovation in both recording and distribution, it was learned. The range of the company will be world-wide, and in connection with this, it may be noted that Warners has its own facilities in more than 45 countries.

It was stated that the new company would be distinct from the Warners' music publishing firm—in the same way, for instance, that the Big Three publishing enterprise is separate from M-G-M Records. Conkling feels a successful disk operation must stand on its own.

Queried as to whether a record club would be part of the set-up, an exec stated, "Not in the beginning, certainly. Sale will be thru regular retail outlets."

Conkling left Columbia Records in June, 1956. His tenure with that label had an industry-wide signif-

icance. He came to Columbia from Capitol, where he had been pop a&r chief, taking over at a period when the industry had not yet recovered from the shock and turmoil of the battle of the speeds.

When he left Columbia after five years, the sales base of the business had been broadened, the packaged field developed and new horizons had opened up to all segments of the business. CBS President Frank Stanton in 1956 also noted Conkling's activities in diversifying the activities of the company.

### Former Business

Warners' decision to enter the electronics field marks their return to the record business. The company acquired the Brunswick label in the old Vitaphone days when the movies became talkies. In those years, sound was added to the screen via transcriptions, and this was Warners' reason for wanting a record company. When sound on film recording became an actuality, Warners rid itself of the disk firm.

It is to be noted that Warners has been very active in television—actually setting a pace among Hollywood majors. It has a posse of Westerns on the networks now—"Cheyenne," "Maverick," "Colt 45" and "Sugarfoot." Several more shows are in the works for next fall, including "Public Enemy," "House of Wax," "77 Sunset Strip" and "Room For One More," plus more Westerns. Warners also has a sizable commercial TV department, filming minute spots, etc.

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# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending February 8

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. At the Hop</b> By Singer-Medora-White—Published by Singular (BMI) BEST SELLING RECORD: Danny and the Juniors, ABC-Paramount 9871. RECORD AVAILABLE: Nick Todd, Dot 15675.	1	11	<b>6. Don't</b> By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7150.	6	3
<b>2. Sugartime</b> By Charlie Phillips-Otis Echols—Published by Non-Va-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlie Phillips, Coral 61908.	2	6	<b>7. Get a Job</b> By Bilboettes—Published by Ulysses & Beatty, Wildcat (BMI) BEST SELLING RECORD: Bilboettes, Ember 1029. RECORD AVAILABLE: Mills Brothers, Dot 15695.	3	4
<b>3. Sail Along Silvery Moon</b> By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP) BEST SELLING RECORD: Billy Vaughn, Dot 15661. RECORD AVAILABLE: Karen Chandler and Her Jacks, Decca 30537.	5	5	<b>8. You Are My Destiny</b> By Paul Anka—Published by Pamco (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9810.	15	2
<b>4. Catch a Falling Star</b> By Paul Vance-Lee Pockels—Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.	9	4	<b>9. The Stroll</b> By Clyde Otis-Nancy Lee—Published by Meridian Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71262. RECORDS AVAILABLE: Donna Elbert, DeLuxe 6156; Lancers, Coral 61930.	8	6
<b>5. April Love</b> By Fain & Webster—Published by Leo Feist (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15660.	4	17	<b>10. Witchcraft</b> By Cy Coleman-Carolyn Leigh—Published by Edwin H. Morris, Inc. (ASCAP) BEST SELLING RECORD: Frank Sinatra, Cap 3859.	25	4
<b>Second Ten</b>					
<b>11. Short Shorts</b> By T. Austin & B. Gandio—Published by Admiratic (BMI) BEST SELLING RECORD: Royal Teens, ABC-Paramount 9882. RECORDS AVAILABLE: Tiny Bradshaw, King 5114; Four Winds, Decca 175.	13	3	<b>16. Why Don't They Understand?</b> By Joe Henderson-Jack Fishman—Published by Hollis Music (BMI) BEST SELLING RECORD: George Hamilton IV, ABC-Paramount 9862.	21	11
<b>12. Liechtensteiner Polka</b> By Kutsch-Lindt—Published by Burtinton (ASCAP) BEST SELLING RECORD: Will Glahn, London 1555. RECORDS AVAILABLE: L'li Wally Ork, Banana 510; Lawrence Welk, Coral 61900.	23	13	<b>17. Stood Up</b> By Dickerson-E. Herrold—Published by Commodore Music (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5483.	10	7
<b>13. Swinging Shepherd Blues</b> By Moe Koffman—Published by Benell Music (BMI) BEST SELLING RECORDS: Moe Koffman Quartet, Jubilee 5311; Johnny Pate Quintet, Federal 12312. RECORDS AVAILABLE: David Rose Ork, M-G-M 12608; David Terry, RCA Victor 7153; Kirk Stuart, Josie 832.	13	2	<b>18. I Beg of You</b> By Rosemarie McCoy & Kelly Owens—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7150.	12	3
<b>14. Magic Moments</b> By Hal David-Bert Bacharach—Published by Famous Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.	18	4	<b>19. All the Way</b> By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP) BEST SELLING RECORD: Frank Sinatra, Cap 3793. RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Dec 2045; Norville Reid/J. Field, Dec 3044; Walter Scharf, Jubilee 5300.	16	15
<b>15. Oh, Julie</b> By Moffett-Ball—Published by Excellorec (BMI) BEST SELLING RECORD: Crescendos, Nasco 6005. RECORDS AVAILABLE: Sammy Salvo, Vic 7097; Otis Williams and his Charms, DeLuxe 6158.	14	4	<b>20. Twenty-Six Miles</b> By Glenn Larson-Bruce Belland—Published by Beechwood (BMI) BEST SELLING RECORD: Four Preps, Cap 3445.	30	2
<b>Third Ten</b>					
<b>21. Peggy Sue</b> By Jerry Allison & Norman Petty—Published by Non-Va-Jak-Peer International Music. RECORDS AVAILABLE: Buddy Holly, Coral 61885; Jackie Walker, Imperial 5473; Rusty York, King 5103.	7	13	<b>26. March From the River Kwai and "Colonel Bogey"</b> By M. Arnold-K. J. Alford—Published by Boosey & Hawkes, Inc. (ASCAP) RECORDS AVAILABLE: Carlson's Raiders, Cap F 3857; Mitch Miller, Col 41066; Art Mooney, M-G-M K 12590; Edmundos Rot, London 1779.	—	1
<b>22. Raunchy</b> By Justis-Manker—Published by Hi-Lo Music (BMI) RECORDS AVAILABLE: Ernie Freeman, Imperial 5474; Murrea (Guitar) Hubbard, ABC-Paramount 9869; Bill Justis, Phillips International 5519; Billy Vaughn, Dot 15661; Shady Wall, Dec 30539.	11	12	<b>27. La Dee Dah</b> By Slay-Crews—Published by Conley (BMI) RECORDS AVAILABLE: Billy and Lillie, Swan 4002; Bonnie and Rusty, King 5110.	17	5
<b>23. Great Balls of Fire</b> By Jack Hammer-Otis Blackwell—Published by BRS-Hill & Range (BMI) RECORDS AVAILABLE: Georgia Gibbs, Vic 7098; Jerry Lee Lewis, Sun 281.	22	11	<b>28. Don't Let Go</b> By J. Stone—Published by Roosevelt Music (BMI) RECORDS AVAILABLE: Roy Hamilton, Epic 9257; Billy Williams, Coral 61932.	19	3
<b>24. Around the World</b> By Victor Young—Published by Victor Young Publications (ASCAP) RECORDS AVAILABLE: Georgie Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 6853; Mantovani, London 1744; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Victor Young and Bing Crosby, Dec 30262; Lawrence Welk, Coral 61741.	—	34	<b>29. Jo-Ann</b> By John & James Cunningham—Published by Figure Music (BMI) RECORDS AVAILABLE: Lancers, Coral 61930; Playmates, Roulette 4077; Twin Tones, Tones, RCA Victor EPA 4107; Jack Ross Quintet/M. Arnold, Cavalier 809.	28	2
<b>25. Dede Dinah</b> By Mrazucci & De Angelis—Published by Dehmar (ASCAP) RECORD AVAILABLE: Frankie Avalon, Chancellor 1011.	26	2	<b>29. Maybe</b> By George Goldner—Published by Figure Music (BMI) RECORD AVAILABLE: Chantels, End 1005.	28	2

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

# THE SMASH HIT TUNES FROM

# STAGE and SCREEN are on



## LES BAXTER

and His Orchestra

Love Theme From

### A FAREWELL TO ARMS

From the David O. Selznick Cinemascope  
Production "A Farewell To Arms"

### DANCE FROM

### "BONJOUR TRISTESSE"

From the Otto Preminger Production "Bonjour Tristesse"

RECORD NO. 3887

## RAY ANTHONY

and His Orchestra

### TILL THERE WAS YOU

From the Broadway Production "The Music Man"

### THE BIG RECORD

Hear it on the "Big Record" TV Show February 19th

RECORD NO. 3897



## STAN FREBERG

With Billy May's Orchestra

### YA GOT TROUBLE GARY, INDIANA

Both From the Broadway Production  
"The Music Man"

RECORD NO. 3892



## JACK JONES

With Orchestra Conducted by Bob Thompson

### A VERY PRECIOUS LOVE

From the Warner Bros. Picture "Marjorie Morningstar"

### c/w WHAT'S THE USE?

RECORD NO. 3928



## THE JONAH JONES QUARTET

### SEVENTY-SIX TROMBONES

From the Broadway Production "The Music Man"

### BAUBLES, BANGLES AND BEADS

From the Broadway Show "Kismet"

RECORD NO. 3893



...and a NEW BIG INSTRUMENTAL!

## STAN KENTON

and His Orchestra



### TEQUILA c/w CUBAN MUMBLE

RECORD NO. 3928



# Best Sellers in Stores

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

FOR  
SURVEY WEEK  
ENDING  
FEBRUARY 8, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. DONT (BMI)—Elvis Presley	1	4	19. JO-ANN (BMI)—Playmates	26	5	35. RAUNCHY (BMI)—Bill Justis	30	14
1 BEG OF YOU (BMI)—Victor 7150			You Can't Stop Me From Dreaming (BMI)—Roulette 4037			The Midnite Man (BMI)—Phillips International 1519		
2. AT THE HOP (BMI)—Danny and the Juniors	2	11	20. TWENTY-SIX MILES (BMI)—Four Preps	42	2	36. SWINGING SHEPHERD BLUES (BMI)—Moe Koffman Quartet	39	2
Sometimes (BMI)—ABC-Paramount 9871			It's You (ASCAP)—Cap 3824			Hambourg Bound (BMI)—Jubilee 3311		
3. GET A JOB (BMI)—Silhouettes	3	5	21. LIECHTENSTEINER POLKA (ASCAP)—Will Glahe	23	14	37. WILD IS THE WIND (ASCAP)—Johnny Mathis	45	10
I Am Lonely (BMI)—Ember 1029			Schweitzer Polka (BMI)—London 1753			NO LOVE (BUT YOUR LOVE) (BMI)—Col 41060		
4. SHORT SHORTS (BMI)—Royal Teens	6	3	22. ILL COME RUNNING BACK TO YOU (BMI)—Sam Cooke	18	9	38. THIS LITTLE GIRL OF MINE (BMI)—Everly Brothers	—	1
Planet Rock (BMI)—ABC-Paramount 9882			FOREVER (BMI)—Specialty 619			Should We Tell Him? (BMI)—Cadence 1342		
5. STOOD UP (BMI)—Ricky Nelson	4	8	23. MARCH FROM THE RIVER KWAL AND "COLONEL BOGEY" (ASCAP)—Mitch Miller	38	5	39. CHANCES ARE (ASCAP)—Johnny Mathis	27	22
WAITIN' IN SCHOOL (BMI)—Imperial 5483			Hey, Little Baby (BMI)—Col 41066			THE TWELFTH OF NEVER (ASCAP)—Col 40993		
6. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn	5	9	24. WITCHCRAFT (ASCAP)—Frank Sinatra	41	3	40. I WANT YOU TO KNOW (BMI)—Fats Domino	36	9
RAUNCHY (BMI)—Dot 15661			Tell Her You Love Her (BMI)—Capitol 3859			THE BIG BEAT (BMI)—Imperial 5477		
7. CATCH A FALLING STAR (ASCAP)—Perry Como	9	4	25. IT'S TOO SOON TO KNOW (ASCAP)—Pat Boone	—	1	41. JAILHOUSE ROCK (BMI)—Elvis Presley	28	19
MAGIC MOMENTS (ASCAP)—Vic 7128			A WONDERFUL TIME UP THERE (BMI)—Dot 15690			Treat Me Nice (BMI)—Vic 7035		
8. THE STROLL (BMI)—Diamonds	7	7	26. (I LOVE YOU) FOR SENTIMENTAL REASONS (BMI)—Sam Cooke	17	8	42. BONY MORONIE (BMI)—Larry Williams	29	15
Land of Beauty (BMI)—Mercury 71242			DESIRE ME (BMI)—Keen 4002			YOU BUG ME, BABY (BMI)—Specialty 615		
9. DEDE DINAH (ASCAP)—Frankie Avalon	12	4	27. BUZZ, BUZZ, BUZZ (BMI)—Hollywood Flames	25	12	43. TEARDROPS (BMI)—Lee Andrews and the Hearts	37	12
Ooh La La (ASCAP)—Chancellor 1011			Crazy (BMI)—Ebb 119			Girl Around the Corner (BMI)—Chess 1675		
10. SUGARTIME (BMI)—McGuire Sisters	8	7	28. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV	31	12	44. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers	—	1
Banana Split (BMI)—Coral 61924			Even Tho' (BMI)—ABC-Paramount 9862			The Long Hot Summer (ASCAP)—Roulette 4045		
11. YOU ARE MY DESTINY (BMI)—Paul Anka	14	4	29. CLICK CLACK (BMI)—Dickey Doo and the Don'ts	—	1	45. THE STORY OF MY LIFE (ASCAP)—Marty Robbins	40	12
When I Stop Loving You (BMI)—ABC-Paramount 9880			Did You Cry? (BMI)—Swan 4001			Once-a-Week Date (BMI)—Col 41013		
12. OH, JULIE (BMI)—Crescendos	21	6	30. YOU SEND ME (BMI)—Sam Cooke	22	17	46. SWEET LITTLE SIXTEEN (BMI)—Chuck Berry	—	1
My Little Girl (BMI)—Naxos 6005			SUMMERTIME (ASCAP)—Keen 34013			Reelin' and Rockin' (BMI)—Chess 1681		
13. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	10	12	31. OH, BOY (BMI)—Crickets	24	12	47. SHE'S NEAT (ASCAP)—Dale Wright	—	1
YOU WIN AGAIN (BMI)—Sun 281			Not Fade Away (BMI)—Brunswick 55035			Say That You Care (ASCAP)—Fraternity 792		
14. PEGGY SUE (BMI)—Buddy Holly	11	15	32. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	20	13	48. SWINGING SHEPHERD BLUES (BMI)—Johnny Pate Quintet	48	2
Everyday (BMI)—Coral 61885			Better Loved You'll Never Be (ASCAP)—Roulette 4031			The Elder (BMI)—Federal 12312		
15. APRIL LOVE (ASCAP)—Pat Boone	15	16	33. BALLAD OF A TEEN-AGE QUEEN (BMI)—Johnny Cash	32	2	49. ARE YOU SINCERE? (BMI)—Andy Williams	—	1
When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660			Big River (BMI)—Sun 283			Be Mine Tonight (BMI)—Cadence 1340		
16. LA DEE DAH (BMI)—Billy and Lillie	13	6	34. ALL THE WAY (ASCAP)—Frank Sinatra	33	15	50. COME TO ME (ASCAP)—Johnny Mathis	—	1
The Monster (BMI)—Swan 4002			CHICAGO (ASCAP)—Cap 3793			When I Am With You (ASCAP)—Col 41082		

## THIS WEEK'S BEST BUYS

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

- TEQUILA** (Jat, BMI)—The Champs—Challenge 1016—This is a big one. All markets report strong sales. Flip is "Train to Nowhere" (Golden West, BMI). A previous Billboard Spotlight pick.
- WHO'S SORRY NOW** (Mills, ASCAP)—Connie Francis—M-G-M 12588—A real sleeper. It's erupted in all marts. Flip is "You Were Only Fooling" (Shapiro-Bernstein, ASCAP).
- THE LITTLE BLUE MAN** (Trinity, BMI)—Betty Johnson—Atlantic 1169—The tune is attracting coin in all marts. It looks like a winner. Flip is "Winter in Miami" (Town, ASCAP). A previous Billboard Spotlight pick.

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



## RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING FEBRUARY 8

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- Angel Smile . . . . . **Nat King Cole** (BMI) Capitol 3860
- Good Golly, Miss Molly . . . . . **Little Richard** (BMI) Specialty 624
- Little Pigeon . . . . . **Sal Mineo** (BMI) Epic 9260

*Dot's***PARADE of BEST SELLERS**

- 15661 **SAIL ALONG SILVERY MOON—RAUNCHY** —Billy Vaughn  
 15690 **IT'S TOO SOON TO KNOW—A WONDERFUL TIME UP THERE** —Pat Boone  
 15680 **I CAN'T HELP IT** —Margaret Whiting  
 15691 **A FAREWELL TO ARMS—I GET THAT FEELING** —Gale Storm  
 15683 **YELLOW DOG BLUES** —Johnny Maddox  
 15696 **BIG GUITAR** —Frank De Rosa  
 15695 **I FOUND A MILLION DOLLAR BABY—GET A JOB** —Mills Brothers  
 15660 **APRIL LOVE** —Pat Boone  
 15692 **MY STEADY GIRL** —Henry Wilson  
 15664 **HENRIETTA** —Jimmy Dea  
 15675 **AT THE HOP** —Nick Todd  
 15688 **TEEN-AGE CUTIE—EVER SINCE I MET LUCY** —Nick Todd  
 15685 **PLEASE COME HOME** —The Quarter Notes  
 15693 **THE LADY FROM JOHANNESBURG—KEWPIE DOLL** —Jim Lowe  
 15694 **JOHNNY, JOHNNY, JOHNNY—KINDA LIKE LOVE** —Kay Cee Jones  
 15682 **LOVE LIKE A FOOL** —The Fontane Sisters  
 15687 **DESIRE UNDER THE ELMS—THE FLAMING ROSE** —Elmer Bernstein  
 15662 **THE JOKER** —The Hilltoppers

DOT BEST SELLING ALBUMS

- DLP-3071 **PAT'S GREAT HITS** —Pat Boone  
 DLP-3086 **MUSIC FOR THE GOLDEN HOURS** —Billy Vaughn  
 DLP-3016 **THE GOLDEN INSTRUMENTALS** —Billy Vaughn  
 DLP-3001 **SWEET MUSIC AND MEMORIES** —Billy Vaughn  
 DLP-3045 **INSTRUMENTAL SOUVENIRS** —Billy Vaughn

BEST SELLING EP'S

- DEP-1056 **A CLOSER WALK WITH THEE** —Pat Boone  
 DEP-1057 **"FOUR BY PAT"** —Pat Boone  
 DEP-1021 **MELODIES OF LOVE—Volume I** —Billy Vaughn  
 DEP-1022 **MELODIES OF LOVE—Volume II** —Billy Vaughn

NEW RELEASES

- 15699 **THEY WERE RIGHT—SOMEBODY SWEET** —Johnny Dea  
 15700 **YOUR LOVE IS DYING—HOWDY, NEIGHBOR, HOWDY** —Don Reno-Red Smiley  
 15701 **BRANDED—NIGHT RIDER** —Howard Crockett  
 15702 **DEAR PARENTS—A GIRL LIKE YOU** —Eddie Robbins  
 15703 **BAD NEWS—BABY, YOU'VE HAD IT** —Joyce Paul  
 15704 **STEP ASIDE SHALLOW WATER—WITH TEARS IN MY EYES** —Jimmy Newman  
 15706 **CALL ME SHORTY—COME ON BABY** —Mickey Gilley

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# The ACTION is on ROULETTE



Jimmie Rodgers  
 "OH OH, I'M FALLING IN LOVE AGAIN" b/w "THE LONG HOT SUMMER"  
 R-4045

## ROULETTE



The Playmates  
 "JO-ANN"  
 R-4037

## ROULETTE



Frankie Lymon  
 "THUMB THUMB"  
 R-4044

## ROULETTE



Buddy Knox  
 "SWINGIN' DADDY"  
 R-4042

## ROULETTE



Carol Hughes  
 "LEND ME YOUR COMB"  
 R-4041



## ROULETTE

# Most Played by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 8

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

This Week	Last Week	Chart	Weeks	
			on	Chart
1. SUGARTIME (BMI)—McGuire Sisters	2	7		
Banana Split (BMI)—Coral 61924				
2. DON'T (BMI)—Elvis Presley	7	3		
I Beg of You (BMI)—Vic 7150				
3. CATCH A FALLING STAR (ASCAP)—Perry Como	4	6		
Magic Moments (ASCAP)—Vic 7128				
4. AT THE HOP (BMI)—Danny and the Juniors	1	9		
Sometimes (BMI)—ABC-Paramount 9871				
5. GET A JOB (BMI)—Silhouettes	9	4		
I Am Lonely (BMI)—Ember 1029				
6. WITCHCRAFT (ASCAP)—Frank Sinatra	12	5		
Tell Her You Love Her (BMI)—Cap 3859				
7. MAGIC MOMENTS (ASCAP)—Perry Como	8	5		
Catch a Falling Star (ASCAP)—Vic 7128				
8. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn	14	4		
Raunchy (BMI)—Dot 15661				
9. THE STROLL (BMI)—Diamonds	6	6		
Land of Beauty (BMI)—Mercury 71242				
10. 26 MILES (BMI)—Four Preps	13	4		
It's You (ASCAP)—Cap 3845				
11. I BEG OF YOU (BMI)—Elvis Presley	15	3		
Don't (BMI)—Vic 7150				
12. OH, JULIE (BMI)—Crescendos	10	3		
My Little Girl (BMI)—Nasco 6005				
13. SHORT SHORTS (BMI)—Royal Teens	20	2		
Planet Rock (BMI)—ABC-Paramount 9812				
14. APRIL LOVE (ASCAP)—Pat Boone	11	17		
When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660				
15. STOOD UP (BMI)—Ricky Nelson	5	4		
—Waitin' in School (BMI)—Imperial 5483				
16. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV	19	7		
Even Tho' (BMI)—ABC-Paramount 9862				
17. YOU ARE MY DESTINY (BMI)—Paul Anka	16	2		
When I Stop Loving You (BMI)—ABC-Paramount 9880				
18. DON'T LET GO (BMI)—Roy Hamilton	17	3		
The Right to Love (BMI)—Epic 9257				
19. ALL THE WAY (ASCAP)—Frank Sinatra	18	17		
Chicago (ASCAP)—Cap 3793				
20. BELONGING TO SOMEONE (ASCAP)—Patti Page	20	2		
Bring Us Together (ASCAP)—Mercury 71247				
21. AT THE HOP (BMI)—Nick Todd	24	2		
I Do (BMI)—Dot 15675				
22. BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash	—	1		
Big River (BMI)—Sun 283				
23. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	25	14		
Better Loved You'll Never Be (ASCAP)—Roulette 4031				
24. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	—	10		
You Win Again (BMI)—Sun 281				
25. SWINGING SHEPHERD BLUES (BMI)—Moe Koffman Quartet	—	1		
Hambourg Bound (BMI)—Jubilee 5311				



## Territorial Best Sellers

FOR SURVEY WEEK ENDING FEBRUARY 8

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TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

### BOSTON

**At the Hop**  
 Danny and the Juniors, ABC-Para.  
 Dede Dinah, Frankie Avalon, Clr.  
 Don't I Beg of You, Elvis Presley, Vic.  
 Sail Along Silvery Moon/Raunchy  
 Billy Vaughn, Dot  
 Short Shorts, Royal Teens, ABC-Para.  
 Stood Up/Waitin' in School  
 Ricky Nelson, Imp.  
 The Stroll, Diamonds, Mer.  
 You Are My Destiny  
 Paul Anka, ABC-Para.

### CHICAGO

**At the Hop**  
 Danny and the Juniors, ABC-Para.  
 Catch a Falling Star/Magic Moments  
 Perry Como, Vic.  
 Dede Dinah, Frankie Avalon, Clr.  
 Don't I Beg of You, Elvis Presley, Vic.  
 Get a Job, Silhouettes, Emb.  
 Oh, Julie, Crescendos, Nsc.  
 Short Shorts, Royal Teens, ABC-Para.  
 Twenty-Six Miles, Four Preps, Cap.

### DETROIT

**At the Hop**  
 Danny and the Juniors, ABC-Para.  
 Dede Dinah, Frankie Avalon, Clr.  
 Get a Job, Silhouettes, Emb.  
 I Beg of You/Don't, Elvis Presley, Vic.  
 Oh, Julie, Crescendos, Nsc.  
 Sail Along Silvery Moon, Billy Vaughn, Dot  
 Short Shorts, Royal Teens, ABC-Para.  
 Sugartime, McGuire Sisters, Cor.  
 Waitin' in School/Stood Up  
 Ricky Nelson, Imp.

### EAST TEXAS

Dede Dinah, Frankie Avalon, Clr.  
 Don't I Beg of You, Elvis Presley, Vic.  
 Get a Job, Silhouettes, Emb.  
 Oh, Julie, Crescendos, Nsc.  
 Sail Along Silvery Moon/Raunchy  
 Billy Vaughn, Dot  
 Stood Up/Waitin' in School  
 Ricky Nelson, Imp.  
 The Stroll, Diamonds, Mer.  
 You Are My Destiny  
 Paul Anka, ABC-Para.

### FLORIDA

**At the Hop**  
 Danny and the Juniors, ABC-Para.  
 Don't I Beg of You, Elvis Presley, Vic.  
 Get a Job, Silhouettes, Emb.  
 Great Balls of Fire, Jerry Lee Lewis, Sun  
 Oh, Boy! Crickets, Brk.  
 Stood Up/Waitin' in School  
 Ricky Nelson, Imp.  
 Sugartime, McGuire Sisters, Cor.  
 You Send Me, Sam Cooke, Keen

### LOS ANGELES

April Love, Pat Boone, Dot  
**At the Hop**  
 Danny and the Juniors, ABC-Para.  
 Catch a Falling Star/Magic Moments  
 Perry Como, Vic.  
 Don't I Beg of You, Elvis Presley, Vic.  
 Get a Job, Silhouettes, Emb.  
 Peggy Sue, Buddy Holly, Cor.  
 Sail Along Silvery Moon/Raunchy  
 Billy Vaughn, Dot  
 Short Shorts, Royal Teens, ABC-Para.  
 Twenty-Six Miles, Four Preps, Cap.

### NEW YORK AND NEWARK

**At the Hop**  
 Danny and the Juniors, ABC-Para.  
 Dede Dinah, Frankie Avalon, Clr.  
 Don't I Beg of You, Elvis Presley, Vic.  
 Get a Job, Silhouettes, Emb.  
 Great Balls of Fire, Jerry Lee Lewis, Sun  
 La Dee Dah, Billy and Lillie, Swan  
 Short Shorts, Royal Teens, ABC-Para.  
 The Stroll, Diamonds, Mer.

### NORTHERN NEW YORK STATE

April Love, Pat Boone, Dot  
 Belonging to Someone, Patti Page, Mer.

Buzz, Buzz, Buzz, Hollywood Flames, Ebb  
 Jo-Ann, Playmates, Rlt.  
 Liechtensteiner Polka, Will Glahe, Lon.  
 Magic Moments, Perry Como, Vic.  
 Sail Along Silvery Moon/Raunchy  
 Billy Vaughn, Dot  
 Twenty-Six Miles, Four Preps, Cap.

### NORTHERN OHIO

All the Way, Frank Sinatra, Cap.  
 April Love, Pat Boone, Dot  
**At the Hop**  
 Danny and the Juniors, ABC-Para.  
 Don't, Elvis Presley, Vic.  
 Get a Job, Silhouettes, Emb.  
 Magic Moments/Catch a Falling Star  
 Perry Como, Vic.  
 March From the River Kwai, and Colonel  
 Bogey, Mitch Miller, Col.  
 Twenty-Six Miles, Four Preps, Cap.

### NORTHWEST

**At the Hop**  
 Danny and the Juniors, ABC-Para.  
 Catch a Falling Star, Perry Como, Vic.  
 Don't I Beg of You, Elvis Presley, Vic.  
 Get a Job, Silhouettes, Emb.  
 Liechtensteiner Polka, Will Glahe, Lon.  
 Stood Up/Waitin' in School  
 Ricky Nelson, Imp.  
 The Story of My Life, Marty Robbins, Col.  
 Twenty-Six Miles, Four Preps, Cap.

### PHILADELPHIA

**At the Hop**  
 Danny and the Juniors, ABC-Para.  
 Get a Job, Silhouettes, Emb.  
 I Beg of You, Elvis Presley, Vic.  
 Jo-Ann, Playmates, Rlt.  
 Maybe, Chantels, End.  
 Sail Along Silvery Moon, Billy Vaughn, Dot  
 Short Shorts, Royal Teens, ABC-Para.  
 Stood Up/Waitin' in School  
 Ricky Nelson, Imp.

### ST. LOUIS AND KANSAS CITY

All the Way, Frank Sinatra, Cap.  
 I Beg of You/Don't, Elvis Presley, Vic.  
 Jo-Ann, Playmates, Rlt.  
 Maybe, Chantels, End.  
 Sail Along Silvery Moon/Raunchy  
 Billy Vaughn, Dot  
 Short Shorts, Royal Teens, ABC-Para.  
 The Stroll, Diamonds, Mer.  
 Sugartime, McGuire Sisters, Cor.

### SAN FRANCISCO AND OAKLAND

**At the Hop**  
 Danny and the Juniors, ABC-Para.  
 Catch a Falling Star, Perry Como, Vic.  
 Don't I Beg of You, Elvis Presley, Vic.  
 Get a Job, Silhouettes, Emb.  
 Maybe, Chantels, End.  
 Stood Up, Ricky Nelson, Imp.  
 Sugartime, McGuire Sisters, Cor.  
 Teardrops  
 Lee Andrews and the Hearts, Cha.

### SOUTHERN OHIO

**At the Hop**  
 Danny and the Juniors, ABC-Para.  
 Desire Me/(I Love You) for Sentimental  
 Reasons, Sam Cooke, Keen  
 Don't I Beg of You, Elvis Presley, Vic.  
 I'll Come Running Back to You Forever  
 Sam Cooke, Spe.  
 Stood Up/Waitin' in School  
 Ricky Nelson, Imp.  
 The Stroll, Diamonds, Mer.  
 Sugartime, McGuire Sisters, Cor.  
 You Can Make It If You Try  
 Gene Allison, V J

### WASHINGTON AND BALTIMORE

Catch a Falling Star/Magic Moments  
 Perry Como, Vic.  
 Dede Dinah, Frankie Avalon, Clr.  
 Don't Let Go, Roy Hamilton, Epic  
 I Beg of You/Don't, Elvis Presley, Vic.  
 Sail Along Silvery Moon, Billy Vaughn, Dot  
 Short Shorts, Royal Teens, ABC-Para.  
 Stood Up, Ricky Nelson, Imp.  
 Twenty-Six Miles, Four Preps, Cap.

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**DOWN THE LINE  
DOWN THE LINE  
DOWN THE LINE  
DOWN THE LINE  
DOWN THE LINE**

**SUN 288**



**Top 100 Sides**

FOR SURVEY WEEK ENDING FEBRUARY 8

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist, Label	Last Week
1.	AT THE HOP, Danny and the Juniors, AB-Paramount	1
2.	GET A JOB, Silhouettes, Ember	2
3.	DON'T, Elvis Presley, Victor	4
4.	SHORT SHORTS, Royal Teens, ABC-Paramount	3
5.	THE STROLL, Diamonds, Mercury	6
6.	SAIL ALONG SILVER MOON, Billy Vaughn, Dot	5
7.	DEDE DINAH, Frankie Avalon, Chancellor	12
8.	SUGARTIME, McGuire Sisters, Coral	7
9.	YOU ARE MY DESTINY, Paul Anka, ABC-Paramount	14
10.	OH, JULIE, Crescendos, Nasco	20
11.	CATCH A FALLING STAR, Perry Como, Victor	17
12.	STOOD UP, Ricky Nelson, Imperial	11
13.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	9
14.	I BEG OF YOU, Elvis Presley, Victor	8
15.	PEGGY SUE, Buddy Holly, Coral	18
15.	APRIL LOVE, Pat Boone, Dot	15
17.	LA DEE DAH, Billy and Lillie, Swan	13
18.	MAYBE, Chantels, End	16
19.	DON'T LET GO, Roy Hamilton, Epic	19
20.	JO ANN, Playmates, Roulette	26
21.	WAITIN' IN SCHOOL, Fats Domino, Imperial	18
22.	TWENTY-SIX MILES, Four Preps, Capitol	43
23.	LIECHTENSTEINER POLKA, Will Glue, London	22
24.	MARCH FROM THE RIVER KWAI, AND COLONEL BOGEY, Mitch Miller, Columbia	36
25.	I'LL COME RUNNING BACK TO YOU, Sam Cooke, Specialty	22
25.	WITCHCRAFT, Frank Sinatra, Capitol	29
27.	BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	26
28.	WHY DON'T THEY UNDERSTAND, George Hamilton IV, ABC-Paramount	31
29.	CLICK CLACK, Dickey Dee and the Don'ts, Swan	58
30.	OH, BOY, Crickets, Brunswick	25
30.	YOU SEND ME, Sam Cooke, Keen	22
32.	BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun	32
32.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	20
34.	IT'S TOO SOON TO KNOW, Pat Boone, Dot	—
35.	MAGIC MOMENTS, Perry Como, Victor	39
36.	RAUNCHY, Bill Justis, Phillips International	29
36.	SWINGING SHEPHERD BLUES, Moe Koffman Quartet, Jubilee	39
36.	ALL THE WAY, Frank Sinatra, Capitol	33
39.	THIS LITTLE GIRL OF MINE, Everly Brothers, Cadence	68
40.	JAILHOUSE ROCK, Elvis Presley, Victor	28
41.	BONY MORONIE, Larry Williams, Specialty	30
42.	TEARDROPS, Lee Andrews and the Hearts, Chess	37
43.	(I LOVE YOU) FOR SENTIMENTAL REASONS, Sam Cooke, Keen	44
43.	OH-OH I'M FALLING IN LOVE AGAIN, Jimmie Rodgers, Roulette	—
45.	THE STORY OF MY LIFE, Marty Robbins, Columbia	39
46.	SWEET LITTLE SIXTEEN, Chuck Berry, Chess	—
46.	CHANCES ARE, Johnny Mathis, Columbia	33
48.	I WANT YOU TO KNOW, Fats Domino, Imperial	51
49.	SHE'S NEAT, Dale Wright, Fraternity	54
49.	SWINGING SHEPHERD BLUES, Johnny Pate Quintet, Federal	80
51.	ARE YOU SINCERE, Andy Williams, Cadence	—
52.	WILD IS THE WIND, Johnny Mathis, Columbia	56
52.	COME TO ME, Johnny Mathis, Columbia	72
54.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	35
54.	YELLOW DOG BLUES, Joe Darnsbrough and the Dixie Flyers, Lark	59
54.	WALKIN' WITH MR. LEE, Lee Allen, Ember	61
57.	GOOD GOLLY MISS MOLLY, Little Richard, Specialty	—
57.	SILHOUETTES, Rays, Cameo	37
57.	RAUNCHY, Ernie Freeman, Imperial	44
57.	A VERY SPECIAL LOVE, Johnny Nash, ABC-Paramount	47
57.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	47
62.	BELONGING TO SOMEONE, Patti Page, Mercury	62
63.	DESIRE ME, Sam Cooke, Keen	47
63.	MY SPECIAL ANGEL, Bobby Helms, Decca	55
65.	ROCK AND ROLL MUSIC, Chuck Berry, Chess	44
66.	ANGEL SMILE, Nat King Cole, Capitol	72
66.	HENRIETTA, Jimmie Dee, Dot	95
68.	RAUNCHY, Billy Vaughn, Dot	57
69.	LITTLE PIGEON, Sal Mineo, Epic	51
69.	FASCINATION, Jane Morgan, Kapp	68
71.	HEY! SCHOOLGIRL, Tom and Jerry, Big	62
71.	PUT A LIGHT IN THE WINDOW, Four Lads, Columbia	62
71.	NO LOVE (BUT YOUR LOVE), Johnny Mathis, Columbia	74
71.	SHAKE A HAND, Mike Pedicin Quintet, Cameo	81
75.	DO WHAT YOU DID, Thurston Harris, Aladdin	77
75.	MARCH FROM THE RIVER KWAI, AND COLONEL BOGEY, Edmundo Ros, London	92
77.	A WONDERFUL TIME UP THERE, Pat Boone, Dot	—
77.	I'M AVAILABLE, Margie Rayburn, Liberty	—
77.	BIG BEAT, Fats Domino, Imperial	88
77.	HEY, LITTLE GIRL, Techniques, Roulette	77
81.	SING, BOY, SING, Tommy Sands, Capitol	—
81.	COULD THIS BE MAGIC, Dubs, Gone	66
81.	THE TWELFTH OF NEVER, Johnny Mathis, Columbia	77
81.	GEISHA GIRL, Hank Locklin, Victor	81
85.	PRETEND YOU DON'T SEE HER, Jerry Vale, Columbia	71
85.	BETTY AND DUPREE, Chuck Willis, Atlantic	87
85.	TAMMY, Debbie Reynolds, Coral	75
88.	MELODIE D'AMOUR, Ames Brothers, Victor	83
88.	SOFT, Bill Daggert, King	95
88.	HELPLESS, Platters, Mercury	95
91.	BERTHA LOU, Clint Miller, ABC-Paramount	87
91.	SWINGIN' DADDY, Boddy Knox, Roulette	85
93.	AT THE HOP, Nick Todd, Dot	83
93.	HARD TIMES (THE SLOP), Nobel (Thin Man) Watts, Baton	83
95.	YOU WIN AGAIN, Jerry Lee Lewis, Sun	—
95.	BE-BOP BABY, Ricky Nelson, Imperial	59
95.	HONEYCOMB, Jimmie Rodgers, Roulette	75
95.	THE JOKER, Billy Myles, Ember	95
99.	TILL, Roger Williams, Kapp	66
100.	JULIE, Sammy Salvo, Victor	92

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

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

This Week		Last Week	Weeks on Chart
1.	APRIL LOVE (Feist)	1	15
2.	SUGARTIME (Nor-Va-Jak)	2	7
3.	SAIL ALONG SILVERY MOON (Joy)	5	6
4.	CATCH A FALLING STAR (Fisher)	10	3
5.	AT THE HOP (Singular)	4	4
5.	LIECHTENSTEINER POLKA (Burlington)	8	11
7.	AROUND THE WORLD (Young)	9	35
8.	FASCINATION (Southern)	6	27
9.	ALL THE WAY (Barton)	3	14
10.	SWINGING SHEPHERD BLUES (Kahl-Benell)	-	1
11.	YOU ARE MY DESTINY (Mellin)	-	1
12.	WHY DON'T THEY UNDERSTAND? (Hollis)	7	8
12.	MAGIC MOMENTS (Famous)	14	2
14.	PRETEND YOU DON'T SEE HER (Rosemeadow)	11	9
15.	WITCHCRAFT (Morris)	-	1

• **Best Selling Sheet Music in Britain**

(For week ending February 8)

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

The Story of My Life—Sterling (Famous)	Oh Boy—Southern (Nor-Va-Jak)
April Love—Robbins (Feist)	Alone—Duchess (Selma)
Love Me Forever—Kassner (Greta)	Put a Light in the Window—Kassner (Planetary)
All the Way—Barton (Maraville)	Tammy—Macmelodies (Northern)
My Special Angel—Bron (Blue Grass)	Affair to Remember—Feist (Feist)
Kisses Sweeter Than Wine—Francis Day (Folkways)	Peggy Sue—Southern (Nor-Va-Jak-Preer)
Jailhouse Rock—Belinda (Presley)	Wake Up Little Susie—Acuff-Ross (Acuff-Ross)
Ma, He's Making Eyes at Me—Feldman (Mills)	I Love You Baby—Sherwin (Panco)
Forgotten Dreams—Mills (Mills)	Let Me Be Loved—Frank (Livingston-Evans)
Magic Moments—Chappell (Chappell)	Chicago—Feldman (Fisher)

• **Best Selling Pop Records in Britain**

(For week ending February 8)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1.	THE STORY OF MY LIFE—Michael Holliday (Columbia)	2
2.	JAILHOUSE ROCK—Elvis Presley (RCA)	1
3.	MAGIC MOMENTS—Perry Como (RCA)	16
4.	AT THE HOP—Danny and the Juniors (HMV)	5
5.	OH BOY!—Crickets (Coral)	3
6.	ALL THE WAY—Frank Sinatra (Capitol)	4
7.	APRIL LOVE—Pat Boone (London)	7
8.	LOVE ME FOREVER—Marion Ryan (Pye-Nixa)	8
9.	PEGGY SUE—Buddy Holly (Coral)	9
10.	YOU ARE MY DESTINY—Paul Anka (Columbia)	12
11.	GREAT BALLS OF FIRE—Jerry Lee Lewis (London)	6
12.	MY SPECIAL ANGEL—Malcolm Vaughan (HMV)	13
13.	BONY MORONIE—Larry Williams (London)	15
14.	MA, HE'S MAKING EYES AT ME—Johnny Otis Show/Marie Adams (Capitol)	10
15.	KISSES SWEETER THAN WINE—Jimmie Rodgers (Columbia)	13
16.	RAUNCHY—Bill Justis (London)	-
17.	JAILHOUSE ROCK (E.P.)—Elvis Presley (RCA)	17
18.	THE STORY OF MY LIFE—Gary Miller (Pye-Nixa)	20
19.	KISSES SWEETER THAN WINE—Frankie Vaughan (Philips)	10
20.	RAUNCY—Ken Mackintosh (HMV)	-

• **Tunes With Greatest Radio-TV Audience**

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

**Radio**

A Very Special Love (R)—Korwin—ASCAP  
 All the Way (R) (F)—Maraville—ASCAP  
 April Love (R) (F)—Feist—ASCAP  
 Be Mine Tonight (R)—Peer—BMI  
 Belonging to Someone (R)—Lear—ASCAP  
 Catch a Falling Star (R)—Marvin—ASCAP  
 Come to Me (R)—Korwin—ASCAP  
 Dancing With My Shadow — Saunders — ASCAP  
 Desire Under the Elms (R) (F)—Famous—ASCAP  
 Gigi (R) (F)—Chappell—ASCAP  
 I'll Never Say Never Again (R)—Bregman, Vocco & Conn—ASCAP  
 I'm Getting Sentimental Over You (R)—Mills—ASCAP  
 It's Too Soon to Know (R) — Morris — ASCAP  
 Just My Luck (R)—Sunbeam—BMI  
 Kisses Sweeter Than Wine (R)—Folkways—BMI  
 Last Song and Dance (R)—Bregman, Vocco & Conn—ASCAP  
 Long Hot Summer (R)—Feist—ASCAP  
 Magic Moments (R)—Famous—ASCAP  
 March From the River Kwai-Colonel Bogey (R) (F)—Columbia Pictures-Boosey & Hawkes—ASCAP  
 Oh-Oh, I'm Falling in Love Again (R)—Planetary—ASCAP  
 Pretend You Don't See Her (R) — Rosemeadow—ASCAP  
 Seventy-Six Trombones (R)—Frank—ASCAP  
 Sugartime (R)—Nor-Va-Jak—BMI  
 Surprise (R) — Livingston-Evans — ASCAP  
 Swinging Shepherd Blues (R)—Kahl-Benell—BMI  
 Tequila (R)—Jat—BMI  
 Thirteen Men (R)—Danby—BMI  
 Till There Was You (R)—Frank—ASCAP  
 Twenty-Six Miles (R)—Beechwood—BMI  
 Witchcraft (R) — Morris — ASCAP

**Television**

A Very Special Love (R)—Korwin—ASCAP  
 All the Way (R) (F)—Maraville—ASCAP  
 Baby But You Did (R)—Rosemeadow—ASCAP  
 Balboa (R)—Lamas—ASCAP  
 Betty and Dupree (R)—Rush—BMI  
 Catch a Falling Star (R)—Marvin—ASCAP  
 Click Clack (R)—Grant & Doo—BMI  
 Dede Dinah (R)—Debmar—BMI  
 Get a Job (R)—Ulysses-Bagby & Wildcat—BMI  
 Good Golly, Miss Molly (R)—Venice—BMI  
 I'm Getting Sentimental Over You (R)—Mills—ASCAP  
 In Time (R)—Arthur—BMI  
 It's Too Soon to Know (R) — Morris — ASCAP  
 Kisses Sweeter Than Wine (R)—Folkways—BMI  
 Make With the Shake (R)—Rodel—BMI  
 Making My Mind Up (R)—Korwin—ASCAP  
 One Love Alone (R)—Moon Mist—BMI  
 One Mistake (R)—Planetary—ASCAP  
 Ricky Tick (R)—Wildcat-Dars—BMI  
 Sail Along Silvery Moon (R)—Joy—ASCAP  
 Short Shorts (R)—Admiration—BMI  
 Stroll (R)—Meridian—BMI  
 Sugartime (R)—Nor-Va-Jak—BMI  
 Sweet Little Sixteen (R)—Arc—BMI  
 Tequila (R)—Jat—BMI  
 This Could Be the Start of Something Big (R)—Rosemeadow—ASCAP  
 Till (R)—Chappell—ASCAP  
 Uh Huh Oh Yeah (R)—Sunbeam—BMI  
 Walk (R)—Arc—BMI  
 Who's Sorry Now (R)—Mills—ASCAP

**THE NEXT  
BIG  
INSTRUMENTAL**

**“COLLEGE MAN”**

BY  
**Bill Justis**



PHILLIPS 3522

**Bill Justis**  
Wait Till You Hear This One!

Here's the boy that not only  
does them DIFFERENT but SOLID!

**TERRIFIC!**

  
 Record  
 706 UNION AVENUE  
 MEMPHIS, TENN.

# MARTERIE HAS THE HIT!

More "Sound" Than CARAVANI!

More "Gimmicks" Than SKOKIAAN!!

More "Everything"!!!

# "COLLEGE MAN"



# RALPH MARTERIE

COUPLED WITH LILTING

"CINDERELLA TANGO"

MERCURY 71279



## VOX JOX

• Continued from page 16

the afternoon a live talent show drew hundreds. Saturation cross-promotion on both stations spotlighted mention of "stereophonic" radio, which could be received by use of radios, one tuned to KHUZ, the other to KBBB.

Jay Burns, formerly with KAOK, Lake Charles, La., has moved his "Jay's Jukebox" to KLOU, same city. . . . Henry Baran, WMBR, Jacksonville, Fla., has started a new two-and-a-half-hour show, "Panorama" from 9:30 p.m. to 12 midnight. . . . Howie Leonard, program director of WLOB, Portland, Me., notes that the station celebrated its first birthday February 2 with an open house for approximately 650 listeners.

Frank Gaither is new general manager of WSB, Atlanta, Ga. . . . New jocks at KEEL, Shreveport, La., are George Hayes, Jack Sanders, Tom Adams, Jack Fisher, Al Hart, Phil Page and Program Director Buddy MacGregor. The station was known as KTBS, prior to its recent purchase by the McLendon chain. . . . Joe Hite has moved from WFKN Franklin, Ky., to take over as chief announcer at WLCK, Scottsville, Ky. "The outlet," says Hite, "is badly in need of wax."

Henceforth, said Dunlap, his deejays will have to select their records with "taste," utilizing the following questions as a measuring rod: "Is this record in bad taste

### YESTERYEAR'S TOPS—

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

FEBRUARY 21, 1948

1. I'm Looking Over a Four-Leaf Clover
2. Ballerina
3. Now Is the Hour
4. Beg Your Pardon
5. Golden Earrings
6. Manana
7. Serenade of the Bells
8. How Soon?
9. I'll Dance at Your Wedding
10. Too Fat Polka

FEBRUARY 21, 1953

1. Till I Waltz Again With You
2. Don't Let the Stars Get in Your Eyes
3. Oh Happy Day
4. Why Don't You Believe Me?
5. Tell Me You're Mine
6. Keep It a Secret
7. Have You Heard?
8. Hold Me, Thrill Me, Kiss Me
9. Doggie in the Window
10. Pretend

musically or lyrically? Is the primary appeal of the record sensual? Is the lyric to this song suggestive? Is the production noisy or frantic? If the answer to any of these questions is "yes" WTAO jocks are advised: "Don't play the record."

Selections from LP's will also play a major programming role on new FM station KFMK, Houston, which will put special emphasis on modern jazz platters, according to station manager Bob Gardner. . . . "Fine music" FM station KCMO, Kansas City, Mo., celebrated its fifth anniversary last Wednesday (12). In 1953, KCMO-FM started broadcasting with a classical record library of five LP's. Today, the FM library numbers over 4,000 LP's with monthly increases planned. . . . Deejays in search of new chatter angles have a natural talking point in Cadence Records LP's, Cadence prexy Archie Bleyer is now doing a "Hitchcock," and

appears in the background on the covers of the label's new albums — out-of-focus on the Chordette's package, back of head to camera on Andy Williams album, etc.

**CHANGE OF THEME:** After 10 years at KTLN, Denver, Joe "Upsee Daisy" Flood has moved to KUDY, Denver. However, he will still be heard in the same time periods (6:30-8:30 a.m. and 3-4 p.m.). . . . Russ Naughton, WDRC, Hartford, Conn., has taken over the station's 5:30-10 a.m. "Yawn Patrol." He formerly piloted 9:30 p.m. to midnight slot. . . . Ronn Terrell, formerly assistant program director and deejay at KANS, Wichita, Kans., has been appointed program manager and deejay at KWOS, Jefferson City, Mo.

After six years at WMCA, New York, Murray Kaufman has switched to WAAT, Newark, N. J., where he will be heard nightly from 10:30 p.m. to midnight. . . . Kaufman, prexy of the National Council of Disk Jockeys, will also continue his in-person shows at New Jersey's Palisades Amusement Park during the summer months. . . . Bernice Thompson, WDAS, Philadelphia, has changed her show time to 10:05 a.m. to noon.

Buck Leigh, WTRC, Elkhart, Ind., is currently piloting two daily shows, "Traffic Jamboree" and a nighttime ailer. . . . Lonnie Padron, deejay-chief engineer of WIOD, Sanford, Fla., recently made the rounds of record manufacturers in Manhattan to drum up disks for the new indie's library. They need pop, r.&b. and c.&w. . . . Ray Starr has resigned from WTHE, Spartanburg, S. C., to become general manager of WJOT, Lake City, S. C. He will also jockey a disk program for the outlet.

Steve Kirk, ex-"Early Bird" jock at WTRX, Bellaire, O., is taking over the night-time spot, emanating from a drive-in, over WSAZ, Huntington, W. Va., and requests that other jocks send him programming suggestions. . . . Sterling Yates' "Jazz Time," on KDKA-FM, Pittsburgh, is moving to a new time slot — 10:15-11:05 p.m.—effective February 22.

**TEXAS ROUNDUP:** Bob Cooper recently resigned as program director for KONO, San Antonio, to become program director of KABC, Los Angeles, and KGO, San Francisco. Herb Carl has replaced Cooper at KONO and also retains his daily morning disk show. . . . Another Texan, Bill Anthony, formerly with KNUZ, Houston, has made the westward trek to California, where he will spin 'em over KGO, San Francisco. . . . New staffer at KNUZ, Houston, is Arch Yancy of Memphis, who is handling a 1 to 4 p.m. daily stint and "Teen Time" on Saturdays.

New early morning jock at KITE, San Antonio, is Haywood Armstrong, who has succeeded Stan Nelson. Latter moved to WCPO, Cincinnati. . . . John Williams, formerly with KHFI-FM, Austin, Tex., has joined KFMK, Houston. . . . Jerry Miller and Ben Laurie Jr. have been added to deejay staff at KONO, San Antonio. . . . New manager of KORA, Bryan, Tex., is Roy Greer, formerly commercial manager of the station. . . . Pierce Allman has moved over from KGKO, Dallas, to WFAA, Dallas.

# Fats Domino

HIT  
HIT  
HIT  
HIT  
HIT  
HIT  
HIT  
HIT

*The King of Record Sellers*

"DON'T  
YOU KNOW I  
LOVE YOU?"

"YES  
MY  
DARLING"

#5492



**IR**  
IMPERIAL RECORDS  
6425 Hollywood Blvd., Hollywood, Calif.

FOR SURVEY WEEK ENDING FEBRUARY 8, 1958

# Weekly Juke Box Programming Guide

The Billboard

## POPULAR

**YOU ARE MY DESTINY**  
★ PAUL ANKA ★  
ABC-Paramount 9880

**SHORT SHORTS**  
★ ROYAL TEENS ★  
PLANET ROCK  
ABC-Paramount 9882

**JO-ANN**  
★ THE PLAYMATES ★  
YOU CAN'T STOP ME FROM DREAMING  
Roulette 4037

**CATCH A FALLING STAR**  
★ PERRY COMO ★  
MAGIC MOMENTS  
RCA Victor 7128

**DEDE DINAH**  
★ FRANKIE AVALON ★  
OOH LA LA  
Chancellor 1011

**AT THE HOP**  
★ DANNY AND THE JUNIORS ★  
SOMETIMES  
ABC-Paramount 9871

**GET A JOB**  
★ THE SILHOUETTES ★  
I AM LONELY  
Ember 1029

**APRIL LOVE**  
★ PAT BOONE ★  
WHEN THE SWALLOWS COME BACK TO CAPISTRANO  
Dot 15660

**SAIL ALONG SILVERLY MOON**  
★ BILLY VAUGHN ★  
RAUNCHY  
Dot 15561

**TWENTY-SIX MILES**  
★ FOUR PREPS ★  
IT'S YOU  
Capitol 3825

**MARCH FROM THE RIVER KWAI AND COLONEL BOGEY**  
★ MITCH MILLER ORK ★  
HEY, LITTLE BABY  
Columbia 41066

**THE STROLL**  
★ THE DIAMONDS ★  
LAND OF BEAUTY  
Mercury 71242

**DON'T**  
★ ELVIS PRESLEY ★  
I BEG OF YOU  
RCA Victor 7150

**LA DEE DAR**  
★ BILLY & LILLIE ★  
THE MONSTER  
Swan 4002

**(I LOVE YOU) FOR SENTIMENTAL REASONS**  
★ SAM COOKE ★  
DESIRE ME  
Keen 4002

**YOU SEND ME**  
★ SAM COOKE ★  
SUMMERTIME  
Keen 34013

**WITCHCRAFT**  
★ FRANK SINATRA ★  
TELL HER YOU LOVE HER  
Capitol 3859

**BUZ, BUZ, BUZ**  
★ HOLLYWOOD FLAMES ★  
CRAZY  
Ebb 119

**MAYBE**  
★ CHANTELS ★  
COME, MY LITTLE BABY  
End 1005

**IT'S TOO SOON TO KNOW**  
★ PAT BOONE ★  
A WONDERFUL TIME UP THERE  
Dot 15690

**PEGGY SUE**  
★ BUDDY HOLLY ★  
EVERYDAY  
Carol 61885

**STOOD UP**  
★ RICKY NELSON ★  
WAITIN' IN SCHOOL  
Imperial 5483

**CLICK CLACK**  
★ DICKEY DOO & THE DON'TS ★  
DID YOU CRY  
Swan 4001

**OH, JULIE**  
★ THE CRESCENDOS ★  
MY LITTLE GIRL  
Nasco 6005

**I'LL COME RUNNING BACK TO YOU**  
★ SAM COOKE ★  
FOREVER  
Specialty 619

**LIECHTENSTEINER POLKA**  
★ WILL GLAHE ★  
SCHWEITZER POLKA  
London 1755

**DON'T LET GO**  
★ ROY HAMILTON ★  
THE RIGHT TO LOVE  
Epic 9257

**WHY DON'T THEY UNDERSTAND**  
★ GEORGE HAMILTON IV ★  
EVEN THO'  
ABC-Paramount 9862

**SUGARTIME**  
★ THE McGUIRE SISTERS ★  
BANANA SPLIT  
Carol 61924

**GREAT BALLS OF FIRE**  
★ JERRY LEE LEWIS ★  
YOU WIN AGAIN  
Sun 281

## COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

**GEISHA GIRL**  
★ HANK LOCKLIN ★  
LIVIN' ALONE  
RCA Victor 6984

**ANNA MARIE**  
★ JIM REEVES ★  
EVERYWHERE YOU GO  
RCA Victor 7070

**BALLAD OF A TEENAGE QUEEN**  
★ JOHNNY CASH ★  
BIG RIVER  
Sun 283

**MY SHOES KEEP WALKING BACK TO YOU**  
★ RAY PRICE ★  
DON'T DO ME THIS WAY  
Columbia 40931

**THE STORY OF MY LIFE**  
★ MARTY ROBBINS ★  
ONCE-A-WEEK DATE  
Columbia 41013

## RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

**TEARDROPS**  
★ LEE ANDREWS & THE HEARTS ★  
GIRL AROUND THE CORNER  
Chess 1675

**BETTY AND DUPREE**  
★ CHUCK WILLIS ★  
MY CRYING EYES  
Atlantic 1168

**I'LL COME RUNNING BACK TO YOU**  
★ SAM COOKE ★  
FOREVER  
Specialty 619

**YOU CAN MAKE IT, IF YOU TRY**  
★ GENE ALLISON ★  
HEY, HEY I LOVE YOU  
Vee Jay 713

**THAT'S RIGHT**  
★ LITTLE JR., PARKER ★  
PRETTY BABY  
Duke 168

## OPERATORS BEST BUYS

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

**THE CHAMPS** ..... Tequila  
Train to Nowhere  
Challenge 1016

**CONNIE FRANCIS** ..... Who's Sorry Now  
You Were Only Fooling  
M-G-M 12588

**LITTLE JR. PARKER** ..... That's All Right  
Pretty Baby  
Duke 168

## OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

**THE AMES BROTHERS** ..... A Very Precious Love  
Don't Leave Me Now  
RCA Victor 7167

**JERRY LEE LEWIS** ..... Swishin' on a Side of Heaven  
Down the Lane  
Sun 288

**HARRY BELAFONTE** ..... The Marching Sables  
Did You Hear About Jerry  
RCA Victor 7176

**JOHNNY NAUSE** ..... It's So Easy to Say  
My Promise to You  
ABC-Paramount 9894

**THE CHORDETTES** ..... Lollipop  
Baby, Come-A Back-A  
Cauldence 1345

**THE TONETTES** ..... Oh, What a Baby  
Home  
Doo 304

**THE KENDALL SISTERS** ..... Won't You Be My Baby  
Yes, Yes  
Amp 5291

**SAM COOKE'S**  
*new hit!*

**ADVANCE ORDERS ARE SENSATIONAL**

**LONELY ISLAND**

b/w

**YOU WERE MADE FOR ME**

**KEEN 34009**

"YOU SEND ME" WAS BIG. . . .  
"SENTIMENTAL REASONS" WAS  
A SMASH. . . . NOW SAM HAS  
THE BIGGEST YET WITH THIS  
NEW TWO SIDED HIT. . . .  
"LONELY," PENNED BY EDEN  
"NATURE BOY" ABEZ. . . . FLIP  
BY L. C. COOKE, "YOU SEND ME"  
WRITER.

**ORDER NOW FOR FAST DELIVERY**

**KEEN RECORDS**

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THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

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

## • Review Spotlight on . . .

### POP RECORDS

JERRY LEE LEWIS . . . Sun 288 . . . . . BREATHLESS  
(Homefolks-Obie, BMI)

DOWN THE LINE . . . . . (Hi-Lo, BMI)

The vigorous renditions by Lewis on these two rockabilly blues are potent follow-ups to "Great Balls of Fire." The artist is at his energetic best on both sides, and both appear strong bets to make it.

THE CHORDETTES . . . Cadence 1345 . . . . . LOLLIPOP  
(Marks, BMI)

BABY, COME-A BACK-A . . . . . (Budd, ASCAP)

The chicks have a real cute sound on "Lollipop," a bouncy theme that can be a winner. Flip, "Baby," is a rockaballad that is also rendered with appeal. Two strong contenders that could click.

HARRY BELAFONTE . . . RCA Victor 7176 . . . . . THE MARCHING SAINTS  
(Clara, ASCAP)

DID YOU HEAR ABOUT JERRY . . . . . (Clara, ASCAP)

Two strong efforts by the artist. "Saints" is a swinging adaptation of "When the Saints Go Marchin' In," and Belafonte reads it against listenable rhythmic support and chorus backing. Flip, "Jerry," is based on an old folk theme and is also a likely winner.

THE AMES BROTHERS . . . RCA Victor 7167 . . . . . A VERY PRECIOUS LOVE  
(Witmark, ASCAP)

DON'T LEAVE ME NOW . . . . . (Winnerton, BMI)

"Precious Love" is from the forthcoming flick, "Marjorie Morningstar," and the group warbles the ballad with appeal. Shuffling ork support is effective. "Don't Leave Me Now" is a rocker that is somewhat similar to "Rag Mop." Either can step out.

JOHNNY NASH . . . ABC-Paramount 9894 . . . . . IT'S SO EASY TO SAY  
(Kahl, BMI)

Nash could have a follow-up to his hit, "A Very Special Love," with this pretty side. It's a ballad with light ork support, and Nash handles it well. Flip, "My Pledge to You," is also a ballad (Roxbury, ASCAP).

THE KENDALL SISTERS . . . Argo 5291 . . . . . WON'T YOU BE MY BABY  
(Arc-T.J., BMI)

YEA, YEA . . . . . (Arc-T.J., BMI)

The gals present "Won't You," a rockabilly ditty, with a bright sound and interesting harmonies. "Yes," is a Domino-type theme that is also solidly delivered. The gals made some noise with their first, "I'm Available," but this could go all the way.

THE TONETTES . . . Doe 101 . . . . . OH, WHAT A BABY  
(Figure, BMI)

HOWIE . . . . . (Bess, BMI)

An impressive disk by the fems. "Baby" is a rocker that is exuberantly belted with confused group sounds supporting the lead voice. Flip is a tender reading of a tribute to a swingin' cat.

### POP DISK JOCKEY PROGRAMMING

JO STAFFORD . . . Columbia 41129 . . . . . SWEET LITTLE DARLIN'  
(Mellin, BMI)

IT'S NEVER QUITE THE SAME . . . (Livingston & Evans, ASCAP)

Miss Stafford turns in her usual attractive performance on two sides that should flip listeners. "Darlin'" is a country-type ballad with a dual track. "It's Never" has the thrush on listenable sing of a ballad from "Oh, Captain."

JACK HILL . . . M-G-M 12624 . . . . . LOVE THEME FROM "THE BROTHERS KARAMAZOV"  
(Robbins, ASCAP)

TAKE ME IN YOUR ARMS . . . . . (Mills, ASCAP)

The theme from the coming film is given a warm instrumental reading by the Hill crew. Cymbalom is featured, and it adds much to the side. Flip, "Take Me," is the evergreen, and the instrumental treatment accorded is equally effective. This side also features the cymbalom.

## • Reviews of New Pop Records

### RONALD AND RUBY

Lollipop . . . . . 81

RCA VICTOR 7174—A most attractive debut on the label by the pair on a cute up-tempo effort. The tune has been cut by the Chordettes, this version can still reap good action. (Marks, BMI)

Eckle Baby . . . . . 78

Another catchy item with pleasing harmony work by the couple. Flip is the stronger side, however. (Marks, BMI)

### BOBBY DARIN

Just in Case You

Change Your Mind . . . . . 81

ATCO 6109—Slow rock and roll ballad marks a strong effort by the charter in a straight and un gimmicked style. Nice relaxed sound has a Pat Boone quality. Strong message of anguish should reach teenagers. Watch it. (Leeds, ASCAP)

So Mean . . . . . 73

Another good shanting effort by Darin. This side is a ballad, too, but the flip is the more solid go. (Sylvia, BMI)

### ROBERT & JOHNNY

We Belong Together . . . . . 80

OLD TOWN 1047—Robert and Johnny are most impressive on this wailing of an attractive new ballad. Turn and performance by the pair make this a record to watch. (Figure, BMI)

Walking to the Rain . . . . . 76

Over a thumbe blues backing the boys tell about their sad days due to sad love affairs. Flip is stronger. (Maureen, BMI)

### DELLA REESE

If Not for You . . . . . 78

JUBILEE 5317—The gal's trademarked vocal style is showcased on a beautiful big ballad with lush backing. A potent side that can move. (United, ASCAP)

How Can You Lose . . . . . 76

Canary registers strongly on a fast-moving rhythm tune with a zingy tempo. (Planetary, ASCAP)

### JIM SWEENEY

The Midnight Hour . . . . . 78

DATE 1001—A rock and roller, strongly rockabilly in flavor. Material is blues with a novelty flavor. Side is brightly done and moves right along. Worth spins. (Acuff-Rose, BMI)

Tim the Right One Comes Along . . . . . 75

In contrast to flip, this is in slower tempo. Has a bluesy quality, and the charter sings from the heart. (Acuff-Rose, BMI)

### JANICE HARPER

Come on Home, Ah's Forgiveness . . . . . 78

FREP 135—The chanteuse sings right out with this one. It's a rock and roller, with a world of heat and a chorus backing the singer. A touch of gospel quality lends spark. Watch it. (Joy, ASCAP)

In Time . . . . . 74

A ballad of delicate sentiment. Janice Harper sings it nicely, to a tasteful arrangement. (Arthur, BMI)

### JODIE SANDS

Love Me Again . . . . . 78

CHANCELLOR 1015—Latin-styled effort is sung with feeling by the thrush, supported solidly by a large ork and vocal group. Good side that could grab action. (Rouman, ASCAP)

A I Ask of You . . . . . 69

pleasant vocal by the thrush, but flip offers more. (Debut, ASCAP)

### DICK JACOBS ORK

The Marchin' Drummer Blues . . . . . 77

CORAL 61951—A blues with a driving beat, done in a smart march arrangement. A fresh-sound item which can get strong action. Watch it. (Coliseum, BMI)

T-I (Mambo No. 5) . . . . . 73

A mambo, but like the flip side, the instrumentation here has a bright, unusual sound. Again in a march groove. (Peer, BMI)

### BUDDY JOHNSON ORK

Minglin' . . . . . 77

MERCURY 71262—Blues instrumental, with slow tempo and a relaxed quality. Authentic blues tonality and funky quality. (Sophisticate, BMI)

I Wonder Where Our Love

Has Gone . . . . . 72

A bluesy ballad, sung with both style and heart, with tasteful backing. Worth exposure. (Robbins, ASCAP)

### GEORGIA GIBBS

You're Doin' It . . . . . 76

RCA VICTOR 7166—Rockabilly effort receives a bright, happy reading from the thrush, over swinging backing from the Mary Quid Ork. Has a chance for sales action. (Roosevelt, BMI)

Way Way, Down . . . . . 76

This side too receives a knocked out vocal from the enthusiastic thrush, once again helped much by the Gold Ork. Tune is a country styled swinger, and it too could move out. (Mack Martin, BMI)

### JOHNNIE RAY

Plant a Little Seed . . . . . 76

COLUMBIA 41124—Bright rhythm side with a gang-sing effect is handled with spirit by the warbler. Side has a chance to move. (Valando, ASCAP)

Strollin' Girl . . . . . 75

Ray sings about his girl who likes to do the stroll. Listenable effort that should have interest for the Ray fans. (Carlyle, ASCAP)

### BILLY FARRELL

Yeah Yeah . . . . . 76

DATE 1002—Rock and roller, with a femme chorus chanting answers to Farrell's phrases. Horns and rhythm have a bluesy, satisfying quality. (T-J, BMI)

Someday (You'll Want Me

to Want You) . . . . . 75

The fine song gets a good vocal reading. Arrangement has a triplet figure, providing a moderate rockabilly quality. Nice wax. (Duchess, BMI)

### RAY ANTHONY ORK

The Big Record . . . . . 76

CAPITOL 3897—Rousing instrumental, with a driving quality. Woodwinds, brasses and rhythm very smartly integrated. Should get action. (Moonlight, ASCAP)

Tim There Was You . . . . . 75

Quality instrumental. Arrangement is tasteful, not overly lush, and very danceable. (Frank, ASCAP)

### PATIENCE AND FRUDENCE

Little Wheel . . . . . 76

LIBERTY 55125—Cute rock and roll effort penned by Ross Bagdasarian is handled a very attractive reading by the sisters, helped really by a solid backbeat. Can get good action. (Mappa, ASCAP)

Heavenly Angel . . . . . 73

The girls tackle a rock and roll ballad on the order of "Earth Angel" and they handle it pleasantly. Flip side is stronger. (House of Fortune, BMI)

### PAT KELLY

Hey, Doll Baby . . . . . 78

JUBILEE 5315—Good job by Kelly on a bouncy blues with a solid beat. Has teen-appeal. (Georgal, BMI)

Cloud 13 . . . . . 75

Listenable rockabilly song is wrapped up in attractive vocal. (Georgal, BMI)

### ROYD BENNETT & HIS ROCKETS

Click Click . . . . . 78

KING 5115—A rock and roller with a lyric that's in the vein of great railroad songs. Plenty of rhythm here, and a catchy riff in the arrangement. Cover of Dicky Doo and the Don'ts. (Goodson, BMI)

More . . . . . 74

Blues with a driving beat. Bennett has an authentic feeling for country-flavored blues such as this. Funky and moves right along. (Jay & Cee, BMI)

### DEL VIKINGS

The Voodoo Man . . . . . 78

MERCURY 71266—Good rhythmic wax by the group. Okay teppin' sound by the boys, the side isn't their strongest. (GB, BMI)

Can't Wait . . . . . 73

A slow ballad with a sincere reading by the lead. Brightness lacking however and flip would likely be the choice. (Northern, ASCAP)

### SONNY WEST

Rave On! . . . . . 78

ATLANTIC 1174—The rockabilly is delivered with gusto by West. Good backing helps give the side potential! The artist reminds of Buddy Holly. (Nor-Va-Jak, BMI)

Call on Cupid . . . . . 72

Strong selling by West on a rockabilly. Rhythmic ork accompaniment is effective. This, too, could get spins. (Nor-Va-Jak, BMI)

### BOB CARROLL

Lovely Eyes . . . . . 78

UNITED ARTISTS 106—A rockabilly ballad, Carroll's vocal is backed by a chorus and instrumentation with a triplet figure. Nicely-made wax which will get spins. (Unart, BMI)

Song From "Witness for the Prosecution" . . . . . 71

Tuba and chorus give this one a pleasant, nostalgic gang-sing effect. (Unart, BMI)

(Continued on page 55)

CHOCK FULL OF BIG BAND EXCITEMENT



**7-11**  
**(Mambo #5)**

**The Marchin' Drummer Blues**



# DICK JACOBS

His Chorus  
and  
Orchestra

CORAL  
9-61951



## PICKED AND POPPIN'

### Billboard Spotlight... FEBRUARY 10

TERRY NOLAND ..... Brunswick 55054  
 ..... LOOK AT ME  
 (Peer Intl., BMI)

PUPPY LOVE ..... (Stardust, BMI)  
 Noland has two strong efforts in these rockabillics. "Look at Me" is strongly sold with bright country-string backing. Flip, "Puppy Love," is in the same groove, and it's delivered in similar fashion.

# TERRY NOLAND

BRUNSWICK  
9-55054



**Oh, Baby!**

**Look at Me**

**Puppy Love**

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## More Companies Flood RCA

• Continued from page 3

miums, backed by a wealth of promotion on all levels—TV, supermarkets, consumer ads, etc. At the same time, Victor reports that the rate of movement on the six Como LP's featured—many more than a year old—has doubled because of the powerful exposure.

Harry Anger, manager of special promotion activities and in charge of all merchandising tie-ups, points out that it has been Victor's experience that a 50-cent premium EP pulls better than a 25-cent premium EP. He attributes this to the fact that the 50-cent EP (in a four-color laminated sleeve) represented an improvement in packaging over the 25-cent time.

Most of Victor's premium packages are set up on a self-liquidating basis. The manufacturer (Kleenex, Heinz, etc.) usually bankrolls the major part of the advertising campaign and handles the mailing, although Victor supervised mailing on the Heinz project.

One of the label's earliest merchandising tie-ups last year—the "Pajama Game" EP premium promotion—featured a four-way tie-up between Victor, Canada Dry,

Coty's and Schrank Pajamax. Better than 100,000 EP premiums resulted from this tie-up. However, today, RCA Victor prefers to work with one manufacturer at a time. The label also strives to avoid simultaneous tie-ups with products that might compete for display space in supermarkets at the same time.

In addition to the major promotions mentioned above, RCA Victor has recently participated in a variety of different tie-ups, including the "Best of 57" preview LP, which Montgomery Ward offered free with each purchase of Carol Brent sleepwear; the new Polaroid Camera contest for record dealers built around 48 January conversion albums; the Victor-Canon Camera photo contest to build cross-store traffic between record dealers and camera stores; the deejay contest tie-up with Cartier's on the album "Jewels From Cartier" the public service move, whereby a 78 waxing of the National Anthem was recorded and produced for the American Heritage Foundation at cost, and a flock of other deejay dealer and distributor promotions.

### Tell Congress

• Continued from page 6

cluded L. Wolfie Gilbert, West Coast board member of ASCAP; Evelyn Buckstein, attorney for BMI; Bob Miller, president of the MCPE, and Cecil Read, former vice-president of AFM Local 47.

Copyright group elected new officers at its meeting, naming Bob McCluskey, Coast advertising manager of The Billboard, to the presidency. Others elected were Harris Ashburn, Universal-International Studios, vice-president; John McAlpine, Capitol Records, treasurer; Gloria Schlessinger, record retailer, secretary, and Jane Wambelt, CBS, assistant secretary.

Board of directors named were Virginia Warwick, Martie Hubble, Al Schlessinger, Dixon Dern, Perry Botkin, Mickey Goldsen, James Conkling, Bernard Brody, Joel Friedman, Jesse Kaye, George Schneider and Bob Marks.

### Europe Hop

• Continued from page 2

portions of the Goodman concerts here via its six radio and five TV outlets.

#### Others Mentioned

Others prominently mentioned for Brussels include Sarah Vaughan, who would appear during an American week running from July 29 to August 6. Louis Armstrong is in the works for a special solo appearance on the evening of July 4 at the Hayward Stadium, also in Brussels. Possible additions to the scene include Duke Ellington, Erroll Garner, Kai Winding, a package of Birdland all-stars including Bud Powell, Miles Davis and Buddy DeFranco, and such non-jazz acts as the Treniers, and violinist Florian ZaBach.

Also anent the general European scene, Newport (R. I.) jazz impresario George Wein took off for an extended tour of 13 countries Friday (14). Wein will be lining up the international youth band, composed of members from a number of European nations, which will be an attraction at this year's Newport Festival. (See separate story.) Also, Wein will be setting final details of appearances of various jazz acts at festivals in Knokke, Belgium, and Cannes, France. These festivals will run concurrently next summer, and those expected to shuttle between the two include Louis Armstrong, Dizzie Gillespie, Vic Dickenson, Sarah Vaughan, Sidney Bechet, Teddy Buckner and others, who would be working with selected European musicians.

Meanwhile, impresario Norman Grantz has also been active in setting European tours. He'll send the Duke Ellington band on an eight-week Continental junket starting in April.

Dave Brubeck, who is currently breaking up the British, will soon embark on an extended tour thru Europe and Asia. Another entry for Britain, the Brussels Fair and other engagements in European concert halls is Harry Belafonte, who makes his tour the latter part of the summer.

This is the big one!

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King 5098

LITTLE WILLIE JOHN

**TALK TO ME, TALK TO ME**

King 5108

TINY BRADSHAW  
**SHORT SHORTS**

King 5114

BOYD BENNETT  
**CLICK CLACK**

King 5115

BUBBER JOHNSON  
**PRINCE OF PLAYERS**  
King 5117

### NEW RELEASES!!

THE SWALLOWS  
**OH LONESOME ME**

Federal 12319

DONNIE ELBERT  
**PEEK-A-BOO**

b/w  
**MY CONFESSION OF LOVE**  
Deluxe 6161

OTIS WILLIAMS and His Charms  
**BABY-O**

b/w  
**LET SOME LOVE IN YOUR HEART**  
Deluxe 6160

**KING RECORDS**

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**• Reviews of New Pop Records**

• Continued from page 52

**JOAN TEMPLE**  
 Engaged to Be Engaged...74  
 PREP 130—Thrush tells the story of a high school lass too young to really be engaged but really in love. Listenable side for the teen set. (Jmuskp, BMD)  
 The Heart You Break...74  
 Good vocal by the thrush on a pretty new medium tempo ballad concerning true love. Also an appealing side. (Pincus, ASCAP)

**TOMMY LEONETTI**  
 In My Life...74  
 VIK 0321—Bright, up-tempo folk-styled tune receives a good performance from Leonetti, with good support from the Henri Rene crew. (GB, BMD)  
 Ring on a Ribbon...73  
 Snappy effort is sung with zest by the Hit Parade warbler, over zippy backing by the Henri Rene Ork. (Se-quence, ASCAP)

**THE SAINTS**  
 Don't the Stroll...74  
 PRESCOTT 1570—A very danceable side. With the stroll the current dance rage this could catch on. Group vocal is agreeable. (Jeff, BMD)  
 Snap Dragon...73  
 A rocker novelty that tells about love for a chick who's "as ugly as can be." It could start something. (Jeff, BMD)

**THE ROVER BOYS**  
 Make Room for Me...74  
 VIK 0317—The Rover Boys try their hand with a rock and roll effort for fair results. Could get some spins. (Opus, BMD)

**Blind Date...71**  
 On this side the boys attempt a rock and roll ballad. They sing it pleasantly, but flip has more to offer. (Joy, ASCAP)

**BENNY JOY**  
 Steady With Betty...74  
 DIXIE 2001—An out-of-breath heavily echo'd upbeat blues. Message is directed right at the teeners. Strong talent debut. (Starrite, BMD)  
 Spin the Bottle...70  
 Strong country blues effort. Joy has a good down-country sound that can go well in pop markets as well. Interesting side. (Starrite, BMD)

**FRANCES BURNETT**  
 Spin the Wheel...73  
 DECCA 30571—The thrush tells this new rock and roll effort pleasantly. In big voiced style, backed by a chorus and large ork. Good side here. (Mokell, ASCAP)  
 Promise Made a Fool of Me...73  
 The singer gets a chance to show off her strong pipes on this pretty ballad effort. She is helped much by the chorus and ork. Thrush has some of Patti Page's and some of Sarah Vaughan's vocal stylings. (Michele, ASCAP)

**BUBBER JOHNSON**  
 Prince of Players...73  
 KING 5117—Bubber Johnson does a good job with this cover of the tune now grabbing some sales via the Tommy Frederick version on Carlton Records. May get some sales. (Marks, BMD)  
 Dedicated to the One I Love...72  
 Rockaballad is sung with feeling by Johnson and his fans will enjoy it. It has potential and jocks will air it. (Armo, BMD)

**DICK DUANE**  
 I'll Never Make You Cry Again...73  
 GNP 130—Duane does a good job with a warm ballad, over good support from the large ork. Deejays will spin. (Sherwin, ASCAP)  
 Eternally...72  
 Same comment. (Berkeley, BMD)

**DICK ROMAN**  
 Somewhere in the Rain...73  
 ABC-PARAMOUNT 9573—Good material, nicely chanted by Roman. Arrangement is classy, with lush full orchestral sound. (Pincus, ASCAP)  
 Don't Leave Me Now...71  
 Good ballad, well sung. Arrangement is full and lush, with tasteful fiddles. (Wizell & Day, ASCAP)

**TEEN TONES**  
 Gypsy Boogie...73  
 NU-CLEAR 1—Good snappy boogie blues by the group. Salable sound could move copies with exposure. (Nuclear, BMD)  
 Faded Love...70  
 Lead sings this ballad in touching, dedicated tones. Background has a good bit of confusion which could add interest, but flip is the better effort. (Nuclear, BMD)

**THE SWALLOWS**  
 Oh, Lonesome Me...73  
 FEDERAL 12319—Tune now getting action via Don Gibson's cutting on Victor is handed an interesting reading by The Swallows. Late for a cover but it could get some sales. (Acuff-Rose, BMD)  
 Angel Baby...70  
 Swinging up-tempo effort is sold warmly by the group. Country blues effort will rate play. (Armo, BMD)

**TONY MARTIN**  
 Girl...73  
 RCA VICTOR 7170—A warmly expressive reading on the poignant movie theme. Should pull some play, but there's strong competition from other versions—particularly the Vic Damone, Crosby and Eckstine platters. (Lowal-Chappell, ASCAP)  
 Noche De Amor...70  
 Sexy warbling by Martin on a sultry ballad with a Latin tempo. (Alfa, ASCAP)

**DON DURANT**  
 Love Me Baby...73  
 FABOR 4040—Durant sells the ballad with sincerity. Gentle triplet figure backs the effort. Nice performance that's worth a listen. (Orlando, BMD)  
 Seal Rock...69  
 The rhythmic side. It's all about the rock and roll doings "down by the shore." Side is full of imitations of seals barking. Fair-wax, with a nod to the flip. (Orlando, BMD)

**THE HI-FIVES**  
 My Friend...73  
 DECCA 30576—This side by the Hi-Fives has an unusual sound. Boys sing it nicely but the interesting backing adds that extra touch. (Ample, BMD)  
 How Can I Win...68  
 The vocal group handles this up-tempo ditty in typical rock and roll fashion but the groove is too well worn. (Jason, BMD)

(Continued on page 56)

**OUT OF TEXAS**  
**A BRIGHT NEW STAR**

Sonny West, a 20-year-old Texan, has lived all his life in little towns in Texas, New Mexico and California. And yet the long arm of Tin Pan Alley has found him as easily as if he had been born and reared in mid-Manhattan.

Discovered by Norman Petty in Levelland, Texas, this singer-songwriter is a major "find" and we don't mind shouting the news from the rooftops. Both his songs are groovy teen-age rockers zeroed in exactly on the current market.

Give this new talent close inspection!



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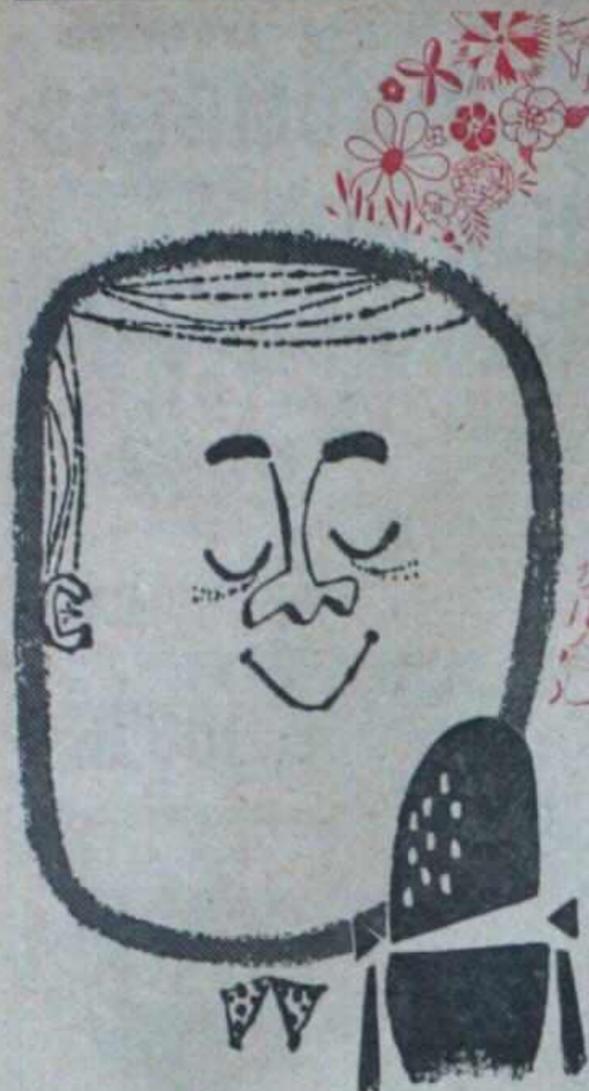
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## COMING MARCH 24 . . . DON'T MISS IT!



### ● Reviews of New Pop Records

● Continued from page 55

**JIMMY SPELLMAN**  
 Why Try to Be Original? . . . 71  
 VIK 0320—Spellman asks, why try to be original with a woman? They still prefer flowers, affection, etc. Pretty ballad is handled nicely by the singer. (Trinity & Desert Palms, BMI)

Deep Love . . . 72  
 Medium tempo effort is sung warmly by Spellman over good support. Pleasant mix. (Trinity & Desert Palms, BMI)

**FRANKIE LOREN**  
 Everyone Will Know . . . 71  
 PORTER 5910—Vigorous rendition of a rocker-blues. Peppy ock backing and chorus drone the assist. Some coin possible. (Stella Lane, BMI)

The Moon, the Wind and My Broken Heart . . . 72  
 A fervent vocal on a ballad with rhythm ock support. An emotional, dramatic message is contained in the lyrics. It can do as well as the flip. (Stella Lane, BMI)

**VICKI YOUNG**  
 Sixty Lonely Seconds . . . 72  
 BRUNSWICK 55055—Gal sells with verve on an okay rocker. Backing adds flavor. (Lady Mae, ASCAP)

King Size Love . . . 72  
 Exuberant thrashing on another rocker with a driving beat. (Northern, ASCAP)

**KEN ERRAIR QUARTET**  
 How About Me . . . 72  
 CAPITOL 3890—A slow reading of an Irving Berlin tune, updated with triplet backing. Good performance by the group, headed by Four Freshman alumnus, Ken Errair. This can get plays. (Berlin, ASCAP)

How's About Tomorrow Night? . . . 71  
 Boys have a strong trace of the Frosh's style in this revival of an oldie. Pleasing reading can be jockey conversation piece. (MIBs, ASCAP)

**DORSETTA CLARK**  
 You Love Me (You Love Me Not) . . . 72  
 MERCURY 71253—Miss Clark's approach is similar to LaVerne Baker's. The medium-tempo tune is belted against cheerful ock backing and a chorus assist. Possible coin in both pop and r.&b. marts. (Pearl, BMI)

It Would Mean So Much to Me . . . 69  
 The ballad is delivered with feeling as a Big Maybelle. Good rhythm ock accompaniment and chorus support help pace the side. (Wunder, ASCAP)

**THE GAYLORDS**  
 Each Time (I Love You More) . . . 71  
 MERCURY 71265 — A rockaballed with a tender feeling in the vocal reading. (Pearl, BMI)

Love . . . 71  
 Rhythm side with polished vocal and a solid beat. (Vincent, BMI)

**CHEERFUL EARFULS**  
 The Daze—Numbers 1 & 2 . . . 71  
 STEPHENY 1819—A blues instrumental. Disk has beat and a relaxed, authentic flavor. (Lake Frost, BMI)

**PETER DEBEAR**  
 When the Trees Are Affix'd to Bloom . . . 71  
 GOLDEN CREST 1282 — Pleasant sound by Debear on a folksy theme presented with rockabilly accompaniment. Some coin possible. (American Academy of Music, ASCAP)

Beep Beep . . . 70  
 The rockabilly is gimmicked with electronic sounds. So-so vocal by the artist with bright ock support. A jockey prospect. (MIBs, ASCAP)

**EMMY NOBLE**  
 I Done Done . . . 71  
 LIBERTY 55122—Cheerful vocal by the chick on a country-flavored medium-beater that has a multi-track gimmick on the bridge. Good backing helps. Some coin possible. (Bubbs, BMI)

Little Willie . . . 69  
 A novelty delivered in waltz tempo. Cute sound, but flip appears stronger. (Bubbs, BMI)

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

- RAY CHARLES SINGERS:** All of You/You Must Have Been a Beautiful Baby—M-G-M 12575
- CHARLEY & JUNIOR:** Blues Stay Away From Me/Cuddle Lovin' Baby—M-G-M 12615
- JERRY COOPER:** If It's the Last Thing I Do/Born to Lose—Anchor 142
- JACK COSTANZO BAND:** Just One of Those Things/Chopsticks Mambo—GNP 124
- NICK DE MATTEO:** A Lover's Quarrel/Straight and Narrow—Ace 119
- LEO DIAMOND ORK:** Yo Amo/Flunky—Roulette 4047
- JOANNE GILBERT:** Glitter and Glow/The One I Love Belongs to Somebody Else—GNP 132

(Continued on page 60)

Breaking on All Charts

## 'THE SWINGING SHEPHERD BLUES'

MOE KOFFMAN

JUBILEE #5311

JUBILEE RECORDS

1650 Broadway  
New York, N. Y.

A SMASH-SMASH

## 'YOUNG DOVES CALLING'

The Couplings

Josie #831

Josie RECORD

1650 Broadway, New York City

## SMASH FOLLOW-UP TO "OH JULIE" "LEAVE MY GIRLIE ALONE"

### LOWELL MCGUIRE

NASCO 6007

WASHBORO RECORD CO., INC.

Chappel 2-2215

Nashville, Tennessee

Western trade, please order from Monarch, L. A. Shipments also made from Plastic Prods., Memphis, and Southern Plastics, Nashville, Tenn.

Look out for this One!

## "BAD MOTORCYCLE"

THE STOREY SISTERS

G.A.M.F. RECORDS

A Sweetheart!

## JOE HAMMOND'S "KISS ME MY LOVE"

BC-1102



664 Schuykill Avenue  
Reading, Pa. FRanklin 3-5843

# R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING FEBRUARY 8

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	5	<b>GET A JOB (BMI)</b> -Silhouettes I Am Lonely (BMI)-Ember 1029	
2	2	10	<b>AT THE HOP (BMI)</b> -Danny and the Juniors Sometimes (BMI)-ABC-Paramount 9871	
3	6	2	<b>SHORT SHORTS (BMI)</b> -Royal Teens Planet Rock (BMI)-ABC-Paramount 9882	
4	4	3	<b>DON'T (BMI)</b> -Elvis Presley <b>I BEG OF YOU (BMI)</b> -Vic 7150	
5	3	5	<b>DON'T LET GO (BMI)</b> -Roy Hamilton The Right to Love (BMI)-Epic 9257	
6	5	4	<b>MAYBE (BMI)</b> -Chantels Come My Little Baby (BMI)-End 1005	
7	7	4	<b>OH, JULIE (BMI)</b> -Crescendos My Little Girl (BMI)-Nasco 6005	
8	9	5	<b>THE STROLL (BMI)</b> -Diamonds Land of Beauty (BMI)-Mercury 71242	
9	10	12	<b>PEGGY SUE (BMI)</b> -Buddy Holly Everyday (BMI)-Coral 61885	
10	8	5	<b>STOOD UP (BMI)</b> -Ricky Nelson WAITIN' IN SCHOOL (BMI)-Imperial 5483	
11	13	3	<b>DEDE DINAH (ASCAP)</b> -Frankie Avalon Ooh La La (ASCAP)-Chancellor 1011	
12	11	5	<b>LA DEE DAH (BMI)</b> -Billy and Lillie The Monster (BMI)-Swan 4002	
13	14	9	<b>ILL COME RUNNING BACK TO YOU (BMI)</b> -Sam Cooke Forever (BMI)-Specialty 619	
14	18	2	<b>YOU ARE MY DESTINY (BMI)</b> -Paul Anka When I Stop Loving You (BMI)-ABC-Paramount 9880	
15	15	12	<b>RAUNCHY (BMI)</b> -Ernie Freeman Puddin' (BMI)-Imperial 5474	
16	17	4	<b>OH, BOY (BMI)</b> -Crickets Not Fade Away (BMI)-Brunswick 55035	
17	16	3	<b>BETTY AND DUPREE (BMI)</b> -Chuck Willis My Crying Eyes (BMI)-Atlantic 1168	
18	19	3	<b>YOU CAN MAKE IT IF YOU TRY (BMI)</b> -Gene Allison Hey, Hey I Love You (BMI)-Vee Jay 713	
19	-	3	<b>TEARDROPS (BMI)</b> -Lee Andrews and the Hearts Girl Around the Corner (BMI)-Chess 1675	
20	12	11	<b>GREAT BALLS OF FIRE (BMI)</b> -Jerry Lee Lewis You Win Again (BMI)-Sun 281	

# Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 8

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	4	<b>GET A JOB</b> -Silhouettes Ember 1029-BMI	
2	3	9	<b>AT THE HOP</b> -Danny and the Juniors ABC-Paramount 9871-BMI	
3	2	4	<b>DON'T LET GO</b> -Roy Hamilton Epic 9257-BMI	
4	13	2	<b>STOOD UP</b> -Ricky Nelson Imperial 5483	
5	8	2	<b>I BEG OF YOU</b> -Elvis Presley Vic 7150-BMI	
6	12	2	<b>DON'T</b> -Elvis Presley Vic 7150-BMI	
7	6	13	<b>RAUNCHY</b> -Ernie Freeman Imperial 5474-BMI	
8	11	7	<b>THE STROLL</b> -Diamonds Mercury 71242-BMI	
9	14	18	<b>YOU SEND ME</b> -Sam Cooke Keen 34013-BMI	
10	-	1	<b>SHORT SHORTS</b> -Royal Teens ABC-Paramount 9882-BMI	
11	7	10	<b>GREAT BALLS OF FIRE</b> -Jerry Lee Lewis Sun 281-BMI	
12	15	10	<b>PEGGY SUE</b> -Buddy Holly Coral 61885-BMI	
13	5	9	<b>YOU CAN MAKE IT IF YOU TRY</b> -Gene Allison Vee Jay 256-BMI	
14	10	4	<b>MAYBE</b> -Chantels End 1005-BMI	
15	-	4	<b>OH, BOY!</b> -Crickets Brunswick 55035-BMI	

# R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING FEBRUARY 8

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

City	Rank	Title	Label
Atlanta	1	Get a Job, Silhouettes, Emb.	
	2	Don't Let Go, Roy Hamilton, Epic	
	3	Maybe, Chantels, End	
	4	Don't, Elvis Presley, Vic	
	5	Betty and Dupree, Chuck Willis, Atl.	
	6	Sweet Little Sixteen, Chuck Berry, Chs.	
	7	Short Shorts, Royal Teens, ABC-Para.	
	8	At the Hop	
	9	Danny and the Juniors, ABC-Para.	
	10	Oh, Julie, Crescendos, Nsc.	
Charlotte	1	Get a Job, Silhouettes, Emb.	
	2	At the Hop	
	3	Danny and the Juniors, ABC-Para.	
	4	Raunchy, Ernie Freeman, Imp.	
	5	Maybe, Chantels, End	
	6	Oh, Boy, Crickets, Brk.	
	7	Peggy Sue, Buddy Holly, Cor.	
	8	The Stroll, Diamonds, Mer.	
	9	Good Golly, Miss Molly	
	10	Little Richard, Spe.	
Chicago	1	Get a Job, Silhouettes, Emb.	
	2	Short Shorts, Royal Teens, ABC-Para.	
	3	Oh, Julie, Crescendos, Nsc.	
	4	Dede Dinah, Frankie Avalon, Cir.	
	5	Don't, Elvis Presley, Vic	
	6	The Stroll, Diamonds, Mer.	
	7	At the Hop	
	8	Danny and the Juniors, ABC-Para.	
	9	Stood Up, Ricky Nelson, Imp.	
	10	You Are My Destiny	
Cincinnati	1	Don't Let Go, Roy Hamilton, Epic	
	2	You Can Make It If You Try	
	3	Gene Allison, VJ	
	4	Raunchy, Ernie Freeman, Imp.	
	5	The Stroll, Diamonds, Mer.	
	6	I'll Come Running Back to You	
	7	Sam Cooke, Spe.	
	8	At the Hop	
	9	Danny and the Juniors, ABC-Para.	
	10	Oh, Julie, Crescendos, Nsc.	
Detroit	1	Get a Job, Silhouettes, Emb.	
	2	Short Shorts, Royal Teens, ABC-Para.	
	3	Maybe, Chantels, End	
	4	The Stroll, Diamonds, Mer.	
	5	At the Hop	
	6	Danny and the Juniors, ABC-Para.	
	7	Oh, Julie, Crescendos, Nsc.	
	8	You Are My Destiny	
	9	Paul Anka, ABC-Para.	
	10	I Beg of You, Elvis Presley, Vic	
Los Angeles	1	Don't Let Go, Roy Hamilton, Epic	
	2	At the Hop	
	3	Danny and the Juniors, ABC-Para.	
	4	Get a Job, Silhouettes, Emb.	
	5	Maybe, Chantels, End	
	6	I'll Come Running Back to You	
	7	Sam Cooke, Spe.	
	8	Short Shorts, Royal Teens, ABC-Para.	
	9	Click Clack	
	10	Dickey Doo and the Don'ts, Swan	
New Orleans	1	At the Hop	
	2	Danny and the Juniors, ABC-Para.	
	3	I Beg of You, Elvis Presley, Vic	
	4	Get a Job, Silhouettes, Emb.	
	5	Raunchy, Ernie Freeman, Imp.	
	6	Good Golly, Miss Molly	
	7	Little Richard, Spe.	
	8	Betty and Dupree, Chuck Willis, Atl.	
	9	Don't Let Go, Roy Hamilton, Epic	
	10	La Dee Dah, Billy and Lillie, Swan	
New York	1	Get a Job, Silhouettes, Emb.	
	2	At the Hop	
	3	Danny and the Juniors, ABC-Para.	
	4	Short Shorts, Royal Teens, ABC-Para.	
	5	The Stroll, Diamonds, Mer.	
	6	Don't, Elvis Presley, Vic	
	7	La Dee Dah, Billy and Lillie, Swan	
	8	Maybe, Chantels, End	
	9	You Are My Destiny	
	10	Paul Anka, ABC-Para.	
Philadelphia	1	Don't Let Go, Roy Hamilton, Epic	
	2	At the Hop	
	3	Danny and the Juniors, ABC-Para.	
	4	Get a Job, Silhouettes, Emb.	
	5	I'll Come Running Back to You	
	6	Sam Cooke, Spe.	
	7	Maybe, Chantels, End	
	8	Betty and Dupree, Chuck Willis, Atl.	
	9	Short Shorts, Royal Teens, ABC-Para.	
	10	Waitin' in School, Ricky Nelson, Imp.	
St. Louis	1	Get a Job, Silhouettes, Emb.	
	2	At the Hop	
	3	Danny and the Juniors, ABC-Para.	
	4	Don't Let Go, Roy Hamilton, Epic	
	5	Sweet Little Sixteen, Chuck Berry, Chs.	
	6	Oh, Julie, Crescendos, Nsc.	
	7	You Are My Destiny	
	8	Paul Anka, ABC-Para.	
	9	I'll Come Running Back to You	
	10	Sam Cooke, Spe.	
Washington, D. C.	1	Don't Let Go, Roy Hamilton, Epic	
	2	Get a Job, Silhouettes, Emb.	
	3	Maybe, Chantels, End	
	4	Short Shorts, Royal Teens, ABC-Para.	
	5	You Can Make It If You Try	
	6	Gene Allison, VJ	
	7	Don't, Elvis Presley, Vic	
	8	I'll Come Running Back to You	
	9	Sam Cooke, Spe.	
	10	Waitin' in School, Ricky Nelson, Imp.	

# The WINNING NUMBERS

(NO GAMBLE HERE!)

BACK BEAT

503

THE CASUALS

with

"SO TOUGH"

DUKE

182

BOBBY "BLUE" BLAND

with

"BOBBY'S BLUES"

and

"TEACH ME

HOW TO LOVE YOU"

BACK BEAT

504

LORIN DEAN

with

"FI FO FUM"

and

"LONELY AVENUE"

A WINNER EVERY TIME

BACK BEAT DUKE RECORDS, INC.

2809 Erastus St. Houston, Tex.

#1 in Kansas City and S-P-R-E-A-D-I-N-G!  
"BLUEBERRY SWEET"  
b/w "ONE MORE STEP"  
by The Chandellers Quintet  
ANGLE TONE RECORDS  
271 W. 125th Street New York (MO 6-0420)

Coming Up Fast in New York City!  
'PATRICIA'  
b/w 'BY THE CANDLEGLOW'  
The Youngtones #110  
X-TRA RECORD CO.  
P. O. Box 211 New York 27, N. Y.

BREAKING ALL OVER!  
THE ORIGINAL ZOOM ZOOM ZOOM  
by The Collegiates  
is BOOM-BOOM-BOOMING EVERYWHERE  
WINLEY RECORDS  
205 West 54th St. New York, N. Y. (EN 2-5539)

# Reviews of New R&B Records

**DONNIE ELBERT**  
My Confession of Love.....79  
DELUXE 6161 - A warm, haunting reading by the high-voiced warbler, of a sweet new ballad. Elbert's vocal stylings are more impressive each time out. Good wax here. (Men-Lo, BMI)  
Peek-a-Boo...78  
Up-tempo rocker is sold with spirit by the singer, this time in regular vocal register. Slight edge to ballad side. (Instant, BMI)

**THE MINORBOPS**  
Need You Tonight.....76  
(Continued on page 60)

Vee Jay 264  
'I LOST YOU'  
b/w 'CRAZEE BABEE'  
The Spaniels  
Vee Jay 270  
'YOU'RE SOMETHING ELSE'  
Jimmy Reed  
VEE JAY RECORD CORP.  
2129 S. Michigan, Chicago 16, Ill.  
All Phones: CALUMET 5-6141

SELLING BIG!  
"SO TOUGH"  
The Cufflinx #433  
THE CUFFLINX'S NEW ONE!  
"TRICK KNEES"  
#434  
Dooto Records  
9512 S. Central Ave., L. A., Calif.

Coming Up Stronger Every Week!  
'SUGAH WOOGA'  
THE 3 PLAYMATES  
Savoy #1528  
Always a Hit  
'SO LONG'  
BIG MAYBELLE  
Savoy #1527  
A New Sensation!  
'COME ON, LIZA'  
RICKY AQUARY AND THE KEYS  
Savoy #1529  
SAVOY RECORD CO  
38 MARKET ST  
NEWARK, N. J.

This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

C&W RECORDS

JERRY LEE LEWIS

Breathless (Homefolks-Obie, BMI)
Down the Line (Hi-Lo, BMI)-Sun 288
See review in Pop Spotlight section.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING FEBRUARY 8

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

Birmingham

- 1. Don't, Elvis Presley, Vic.
2. I Beg of You, Elvis Presley, Vic.
3. Waitin' in School, Ricky Nelson, Imp.
4. You Win Again, Jerry Lee Lewis, Sun
5. Ballad of a Teenage Queen, Johnny Cash, Sun

Dallas-Fort Worth

- 1. Is It Wrong? Warner Mack, Dec.
2. The Story of My Life, Marty Robbins, Col.
3. My Special Angel, Bobby Helms, Dec.
4. Geisha Girl, Hank Locklin, Vic.
5. Ballad of a Teenage Queen, Johnny Cash, Sun
6. I Beg of You, Elvis Presley, Vic.
7. Great Balls of Fire, Jerry Lee Lewis, Sun
8. Franklin, Bobby Helms, Dec.
9. Home of the Blues, Johnny Cash, Sun
10. My Shoes Keep Walking Back to You, Ray Price, Col.

Houston

- 1. This Little Girl of Mine, Everly Brothers, Cde.
2. Ballad of a Teenage Queen, Johnny Cash, Sun
3. The Story of My Life, Marty Robbins, Col.
4. Don't, Elvis Presley, Vic.
5. Great Balls of Fire, Jerry Lee Lewis, Sun
6. I Found My Girl in the U. S. A., Jimmy Skinner, Mer.
7. Kisses Sweeter Than Wine, Jimmie Rodgers, Rtl.

Memphis

- 1. Ballad of a Teenage Queen, Johnny Cash, Sun
2. Great Balls of Fire, Jerry Lee Lewis, Sun

FOLK TALENT AND TUNES

Continued from page 18

Pleasant, Tex., is pushing his firm's latest release coupling "High-Class Baby" and "Girl in the Mist," waxed by Jerry Arnold, 17-year-old high school student of Linden, Tex. Jocks may obtain a sample by writing to Harris at 1706 East Ninth Street, Mount Pleasant.

"Double Datin'," new tune co-penned by Bernie (Hoot) Harville Jr., and Brien Fisher, has been waxed by the latter on the Spangles label. . . . Joe (Cannonball) Lewis, formerly heard on M-G-M, and El Rader have formed Countryfied Music Promotions, with headquarters in Cincinnati, to engage in music publishing, free-lance record promotion and talent scouting. . . . Rick Johnson has a new record with the Chelette Sisters as his second release on the Comet label. Tunes are "Eenie Meenie," pop tune written by Derrell Edwards, and "Bouquet of Roses," an old Eddy Arnold ditty. Deejay copies may be obtained by writing to Johnson at KFDM-TV, Beaumont, Tex.

"Grand Ole Opry's," Porter Wagoner is currently on tour with Jim and Jesse and the Virginia Boys, who work out of Valdosta, Ga. According to Don Warden, Wagoner's personal manager, the first six dates have been good. Porter's new release on the RCA Victor label is "Turn It Over in Your Mind" b.w. "As Long as I'm Dreamin'," copies of which are available to deejays who will write the Warden Music Company, Box 8061, Nashville 7. Deejay copies on the Don Renard Smiley new one, "Howdy, Neighbor, Howdy," are also available. . . . Glenn Trout, who entered the Army January 20, is taking his basic training at Fort Ord, Calif. His first wax for Era Records, a rockabilly tune, is due for release around March 1.

The Maddy Brothers, Bob, Jim and Tom, rockabilly artists, February 15 began their second year at Duffy's Club, Clearview, Wash. The boys, who record for Celestial Records, last week made their second appearance on the Bill and Sherry Corcoran show on KING-TV, Seattle, Wash.

Top Talent, Inc., Springfield, Mo., set Red Foley, Slim Wilson, the Marksmen, Suzie Arden, Chuck Bowers, Flash and Whistler, Marjahn Wilkin, Uncle Cyp and Aunt Sap and the "Country Music Jubilee" band for a three-city round of personals last week, opening Monday (10), in Omaha, and following with Waterloo, Ia., Tuesday (11), and Madison, Wis., Wednesday (12). . . . Johnnie Bailes, of WJAT, Swainsboro, Ga., has a new one coming out soon on Decca, coupling "It's Bound to Happen" and "So Much." Johnny says he has copies available of Johnny Elgin's new Roulette record, "Sittin' at Home With the Blues" b.w. "Yes, I Love You," which he'll be happy to send to deejays who'll drop him a card.

Leroy Van Dyke and his new bride, Sue, have settled in Springfield, Mo. . . . Last Saturday's (15) "Red Foley Show" guest was Mercury Starday's George Jones. . . . Lin Wheeler, of "Peach State Jamboree," Swainsboro, Ga., has her new Roulette release coming out this week. . . . Homer and Jethro are set for a February 22 appearance on ABC-TV's "Country Music Jubilee" from Springfield, Mo.

"Hoosier Hayride" played to a good crowd on its initial appearance in its new home, the Wayne

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING FEBRUARY 8

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like BALLAD OF A TEENAGE QUEEN, THE STORY OF MY LIFE, DON'T, GREAT BALLS OF FIRE, etc.

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 8

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: Rank, Record Title, Weeks. Includes entries like BALLAD OF A TEENAGE QUEEN, THE STORY OF MY LIFE, ANNA MARIE, etc.

Theater, Fort Wayne, Ind., Saturday night, January 25, according to Pat Corbat, who handles the press for the show. Featured on the occasion were Joe Taylor and His Red Birds, Rocket Head, the Roanoke Rainbeaux Dancers, the Stewart Brothers, and Charlie Walter, emcee. The February 1 show featured Charlie Walter and the Trail Riders, along with the regular "Hayride" gang. First half of the show is broadcast over Station WGL, Fort Wayne. . . . Cullman Records, Nashville, headed by J. Hal Smith, made its bow last week, with the Rich Brothers featured on the firm's initial release. Tunes are "Hey, Myrt" b.w. "Blue Bow-Tie."

Jody Carver and Johnny Cucci are featured in a new album, titled "Hot Club of

America," on Coral. Jody, an Arthur Godfrey winner in 1955 and formerly heard on RCA Victor, is the son of the showbiz vet, Zeb Carver, formerly for 28 years at the Village Barn, New York. . . . Joe Poovey, 16-year-old rockabilly swinger of "Big D Jamboree, Dallas, was guest on the Roy Glenn-Pee Wee Reid "Red River Jamboree," Paris, Tex., February 15. . . . Floy Case, country music publicist, of 346 Third Street, N.W., Paris, Tex., who operates the country music center at "Red River Jamboree," would like to receive late photos of c.&w. and rock 'n' roll artists for display purposes.

T. F. Cashman, manager of Moonlite Gardens, East Dubuque, (Continued on page 60)

Reviews of New C&W Records

Tears on Her Bridal Bouquet. . . . 77 COLUMBIA 41114-Lovers of traditional country fare will go for this weeper. Jackson has a hill sound here that really satisfies. (Peer, BMI) Gettin' Older. . . . 74 A philosophical message with humorous lyrics is rendered with appeal by Jackson against a country-rumba rhythm. Good wax for c.&w. jocks. (Tabb, BMI)

JOHNNY FERG Sad Sad Day. . . . 76 DECCA 30572 - The rocker side. Snappy rockabilly sound here with a good performance by Ferg. Good potential. (Copar, BMI) Caddy Love. . . . 74 Strong new country talent bows here with a folksy effort dedicated to a chick. Message is similar to that of "Sugartime." Pop potential too. (Cedarwood, BMI)

JOHNNY MATHIS Harbor of Love. . . . 72 MERCURY 71275-This is the country Johnny Mathis, not the pop singer. He handles this pretty, medium tempo effort nicely and it could get spins. (Starrite, BMI) One Life. . . . 71 Same comment. (Starrite, BMI)

HAL WILLIS Walkin' Dream. . . . 72 ATHENS 704-Rhythm side, with an infectious beat and a Latin pattern in the backing. Moves right along nicely. (Tree, BMI) Crazy Little Mama. . . . 64 Blues. Willis sings it adequately, to a backing which occasionally achieves a funky quality. Generally routine, however. (Tree, BMI)

JOE HAMMONDS Kiss Me My Love. . . . 70 BEE 1102-A rock-a-calypso is given a salable vocal by the new artist. Plucked string backing and ock support are listenable. (Vib-Cel, BMI) It's You It's You It's Always You. . . . 69 A rockballad with a pleasant vocal by Hammonds. Flip appears stronger. (Vib-Cel, BMI)

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

BOB STRACK: Is This the End/Rambler's Eyes-Gambino's Heart-Del-Ray 201

For the Mature

Continued from page 6

tunes contained on each, indicates more and more of them in the future. But from many music publishers' point of view, they are most unappealing. Obviously, the royalties on these "medley time" albums, if at the regular rate of 1 3/4 cents per tune, would be too heavy for any diskery to carry. On most of these albums publishers reluctantly agreed to a rate as low as three-fourths of a cent, altho no publisher, unless pressed, will admit it.

Publishers, however, are becoming less and less anxious to continue the practice, feeling that it sets a bad precedent re future recordings. It is no secret, however, that a sizable number of old line music firms will grant a rate of 1 cent per tune on any 24-tune set if all of the tunes are from their catalog.

Be that as it may, the diskeries, in latching on to the type of musical format that appeals to mature dancing partners have uncovered a new market. And they don't intend to let it go.

Advertisement for Roy Acuff's album 'ONCE MORE' Hickory 1073. Includes text: 'NOW ON HICKORY! Roy Acuff "ONCE MORE" Hickory 1073 If It's Country Music It's Bound To Be Good!'

**BEST BUY**



**RAY PRICE**

(Columbia Golden Guitar Winner)

singing his latest big one!

**It's all  
Your  
Fault**

**Curtain  
in the  
Window\***

Columbia 4-41105

**• This Week's Best Buys**

IT'S ALL YOUR FAULT (Cedarwood, BMI)  
CURTAIN IN THE WINDOW (Pamper, BMI)  
Ray Price—Columbia 4-41105—The disk is shaping up as another two-sided hit for the artist who seldom misses. Requests are about even at this point. A previous Billboard Spotlight pick.\*

... The Billboard, February 10th Issue

**THE CASH BOX  
BULLSEYE**



• The much awaited follow-up to Ray Price's long running "My Shoes Keep Walking Back to You" made its debut on the wax mart this week, and from the sound of it, the chanter has another pair of chart toppers. They're two slightly up-tempo lover's lament titled "Curtain in the Window" and "It's All Your Fault." And Ray puts 'em both across with telling effect. Take your pick. It's a double-barreled country smash.

Cash Box Bullseye—February 3rd Issue.



**COLUMBIA RECORDS**

# FOLK TALENT & TUNES

Continued from page 58

Ill., reports that he's still enjoying success with country and western names, backed by a local western band featuring the Zahina Sisters, Jaman and Darlene, Bobby Helms, of "Grand Ole Opry," and Bobby Lord, of "Country Music Jubilee," Springfield, Mo., were recent guests. The attraction Sunday (9) was Marty Robbins and band plus his singing group, the Glaser Brothers. . . . WLS "National Barn Dance" does its March 1 broadcast from Lockport, Ill., where it shows under the auspices of the local Jaycees. . . . Bailin' Wire Bob Strack, deejay at KOAM, Pittsburg, Kan., has just had his first release on Del-Ray Records. Tunes are "Ramblin' Eyes, Gamblin' Heart," published by Robbins Music, and "Is This the End?" published by Murray Nash Associates. Strack is backed by the Jordanares. Del-Ray Records is owned by Sam Short Jr., Mat Furin and Cowboy Howard Vokes. Deejay may obtain copies of the new Strack plat-

ter by writing to Del-Ray Records, 11 Center Street, Harrington, Del.

Don Richardson, who grinds out the publicity grist on folks at the Crossroads of Country Music, Springfield, Mo., is back at the mill after being down for the count two times in three weeks with a throat and ear infection. . . . The Marksmen, comprising Earl Terry, Don Taylor, Les Roberson and Charlie Hodge, have added a new member, piano accompanist George Richardson, of Los Angeles.

## With the Jockeys

Alan Herbert, the Barefoot Cowboy, has changed the title of his Saturday afternoon c.&w. show from "Western Caravan" to "Western and Country Fun Round-Up" to match the new call letters, WCFR, Springfield, Vt. He asks that the record companies change their mailing lists from the old WNIX address. Herbert, incidentally, reports good service from the various labels. . . . Claude Caviness, of Pamper Music, 9652 Winchell Street, Rivera, Calif., is mailing to c.&w. deejays copies of Ray Price's "Curtain in the Windows" and Martha Lynn's "When," as well as Jack Morris' upcoming release. Last named is the all-night deejay at KXLA, Pasadena, Calif. Shoot Caviness a card for your samples.

Jimmy Case is now spinning his c.&w. music show, "Skokie Valley Jamboree," daily from 1-3 p.m., over WKRS, Waukegan, Ill. "This station has never beamed country music," typewrites Jimmy, "and we are desperate for platters." . . . Jack Morris, all-night deejay at KXLA, Pasadena, Calif., has out his first release on the Pep label. Tunes are "Rives San Gabriel" b.w. "She's Gone." Deejays may obtain a copy by writing to Jack at Box 107, Maywood, Calif.

## Number of Releases This Week

Label	POP	R&B	CAW
ABC-PARAMOUNT	1	—	—
ACE	1	—	—
ALADDIN	1	—	—
ANCHOR	1	—	—
ATCO	1	—	—
ATHENS	—	—	1
ATLANTIC	1	—	—
BEE	—	—	1
CAPITOL	2	1	—
CHANCELLOR	1	1	—
CLASS	—	2	—
COLUMBIA	—	—	1
CORAL	1	—	—
DATE	2	—	—
DECCA	2	—	1
DEL-RAY	—	—	1
DIXIE	1	—	—
DOE	1	—	—
EMGE	1	—	—
FABOR	1	—	—
GNP	1	—	—
GOLDEN WEST	1	—	—
HERALD	—	1	—
KING	1	—	—
LAMP	—	2	—
LIBERTY	4	—	—
MARVELTONE	1	—	—
MERCURY	4	—	1
M-G-M	2	—	—
NU-CLEAR	3	—	—
PHILLIPS	—	—	1
INTERNATIONAL	—	—	1
PORTER	1	—	—
PREP	2	—	—
PRESCOTT	1	—	—
PRESIDENT	1	—	—
ROULETTE	1	—	—
SKYWAY	3	—	—
STEPHENY	1	—	—
TREND	—	1	—
UNITED ARTISTS	1	—	—
VIK	1	—	—
WINLEY	1	—	—
TOTALS	49	8	7

# ON THE BEAT

Continued from page 16

suite, "Black, Brown and Beige," has a movement that may form the basis of another Hibbler effort. This is a blues with an interesting lyric lead that reads, "The blues is a one-way ticket that leads to nowhere."

On his own tastes, Hibbler says he likes music "that sticks to the melody. Too much of that modern stuff sounds like something that's written just for the musicians," he told me. Hibbler is also extremely high on Britain's Ted Heath and his band. "They have a great sound and they read music like nothing at all. It's a wonderful band to work with. I was on tour with them when they were here a year ago and I sure hope I can sing with them when I'm in England."

Latest additions to the Alan Freed forthcoming rock and roll package tour are the swinging Jo Ann Campbell and the Chantelles. The chicks will join the elite company of Frankie Lyman, Jerry Lee Lewis, Buddy Holly and the Crickets, Chuck Berry, Billy and Lilly and the Larry Williams band on the tour. More than 40 dates have already been set for the 45-day trek, which commences at the Brooklyn Paramount March 28 and winds up in Newark on May 10. The package will hit Freed's former haunts in Cleveland on Easter Sunday. Jack Whittmore, for four years head of Shaw Artists' Location department, has been made a veepee of the agency. . . . Fats Domino will play a college date at Vanderbilt University at the spring formal dance May 16. The guarantee is \$5,000. . . . Bill Doggett has been hired by the head of a Victoria, Tex., bank to play at a fancy country club dance in honor of the mahoff's daughter's graduation from high school. The fee is \$2,500.

Jolly Joyce reports that his prime clients, Bill Haley and the Comets, will leave for a 28-to-30-day tour of South America about April 5. The boys will play theater dates in Rio de Janeiro, Sao Paulo, Buenos Aires and Montevideo during the trek. They will also make a number of TV appearances. . . . Joyce also reports that Lillian Randolph, the "Madam Queen" of the Amos and Andy show, will cut some sides for the new Chock record label. . . . Panet X label has hired Hugo Montenegro to help develop new talent. . . . Atco is heavily promoting its new rockabilly discovery, 20-year-old Texan, Sonny West. Sides are "Rave On," and "Call on Cupid." . . . Flack Jean Bennett is touting her newest discovery, Johnny Olen. Olen's disk of "My Sweetie Pie," is on Buck Ram's new Antler label.

Charlie Merenstein of Apollo Records has kicked off his Doe label, with a pair of gasser sides. Charlie explained that he had trouble getting pop type exposure because his Apollo label was too closely identified with the straight r.&b. field. Hence the new label. The sides, "Howie," and "Oh, What a Baby," contain a wild and downright degenerate quality that can certainly move a disk out fast. The group is known as the Tonettes, and it includes what Charlie calls three "mighty cute little girls, aged 14, 15 and 17." They are of Spanish descent and attend school in New York City. . . . The Shirelles' disk of "I Want You to Be My Boyfriend," and "I Met Him on a Sunday," formerly on Tiara, has been bought by Decca. . . . Prescott

# This Week's R&B Best Buys

THAT'S ALRIGHT (Lion, BMI)—Little Jr. Barker—Duke 168—This is a big one in Southern markets. Elsewhere, sales are good. Flip is "Pretty Baby" (Lion, BMI).

# Review Spotlight on . . .

## R&B RECORDS

JERRY LEE LEWIS  
Breathless (Homefolks-Obie, BMI)  
Down the Line (Hi-Lo, BMI)—Sun 288

THE KENDALL SISTERS  
Won't You Be My Baby (Arc-T. J., BMI)  
Yea, Yea (Arc-T. J., BMI)—Argo 5291

THE TONETTES  
Oh, What a Baby (Figure, BMI)  
Howie (Bess, BMI)—Doe 101  
See reviews in Pop Spotlight section.

## R&B NOVELTY

THE MONATONES  
Book of Love (Arc-Keel, BMI)  
You Never Loved Me (Arc-Keel, BMI)—Argo 5290  
The boys come thru with a sock performance on "Book of Love." The vocal phrases are interrupted and accented by a crazy rhythm pattern on a tom-tom. The tune is catchy and group's delivery has a sound that could attract play. Flip, "You Never" is a rockaballad that is also a strong contender. The disk was purchased from Mascot Records.

# Reviews of New R&B Records

Continued from page 57

LAMP 2012—The ballad-with-beat is presented with feeling by the crew. This could go, if plugged. (Aladdin, BMI)

Want You for My Own . . . 75  
Snazzy vocal by the lead with confused group sounds lending support. The rockaballad-type has a sound that could attract. (Aladdin, BMI)

THE JOHNNY OTIS SHOW VOCAL BY MEL WILLIAMS  
You Just Kissed Me Goodbye . . . 74  
CAPITOL 3039—Sad ballad, with a rock and roll beat, receives a good vocal from Williams, helped much by a girl's vocal group. This side has a chance for some action, if exposed. (Lowery, BMI)

Well, Well, Well! . . . 70  
Mel Williams, backed by a high-voiced girls' group, turns in a listenable reading of this new rock and roll side over good ork support. (El Dorado, BMI)

THE LOVERS  
I Wanna Be Loved . . . 74  
LAMP 2013—A blues-ballad with rhythm ork backing. This can cop coin. (Aladdin, BMI)

Let's Klope . . . 73  
Listenable harmony by the gal and guy on a rockaballad with chorus and ork support. This has a message for teens and it could move. (Aladdin, BMI)

RONNIE PEARSON  
I Dig That Gal the Most . . . 73  
HERALD 514—Blues, chanted in solid rock and roll style. Guitars

lend a funky quality. (Angel, BMI)

She Bops a Lot . . . 73  
Blues, with fine funky arrangement. Pearson's vocal has a lyric of considerable novelty value. Much rockabilly flavor. (Angel, BMI)

THE BLUEBELLS  
Squeeze . . . 73  
TRENZ 802—A funky instrumental featuring a honking tenor against a pounding beat. A danceable side that can collect coin. (Roosereel, BMI)

Shakey . . . 71  
A bouncy medium-beat tune with a group vocal by the crew rendered against hand-clapping accompaniment. Potential appears similar to Flip. (Singleton, BMI)

THE SPUTNIKS  
Johnny's Little Lamb . . . 73  
CLASS 222—A blunty item, chanted with heart, with satisfying alto sax interludes. (Recordo, BMI)

Wah a Little While . . . 71  
The group chants a rock and roller, giving it a gospel quality by virtue of the technique of the lead singer. Good performance. (Recordo, BMI)

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

THE CLASSICS: Gosh But This Is Love/If Only the Sky Was a Mirror—Class 219

THE FOUR DATES: I'm Happy/Klope—Chancellor 1014

# Reviews of New Pop Records

Continued from page 56

THE HAYTON SISTERS: Every Time the Moon Comes Up/You're Mine—Skyway 111

ANNE HENRY: My Klada Guy/Facts—Liberty 55101

TED HERBERT ORK: Rockin' My Soul/Bailin' the Jack—Marveltone 713

THE JODIMARS: Story Telling Baby/Shoo-Soo—President 1017

JOHN B. LEDWON: Goolus/River Kwad March & Colonel Boney—Skyway 100

DAVEY LEE: It's True, It's Real/Need You, Need You, Need You—Emge 1050

PETE PONTRELLI ORK: Delicious and Refreshing—Skyway 102

DICK RALSTON: Brand New Rules/Many Reasons—Nu-Clear 2

JOHNNY RAPHAEL: The Lonely Road in Nowhere—Aladdin 3409

BOBBY TROUP: Do Re Mi/Tangerine—Liberty 55121

THE UPBEATS: Will You Be Mine/My Last Frontier—Prap 131

## Sacred

MARSHALL PACK  
Precious Love . . . 76  
SONGS OF FAITH 001—Sacred effort has the feeling of "Peace in the Valley." Side has an out-of-the-world echo quality. Dedicated performance by the group. (Songs of Faith, BMI)

Every Hour & Every Day . . . 71  
This has the three-quarter time tempo of some of the more traditional spiritual items. Piano plays the churchy rhythms and chords. Nice rendition. (Gospel-tone, BMI)

CARL STORY  
Saviour's Love . . . 73  
MERCURY 71268—Lively gospel tune is sung with spirit by Carl Story and a vocal group. Good wax for the sacred market. (Starrite, BMI)

Fire on the Banjo . . . 71  
Coupling features some very listenable banjo and fiddle work on a lively instrumental in howdown style. Coupling of a pop instrumental with a gospel side doesn't seem wise. (Starrite, BMI)

Records of Detroit, has introduced a new group, the Saints, with a disk of "Doin' the Stroll," and "Snapdragon."

Dance promoters Hal Zeiger and Art Laboe may have a new hit in r.&c. bashes. They're installing a portable dance floor at Scribner's Drive-In, so that teen-agers can drive up, order a hamburger and a coke, and dance while they're there. Laboe will emcee the frolic and is currently dickering for a remote teleshow with KTLA.

# Record Dealers! Disk Jockeys!

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## W. E. Mangels, Ride Inventor, Dies at 91

**Invented Whip, Other Units; Sons Continue Business**

NEW YORK — William F. Mangels, 91, amusement ride manufacturer and inventor, died Tuesday night (11) at his home. Services were Friday (14) from the Healey funeral home in Brooklyn.

Mangels, whose first patent was taken out in 1891, developed and improved many riding devices. He is best known for invention of the Whip ride. He also is noted for his interest in research on history and development of rides and parks. Mangels was historian for the National Association of Amusement Parks, Pools and Beaches, authored a book about ride history, and set up a museum of recreation and amusements.

Mangels was president of the William F. Mangels Co., at Coney [\(Continued on page 69\)](#)

## Atl'ta Unmoved By 28,000 Skid; 1958 Dates Set

ATLANTA—Despite inclement weather and the Asian flu epidemic, 325,000 people from 144 of Georgia's 159 counties flocked to the Southeastern Fair this past fall. E. Lee Carteron, general manager of Georgia's biggest annual show, announced the official figures in setting the date for this year's event.

The 1958 Southeastern Fair will be held October 2-11, Carteron said. Efforts to secure top entertainment features and exhibits are already underway, he added.

Based on a check of the county of origin of automobiles that parked on the fairgrounds, a tabulation of reports showed 80 per cent of those visiting the 1957 fair were from the Atlanta metropolitan area.

Altho the attendance figure fell short of the 1956 mark of 353,130, the decrease was not considered unusual in view of the extreme weather conditions and the flu scare. The biggest decrease was noted among school children.

In addition to increased emphasis on better educational exhibits and improved entertainment features, business concerns are demonstrating increased interest in the Southeastern Fair as an opportunity to display new products of American industry to greater numbers of people, Carteron said.

Highlighting the past year's fair, the "Georgia Today for Tomorrow" educational exhibit, featuring a huge map of Georgia, attracted national attention and will be continued under a new theme this year. The Marine drum and bugle corps and precision drill team from Washington, D. C., and several new midway features, headlined the entertainment.

### American in Miss.

COLUMBUS, Miss.—The All-American Indoor Circus played its 4th annual return date here recently with good receipts. The Dime Wilson Family of Five was an extra added attraction here and Noble's Dogs were also added to the regular All-American Unit.

## FT. WORTH EXPO PULLS 233,000

FORT WORTH, Tex.—The 62d Southwestern Exposition and Fat Stock Show drew to a close here Sunday (9) after drawing the best attendance in 15 years. Unofficial count was placed at 233,000 and 16 of the 20 rodeo performances were sell-outs.

Gail (Annie Oakley) Davis was the featured performer in the rodeo. Roy Rogers and Dale Evans came in to air a network TV show from the Will Rogers Memorial Coliseum (Sunday (2)).

## La. Meeting Hit by Snow; Name Anzalone

ALEXANDRIA, La.—Frank Anzalone, of Amite, was elected president of the Louisiana State Association of Fairs at the meeting in the Bentley Hotel here Sunday and Monday (9, 10).

Roy Pheriot, Abbeville, is vice-president, and Adolph Netter, Donaldsonville, is secretary-treasurer. Some 40 fairs answered the roll call.

Attendance was curtailed because of the overlapping of meeting time with the Arkansas association at Little Rock.

Snow and wind which developed Sunday evening blocked some of those who usually come in for the last day's business session. Numerous associate members were on hand Saturday night and Sunday, but some had to bow out to make Little Rock. The banquet and ball featured dancing to MCA's Cimeron Boys' music.

Business transacted Monday included the decision to hold the 1959 convention in Baton Rouge at the Belmonte Motor Hotel on a Saturday and Sunday, presumably following the Little Rock meeting so as to avoid the mix up encountered this year.

## SIDELIGHTS

### Tampa Club Gets \$4,068 From Party

TAMPA—Hard hit by rain and cold, Tuesday (11) was not ideal for a benefit show, but one held on the Royal American midway at the Florida State Fair here, yielded \$4,068 for the Greater Tampa Showmen's Association. Leon Claxton's Harlem in Havana Show provided the entertainment. C. J. Sedlmayr was the auctioneer.

John Leahy, manager of the Danbury (Conn.) State Fair and Mrs. Leahy were on hand to eye the Gasparilla parades and the fair. The Leahys plan to visit the New Orleans Mardi Gras. In April they will sail for Europe, where they will visit the Milan (Spain) Sample Fair and then the Brussels World's Fair.

Two trade association secretaries, John Bowman, of the National Association of Amusement Parks, Pools and Beaches, and Frank H. Kingman, of the International Association of Fairs and Expositions, met for the first time at the fair. Bernard (Bucky) Allen squired a

## BIRMINGHAM IN MARCH

# Billboard to Present Workshop For Southern Fair Managers

BIRMINGHAM — The Billboard, in co-operation with the Alabama State Fair, will sponsor a three-day workshop on fair management for Southern fair executives Thursday thru Saturday, March 20-22, at the Alabama State fairgrounds here.

The workshop will draw participation of fair men from a large segment of the country, with inventions extended out to fairs from the Virginias and Kentucky south to Florida and as far west as Texas.

Key fair men, themselves outstanding in various fields of operation, will head up discussions in the

three-day program. Emphasis will be upon participation of all who attend.

Small groups will be drawn from the total attendance and membership of these groups will remain constant thruout the three-day workshop.

### Schedule Detailed

Opening day will be given over to an afternoon program. Friday, March 21, will have a full-day program, and Saturday, March 22, will have sessions in the forenoon only.

There will be no fee for attendance. The host fair, the Alabama

State Fair, will provide luncheon free each of the three days to all in attendance. The host fair also will provide shuttle buses to and from the leading hotels and the fair- [\(Continued on page 64\)](#)

## Huron Fair To Feature Contest Rodeo

HURON, S. D. — A major change in the entertainment format for the 1958 South Dakota State Fair will find a rodeo getting headline billing for the first time in the exposition's 75-year history.

State Fair Manager Ken Balge-man has announced signing of contracts with Irv Korkow, Blunt, S. D., and Jim Sutton, Onida, S. D., for a three-night rodeo stand, Thursday, Friday and Saturday of the 1958 fair.

Another new feature will combine with the rodeo to replace the time-honored evening grandstand revue. To be presented the first three evenings will be the Rex Allen Show. Allen, star of the TV "Frontier Doctor" series, will present a show emceed by Nip Nelson. The show is being booked thru Barnes-Carruthers.

A special morning program for youngsters has been arranged for Wednesday of the 1958 State Fair. Acts will be presented by Rex Allen's troupe, and riders from the Trans-World Auto Daredevils will also perform at the free show. Trans-World Auto Daredevils will be featured on the Wednesday afternoon grandstand program. Reduced rates will be offered kiddies on the Art B. Thomas midway on Wednesday and Friday evenings.

Four days of auto racing are on the 1958 line-up, under sponsorship of Frank Winkley's Auto Racing, Inc.

State championship jalopy racing, a big hit when introduced last year, will get the opening day (Labor Day) spot again this year. Competition will be restricted to South Dakota drivers and purses have been jacked up from \$1,500 to \$2,500. A trophy will also be awarded to the State jalopy champion.

## Florida Fair Inks 'Pay Off'

HOMESTEAD, Fla. — The South Florida State Fair has closed to have the national television show, "The Big Pay Off," originate from the fairgrounds, Judge Sylvester P. Adair, executive advisor, announced. Fair dates are March 6-16.

Also on the attraction bill is the International Olympic Circus and Revue, produced by John Cuneo and Bert Van Dusen, which will be in front of the grandstand daily. James E. Strates Shows will provide the midway attractions.

Judge Adair reported that Coca-Cola Company is distributing a million free tickets thruout the Southern part of Florida, which is expected to hypo attendance.

## Florida State Fair Surprises; Off Only 10% Despite Cold Executives Amazed by Small Dip; Ringling Biz Light, Races Okay

By HERB DOTTE

TAMPA—The 11-day Florida State Fair here thru Thursday (13), its ninth day, had earned the right to be classed in the "Believe It or Not's" of outdoor show business.

Opening in the wake of a long, severe cold spell which had killed off hundreds of head of cattle and the citrus and vegetable crops, the fair in its first nine days was given extremely cold weather, some rain, and generally unsummy skies.

But, at the end of the first nine days a check of the auditor's books showed attendance off only 10 per cent from last year, one of the best in the fair's history, and one in which the fair was given warm-to-hot days and nights and only a brief five-minute shower.

Fair executives themselves were amazed by the strong attendance.

They, like many of the show people working the date, had looked for a drastic drop-off. To get the show open with its customary features up to their usual standards the fair management, headed by J. C. Huskisson, had to do some last-minute improvising. Frosts, for instance, had ruined about half the flowers and floral pieces which were intended for the fair's horticultural show. To fill in, the fair hit upon a new source, the park board here, and prevailed upon the board to come to its aid by supplying hardier plants. That done, the fair then was forced to set up unusual protections to insure that some of the exotic plants survive. Each night 12 charcoal fires and four kerosene stoves were spotted down the long aisle of the horticultural building to keep the temperature from falling below 50 degrees.

To make the adjacent electrical building comfortable for chilly patrons, several large heaters were brought in and attached to pumps on display.

The cold weather caused fairgoers generally to cut their stays short. Beer and soft drink stands, which last year enjoyed bumper business, suffered sharp drops in receipts.

Night crowds thinned early. But, over-all midway receipts for the Royal American Shows were excellent, tho down from last year.

Carl Sedlmayr Sr., the show owner, was particularly heartened by the strong showing, holding that it augured well for carnivals in the season ahead.

On Wednesday (12), the one day on which the fair was given sunny skies tho the temperature hit no higher than 65 degrees at mid-day, the Royal's gross was more than double that of the corresponding day last year.

In part, however, the increase was due to the fact that the Gasparilla children's parade was held on Wednesday this year, whereas last year it was held on a Tuesday.

Rain on Tuesday (11) washed out the scheduled auto races, and the day was the lightest of the first nine in attendance. The races were re-scheduled with Friday (14) as the run-off date.

Al Sweeney (National Speed- [\(Continued on page 62\)](#)

large party of fair people, among them Ed Leidig, of the Allentown (Pa.) Fair; Mr. and Mrs. Ransome Williams, and Mr. and Mrs. Buck Ruff, of the South Carolina State Fair, Columbia, and Mr. and Mrs. Guy Sullivan and Mr. and Mrs. Ivey Hulme, of the Anderson (S. C.) Fair.

The Ottawa (Ont.) fair delegation, squired by Bucky, was made up of Mr. and Mrs. J. J. (Jack) Clarke, Mr. and Mrs. Don Reid, Mr. and Mrs. Gordon Band, Mrs. Eva Ben, Mr. and Mrs. Lon Campbell, Mr. and Mrs. Howard Henry, Mr. and Mrs. H. Stanley Hignam, and Mr. and Mrs. Clarke Mansfield.

Harry Glick and Mort Secor were on hand with Commandos manufactured by Chicago Coin Machine Company. It was the first operation of the games on a midway.

C. C. (Specks) Groscurth was a frequent visitor to the fairgrounds. [\(Continued on page 62\)](#)

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## N. Y. Asks Aid Hike, Still Talks 'Mergers'

NEW YORK—The New York Association of Agricultural Fairs is asking the Legislature for \$1,300,000 in State aid to go toward additional construction and repairs to fairgrounds, as well as for premiums and prizes for racing.

Chances for the request being granted are doubtful, since the money would come from the State's share of breakage from pari-mutuel trotting tracks. The State has held it needs all the money it can get for other purposes.

George Sipprell, of Erie County Fair, Hamburg, association president, said the added money would be broken down something like this: \$65,000 for administrative expenses of the Agriculture and Horse Breeders' Authority; \$617,000 for construction and repair funds of fairs; \$494,000 as prizes at harness tracks for State-bred horses, and \$123,000 for the State's fair racing fund.

Daniel J. Carey, commissioner of agriculture and markets, pressed for association members to consider

merging some of the smaller fairs on a regional basis. This question was put forth in 1957 with considerable comment, but little or no action.

## Faubus Speaks At Ark. Meet; Elect J. E. Rapp

LITTLE ROCK — The Eleventh Annual Convention of the Arkansas Fair Managers' Association was February 10-11 at the Lafayette Hotel. The principal speaker at the banquet was Governor Orval Faubus who praised legislators who had voted large sums to the county, district and State fair in their appropriations. Also present was the attorney general of the State and several representatives.

Officers elected were, J. C. Rapp, of McGehee, president; Ike Van Meter, of Marvell, first vice-president; Carl M. Burger, of Bentonville, second vice-president; Paul Latture, of Fort Smith, third vice-president, and Clyde Byrd, of Little Rock, secretary-treasurer.

Elected to the Board of Directors were H. E. Tabor, Berryville; Loren Johnson, Warren; Homer Jones of Conway and M. C. Reynolds of Camden. Meeting for 1959 was again scheduled for the Lafayette Hotel, February 9-10.

The banquet was attended by 200 people. The show included: Jerry Pederson, the Commodores, the Chords, Chuck Brown and Rita and a 10-piece MCA orchestra.

## Fla. State Fair

Continued from page 61

ways) accounted for a whopping auto race crowd Saturday (8), with the throng spilling over into the infield and adding up to an increase of 600 patrons over a bumper crowd last year in excellent weather.

### Circus Is Light

The Ringling - Barnum Circus was in for two matinees and three night shows in the early part of the run and came up with disappointing crowds. The show was in on a contract which called for it to get the first \$20,000, but it missed that with plenty to spare. The circus did not paper nor press agent the date, and this, veteran showmen here insisted, was why it did not do better business.

Other paid attractions during the first week included two night performances of Jack Kochman's thrill show and an opening day auto race program by Sweeney. The night turnouts for the thrill show were light as the result of the biting weather. Sweeney's opening day program drew 403 more people than last year.

Kochman's thrill show was in for a still date Sunday (9), when the fair was idle. Given bright skies but cool weather, Kochman's unit played to double the size crowd the show drew on the corresponding day last year.

Monday (10), Gasparilla Day, was extremely cold and the turnout both on the grounds and in the stands for the wind-up of the parade was down from last year.

Acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, were in for the final week. They were sandwiched in with other matinee attractions and were offered as a free grandstand attraction at night.

## San Antonio Making Study For Big Fair

SAN ANTONIO—A plan for a "hemis-fair"—world's fair for Latin-American countries and the U. S.—is being considered at San Antonio.

A Chamber of Commerce meeting of top civic leaders at the Gunter Hotel decided to name a committee to probe possibility of establishing in San Antonio an exposition of Brussels Fair proportions in 1960.

The committee was also charged with probing possibilities of getting government and industrial backing for the international exposition.

## Carolina Fair Elects

ANDERSON, S. C. — John Schwahn is the new president of the Anderson Fair Association. Joe Broyles was elected vice-president; Guy Sullivan, secretary, and Ed Garrison, treasurer.

## Tampa Sidelights

Continued from page 61

His show, the Blue Grass Shows, was idle for the week but was scheduled to reopen Monday (17) at Plant City, Fla. His first Florida fair, Palmetto, was given good weather and he had a big week. Crop conditions at Fort Myers, his next stand, were hard hit and the gross was off 40% from last year, Groscurth said.

Doug Baldwin, manager of the Minnesota State Fair, St. Paul; C. G. (Pete) Baker, Oklahoma State Fair, Oklahoma City; G. W. (Bill) Wynne, Mid-South Fair, Memphis, and Bob Jones, Ohio State Fair, Columbus, spent several days at the fair.

Ida (Insurance) Cohen was among the Chicagoans who waited in vain for the weather to turn warm. . . . William B. Meinhart Sr., old-time showman of Massillon, O., was a banquet and ball guest of Paul Olson and Patty Conklin.

Harry Julius' Sportland on the Royal American Shows sported a number of new Arcade pieces, including three Harry says he plans to buy. The three are Bowling Alley, manufactured by Williams Manufacturing Company, Chicago; "Squirt", a two-player device, made by the Mike Munves Corporation, and Cops' and Robbers', made by the Dale Manufacturing Company.

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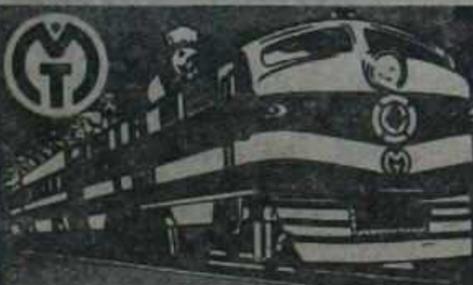
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**ARENAS & AUDITORIUMS**

**Aviation Show Steps Into Timeliness, Wide Appeal**

By TOM PARKINSON

A SHOW OF MORE than average interest in the exposition field is the first International Aviation Show that is being produced by Morris Green and Louis Dufour at the New York Coliseum in September.

The producers have found considerable interest for the show among all phases of the aviation industry. The show, like the industry, is closely connected with the federal government and its interest in air power, rockets, commerce and world trade.

The Cleveland air show of some years ago, produced by Ben Franklin, was a successful alliance between show, manufacturers and the military, but it has been discontinued. This left the field open to something new and the Dufour-Green combination stepped in.

ORIGINAL DATES conflicted with the Air Force Association's big Air Power Panorama at Dallas, New dates, September 10-23, precede the Dallas show and thus clear the way for exhibitors to be in both, a move many of them apparently will make.

While other shows have been directed almost exclusively to the basic military phase of aircraft industry, this one is making a wide appeal and with early success. It will have displays from the builders of executive planes, and commercial planes. There will be considerable space taken by overseas makers, such as Bristol Aircraft of England. And there also are plans to include the commercial airlines of the world.

THE END RESULT is expected to prove of interest to the general public as users and buyers of planes as well as taxpayers who are curious about military progress.

There is big interest in rockets among the show participants. Dufour points out that this existed from the outset and figured in the initial encouragement that the show received. It isn't clear, he said, whether the subsequent firing of satellites heightened that interest, altho the public undoubtedly is more aware of the timeliness now.

Dufour does anticipate that the show will be tied in with the greater interest in science education; they are seeking a series of leading scientists as speakers.

While financial sources report aircraft manufacturing business is down and layoffs are scheduled, Dufour says the makers are not backing away from the exposition. Those that are geared to sell in the commercial market are actively doing so, he states.

THE JETS AND ROCKETS and transports and tours will be augmented by entertainment that promises to be different, too. Theme is "80 Hours Around the World" and it is to combine filmed scenes with live entertainment in a unique way. Viewers, for example, may see the Versailles fountains of Paris on film, then watch the picture fade out in favor of the live production of "Dancing Waters." Added continuity will come thru the use of the same people in both film and live parts.

The show stepped into another timely break when it included promotional mention of a half life, half scientific "Trip to the Moon" show designed from plans published by Dr. Wernher Van Braun, head of the U. S. Missile program, who now has successfully fired the Jupiter-C. It seems that all this show doesn't have going for it is a real trip to the moon. And by September, who knows?

**Union Honors Morris Zaidins**

CINCINNATI—Morris Zaidins, active in the amusement and sports fields the last 40 years, has been

awarded life membership in Local 754, Treasurers and Ticket Sellers' Union, in recognition of his service as president and business manager of the local since he settled in Cincinnati 20 years ago.

Zaidins works along with the other 51 members of Local 754, which is an affiliate of the IATSE, AFM. During the indoor season, Zaidins serves in an executive capacity at Cincinnati Garden. He also works in the box offices at Crosley Field, home of the Cincinnati Redlegs; River Downs Race Track, and other amusement places hereabouts. He is known to many circus and attraction people, for whom he makes downtown ticket-sale arrangements.

Zaidins came to Cincinnati 20 years ago as manager of the Gayety Theater, local burlesque house. He started in show business in his native Milwaukee and also had managed theaters there. He also has managed musical comedy, dramatic and burlesque shows on the road. In the late 30's he was in charge of press relations at the Great Lakes Exposition in Cleveland for Lincoln C. Dickey, promoter and director of the event, and Almon R. Shaffer, assistant director in charge of amusements and concessions.

**Henson Closes**

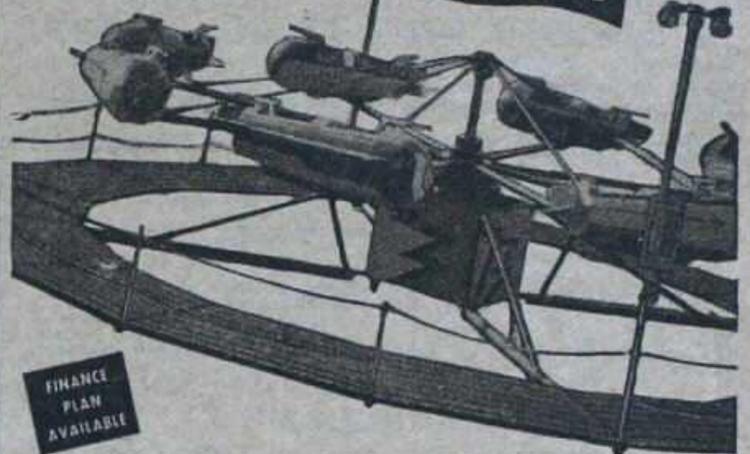
SPRINGFIELD, Tenn.—W. E. Page's Henson Bros. Circus closed suddenly after a week's dates in Alabama.

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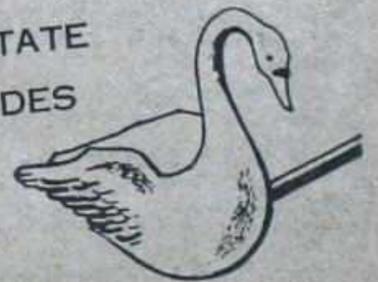
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Empire State: Harlingen, Tex., 17-Mar. 2.  
Glades Am. Co.: Fort Pierce, Fla.

Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 17-25.  
Strates, James E.: Winter Haven, Fla., 17-22; (Fair) Orlando 24-Mar. 1.  
Sugar State: Franklin, La., 17-23.

## Circus Routes

Davenport, Orrin: Cleveland, O., 17-22; Rochester, N. Y., 24-Mar. 1; St. Paul, Minn., 3-8.  
Hamid-Morton: Milwaukee, Wis., 17-23; Topeka, Kan., 26-Mar. 1; Kansas City, Mo., 4-9.  
Polack Bros.: Louisville, Ky., 20-23; Chicago, Ill., 26-Mar. 15.

## Ice Shows

Holiday on Ice: Atlanta, Ga., 17-23; Cincinnati, O., 25-Mar. 2; Memphis, Tenn., 4-9.  
Ice Capades, 17th Edition: Kitchener, Ont., 18-22; Sydney, N. S., 25-Mar. 1; Halifax 3-8.  
Ice Capades, 18th Edition: Hershey, Pa., 17-25; Detroit, Mich., 27-Mar. 16.  
Shipstads & Johnson's Ice Follies: Boston, Mass., 18-Mar. 2; Cleveland, O., 4-16.

## Miscellaneous

Burke's Wild Cargo: (Fair) Plant City, Fla., 17-22; (Fair) Largo 25-Mar. 1.  
Meier's Josef, Black Hills Passion Play: Lake Wales, Fla., 17-April 6.  
Philip Morris Country Music Show: St. Louis, Mo., 17; Belleville, Ill., 18; Jefferson City, Mo., 19; Springfield 20; Chanute, Kan., 21; Lawrence 22; Kansas City, Mo., 23; Topeka, Kan., 25; St. Joseph, Mo., 26; Lincoln, Neb., 27; Omaha 28; Des Moines, Ia., Mar. 1.

## Fair Meetings

Midwest Fair Circuit, President Hotel, Kansas City, February 27-28. Virgil Miller, Hutchinson, president.  
Association of Connecticut Fairs, Berlin High School, Berlin, Conn., April 12. J. C. Bartlett, North Haven, Conn., secretary.

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## THE FINAL CURTAIN

**BUTLER—James F.**, 63, carnival and circus worker who spent the past two seasons with Raines' Amusements, January 15 in Polk County Memorial Hospital, Mena, Ark. He was a veteran of World War I. Survived by three sons and a daughter. Burial in Fairview Cemetery, Corning, N. Y.

**HANCHETT—Lillian**, 87, sister of veteran outdoor showman Walter B. Fox, February 6 in a Pittsburgh, Pa., hospital following a long illness. Survivors also include another brother, Delbert, four nieces and one nephew.

**LUEDERS—Corine**, 53, owner-operator of United Booking Association, Detroit, February 3 in that city. She had carried on the business since the death of her husband, Henry, five years ago.

**LOWE—Paul**, operator of a flags and decoration business in Chicago and an early associate in Music Corporation of America, in Chicago, Tuesday (February 11).

## B. B. Workshop

• Continued from page 61

grounds. Additionally, the Alabama State fair will make its superb facilities, including its well-appointed, well-equipped dining rooms and meeting areas, available.

Designed to stimulate better fair management and better fairs, the workshop program will cover the following subjects:

Exhibits - Commercial, Educational.  
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Showmanship on the Grounds.  
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The plans for the workshop stemmed from the highly successful results of two nation-wide publicity, advertising and promotion clinics conducted in Chicago in recent years by The Billboard.

Follows Press Clinics  
The results of such clinics sparked requests from Southern fair managers that The Billboard present a workshop for fair managers in the South which would deal with the regional needs of fairs of that area.

Several cities in the South sought to be the site of the workshop. Easy access to Birmingham by air, rail, and car, coupled with the excellent facilities of the Alabama State Fair, and the generosity and warm spirit of co-operation of R. H. McIntosh, general manager of the Alabama State Fair, determined the site.

A coupon by which fair men may indicate their plans to attend is provided. It should be mailed to the Fair Managers Workshop, Outdoor Department, The Billboard, 188 West Randolph, Chicago.

**MANGLES—William F.**, 91, president of the ride manufacturing firm bearing his name and the dean of this country's riding device makers, at his Brooklyn home February 11. (Details in General Outdoor section.)

**McGEE—M. B.**, Merry-Go-Round foreman on the Southern Valley Shows for nine years and earlier with other shows, at Hardin, N. C., February 4. Survivors include his widow, Mary Lou; his mother, a sister and two brothers.

**PAINE—Susan E.**, wife of Ed L. Paine, California State Fair & Exposition assistant manager, February 4, Sacramento, following a lingering illness. Survived by her husband; a son, Edward E.; a daughter, Mrs. Carl H. Irving; a sister, brother, and three grandchildren. Funeral services in Sacramento Thursday (6).

**REGAN—James**, 48, known as Pappy Regan, Side Show worker, in New York February 5. A native of Sault Ste. Marie, Mich., he had worked ticket boxes and magic on the World of Mirth Shows, James E. Strates Shows, and others. Survived by his widow, Dolly, the Canadian Ossified Girl.

**SHANKS—Edward L.**, magician in clubs and circuses, in a bus accident at Colfax, Calif., February 3, while on duty with the armed services. Survivors include his widow, Patricia, of Boston. Burial at Springwood, Va.

## BIRTHS

**MOORE—**a son, Randal Virgil, to Mr. and Mrs. W. B. (Curly) Moore, January 26 at Rand, W. Va. Father is a ride foreman on Gold Medal Shows.

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Beloved wife and loving mother who passed away

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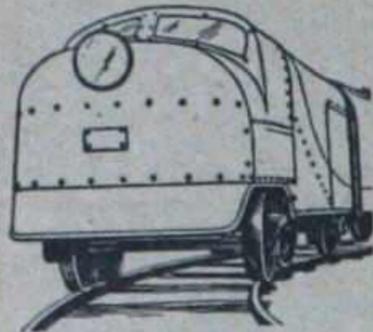
In Loving Memory  
MIKE and LUCY

## In Loving Memory SAM GOULD

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Wife, DOROTHY GOULD

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LOCATION OF FAIR \_\_\_\_\_

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## IN MEMORY

OF MY LOVING MOTHER

## CARRIE MANGEAN

Who passed on February 12, 1957

HAZEL MANGEAN

## ROLLER RUMBLINGS

### Scouts Wigwag Profit Potential for Suttons

By AL SCHNEIDER

WEST COVINA, Calif. — The promotion of Girl Scout merit badge skating classes, a practice that has assumed prominence in the rink industry in recent months because it provides ready-made groups thru which to hypo current business and at the same time provide potential future skaters for rinks, got off to a flying start recently at Mr. and Mrs. J. B. Sutton's Skylark Roller Rink here.

The Suttons executed an intensive and well-planned promotion program in advance of the kickoff date, contacting 28 troop leaders and everyone in the rink's drawing area who is in any way connected with the Girl Scout movement.

So successful was the promotion, the Suttons reported, that a "colossal turnout of 240 Girl Scouts was there for the initial class." The rink's supply of skates was inadequate for the occasion and, regretfully, the girls were informed that two classes would be held at the rink that day, with professional Joe La Tella conducting both.

The tremendous popularity of the promotion meant, of course, that plans had to be set immediately for two separate sessions in the future. These plans were quickly mapped, said the Suttons, by calling various Scout leaders into-conference (over coffee served in the snack bar) at the rink.

#### Classes Show Gains

The result is that a 9:30 a.m., Saturday class is held for the Scouts, and another one at 4 p.m. Thursdays. The split-up brought no opposition from the Scouts. "In fact," said the Suttons, "attendance at both sessions has increased since the plan originally went into effect."

Class instruction is handled on the progress chart system basis. Emphasis is not alone on the merit badge award. A portion of each class period is devoted to the girls' education "sessionwise," the instructor acquainting them with games and skating numbers used during the rink's regular skating sessions. Thus the girls come under the influence of standard rink programming. It is assumed that the Suttons hope some of this influence will rub off on the girls sufficiently to make them want to attend regular skating sessions at the rink—an occurrence that is considered likely.

#### Graduation Night

Perhaps a new twist to the Girl Scout class promotion is the plan the Suttons have devised for a graduation party for the girls. On a designated Monday evening after the girls have completed their course and been awarded the badge, they and their entire family may attend a skating party at the rink for \$1. During the session certificates will be awarded the girls and they will have an opportunity to demonstrate to their parents what they have accomplished in skating.

Here again the Suttons have made what is considered a smart move. Much has been said of late in the industry about the possibilities of luring adult trade to roller rinks. Thru this method the Skylark rink is getting parents onto the rink floor so that they may sample the pleasures of skating. It also gives parents the opportunity of meeting the management and to observe first hand the high standards of department maintained in the rink and to see roller rink skating generally in its best possible light.

#### Officials Turn Out

For RSROA Board Meet . . .

DETROIT—Attending the recent RSROA board of control meeting here were the following officials and members: M. M. Shattuck, president; Benjamin F. Morey, John W. Sawyer, Jack Dalton, Victor Caille, A. E. Litzenberger, Thomas S. Boydston, John Rando, board members; Robert D. Martin, secretary-treasurer; Ralph Fox, Omaha; George P. Bergin, Fort Worth; Roy Parker, Bradley, Ill., and Charles Sanford, Fort Lauderdale, Fla., vice-presidents; Ken Robertson, Seaford, Del., sergeant at arms; Victor J. Brown, chairman, and Ed H. LaVenture and William T. Brown, advisory committee; Charles E. Cahill, assistant secretary-treasurer, and Donald Lewis, RSROA office staff.

Joseph, Michael Allen  
New Lexington Operators . . .

PITTSBURGH — Joseph and Michael Allen are the new operators of Lexington Skating Palace here, having acquired the rink from the H. D. Ruhlman estate, which had operated it in recent years with

### Santa Village, Third in Chain, Set at Chicago

CHICAGO—A Santa's Village will be built in the Chicago area. It will use 45 acres on the Elgin-Dundee highway about 35 miles west of Chicago, Glenn Holland, founder of storybook towns near Lake Arrowhead and Santa Cruz, Calif., said.

He stated that the Illinois installation will be larger than his two California ones and will be open 364 days a year, closed on Christmas Day. Work on the new project is expected to start this spring with the formal opening scheduled for early summer.

### Rocks' Plans March 1 Start

NEW YORK — Saturday-only operations for Rockaways' Playland begin March 1 at noon, the park informed its concession people, employees and interested parties last week. There will be daily operations from noon-time during Easter week.

Starting May 2 there will be 7 p.m. Friday openings, while continuing the Saturday schedule. Week-day, 7 p.m., openings begin May 19, and a full-time 1 p.m. schedule starts May 24.

Starting September 7 the park will operate on weekends as long as weather and improvement projects permit.

### Magic Mountain Funspot Unveils First Buildings

DENVER — Flag-raising ceremonies dedicating the first building to be completed at Magic Mountain were held Saturday (1).

The buildings now completed are the log Cavalry Post and Stockade, part of the Old West scheme of the project.

Ceremonies, which were open to the public with inspection of plans invited, included performances by riding clubs of the area and radio personalities.

### Road Park Builds

WILSON, N. C. — Adventure Land Park has just completed three buildings, the Reptile House, the War Museum and the Palace of Wonders. The entire area along the highway has a stockade fence to resemble an old frontier fort. Harvey Boswell's six-legged cow is on exhibit here, along with the Johnson's Wildlife show which is wintering here.

Mrs. Edna Betz Grashin serving as manager.

In reopening the rink January 17 the new operators were commended by the Pittsburgh Commission on Human Relations for eliminating discrimination in operating the rink thru the discarding of the club membership policy formerly in use.

The club plan had been attacked by the National Association for the Advancement of Colored People as a ruse to prevent Negroes from using the rink. That position was upheld last October in a decision by Common Pleas Judge Henry V. O'Brien, who held it violated the Public Accommodations Act of 1939.

### CBS-Turf Club Bows Pacific Park in July

OCEAN PARK, Calif.—Pacific Ocean Park, the marine-themed multi-million-dollar amusement center owned jointly by the Columbia Broadcasting System and the Los Angeles Turf Club, will open July 1. All rides and concessions will be independently operated. While rides and concessions will be booked in, the park management will "retain administrative, operational, financial and aesthetic controls."

Construction of the new park was started soon after the first of the year following demolition of much of the Ocean Park Pier. The work is being done under the direction of William H. Jaynes and Ben A. D'Orisio, both vice-presidents and general managers of Pacific Ocean Park. They are also managers of the Lake Arrowhead development for the Los Angeles Turf Club, operators of the Santa Anita Race Track.

At the present time, POP has on its staff 32 designers under the direction of Fred Harpman Jr. There is also an engineering staff which works out the stress and strain problems of ideas advanced in the designing department.

Among the ride and concession operators who have been signed to participate in the park are the Velare brothers with a Rotor to be nautically decorated and called "The Whirlpool," Ed Martine, who is building a diving bell in the 550,000-gallon pool, believed to be the largest ever constructed, and Lawrence A. Wallace, who will have a group game using boats. Earl Shelton, with C. V. Wood Jr., will have the banana train, hat concession, magic shop and baby stroller concessions. George and Irving Freige, who have been on the pier for 33 years, are constructing the 15-foot sea horses which will be used over the main entrance.

An admission will be charged for the park but the shops on the promenade may be entered without paying. Also included in the lease are the Ocean Park Ballroom, where Lawrence Welk and his orchestra are the current attraction, and the plush Jack's at the Beach restaurant.

Entrance to the park will be thru a Plaza with a marine motif, including star fish and sea horses. New designs in motion, color, light and sound will set the mood for the entire park.

Once in the park, patrons will be taken into the "depths" by elevators to view Neptune's Kingdom, an underwater domain. Here will

be a walk-thru of hundreds of specimens of ocean fish, coral and sea-life. King Neptune will preside from his throne surrounded by his Court of animated fish and unusual undersea life.

Another major attraction will be the multi-pooled Sea Circus where sea animals will perform several times daily. There will be seating for 2,500 people.

The Banana Train will run thru the South Sea Island exhibit with its animated monkeys, erupting volcanoes and geysers, and storms.

The rides and attractions will be located in the area to be called Ports O'Call. Fisherman's Cove, modeled after a New England fishing village, will feature a number of eating places, each specializing in food of some kind. Nearby there will be docking facilities for large excursion boats. The International Promenade, the shopping area, will be replicas of famous restaurants and shops.

Officers in the park operation, in addition to Jaynes and D'Orisio, are Dr. Charles Strub, president (he is also executive vice-president of the LATC); Gwynn Wilson, vice-president (vice-president and general manager of the LATC); Robert P. Strub, secretary (LATC assistant general manager), and D. B. MacTavish, treasurer.

Members of the board of directors are Dr. Strub, R. P. Strub, Wilson, Jaynes, D'Orisio; Clark B. George, KNXT (CBS) general manager; Richard Jenks, CBS West Coast resident attorney; Howard Meighan, vice-president, Western Division, CBS; Fred Ruegg, KNX general manager; and Alfred Scalpone, vice-president in charge of network programs, CBS-TV.

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City.....Zone.....State.....  
Occupation.....

# Trailer Industry Views Troupers

- Show people purchase quality products
- Mobility is key word in buying show homes

How does the trouper shape up in the eyes of the trailer industry? How does business look to dealers and makers of the mobile homes that so many show people buy and live in?

First thing is that trailer business is much aware of show business. Trailermen know that show people are among the important buyers of rolling homes. They see the show market not as one of their biggest sections of business but one that is well defined, all in one package, so to speak, big enough to be highly important and a sure field that can be relied upon year after year. Trailer people know that show people buy trailers in quantity.

The general picture of experience reveals that most show people buy high quality trailers. Few cut corners when it comes to which model to buy or how much to spend. The supposition here is that few trailerites use

their equipment as continuously and rigorously as do the show people in trailers, so they buy quality that can take tough going.

Most showmen are on a busy moving schedule, changing location every day or every week. For this reason as well as others, their tendency is to buy the more mobile of mobile homes. Few are showing interest in the extra-long trailers or in the "10-wides." Equipment like that requires special permits in many places. It

(Continued on page 68)

## Special TRAILERS Section

# Mobile Home Sales Top 130,000 Yearly

- 62% not so mobile; many are oversized
- Most trailers moved only every 20 months

Show people often count themselves in a world apart. Those who live in trailers automatically are in another special world made up of 3,000,000 residents of mobile homes.

The Mobile Homes Manufac-

turers' Association figures there are nearly 200 manufacturers of trailer homes and that there are more than 1,110,000 units in use.

The average mobile home is moved only once every 20 months, according to the association. Holding that average down are the growing numbers of trailers that are mobile in name only. They often are parked for long stretches, sometimes on a permanent basis.

### Many Don't Move

Many of the stay-put trailers are the so-called "10-wides," meaning they are 10 feet wide, rather than the usual eight feet. Extra width makes it impractical to move them often, of course, and virtually all of them are intended for semi-permanent uses.

Growth of this semi-permanent phase of mobile home industry is reflected by the fact that 62 per cent of the sales in 1957 involved models of more than 40 feet in length. Generally, lengths of less than 40 feet are used for frequent traveling, and most show people buy trailer models of no more than 35 or 40-foot lengths.

While the trailer industry is

(Continued on page 68)

## 3 Times to Renew Safety

- New car? Trailer? Is safety old hat?
- Driving hints, tips for lots and jumps

Safety tips and driving hints for trailer users become especially applicable when any one of three things takes place.

One instance is when there is a new car involved. Another is

when it is a new trailer. The third is when one has been driving with a trailer for so long that it's old hat and safety may give away to carelessness.

There is an extra time to consider. It is when the trailer has been sitting idle for the winter and it's nearly time to travel again.

Possible changes in traveling technique are especially pertinent with some of today's new cars and the extra equipment that goes with them.

Here are selected tips and hints on driving with a trailer:

If it's a big trailer or a heavy load, tow it with a truck. With an automobile, see about putting heavier tires on the rear end. Remember that in mountain country it is good to add anti-freeze to help prevent boiling in your cooling system.

In readying contents of a trailer for travel, remember a quick stop would throw all loose items forward. Fasten them down or provide crash padding.

### Don't Ride Trailer

Be very certain that the main valve for cooking gas is turned off. Turn off the heating unit. Extinguish the pilot light, too, before traveling.

Staying in a trailer while it is

in motion is not advisable and in some States it's illegal.

Got automatic transmission on your new car? Under most conditions, this simplifies the gear-shift problems on hills. For the toughest hills, there is still a low gear you can shift to.

Most States now require directional lights on trailers.

If your trailer is on a muddy lot, jack-knife it somewhat before

(Continued on page 69)

# Ex-Showmen Enter Trailer Business

Where once the usual trouper's dream was to retire to a small farm and perhaps raise chickens, the frequent plan now is to open a trailer park.

Quite a few show people already have done just that. Show centers like Tampa, Sarasota, Gibsonton and other spots in Florida, plus Hot Springs, Ark.; Hugo, Okla.; Phoenix, and several spots in California are dotted with trailer parks owned and operated by active or former show people.

Show people also are active in other branches of the trailer business. Mac Matthews, a former carnival concessionaire, heads up Hal-Mac, Inc., formerly with Bill Collins, Golden West, Dobsons, Dyer, Roger, Art B. Thomas, Snapps, Gold Bond and Wallace Bros. carnivals.

Among the dealers who formerly were in show business is Spike Mason, of Mason Sales and Service, Moline, Ill. Another is H. W. Ahrlhart, agent for Mills Bros. Circus, who is a partner in a trailer agency at Sarasota, Fla.

For those who are looking for-

ward to the time they retire from show business to start a trailer park, Michigan State University has something to offer. The school has a set of courses designed to train persons in how to operate a mobile home park.

The combination of trailer business and show business also turns up in such cases as that of Sellhorn's Trailer Sales, which has specialized in trailers for show people thruout its 23-year history. Its executives are active in show clubs and other show activities.

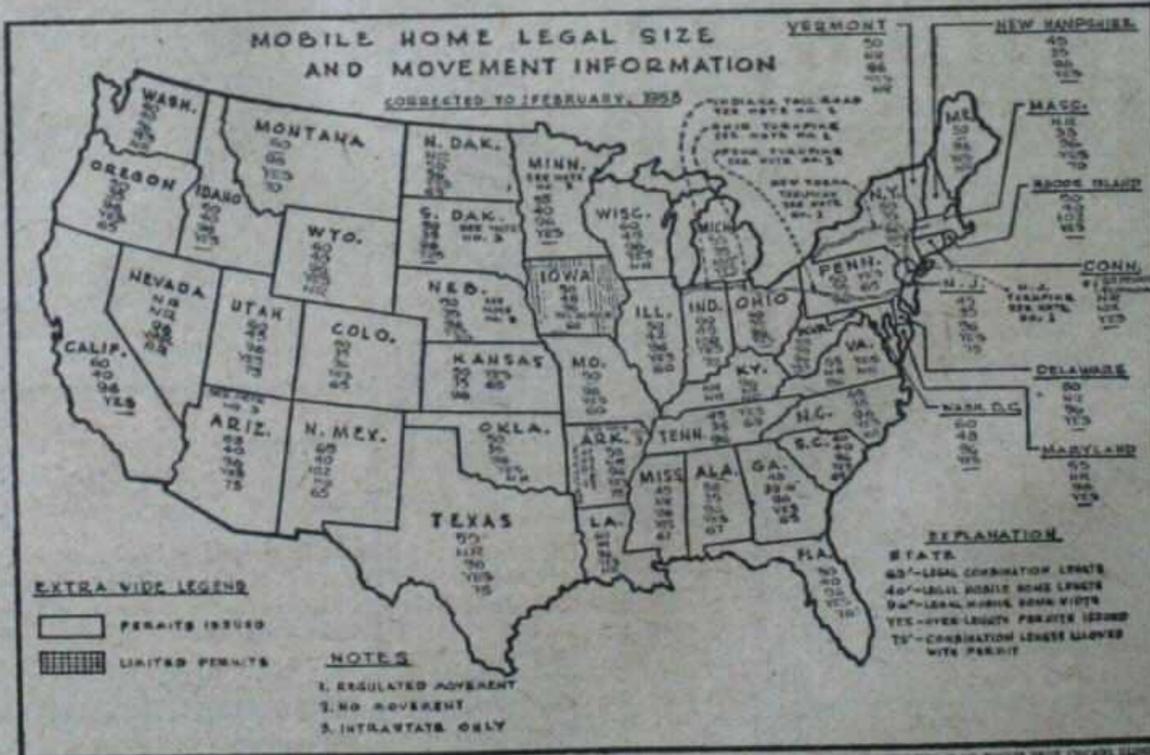
## PURCHASERS PAY 25% DOWN

For financing mobile homes, banks generally allow an amount equal to the trailer builder's inventory on the model plus transportation.

This usually amounts to about 75 per cent of the price. Therefore, down payments often amount to 25 or 30 per cent for a new trailer. For used equipment the amount ranges from 30 to 30 per cent, according to the Mobile Homes Manufacturers' Association.

In practice, the down payment comprises the dealer's commission and possibly some other factors.

Currently, it is reported, down payments or commissions are running from about 18 to 22 per cent, rather than the normal higher figure. Interest rates on trailer loans currently are about 5 per cent.



**R**ECENT changes in the laws of three States leave only one State that issues only limited permits for moving extra-wide trailers. This map, prepared by the Mobile Homes Manufacturers Association, summarizes trailer traffic regulations in each State and on several toll roads.

Iowa still requires permits under some conditions. West Virginia, Mississippi and Louisiana recently have liberalized their trailer regulations. Regulations pertaining to length of trailers and of combined trailer-and-car continue to vary widely among the States.

Troupers generally use trailers that are within the average requirements. However, some oversized trailers are in show use. Agents who clear show-owned trucks with State officials usually can arrange for over-sized house trailer permits at the same time and place.

While every effort has been made to make this map accurate and up to date, the State regulations are changing continually and it is wise to recheck regulations before operating a trailer in a different State.

# Concession Units Among Custom Jobs

Many show people who live in mobile homes also work in trailers that are specially built for show purposes. House and office both are on trailers.

These special non-residence model trailers include those built for concession stands, offices and a host of other uses especially applicable to showgrounds.

Several companies specialize in these special purpose units. Among them are the Calumet Coach Company, Prairie Schooner's Wells Cargo Division, Mobile Office, Inc.; New Moon Trailers,

Timmons Metal Products and the Metz Manufacturing Company.

Calumet builds units with concession equipment already installed. These are for either food-drink refreshment items or for games concessions, depending upon the business the buyer is in. This company also provides lighting and decoration for the trailers.

Mobile Office suggests its units may be used as office wagons, rest rooms or for similar purposes. Such equipment might serve for storage facilities, entertainment centers or dressing rooms. Several shows use trailers of this general style for snack shops and lounging spots for show employees off duty.

Metz Manufacturing is turning out a new trailer designed for popcorn sales.

### Mobile Steak Houses

There is a plan under way for a company to use extra large trailers for a catering and restaurant

(Continued on page 69)

## FEES, RULES ON TOLL ROADS

Taking a mobile home onto a toll road involves two conditions. One is that there usually is an extra fee for trailers. The other is that toll roads sometimes set-up special operating rules for cars or trucks with trailers.

Take the Ohio and Pennsylvania toll roads with the knowledge that if it is windy, trailers will be required to pull over and wait for calmer weather. The same rules apply to trucks. The idea is that trucks and mobile homes have large surfaces to catch wind and therefore they are likely to swerve in high wind and endanger themselves and other traffic.

At last reports, the house trailer fee on the Ohio turnpike was \$2 per unit. This is a flat fee paid in addition to the regular rate based on mileage a car travels on the roadway. The similar fee on the New York turnpike is reported to be \$10.

## Special TRAILERS Section

### Accessories For Winter

- Frost-proof windows are new products
- Summer uses seen for awnings, other items

There are hundreds of kinds of accessories for trailers on the market today and many of these items have value to show people. Some, however, are mainly for use in trailer parks rather than on show lots.

Chief among the new kinds of accessories shown at the recent national show of the Mobile Homes Manufacturers' Association in Louisville, were two styles of frost-proof windows.

These would have use among circus performers, ice show troupers and others who operate their trailer homes during winter months in the Northern States. Since condensation is a problem only in winter time rather than when windows are open, the new items would normally have little appeal among showmen who travel only in the summer months.

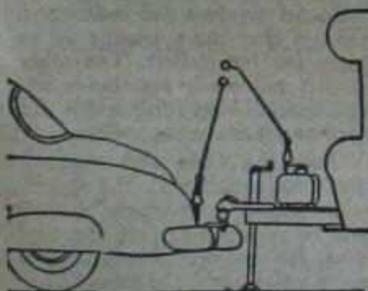
Trailer experts agree that the various styles of awnings for trailers are practical for showground use. It is pointed out that the awnings of either canvas or other materials may be erected with enough speed and ease to interest highly mobile trailerites. "Cabanas," however, take too much time to put up and down.

### Many Dealers Give Service

Service for trailer homes is sometimes a problem. But mobile home authorities point out that virtually every city of any size, and many smaller places, have trailer sales and service agencies.

Number of mobile homes dealers is variously estimated at from 3,500 to 5,000. Many of them represent more than one manufacturer and are equipped to provide service for any brand.

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## Coach Costs Deductible!

- Showmen in unique tax position
- Some may subtract trailer expenses

The question of whether expenses of operating a house trailer may be deducted for income tax purposes is something that may well be raised by many show people.

In the final analysis the question of whether this expense can be deducted must be answered by tax experts and the Internal Revenue Service.

But one source in the trailer industry states that "show people represent the ideal use of a mobile home since the owner has a home but not a permanent residence."

And a tax information agent at Internal Revenue office confirms that in a case where a showman maintains a permanent home and legal residence on the one hand and then finds it necessary to be with a show for business purposes, his expenses away from home are deductible.

The tax office representative said further that in such a case the cost of operating the trailer, plus the expense of meals and other expenditures of being on the road for business are deductible.

The most important factor is whether the trailer is the showman's home or whether it is comparable to a traveling salesman's hotel room while away from his permanent home in some other location. If there is a regular permanent house involved somewhere and especially if the show-

*(Continued on page 68)*

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...by **TROUPERS**  
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## Trailer Trade Views Troupers

• Continued from page 66

is difficult to clear it for movement on a fast and flexible schedule.

Experienced show trailerites buy equipment that is in the vicinity of 35 feet in length, according to trailer people. The thought behind such a purchase is not only in regard to regulations but also ease in handling while on the highway.

Trailer makers have observed that show people often favor a

particular brand of equipment at a given time. That look of favor is likely to change from time to time. Yet, there always is a tendency for show people to buy more of one brand trailer than others. They stick to one brand for a while, then change.

Such brands as Sparton, Schultz, and Vagabond have enjoyed the endorsement of showmen at various times, and many units of these brands are troupe-



You have seen our ads in Billboard for the past 12 years. Do you know that we equip trailers to sell: popcorn, candy floss, sno cones, caramel corn, candy apples, taffee, root beer, hot dogs, waffles, novelties, balloons, jewelry, games or we will install your own equipment. Our skilled craftsmen make up counters and install your equipment exactly as you want it.

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50' 45' 42' 38' 35'  
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## Special TRAILERS Section

ing with carnivals, circuses and other shows throught the nation.

Numerous trailer manufacturers have had salesmen with special contacts within show business, and these men have concentrated on show sales. This is one of the indications that show business is big business to trailer business.

But oddly, trailer authorities have done little in the direction of analyzing the show phases of their market. They speak of the entire show field as being in the carnival business. While thousands of carnival trouper live in trailers, the field also includes large numbers of people who are engaged in circus business, country and western music units, thrill shows, horse and cattle exhibitors, concessionaires, ice show performers, and many of the numerous name personalities from TV, recording and films.

The Mobile Homes Manufacturers' Association has made no effort to determine how many show people live in trailers. The closest they have come is to determine that of the 3,000,000 people who live in trailers, 63 per cent of them are mobile workers. And included in that group are show people, construction workers and others. The next largest group is military personnel, who comprise 30 per cent of the total. Then comes the 10 per cent who are retired or aged people. Four per cent are vacationers. The final 3 per cent of trailer users are business and professional users, who put their trailers to special uses.

## Mobile Home

• Continued from page 66

boosting 10-wides and other big models as homes for permanent or semi-permanent locations, it also is pushing the idea of travel trailers. It used to be enough to say trailer, but now it is becoming necessary to specify you're going to travel with it.

Travel trailers are short, light, maneuverable. They are recommended for those who travel a great deal and for vacationists. Many people in show business favor trailer homes in this classification.

The Mobile Homes Manufacturers' Association figures that \$576,000,000 was spent in 1957 for mobile home purchases. The average price of a new trailer is reported at \$4,500. Some models are available at about \$1,000 and most models are selling for between \$3,000 and \$10,000. The 1957 trailer sales are estimated at more than 130,000 units.

Travel trailers are figured at about 10 per cent of the total number of trailer sales. They range from 12 to 20 feet in length, generally.

While more and more trailer residents tend to stay in one place or move only rarely, the showman and his family who move every day of every week still have some company. Trailer sources point out that many construction workers travel from job to job with mobile homes, that agriculture workers also are trailer home users.

Many construction workers who

## Depreciate In 5 Years

- Write off most of cost in that time
- Useful life extended by new construction

From a tax standpoint, one opinion is that trailers can be depreciated in about five years.

This is the view of William B. Welsh, financial expert for the Mobile Homes Manufacturers' Association.

Welsh points out that banks normally finance trailers for five-year periods. Therefore, the supposition is that after five years approximately 75 or 80 per cent of the trailer's evaluation may be written off.

Actual life of a unit is longer, of course. Since steel and aluminum construction came into the trailer business about 1948, the useful life of trailers has increased to 10, 15 or more years.

## Coach Costs

• Continued from page 67

man's family spends most of its time there, there is a strong possibility that trailer expenses on the road are deductible.

This situation for show people is in contrast to that applicable to almost all other trailerites. Since most mobile home residents maintain no other house and use the trailer purely for residential purposes rather than business, their expenses are not deductible.

live in trailers are now concentrated in the Great Lakes area for jobs with the St. Lawrence Seaway projects. Many more have been in the same area for work on the toll roads and turnpikes of New York, Ohio and Indiana. This summer will see hundreds of trailer families spotted around Northern Illinois. There, numerous companies are working on the Illinois Toll Road system, which is scheduled for completion in 1958. Other toll road projects reportedly have been held up pending the start of a new federal-State road building project that will affect many sections of the nation.



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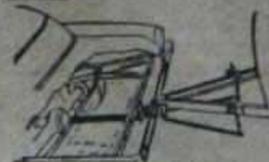
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## Concession Units on Wheels

• Continued from page 66

business. The idea is to spot these trailers at fairs and other gatherings.

Prairie Schooner is offering a portable commercial building that would have special application in show business, altho they are extra wide and not intended for frequent movement. This model has two office spaces, a rest room and a storage space. Outside design is more like a permanent building than a vehicle.

Wells Cargo's contribution to the concession business is the Huckster model trailer. Sides end open on these to put a concession stand in business. A special feature is that the floor lowers so that the operator is on the ground level with his customers. These mobile concession stands come in several sizes.

In a different class and serving as a freight hauler is the Wells Cargo junior size semi-trailer. This hauls four tons of freight and is pulled by a pickup truck. Some models are strictly for freight—possibly kiddie rides, performers' rigging, concession frames or other show property. Other models have the added features of windows and a doorway on the side, as well as the freight doors on the back.

Still another Wells Cargo model is billed as a mobile utility room. It is lighter and smaller than the junior semi-trailer. It is adapted to such uses as ticket office, business office, dressing room, ma-

chine shop, tool room, electricians' shop or merchandise storage unit.

Some concessionaires and other showmen formerly found they had to reconstruct other trailers or build their own from the ground up in order to get what they wanted. Now many are finding that professionally built special purpose units are constructed with knowledge of the showman's needs and that they often surpass what the showman could build for himself.

Moreover, the special unit makers are coming up with new models and new ideas that make their products especially useful in all branches of show business.

### Three Times

• Continued from page 66

starting to pull out. This gives your auto a short distance in which to get started before it takes the full weight of the trailer.

Don't overlook blocking up the trailer to stabilize and level it, especially for extended stopovers.

#### Idle for Winter

After leaving a trailer idle all winter, one should have the brakes checked before resuming use. If, while in use, the brakes make a metallic squeal, they need adjustment or replacement.

If the trailer has been standing for several months in a damp place, there may be corrosion on the armature and magnet poles of electric brakes.

If a trailer has electric brakes, be careful how long the brakes remain set during a week's stand. Pressure should be released at least once every 48 hours. Once released, the pressure may be applied again for another two-day stretch.

#### New Car Voltage?

Many newer automobiles have 12-volt electrical systems, compared to six-volt systems in trailers and most earlier cars. To change over from a six to a 12-volt system, it is necessary to install a resistor in the electric brake circuit, between the power and the controller. It is also necessary to replace all exterior bulbs including clearance lights, stop lights, and directional lights, to the new voltage.

Don't use a bumper hitch for mobile homes.

If a trailer is stationary for a month or more, check the air pressure in the tires often.

If you alter a vehicle from mobile home use to that of carrying a heavier than normal load, check with a dealer about need for different tires and perhaps springs.

## Special TRAILERS Section

### W. E. Mangels

• Continued from page 61

Island. In recent years his sons, Fred and William Jr., supervised the operation.

#### Improved Carrousel

Born February 1, 1867, in Germany, he entered this country in 1883 and attained citizenship at the age of 23. His first business venture was a Coney Island bicycle shop, where he developed his first inventions, the Bicycle Carrousel and Razzle-Dazzle Swing rides. Another development was an improvement on a British carrousel gearing system.

Mangels' first big splash in the business came in 1907 when his new Tickler had a rewarding season at Luna Park. The ride, which lost its novelty before many years passed, consisted of round passenger cars rolling down an incline, bumping against posts and whirling them around.

The company was established in 1908, and turned out Roller Coasters and Carrouseis, as well as

## Insurance Available

Standard trailer insurance policies provide adequate coverage, in the view of the Mobile Homes Manufacturers' Association.

They normally cover the trailer for damage of all kinds, altho there is a difference between damage sustained while in motion and that sustained from fire, storm or similar causes.

Also available is insurance that would pay the amount still due on the trailer in event of the owner's death or disability.

About a dozen firms specialize in trailer insurance.

## Thrill Show Trail'rs Busy

• Swenson outfit has six years' trailering

• Find multiple uses for two special units

Aut Swenson's Thrillcade, one of the nation's major traveling auto thrill shows, six years ago became aware of the versatility of mobile homes, and since that time has carried two units that have served many purposes.

They have fitted in as offices, dressing rooms, sleeping quarters and even as hospitality rooms on the road.

Swenson has used Rollohome trailers during the six years, a 30-foot number being used as a combination office and living quarters while a 25-foot job is used as sleeping quarters for some show personnel and is converted to a dressing room on fairgrounds where adequate facilities are not available.

In addition to their utility, the two trailers, flashed heavily with Swenson advertising, create much interest not only on a fairgrounds but when they're being transported over the road.

Best of all, according to Swenson, however, is the convenience when they roll onto a fairgrounds in the early hours of the morning. "We just set up and go to sleep," is the way he puts it.

### FOR SALE NEW EQUIPMENT

#### New 1958 Concession Trailer

8 ft. x 18 ft. base, 6 ft. umbrella-type fold-down wings, aluminum main top supported by heavily braced 1 1/2 in. steel angles; tubular steel wing frames covered with 18 in. red and white striped nylon canvas with 8 in. valance; 10-in. counters, 3/4 in. marine plywood floor, heavy duty steel under-frame and draw bar, nylon draw curtain closes off one end for sleeping quarters if needed, aluminum door, sink and drain, completely wired and lighted with decorative fluorescent fixtures; 6 or 12 V. driving lights, white Masonite ceiling, insulated 5000 lb. heavy duty running gear with electric brakes, 15x7-00x8 ply heavy duty tires on quick demountable heavy duty truck wheels, hitch, parking dolly, jack and 2 in. hitch ball. Can be used as a Cookhouse, Grab Stand, Candy Vendor, Popcorn Stand, Flat Top, Jingle Board, Pitch Game or Bingo. Accommodates 32 stools around counters, which are knee high to operator. Priced at our dealer's cost . . . . . \$2610.00

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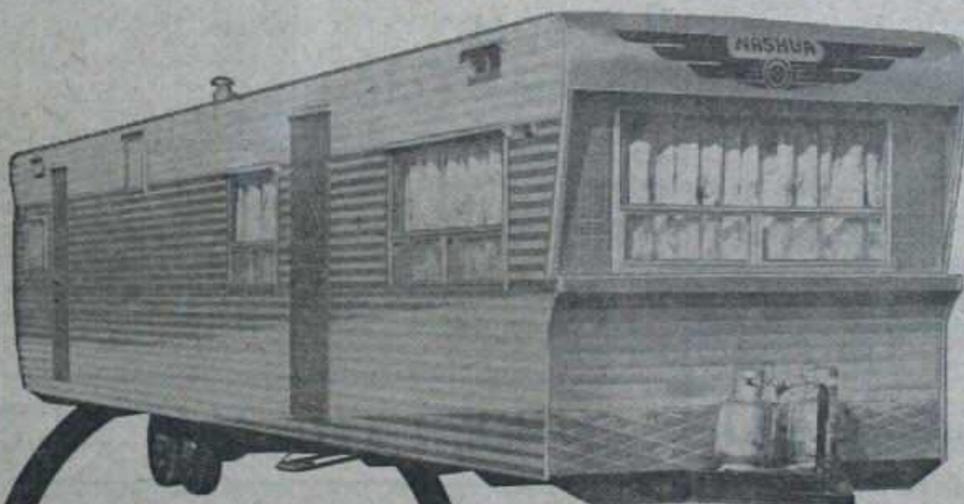
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## Beatty Will Heat Tent at Palisades

Sign Buffalo Shrine, Ottawa Kiwanis; Ponce Springs Opens to Good Crowd

DE LAND, Fla.—Clyde Beatty Circus, now in new quarters at its recently purchased Ponce de Leon Springs resort here, revealed last week its opening stand at Palisades, N. J., will feature a heated big top. New canvas will be on hand then. Double sidewall and oil heaters will be used.

The stand will be day-and-date with the Ringling-Barnum stand in Madison Square Garden, New York. Beatty show will be at Palisades Amusement Park, across the Hudson River from New York.

Beatty management also announced that the show has contracted to play the Buffalo, N. Y., Shrine Temple's annual show. This will be May 31-June 1. Also included in the package are dates with the Shrine Clubs of the

Temple, located in Jamestown, Olean and Niagara Falls, N. Y. Arrangements were completed by Neil Berk and James Allen Winters.

General Agent Floyd King also announced that the Beatty show will spend a month in Canada. It will be the first tented show to play the Ottawa area in about eight years, and it has Kiwanis Club auspices signed in that city. Other major towns in the area also are to be played.

**Resort Opens**  
Opening of the revived Ponce de Leon Springs Sunday (9) featured water ski show with name performers including James Rusing, formerly with Cypress Gardens and ex-champion boat jumper.

Attendance totaled 4,680 people. Management of both the Springs and Beatty circus includes Jerry Collins, Randolph Calhoun, Frank McClosky and Walter Kerman.

They are scheduling expenditure of about \$100,000 in the next year or two for publicizing the Springs. Part of this program calls for placing 500 24-sheet posters between Newark, N. J., and DeLand.

Busch and Laube, Kansas City concession operating company, has been signed to handle the bar and restaurant concession at the Springs. The same firm has concessions at Collins' dog track.

The circus, however, retains its own concessions operation.

## R-B Spec Themes Told

SARASOTA, Fla. — Reports here indicate that Ringling's 1958 performance, soon to go into rehearsal, will include a spec in the "Arabian Nights" theme; web act with a butterfly motif; menage number using cowboys and Indians in a mounted square dance; and a finale tabbed "Yankee Doodle Dandy."

## Weekend Pulls Detroit Up 5%; Nights Are Light

DETROIT—Attendance at the Detroit Shrine Circus has been running slightly ahead of last year, but the pattern definitely shows lighter night business than normal.

Tunis (Eddie) Stinson and Orrin Davenport, producers, said apparently the nights were off about 10 per cent, but afternoons were up enough to give a 5 per cent overall hike. Davenport said that the shift to afternoon attendance appeared to be linked with layoffs in Detroit industry and the pattern was similar to that of 25 years ago.

Attendance was big on the weekends. Saturday (8) had three giant houses including a morning kids' show that was near-full, a matinee that was a turnaway and a night house that was near the capacity of 12,000.

Sunday (9) the afternoon was a turnaway, with 12,000 in seats, and the 7 p.m. show was fair. Another good crowd was that of Friday night, with about 9,000 at hand. Other night houses were running at about 6,000. Weekday afternoon shows were drawing about 8,000 each, with 9,000 reported on Tuesday (11) and no matinee on Monday (10).

## R-B Pauses At Quarters

SARASOTA, Fla. — Ringling-Barnum circus idled at its winter quarters here Saturday (8) thru Wednesday (12), marking its longest stay away from home in history. Show left Sarasota last April. It is returning again Monday (17) after completing its four-day stand at Miami, last stop of the longest season.

Cold weather in Florida walloped the open-air show. Three days at the Tampa fair were hit by the cold weather.

## Memphis Sellouts Greet H-M Opener

MEMPHIS — Opening days of the Hamid-Morton Circus here were an overwhelming success, and management hopes were high for similar results at ensuing stands, Milwaukee and Topeka, Kan. Overall business picture here has been dismal, with movie houses running on a three-day week. Circus, however, scored big.

Press reception was good and several hits were made with story and picture material.

Saturday afternoon (8) 4,146 attended and about 300 were turned away; Saturday night had 3,900 people. Sunday (9) the show had a full house in the afternoon and no performance scheduled at night.

On Monday (10) the Shrine show had a morning performance for 4,500 and an afternoon perform-

ance for another 4,500. The Auditorium opened the second hall of the building to accommodate the crowds. On Monday night the circus drew 3,500 people. All three Monday shows were reserved for Negroes.

The Sunday night show, under auspices of The Commercial-Appeal, was held at the Naval Hospital in Millington. It was the eighth year the newspaper co-operated with Al Shymia Temple in the venture.

Opening show Saturday was marred when Speedy Wilson tumbled during the Globe of Death act and had a collar bone fractured when the cycle fell on him.

## Harold Bros. Names More Lansing Acts

SARASOTA, Fla.—Fuller details on booking of acts for the new Harold Bros.' Circus were announced last week by General Manager Harold Voise. The indoor show will start at Lansing, Mich., March 6.

Acts there will include Aerial Georges, bar act; Jan Risko and Nina, plate spinning; Frieda Wiswell's Funny Ford; Aerial Chapmans; Antonucci's Chimpanzees; the Tokayers, tetterboard; and these which have been mentioned earlier:

Robert's Leopards and Baudy's Greyhounds; Forsetz-Mendez Trio; elephants; Norbu; Flying Thrillers; and La Norma.

## Polack Gross At Fort Wayne Drops from '57

FORT WAYNE, Ind.—Polack Bros.' Circus played to reduced business on its stand here three days ending Sunday (9).

Promotion manager Sam Ward said that both Shrine membership sales and the advance promotion were within \$25 or \$30 of last year's totals in the same departments.

However, the window sale was off about \$10,000, and this comprised the drop in the whole date. Ward blamed cold weather, which kept townspeople at home unless they already had advance tickets in hand.

Employment is down in the city and local sources blamed this situation for the drop in circus business.

The Coliseum seats about 10,000. For a morning show there was a total of 11,000 kids packed in, some sitting two to a seat. Afternoon performances drew 4,000 on Friday and 5,000 on Saturday and Sunday (9). Friday night had 6,200 and Saturday night had 4,000 people, it was estimated.

## Albright Sets 14 Fair Dates

BELLE PLAINE, Minn.—Leo J. Albright's Stage Circus has booked dates with fairs at Medford, Baraboo, Meillsville, Wausaukee, Chilton, Iron River, Friendship, Menominee and Gilmantor, Wis., plus a celebration at East Troy.

They also have contracted Blue Earth, Northome and Madison, Minn., plus a celebration at Minnesota Lake. Show also plays merchants shows, street celebrations and a few ball park dates.

The show carries its own dogs, ponies, and monkeys. It uses a 32x40-foot portable stage with hand-carved trimmings and front. It is being repainted in red and gold leaf. There also is a semi-trailer for stock and a truck and trailer for personnel.

Staff will include Leo and Angela Albright with sons, Dave and Cary; Sonny and Gloria Albright, with Mike, Terry and Tommy; Bill and Helen Alcott and Arlene; Barth and Maier, Ruben Schultz and Naomi Schultz.

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## UNDER THE MARQUEE

From Kelly-Miller winter quarters comes news that Donnie McIntosh and Ione Stevens are building a new concession trailer. . . . Fine weather in Hugo allowed Freddy Logan and Bill Woodcock to stake out the elephants nearly every day. . . . Dave McIntosh has returned to Hugo after wintering in Detroit. He and his brother, Deacon, will again be head mechanics on the show. . . . Flo McIntosh has been hospitalized in Paris, Ill., for observation. . . . Sam Price, car manager of Kelly-Miller last season, is wintering in Hugo, as is Shorty Lynn, superintendent of Carson and Barnes Circus. . . . Mrs. D. R. Miller flew to Liberal, Kan., last week to drive back a new car. . . . Jay James, son of Mr. and Mrs. Glen James, has been released from the Hugo Memorial Hospital after a serious illness. . . . Mr. and Mrs. Herb Walters, owner of the Cole Circus, returned to Hugo after a trip to California.

Latest in R. M. Harvey's series of newspaper articles about the circus is one which he declares the Ringling show became a "mu-

sical comedy" in recent seasons and that it "became the laughing stock of the circus world." The veteran general agent makes these statements in an article that recalls the career of F. A. Boudinot on the Ringling show until he left it a few seasons ago. Boudinot now is with General Outdoor Advertising Company, Chicago.

Esther and Charles Velvin Turner have moved to Villa Rica, Ga. . . . Floyd Arnold is clowning clubs in Jacksonville, Fla. His father, Rube Arnold, suffered a high blood pressure attack, but is recovered now and clowning once again.

Shorty Sylvester was called to Texas when his brother was killed in an automobile accident. Sylvester and his wife are with Hamid-Morton Circus.

Tex and Gay Maynard were dinner guests of Mr. and Mrs. Del Brewer when Polack Bros.' Circus played Flint, Mich., recently.

Clara Delbosq, the daughter of Adolph Delbosq, is at the Hospital de Jesus, Mexico City, and would like to receive cards and letters from friends.

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## Colorado Managers Seek \$1 Million Aid

**Forrest Hammes Elected President, Kremmling Veep, Beckman Secretary**

DENVER—Colorado fair managers moved Sunday (9) toward their goal of State aid in improving the quality of county fairs thruout the State.

Delegates to the Association of Colorado Fairs convention voted to ask for an estimated \$1 million of State pari-mutuel funds to support the fairs.

The 40 delegates representing the various fair boards named Forrest E. Hammes, Littleton, to head the group this year. He succeeds Morgan Roberts, Sedalia, as president.

Pointing out that State aid is necessary if some of the county fairs are to exist, Hammes said that only 34 of the State's 63 counties present annual fairs, and that many of these are only token efforts because of financial starvation.

Under the group's proposal, the governor would appoint a county fair commission to administer the funds. It would consist of one member of the Legislature, a member from the State Fair Commission and a representative of the Association of Colorado Fairs.

The funds would be used to purchase land for fairgrounds, construct new buildings or improve existing structures, aid in the payment of prize money to encourage participation, encourage youth organizations and establishment of a scholarship fund for 4-H and Future Farmers of America members.

Hammes said the counties would be expected to raise funds for their fairs before they can participate in the State aid.

The proposal as adopted by the group outlines these steps:

1. The county could receive a maximum of 15 times the amount of money paid out by the county as prize awards the preceding year.
2. A minimum of 15 per cent of funds used for buying land or building fair structures would have to come from the county.
3. The State would match each dollar of premium moneys offered by the county.
4. Ten per cent of all prize money would be set aside for scholarship funds.

Hammes estimated the proposal would require about \$1 million of the State pari-mutuel betting funds the first year. He said that last year Colorado received \$2,103,000 as its 5 per cent share of pari-mutuel operations. Forty-two fairs have been listed with the association for presentation this year.

Other officers elected beside Hammes are Ray Breeze, Kremmling, vice-president, and Irwin (Tiny) Beckman, secretary-treasurer.

## Michigan Signs U. S. Navy Band

DETROIT — Booking of the U. S. Navy Band for the Michigan State Fair was confirmed Monday by General Manager Donald L. Swanson.

The band is scheduled to give several free concerts daily in the orchestra shell in the south end of the grounds. Booking follows a series of outstanding service units, including the Marine Corps Band two years ago, and the WAC Band in 1957.

Emphasis upon patriotic and historic aspects will be stronger this year, typified in the moving last week of the former Detroit home of General U. S. Grant to a central position facing the Coliseum across the picnic grove on the fairgrounds. It had stood for several years in a relatively obscure point at the south end. It is fitted up with authentic furnishings of the period of about 110 years ago by the Detroit Historical Society during the period of the fair.

## Beam's Revue For Malone

MALONE, N. Y.—Additional description of the entertainment for this year's Franklin County Fair emphasizes that the grandstand revue will be "It's Wonderful," the Ward Beam show.

Beam will also provide a two-day appearance of the Hendricks Bros.' buffalo, llama and dog races, and movieland animals. Jack Kochman's Thrill Show will perform, and O. C. Buck Shows will be on the midway. Fair dates are August 18-23.

## Texas Association Elects James Stewart President

DALLAS — James H. Stewart was elected president of the Texas Association of Fairs and Expositions as the group ended its 31st annual convention Saturday (8) at the Baker Hotel here.

Stewart is executive vice-president and general manager of the State Fair of Texas and is immediate past president of the International Association of Fairs and Expositions. He succeeds Joe Cooley, Abilene, as proxy of the TAFE. Cooley remains on the TAFE board of directors as immediate past president.

Other officers elected included Jack Stewart, Seguin, taking James Stewart's place as vice-president, and Bob Murdoch, Tyler, who was re-elected secretary-treasurer.

Directors elected included C. S. Thompson, Dallas; Ollie Liner, Plainview; L. B. Dollens, Waco; Mrs. S. G. Frazier Jr., Texarkana, and Joe Goetschius Jr., Beaumont.

A panel of youth leaders started the convention program off discussing "How Fairs Can Better Serve the Youth of Texas." They included Tommy Lou Curry, first vice-president, Future Homemakers, Irving; Kenton Harvey, past State president, Future Farmers, Azle; Peggy Schluter, State 4-H council, Denton County; Selwyn Hollinsworth, State

4-H council, Navarro County; Mrs. Oneita Pierce, area supervisor, vocational agriculture education, Denton, and Curtis Trent, assistant 4-H club leader, Denton.

Addresses were delivered by Joe T. Monsour, Shreveport, La., president of the International Association of Fairs and Expositions, and Dr. W. L. Stangel, dean of agriculture at Texas Tech and general superintendent of the State Fair's livestock shows for many years.

Two other panels were presented with State Fair department heads and fair participants taking part.

The panel from the State Fair staff discussed "Methods of Good Operation" and included Thad Ricks, speaking on publicity and advertising; Mrs. Leah Jarrett, on women's activities; Dave Robb, on gates operations, and Joe Rucker, on special events.

"How Fairs Can Be Improved" was the subject for a panel which included Robert M. Carter, advertising manager for Magnolia Petroleum Company, Dallas, a State Fair commercial exhibitor; C. E. Kennemer Jr., Dallas livestock breeder; W. A. Schafer, of Schafer's 20th Century Shows, and E. O. Stacy, Music Corporation of America.

Social activities during the con-

vention included a reception and informal dance sponsored by the Texas Showmen's Club, luncheons hosted by the Dallas Chamber of Commerce and the State Fair of Texas, and the convention's annual banquet. Entertainment for the luncheons and the banquet was provided thru courtesy of E. O. Stacy, MCA.

## Ga. Annuals Surveyed for Short Course

MACON, Ga.—Joe F. Pruett, secretary of the Georgia Association of Agricultural Fairs, visited several fairs in the State recently while stimulating interest in the coming workshop. The event will be held May 19-20 at Rock Eagle Park.

In efforts to obtain State aid and for other purposes, the group's 26-member fairs and others are being solicited for information on midway and grandstand deals and results, plus general data on fair facilities and operations.

Association members are Southwest Georgia Fair, Albany; Sumter County Fair, Americus; Athens Agricultural Fair; Southwest Fair, Atlanta; Exchange Club Fair, Augusta; Lamar County Fair, Barnesville; Exchange Club Fair, Brunswick; West Georgia Fair, Carrollton; Chattahoochee Valley Exposition, Columbus; Central Georgia Fair, Cordele; Elberton Fair; Spalding County Fair, Griffin; Georgia Mountain Fair, Hiawassee; Butts County Fair, Jackson.

Also, Cobb County Fair, Marietta; State Fair, Macon; Tri-County Fair, Manchester; Henry County Fair, McDonough; Macon County Fair, Montezuma; Coosa Valley Fair, Rome; Washington County Fair, Sandersville; Coastal Empire Fair, Savannah; Emanuel County Fair, Swainsboro; Coastal Plains Fair, Tifton; Barrow County Fair, Winder; Okefenokee Fair, Waycross.

## Pennsylvania Fairs Await Court Decision on Butler

NEW YORK—Prospects are reported very good for continuance of the Butler (Pa.) Fair, which awaits a court verdict on matters pertaining to its existence. The Butler situation is that wherein residents objected to the fair, and the Pennsylvania State Association of County Fairs retained counsel for its member event.

Attempts are being made to revive the 100-year-old exposition, which was forced out of existence a year ago. The fair was in the same location 50 years and had its location taken by right of eminent domain, for school building purposes.

The association contracted to buy 68 acres elsewhere, with an option for 80 additional acres, on Route 6. But injunction proceedings last winter resulted in the fair being banned for 1957.

The State association, after hearing Lee McCandless present the fair's case at the 1957 association

meeting in Reading, engaged the services of a law firm to aid the Butler people in arguing the court decision.

At a meeting of the State body's executive committee in December, the law firm reported both sides had presented briefs in argument sessions, but no final decision had been reached. However, the chances appeared "very good," it was noted.

The association was told at its Allentown, Pa., convention that law expenses incurred in behalf of the Butler Fair amounted to \$1,000, and that the executive committee had voted to ask members for \$30 contributions for this purpose.

## CARNIVAL WANTED

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Attendance has been doubled in past two years. Outstanding facilities, promotion and attractions. Over one million people within seventy-mile radius. Contact: JACK VINSON, Secy. Phone 3990 or 4570, Newport, Tenn.

## Taylor Rodeo Elects Ashley

TAYLOR, Tex.—John Ashley was re-elected president of the Taylor Rodeo Association here as first plans were made for the annual event during the summer months. Other officers all re-elected are Van Zimmerhanel, vice-president; A. H. Miller, treasurer, and Vernon Hafernik, treasurer. All of the directors were also re-elected.

## Grants Pass, Ore., Names Lee Pruitt

GRANTS PASS, Ore.—Lee Pruitt has been named manager of the Josephine County Fair, succeeding Lee Boner, who resigned. Boner, vice-president of the Oregon Fairs' Association, is moving to Corvallis, Ore., because of business commitments and hopes to continue in fair work if possible.

## Winter Fairs

### Arizona

Mesa-Maricopa Co. Fair, March 18-23.

### California

Indio—Riverside County Fair & National Date Festival, Feb. 14-23.  
Imperial—California Mid-Winter Fair, March 1-8.

### Florida

De Land—Volusia Co. Fair, March 3-9, Lee Maxwell.  
Eustis—Lake Co. Fair & Flower Show, March 10-15, Karl Lehmann.  
Fannin Springs—Suwannee River Cattle Show, Feb. 15-21, L. C. Cobb, Trenton.  
Kissimmee—Kissimmee Valley Livestock Show, Feb. 15-23, O. L. Partin.  
Largo—Pinellas Co. Fair & Horse Show, Feb. 24-March 1, J. H. Logan.  
Madison—North Fla. Livestock Show & Sale, Feb. 24-26, O. R. Hamrick Jr.  
Miami—Southeast Fla. & Dads Co. Youth Show, April 24-27, Ralph E. Huffaker.  
Ocala—Southeastern Pal Stock Show & Sale, March 3-7, Louis Gilbreath.  
Orlando—Central Fla. Fair, Feb. 24-March 1, C. T. Bickford.  
Plant City—Fla. Strawberry Festival, Feb. 17-22, Fred W. Nutter.  
Quincy—West Fla. Livestock Show, April 8-10, John C. Russell.  
Sarasota—Sarasota Co. Agri. Fair, March 17-22, K. A. Clark.  
Sebring—Highlands Co. Fair, Feb. 24-March 1, B. J. Harris Jr.  
Tampa—Fla. State Fair, Feb. 4-15, J. C. Huskisson.  
Winter Haven—Fla. Citrus Expo., Feb. 15-22, Robert J. Eastman.

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## RAS TAMPA \$\$ HOLD UP DESPITE FRIGID WEATHER

First Nine-Day Receipts Slightly  
Below 1957 Record High Figures

TAMPA — Carl Sedlmayr Sr. beamed as he scanned the adding machine tape in his electrically-heated office at the Florida State Fair Thursday night (13).

The owner of the Royal American Shows had ample reason. The tape to that point, the ninth night of the 11-day fair, showed the ride and show gross to be not far under that for the corresponding period last year, when the Royal had the biggest gross in its history here.

Sedlmayr and his associates marveled at the gross. The weather thru the first nine days had been extremely cold. There had been rain. Sunny skies had been rare. What's more, citrus and vegetable crops had been ruined by the pre-opening cold.

Most figured that the gross would be off sharply. But, it held close to last year's levels thru the first five days, dipped Monday (10), fell sharply Tuesday (11) when rain hit, soared the following

day to more than offset the previous day's loss, and held about even the following day.

### People Delighted

Show people and concessionaires generally were delighted. "We really thought we were in for a loser," they echoed.

Sedlmayr, in commenting on the surprisingly good business, said, "The Tampa Fair always has been something of a barometer of things to come for fairs and carnivals. I regard our excellent business in the face of the coldest weather we have ever encountered at the fair as a sign of an extremely good season ahead."

The Tampa-based Royal usually brings into operation here the at-

tractions it carried the previous year plus some few new rides booked in for the spot only.

This year, a new Roller Coaster, the largest portable device of its kind on the road, was placed in operation. The ride was built by Carl Miler of Portland, Ore., and replaces a Roller Coaster, also built by Miler, which was on the Royal last year and which then was the largest portable Coaster on the road.

When the Royal takes to its regular route, it will have still another new major ride, a Wild Mouse, now being built by Miler in Portland. C. J. Sedlmayr, son of the Royal American owner, worked (Continued on page 75)

## Page Buys Tract for Tampa Area Quarters

DAYTONA BEACH, Fla. — Purchase of a large tract of land in the greater Tampa area is disclosed by Col. William Page, owner of the Page Combined Shows. The property will be developed to provide new winter quarters for the organization. Moving in of the entire show equipment from more northerly locations will begin at once.

The show closed its Florida winter tour here Saturday (8) at the Colored Elks' Fair, with business hampered by cold weather. Business at two previous fairs was good when the weather permitted. At Dade City a good kiddie day put the show into the win column. The Brooksville showing was fair to medium.

Three other fairs for which the show held contracts were canceled because local committees could not qualify as fairs as defined by the new legislation which came into effect the first of the year.

Page, who rejoined the show

here after a bout with the flu, said the show would be heavily represented at the Florida Federation of Fairs meeting at Gainesville this April, and will be strongly competitive for 1959 Florida fair bookings.

On the lot at Daytona were seven major and five kiddie rides, four shows and 35 concessions. After a lay-off, the show will open its regular season at Savannah, Ga., in early April.

## Weiss Signs 'Big Four' Of Pa. Fairs

ALLENTOWN, Pa. — Bennie Weiss, bingo operator extraordinary, was one of the more active participants during the State fair meeting here, and wound up announcing contracts for repeat appearances at the fairs in York, Allentown, Reading and Bloomsburg, the State's Big Four.

At the fairgrounds smorgasbord prior to convention formalities, Weiss and wife, Martha, hosted at their table Arthur Morris, Reading Fair manager, and his wife; Mr. and Mrs. Sechler, Allentown; Police Chief Jimmy Christine and wife; Mayor and Mrs. Donald Hock; Stanley Giles, Reading Fair president, and George A. Hamid Sr.

Weiss is president this year of the Miami Showmen's Association, succeeding Ross Manning.

## Best Heads RAS Shriners

TAMPA — Dick Best Sunday (9) was elected president of the Royal American Shrine Club at the annual meeting here at Egypt Temple. He succeeds C. J. Sedlmayr Jr.

O. J. (Whitey) Weiss was elected vice-president. Hal Hall and Harry Julius were re-elected secretary and treasurer respectively. Bob Lohmar was picked as a member of the board of trustees. Art Pierce, retired recorder of Kaaba Temple of Danversport, Ia., installed the officers.

## Gooding Will Buy Wild Mouse, 1 Other Major Unit for '58

Orders Helicopters; Books Shows;  
Tells Plans to Attend Brussels Fair

TAMPA — Floyd E. Gooding, head of the Gooding Amusement Company, will buy a new Wild Mouse and probably one other major ride before the opening of the '58 fair season.

He indicated that he was uncertain whether he would import a Wild Mouse from Germany, where the ride originated, or purchase one or have one custom built by a U. S. ride manufacturer. "But, I will have one for the coming fair season," Gooding pointed out.

He declined to give details on the other major ride he plans to buy except to say that the device would be a re-worked, up-dated version of a ride which hereto has been operated mainly at permanent installations.

Recently, Gooding said, he purchased two new Helicopters from the Allan Herschell Company, North Tonawanda, N. Y., and that he would take immediate delivery on one of these units in the near future and on the other before the opening of his spring season.

### Booking Shows

While here, Gooding was busy closing contracts for shows to go out with his various ride units during the coming season.

Charlie Hodges' Side Show, which was out last year with the Cetlin & Wilson Shows, was booked. Doc Hartwick, with his Snake Show and Turtle Show, also was pacted.

Other shows booked were Swede Erickson's little horses and Snake Shows, Rex Barnes' Snake Show, Mr. and Mrs. Joe Stiys' Funhouse,

A. L. Stephens' Motordrome, The Zacchini's two dark rides and two Funhouses, one of which is now being built; Emmett and Priscilla, alligator boy-monkey girl; Harvey Wilson's two Glass Houses, and Bill Lauthier's Ghost House.

### Adding to Zoo Park

Gooding said that upon his return to Columbus he plans to buy 25 additional acres adjacent to his (Continued on page 75)

## WOW 'EM

## Levy Humor Paces Tampa Banquet-Ball

TAMPA — Sam J. Levy Sr., president of Barnes - Carruthers Theatrical Enterprises, Chicago, again wowed 'em at the annual banquet and ball of the Greater Tampa Showmen's Association here Sunday night (9) in the Tampa Terrace Hotel.

The perennial toastmaster at the annual event, Levy provided the high spot of the evening. Al Lopez, a native of this city and manager of the Chicago White Sox, spoke briefly.

Bernard (Bucky) Allen, retiring president of the association, gave the welcoming address. Also on the dias were association officers: George Ringlin, chaplain; Vern Kohn, secretary; Dick Gildorf, third vice-president; C. C. Groscurth, incoming president; Earl Maddox, second vice-president; Harry Julius, treasurer; Benny Weiss, president of the Miami Showmen's Association, and Jack Duffield, president of the Showmen's League of America.

## Beam Denies Sale, Sets May Debut

WINDBER, Pa. — Merle A. Beam will open his Beam's Attractions on May 1 at Amelia, Va., where the show wintered on the fairgrounds since closing last fall. Beam said last week that there is no truth to rumors he is selling his unit.

The show will carry from 10 to 14 rides and eight shows, and, as has been the case in recent seasons, Steve Decker will aid Beam in the management. Decker represented the show at the fair meetings.

Following the opening, the show will route into Pennsylvania prior to the fair season. Announced fair dates include Manassas, Va.; Gaithersburg, Md., and McConnellsburg and Port Royal, Pa., plus six weeks in North Carolina.

## Olson Signs Kortes Show, McCrary Rides

New Still Date  
Added to Route;  
Name Other Shows

TAMPA — Pete Kortes will have Side Show on the Olson Shows during the coming season.

Paul Olson, manager and co-owner of the show bearing his name, made the announcement during the Florida State Fair here.

Olson also announced that E. G. (Mac) McCrary, former owner of the 20th Century Shows, had booked two-rides—a Scrambler and Wilson—on for the season.

While here, Olson also booked Eusilio Hoffman's Funhouse, Leo Carroll's Midget Horse, and Duke Jeanette's Life Show. Del Crouch's Motordrome will be back and Dorothy Crouch again will head the Kiddieland operation.

The show-owned posing show and the show-owned revue again will be managed by Gene Vaughan, Olson reported.

The show's route with one exception is a duplicate of last year's. The new addition is Champaign, Ill. The show will toss off the winter's wraps May 30, bowing at Hot Springs, its home base. Its first road engagement will be at Decatur, Ill., starting June 9.

## Fire Damages Mound City WQ

ST. LOUIS — Fire did an estimated \$20,000 damage to the winter quarters of Mound City Shows here last week. Cause of the fire was given as faulty wiring.

Repair of the buildings and equipment was started this week and one unit of Mound City Shows will operate this season as originally planned. It will be managed by Clarence Slaten, who plans to carry seven rides.

## Cold Chills Vivona Bros. At Fla. Fair

MIAMI — Weather took the measure of the South Florida Mardi Gras and Home Show thru mid-week, with the South Dade Kiwanis Club promotion failing to get a single decent operating day thru Thursday (13).

The midway furnished by the Amusements of America was geared for high earnings; but miserable cold cut attendance severely below expectations. Some 20 rides were spotted, with more than a dozen show units and 50 concessions.

Part of the offering was the free acts, a high-diving act and sway-pole number. Special events went off well as planned, including the beauty contest and Indian wedding ceremony.

Everything was good except the weather, show manager John Vivona reported. Milder temperatures were anxiously awaited for the final weekend. Admission price was 50 cents for adults, with children getting in free.

# Reithoffer Sets Fairs, 6th Unit

NEW YORK — Developments for the Reithoffer Shows include the addition of a sixth ride for the coming season, development of a new major ride and acquisition of four more fair dates, bringing the total announced so far to 18.

Pat Reithoffer Jr., and General Agent Al Crane spent time in Albany and New York City last week in preparation for the expected still-date tour of the metropolitan area. It was announced that the show will leave its Dallas, Pa., winter quarters much earlier than usual this year, in a gamble with the weather.

Five Reithoffer units will perform as usual under management of the elder and junior Reithoffers, Don Hoyt and Pat Jr.'s brothers-in-law, Bill Goodman and Claude Spancane. A third brother-in-law, Ed Morgan, tax lawyer, represents the family business. It was reported that the sixth unit will have a manager to be announced, and be under the direction of Al Crane.

### Ride Develops

A recognized, but little-appreciated, major ride is undergoing alteration in winter quarters,

and the modification is expected to be picked up by other touring shows. Result of the work will be a unit so altered as to capture the public's preoccupation with outer space matters. There are more than 55 rides in the family operation, including a Helicopter picked up at the Herschell plant last week by Don Hoyt. Herschell mechanics constructed a trailer mount for the truck to tow a trailer-mounted center section with the balance of the ride being racked in the truck.

Reithoffer reported closing for Morris County Fair, Troy Hills, N. J., which has been the subject of lively competition in recent weeks. Also announced are Otsego County Fair, Morris; Delaware Valley Fair, Walton, and Seneca County Fair, Waterloo, all in New York.

# Phoenix Club Elects Salter, Independents

PHOENIX — Earl Salter was elected president of the Arizona Showmen's Club Monday (3). Also elected were:

Sam Steffin, first vice-president; W. J. Siebrand, second vice-president; Robert Banard, third vice-president; Don Hanna, treasurer, and Millard Freeman.

The winning officers were members of an "independent ticket." Salter listed the new committees for 1958:

Board of directors—Harry Lucas, Peter H. Siebrand, Millard B. Freeman, W. R. Siebrand, Marguerite Stone, Don Hanna, P. W. Siebrand, Lloyd Wilson, Paul Pesicka, Charles Denny, H. W. Siebrand, Rose Merrow, Ralph Horstman, Ruby Freeman, Dolores Gordon, Anne Horstman, Louis Bloch, Betty Wilson and Robert Banard.

Finance committee—P. W. Siebrand, Louie Bloch, Marguerite Stone, Paul Pesicka, William Saunders, Lee Ritter, Peter H. Siebrand and Ralph Horstman.

Cemetery committee—Don Hanna, Marguerite Stone, June Curry, Margaret Hanna, Earl Salter, Nora Lucas and Inga Siebrand. Sick and relief—Rose Merrow, Harry Gordon, Dolores Gordon, Marie Berko, Betty Pesicka and Betty Wilson. Building committee — Hiko Siebrand, Ralph Horstman, Joe Steinberg, Harry Berko, William Jones, Jack Terrell, Steve Lucas, Lillian Freeman, Harry Clark, Arthur Frazier, Frank Scerba and Robert Banard.

House committee—Ruby Freeman, Dolores Gordon, Margaret Hanna, James Rittenhouse, Rose Merrow, Curtis Hayes, Anne Horstman, Raie Banard, M. R. Freeman, Paul Pesicka and W. J. Siebrand. Entertainment committee—Dolores Gordon, Janelle Siebrand, Margaret Hanna, Harry Lucas, Pauline Lansdowne, Inga Siebrand, Dolly Frazier, Margaret Hanna, Ruby Freeman, Nora Lucas, Anne Horstman, J. L. Brown and Art Frazier. Ways and means — Sam Steffin, Millard Freeman, Don Hanna, Rose Merrow, Dolores Gordon, Art Frazier, Cora Ritter, W. J. Siebrand, Raie Banard, Jack Poster, Louie Wald, Hunter Farmer, Ralph Horstman and Harry Lucas. Membership — Don Hanna and Paul Pesicka. Sergeant at arms — Dallas MacArthur. Publicist—Mrs. Ruby Freeman.

# Dallas Club Pays Tribute To Deceased

DALLAS—There was a good turnout for the annual memorial services of the Lone Star Showman's Club of Texas here Thursday (6) in the Texas Room of the Baker Hotel.

Mrs. June Cook played the organ, Clyde Gleaves sang several solos and the Rev. Maurice L. Evans delivered the invocation and address of the day. T. R. Hickman and Alice Hennies handled the candle service.

Deceased members during 1957 included Harry Studyvin, Tom Morris, John Gallagan, Max Utay, Michael Doolan, John Ellis, William Aiken, Ruth Young, Lydia Powell, W. H. Malvooy and Ira James Bufford.

# Dallas Meet Pulls Shows

DALLAS—Carnival and show representatives turned out in good numbers at the fair meeting here.

Included were: Mr. and Mrs. Bob Hammond, Bob Hammond Shows; Gene Hames, Bill Hames Shows; Mr. and Mrs. W. A. Schaffer Jr., 20th Century Shows; Jack Ruback, Alamo Exposition Shows; Don Richards, S. W. Globe Ticket Co.; Red Mahaffy, Mahaffy Bros. Tent and Awning; Ernie Campbell, Campbell Tent and Awning; Toby McFarland, lights; Bob Childers, Childers Canvas Products Co.; H. Herrin, Paramount Fireworks; Emil Guldenzopf, Frank Sharp, Regalia Mfg. Co.; Ted Edlin, Grand Ole Opry; Harold Braught, Oklahoma Colorcraft Co.; Jimmie Hetzer, Hetzer's Agency; George B. Flint, Barnes-Carruthers Theatrical Enterprises; Bill Atterbury, Darrell Hornbeck, thrill productions; Mr. and Mrs. John Francis; E. L. Winrod, Monarch Shows; Roger Wohlberg, insurance; E. O. Stacy, Music Corporation of America, and Ernie Young, GAC-Hamid.

**FIRST CALL! PENN PREMIER SHOWS FIRST CALL!**  
 Opening early in April, Lynchburg, Virginia.

**CONCESSIONS** Can place exclusive on Photos, Custard, French Fries, Fish Pond, Cork Gallery, Short Range, Hoopla and any other legitimate Concessions.

**SHOWS** Can place Managers for the following Shows. Must be sober and reliable, also have their own sound equipment. We have the rest, CIRCUS SIDE SHOW, GIRL SHOWS, OUTSTANDING MINSTREL with bus transportation, MOTODROME AND FUNHOUSE. These shows are in perfect shape. Will book independent MONKEY CIRCUS, ANIMAL SHOW, WORKING WORLD, SNAKE SHOW or any good Grind Show. Art Spencer, Red Janos, Al Renton, contact me.

**HELP** Can place good, sober Ride Help who drive semis, Foremen who can handle Dual Wheels, Octopus, Rolloplane, Hot Rod Ride, also Kiddie Rides. No Men with cars or drunks wanted. Following Men contact me: Ralph Whitney, Tex, Brownie, Chuck Mason or any Help who worked for me before. Can also place good FIRST-CLASS MECHANIC who can move a fleet. We offer good salary plus bonus to all Help, plus a long season.

Address all mail and wires to  
**LLOYD D. SERFASS, Owner, or HARRY (BUSTER) WESTBROOK, Mgr.**  
**PENN PREMIER SHOWS**  
 Fairgrounds, Henderson, N. C. (No collect calls, please.)

**MIKE SMITH OWNER-MANAGER**  
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Now booking for 1958 season, including entire Montana "B" circuit of Fairs plus early June fairs in North Dakota, and usual strong spring route. Opening date May 15th.

**CONCESSIONS:** Will give Ex. on Age and Weight, Roman Targets, String Game, Novelties, Long Range, Glass and Bear Pitches or any Hanky Pank not conflicting.

**SHOWS:** Motordrome, 10-in-1, Mechanical, Snake or any good Show with own equipment and transportation.

**HELP:** Can always place good, sober, reliable Men on Rides. Winter Quarters now open.

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**MIKE SMITH—Owner** **WM. G. AVERILL—Concession Manager**

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**FERRIS WHEELS—2—#12 Model**  
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**AVAILABLE**  
 July 3-6, complete Carnival for Southwestern Wisconsin or Northern Illinois. Have August 14-17 open; same area. Write or wire  
**EMSHOFF SHOWS**  
 Islamorada, Florida, until April 1.

**HARRY BROWN**  
 Wants Skillo and Count Store Agents. Opening March 1 with Tennessee Valley Shows at Bastrop, La. Call Hillcrest 2-2735, Houston, Texas, until February 22; then Bastrop. No collect calls.

**Orange Empire Shows**  
 WILL BOOK A FEW CONCESSIONS. WILL BOOK MAJOR RIDES THAT DO NOT CONFLICT. OPEN FIRST WEEK IN MARCH. Call, write or wire Hillcrest 7-0036  
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 with SAM LAWRENCE CARNIVAL about 1938 and later with WM. GLICK SHOWS, or anyone knowing of him, please write his sister. His 85-year-old mother is seriously ill.  
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 1956 Tilt-A-Whirl, complete with gasoline engine, power unit, fluorescent lighting equipment; 1952 Chevrolet Tractor, straight job and trailer for transporting Tilt-A-Whirl. Above equipment cost new over \$20,000; any reasonable offer considered.  
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 WRITE FOR 1958 DATE BOOK  
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**WANT TO LEASE**  
 For entire season or will lease with option to buy; need 9 or 10 Rides including Wheel, Jenny, etc.  
 Have an attractive offer, or make your own deal. We are expanding an established park. Booked solid May through September, with large outings, organizations and conventions. Write or wire:  
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**JOHNNY T. TINSLEY SHOWS**  
**"AMERICA'S MOST MODERN MIDWAY"**  
 OPENING NO. 1 RIDE UNIT MARCH 1  
 Playing lots in Greenville and surrounding towns such as: Greer, Fountain Inn, Travelers Rest, Easley, Pelter and two big weeks inside Donaldsonville Air Force Base. RIDES: Train, Boat, Coaster, Scooter.  
**CONCESSIONS:** All Hanky Panks and Eating Stands open. Can especially use Photos, Diggers, Sitdown Grab, Bingo (Ben Weiss, contact), Pan Game, Rat Game, Fascination, Derby, Novelties, Age & Weight.  
 All Concessions, Rides and Shows booked on percentage basis only.  
 Entire Show opening April 19 with five choice weeks, then Surf Side Beach until September 1, followed by ten Georgia Fairs.  
 FOR SALE: One Motordrome complete; one Girl Show complete with Van; both have new tops. Price: either one, \$1,000.00. All wires, call to:  
**JOHNNY T. TINSLEY, Owner-Gen. Mgr. TED WOODWARD, Gen. Rep. Asslt. Mgr.**  
 Winter Quarters: 1205 New Buncombe Rd. Greenville, S. C.  
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**BLUE GRASS SHOWS**  
 Want for PINELLAS COUNTY FAIR & HORSE SHOW, Largo, Fla., week February 24  
**CONCESSIONS—Hanky Panks, Prize-Every-Time Merchandise Games of all kinds. Can also place Catering, Direct Sales, etc.**  
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**C. C. GROSCURTH—BLUE GRASS SHOWS**  
 Plant City, Fla., Strawberry Festival, all this week; or phone  
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**LAST CALL LAST CALL!**  
**SOUTHERN VALLEY SHOWS**  
 OPENING FEB. 22, NORTHEAST LOUISIANA LIVESTOCK SHOW, DELHI, LA.  
 Want Concessions of all kinds. Everything open. Especially want good, clean Cook-house that will cater to show people. Also large Bingo. Want useful Carnival People in all lines. Would like to book Rolloplane and Chairplane. Can use 3 Grind Shows.  
 Contact:  
**EDDIE MORAN**  
 1201 Emerson St., Monroe, La. Phone: FAirfax 2-8443

**WANT WANT WANT**  
**CONCESSIONS:** Short Range, Long Range, Hoopla, Cork Gallery, Balloon Dart or any kind of Prize-Every-Time Concession.  
**SHOWS:** Minstrel Show with own equipment, must be first-class. Girl Show or any kind of Grind Show with own equipment.  
**GLADES AMUSEMENT COMPANY—JERRY SADDLEMIRE, Owner**  
 Fort Pierce, Fla., Fair this week; Sebring, Fla., Fair to follow.

## SOCIAL EVENT

## Tampa Banquet, Ball Sparkles With Fashion

TAMPA — The annual banquet and ball of the Greater Tampa Showmen's League Sunday night (9) at the Tampa Terrace Hotel was featured by striking gowns and accessories of the ladies.

Mrs. J. C. Huskisson chose a mauve chiffon and satin dress with lace top and pearl jewelry. Mrs. M. E. Twedell wore a black sheath with a white lace bolero with rhinestone trim. Mrs. C. J. (Egle) Sedlmayr Jr., selected a slim black crepe skirt with champagne lace top.

Mrs. Carl Sedlmayr Sr., chose a black Spanish lace with Chantilly lace yoke. Mrs. Carl Brorein Sr., wore a beautiful rose satin with a Chantilly lace yoke. Mrs. Carl Brorein Jr., selected a powder blue lace with bouffant skirt.

Mrs. Wilfred Walker was in a simulated silk cotton print of turquoise and gold, with rhinestone trim. Mrs. Gordon Duncan picked a two-piece ice blue crepe dress trimmed with white beads. Mrs. Frank Myrtle was in a navy blue faille two-piece, trimmed in pink.

Mrs. Stanley Higman chose a black lace gown. Mrs. Clarke Mansfield chose a navy sheath and a mink stole. Mrs. D. M. Reed wore a cinnamon sheath. Mrs. Howard Heney selected a lamé and velvet dress. Mrs. Ransome Williams, wife of the former governor of South Carolina, selected a powder blue faille. Mrs. E. A. Band wore a powder blue sheath and a mink stole.

Mrs. J. K. Clarke wore a black lace dress, with rhinestone jewelry, and a pink stole. Mrs. Ed Leidig chose sea foam silk, with silver jewelry. Mrs. Gordon Ban picked a pale blue dress suit with beaded collar. Mrs. Lon Campbell chose a figured blue silk afternoon dress, with a scooped neckline.

Mrs. E. A. Bond selected a powder blue sheath and a mink stole. Mrs. Nate Eagle selected black crepe. Myrtle Jeter wore mauve lace over satin with an ermine wrap. Hazel Maddox picked royal blue satin of ballerina length. Mrs. Cecilia Garcia chose a Ceil Chapman creation, with a fitted bodice skirt of dark blue taffeta. Mrs. William Shapiro chose blue lace with pearl and rhinestone trim, with a pink cashmere sweater with rose point lace covering.

**Olive Sprague**  
Mrs. David Bloom selected a black cocktail dress with sequin trim. Olive Sprague chose a Ceil Chapman of white satin, red chiffon, back-looped stole, with red rose wrist corsage. Mary Daniels picked emerald green chiffon of ballerina length. Esther Young chose ice blue satin sheath, with huge side bow flowing to the floor, and a pink carnation corsage.

Nora Reinhardt wore an Emma Dowd of Dresden pink nylon net over pink Chantilly lace bodice and a blue iris corsage. Flo Venner picked a white lace with red velvet trim and red carnations on skirt. Maxine Cyr selected aqua nylon with silver trim and a white orchid corsage.

Chaplain Ella Stophel chose blue lace. Mary Jane Glover wore white with rhinestones. Jeri Ringlin was in white chiffon and wore a lavender orchid. Dora Renn chose a black jersey top with white appliqué bottom. Mrs. Harry Beach wore pink lace and satin.

Mrs. Thad Works selected beige lace and chiffon. Mrs. Joe Givens wore green and white faille. Mrs. Eddie Miller picked melon chiffon sheath. Mrs. Joseph Greco wore black crepe sheath. Mrs. Hymie Jacobson picked blue lace bouf-

fant. Miss Ruby Burns picked iridescent taffeta. Miss Evelyn Long selected black satin sheath, with French drape, and Mrs. Robert Wicks a pale aqua satin in princess style with a beaded bodice.

Peggy Hilman chose white silk embroidered green sheath, with yellow sash bow. Mickey Wenzik picked a royal blue satin, gathered bodice, with flowered over-skirt. Myrtle Dunkin wore an ice blue taffeta, with pearl and rhinestone trim. Gloria Lauthier wore an ice blue, strapless gown, with bodice of jewels, a full skirt and silver accessories.

Mrs. B. A. Slover wore black velvet, with pearl trim. Mrs. Jimmie Slover chose a pink taffeta flower-trimmed ball gown. Mrs. Betty Slover picked a Jo Copeland original, a white satin sheath, with Kelly green sheath and bow at the side.

**Mrs. Pat Rozzano**  
Mrs. Pat Rozzano selected royal blue satin, with a chiffon draped bodice. Mrs. Fred Corbini wore a salmon colored taffeta. Mrs. Jack Calluppo wore a buttercup yellow lace with lace duster. Mrs. Jess Warren selected old rose lace. Rosalie Siegrist wore a white lace sheath, with sequin trim. Mrs. John D. Wright Jr., selected two-tone pink, ruffled net.

Vi Le May picked blue and white slipper satin. Grace Le May wore beige lace. Billie Hauck selected black sheath with pearl and sequin trim. Mrs. Wilfred Clain chose a Dior creation of royal blue chiffon, with rhinestone jewelry. Mrs. Roy Varnier was in grey and pink chiffon, with iridescent sequin bodice and a corsage of baby orchids. Nell King wore a blue lace gown with black accessories.

Alyce Mendelson chose a red sheath. Lillian Schwartz wore a navy blue chiffon. Mrs. Al (Connie) Lopez wore a black silk, draped bodice jersey sheath. Ida Levy wore Wedgwood blue chiffon, a Ceil Chapman creation, and Mrs. Sol (Pauline) Fleischman an emerald green satin sheath, with wide puffs. Jo Duffield selected a black metallic full skirt, with three-quarter sleeves and a plunging back.

**Mrs. Earl Bennett**  
Mrs. Earl Bennett wore a black cocktail dress. Mrs. Charles W. Owens selected a black cocktail dress. Mrs. Maria Diaz chose black lace over taffeta. Mrs. Tony Diaz Jr., selected a white brocade dress. Mrs. Bobby Hicks wore a Ceil Chapman, a blue cocktail dress. Mrs. H. D. Pellank chose a blue taffeta cocktail dress, a Dior, and an heirloom diamond broach. Mrs. J. A. Pandino chose a flamingo lace over taffeta cocktail dress, a Trigere, and a gold charm bracelet. Mrs. L. Corum wore a black net cocktail dress, a Cassini.

Mrs. Avery Christy wore a gown of black, trimmed in Chantilly lace with accessories of matched pearls. Mrs. Peck Gardner had a bouffant skirt of silver brocade lace, with pink bodice. Mrs. James Dickerson wore a Dior design of sky blue taffeta, a modified version of the new sack. Mrs. Burkholder was in aqua taffeta, touched with sequins, by Binji-Dior, and wore mink.

Mrs. Larry Ackley chose grey lace over pale pink satin, with iridescent sequins, by Ceil Chapman. Mrs. George Pence chose a pale blue satin, embroidered with silver. Kay Leisure wore a jeweled navy blue of cocktail length. Pauline Woods chose bright green.

**Sally Duncan**  
Sally Duncan chose a black sheath satin of cocktail length. Mrs. John Day selected taffeta,

with a diamond-jewelled pin. Leota Frantz wore white lace over taffeta, with iridescent sequins, of cocktail length. Kitty Glasser selected champagne with black lace. Betty Hardeman chose white satin, with rose velvet cummerbund, a Hattie Carnegie. Honey Lee Stack selected a Ceil Chapman original of paradine blue sheath. Kitty Slaughter picked an Oleg Cassini creation, a black lace sheath with rhinestone accents. Betty Hardy picked a blue and silver brocade, a Dior model.

Mrs. R. M. Campderros chose beige lace over taffeta, off shoulder, and a blue iris corsage. Mrs. R. B. Murray picked yellow chiffon of ballerina length and an orchid corsage. Mrs. Scott M. Sulin picked soft pink nylon net and a blue iris corsage. Mrs. Wesley Hamiter selected pure silk black sheath.

Mrs. Sam Delaney wore rose chiffon over taffeta, off shoulder, and an orchid corsage.

**Bernice Sweeney**  
Mrs. Al (Bernice) Sweeney wore black cotton pique. Mrs. Byron F. Hollingsworth chose purple crepe with pink faille and bead trim. Mrs. Robert L. Hudson chose a full-skirted black taffeta and jersey. Mrs. Richard Root chose taffeta sheath in oriental style by Ceil Chapman. Ethel Clark picked a Trigere of gold lace lamé, with black trim, short lace bottom.

Frances Fornier and Mrs. James E. Strates both wore Ceil Chapman designs. Kathleen Sutton was in green. Mrs. Howard D. Parker wore a Johnny Herbert original, and Mrs. John M. Garrett chose an Adele Simpson design.

Bonita Doyle wore white lace, trimmed with rhinestones and pearls, and a blue fox stole. Anna Franklin selected a gray brocade satin dress, with mink stole. Mrs. Sally Brown wore blue tulle over blue taffeta and a Persian lamb stole.

Patyanne Sciorino chose white lace, with pearl trim. Margaret Porter wore black and white lace, with velvet trim. Laura Lee Cain chose ruffled peach net. Mary Cain selected black and gold taffeta. Dorothy Locke picked a Suzy Peret original of ice blue satin, with black lace trim. Elsie Williamson wore a Phil Jacobs original, with pink-tiered top and a black crepe skirt.

**Mrs. Charles Gregory**  
Mrs. Charles Gregory wore a Ceil Chapman creation of seafoam green with silver beads. Mrs. I. Marion Hendry was also in a Ceil Chapman of cherry taffeta, with full swing back caught with a bow on the skirt. Mrs. Malcolm Beard wore a black crepe, with low neck, and long sleeves, another Ceil Chapman creation. Mrs. James McEwen also wore a Ceil Chapman, a print in purple and turquoise, with velvet bow. Mrs. O. J. Wiss was in another Ceil Chapman of coco nylon net, with gold sequined bodice and a full skirt with rushings of net.

Rose Hunter wore a pink chiffon net, shirred bodice, with matching colored shoes, a rhinestone necklace and earrings. Mrs. Johnny Rivera wore a tangerine satin sheath, with rhinestone earrings. Kay Horbett chose a rust-colored tulle gown of waltz length, embroidered with pink sequins, with rhinestone accessories.

Mrs. Anna Leroy Bickford chose a black blouse with pearls and a black velvet skirt. Mrs. J. R. Allsup wore a brown evening dress and brown stole. Mrs. William Armand wore a black wool dinner gown. Mrs. J. D. Edwards chose a beige dress. Mrs. Richard Everhart selected a black evening dress, with a fur stole.

**Mary Sawyer**  
Mary C. Sawyer selected a salmon colored strapless of cocktail length, fitted, with bustle gathered in the back. Virginia Cennane wore light blue lace and nylon of cocktail length. Virginia Cantlon chose bright yellow over yellow taffeta. Neva War-

## Attraction Reps Turn Out for Ark. Meeting

LITTLE ROCK—Show people attending the annual banquet of the Arkansas Fair Managers Association, February 10-11 included:

E. L. Winrod, Monarch Exposition Shows; Esther Speroni, Midway of Mirth; H.C. Surdes, Parado Shows; B. E. Miller, Gala Exposition Shows; C. A. Vernon and Johnny Martin, United Exposition Shows; Mr. and Mrs. Floyd Kile, Floyd Kile Shows; Mr. and Mrs. A. E. Raines, Raines Amusements; F. O. Poole and Joe Green, Gladstone Shows; D. J. Rohr, Rohr's Modern Midway; Sam Fidler, Fidler Shows; Ernie Ferrow & Leroy Finley, Wallace Shows. Also Romy Dunn, Buff Hottle

butham wore black lace of cocktail length, with coral rose, trimmed with rhinestones.

Rose B. Langer wore beige brocade. Mrs. Evan R. Jenkins chose a draped, black crepe cocktail gown, with black satin neckline. Mrs. R. H. Wicks selected a Paisley printed cocktail gown, trimmed with rhinestones, and caught by a pin. A mauve wool crepe with black velvet trim bolero was the choice of Mrs. Fred Huber.

Mrs. W. E. Parker chose a black wool crepe, draped cocktail gown. Mrs. Chet Jenkins picked a red lace, strapless ball gown with bouffant skirt. Mrs. William W. Perrot picked a teal blue taffeta ball gown, with double tiered skirt. Mrs. Robert Morse selected a black draped cocktail gown, with unusual rhinestone buttons as trim. Mrs. Harper Gendrick wore a grey knit suit.

Mrs. T. P. Chaires Jr., wore a black dinner dress. Mrs. William Snyder chose a black lace dress. Ruth Hoffman wore a maroon and black, with gold, and black accessories. Toni Paradise chose a Ceil Chapman design, a red wool jersey.

**Marguerite Wilson**  
Marguerite Wilson wore a Ceil Chapman design of ice blue, with red rose bud corsage, rhinestone earrings. Mrs. Morris Stokes picked royal taffeta of floor length, with iridescent crystal jewels. Mrs. Jarry Starbuck selected a black chiffon of waltz length. Mrs. R. H. Groscurth picked taffeta, which featured the new harem skirt.

Mrs. C. C. Groscurth was beautifully gowned in a waltz length blue Chantilly lace, dotted with pearls and rhinestones. Mrs. W. F. Groscurth was in a ballerina gown. Mrs. Earl D. Bucker chose an exquisite pink satin with a draped neckline. Mrs. Virginia Clark selected a blue satin, with shirtwaist accented by pearls. Mrs. George Patti wore a black jersey, topped in white. Mrs. Mary Jane Miller wore a jersey, with gold jewels overlaid with pearls.

Mrs. John E. Byron picked a brown afternoon dress. A green cocktail dress was the choice of Mrs. F. B. Ruff. Mrs. I. V. Hulme picked a blue silk cocktail dress with sequins. Mrs. J. T. Sullivan wore a mink colored Chantilly lace over satin, sheath style. Eleanor Miller wore a Dior creation of red velvet. Dixie Gordon picked a lace creation. Joy Purvis wore an Adele Simpson silver blue brocade. Anne Doyle's choice was pink chiffon and sequins. Mrs. Jewel Samamor wore a black-beaded Hattie Carnegie design.

Leona Parker wore a Christian Dior of black organdie, with mink collar. Marie Vivona chose a pure silk, red and white flounce. Frances Scott wore an Adele Simpson design of teal blue satin. Boots Paddock wore black Chantilly lace. Molly Torti selected an aqua silk and lace. Kitty Farino wore black velvet. Margie Hesch chose white chiffon. Doris Coulston picked a Hattie Carnegie of blue pure silk.

Shows; Mr. and Mrs. Carl Burkhart, Burkhart Shows; Clifford Darr, Dixie Amusements; Mr. and Mrs. Eddie Gamble, Olson Shows; Dutch Wilson, Byers Bros. Shows; Mr. and Mrs. F. C. Glosser, Heth Shows; Bill Dyer, Dyer's Greater Shows; Fielding Graham, Holiday Amusements; Bart Bartholomew and Joe Sharp, American Beauty Shows.

Also Curley Reynolds, H. Wells, Mr. and Mrs. Harry Zimdar, Doo Okely, Weydte Amusements; Bennie Hazen and Harry Malourey, Roger Wohlberg, insurance; George B. Flint and Billy Senior, Barnes-Carruthers; Ernie Young, GAC-Hamid; E. O. Stacy, MCA; Ben Truex and H. Peebles, Truex-Peebles Agency; Bill Atterbury and Darrell Hornbeck, Atterbury & Hornbeck Thrill Enterprises; Sunny Bernet, Global Entertainment Service; Tom Drake, Drake's Entertainment Agency; Paul Long, Long's Rodeo; Wes Grant Rodeo Announcer; Frank Sharp & John Wills, Regalia Manufacturing; Ernie Campbell, Campbell Tent; W. R. Lashbrook and Mrs. Sybil Lashbrook, Lashbrook Tent Co.; Paul Turner, Turner Sound Systems; Harold Wald, Wald Fireworks; W. H. Goodwin, Goodwin Fireworks; Fred (Hot Shot) Herrin; Paramount Fireworks; Mr. and Mrs. Basanet and Mr. and Mrs. Bob Shivers.

## Don Franklin Gets Away To Good \$\$

BROWNSVILLE, Tex. — Don Franklin Shows, which opened here several days ahead of the Charro Days celebration, got off to a good start and was running ahead of '57 despite bad weather. Actual celebration is February 13-16.

Owner Franklin reported his big Miller Roller Coaster was topping the rides with the new enlarged Skooter in second place. The Coaster came in for some front-page publicity here.

The layout is improved over last week with the midway set up at the end of Main Street in the downtown district just a block from the International Bridge. It was necessary to leave some rides on the trucks but the location more than makes up for this, Franklin said.

Following Charro Days the show will move back into Sequim, Tex., winter quarters and will open its regular season on May 2 in Victoria, Tex.

## Green Tree To Debut

WINCHESTER, Ky.—A new carnival, Green Tree Shows, Inc., will make its debut this spring, John M. Huls, co-owner with David Huls and Alman Brannon, announced.

The show will tour Kentucky, will open late in April and is reported to have signed 10 fairs in the state. Plans are to carry a new Scrambler, Ferris Wheel, Merry-Go-Round, Octopus, Coaster and some kid rides.

NORTH TONAWANDA, N. Y. —Don Hoyt of Reithoffer Shows was here last week to pick up the shows' new Helicopter ride that will operate this coming season on one of the units.

# CLUB ACTIVITIES

## Hot Springs Showmen's Association

**HOT SPRINGS**—President Pat Ford has been released from the Little Rock hospital but will be confined at home for some time. Back from the Dallas fair meeting are Mr. and Mrs. Harry Zim-dars, Mr. and Mrs. Fred Howey and Mr. and Mrs. Carl Fritz. Whitie and Billie Owens are expected back soon from Tampa. Benny Hazen, Doc O'Kelly and Boots Booth attended the Little Rock fair meeting. The ladies are planning a dog show in the clubrooms.

## Caravans, Inc.

**CHICAGO**—February meeting was conducted by first vice-president, Margaret Levine. Also on the rostrum were Mae Taylor, second vice-president; Wanda Derpa, secretary, and Lillian Lawrence, treasurer. Invocation was delivered by chaplain Irene Coffey.

Sick list includes Bess Hamid in Orange Memorial Hospital, Orlando, Fla., and club mother, Minnie Simmonds, McBride Hotel, Miami. Frances Berger, whose shoulder is in a cast, suffered another

accident in which she injured her foot. Past president Agnes Barnes and Mae Sopenar, were absent from meeting due to illness.

A donation was sent to the Multiple Sclerosis Society in memory of Edna Stenson. Sincere sympathy is extended to Frieda Rosen upon the death of her infant grand-niece Marilyn Schiffman, the daughter of Lois and Sid Schiffman.

Annual spring party will be held Friday, April 18, at 8:00 p.m., in the Chicago Room at Hotel Sherman. Proceeds will benefit the cancer fund.

Hostesses for the February 18 social will be Mae Taylor, Frieda Rosen, Wanda Derpa and Lillian Lawrence. Members may invite their friends.

## National Showmen's Association

**NEW YORK**—One of the winter's best turnouts attended the Wednesday (12) meeting of the National Showmen's Association, at which the annual auditor's report was read and plans were announced for regular past presidents' parties.

Committeemen to serve with chairmen already announced by President Jeff Harris are being chosen. Chairmen are: Banquet, Joe McKee; bingo, Michael Wynn; annual awards books, Vince Anderson; bylaws, Sol C. Levine; cemetery, Ike Weinberg; eligibility, Al McKee; entertainment, Angelo Peppe; jamboree, George A. Hamid.

Finance, Louis D. King; grievance, Joe McKee; hospitalization and shut-in, Dr. Jacob Cohen; house, Morris Brown; publicity, Irwin Kirby; membership, Leo Willens; plague, John Weisman; tickets, Henry Kaufman; ways and means, Charles Rubenstein; year-book, Harry Rosen.

Peppe reported that a Joe McKee night, set for Monday, March 17, will kick off the series of past presidents' parties. Price of \$3 per person includes corned beef and cabbage, other foods, beer and a Dixieland band.

On the dais with Harris were Al McKee, first vice-president; Joe Prell, second vice-president; Louis D. King, chaplain; Morris Batsky, past president, and Herb Levens, auditor. A welcome was extended to Larry Stone, of Paragon Park, Nantasket, Mass.

## Miami Showmen's Association

The regular meeting was called to order by President Rosita Dell assisted by Ella Dodson, Kay Leisure, Onales Jones, Estelle Bell, Hilda Roman, Annalee Wilkins and Marie Vivona.

Joan Prell attended her first meeting. Reported on the sick list were Minnie Simmons, Bess Hamid, Fay Prell, Dorothy Lewis and Agnes Anderson.

Alberta Mack will take over the secret pal for the year. Mother Lee won the dark horse.

The secret pal party on Monday (10) was well attended. Margie Layne and Katherine Curry were in charge of arrangements and over 100 turned out.

## Gooding to Buy

**Zoo Park** there for future parking space.

"We don't need the additional space now, but we will in five years and possibly before that," he commented.

The Tilt-a-Whirl at the park is to have new lighting of fluorescence installed.

He also said that he probably will install a miniature golf course at the park before the season's opening.

# Slover Books 2 New Rides On C&W Shows

**TAMPA** — D. A. Slover, who recently purchased a new Roto-Jet and Helicopter, has booked those units on the Cetlin & Wilson Shows for the coming season.

Announcement of the booking was made at the Florida State Fair here by Izzy Cetlin and Jack Wilson, owners of the Cetlin & Wilson Shows. Other C. & W. personnel who attended the fair here were Al Dorso, Claude Sechrest, Peasey Hoffman and Bob Edwards.

# Conklin Plans Belgian Trips

**TAMPA**—J. W. (Patty) Conklin, Canadian midway biggie, plans two trips to Europe within the next two months.

Here at the Florida State Fair in the role of visiting fireman, Patty said he will fly from Toronto, his home base, Saturday (16) for Brussels, site of the World's Fair to open there April 17.

That visit, he said, will be to note what progress has been made in erecting the fun zone at the big expo and to keep his eye out for possible new attractions he might import to Canada.

His second trip, which he plans to make in company with Hiram McCallum, general manager of the Canadian National Exhibition, Toronto, will be timed with the opening of the Brussels Fair.

## RAS Tampa \$\$

Continued from page 72

with Miler in finalizing plans for the Wild Mouse so that it can be upped and downed in short order, a prime necessity for the Royal's tight route. According to the Sedlmayrs, the ride is designed to go up in less than six hours and to be downed in less than four and a half hours.

### To Carry Rotor

The Royal this season for the first time will carry a Rotor ride over its entire route. The Rotor, owned by the Velare Brothers, Curtis and Elmer, was in operation here. Several years ago a Rotor played some of the Royal's late fair dates in the U. S. but it never made the swing over the Western Canada "A" fair circuit.

To transport the Rotor and Wild Mouse, new, steel pneumatic tired wagons are being built at the Royal's winter quarters on the fairgrounds.

Working under the Royal's banner here as booked-in attractions were two German importations, a Hot Rod ride and a Kiddie Carousel, handled here by Bill Kehoe.

Sedlmayr said that he plans to add two new units to his rolling stock, a 10-speed forward International truck and a rubber wheel tractor. He says that he also plans to buy a new 150 kw. Caterpillar turbo power plant.

"Picnic bookings for the spot are most heartening," Gooding observed. "At this point we have twice as many picnics booked as last year."

If he can work the trip into his heavy schedule, Gooding said he will go to Brussels for the opening of the World's Fair April 17.

Gooding staffers also here for the fair included Hal Eifort, Johnny Enright, Jimmie Gooding, Charlie O'Brien and Mr. and Mrs. William Leisure.

# MIDWAY CONFAB

Mr. and Mrs. R. C. (Wilbur) Mills, cookhouse operators, have sold their lodge in Albuquerque, N. M., and have opened a Town House Motel in Chico, Calif. The Mills still intend to operate their locations at the fairs.

Johnny A. Brooks, employee on Royal American Shows, has left Kennedy Hospital in Memphis to return to the show's winter quarters in Florida.

Twelve people will go to the Brussels World Fair for the Maxie Sohn-Sydney Daniels names-on-hats operation. Daniels, Sohn and Sohn's wife, Helen Sohn, leave by air on February 26. Part of the crew sails March 6 on the America, and others on March 26 aboard the United States. They are Jack Taylor, Seymour Silver-

stein, Lisa Ceniell, Lucy Roma, Mrs. Corin and daughter, Kitty Clausen and Mr. and Mrs. Walter Noel.

Phil Isser, of the I. T. Shows, is at home in Brooklyn, after fending off an attack of pneumonia which cut short his European trip. He was in Maimonides Hospital for a couple of weeks.

Candy Kane writes that she recently completed three weeks at a Chicago theater and headed for her Houston home.

Whitey Bedard, Flint, Mich., ride operator, writes that he recently purchased a No. 5 Ferris Wheel from Charlie Lee, of Lee United Shows. He plans to put down some of his seven devices in a permanent kid spot and tour the wheel at church picnics. . . . Tiny Hicks, who has been off the road for a year, posts that he now weighs in at 525 and plans to go out again this year.

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## SEARCHLIGHTS

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# Lone Star Installs New Execs

**DALLAS** — The Lone Star Showman's Club installed its new officers at the annual banquet here in the ballroom of the Hotel Baker.

Seated at the speaker's table were Neil Fletcher, emcee; Katie Little, John Obluck, Herman Palmer, Pearl Vaught, W. A. Schafer Jr., Bette Harris, Riley Hickman, Joe Murphy and George B. Flint.

At the past president's table were Mabel Welshman, Millie Cepak, Helen Rees, Marie Obluck, Aylene Morency, Beth Anderson, Edna Hacker, Mary Ellen Lieberman, Louise Hickman and Millie Hudspeth. Margaret Pugh was absent due to illness.

Inez Carroll was general chairman of the event.

# SOUTHLAND AMUSEMENTS

WANT FOR THE SOUTHEASTERN FAT STOCK SHOW AT OCALA, FLA., SATURDAY, MARCH 1, TO MARCH 8—7 BIG DAYS & NIGHTS—TWO SATURDAYS

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Vocalists

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PHOENIX—The sixth annual Phoenix Home Show will be held at the Arizona State Fairgrounds for eight days starting March 23, Edward Greenband, the show's producer, said here. In addition to the exhibits, the show will feature an entertainment program.

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**this week's**

# BEST Merchandise BUYS

**PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.**

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

## YOU CAN'T MAKE REAL MONEY UNLESS YOU TRY— LOOK AT THESE HOT SELLING ITEMS AND THEN ORDER—

1. Rain Hoods in individual plastic cases fits into purse. A top premium or giveaway in assorted colors. 39c value. Gross, \$10.80; sample doz., \$1.20.
2. Morgan Jones Terry Cloth Dish Towels. Absorbent, beautifully striped in array of colors. Sell these at \$5.40 a dozen. 33c ea. lot of 12, sample, 50c.
3. Retractable metal cap Ball Point Pen. A 49c value—your cost is 10c each, 3 doz. in attractive cylinder display. Per 3 doz. display, \$3.60.
4. Brass Bristol Lint-Chaser Brush, hand-combed finished. Easily worth \$1.98—you'll sell hundreds of these at 50c each. 33c ea. lot of 24, sample, 50c.
5. Waltham Razor Blades, blue double-edge. You'll do an unbelievable volume if you sell 100 blades for 50c, worth \$2.50. 33c per hundred, lot of 1200; sample hundred, 50c.
6. Hollywood T-Shirt, combed yarn, dacron reinforced neck. Guaranteed 3 months. 1.00 value—sell fast at two for \$1.00. Dozen, 4.50; sample, 50c.
7. Greeting Cards, assorted for all occasions. 50 cards and envelopes in polyethylene bag. Worth \$5.00, but you sell for just \$1.00. 60c pkg. lot of 12; sample, \$1.00.
8. French Alps Lavender Sachet Deodorant. Delightful fragrance in handy spray can. A \$4.95 value, it repeats and repeats at \$1.00, 60c ea. lot of 12; sample, \$1.00.
9. New! 4-pen desk set with desk stand holder. Each pen writes its own color. Worth \$2.00 a set, it's a fast and steady seller at \$1.00. 60c ea. lot of 12; sample, \$1.00.
10. Men's assorted All Grain Leather Wallet, our own brand. Each wallet individually boxed. Will repeat over and over if you sell at \$1.00. 60c ea. lot of 12; sample, \$1.00.
11. Nylon, 1st quality 51/15 gauge. Sizes 8 1/2-11. Leg-flattering neutral shade. 3 prs. to box, \$4.00 value, sells fast and often at \$2.00 box. \$1.50 box lot of 6; sample, \$2.00.
12. Men's Stretch Sox, DuPont Nylon. One size fits every foot. 3 assl. colors in polyethylene bag. You'll win friends & customers at \$1.00 a bag. 75c bag lot of 12; sample bag, \$1.00.
13. Men's Handkerchiefs, 10 large white-on-white, handsomely edged, in polyethylene bag. Handle big volume by selling bag of 10 at \$1.00. 75c bag lot of 12; sample, \$1.00.
14. Rubber flashlight, practically indestructible with non-breakable lens. This practical and useful flashlight is worth \$2.00; sell at \$1.00. 75c ea. lot of 12; sample, \$1.00.
15. Ironing Board Pad & Cover Set, standard size guaranteed burnproof Siltex & Siltone. Value \$2.95. Every housewife needs this fast \$1.00 seller. 75c set lot of 12; sample, \$1.00.
16. Sterilite Salad Fork, Spoon. 2 sets of Salt & Pepper shakers. Beautiful colors in handsome display box. Sells quickly at \$1.00. 75c set lot of 12; sample, \$1.00.
17. Twin Cigarette Lighter Set: 2 matched lighters, 1 man's, 1 woman's, in gift boxes. A Steady seller at \$1.00 that will make friends. 75c set lot of 12; sample, \$1.00.
18. 4-Piece Steak Knife Set: 4 elegant English stainless steel knives with serrated edge. \$5.95 value; fastest-selling \$1.00 item ever. 75c set lot of 12; sample, \$1.00.
19. Spray Atomizer Perfume. Last year's hottest seller. Every woman loves it and buys it when you offer this exquisite item at \$1.00. 75c ea. lot of 12; sample, \$1.00.
20. New for 1958! 6 different Ball Pens in a pocket-saver. Set also includes handy secretary with memo pad. Big seller at \$1.00. 75c ea. lot of 12; sample, \$1.00.

Don't over price your merchandise. SEE SUGGESTED PRICES IN PARENTHESIS. Do not ask for catalog—order from above list. Save this price list. WATCH FOR ADD'L NEW ITEMS. Be sure and visit our modern showrooms. 25% deposit, balance C.O.D., f.o.b. Chicago.

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## LONG HISTORY

# Name Buttons Latest In Personalized Items

By IRWIN KIRBY

What the first personal name item was in the merchandise field, scarcely anyone can know, but it was obviously an expensive one since mass production in this business was a long time in coming. Ingenuity, too, was quite a while getting stimulated. Old-timers in such phases as names on felt, names on jewelry and names in wire, all have memories going back to the turn of the century. But they agree that these items, or their predecessors, were in existence back in the 19th century.

Names formed by bent wire can be found in museums, but in older times this was a luxury item of class material. Engraving on jewelry was also a laborious and expensive operation, since the tools available were crude and the machines for using them, nil.

Observance of the tremendous impact made by such impulse items as last year's big hit, names on felt shields, and this season's large name buttons, shows how the market has been available, waiting as always for the "right" item. These are objects displayed in profusion on large boards, giving passers-by the chance to see a wide variety of names, with the added lure of an indication that even more names are in stock behind the counter.

There is more than one way to stock the name buttons, more than a half million of which have been retailed at around 35 cents since they appeared at stores this winter. The buttons imprinted with any of 450 first names are jobbed at around \$10 per 100. A variation is the slotted window button, for which imprinted cards are available at a penny each, for insertion in the buttons. Either way, it's a sure eye-catcher for youngsters, party-age youth and parents. The shields are a takeoff on the old felt baseballs and basketballs which became popular prior to World War II. As far back as 20 years ago, iron-on names of baseball teams were marketed for children's jackets and tee-shirts, but personalized names took a while getting popular. Last spring's Olympics-looking starred felt shield, however, was an instant success when shown by the hundreds on display boards in stores and at indoor expositions. With the arrival of mild weather and the outdoor season, the big boards were in evidence at virtually every outdoor event and recreation center.

The buttons are a development of objects used for decades by supporters of election candidates. Special-events buttons have always been popular, and these developed during this century along sports lines, with boxing and baseball greats being shown on cards outside the nation's arenas and ball parks. This winter's emergence of the big novelty button with personal name on it, however, has been a welcome boost for business of manufacturers, jobbers and retailers alike.

While it has long been a practice for inscriptions to be worked into metals and leathers of gift items, only in recent generations have methods been worked out to lower the cost of the items and the inscribing tools to where the purchases are no longer a financial barrier. In wire, for example, early examples show names carefully twisted out of wire of precious metals. Early in this century there were countless jewelry retailers operating their own little precious metal plants, drawing their own wire. Today's midway wire worker uses brass "mush metal," also finer materials in 18, 20 and 22-carat are still in use for brooches and pins. Production nosedived the costs of wire and, proportionately, the cost of the finished item. By the same token, electrical hand-scribing and die-tracing tools have made name-engraved jewelry a delight for the masses as well as those of higher incomes.

Whether the item is an expensive lighter, tray or wallet, a cheaper identification bracelet or anklet, or a flash novelty label such as a big button or felt shield, there is a "name" piece for every pocket-book and every age group. The wise businessman has a hardy supply of these items so that whenever a potential customer has the impulse to get such an object for himself or anyone else, the salesman is prepared to cater to him.

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Men's and Ladies! All famous make! Complete with expansion band! Reconditioned — Guaranteed like NEW!

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No Extra Charge for Samples  
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Hottest item for big sales in 1958. Sample Radio Light Batteries included. \$12.50 ppd. Pen Light Batteries available @ \$1.25 per doz.

Send Money Order or Certified Check. Terms: 25% with order, balance C.O.D. (Shipped same day.)

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Send at least 6 samples and prices based on this quantity. We will send you capsules for proper sizing to be contained in this capsule.

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# BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

FEBRUARY 17, 1958

THE BILLBOARD

MERCHANDISE

79

## GOLF BALLS

Liquid center • tough vulcanized cover • long life • superior performance • a champion quality golf ball • 12 gift-wrapped self-display balls to box with \$5.00 per doz. imprint.

**\$3.25 PER DOZEN**  
PACK TO BOX

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## PIPES FOR PITCHMEN

By BILL BAKER

"TRUE . . . to my promise of a few weeks ago, I'm piping in the lowdown on a few spots in this neck of the woods," writes Harry R. Day from his diggings in Greensboro, N. C. "If the boys watch their step they can avoid the bad ones and come out okay when working this area. In the matter of stock sales, they'll find the following list to be of help to them: Monday, Siler City, fair; Tuesday, Greensboro, bad; Wednesday, Sanford, bad; Wednesday, Asheboro, mediocre; Wednesday, Goldsboro, excellent; Thursday, Rich Square, okay if the weather is good; and Friday, Rocky Mount and Asheville, both good. Night sales are held on Fridays at Gatti's in Asheboro and at Red's at Haw River. Both spots will give you a pretty good score. In addition, there is the big one, Bargaintown, run by Jimmie Kirst on the Greensboro-High Point road on Fridays, Saturdays and Sundays. In Kirst the pitcher never had a better friend. If you make it give him a little, if not, it has only cost you your time. Then there are dime stores in all the towns. Mr. Wicker, manager of H. L. Green's, Reidsville, will always let you work on weekends. You can work thru the week for coffee and cakes and get dough on Saturdays. As for Monday trade days, you'll find Rutherfordton to be good, but get a license. Forrest City is still considered the best, while Chesne, S. C., is fair, but be sure you have the \$2 reader or it will cost you a fine. Gaffney, S. C., is always good. Now, boys, there is a little money at all these spots, but you have to work for it. I'll be glad to pass on any other information to the trade, if requested to do so."

who are expected to be there are High-Check Alunzo, St. Louis; Whitey (Nellie) Regan, who recently took up residence in a four-room dwelling in Springfield, Ill.; Slim (Sage Bush) Moffet, a recent father; the cotton pickin' crew from the Carolinas; Top Dough Ralph, Junior (Elvis) Luther, Charles the Great, Pete the Sheik of Baltimore; Memphis George, California Jack Allen and Lefty Mason.

"CAPTURING . . . those elusive dollars requires superlative concentration nowadays," writes Bernard D. Kantor from Philadelphia. "Pitchmen must be prepared to grab profits anywhere. For example, I have been pitching needles in Philadelphia. That's right, Happy Home needles, 100 to a package, complete with thread. It may seem like an infinitesimal enterprise, but 400 per cent profit adds up to a wad of mazzina." Before heading south, Kantor was planning to visit the Johnnie Ray show at Philly's Latin Casino on February 7. Thru use of his characteristic persuasive logic he had plans to obtain a special distributorship to sell Johnnie Ray bow ties, caps, wrist watches, etc.

## SELL TO UNCLE SAM!

That's how I made \$26,000 in one year selling junk jewelry to the U.S. Government. Send me your name and I'll show you how I did it.

LEARN AT HOME IN ONE EVENING

This is the most fantastic way of "selling" you ever heard of because you never have to make a "sales pitch"—any time or anywhere.

With my Plan, you do all your selling by mail—to one customer—the United States Government. Even here there is no "selling." Uncle Sam is eager to buy the pure gold that can be melted out of all the old junk jewelry you send in. The mint pays you the established price of \$35.00 AN OUNCE for pure gold—less a small charge for melting and refining.

Just follow my Plan and you can walk down any street in your town or any town and find junk jewelry and scrap gold to buy—not just one day but every day in the year. If you want to make money like this, just let me know. I'll tell you where to find the scrap gold—how much to pay for it—how to test it and how to mail it to Uncle Sam who will pay you \$35.00 AN OUNCE SPOT CASH less the charge for melting and refining.

You will be following the very same plan that I used when I made \$26,000 in one year. Everything I send you now is free and no salesman will call to try to sell you anything. Just put your name and address on a postcard and mail it to me. I think you'll say this is the most exciting way of making big money a salesman ever dreamed of.

Leslie Patten, 325 W. Madison St., Dept. 19-B, Chicago 4, Illinois.

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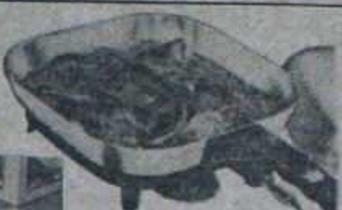
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SAMPLE \$1.00 POSTPAID.  
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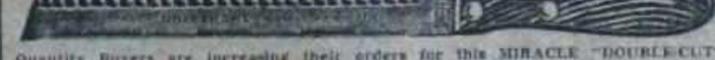
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## Coming Events

- Alabama**
- Birmingham—Birmingham Home Show, April 22-May 4, Arthur Gilbert, e/o Town House Hotel.
- Arizona**
- Phoenix—Phoenix Rodeo, March 21.
- Phoenix—Phoenix Rodeo, March 13-15.
- Phoenix—Arizona Sports, Vacation & Boat Show (State Fairgrounds), Feb. 18-21.
- Phoenix—World Championship Rodeo (Fairgrounds), March 13-14, Jaycees.
- Phoenix—Spring Horse Show, April 11-13.
- Tucson—Tucson Rodeo, Feb. 20-21.
- Tucson—Tucson Rodeo, March 29-30.
- Tucson—Southern Ariz. Intl. Livestock Show, March 28-30.
- California**
- Los Angeles—Do-It-Yourself Show (Pan Pacific Aud.), March 20-22, Ted Bentley.
- Los Angeles—Sportmen's Vacation, Boat & Travel Show (Pan-Pacific Aud.), April 10-20, H. Werner Buck.
- San Bernardino—National Orange Show, April 10-20.
- San Francisco—San Francisco Natl. Sports & Boat Show (Cow Palace), Feb. 28-March 9.
- Stockton—Do-It-Yourself and Hi-Fi Stereo Show (Civic Aud.), March 7-8, George Westcott.
- Oakdale—Oakdale Rodeo, April 8.
- Colorado**
- Denver—Sports, Boat & Travel Show (Denver U. Arena), May 7-11.
- Connecticut**
- Hartford—8th Annual National Antiques Expo., Feb. 19-23 (Conn. State Armory), Joe Kliss.
- Hartford—Greater Hartford Fair (Armory), March 15-21.
- New Haven—Connecticut Boat Show (Arena), March 20-21, Milton Cottler.
- District of Columbia**
- Washington—National Capital Flower & Garden Show (Armory), March 8-13.
- Florida**
- Daytona Beach—Volusia Co. Home Show, March 13-19.
- Fort Pierce—St. Louis Co. Home Show, Feb. 15-19, Al Steer, Pilot Club, Arcade Bldg.
- Homestead—South Fla. State Fair, March 6-14, Joseph Behoff, 906 Chamber of Commerce Bldg., Miami.
- Jacksonville—Jacksonville Boat Show (Gator Bowl), March 8-9, John Graham.
- Georgia**
- Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 28-March 7, Atlanta Marine Trades Assn.
- Illinois**
- Chicago—Chicago Sportmen's & Vacation Show (Intl. Amphitheater), Feb. 21-March 1, Mel. H. Morrison.
- Chicago—Modern Living Expo. & Flower Show, March 22-30.
- Kankakee—Kankakee Home Show, April 24-29, Bob Boyd, 948 Hawthorne Lane.
- Peoria—Peoria Area Sports, Boat, Home & Vacation Show (Robertson Field House), March 23-30, Blaise J. Page.
- Indiana**
- Elihu—Elihu Home Show, April 17-20.
- Dorothy Godfrey, 813 Leland Ave., South Bend.
- Indianapolis—Indianapolis Sports Show (Fairgrounds Coliseum), March 7-16, Melvin T. Ross.
- Indianapolis—Indianapolis Home Show, April 11-20.
- South Bend—South Bend Home Show, March 19-21, Dorothy Godfrey, 814 Leland Ave.
- Iowa**
- Des Moines—Des Moines Home & Flower Show, Feb. 22-March 1.
- Des Moines—Iowa Sports & Vacation Show (Veterans' Memorial Aud.), March 27-April 1, Des Moines Register & Tribune.
- Ottumwa—Iowa-Missouri Outdoor America Show (Coliseum), March 21-22, John Underwood.
- Sioux City—Siouxland Expo. & Sports Show (Auditorium), April 18-20, Mars Cox.
- Waterloo—Northwest Ia. Sports, Vacation & Travel Show (Hippodrome Aud.), March 13-15, Jaycees.
- Kentucky**
- Louisville—Central America Sports, Vacation, Outdoor & Boat Show (Fairgrounds), March 2-8, W. Arthur Serrall.
- Louisiana**
- Bastrop—FW Celebration, March 1-4.
- Baton Rouge—E. Baton Rouge Parish Fair, Feb. 21-25, C. L. Flowers.
- Baton Rouge—Baton Rouge Rodeo, March 1-8.
- New Orleans—New Orleans Boat, Sport & Vacation Show (Auditorium), April 23-27, Oliver J. Couche.
- Shreveport—Holiday in Dixie Spring Festival, April 30-May 4, Ahle O. Goldberg.
- Shreveport—Shreveport Home Show, April 23-27, Edward Sousa, 4424 Parkway.
- St. Francisville—West Feliciana Parish Fair, Feb. 23-24, W. D. Magee.
- Winnfield—Spring Fair & Rodeo, March 31-April 5.
- Maryland**
- Baltimore—Chesapeake Bay Boat Show (Fifth Regiment Armory), Feb. 21-24.
- Massachusetts**
- Boston—New England Home Show (Mechanics Hall), Feb. 14-18.
- Boston—Eastern Dog Show (Mechanics Hall), Feb. 22-23.
- Boston—New England Spring Flower Show, March 9-14.**
- Boston—New England Electrical Show (Mechanics Hall), April 23-25.**
- Michigan**
- Bay City—Better Homes Show, March 14-18, Jack Davis, Box 12.
- Detroit—Detroit Boat Show (Armory), (Armory), Feb. 22-March 2, Frank Jenkins.
- Detroit—Detroit Builders Show, March 8-16.
- Detroit—Michigan Flower & Home Show, March 22-30.
- Grand Rapids—Greater Mich. Home Show, March 10-18.
- Grand Rapids—West Mich. Sports & Boat Show (Civic Aud.), March 24-29, J. D. Look.
- Minnesota**
- Minneapolis—Northwest Builders Show, March 15-23.
- Minneapolis—Northwest Boat, Sports & Travel Show (Aud.), April 4-13, F. W. Kahler.
- St. Paul—St. Paul Home Show, April 19-27.
- Missouri**
- Springfield—Springfield Sports Show, March 8-8, Metro Club, Wesley Brasel.
- St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 21-March 1, Wendell Emrick.
- Nebraska**
- Omaha—Omaha Sports, Vacation & Boat Show (Civic Aud.), March 4-9, F. W. Kahler.
- New Jersey**
- Atlantic City—Garden State Home Show (Convention Hall), April 2-12.
- New York**
- Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb. 22-March 2, Marine Trades Assn. of Western New York.
- Jamaica—Long Island Boat & Sportsmen's Show (Armory), March 8-16, Albert J. Chass.
- New York—New York Outdoor Exposition (Coliseum), Feb. 22-March 2, New York Mirror.
- New York—National Photographs Show (Coliseum), Feb. 17-22.
- New York—World Wide Travel Show (Coliseum), March 8-16.
- New York—International Flower Show (Coliseum), March 8-15.
- New York—International Auto Show (Coliseum), April 5-13.
- New York—International Home Expo (Coliseum), April 19-27.
- New York—Festival of Foods (Coliseum), April 23-27.
- Rochester—Rochester Home Show, April 26-May 1.
- Syracuse—Syracuse Auto Show, Feb. 19-22.
- Syracuse—Northeastern Sports Show, April 11-14, William C. Hartman.
- Ohio**
- Cincinnati—Home Show and Better Living Expo (Garden), April 19-27, Robert O. Sand.
- Cleveland—American & Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 14-21, A. W. Newman.
- Cleveland—Cleveland Home & Flower Show, March 1-8.
- Columbus—Columbus Auto Show (Veterans' Memorial Bldg.), Feb. 15-24.
- Columbus—Columbus Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), March 22-30, Ben Cowell.
- Columbus—Garden Show (Fairgrounds Coliseum), Feb. 22-March 2, Ben Cowell.
- Dayton—Dayton Sports & Boat Show (Coliseum), April 19-25, Ward Collopy, 123 Warren St.
- Dayton—Dayton Home Show, April 19-27.
- Youngstown—Mahoning Valley Home Show, April 15-20.
- Toledo—Toledo Home & Travel Show (Civic Aud.), March 8-16, Milt H. Tarloff.
- Toledo—Northwest Ohio Garden & Flower Show, March 22-30.
- Oklahoma**
- Oklahoma City—Greater Okla. Home Show (Municipal Aud.), March 23-29, Sidney H. Davidoff.
- Oklahoma City—Midwest Boat, Sports, Travel & Vacation Show (Municipal Aud.), March 9-16, Jack Wright.
- Oregon**
- Gresham—Multnomah Co. Spring Garden Show (Fairgrounds), April 23-27, Duane Honnony, Mgr.
- Pennsylvania**
- Harrisburg—Central Pa. Builders Show, March 1-4.
- Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 24-29, J. W. O. Alland.
- Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 28-March 8, Clinton W. Smullen.
- Reading—Greater Reading Home & Building Show, March 23-29.
- Tennessee**
- Knoxville—Tennessee Valley Sports Show (Chilhowee Park Expo Bldg.), April 8-13, Claude Fox.
- Nashville—Great Lakes of the South Outdoor Show (Fairgrounds Coliseum), March 11-14, Amon O. Evans.
- Texas**
- Dallas—Southwest Boat Show (Aud.), Feb. 26-March 2, Ira W. Curry.
- Dallas—Southwest Sports, Boat & Vacation Show, April 13-20, Dallas Morning News.
- Dallas—Dallas Home Show, March 21-30, Grover Godfrey, 109 Walnut Hill Village.
- El Paso—El Paso Flower Show (Coliseum), April 23-27, Council of Garden Clubs.
- Fort Worth—Fort Worth Boat Show (Will Rogers Annex), Feb. 19-21, Fort Worth Marine Trades Assn.
- Houston—Houston Fat Stock Show, Feb. 19-March 2, Herman Engle.
- Houston—Houston Boat, Sports & Vacation Show (Coliseum), March 11-21, Variety Club of Houston.
- Laredo—Washington Birthday Celebration, Feb. 15-March 1, J. George Looe, Box 453.
- Shamrock—St. Patrick's Day Celebration, March 17, Bob Roach.
- San Antonio—San Antonio Sports & Boat Show (Bexar Co. Coliseum), March 4-9, Charles Coffin.
- Houston—Houston Rodeo, Feb. 18-March 2.
- Mercedes—Mercedes Rodeo, March 13-17, Austin—Austin Livestock Show, March 10-11, Lynn M. Griffin.
- Corpus Christi—Bicentennial Days Celebration, April 9-13, Bob Finks.
- Mercedes—Rio Grande Valley Livestock Show & World's Champs. Rodeo, March 13-17, Col. H. B. Steid.
- San Angelo—San Angelo Fat Stock Show & Rodeo, March 2-7, Russell Willis.
- Virginia**
- Richmond—Virginia Motor Boat & Sportsmen's Show (Arena), March 14-21, John E. Bates.
- Washington**
- Spokane—Spokane Sports Show (Coliseum), March 15-21, Tom O'Loughlin.
- Spokane—Spokane Auto Show (Coliseum), Feb. 19-21, Mantle Liana.
- Tacoma—Tacoma Home Show, March 11-21, Patrick O'Toole, Winthrop Hotel.
- Wisconsin**
- Milwaukee—Milwaukee Home Show, March 8-15.
- Milwaukee—Milwaukee Sentinel Sports & Vacation Show and Great Lakes Boat Show (Arena), March 22-29, Charles D. Collins.
- Wyoming**
- Cheyenne—Cheyenne Auto Show (Frontier Pavilion), Feb. 21-23.
- CANADA**
- Ontario**
- Toronto—Canadian National Sportsmen's Show (Coliseum), March 14-21, Loyal M. Kelly.
- Toronto—National Home Show, April 4-12.
- Quebec**
- Montreal—Montreal Sportsmen's Show (Show Mart Bldg.), March 21-28, Ted Glensending.
- St. Paul—Land-O-Lakes Boat, Marine & Tackle Show (Auditorium), March 14-22.
- Saskatchewan**
- Saskatoon—Interprovincial Bull Show & Sale, April 14-17.
- Manitoba**
- Brandon—Manitoba Winter Fair, March 21-April 4, P. A. McPhail.

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## COMPARISON OF LARGE, SMALL OPERATOR GROUP

Here is a comparative profit and general business analysis of two operator groups of 33 operators each. In Group I the number of machines per route varies from 400 to 5,750; in Group II the number of machines per route varies from 400 down to 20. Total number of machines for both groups is 47,774.

The previous issue of The Billboard compared these two groups in terms of the size of the different routes and the products vended.

	GROUP I (42,821 machine total)	GROUP II (4,953 machine total)
Operators		
Average number of years in operation	8½	6
Average commissions given location	25%	23%
Average length of time it takes a machine to empty	11½ weeks	7 weeks
Average net profit per machine per month	\$1.93	\$1.85
Percentage of Operators		
Reporting ball gum and charms have highest gross receipts per month	79%	58%
Planning expansion of route	44%	81%
Comparison of present business conditions to those when operator first started in business	31% better, 22% same, 47% worse	35% better, 26% same, 39% worse
Vending in supermarkets or chain stores	91%	60%
Reporting supermarkets as most profitable locations	33%	33%

## 5 Cases Handled by FTC in One Week

Consent, Decrees, Charges Given Distribs, Sugar and Cigar Mfrs.

WASHINGTON — During the past week the Federal Trade Commission approved three consent orders and made two charges affecting distributors and manufacturers of products relating to the vending industry.

Two of the consent orders applied to distributors of vending machines, and the third to a beet sugar manufacturer. One of the charges made affects a cigar manufacturer, and the second charge applies to two affiliated vending-machine distributors.

FTC on February 10 approved a consent order prohibiting Nathan E. White, who trades as Queen

Distributing Company, in New York City, from misrepresenting his business and the profits that can be made from the vending machines he sells. An FTC complaint issued last year charged that 13 false claims were made by White in newspaper advertising or by his salesmen who visited prospects (The Billboard, April 13).

**Profit Potential**  
Alleged misrepresentations cited in complaint were that Queen inflated the profit potential, that the sum invested is secured by inventory and there is no risk of losing it, and that White obtains locations as well as offers a repurchase guarantee of machines. Consent order forbids these and similar false claims in the future. Agreement, according to FTC, is for settlement purposes only and does not constitute an admission by White that he has violated the law.

On the same day FTC approved a similar consent order prohibiting Keith McKee, who trades as National Laboratories of Des Moines, from misrepresenting earnings to be made from servicing the vending machines he sells. A commission complaint, issued last year, charged McKee with making false claims in newspaper advertising and thru his salesmen. Individual charges were of the same general nature as those levelled against Queen, McKee, who now trades as National Nut Company, later denied the charges (The Billboard, October 7, 1957).

**Settlement Purposes**  
Part of the consent order agreed to by McKee prohibits him from using the word "Laboratories" in his trade name or to represent in any manner that he operates a laboratory in connection with his business. The agreement, said FTC, is for "settlement purposes only," and does not "constitute an

(Continued on page 96)

## 67 BULK-FIRM SURVEY

# Small Op Has Best Per-Unit Profit, Most Optimism in Future

Editor's note. This is the second of a two-part article comparing two groups of bulk operators. Below, a comparative profit analysis of the two groups is made. Last week comparative machine and product characteristics of the two groups were studied. Each group has 33 operating firms representing a total of 47,774 machines. In Group I the size of the routes varies between 400 and 5,750 venders, while in Group II size varies from less than 400 down to 20 machines.

By FRANK SHIRAS

CHICAGO — The small operator averages higher earnings per machine than his larger competi-

## Ops Fear Va., Md. Sales Tax May Be Raised

WASHINGTON — Vending machine operators in nearby Maryland and Virginia may soon be burdened with sales taxes on items they vend.

The Maryland General Assembly overwhelmingly approved a 3-cent-a-pack tax on cigarettes to finance a salary increase for teachers. The Virginia Legislature is currently considering legislation authorizing counties to levy a 1 per cent general sales tax.

The tax on cigarettes in Maryland was proposed last year, but was vetoed by Governor McKeldin (The Billboard, April 13, April 27, 1957). At that time, the governor expressed fear that if the measure became law and brought the total tax in some counties to 5 cents a pack, it would increase cigarette bootlegging from lower tax areas such as Washington.

On the Virginia side, where

## BULK BANTER

Write your likes and dislikes, news and views of bulk vending to the Bulk Banter editor, 188 W. Randolph St., Chicago, Illinois.

By FRANK SHIRAS

Lew Feldman, Los Angeles distrib, accidentally came across an 11-year-old price card, not long ago and reports seven of the nine items listed on card are cheaper today. Now 23 cents per pound, thin coat BBB were 25 cents per pound then. He found similar price drops in thin coat peanuts, assorted thin coat Rainbow peanuts, assorted Candy Mix, licorice lozenges, jaw breakers, and bubble gum. The two items which have increased in price are Spanish peanuts No. 1, rising from 21½ cents per pound to 30 at the present, and blanched Virginias fancy, which have risen from 30½ cents to 37 cents per pound. Feldman dusted off the old price list and posted it near his counter.

Howard Rouse, Princeton, Ind., op, reports collections off as much as 50 per cent because of bad weather. The roads are so icy on his semi-rural route that he simply

(Continued on page 82)

tor, according to a survey of 67 bulk-operating firms conducted by The Billboard.

He is also much more optimistic about future expansion of his route, and is more inclined than the larger operator to feel that business is better or at least about the same since starting a bulk operation.

The larger operators of Group I report average net earnings of 93 cents per machine per month, while the smaller operators of Group II report a monthly net average of \$1.85 (see chart comparing two groups, elsewhere in this section). Commissions given locations by the two groups are approximately 25 per cent, and can not consequently be responsible for operators in Group II earning twice as much money on a bulk vender per month than the larger operators.

Empty Faster

Reports from the two groups indicate that machines of the smaller operators empty much faster than those of their larger competitors. Averaging all types of bulk machine together, operators with from 400 to 5,750 machines report that it requires 11½ weeks for their venders to empty, while operators having less than 400 machines report seven weeks as the average length of time required. Obviously, machines that empty

much faster than others will earn much more money.

The \$1.85 average reported by the smaller operators is probably inflated for the simple reason that many do not include their own hours spent servicing the route as part of overhead expenses, which a larger operator, having one or more employees, usually does.

(Continued on page 98)

## Construction Under Way on Sch'bach Bldg.

BROOKLYN — Construction got under way this week on a two-story building at 715 Lincoln Place to be occupied by Jack Schoenbach, local ball gum distributor.

The building will provide 4,000 square feet of floor space and will have an electric elevator. Schoenbach expects to move in by the end of March.

The opening-day ceremonies will include the planting of an oak tree in front of the building. The tree will carry a plaque with the following inscription: "Great Oaks From Mighty Acorns Grow."

Schoenbach has been a jobber for 16 years and has operated for 38 years.

## PROFILE OF THE WEEK

### The Organization Man

Probably no man in the bulk vending industry spends more time in trade association work than Moe Mandell, head of the Northwestern Sales and Service Company in New York.

Mandell is a past president and currently a board member of the National Vendors' Association, treasurer of the New York Bulk Vendors' Association and president of the National Vending

MOE MANDELL



... 200 nut venders

music. In 1933, he began manufacturing his own games and turned out 100 units for his own operation.

Two years later, he learned of a bulk vending route that was up for sale and decided to enter that phase of the business. Starting with 200 machines, mostly nuts, he began building his route at the rate of 100 machines every three months.

By 1939 he was such a good customer of the Northwestern Corporation that he decided he might as well be distributor for the company. Taking over the franchise from Meyer Abelson and Sam Straul, he began devoting more and more time to the distributorship and less and less to his own operation.

By 1941, he decided one would have to go. So he sold his operation, which by that time numbered 3,500 machines in Brooklyn and Queens. At that time, just before Pearl Harbor, Mandell had an idea that machines and supplies might be tough to get for the next few years, so he laid in as large an inventory as he could possibly manage.

To help pay for the equipment, and to aid the war effort, Mandell worked nights in the Brooklyn Navy Yard from

(Continued on page 100)

## News in Brief

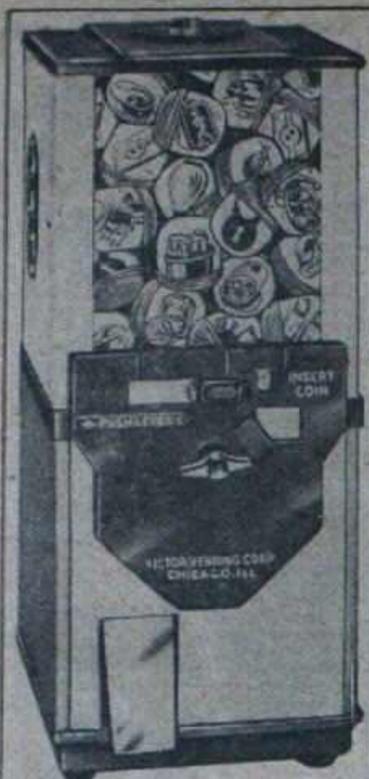
### Ill. Dairy Firm Wins First Round of Legal Battle

First round of legal battle between Willow-Dale Dairy Company, Antioch, Ill., and Village of Barrington over legality of coin-operated milk dispensers favorable to milk firm. As result of hearings thus far, Barrington has drafted resolution to repeal ordinance. Replying to village's charge that there was no adequate means of inspecting venders for proper refrigeration or freshness of milk, spokesman for dairy firm replied one has only to insert coin to determine condition of milk. Attorney for Willow-Dale, John J. Toohy, said further hearings have been set for February 24 at Circuit Court of Cook County in Chicago.

### NAMA Presents Statistics On Vending Growth

During 1957 almost \$2½ billion dollars were spent by public on all types of vending machines, representing total of 3½ million venders, according to National Automatic Merchandising Association.

(Continued on page 93)



# VENDORAMA® SUPER MART®

Now Features  
**25c Capsule Vending Gives You Greater Profits**

Be first in your territory with this tested and proven outstanding Money-Maker.

**SUPER MART ONLY \$24.95 ea. Packed and Sold 2 Machines Per Carton. Filled "V-1" Capsules With Very High Grade Mdse. for 25c Vending . . . Only \$12.00 Per 100 . . . Packed and Sold 200 Per Carton. Each Vendor Holds 200 Capsules. TAKES IN \$50.00 ORDER NOW!**



VI-1 1/2" x 1 1/2"  
See Your Victor Distributor  
**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.  
Mfrs. of Famous Line of TOPPER Vendors



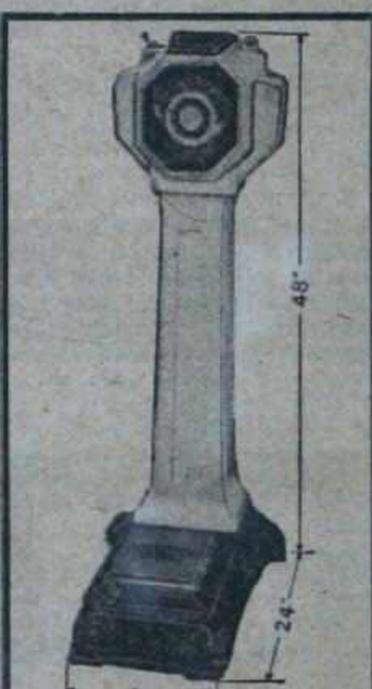
## VICTOR'S SUPER-MART VENDORAMA

Featuring  
**25c CAPSULE  
VENDING**  
Gives You  
Greater Profits

**\$24.95**  
ea.  
Holds 200 of 1 1/2" x 1 1/2" capsules

Write for Lowest Prices on our complete line of  
• CHARMS • BALL GUM  
• CAPSULES • MACHINES

Order Now From Victor's South-eastern Distributor.  
**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road N.E.  
Atlanta 7, Ga.  
Phone: DRake 7-4300



**\$25**  
**DOWN**  
Balance \$10 Monthly  
**ALL WEATHER SCALE**  
COMPLETE CABINET AND  
BASE, CAST IRON POR-  
CELAIN ENAMELED, FOR  
OUTSIDE LOCATIONS.  
WRITE FOR PRICES.  
Invented and Made Only by  
**WATLING**  
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4650 W. Fulton St. Chicago 44, Ill.  
Est. 1859—Telephons: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

### Bulk Banter

• Continued from page 81

doesn't have the time to make many more than half the stops in a day that he does during normal conditions. This year's freak winter, which even managed to spoil Mardi Gras with an inch and a half of snow, has operators throughout the country staring glumly at thermometers, wondering when King Kold will move on. . . Rolfe Labell, Leaf Brands exec, is enjoying the sun in Guatemala on a vacation he made sure would take him a safe distance from our uncanny winter weather.

Roy Wilmes, general sales manager for L. M. Becker & Company, in Chicago last week on a sales trip. An energetic person, he made a point of visiting as many people connected with the bulk industry as possible. . . Reports are that Moe Mandell is heading to Miami, Fla., this week to make initial preparations for the NVA and NVMD meets. . . George Lawrence, Wisconsin op, also in Chicago last week. . . Cole's Vending Service, diversified operation in suburban Detroit, is being transferred formally to Helen J. Cole, wife of Thomas W. Cole, in whose name it was previously registered. Husband Cole will remain active in bulk, cigarette, and candy route, but must spend more time at his full-time job.

A 13-year-old Memphis school-boy, Ronnie Burk, talked his mother into letting him spend \$2 on a used bulk machine some time ago. Buying ball gum from a local distributor, Ronnie took the loaded vender to school and set up operations. By the second day the machine had been emptied. The machine became so popular that soon almost the entire school was continuously chewing, which the teachers frowned upon. A caucus was arranged with the principal, in which it was resolved that Ronnie would be allowed to bring his machine to school each Friday and sell ball gum during the last period of the day. The arrangement is fair, but not as lucrative as it was, and Ronnie is planning to expand operations as soon as possible.

### Vacuum Plated KING SIZE MIX

Includes all our largest charms such as Boot, Top Hat, Boxing Gloves, Light Bulb, Cigarette Lighter, Heart, etc.  
Lots of 1,000 . . . . . \$5.25 M  
Lots of 5,000 . . . . . 3.50 M  
**BEST WEST SPECIALTY CO.**  
2736 N. 21st Avenue  
Phoenix, Arizona

### SLEEPY MACHINES ARE WAKING UP DURING COLD WINTER MONTHS by using our MUTTNICK!

It's a timely gimmick that will give your machines some real action. This cute little dog sits on a platform, looking sadly through the crystal dome, actually begging for the customers to feed the machine so he can be taken out. Vends one at a time in all machines. Ass'd. colors.

RE-ORDERS MEAN REPEAT SALES. . . if it adds up to success. We're still getting telegrams, letters and phone calls on our MUTTNICK! Keep YOUR machines hot. Order MUTTNICK today!

**\$7.50 per 500 Pieces**  
Labels available at your distributor or:

Paul A. PRICE co. inc.  
1000 N. W. 1st St. Phoenix 2, Arizona

### JOBBERS WANTED

With qualified sales organizations to handle  
**LOW-PRICED  
LINE OF  
CIGARETTE  
VENDORS  
3 SIZES.**

None finer quality—none lower in cost! We also manufacture vendors for candy, cookies, pens, stamps, perfumes.

**OUR 26th YEAR!**

**SHIPMAN MFG. CO.**  
LOS ANGELES 23, CALIF.

### INSIST ON STAR BRITE BALL GUM

Save Money!  
**QUALITY  
DOUBLED**

**OUR SALES!  
9 COLORS  
FLAVORS**

**210-170-140 BALL GUM**

Also Cramer's "KING"  
**7/8" SIZE SOLID BALL**

Ask your distributor to stock Cramer's "Star-Brite" for you!

**CRAMER GUM CO. INC.**  
130 Orleans Street  
East Boston 28, Massachusetts  
Member of National Vendors' Assn.

### Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00  
SPRINGS ARE PRECISION CALIBRATED.  
HEAVY SHEET METAL BASE.  
TIN SCOOP.  
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.  
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

**\$19.00**

**ORDER TODAY**  
1/3 Dep. Bal. C.O.D. F.O.B. N. Y.  
Distributors, Write for Prices.

**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.  
P. Resident 2-2900

### LIVE DISTRIBUTORS WANTED

For the greatest money maker in its field, Cain Machine Operators in all parts of the country are adding Swami and Madam X napkin machines to their routes. Swami and Madam X has more location potential than any other coin machine, because you can place from 10 to 40 or more units in each restaurant location. A natural for juke box operators.

Swami and Madam X is the only machine of its kind in the world, no competition. Our Los Angeles distributor sold approximately 50,000 units in three and a half years.

Write today for proof and free information and demonstration.

**F. E. ERICKSON CO., INC.**  
N. SACRAMENTO, CALIFORNIA  
P. O. BOX 3666

### 7 KEENEY VENDERS

Bring 7-Way Profits!

- New Keeney "22" Riviera Electric Cigarette Vender
- Coffee • Soup
- Coffee/Chocolate Sr.
- Coffee/Chocolate Jr.
- Snack Vender
- 4-Way Auto-Maid Milks and Fruit Juices

Write for Full Details, Prices and Easy Payment Terms

**J. H. KEENEY & CO., Inc.**  
2600 W. 50th St., Chicago 32, Ill.

### WANTED #118 MILLS TAB GUM VENDOR

State Quantity, Price, Conditions  
FOR SALE OR TRADE

Standard Metal Typewriter . . .	\$225.00
Space Ranger Ride . . . . .	200.00
Super Jet Ride . . . . .	200.00
Pinto Pony Ride . . . . .	200.00
Pony Express Ride . . . . .	125.00
Space Ship Ride . . . . .	100.00
Cross, Williams . . . . .	150.00
Goales . . . . .	65.00
Auto Ride . . . . .	200.00
Challenger Pistols . . . . .	29.95
Drive-In Movie Rides . . . . .	250.00
See-Saw Rides . . . . .	125.00
Sportland Rifle . . . . .	110.00
Star Rifle . . . . .	75.00

Operating Order - Parts Complete.  
Terms: 25% deposit with order, balance C.O.D.

**CAROUSEL  
INDUSTRIES, INC.**  
2645 W. Lawrence  
All Phones: UPRong 8-1369  
Chicago 25, Illinois

### MARBLES

The season will soon be here! Order now before the rush.

AGATE-GLASS  
ASSORTED COLORS

Barrel of 50,000, size 9/16	\$45.00
Barrel of 40,000, size 5/8	35.00
Keg of 21,000, size 9/16	21.00
Keg of 17,000, size 5/8	19.00

Shipment made at once F.O.B. factory. Freight or truck. FULL CASH WITH ORDER.

5% discount on marble orders received in February.

**STAMP FOLDERS  
(PLAIN WHITE FOLDERS)**

10,000 . . . . .	\$7.00
------------------	--------

EXPRESS COLLECT

**ROY TORR**  
Lansdowne, Pa.

Giving friendly service & liberal financing since 1918

### REPEAT SALES!

. . . so we're naturally swamped with re-orders. How're YOUR sales?

- ★ TEXAS SPUR Action Feature!
- ★ HORSE'S WHOSIT Just for Laughs!
- ★ FOUNTAIN PEN
- ★ BABY BOTTLE New!
- ★ CRAZY PIN Color Plated!

**SURE-LOCK**, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

**NEW! ATLAS MASTER MACHINE**

**CAN BE FINANCED!**

"World's Largest Selection of Miniature Charms"

NATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES  
**PENNY KING COMPANY**  
2538 MISSION ST. PITTSBURGH 3, PA.

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 47, 12 or 34	\$14.50
N.W. Deluxe 12 & 34 Comb.	\$2.00
N.W. 339 12 Parc.	7.75
N.W. Model 233, 12 Parc. Com-	4.50
verted for 100 ct. B.G.	8.00
Silver King 12 B.G. 87 Mide.	30.00
A.S.T. Guns	7.50
Acton, 12 or 34	7.50

**MERCHANDISE & SUPPLIES**

Almonds, 5-lb. pack	85
Pistachio Nuts, Jumbo Queen	67
Pistachio Nuts, Large Tullip	64
Pistachio Nuts, Vander's Mix	55
Pistachio Nuts, Shell	43
Pistachio Nuts, Shell	41
Cashew Whole	64
Cashew Butts	58
Peanuts, Jumbo	42
Spanish	32
Mixed Nuts	37
Tabby-Lets, 525 ct.	30
Rainbow Peanuts	30
Boston Baked Beans	32
Jelly Beans	28
Licorice Gems	28
Leaflets, 250 ct.	40
M & M, 550 ct.	50
Hershey-ets	47

Rain-Blo Gum, 40 ct.	32
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	30
Rain Blo Ball Gum, 100 ct.	37
200 lb. minimum, prepaid on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	45
Beech-Nut, 100 ct.	45
Hershey's Chocolate, 300 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D. STAMP FOLDERS, Lowest Prices. Write

THERE ARE BIG PROFITS IN

**GUM**

GET YOUR SHARE WITH

*Northwestern*

**TAB**

You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN**

SALES AND SERVICE CO  
MOE MANDELL  
415 W. 50th St., New York, N.Y.  
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**ON OUR FLOOR NATIONAL 9M Kings & Regulars**

Multiple Prices  
RECONDITIONED & REFINISHED

Guaranteed like new

**\$135.00**

Write, wire or phone  
Telephone: 20592

**T. O. THOMAS CO.**

1572 JEFFERSON  
PADUCAH, KENTUCKY  
Vending Machines Since 1937

**SUCCESSFUL VENDING REQUIRES:**

The availability of quality merchandise which most people buy at frequent intervals; inexpensive, trouble-free machines which can be economically and quickly serviced, and a fair margin of profit.

*Northwestern*

**Venders**

are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

**NORTHWESTERN 5c PACKAGE GUM VENDER**

For full information on our complete line of profit-making venders write to—

**THE NORTHWESTERN CORP.**  
2823 Armstrong St., Morris, Ill.

GIVE TO DAMON RUNYON CANCER FUND

**Ops Fear Tax**

Continued from page 81

many communities are searching almost desperately for additional sources of revenue; proposals to levy general sales taxes may fall on sympathetic ears.

The city of Alexandria, Va., for example, is surrounded by the sales tax areas of Washington and Maryland, but levies no sales tax of its own. City has indicated it wants to levy such a tax, but fears that its merchants will be at a competitive disadvantage if the entire county does not levy the tax. Legislation proposed last week would give counties the authority to levy a sales tax.

VENDING MACHINES - Parts, Supplies; Ball Gum, all sizes; 1/2 Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 220 or 620 ct.; Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Cap-wires, Cast Iron Stands, Wall Bracket; Infratable Ball Point Pens, new and used; Venders. Write for prices and order blank. KING & CO., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

**Puzzlerooos**

15.00 per thousand asst.

at your distributor...

**Guggenheim**

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

Ball and VENDING

**GUMS**  
Direct LOW Factory Prices

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct.	27¢ lb
Chicle Ball Gum, 130 ct.	25¢ lb
Chlor-o-Vend Ball Gum	40¢ lb
Chlor-o-Vend Chicks, 320 ct.	40¢ lb
Chicle Chicks, 320 & 520 ct.	36¢ lb
Bubble Chicks, 320 & 520 ct.	27¢ lb
Tab (short stick), 160 ct.	38¢ box
5-Stick Gum, 100 packs	\$1.90

F.O.B. Factory 150 Lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
24 YEARS OF MANUFACTURING EXPERIENCE  
4th & Mr. Pleasant • Newark 4, N. J.

**Sam Eppy Releases 2 New Charm Series**

NEW YORK—Samuel Eppy & Company, local charm manufacturer, has released an improved version of its Skeleton Mummy and Sports Trio.

All items are gold vacuum plated. The mummy has a skeleton in a casket. The sports items are boxing gloves, footballs and bowling pins.

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER, 8-COLUMN CANDY, 160 capacity, prewar model	\$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model	80.00
STONER 8-COLUMN CANDY, 160 cap., postwar changemaker	175.00
STONER 8-COLUMN CANDY, postwar 5-10-20	165.00
NATIONAL CANDY, 9-column	90.00
ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb.	85.00
EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c	125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

**NATIONAL VENDING SERVICE CO.**  
308 Furman St., Brooklyn, N. Y.  
TRiangle 5-1857

**VACUUM PLATED SKULL RING**



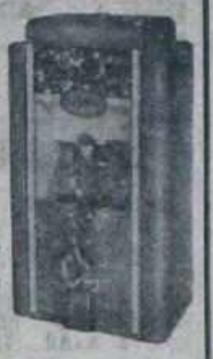
WITH STONE EYES	
Lots of 1,000	\$18.00 M
Lots of 5,000	15.00 M
WITHOUT STONE EYES	
Lots of 1,000	\$13.00 M
Lots of 5,000	11.00 M

**H. B. HUTCHINSON, JR.**  
2086 N. Decatur Road, N.E.  
Atlanta, Georgia

**TEN THOUSAND OPERATORS ARE LOOKING FOR LUCK-E**

The New SENSATIONAL 5c Bulk Vendor Price \$19.95 Ea.

Luck-E vends anything from pistachios, peanuts, M's & M's, Hersch-etts, jelly beans, ball gum, marbles and charms. Every open door is a choice location. The glamour, its multi-colored attractiveness and trouble-free time-tested operation proves it is a winner. Gives you easy entry to the top spots.



Quality construction, dependable performance and low prices help meet your profit expectations. One-third deposit with order, balance C.O.D. F.O.B. Detroit, Mich. Stands Available.

**SPECIALTY SALESMEN**  
Please contact us  
**HARRIS GAYLORD, Mfg. Agent**  
606 Michigan Avenue, Detroit 1, Mich.  
Woodward 1-3802

**in ATLANTA, GEORGIA**



**R. R. Whitehead**  
Distributors

"As the largest distributors of vending machines in our area we find the overwhelming demand of operators is for Acorn Machines."

Take the word of a 28 year veteran in the business — roll up profits with Acorn Machines.

**Acorn's famous ACORN**

all-purpose vendor

The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening — dispenses from bottom. Guaranteed mechanically perfect. The one machine with virtually no depreciation — today's Acorn looks the same as the original!

Contact your distributor or West Coast Factory Sales Office  
**OPERATORS VENDING MACHINE SUPPLY**  
1023 So. Grand Ave., Los Angeles, Calif.  
**OAK MANUFACTURING CO., INC.**, 11411 Knightsbridge Ave., Culver City, California



East & Midwest Factory Sales Office  
**M. J. ABELSON**, Phone: At 1-6478  
2033 Fifth Ave., Pittsburgh, Pa.

**WANT TO BUY**

**Vending Machines**

- Bulk Vendors
- Candy Machines
- Ball Gum Machines
- Counter Games
- Stamp Machines
- Capsule Machines
- Sanitary Vendors
- You Name It, We Want It!

All makes and models.  
Send Your List and Lowest Prices Wanted

**RAKE COIN MACHINE EXCHANGE**

609 Spring Garden St., Philadelphia 23, Penna., LOmbard 3-2676



**STANDARD SPECIALTY**

Now offering  
*Northwestern* TAB  
VENDING EQUIPMENT

You'll hit the jackpot with this selective tab vender. Our specialty is helping more operators make more money.

**STANDARD SPECIALTY CO.**  
1025 44th St., Oakland, Calif.

over **67,000 ACTIVE BUYERS** read  
The Billboard Classified columns each week

GOLD VACUUM-METALIZED

**8 RINGS**  
they want



**\$8.00** per 1,000  
in  
lots of 5,000

**SAMUEL EPPY & CO., INC.** 91-15 144th Place  
Jamaica 35 L.I. N.Y.

## Allege Glimco Forces Chi Ops to Buy Disks at Lormar

Senate Rackets Committee, State's Atty., CCC Launch Investigations

• Continued from page 1

new one-stop and emphasizing the fact that it was strictly for operator buying only.

Approximately six weeks after this letter was sent—because Lormar was doing very little business in selling operators—the telephone calls began. Operators who refused lost locations.

In at least several instances, locations that were lost still have not been turned to operators who are now buying from Lormar.

English reportedly sought Glimco's help after deciding his one-stop was not doing enough business to remain in business. Glimco is reported to have said that he "would take care of everything."

In order to pressure operators into buying their records from English, not only telephone calls to operators were made, but location owners themselves were called upon. The first location owners approached for their co-operation were those with police records or those who operated bookies.

This is how the system works:

If an operator refused to buy from Lormar even after "suggestions" by telephone that they do, one of the operator's locations is paid a visit. The location owner is told that the records on the juke box are not the "right kind" and that the owner should therefore get a new juke box and operator.

The owner usually agrees at once and tells the operator to remove his machine.

After losing one or more locations an operator usually gives in and

begins buying records from Lormar.

Operators turned to the Recorded Music Service Association for help, but RMSA is powerless to act. In fact, Earl Kies, manager of Apex Music Company, and newly-elected president of RMSA, was one of the first operators to begin buying records from Lormar.

Officials of the association explained to RMSA members who complained that they were powerless to act. Members' employees are affiliated with Local 134, (operators who service equipment also are union members).

Investigations are currently un-

derway by the Senate Rackets Committee, the State's Attorney's office and the Chicago Crime Commission.

Operators are eager to talk, but they are very wary of who they can talk to with confidence.

Edmond Power, assistant chief investigator of the State's Attorney's office, said his office is aware of the pressure brought to bear on operators.

Virgil Peterson, director of the Chicago Crime Commission, indicated his office has received complaints from operators.

Operators are anxious to fight, but they need help.

## MOA Preps for Chi Conclave: May 6-8

OAKLAND — Come what may as result of the Senate copyright hearings, Music Operators of America are going ahead full steam with preparations for the forthcoming convention to be held at Chicago's Morrison Hotel, May 6, 7 and 8.

According to MOA President George Miller, reservations for exhibit space have been coming in strong, with indications of a pre-convention sellout. Exhibits this year will include all types of coin-operated equipment, Miller stated, with the exception of pinballs of "any kind."

The MOA president, who is still convalescing at Oakland's Peralta Hospital, stated that full convention plans, programs and committee appointments would be announced shortly.

Dinner-Dance

The association will continue the traditional dinner-dance which was a social feature at all previous gatherings. While at times resembling a marathon of entertainment, featuring up to 30 acts over a four to five-hour period, the banquet program usually presents a good cross-section of current hit recording talent. Certainly not a sampling, the program usually is more aptly described as a whole kit 'n' kaboodle of "who's who"

on the pop charts.

Miller added that this year several of the major record companies told him they would add some "special features to assure the largest attendance of operators of all time."

Convention program this year will be handled by the recently appointed committee: Miller, Clinton S. Pierce, Albert S. Denver, J. Harry Snodgrass, Larry Marvin, Martin Britz, Les Montooth, William Hullinger, Jimmie Tolisano, Howard Ellis and John Wallace.

## MOAM Preps For ASCAP Bill Fight

BOSTON—The membership of the Music Operators' Association of Massachusetts came up with some practical ideas on fighting the proposed ASCAP legislation at a special meeting in the Commonwealth Country Club, Newton, this week.

After an address by Jack Mitnick of Chicago, who explained the vital

(Continued on page 86)

## Postpone Senate Copyright Bill Hearings to Mid-April

O'Mahoney Sets New Date: April 9, 10 and 11; 'Conflict in Business' Gets the Blame

By MILDRED HALL and NICK BIRO

WASHINGTON — Hearings on the Senate anti-juke box bill (S. 1870) have been postponed until mid-April, giving operators an additional two months grace before presenting their case against ASCAP before the Senate Committee.

Hearings are now scheduled for April 9, 10 and 11, due to conflicts in Committee business, according to an announcement made last week (13) by Senator O'Mahoney, chairman of the Judiciary

Subcommittee on Patents, Royalties and Copyright.

O'Mahoney also serves on the Anti-Monopoly Subcommittee, which will be holding hearings during the days when juke box hearings were previously scheduled, February 19-21.

MOA The news was welcomed by members of Music Operators of America, who were desperately sparring for time, due to the illness of MOA president George Miller.

It was a left-handed victory for the operators, however. Spokesmen

## Chi Muscle Racket

By BOB DIETMEIER

The Chicago juke box operating business is in one of the worst turmoils in history.

It is because of the muscle operations directed by Joey Glimco, combined with the professed inability of Recorded Music Service Association to do anything about it.

RMSA and Local 134 have both been under almost constant investigation by at least one level of government for years.

Senate Rackets Committee investigators are taking a strong interest in both organizations and how they operate. They are also very interested in the activities of Glimco and Tom Smith, business agent of 134.

But aside from the investigators, RMSA has had relatively smooth sailing for a long time. In short, it has kept its members pretty well satisfied with such decisions as who has the right to a given location. An RMSA member could almost always turn to the association and get help.

Glimco's muscle tactics in forcing them to buy records from Lormar was one thing RMSA was powerless to fight, according to its officials.

(The story of how Glimco is said to have operated is told in a separate story beginning on page 1.)

It is little wonder that operators would be bewildered and not sure of where to turn for help.

The time is ripe for all in the industry to come forward to give their complete support to enable them to earn a livelihood without interference from union racketeers and hoodlums.

We can well understand their fear. Anyone who has evidence that might be helpful to investigators is always reluctant to offer it.

But they must understand by now that so long as they are in the juke box operating business in Chicago, they will never be able to conduct their own businesses without interference, threats, protection money, and maybe even violence, unless racketeers are brought under control.

We hope, as in the case of the game operators' group, that at least the Senate Rackets Committee can give juke box operators the help they need once and for all.

## Lid Off Chi Disk Bootleg Operation

• Continued from page 18

and many more. Out of the top 40 tunes during the week of February 3, Hilger was bootlegging 12.

Power revealed that his investigators clocked shipments from Burkhardt to Hilger of 69,000 records during 15 days of December.

After picking up the records at the "will call" windows, Hilger allegedly delivered them chiefly to various one-stoppers. A Billboard investigation revealed, too, that a man calling himself George Miller offered "overnight delivery at distributor cost" directly to retailers in Chicago.

His one-stop deliveries, according to Power, were made to Lormar in Chicago; Records Unlimited, operated by Don Smith, in Milwaukee; Frank's One-Stop in Des Moines, and a merchant in Buffalo. Hilger's selling price was 42 cents per disk, the usual buying price for a distributor.

Don Smith, of Milwaukee, said his only contact with Hilger was by phone, that he'd never met him face to face. Smith said Hilger claimed he owned a one-stop in Ohio and that he could get advantageous deals thru mass buying. Smith said he ordered from Hilger because of the promise of next-day delivery. Shipments were made via North Shore Railway, care of "will call." Smith claimed that his suspicions were not aroused because of the growing extent of

(Continued on page 87)

GEORGE MILLER:

"CMMA Not Affected by New Assn."

OAKLAND, Calif.—The newly formed Music and Games Operators' Association here, won't have any effect on the California Music Merchants' Association, according to CMMA President George Miller.

Miller announced, "We are aware of the existence of the new group, but don't feel it has any effect on the California Music Merchants' Association in any way. We will go on representing the operators in the area as we have in the past. Our group is restricted to music operators, and will concentrate its efforts in that direction."

Hiller made his statement from the Peralta Hospital in Oakland, where he has been confined for several weeks with virus pneumonia.

He stressed the fact that CMMA was still the only group concentrating on the juke box industry, and would remain so.

## NLRB Rules Against L. A. Coin Union

LOS ANGELES—The National Labor Relations Board has denied the National Union of Automatic Equipment & Coin Machine Operators Service & Repairmen the right to bargain for employees of M.A.C. Vendors here.

Henry W. Becker, NLRB regional director, said that the petition was rejected because the firm, which operates juke boxes, amusement games and cigarette machines, did not do the required amount of intra-State annual business. Becker added that "further proceedings are not warranted at this time."

Review

The union was advised that it could seek a review thru the labor board's Washington office. Vince Passaro, local UAECMOSR business representative, said this would not be done because of the length of time it would take. Passaro claims that 10 of the firm's 14 shop men are members of his union, the local which was recently established.

The California Conciliation Service was called into the matter and approached Sam Ricklin, one of the M.A.C. founders. Ricklin declined to meet with the union.

Passaro said that the matter had been referred to two labor attorneys, Bernard M. Mamet, Chicago, and James Wolfe here, for study and advice regarding future legal steps.

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# N. Y. Coin Groups Make Peace; Agree on Compromise Slate

## UCMONY to Dissolve; AAMONY to Negotiate Contract With Local 266

By AARON STERNFIELD

NEW YORK — The Associated Amusement Machine Operators of New York and the United Coin Machine Operators of New York have patched up their differences and have agreed on a compromise officer slate for the surviving organization—AAMONY.

In a nomination meeting which broke up early Friday morning (4), the following slate was recommended by AAMONY: Irving Holzman, president; Gene Jacob, vice-president; Al Koondel, secretary; Sandy Warner, treasurer, and Morris Wurtzel, sergeant at arms.

### Board Members

The following board members were nominated: Lou Rosenberg, Dave Lowy, Harry Schilderout, Phil Sharf, Theodore Faith and Ruben Antonoff.

Jacob is president of UCMONY, while Koondel and Wurtzel are vice-presidents of that group. Warner and Holzman are respectively president and vice-president of AAMONY.

Bert Jacob, UCMONY secretary, has been nominated as executive director of AAMONY.

The election will be held next month. While the slate was approved by a near-unanimous vote, Joe Hirsch expressed dissatisfaction with the selections and threatened to form a new association. These views were not taken too seriously by the membership.

Gene Jacob, president of

UCMONY and recommended for vice-president of AAMONY, said that UCMONY will disband, with the members becoming members of AAMONY.

As a matter of fact, most of the operators signed up by UCMONY had been AAMONY members and had not resigned from that organization.

The membership voted to begin negotiations with Local 266 of the International Brotherhood of Teamsters, the same union with which UCMONY had begun to negotiate.

### Not Over Yet

While the action of AAMONY and UCMONY to settle their differences and operate within the AAMONY framework will do much toward bringing stability to the game industry here, it doesn't necessarily mean that the friction has ended.

The union picture, for one thing, is still clouded. Assuming that AAMONY signs a contract with Local 266, there is bound to be conflict with Local 1690, Retail Clerks International Association, which has signed a collective bargaining agreement with the Music Operators of New York.

### Juke Servicemen

Local 266 has some juke box servicemen, signed up as employees of UCMONY members. The local isn't likely to relinquish the inroads it has made in the juke box field.

On the other hand, Local 1690 has signed some game mechanics

and has indicated a willingness to sign more. The possibilities of a sharp battle between the two unions for the top spot in the coin machine industry here are good.

On the other hand, MONY officials haven't greeted the latest development in the game association field with any great degree of enthusiasm.

### Free Hand

With UCMONY members becoming members of AAMONY, the coin association will find itself with music operators on its rolls. Until now, the music group had a free hand with juke box operators, while AAMONY (except for the month UCMONY was active) was the only game group.

According to Ted Blatt, AAMONY counsel, and Gene Jacob, UCMONY president who has been nominated for the AAMONY vice-presidency, the industry here could be served best by a single association and a single union for both games and music.

Unless things change drastically, there appears to be little likelihood that MONY will seriously consider any merger with the game group.

Meanwhile, the case of MONY against Local 19 continues at New York Supreme Court Monday (17). MONY is seeking permanently to enjoin AAMONY from attempting to organize mechanics who are members of Local 1690. Last week, Al Denver, MONY president, appeared as a witness for the plaintiff.

## MOAM Preps

• Continued from page 84

Issues of the legislation due to come up for hearing February 18, it was agreed that letters would be sent to all senators concerned, as well as to the Massachusetts legislators. The MOAM secretary has sent the letters on the individual members' stationery and other operators are being urged to write, wire and contact the solons.

### Insurance

Plans for a new group term insurance for the association were outlined by Robert Colosov of Continental Assurance Company. New stickers for the members' machines will be issued next week. These identify the juke boxes as being owned by MOAM members.

President David J. Baker reported the receipt of a check for \$100 from James Tolisano of Hartford, Conn., toward the battle fund for MOAM's cases against the State and city of Boston on the \$150 juke box license fee. An additional check is also promised from the Connecticut Music Operators' Association to add to other gifts of money from several parts of the nation.

### Local Case

Counsel Arthur Sherman spoke on the status of the litigations, which are due before the Supreme Court of Massachusetts shortly. Members were entertained by recording artist Billy Porto, who also played his latest recording and asked the operators for their support in pushing his records.

The next meeting will be with the wives of the members, in the form of a dine and dance affair with perhaps a show. Time and place will be announced later.

## OP LISTS 10 WAYS TO HELP KILL AN ASSN.

ROCHESTER, N. Y. —

During a heated debate at the recent meeting of the New York State Coin Machine Association here, Lindy Nardone, local operator, eased tensions with his 10 rules for breaking up a coin machine association. The rules, which NYCMA members don't intend to follow, are:

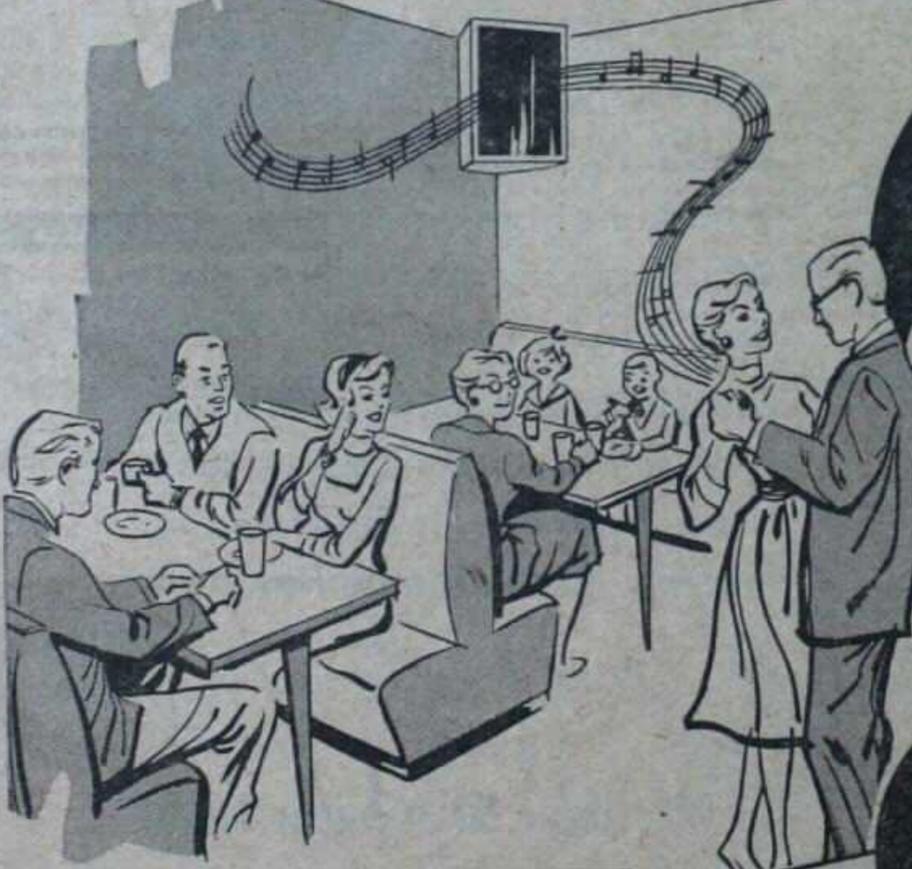
1. Don't go to the meetings.
2. If you do go, arrive late.
3. Don't consider going to meetings if it interferes with TV.
4. When you do go to a meeting, find fault with the officers.
5. Never accept an office; it's easier to criticize than to do things.
6. Nevertheless, get sore if you are not appointed to a committee. If you are appointed, don't attend committee meetings.
7. If asked by the chairman to give an opinion regarding some important matter, tell him you have nothing to say. After the meeting tell everyone how things ought to be done.
8. Do nothing more than is absolutely necessary. When other members roll up their sleeves and do it all, holler that the group is run by a clique.
9. Hold back on your dues and assessments as long as possible. Better yet, don't pay at all.
10. Don't bother about getting new members; the thing can't last long, anyhow.

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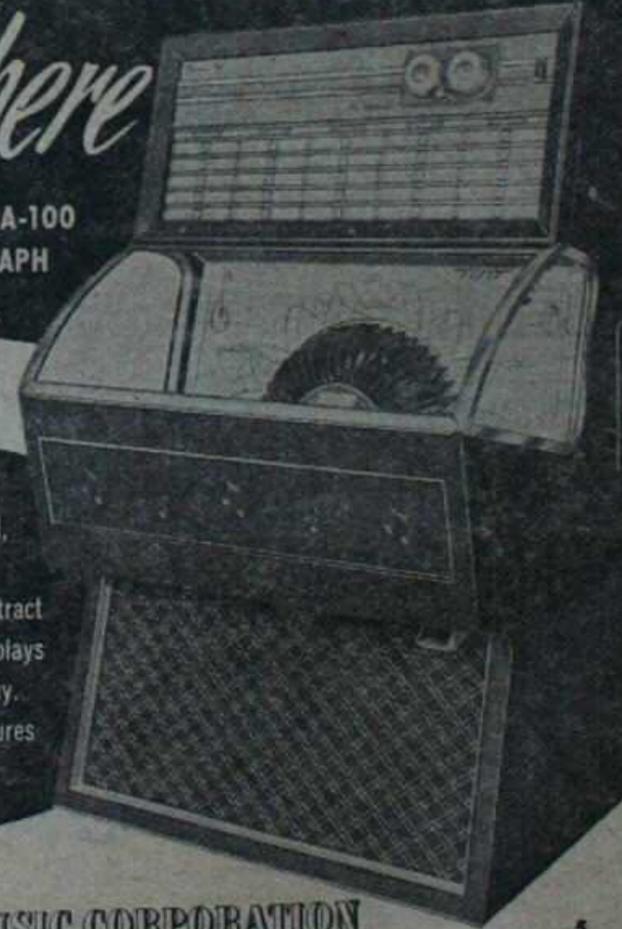
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# Wis. Ops Gird For Copyright Bill Hearings

MILWAUKEE—An emergency meeting of the Wisconsin Music Merchants, held February 10 at the Eagles Club to consider plans for combatting proposed copyright law changes, pulled a strong representation of up-State members despite coldest weather of the year. Turnout of local operators was noticeably slim, however. Session was called by C. S. Pierce, Brodhead, president of the State group, the man expected to represent the Music Operators of America viewpoint at hearings in the capital in the place of ailing George Miller, MOA president.

Pierce opened the meeting with a minute of silence in memory of Louis Jacobs, veteran Stevens Point operator, who died recently.

He reviewed the history of the attempts by ASCAP and other licensing groups to revise the copyright laws, and brought the operators up to date on the pro and con stands on the proposed bill (S. 1870) being taken by the groups that stand to be affected.

"Make no mistake of it," he warned, "the entire music operating industry is in for a lot of trouble if this bill, or any compromise, is passed. Not the least of our troubles," he added, "will be the fact that the musicians' union could use this proposed change as a wedge to make their bid for additional performance payments from the juke box industry on each record."

According to Pierce: "It is the duty of every single operator in this State to go out to explain the situation to as many people he can contact with whom he does business. These people, the bankers, accountants, location owners, lawyers, filling station owners, and as many others he knows have his interest as a small businessman at heart, can help by writing to their congressmen in opposition to S. 1870. We must manage to get our voice heard effectively in this fight for our existence in the place where it counts—in the offices of your congressional representatives, so that they can realize how strongly we feel about this matter."

Strong floor discussion followed Pierce's exposition of the situation. Most operators agreed that membership buildups of both the State and MOA organizations are essential goals in the period ahead.

## Lid Off in Chi

Continued from page 84

trans-shipping between territories of many of the newer labels. Hilger selling at distributor buying prices, he said, was entirely possible because newer labels have been commonly giving as many as 1,500 records free to a one-stopper who purchased 5,000 copies of a rising hit at the normal price thru a distributor. These free records known as freebies, have greatly widened the margin for wheeling and dealing, leading to widespread trans-shipping across distributor territories.

Milwaukee police, after investigating Smith's alleged possession of bootleg disks, failed to place charges.

The spotlight, however, remained trained on English, of Lormar Distributing Company in Chicago, who was under arrest for possession of the bootleg records, and at liberty on \$200 bond. A series of articles last week in The Chicago Tribune linked English, a juke box operator and former bookmaker, to prominent hoodlum figures under scrutiny for reported muscling op-

# R. I. Inventor Would Revive Film-Juke Box

PROVIDENCE — William H. Baker, 73-year-old local inventor, is reviving efforts to get his talking motion picture machine into production. The unit is, in effect, a juke box which shows film with each selection.

The original unit, designed by Baker in 1913, provides a projecting lantern and screen for attachment to a conventional phonograph. Key feature is a "sight record" which, when played in synchronization with the sound record and projected from the lantern, throws motion pictures of the recording artist on the 18-inch screen.

The existing patents on the device have expired, Baker says he will apply for new patents when he gets financial backing.

## Grecos Buy Custom Truck

GLASCO, N. Y.—Greco Brothers, Inc., local coin machine jobbing and operating company, bought an all-aluminum body truck for juke box and amusement machine deliveries.

The truck, a Ford S-600, was custom made for the firm in Baltimore. The 2.5-ton unit holds 13 juke boxes or three 13-foot bowling games.

The tail gate lowers and rises hydraulically for easy loading and unloading. According to Tom Greco, the company paid more than \$7,000 for the unit.

## Wishinsky Forms Export Concern

CLOSTER, N. J. — Mickey Wishinsky, veteran juke box and game operator, is now devoting full time to the export of games and music to Europe.

Wishinsky has reactivated his jobbing business, the Closter Coin Machine Exchange, and has shipped 40 pieces overseas in the last month.

He recently resigned from Sandy Moore Distributors, local Wurlitzer outlet, to develop his export business.

erations in the placement of juke boxes.

English denied to The Billboard that he ever bought from Hilger at all. He said that the counterfeit disks allegedly found in his possession must have come to him thru his normal sources of supply, and he named the main-franchised distributors here. He denied, in fact, there was any evidence that the records confiscated from him were counterfeit.

Meanwhile, a parade of record mahoffs streamed into Chicago from both Coasts to inspect the confiscated records and to swear out affidavits that they were phony. Among the methods of identification were wide disparities in label colors between legitimate copies and the alleged counterfeits. Among the record execs who came here were Archie Bleyer, Cadence; Morris Levy, Roulette; Al Silver, Ember and Herald; Bernie Lowe, Cameo, and Henry Onorati, Dot.

The case is being investigated by the United States attorney and the FBI for possible violations of the federal copyright laws. If such violation is found, a felony can be charged, whereas current local charges against Hilger and English are for misdemeanors, carrying a penalty of three months to a year.

Hilger has a record of arrests for petty offenses in Chicago and Wisconsin, including con games and bad checks. In many cases, these charges were dropped before prosecution.

# Ops View New Seeburg AMI, Rock-Ola Models

CHICAGO—From the standpoint of new equipment, last week (10) was a busy one. Three juke box manufacturers, Seeburg, AMI and Rock-Ola, introduced new model phonographs almost simultaneously as the week began.

Operators were virtually shuttling from one distributor showroom to another to get their first glimpse of the new machines. Com-

ing on the heels of the recent Wurlitzer showing two weeks ago, many operators are only now starting to settle down and digest all they've seen.

The atmosphere at many of the unveilings varied. Seeburg and AMI distributors, breaking with their full new lines, had formalized showings, with refreshments, entertainment, celebrities and gifts,

that gave many of the affairs an air of almost carnival-like gaiety. Rock-Ola distributors, having introduced part of their new line previously, stayed from formal unveilings as such, in most cases calling in their operator customers for a casual visit.

A crippling cold wave that covered most of the country was dampening in some cases, with snow and sleet in numerous areas making roads impassable and travel at best—disagreeable. But for the most part, the operators braved the elements for an eager look at the 1958 offerings.

At week's end, virtually all distributors had at least one thing in common—a tired sigh of relief and preparations to resume normal business.

Full write-up of AMI and Seeburg formal unveiling: will appear next week.

# LP Juke Gets 50c a Play in Philly Tavern

PHILADELPHIA — A seven-year old juke box, on the same location as a new 200-selection unit, is grossing an average of \$50 a week in a local cocktail lounge.

The machine is a Seeburg M-100-B set for straight 50-cent play. Operator is Bill Rodstein, brother of Al Rodstein of Banner Novelty, a Philadelphia coin machine distributor.

Operator Rodstein owns the location, the Latimer Cafe, and has an Arcade operation as well. The machine has been converted to 33 1/3 play and is activated by two quarters. Programming is exclusively LP, with selections running from 20 to 30 minutes.

Six months ago Rodstein heard that a West Coast operator had made and operated a 33 1/3 conversion, and he decided to try one himself.

He placed the LP machine in the elevated rear section of the lounge, keeping the new 200-play job up front. While the new piece is earning its keep, the seven-year-old machine accounts for the bulk of his juke box revenue.

Rodstein relies heavily on show albums for LP programming, and he tosses in a heavy sprinkling of torchy melodies in keeping with the decor or the establishment.

The patron gets one side of the album for his 50 cents. A heavy percentage of customers will go for the dollar to hear both sides. That's equal to 10 plays at a dime each, and it keeps the customer at the bar for at least 60 minutes.

Virtually all of the selections are standards, and once the initial programming is set, record changes are infrequent. The following al-

bums (each with two sides) are currently in the music box:

Lena at the Waldorf, Sylvia Sims Sings, The Man I Love (Peggy Lee), One and Only (Pearl Bailey), About the Blues (Julie London), Eydie Gorme album, This Is Chris (Chris Connor), Singing Cole Porter (Mabel Mercer), Castles in Spain (Mike Legrand), Josh White Stories, Johnny Mathis album, Latin Dance Party, Unforgettable (Nat King Cole), Mish Mash (Mickey Katz), Part Said (Mohammed El Bakker), Pal Joey (Frank Sinatra, Rita Hayworth and Grace Kelley), Face in the Crowd sound track, South Pacific, Around the World, Jazz Spectacular, One o'Clock Jump (Count Basie) and The Wildest (Louis Prima).

Also The Duke Plays Ellington, Portugese Podos, Four Freshmen and Five Trumps, Week at Madison Square Garden, Voodoo Suite, Lena at the Waldorf, Elvis, Miss Show Business (Judy Garland), Fair Lady, Louie and the Angels (Louis Armstrong), Pajama Game (Doris Day), High Society (Bing Crosby, Grace Kelley, Frank Sinatra), Pacific Jazz, Favorite Songs (Ethel Waters), and In the Land of Hi-Fi (Patti Page).

And Patachou, I Love Paris, Swing Easy (Frank Sinatra), Swinging Affair (Frank Sinatra), Tony (Tony Bennett), Love Me or Leave Me (Billy Daniels), Rodgers and Hart album, Night at Copablanca (Tony Martin), Mel Torme album, Among My Souvenirs (Al Jolson), The Best of Eddie Cantor, and Calypso (Harry Belafonte).

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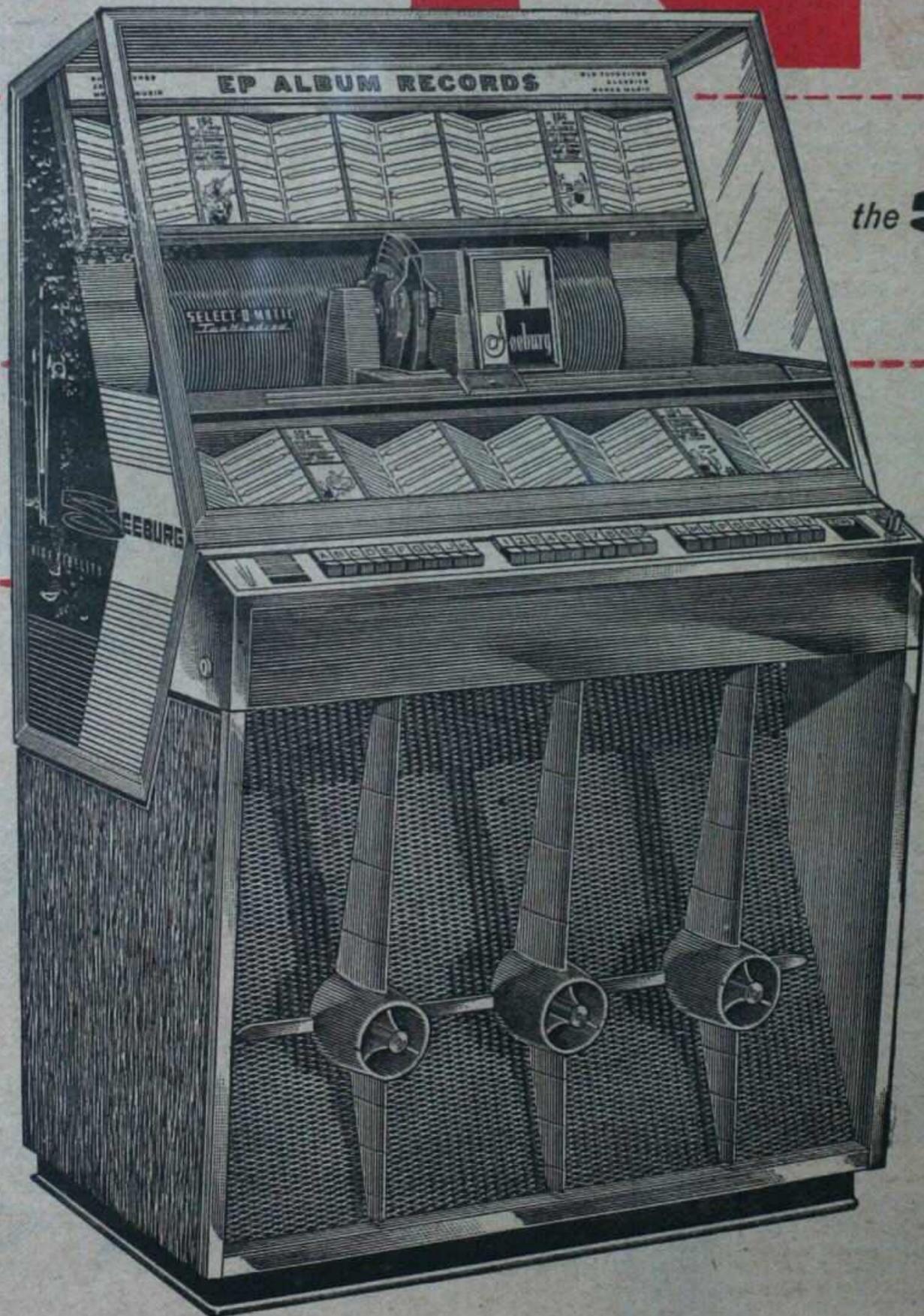
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### Los Angeles

By SAM ABBOTT

William R. Happel Jr., Badger Sales Company, traveled 6,000 miles in 24 hours but did not see the new AMI models that he will distribute in this area. Upon his arrival in Chicago, he found that he could not get to the AMI factory until after the meeting and showing had been held. So he flew back to Los Angeles. The new models were to be on display Monday (10) in the Badger showrooms.

Sal DiBartolo, who recently sold his Ideal Music in Canton, O., is visiting friends in the San Fernando Valley here. . . . Ed Wisler, who was formerly with Sierra Distributors, has opened his own firm, Wisler Parts and Service, in San Diego. The formal opening was recently held. . . . Al Weymouth, Weymouth Distributors, which handles the Smokeshop cigarette machine, is back in town from a business trip. . . . Walt Hemple, First National Music in San Fernando, was hit by the virus and confined to his home.

George Phillips, operator of music and games in the Philippine Islands, returned there following a business trip to the States. . . . William Cook, Sydney, Australia, operator, returned to his home following a visit here. He stopped off en route in San Francisco, Honolulu, the Fiji Islands, and Auckland, N. Z. . . . Fred Shuey, of Huntington Park, is recuperating following surgery. . . . Frank Lamb, of Jud Novelty in Montebello, in town for supplies at Paul A. Laymon, Inc. . . . Jack Neel, of F. F. Cooper Music in Riverside, was prevented from making his regular biweekly buying trip here by the torrential rains. . . . Frank Christian, of Anaheim, reported that his partner, Walt Tatum, had

# Coinmen You Know

made an emergency trip to Florida.

"Robbie" Robinson, R. & H. Amusement Company, in town to buy supplies, as was Mel Snodderley, of Compton. . . . Fred Luchsinger, of Blythe, seen on West Pico. . . . Carl Weber, of Kernville, is getting ready for the annual Whisky Flats celebration in that town. . . . Joe Tomulonis, of Desert Music, Banning, a West Pico visitor. . . . Herman Paster, associate of Bill Happell's in Badger Sales, in town for a week's visit. . . . Don Ames, who was with Badger Sales Company in San Diego, has joined Rowe Service. . . . John Casola, United Manufacturing Company's sales manager, in town and making his headquarters at C. A. Robinson Company. . . . Gordon Snider is now operating music machines under the name of Snider Music.

left his northern home to settle in Florida. . . . Joe Mangoni, All Coin Amusements, gave his wife Elois a surprise birthday party at Felix Youngs. Along with Uncle Dan and honored guest's mother, Al Miller, the Dave Gottliebs, Sol Gottlieb, the Sam Rosens and Ben Martins were present.

Getting ready for handing out cigars is Charles Cook, of Continental Music Company. His wife is expecting. . . . Keith Nelson contacting all the members of AMOA to get boosters and members for PAL. Supporters are also the Three Musketeers of H & S Amusement - Sam Moreno, Harry Steinbers and Eli Ross. Along with Chuck Rosen, they are co-operating with the PAL drive.

Al Yorkovitz, of Ambrose & York, happy about the upswing in the music business in the Brockton area. Games, he says, are doing well also. Al has found that stocking several makes of juke boxes isn't such a bad idea. He finds he can switch them around from one location to another and both think they are getting new machines. At least they're new to the location and that's what counts.

Edward Ravreby, Associated Amusements, is really moving around these days. Ed was in Connecticut and New York and he'll swing thru the operators in Springfield and go on to visit others in New Hampshire. Associated still keeps up its custom of offering coffee and sandwiches around noon every day. Dick Mandell thinks there is nothing like getting the boys to talking over a cup of coffee.

### Boston

By CAMERON DEWAR

The Music Operators' Association of Massachusetts has named Ben Ross, Graybar Vending Company, to the board of directors to replace James Woodward. President David J. Baker has called a special meeting of the membership to discuss plans to do something about the upcoming ASCAP hearings. They plan to contact legislators and acquaint them with the operators' side of the story. Many discussions have been held and members are well aware of the situation.

Business is picking up at Redd Distributing Company after the successful Wurlitzer showing. Sales Manager Bob Jones and Ed Maloney are off to Connecticut and Rhode Island for the other showings. Salesman Jack Hawkins reports his little daughter, Linda, manages to walk with braces after a stay in the hospital. . . . Louis Blatt's mother-in-law, with whom he makes his home, is seriously ill.

Marshall Caras, Trimount Automatic Sales Corporation, says business is on the upswing and orders are coming fast on the new Williams Ten Strike bowler. Marshall has been missing his bagpipe lessons these days. He, along with David Bond, Dave Riskin and Russ Eckel made a whirlwind trip to Chicago to get the word and see the new Seeburg phonographs at the plant.

Weather around the Hub is still good for doing business, with very little snow so far. Seen around recently were: Tom Libbey, Haverhill; Tony Casali, Portland, Me.; Louis Zideman, Portsmouth, N. H.; Harry Poole, now of Newport, R. I.; Nat Shulman, Waltham; also Joe Almieda, Woonsocket, and Tom Shanahan, General Falls, both in Rhode Island; Earl Graham, Seabrook, N. H.; Bill Cowan, Quincy, and George Burroughs, of New Haven, Conn.

### Little Rock

By ELTON WHISENHUNT

Little Rock operators are bracing themselves and getting routes in shape for the big winter tourist trade now on. Reason is the Hot Springs horse racing season. People from all over flock to the winter resort 50 miles from Little Rock. Among operators seen getting equipment clean, swapping machines and placing more on location were George Scheck, George Scheck Amusement Company, and Pete Gurley, Ace Music Company.

Hot Springs operators meanwhile were even busier. Many like J. Earl Gill are putting new machines on location. . . . Phil Marks, Phil Marks Amusement Company, reports his route is doing top business. Phil, incidentally, recently bought out Jeff Chancellor, a small operator.

R. G. Jennings, Jennings Coin Machine Company, is taking flying lessons, plans to buy a small plane later on for business trips. He got the idea from Duane Faull, Faull Amusement Company, with whom he shares an office building. . . . George Sammons, Sammons-Pennington Company, Memphis, recently installed background music in the Piggly Wiggly store at Hot Springs. . . . E. J. Mahfouz, Mahfouz Music Company at Stuttgart, was seen duck hunting recently. . . . Chester Baker is new owner of Baker Music Company at Pine Bluff.

H. H. Hays, of Pine Bluff, who sold out Baker Music Company, reports he is doing well operating a cafe he owns. . . . Bill Foster, Foster Music Company, is converting his entire route to 200 juke. He reports the new paper mill at Pine Bluff has helped business for all, and another paper plant is scheduled to open in the next 90 days.

E. K. Eby, Pine Bluff Music Company, reports business is now the best since he has been in business. New industries at Pine Bluff are the answer, he said. . . . Ver-

non Ward, 19 Music Company, is taking it easy these days and letting son, Jimmy, 23, take over management of the route. . . . Manuel Caras, M & H Music Company, recently bought a new French Renault car to make service calls. . . . Arkansas operators seen in Little Rock recently shopping for records and equipment included Orell Bledso, Tex Dickens, Dean Hosey, Charles Schubach and Olan Jackson.

### Washington

Business is "picking up" for Kwik Kafe after the post-holiday slump, says manager James Bowen. Bowen is especially pleased with hot chocolate sales. . . . Hirsh Machines has added another serviceman to its staff, according to Roger Squitiero, company treasurer. Squitiero says business is good, and the company is looking forward to a fine year. President Hirsh de la Viez is planning a European jaunt in early spring.

### Copy't Hearings

Continued from page 84  
called that "some consideration must be given the proponents of the measure."

#### Attorneys

The delay will give newly appointed MOA attorneys precious additional time in preparing their briefs. Miller had appointed the Washington law firm of Armour, Herrick, Kneipple and Allen, only this month, to carry the operator banner in the forthcoming Congressional debates. The case was to be handled by Nicholas E. Allen and Merrill Armour of the firm.

The team will be working in close harmony with the Automatic Phonograph Manufacturers' Association counsel here, Perry Patterson, member of the firm of Kirkland, Fleming, Green, Martin and Ellis. Also expected to figure prominently in the hearings for the operators, is Hammond Chafetz, of the Kirkland firm.

At press time, it was not known whether the delay in hearings would be sufficient to permit the attendance of MOA president George Miller. The MOA head was still convalescing in Oakland's Peralta Hospital from a very serious attack of virus pneumonia. However Miller was expected to issue a statement shortly after consultation with the doctors.

In the event he doesn't attend, the MOA side will be represented by association first vice-president, Clinton Pierce, Brodhead, Wis. Pierce was prepared to carry the MOA fight to Capitol Hill in Miller's place, prior to last week's delay.

## USED MUSIC

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FULLY RECONDITIONED

## SOUTHERN AMUSEMENT COMPANY

628 Madison Avenue Memphis, Tennessee  
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A  
ROCK-OLD  
FOR  
EVERY LOCATION



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CLASSIFIED SECTION  
this issue

## ROCKET SHUFFLE

### Chicago Coin Ships New Type of Game

CHICAGO — Rocket Shuffle, shipped to distributors last week by Chicago Coin Machine, bids for a top spot on the game market as an unusual and different location piece.

Altho the game is most easily categorized as a shuffle bowler, Rocket Shuffle actually combines three basic features of previous game model favorites.

Rocket Shuffle features the puck action of the shuffle bowler, the interior design of the electric gun game, and the scoring scheme of

## Pass Anti-Pin Bill in S. C. Assembly

COLUMBIA, S. C. — South Carolina's House of Representatives last week passed a bill which would completely prohibit pinballs thruout the State.

Present laws allow pinball operation, but forbid their use as gambling devices.

The bill must still be approved and passed by the State Senate before it is presented to the Governor.

Rep. Paul Moore, Spartanburg, who has waged a year's campaign to get such a bill thru the Legislature, maintains that the only way to prevent gambling on the machines is to do away with them altogether. Passage of the bill in the Senate would be a plume in Moore's hat, as he had based his election platform in 1956 directly on the pinball issue.

The bill, introduced by Representative Moore early last year, has until now been tied up in committees. A similar bill had been introduced at one time by Senator Bradley Morrah of Greenville, passing the House, but failing to pass the Senate.

At the same time, in Representative Moore's home territory of Spartanburg County, a grand jury threw its full support behind the bill to abolish pins.

## BATTER BOPPED BY BEAN BALLS BURNING BADLY

BROOKLYN — With the whole town taking it on the chin baseball-wise, one of its citizens, Vincent Benedetto, 31, recently took it on the head as well.

Benedetto, who has tried out with two different major league teams, was taking some practice cuts at baseballs flung by a Palisades Amusement Park automatic pitching machine. Then it happened—the machine, he claimed, dusted him off with three wild pitches and uncorked a bean ball that bounced off his skull.

Burned up as well as beamed, Benedetto suited up for \$35,000 in court, charging the machine ruined his prospective pro career. But, completing a stretch of bad luck, he struck out. The legal umpires ruled against him.

## EDITORIAL

### Chicago Game Union Racket

By BOB DIETMEIER

A series of new investigations into attempts by hoodlums to muscle into the Chicago coin machine operating business have been launched.

We hope, with all legitimate men in the business, that they can be pinned down once and for all. If local law enforcement agencies cannot do the job, we hope the Senate Rackets Committee can.

Chicago, like some other cities, is apparently helpless to break the back of organized crime because of the equally apparent tie between politics and rackets.

Union racketeers and hoodlums therefore find Chicago, like some other cities, easy pickings. In fact, were it not for the Federal government, numerous local investigations and occasional newspaper articles, the underworld could operate on a quiet, routine basis. As it is, past investigations apparently have done little in disrupting their activities.

One of the businesses under almost constant investigation for hoodlums and union racketeers is the city's coin machine business. In the juke box operating field, investigations on all levels of government have been going on for years, and there is currently a new one (see music machine section).

Now an investigation into the amusement game operating business in Chicago is underway. Both the Senate Rackets Committee and the State's Attorney's office are involved.

Hijacking of amusement machines was first reported in The Billboard last year. An investigation made at that time came to nothing.

More recently, acid was dumped on some machines, others were hacked with an ax.

Thursday night (13), an ex-convict named Alex Ross, accused of destroying bowling machines in three taverns, was arrested. Ross was identified by three location owners as the man who wrecked games in their taverns.

A brief review of the background to the current hoodlum probe should be instructive to all, especially to members of operator associations.

In December, 1955, Chicago game operators formed the Chicago Independent Amusement Association. One of the main purposes of the new association stated at the time was to present operators' views on a proposed amendment to the city's bagatelle ordinance and on licensing laws.

In January, 1956, the fledgling group announced additional objectives. They were:

1. The establishment of a proper public relations program.
2. Development of a better relationship among members.
3. A co-ordinated legal program to better secure members.
4. The identification of amusement games of members on location thru registered emblems (emblems were distributed at the January meeting).

In March of the same year, members elected a five-man

"arbitration board" for a three-month term to help in settling squabbles between two operators on which has the right to a given location.

At the same time, members were asked to pledge adherence to the rules of the association, respect the rights of fellow members and abide by the arbitration board's decisions.

Altho these were unusual and highly questionable powers for an association to seek for itself (to say the least), they represented an honest attempt by the association members themselves to settle their differences peaceably.

Instrumental in presenting the association's views before the city, and in general, giving the embryo group its spark and the only real leadership it ever enjoyed, was Milton T. Raynor, Chicago attorney who acted as legal counsel for the group.

The association, under Raynor's guidance, made steady progress to attain better relations within the industry and with city officials. The game operators were winning deserved respect—and top-level audiences for their point of view.

But just one year later, in January, 1957, Raynor resigned as legal counsel. Altho the reason for his resignation was not made public at the time, it was reliably reported that he did so because some members in the association who had lost locations to non-members, had sold the membership on "getting teeth into the association" by signing a contract with a union.

In the same month, CIAA signed a contract with the International Brotherhood of Electrical Workers' Union, Local 134. This is the same union with which local juke box operators (if they serviced equipment themselves) or operator employees have been affiliated for some time. In turn, juke box operators are members of Recorded Service Music Association.

It is no secret that Raynor was strongly against such an affiliation. After operators voted for the move, he withdrew.

Why did operators want "teeth in their association," i.e., a means of protecting their locations against unfair competition? And was the competition who took locations "unfair"?

These are questions which are difficult to answer. There was talk at the time that locations were being taken by "syndicate" people, who could back up their location jumping with threats of violence.

Faced with a situation such as this, it would be understandable that operators affected would be anxious to have some means of protecting their livelihood.

But why couldn't an association, or even an individual operator, take such matters to law enforcement agencies? That's the \$64,000 question to which anyone well versed in big-city politics might have a quick answer that would make the question seem downright naive.

But another possibility remains. Since association members voted to join the much-investigated Local 134, it is

possible they did so in order to force non-members to join the association and/or to enforce decisions made by the association with respect to such matters as who has a right to a particular location.

We have no way of knowing for sure which one of these two reasons was the basic one for the association signing up with 134. In fact, we doubt if anyone—including individual members—thought thru the matter much. Most were probably sold on the idea that the way to protect locations was to hire 134. And they wanted to protect their locations.

In any case, it seems clear the association is now—and probably was from the day the union contract was negotiated—little more than a front for the union.

The Chicago Tribune, in an editorial that we think is one of the best—if not the best—ever appearing in a newspaper on the question of hoodlums trying to muscle into the coin machine business, raises questions every operator in the city has a right to have answers to. (See separate editorial in this section.) We hope the Tribune keeps asking them. They deal with the question of why local law enforcement bodies cannot protect legitimate operators from hoodlums.

Did the union contract solve the problem of hoodlums for CIAA? The answer appears to be that not only did it not solve the problems it intensified it.

It is no secret to anyone in the coin machine business that Local 134 has been the subject of investigations on every level of government for many years. A principal of this union who is the subject of constant interest to investigators, most recently to those of the Senate rackets committee, is Tom (Juke Box Smitty) Smith, a business agent of Local 134. Another subject of rapt interest to agencies investigating the Chicago juke box scene is Joseph (Joey) Glimco, head of the local taxicab union. Glimco's power appears to be dominant in the Chicago juke box scene. Glimco has figured prominently in investigations both within and outside the juke box field. In addition to his union activities, he also is kingpin of Automatic Phonograph Distributing Company, Chicago juke box distributor.

Glimco this week figured in still another investigation (see stories in this section and in the music-radio department), as well as the Senate Rackets Committee probe.

Since affiliating with 134, members and non-members of CIAA have reported destruction of machines with axes and acid, and hijacking of machines.

Now, not only are game operators in Chicago having their locations jumped by hoodlums, they are also having their machines destroyed or stolen.

Fear rules in Chicago. Some operators believe they are risking their lives in talking about what is happening.

The blame cannot all be laid at the doorstep of Chicago law enforcement. The operators voting for union affi-

(Continued on page 95)

the in-line pin game.

The game consists of king-size puck and shuffle board, a 25-hole ball target field which is reflected from the bottom of the cabinet to give it an appearance of increased depth, and backglass scoring apparatus.

Object is to make in-line scores by lining up bounding rubber balls in score holes, vertically, horizontally, diagonally.

**Dime Starts Action**  
When dime is inserted, seven rubber balls spring up from the ball holes, finally settling into seven of the 25 holes. If the balls line up vertically, horizontally or diagonally three, four or five in line, the player can elect to press a button on the cabinet and thus rack up an automatic score.

However, if no in-line arrangement occurs, the player may then shoot a shuffle puck at any of the

(Continued on page 94)

## Pa. City Mayor Lifts Monopoly, Okays Licenses

DUQUESNE, Pa.—A monopoly that gave an out-of-town firm sole rights to game operations here fell by the wayside last week, as Mayor Frank Koprivier reversed position on the quandary that has had citizens in an uproar.

Loosening his tight hold on city game licensing a notch or two, the Mayor stated: "Let them operate. The licenses have already been paid for. I'm not worrying. The money is in the (city) treasury."

The reversal has left a Pittsburgh firm, Forbes Amusement Company, holding a bagfull of exclusive licenses to city games.

Early last month the Mayor handed all the game licenses in town to the Pittsburgh firm, cutting out all of the city's regular game operators.

**Mounting Opposition**  
The move brought cries of alarm from operators, location own-

(Continued on page 96)

## DSA Launches Drive to Boost Op Membership

DETROIT—A major drive for a more inclusive membership was launched by the Detroit Shuffleboard Association (DSA) at its unique annual social meeting at the home of Fred Chlopan, veteran association executive.

The new program is to include operators of all types of amusement games, especially pool, ball and shuffle bowlers, according to Maurice J. Feldman, of Central Coin Machine Exchange, DSA director.

It is recognized that the recent developments of new types of games in this territory have made it desirable to extend membership to the allied amusement fields, pro-

(Continued on page 95)

THE BILLBOARD WEEKLY

# Coin Machine Price Index

## How to Use the Index

**HIGHS AND LOWS** Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

**PRICES** given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

**MEAN AVERAGE.** The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of February 10, 1958)

### MUSIC MACHINES

	High	Low	Mean Avg.
<b>AMI</b>			
Model C-40	\$ 95.00	\$ 95.00	\$ 95.00
Model D-80 (51) 40 sel., 78 RPM	295.00	95.00	225.00
Model E-40 (53) 40 sel., 78 RPM	275.00	195.00	195.00
Model E-80 (53) 80 sel., 45 RPM	325.00	325.00	325.00
Model E-120 (53) 120 sel., 45 RPM	395.00	150.00	350.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	565.00	120.00	525.00
<b>ROCK-OLA</b>			
120 Comet	\$435.00	\$435.00	\$435.00
1428 (48) 20 sel., 78 RPM	75.00	30.00	75.00
1432 (50-51) 50 sel., 78 RPM	95.00	95.00	95.00
1432 Rocket	100.00	100.00	100.00
1434 (50-51) 50 sel., 78 RPM	150.00	95.00	145.00
1434 Fireball	139.00	139.00	139.00
1434 Rocket	145.00	139.00	139.00
1436 A-153) 120 sel., 45 RPM	229.00	229.00	229.00
1438 (54) 120 sel., 45 RPM	395.00	375.00	375.00
1442 (54) 50 sel., 45 RPM	395.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM	525.00	525.00	525.00
Hi-Fi (55)	189.00	189.00	189.00
<b>SEEBURG</b>			
HM-100-Hideaway (9/49)	\$189.00	\$189.00	\$189.00
M-100-A (9/49) 100 sel., 78 RPM	275.00	69.00	185.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	300.00	385.00
HF-100-C (9/53) 100 sel., 45 RPM	595.00	575.00	575.00
HF-100-R	695.00	650.00	665.00
100-W (9/53)	575.00	550.00	550.00
M-100-G	595.00	550.00	595.00
<b>WURLITZER</b>			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	50.00	50.00	50.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	95.00	89.00	89.00
1250 (50) 48 sel., 45 or 78 RPM	115.00	54.00	99.00
1400 (51) 48 sel., 45 or 78 RPM	175.00	149.00	155.00
1450 (51) 48 sel., 45 or 78 RPM	175.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix.	495.00	110.00	149.00
1550 (52) 104 sel., 45-78 RPM Mix.	150.00	110.00	110.00
1550-A (53) 104 sel., 45-78 RPM Mix.	225.00	145.00	145.00
1600 (53) 48 sel., 45 or 78 RPM	239.00	239.00	239.00
1600-A (54) 48 sel., 45 or 78 RPM	275.00	239.00	239.00
1650 (53) 48 sel., 45 RPM	345.00	239.00	275.00
1650A (54) 48 sel., 45 RPM	325.00	239.00	239.00
1700 (54) 104 sel., 45 RPM	625.00	445.00	495.00
1800 (2/55) (W)	730.00	65.00	595.00
Broadway (12/55)	270.00	175.00	210.00

### PINBALL GAMES

<b>BALLY</b>			
Atlantic City (5/52)	\$ 55.00	\$ 55.00	\$ 55.00
Beach Beauty (1/55)	195.00	95.00	175.00
Beach Club (2/53)	65.00	45.00	45.00
Beauty (11/52)	65.00	60.00	60.00
Big Time (1/55)	145.00	65.00	125.00
Bright Lights (5/51)	45.00	45.00	45.00
Bright Spot (11/51)	45.00	45.00	45.00
Broadway (12/55)	270.00	175.00	210.00
Coney Island (9/52)	45.00	45.00	45.00
Dude Ranch (9/51)	60.00	45.00	55.00
Frolic (10/52)	75.00	65.00	65.00
Gayety (3/55)	85.00	60.00	75.00
Gaytime (6/55)	135.00	65.00	120.00
Hi-Fi (6/54)	75.00	55.00	60.00

Ice Frolics (1/54)	\$ 65.00	\$ 50.00	\$ 65.00
Miami Beach (9/55)	145.00	115.00	125.00
Nite Club (3/56)	425.00	200.00	245.00
Palm Beach (7/52)	85.00	40.00	40.00
Palm Springs (11/52)	65.00	45.00	65.00
Spot Lite (1/52)	45.00	45.00	45.00
Surf Club (3/54)	65.00	50.00	60.00
Variety (9/54)	95.00	65.00	85.00
Yacht Club (6/53)	55.00	30.00	30.00

### CHICAGO COIN

Basket Ball Champ (10/49)	\$195.00	\$125.00	\$195.00
Tahiti (10/49)	75.00	75.00	75.00

### EVANS

Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00
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### GENCO

Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00
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### GOTTLIEB

Arabian Knights (11/53)	\$100.00	\$100.00	\$100.00
Auto Race (9/56)	245.00	175.00	235.00
Basketball (10/49)	200.00	200.00	200.00
Chinatown (10/52)	50.00	50.00	50.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	235.00	195.00	215.00
College Daze (8/49)	135.00	135.00	135.00
Coronation (11/52)	45.00	45.00	45.00
Crossroads (5/52)	65.00	65.00	65.00
Cyclone (4/51)	25.00	25.00	25.00
Daisy Mae (7/54)	125.00	115.00	125.00
Derby Day (4/56)	195.00	145.00	190.00
Diamond Lill (12/54)	125.00	110.00	115.00
Dragonette (6/54)	150.00	115.00	115.00
Duette (3/55)	175.00	165.00	175.00
Flying High (2/53)	45.00	45.00	45.00
Four Belles (10/54)	120.00	120.00	120.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	165.00	115.00	155.00
Gold Star (8/54)	150.00	125.00	140.00
Grand Slam (4/53)	60.00	50.00	50.00
Green Pastures (1/54)	75.00	75.00	75.00
Guys & Dolls (5/53)	65.00	65.00	65.00
Gypsy Queen (2/55)	150.00	125.00	150.00
Happy Days (7/52)	65.00	65.00	65.00
Harbor Lites (2/56)	185.00	165.00	175.00
Hawaiian Beauty (5/54)	125.00	125.00	125.00
Hit 'n' Run (3/52)	45.00	45.00	45.00
Jockey Club (4/54)	110.00	110.00	110.00
Jubilee (5/55)	275.00	275.00	275.00
Jumbo (10/54)	235.00	235.00	235.00
Lady Luck (9/54)	145.00	105.00	125.00
Lovely Lucy (2/54)	110.00	60.00	60.00
Marathon (10/55)	245.00	225.00	245.00
Marble Queen (6/53)	55.00	55.00	55.00
Mystic Marvel (3/54)	255.00	95.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	100.00	60.00	60.00
Poker Face (8/53)	75.00	75.00	75.00
Quarrette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	65.00	65.00	65.00
Quinette (3/53)	75.00	75.00	75.00
Rose Bowl (10/51)	50.00	50.00	50.00
Score-Board (3/56)	225.00	195.00	195.00
Sea-Belles (8/56)	295.00	275.00	285.00
Shindig (9/53)	100.00	95.00	100.00
Skill Pool (8/52)	50.00	50.00	50.00
Sluggin' Champ (4/55)	165.00	125.00	125.00
Sluggin' Champ Deluxe (4/55)	165.00	115.00	115.00
Southern Belle (6/55)	170.00	145.00	145.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	150.00	120.00	150.00
Sweet Add-A-Line (7/55)	155.00	155.00	155.00
Toreador (6/56)	386.00	255.00	275.00
Tournament (8/55)	225.00	210.00	210.00
Twin Bill (1/55)	135.00	135.00	135.00
Wishing Well (9/55)	115.00	115.00	115.00

### UNITED

ABC (2/52)	\$545.00	\$545.00	\$545.00
Caravan (1/56)	165.00	95.00	135.00
Circus (8/52)	35.00	25.00	25.00
Havana (2/54)	80.00	80.00	80.00
Hawaii (6/54)	120.00	120.00	120.00
Manhattan (4/55)	95.00	55.00	60.00
Nevada (8/54)	55.00	35.00	35.00
Pixie (9/55)	175.00	70.00	85.00
Rio (11/53)	65.00	25.00	55.00
Singapore (10/54)	65.00	65.00	65.00
Stardust (4/56)	155.00	125.00	150.00
Starlet (11/55)	175.00	85.00	125.00
Triple Play (8/55)	115.00	65.00	85.00
Tropicana (1/55)	75.00	75.00	75.00
Tropics (7/55)	55.00	35.00	55.00

### WILLIAMS

Army & Navy (10/55)	\$ 35.00	\$ 35.00	\$ 35.00
Big Ben (9/54)	85.00	55.00	55.00
C. O. D. (9/53)	75.00	75.00	75.00
Colors (11/54)	75.00	75.00	75.00
Dealer '21' (2/54)	55.00	55.00	55.00
Deluxe Baseball	85.00	45.00	45.00
Disk Jockey (11/52)	40.00	40.00	40.00
Eight Ball (1/52)	35.00	35.00	35.00
Fairway (6/53)	40.00	40.00	40.00
Grand Champion (8/53)	60.00	60.00	60.00
Gun Club (11/53)	40.00	40.00	40.00
Hayburner (6/51)	75.00	75.00	75.00
Hong Kong (10/52)	55.00	55.00	55.00
Jalopy (8/51)	40.00	40.00	40.00
King of Swat	225.00	215.00	215.00
Lazy Q (2/54)	35.00	35.00	35.00
Lu Lu (12/54)	135.00	55.00	135.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (1/54)	50.00	50.00	50.00
Peter Pan (4/55)	135.00	95.00	95.00
Quarterback (10/49)	195.00	195.00	195.00
Race the Clock (1/55)	190.00	85.00	190.00
Rainbow 5 Ball (11/48)	265.00	245.00	245.00
Regatta (10/55)	125.00	110.00	125.00
Screamo (4/54)	75.00	75.00	75.00
Silver Skates (2/53)	50.00	50.00	50.00
Singapore (10/54)	75.00	75.00	75.00
Sky Way (9/54)	65.00	65.00	65.00
Spark Plug (10/51)	30.00	30.00	30.00
Spitfire (2/55)	110.00	75.00	110.00
Star Pool (10/54)	95.00	75.00	75.00
Struggle Buggie (12/53)	55.00	55.00	55.00
Slugfest (3/52)	45.00	45.00	45.00
Twenty Grand (12/52)	50.00	50.00	50.00
Times Square (4/53)	55.00	55.00	55.00
Thunderbird (5/54)	115.00	115.00	115.00
Three Deuces (8/55)	180.00	180.00	180.00
Super World Series (4/51)	60.00	60.00	60.00
Wonderland (5/55)	135.00	110.00	130.00

### SHUFFLE GAMES

Ace Bowler (CC) (9/50)	\$295.00	\$ 95.00	\$195.00
Advance Bowler (CC) (5/53)	95.00	95.00	95.00
American Bank (American Shuffleboard) (5/52)	250.00	225.00	225.00
Arrow (CC)	375.00	2	

	High	Low	Mean Avg.
Gold Cup (CC) (7/53)...	\$155.00	\$ 75.00	\$115.00
Gold Medal (B) (3/55) ..	175.00	175.00	175.00
Hi Speed Triple Score (CC) (8/53) .....	60.00	60.00	60.00
Holiday Match Bowler (CC) (9/53) .....	450.00	225.00	350.00
Hollywood (CC) (5/55) ..	175.00	175.00	175.00
Imperial (U) (9/53) .....	95.00	95.00	95.00
Leader Shuffle Alley (U) (11/53) .....	195.00	125.00	165.00
League Bowler (U) (1/54) ..	250.00	95.00	165.00
League Bowler Deluxe (U) (4/54) .....	195.00	100.00	145.00
Lightning (U) (2/55) ..	155.00	150.00	155.00
Lightning Deluxe (U) (2/55) .....	295.00	275.00	275.00
Magic (B) (12/54) .....	155.00	155.00	155.00
Mars (U) (1/55) .....	295.00	225.00	275.00
Mars Deluxe (U) .....	395.00	185.00	245.00
Match Bowl-A-Ball (CC) (8/52) .....	70.00	45.00	45.00
Match Pool (Ge) (12/54) ..	99.50	75.00	80.00
Mercury (U) (12/54) .....	175.00	150.00	165.00
Mystic Bowler (B) (12/54) ..	355.00	325.00	355.00
Mercury Deluxe 11th Frame (U) .....	295.00	235.00	245.00
Name Bowler (CC) (1/54) ..	50.00	50.00	50.00
Official (U) (5/52) .....	85.00	60.00	75.00
Olympic (U) (8/54) .....	135.00	70.00	75.00
Original .....	95.00	50.00	70.00
Pacemaker (K) (9/53) ..	149.50	50.00	85.00
Palisade (K) .....	55.00	55.00	55.00
Playtime Bowler (CC) (10/54) .....	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54) .....	255.00	125.00	125.00
Rocket (B) (8/54) .....	95.00	95.00	95.00
Royal (U) (8/54) .....	190.00	75.00	110.00
Score-A-Line (CC) (9/55) .....	225.00	225.00	225.00
Shuffle Alley Deluxe 6 Player (U) (10/51) ..	85.00	30.00	60.00
Shuffle Alley 6 Player (K) ..	85.00	45.00	55.00
Shuffle Alley 10 Player (K) ..	95.00	50.00	60.00
Shuffle Alley 11th Frame ..	335.00	150.00	195.00
Shuffle Alley Deluxe 11th Frame (U) .....	325.00	175.00	255.00
Shuffle Pool (Ge) (11/53) ..	99.50	39.50	85.00
Six Player (CC) .....	50.00	45.00	45.00
Six Player Deluxe (K) .....	65.00	40.00	45.00
Six Player Deluxe (U) .....	65.00	40.00	45.00
Six Player 10th Frame (U) ..	75.00	55.00	70.00
Speedlane Bowler (K) .....	275.00	275.00	275.00
Speedy (U) (8/54) .....	135.00	135.00	135.00
Star, 5 Player (U) (7/52) ..	95.00	34.50	45.00
Star, 10th Frame (U) (9/52) .....	110.00	29.50	60.00
Starlite (CC) (5/54) .....	295.00	145.00	195.00
Super Bonus Deluxe (U) ..	425.00	345.00	275.00
Super Frame (CC) (5/54) ..	295.00	95.00	165.00
Super Match Bowler (CC) (10/52) .....	75.00	50.00	55.00
Super Six (U) (3/52) .....	100.00	29.50	75.00
Targette (U) .....	100.00	100.00	100.00
Targette Deluxe (U) (8/54) ..	320.00	95.00	195.00
Team Bowler (U) (1/54) .....	295.00	100.00	165.00
Team Bowler (K) (10/52) ..	75.00	49.50	50.00
Tenth Frame (K) .....	75.00	35.00	60.00
Tenth Frame Bowler (CC) ..	95.00	40.00	60.00
Thunderbolt (CC) .....	395.00	265.00	295.00
Triple Score Bowler (CC) (6/53) .....	65.00	65.00	65.00
Triple Strike Bowler (CC) ..	175.00	175.00	175.00
Venus Deluxe (U) (3/55) ..	350.00	225.00	275.00
Victory Bowler (B) (5/54) ..	295.00	145.00	195.00
Venus Bowler .....	385.00	225.00	325.00

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ex—Excess; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; M—Motoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

	High	Low	Mean Avg.
AA Gun (K) ('48) .....	\$ 99.50	\$ 99.50	\$ 99.50
ABT Challenger (5/46) ..	30.00	25.00	25.00
Advance Shockers .....	22.50	22.50	22.50
Air Football .....	225.00	195.00	225.00
Air Hockey .....	325.00	250.00	325.00
Air Raider (K) ('48) ..	125.00	125.00	125.00
All Star Baseball (W) ..	195.00	100.00	175.00
Anti Aircraft .....	99.50	99.50	99.50
Atomic Bombers (M) ..	125.00	100.00	125.00
Auto Photo (AP) .....	2295.00	1595.00	1795.00
Balloonamat Capitol P (1/55) .....	295.00	295.00	295.00
Baseball (Sc) .....	79.50	79.50	79.50
Baseball, 2 Player (G) ..	175.00	125.00	145.00
Basketball (G) .....	195.00	195.00	195.00
Basketball (CC) .....	195.00	125.00	125.00
Basketball Champ (CC) ..	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48) ..	150.00	95.00	95.00
Bat-A-Score Sr. (Ev) (8/48) ..	145.00	145.00	145.00
Bert Lane Merry-Go-Round ..	275.00	275.00	275.00
Big Broncho (1/51) .....	325.00	325.00	325.00
Big Inning (B) (47) .....	125.00	125.00	125.00
Big League Baseball (3/51) (W) .....	145.00	125.00	145.00
Big League Baseball (W) (2/54) .....	145.00	145.00	145.00
Big Top (G) (6/54) .....	250.00	250.00	250.00
Bingo Roll .....	150.00	125.00	150.00
Bonus Deluxe (U) .....	350.00	300.00	325.00
Bonus Gun (U) (1/55) ..	210.00	195.00	195.00
Broncho Horse (Ex) (10/47) .....	375.00	375.00	375.00
Card Vendor (Ex) .....	50.00	45.00	50.00
Carnival Deluxe (U) .....	295.00	150.00	245.00
Carnival Gun (U) (10/54) .....	150.00	135.00	145.00
Champion Baseball (G) ..	215.00	175.00	185.00
Champion Hockey ('46) ..	100.00	100.00	100.00
Coon Gun (S) .....	85.00	85.00	85.00
Coon Hunt (S) (2/54) ..	155.00	95.00	150.00
Dale Gun (Ex) .....	65.00	65.00	65.00
Defender (B) ('40) .....	150.00	125.00	125.00
Derby, 4 Player (CC) (3/52) .....	125.00	125.00	125.00
Drivemobile (M) (7/54) ..	150.00	150.00	150.00
500-Shooting Gallery (Ex) (3/55) .....	120.00	85.00	110.00
Flash Hockey (Coinex) (9/46) .....	99.50	75.00	99.50
Flying Saucer (M) (6/50) ..	350.00	65.00	95.00
Football (M) .....	275.00	275.00	275.00
Goatee (CC) (1/46) .....	95.00	95.00	95.00
Gun Patrol (Ex) (5/51) ..	150.00	62.00	95.00
Gypsy Fortune Teller .....	10.00	10.00	10.00
Harvard Metal Typer .....	125.00	125.00	125.00
Heavy Hitter (B) .....	65.00	50.00	65.00
Hi-Ball (Ex) (2/38) .....	95.00	75.00	75.00
Hockey (CC) .....	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54) .....	95.00	95.00	95.00
Jet (B) .....	110.00	110.00	110.00
Jet Fighter (W) (10/54) ..	225.00	100.00	150.00
Jet Gun (Ex) (12/51) .....	75.00	75.00	75.00
Jumping Jack (G) (11/52) ..	85.00	35.00	75.00
Jungle Gun (U) (7/54) .....	325.00	325.00	325.00
Kicker & Catchers .....	52.50	52.50	52.50
K O Fighter .....	395.00	345.00	350.00
Lite League (W) (2/54) ..	95.00	75.00	75.00
Lord's Prayer (M) (6/56) ..	390.00	390.00	390.00
Lovometer (Ex) .....	25.00	25.00	25.00
Mauser Pistol (Ex) .....	89.50	89.50	89.50

	High	Low	Mean Avg.
Mercury Counter Gripper...\$	25.00	\$ 25.00	\$ 25.00
Midget Movies (CC) .....	145.00	75.00	125.00
Midget Skee-ball (CC) .....	125.00	125.00	125.00
Mill Scales .....	65.00	35.00	50.00
Panoram (Mills) .....	395.00	395.00	395.00
Pennant Baseball (W) .....	100.00	100.00	100.00
Periscope (CC) .....	100.00	95.00	95.00
Photomatic (M) (1/50) ..	395.00	245.00	350.00
Photomatic Deluxe (M) (2/36) .....	245.00	245.00	245.00
Pistol (CC) (1/49) .....	75.00	75.00	75.00
Pistol Pete (CC) .....	99.50	45.00	75.00
Pistol Target Skill .....	15.00	15.00	15.00
Pitch'm & Bat'm (S) .....	195.00	125.00	195.00
Polar Hunt (W) .....	395.00	325.00	345.00
Pop Up .....	20.00	20.00	20.00
Quarterbacks (G) (9/55) ..	195.00	140.00	195.00
Ranger (K) .....	295.00	250.00	295.00
Rapid Fire (B) .....	125.00	110.00	110.00
Rifle Gallery (G) (6/54) ..	175.00	150.00	150.00
Round the World Trainer (CC) (10/53) .....	375.00	325.00	325.00
Royal Mustang Horse .....	375.00	375.00	375.00
Safari (W) (2/54) .....	365.00	224.00	313.00
Set Shot Basketball (Munves) (6/52) ..	295.00	225.00	275.00
Shoe Brush Up .....	95.00	95.00	95.00
Shoot the Bear (S) .....	195.00	65.00	125.00
Shooting Gallery (Ex) (6/54) .....	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55) .....	195.00	99.00	195.00
Silver Bullets (Ex) (11/49) .....	195.00	75.00	125.00
Silver Gloves (M) .....	195.00	125.00	175.00
Six Shooter (Ex) .....	75.00	75.00	75.00
S K Grip Vue .....	30.00	20.00	20.00
Skee Ball (W) (8/36) .....	245.00	245.00	245.00
Sky Fighter (M) (9/53) ..	125.00	125.00	125.00
Sky Gunner (G) (9/53) ..	125.00	125.00	125.00
Sky Gunner (CC) .....	125.00	125.00	125.00
Sky Rocket (G) (6/55) ..	195.00	175.00	185.00
Smiley (Pioneer) (8/46) ..	525.00	495.00	495.00
Space Gun (Ex) .....	125.00	85.00	95.00
Space Ranger (Deco) .....	275.00	275.00	275.00
Space Ship .....	275.00	125.00	135.00
Speed Boat (B) (7/53) ..	325.00	275.00	325.00
Sportland (Ex) (11/51) ..	140.00	140.00	140.00
Sportsman (K) (11/54) ..	185.00	140.00	175.00
Standard Metal Typer, F S ..	275.00	275.00	275.00
Star Series (W) (4/49) ..	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54) .....	120.00	100.00	120.00
Steeple Chas .....	395.00	395.00	395.00
Strike-A-Lite (ABT) .....	195.00	195.00	195.00
Submarine (K) (1/42) ..	125.00	125.00	125.00
Super Home Run (CC) (3/54) .....	125.00	125.00	125.00
Super Jet (CC) (4/53) ..	175.00	175.00	175.00
Super Jet (CC) (8/53) ..	295.00	295.00	295.00
Super Pennant (W) .....	175.00	145.00	175.00
Super Slugger (U) (7/55) ..	215.00	215.00	215.00
Telequiz (1/49) (T) .....	65.00	65.00	65.00
Ten Strike (E) (46) .....	85.00	75.00	85.00
3-D Theater (M) (12/53) ..	150.00	150.00	150.00
Three-of-a-Kind .....	20.00	18.00	18.00
Three Way Gripper (Gb) ..	25.00	25.00	25.00
Treasure Cove (Ex) (6/55) ..	225.00	225.00	225.00
Trigger Horse (E) (7/53) ..	395.00	395.00	395.00
Undersea Raider (2/46) ..	125.00	125.00	125.00
Voice-O-Graph (M) (4/46) .....	395.00	325.00	325.00
Wild West (G) (2/55) ..	65.00	65.00	65.00
Wizard 5c .....	20.00	19.50	19.50
Wizard Whiz .....	25.00	18.00	20.00
World Series (W) (4/51) ..	50.00	50.00	50.00
Zingo (1/51) (U) .....	65.00	65.00	65.00

News in Brief From Field

**\* Continued from page 81**

tion. Further, association reports that 4/5 of factories in the nation use venders as refreshment service, and that 1/5 of factories utilize vending machines exclusively for employee feeding. The \$2 1/4 billion sales volume represents increase of 500 per cent since 1950.

**New Accumulator Intro'd**  
By Gross Mfg. Company....

Gross Manufacturing Company, St. Paul, Minn., has accumulator that works on electronic principle. Dubbed "Quick Set," accumulator takes 5, 10 and 25-cent coins, which can price as many as 20 items anywhere from \$1 to \$5 when used in combination with penny accumulator. Firm claims accumulator has operated one-half million times without failure, an estimated 35 years of average use. Company claims "Quick Set" can be installed in vending equipment with standard nickel, dime and quarter switches and slug rejectors.

**P.O. Testing Redesigned Stamp Vend Machines...**

As part of Postmaster General Summerfield's program of automation, new automatic stamp machines that return change along with stamps are on six-month trial in nine post offices across the country. Machine supplies any number of stamps, 2 cent, 3 cent, or airmail, when customer puts in any amount of change in either nickels, dimes or quarters. Purchaser dials number of stamps desired. The venders, placed in test locations last December, will replace old-type machines if they prove more popular.

**Miscellaneous News From Around the Country...**

January sirup sales of Dr. Pepper Company set all-time record for month, stated Wesby R. Parker, executive vice-president of firm.... William George Meeder named Midwest area supervisor of gen-

eral product sales for Vendo Company. Headquarters are in Chicago. Automatic Canteen announced formation of two new sales regions Atlantic and Florida, with John L. Beattie Jr. heading up first and Joseph Rowe second.



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## ROCK BOTTOM PRICES!

WURLITZER 2000.....	\$775
WURLITZER 1900.....	\$675
WURLITZER 1500 & 1550.....	\$110
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### EDITORIAL

## A Tribune Editorial

The Chicago Daily Tribune, which bills itself as "The World's Greatest Newspaper" proved last week that its billing is not empty when it comes to writing an editorial about hoodlums trying to gain control of the coin machine-business in Chicago.

Entitled "A New Racket," the editorial appeared in its February 12 issue. It is one of the best and fairest ever written by a daily newspaper about this problem.

The editorial asks why local law enforcement agencies cannot protect legitimate businessmen from the invasion of hoodlums:

"Do we have to wait for a Senate committee to investigate, hold hearings in Washington, and make a report before anything is done to stop the destruction of coin machines and the systematic shakedowns of machine operators?"

"No businessman should be obliged to pay tribute to any association in order to get protection from ax wielders and acid throwers.

"The taxpayers maintain several expensive protective agencies, which include the Chicago police department and the sheriff's police. We have a state's attorney with a large staff, and numerous judges. For many years this costly law enforcement apparatus has been unable to stop racketeering in several labor unions, and there seems to be a labor union tie-up with the new coin machine racket.

"For a change, let's get the police busy on a local criminal activity and stop it without help from a Senate committee or any other federal agency."

In the editorial, evidences of hoodlum machine destruction, about which two Tribune reporters are currently doing a series, are pointed out (see Editorial elsewhere in this section).

## Op Installs Beach Battery Of 20 Bowlers

LONG BEACH, Calif. — A battery of 20 Bally Strike Bowlers has been installed by Jack Oster, veteran beach amusement operator, on the Nu-Pike here. The games were purchased from Paul A. Laymon, Inc., Los Angeles distributors.

The section for the games covers 40x40 feet with space for storage and offices in the rear of the building. Oster has eight of the 14-foot Bally units along one wall and 12 backed against the opposite wall.

Merchandise is displayed on shelves over the games. A special award of a Panda bear is made for a score of 275 on the nose.

Oster, a native of Chicago, has been an operator at this beach area operated by the Long Beach Amusement Company. He is credited with introducing cranes to the section 25 years ago. In addition to the bowling spot, he also operates the Skooter and Crazy Maize, ride and walk-thru attractions.

The Laymon company was represented by its manager, Ed Wilkes, in the deal with Oster.

## Sun-Glo Sales Rise by 15%

BELLEVILLE, N. J. — Carmine DeCepoli, head of Sun-Glo Shuffleboard Supplies, says his firm expects to do a record business in 1958. Last year, he said, the company's sales ran 15 per cent ahead of 1956 and only 10 per cent below the record 1955.

This May, Ed DeCepoli, Carmine DeCepoli's son, rejoins the firm after his discharge from the U. S. Marines. He is currently stationed on the battleship Iowa. DeCepoli will also attend Bloomfield College while working for the company.

## S. Jersey Coinmen Plan Annual Fete

HADDONFIELD, N. J. — Two local coin machine associations will hold a joint second anniversary dinner at the Cherry Hill Inn here, April 24. The groups are the Cigarette Guild of South Jersey and the Amusement Guild of South Jersey.

Industry leaders from the cigarette machine, juke box and amusement game industries are expected to attend the event. The cigarette group has 28 members, while 38 belong to the amusement association.

## West Coast Distrib Shows Corsair '30'

BEVERLY HILLS, Calif. — Continental Vending Machine Corporation will show the Corsair "30", 30-column cigarette machine, in the Wedgwood Room of the Beverly Hilton Hotel here February 20-21, George R. Gans, Western sales representative, said. The machine will be on display from 10 A. M. until 10 P. M. during the showing and Southern California operators are invited to attend.

## Silver King Parts

NEW YORK — Moe Mandell, head of Northwestern Sales and Service here, announces that he has a full line of Silver King parts in stock, including main plates, gaskets, springs, globes and dogs. Several operators had been inquiring about the availability of these parts.

## Rocket Shuffle

Continued from page 91  
five vertical lines, and if his shot is accurate, the ball or balls in the line tripped spring into the air and re-settle, while the balls in the other four lines remain in place. In this way, player can rearrange ball positions for in-line scores.

Since 3 in line scores 50,000; 4 in line scores 100,000; 5 in line scores 200,000 in bonus points, and diagonal in-lines score double the above amounts, player can choose to hold present in-line arrangement and shoot a puck to improve his in-line score. Player has opportunity to take 10 puck shots during course of game, and register as many in-line scores as he chooses by pressing the button any time three or more balls are lined up.

**Arrows and Rockets**  
In addition to the bonus points for in-line scoring, player scores from 1,000 to 5,000 regular points by tripping switches at the end of the Formica board which correspond to the five vertical lines of ball holes. Elongated arrows mark the trip switches on the board, colorful rockets mark the vertical lines of the ball hole field.

Rocket Shuffle, 7 foot 7 inches by 2 feet, thru its three-dimension mirror effect, gives the appearance of a game of about 12-foot length.

A single-player game, Rocket Shuffle is available in both regular and replay models.

Average game, according to Chicago Coin, takes about 1 minute 45 seconds to run off.

Seeburg M-100-A ..	\$ 99.00
Seeburg M-100-C ..	450.00
Wurlitzer 1700 ..	495.00
Wurlitzer 1800 ..	595.00
Wurlitzer 1900 ..	695.00
Wurlitzer 2000 ..	795.00

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AMI G-200 ..	\$650.00
AMI G-120 ..	625.00
AMI G-60 ..	595.00
AMI B-40, 45 RPM, repainted	195.00
AMI C-40, 45 RPM, repainted	195.00
Seeburg M100R ..	695.00
Seeburg M100C ..	595.00
Seeburg M100C ..	495.00
Seeburg M100A ..	150.00
Wurlitzer 1550 ..	150.00

BOWLERS	
C.C. Bowling League, 14 ft.	\$495.00
C.C. Bowling League, 11 ft.	495.00
Bally Bowling Lane, 14 ft.	495.00

BOWLERS	
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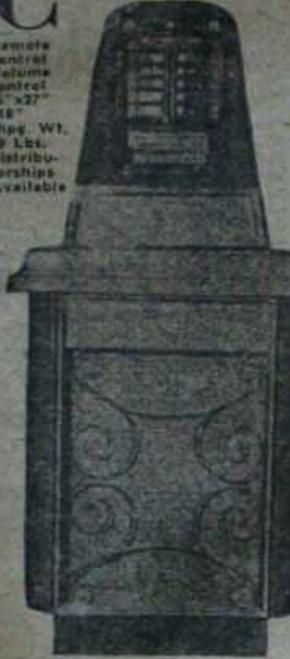
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Sky Fighter, Mutoscope ..... 125.00  
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## Chicago Game Union Racket

Continued from page 91

liation must shoulder their share, too. The association itself must take its full share of the blame also.

In fact, some operators have said that there was little trouble with machine destruction until the association was formed.

Chicago needs to be rid of hoodlums in the coin machine business, whether they be within or outside of unions. But to break racket control in any business, that business must have protection of the laws. Until it does, the legitimate businessmen in it, in trying to fight fire with fire, only enlarge what they seek to control.

Everyone in the coin machine businesses affected, whether in the juke box business or in the amusement games business, has a stake in the outcome of investigations of hoodlum penetration such as are going on in Chicago.

If operators are forced to buy protection from union racketeers, it is money they cannot spend on new equipment or to otherwise improve their businesses. If legitimate operators cannot operate their businesses without having locations jumped by hoodlums by violence or by threats of violence, legitimate business suffers.

Manufacturers, distributors and operators all pay the price in dollars and cents for hoodlums attempting to gain control of even one city.

In all likelihood, hoodlums will continue to try to muscle into the Chicago coin machine business until investigators on some level of government—local or federal—are able to break the back of apparent ties between politics and rackets.

What should members of CIAA do?

The current status of the association, as result of the work of hoodlums, is shaky.

We strongly recommend that the association immediately cancel its affiliation with 134. They can take the money they pay into its coffers to retain the best legal talent they can find in Chicago.

These are several large law firms which would be ideal. Manufacturers should lend all the financial support they can.

Operators with evidence of hoodlum activities must search their conscience on whether or not to tell the authorities what they know. We hope they do talk. They can also ask for, and get, police protection.

CIAA should also try to get back Raynor to act as adviser.

It is high time that the industry itself act. Chicago is a good place to start.

We hope that local law enforcement agencies are able to do the job. If they fail, we hope that when the Senate Rackets Committee resumes its hearings on union racketeering in the coin machine business, they will produce enough to force local officials to act and to remain vigilant.

We think that people within both the juke box and amusement game businesses can do their share, too. Racketeers pose a serious threat to the future of both businesses. They could one day effectively control both businesses in some cities (in Chicago, they may already be closer to that than anyone knows).

Head-in-the-sand thinking, which has so far characterized the attitude of many responsible people in both businesses on all levels, will not help in preventing that from happening.

## Edmonton, Alta., Cig Vend Law Liberalized

EDMONTON, Alta. — Because a city regulation that has been disputed for months apparently infringes on a federal statute, aldermen have deleted the controversial section from civic controls on tobacco dealers. Now any dealer with a civic tobacco license is entitled to apply for a civic license for a tobacco vending machine.

However, all dealers must comply with the provisions of the federal Tobacco Restraint Act, which makes it a criminal offense to allow anyone under 16 to be furnished with cigarettes. The rescinded civic controls said cigarettes vending machines "shall not be located in premises where (persons) under 18 years" are allowed. In addition, the controls said a machine "shall not be located except where it may be supervised."

In past months, the now deleted regulations were attacked as "discriminatory" and "ambiguous," with groups claiming one cafe had been issued a vending machine license while a similar cafe had been denied one.

## DSA Launches

Continued from page 91

viding a more effective and representative coverage of the industry thru its effective trade association. Formal amendment of the constitution and bylaws is expected to follow, incorporating this change. The present name of the DSA will probably be retained, Feldman explained, because of its long and favorable record of achievement in making Detroit the shuffleboard center of the country, but some addition to the name, indicating the new broader field of membership, will probably be made.

Business discussions were confined to a short session at the February meeting, as the wives of operator members were guests of the evening for this one annual affair. Mr. and Mrs. Chlopan proved genial hosts, with a varied and generous provision of refreshments and buffet that was enjoyed by their guests until a late hour.

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**Five Cases Handled by FTC**

• Continued from page 81

admission by McKee that he has violated the law."

On February 12 the commission approved another consent order prohibiting the Amalgamated Sugar Company, Ogden, Utah, major manufacturer in the beet sugar industry, from discriminating among its customers in the price of sugar. FTC's complaint, issued last year, charged that Amalgamated's price cuts to certain of its customers violated the Robinson-Patman amendment to the Clayton Act. It said these cuts, made in 1954, 1955, and 1956, would have diverted business from Amalgamated's competitors had they not met them immediately.

Under the terms of the consent order, price differentials between customers, regardless of their location, are prohibited where the lower price undercuts the price of a competitor of the company. The agreement is for settlement purposes only and does not constitute an admission by the company that it has violated the law.

**La. Floridana**

On February 13 the commission charged La. Floridana Cigar Factory, Inc., Tampa, Fla., with misrepresenting the character of certain cigars it makes. The FTC complaint alleges that the names "Havana" and "Banana" appear on the box and band of "Hale Haven Tampa Sweets," thus implying that these cigars are composed entirely of tobacco grown in Cuba. "In reality," the complaint says, "the cigars contain substantial amounts of non-Cuban tobacco." Certain of the firm's cigars have paper binders, alleges FTC, and the fact is not adequately disclosed.

The public, claims FTC, be-

lieves that cigars are made of tobacco unless explicitly informed to the contrary. Named in the complaint are the company's officers, Faustino Casares and William E. and Violet C. Diaz. Parties are granted 30 days to file an answer to the complaint. A hearing is scheduled April 7 in Tampa, before an FTC hearing examiner.

**Distributors Charged**

On Friday, February 14, the commission charged two affiliated concerns in New York City with misrepresenting earnings to be made from servicing the vending machines they sell, and the assistance they give customers. The commission complaint cites North American Nut Company, Inc., and Nut-OO-Amatic Company, Inc., with violating the FTC act. Also named are their officers, Martin Richmond and George Weinstein.

Companies are charged with making false claims in advertising and promotional literature and thru their salesmen. Contrary to these claims, FTC alleges, virtually all customers make much less than the stated monthly and yearly incomes. Further, FTC charges that little or no assistance is given customers, that inventory is not worth the sum invested, and that a customer assumes a very great risk of losing his investment. Parties are granted 30 days to file an answer to the complaint. A hearing is scheduled April 7 in New York City before an FTC hearing examiner.

**Pennsy Mayor**

• Continued from page 91

ers, and members of the City Council. Council opponents to the one-man rule included Charles Petraitis, Republican, who is in the Mayor's camp. Petraitis threatened to vote with the minority to take away the Mayor's licensing power if the monopoly edict was not changed.

Now the Mayor says he has a "plan" that would satisfy Petraitis. When pressed for a report on his plan by the minority members of the Council, the Mayor said:

"I am not ready to make my report yet. But no one is stopping anybody from using whatever machine they want. . . . Everybody is still permitted to operate even though the licenses were paid for by the Forbes Amusement Company."

But the Mayor did reveal that "I may outlaw all machines in town. I have received many complaints that the machines are only gambling devices."

In sideline action, Forbes Amusement Company, Pittsburgh, which had been handed the monopoly, reportedly agreed to halt immediately the use of its name. A court suit was begun against them by a firm of similar name, Forbes Amusements, a kiddie ride firm. A written agreement was still to be signed.

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Williams Spiffire ..... 75.00

Williams Scramo ..... 75.00

Williams Cue Tee ..... 75.00

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Williams Pennant Baseball ..... 100.00

Williams Peter Pan ..... 125.00

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# COIN MACHINE EXPORTS

November, 1957

Country	Photographs		Amusement Games		Vendors		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	330	\$ 142,284	1,992	\$ 276,227	442	\$ 13,760	2,764	\$ 432,271
Italy	147	105,328	1,131	321,788	..	..	1,278	427,114
Venezuela	317	275,921	28	8,783	..	..	345	284,704
Switzerland	120	80,835	594	173,894	5	2,214	719	256,943
Canada	130	62,906	1,583	46,936	1,713	108,708	3,426	218,550
West Germany	158	80,030	482	100,658	1	794	641	181,482
Sweden	40	28,993	103	33,413	67	57,769	230	120,175
Cuba	146	96,296	60	5,215	25	625	231	102,136
Mexico	19	14,370	805	76,608	..	..	824	90,978
Netherlands	65	32,335	82	14,895	86	38,142	233	85,372
Austria	62	39,470	..	..	..	..	62	39,470
Dom. Republic	5	2,517	150	6,712	..	..	155	9,229
Other Countries	462	211,568	478	71,914	18	5,614	958	289,096
<b>Totals</b>	<b>2,001</b>	<b>\$1,172,851</b>	<b>7,488</b>	<b>\$1,137,043</b>	<b>2,377</b>	<b>\$227,626</b>	<b>11,866</b>	<b>\$2,537,520</b>

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## Game Exports Top \$1 Million in Nov.

Amusement Units Set Record for 1 Month, As Year's Totals Break \$25,000,000 Mark

WASHINGTON — U. S. coin game exports in November set an all-time high mark for a one-month period, breaking into the seven-figure bracket for the first time.

U. S. Department of Commerce figures show game dollar volume all but equaled juke box volume in November, hitting \$1,137,043 on 7,488 units, while music machines notched \$1,172,851 on just over 2,000 units shipped.

While juke box dollar volume has run consistently above the \$1 million figure, games never before reached much above \$800,000 in a

one-month period. They did \$854,000 in March, their previous high month.

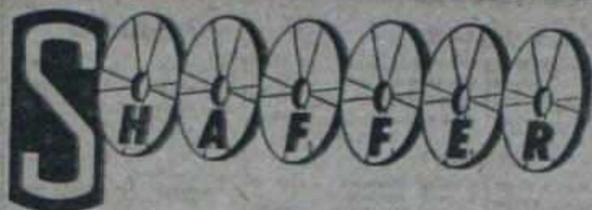
Heavy import of games by markets in four countries, Belgium, Italy, Switzerland and West Germany, effected the big spurge. Venezuela, Belgium and Switzerland each took over \$100,000 in jukes. (See chart this section.)

### Belgium on Top

Belgium led all other markets for U. S. coin machines in November, taking \$432,271 worth of jukes, games and vendors. Italy followed closely with \$427,114, mostly in game imports. Venezuela's \$284,704 was made almost exclusively on juke box shipments. Switzerland showed an unusually high total of \$256,943, Canada did \$218,550, and three other markets, West Germany, Sweden and Cuba each topped \$100,000 in total coin machine imports.

While November game shipments soared to new heights, juke box and vending machine shipments were about average as compared to the other 1957 months.

With one month to go to finish out the reports on monthly 1957 U. S. exports, the year is expected to reach a total export dollar volume of over \$25,000,000, establishing a new record high.



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M100B	395.00

### WURLITZER

Model 2000	\$675.00
Model 1900	645.00
Model 1800	575.00
Model 1700	475.00

### ROCK-OLA

1454	\$595.00
1448	575.00
1438	350.00

### AMI

G-200	\$675.00
G-120	595.00
F-120	495.00
E-120	350.00

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EVER SEEN!**

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M-100A, Converted to 45 RPM \$275  
SEEBURG 100R \$650  
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SEEBURG 100-G \$95  
SEEBURG 100-W \$75

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All phonographs reconditioned and refinished.

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Bally ALL STAR DELUXE BOWLER  
Bally STRIKE BOWLER  
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Keeney CIGARET VENDER  
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United CHIEF	84.50
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United JUNGLE RIFLE	99.50
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All games reconditioned and ready for locations. One-third down with order, bal. C.O.D. SEABOARD NEW YORK CORP. 171 Park Ave., East Hartford, Conn.

**C. Friedenberg, Detroit Op, Dies**

DETROIT — Charles Friedenberg, prominent operator of amusement games in the Detroit area since the late '30's, died here recently. He was the first secretary-treasurer of the Detroit Shuffleboard Association.

He started in the business as the C. F. Amusement Company, and subsequently became a partner with the late Alex Curtis in the Curtis Coin Machine Company and also in Alcha's Music Company, a juke box operation. He subsequently bought out the Curtis interest, changing the firm to the Frye Coin Machine Company, which acted as a distributor as well as operator of all types of coin equipment. He was also widely known by the name of Frye.

He is survived by his widow, a daughter and two brothers—Jack, who operates a night club near Mount Holly, N. J., and Alex, owner of a route under the name of Frye Amusement, who is looking after the deceased's business for his estate.

**Bally Location Mailing Available**

CHICAGO—Bally Manufacturing Company is making available to operators a quantity of self-mailer promotional literature designed to interest locations in Bally bowlers.

Featured in the mailing piece is the Bally All-Star Bowler. Information on the new All-Star Deluxe Bowler, omitted from the mailer, may be inserted if desired.

Other games described are the Strike-Bowler and ABC Super-Deluxe Bowler. Mailer folds to post card size for easy mailing and includes tear-off reply card for location to fill in and mail. The mailer is available to operators free of charge from the Bally offices.



**Chicago Coin launches NEW SATELLITE! ROCKET SHUFFLE**

Featuring the New, Action-Packed ... SATELLITE ROCKET THEME!

DIFFERENT! Nothing ever before like it VARIETY! Every game different—loads of scoring combinations! • Easy to understand and play! • 3-D magic makes 7-ft. cabinet appear 12 ft. long! Ideal for every location! • Irresistible appeal for all ages! • Player accepts or rejects in-line Bonus Score! **ORDER TODAY!**

New Scoring with CAPTIVE BALLS— 3-in-Row — 4-in-Row — 5-in-Row, Diagonals Score Double! Replay or Regular Model. Replays awarded for High Score. High Score to 9,900,000.

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SUPER BIG TOP	\$295
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BIG TOP	235
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**EXHIBIT**

POP GUN CIRCUS	\$450
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C.C. TWIN HOCKEY	\$220
C.C. STEAM SHOVEL	140
KEENEY CROSS COUNTRY	150
GENCO CHAMPION BASEBALL	175
CAP. MIDGET MOVIES	125
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WMS. QUARTERBACK	85

**SHUFFLES**

UNITED REGULATION	\$375
BALLY CONGRESS	475
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THUNDERBOLT	210
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UNITED 14' BOWLING ALLEY	\$475
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**ANY WAY YOU LOOK AT IT...**



CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST., CHICAGO 24, ILL.

## Moe Mandell

• Continued from page 81

1942-'45. During the day he would run the distributorship, then he would grab a quick bite, switch from business suit to overalls and join the night shift.

One of the reasons that the New York courts have ruled favorably on charm venders is the effort of Mandell in organizing the New York Bulk Vendors' Association. The local group was formed four years ago to stem the wave of unfavorable court decisions involving charm machines. By providing competent counsel to defendants

in charm cases, the association was able to establish that charm machines are legal merchandise venders.

The National Vending Machine Distributors' Association also takes up a lot of Mandell's time. The organization feels that the distributor's function in promoting and marketing manufacturers' products should be taken into consideration and that the manufacturer should not sell to operators at the same price that he sells to distributors.

According to Mandell, the part-time operator will always be an important part of the bulk vending industry. He explained that bulk vending is the only facet of the

coin machine industry which allows an operator to get started with an investment of only a few hundred dollars.

By the same token, the turnover among part-time operators will continue to be considerable, according to Mandell. He reasons that while many part-time operators would like to devote their full time to vending, they are unable financially to quit their regular jobs and get by for the year or two it takes to build up the route. Often the pressure of holding down a regular job and operating a route becomes too much, and the route is sold to another newcomer, and the cycle begins again.

A three-story building with 7,500 square feet of floor space currently houses Northwestern Sales here. When Mandell first went into the distributing business, a small office and two rented garages constituted the physical set-up.

Mandell likes to work with his hands in whatever spare time he has. He's a better-than-average home carpenter, and likes to do it himself rather than call for help.

He's also proficient with the paint brush and easel, working mostly with oils. Mandell has gone to art school and is currently taking private lessons from Nicholas Comito, prominent local artist.

Mr. and Mrs. Mandell live alone in their Brooklyn home.

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watch  
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### 14' UNITED BOWLING ALLEYS \$425.00

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Genco 2 PL. SKILL BALL	... \$195.00
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And Many Other Features  
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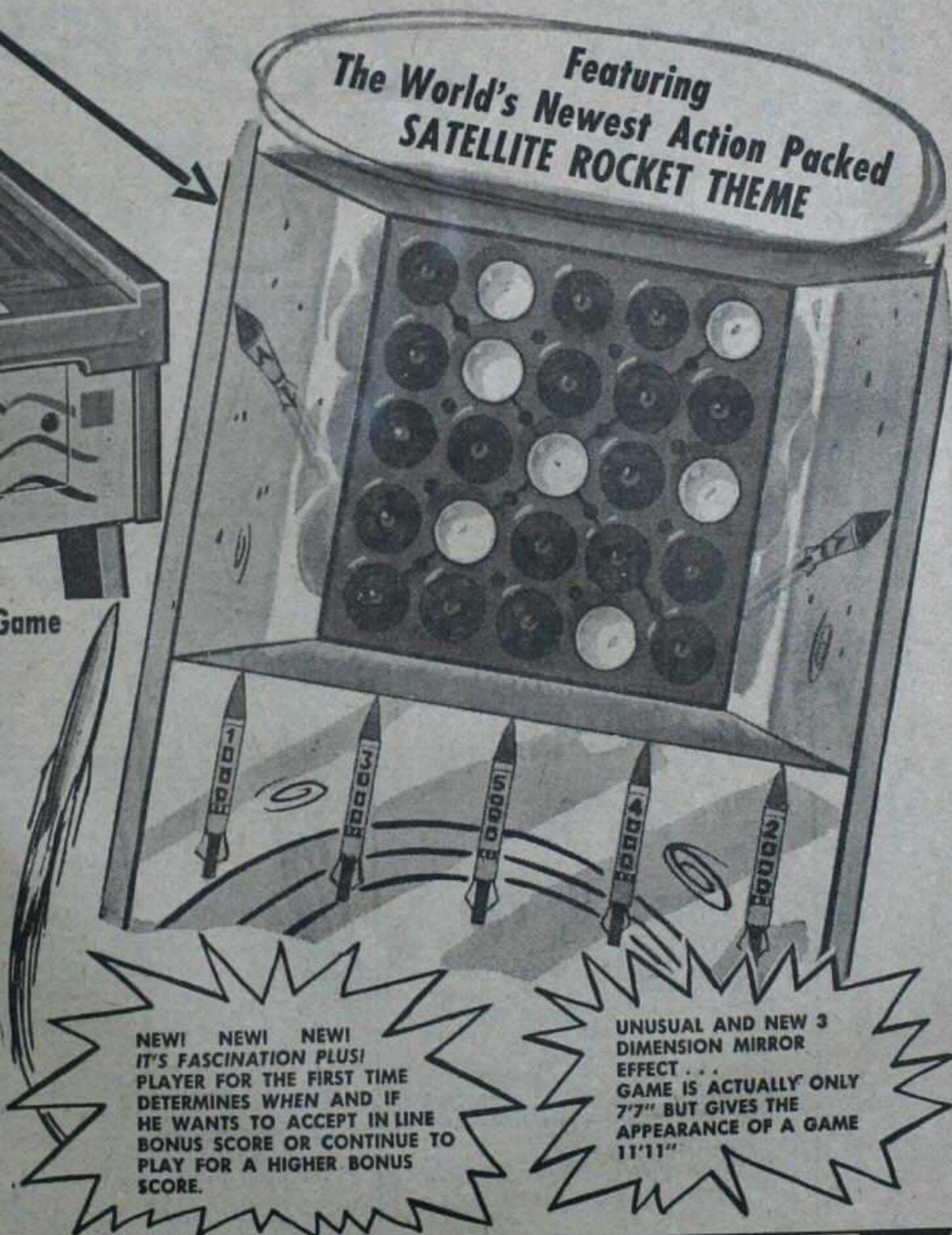
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IT'S FASCINATION PLUS!  
PLAYER FOR THE FIRST TIME  
DETERMINES WHEN AND IF  
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*for match-score order*  
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Now trigger-action bowling is more fun than ever  
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Get your share, get new flashed-up, speeded-up  
**ALL-STAR DE LUXE BOWLER**  
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**New Fast-Loading  
Ball Gun  
Speeds Up Play**

Motor-powered ball-gun swings back and forth. Player throws ball by finger tip pressure on lever, when gun is aimed in desired direction to score a strike or to pick up a leave. NEW IMPROVED MECHANISM puts another ball in gun a split-second after player shoots. Quick loading of gun eliminates delay, permits player to throw balls in rapid succession. Result is that average game is rolled in half the time formerly required, doubling dimes-per-hour earning power of ALL-STAR DE LUXE BOWLER.

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ON SMOOTH ALLEY  
BALL HITS PINS  
OFFICIAL  
BOWLING RULES  
1 OR 2 CAN PLAY**

# CASH IN ON THE **BIG SWITCH** TO NO SWITCHES!

EQUIP EVERY LOCATION WITH **UNITED'S NEW**

# ROYAL BOWLING ALLEY

**REALISTIC BOWLING  
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**BALL HITS PINS** JUST AS IN REGULATION BOWLING

**NO PLAYBOARD SWITCHES** ON SMOOTH ALLEY

**BIG 4 1/2 INCH BALL**

**EXTRA QUIET... EXTRA FAST**

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2 GAMES FOR 25¢

**CREDIT UNIT**

ACCEPTS UP TO 20 QUARTERS  
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**EXTRA STURDY CONSTRUCTION  
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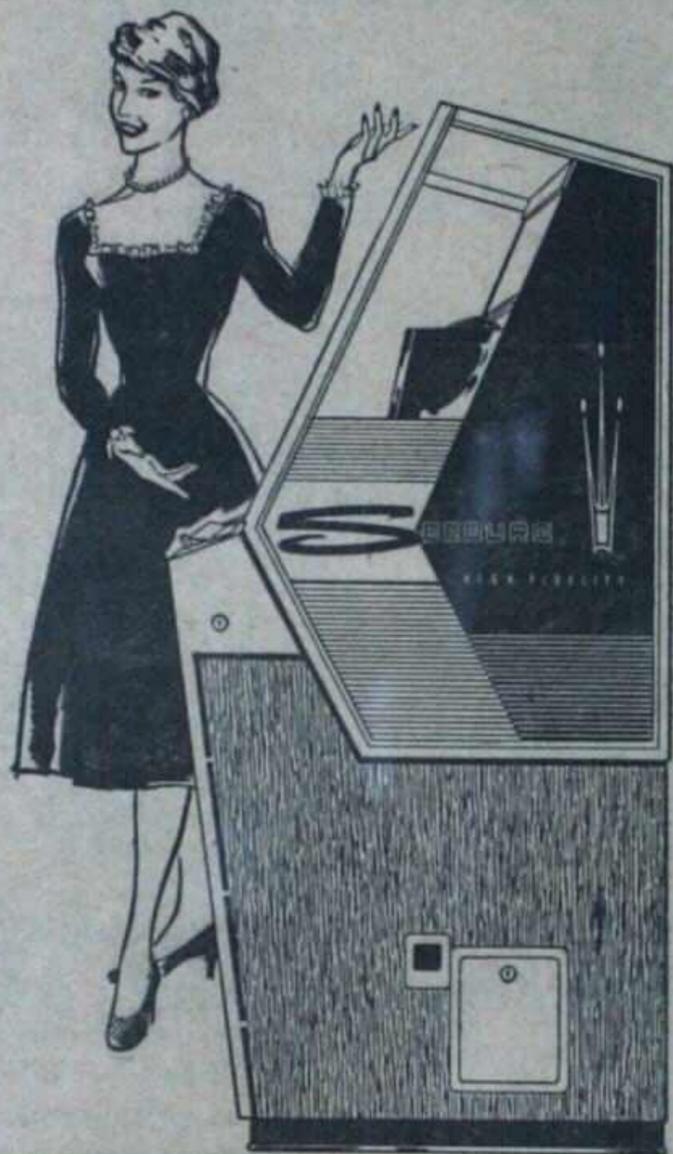
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"201"



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"161"

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see other two-page ad in this issue...*

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